

THE ERICSSON APPROACH

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ERICSSON AT A GLANCE



Enabling the full value of connectivity
for service providers

Business areas:

- Networks
- Digital services
- Managed services
- Technologies and new businesses

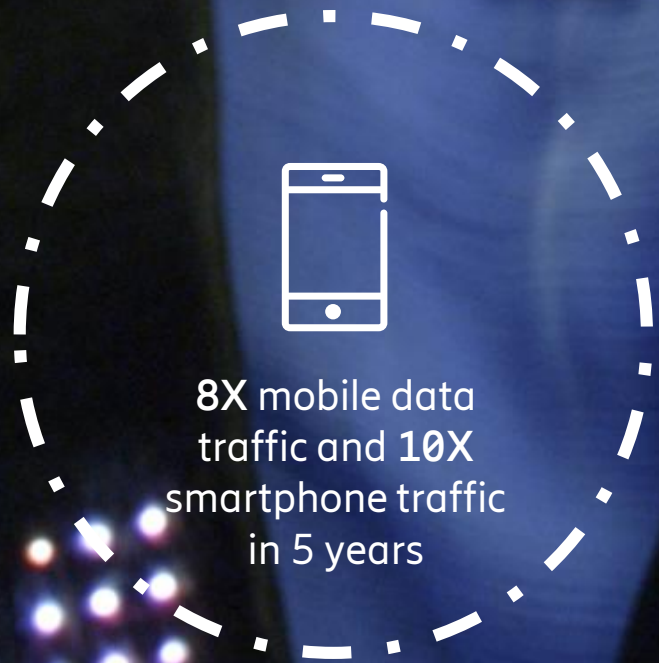
By the numbers:

- 180+ countries
- 210.8 billion SEK in Net Sales 2018
- 95,359 employees
- 45,000 patents

Image: Ericsson headquarters, Kista, Sweden

Third quarter 2018 figures

NEW BEHAVIORS



2,7 BILLION
LIKES ON FACEBOOK

\$13 MILLION
CROWDFUNDING

\$2,7 BILLION
E-COMMERCE

2 MILLION
NEW SMARTPHONE
SUBSCRIPTIONS PER DAY



3X
UBER REVENUE OVER
SIZE OF TAXI MARKET,
IN SAN FRANCISCO

500,000
AIRBNB STAYS PER NIGHT

133 MILLION
HOURS YOUTUBE
VIDEO WATCHED

SECURE COMMUNICATION = ENCRYPTION = EXPORT CONTROLS



Encryption is necessary to protect the content in all networks and is a prerequisite for any secure network
Encryption is integrated in all public networks
Extensive export controls for encryption
Encryption is already publicly available all around the world



TRADE COMPLIANCE PROGRAM



Regulators & Authorities



Organization



Competence



Steering documents



Process & Tools



KPI



Internal Audit



MANAGEMENT ATTENTION



RECIPE FOR SUCCESS



- Strong organization with management attention allowing for specialists
- Participating in the R&D process – gatekeeper before product release
- Integration with the sales process – early involvement and case handling
- Commercial mitigation (read: strong foot print in contracts)
- Involvement in system integration
- Participates in regulatory workgroups and forums

