

Preminent Opportunity for Content Partners



Topics

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- ➔ Go-to-market Model

Preminet Overview

Hosted content distribution solution that drives the mobile consumer adoption of quality content, applications and services.

- In the Market since October 2004
- Goal: Be the leading supplier of on-device portals
- Focus on Client
 - ➔ Consumers experience the Client as a mobile content shopping mall filled with a collection of stores provided by network operators or content publishers.



Preminet Client

- The Preminet Client makes it easy for mobile consumers to discover, download and enjoy quality content and services
- Customized Branding
 - with custom colors, icons, and content catalogs
- Broad Platform Support
 - The Preminet Client is implemented as an application that runs on S60 and Series 40 mobile devices
- Localization for over 40 languages



Drives mobile
content and
application ARPU

Client Example



Client Home



Catalog Branding



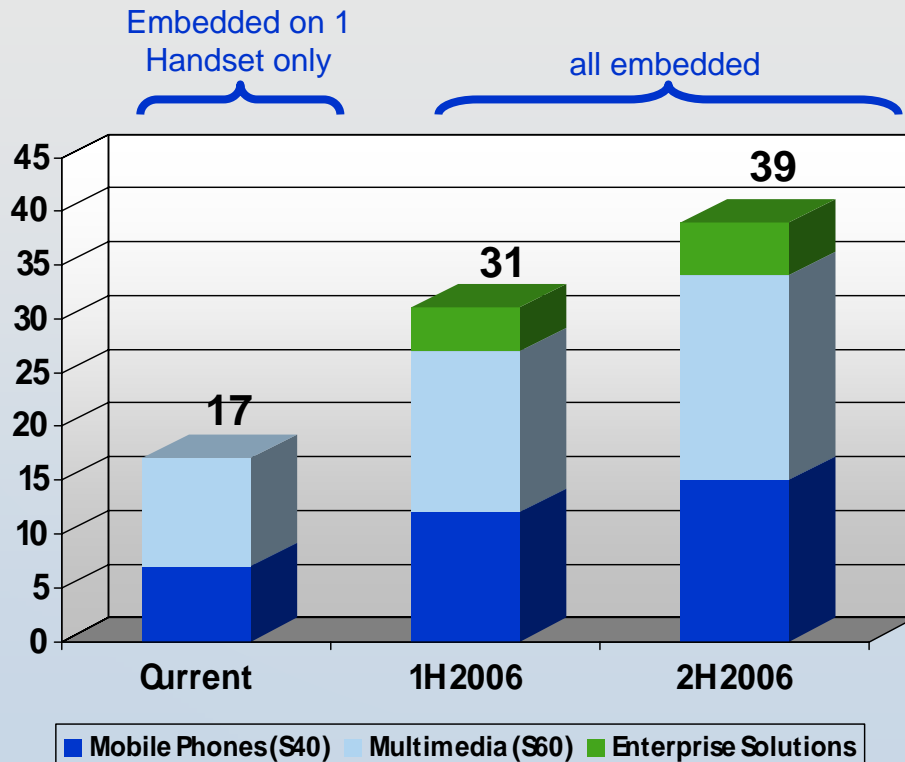
Branding down to catalog level

Custom

- Icons
- Backgrounds
- Descriptions
- etc.

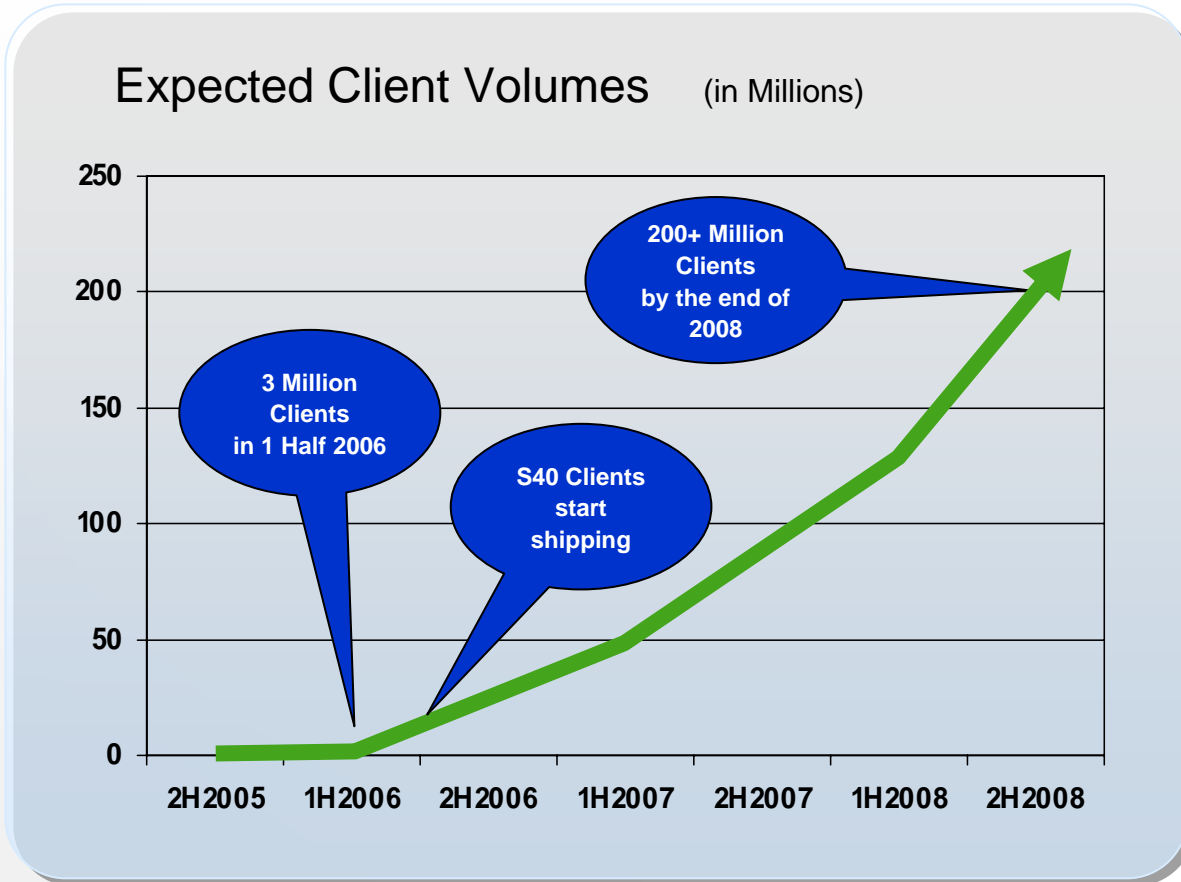
Handset Models with Preminet Client

Number of Handset Models with Preminet Client



- N70 first device shipping with the catalogs client embedded
- Going forward Client will be available out of the box on all applicable handsets

Sizing the Opportunity

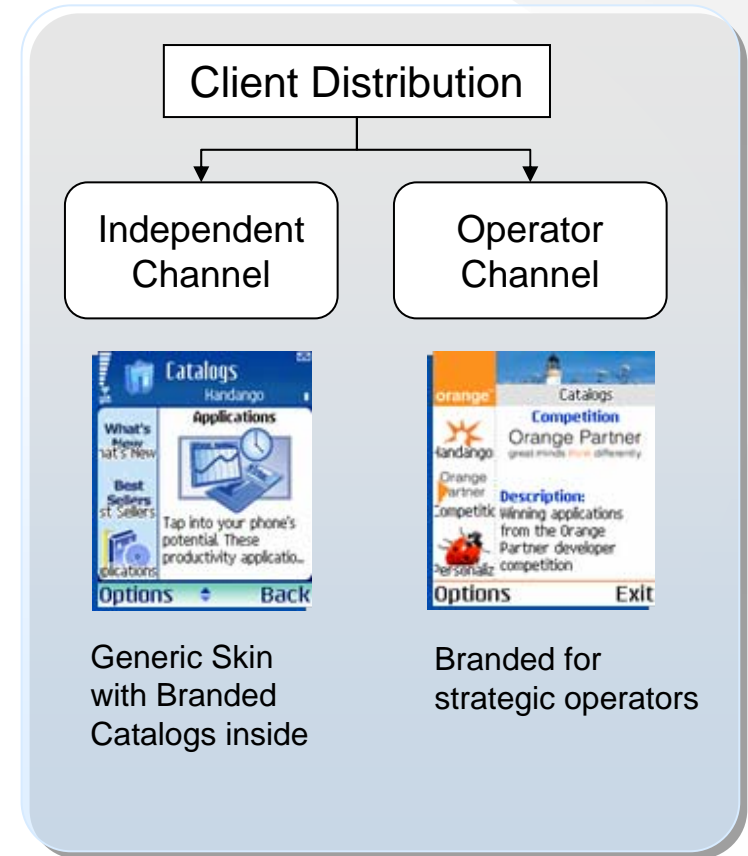


- **1 Million clients shipped** in the independent channel in 2005. All of them S60
- During 1H/06 Nokia will ship over **3 Million clients** in the independent channel
- First **Series 40 clients** will ship during 2006
- By the end of 2008 we expect to ship **200-300 Million clients**. Majority in the independent channel

Go to Market Model For Content Providers

Two distribution channels:

- Operator distribution
- Independent distribution (non-operator channel)
- Internal and External gatekeepers:
 - Operators
 - Nokia BG`s (Multimedia, Mobile Phones etc.) and Nokia Sales Organization
- Potential implementation models for launching content via Preminet
 - As a catalog provider – “owner of a store in the mall”
 - As a service provider – “owner of a Starbucks in the mall”
 - Distribution through an aggregator – “providing the goods to one of the stores in the mall”
 - Coupled with device go to market programs – “providing goods for the grand opening”



Being a Catalog Provider

Scope: Content Partner develops, hosts a branded catalog for the client, which Nokia distributes to operators and via independent channels

A branded catalog can be defined as owning a storefront in the client, the content provider would have full control over merchandising, etc within their storefront

Requirements for a branded catalog to make sense for Nokia to distribute:

- Unique content offering
- Regional, but preferably global coverage
- PSMS billing with operators

Getting engaged with Nokia:

- Introduce ideas to Nokia's Forum team



Being a Service Provider

Scope: Content Partner develops, hosts a application for the client, which Nokia distributes to operators and via independent channels

A service can be defined as owning a single premier piece of real estate that is targeted at enticing users to download the service and use it from the client (think podcasting, major portal clients, etc)

Requirements for a service to make sense for Nokia to distribute:

- Very enticing, new concepts, high end user utility
- Regional, but preferably global coverage
- PSMS billing with operators

Getting engaged with Nokia:

- Introduce ideas to Nokia's Forum team

Distribution Through An Aggregator

Scope: Content Partner works with aggregators already providing a catalog within the client

Basically, stocking the shelves of an existing catalog within the client

Requirements:

- Work with Preminet's existing catalog providers to introduce the content providers wares

Getting engaged with Nokia:

- Nokia will help make introductions with the current catalog providers



Go To Market Device Programs

Scope: Content Partner develops their content and Nokia brings the ideas to operators as part of new device go to market programs

As Forum Nokia has done for many years, we introduce content that highlights new features of our handsets at the time of launch

Requirements for content that make sense for Nokia to couple with a device launch:

- Highlights the features of the handset
- Unique content offering

Getting engaged with Nokia:

- Introduce ideas to Nokia's Forum team

Thank You!

Contact:

Patrick Stanton

patrick.stanton@nokia.com

425.220.2881

John Forslund

john.forslund@nokia.com

858 775 8303

George Linardos

george.linardos@nokia.com

310 699 2069