Extending the Lead in APAC

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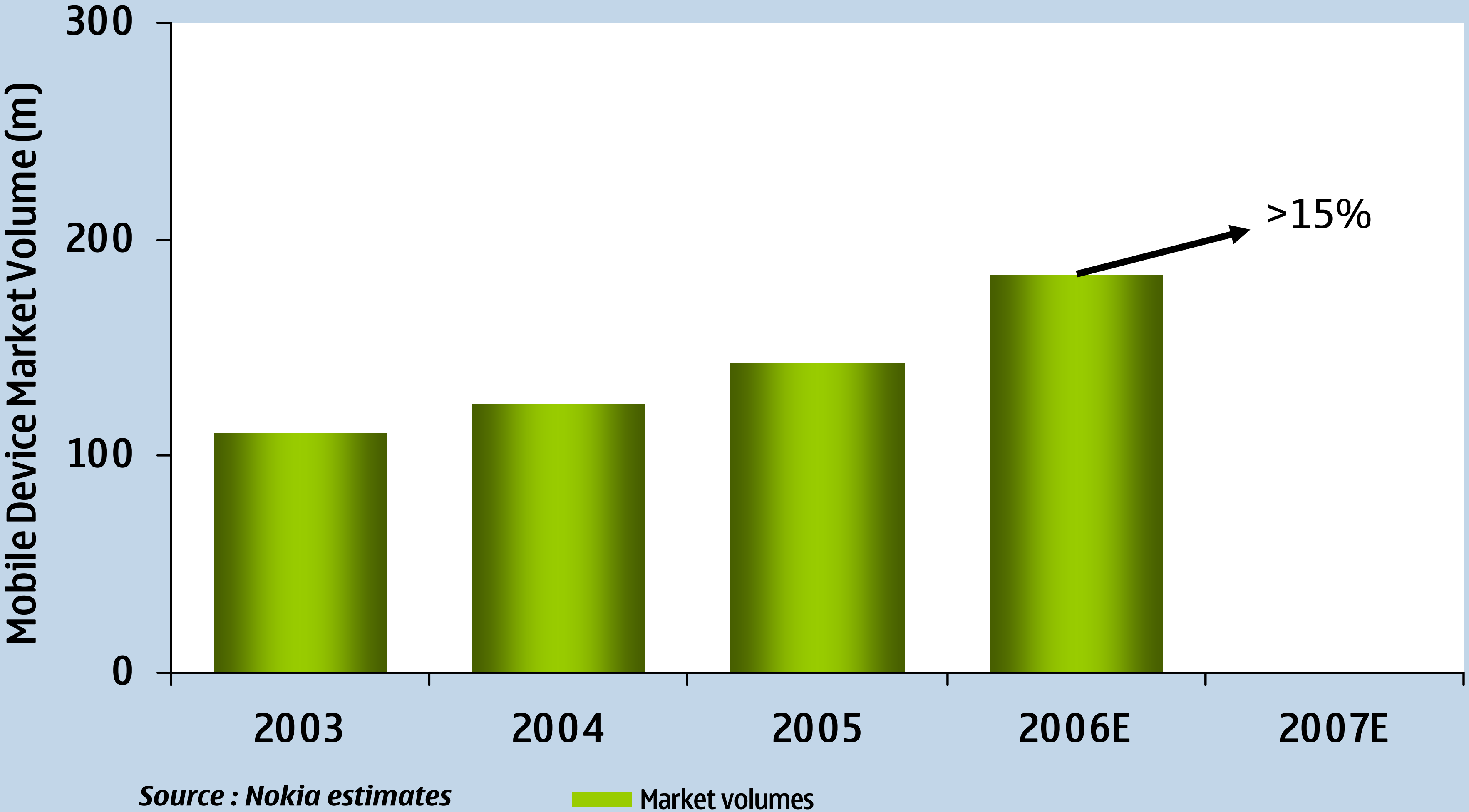
Strong growth continues in the APAC device market



Source : Nokia estimates

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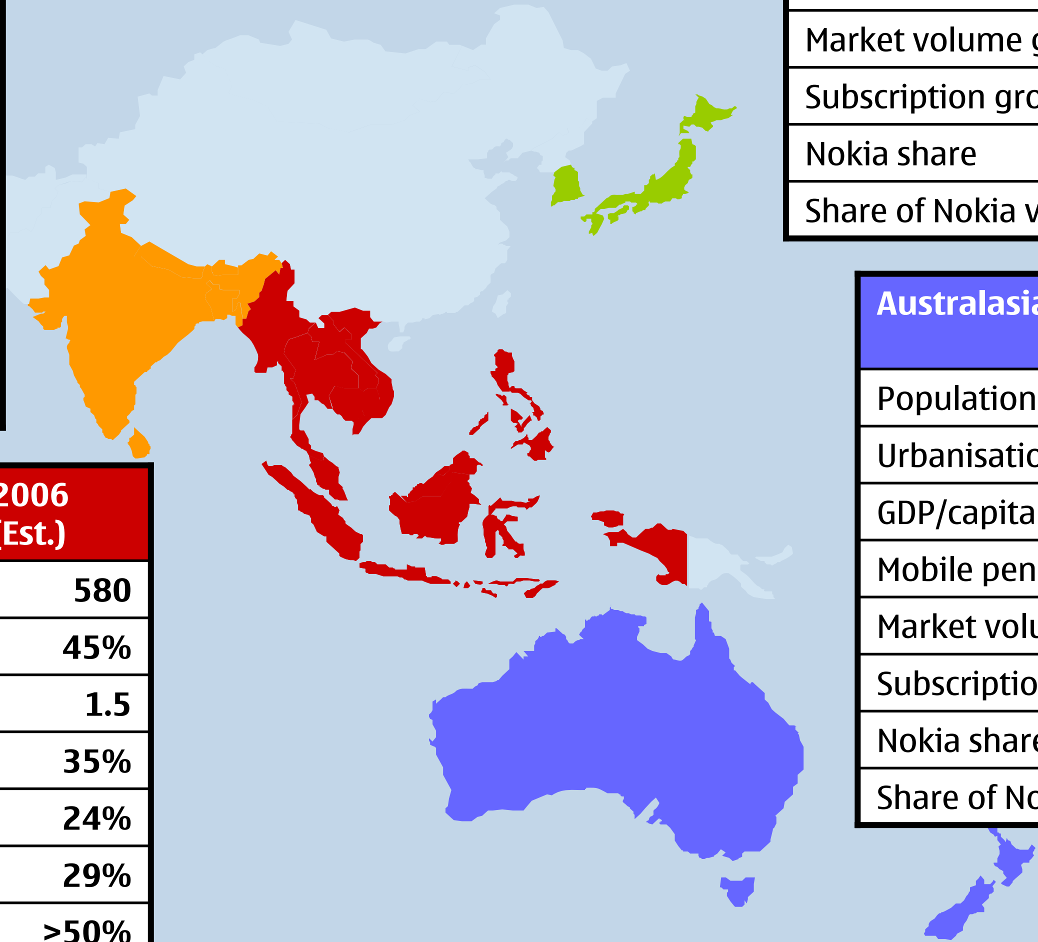
The APAC Landscape

South Asia	2006 (Est.)
Population (m)	1285
Urbanisation %	28%
GDP/capita (kUSD)	0.7
Mobile penetration	12%
Market volume growth	77%
Subscription growth	86%
Nokia share	>60%
Share of Nokia volume	~50%

North East Asia	2006 (Est.)
Population (m)	176
Urbanisation %	70%
GDP/capita (kUSD)	30
Mobile penetration	77%
Market volume growth	5%
Subscription growth	5%
Nokia share	<5%
Share of Nokia volume	<5%



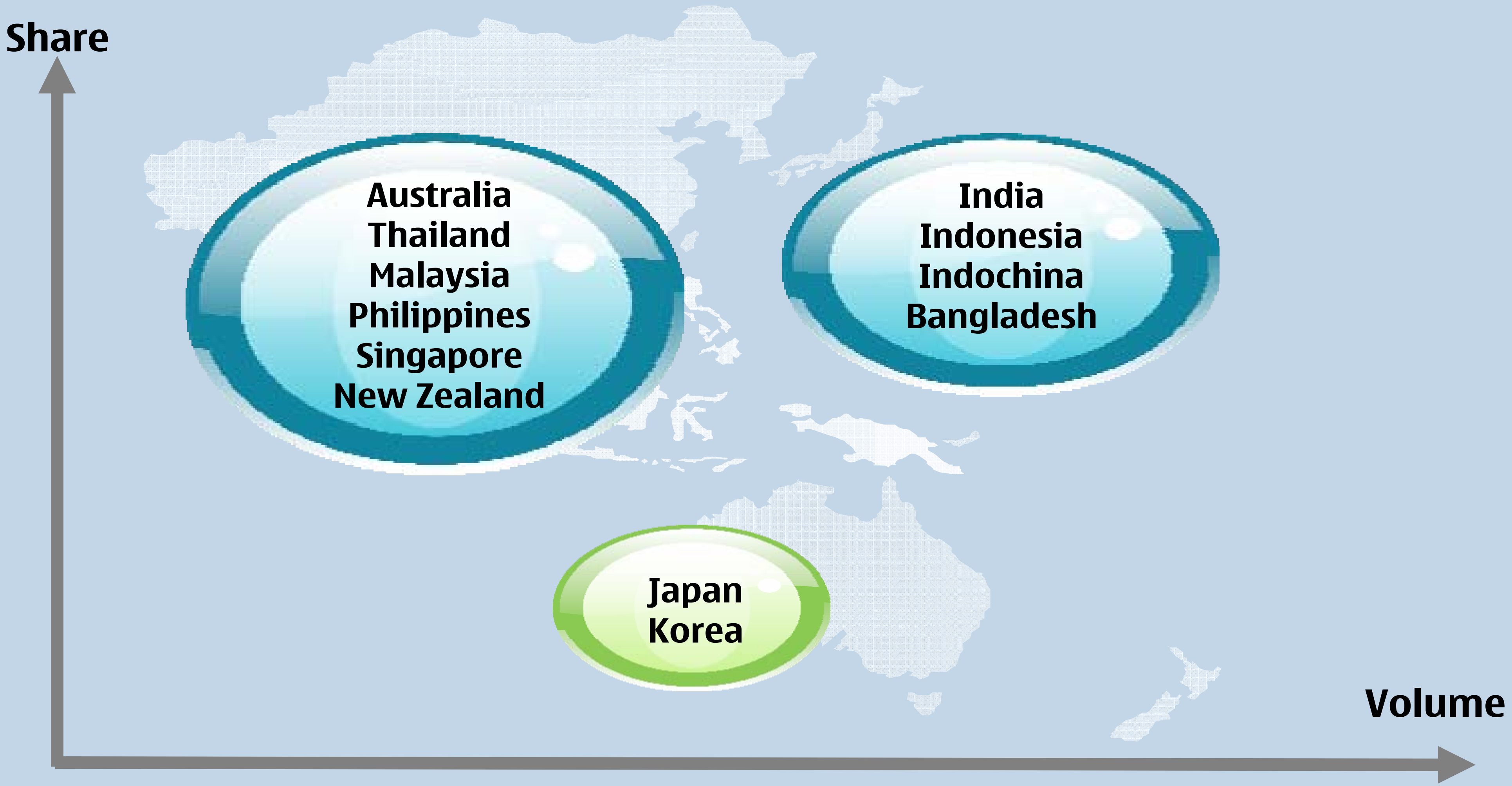
South East Asia	2006 (Est.)
Population (m)	580
Urbanisation %	45%
GDP/capita (kUSD)	1.5
Mobile penetration	35%
Market volume growth	24%
Subscription growth	29%
Nokia share	>50%
Share of Nokia volume	~40%

Australasia	2006 (Est.)
Population (m)	25
Urbanisation %	92%
GDP/capita (kUSD)	33
Mobile penetration	92%
Market volume growth	2%
Subscription growth	11%
Nokia share	~50%
Share of Nokia volume	~10%

Source: EIU, UN Stats, Nokia Estimates

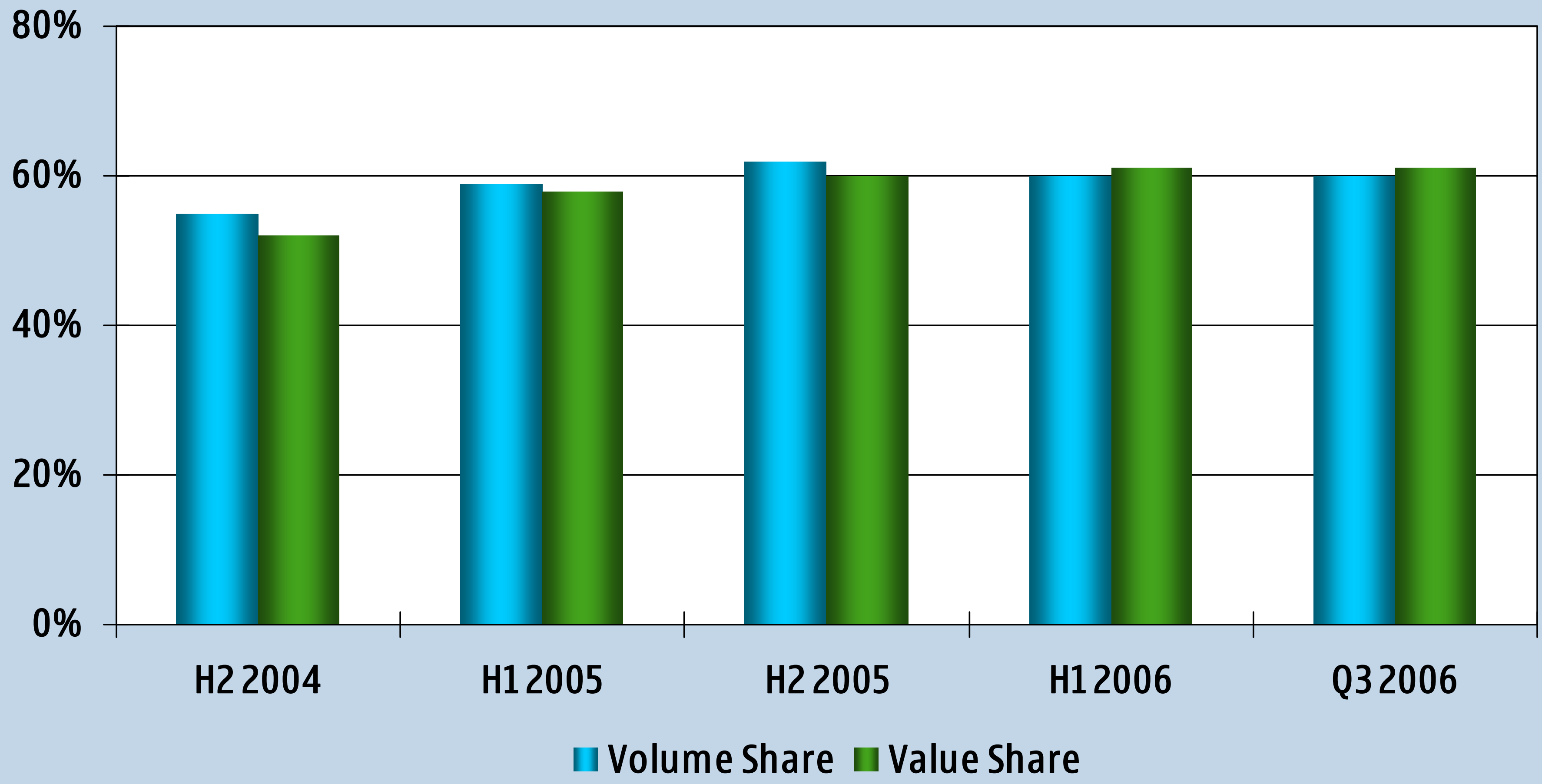
Population & GDP/Capita based on 2005 estimates

Different growth paths and potentials



Different market strategies

Maintaining strong volume and value share in SEA & India



Source: GfK (India, Singapore, Malaysia, Vietnam, Thailand, Philippines, Cambodia, Indonesia)

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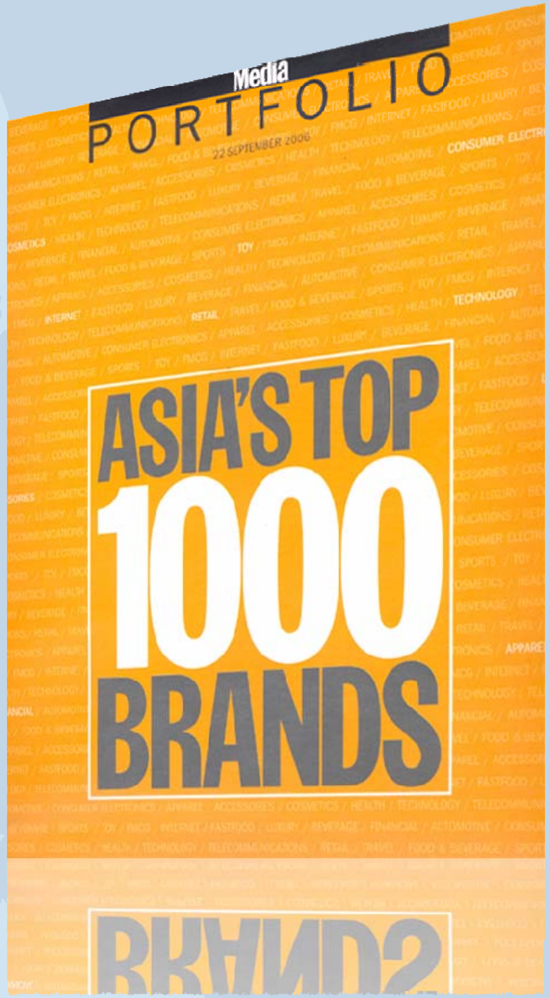
Clear APAC brand leadership

- **APAC-wide**
  - #1 - Asia's Top 1000 Brands research by Synovate (Sept 2006)
  - Platinum Award in Readers' Digest Trusted Brand Awards



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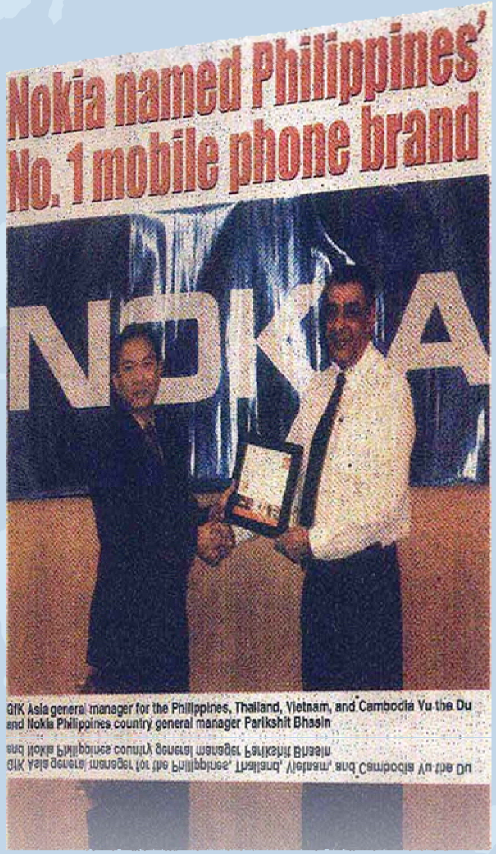
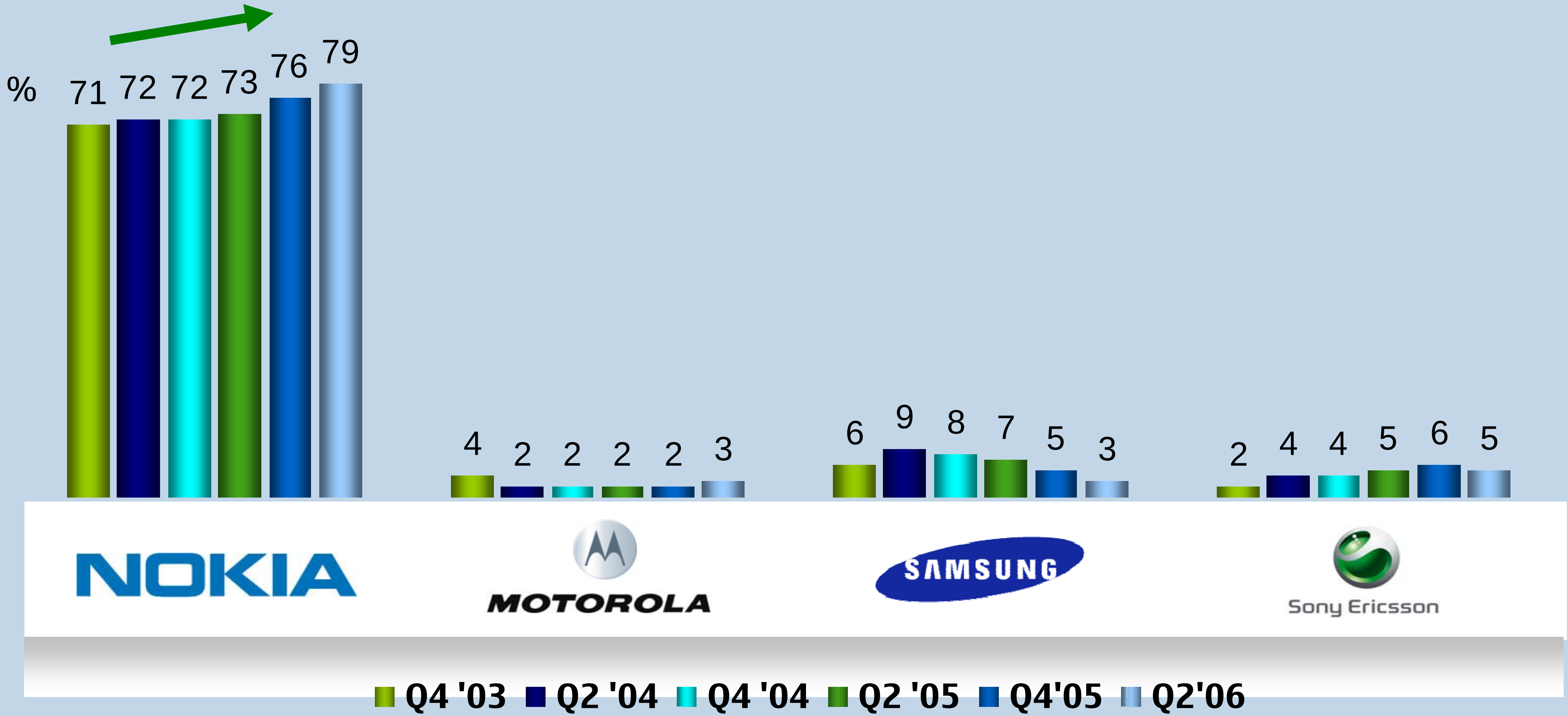
Clear APAC brand leadership

- **India**
  - #11 and only MNC in top rankings - 2006 Business World - India's Most Respected Businesses Survey + #1 in the consumer durables category
  - #8 – 2006 India's Great Place to Work list, Brand of the Year by the Confederation of Indian Industry
- **Indonesia**
  - 2006 Indonesian Best Brand Award by SWA magazine (leading business publication)
  - 2006 Golden Indonesian Best Brand Award
- **Philippines**
  - #1 Mobile Phone Brand Award by GfK Asia


Nokia named Philippines' No. 1 mobile phone brand

GfK Asia general manager for the Philippines, Thailand, Vietnam, and Cambodia Yu the Du and Nokia Philippines country general manager Parikshit Bhasin

Competitive APAC brand preference



Base: APAC (ex Japan, Korea) Main User & Hot Potentials
Source: Nokia Brand Tracking Study

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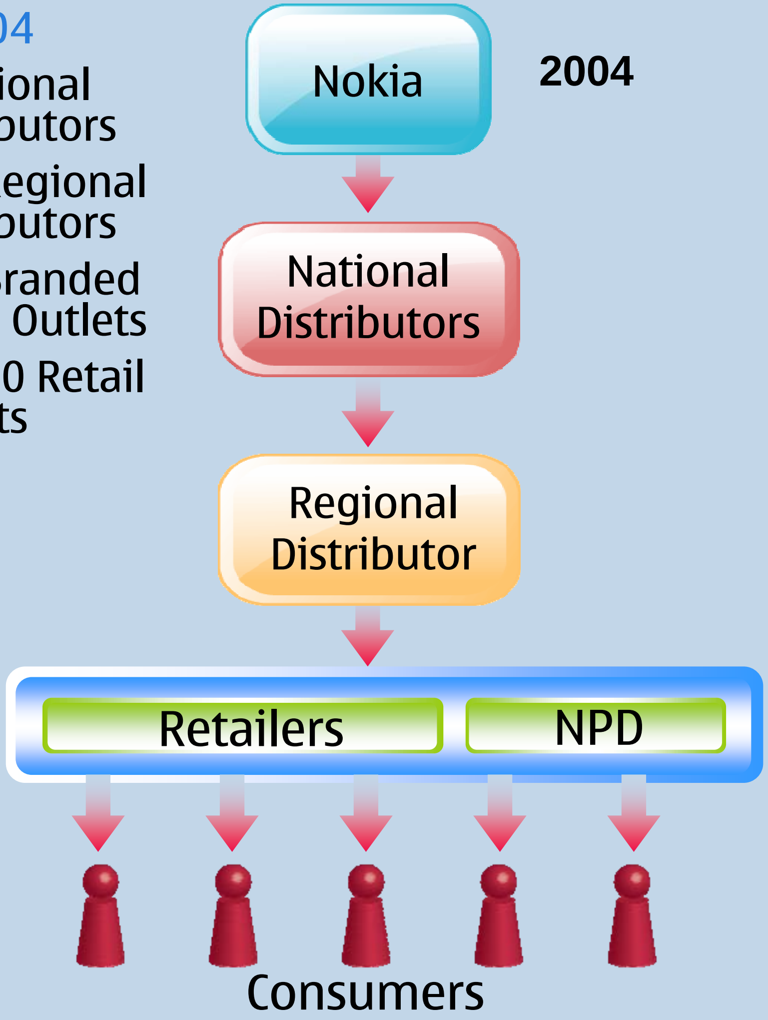
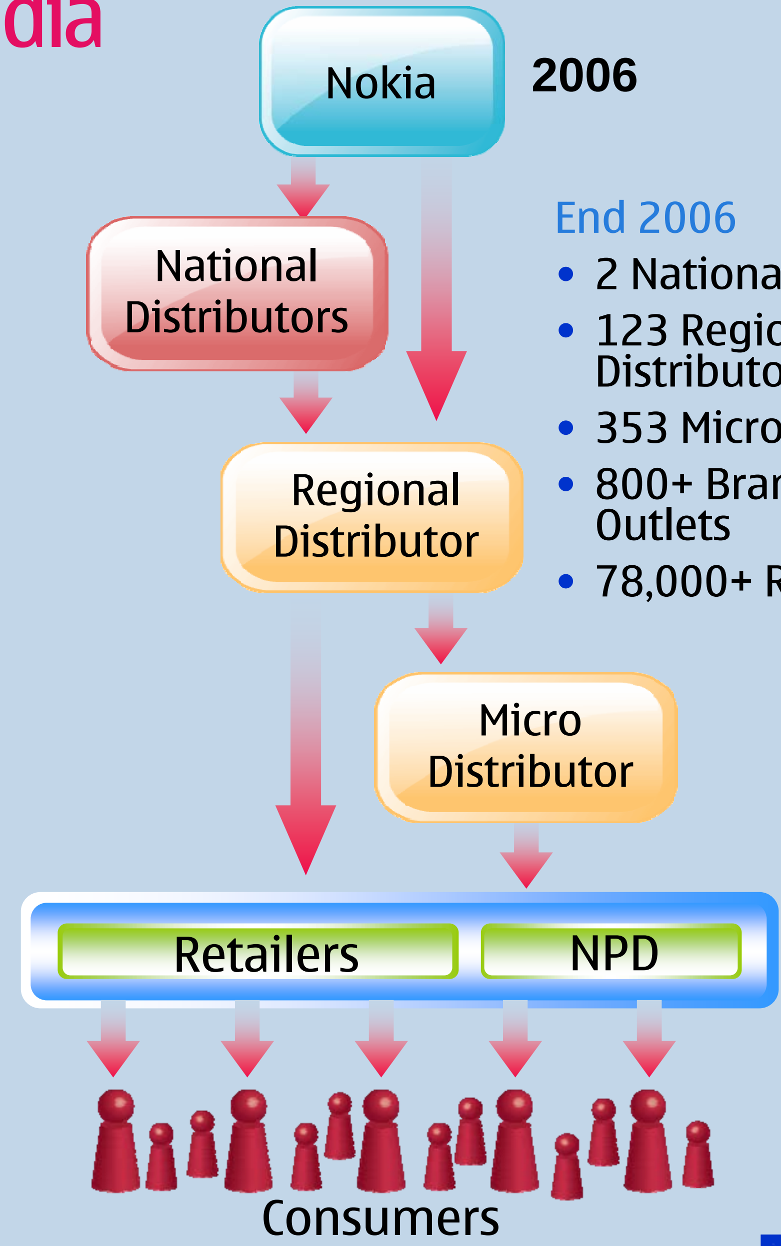
Leadership in distribution – India

End 2004

- 2 National Distributors
- 120 Regional Distributors
- 570 Branded Retail Outlets
- 40,000 Retail Outlets





End 2006

- 2 National Distributors
- 123 Regional Distributors
- 353 Micro Distributors
- 800+ Branded Retail Outlets
- 78,000+ Retail Outlets

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Penetrating the India market with branded retail

	NOKIA	MOTOROLA	SAMSUNG	LG	Sony Ericsson
Outlets **(approximate)**	**78,624**	32,298	13,620	9,296	19,052
No. of Distributors	**2 National & 123 RDS**	163	100	80	210
Sales Reps	**2,400**	650	300	200	600

Source: *Outlets - Extrapolation from GfK research (August '06)*
Other data – Nokia market intelligence

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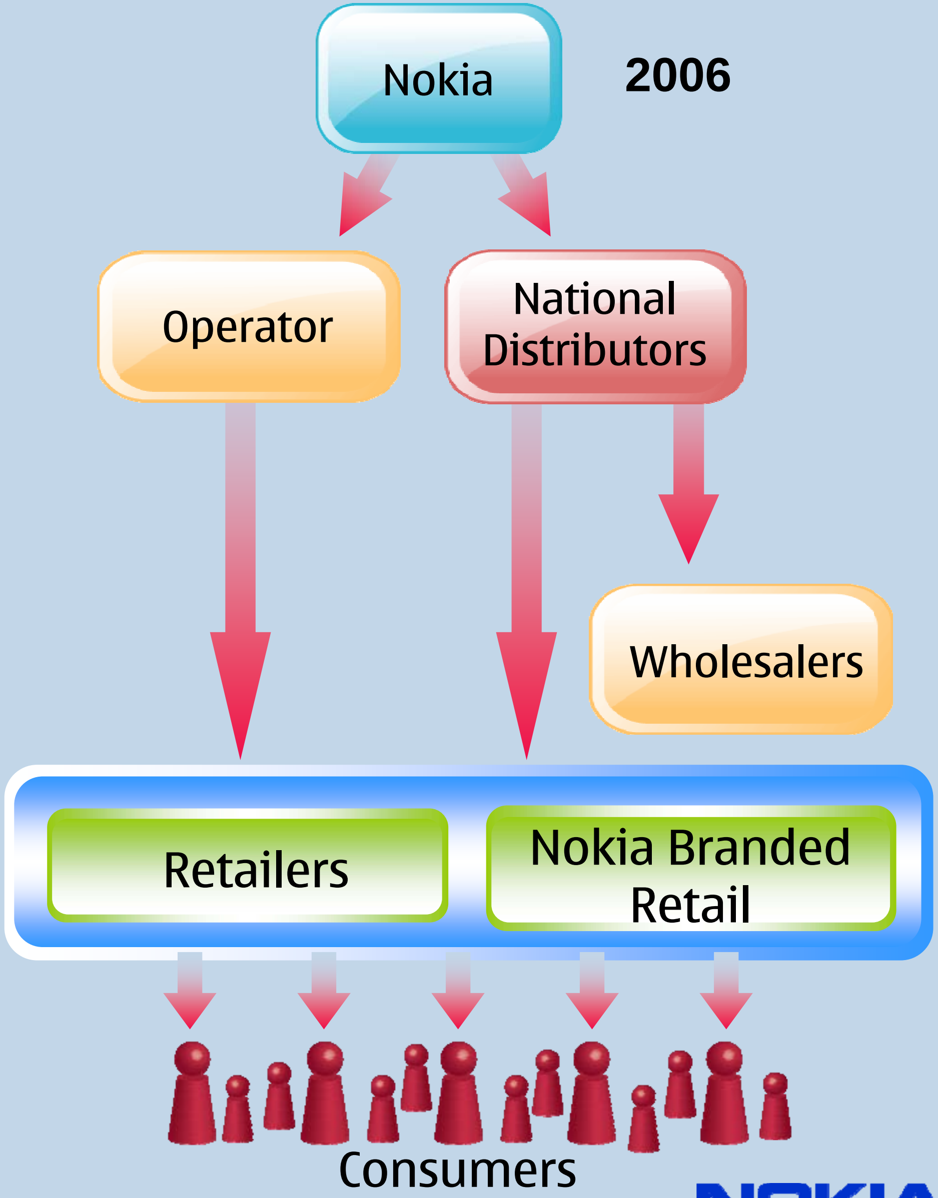
Leadership in distribution – SEAZ

End 2006

- 85% Independent Distribution
- 27 National Distributors
- 1000+ Branded Retail Outlets
- 50,000 Retail Outlets
- Widest distribution footprint across SEAZ
- Distributor KPIs aligned to driving coverage and improving service to retailers
- Cover 45% of outlets with Field Force across SEAZ



Shaping channel, distribution & retail

Channel Structure
Efficient & Disciplined, best distribution coverage

Assist+
Influence retail, and TCO that delivers competitive advantage

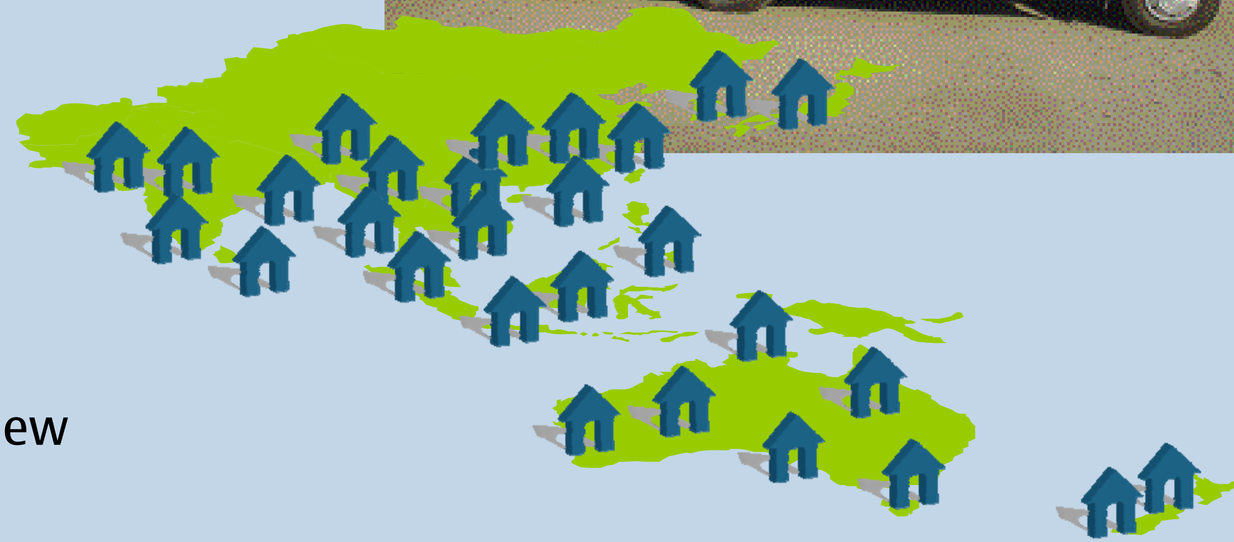
Field Force
Trained & Effective Field Force to drive demand creation

Customer+
Strategic & Execution Focused Account Management

Capabilities
- Competencies
- Processes
- Sales Tools

The visual & purchase experience drives sales

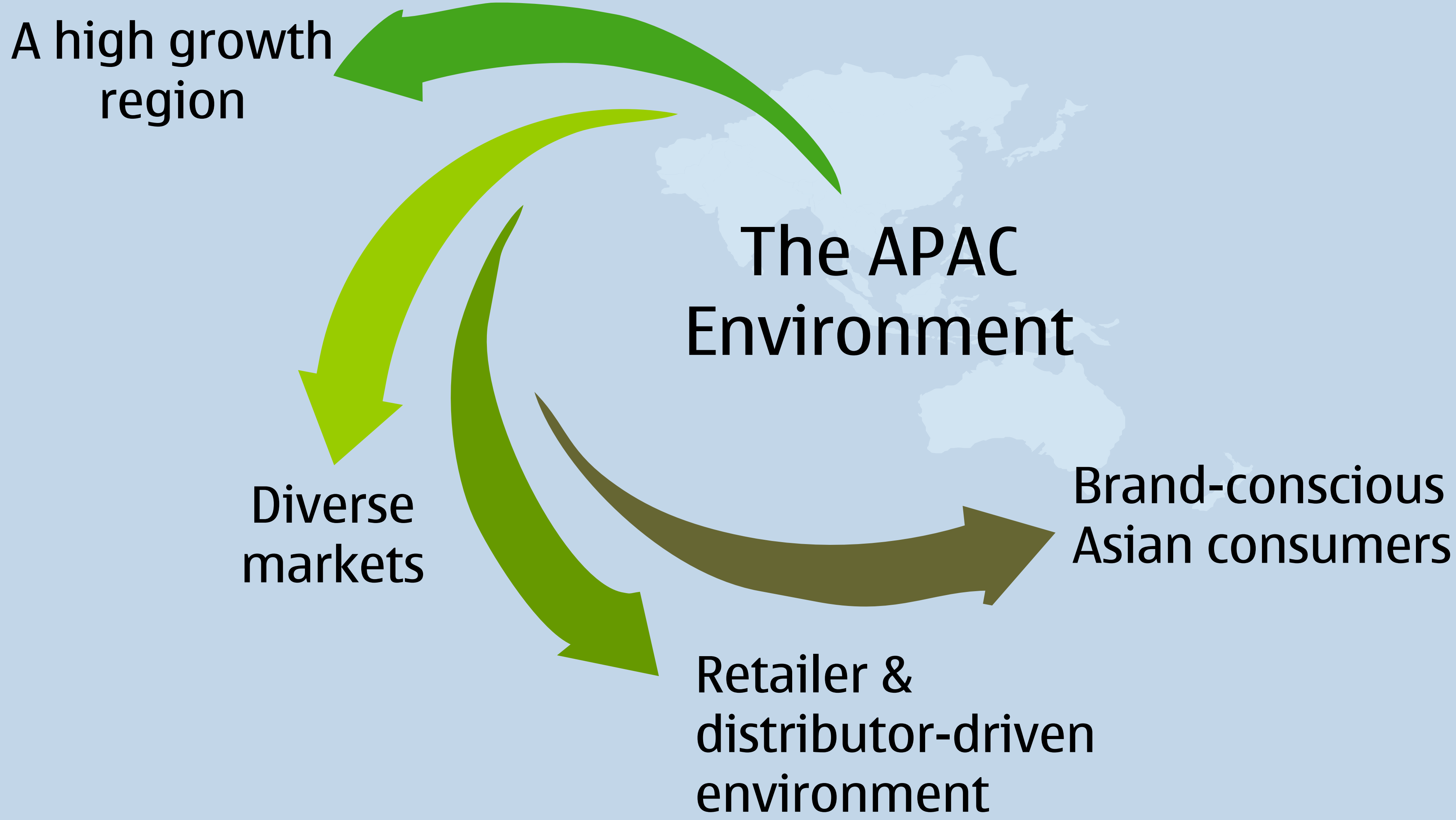
- **Market making & category creation in small towns**
  - Nokia VAN Operations – special purpose "Showroom on Wheels" van with a consistent brand experience and full range of products including live demonstration
  - Half a million contacts established
- **1800+ branded outlets across APAC**
  - Over 800 stores with new look by end-2006



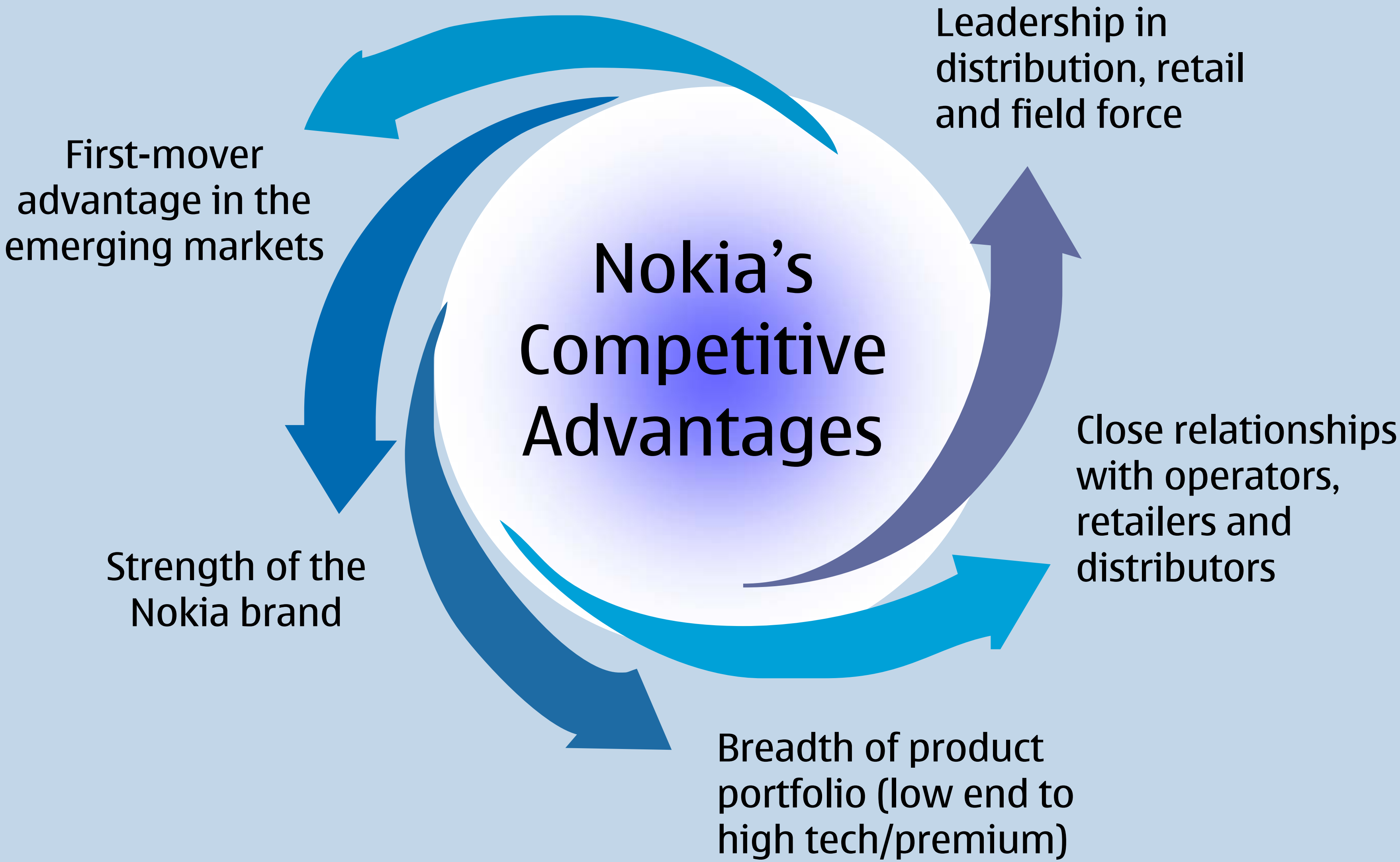
The visual & purchase experience drives sales

- **Arming retail partners with expertise**
  - Target over 400,000 individual training sessions by end 2006
  - 14 training vendors qualified and engaged in Academy delivery
- **Strengthening our on-the-ground presence**
- **75% of outlets across APAC are covered by Field Force**

Summary I


A high growth region
The APAC Environment
Diverse markets
Retailer & distributor-driven environment
Brand-conscious Asian consumers

Summary II



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Connecting People