



Capital Market Days

Mobile Phones Business Group

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Product Portfolio Is KING

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Strategic thinking

- full coverage of all major segments
- market share continues to be important



Portfolio Improvement



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- Since January 2004:
 - 1) More new products
 - 2) More variants
 - 3) More competitive specs (displays, cameras etc.)
 - 4) More form factors
- With the same resources

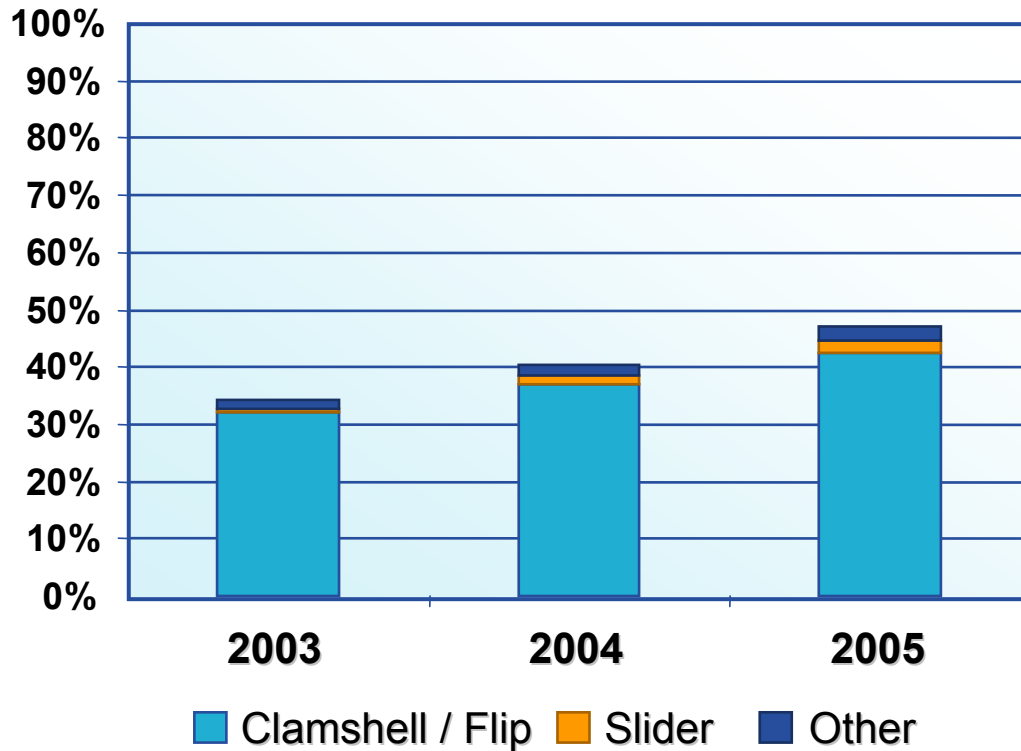


Clamshell Market



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Non-monoblock Products' Share of Global Handset Market Revenue



January 2004



Source: Strategy Analytics

Pursuing the Clamshell & Slide Upside

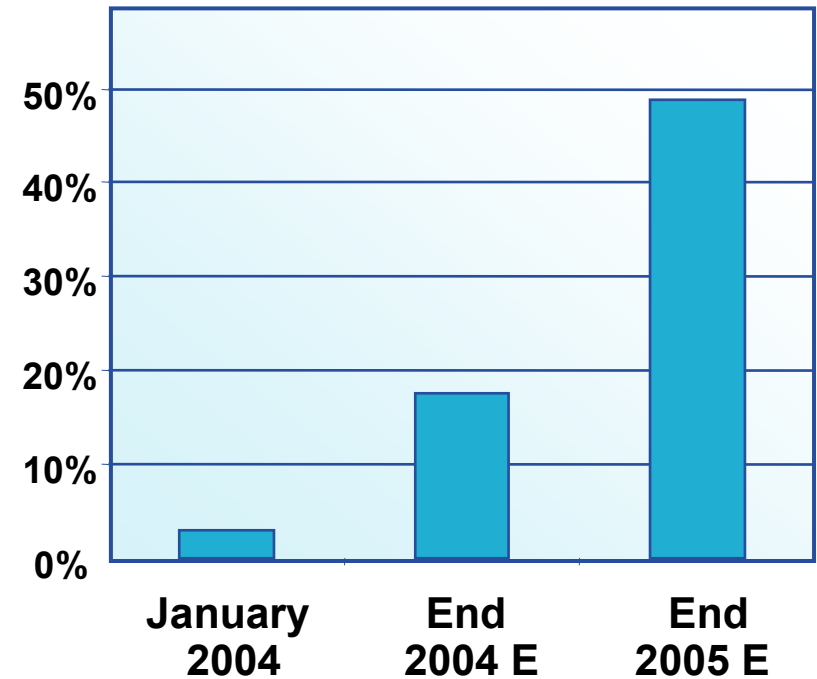


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Status end of 2004



Clam & slide % of MP revenue

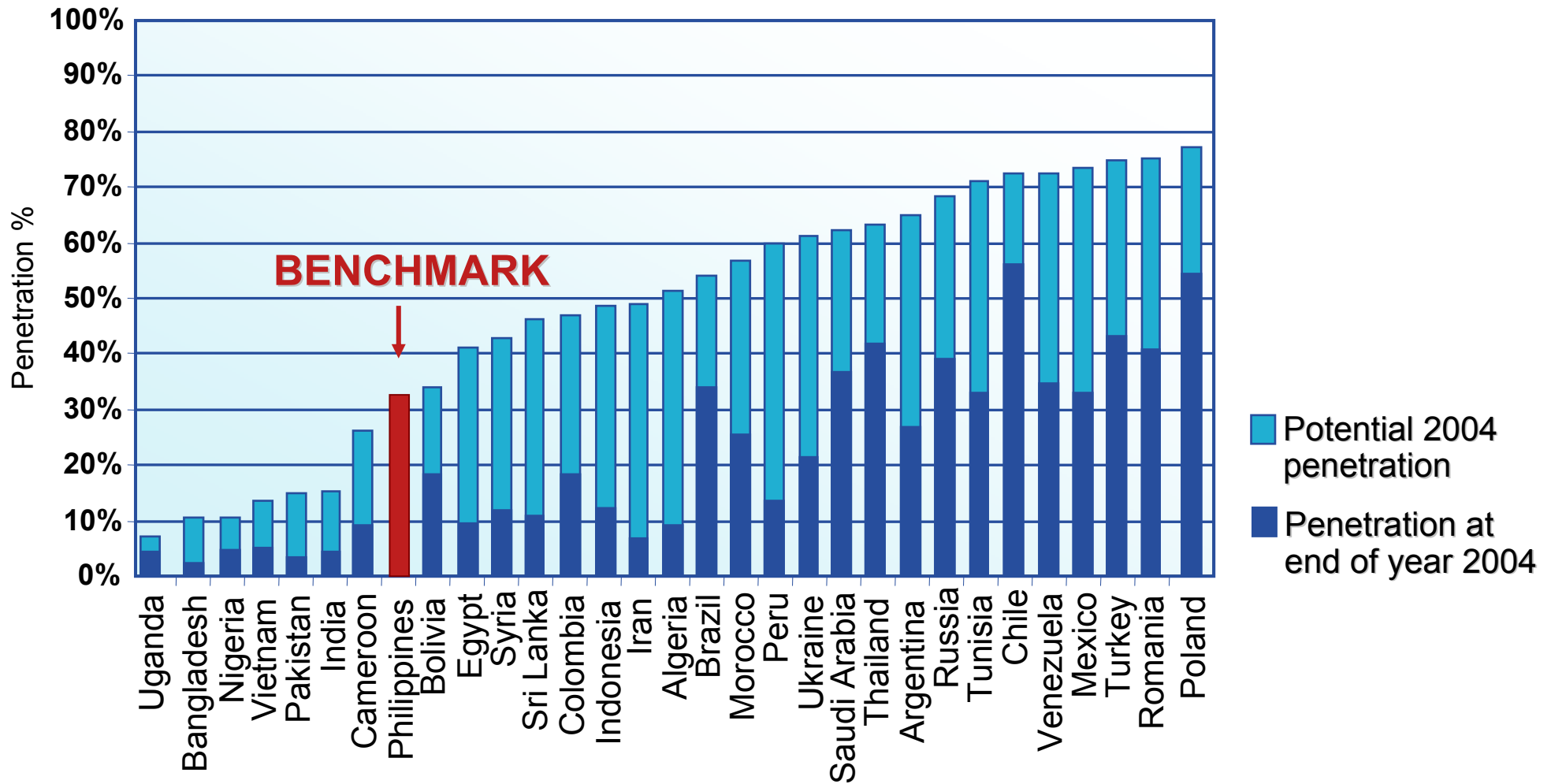


Source: Nokia Mobile Phones

Significant Upside in Subscriber Growth



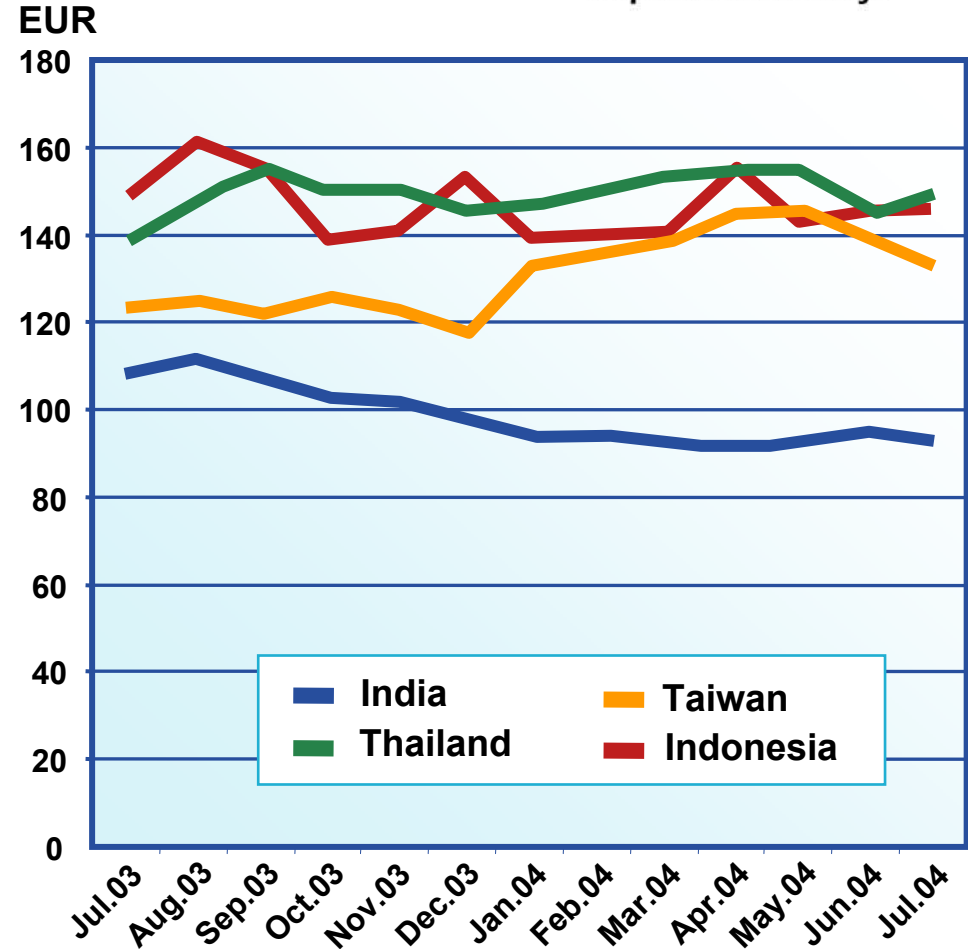
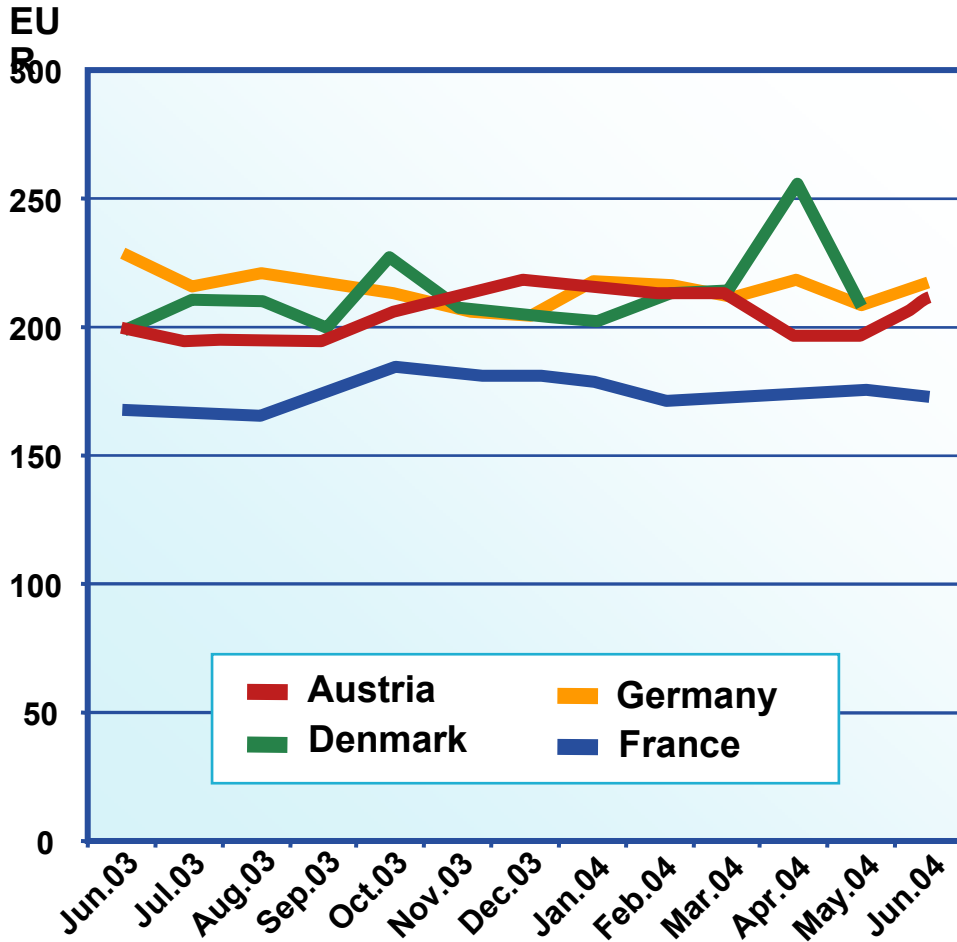
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Different Market Dynamics – 2 Angles to ASP



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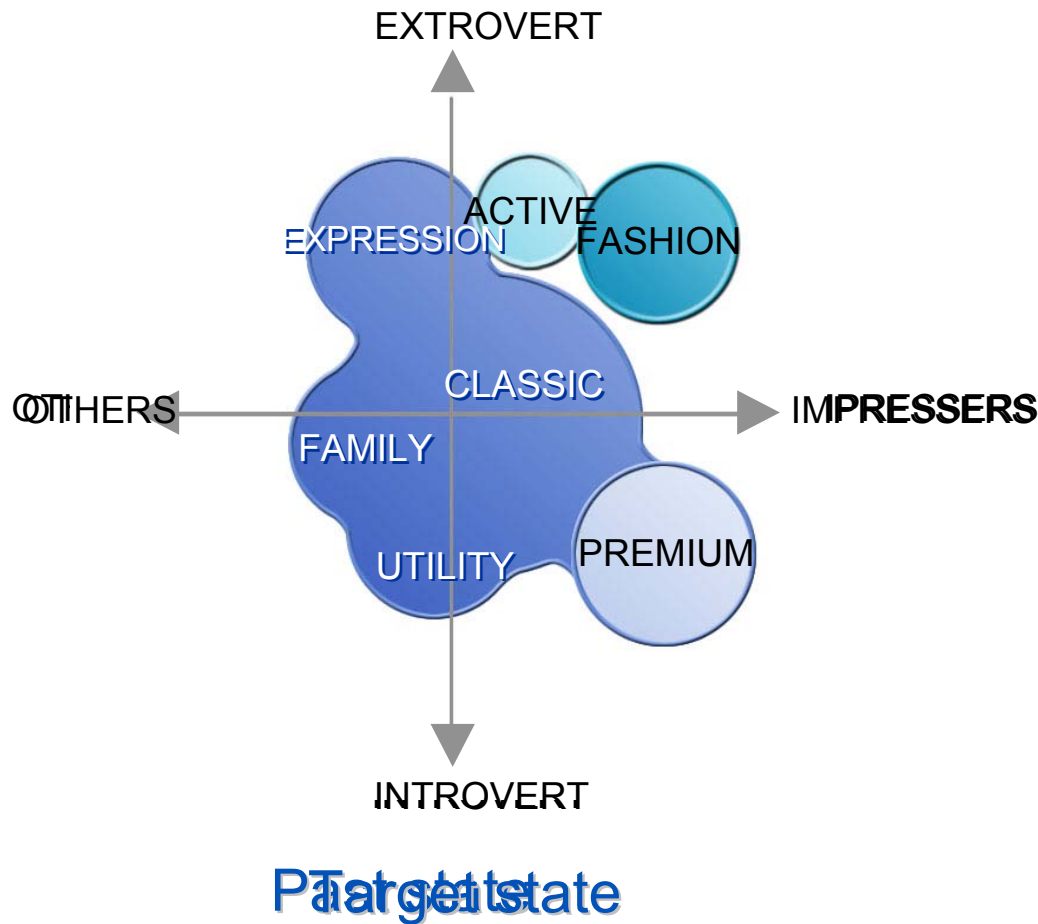


Data source: GfK (unsubsidized retail price)

Design Direction



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Ambitious Targets in Our Marketing



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World's Leading Consumer Marketing Organization



Global

Optimized

**Consumer
Insight**

Cooperative

Retail

**Diverse,
Efficient,
Targeted**

**Invest in
Opportunity**

**Focus on
Market
Segments**

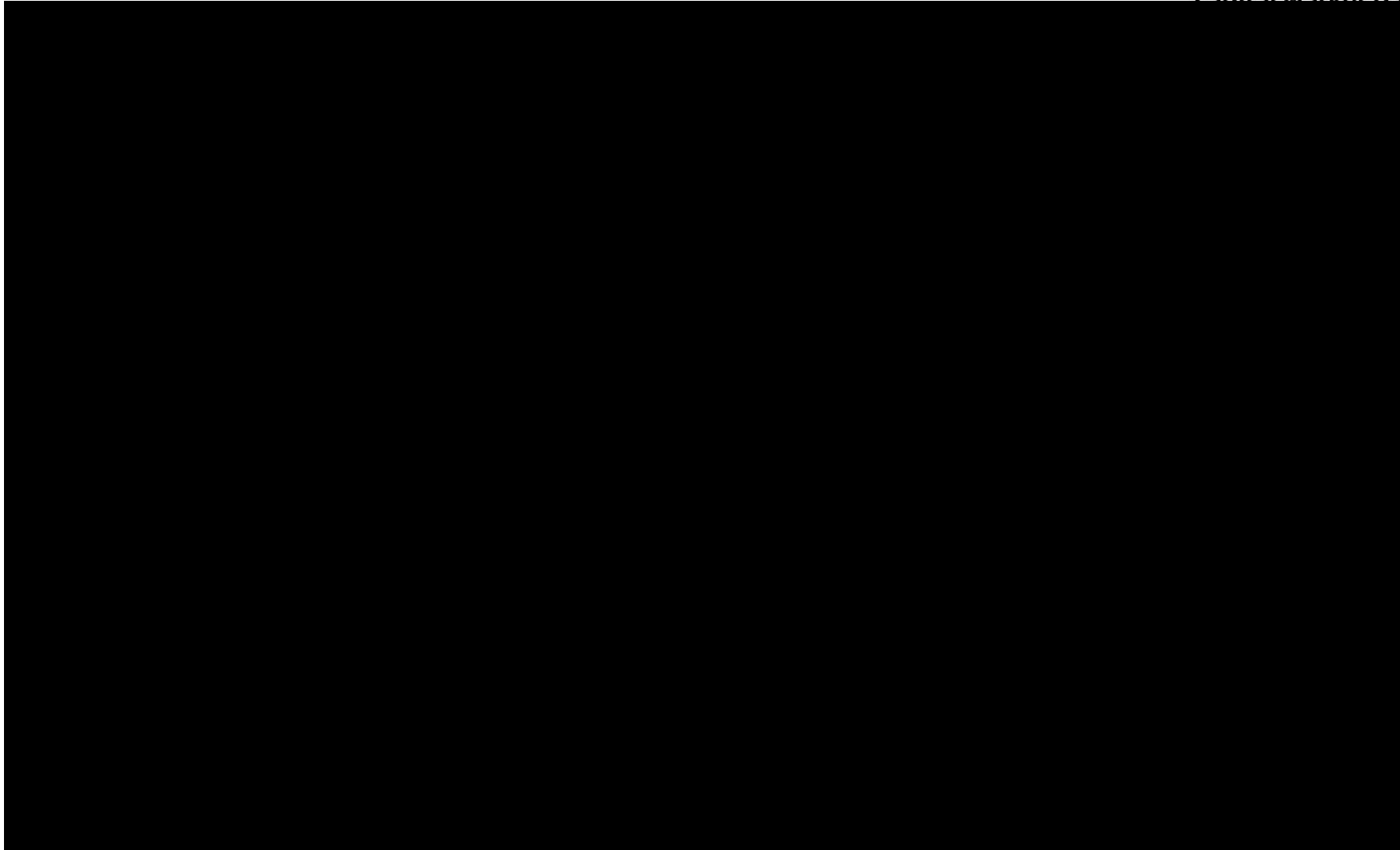
**Support
Operators**

Point of Sales

Nokia 6260



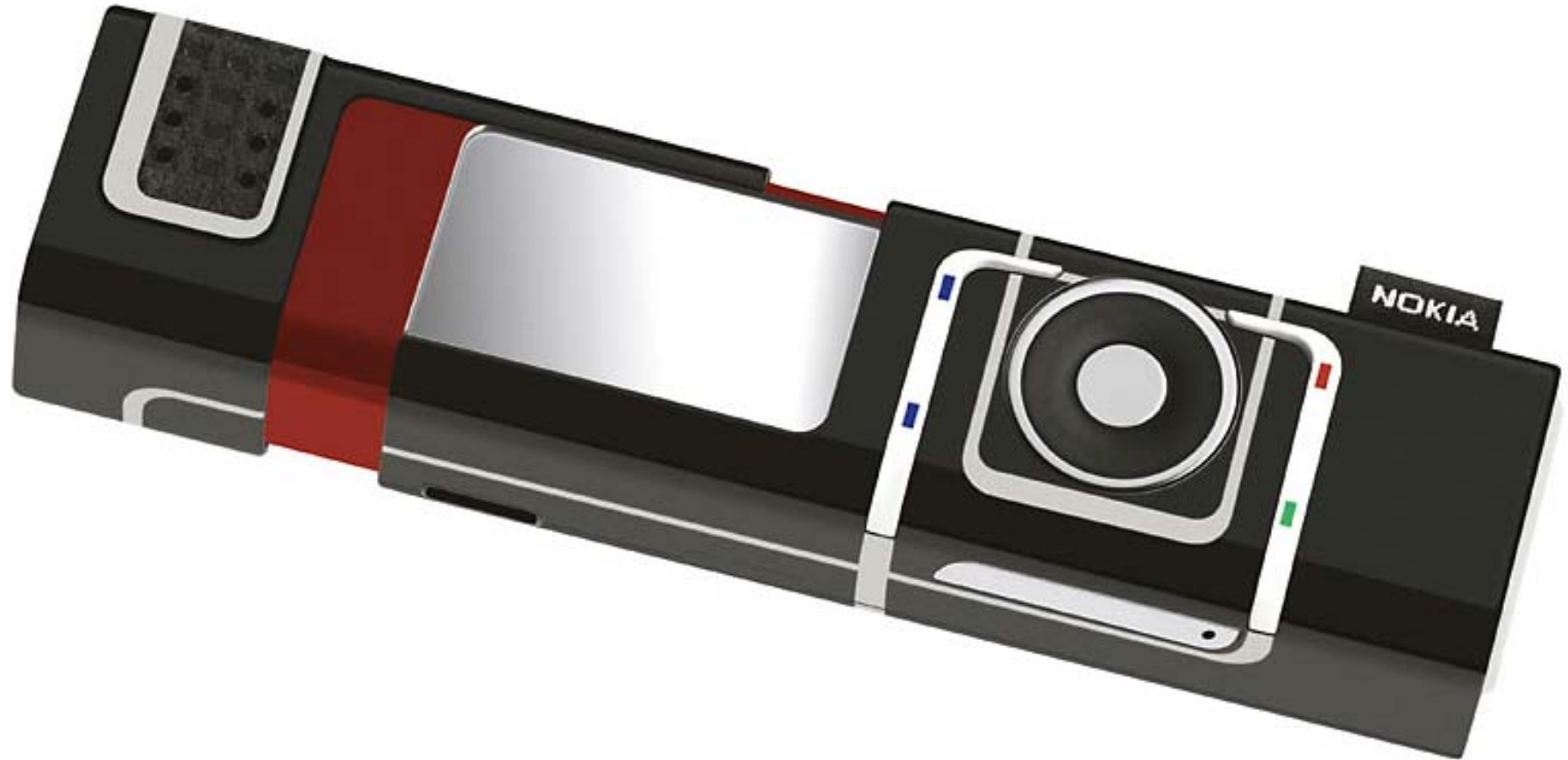
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Summary: a Lot of Potential



Thank You!