

## **Ericsson establishes an organization for entry-level phones in Malaysia**

**As a further step in its effort to restore profitability in its Consumer division Ericsson has established an organization in Malaysia for managing its efforts in the entry-level segment.**

In the future, Ericsson will use more partners to manufacture mobile phones in order to streamline manufacturing and reduce cost levels.

The reason for this new organization is to combine the two worlds, the knowledge of low-cost production at high quality in Ericsson's Asian factories and partners together with the system and software knowledge in GSM and 3G in Ericsson's European R&D centers. This combination will give increased focus to get the entry-level products to the market in the right time.

The new organization in Malaysia is headed by Johan Paulsson and is currently being implemented. Their mission is to develop and manage the entry-level segment. The establishment of the new organization is an important part of the new entry-level strategy announced in July this year. The first products will be launched during 2001.

*Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of Mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.*

Read more at <http://www.ericsson.com/pressroom>

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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