



Nokia Strategy

Jarkko Sairanen, Vice President, Corporate Strategy
October 3, 2006



We believe
connecting is
about helping
people **feel**
close to what
matters.

A photograph of a cityscape with two people on a rooftop ledge. The person on the left is wearing a blue jacket and dark pants, and the person on the right is wearing a dark jacket and blue shirt. They are both looking down at something in their hands. The background shows a dense urban area with various buildings, including several tall skyscrapers on the right side. The sky is overcast.

A world where everyone can be connected

Nokia vision

A person is riding a bicycle on a street covered in colorful graffiti. The person is wearing dark clothing and is captured in motion. The background is a blurred urban setting with various graffiti tags and colors like red, yellow, and green.

Nokia mission

We take a **very**
human approach to
technology

Nokia today



**800 million people
globally use a Nokia
device daily.**

Supplier to 62 WCDMA networks.
Nokia for Business mobilizes enterprises globally.
10 phones manufactured each second.

- 6th most valuable brand
- A leading innovation company

Sources: Nokia estimates, Businessweek Apr'06, Interbrand Jul'06

Market change trends



User experience

Simplicity, rich experience and products consumers can fall in love with. Sharing of experiences. Internet communities.



Business models

Mega- and regional operators consolidating. Industry convergence. Internet-based business models.



Technologies

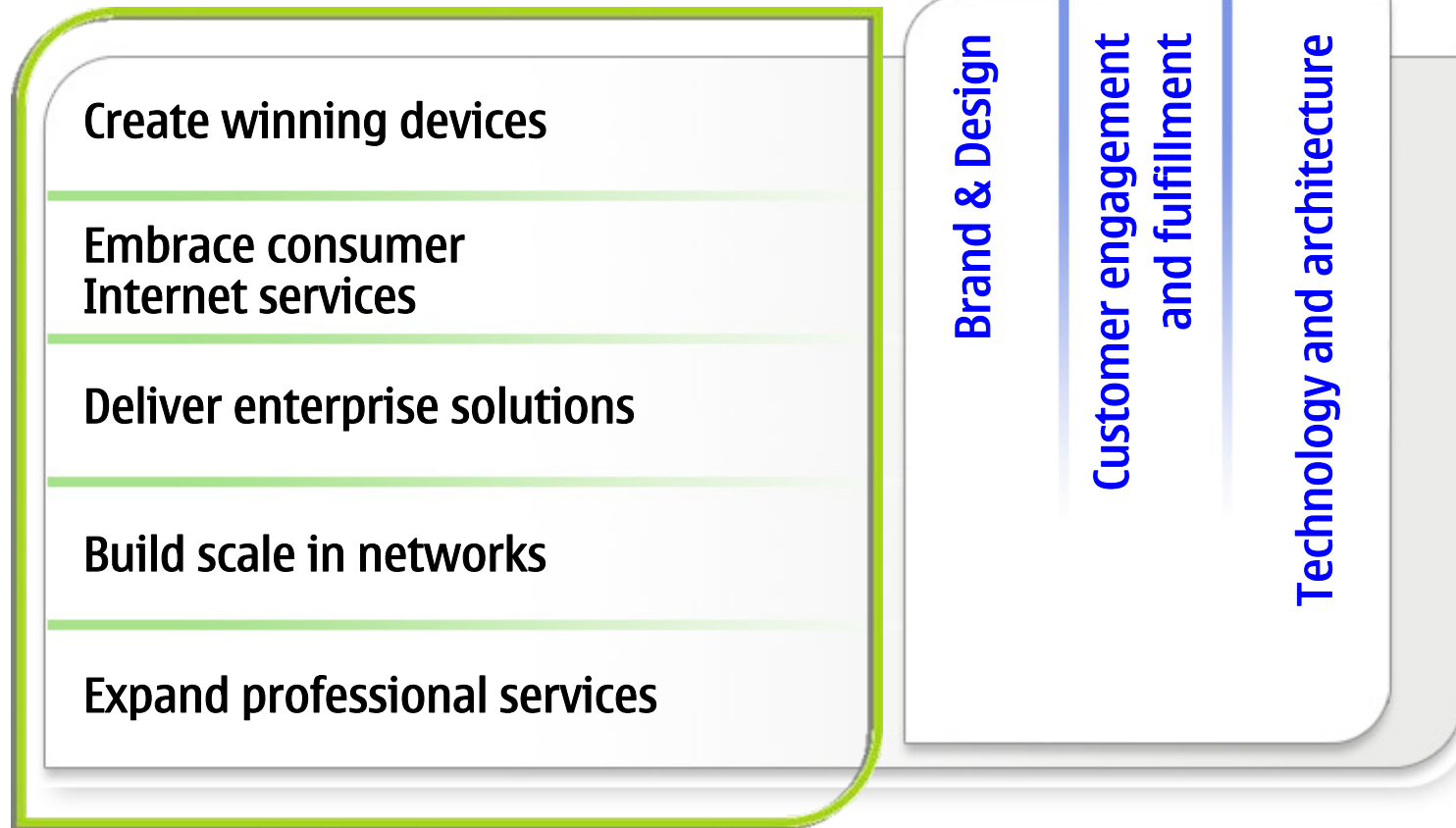
Internet convergence and wireless broadband (cellular and non-cellular). Fast development in component technologies. Software platforms.



Geographical and consumer diversity

Geographical differences in consumer behavior and business landscape. China and India increasingly drive demand and design preferences. Internet diversity.

Nokia's five business strategies



Nokia business portfolio

Nokia strategic assets



Evolution of the computer

Mainframe



1960s

Mini



1970s

Personal



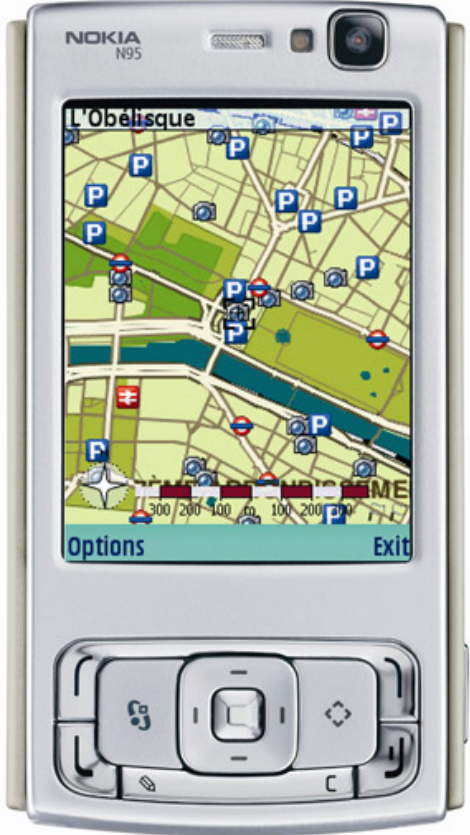
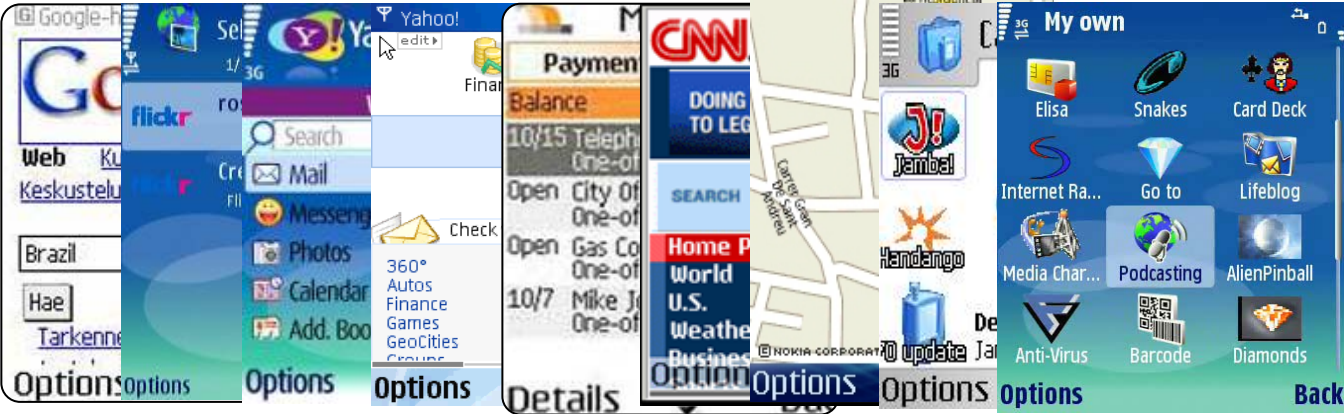
1980s

Laptop



1990s

Embrace consumer Internet services



Nokia experience focus areas

See new



Photography and video

Hear new



Music

Watch new



TV and media to-go

Do new



Internet, computing & navigation

Play new



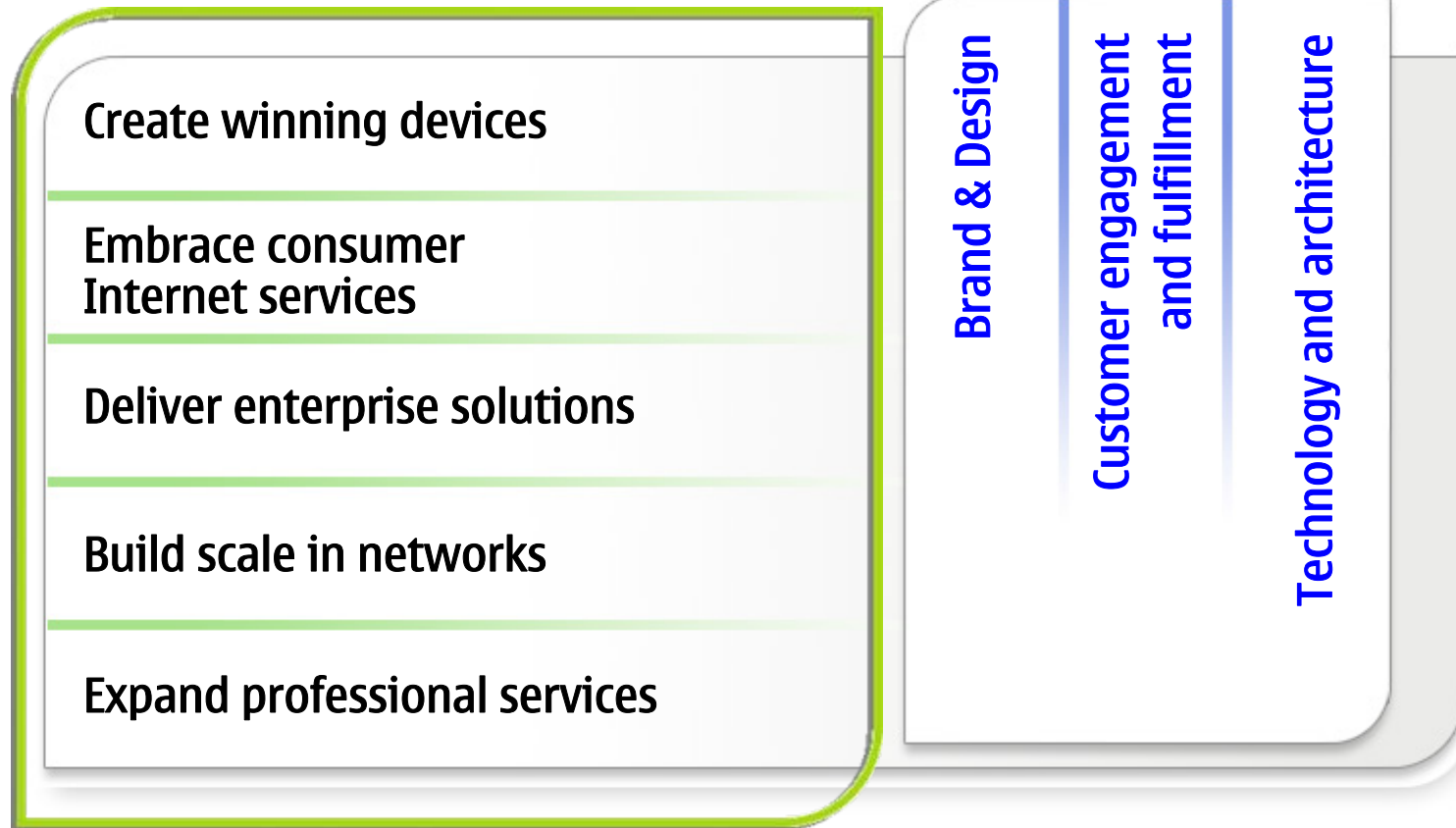
Games



Deliver enterprise solutions

	Customer A	Customer B	Customer C	Customer D
Mobileware	Intellisync Email	BlackBerry email Salesforce .com	Intellisync Email	IBM WebSphere
Security	Nokia IP560 Appliance	Juniper Security	Cisco security	Nokia IP560 Appliance
Devices	Nokia Eseries device	BlackBerry device Nokia Eseries device	Palm devices Nokia Eseries device Laptops	Laptop

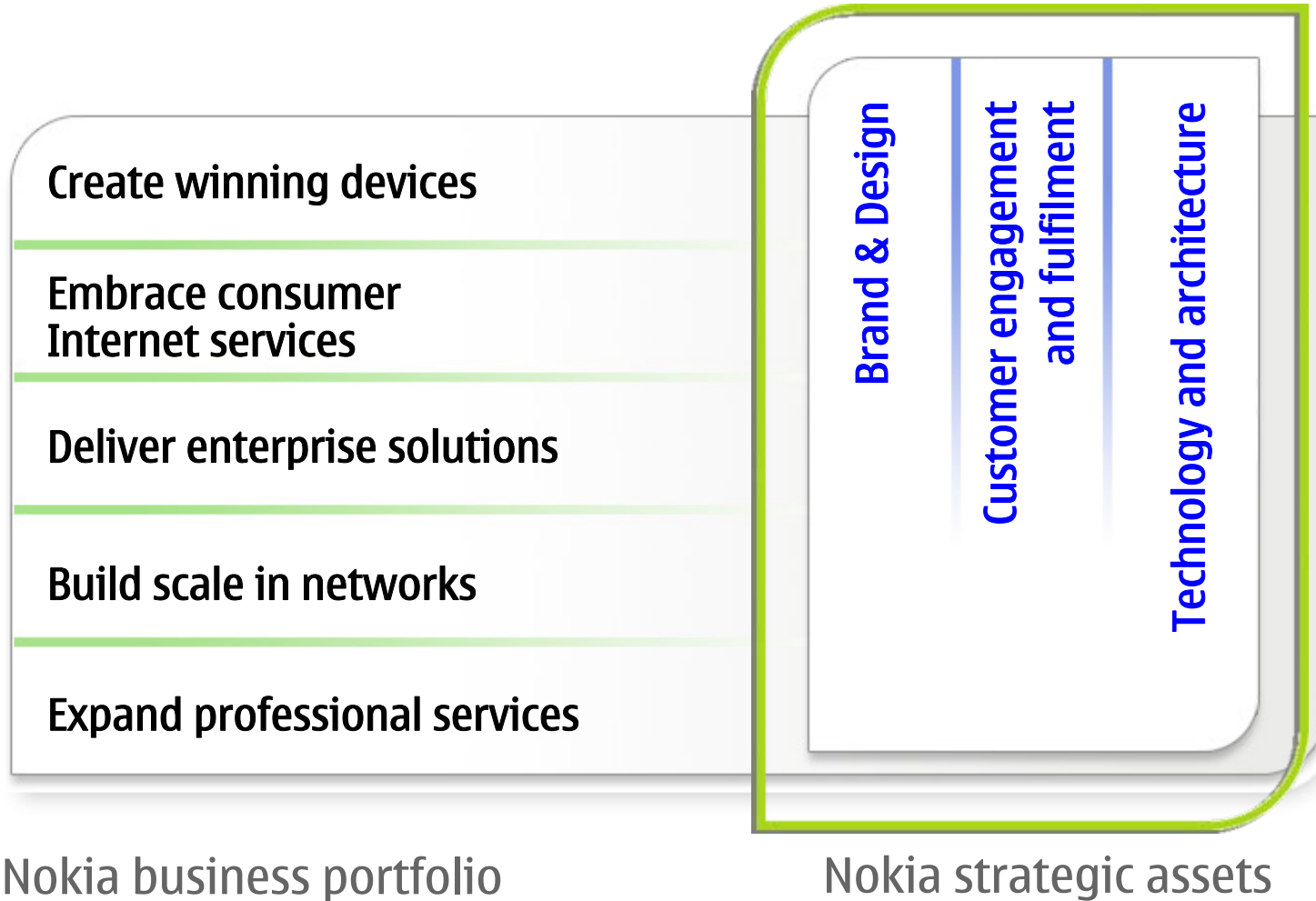
Nokia's five business strategies



Nokia business portfolio

Nokia strategic assets

Invest into strategic assets



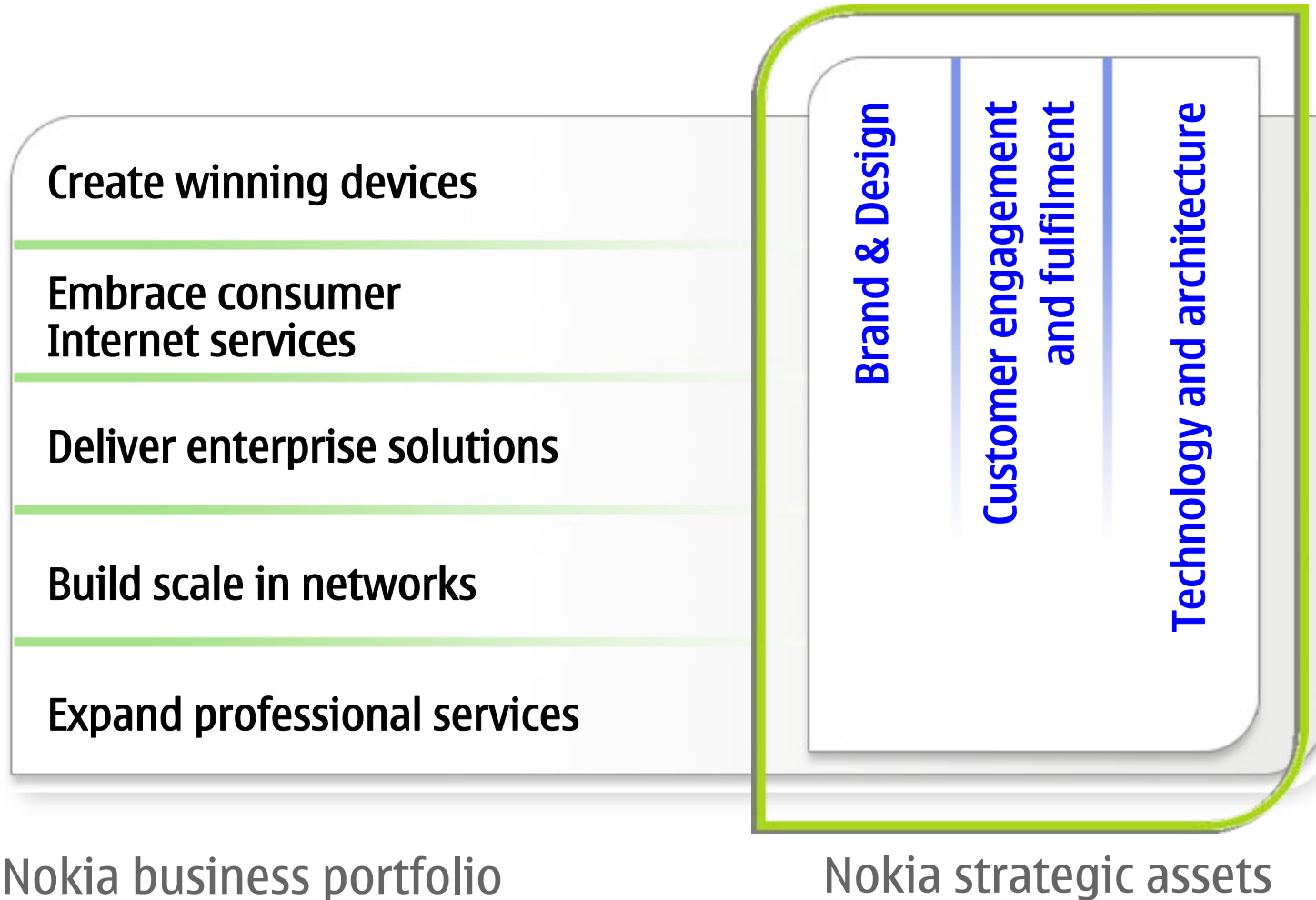
Connect emotionally with customers

- Long-term loyalty
- Simply beautiful products with intuitive user interfaces

Brand & Design



Invest into strategic assets



Customers remain our top priority

Customer
Growth
Productivity
Brand



Nokia priorities



In a world where everyone can be connected,
we take a **very human** approach
to **technology**.

NOKIA
Connecting People