



NOKIA

Nokia Technologies

Creating value for Nokia

Brad Rodrigues
Interim President, Nokia Technologies

Maria Varsellona
Chief Legal Officer, Nokia



Digital
Media



Digital
Health



Brand
Licensing



Patent
Business

Nokia Technologies at a glance

Leading
Patent portfolio

1 700

New patent applications in
2015

>30K

Patent
families

Leading
Professional VR
camera



>100

Licensees in total

95%

Nokia global
brand
awareness

Leading
Consumer Digital
Health portfolio



human





Innovation

Brand



Data & Connectivity



NOKIA

Data & Connectivity



Engine for Growth and Innovation



Digital Media

Pioneering Virtual Reality to
transport people to places, events
and experiences like never before.



Digital Media | VR Market

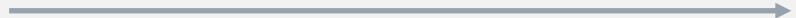
€45bn

Global VR market by 2020

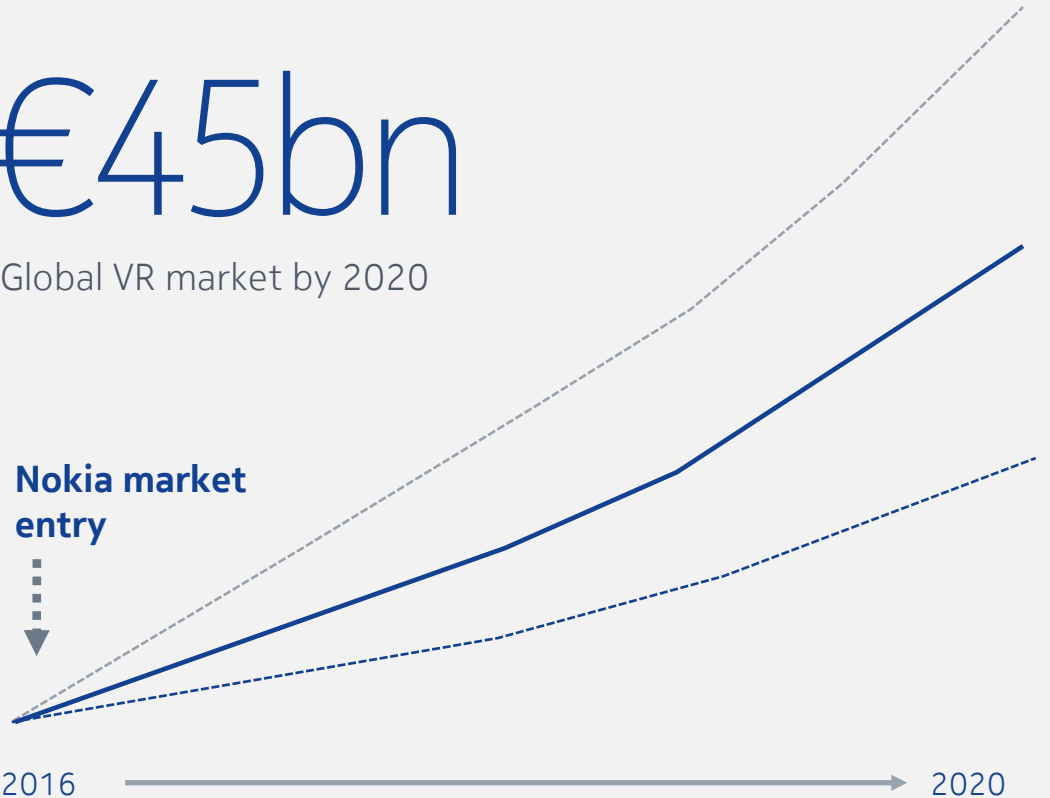
**Nokia market
entry**



2016



2020





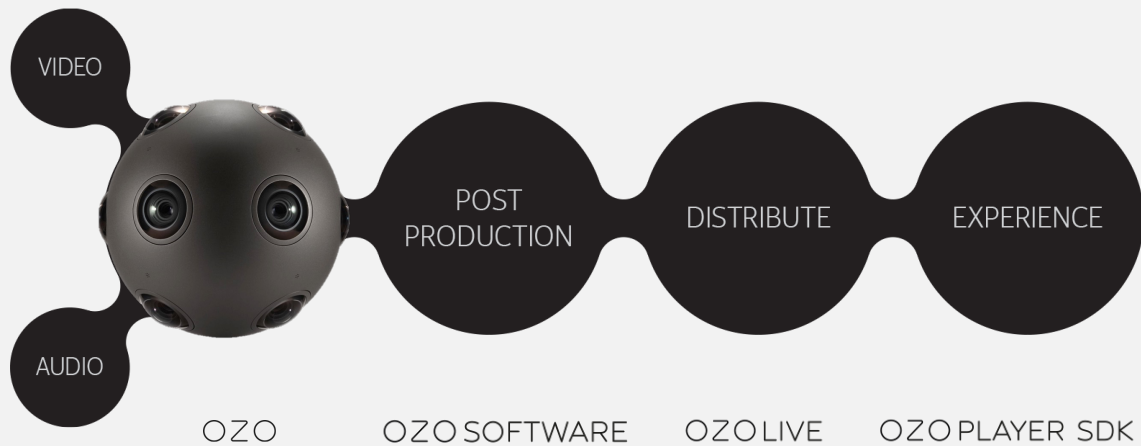
Digital Media | OZO



- First integrated professional VR camera
- Immersive audio and video capture
- Real-time 3D stitching
- Live broadcast
- Early market feedback to inform product strategy

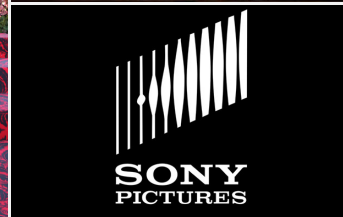
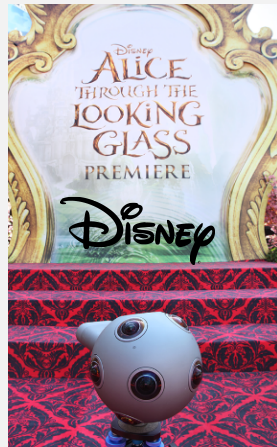


Digital Media | OZO Value Chain



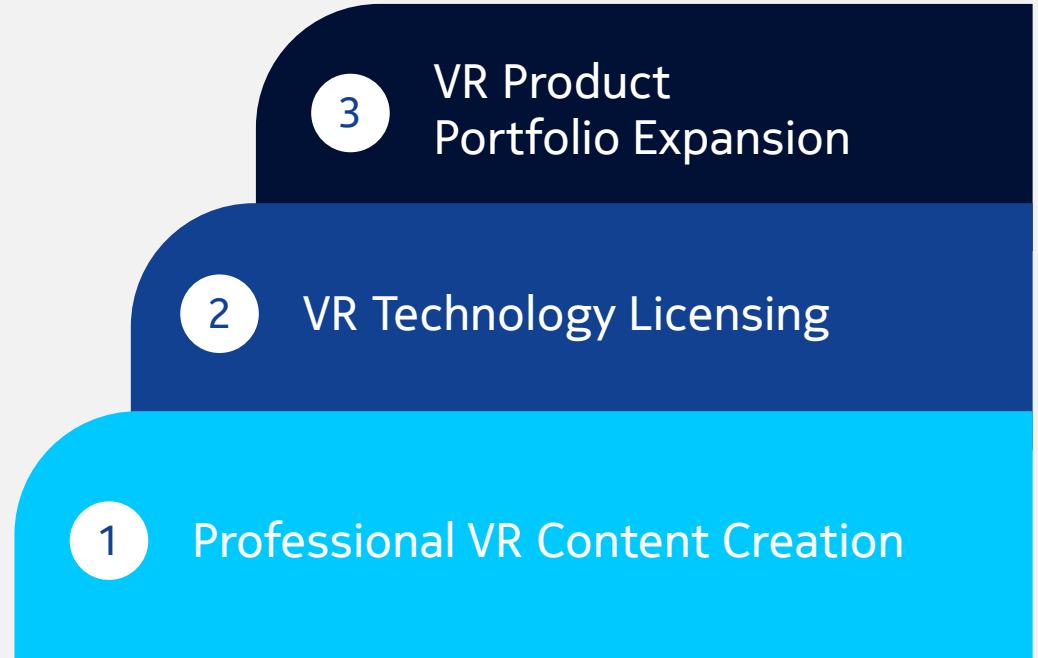


Digital Media | OZO Adoption

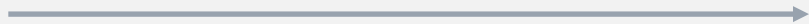




Digital Media | Growth Plan



2016



2021

A middle-aged man with grey hair and a white polo shirt is sitting on a couch. He is looking down at a white, cylindrical digital health device that is wrapped around his left forearm. The device has a perforated band. He is holding the device with his right hand, which has a ring on the ring finger. The background is a blurred interior space with a window and a colorful patterned pillow.

Digital Health

Inspiring individuals to take control of their own health.



Digital Health | Market

€220bn

Global Digital Health Market by 2020

63 % Connected health devices, e.g. scales,
blood pressure monitors ('16-19 CAGR)

67 % Remote Patient Monitoring ('15-20 CAGR)



Digital Health | Product Portfolio





Digital Health | Solutions

Solutions

Content and Services

Analytics and Insights

Applications



Body
Cardio



Thermo



Aura



Blood
Pressure
Monitor

Remote Patient
Monitoring

Elder Care

Corporate
Wellness

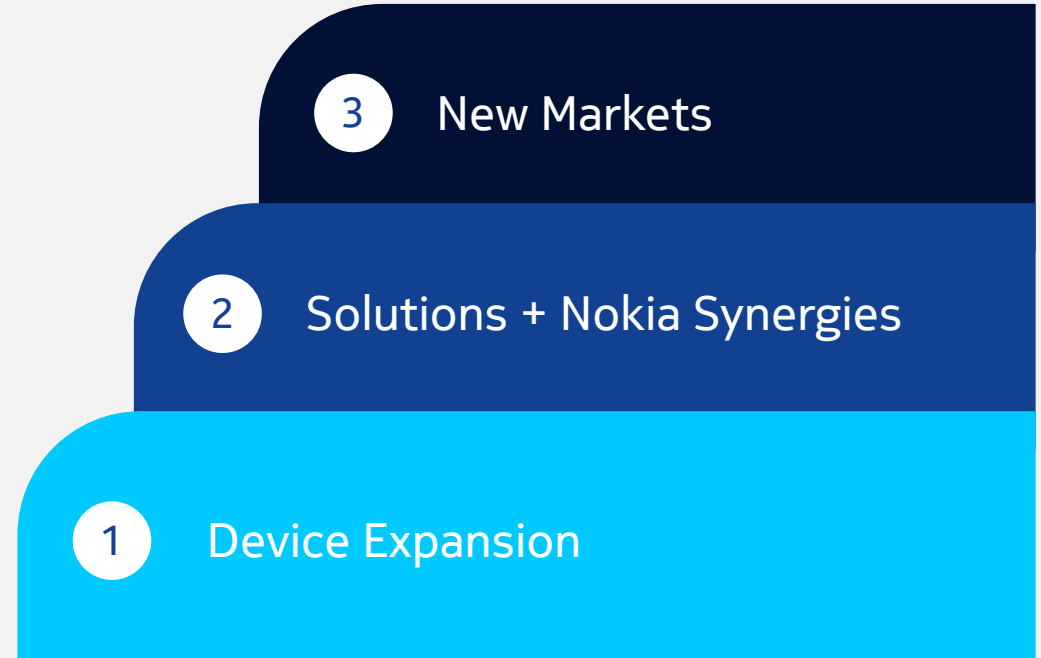


Digital Health | Partnerships

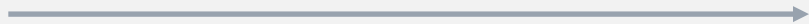




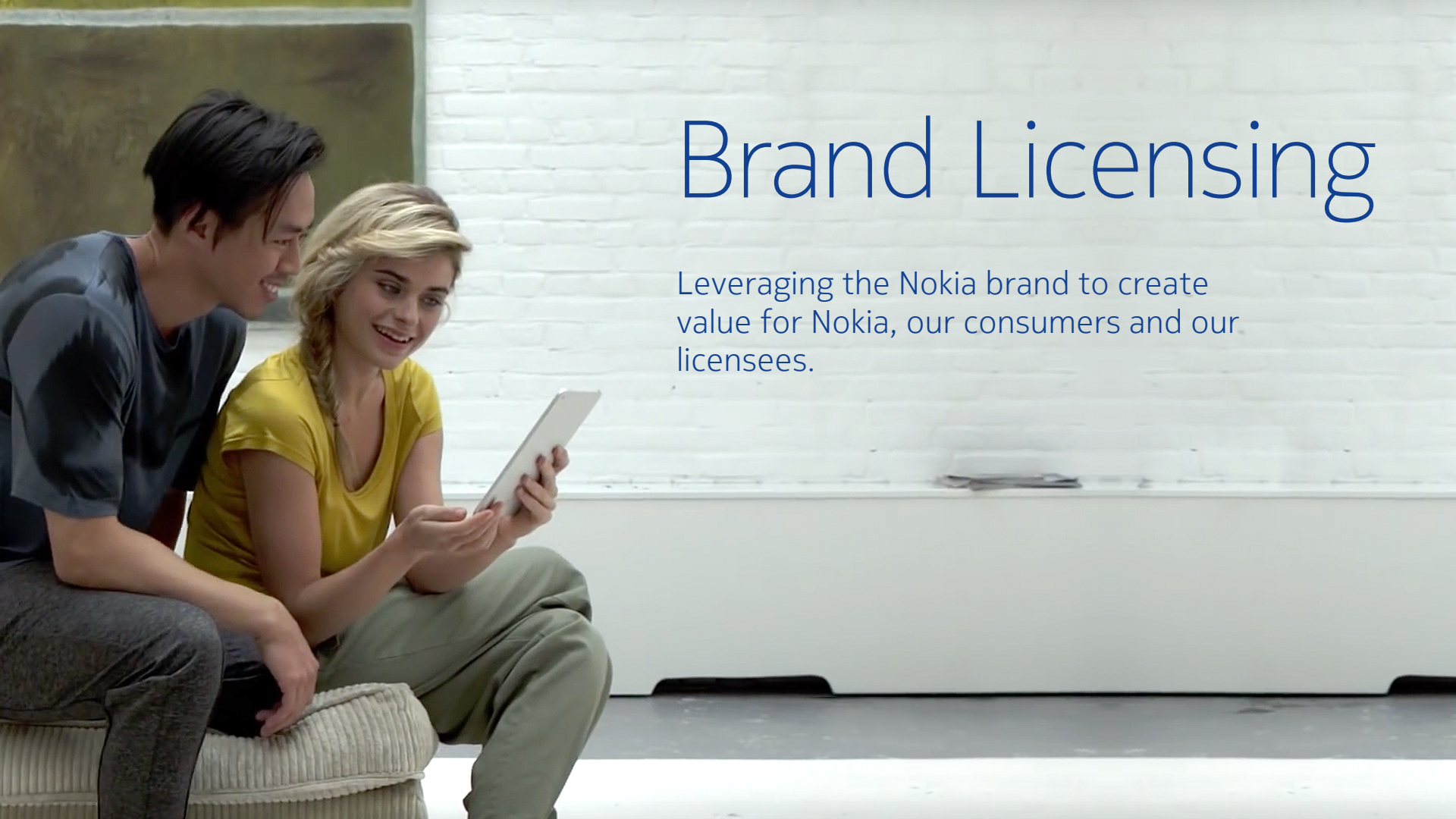
Digital Health | Growth Plan



2016



2021



Brand Licensing

Leveraging the Nokia brand to create value for Nokia, our consumers and our licensees.



Brand Licensing | Market

~€300bn

Global smartphone market 2016

~40% Of the entire consumer electronics market



Brand Licensing | Nokia Brand

>95%

Brand
Awareness

Trust

Reliability

Ease of Use



Brand Licensing | Model

NOKIA

Brand, patents,
Oversight

FOXCONN

R&D and
manufacturing

HMD

Develop, market and sell Nokia-branded
phones & accessories

- 10-year exclusive agreement for mobile phones
- €500m minimum marketing investment by HMD (3 years)



Patent Licensing

Maria Varsellona
Chief Legal Officer of Nokia

Patent Licensing | Industry leading patent portfolios



Cumulative R&D of over €115bn

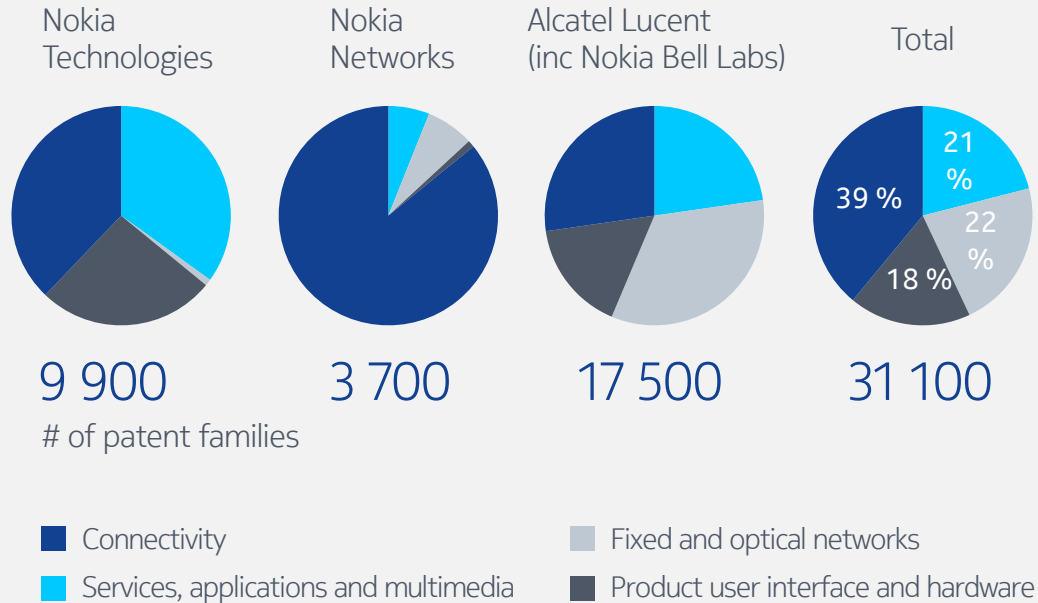
Over 30 000 patent families in total

Over 2 100 standard essential patent families

Over 2/3 will still be in force in 2025



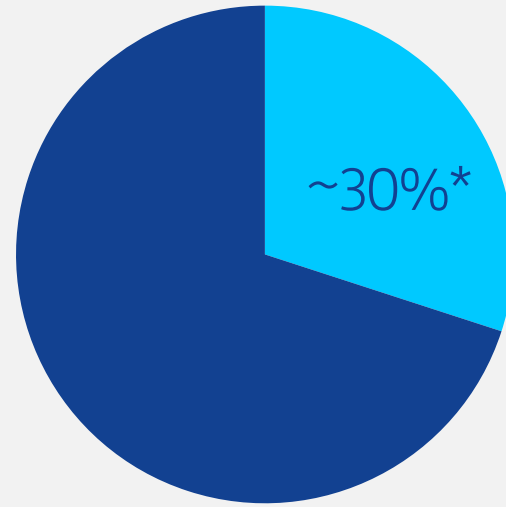
Patent Licensing | Broad and strong patent portfolios



Patent applications filed on 1 700+ new inventions in 2015



Patent Licensing | Expand mobile devices program



€300bn

Global smartphone market 2016

~ €800m

Annualized net sales run rate from patent and brand licensing at end 2016*

- Under license*
- Not under license

*Excluding licenses set to expire by end of 2016.



Patent Licensing | Industry leading team with strong track record

Agreement reached	Company	Achieved objectives
2008	Qualcomm	✓
2008	Huawei	✓
2011	Apple	✓
2012	Blackberry	✓
2014	HTC	✓
2015	LG	Arbitration due 2017
2016	Samsung	✓

More than 100 licensees in total

Patent Licensing | Expand into new industries beyond mobile devices

Automotive

- Licensing of cellular and Wi-Fi standard essential patents (SEPs)
- More than half of > 100 million new cars expected to have cellular connectivity by 2021

Consumer Electronics

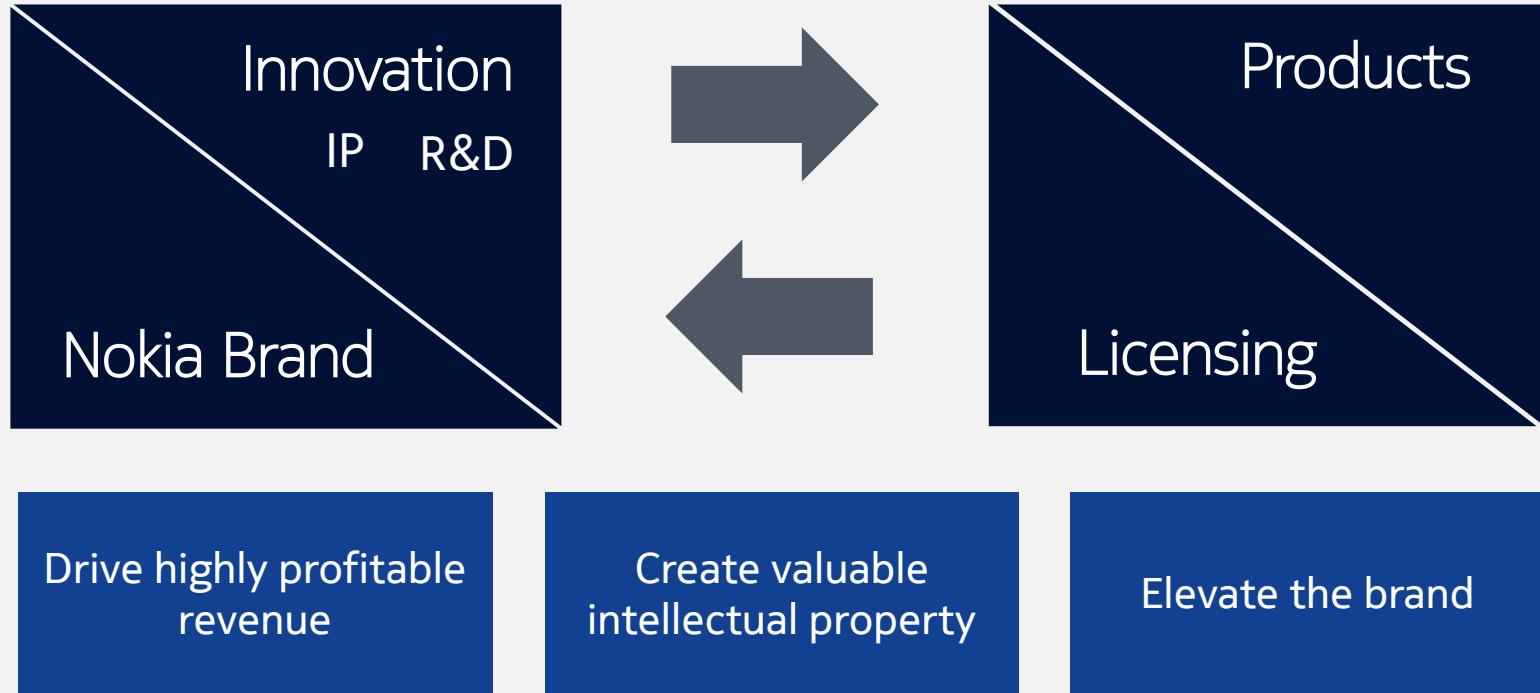
- Licensing of Wi-Fi and video coding patents (including H.264)
- Key segments: set top boxes, game consoles, media streaming services, cameras
- High number of smaller licensees





Nokia Technologies Operating Model

Nokia Technologies | Operating Model



Nokia Technologies | Looking Forward

2016



- OZO VR camera launch
- Withings acquisition
- HMD brand & patent licenses
- Samsung license agreement expansion

2017



- Expanded VR leadership
- Digital Health brand transition
- Nokia brand's return to smartphones
- Patent licensing expansion in mobile, automotive and consumer electronics

2018



- VR technology licensing
- Growth in remote patient care in Digital Health
- Continued incubation in new and adjacent areas
- Continued patent licensing growth and diversification

Disclaimer

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interim report issued on May 10, 2016, our half year financial report issued on August 4, 2016, our interim report issued on October 27, 2016 and our stock exchange release covering our Capital Market Day issued on November 15, 2016. Other unknown or unpredictable factors or underlying assumptions subsequently proven to be incorrect could cause actual results to differ materially from those in the forward-looking statements. Nokia does not undertake any obligation to publicly update or revise forward-looking statements, whether as a result of new information, future events or otherwise, except to the extent legally required. In addition to information on our reported IFRS results, we provide certain information on a non-IFRS, or underlying business performance, basis. Non-IFRS results exclude costs related to the Alcatel-Lucent transaction and related integration, goodwill impairment charges, intangible asset amortization and purchase price related items, restructuring related costs, and certain other items that may not be indicative of Nokia's underlying business performance. We believe that our non-IFRS financial measures provide meaningful supplemental

information to both management and investors regarding Nokia's underlying business performance by excluding the aforementioned items that may not be indicative of Nokia's business operating results. These non-IFRS financial measures should not be viewed in isolation or as substitutes to the equivalent IFRS measure(s), but should be used in conjunction with the most directly comparable IFRS measure(s) in the reported results. A detailed explanation of the content of the non-IFRS information and a reconciliation between the non-IFRS and the reported information for historical periods can be found in Nokia's respective results reports. Please see our issued interim reports for more information on our results and financial performance for the indicated periods as well as our operating and reporting structure. Nokia is a registered trademark of Nokia Corporation. Other product and company names mentioned herein may be trademarks or trade names of their respective owners.

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