

Capital Markets Day 2006 Europe

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SVP, Customer and Market
Operations Europe



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A photograph of two men sitting on a rocky shore. The man on the left is in the foreground, wearing a grey long-sleeved shirt, and is smiling and looking towards the right. The man on the right is wearing a white t-shirt and a red and blue beanie, also smiling and looking towards the left. The background shows a blue sky with white clouds and a rocky coastline.

What's the **picture** in Europe today?

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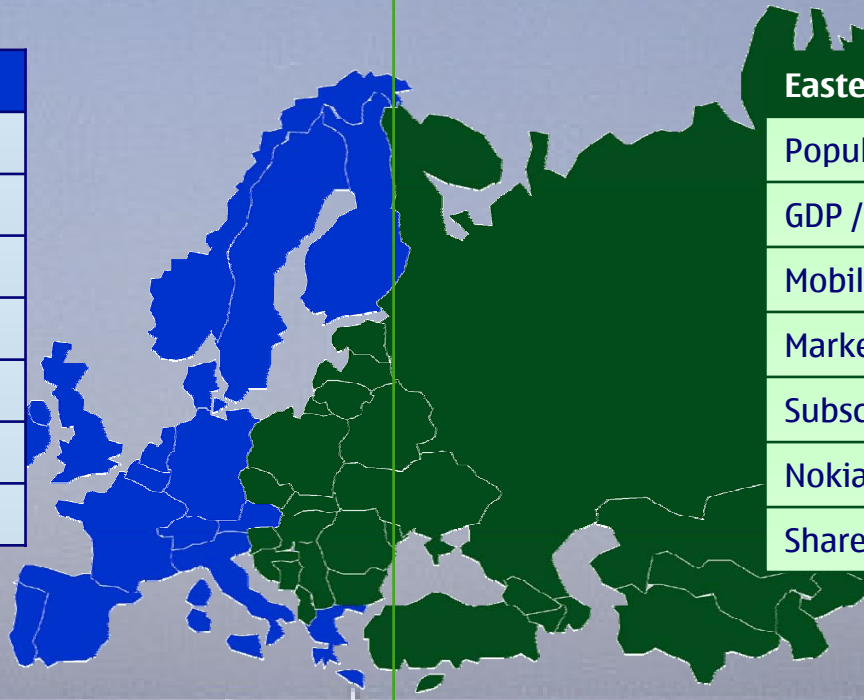
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Our position, drivers and opportunities

“Small volume growth, but
high value potential”

“Room to grow both
volume and value”

Western Europe	2006 (EOY)
Population (m)	396
GDP / capita (kUSD)	30
Mobile penetration	105%
Market volume growth	11%
Subscription growth	9%
Nokia share	~36%
Share of Nokia volume	>63%

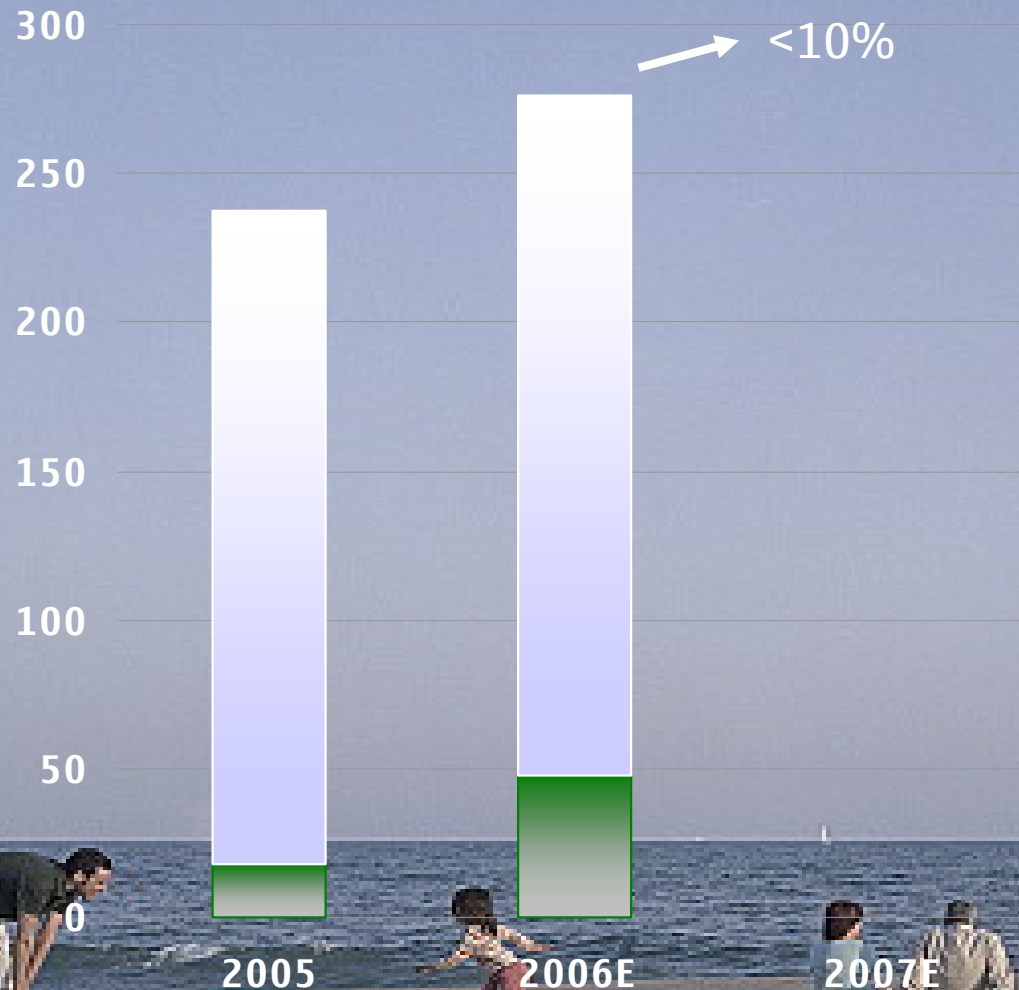


Eastern Europe	2006 (EOY)
Population (m)	488
GDP / capita (kUSD)	9
Mobile penetration	78%
Market volume growth	11%
Subscription growth	30%
Nokia share	>41%
Share of Nokia volume	>37%



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Network technology trends

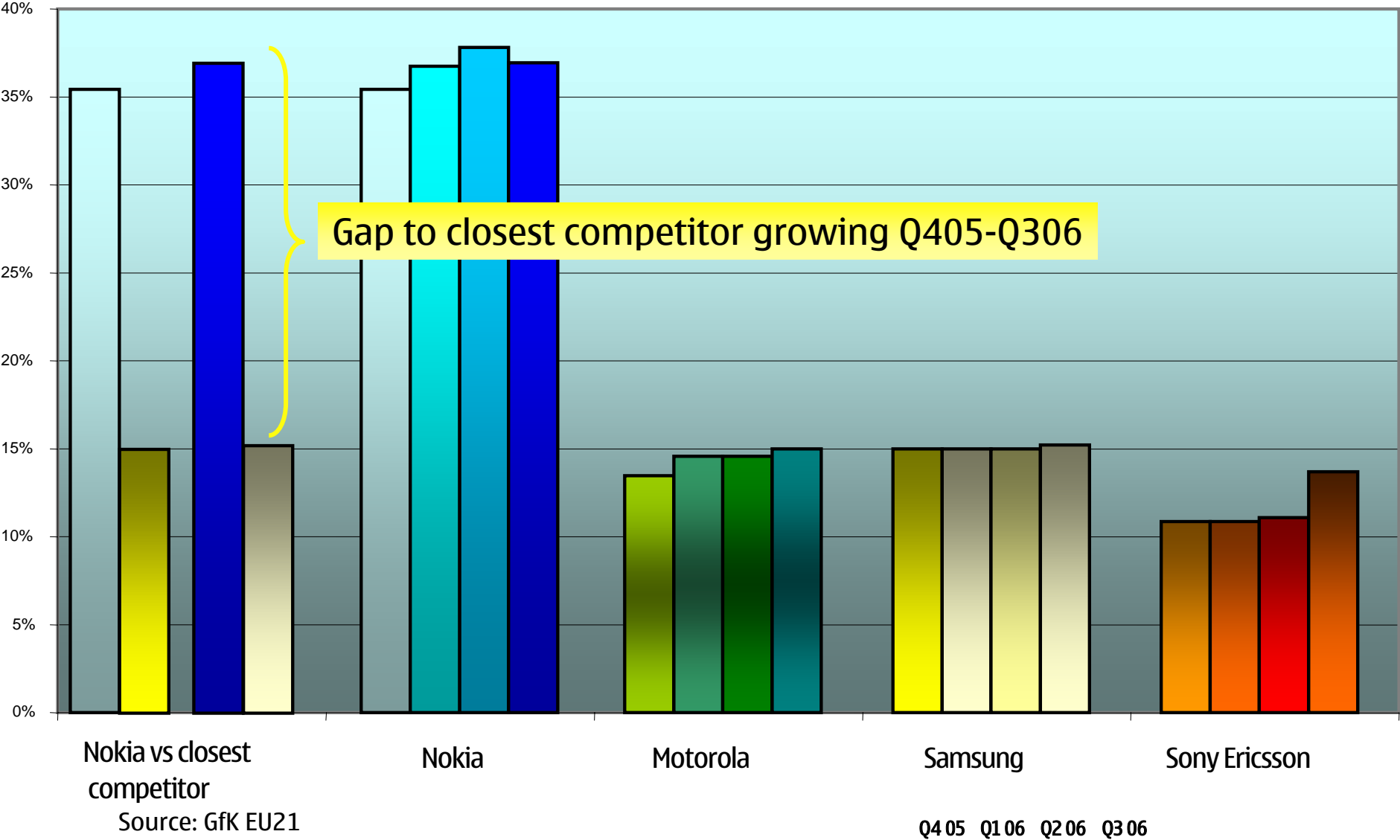


European market still dominated by GSM, but WCDMA is growing steadily

Source: Nokia estimates

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Europe market share development Q405 – Q306



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So how are we going
to grow?

By getting closer

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Getting **closer** to customers

Timely, optimized logistics

We are the only large scale manufacturer in Europe

Key benefits:

- The ability to manage small volumes effectively
- Postponed customization
- Minimized order fulfillment lead time without stocks
- Vendor Managed Availability and POS delivery capability

○ Nokia factory
● Nokia Contract manufacturer



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Getting **closer** to customers



Our commitment to retail is a unique brand driver
and a strong business builder

- professional channel management operations Europewide
- key for value selling

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Professional Channel Management Operations Europewide



Getting **closer** to customers

Nokia Branded Retail



Our commitment to retail is a unique brand driver and a strong business builder

- professional channel management operations Europewide
- key for value selling

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Getting **closer** to consumers

Our unique online brand experience



First Nokia online store - A taste of the future now

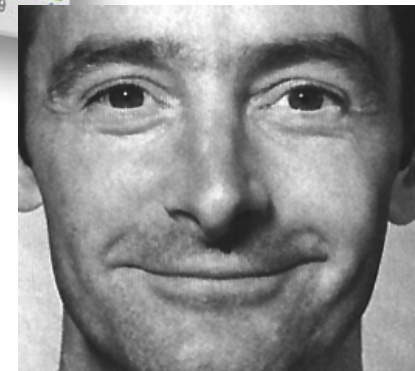
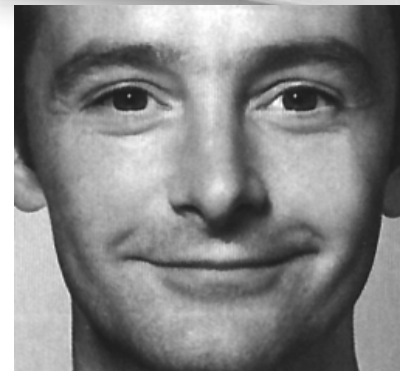
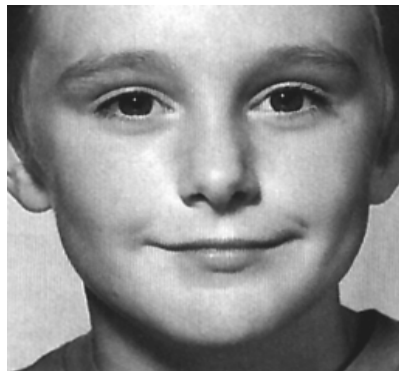
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Getting **closer** to consumers

Innovative support

New tools for faster and proactive consumer response

Building loyalty and ensuring retention



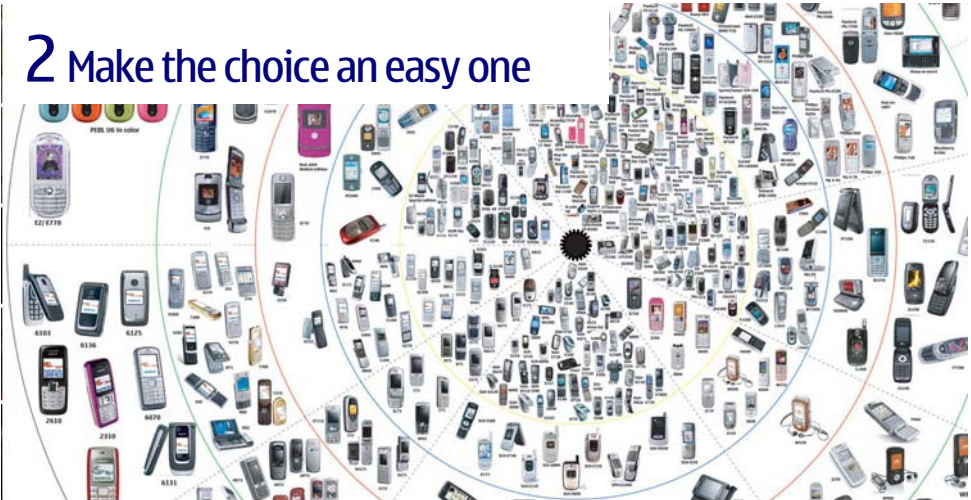
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Getting **closer** to consumers demands

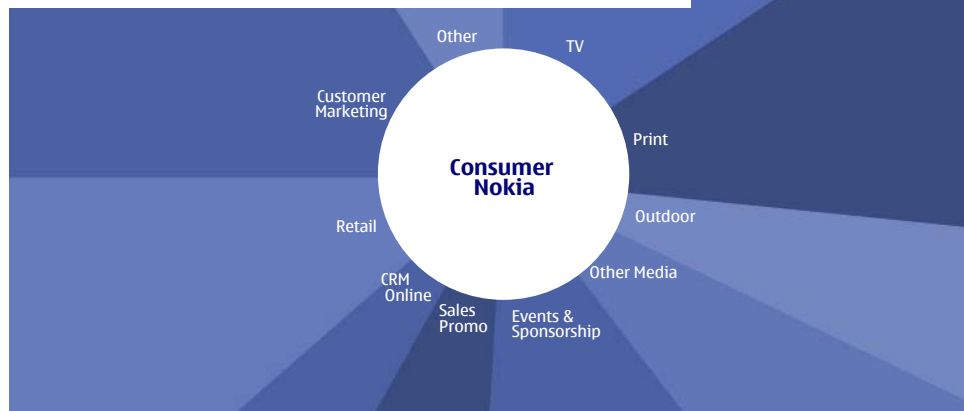
1 Extensive consumer insight



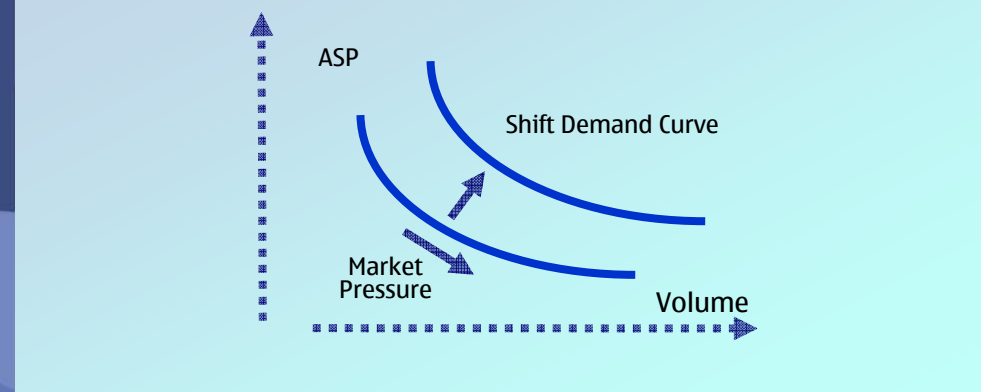
2 Make the choice an easy one



3 Targeted brand communication



4 Moving from product into experience



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Nokia has **great** products

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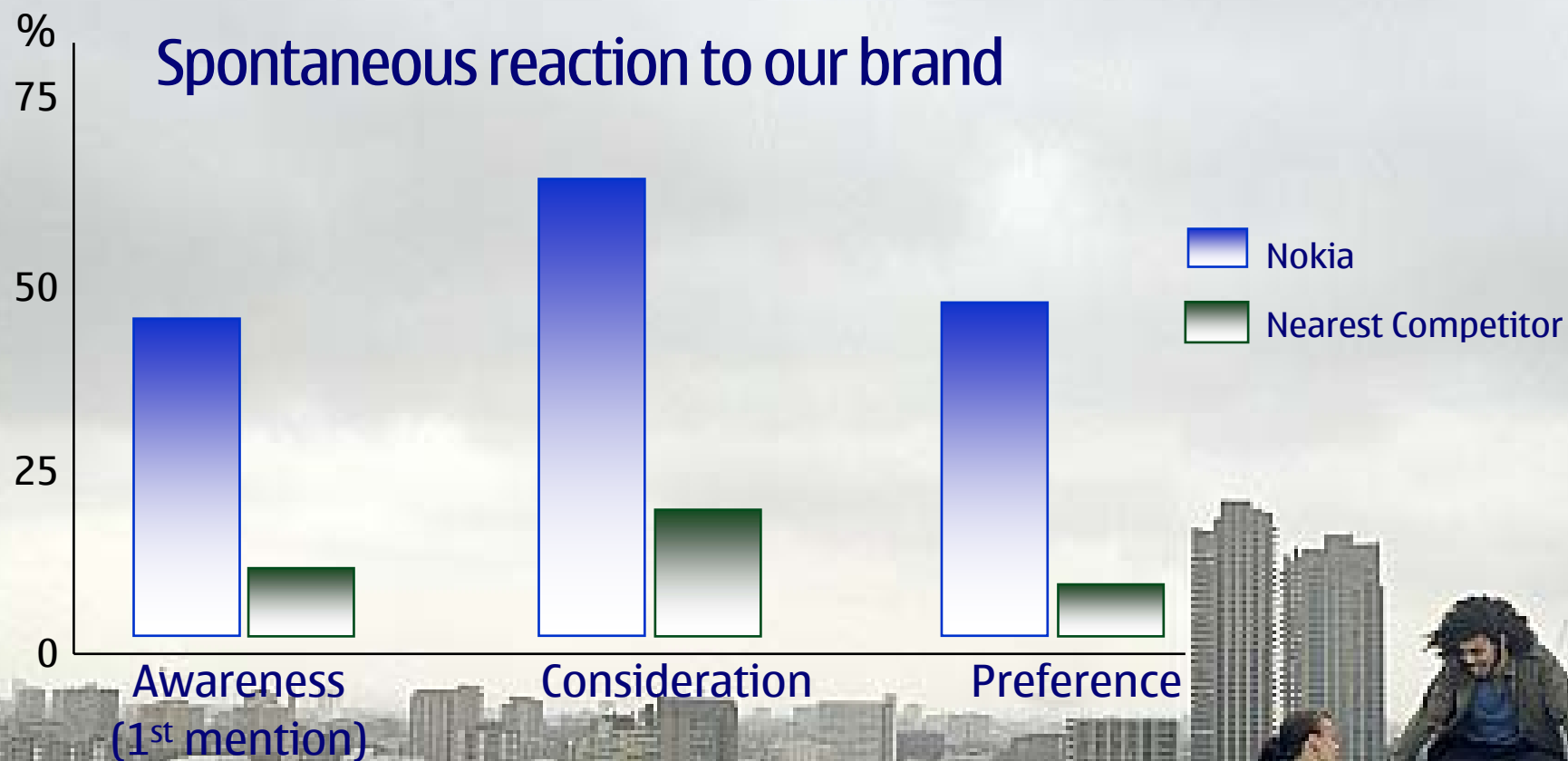
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Nokia is the clear brand leader for Europe



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Getting Closer to Customer







Zygomaticus



Thank you

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