

Context is here, there, now, then and in the future...

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People **want** relevance

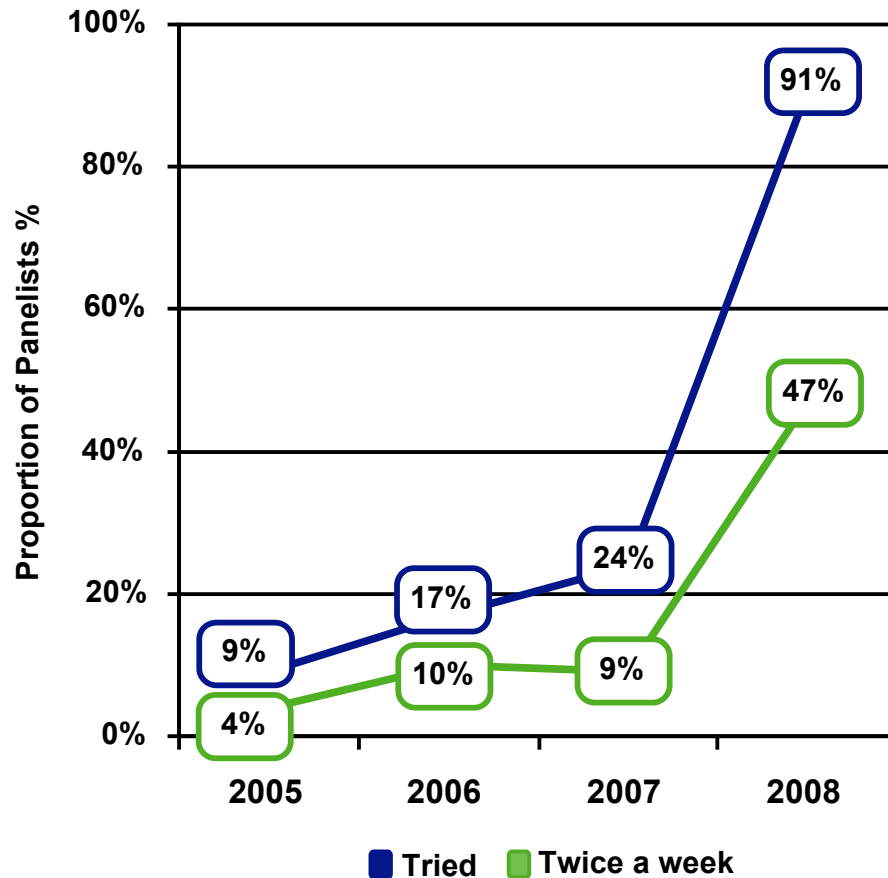
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People **need** location
based services

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Number Of Active Map Users Has Increased Five Fold From 2005 to 2008

Map Application Users



Source: Live UK panels 2005-2008 (all together 1 189 device owners)

Highlights

- The introduction of Nokia Maps in 2007 has pushed maps usage to 91%
- 47% of panelists used map applications actively in 2008
- In 2008, Maps is the key service of S60 devices
- Music and browser usage grew similarly 2 years ago

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Nokia is the **market leader**
in GPS devices

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#1 Global Manufacturer of navigation-enabled devices

- Nokia offers over 20 GPS-enabled devices
- Nokia sold close to 7 million navigation-enabled devices in Q3'08
 - Compare that to what the next two manufacturers delivered in the quarter
 - TomTom 2.5 million units in Q3'08
 - Garmin 4.3 million units in Q3'08

Source: Nokia, Garmin, TomTom

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A photograph of two people walking away from the camera on a dark asphalt sidewalk. The person on the left is wearing a plaid shirt and jeans, and the person on the right is wearing light-colored trousers and white sneakers. A large, bright yellow arrow is painted on the ground, pointing directly at the viewer. The scene is brightly lit, casting long shadows on the pavement.

Navigation...it's not all about
cars

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Location based services
are **more** than A to B

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Bringing us all together: People, Places, Time

People

People who matter to me

Places

A world full of interesting places

Time

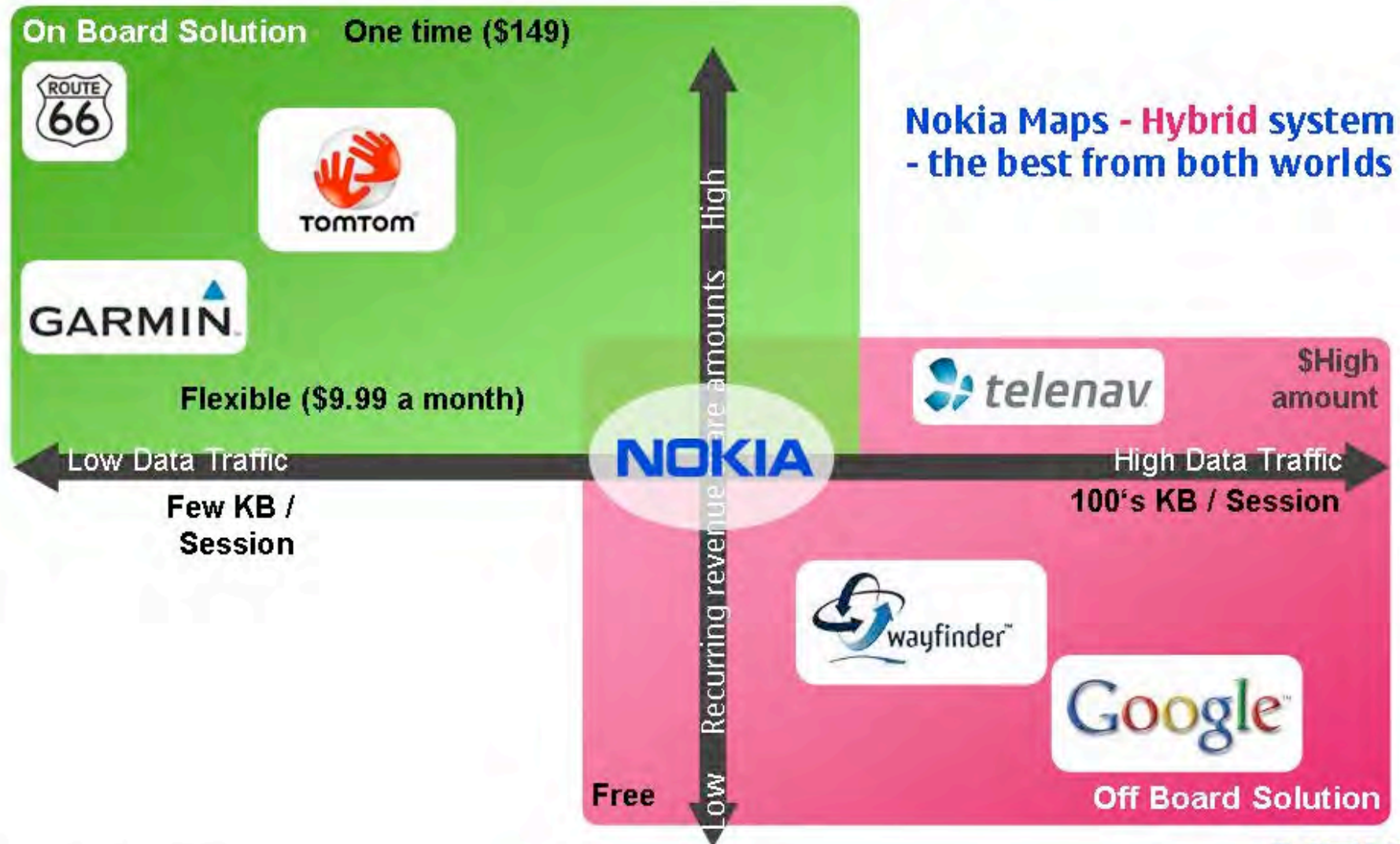
People organize around time and place



How do we compare?



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Nokia Maps 3.0 competitive landscape



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Nokia Maps 3.0 competitive landscape

| | Nokia Maps 3.0  | Google Maps for mobile*  |
|---|--|---|
| Map data coverage | 200+ countries | 100+ countries |
| Pre-loading of maps via PC / Mac | yes, via Nokia Map Loader | no, download only via online connection on mobile |
| Map views | 2D, 3D, Satellite, Hybrid, Terrain | only 2D and Hybrid |
| Multi point route planner | yes | no |
| Walking directions | yes | no |
| Real time turn-by-turn pedestrian navigation | yes, Walk, in 70 countries (premium service, not free) | no |
| Real time turn-by-turn voice guided car navigation | yes, Drive, in 70 countries (premium service, not free) | no |
| Share POI's, or any place from map | Yes, Send via SMS, MMS, Bluetooth, Infra red | no |

*compared with version 2.2.0.13 for Nokia S60 3rd ed.

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Where do we go from
here?

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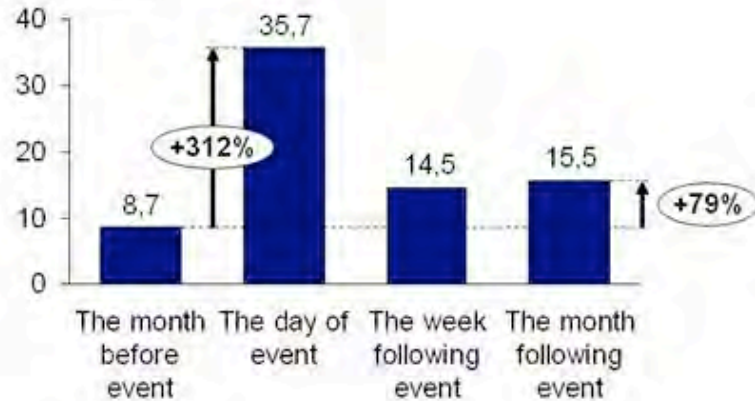
Costs Related to a Contextual Web

- The initial cost associated with building our location based services were heavy on the front end with acquisitions – gate5, NAVTEQ, Plazes
- Now that the system is in place, we need to build awareness and increase the user base.
 - Content
 - Add in Third-Party Content (Lonely Planet, Via Michelin, and Wcities) and more...
 - Marketing
 - Work closely with Device and Theme based Marketing to raise awareness.
 - Adding platforms.
 - Series 40 devices loaded with Nokia Maps started shipping this year
 - LG-KT610 is shipping with Ovi Maps...

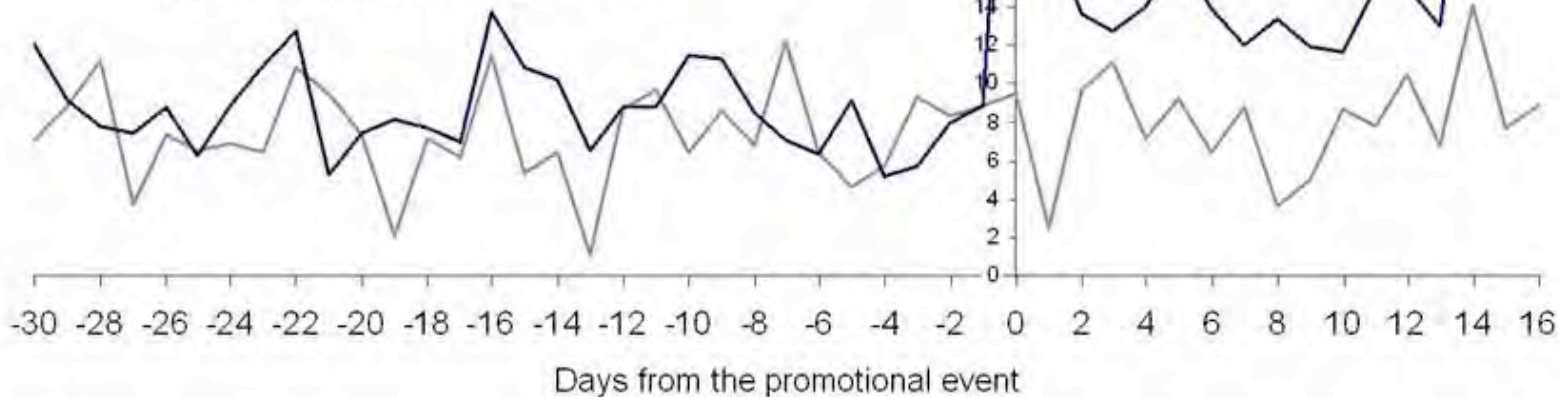
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Nokia Maps promotional SMS had a 79% long-term impact

Avg. user rate among target population



— Reference group (no promotion)
 — Targeted population (SMS promotion)
 — Targeted population (SMS promotion)



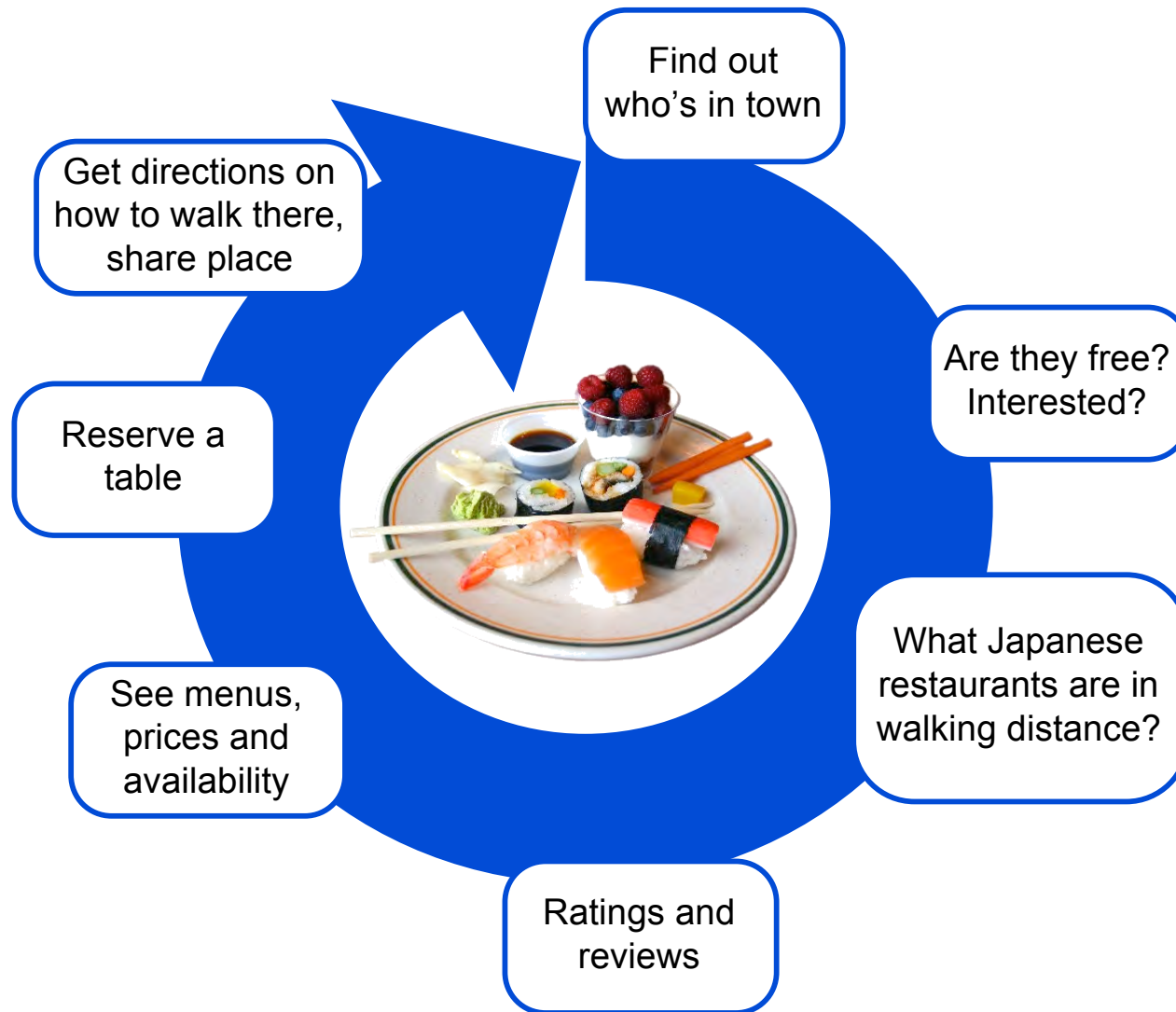
- The target group got a free Nokia Navigation Licence (30 days)
- The short-term contribution was high: 312% increase in the number of users

Source: Live 5 UK panel (2008) with 489 device owners

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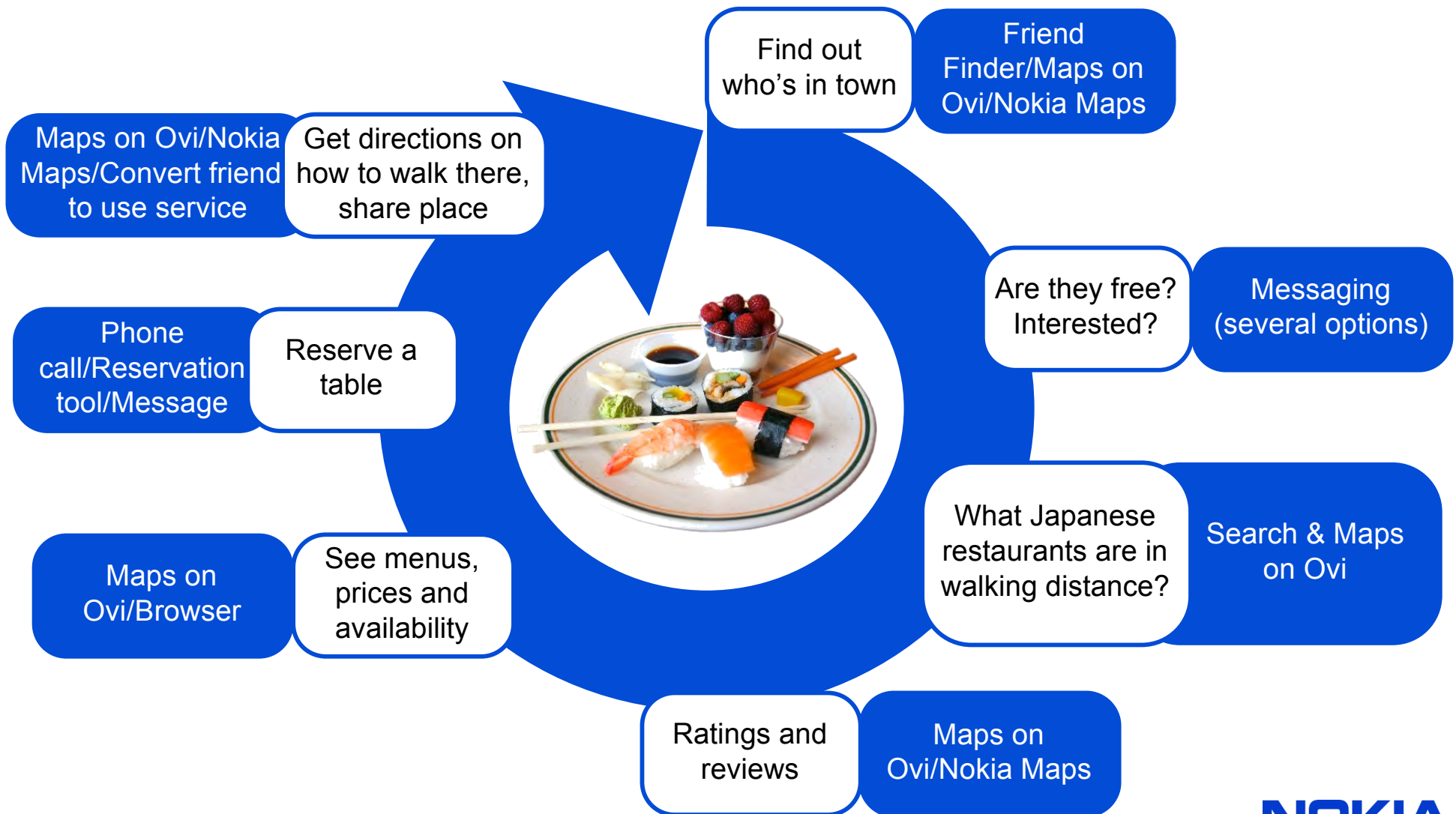
Better context – richer service experience:

Having sushi with friends



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Which Nokia services enable this?



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Thank you.

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Connecting People

ideas
experience
discover
share
future
fun
exchange
inspire
learn
relevant
real
experience
exchange
debate
vision
explore
possibilities
invent
opinions
network
connect
expertise