



Sustainable Device Leadership

NOKIA

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Mobile Phones

Agenda



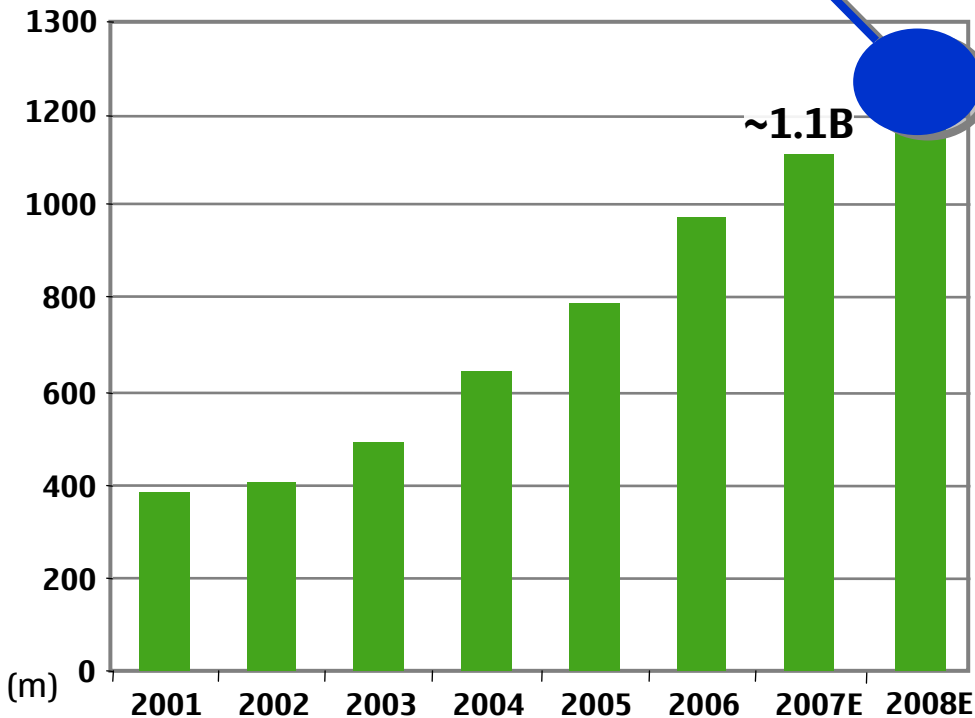
Business environment development
Nokia Winning Devices strategy
Benefits of Devices unit
Topical items
Conclusions

Nokia forecasts for the mobile device market

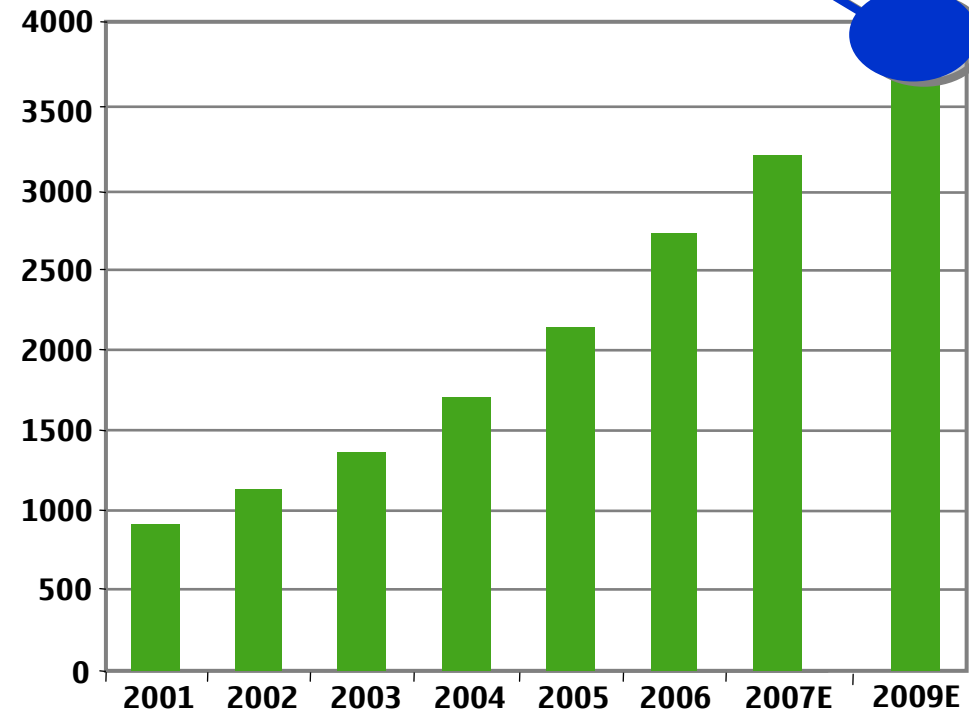
2008: Approximately 10% growth

2009: 4 billion subscriptions

Device Units



Mobile Subscriptions



2008E: Value growth in mobile device market, but industry ASPs down

Source: Nokia estimates

Key Developments in the Business Environment

Consolidation in markets

New competitors

Converged devices

Internet mobilization

Nokia Winning Devices Strategy



Push for **affordability** – Expand entry markets
Create value for consumers and operators
- **master** mid-range
Eseries – Devices that **mobilize** businesses
Drive new **value** with multimedia computers

Benefits of Devices Unit



Devices Unit:

All devices around the same table

Topical Items

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North America Update



Success in North America requires full collaboration with operator customers

Portfolio development planned to continue



2006



2007

Stronger portfolio

More experiences

Evolved design

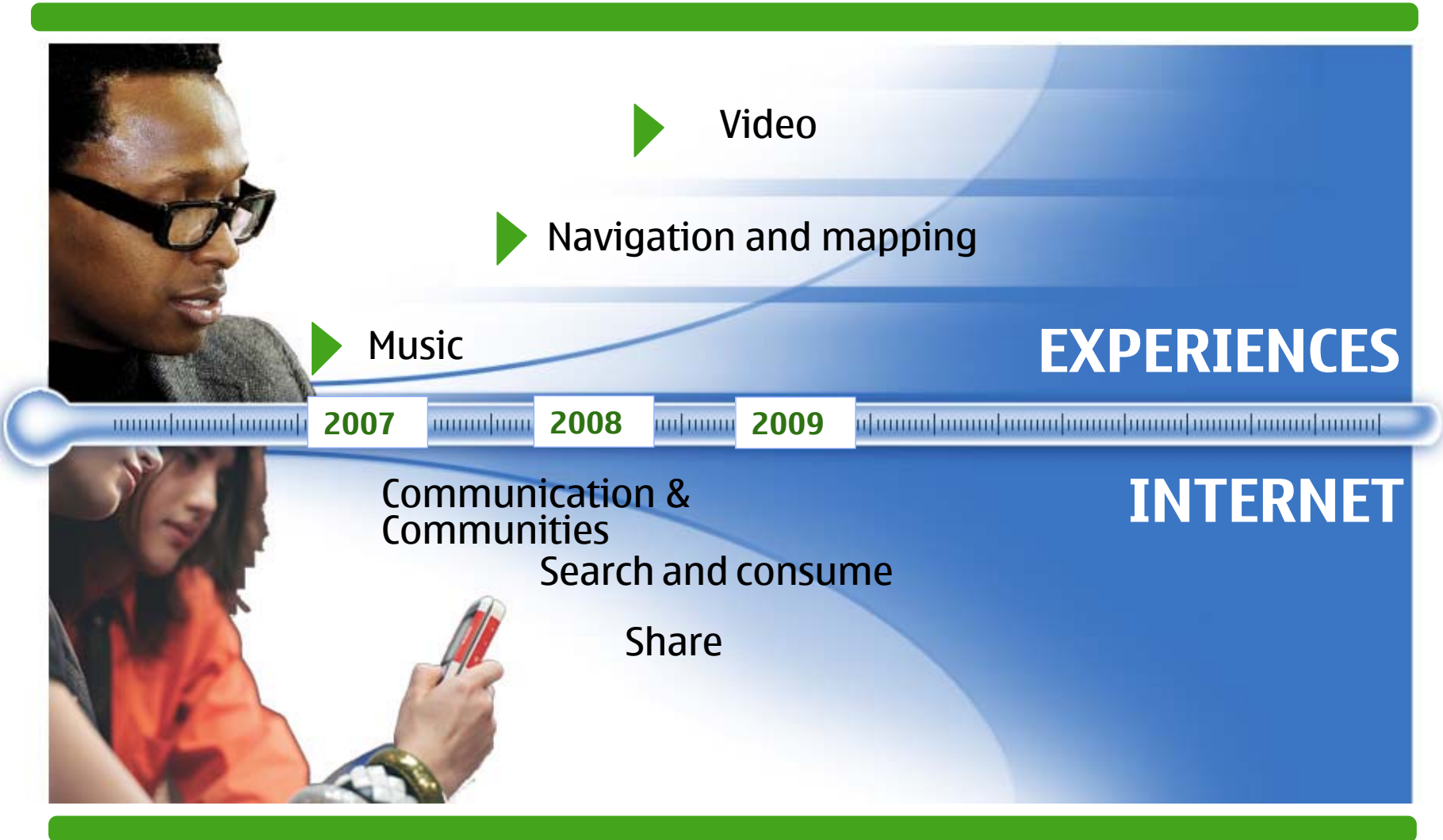
Lower cost

UI

2008

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Mobile Experiences expected to reach Mass Market



Ovi: One-stop Destination for Communities, Content and Nokia Services



Games



Music



Video & TV



Contacts



Maps



Photos



Internet



Environmental Leadership

Services advocating sustainable
consumer behavior
Environmentally friendly products
Responsibility for
the extended corporation



Conclusions

Our strategy is clear.

Our organization fits the strategy.

We aim to continue to strengthen our portfolio.





Thank you.

NOKIA
Connecting People