

PRESS RELEASE
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Bridge Alliance partners with Ericsson to deploy Unified Delivery Network across APAC

Bridge Alliance members and Ericsson (NASDAQ: ERIC) are partnering to deploy Ericsson's Unified Delivery Network (UDN) across 12 countries in the Asia Pacific region. UDN is a global content delivery network (CDN) which connects content providers all over the world with the last mile reach of network operators.

Bridge Alliance is the leading mobile alliance in Asia Pacific, Middle East and Africa, serving more than 800 million customers collectively across these regions.

Eileen Tan, Chief Executive Officer, Bridge Alliance, says: "We want to tap into the rising consumption of over-the-top (OTT) services and high-quality video content by introducing a win-win business opportunity to our members. UDN uses the last mile reach of our member's world-class networks to deliver a remarkable online user experience, enabling them to offer unique content services across APAC and further strengthen their leadership in their respective markets."

This new partnership enables collaboration between content providers and Bridge Alliance members, offering them a unique opportunity to play a significant role in the content delivery value chain. The innovative content distribution platform provides last mile network access, opening the door to deliver high-quality video and premium web content into deeper caches while providing a richer user experience.

Diomedes Kastanis, Vice President, Global Head of Innovation, Ericsson, says: "UDN delivers the combined edge capabilities of leading regional service providers at global scale. It offers content providers optimal reach, flexibility and performance in the delivery of their high-quality content, including Virtual Reality and Augmented Reality. The partnership with Bridge Alliance will transform content distribution across the Asia Pacific region, using the power of UDN."

About Bridge Alliance

Bridge Alliance is the leading mobile alliance for premier operators in the Asia Pacific, Middle East and Africa. The alliance covers 34 members who serve more than 800 million customers collectively across these regions. The alliance's goal is to build group capabilities and create value for its members by enabling compelling roaming services and experience, offering multi-market enterprise and IoT solutions, and delivering savings and benefits through leveraging group economies. Bridge Alliance's membership comprises leading mobile operators from 34 countries, including: Airtel (India, Sri Lanka and the Airtel subsidiaries in Africa: Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Ghana, Kenya, Malawi, Madagascar, Niger, Nigeria, Rwanda, Seychelles, Tanzania, Uganda and Zambia), AIS (Thailand), CSL Mobile (Hong Kong), CTM (Macau), Globe Telecom (Philippines), Maxis

(Malaysia), MobiFone (Vietnam), Optus (Australia), Singtel (Singapore), SK Telecom (South Korea), STC (Saudi Arabia), SoftBank Corp. (Japan), Taiwan Mobile (Taiwan), Telkomcel (Timor-Leste), Telkomsel (Indonesia), Turk Telekom (Turkey), and Viva (Bahrain and Kuwait). Furthermore, Bridge Alliance partners include China Unicom, Freemove and the Global M2M Association.

For more information, visit www.bridgealliance.com.

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