



Capital Market Days

Nokia in North America

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Discussion Focus



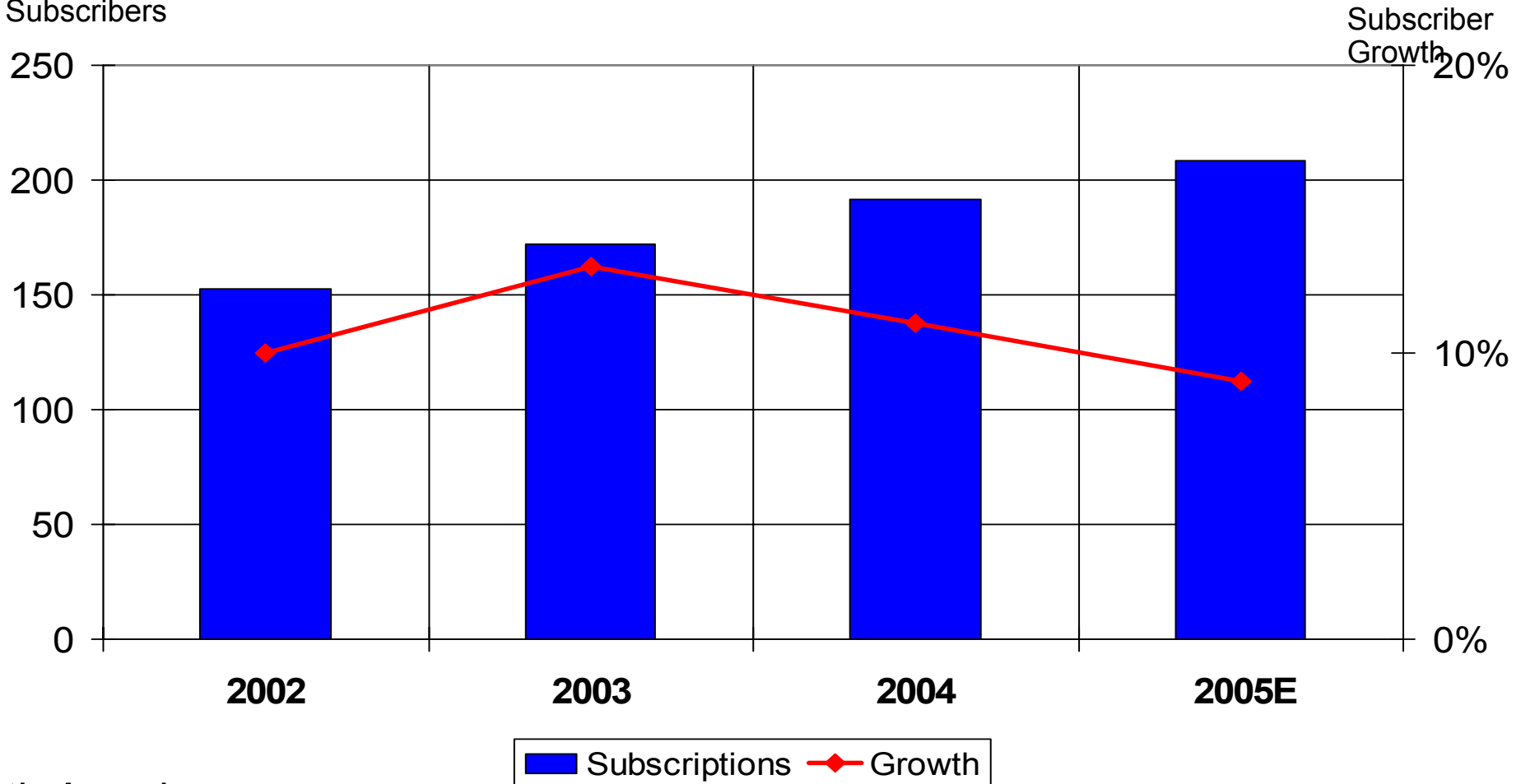
Capital Market Days

- Overall Market Development
- Business Group Update
- Nokia Brand Update
- Our North American Strategy
- Conclusions and Questions

Market Development Subscriber Growth Forecast

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M) Subscribers



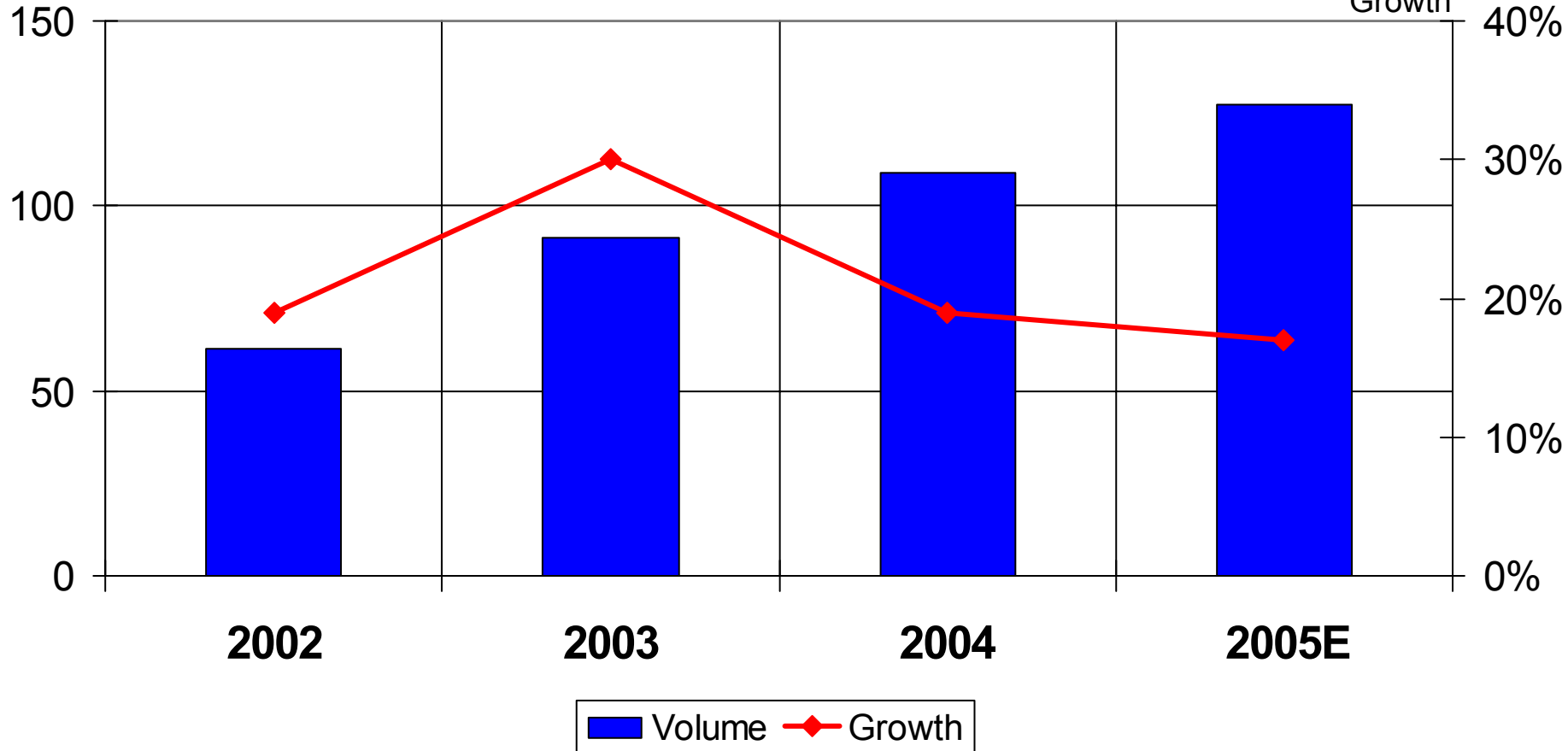
North America

Market Development Replacement Growth Forecast



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Subscribers



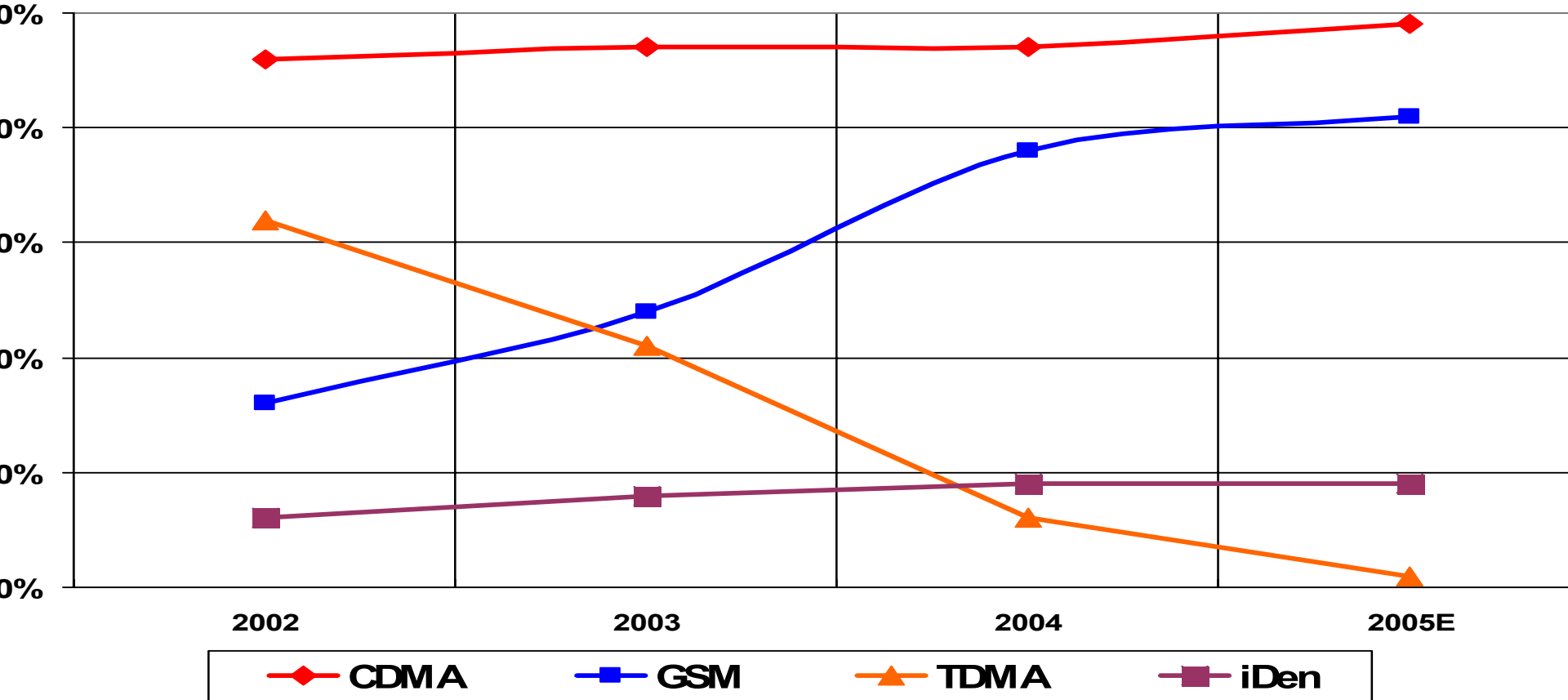
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Market Development Protocol Share Forecast



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% of Total Market



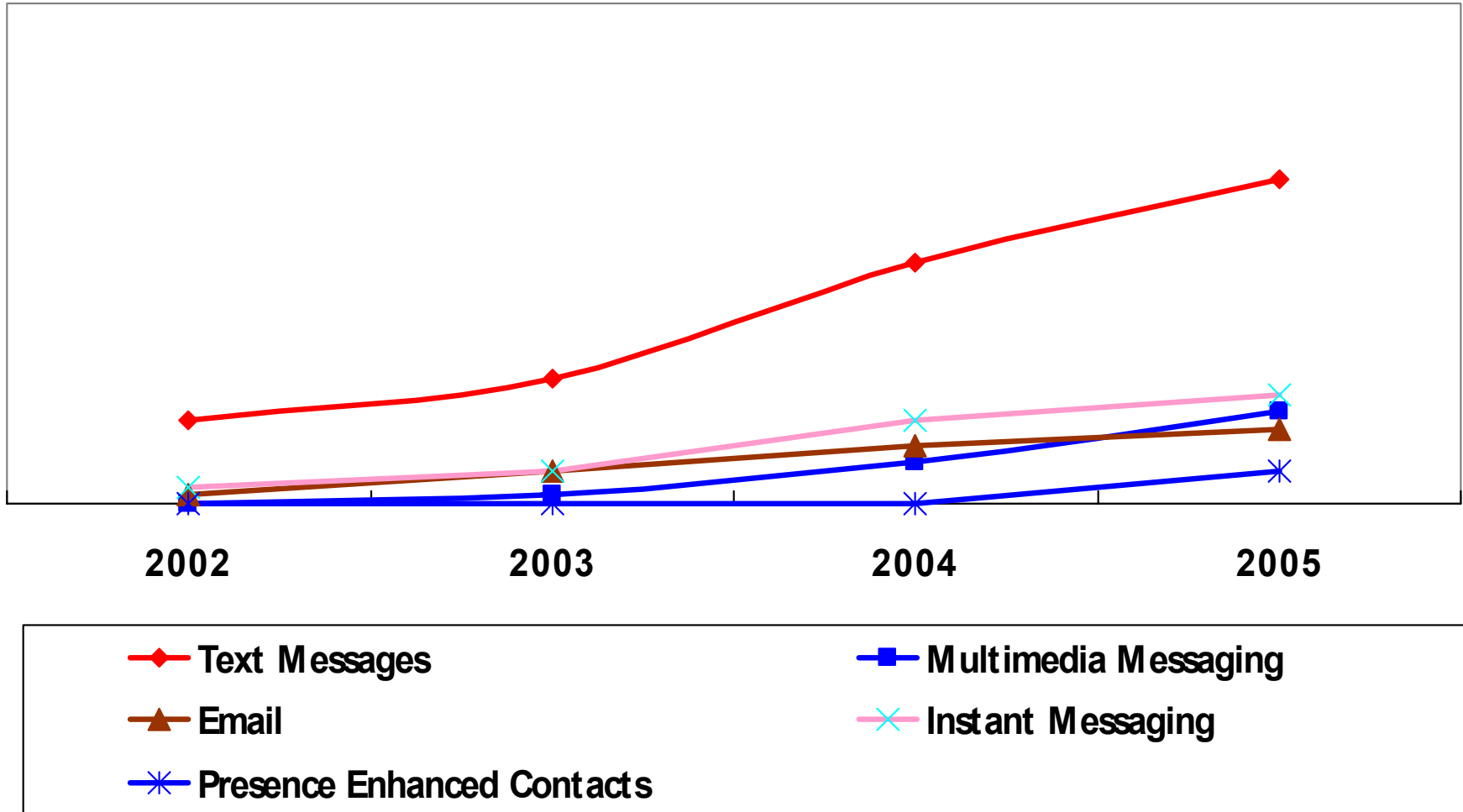
North America

Overall Market Development

USA Messaging Forecast (Share of total Subscribers)



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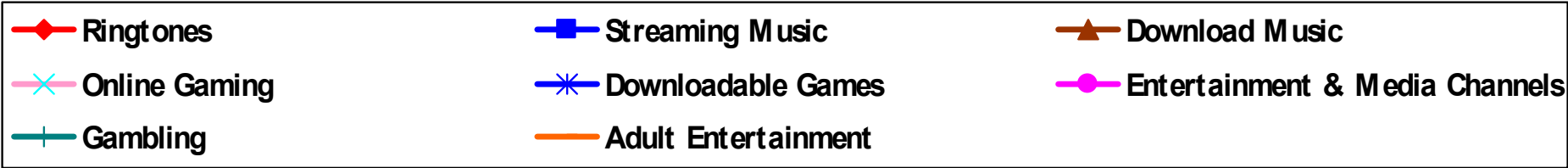
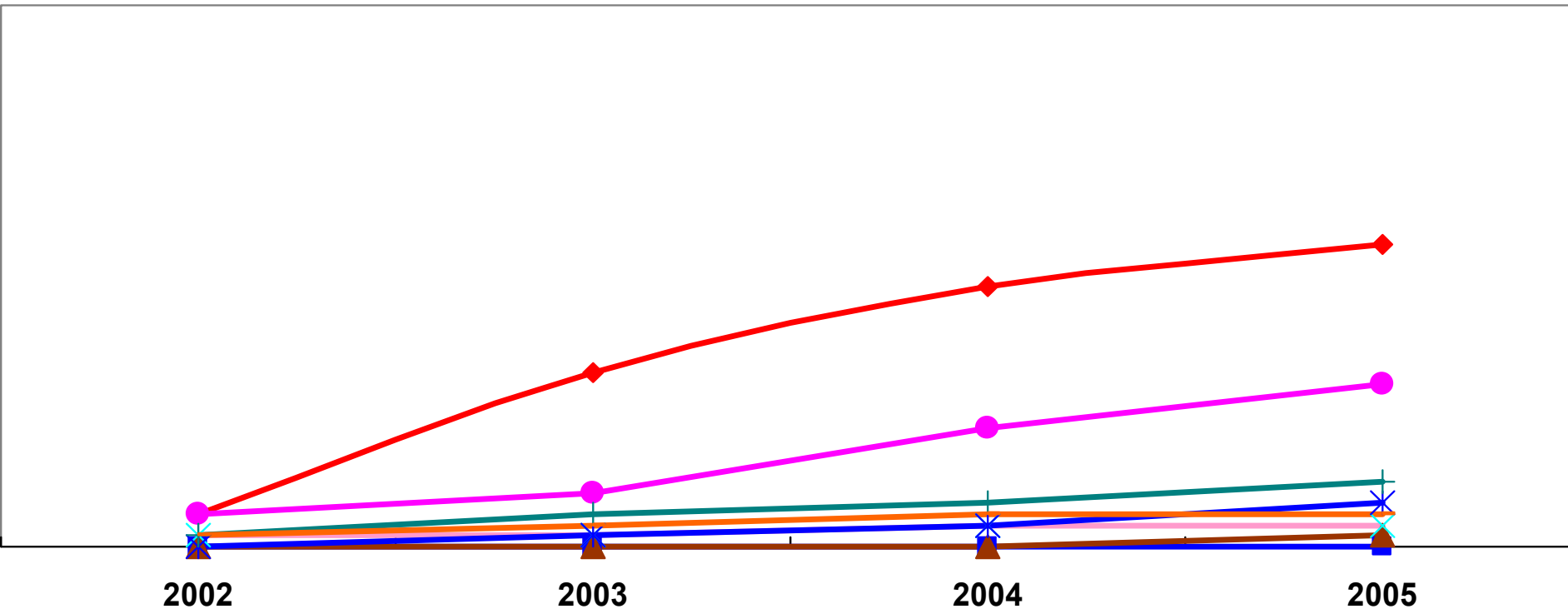


Overall Market Development

USA Entertainment/Media Forecast (Share of Total Subscribers)



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Mobile Phones Business Update



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- TDMA Market demand all but concluded with only small demand in rural markets and prepaid
- CDMA business continues to progress, although still largely in the “Low End” of the market
- GSM business also progressing, although challenges remain in the mid-tier and high-tier segments due to form-factor renewal
- Significant collaborative projects well underway at all major US Carriers with deliveries expected in mid to late 2005
- WCDMA and DO investments by carriers creates new opportunities for Nokia in all key market segments
- Prepaid and MVNO market opportunities drive significant growth in all price categories for Nokia, not just low-end
- Some portfolio improvements expected in 1H but more significant progress comes in 2H-2005

Multimedia Business Update



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- Progress being made in the development of all new key value domains represented by Multimedia with key toward changing end-user behavior
- Launch of FIRST 1M pixel camera phone with Cingular later this month
- Existing 66XX series is doing well in the market, creating a reasonably high marketshare for high end products and building on the S60 Value proposition
- N-Gage QD deck and game sales developing below expectations, although distribution support remains strong heading into the critical holiday season
- New Game Title launches and increased retailer incentives expected to drive increased demand in final months of the year
- Rich media market progressing as planned...MLB and NBA lead the way in sports, with Music becoming a bigger driver in 2005
- Mobile TV in early development and set to be one of the major disruptions in 2005 with many major carriers

Enterprise Solutions Business Update



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- Strong US enterprise customer presence through firewall appliance business
 - ~ 1000 resellers
 - +80% Fortune 1000 companies are customers
- Early indications of positive market acceptance of Nokia 9300 enterprise smartphone
- The Enterprise Solutions strategy is playing out well in the enterprise space – Just execution at this point
- Recent developments around email and Symbian will be strongly supported by the enterprise and carrier space

Brand Development



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- Focus on key Professional segment through sports – MLB and NBA
- Focus on key Youth segment through Nokia Unwired initiative
- Focus on Brand experience through Nokia Experience Centers



Professionals - NBA Marketing Alliance



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- **Unique NBA Content**
- **Exclusive Rights to NBA Events for Consumer and Customer Purposes**
- **NBA Media (TNT, ABC/ESPN) for Product Launch and Promotion of Nokia Sports and Related Products**
- **Team Sponsorships in Conjunction with other Core Brand Elements**
- **Added Value Media Elements – Sponsorships, On-Court Signage, NBA Content Integration**
- **Integrated Promotion/Pass Through Rights With Carriers and Retailers**
- **Player Appearances, Tickets/Hospitality**

Youth – Nokia UnWired



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NOKIA
Theatre



Venues

Physical Embodiment

NOKIA *Hard Rock*
presents *Live*



Broadcast

Mass Market Commercialization

NOKIA
UNWIRED Tour



Tours

National Exploitation

NOKIA
UNWIRED



Content

Differentiation

The Nokia Experience Center

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Our Market Strategy



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- Product Leadership Established

- Value Domains Fully Deployed

- Established leadership in Convergence Space

- Leadership position in all key customers

- Expanded Retail Distribution

- Collaborative Products Launched into Market

- Value Share Growth

- Retail Distribution Development

- Collaborative Roadmap Planning

- Tactical Portfolio Management

...2004

Align

Influence

Lead..2005/6

NOKIA



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Thank You!