

Nokia in North America

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Nokia Inc.

NOKIA

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Discussion Points

- North American Market Context
- Update on Nokia's NAM Focus Areas
 - Expand Portfolio
 - Invest in Key Technologies
 - Deliver Compelling Solutions
 - Create a Winning Workforce
 - Building a Leading Brand in NAM
- Summary
- Q&A

North America Market Context



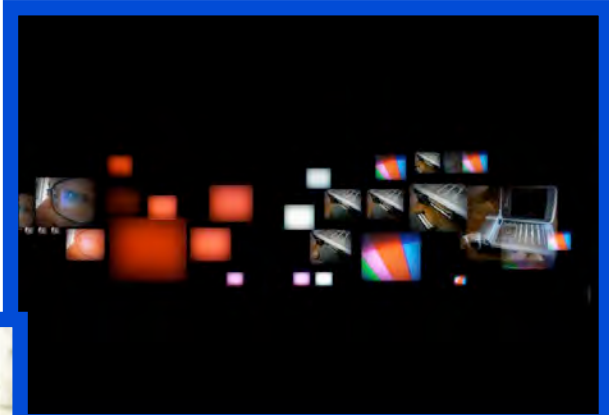
Growth Opportunities

- Q3 08 Population (338 million) is 85% penetrated
- Q1-Q3 2008 YOY industry unit growth: approx 9% through Q3
 - Take market share by offering customized portfolio by operator
 - Continue to expand CDMA portfolio
 - Targeted growth tactics:
 - Realize mobile Internet vision
 - Growth in converged/qwerty messaging devices
 - Capture large share of prepaid/entry
 - Position Nokia firmly in replacement sales

North America Focus Areas



Expand Our Portfolio



Invest in Key Technologies



Winning Workforce



Deliver Compelling Solutions



Leverage Brand Leadership

Expand Portfolio



Growing US Carrier Portfolio



Nokia 2600
(AT&T)



Nokia 6555
(AT&T)



Nokia 6650
(AT&T)



Nokia 6205
(Verizon)



Nokia 6205
Dark Knight (Verizon)



Nokia 5310
(T-Mobile)



Nokia 6301
(T-Mobile)



Nokia 5610
(T-Mobile)



Nokia 6263
(T-Mobile)



Nokia 2605
(Verizon)



Nokia 3555
(T-Mobile)



Nokia 2228



Nokia 1508



Nokia 1606
(AWS)



Nokia N810
WiMax Edition

Growing US Retail & Online Portfolio



N96



N95 8GB



N95



N82



N81



N78



N73



N810



Nokia E51



Nokia E71



5310



6300



2760



2630

Canada Portfolio

Rogers



E71



N95 8GB



5310



5310



3555



6086



2680

Fido



2760



6555



3500



3500



6301

MVNOs



1208 Petro-Canada
7-Eleven Cityfone



5310
Primus

MVNOs



1608
7-Eleven



2760 Petro-Canada
Cityfone Primus Videotron



3555 Petro-Canda
Cityfone



5200
7-Eleven



2630 Videotron
Petro-Canada

[illegible]



Deliver
Compelling
Solutions



Create a
Winning Workforce

Building a Leading Brand



Early Stage Work Has Begun



NOKIA
Connecting People

From corporate litigator to party navigator.

Shift bears between work and play with the push of a button. Set up email with ease. All in a slim, sleek, stainless steel design that looks good in any situation.

The Nokia E71. Designed for the way we live.

nokiausa.com

Available at: **Best Buy**, **RadioShack**, **Verizon**, **AT&T**

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Designed for the way we work



Nokia Music Mixer

Music Mixer Vinyl Competition

Remix Booka Shade's exclusive track and win it on vinyl!

Share on Ovi

Share on OVI

Let others into your digital world

Nokia 5220

Music Almighty

Nokia 6600 fold

Sensuous design

Get more out of your phone

- Software Update
- Discussions
- Accessories
- Software market
- Nokia PC Suite
- Mac software

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One touch GPS. 3G Smart.

NOKIA 6650

Personalize. Browse. Use shortcuts. Multitask.

Say It

The Nokia 6650 is an all-in-one device that offers four hours of 3G talk time and combines smartphone features at an affordable price.

- Get super fast connection speeds and find directions with AT&T Navigator
- Use Video Share to stream live video while you're on a voice call, and catch up on the news and your favorite shows with Cellular Video or MobiTV
- Take pictures with the 2 megapixel camera and listen to music on the go

Show It

Let me show you the coolest features of the Nokia 6650:

- Use the dedicated GPS key to quickly access AT&T Navigator and take advantage of 560 capabilities such as Active Idle and multitasking
- Make a voice call and share your surroundings with Video Share
- Play music and take pictures using the cover display and volume keys

Sell It

Get the total package with:

- Media Max with AT&T Navigator, Cellular Video, and Video Share
- Headset with stereo Bluetooth connectivity
- 8 GB memory card

at&t

1. Designed to meet Bluetooth Specification 2.0 Generic Access Profile, Serial Port Profile, One-to-one networking Profile, Headset, Handsfree, Stereo, Object Exchange, Object Push, File Transfer, SPP Access, and Basic Imaging Profiles.

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Summary

NOKIA
Connecting People

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