

# The path to undisputed product leadership

**Kai Öistämö**

**Executive Vice President & General Manager**

**Mobile Phones**

**NOKIA**



# Mobile Phones strategic intent

Undisputed mobile phone **product leadership** in **all major markets, segments and channels**, supported by world's best, consumer focused **marketing and brand**.



# Key focus areas for 2007

Consumer understanding

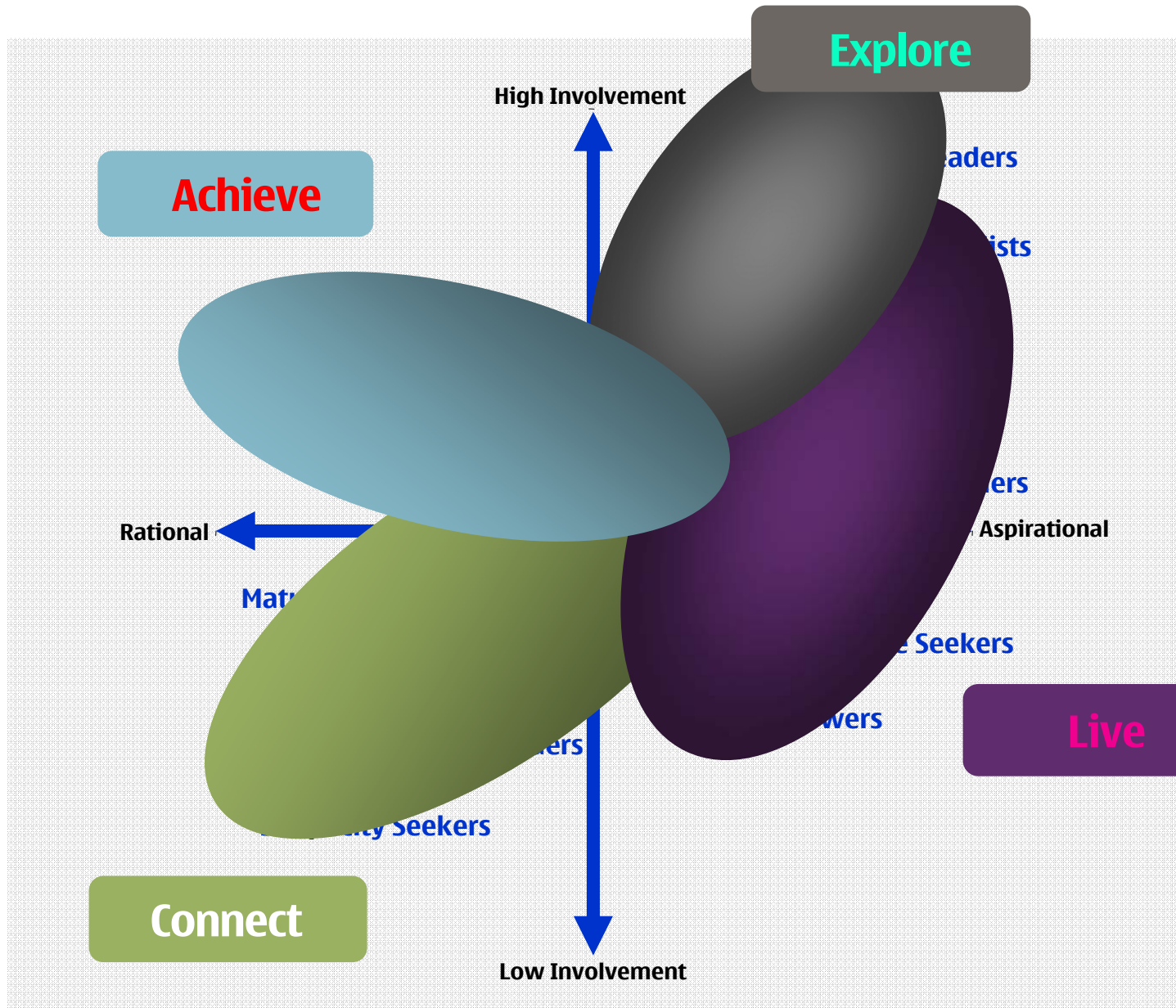
Design innovation

Refining the mid-range

Leadership in emerging markets



# It Begins with Consumer Understanding





# Nokia design – Inspired by people

- Iconic products; THIN
- Sophisticated simplicity
- Transparent technologies

# Nokia 6300

## Sophisticated first impression

- Evolution of an iconic design
- Thin in size, not in functionality
- Stainless steel frame
- Modern design, feature set



# Opportunities in mid-range

- Large volumes and good margins
- Classic Nokia products
- Operators and consumers



# Mobile experiences coming to mid-range

- Imaging
- Music
- Location based services





# Nokia 6290

## Advanced technology made brilliantly simple

- 3G fold phone with S60 platform
- 2 megapixel camera with integrated flash, 4x digital zoom
- Two-way video calling
- MP3 music player, stereo surround sound
- Push email with attachments



# Unik - Orange's UMA range



&

un seul numéro  
un seul carnet d'adresses  
appels illimités

unik  
un seul téléphone, fixe et mobile

entrez dehors, sortez dedans

open 

Unik est une gamme de services. Les appels sortent vers 1000 numéros de téléphone français et internationaux. Les appels entrants sont gratuits vers les numéros de téléphone Orange. Les appels sortants vers des numéros de téléphone Orange sont gratuits vers les numéros Orange. Les appels sortants vers des numéros de téléphone Orange sont facturés au tarif de base des appels Orange. Les appels sortants vers des numéros de téléphone Orange sont facturés au tarif de base des appels Orange. Les appels sortants vers des numéros de téléphone Orange sont facturés au tarif de base des appels Orange. Les appels sortants vers des numéros de téléphone Orange sont facturés au tarif de base des appels Orange. Les appels sortants vers des numéros de téléphone Orange sont facturés au tarif de base des appels Orange.

# Nokia 6086 – Seamless Connectivity

- Nokia's second UMA phone
- Classic, ergonomic design
- VGA camera, music player



# 1.3 million new industry subscribers every day

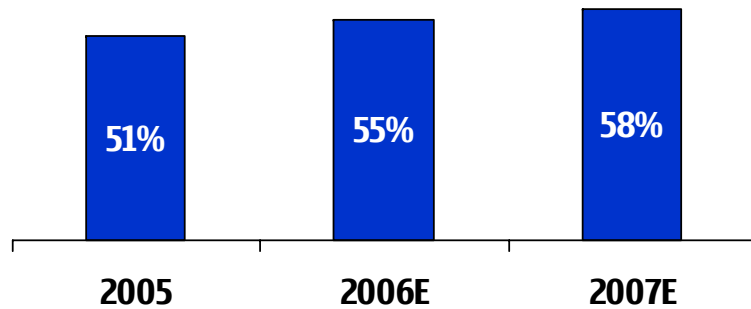
Of the over 1.5 billion phones  
Nokia has sold...

...the Nokia 1100 family alone  
accounts for over 115 million units

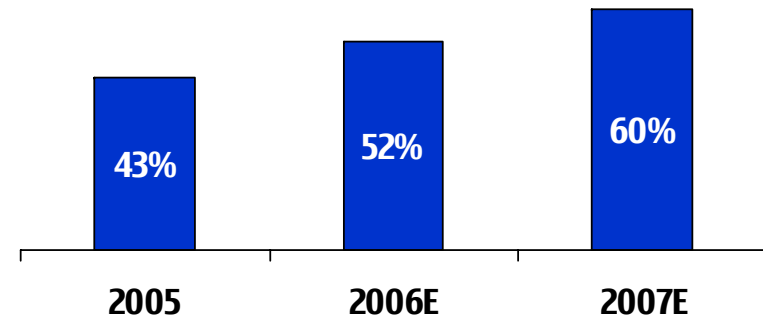


# Replacement in Emerging Markets

Percent of Global Device Units from Emerging Markets



Replacement as a Percent of Emerging Markets Device Units



Source: Nokia estimates

# Nokia 2626 – Adding Color to Life

- Stylish phone in several trendy colors
- FM radio
- Mirrored, color display



# MP key focus areas for 2007

- Consumer understanding
- Design innovation
- Refining the mid-range
- Leadership in emerging markets

