



Press Release

March 20, 2009

## Sony Ericsson sees continued weak sales for first quarter 2009

London, UK - Sony Ericsson Mobile Communications AB ("Sony Ericsson") announced today that its net sales and net income before taxes in the first quarter of 2009 continue to be negatively affected by weak consumer demand as well as de-stocking in the retail and distribution channels.

Although final results may differ, Sony Ericsson plans to ship approximately 14 million phones during the first quarter of 2009 with an estimated ASP (Average Selling Price) of EUR 120. Gross margin is expected to decline both year over year and sequentially. Net income before taxes is estimated to be a loss in the range of EUR 340 – 390 million, excluding restructuring charges in the range of EUR 10 – 20 million.

Sony Ericsson will announce its first quarter 2009 financial results at 07.30 UK time/08.30 CET on April 17.

- ENDS -

*Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit [www.sonyericsson.com](http://www.sonyericsson.com)*

### **CONTACTS:**

#### Investors / Analysts

##### **Ericsson Investor Relations**

Gary Pinkham (Stockholm) +46 10 719 0858

Susanne Andersson (Stockholm) +46 10 719 4631

##### **Sony Investor Relations**

Gen Tsuchikawa (Tokyo) +81 3 6748 2180

Shinji Tomita (London) +44 20 7426 8695

#### Press / Media

##### **Sony Ericsson Global Communications & PR**

Aldo Liguori (London) +44 20 8762 5860

Merran Wrigley (London) +44 20 8762 5862

Email [press.global@SonyEricsson.com](mailto:press.global@SonyEricsson.com)

This press release 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 Sony's and Ericsson's filings with the US Securities and Exchange Commission, particularly each company's latest published Annual Report on Form 20-F.