



Capital Market Days

Latin America Update

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Market Facts



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Total Population is approximately 525 million

- Most urbanized region of the world (75% of region's population live in and around cities)¹

Poverty (25% of the region's population live in poverty)¹

45 Latin America & Caribbean Countries

- Mexico and Chile are the wealthiest countries

67 Wireless Operators, Market is Operator Driven

- Mega Operators are: ¹America Móvil ² Telefonica ³ Telecom Italia ⁴ BellSouth International)

Voice Driven market

Multiple technologies deployed

¹Source: World Bank Group

Market Trends in Latin America



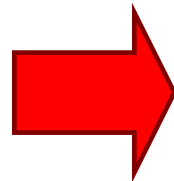
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Huge Competitive Pressures

Consolidation of Big 3 Operators

Consumers making more Educated purchasing decisions

Voice Services remain the Primary driver of handset purchases



Improved economic conditions throughout the Region

Increased competition among Operators driving subscriber growth, especially in Brazil.

Market size grows while overall ARPU continues to decline

TDMA technology still represents the largest installed base but TDMA to GSM migration is underway in many countries.

Introduction of new local manufacturing and brand-less handsets

Consolidation of local Operators continues

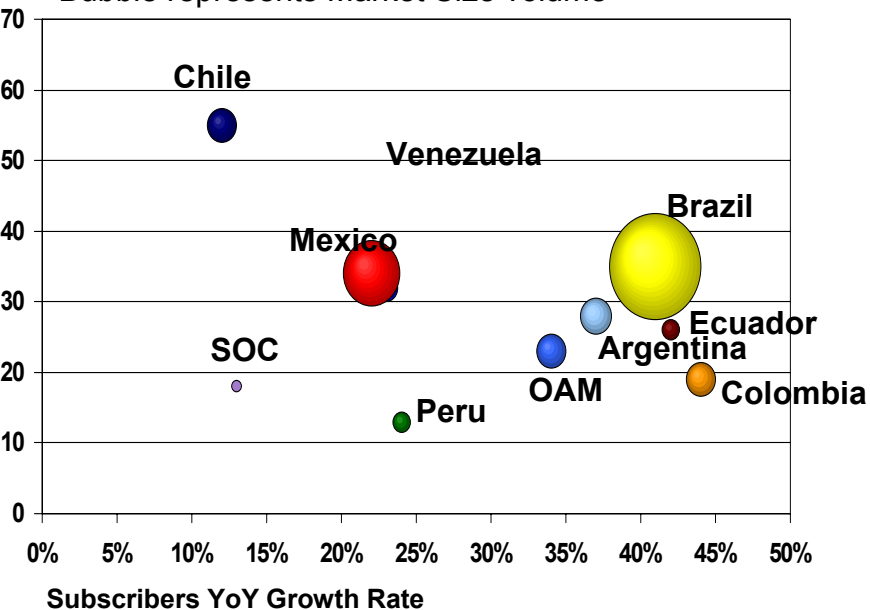
Country Comparisons (sub YoY growth vs. penetration)



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Bubble represents Market Size volume



- Wireless penetration vary significantly from country to country (LTA average is approximately 27%)¹
- Overall ARPU has decline, driving cause is the strong subscriber growth (Mexico maintaining positive ARPU)¹
- Overall growth driven by lower priced handset and wire line substitution
- Competition and economic improvements driving growth in Brazil
- Overall market growth is highly driven by pre-paid wireless consumers from lower economic classes

¹source: Morgan Stanley – Telecom Services)

2004 – Key Market Environment



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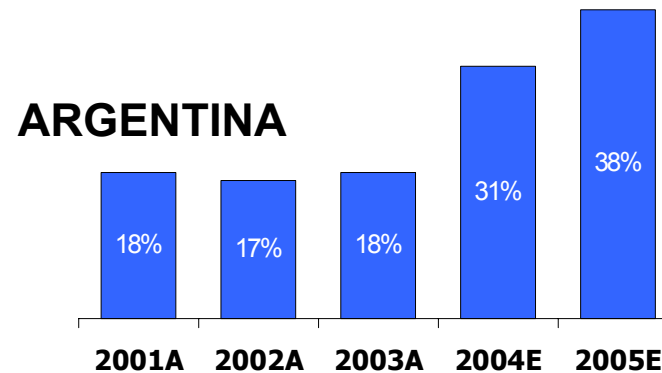
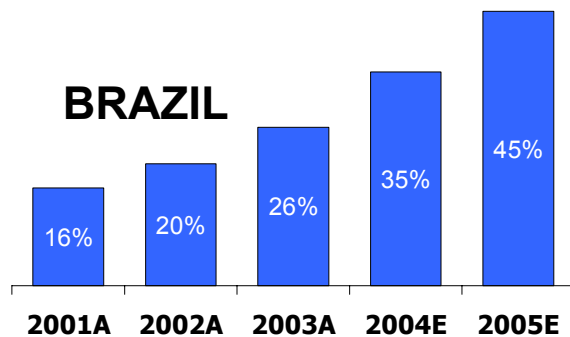
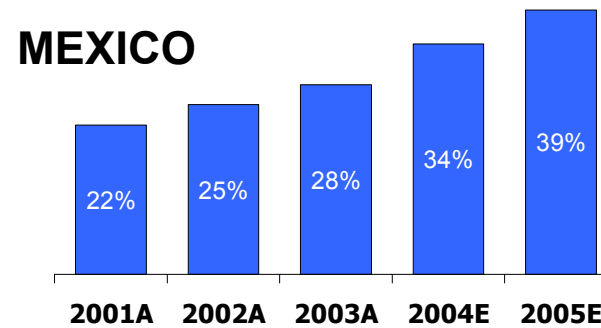
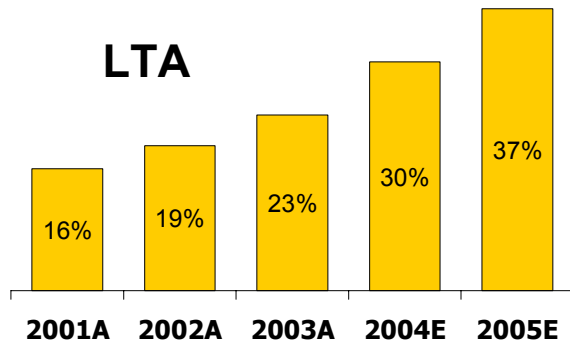
2004E

LTA	71.3M handsets	Strong market performance in 2H, with very strong Q4
BRAZIL	34.3M	Competition drives growth, negative impact to ARPU
MEXICO	14.3M	Competition drives penetration, positive ARPU maintained
ARGENTINA	5.4M	Penetration growth lead by increased handset subsidy in postpaid

Mobile Subscribers Penetration Evolution



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Replacement Growth Out-paces 1st Time Users

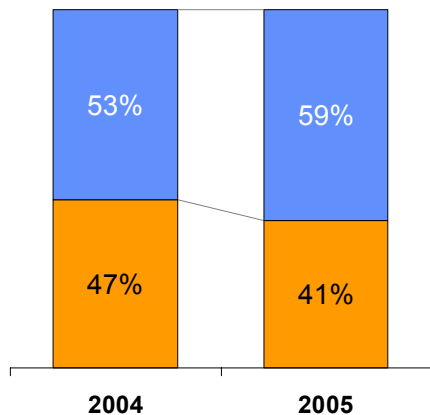


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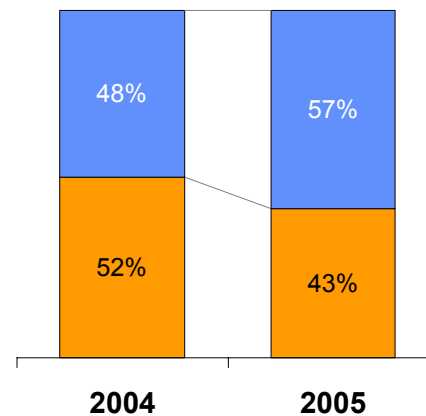
LTA

Replacement

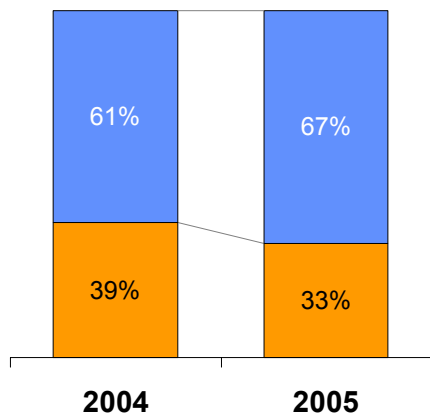
1st Time Users



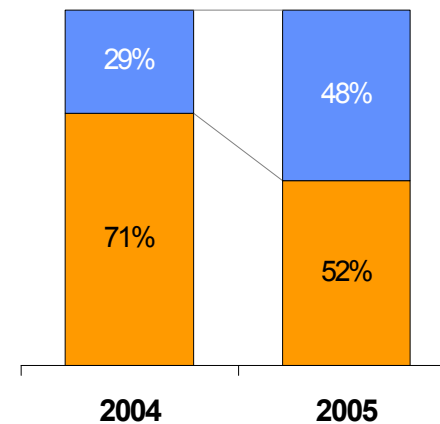
MEXICO



BRAZIL



ARGENTINA

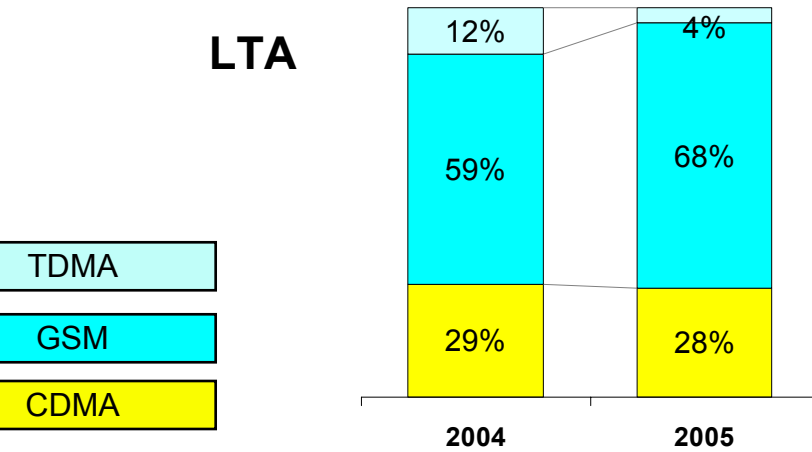


GSM Continues Strong Growth in Latin America

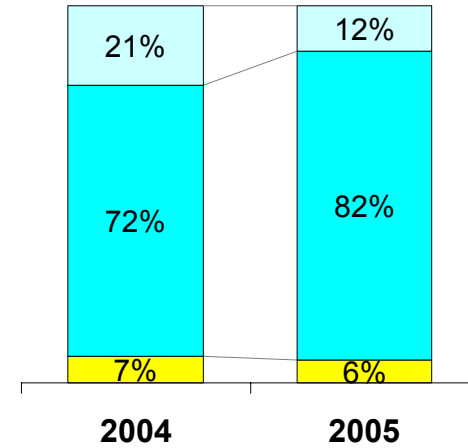


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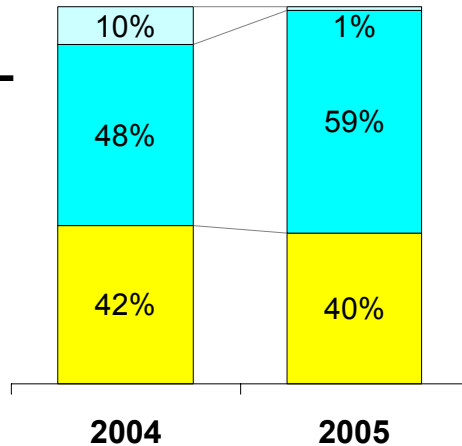
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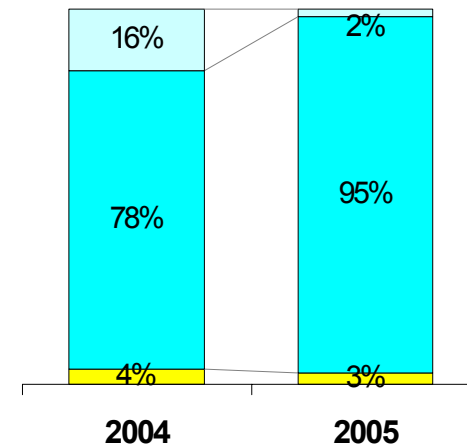
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Nokia LTA Quick Stats



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Nokia In-Country Manufacturing

- Reynosa, Mexico
- Manaus, Brazil

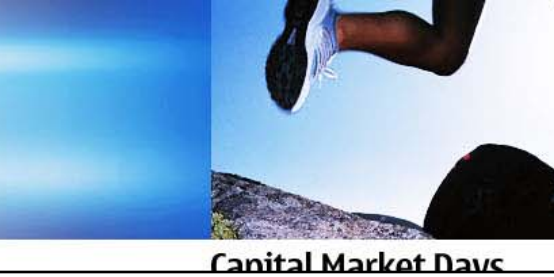
Nokia Latin America main office locations

- Sao Paulo, Brazil
- Mexico City, Mexico
- Bogotá, Colombia
- Buenos Aires, Argentina

Project Sales Growth of 68% increase over previous year

Project Volume Growth of 85% increase over previous year

Our current position provides good opportunities to face a challenging competitive business environment



- + Strong leading brand in key markets and improving our brand image in other markets
- + Renewed product portfolio focusing on targeted consumer segments
- + Providing products and solutions to support all mobile technologies
- + Ability to supply and support growth from a manufacturing perspective
- + Sustained market growth in all key markets



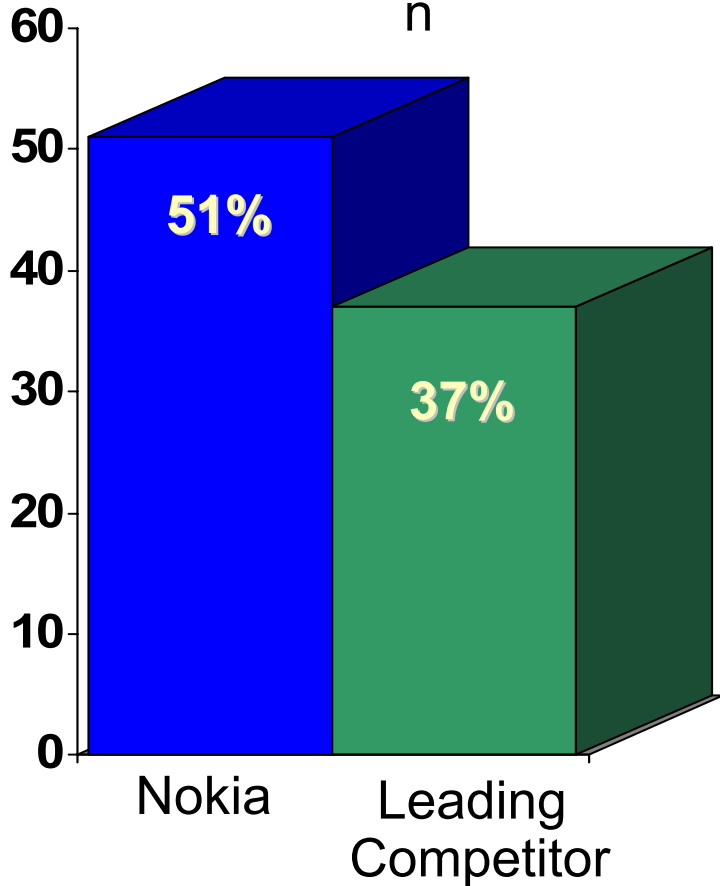
- Growing consumer individualism is requiring greater segmentation and more customization
- Increased competition creating crowding in low-end product categories
- Costs of subscriber acquisition is getting more expensive
- Interoperability of multiple application technology platforms

Nokia Continues to be the Leading Brand in Key Countries throughout Latin America

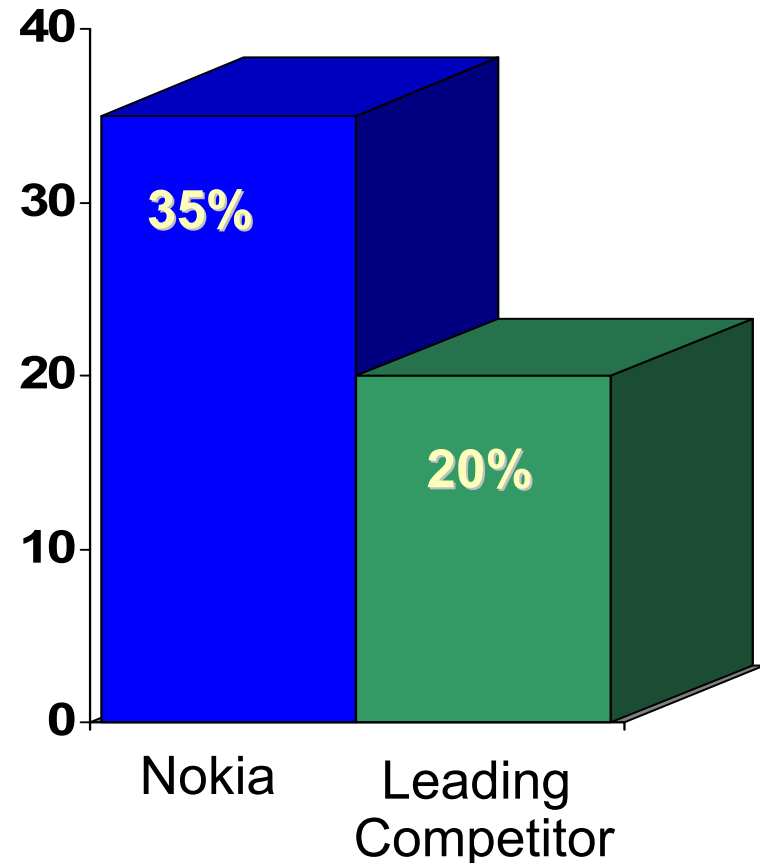


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Brand Consideration



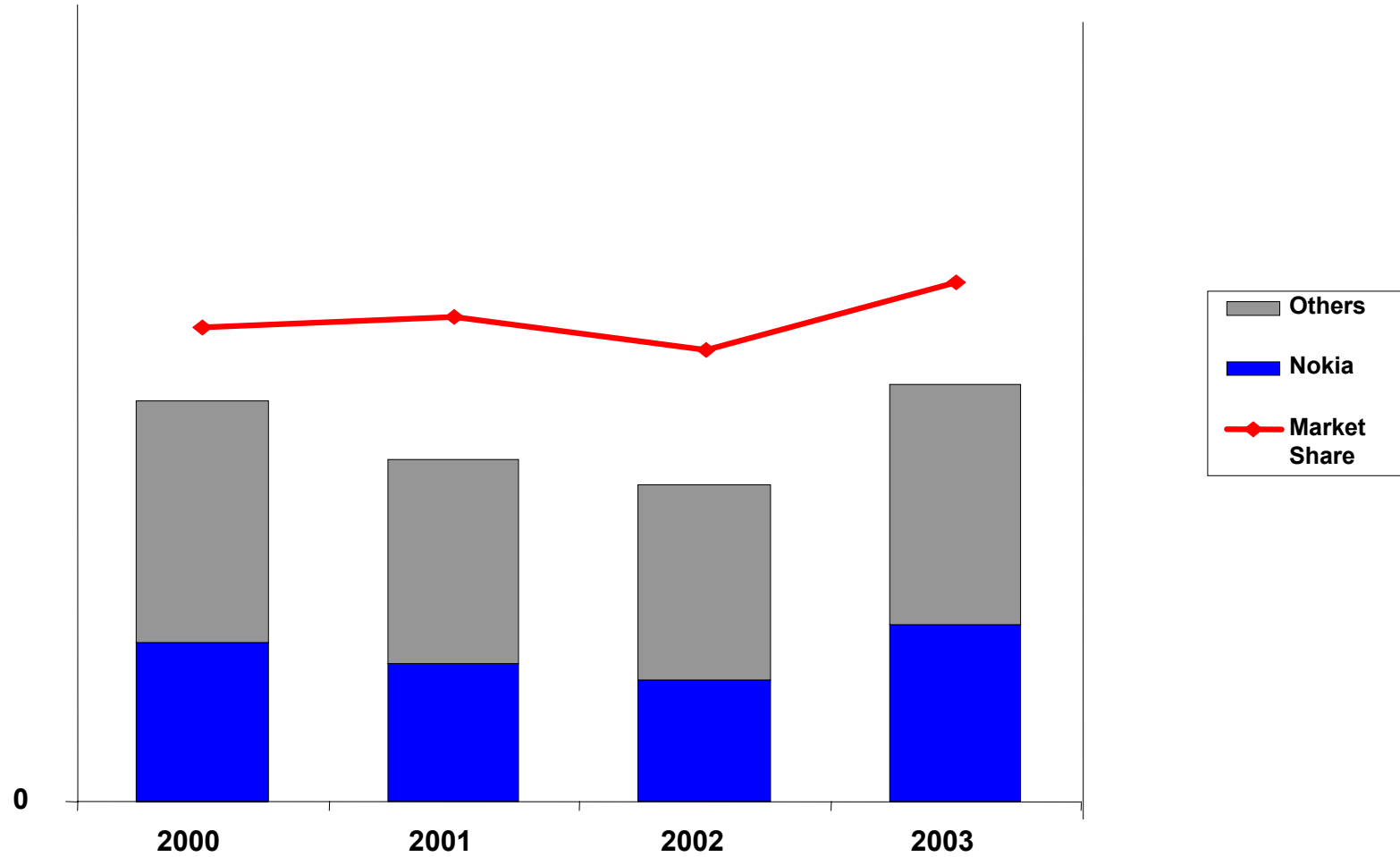
Brand Preference



Sustained market growth in all key markets



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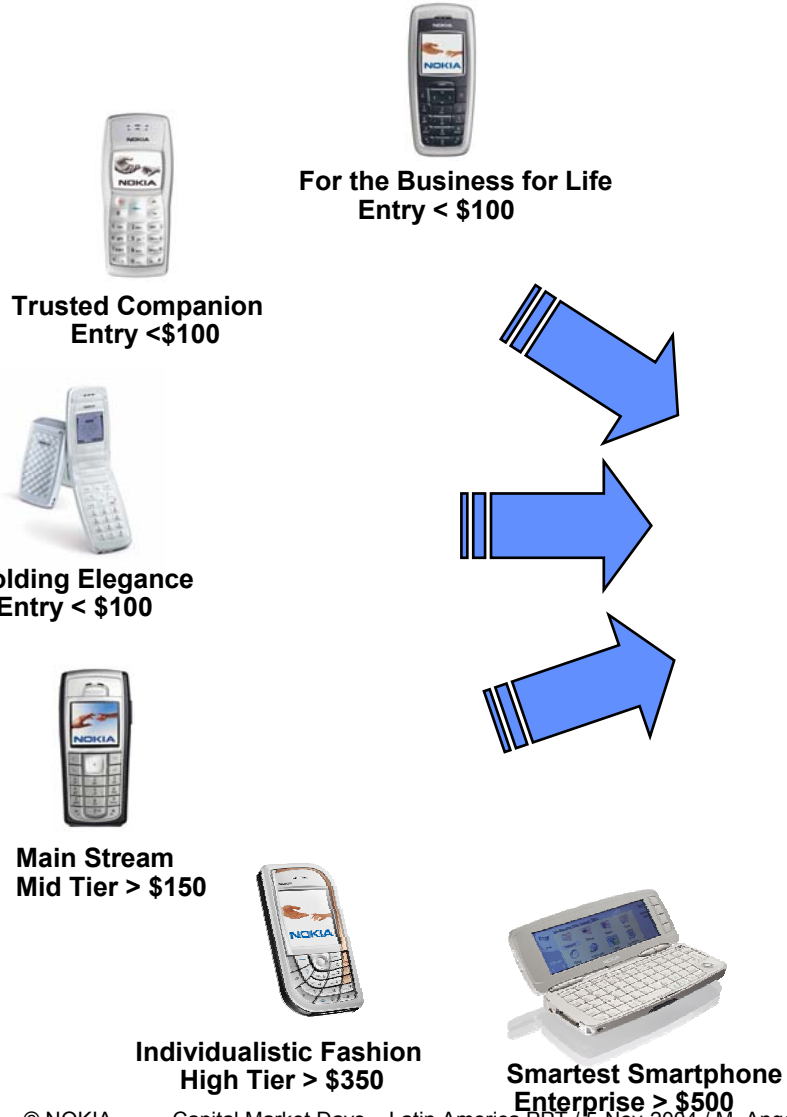


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Product Portfolio

Products for All Segments

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Thank You!