



Capital Market Days

# Winning With The Customer

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# Topics



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- Working Together with Our Operator  
Customers
- Customization
- Demand Supply Network
- Brand



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# Working Together with Our Operator Customers

# Nokia's Total Channel Offering



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Total  
Channel  
Offering  
(TCO)  
Roadmaps

- Relationship Management
- Products & Service Offerings
- Trading Terms
- Demand Generation
- Sales Tools & Merchandising
- Training Services
- Logistics Services
- Care Services

# TCO Case Study: TIM



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## X-MAS '04 Campaign

## Summer '04 EDGE Promotion

**Free Card MMSummer.**  
MTV, Branko e molto altro  
a 0,25 euro a MMS.

Attivala subito sul WAP di TIM  
Gratis e valida fino al 31/08/04.  
Per info sulle altre modalità di attivazione vai su [www.tim.it](http://www.tim.it)

**119**  
www.tim.it  
Numero Verde  
TIM  
Viviamo senza confini

Godetevelo.

Facile.

Veloco.

NOKIA 6230

TIM



# Unique Portfolio Breadth



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# Getting closer – recent developments



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## France Télécom and Nokia announce a strategic partnership for joint development of new rich media solutions

October 08, 2004

## T-Mobile and Nokia to create applications for the Series 60 Platform

October 19, 2004

Collaboration enables T-Mobile to differentiate as a provider of state-of-the-art mobile services

Espoo, Finland - Nokia announced an agreement with T-Mobile. The collaboration is expected to drive innovation in mobile services for customers.

## Nokia and Vodafone to Lead Roadmap for Mobile Java Standards

August 26, 2004

specifications for open unified mobile Java services

## Nokia joins the GSM Association

September 13, 2004

Espoo, Finland - Nokia continues its strong and long-term commitment to mobile communications development by joining the GSM Association (GSMA). GSMA is the global trade association that represents more than 200 mobile operators serving some 1.1 billion users across 208 countries.

"On behalf of the global GSM mobile operator community, we warmly welcome Nokia to the Association," said Rob Conway, CEO of CTIA and a member of its Board. "Through its increasingly varied services, Nokia's commitment to GSMA aims to drive success for our operator members and the quality of services available to mobile phone users globally. We look forward to working with Nokia on these initiatives."

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## NOKIA LAUNCHES OPERATOR-BRANDABLE MOBILE CONTENT AND APPLICATION DISTRIBUTION PLATFORM

October 25, 2004

**Preminet® Solution Will Deliver Certified Symbian OS(TM) and Java(TM) Mobile Software to Operators and End Users**

CTIA Wireless IT & Entertainment 2004, San Francisco, CA, October 25, 2004 - Nokia

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# Customization

# Software Customization



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## Nokia competitive advantage



### Key customisation elements of Series 60

- Operator-Branded icons and color in main menu
- Operator Soft key in idle mode
- Ready made settings



### Key customisation elements of Series 40

- Operator-branded soft key
- Operator logo & tones
- Colour Scheme
- Wallpaper
- Wake Up Graphic
- Ready made settings

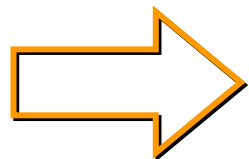
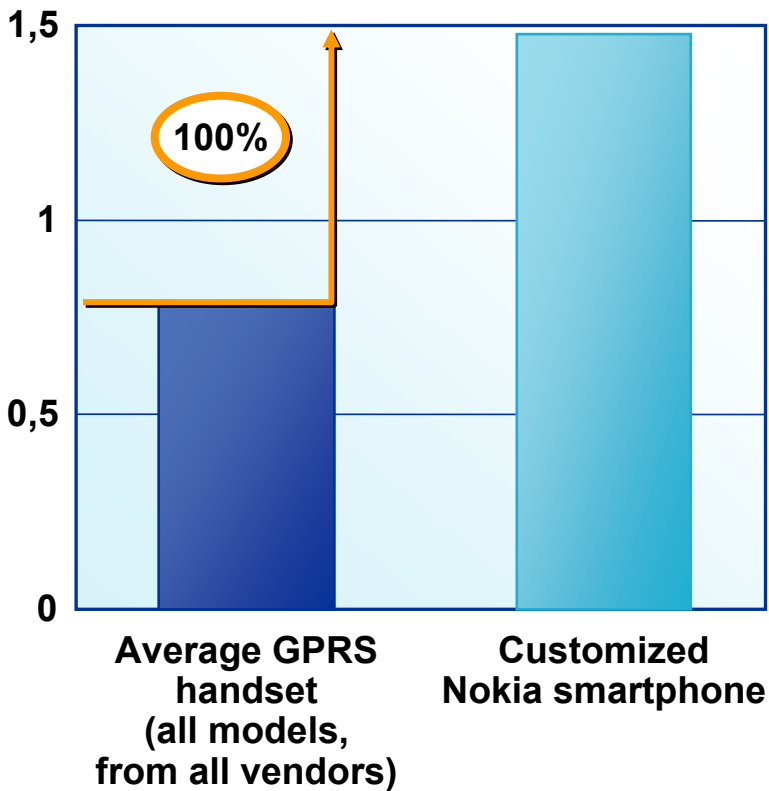
Nokia can profitably offer a wider range of customization to a wider customer base than any other vendor!

# Customized Nokia devices boosts ARPU



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Monthly data traffic per user (mb) – all apn



## WIN-WIN

Easy to use and customized devices from Nokia boost operator data traffic

## AND

Strengthens operator Nokia relationship

Source: Asian operator GPRS usage data





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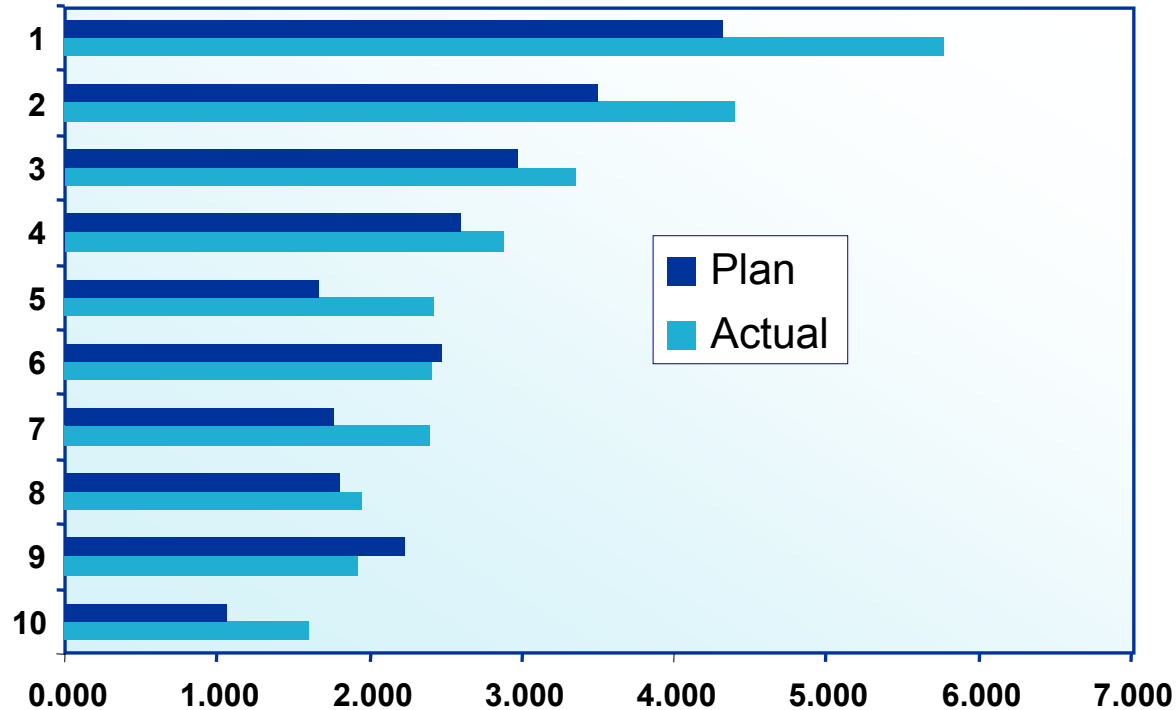
# Demand supply network as competitive advantage

# Opportunity cost advantage



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## Q3 2004 - Top 10 Volume Phones (millions)



Unit Opportunity Captured: ~4.7 million  
Revenue Opportunity Captured: ~EUR 450 million  
Profit Opportunity Captured\*: ~EUR 215 million

\* Sales margin

# Q3 Examples: 1100, 3100 and 6230



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## Nokia 1100



- 34% higher volumes
- 412 million add'l components
- EUR 90 million add'l revenue

## Nokia 3100



- 26% higher volumes
- 475 million add'l components
- EUR 90 million add'l rev

## Nokia 6230



- 11% higher volumes
- 140 million add'l components
- EUR 80 million add'l rev



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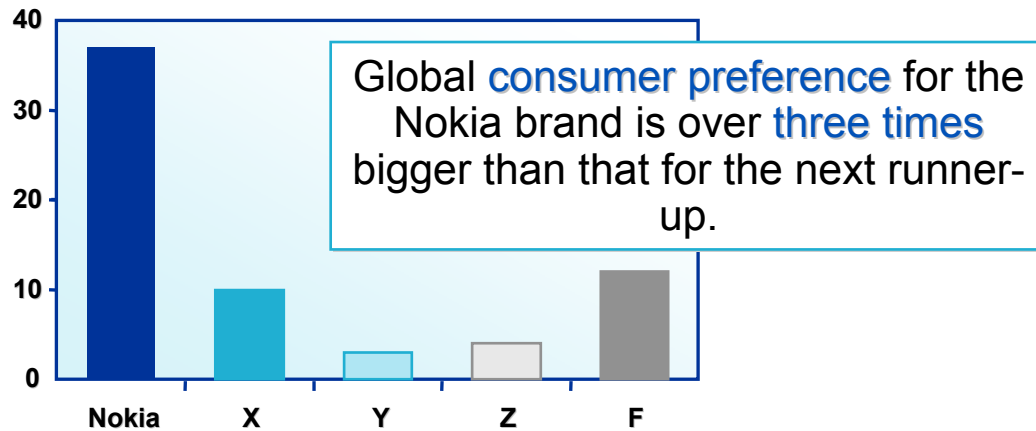
# Brand

# Nokia brand equity



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Q2 2004



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
8. **NOKIA**
9. **TOYOTA**
- 10.

Nokia is on Interbrand's list of the **Top 10 Global Brands** for the fourth consecutive year!

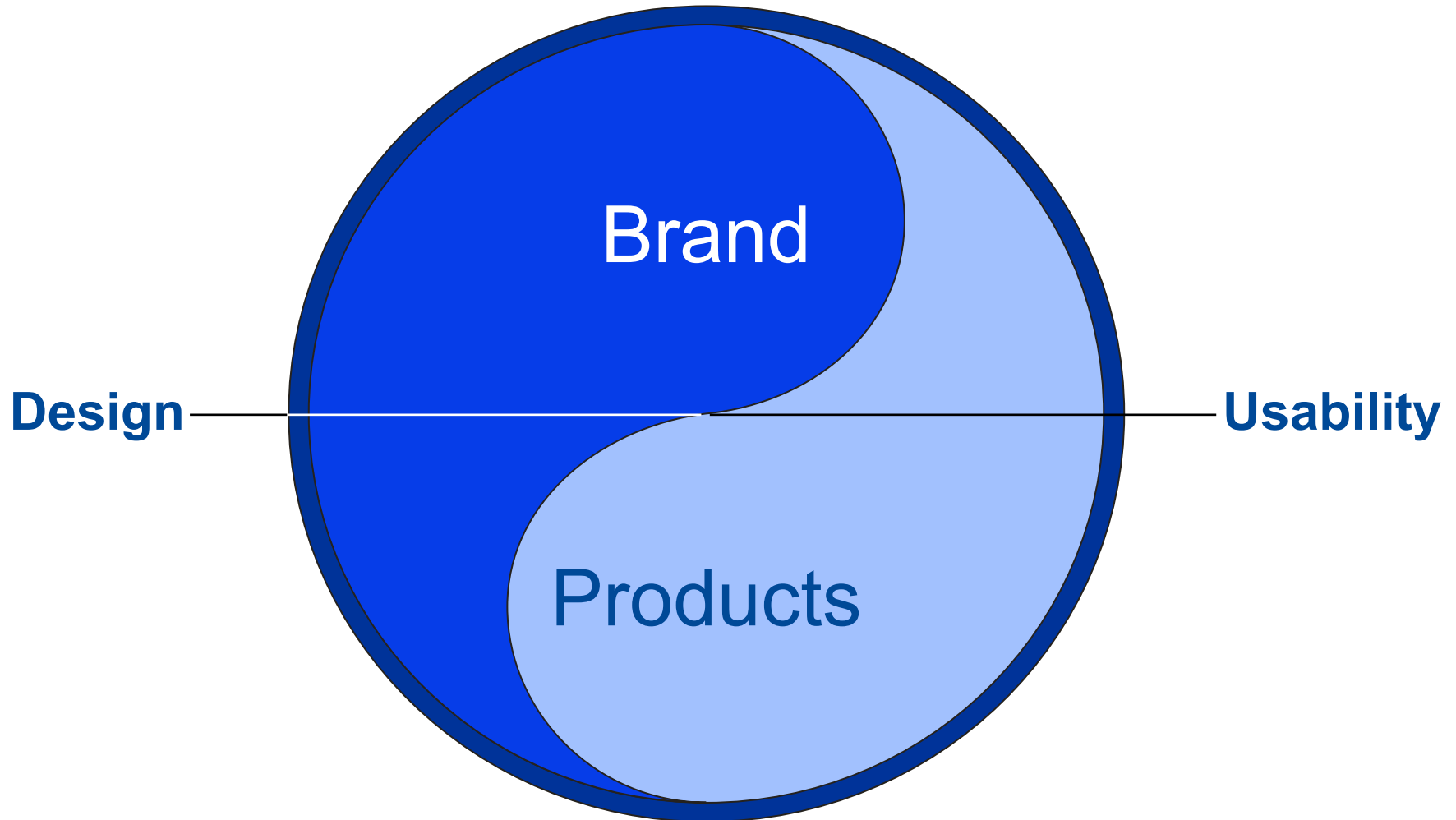


Nokia was voted "The most trusted mobile phone brand" across 14 markets in Europe for the fourth year in row.

# Products = Brand



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Thank You!