



## Press Release

# Sony Ericsson announces new organisational set-up for Austria, Benelux, France, Germany and Switzerland market units

**London, UK – July 2, 2009** – Sony Ericsson Mobile Communications AB (“Sony Ericsson”) announced today a new and more effective organisational set-up for market units Austria, Benelux, France, Germany and Switzerland that aims at further strengthening its relationships with operator customers and creating greater efficiencies across all areas of the business. These changes are effective July 1 and will be completed by the end of September 2009.

The new organisational set-up will group the Austrian, Dutch, German and Swiss markets as one cluster, under the overall responsibility of Luc van Huystee who will be based at Sony Ericsson’s offices in Dusseldorf. The markets of Belgium, Luxembourg and France will form a new grouping under the overall responsibility of Pierre Perron, who is based at the company’s offices in Paris.

“By grouping these important Western European markets, in this way, we are able to drive greater operational synergies, especially in how we can support our operator customers and consumers going forward. The changes announced today are part of our overall global plan to align our resources and become a leaner, stronger and more nimble organisation,” said Kristian Tear, head of region Western Europe and global customer operations at Sony Ericsson. “Our existing sales and marketing offices in these countries will continue to function as before and focus on further strengthening their relationships with operator customers and distributors,” he added.

Van Huystee and Perron will assume responsibility for their respective new areas in addition to their current roles.

Andrea Gaal, currently head of Sony Ericsson’s market unit Austria & Switzerland, and Max van den Berg, currently head of Sony Ericsson’s market unit Benelux, will remain in their roles until the end of September 2009. Gaal and Van den Berg are expected to assume new positions at Sony Ericsson after September, and details will be announced in due course.

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*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).*

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