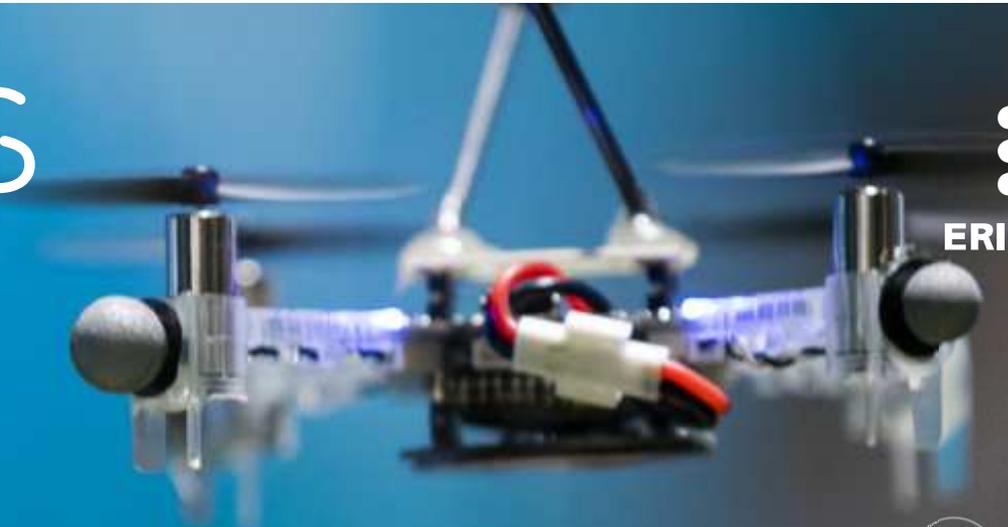


5G BUSINESS POTENTIAL



ERICSSON



Rossella Cardone

Head of Innovation

Ericsson Region Mediterranean



MORE USAGE



8x mobile data traffic between 2016 and 2022 driven by video

MORE PEOPLE



9.1 billion MBB subscriptions by 2022

MORE THINGS



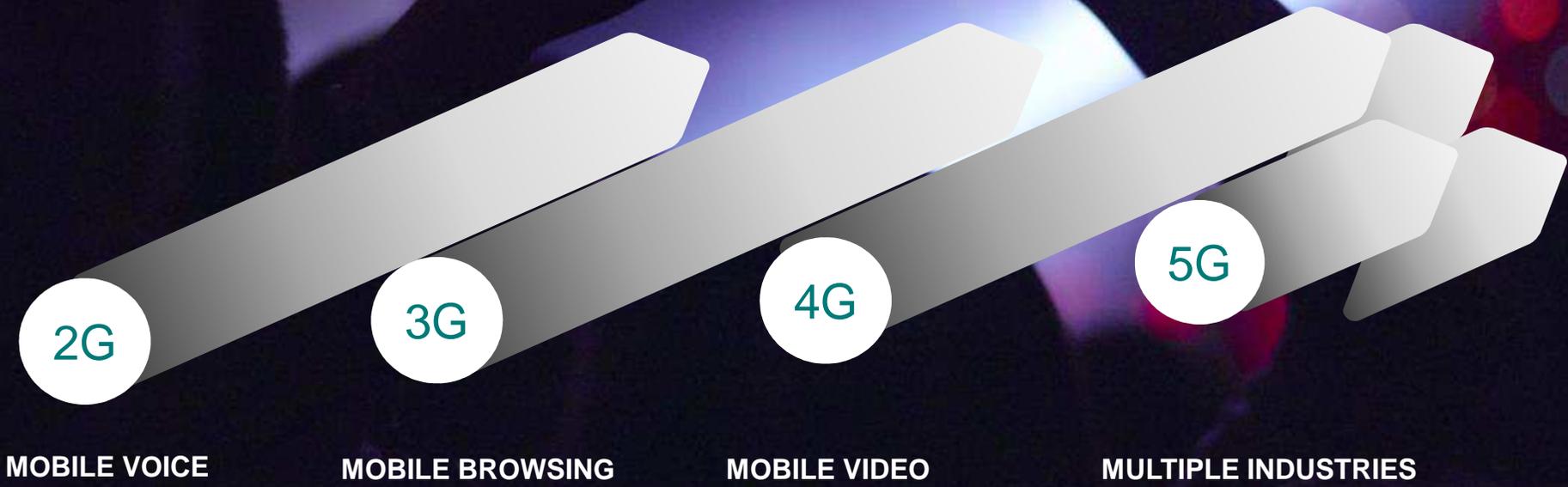
26 billion Connected Devices by 2022

MORE BUSINESS



Fixed Wireless Access, Industry 4.0, Smart Cities, Healthcare, etc.

FASTER TO 5G



2022

9.1 Billion Mobile Subscriptions
26 Billion Connected Devices
150 Million 5G Subscriptions

Source: Ericsson Mobility Report

2025

1 Billion connections

Source: GSMA February 2017

5G OPENING DOORS TO AN EVOLVING WORLD OF INNOVATION



**FIXED
WIRELESS
ACCESS**

**MULTI-GIGABIT
HOMES in SMART CITIES**



**FACTORY
AUTOMATION**

**INDUSTRIAL
IoT**



**CONNECTED
TRANSPORT**

SMART VEHICLES



**EXTREME
MOBILE
BROADBAND**

**IMMERSIVE
EXPERIENCE**

USE CASE DRIVERS FOR 5G



Massive MTC



SMART BUILDING



LOGISTICS, TRACKING AND FLEET MANAGEMENT



SMART METER



SMART AGRICULTURE



CAPILLARY NETWORKS

Critical MTC



TRAFFIC SAFETY & CONTROL



REMOTE MANUFACTURING, TRAINING, SURGERY



INDUSTRIAL APPLICATION & CONTROL

Enhanced Broadband

LOW COST, LOW ENERGY
SMALL DATA VOLUMES
MASSIVE NUMBERS



Smartphones



Home, Enterprise, Venues, Mobile/Wireless/Fixed



ULTRA RELIABLE
VERY LOW LATENCY
VERY HIGH AVAILABILITY

4G



Non-SIM devices



4k/8k UHD, Broadcasting, VR/AR

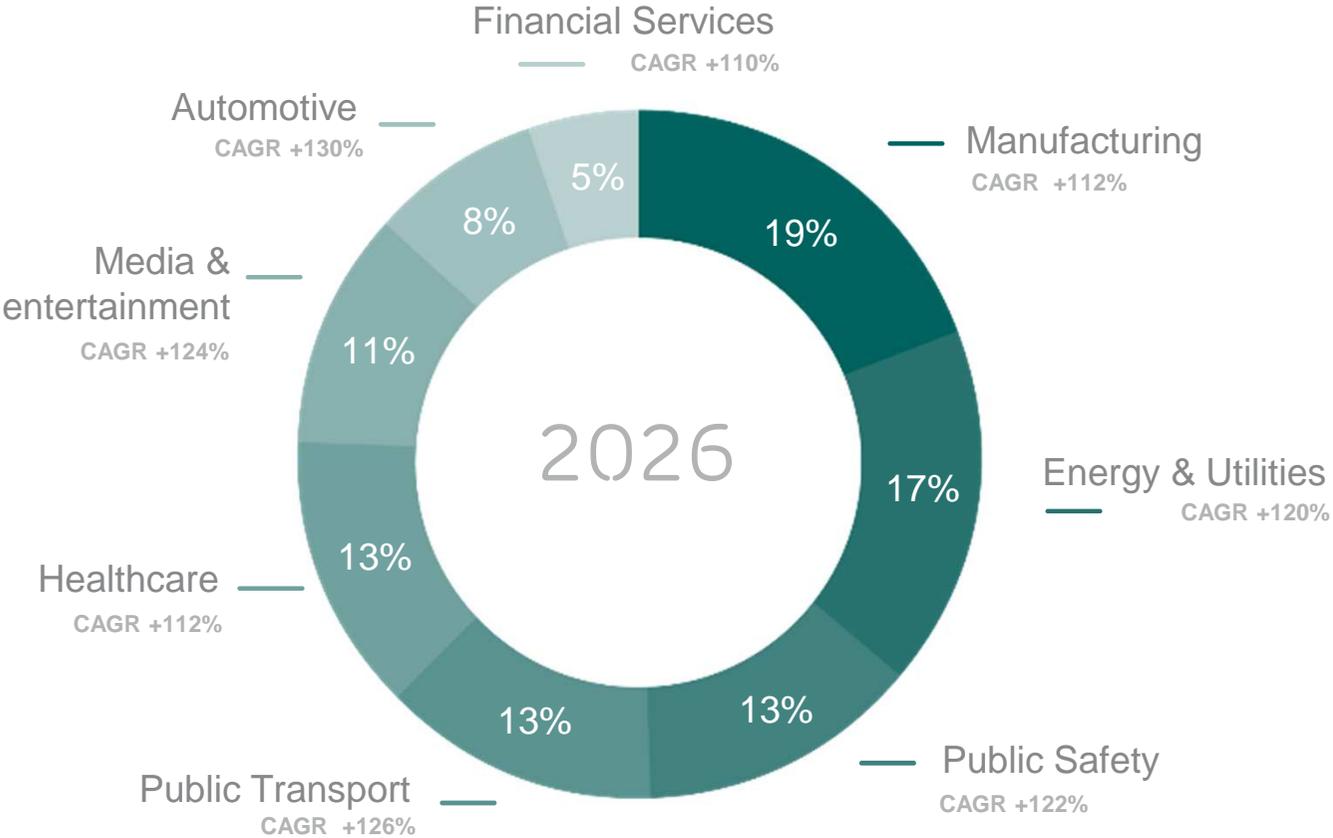
5G

THE 5G BUSINESS POTENTIAL



582 BUSD

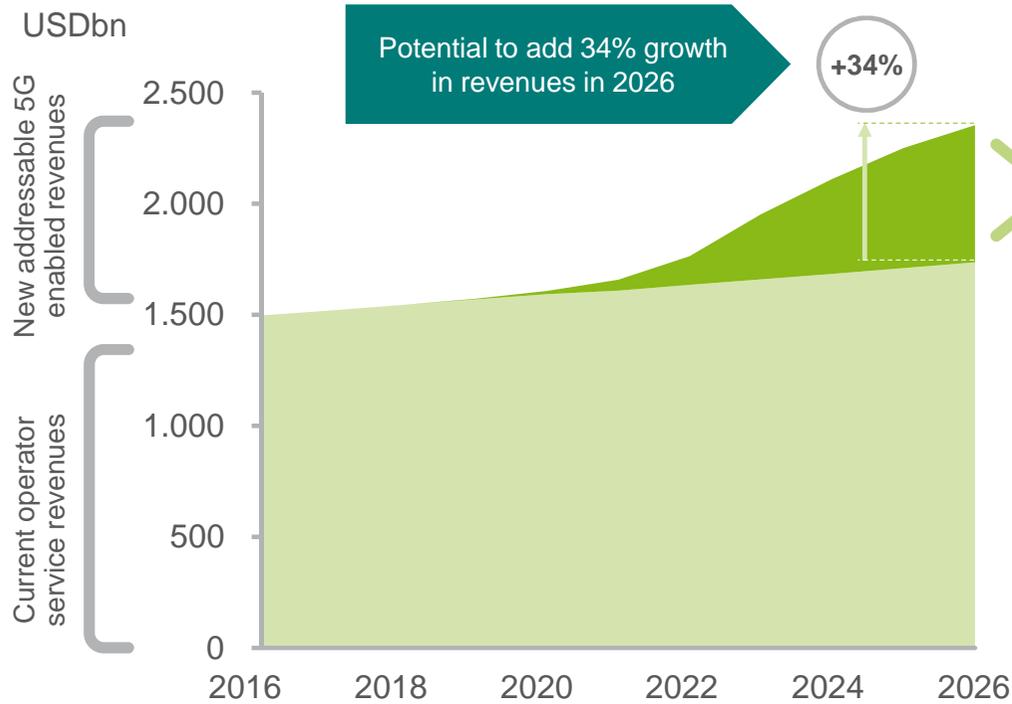
OPERATOR ADDRESSABLE
5G DIGITALIZATION REVENUES
IN 2026



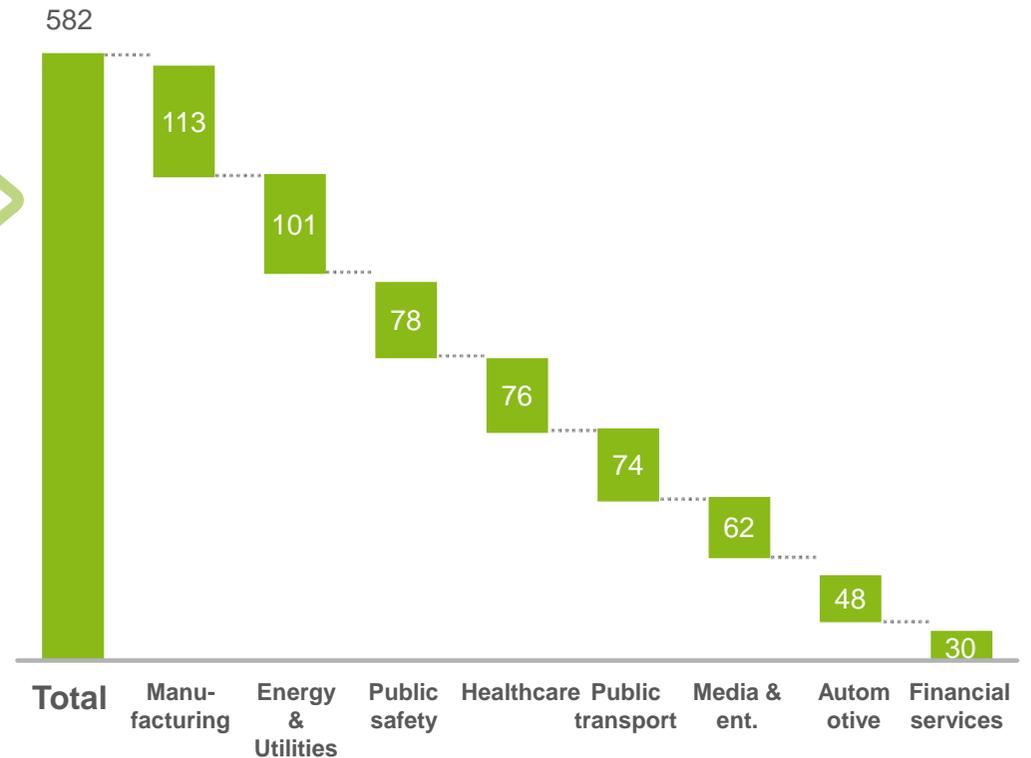
OPPORTUNITY FOR OPERATORS



Current & 5G addressable revenues



Split per Industry (2026)



Source: Ericsson and Arthur D. Little
CAGR: 2019-2026

5G AROUND THE GLOBE



» Global

- Strong global unity to bring 5G forward and focus on time
 - › Launch NR standard work item 1H17
 - › Pre-commercial launches 2018
 - › Launch 2019-2020
- Mobile Broadband and IoT focus

» North America

- Verizon: FWA focus
 - › Fiber alternative
 - › Early deployments already in 2018
- AT&T:
 - › 3GPP time plan
 - › Strong on consumer and IoT

» North East Asia

- Technology focus
- External trigger points (Olympics) starting from 2018
- China and Japan: global standard

» Europe

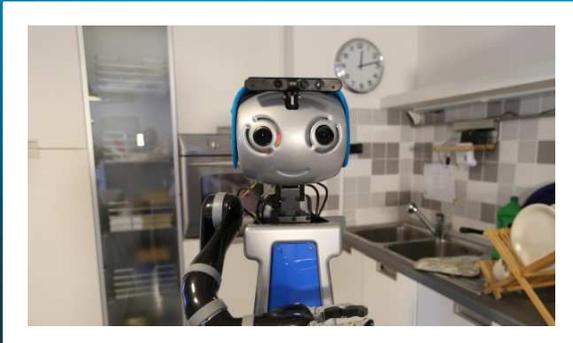
- New revenue streams and business innovation
- Standard with high flexibility, wide range of applications
- Adoption of 5G strategy and plans not at same pace of North America and Asia
- Commercial launches in 2020 onward



5G

FOR ITALY

Founded by
Ericsson and TIM



**5G and Cloud Robotics for
Industry 4.0 and Agriculture**
Comau, Scuola Sant'Anna of Pisa
and Zucchetti Centro Sistemi



5G for port operations
CNIT and Port of Livorno



**5G to transform healthcare
treatments and improve the lives
of patients around the world**

IT'S ALL ABOUT



BUSINESS

enabling the
connected world

SPEED

first movers
for new
services

SCALE

massive scale
at low cost

5G

USE CASES • BUSINESS MODELS • NETWORK ENABLERS



ERICSSON