



STRENGTHEN THE UNDISPUTED MARKET LEADERSHIP

in Russia through profitable growth

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nokian®
TYRES

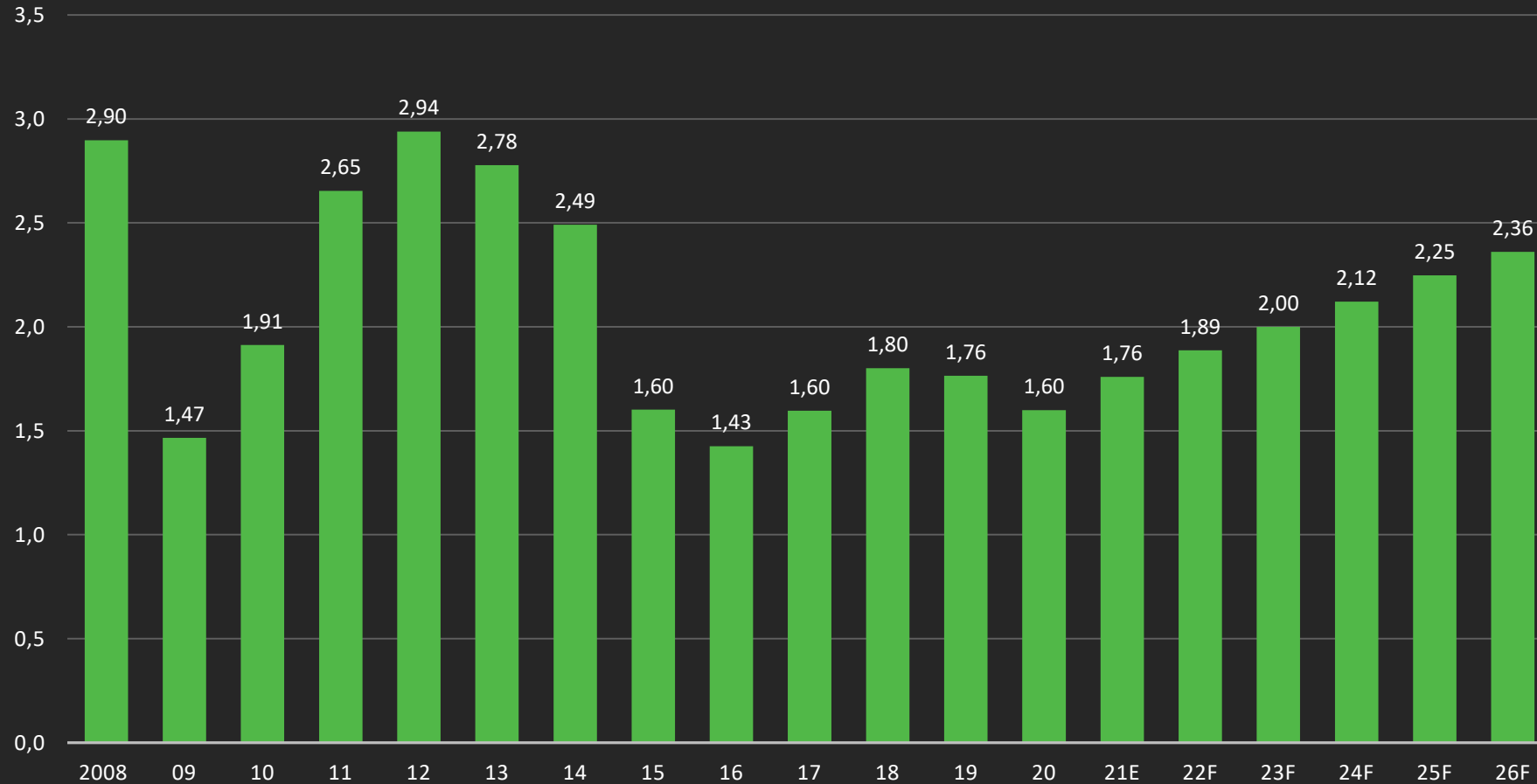
RUSSIA REMAINS NOKIAN TYRES' STRONGHOLD

**NOKIAN
TYRES**

- The undisputed market leader in Russia since 2005.
- In 2020, we overcame a temporary setback caused by high carry-over stocks in distribution.
- In 2021, we have regained profitable growth and outperformed the market.
- Our market share is reaching its historically highest level.
- We are well positioned to benefit from the expected market growth and further strengthen our market leadership.

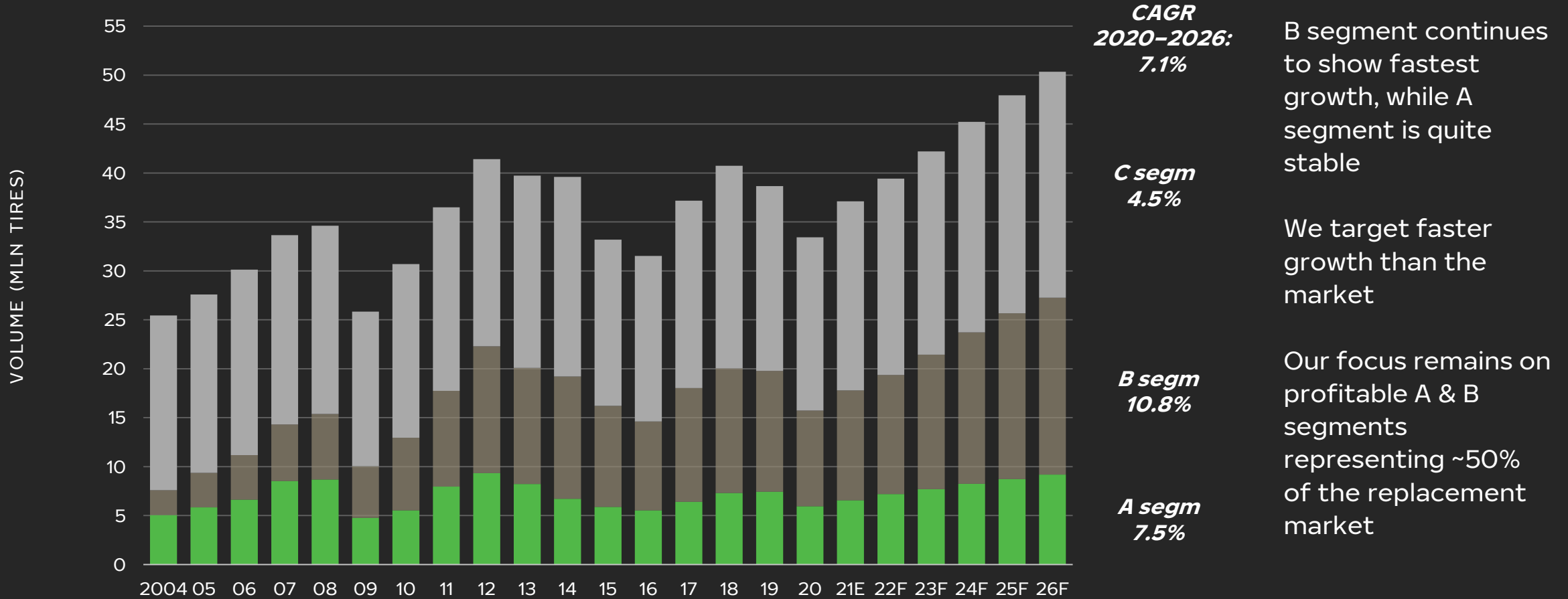
NEW CAR SALES ARE EXPECTED TO STEADILY GROW

NEW CAR SALES IN RUSSIA, MLN UNITS (BASIC SCENARIO)



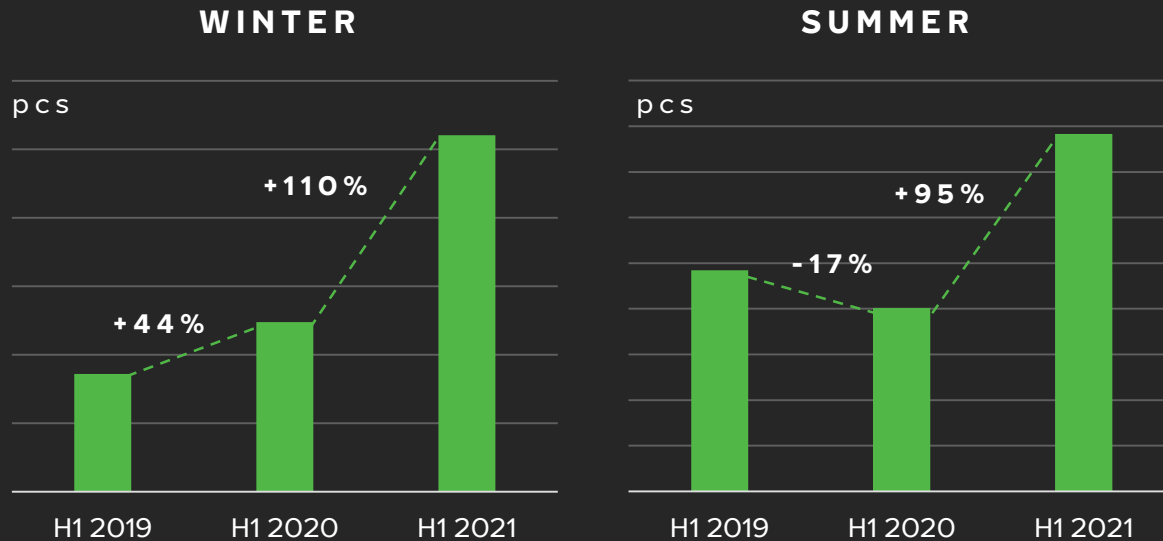
TIRE MARKET TO EXCEED PAST PEAK BY 2023

CAR, SUV AND VAN TIRE REPLACEMENT MARKET IN RUSSIA (SELL-IN VOLUME)

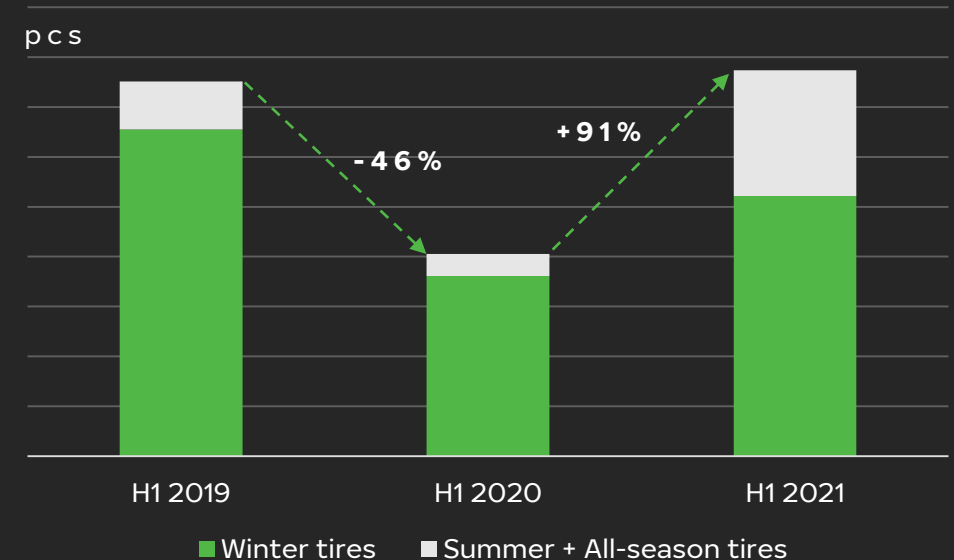


NOKIAN TYRES BOOSTING SELL-IN AND SELL-OUT IN 2021

SELL-OUT RUSSIA



SELL-IN RUSSIA



VERY STRONG PERFORMANCE IN H1 2021, DRIVEN BY:

- gradual market recovery
- extended, renewed product range
- low carry-over stocks
- balanced, optimized commercial policy

EXCELLENT PROSPECTS FOR FULL YEAR 2021 AND BEYOND

WE AIM TO KEEP OUTPERFORMING COMPETITION

Our key strategic priorities to ensure undisputed market leadership in the future

1

Ensure unrivalled product leadership in the Russian market

2

Optimize revenue and profitability through smart price positioning within and across segments

3

Maximize consumer pull / sell-out through effective direct promotion and sell-out support to partners

4

Leverage state-of-the-art online services for consumers and customers

5

Reinforce multi-channel distribution and further develop branded retail

HIGHLY EFFICIENT, LARGE-SCALE LOCAL PRODUCTION

1 NOKIAN HAKKAPOLIITTA 10P – NEW FLAGSHIP OF NOKIAN TYRES WINTER TIRE RANGE IN RUSSIA



NOKIAN HAKKAPOLIITTA 10p

- Maximum safety – excellent grip on ice and snow
- Stable and precise handling, even on clean asphalt
- Maximum driving comfort with pleasant sound levels
- Increased mileage and low fuel consumption



NOKIAN HAKKAPOLIITTA 10p SUV

- Maximum stability and comfortable driving
- Aramid sidewalls – strength and durability



NOKIAN HAKKAPOLIITTA 10 EV

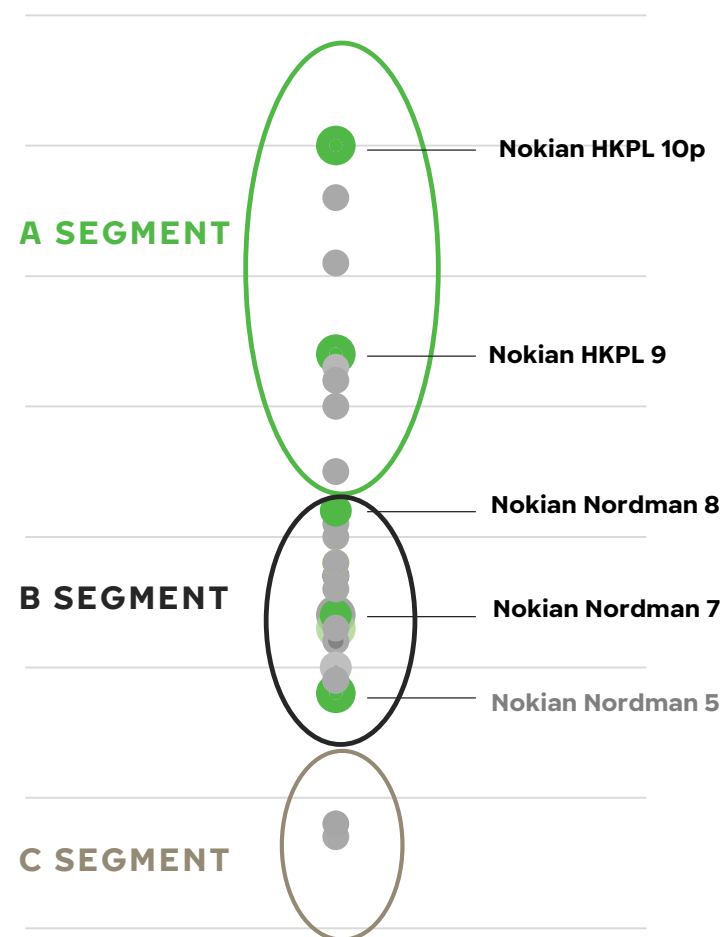
- SilentDrive™ technology – for high acoustic comfort
- Large selection of sizes, excellent stability

2 PRICE LEADER IN WINTER TIRES

Optimized product range and pricing are key for profitable market leadership

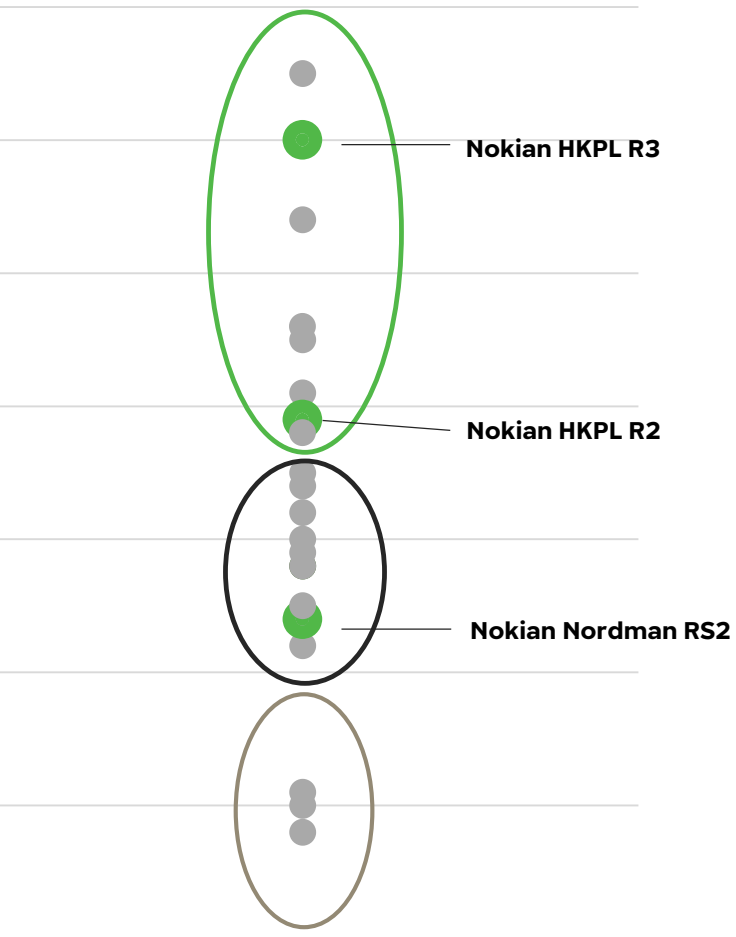
STUDDED WINTER TIRES

HKPL 10p = 100



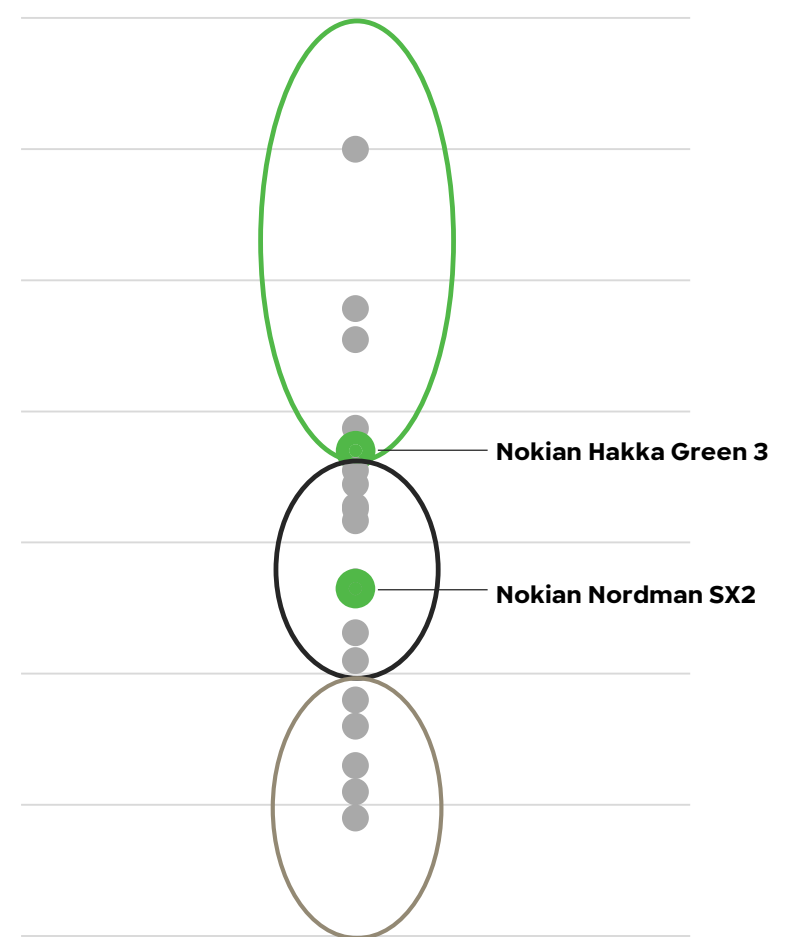
STUDLESS WINTER TIRES

HKPL R3 = 100



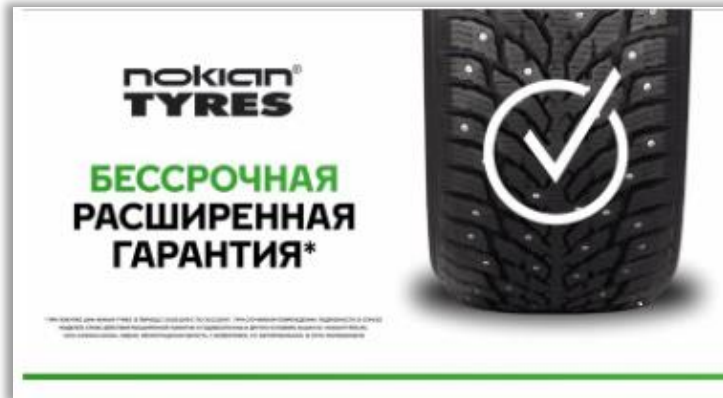
SUMMER TIRES

Michelin XM2 = 100



3 MAXIMIZE CONSUMER PULL THROUGH EFFECTIVE DIRECT PROMOTION AND SELL-OUT SUPPORT TO PARTNERS

Examples of sell-out support to partners



Nakka Guarantee

- Supports sell-out of Nokian Tyres premium and selected Nordman models
- Fully digital service for consumers & partners (~4,800 POS in the program)
- ~650 Authorized shops to provide service



Free tire mounting

- Marketing program for consumers to drive sell-out
- Extended coverage in all regions in Russia (~2,100 POS in the program)
- Effective tool to support price positioning

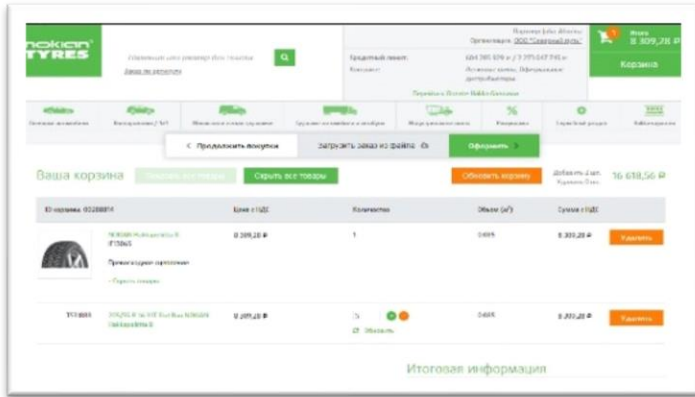


Franchising support

- Seasonal advertising support for VIANOR & N-TYRE branded retail chains, incl. promotion of VIANOR.ru marketplace

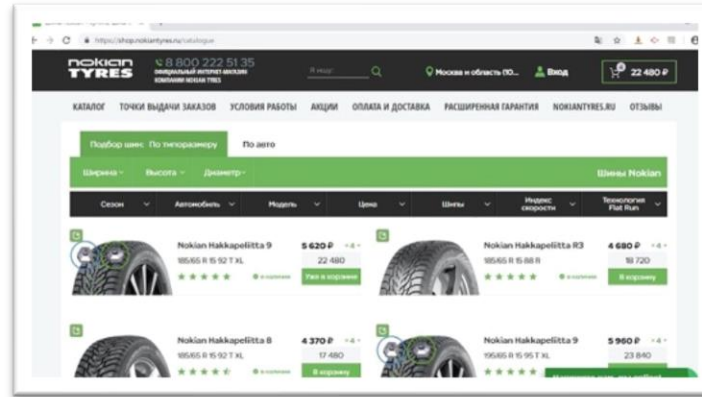
4 LEVERAGE STATE-OF-THE ART ONLINE SERVICES FOR CONSUMERS AND CUSTOMERS

Examples of running e-commerce solutions and business models



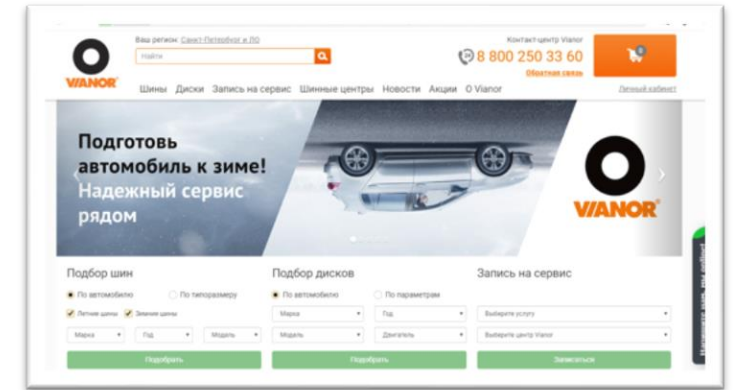
B2B

- Comprehensive B2B web platform
- Over 95% of all customer orders
- Continuous upgrades to offer extended value-added services
- Enhanced with B2B2C integrations



B2C: since 2011

- Own web shop (2011–2019) converted into Nokian Tyres single-branded marketplace (launched in 2020) connecting consumers with hundreds of tire retail shops



vianor.ru

- Sustainable, flexible and user-friendly marketplace operated by Nokian Tyres and aligned with business needs of Vianor partners and preferences of online consumers

5 REINFORCE MULTI-CHANNEL DISTRIBUTION AND FURTHER DEVELOP BRANDED RETAIL

OFFICIAL DISTRIBUTORS

- Integrated wholesale / retail operations
- Federal retail chains with active online presence
- Regional or federal wholesale operations

TIRE RETAIL

- Professional tire retail
- Branded / franchised tire retail
 - Vianor 349 shops
 - N-TYRE + NAD 133 shops
- Web-shops

AUTOMOTIVE

- Car manufacturers (19)
- Loose winter tires and complete wheel programs
- Car dealers
 - Total over 3,000 POS

CORPORATE FLEET CUSTOMERS

- Taxi operators
- Federal and regional-scale companies with own fleet
- Leasing companies
- Car sharing operators

CONSUMERS

STRENGTHEN THE UNDISPUTED MARKET LEADERSHIP IN RUSSIA

- Thanks to changes in commercial policy made in 2020–21, Nokian Tyres regained growth and again outperforms competition.
- Due to the primary focus on sell-out, it is balanced with sell-in, ensuring normal or low levels of distribution stocks.
- Active pricing and product mix management will help improve average prices and profitability.
- Long-term experience in Russia and continuous improvement of business models help mitigate uncertainty and risks caused by the market's volatility.
- With a highly efficient local production, strong brand, wide distribution, and pioneering digital solutions Nokian Tyres is well positioned to further strengthen its market leadership in Russia.

A romantic scene of a man lifting a woman into his arms in a snowy, open landscape at sunset. A dark car is parked on the right, with a close-up of its front tire showing a distinctive white grid tread pattern. The overall mood is cozy and secure.

nokian[®]
TYRES