



Nokia Internet Services Strategy

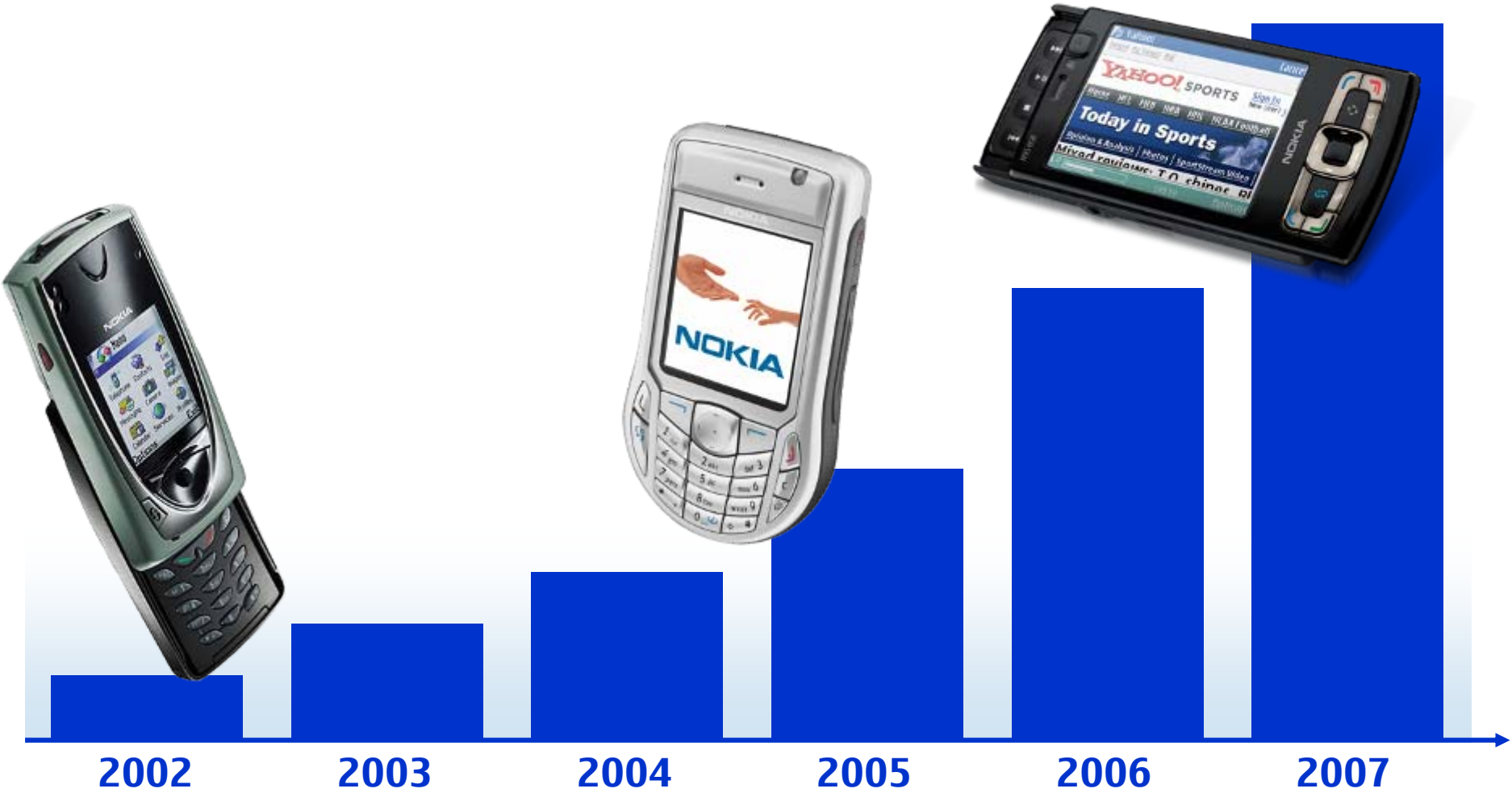
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Where we are coming from

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Nokia has led the converged devices category since its birth in 2002



Mobile devices have become powerful multimedia computers



All my connected applications,
always with me



Competitive landscape

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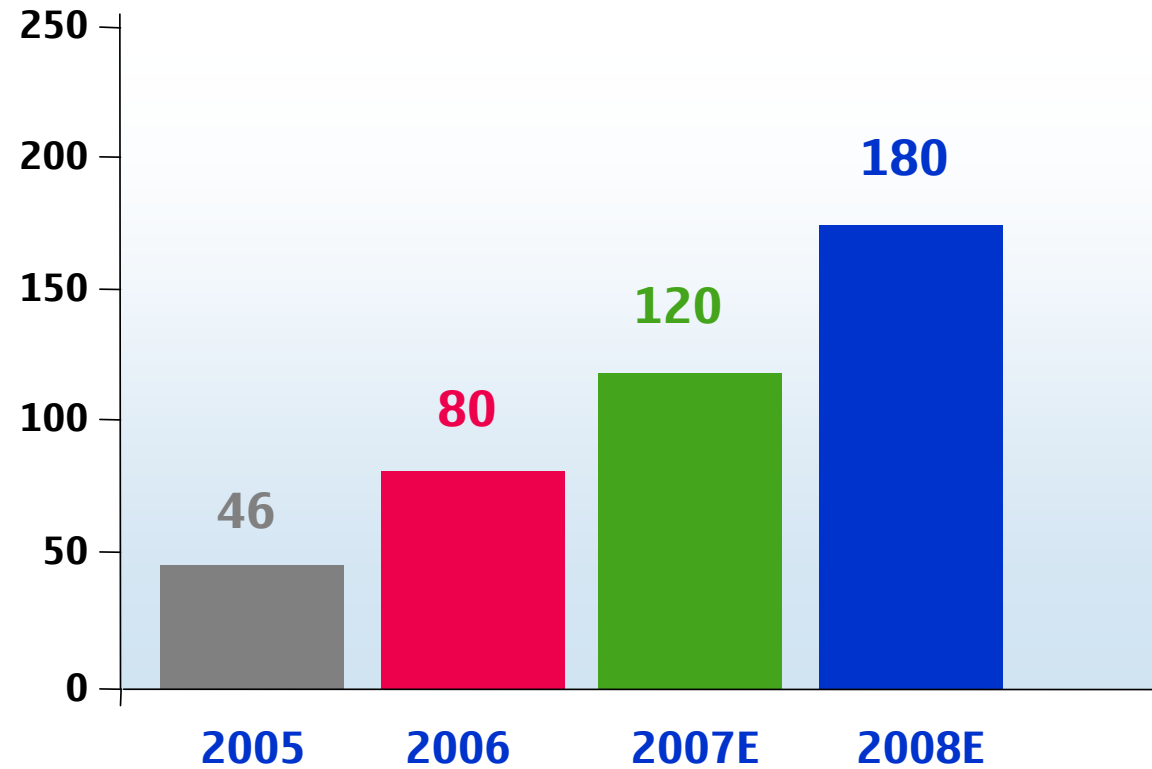
CE, PC and mobile companies offer today a wide range of **Multimedia Computers**



Strong growth expected to continue in **Multimedia Computers**



Converged device market (Millions of units)



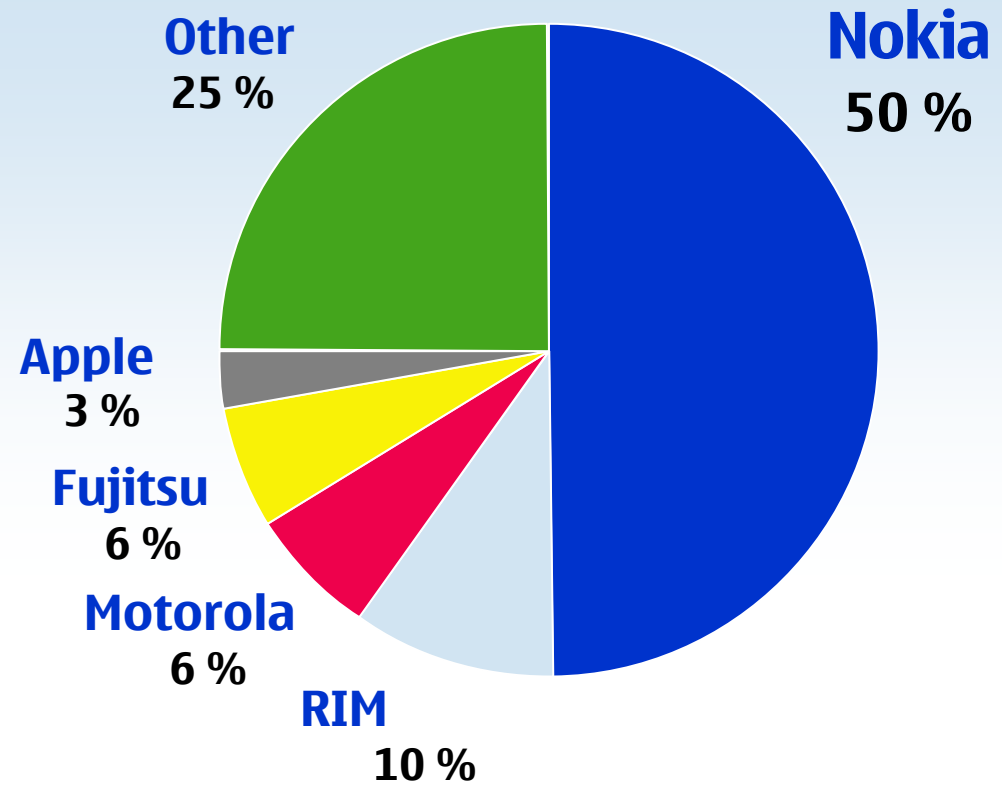
Source: Nokia 2007



Nokia leads in Multimedia Computers



Global converged mobile device market shares (Q3 2007)



Source: Canalsys Oct 2007



Ovi Internet Services

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Convergence of Internet and mobility creates new business opportunities for Nokia

YAHOO!

flickr



Google™



You Tube™




Windows Live™

 **myspace**
a place for friends

facebook.

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ovi

is your personal
dashboard to life



People want full experiences – including mobile, PC and web services

Device



.COM



PC

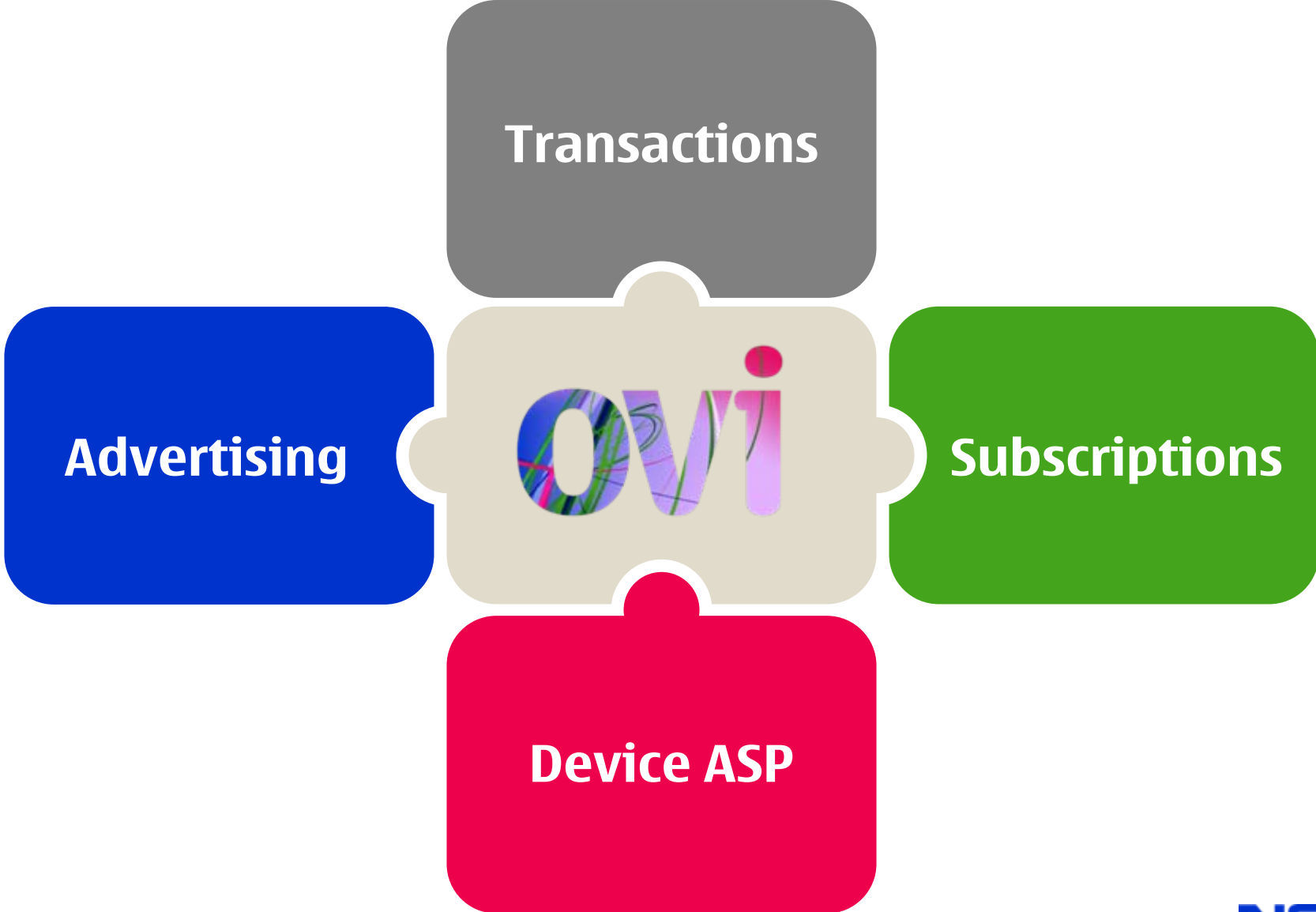


Nokia targets with Ovi



- Create incremental sales and profits
- Drive device ASP and market share
 - Enhanced experience
 - Ease of use
 - Higher retention
- Enhance Nokia brand image
- Renewal of Nokia to being an Internet company

Ovi business models

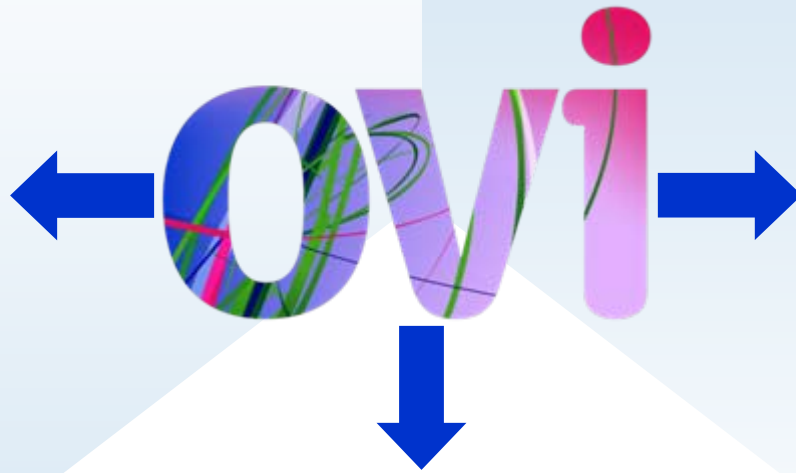


Ovi is open



vodafone

Telefonica



facebook.

twitter

flickr



Windows Live

YouTube™

CNN



YELLOW
PAGES



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Business model – Entertainment and communities

Communities

€ Subscriptions

€ Advertising



Music, games, videos

€ Transactions

€ Subscriptions

€ Advertising

Business model – Location based services



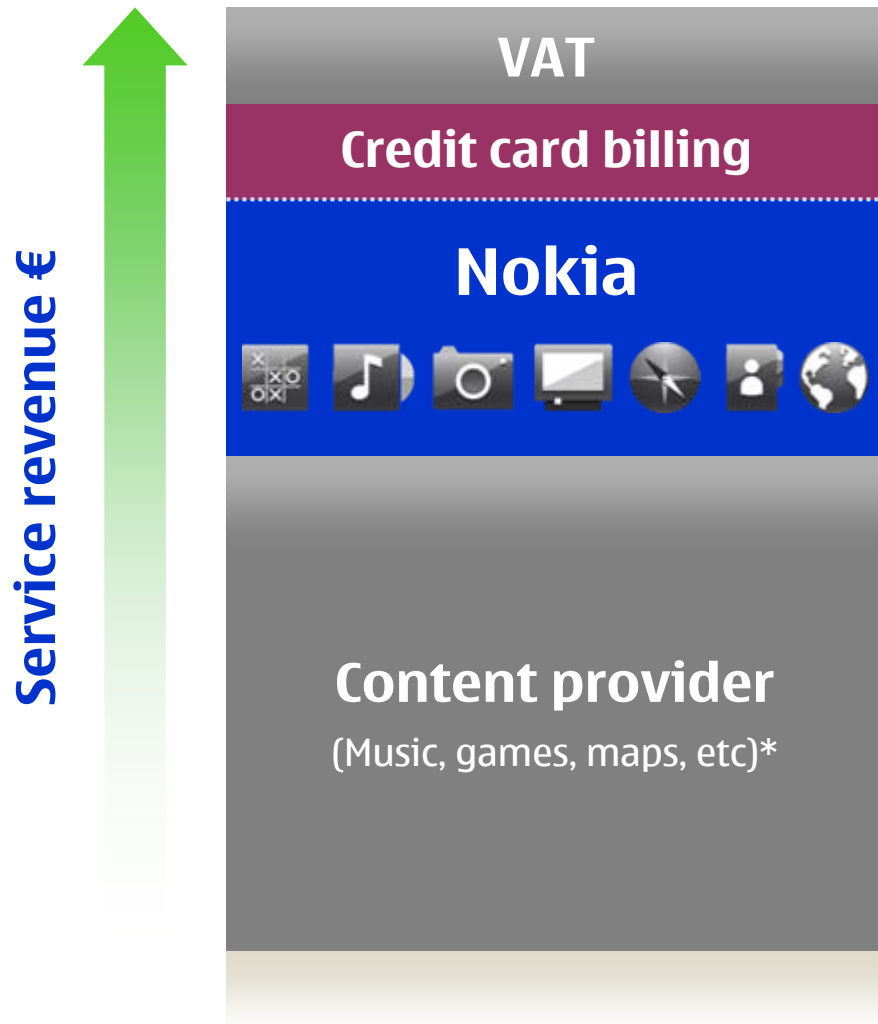
Building a global advertising network

- Nokia Ad business will create an open model where all parties can participate and make money while developing the mobile advertising including:
 - Brands
 - Agencies
 - Publishers
 - Operators
- The acquisition of Enpocket accelerates the scaling of Nokia's mobile advertising business, leveraging our platform and strong partnerships with advertisers, publishers and operators.

enpocket



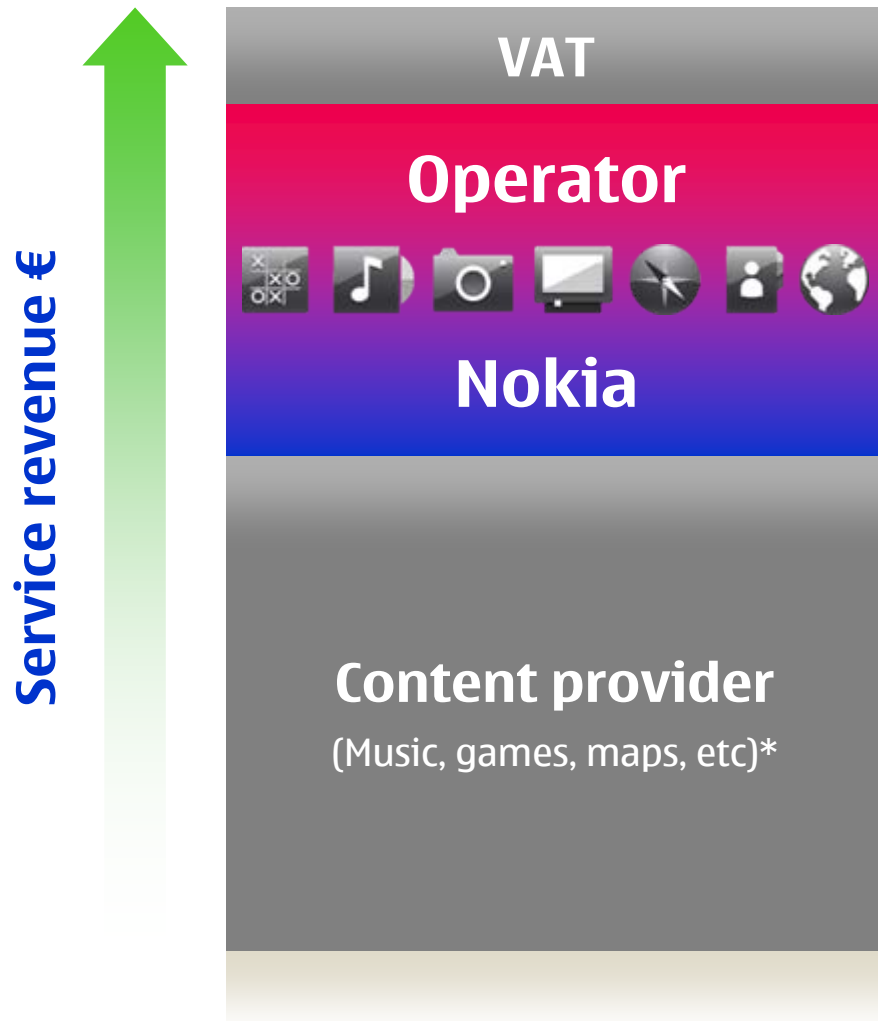
Business model – Multiple stakeholders



- Rights holders take bulk of the entertainment revenues
- Billing can be arranged in multiple ways
- Nokia margin is expected to be highly dependent on volumes

* Note: Content provider share varies by service category. Nokia is the content provider for some services.

Business model – Cooperation with operators



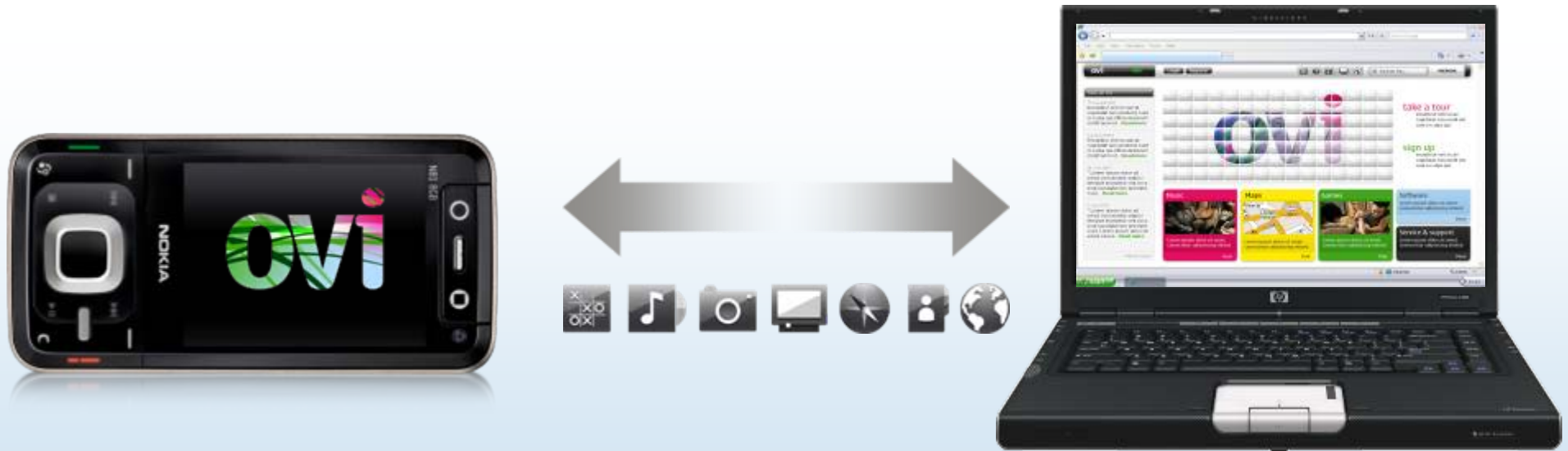
Operator revenue opportunities

- Data
- Billing
- Marketing
- Retail
- Care



* Note: Content provider share varies by service category. Nokia is the content provider for some services.

Services and devices support each other



Tight integration of full experience = ease of use

Summary



- Nokia is leading the fast growing converged devices category
- Internet services are the future growth driver for Nokia
- Ovi by Nokia services drive both new revenues and device ASP





Thank you.

NOKIA
Connecting People