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Building profitable
business together

Who am I

- originally from Florence, Italy
- living for 28 years in Finland
- degree in Electronic Engineering
- degree in International Business and Marketing Management

- over 16 years of international business experience
- executive and professional in the Telecom industry,
- strategic and visionary thinker,
- believer in true Leadership,
- consumer and customer oriented,
- human being

more about me on

www.linkedin.com/in/gianluccioletti



Why Nokia?

- **Scale / worldwide presence**
- **Being local**
- **Brand**
- **Wide portfolio**
- **Location**
- **Operators**

NOKIA

**Sustainable differentiators
in the eyes of the
consumers and partners**



Symbian

75 million
installed base

150 million
future shipments



Series 40

600 million
installed base



And a huge opportunity, today and tomorrow

Ovi Store: 6 Numbers you should know

5.0+

Million
downloads daily

32

Markets with
operator billing

103

Operators

43%

Growth in downloads
per active user

40,000+

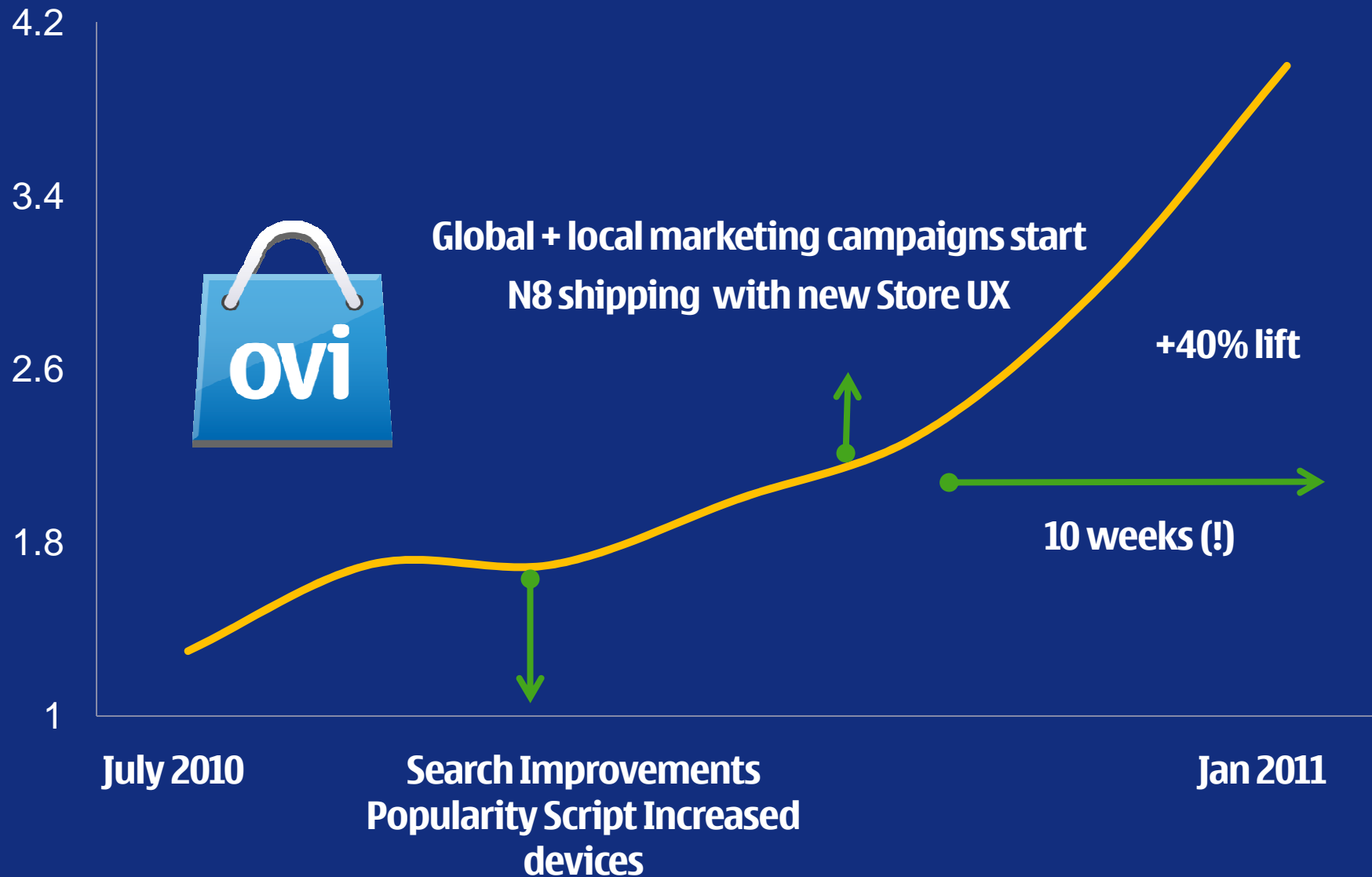
Apps available
755% annual growth

80%

traffic converts to a
download

www.forum.nokia.com/Distribute/Ovi_Store_statistics.xhtml

Over 4 million downloads per day



...from a **highly engaged** user base



ovi NOKIA

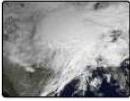
ROI


But it's not just about the distribution. We enable you to easily **build, market, and monetize.**

National Geographic News ✕

NATIONAL GEOGRAPHIC

 **Bat Uses Pitcher Plant as Toilet; Plant Benefits**
11 hours ago

 **"Killer" Winter Storm Seen From Space; U.S. Blanketed**
11 hours ago

 **Six New Planets: Mini-Neptunes Found Around Sunlike Star**
11 hours ago

Egypt Antiquities Damaged, at Risk During Unrest
Looting attempts at the Egyptian Museum in Cairo and theft at other historic sites have underscored the vulnerability...
1 day ago









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ovi Ovi app wizard Sign in | Register

Create your app for Ovi in minutes.
It's free.

Get Started

Join the expanding list of **global and local brands** using Ovi app wizard to reach consumers in over 180 countries.

The fastest and easiest way to create applications for Ovi Store.

Now building an app for Ovi Store is fast, fun and easy. And with Ovi app wizard, you won't need any programming skills to create your app in just minutes. Here are some ways a new Ovi app can benefit your brand:

- Reach new markets.** Extend your brand to new territories. Reach over 180 different geographic markets with Ovi app wizard.
- Build brand mindshare.** An app on Ovi is a powerful marketing tool, providing the latest updates on your brand. Ovi apps can help your customers stay engaged with your brand and message many times a day.
- Increase readership.** Provide your readers with access to information on the go. With the simplicity of Ovi app wizard and the speed to market,

Create your App in minutes

Fast Easy Free

Recipes ✕

 **Explore World Cuisine**

 **German: Wiener schnitzel (breaded veal cutlets)**
21 days ago

 **South African: Peel and eat BQ prawns**
21 days ago

 **Dutch: Summer yoghurt soup with tomato and basil**
21 days ago

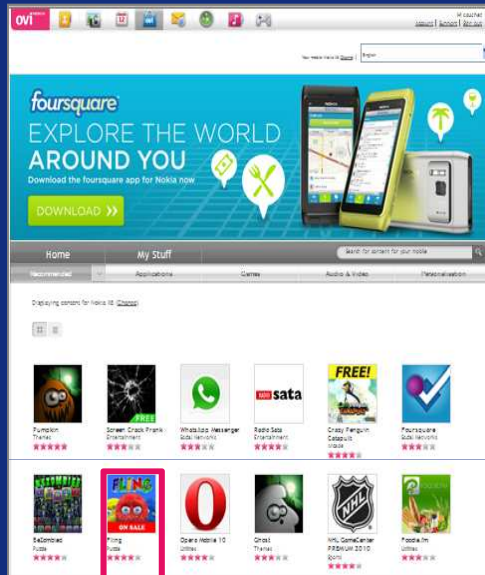
 **French: Crepes Suzette au beurre d'orange**
21 days ago

 **Portuguese: Black bean salad**

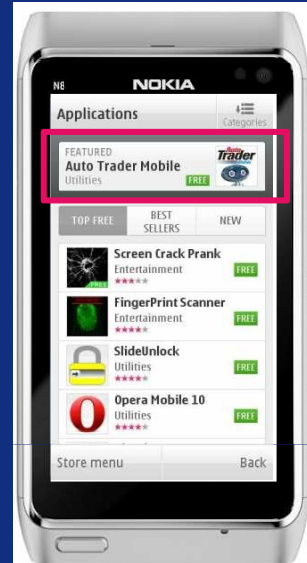
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**We'll accelerate your time to market.
You can focus on your core business.
Zero development cost with Ovi app wizard.
<http://appwizard.ovi.com>**

Ovi.com



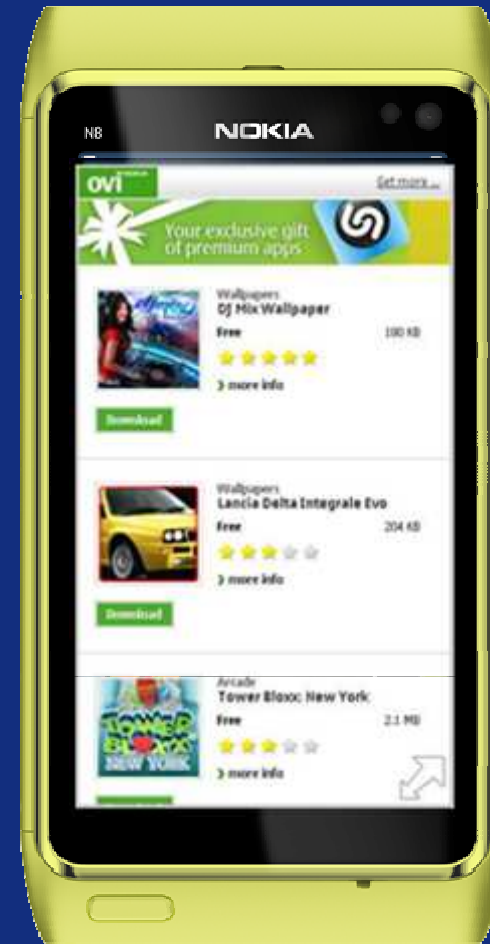
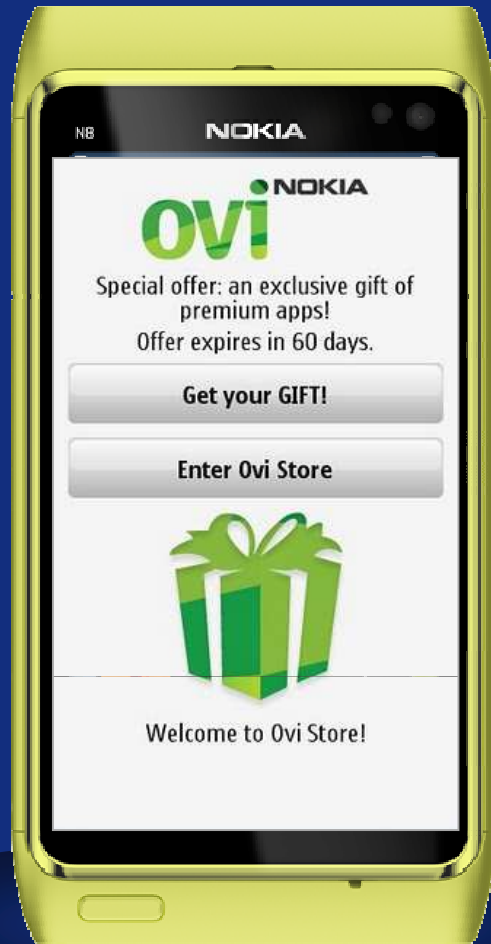
On Device



Nokia.com



And we will take advantage of our own channels to help you merchandise at the point of sale

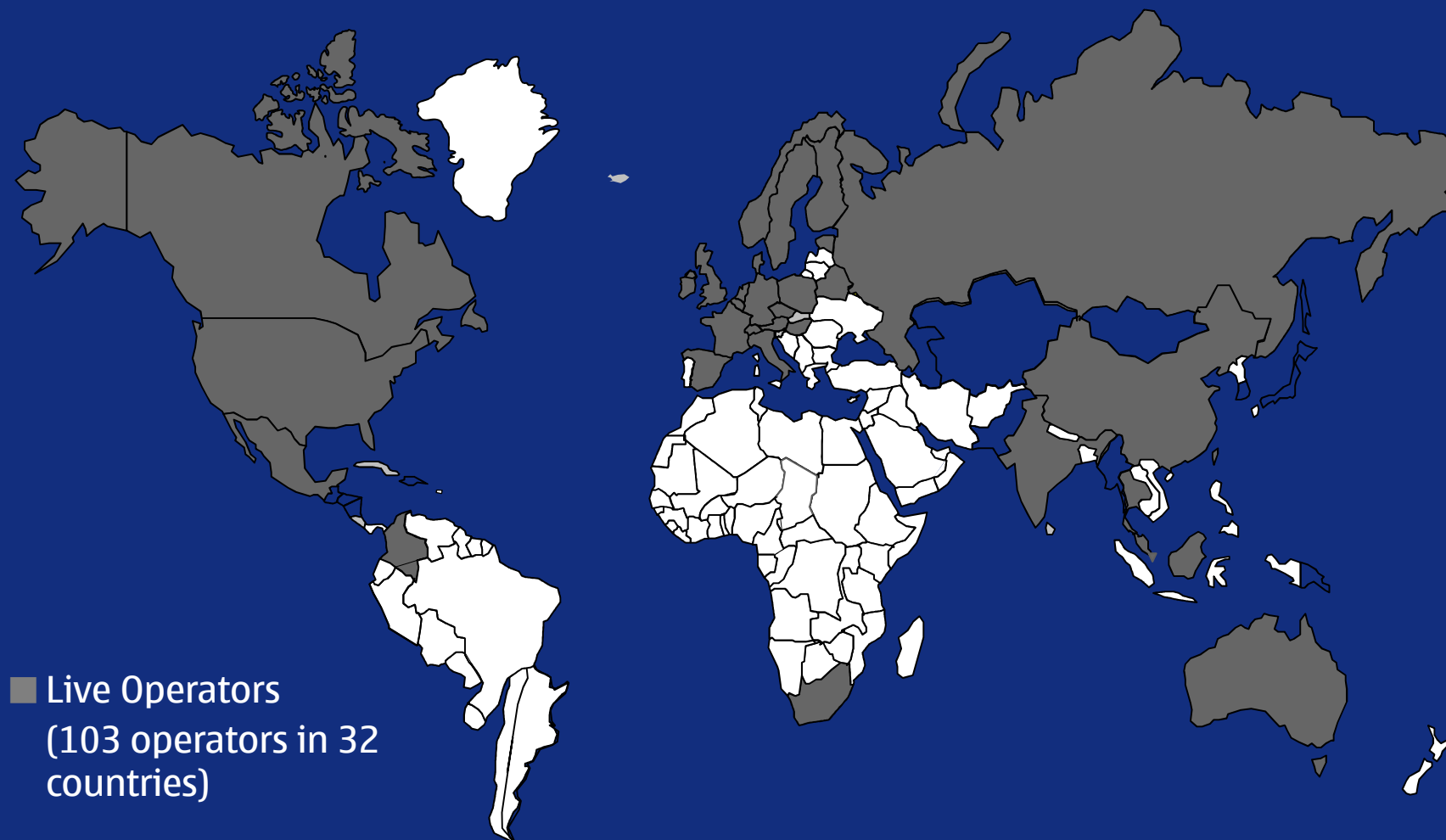


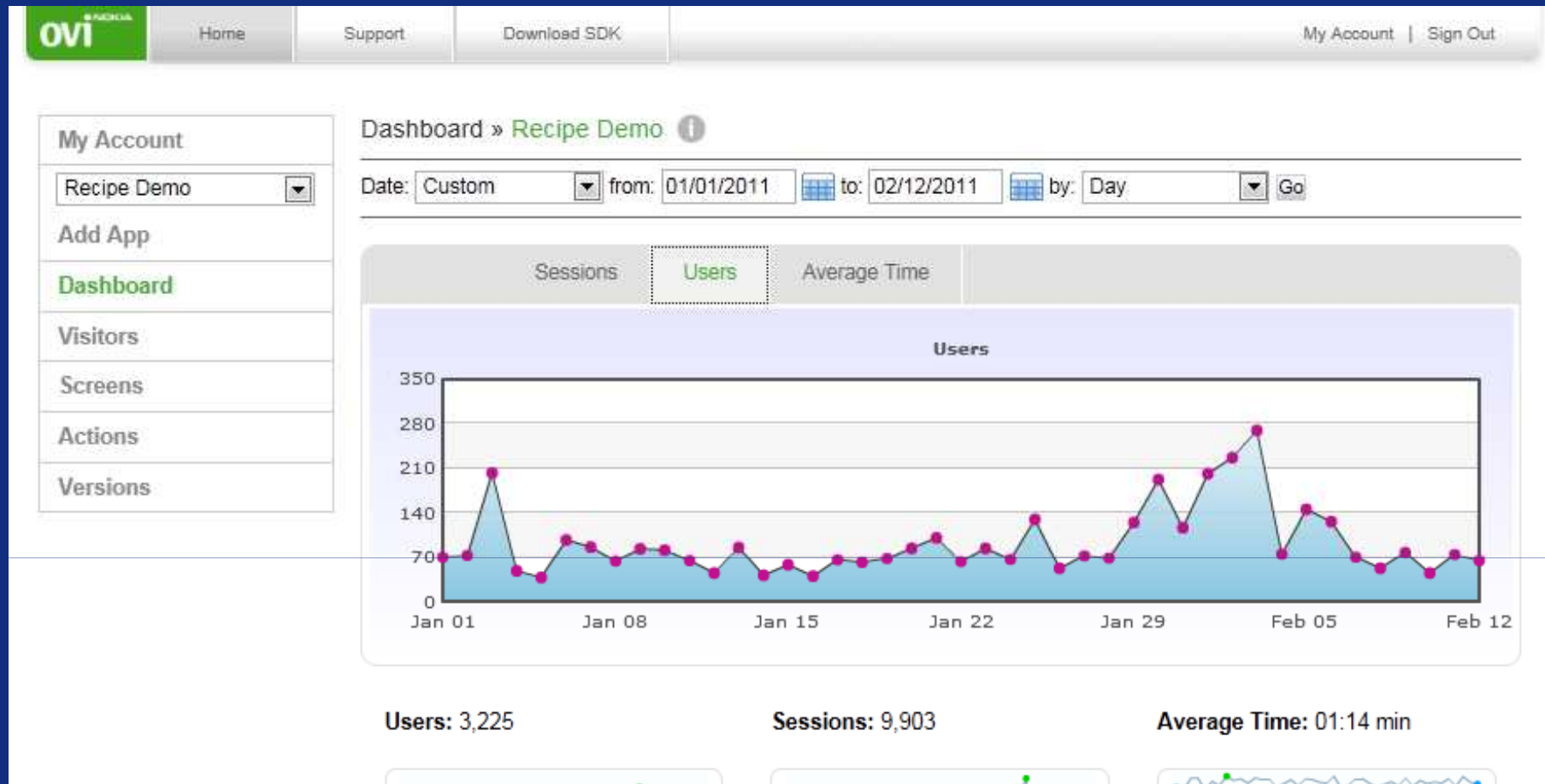
Better than any mobile ad, theme packs deliver terrific conversion => click through rates higher than **72%**

You also get exposure at one of our
Nokia retail touch points globally

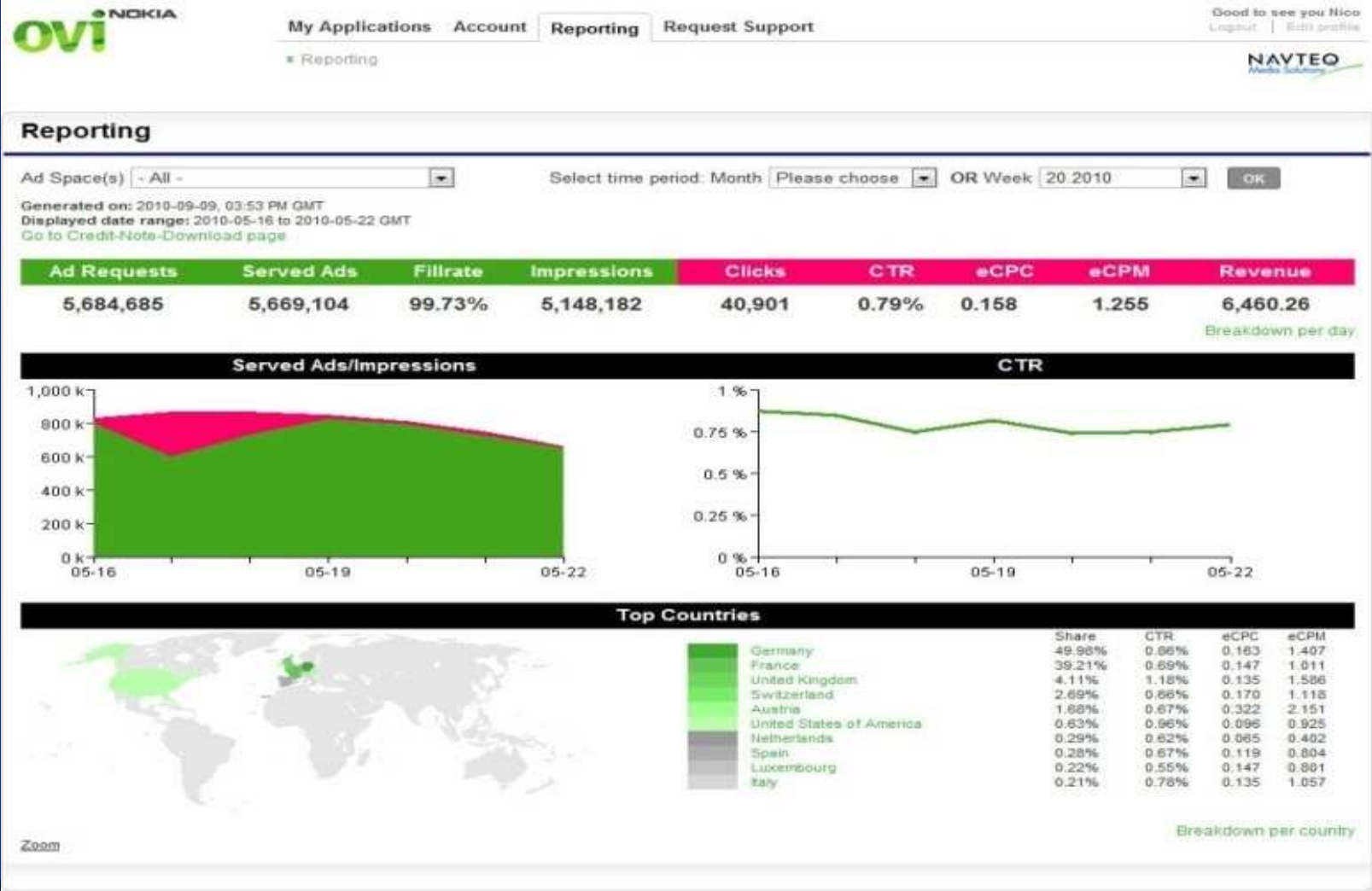


Nokia Operator Billing Coverage



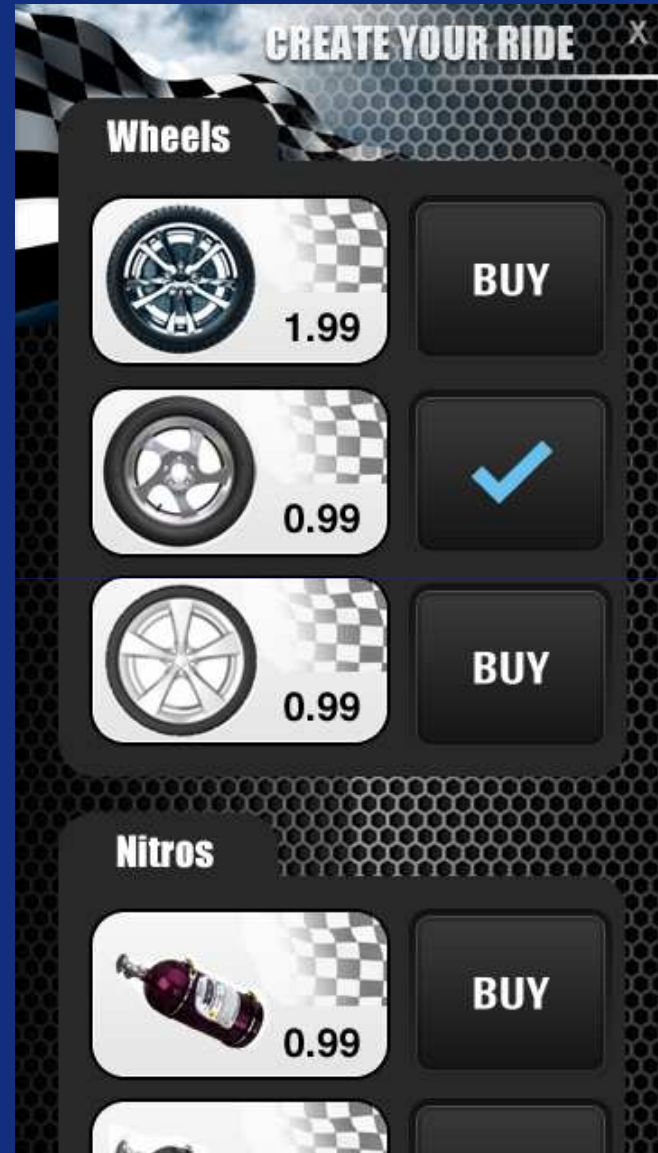


With in-app analytics, you can **understand** your users, **optimize** the product offering, and **maximize** your ROI



In app advertising connecting you to the best ad networks in the world

In app purchase to help you open new revenue streams and leverage the world's largest OEM operator billing footprint





With **Ovi Store** we see increased velocity as we hit scale across the portfolio

Global scale + Local reach

Russia: 1,000,000 + downloads / week

Turkey: 1,600,000 + downloads / week

China: #1 app store; 65% share

The 10 most active countries are (in alphabetical order): China, Germany, India, Indonesia, Italy, Russia, Saudi Arabia, Turkey, the U.K. and Vietnam

We are building the most
intelligent mobile content
distribution, marketing and retail
network on the platform. For **You**.

Qt Quick training in Copenhagen



- May 17th, 9-16.30
- At Nokia Danmark, Frederikskaj 1790 CPH V.
- Registration at: <http://events.forum.nokia.com/invitation/qttrainingcph>
- or at the Nokia booth
- Free of charge
- Mobile Monday event in collaboration with Nokia after the training

Thank you!

**Ovi Store helped
300,000 music
lovers have more
fun using our
TuneWiki Social
Media Player.**

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