

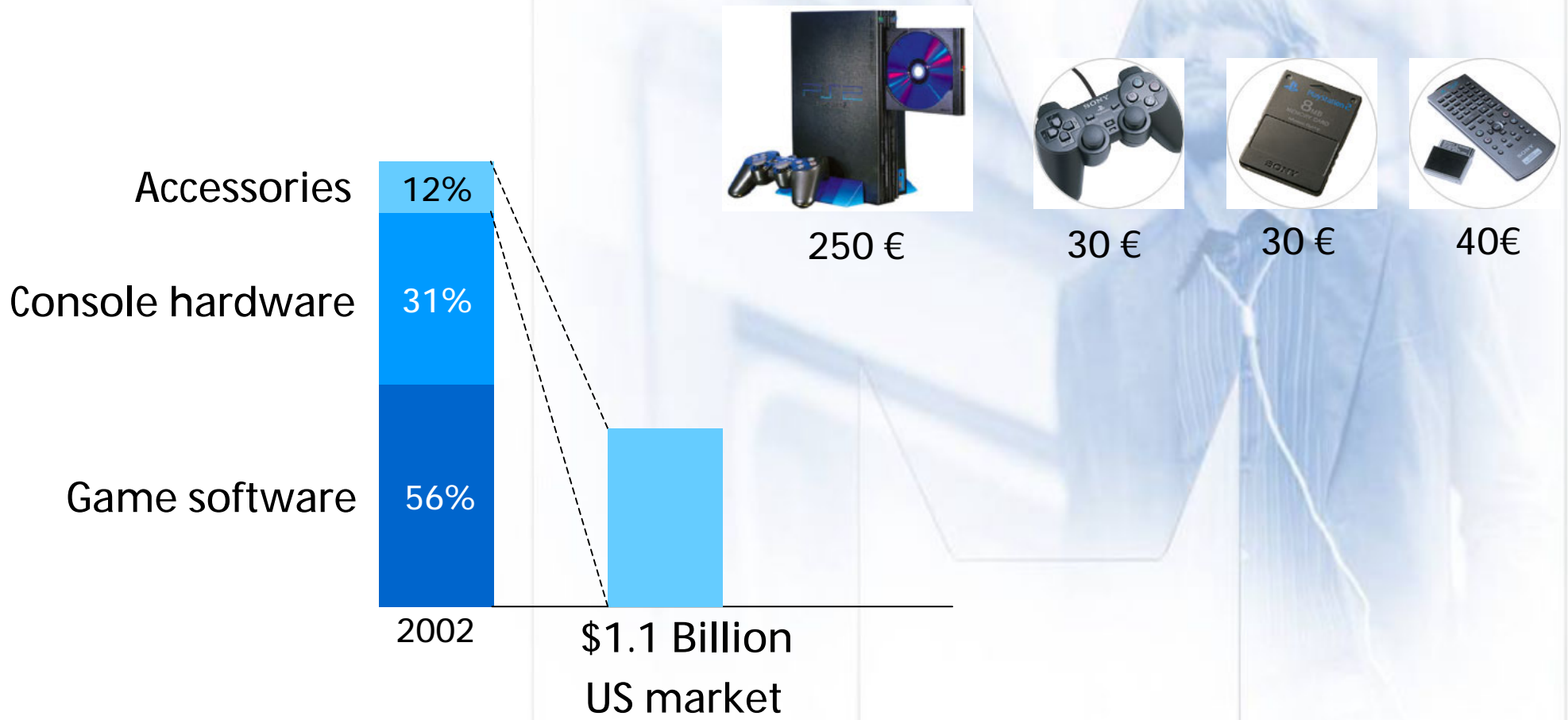


Mobile Enhancements Business Unit

Nokia / Multimedia Business Group

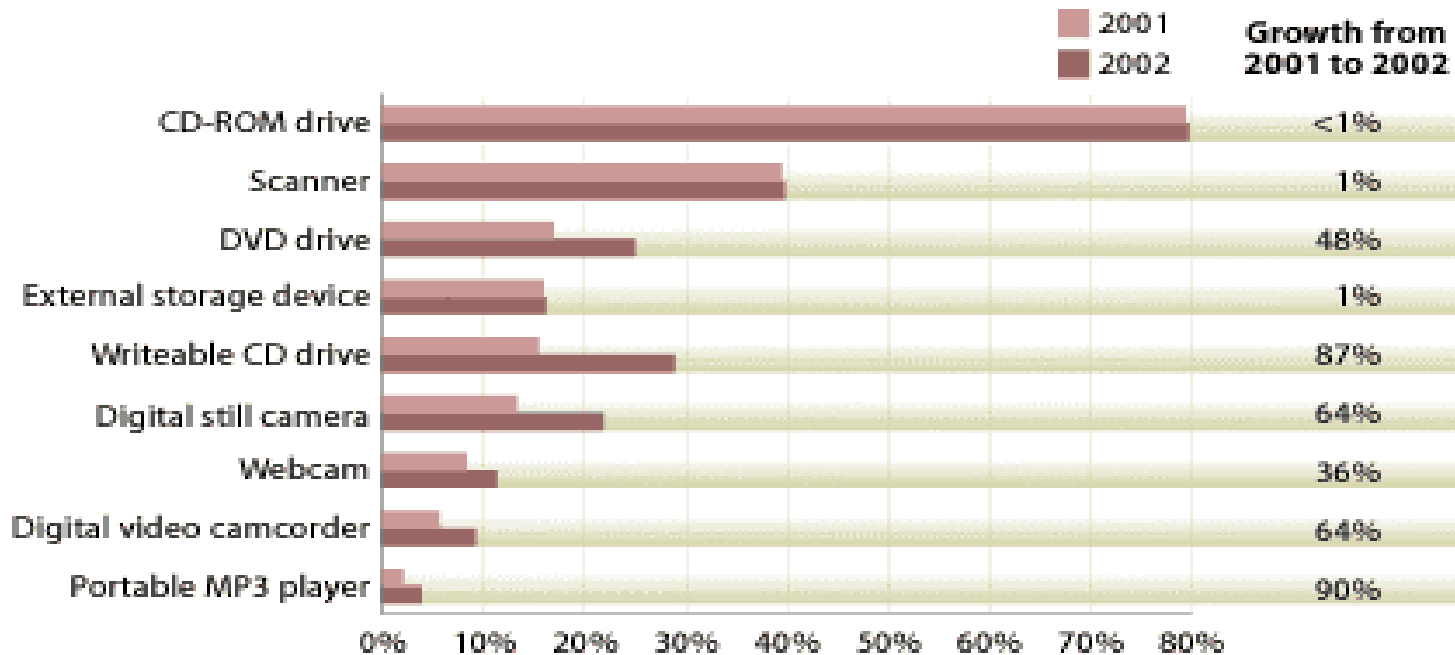
Janne Jormalainen
Vice President

EXAMPLE: Game Console Accessories Spending



Source: Jupiter Research 2003

EXAMPLE: Computer Accessories



Base: North American PC-owning households

Source: Forrester Research, Inc.

50 Billion dollar worth
of computer peripherals sold in US 2003

Source: Forrester 2003, Euromonitor 2003

The World of Mobile Enhancements

Optimizing Multimedia Experience

About Me & Street



At Home & Work



On the Road



Key Strategies

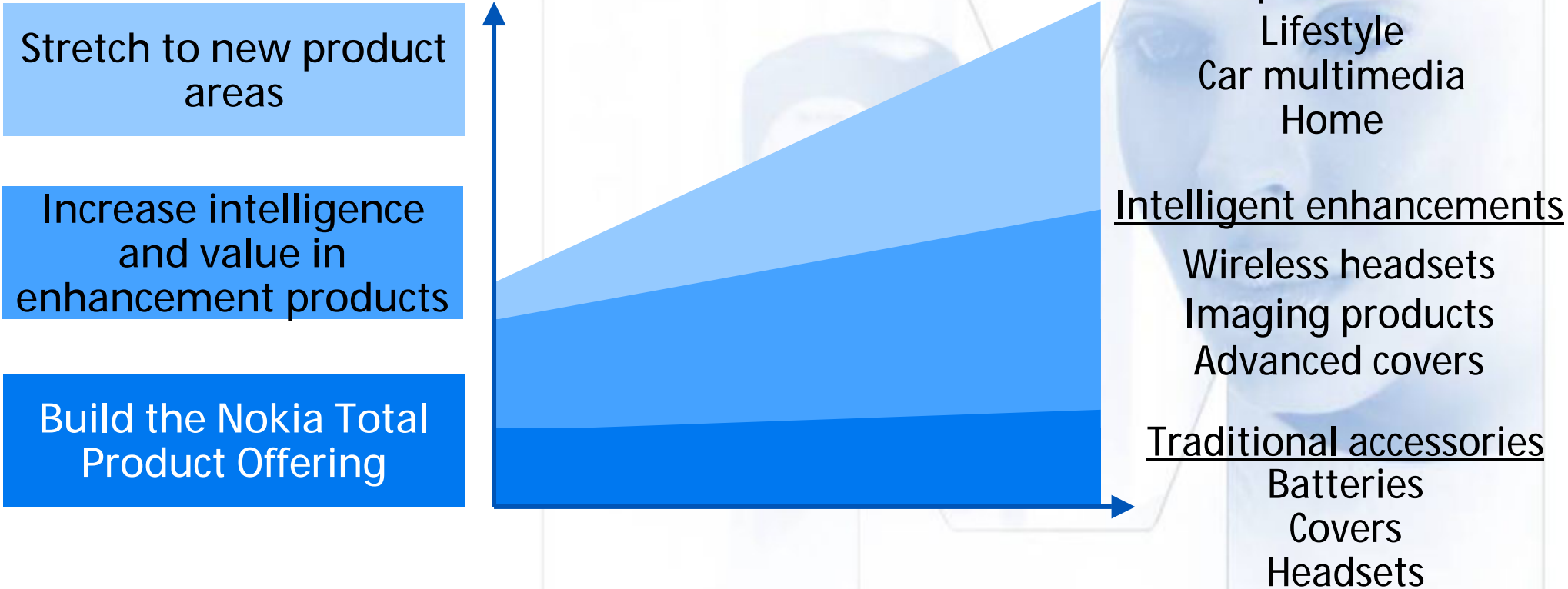


Stretch to new product areas

Increase intelligence and value in enhancement products

Build the Nokia Total Product Offering

Growth Opportunity



From basic accessories
to intelligent enhancements!

Mobile Enhancements

New Product Areas



ORIGINAL
DEALER MARGIN &
ARPU GUARANTEED
ENHANCEMENTS

Intelligent Enhancements



ORIGINAL
DEALER MARGIN &
ARPU GUARANTEED
ENHANCEMENTS

Traditional Accessories



ORIGINAL
CONSUMER SAFETY
& SATISFACTION
ENHANCEMENTS

Increasing Value to Enhancements

Full range of products for optimized image & video experience



Images are valuable,
when you see them!

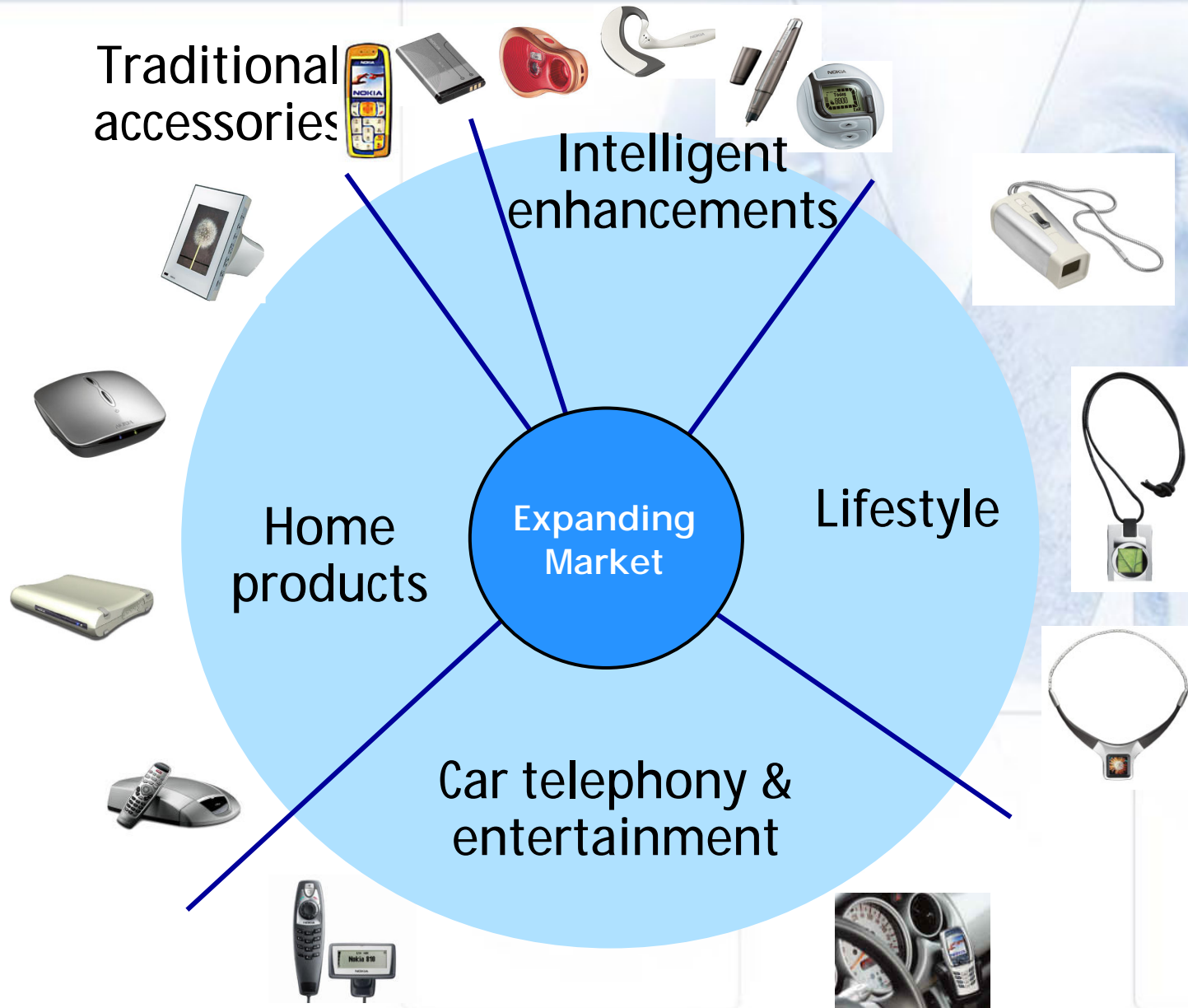
New Product Areas

Lifestyle products - Nokia Imagewear

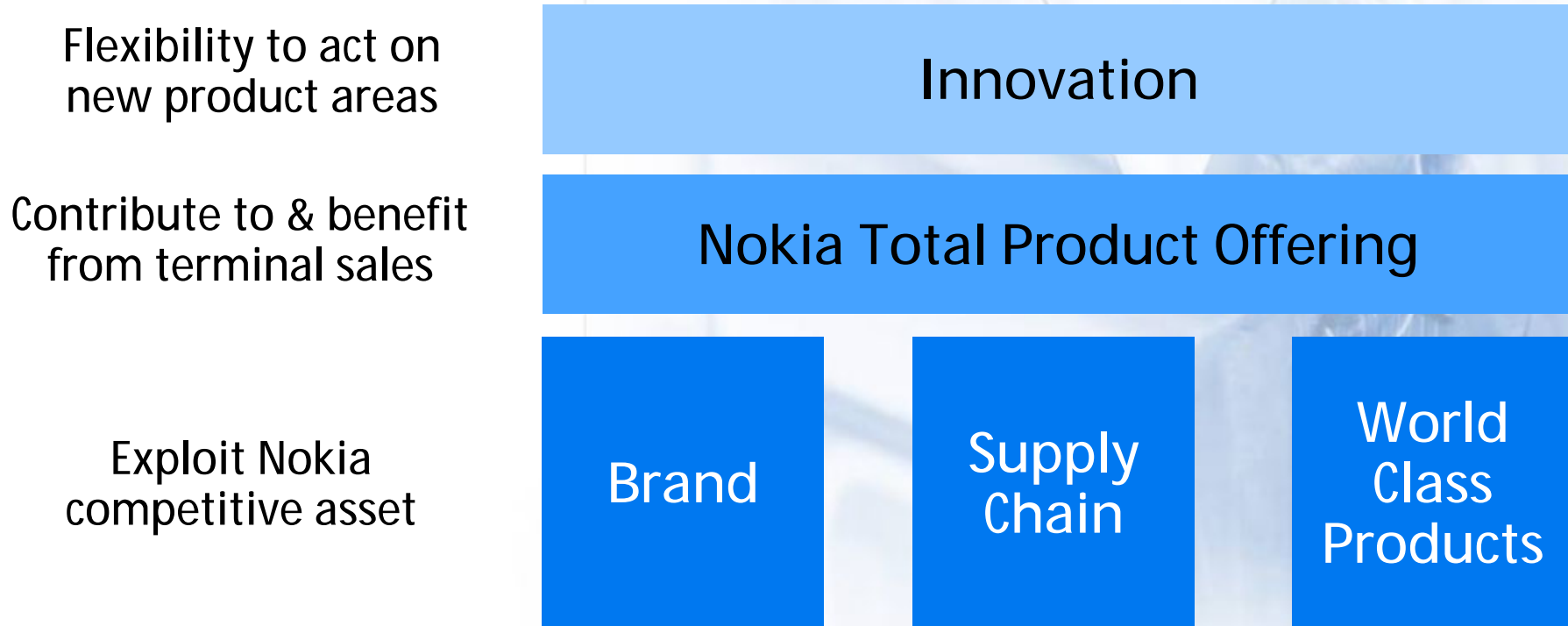


Personality statement,
with unique touch of design

Addressable Market in 2006



Mobile Enhancements - Competitive Edge



“Act like a small startup,
but equipped with muscles of a corporation”

Thank You!

