

Brand Defining 'Hero' Products

Messaging

M600

Secure push email, internet,
multi-tasking



Sony Ericsson

Ericsson Capital Markets Day, New York

Broad Consumer Choice



Broad Consumer Choice



Broad Consumer Choice



Sony Ericsson

Ericsson Capital Markets Day, **New York**

Completing the **Product Portfolio**



Sony Ericsson

Ericsson Capital Markets Day, **New York**

Broadening the Consumer Proposition



T-Mobile



Sony Ericsson



Album launch campaign with **W800i**



W810i 'web'n'walk' TV campaign



W300i joint tour sponsorship



Joint **press conference**

3 concerts in **2005**

Embedded **unreleased song**

29 concerts in **2006**

Exclusive phone "skins"

Exclusive content pack



Sony Ericsson

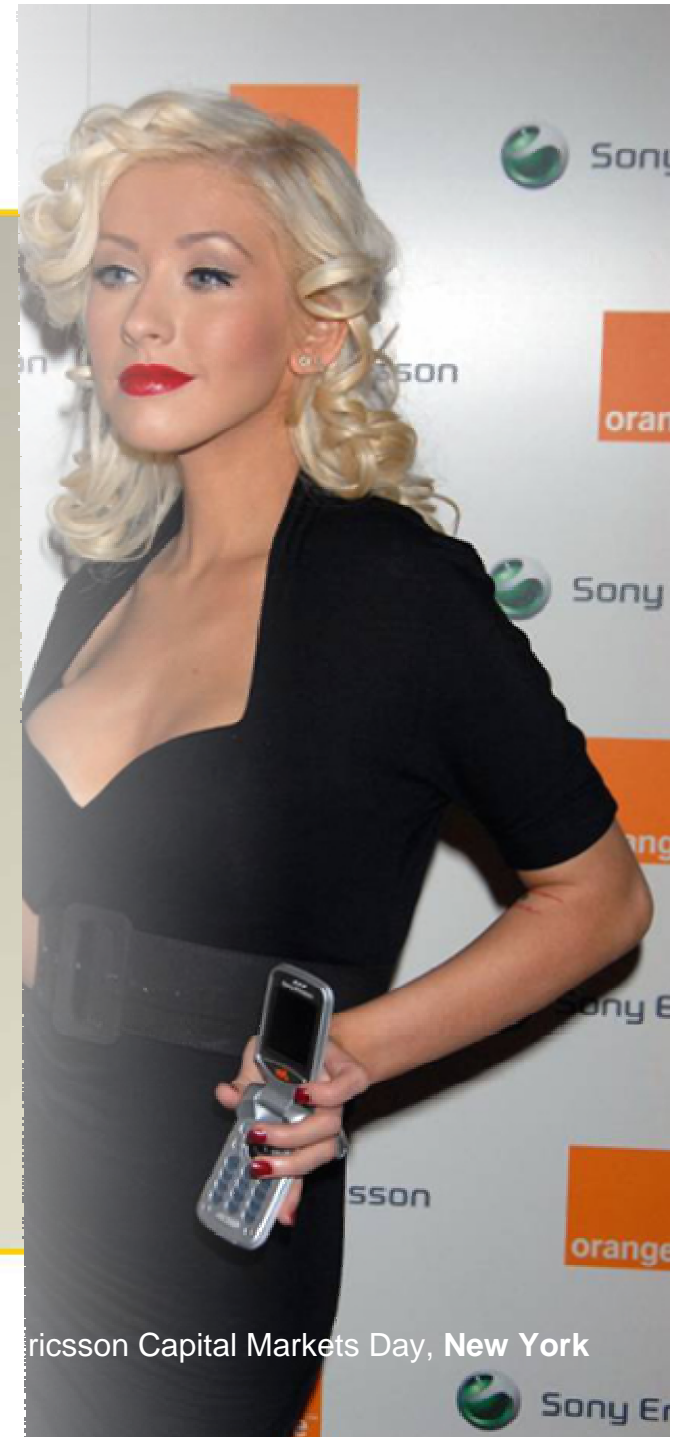
Ericsson Capital Markets Day, **New York**

Broadening the **Consumer Proposition**

European music & operator partnerships
and **integrated marketing campaigns**

Brand partnership to establish mobile
music leadership

Exclusive agreements on Walkman
handset range

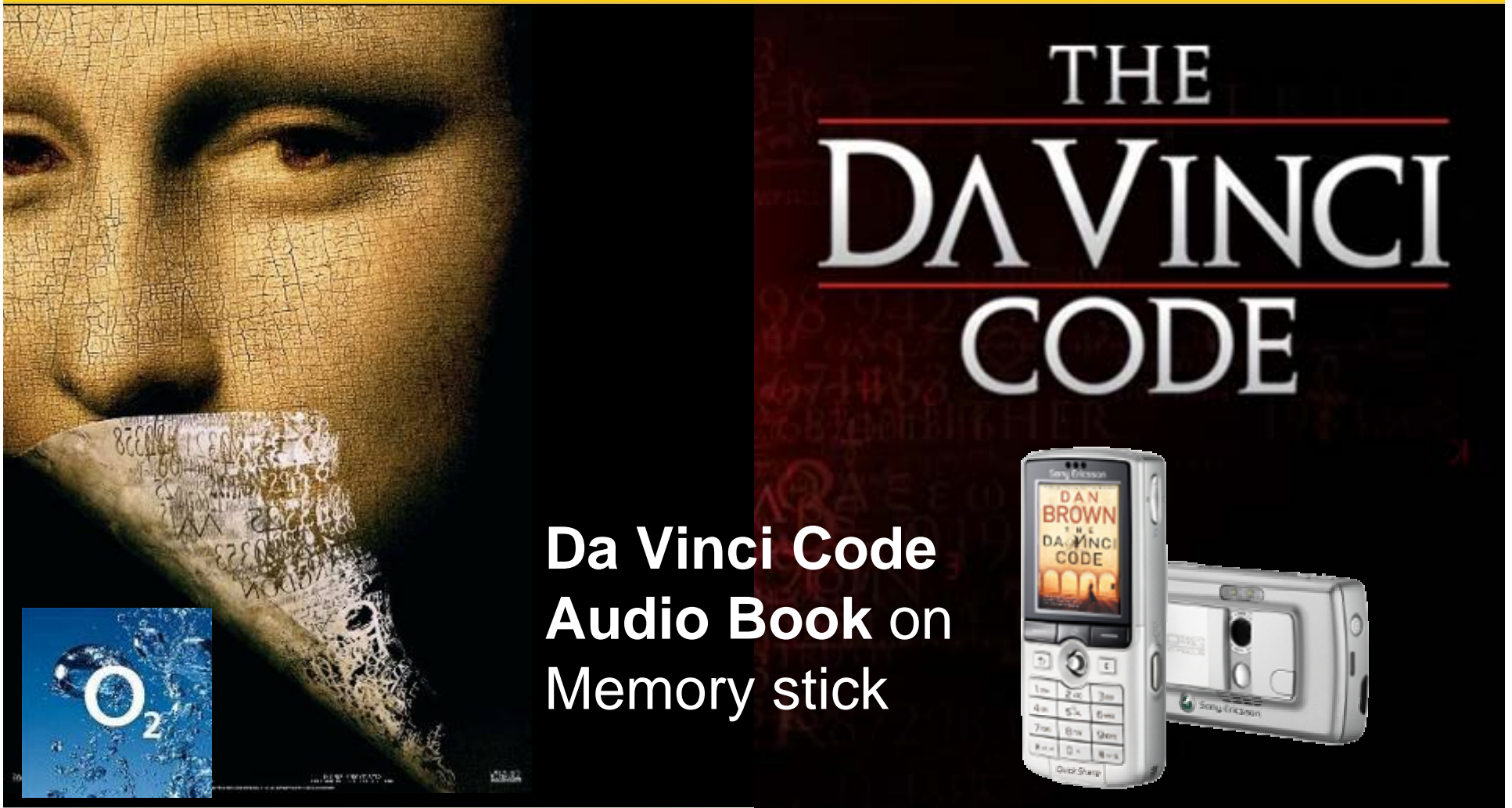


ricsson Capital Markets Day, New York

Broadening the Consumer Proposition



Broadening the **Consumer Proposition**



**THE
DA VINCI
CODE**

**Da Vinci Code
Audio Book on
Memory stick**



The image is a promotional graphic for the movie 'The Da Vinci Code'. It features a close-up of Leonardo da Vinci's face on the left, with a scroll containing code-like text partially covering his mouth. The title 'THE DA VINCI CODE' is prominently displayed in large, white, serif font on the right. Below the title, the text 'Da Vinci Code Audio Book on Memory stick' is written in a bold, white, sans-serif font. To the right of this text, two Sony Ericsson mobile phones are shown; the front phone's screen displays the 'Da Vinci Code' audio book cover. In the bottom left corner, there is a small inset image of a blue globe with the text 'O2' overlaid.

THE SONY ERICSSON DA VINCI CODE TRAIL

GAME 1. DIGITAL DEVIATION

ACCOUNT NUMBER.
-> 1234
INVALID ACCOUNT

Attempts so far (spacebar to skip):
1. 1111
2. 1234 7

Analysis of attempt 2:
0 numbers are correct and in the right place
1 number is correct but in the wrong place

ACCOUNT NUMBER.
-> []

THE SONY ERICSSON DA VINCI CODE TRAIL

THE FINAL GAME

THE FINAL GAME

THE SONY ERICSSON DA VINCI CODE TRAIL

GAME 3. CRACK THE CRYPTEX

CRACK THE CRYPTEX

Ericsson Capital Markets Day, **New York**

Our Brand **Ambition**

your contacts...

your music...

your memories...

your questions...

your answers...

your content...

your style...



turn on your **Sony Ericsson...**

...your world **comes to life**



Sony Ericsson

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Sony Ericsson WTA Tour

 Sony Ericsson

Du 20/01/06 au 11/02/06
à l'occasion de l'Open Gaz de France
achète un Sony Ericsson Z520 ou Z300

A GAGNER* :

- 30 places* pour la finale
- 30 places* pour la demi finale
- 25 raquettes de tennis • 50 sacs de sport

**WIN A TRIP TO
THE SONY ERICSSON WTA TOUR CHAMPIONSHIPS
IN MADRID**

 **AND THE LATEST
SONY ERICSSON
MOBILE PHONE**



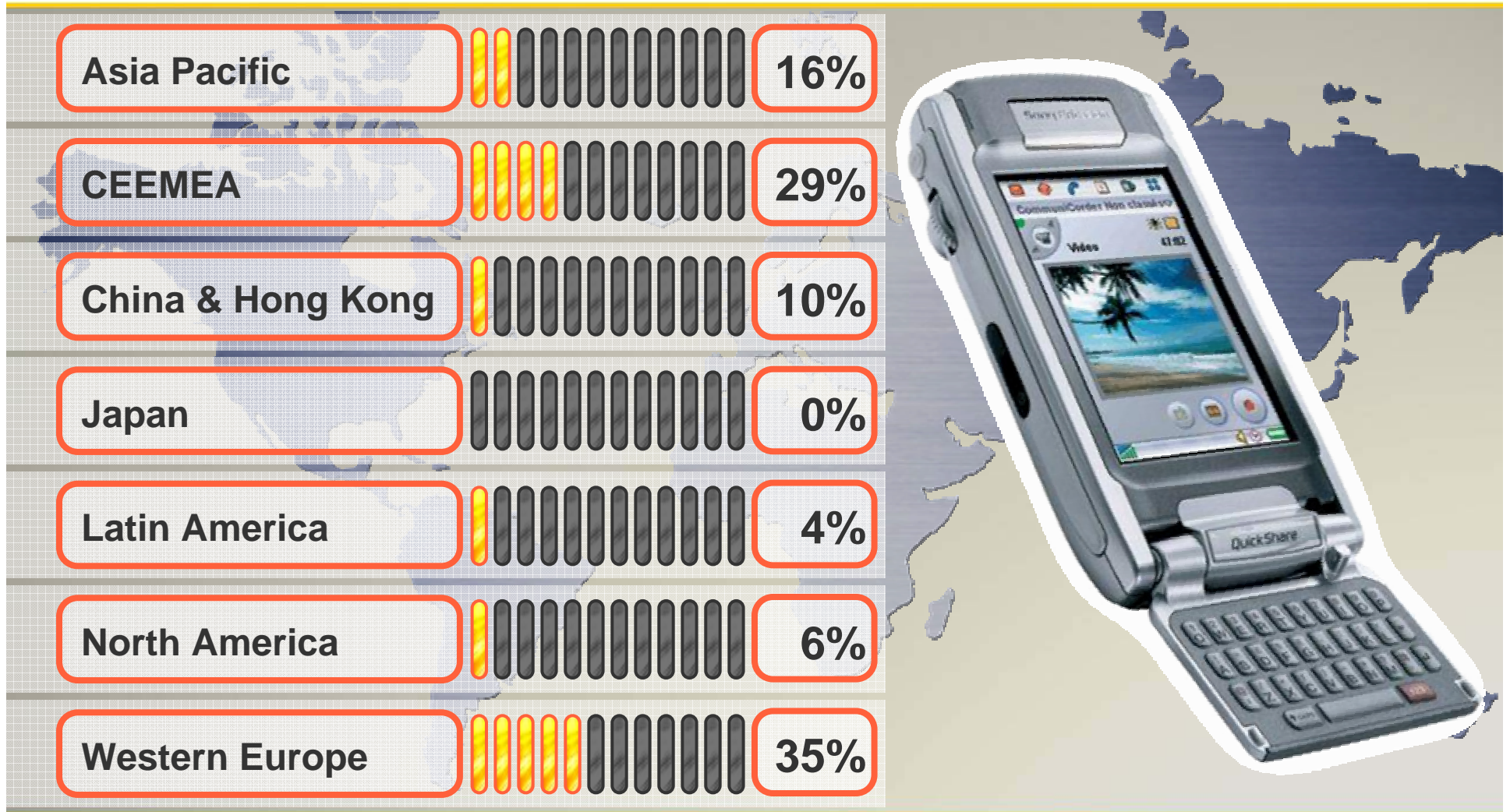


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Sony Ericsson YoY Growth vs Market



P910 Life Time Volume



Integrating the **Home & Mobile Experience**

Mobile broadband just around the corner

...will extend the **consumer experience**

...to our **mobile devices**

a natural fit for
Sony Ericsson



In Conclusion...

SONY

+

ERICSSON



Sony Ericsson

any **content...**

any **device...**

any **time...**

on the **phone**

in the **home**



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Q&A

Miles Flint, President



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