

Sony Ericsson announces new Chief Financial Officer

London, UK – 16 April 2010 – Sony Ericsson today announces that William ‘Bill’ A Glaser, Jr, former Sony Corporation Vice President and Head of Sony Group Risk Office, has joined Sony Ericsson and is appointed Chief Financial Officer effective today. In his new role Bill Glaser will succeed Ulf Lilja, who will return to Ericsson on 31 July. Bill Glaser will report to Sony Ericsson President Bert Nordberg, and he will be based at the company’s global corporate offices in London as well as its offices in Lund, Sweden.

Bill Glaser has over twenty years of experience working in Sony’s diverse electronics, game and entertainment businesses in the US, UK and Japan. In the last ten years he has held senior positions at Sony in Japan and in the US. As Vice President and Head of the Sony Group Risk Office for Sony Corporation since 2006, Bill Glaser was responsible for developing and introducing Sony’s global enterprise risk management programme. Prior to that, he was Senior Vice President and Corporate Controller for Sony Electronics, Sony’s US subsidiary responsible for electronics and information technology products for the consumer and professional markets. He began his career at Price Waterhouse in the US, where he became a Certified Public Accountant.

Bert Nordberg, President, Sony Ericsson, said, “Ulf Lilja joined Sony Ericsson as Chief Financial Officer in 2005 and has witnessed many changes to both the industry and our company over the five years. I wish to thank Ulf for his longstanding contribution to Sony Ericsson and wish him well in the future.” He added, “Bill Glaser joins Sony Ericsson at an important time in our industry. The convergence of technologies across home and mobile devices, coupled with the increasing importance of understanding consumer insight, is something that he has already experienced across Sony’s diverse businesses. We look forward to welcoming him to Sony Ericsson.”

Commenting on today’s announcement, Bill Glaser said, “I am very pleased to be joining Sony Ericsson during these very exciting times for both the mobile handset industry and the company itself. Over the past few months Sony Ericsson has announced one of its strongest product portfolios ever, which has created buzz in the industry. I look forward to applying the experience I have gained at Sony and contributing to Sony Ericsson’s next phase of growth.”

A native of the US, Bill Glaser has a Bachelors of Science Degree in Business and Economics and a Masters of Science Degree in Management Sciences from Lehigh

University, in Bethlehem, Pennsylvania. In addition to postings in the US, UK and Japan, he has lived in Brazil and Belgium. Bill Glaser is 47 years old.

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Sony Ericsson is a 50:50 joint venture by Sony and Ericsson established in October 2001, with global corporate functions located in London and operations in all major markets. Our vision is to become the industry leader in Communication Entertainment; where new styles of communicating through the internet and social media, become entertainment. Sony Ericsson offers exciting consumer experiences through phones, accessories, content and applications. For more information please visit: www.sonyericsson.com.

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