

Nokia in Middle East & Africa

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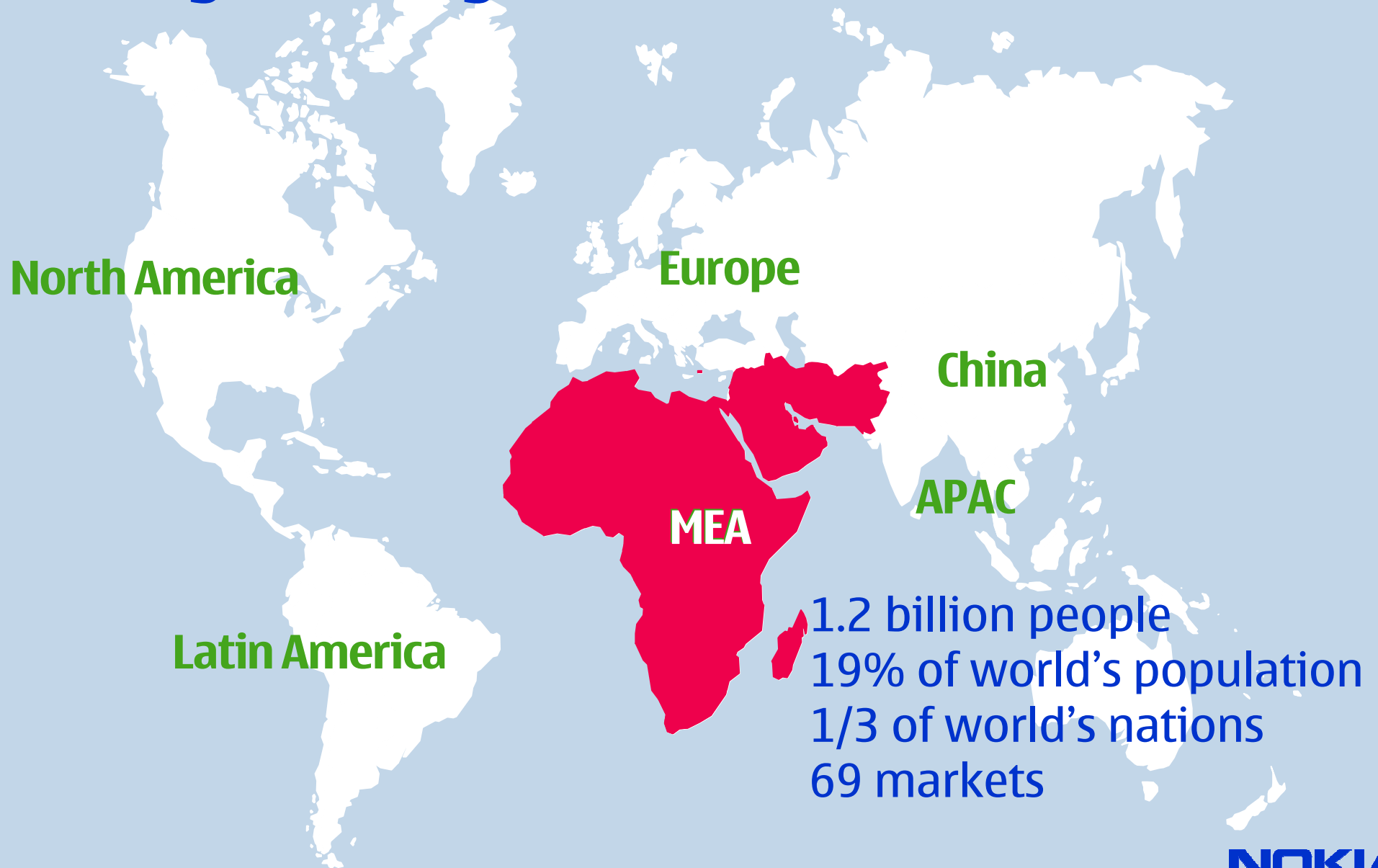
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One region.
Infinite opportunities

NOKIA

New region emerges



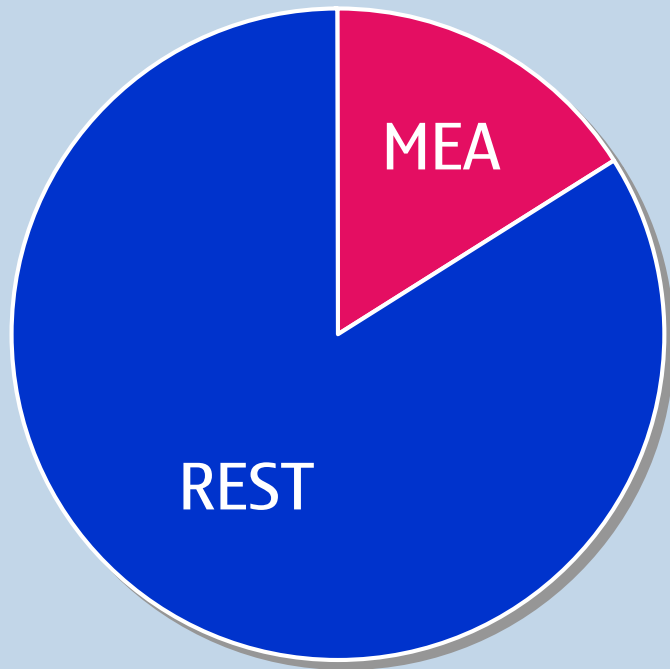
Vast and growing

- Geographically challenging
- Culturally diverse
- Minimum 20% of next billion subscribers expected to come from MEA



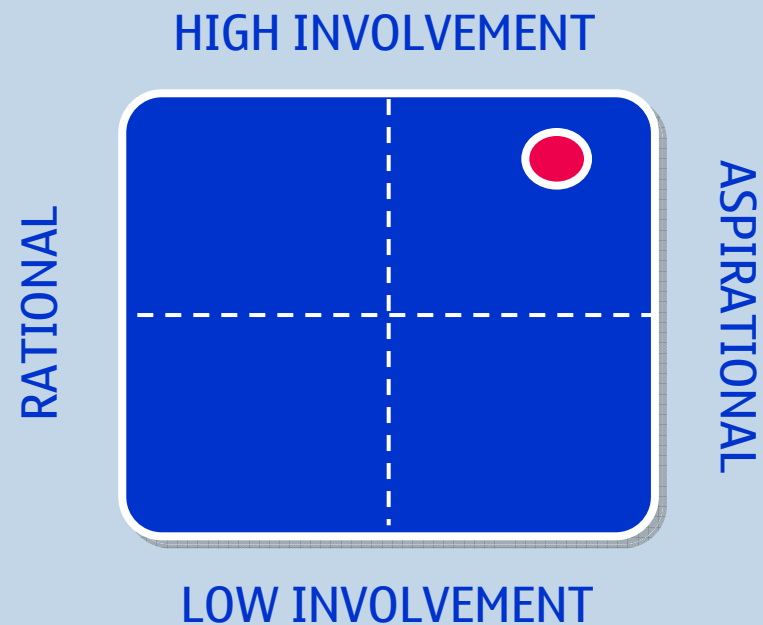
Important part of global device business

16% of total global
mobile device volume



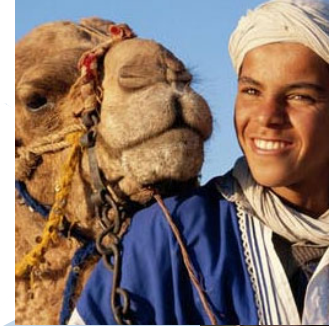
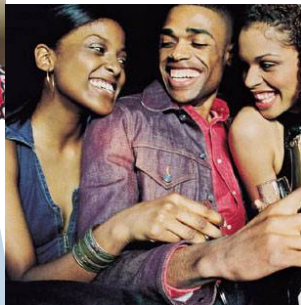
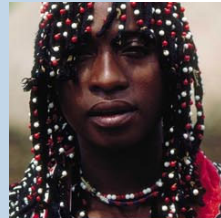
Source: Nokia Estimates, 2005

Latest results from segmentation studies reveals high number of “Technology Leader” consumers across the MEA region



Region with many faces

Arab consumers
Emerging Markets
African consumers
Developed markets



Understanding the diversity of MEA

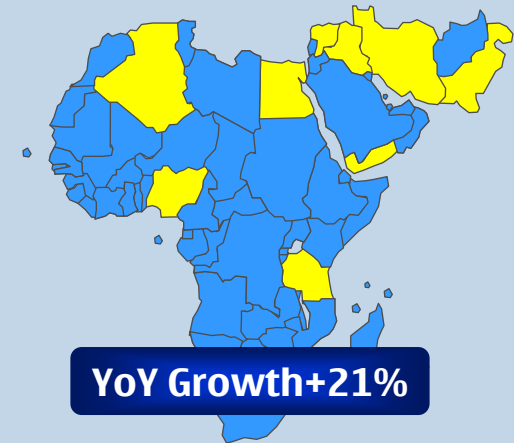
MG 1: Operator or hybrid markets



MG 2: Developed independent distribution



MG 3: Developing independent distribution (Large)



MG 4: Developing independent distribution (Small)

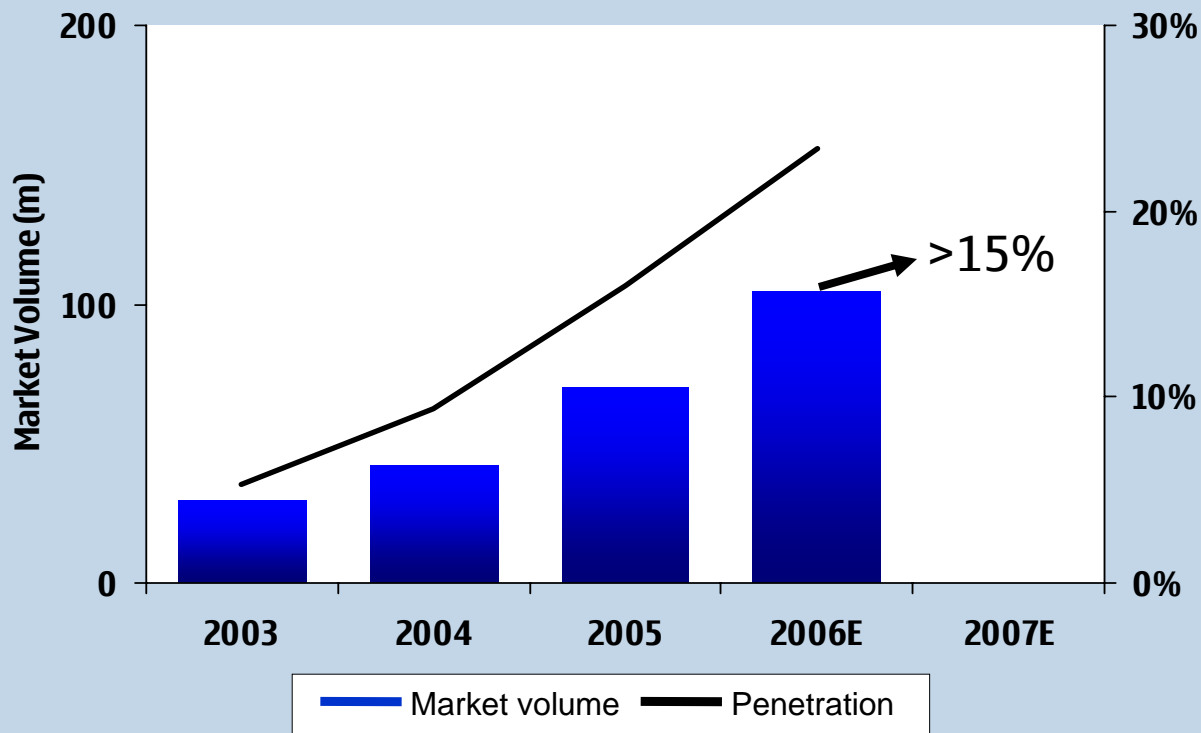


MG 5: Emerging independent distribution



Source: Nokia estimates, 1H07/1H06

Growth ahead – estimated device market in MEA



Source: Nokia estimates

- Mobile often the only choice of telephony
- Low penetration as starting point
- Fast subscriber and replacement growth expected
- Development speeded up by socio-economical benefits of mobility

Nokia

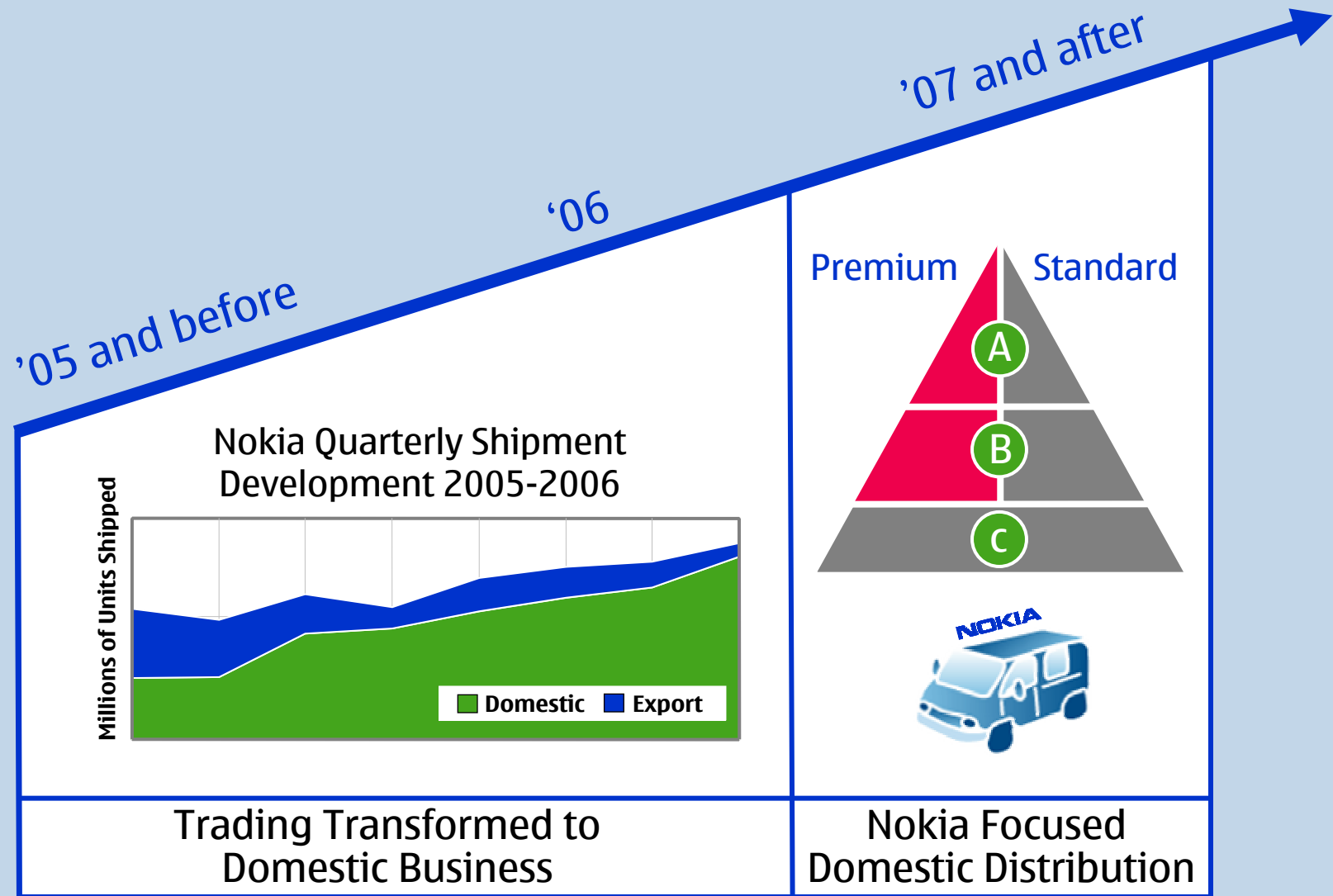
- MEA market leader

Top selling models in MEA area – September 2006

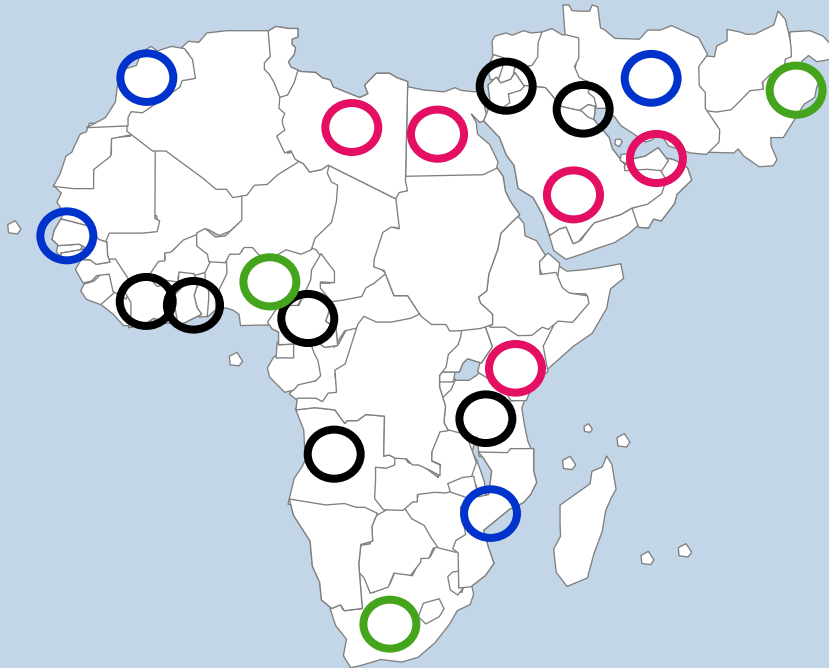
- | | | |
|-----|----------|------|
| 1. | Nokia | 1100 |
| 2. | Nokia | 1600 |
| 3. | Nokia | 1110 |
| 4. | Motorola | C118 |
| 5. | Motorola | V360 |
| 6. | Nokia | 1112 |
| 7. | Nokia | N70 |
| 8. | Nokia | 6030 |
| 9. | Motorola | C113 |
| 10. | Nokia | 6020 |



Distribution revolution



Expanding in-market channel management



Foundation
for local
distribution
End 2005

Detailed database
of 30.000+ outlets
Mobile IT-solution
for sell-out
visibility

Nationwide team
in six key markets
to manage retail
End 2006

Detailed database
of 70.000+ outlets

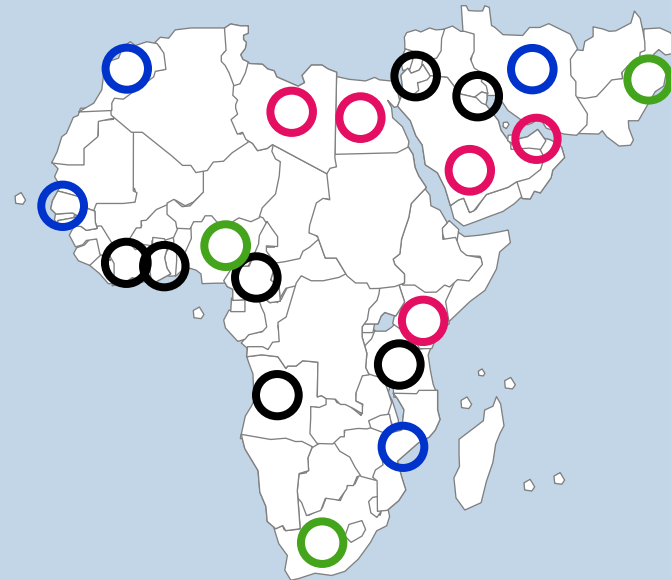
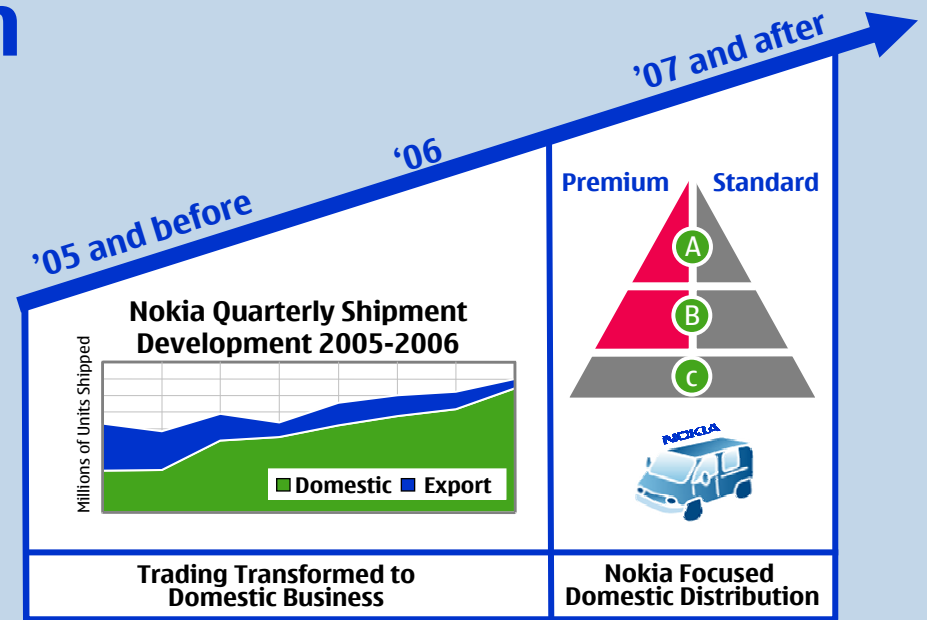
Nationwide team
in 19 key markets
to manage retail

Visibility to and
control over 80%
of MEA mobile
device sell-out

Efficient distribution
and high-touch
retail management
is the competitive
edge for Nokia
End 2007

Benefits of local distribution

- Shorter channel
- Lower inventories
- Improved control
- Better channel visibility
- Understanding of sell-out
- Ability to push sales



The background of the slide is a photograph of a basketball court. In the foreground, a person's legs and feet are visible, standing on the court. To the left, a bicycle with a red tire is partially visible. In the background, another person is riding a bicycle. The court floor is a reddish-brown color with some green and yellow markings. The text "Nokia Brand - Preferred" is overlaid on the image.

Nokia Brand - Preferred

Stoned
Cherrie
inspired
by the new
Nokia
7380



Darkie inspired by the new Nokia 7370



This Ramadan, let your heart talk
the language of peace.

NOKIA
Nseries

Now, Nokia talks your language.



NOKIA
Connecting People

Nokia Nseries
See how. Ever now. Feel now.

Nokia Talks to Local Consumers

Record, play
and send audio

• Nokia tonio audio recording
• Built-in voice recorder with hands-free speaker
• Premium sound quality MP3 ring tones

NOKIA
2610

www.nokia.com

NOKIA
Connecting People

Love the rhythm.
Live the rhythm.

Nokia's new 2310 with FM radio
• 12 preset radio stations
• Auto-tuning and memory recall
• 12 preset radio stations
• 12 preset radio stations

NOKIA
2310

www.nokia.com

NOKIA
Connecting People

This Ramadan, let your heart talk
the language of sharing.

Now, Nokia talks your language.

NOKIA
Connecting People

دع هاتفك يتكلم لغة رمضان.



الآن... نوكيا تتكلم لغتك.

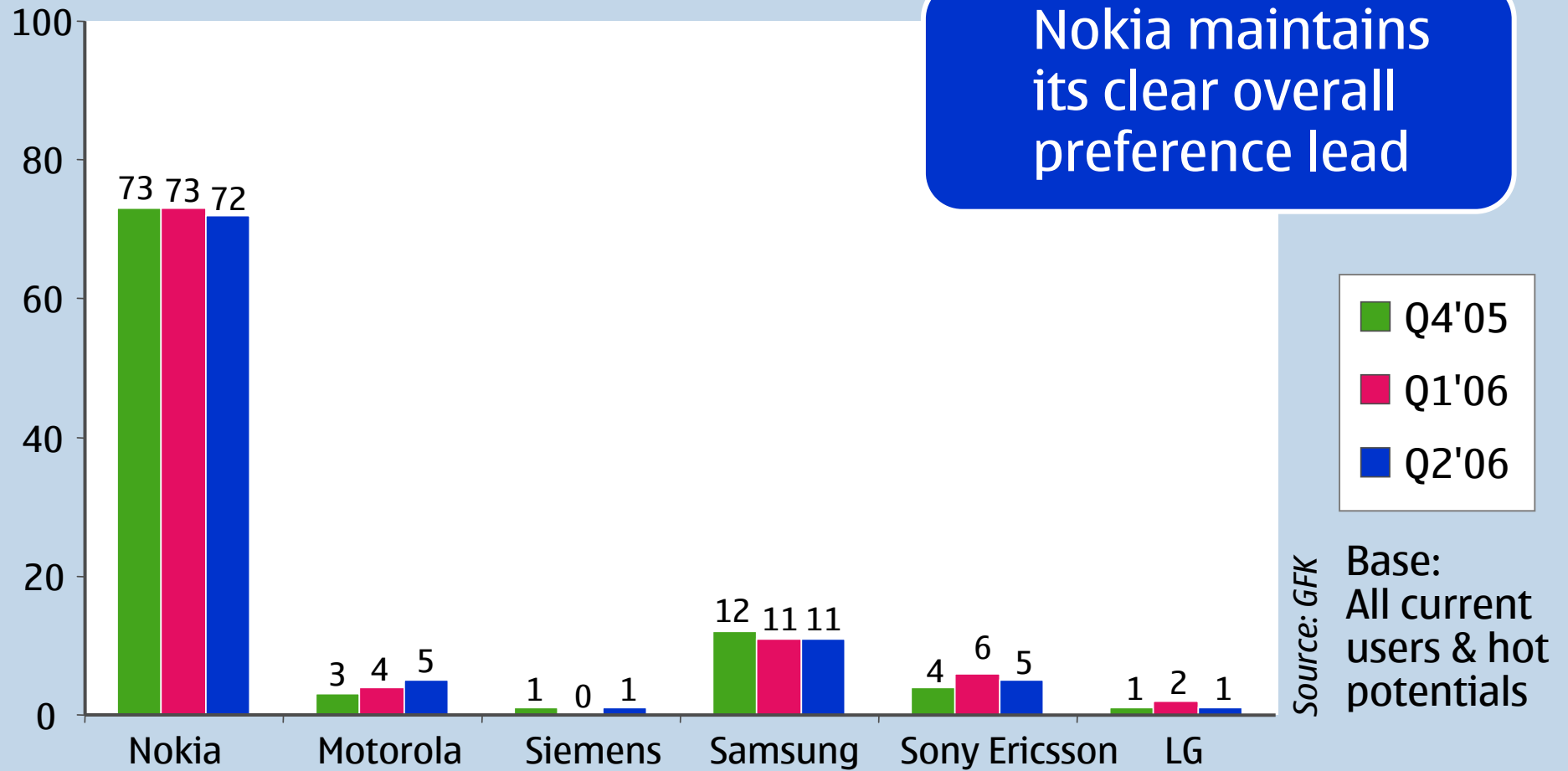


تطبيقات إسلامية باللغة العربية.

www.nokia.com

NOKIA
Connecting People

Nokia – The most loved brand of MEA



Community Involvement – Making a difference

At the heart of Nokia MEA's strategy



'Make a Connection'
Program



Pakistan
Earthquake
Relief Mission



Nokia LEAP



Plan

*****Nokia gives back to the community*****
*****Nokia gives youth in Africa a voice *****



Fonetography
Charity Auctions

Summary

- Market growth in MEA is to continue
- All Nokia business groups including Multimedia and Enterprise Solutions are well established
- MEA is large and diverse and local market understanding and execution will be crucial
- Nokia is volume & value market share leader in every one of the 69 markets in MEA
- Nokia brand leadership is clear
- Further competitive advantage will result from best in class distribution and retail management system

Nokia. **Touching lives.**

Thank You



NOKIA