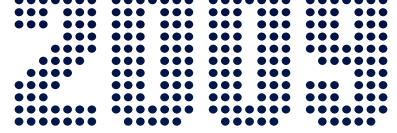




# 60 godina



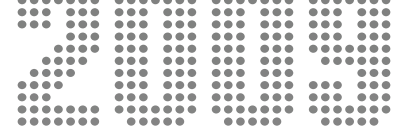
# ERICSSON NIKOLA TESLA IN BRIEF

*The company Ericsson Nikola Tesla has its roots in the former enterprise Nikola Tesla that was founded on October 31, 1949 in Zagreb. Six decades of business success of the company resulted from the mutual engagement, efforts, knowledge, professionalism and experience of all former and current employees. We are always proud to point out that people are the most precious part of the company.*

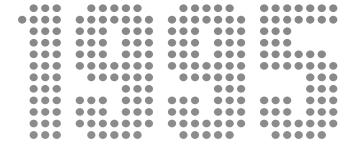
*At the beginning of its operations, the Telephone Devices Factory Nikola Tesla numbered 113 employees, and its first location was at the small workshop in u Palmotičeva street in Zagreb. Already at the beginning of 1950's, the factory was moved to the present location in Krapinska street, and thus the conditions for its expansions, both in space and business were set, which means the launching of serial production.*

*By deciding to produce automatic crossbar exchanges the factory Nikola Tesla already in 1953 signed a licence agreement with Ericsson, and thus it became one of the first licence partners to Ericsson in the world. At the end of 1950's, the first export deals were made to the former USSR, which was in that time a business success of great importance.*

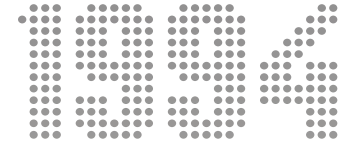
*For the past 60 years, Ericsson Nikola Tesla has passed the long development path, but thanks to the connections with Ericsson, it was always at the top of the world technology. Crossbar, semi-electronic and digital systems, packet switching and, the state-of-the-art network solutions based on IP technology and user mobility, have always, in time when becoming the technological reality of the company, simultaneously been revolutionary with respect to global telecommunications, and a new step forward to better and safer future.*



*During the last ten years, the has company changed its profile into the "knowledge supplier", and along with other members of the powerful global Ericsson Group, now it operates in the field of modern communications technologies, and participates in creating the world trends in communications.*



*During the past period, Ericsson Nikola Tesla has always been, and remained among the largest suppliers of telecom solutions in the Central and Eastern Europe. Its contribution to the permanent technological modernization of telecom networks was recognized as a contribution to the Croatian economy development, as a whole.*



*The 1960's and 1970's was the time of great expansion for Nikola Tesla. Already at that time, 40 percent of the total production was intended for export. Then also, the Factory of Telephone Devices changed its name into the Factory of Telecommunication Equipment, Nikola Tesla, and this name was changed only when the Joint Stock Company Ericsson Nikola Tesla was founded.*



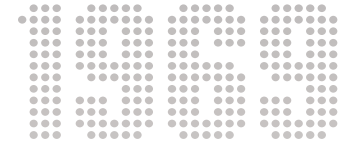
*Another great and bold technological step forward Nikola Tesla made in 1997. It is about a contract made with Ericsson on a business and technical co-operation for the production of digital telephone and telegraph exchanges of AXE10, AXB20 and ASB systems. Afterwards, followed the years of adjustment to technological development and that period turned out to be a very successful, although not an easy one.*



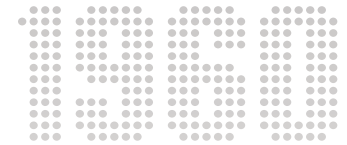
*In the 1990's, the company faced huge changes. That was the time when the Republic of Croatia fought for its independence in the homeland war.*



*Nikola Tesla continued with the profitable operations, although all of the business areas experienced a considerable drop, as it was the case with the entire Croatian economy. At the same time, the Croatian national telecom network faced the process of modernization, and here the company had a leading role, along with the national operator HPT (today, T-HT). Among other things, in 1990 Nikola Tesla put into operation the first NMT mobile network in Croatia.*

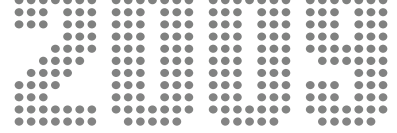


*In the early 90s, changes and activities related to the privatization and transformation of what then was a socially owned enterprise Nikola Tesla. And finally, Ericsson signed, with the Croatian Privatization Fund, a contract on purchase of 49.07 % of the company shares in 1995, thus becoming the major single owner of the enterprise. At that time Ericsson was also among the leading strategic investors into the Croatian economy. The founding Assembly of the Joint Stock Company Ericsson Nikola Tesla was held on 13th of May, 1995, and besides Ericsson, small shareholders gained ownership of 49.98 % of the company shares and Croatian Privatization Fund still holds 0.95 % of the company shares. The name of the new company resulted from the names of two great men - Lars Magnus Ericsson, the founder and the first owner of Ericsson, and Nikola Tesla, a Croatian scientist and the world-famous inventor. The company thus, began its new life.*

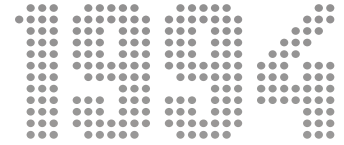
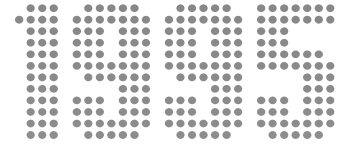


*Ericsson Nikola Tesla started to adopt the new business philosophy and to bring in the line its organization and business operations with the corporation strategy and standards.*

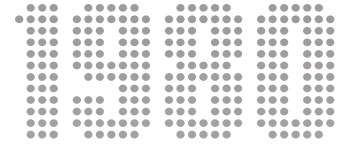




*As a member of the Ericsson Group, the company offers to its customers the full Ericsson product and services portfolio, including the infrastructural telecom solutions for mobile and fixed operators, Internet service providers and business entities. This means the solutions in the field of national and public security, solutions for digital cities, for intelligent traffic system, as well as solutions for transmission and TV and radio broadcasting operators, multimedia solutions for media companies and telecom operators, information systems and application solutions in the field of e-system (like, e-health), advisory services, implementation and system integration services, managed services and customer support.*



*The basic company activities cover: marketing and sales in Croatia, within the Ericsson Group an in scores of export markets in the Central and Eastern Europe, Central Asia and Middle East, research and development, design of total communications solutions, system integration of complex systems in all segments of operations, wide portfolio of services, innovations in new product development and services, as well as business models, and the continuous improvement of the existing business processes, too.*



*Being the Croatian leader in the area of high technologies, Ericsson Nikola Tesla is also committed to keep in future, its strategic and technological orientation and the support by Ericsson brand, as well as its own development, its employees and their competence. This synergy of knowledge, global power and experience at the local level, has been recognized by our customers and other concerned parties, as a synonym for quality, reliability and trust.*



*Ericsson Nikola Tesla is a socially responsible company, with strong reputation and respectability that are built on credible representation of the company, and high-grade relations to everybody concerned - employees, customers, partners, suppliers, shareholders and the wider community. The company promotes the sustainable development because it is about the business strategy aiming to balancing the long-term growth and competitiveness in changeable external conditions, with effect to economic, environmental and social development.*

