

AWARD NOMINATION

Award Category
Corporate Ally

2021
Business & Community
EXCELLENCE
AWARDS



Nominated Business: **Ericsson**

DETAILS

Ericsson is one of the leading providers of Information and Communication Technology (ICT) to service providers. We enable the full value of connectivity by creating game-changing technology and services that are easy to use, adopt, and scale, making our customers successful in a fully connected world. We are a world leader in the rapidly changing environment of communications technology – by providing hardware, software, and services to enable the full value of connectivity.

In a world that is increasingly complex, we are on a quest for easy. We are creating game changing technology that is easy to use, adapt and scale, enabling our customers to capture the full value of connectivity.

Our comprehensive portfolio ranges across Networks, Digital Services, Managed Services and Emerging Business; powered by 5G and IoT platforms.

Our history

Lars Magnus Ericsson founded Ericsson 145 years ago on the premise that access to communications is a basic human need. Since then we have continued to deliver ground-breaking solutions and innovate technology for good.

We have always put enormous time and effort into collaborating with others to set the open standards that make global communications and connections possible. Here you will find some examples of our innovations that have had significant impact on people, business and society.

Our vision and purpose

“Our purpose is to empower an intelligent, sustainable and connected world. For more than a century, we have been putting smart tools in the hands of people in every sector of our society, creating intelligent technologies that drive positive change. We remain committed to this effort, leaving no one behind.” Börje Ekholm, President and CEO, Ericsson

For more than a century, our technologies have transformed every sector of society, helping to create positive change. We remain committed to leading this journey. Building on our founder’s core belief of making communication available for all, we have been the driving force behind some of the most powerful technologies known to mankind. Our industry is one of the few that touches almost everyone, everywhere on a daily basis, and by 2020, 90% of the world’s population will be covered by mobile broadband networks. We hold more than 57,000 granted patents that have transformed lives, industries and society as a whole.

Our technologies together with insights into how they can solve business needs and real-life problems create transformative change in society. By developing and delivering new communication technologies that are easy to adopt, use and scale, we enable an eco-system of players to innovate on a cost-efficient platform. These innovations are catalyzing new ways for people and companies to connect and prosper.

We empower our customers to connect people and transform industries, as well as address some of the most pressing challenges of our time like climate change, and in doing so create a more sustainable world.

Stated Goals & Actual Performance

During 2020, we have seen good momentum for our focused strategy. We were able to complete the turnaround, underscored by organic topline growth of 5%, a strong gross margin of 40.3%, operating margin of 12.0% and solid free cash flow before M&A amounting to SEK 22.3 billion. This means we have successfully exceeded our 2020 targets set three years ago.

As we move into the next phase of our journey, we do so from a strong position. We continue to transform the Company through maintained focus on R&D. Over the last few years, we have added more than 5,000 engineers and R&D now accounts for 26% of the total workforce. Technology leadership is critical for providing competitive solutions to our customers, but it is equally important for our cost competitiveness.

In November 2020, we presented a longterm profitability target of 15–18% EBITA margin excluding restructuring charges for the Group, and a long-term free cash flow target (before M&A) of 9–12% of sales. These targets will be achieved mainly by increasing market share in our primary segments and accelerating growth in the enterprise market. We stand firmly by our 2022 targets as an important stepping stone towards our longterm targets. We made critical inroads into the enterprise market with the acquisition of Cradlepoint.

The global pandemic

The COVID-19 pandemic has put the world under extreme stress. Our focus throughout has been on the health and safety of our employees, customers and other stakeholders. At the start of the pandemic, we transitioned nearly all of our staff to working from home and by the end of 2020 about 90,000 of our colleagues were working remotely, with minimal disruption to our customers. I am inspired by the level of commitment that my colleagues have shown throughout the past year. It has been a difficult one on many levels, but our people – all around the Company – have continued to deliver. All of them have my deepest gratitude.

The COVID-19 pandemic has accelerated the pace of digital transformation and confirmed that wireless connectivity is critical infrastructure that underpins society. Eventually we will return to more normal circumstances, but I don't believe that we will revert back to the status quo that existed before. For example, we will most likely see remote working as part of the new normal. Capturing the 5G opportunity 5G is a transformational technology, more so than previous generations of mobile connectivity. With 4G, the world had a global standard that empowered the emergence of platform companies whose value was

Diversity & Inclusion

We believe that diverse, inclusive teams drive performance and innovation, creating greater business value. Since we believe that, then:

- We consider and create diversity and inclusion in everything we do, building teams that reflect our approach
- We feature a variety of role models and communicate in various channels, ensuring our brand reaches diverse communities
- We encourage programs that include a wide variety of people, like mentoring circles and advisory boards
- We create space for you to bring your unique perspective
- We as Ericsson are not only committed to equal opportunity in employment, development, compensation and all other personnel actions without discrimination due to race, color, gender, sexual orientation, gender identity, marital status, pregnancy, parental status, religion, political opinion, nationality, ethnic background, social origin, social status, indigenous status, disability, age or union membership.
- We strive for inclusion where we treasure diversity and build communities of engaged employees. Integrated across the company, our diversity and inclusion philosophy is integral to our vision, strategy and company values.

The COVID-19 pandemic has put the world under extreme stress. Our focus throughout has been on We are a decentralized organization. This means that our diversity and inclusion agenda is mainly owned and driven by our local organizations. We believe - change needs to happen close to where our employees are in order to be relevant and engaging. A global framework managed by our People function at the group level, aims to give guidance and an overall umbrella for all our activities and initiatives. Focus areas, initiatives, and progress is reported through our annual report and corporate sustainability report. Our CEO and the Executive team are our ambassadors for change, and they actively engage in a variety of activities to further our commitment.

Equal Opportunity Employer – Learn more



Ericsson is proud to be an Equal Opportunity and Affirmative Action employer.

We do not discriminate based on race, color, gender, sexual orientation, transgender status, gender identity and/or gender expression, marital status, pregnancy, parental status, religion, political opinion, nationality, ethnic background, social origin, social status, indigenous status, disability, age, union membership or employee representation and any other characteristic protected by local law, as applicable, and/or Ericsson's policies.

If you need assistance or to request an accommodation due to a disability, please contact Ericsson at hr.direct.dallas@ericsson.com or (866) 374-2272 (US) or (877) 338-9966 (Canada) for further assistance.
