



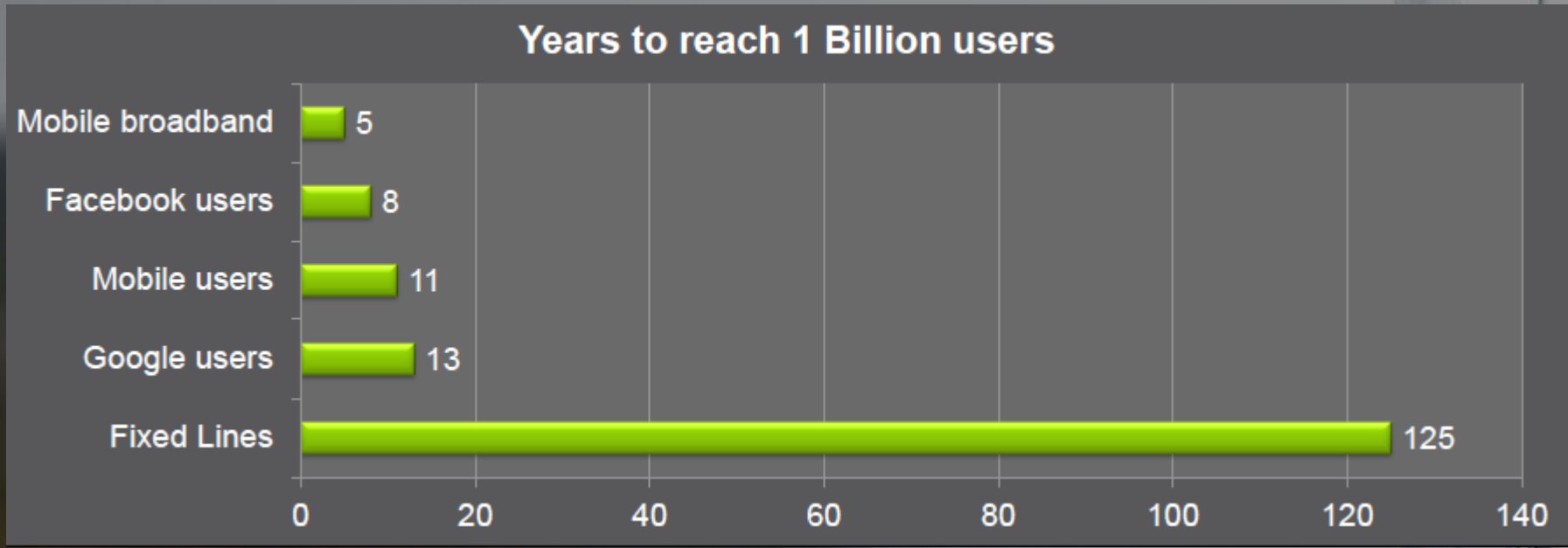
ERICSSON

MOBILE BROADBAND FOR EVERYONE

INFORMED POLICY TO CONNECT THE UNCONNECTED

APRIL 2016

MOBILE BROADBAND FASTEST GROWING TECHNOLOGY IN HISTORY



Source: ITU

CAPTURE THE NEXT WAVE

>50% of world population still lack Internet access



3.6 BILLION MOBILE BROADBAND SUBSCRIPTIONS 2015*

DEVELOPED COUNTRIES - 87%



DEVELOPING COUNTRIES - 39%

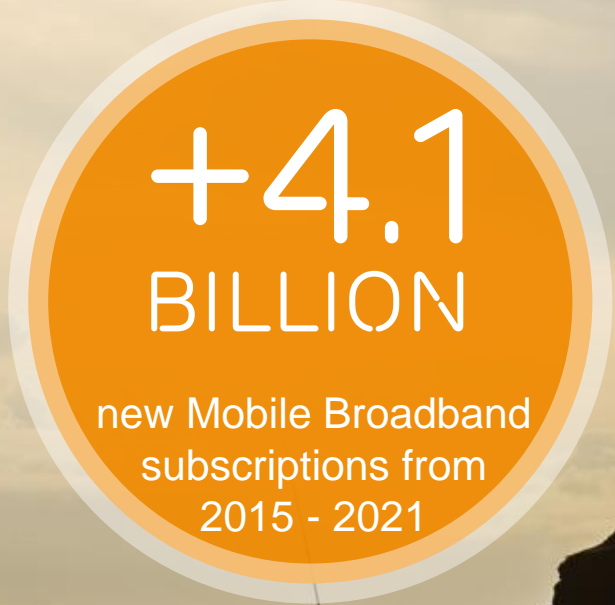


ONLINE



OFFLINE

100 Million People
(Rounded Values)



Note* Estimates. Source: ITU & Ericsson Mobility Report, Nov 2015

CAPTURE THE NEXT WAVE

>50% of world population still lack Internet access



The ICT revolution

Over the past 15 years the ICT revolution has driven global development in an unprecedented way. Technological progress, infrastructure deployment, and falling prices have brought unexpected growth in ICT access and connectivity to billions of people around the world.

>50% of world population still lack Internet access

In 2015, there are 3.6 billion Mobile Broadband subscriptions worldwide, corresponding to a penetration rate of less than 50% of world population. From the illustration on the left hand side we see a significant difference in the internet adoption between developed and developing countries, 87% penetration rate versus 39%. This is a huge difference and it has a great potential for the industry especially when we acknowledge that the developing countries represents about 80 percent of the world's population! In all, 3.7 billion people in developing countries are still offline.

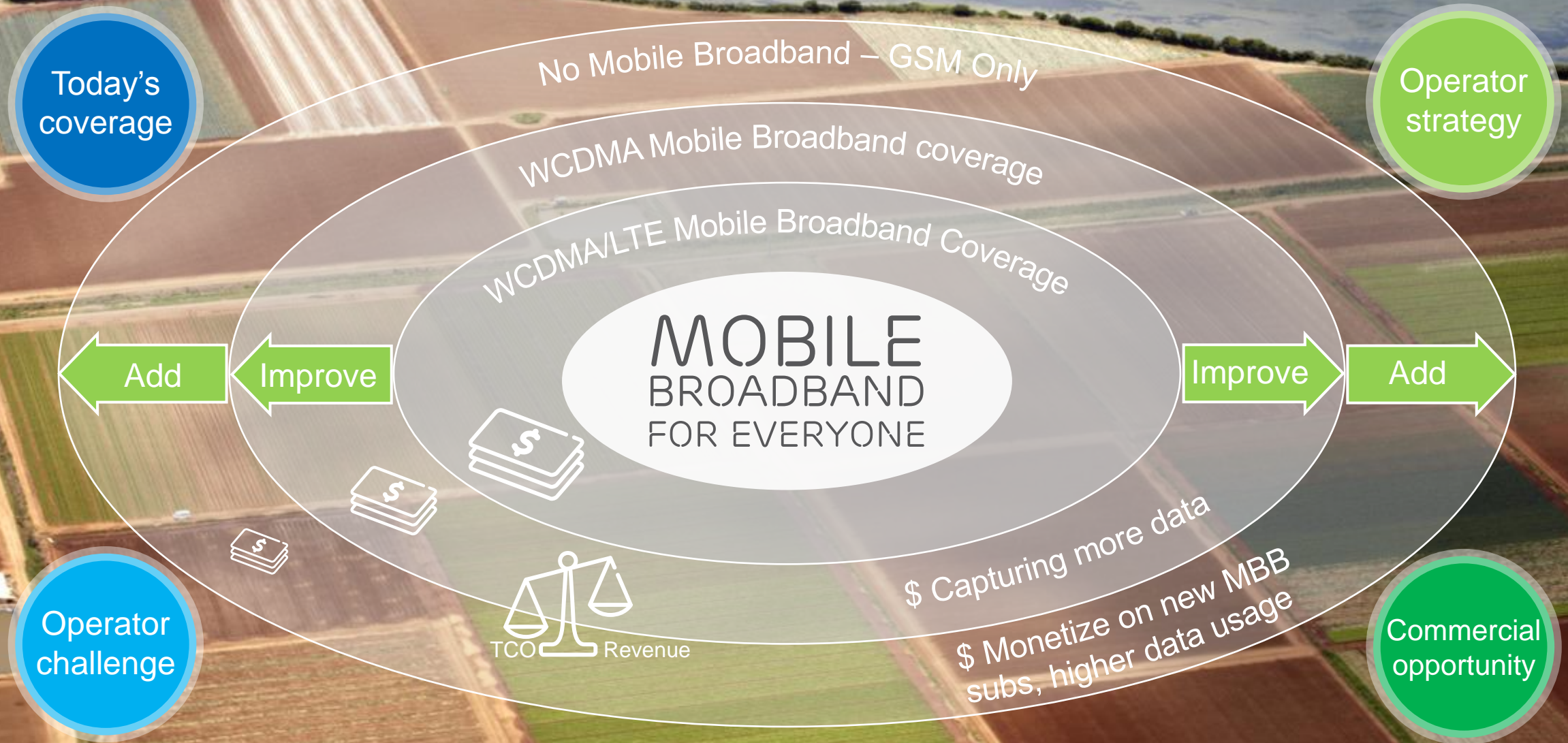
2X Mobile Broadband subscriptions by 2021

According to Ericsson Mobility Report (Nov 2015) we expect Mobile Broadband subscriptions to more than double by 2021 with an added 4.1 billion new subscribers. Looking back, it took more than five years to reach the first billion Mobile Broadband subscriptions and the second billion was reached less than two years after that. The four billion mark is expected to be reached by 2016.

Rising GDP

We see that the number of mobile subscriptions continues to grow in all regions. The reasons are as expected greater device affordability that enables new subscribers in developing regions but also the growth in developed markets by individuals adding more devices. Local economic conditions also have a significant impact on the uptake of subscriptions in different regions. The growth is expected to be particularly strong in the Middle East and Africa due to a young and growing population and rising GDP.

EXTEND MOBILE BROADBAND COVERAGE



EXTEND MOBILE BROADBAND COVERAGE

Today's coverage

WCDMA covers about 65% of the world's population today, while LTE covers about 40%, a very high number, but there is still some way to go before we reach GSM >90% population coverage.

Operator Strategy

Operator has the choice to improve Mobile Broadband (MBB) in areas which already are covered with MBB, or to add MBB coverage on GSM only sites.

Operator challenges

There are areas with low subscriber density, where it might be difficult to balance the revenues with the Total Cost of Ownership (TCO).

Commercial opportunity

There is an opportunity to capture more data by improving the MBB network as well as monetize on new MBB subscribers in areas with no MBB coverage.

Many GSM-only sites need MBB coverage

Today, there are hundreds of thousands of legacy GSM sites where it is expensive and cumbersome to introduce Mobile Broadband since the site needs to undergo drastic remodeling or expansion. We want to change that with a new unique solution (Intelligent Antenna Sharing) that allows keeping the GSM site and reusing the GSM site equipment to the fullest extent. The re-use of existing GSM and new WCDMA equipment allows a TCO saving potential of more than 60% compared to a new conventional 3G site.

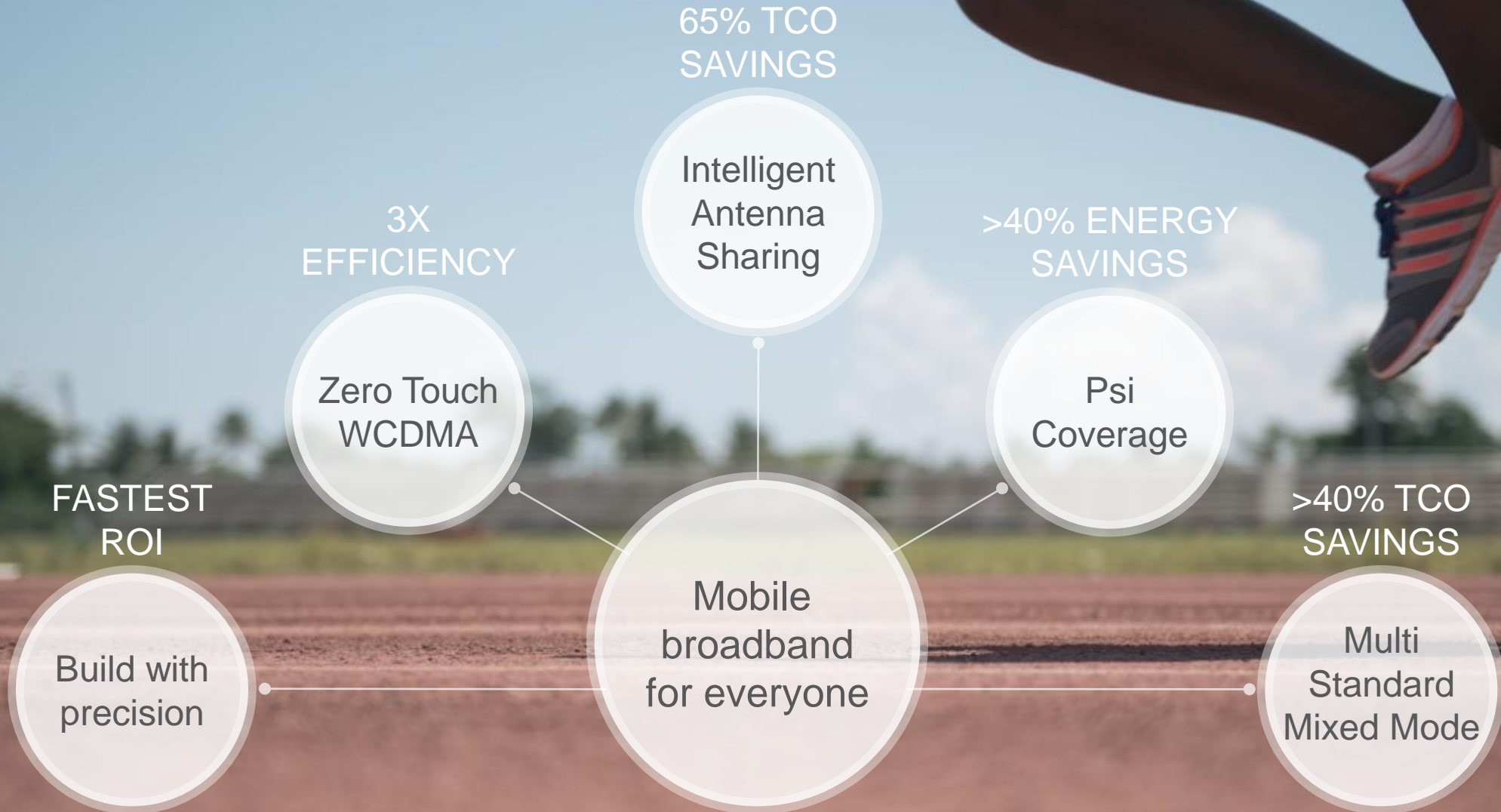
3 Ericsson Radio solutions

The Intelligent Antenna Sharing solution completes our already existing offer with the Psi Coverage, and multi standard mixed mode (MSMM), which are just a flavor of Ericsson's offering. Together, these form a crisp and concrete offering for Mobile Broadband Expansion, with lowest Total Cost of Ownership (which we will have a look at later).

TRANSFORM CHALLENGES INTO OPPORTUNITIES



INNOVATIONS THAT FUELS TODAY



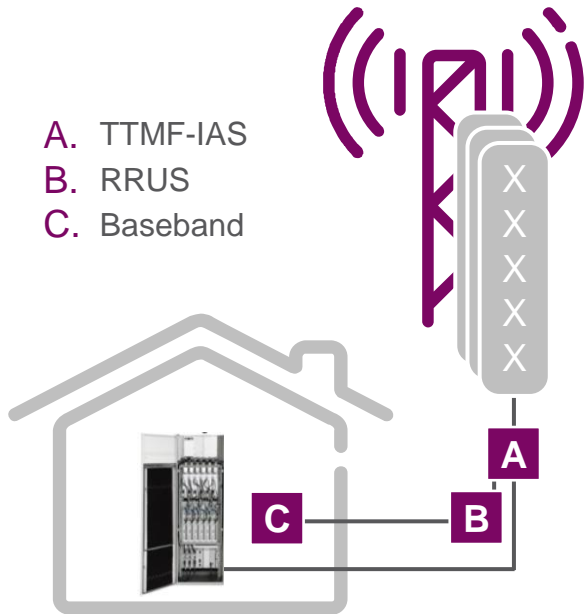
LOWEST TCO SOLUTIONS

Bringing mobile broadband to everyone



Intelligent Antenna Sharing

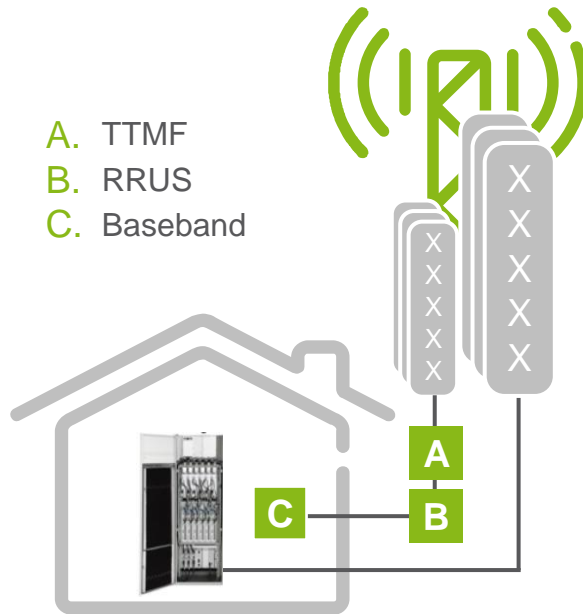
- A. TTMF-IAS
- B. RRUS
- C. Baseband



↓ -65% TCO

Psi Coverage

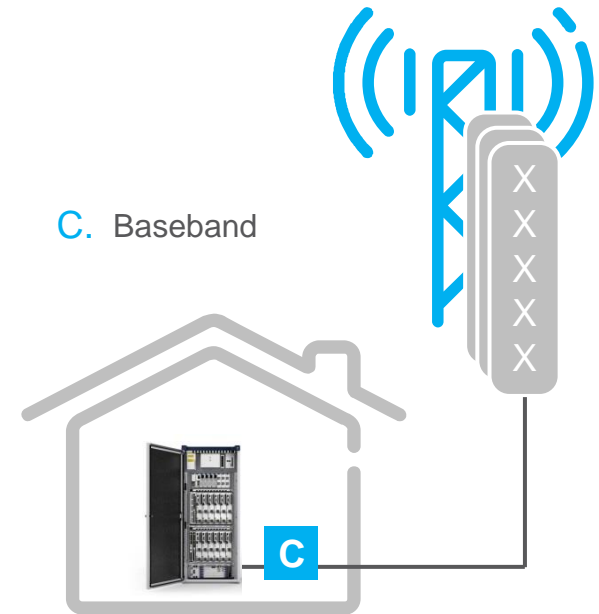
- A. TTMF
- B. RRUS
- C. Baseband



↓ -34% TCO

Multi Standard Mixed Mode

- C. Baseband



↓ -43% TCO

WORLD'S MOST AFFORDABLE 21 MBPS

Robi, Bangladesh



Being the third largest operator in Bangladesh with above 20% market share, Robi needed to find a solution for a fast rollout of a new technology (3G) who previously only had GSM.

By deploying the innovative solution Psi Coverage from Ericsson, Robi was provided a fast Mobile Broadband network rollout with lowest TCO including best in class power consumption with good network performance.



“Psi Coverage solution helps to build mobile broadband in bigger coverage areas with lower CAPEX and OPEX. Hence, it helps to include bigger population under affordable broadband.”

Supun Weerasinghe, CEO Robi Axiata Ltd.



Networks IT Media Industries

WORLD'S MOST AFFORDABLE 21 MBPS

Robi, Bangladesh



THE CHALLENGE

- › With limited assets Robi wanted to provide a cost efficient Mobile Broadband network rollout with a fast pace.
- › Faced with limited and expensive power supply



REDUCE
NETWORK TCO

THE SOLUTION

- › Successfully deployed Psi Coverage nationwide, initially 1000 sites in a few months followed by additional 800 sites



PSI COVERAGE

THE RESULT

- › Energy savings
- › Fast growing traffic and revenues due to large coverage footprint



OPEX SAVINGS &
FASTEST TIME
TO MARKET

ERICSSON RADIO LEADERSHIP



Ericsson Radio System
Next generation system – shipping today

5G Leadership
Guiding the networked society into the future

Indoor Small Cells
Fastest track to indoor business

Elastic RAN
Unique hyperscaled Cloud RAN

Ericsson Lean Carrier
Unique 5G concept today

Energy Performance
Providing most efficient app coverage

MINI-LINK
Market leading capacity in all bands

Internet of Things
Driving the global cellular IoT ecosystem and standards





NEW BUSINESS MODELS

THE NEXT STEP IN CONNECTING THE
UNCONNECTED

MANAGED RURAL COVERAGE (MRC)



- › MRC, a solution to connect the unconnected
- › It provides mobile communications in non covered rural area using 2G, 3G and/or LTE network
- › Satellite transmission in most cases for fast implementation and rollout
- › Solar powered
- › Completely managed by Ericsson as a service



VALUE PROPOSITION



Mobile services in rural areas

Immediate revenue growth

Fast access to rural areas

First mover advantage

Minimized volume commitments

Reduced commercial risk

Coverage as a service

Capex avoidance

Enabler for GDP growth

Good citizen

Solar panels

Environmental sustainability

CROSS-INDUSTRY COOPERATION AND NEW BUSINESS MODELS

Cross-industry partnership between The Coca-Cola Company EKOCENTER initiative and Ericsson to provide:

- › Managed Rural Coverage for communications for all
- › Mobile Payment for financial inclusion
- › TV for Good for education, health and infotainment
- › Safe drinking water
- › Women entrepreneurs empowerment





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