

# hmd.

The Home of Nokia Phones



# We have ambitious goals for the US market

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## 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**

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RELIABILITY



TRUST

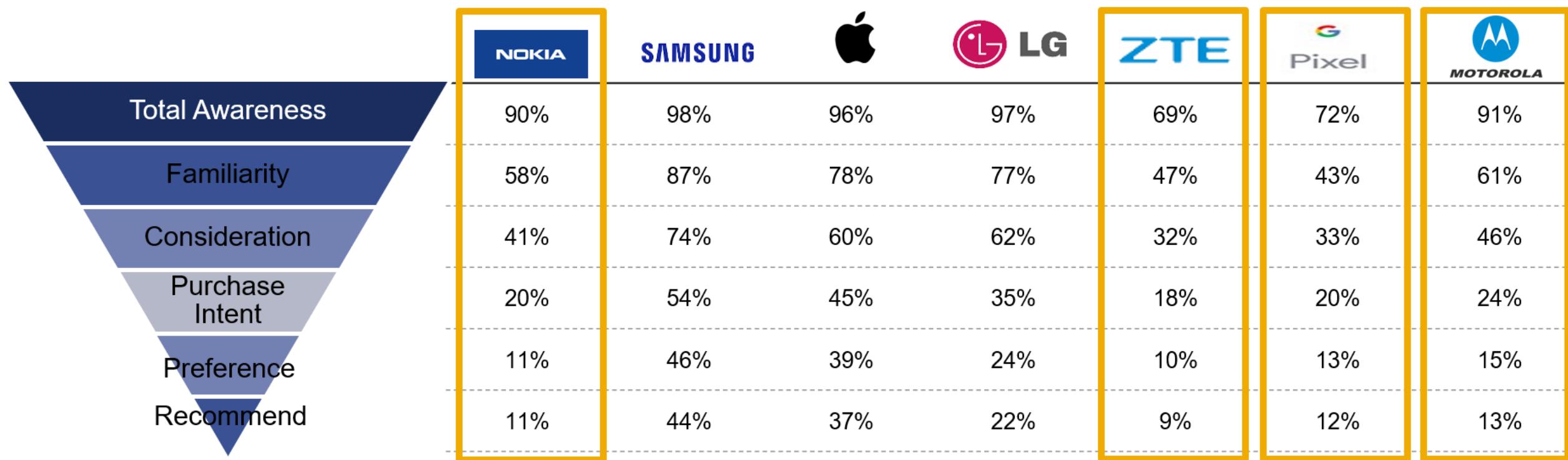


QUALITY

# 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

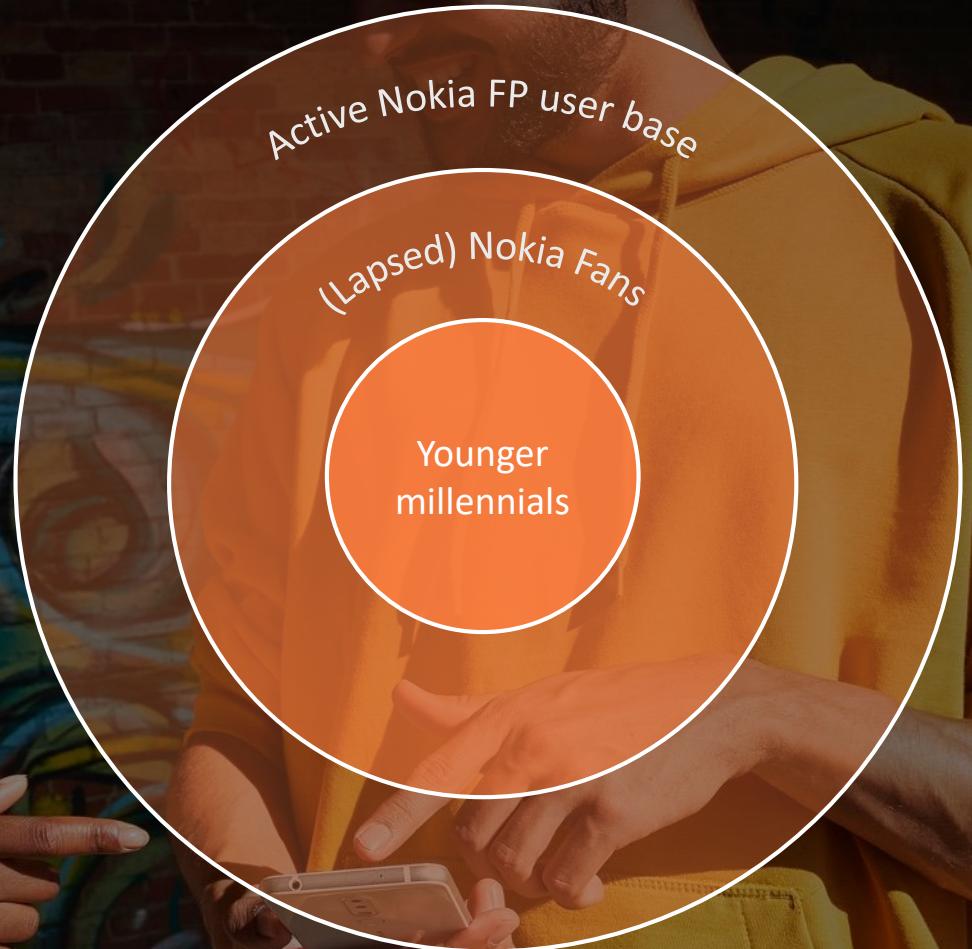
Target slightly more youthful POV. Make Nokia brand and product consistently relevant to their lives. Actively engage every single day.

## 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.



A photograph of a slot canyon with layered rock walls. The rock is a mix of warm orange and red tones on the left, transitioning to cooler blue and purple tones on the right. The layers are clearly visible, showing the sedimentary history of the rock. A large, white, sans-serif font text 'Nokia 2 V' is centered in the middle of the image.

Nokia 2 V

## 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

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*Dimension : 153.6mm×77.6mm×9.67mm*

*Weight : 174g*



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