

Capital Markets Day 2007

NOKIA

Olli-Pekka Kallasvuo
President and CEO

Nokia 2007 report card

Creating a sustainable business

Nokia in 2010



Nokia 2007 Report Card

NAME

NOKIA

DATE

2007

SUBJECT	STATUS
Product portfolio	
Make vs. buy	
Nokia in the US	
Enterprise	
Market share	
Customer retention	
Internet services	
Nokia Siemens Networks	

Sustainable product portfolio



Nokia 2007 Report Card

NAME

NOKIA

DATE

2007

SUBJECT	STATUS
Product portfolio	
Make vs. buy	
Nokia in the US	
Enterprise	
Market share	
Customer retention	
Internet services	
Nokia Siemens Networks	

Make vs. buy



Nokia 2007 Report Card

NAME

NOKIA

DATE

2007

SUBJECT	STATUS
Product portfolio	✓
Make vs. buy	✓
Nokia in the US	WIP
Enterprise	
Market share	
Customer retention	
Internet services	
Nokia Siemens Networks	

Nokia in the US

WIP



Nokia 2007 Report Card

NAME

NOKIA

DATE

2007

SUBJECT	STATUS
Product portfolio	✓
Make vs. buy	✓
Nokia in the US	WIP
Enterprise	WIP
Market share	
Customer retention	
Internet services	
Nokia Siemens Networks	

Enterprise

WIP



Nokia Intellisync
Mobile Suite

Microsoft®

IBM

CISCO

AVAYA

ORACLE®

SAP



Nokia 2007 Report Card

NAME

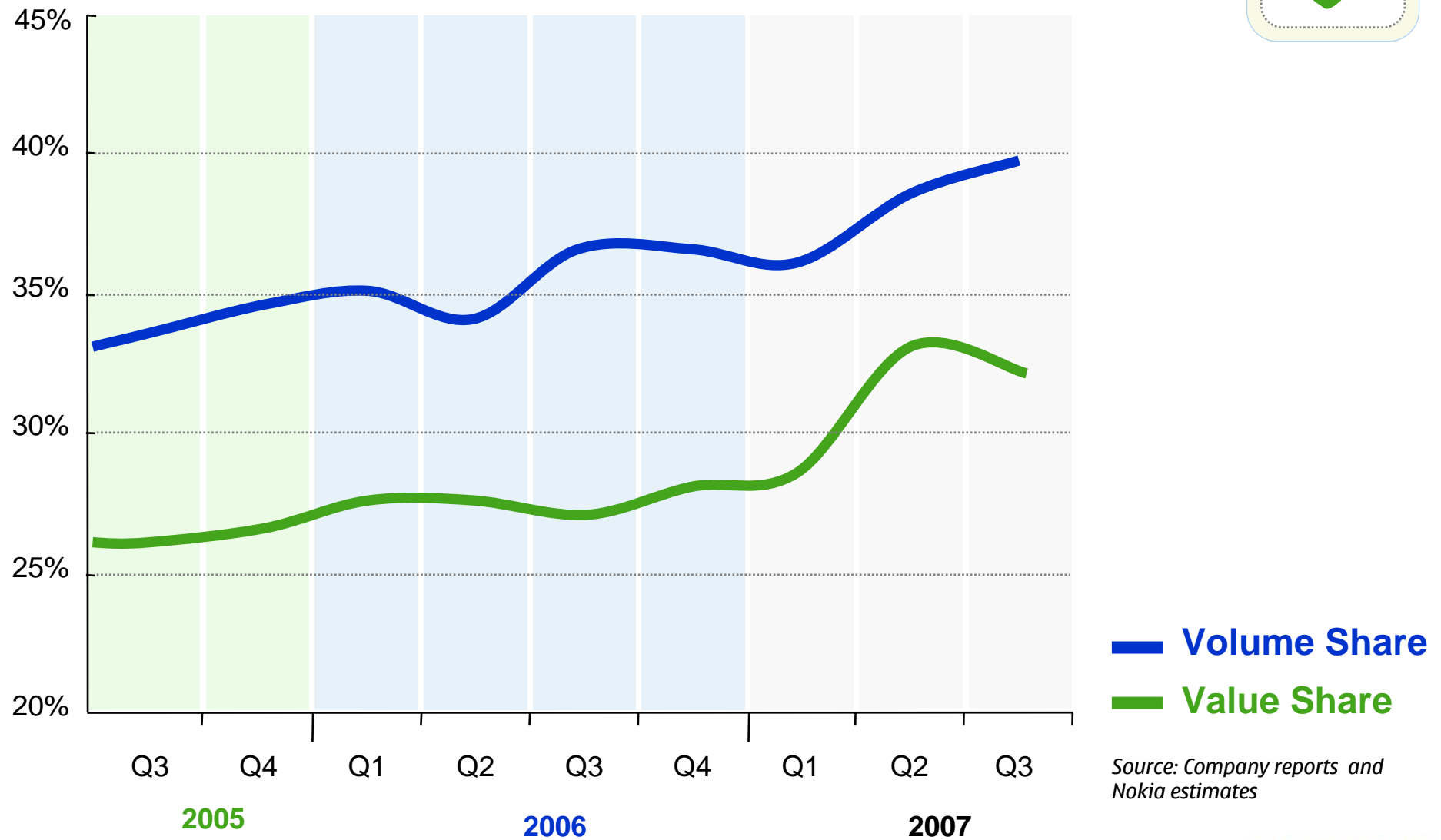
NOKIA

DATE

2007

SUBJECT	STATUS
Product portfolio	✓
Make vs. buy	✓
Nokia in the US	WIP
Enterprise	WIP
Market share	✓
Customer retention	
Internet services	
Nokia Siemens Networks	

Market share



Nokia 2007 Report Card

NAME

NOKIA

DATE

2007

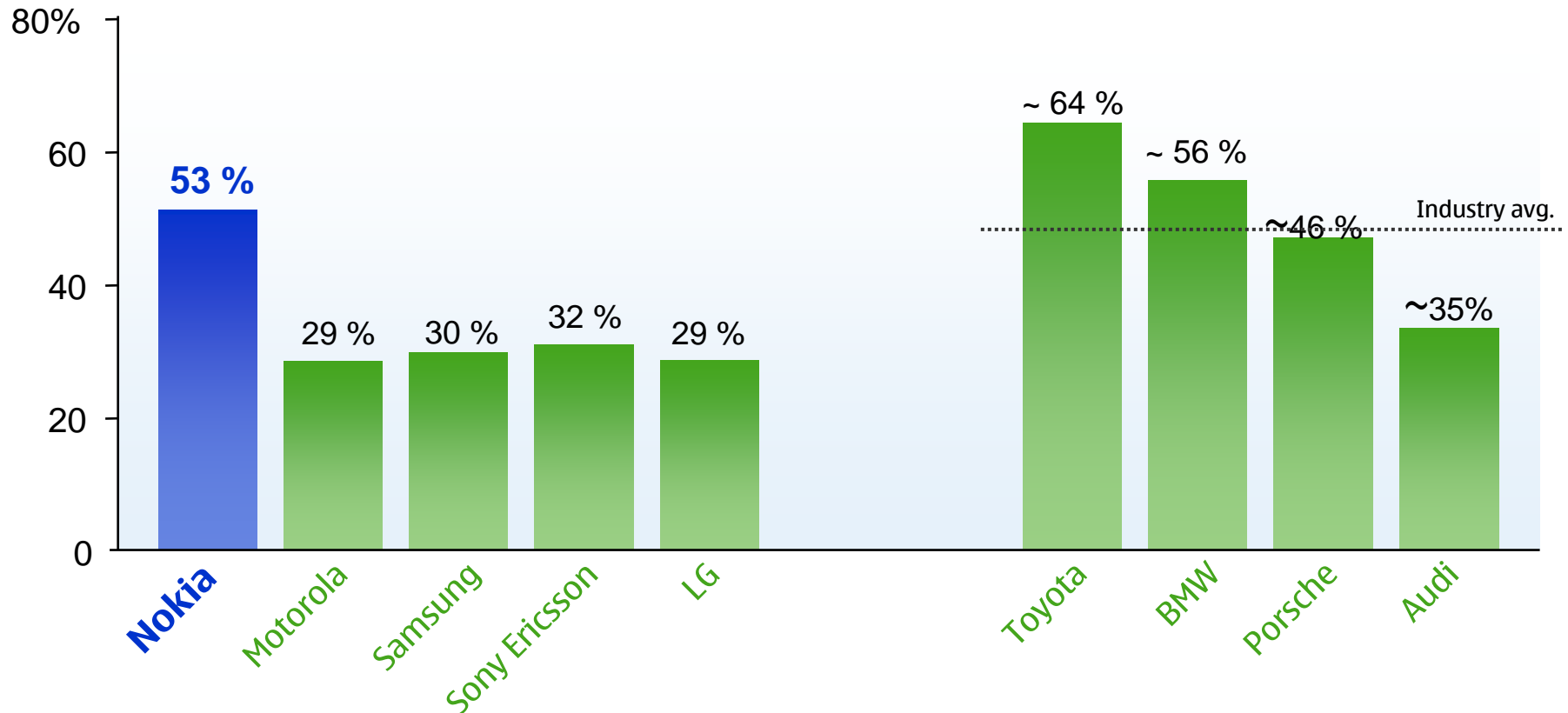
SUBJECT	STATUS
Product portfolio	✓
Make vs. buy	✓
Nokia in the US	WIP
Enterprise	WIP
Market share	✓
Customer retention	WIP
Internet services	
Nokia Siemens Networks	

Customer retention

Best in industry – but room to improve

WIP

Retention rate



Definition: % of repurchasers (last 12 months) whose current brand is the same as their previous brand

Source: Nokia estimates

Definition: measures the percentage of new-vehicle buyers and lessees who replace a previously purchased new vehicle with another from the same nameplate.

NOKIA

Source: J.D. Power and Associates 2006 Customer Retention Study SM

Nokia 2007 Report Card

NAME

NOKIA

DATE

2007

SUBJECT	STATUS
Product portfolio	✓
Make vs. buy	✓
Nokia in the US	WIP
Enterprise	WIP
Market share	✓
Customer retention	WIP
Internet services	WIP
Nokia Siemens Networks	

Internet services



Telefonica



Games



Music



Video & TV



Contacts



Maps

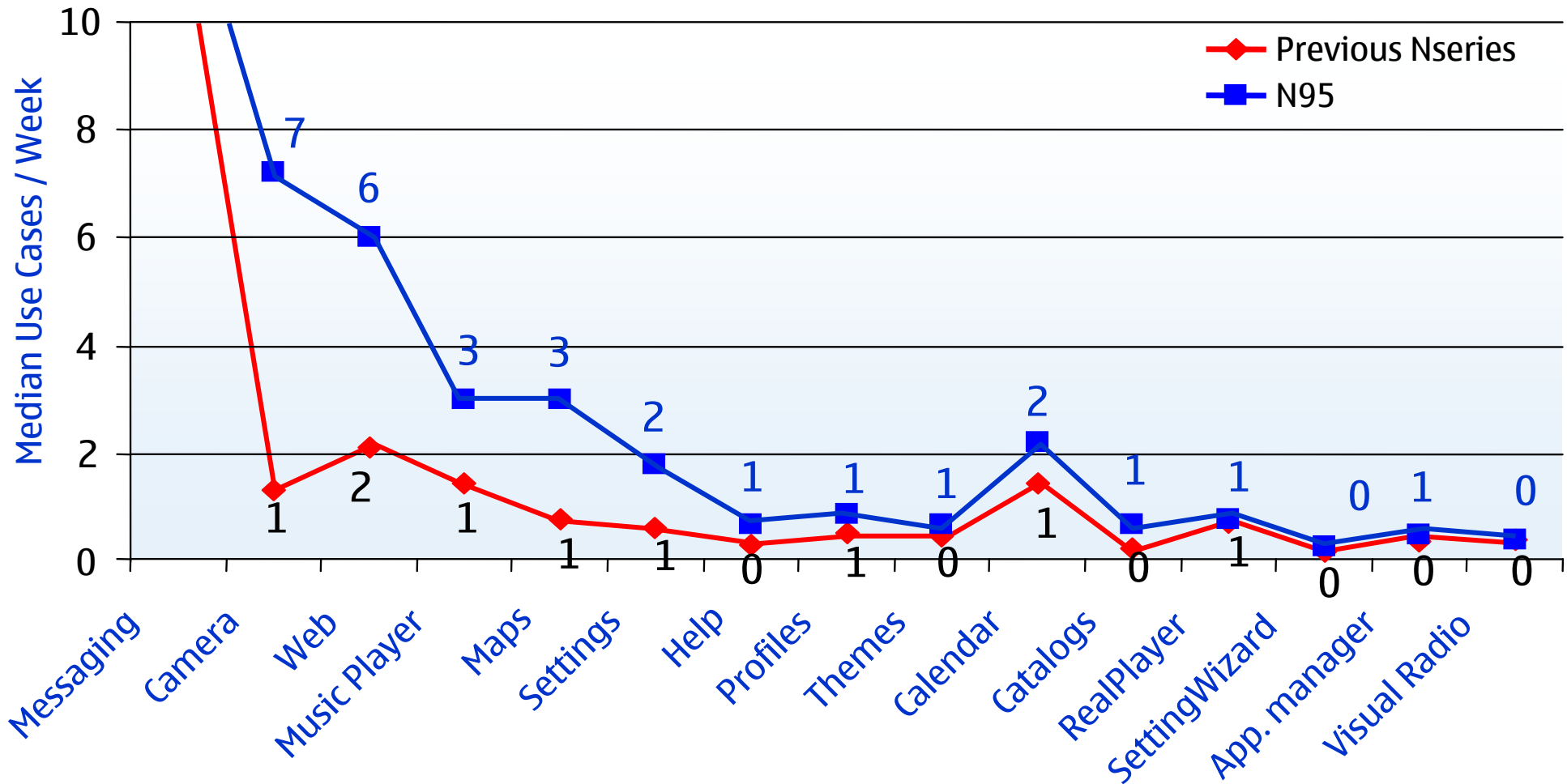


Photos



Internet

Nokia Maps already a top five application



Source: Nokia study 2007

Nokia 2007 Report Card

NAME

NOKIA

DATE

2007

SUBJECT	STATUS
Product portfolio	✓
Make vs. buy	✓
Nokia in the US	WIP
Enterprise	WIP
Market share	✓
Customer retention	WIP
Internet services	WIP
Nokia Siemens Networks	WIP

WIP

Nokia Siemens Networks



Creating a Sustainable Business - The Environment



NOKIA



World Business Council for
Sustainable Development



Dow Jones
Sustainability Indexes

Creating a Sustainable Business - Management Leadership



Leadership development:
Nokia # 1 in Europe
Nokia # 3 Globally

NOKIA

Nokia in 2010

NOKIA



**Share More.
Experience More.**

NOKIA