

4-LETR words and NMBR-1 goals

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HERE

safe-harbor statement



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2 billion wireless subscribers

*the people who make the calls, send the text messages,
play the games, download the ring-tones, check the emails
– and, increasingly, listen to the music.*



>700 million handsets expected this year

*... meanwhile, in 2004, manufacturers shipped
189 million PCs, 22 million gameboys, 12 million PDAs*



4 billion people have yet to make a call
...wired or wireless



we have a clear goal
*be the world's **#1** in mobile devices*

Q3 re-cap



- all-time unit record!
- all-time sales record!
- all-time operating earnings record!

... and we increased market share again, driven by wickedly cool and compelling products and rich experiences!

exactly what we promised we would do!



Q3 highlights



- RAZR units doubled – again ... >12M to date!
- ROKR E1 launched worldwide with iTunes
- UMTS units increased by more than 40% vs. Q2
- iDEN delivered record performance!
- GSMA award drove sales across price tiers in world's high-growth markets
- 13 new launches: 4 GSM, 4 CDMA, 5 iDEN



we're on our way



*how we're
getting there*



*wickedly cool
designs and experiences*

...for consumers, operators and distributors



design

... a critical **4-LETR** word

a potent **competitive advantage** at the heart of everything
– for both **the handset** and **the experience**



6 *form factors*



clamshell

PDA

candybar

rotator

qwerty

slider



we're
re-inventing
all of them

clamshell

we invented it...



 **HERE**

and we **re-invented** it ...

RAZR

world's most popular mobile
the “must have” device





PEBLE

now shipping

Q44



clamshell
how do we make it better?...

more features...



RAZR

EV-DO

the ultra-fast RAZR

- CDMA EV-DO
- mega-pixel camera
- feature-packed
- high style meets high performance!

more features...



UMTS MOTO RAZR V3x

super slim clamshell

- 2-mega-pixel camera
- streaming video
- external memory



and more color...

PINK



"live from new york" ...





candybar

we invented it...



and we **re-invented** it ...



SLVR

world's thinnest candybar

now shipping to customers...



ultra-slim and wickedly cool

- tri-band connectivity
- 10MB embedded memory
- VGA camera
- et cetera, et cetera, et cetera!

SLVR L6

preparing for launch...



SLVR L7

world's thinnest design

- quad-band connectivity
- push to talk over cellular
 - Bluetooth
- VGA camera and much more!





qwerty
we invented it...



and we **re-invented** it ...



Q

world's **thinnest** and
best QWERTY

...and our first
1-LTR word



and we're re-inventing the rest ...



SLDR
ROTR
PDA



companion *products*

expanding and enhancing
the handset experience

*RAZR*WIRE



 **HERE**



**a full
line-up**





6 *rich experiences*

***“must do”** revenue drivers*



self-expression *enterprise/productivity*

active lifestyles *entertainment*

create & share *everyday communication*



mobiles and music are everywhere
why not together?



1 billion ringtones downloaded in 2004

...that's about \$2.5 billion in market value



youths will spend \$3.5 billion on mobile music in 2005

*...mobile music is the **second-largest** contributor to
mobile data after messaging*

wireless world forum, 2005



seamless
mobile
music 1.0
mobility

Q3: mobile music 1.0



voice **camera** **bluetooth**
rf performance *...the web* *video clips* *sms*
gprs **stereo surround** **mms**

the mobile that makes time for music:

ROKR E1

... with iTunes™

music time:

up to 15 hours with headset!

and up to 6 hours with speakers!

>250K units since launch!



what's next?...

ROKR E2



*bluetooth **stereo** headset*

***rapid** USB2-enabled downloads*

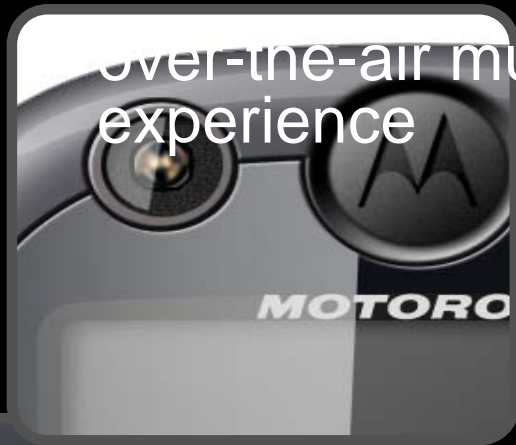
*...a **richer** mobile music experience*



seamless
mobile
music 2.0
mobility

let's have a look...

music 2.0

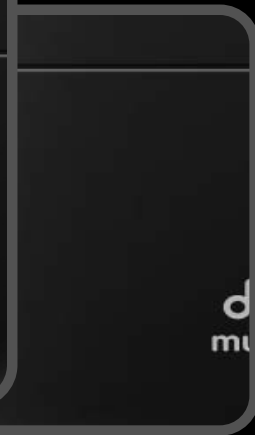


over-the-air music
experience

, easy m
experience



music | Bluetooth®



music



1-2-3-4-5-6-7-8-9-0-11-12

4 GHI

5 JKL

7 PQRS

8 TUV

* _

0 +

ousands of songs over
premium quality sound

compelling
sophistication

shared
experience with
phone-to-phone
video





results

*gaining **share** and getting **stronger***



north america

*clear
#1*

europe

*the
#2*

north asia

*a
steady
#3*

moto around the world

*#1
in top
markets*

latin america

*a
growing
#3*

high growth markets



moto around the world

focused on partnerships for profitable growth

north america



#1 at 3 of Top 4 wireless operators

***Most recommended brand among
16- to 18-year olds***



3 TV ads among Top 5 in US

Source: Motorola, Inc. Shares are calculated on Q3'05 Unit Shipments, includes iDEN.

latin america



#1 in brazil, venezuela and argentina

retail equity scores are up

leader in push-to-talk over cellular



Source: Motorola, Inc. Shares are calculated on Q3'05 Unit Shipments, includes iDEN.

europa



RAZR is the leading clam

***#1 brand awareness in italy,
germany and UK***

#1 TV ads in germany

***the
#2
... and
growing!***

Source: Motorola, Inc. Shares are calculated on Q3'05 Unit Shipments, includes iDEN.

north asia



#2 in china, #1 in taiwan, #2 in hong kong

RAZR a clear winner; GSM & CDMA

***M1000, first 3G PDA phone,
launched in japan***



Source: Motorola, Inc. Shares are calculated on Q3'05 Unit Shipments, includes iDEN.

high-growth markets
middle east, africa, india, southeast asia



market share up – across price tiers

investing aggressively

new leadership team in place



Source: Motorola, Inc. Shares are calculated on Q3'05 Unit Shipments, includes iDEN.



*every \$40 owner
today is a potential
RAZR owner tomorrow.*



*making it
all possible...*



focus
discipline &
commitment



mobile devices our commitment

grow profitably with...

wickedly compelling products...

and rich experiences...

with quality and efficiency

