

hmd.

The Home of Nokia Phones



We have ambitious goals for the US market



OUR PURPOSE

To build capabilities and a competent resource pool to properly serve the US customers



OUR AMBITION

Be one of the top 4 smartphone players by 2020



OUR FINANCIAL METRIC

Grow a sustainable business for the long term and resources to invest in Nokia brand

NOKIA

Nokia stands for the same things around the world
- the Nokia Trinity is alive and well



RELIABILITY



TRUST

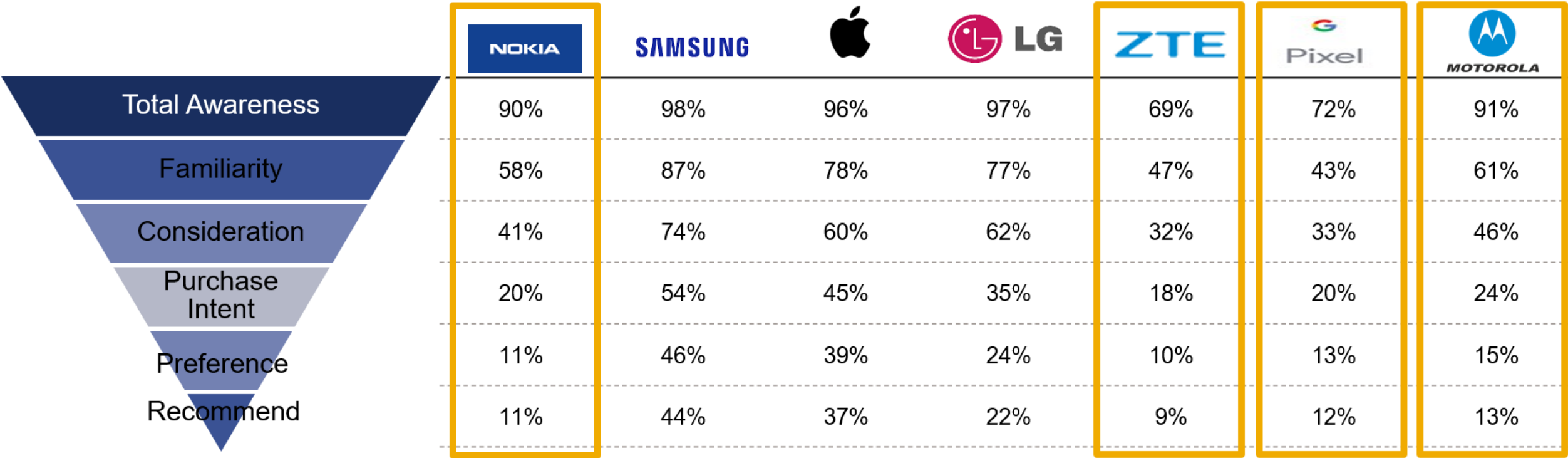


QUALITY

USA Brand engagement funnel vs competitors

While Nokia is performing stronger than ZTE and Google Pixel at the top of the funnel it reaches parity with them in the lower funnel.

Improvement is needed to drive more conversions down the funnel.



Opportunity to leverage Millennial interest

Nokia continues to generate stronger funnel performance among Millennials compared to Older Adults. However, converting familiarity into consideration will require more dedicated investments.

	Total	Total Millennial Segment (18-34)	Older Adults (35+)
		Q2'18	Q2'18
Total Awareness	90%	93%	89%
Familiarity	58%	70%	52%
Consideration	41%	49%	36%
Purchase Intent	20%	29%	15%
Preference	11%	15%	8%
Recommend	11%	15%	8%

We need a new generation of Nokia users

1. Acquire younger Millennials

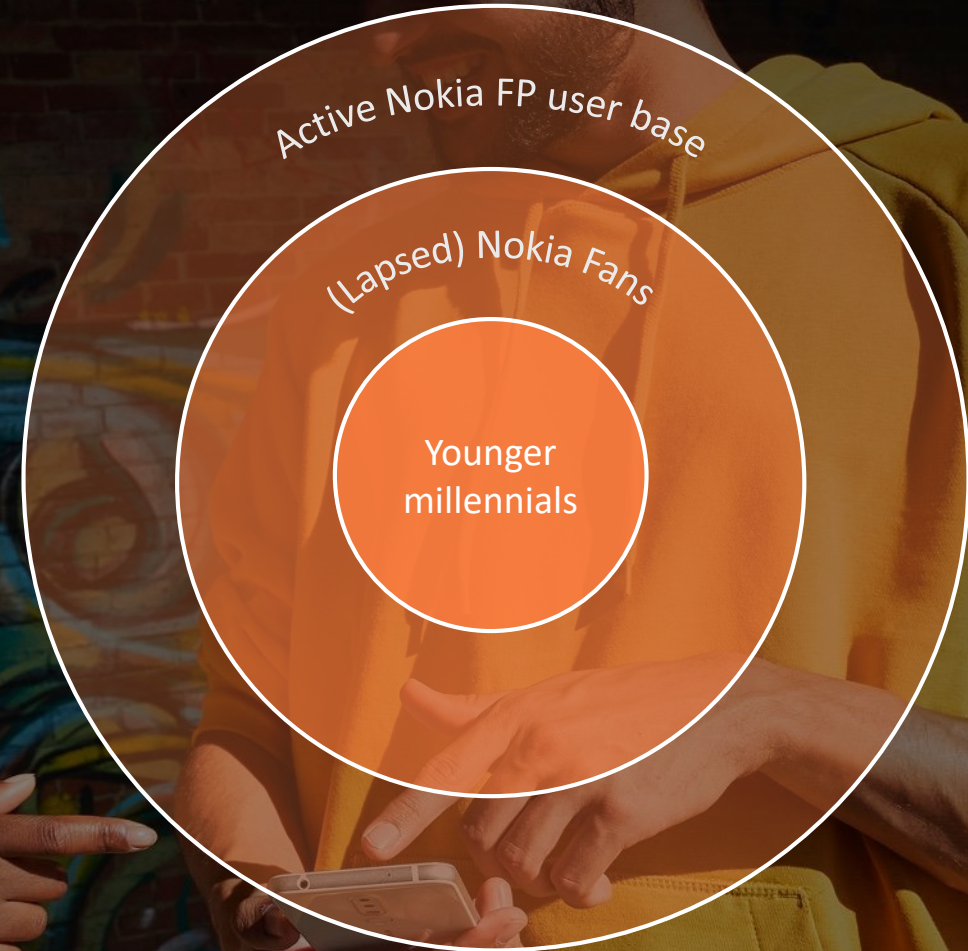
Target slightly more youthful POV. Make Nokia brand and product consistently relevant to their lives. Actively engage every single day.

2. Re-acquire older lapsed Nokia fans

Significant latent love for the brand. Build consideration and preference on Nokia + Android.

3. Upsell active Nokia feature phone user base

into accessible products of Nokia Android portfolio. Serve well people who want to stay or enter FP.



The background of the image is a photograph of the interior of Antelope Canyon. It features smooth, undulating sandstone walls that create a series of narrow, winding passages. The lighting is dramatic, with warm orange and red tones on the left side, transitioning into cooler blue and purple hues on the right side. The overall effect is one of a surreal, ethereal underground space.

Nokia 2 V

A romantic couple is shown in profile, embracing and kissing on a cliff edge. The man, on the left, has short brown hair and is wearing a dark maroon jacket. The woman, on the right, has long, dark, wavy hair and is wearing a grey denim jacket. They are looking down at each other. The background is a vast, scenic view of a canyon with layered rock formations in shades of red, orange, and brown, and green vegetation in the lower parts. The sky is overcast with soft, grey clouds. The overall mood is intimate and serene.

PURPOSE SEEKING

MILLENNIALS

Devices should make them
more efficient

Seeking value for money

Making every day life more
enjoyable

NOKIA DYNAMO 2

LONG LASTING ENTERTAINMENT

Get entertained with big 5.5" HD screen and loud front-firing dual speakers

No more battery concerns with 2-day battery life 4000 mAh

Get the latest features and updates with Pure, secure and up-to-date Android Oreo Go edition



PERFECT EXPERIENCE

ANDROID OREO (GO EDITION)

15% faster performance
Optimised audio and
video for more efficient
data consumption

Lightweight and efficient
– designed to perform on 1GB
RAM, 2X more available space

Access to popular apps such as
YouTube, Facebook and
Messenger etc.



Nokia 2 V Exclusive Pre-Paid for Verizon

Dimension : 153.6mm×77.6mm×9.67mm
Weight : 174g



Color	Light Grey + Silver / Dark Blue + Silver (Copper)
OS Platform	Android O Go
HW Platform	MSM8917,4X-Core ARM, Cortex A53,1.4GHz
RF band	(1) GSM : B5(850), B8(900), B3(1800), B2(1900) (2) WCDMA : B1(2100), B2(1900), B4(1700), B5(850), B8(900) (3) LTE : B1(2100),B2(1900),B3(1800),B4/B66(1700),B5(850),B7(2600),B8(900),B12/B17(800), B13(750), B28(700APT), B38(2600), B40(2300)
Memory	1GB RAM+ 8GB ROM Micro-SD up to 128GB
Display	5.5" color TFT_LCD on cell : 5points 16:9; HD (720x1280)
Camera	Rear : 8MP AF, Flash Light Front : 5MP FF
Connectivity	(1) wifi IEEE 802.11 b/g/n (2.4G) (2) GNSS (GPS/AGPS+GLONASS+Beidou) (3) BT4.2 (4) FM
Audio	Stereo(Dual) Speaker, 2MIC, Audio PA, HAC
Battery	4,000mAh (Non-detachable)
Charging	5V/2A
Sensor	Proximity Detection, Accelerometer, Ambient Light Senso
Design	Egg + Mid ring(NCVM) surface, Plastic
Others	3.5mm CTIA Jack 5pin, USB 2.0 OTG, Nano-SIM (DS/SS), Micro SD card