

Press Release
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TeliaSonera deploys new M2M-platform from Ericsson

As part of TeliaSonera's increasing focus on the fast growing market for machine-to-machine communications solutions, TeliaSonera Global M2M Services is now implementing a new dedicated M2M-platform from Ericsson. The new platform will allow TeliaSonera to deploy and manage connectivity for M2M-solutions across geographical markets and multiple industries on an industrial scale.

TeliaSonera and Ericsson have entered into an agreement under which TeliaSonera Global M2M Services will implement the Ericsson Device Connection Platform, delivered as a service by Ericsson. The new platform, which will be used mainly for the Nordic and Baltic markets, will become a core component of TeliaSonera's M2M-strategy.

"The new platform strengthens our overall M2M-offering in the Nordic and Baltic markets, that also include a rich eco system of partners, a strong mobile network across the region and dedicated resources to customer support to ensure a high level of customer service, all of which are essential to the commercial deployment of business critical M2M-solutions", says Hans Dahlberg, Head of TeliaSonera Global M2M Services.

The M2M business from a mobile operator's perspective entails deploying and managing large volumes of mobile subscriptions, on an industrial scale. The new platform will provide flexibility to partners and customers in the entire end-to-end process of deploying and managing mobile subscriptions for solutions that include M2M-functionality:

- ✓ This new functionality enables embedded connectivity in products and solutions, something that is essential for M2M deployments. Especially important for companies, developing products and solutions utilizing M2M and that need increased control over the entire product life cycle.
- ✓ Automated management of large volumes of mobile subscriptions enables delivery of connectivity on an industrial scale. More efficient delivery of connectivity improves cost efficiency for M2M solutions that also contributes to a lower TCO, Total Cost of Ownership for partners and customers.
- ✓ Full control and overview of all mobile subscriptions through a web portal or through direct integration (API). This also means being able to manage connectivity issues faster and more efficiently, contributing to improved customer service to end users.

TeliaSonera estimates there will be more than one billion connected devices in the Nordics and Baltics by 2020, of which 100 million will be connected to mobile networks. The agreement with Ericsson is part of a strategic partnership between the companies, to harness the potential of the fast growing M2M-market, projected to achieve double digit growth coming years. Ericsson is already a trusted partner in TeliaSonera's partner ecosystem, a rich network of providers of M2M-solutions that serve multiple industries and markets.

TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera helps people and companies communicate in an easy, efficient and environmentally friendly way. Our ambition is to be number one or two in all our markets, providing the best customer experience, high quality networks and cost efficient operations. TeliaSonera is also the leading European wholesale provider with a wholly-owned international carrier network. In 2011, net sales amounted to SEK 104 billion, EBITDA to SEK 36.9 billion and earnings per share to SEK 4.20. The TeliaSonera share is listed on NASDAQ OMX Stockholm and NASDAQ OMX Helsinki. Read more at www.teliasonera.com.



Robert Puskaric, Head of Region Northern Europe & Central Asia, Ericsson, says: "With this new contract we continue to build our global footprint as a leading vendor of machine-to-machine solutions. Together, Teliasonera and Ericsson are introducing an industry-agnostic, large-scale machine-to-machine solution to the Nordic and Baltic markets, allowing Teliasonera to take advantage of new revenue streams and grow flexibly according to demand from its partners and customers.

As a founding member of the Global M2M Association, Teliasonera can extend connectivity and customer services globally to M2M-solutions through a network of operators.

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