



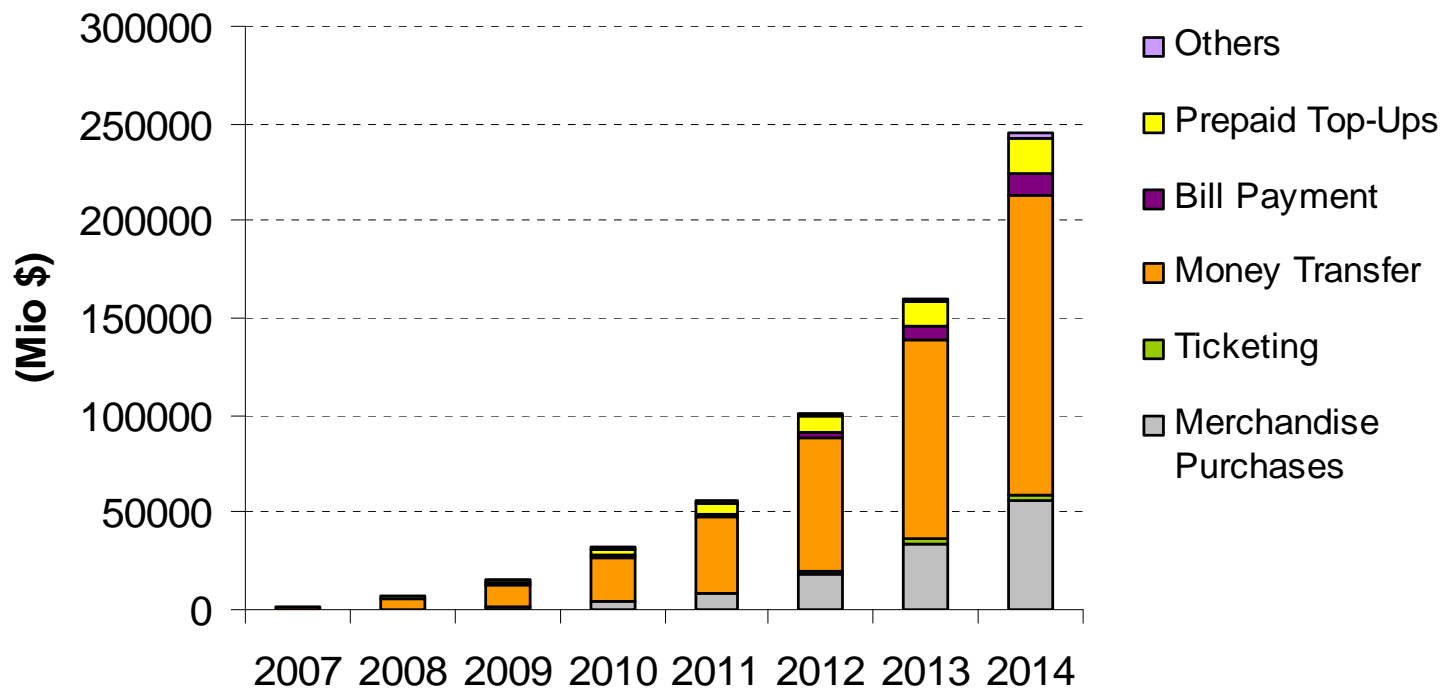
# Nokia Siemens Networks Mobile Payment Solution

Executive Summary

**Make purchases & payments anywhere/anytime**

# Mobile Payment offers one of the fastest growing business opportunities for CSPs

Mobile Payment Transaction Value, 2007-2014



Source: Gartner, April 2010

**Money Transfer incl. Mobile Banking, Merchandise Purchases and Bill Payments are the main drivers**

# Value propositions of Mobile Payment

**Reduce  
subscriber churn**

Increase customer loyalty by providing a simple, consistent, and secure way to make purchases and payments anywhere/anytime

**Acquire new  
subscribers**

New opportunity to reach un-banked and under-banked subscribers

**Create new  
revenue stream**

Create additional business by offering non-telco purchases and requesting charging fee for Payment transactions and Services

**Strengthen  
marketing channels**

Expanded opportunities for agents/distributors by offering additional products and services

**Increase cross  
selling opportunity**

Major increase in ARPU through additional services (e.g. SMS confirmation)

anywhere/anytime

# Why Nokia Siemens Networks?

- We address the **customers' needs and market requirements** with tailored made Mobile Payment Solution
- We deliver **smooth integration** and rapid deployment from NSN's proven experience in Telco and IT domain
- **You get the best industry practices** delivered by NSN Business and Security consulting
- We provide the **most innovative platform and services** in Mobile Payment from best of breed software partners

**Let us create successful Mobile Payment business together!**

# Thank you

