



Nokia Siemens Networks Customer & Market update

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Nokia Siemens Networks summary

– Market aspects

Leverage

Use key assets to generate higher customer value

Consolidate

Build high performance company

Good deal momentum*

- New deals & sales gaining traction in Q3
- Nearly 1900 new deals in total
- Market leadership strengthened in core networks

High-tech breakthroughs

- Internet-HSPA network contract
- Hybrid backhaul network live
- Contract for onboard broadband in trains

Integration well under way

- Restructuring ongoing or completed in about 70 countries
- Process & IT consolidation progressing well

Improved sales process introduced

- Sales workflow management
- Simplified approvals

Nokia Siemens Networks focus for 2008

– Market aspects

Transform

- Drive solutions approach
- Expand growth portfolio, increase services
- Lowest TCO for 100x traffic

Leverage

Robust execution and strong portfolio

- Fully utilize large installed base
- Portfolio cross-selling and upselling
- End-to-end approach with Nokia

Consolidate

**Processes & support systems
Synergies Captured**

- Synergy program to be completed in 2008
- Operations further improved – focus on agility
- Strong common values, strict code of conduct

end 2007

end 2008

end 2009

Nokia Siemens
Networks



Nokia Siemens Networks market and competitive positioning

Looking to build on and improve leading position

North America
€28Bn, #6*

West & South Europe
€24Bn, #2*

North East
€8Bn, #1*

WORLD
€113Bn, #2*

Latin America
€9Bn, #1*

Greater China
€11Bn, #3*

Middle East & Africa
€10Bn, #1*

APAC
€23Bn, #2*

Customers: > 1,400
Supplier to top 100 operators: ~75%
Connections served: ~1Bn
Countries: ~150
Service professionals: ~20,000

* total 2006 Nokia Siemens Networks addressable market including services, and competitive positioning

Source: Nokia Siemens Networks

Focus on increasing sales efficiency

Solution approach

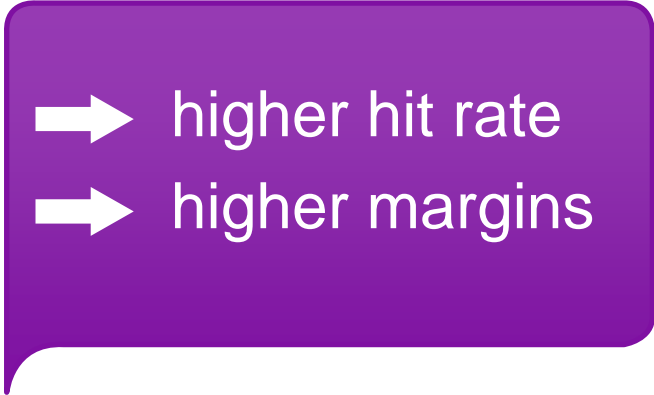
- centering on customer business challenges and capturing higher value

Needs-based customer segmentation

- will differentiate offering and optimize selling expenses

Back office consolidation

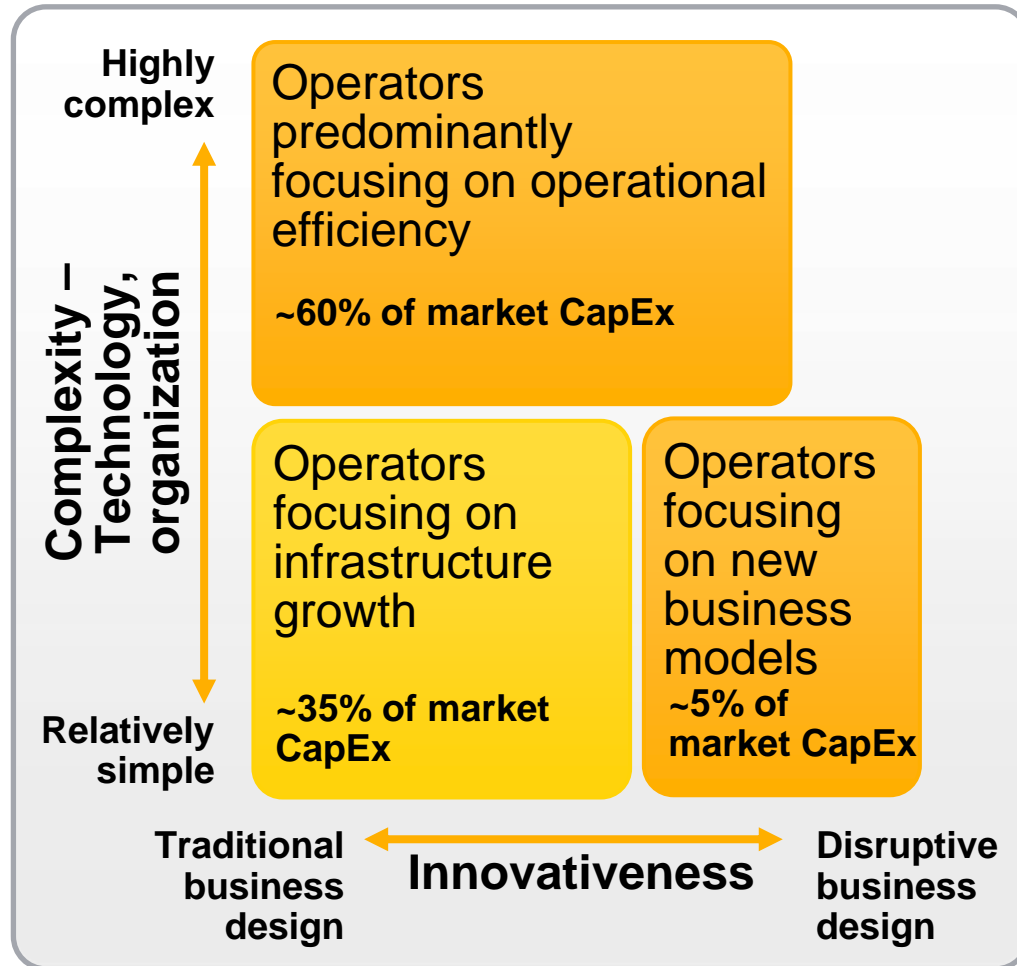
- will free up and focus resources at the customer front



➔ higher hit rate
➔ higher margins

Needs-based segmentation

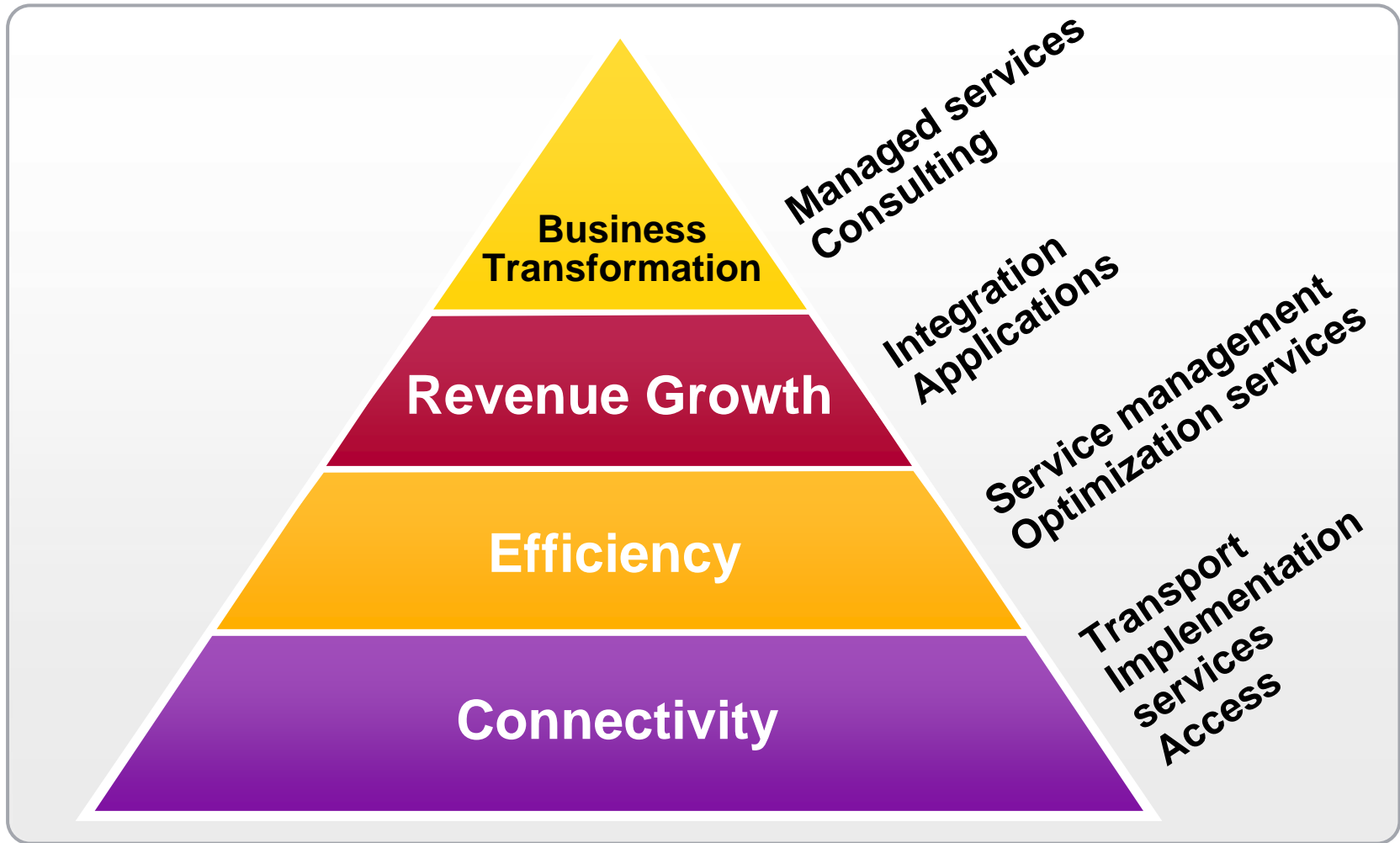
– Aligning value proposition with customer needs



- Needs-based segmentation model was developed to increase our customer focus
- Interesting differentiation possibilities are emerging
- Segmentation process to be completed in H1/08

Segmentation work has validated customer need for more differentiated solutions beyond commodity offerings

Our customer-needs based solution approach for a communication industry in transformation



Nokia Siemens Networks solution examples highlight the link between customer needs and our solutions

Business Transformation

VDF Australia



Multi-vendor 2G/3G networks & VAS platforms with full mgmt. for 7 years, incl. field work, network operations & engineering, facilities, budgeting & planning, etc.

Revenue Growth

Hutchison Indonesia



Service Delivery Framework incl. complete content mgmt. & service delivery solution. Operations / Systems Integration under Managed Services contract.

Efficiency

O2 Germany



O2 Germany - Operations process consulting – site visit costs reduced & 3G network quality significantly improved during high network growth.

Connectivity

Aircel India

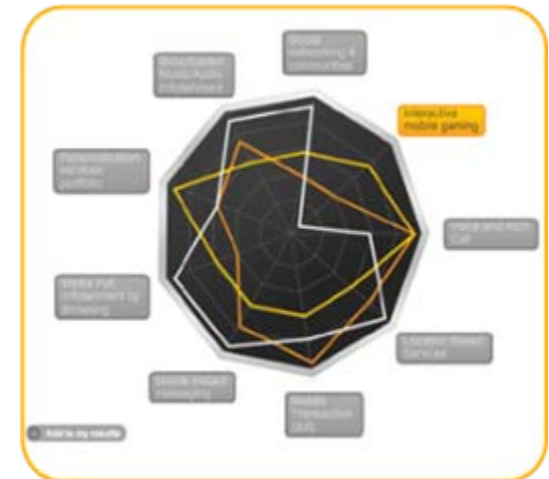
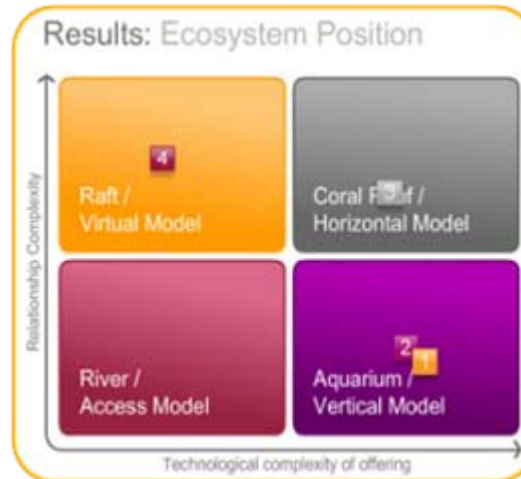


Protecting network investments. Provisioning of mobile services in a greenfield network by going for Managed Services right from the start.



Fit for Business – innovation in solution selling

Proven tool to facilitate consultative selling



400+ users today

Solutioneers & F4B
shortlisted for ITSMA
Marketing Award 2007

Nokia Siemens Networks Customer & Market Operations

– Key takeaways

- Restructuring well on track
- Promising deal momentum
 - targeting market share gains
- Focus now on building best in class sales efficiency
- Solution approach is main vehicle to achieve this



Thank You!