



NORTH AMERICA, NORDICS AND VIANOR

September 9, 2021

ANNA HYVÖNEN

EVP, NORTH AMERICA, NORDICS & VIANOR

nokian[®]
TYRES



NORTH AMERICA

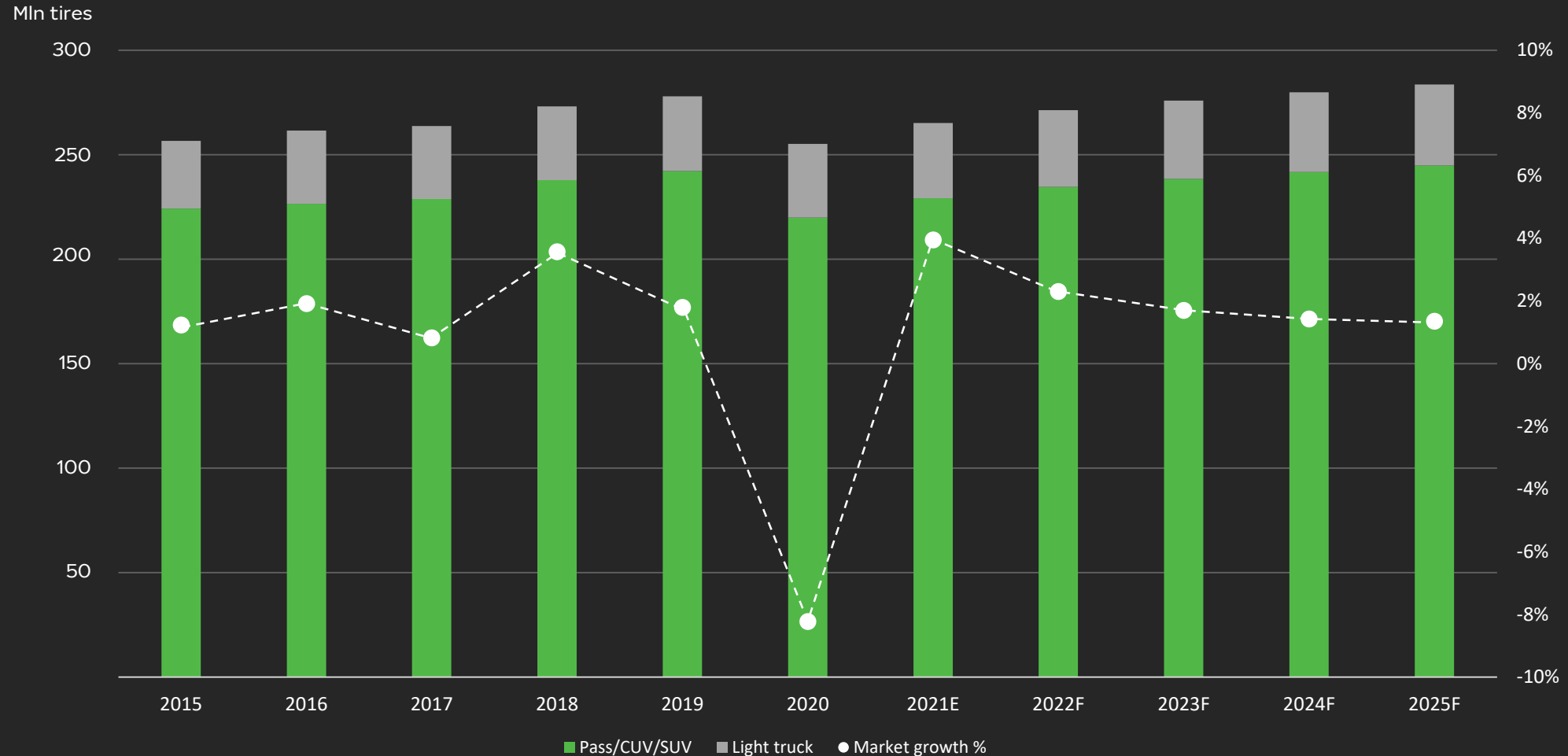
**GROW SALES BY 100%
BY WINNING IN WINTER AND
SELECTED ALL-SEASON**

September 9, 2021

**nokian[®]
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NORTH AMERICA IS A 270M REPLACEMENT TIRE MARKET AND GROWING GRADUALLY TOWARDS 300M...



...AND THESE ARE OUR MAIN GROWTH ENGINES

SNOWBELT SUCCESS:

Build on customer relationships to secure share of winter tire market

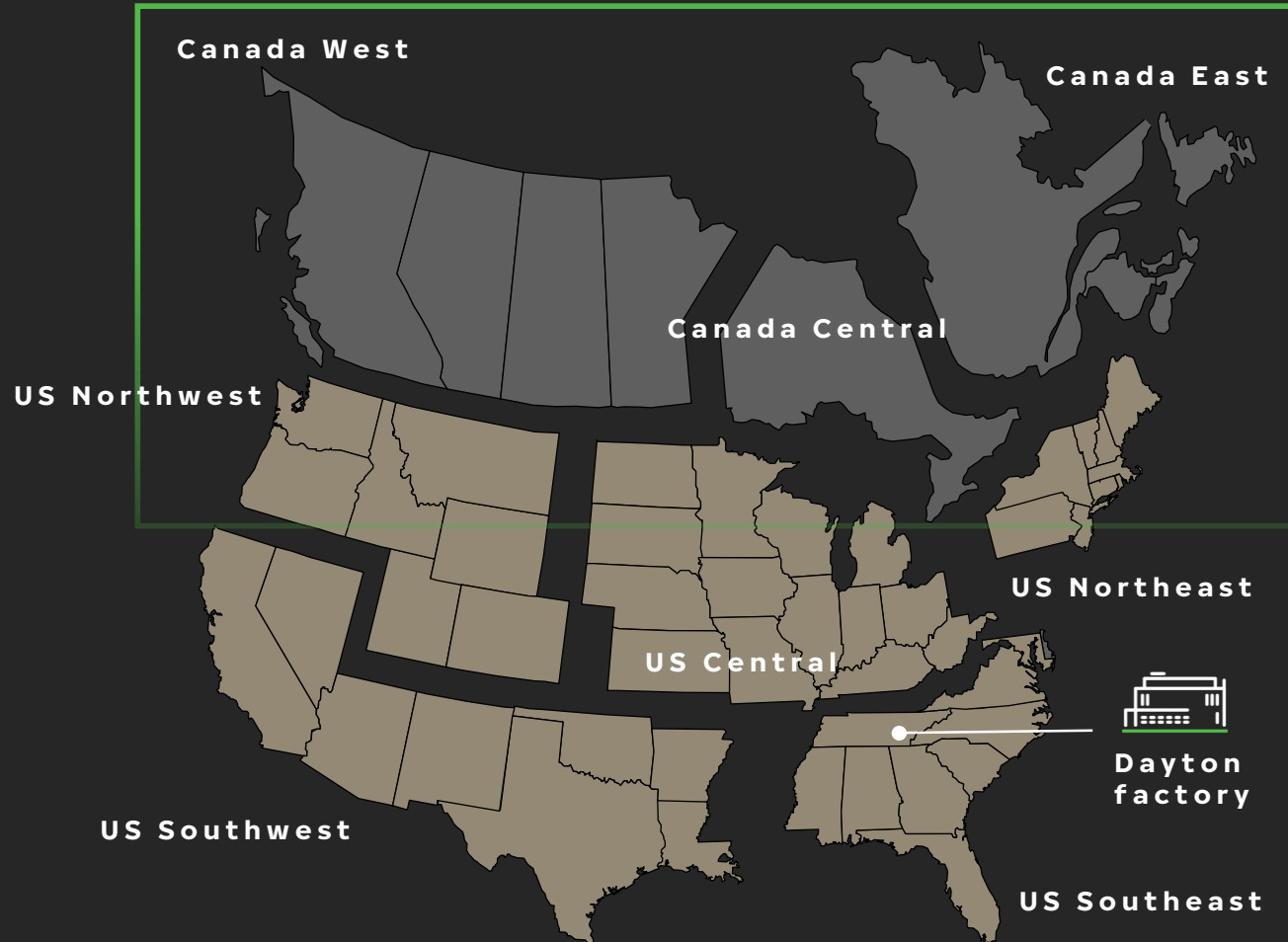
ALL-SEASON GROWTH:

Expand all-season product range to drive the growth

DISTRIBUTION NETWORK:

Build distribution together with key wholesale partners and go direct with large retail accounts

BUILD ON OUR SNOWBELT SUCCESS



BUILD ON EXISTING CUSTOMER BASE

- Maintain market leader position in Canada
- Increase in-store-share in the US

FOCUS ON PREMIUM AND MID TIERS

- Profitable niche market – high priority
- Keep developing the best products for Premium (A segment) and Mid Tiers (high B)

SECURE TIMELY AVAILABILITY

- Close to the market: collaborative planning with our customers
- Direct factory deliveries to key customers
- Efficient season replenishments from local warehouses
- Dayton factory supports the targeted growth

DRIVE TARGETED GROWTH IN ALL-SEASON

TARGET TIRES FOR NORTH AMERICAN MARKET

- Development of product lines to meet end user needs
- Expand both the width and the depth of the product range
 - New product lines
 - Increase larger sizes on existing lines

FOCUS ON LIGHT TRUCK SEGMENT

- Selected product lines – focus on profitable growth
- Renewal of light truck product range in 2020–2022

SECURE TRUSTED PARTNER STATUS WITH PRIME DEALERS

- Joint product development with industry leading retailers and distributors
- Build brand awareness and consumer pull
- Competitive sell-in and sell-out programs for wholesalers and retailers

NOKIAN TYRES ENCOMPASS AW01

All-season growth: tires targeted to the North American market

NOKIAN TYRES ENCOMPASS AW01

- A versatile all-weather tire built for year-round use
- Severe Service Symbol (3PMSF)
- 60,000-mile tread life warranty
- Aramid sidewalls



A PRODUCT OF A PREMIUM PARTNERSHIP

- Exclusively available at Discount Tire
- Developed in collaboration to meet the unique requirements for a tire to truly be an all-weather tire
- Launched in January 2021

**13 MOST IMPORTANT SIZES
FOR PASSENGER CAR & CUV APPLICATIONS**

NOKIAN TYRES ONE PRODUCT LINE

All-season growth: tires targeted to the North American market



NOKIAN TYRES ONE HT

- HT tire for large SUV, light truck and cargo van applications
- 36 size powerline; 15" to 22"
- 55,000 (LT) or 75,000-mile treadwear warranty
- Aramid sidewalls
- Launched in January 2020



NOKIAN TYRES ONE

- All-season touring tire for passenger and SUV/CUV applications
- 71 size powerline; 14" to 20"
- 80,000-mile treadwear warranty
- Pothole Protection coverage
- Launched in January 2021



**COVERS OVER 91%
OF VEHICLE SEGMENTS**

CONTINUE TO BUILD DISTRIBUTION NETWORK

CANADA – BUILDING ON EXISTING RELATIONSHIPS

- Work together with existing direct retail customers
- Realize Ontario market potential with wholesale partner
- Grow current partnerships both retail and wholesale, focus on Island of Montréal
- Secure winter tire market share

USA – HUNTING NEW OPPORTUNITIES AND GROWING EXISTING BUSINESS

- Expand our footprint – especially in South and West
 - Build wholesale network together with key partners
 - Open large retail accounts direct and smaller accounts by leveraging wholesale network
- Maintain own distribution in Northeast
- Strong model in important winter tire market



**MUTUAL COMMITMENT
TO BUILD AND DEVELOP**



**EARNING
POTENTIAL**



**SELECTIVE
DISTRIBUTION**

DOUBLING SALES IN NORTH AMERICA

➤ Solid winter tire position and reputation among existing customers in the snowbelt

➤ Opportunities in all-season segment through wider, North America targeted product range

➤ Expanding distribution and retail partner network

➤ Selective distribution with healthy earning potential for customers

➤ Enhanced availability and service supported by the US factory

An aerial photograph of a dark-colored car driving on a snow-covered road that stretches into the distance. The road is flanked by a dense forest of tall, thin evergreen trees, all heavily laden with snow. The sky is a mix of soft orange and pale blue, suggesting a sunset or sunrise. The overall scene is serene and wintry.

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