Press release

14 August 2002

For the editorial desk

Sony Ericsson places initial SEK 15 m order with Cyber Com

Cyber Com Consulting was commissioned to administer Sony Ericsson's comprehensive, marketing and sales, Internet application portfolio.

The assignment includes responsibility for managing services which are offered to customers and retailers via www.sonyericsson.com, among other channels. The contract covers one year.

"Sony Ericsson competes in one of the toughest markets," says Bengt Levin, Telecom business area manager at Cyber Com. "The company's Web site displays all product information, which is constantly updated."

"Sony Ericsson is a new customer. And thanks to our application management concept, we've gained the company's trust, Levin explains. "Because of our operations in Copenhagen and Denmark, we're able to meet Sony Ericsson's stringent demands for a total solution, fast change management, and for expertise in IBM's and Oracle's software products."

Within the scope of its application management (AM) service concept, Cyber Com Consulting manages, supports, and further develops applications for its customers. AM focuses on all important business processes that are needed to achieve desired benefits from applications. Customer co-operation with Cyber Com enables well-defined areas of responsibility, a structured working method, easy management, and predictable costs.

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Cyber Com is an IT consulting company that specializes in strategy and technology. The company offers integrated turnkey know-how within telecom, finance, and insurance and cutting-edge expertise in modern system development and project management. In 2001, Cyber Com turned over SEK 396.2 million. The company has been profitable since its start in 1995. It currently employs more than 300 people (an average of 12 years' consulting experience). Since 1999, Cyber Com has been listed on the Stockholm stock exchange's O list (Stockholmsbörsen). It has offices in London, Stockholm, Copenhagen, Gothenburg, Malmö, Uppsala and Sundsvall.