Nokia Messaging Initiatives

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Messaging Markets and Initiatives

Enterprise

Direct access enterprise clients
- Mail for Exchange
- Lotus Traveler

Consumer

Consumer IM and push email service
- Nokia Messaging

Emerging

Nokia provided email accounts
- Mail on Ovi (*name@ovi.com*)

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Enterprise Messaging

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Winning device portfolio and device-led solutions

- Strong Nokia device portfolio, led by Nokia Eseries range
- Both Nokia and partner developed applications connecting directly to partners' enterprise infrastructure

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Enterprise email available for 80 million Nokia devices

Exchange

Domino

- Mail for Exchange client offers freedom to mobilize email, calendar and contacts

- Mail for Exchange now runs on 80 million Nokia devices (43 models)

- Lotus Notes PIM access client available this year for Domino access

- Customers can choose the Nokia phone they love (e.g. Nseries, music phone) and still set it up for mobile email

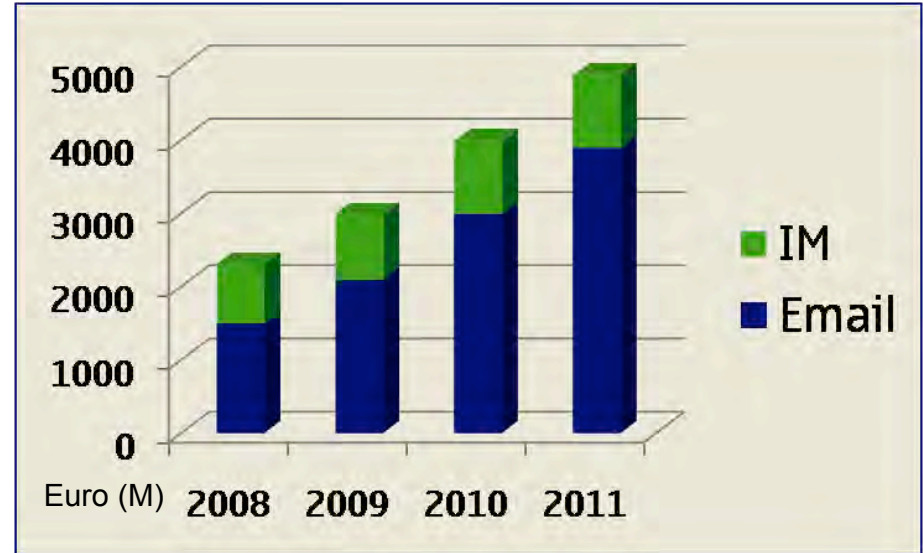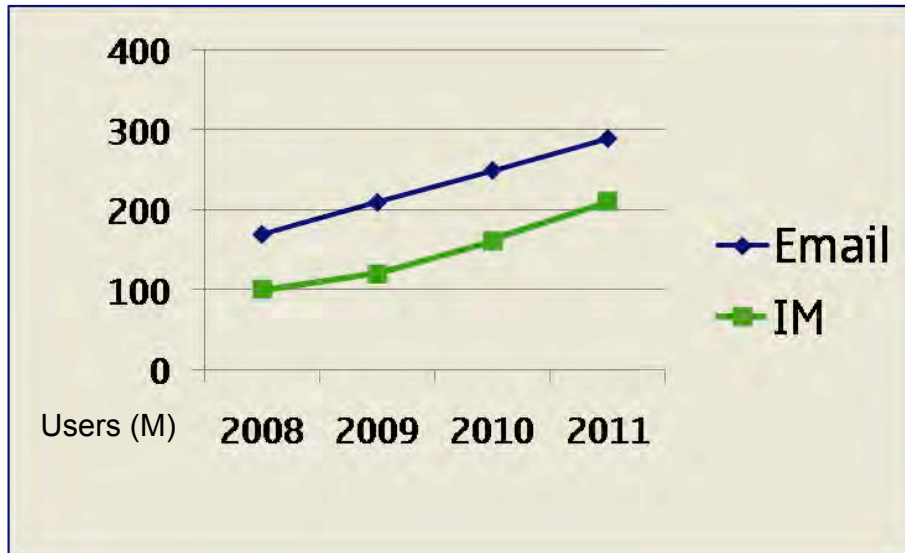- Largest enterprise access range of devices from any manufacturer

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Consumer Messaging

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Mobile Messaging Market Opportunity:
500 million accounts by 2011*

- Addressable market of circa **500 Million** combined users accounts for Mobile Email and IM by 2011*

*Sources: Nokia and external analyst estimates
Email & IM excludes Japan & Korea

- Combined Operator Revenues of almost **€5 Billion** by 2011 for Mobile Email and IM**
- Ad funded models planned to deliver lowest cost consumer messaging

** Sources: Nokia and external analyst estimates
Revenues are inclusive of net consumer spend including data fees incurred

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Investing to win

November 4, 2008

Nokia acquires OZ Communications

- Leading provider of white label mobile email and IM services.
- Supplier to AT&T, T-mobile, Sprint, Verizon and nearly all NA operators
- S40 email and consumer IM service
- 5.5M active users

February 10, 2006

Nokia acquires Intellisync

- Advanced email solutions for prosumers
- Nokia hosted solution
- Push email for S60

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Introducing Nokia Messaging

A new Nokia service for mobile email and IM
pre-loaded on Nokia Series 40 & S60 devices

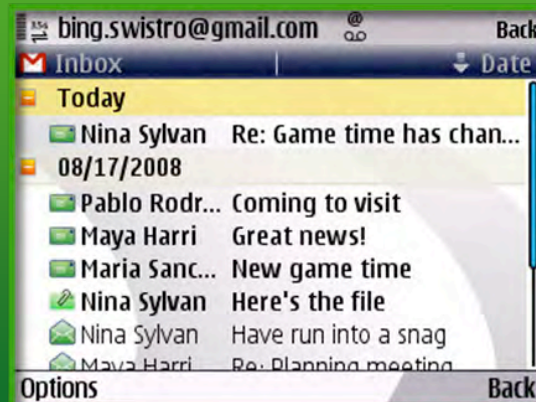*Your favorite devices now come with your
favorite messaging services!*

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Nokia Messaging: Designed to be Easy

Easy to set up

Email address and password are all that is needed

Easy to use

Next generation email client

Easy to afford

Designed to be bundled with data plans

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Service is Now Live

Accounts

Internet Portals:

Email & IM

YAHOO!

Google

Push Services

Nokia Messaging Service:

Launching in 8 countries: Q109

30+ in 2009

Beta here now!

Mobile Data Service

Mobile Operators:

Stay Tuned ...

Partnerships	Reach	Availability
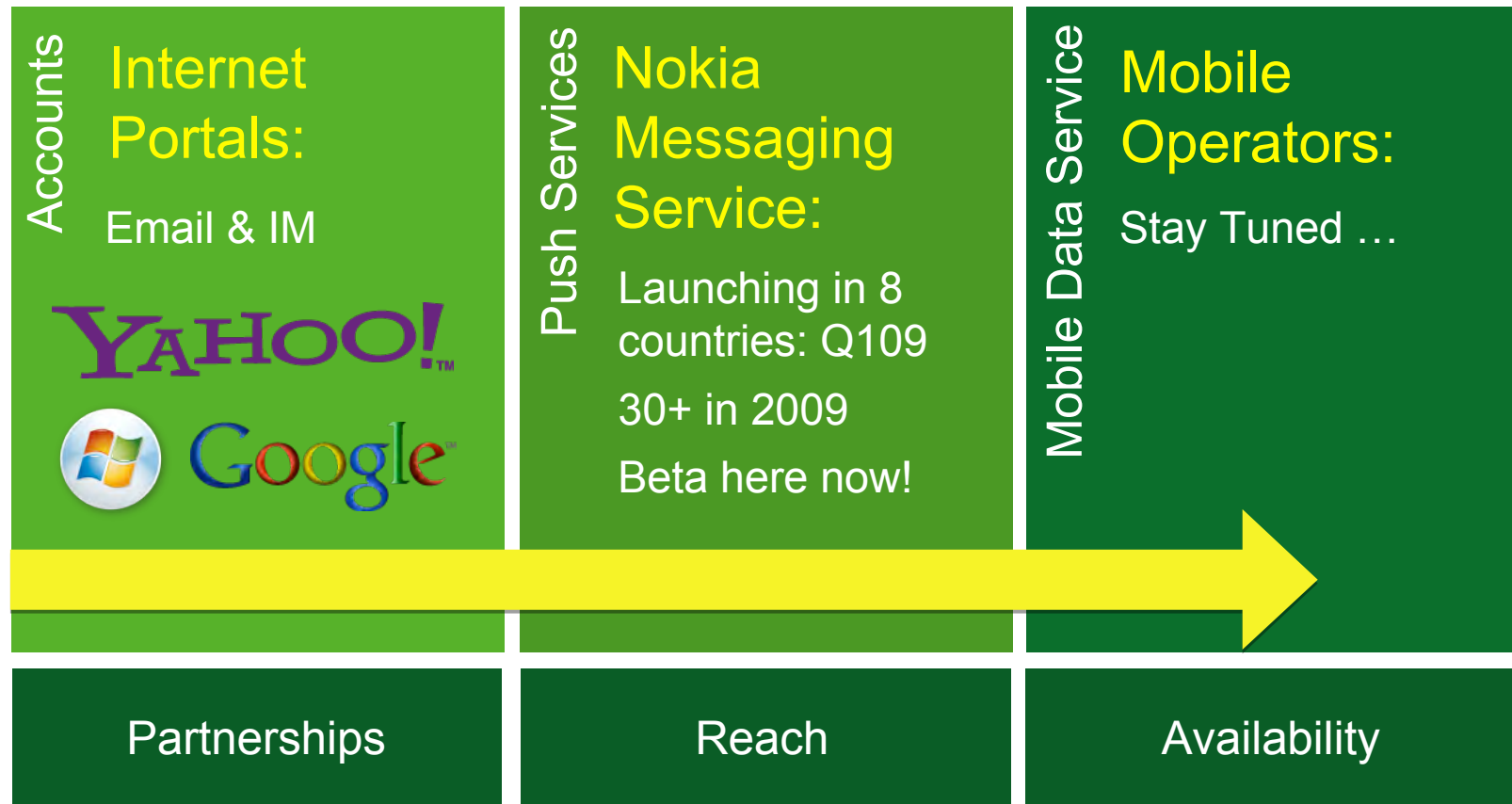
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Mobile Messaging for the Masses

## Device Breadth, Global Reach

Global reach to establish messaging for the masses

- From smartphones to feature phones for the broadest appeal
- Preinstalled connection to the Nokia hosted service for a consistent Nokia experience

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Ovi Messaging Services

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Mail on Ovi: yourname@ovi.com

- A free service for consumers of all Nokia phones
- An integrated Ovi.com experience
- Live on select S40 devices now; Web access in Q1'09

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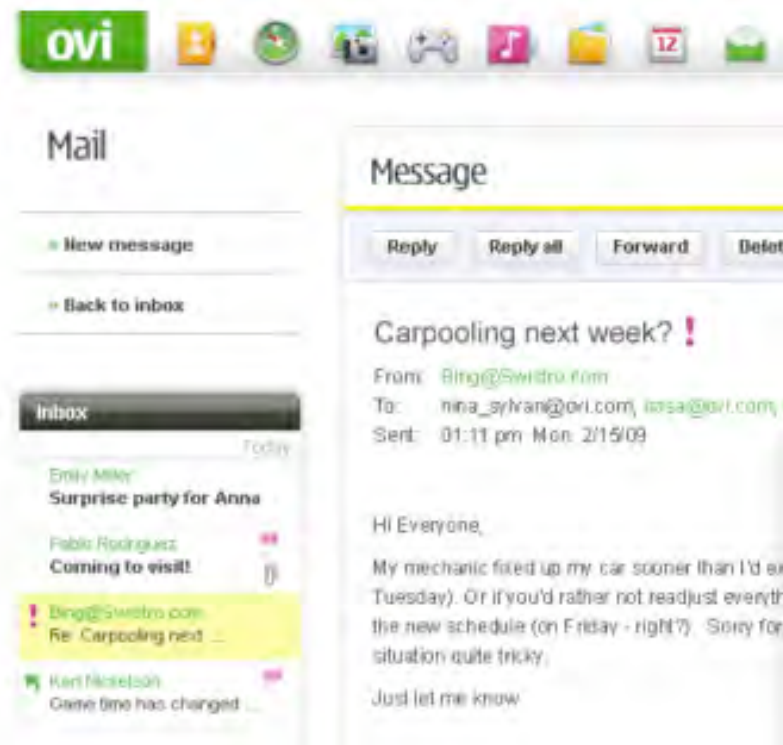
Designed for Emerging Markets

- 25% of the world has email accounts. Mail on Ovi is for the 75% without

- First time internet users will be able to create and access a persistent internet identity, without a PC

- OZ technology mobilizes email yet requires just 1% of a typical push email data service – providing the platform for truly affordable mail services

Mail on Ovi

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Mobile Messaging for the Masses

Leading Enterprise Solutions

- Enterprise connectivity on mainstream devices

Compelling Mobile Messaging

- All your favorite internet messaging services in your pocket

Easy Ovi Identity

- Bringing email to the emerging market

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Thank You.

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