

ST-ERICSSON MEDIA AND ANALYST BRIEFING

Barcelona, February 15th 2011



SAFE HARBOR STATEMENT

This presentation contains forward-looking statements that involve inherent risks and uncertainties. We have identified certain important factors that may cause actual results to differ materially from those contained in such forward-looking statements.

For a detailed description of risk factors see STMicroelectronics' (NYSE:STM) and Ericsson's (NASDAQ:ERIC) filings with the US Securities and Exchange Commission, particularly each company's latest published Annual Report on Form 20-F.

OUR JOURNEY

2009

FORMATION

Integration

Restructuring

2010

TRANSFORMATION

New portfolio creation

Customer wins and
market traction

Restructuring
completed

2011

STARTING TO SEE THE BENEFITS

Execution and delivery of
exciting new products

Build on our foundation
to create new business

Improve financial
performance



OUR AIM



LEADERSHIP IN SMARTPHONES AND TABLETS

DRIVE INNOVATION IN MOBILE BROADBAND

ENABLE COOLEST, RICHEST, AFFORDABLE DEVICES

THE WORLD IS MOBILE

Phone sales
**outnumber
births**
9 to 1

Mobile subscriptions
**outnumber
bank accounts**
4 to 1



200 million
users **accessing
Facebook** on
mobile devices

Mobile will
overtake PCs for
internet browsing
in 2013

OUR AIM



LEADERSHIP IN SMARTPHONES AND TABLETS

DRIVE INNOVATION IN MOBILE BROADBAND

ENABLE COOLEST, RICHEST, AFFORDABLE DEVICES

SMARTPHONE AND TABLET GROWTH



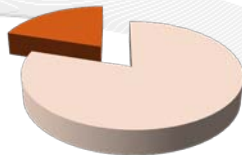
Smartphone volumes

Source: Strategy Analytics – November 2010/January 2011

2010

22%

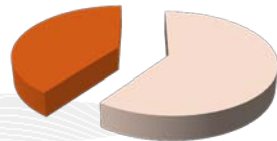
293m



2014

45%

> 600m



12x growth in tablets 2010-2015

Source: iSuppli February 2011

OUR AIM

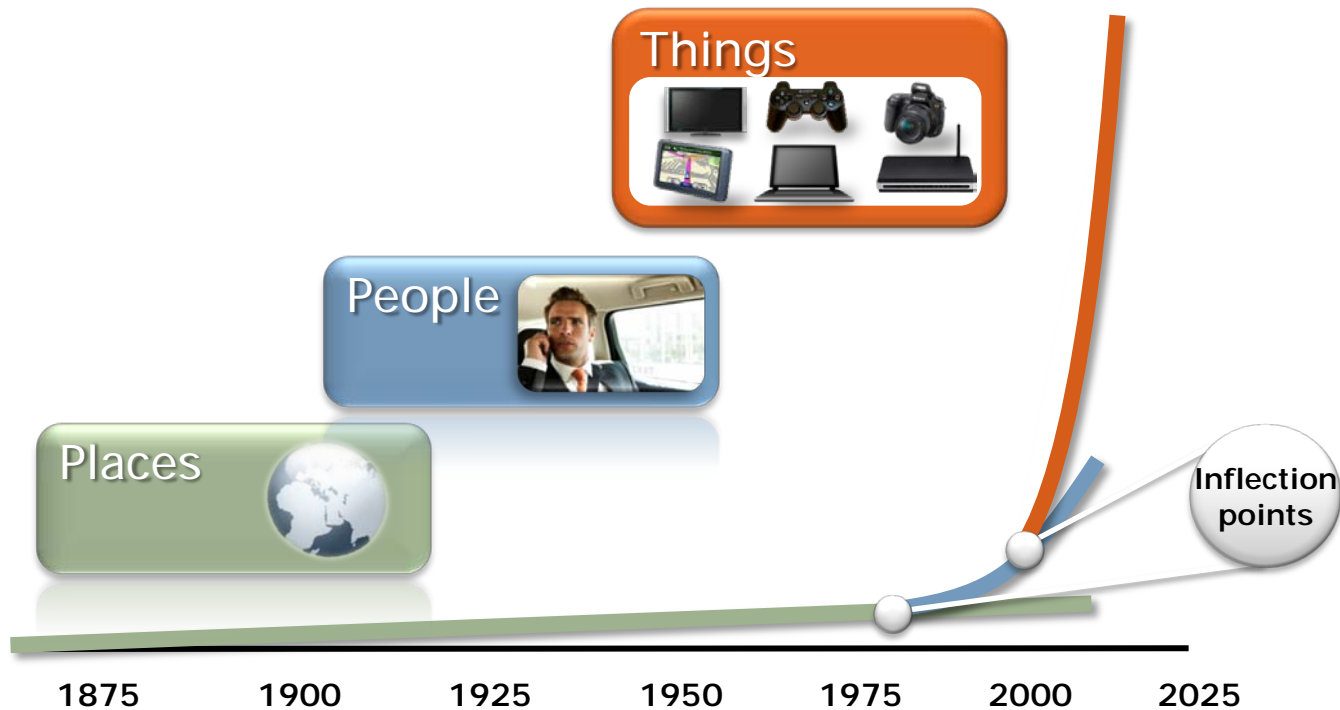


LEADERSHIP IN SMARTPHONES AND TABLETS

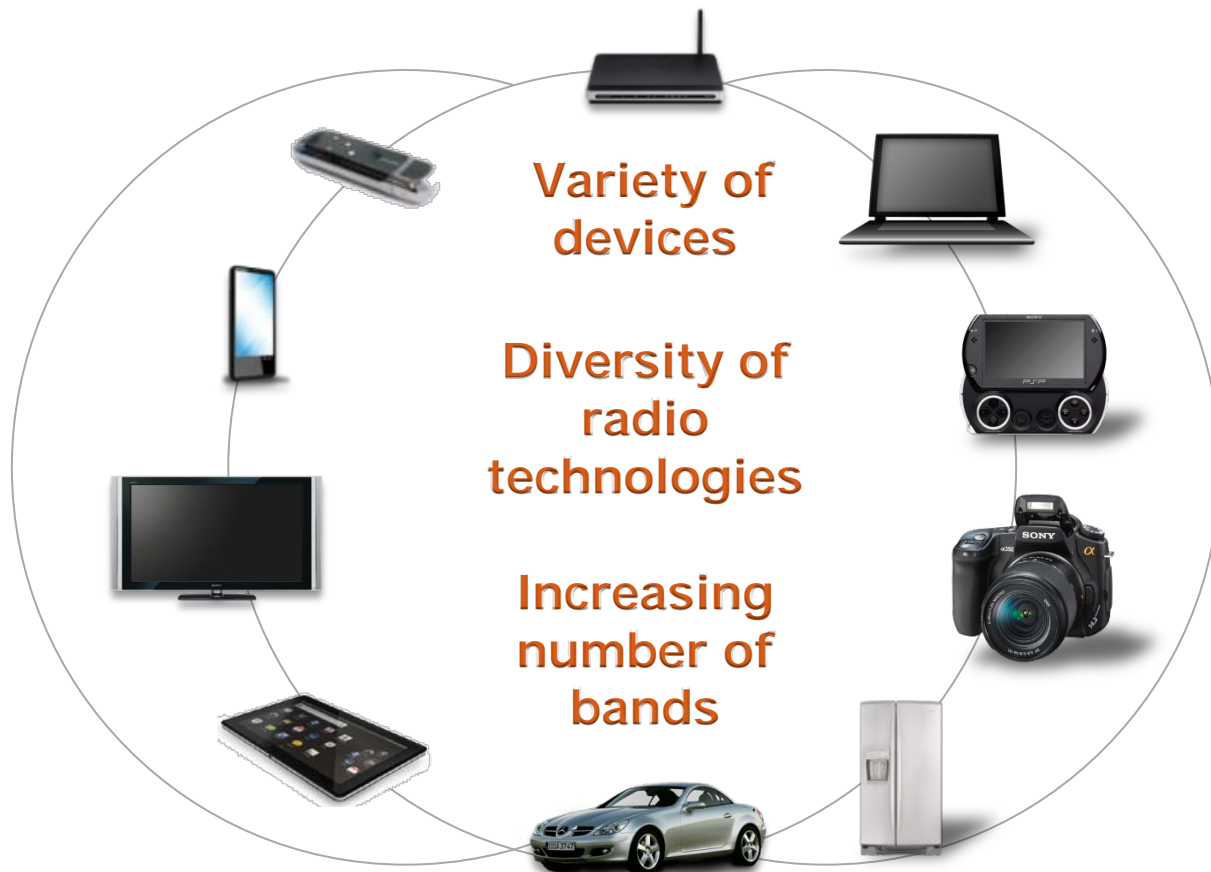
DRIVE INNOVATION IN MOBILE BROADBAND

ENABLE COOLEST, RICHEST, AFFORDABLE DEVICES

NUMBER OF CONNECTIONS EXPLODING



THE COMPLEXITY CHALLENGE



INTRODUCING

INTRODUCING

Nova™ 
BY ST-ERICSSON

Highest -performance
application processors



THOR™ 
BY ST-ERICSSON

Industry-leading
thin modems



NovaTHOR™ 
BY ST-ERICSSON

Complete platforms for
smartphones and tablets

Ultra-responsive
user Interfaces



Gesture-
controlled UI

Immersive
gaming



3D

Full internet
experience



Telepresence

Augmented
Reality



Nova™
BY ST-ERICSSON

Powering Amazing User Experiences

Full HD
mediacenter

3D



HD cameras and
camcorder

3D



Computer Vision

Powering **amazing** user
experiences

Latest innovations for the
coolest devices

Industry-leading mobile
computing and multimedia
performance and **power**

NEW

Sampling 2011

A9600

A15 dual-core @ 2.5GHz
20x graphics improvement*
28nm

NEW

Sampling 2011

A9540

A9 dual-core @ 1.85GHz
4x graphics improvement*
32nm

NEW

Available

A9500

A9 dual-core @ 1.2GHz
20% graphics improvement*
45nm

POWERFUL
AND COOL
DEVICES



* vs U8500

A FAST EVOLUTION

Continuing leadership on
application processor
performance

Significant improvements in
performance and power

Nova™ 
BY ST-ERICSSON

NEW

A9540

- A9 dual-core @ 1.85GHz
- 2x memory bandwidth and cache*
- 4x graphics performance*
- Lower Power through process technology and architecture innovation

* vs U8500

GAME-CHANGING PERFORMANCE

First device with dual-core A15 and Rogue™ technology

More than **20 000** DMIPS

Imagination Rogue™ GPU delivering **210 GFLOPS**

Industry-leading **power consumption**

Nova™ 
BY ST-ERICSSON

NEW

A9600

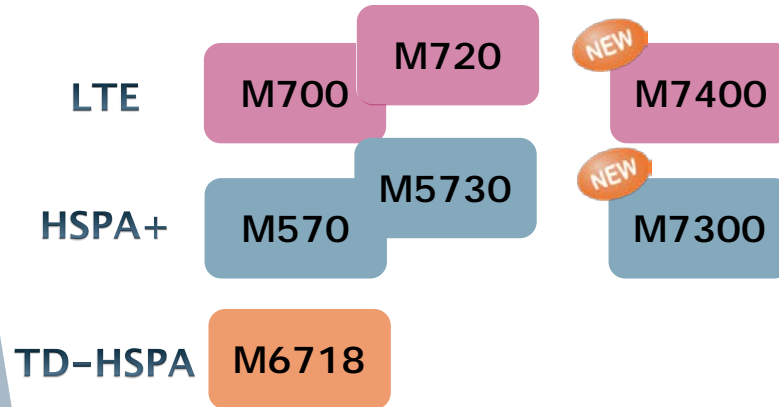
- A15 dual-core @ up to 2.5GHz
- 20x graphic performance*
- Powerful OpenCL CPU
- Next level of power innovation

* vs U8500

Ultra-fast
content streaming and
internet access everywhere

Extremely power-efficient
and compact thin modems

Latest innovations in access
technology and modem
architecture



THE
LEADER
IN 4G

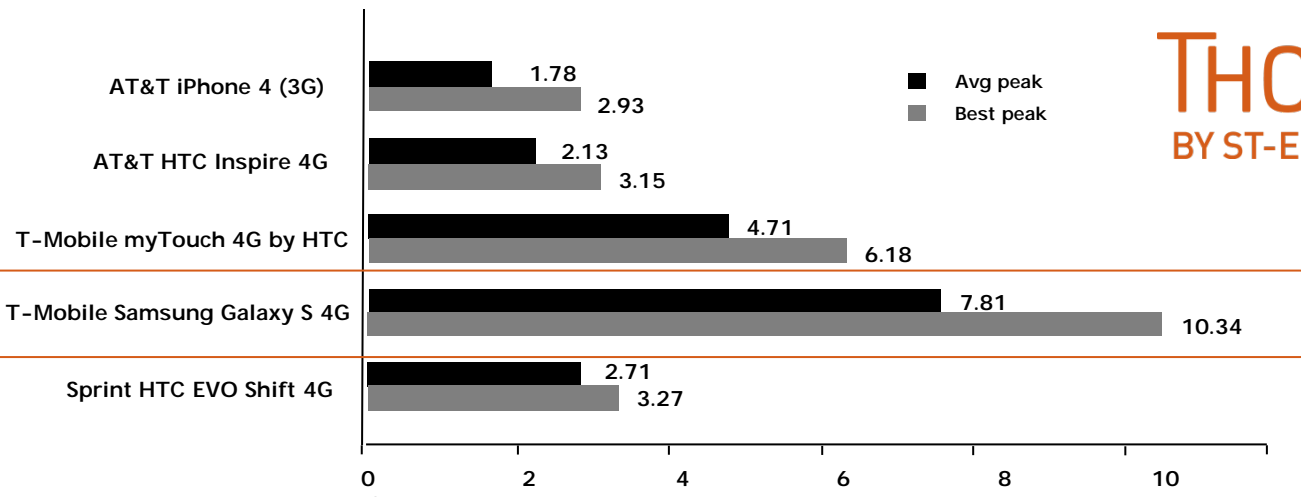


T-Mobile Wins MSNBC Speed Contest With Samsung Galaxy S 4G

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By David, Managing Editor | February 09th, 2011 8:27 pm EST | [107 Comments](#)

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THOR™
BY ST-ERICSSON

M5730



The lucky folks at MSNBC are among the first to get their hands on the upcoming Samsung Galaxy S 4G and they did exactly what we would have hoped for, conducted speed tests. Pairing it up against the myTouch4G, Sprint's Evo Shift 4G, AT&T's Inspire 4G as well as the iPhone 4 even so that device runs solely on the AT&T 3G network.

ST-ERICSSON'S NEW MULTIMODE MODEMS

THOR™
BY ST-ERICSSON

M7300

HSPA+ dual-carrier
42Mbps/84Mbps

Architecture optimized for
power and flexibility

THOR™
BY ST-ERICSSON

M7400

LTE/HSPA+ dual-
carrier
100Mbps

Small footprint enabling
aggressive LTE deployment

Lower power – Smaller footprint – Better performance

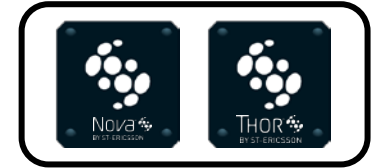
Best-in-class application processors
matched with the latest modems

NovaTHOR™
BY ST-ERICSSON



Premium/High

Time to market
Performance
Flexibility



Integrated solutions for industry-
leading BOM and size with the best
performance in every tier

NovaTHOR™
BY ST-ERICSSON



Mainstream

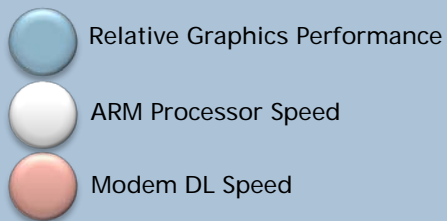
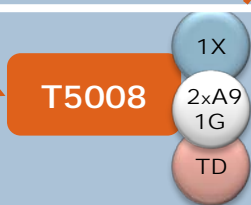
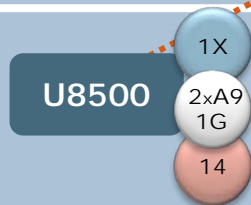
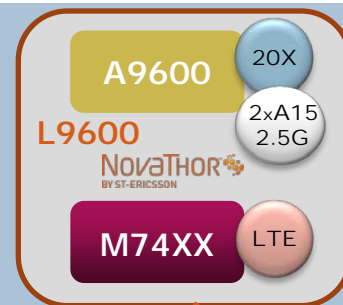
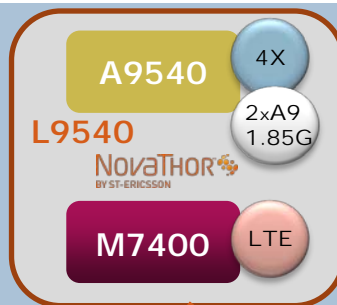
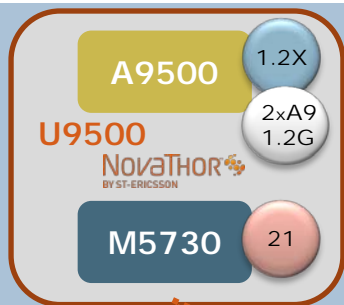
Size
Bill of Materials
Cost

Reuse &
integrate



Nova™
BY ST-ERICSSON

THOR™
BY ST-ERICSSON



FIRST LTE TDD & FDD TABLET

Quanta Selects ST-Ericsson's Industry-Leading NovaThor™ Smartphone Platform to Power its LTE Tablets

Tablet running Android on this highly advanced dual-core multimedia platform featured now at Mobile World Congress



M700

A9500

NovaThor™
BY ST-ERICSSON

Quanta

Network: LTE
Display: 10.1 inch XGA
Camera: 5 Mpixel (rear) + VGA (front)
Video: 1080p H.264 camcorder
Connect.: BT, GPS, Wi-Fi, USB
Memory: 512MB/ 8GB
Size: 259x178x13

OUR AIM



LEADERSHIP IN SMARTPHONES AND TABLETS

DRIVE INNOVATION IN MOBILE BROADBAND

ENABLE COOLEST, RICHEST, AFFORDABLE DEVICES

THE FULL SMARTPHONE EXPERIENCE FOR ENTRY



<\$200 smartphones

16% in 2010

>50% in 2015

Source: Strategy Analytics – November 2010

NovAThor™
BY ST-ERICSSON

U4500

**A “no compromise” entry
smartphone experience at <\$100**

- ARM Cortex-A9 @ up to 800MHz
- Fast graphics engine
- WVGA Camcorder
- Up to 8 Mega pixel camera support
- Integrated HSPA+ modem
- Full connectivity suite

OUR AIM

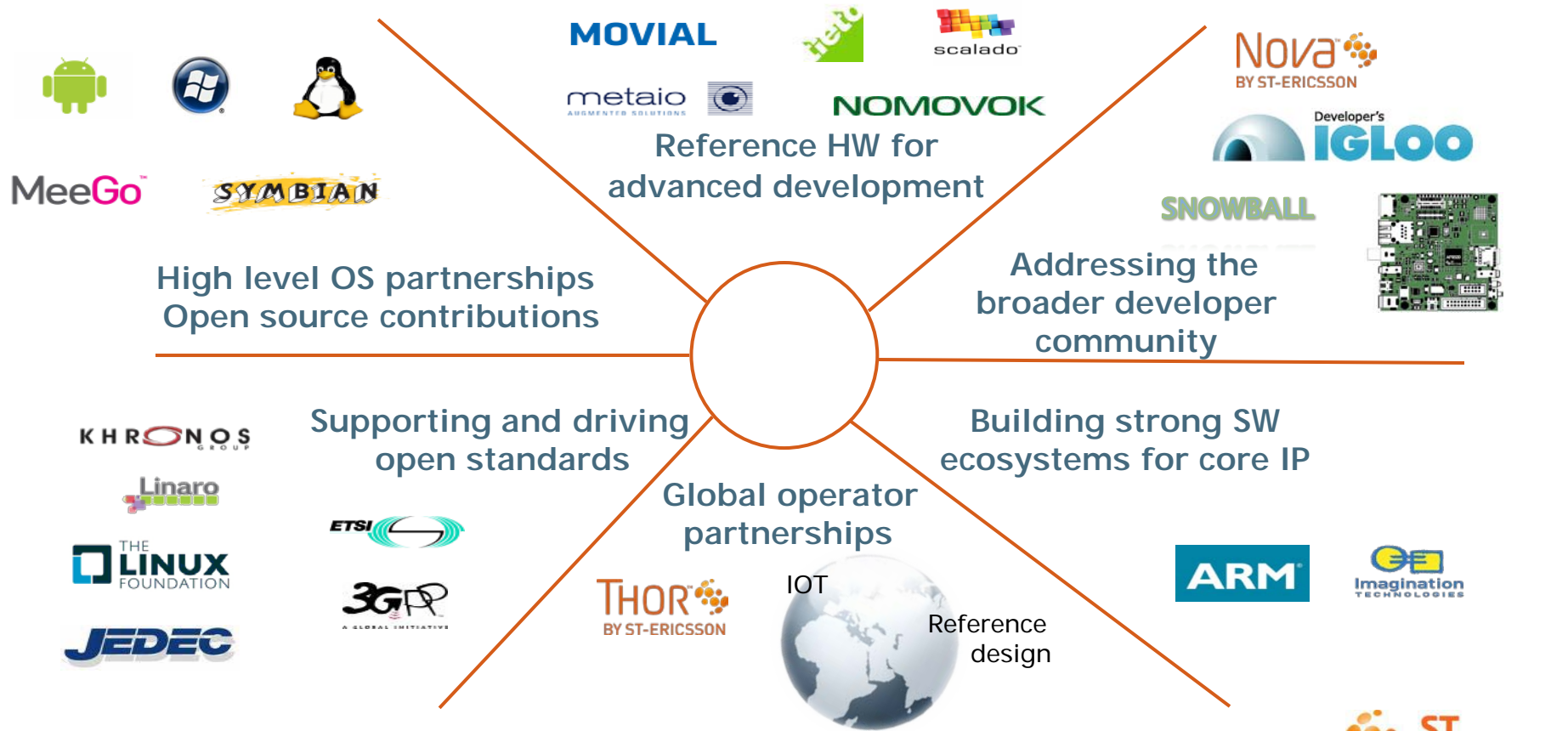


LEADERSHIP IN SMARTPHONES AND TABLETS

DRIVE INNOVATION IN MOBILE BROADBAND

ENABLE COOLEST, RICHEST, AFFORDABLE DEVICES

EXPANDING ROLE IN THE WIRELESS ECOSYSTEM



MeeGo™

SYMBIAN

MOVIAL



metaio
AUGMENTED SOLUTIONS

NOMOVOK

Reference HW for
advanced development

Nova™
BY ST-ERICSSON



Developer's

IGLOO

SNOWBALL



Addressing the
broader developer
community

KHRONOS
GROUP



THE
LINUX
FOUNDATION

JEDEC

Supporting and driving
open standards



Global operator
partnerships

THOR™
BY ST-ERICSSON

IOT



Reference
design

Building strong SW
ecosystems for core IP



WHAT'S NEW

LEADERSHIP IN SMARTPHONES AND TABLETS

NovaTHOR
BY ST-ERICSSON

NEW U9500
2x1.2GHz
HSPA+

NEW T5008
2x1GHz
TD-HSPA+

NEW L9540
2x1.85GHz
LTE/HSPA+/TD

NEW U9540
2x1.85GHz
HSPA+/TD

NEW L9600
2x2.5GHz A15
LTE/HSPA+/TD

NEW U9600
2x2.5GHz A15
HSPA+/TD

DRIVE INNOVATION IN MOBILE BROADBAND

THOR
BY ST-ERICSSON

NEW M7300
84/11
HSPA+/TD

NEW M7400
100/50
LTE/HSPA+/TD

ENABLE COOLEST, RICHEST, AFFORDABLE DEVICES

NEW U4500
800MHz
HSPA+

NEW E4915
EDGE

NovaTHOR
BY ST-ERICSSON

SUMMARY

- 2011: a year where we start to see the benefits of our transformation
 - Our focus:
 - Execution and delivery of new products
 - Building on our foundation to create new business
 - Improve our financial performance
 - Playing to win
 - Introducing leading-edge products to address the fast-growing smartphone and tablet market
 - Working closely with key customers
 - Expanding our role in the wireless ecosystem

THANK YOU