

A portrait of Pekka Ala-Pietilä, President of Nokia, wearing glasses and a light blue shirt with a patterned tie. The background is a blurred cityscape with a large blue circular graphic element on the left.

Mobile Services Expansion

Pekka Ala-Pietilä
President
Nokia


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A photograph of a man and a woman looking at a mobile device together. The man is wearing a red sweater and the woman is wearing a white and black top. The background is a blurred cityscape with a large blue circular graphic element on the left.

Agenda

- Gain end user acceptance
- Create business models
- Use key technologies
- Expansion of mobile service revenues

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Strong Positive Signals

- Complete connectivity between
 - People
 - Services
 - Devices and applications
 - Organizations and locations
- The mobile phone becoming the centerpiece of personal life management
- Technological development and deployment proceeding as planned

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A Recipe for Success

Gain end-user acceptance

Use key technologies

Create business models



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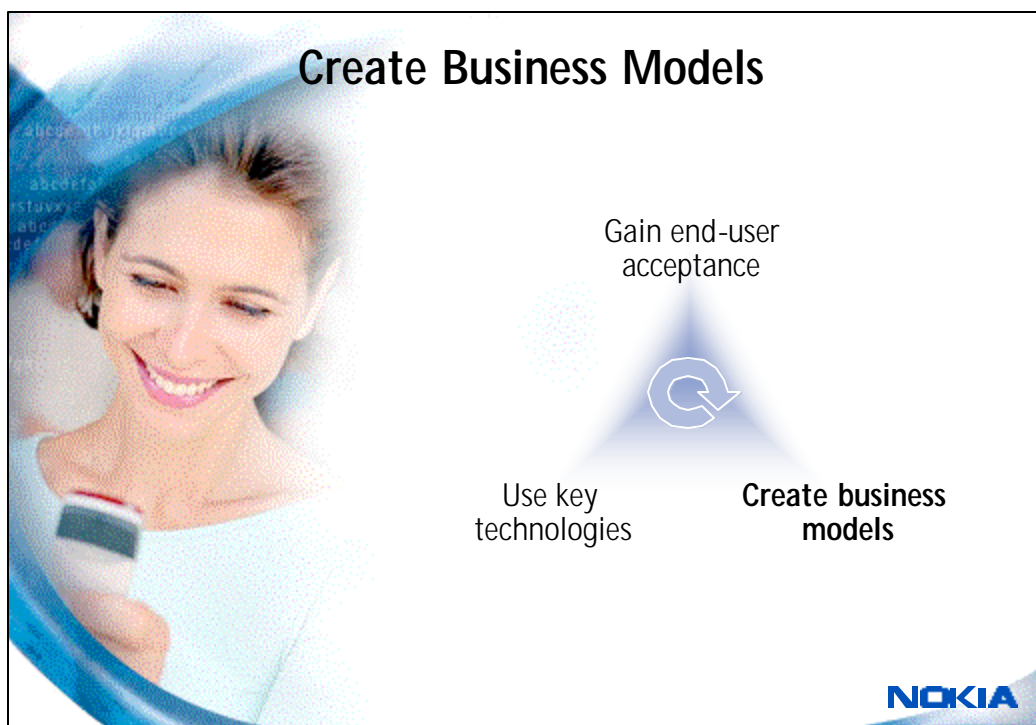
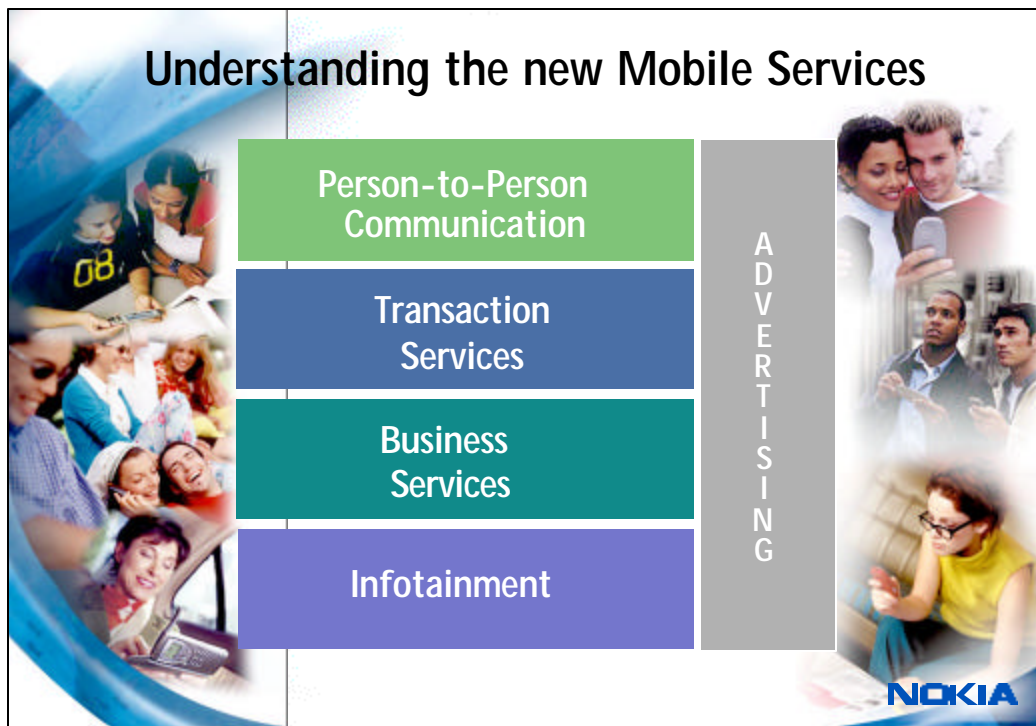


End-users Expect Overall Service Usability

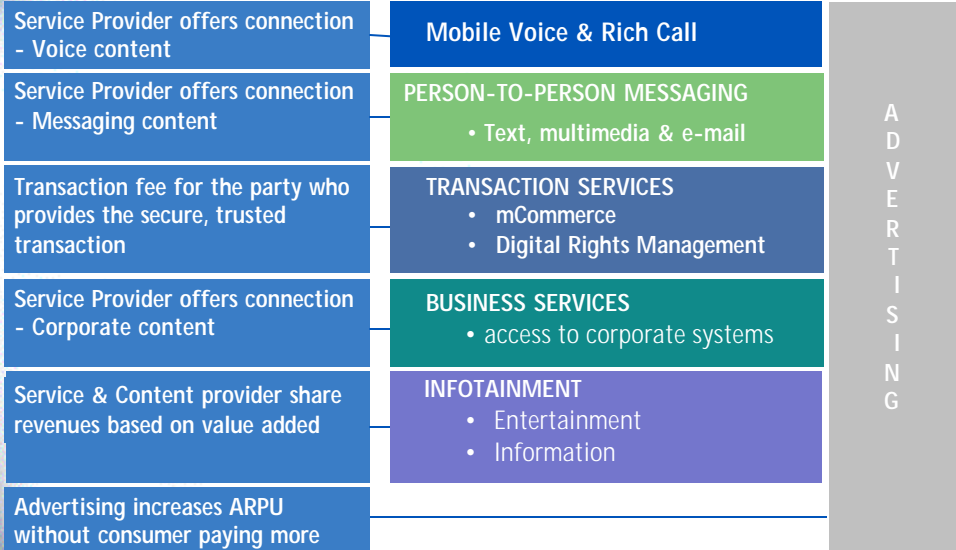
- Intuitive, enjoyable to discover, set up and use
- Mobile value – mobile context
- Stickiness, viral effect, low risk

**What I need right here,
right now**

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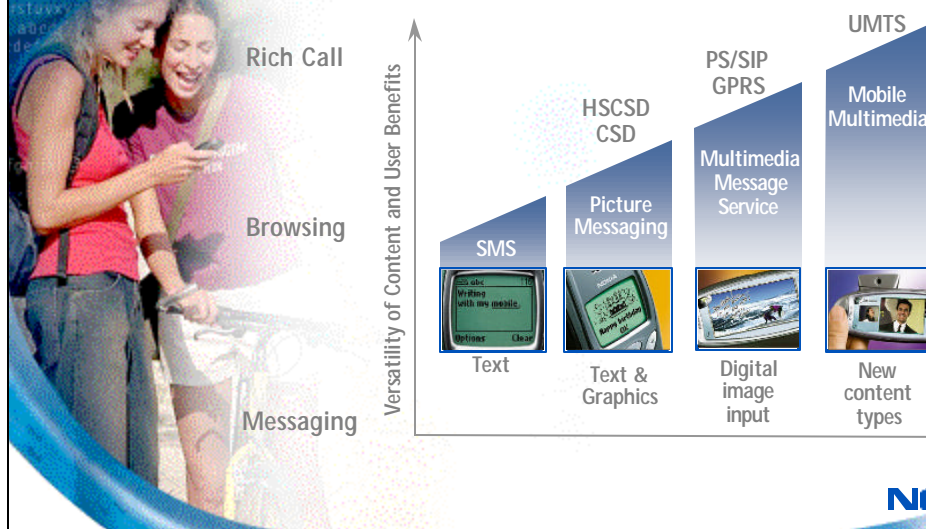


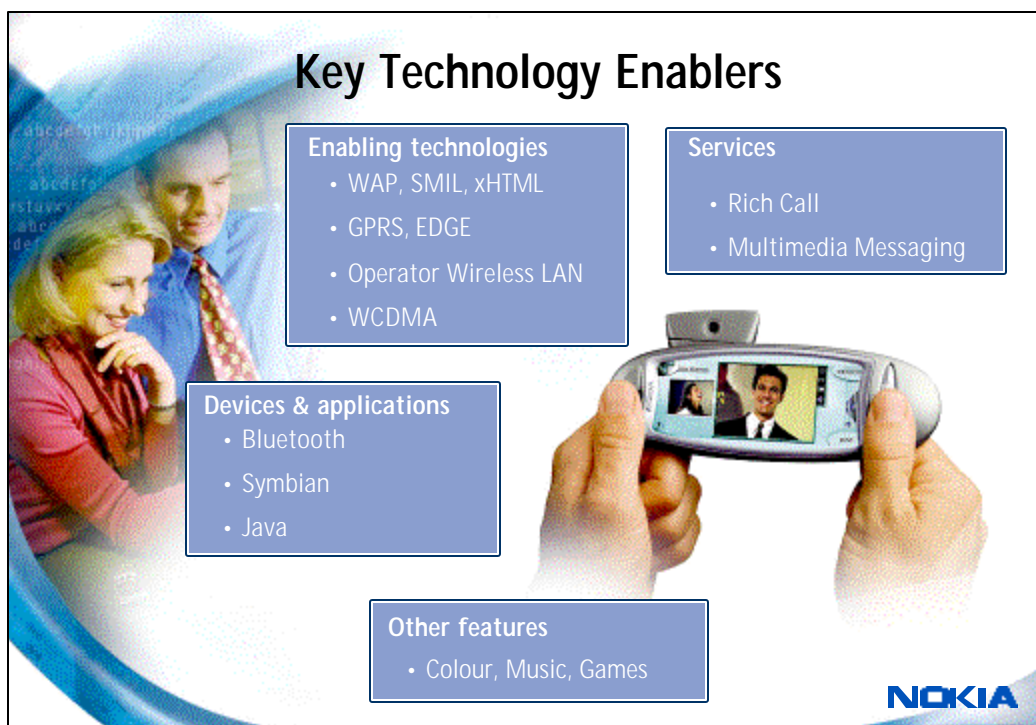
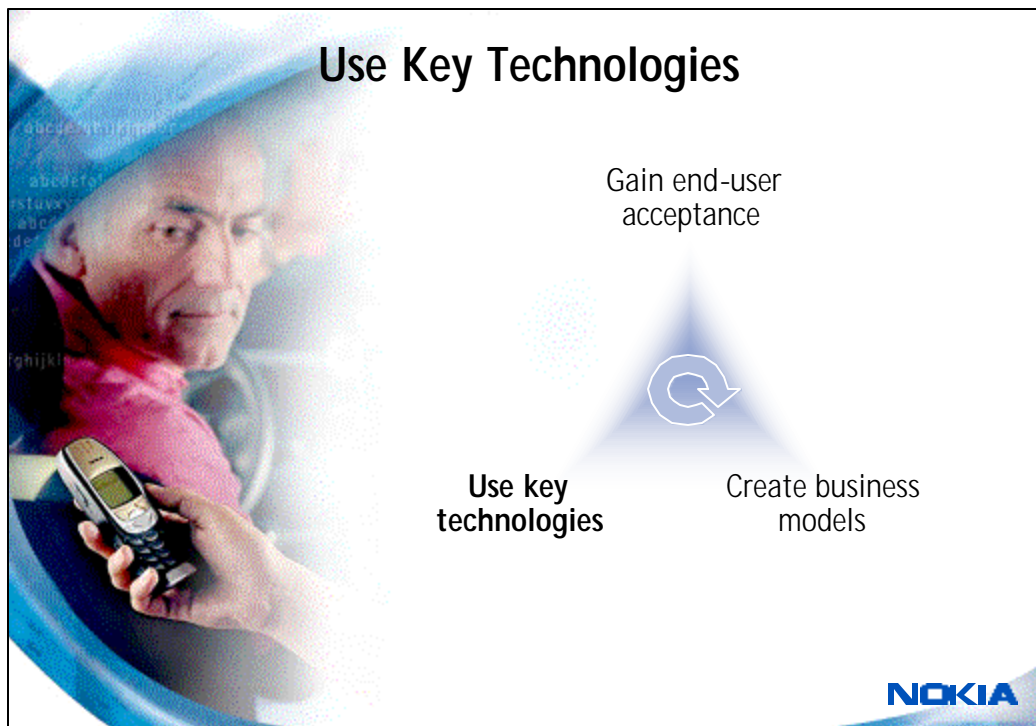
Different Business Models















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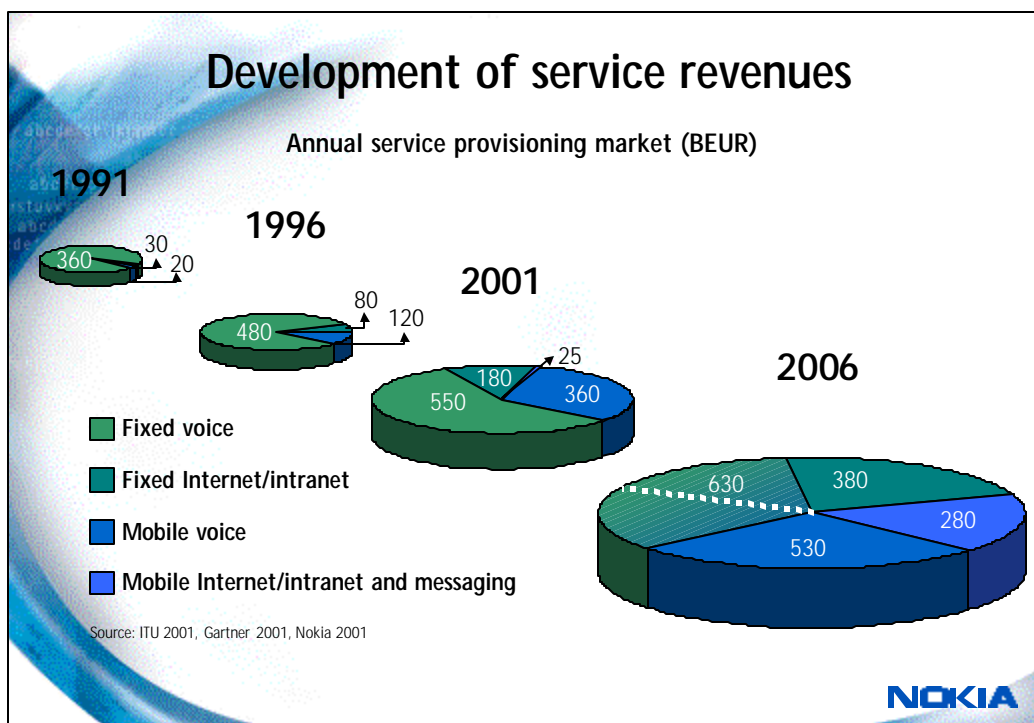
Creation of New Business – Evolving Messaging and Rich Call Applications





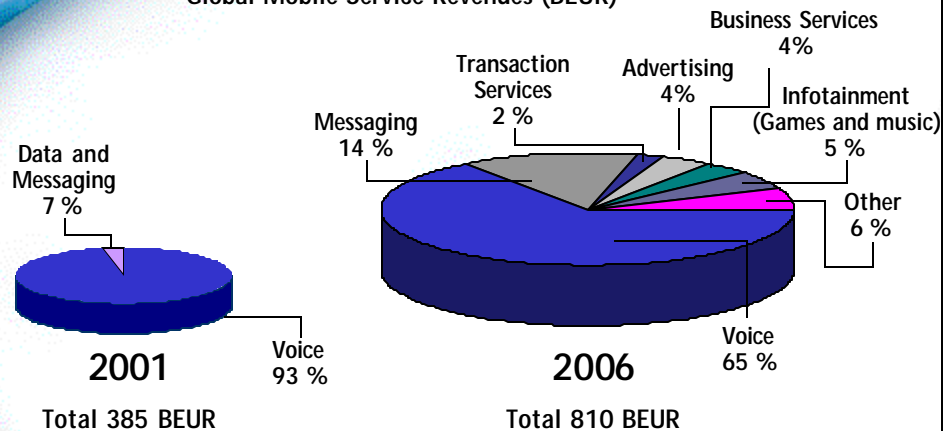
Messaging/ Imaging		SMS text messages Picture messages		MULTIMEDIA MESSAGING Legacy phone support Image library Photo/image albums		Instant Messaging Presence
Mobile Shopping		Micropayments Portfolio Mgmt. (Buy/Sell) SMS Alerts		DRM Multimedia Message Alerts and reports with text and color graphs		Online analyst reports and financial newscasts
Mobile Workplace		Authentication Mobile e-mail Mobile Calendar Corporate Address Book		Corporate Intranet / Extranet CRM, ERP, MMS		Multimedia Messaging Instant Messaging Presence
Mobile music and Games		Handset games (downloadable levels) SMS/WAP Games		MIDI Ring tones, Downloadable Composer (Java) Download & playback music		Graphic intensive games Games content streaming Local Bluetooth gaming

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Mobile service spending

Global Mobile Service Revenues (BEUR)



Source: Nokia 10/2001

Mobile Service Provisioning CAGR 16%

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The Nokia end-to-end strategy contains three distinct elements

Network specific value proposal	Middleware specific value proposal	Terminal specific value proposal
Migration to All-IP networks	Mobile services take-off through open Mobile Software platform	Increased value added through digital convergence and mobile services

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Growth Opportunities in The Mobile World

- Gain end user acceptance
 - end-user needs → new service categories
- Create business models
 - win-win business models
- Technological development
 - proceeding as planned
- Healthy growth in Average Revenue Per User

Nokia Strategic Intent

Nokia, the trusted brand, creates
personalized communication technology
that enables people
to shape their own mobile world

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CONNECTING PEOPLE

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