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Safe harbor statement

THIS PRESENTATION CONTAINS FORWARD-LOOKING STATEMENTS. SUCH STATEMENTS ARE BASED ON OUR CURRENT EXPECTATIONS AND ARE SUBJECT TO CERTAIN RISKS AND UNCERTAINTIES THAT COULD NEGATIVELY AFFECT OUR BUSINESS. PLEASE READ OUR EARNINGS REPORTS AND OUR MOST RECENT ANNUAL REPORT FOR A BETTER UNDERSTANDING OF THESE RISKS AND UNCERTAINTIES.
“Sony Ericsson could have called this the Xperia Art, and no one would have been surprised.”

“Unbelievably, impossibly thin. It’s fast and very, very stylish”

“A pleasure to tote around”

“It should be high on your list”

“It’s definitely a home run. Best Sony Ericsson phone in years”

“A glorious 4.2in screen and great performance”

“A highly distinctive design”

October 27, 2011

Rationale for change

- 100% ownership drives speedy integration of smartphones with Sony networked products and services
- Operational efficiencies in engineering, network development and marketing, among other areas
- Strategic intellectual property licensing and ownership facilitates rapid growth in global mobile entertainment market
- From making phones to enabling connected devices - realizing vision of 50 b connected devices
- Leveraging combination of assets throughout the Ericsson Group
- Shifting industry dynamics - declining synergies in combining network and handset operations
10 YEARS OF INNOVATION

Sony Ericsson History

- **1 October 2001**: Sony and Ericsson create a 50/50 joint venture, 1st time in history of telecoms industry
- **2001**: T68 phone, 1st Sony Ericsson branded phone
- **2002**: W900, 1st smartphone in industry with integrated touch-screen keyboard
- **2003**: V800 voted Best 3G Handset by GSMA
- **2004**: K800i, 1st Cyber-shot phone, 1st in industry and voted 'Best of the Year' at 3GSM Conference
- **2005**: Launched new brand identity
- **2006**: W800 Walkman phone, 1st in industry with integrated music player
- **2007**: Xperia X1 smartphone, 1st Xperia branded Smartphone
- **2008**: Xperia X10 smartphone, 1st GreenHeart phone
- **2009**: Xperia X10, new brand values and new tagline 'Sony Ericsson make.believe'
- **2010**: Walkman W980 is launched – with clear audio for the best audio experience in a mobile phone

- **2001**: Sony Ericsson History
- **2002**: Sony Ericsson History
- **2003**: Sony Ericsson History
- **2004**: Sony Ericsson History
- **2005**: Sony Ericsson History
- **2006**: Sony Ericsson History
- **2007**: Sony Ericsson History
- **2008**: Sony Ericsson History
- **2009**: Sony Ericsson History
- **2010**: Sony Ericsson History
Shareholder returns

Net positive contribution to shareholders of EUR 1.0 b

Transaction highlights

- Sony Ericsson to become a wholly-owned subsidiary of Sony and integrated into Sony’s broad platform of network-connected consumer electronics products
- Transaction provides Sony with a broad IP cross-licensing agreement and ownership of five essential patent families
- Cash consideration of EUR 1.05 billion paid to Ericsson
- Ericsson and Sony to create wireless connectivity initiative to drive connectivity across multiple platforms
- Timing considerations
  - Closing expected January 2012, subject to customary closing conditions, including regulatory approvals
Wireless connectivity initiative

- Wireless technology evolution
- Consumer electronics evolution
- Enabling the eco-system
- Wireless consumer trends
- Consumer electronics trends

50 billion connected devices

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