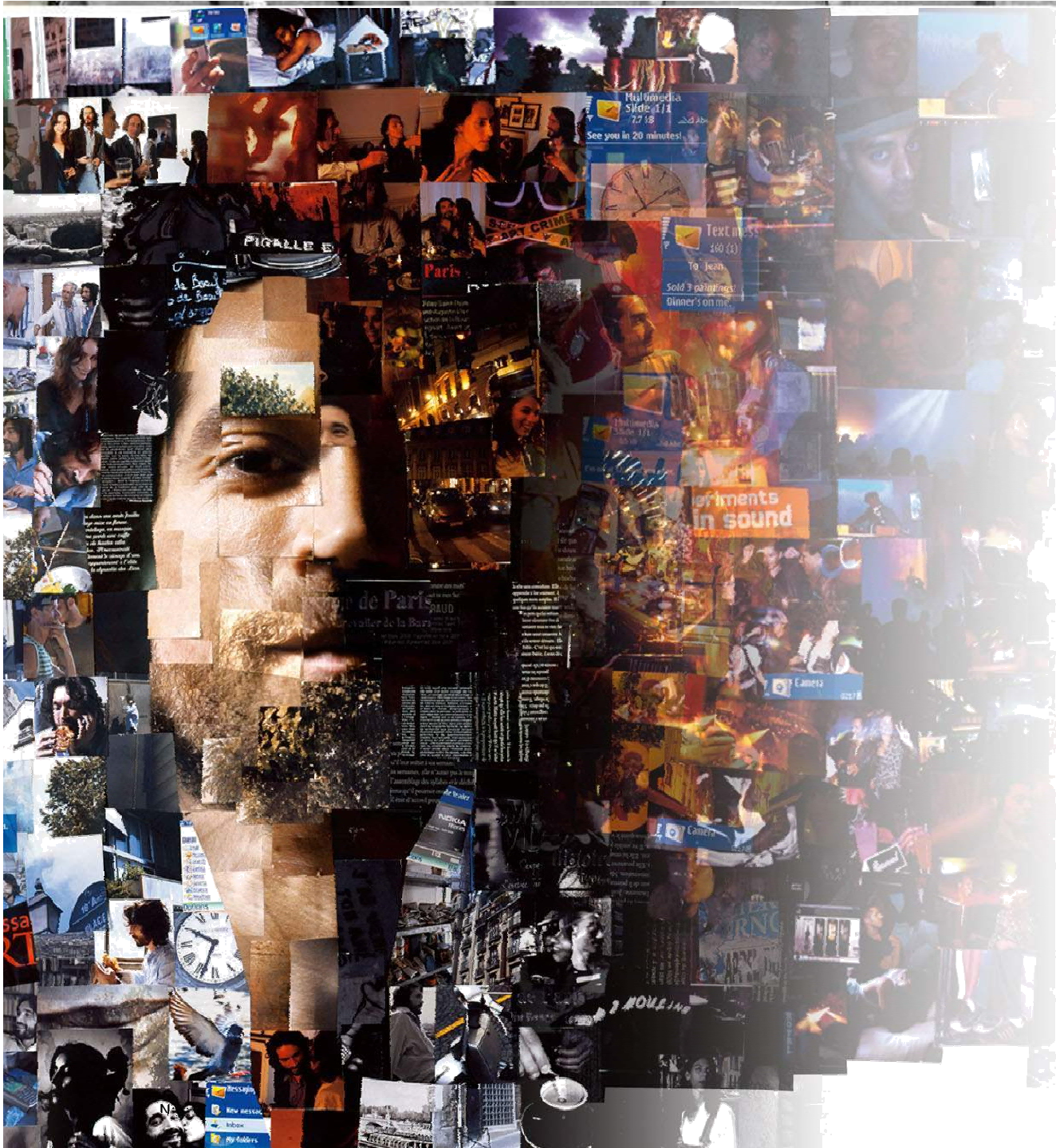




Anssi Vanjoki

See new. Hear new. Feel new.



Status update

Multimedia Business Group status update

Sales and profits:

- Jan-Sep 2005 revenues: **4 billion** euros
- Jan-Sep 2005 operating margin: **13.3 %**



Multimedia Business Group status update

- Growth:

- Revenue growth (Jan-Sep): **65%**
- Share of Nokia revenues (Q3): **17%**
- Share of Nokia growth (Q3): **40%**

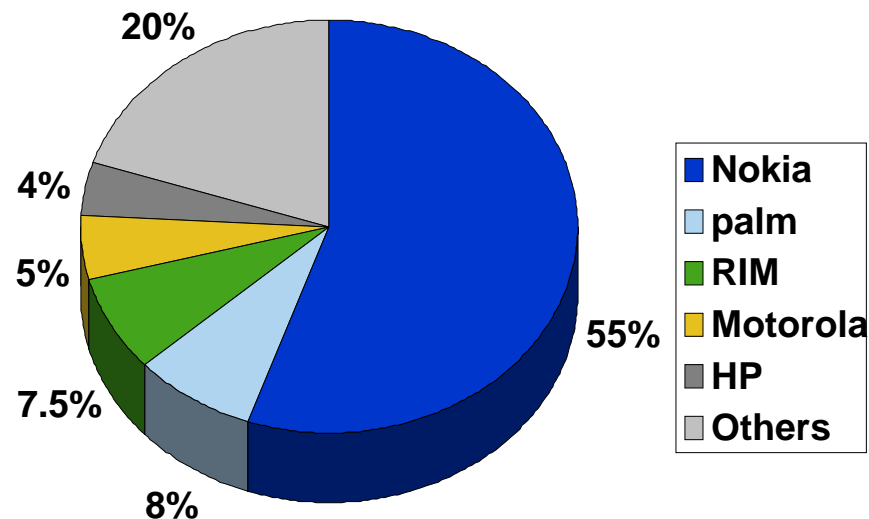


Multimedia Business Group status update

- **Market share:**

- Nokia has **55% share** of the converged device market share (source Canalys 11/2005)
- Nokia has over **35% share** of the European 3G device market (source Nokia)

Global converged mobile device market shares in Q3 2005



Source: Canalys Research Oct 2005

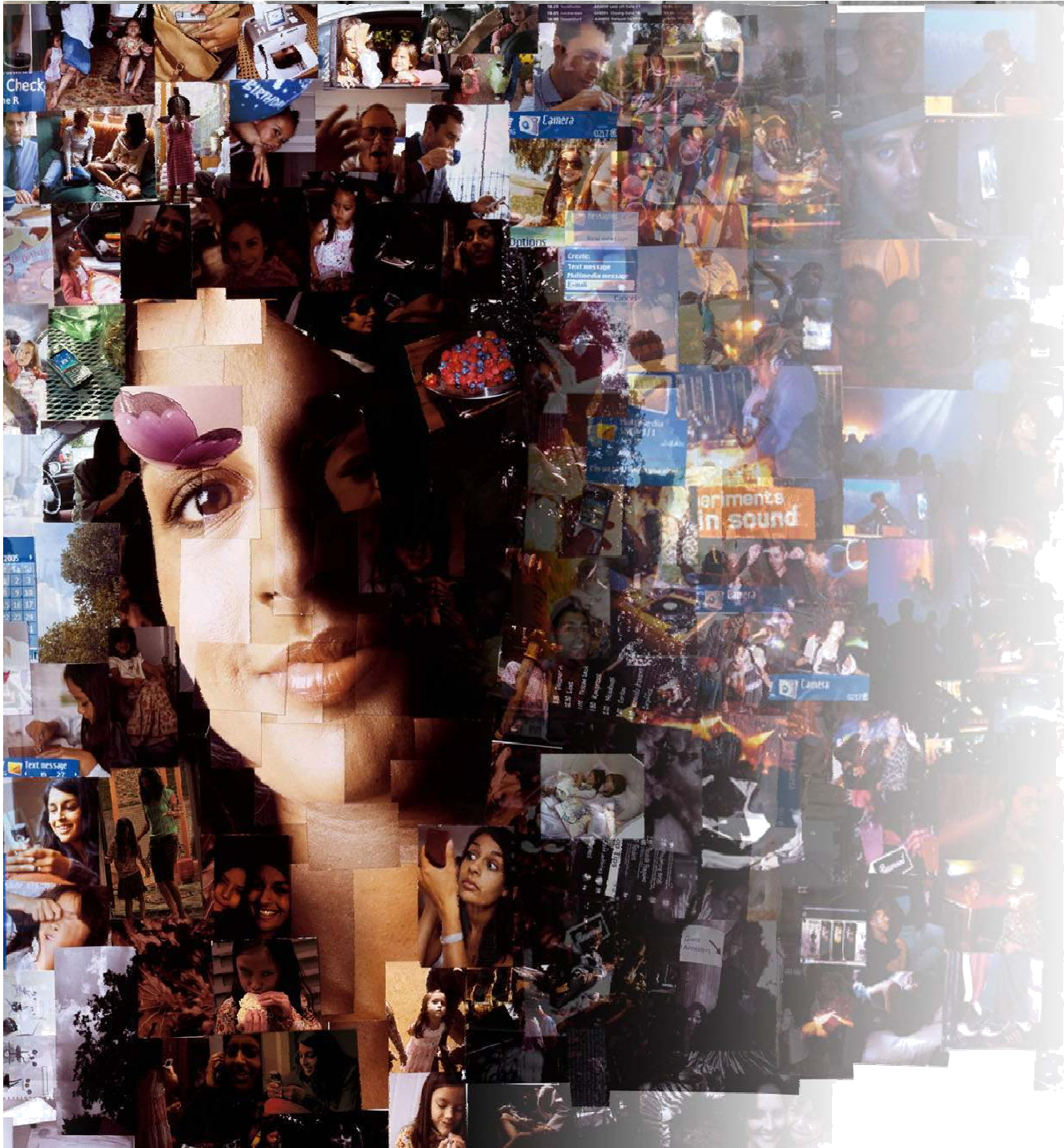
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Multimedia Business Group status update

- The Nokia Nseries multimedia brand:
 - First products in market: **Nokia N70** and **Nokia N90**
 - More than **one million** sold to date
 - **Excellent** market feedback



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Strategy

Multimedia strategy - My Connected Life!

Enabling people to create, share, access, consume and maintain



feelings

facts

emotions

experiences

...whenever and wherever desired!



Multimedia Strategy – Financial perspective

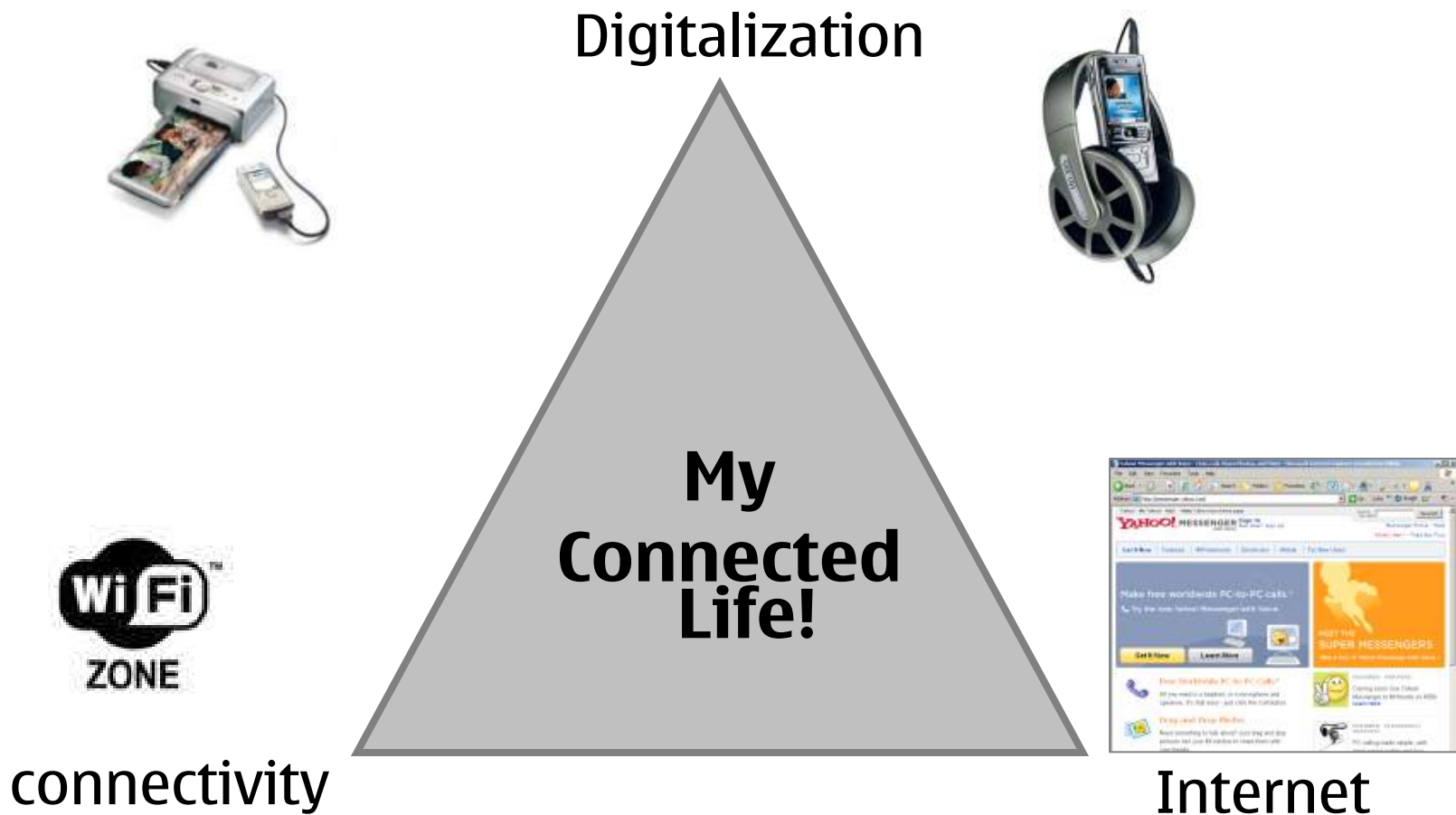
Building a new product category:
Mobile Multimedia Computers



To **capture value** from traditional industries...

...And to drive Nokia **growth** through higher than Nokia average **ASP**

Enablers of the Multimedia strategy



Nokia Nseries Multimedia Brand

New Fusions of Media and Mobility



Connecting people to their passions...

..and to people who share them

Nokia Nseries Multimedia brand

- New product category: **Mobile multimedia computer**
- **Telephony** as an application
- Higher than Nokia average **ASP**
- Strengthen the Nokia brand '**techno premium**'



NOKIA
Nseries

Customer comment on Nokia Nseries



Charles Dunstone, CEO, Carphone Warehouse

Nokia Nseries experience areas

<i>See new</i>		Mobile Photography	     
<i>Hear new</i>		Mobile Music	   
<i>Watch new</i>		Mobile Media & TV	  
<i>Do new</i>		Mobile Computing	  
<i>Play new</i>		Mobile Games	  

See new – mobile photography



- Capture
- Edit
- Print
- Share
- Store



XpressPrint
XpressShare
XpressTransfer

NOKIA Lifeblog



See new – mobile photography

See new



**High quality
video recording
is next!**



See new – mobile photography

See new



**Example video
recorder with
Nokia N90
(VHS resolution)**



Multimedia financial drivers

Multimedia P&L Q3 2005

- Sales 100%
- **Gross margin 40%**
- R&D 13%
- Marketing 10%
- **Operating margin 16%***

Nokia P&L Q3 2005

- Sales 100%
- **Gross margin 34%**
- R&D 10.5%
- Marketing 8%
- **Operating margin 14%**

*Excludes the one-off gain from sale of TETRA activities

Higher gross margin - enabled by R&D



Internet



On device



PC connectivity

Audio quality

Synchronization

Display

Graphics

UI

Processors

VOIP

IM

Audio & Video codecs

Lens



Higher gross margin - enabled by marketing

Building a new category... increasing consumer awareness

NOKIA N70
Introducing the diary that fills itself.
The new Nokia N70 comes with Livelog. The software that puts and multimedia messages in chronological order on your PC, So save and share.

Nokia Nseries
See new. Hear new. Feel new.

NOKIA
Connecting People

Your music right where you want it.

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Multimedia financial drivers

R&D and marketing investments...

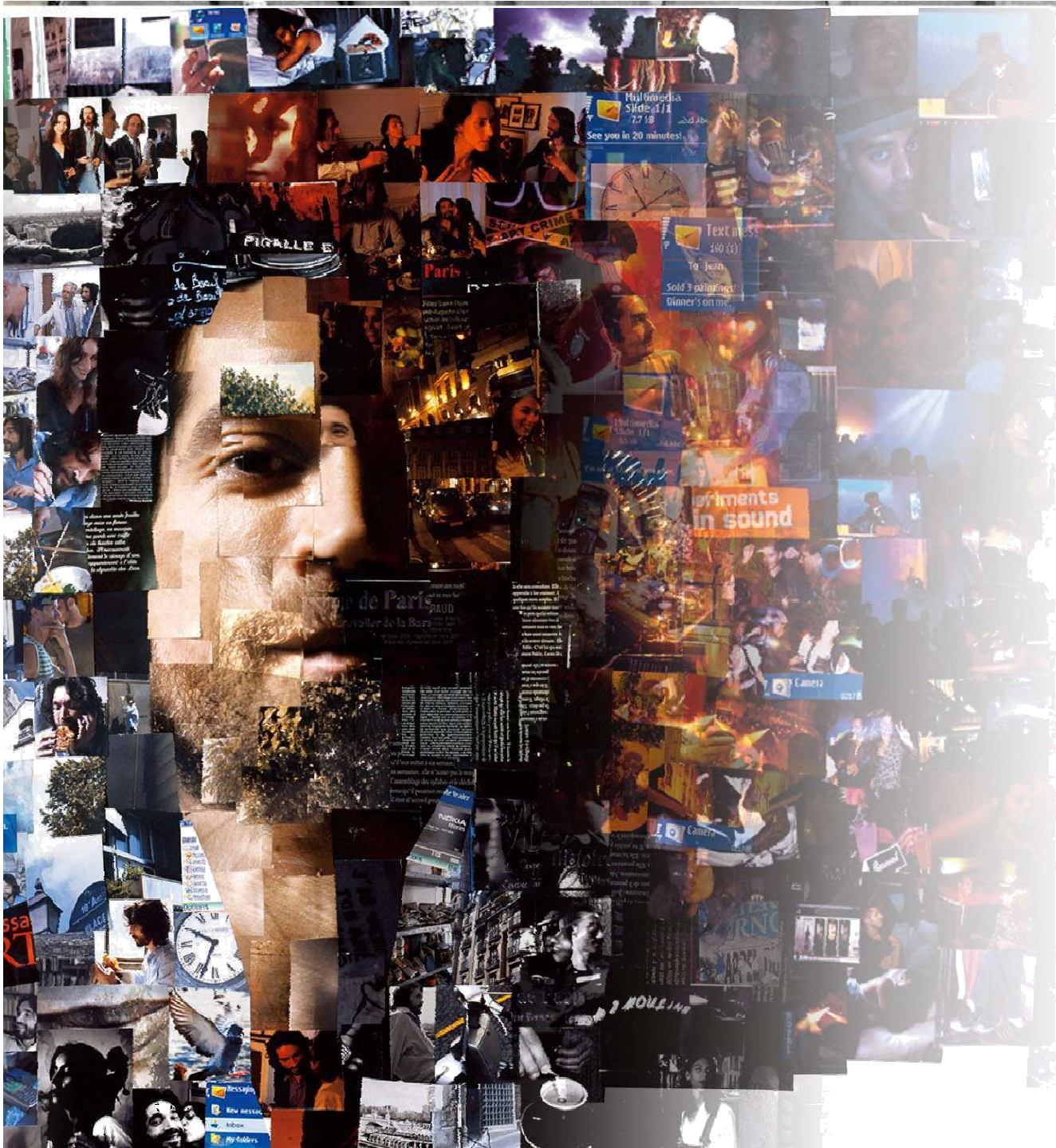
...drive the creation of a new market

**Market creation &
Market share**

ASP & Growth

Gross margin





Summary

Bringing Multimedia experiences to customers with partners




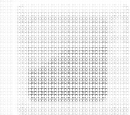
NOKIA
Nseries




Bringing Multimedia experiences to customers with partners

See new 

Hear new 

Watch new 

Do new 

Les offres duo
valides du 14 novembre 2005 au 14 janvier 2006

Pour l'achat d'une imprimante HP Photosmart 385*
 + 
100€ remboursés

Pour l'achat d'une imprimante HP Photosmart 385*
 + 
30€ remboursés

...Et imprimez-le directement, sans fil et sans délai

L'imprimante HP Photosmart 385, équipée de la technologie Bluetooth, vous donne accès à une qualité d'impression supérieure, sans passer par la case ordinateur!

Visualisez vos photos sur l'écran orientable, retouchez-les et imprimez-les en format 10x15 cm en moins de seconde secondes...

*Prix public conseillé de 119,99€ (TTC) pour l'imprimante HP Photosmart 385 et de 19,99€ (TTC) pour le Nokia 105. Les prix sont indiqués hors taxes. Les prix sont indiqués hors taxes. Les prix sont indiqués hors taxes. Les prix sont indiqués hors taxes.

Pour en savoir plus, connectez-vous sur le site www.hp.com/fr ou 0 892 69 60 22 (0,14€ TTC/mn)

NOKIA Nseries **hp**

„Fotofonieren, Navigieren.“
NOKIA Super-Store jetzt bei Sauter!

Weltneuheit!
 Erster Foto-Handy mit
 • UNITS
 • 2,0 Megapixel Digitalkamera
 • Original Zeiss-Objektiv
Carl Zeiss Optics

299,-
inkl. MwSt. zzgl. Versand

Nokia N90

Handy mit Foto-Drucker!
 • 2,0 Megapixel Digitalkamera
 • 1,3 Megapixel Kamera
 • 1,3 Megapixel Kamera
 • 1,3 Megapixel Kamera

149,- **199,-**
Super-Set!

Wichtiges Zubehör für Nokia-Handys

sauter

JESSOPS.com
 NO. 1 IN PHOTOGRAPHY



RITZCAMERA.com

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 Connecting People

Bringing Multimedia experiences to customers with partners

See new 

Hear new 

Watch new 

Do new 

tellyphon

Tune into Orange TV on the 3G Nokia N70



With the new 3G Nokia N70 you can try Orange TV free for 7 days. Enjoy a range of great channels, including news from ITN, extreme sports and cartoons.

The N70 has a fantastic 2 megapixel camera with flash and as it's a 3G phone, it's also great for video calling and downloading music on the move.

Available now at your local Orange stockist or visit www.orange.co.uk

















Good stuff.


Of course, we've got the very best content available on 3.








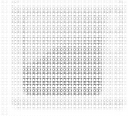


Bringing Multimedia experiences to customers with partners

Web browsing

See new 

Hear new 

Watch new 

Do new 

Die ganze Welt in Ihrem Handy.

Jetzt sogar mit Lufthansa FlugSM und 6-monatigem kostenlosen FOCUS-Abo¹.

Profizieren Sie von ausgezeichneten Verbindungen: mit dem neuen UMTS Handy Nokia N70 für nur 199,99 €!



Die Multimedia-Handys von Nokia: Mit HighSpeed in die bunte Vodafone Ivel-Welt



UMTS

vodafone

NOKIA

Die neueste Waffe der Frauen: das mobile Internet. Einfach einen Klick voraus, **web n walk** exklusiv von T-Mobile.

Mit T-Mobile Mobile Internet können Sie sich überall und jederzeit online verbinden. Einfach einen Klick voraus, **web n walk** exklusiv von T-Mobile. Mehr Infos unter www.t-mobile.de/online oder 112 222.

T-Mobile

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ASPHALTE 2

Plus les courses sont pertinentes !

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Orange World - Jeux mobiles - Jeux à télécharger



Add-on software

30 €

Retour sur l'achat d'un Téléphone

vodafone

Nokia 3230 € 29,90 €* (à 11€88 + More Tarif 500)

Nokia 3230 + T-Mobile Mobile 5 € 179,90 €* (à 11€88 + More Tarif 500)

Nokia 6680 € 99,90 €* (à 11€88 + More Tarif 500)

Nokia 6680 + T-Mobile Mobile 5 € 249,90 €* (à 11€88 + More Tarif 500)

NOKIA 6680

NOKIA

Navigation

Multimedia Business Group

- New product category
- Value capture from traditional industries
- High value added
- Collaboration with partners



NOKIA
Nseries





Where computer meets pocket.

Nokia Nseries
See new. Hear new. Feel new.



NOKIA
Connecting People