

An aerial, high-angle photograph of a city street intersection. The street is paved with dark asphalt and features white diamond-shaped markings. Pedestrians are walking on the sidewalks, which are made of light-colored rectangular tiles. Long, dark shadows of people are cast across the sidewalk in the lower right corner. A yellow traffic light is visible on the left side of the frame. The overall scene is captured in a cool, blue-toned color palette.

HERE

Sean Fernback

President

HERE

Key topics for HERE – for Capital Markets Day 2014

Our competitive advantages

The opportunities in automotive,
enterprise and consumer

Our role in automated driving

Ambition: To be the leading location cloud



Automotive
Enterprise
Consumer

HERE: Leveraging location cloud and superior content in select segments



Automotive

Build on leadership position

1



Enterprise

Strengthen in smart asset management

2



Consumer

Serve
ecosystem
players

3

“Automotive grade” content

Location cloud

Operational excellence

Increase profitability and ability to invest through four focus areas

Streamlined product portfolio

1

Invest in must win areas

2

Close less profitable programs

Reduced cost level

3

Review site strategy

4

Review organizational set-up

Effective process management

5

Eliminate organizational inefficiency and streamline processes

Investments in future growth

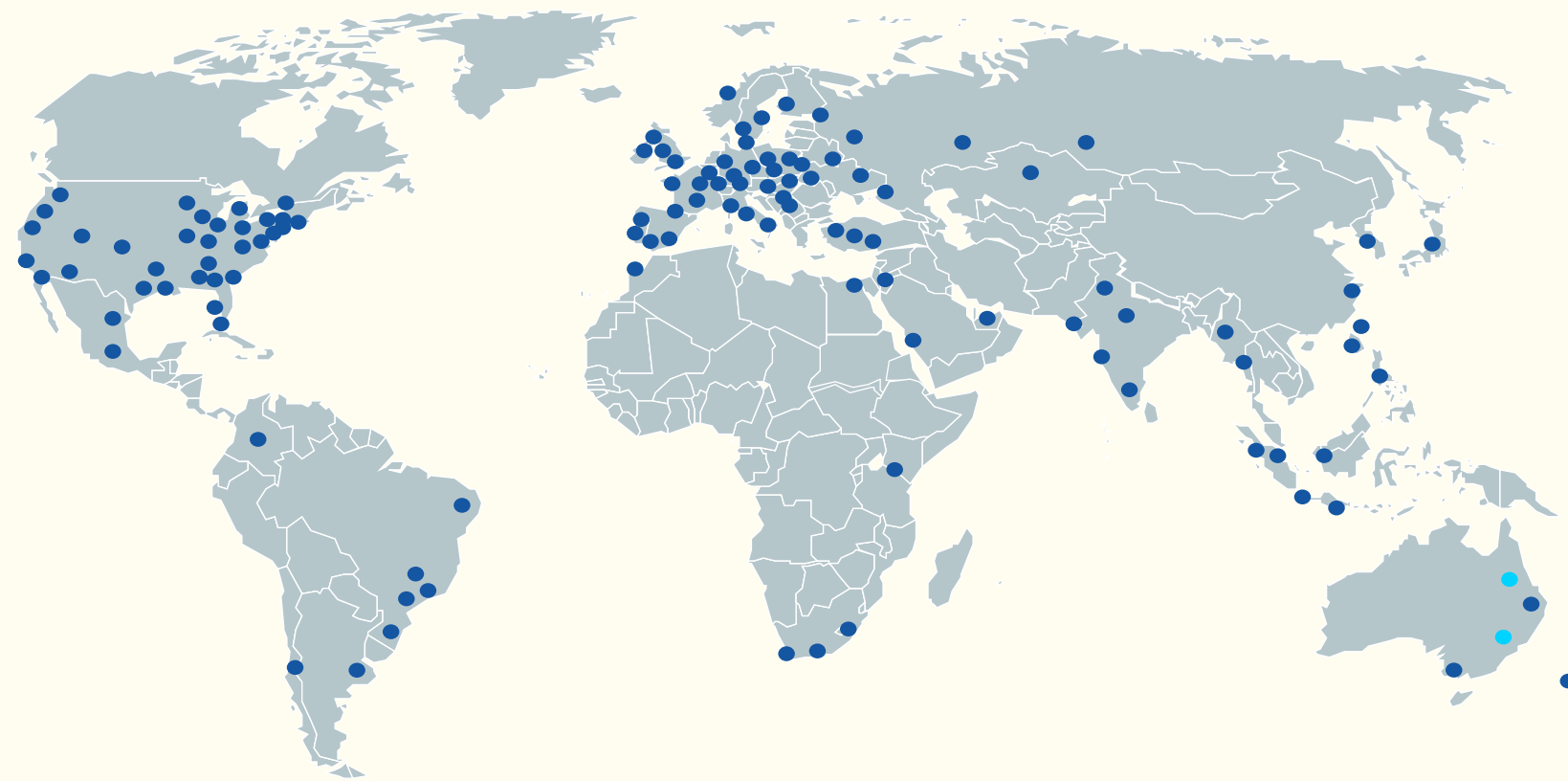
6

Targeted R&D investments to ensure future growth

Competitive advantage #1

Clear customer-first map
making approach and
business model

Competitive advantage #1 – Clear customer-first map making approach and business model



The world's largest and most highly trained cartography team

1,200+ Analysts in
c.200 field offices



Our flexible business model allows HERE customers to differentiate based on their own strategies

Competitive advantage #2

Strong industry relationships
and deep industry
understanding

Competitive advantage #2 – Strong industry relationships and deep industry understanding

70% of key decision makers at automakers see HERE as a **strategic partner**

Trusted **privacy management** approach

1. Source 2013 HERE Customer Satisfaction survey



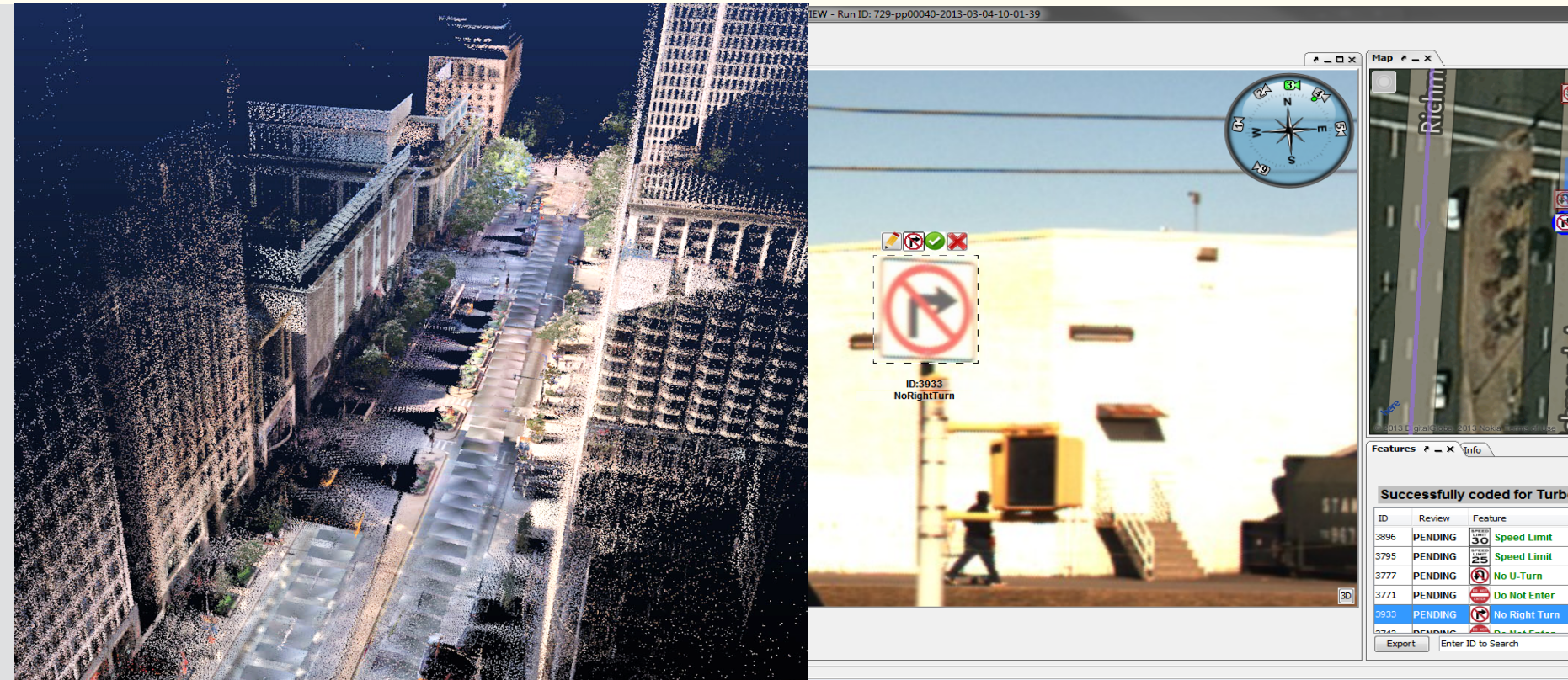
Competitive advantage #3

The world's best map

Competitive advantage #3 – The world's best map



Most **advanced**
collection
technology



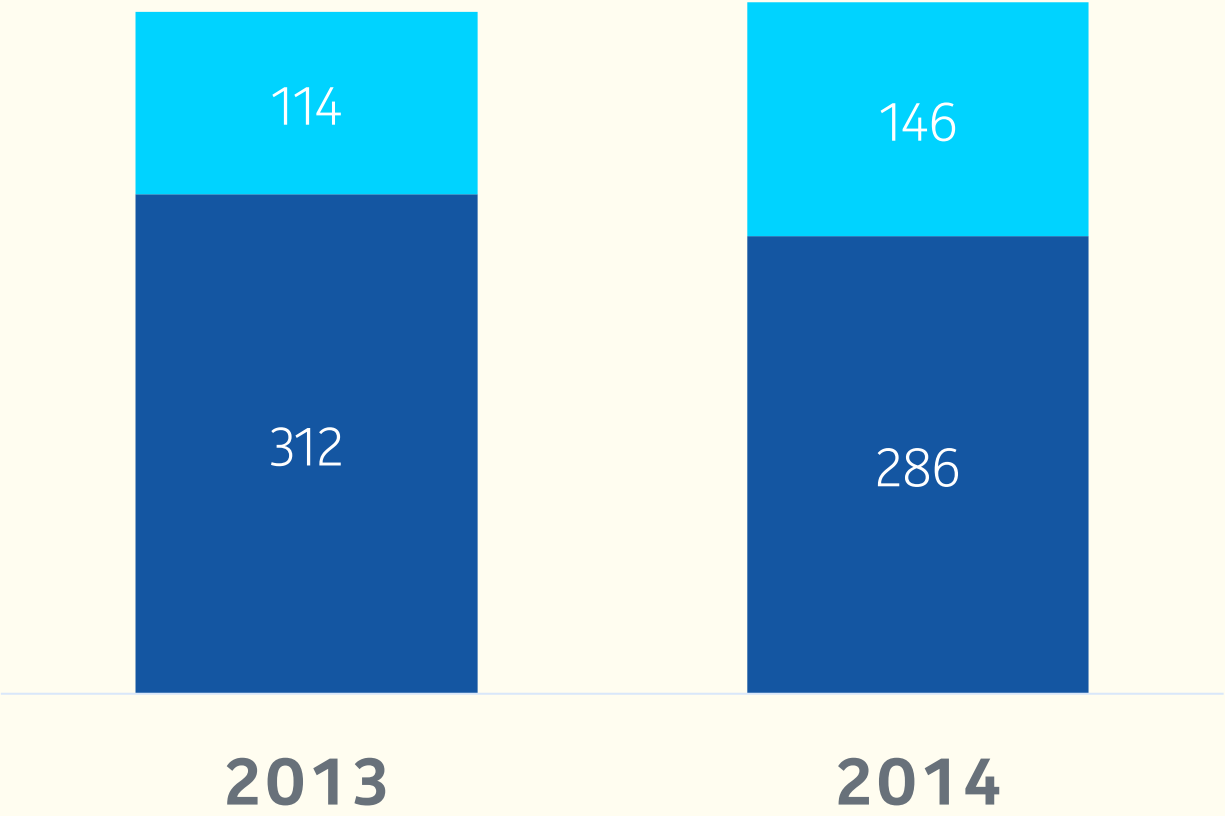
Most **detailed**
representation
of the real
world

Improving our
efficiency
through
automation

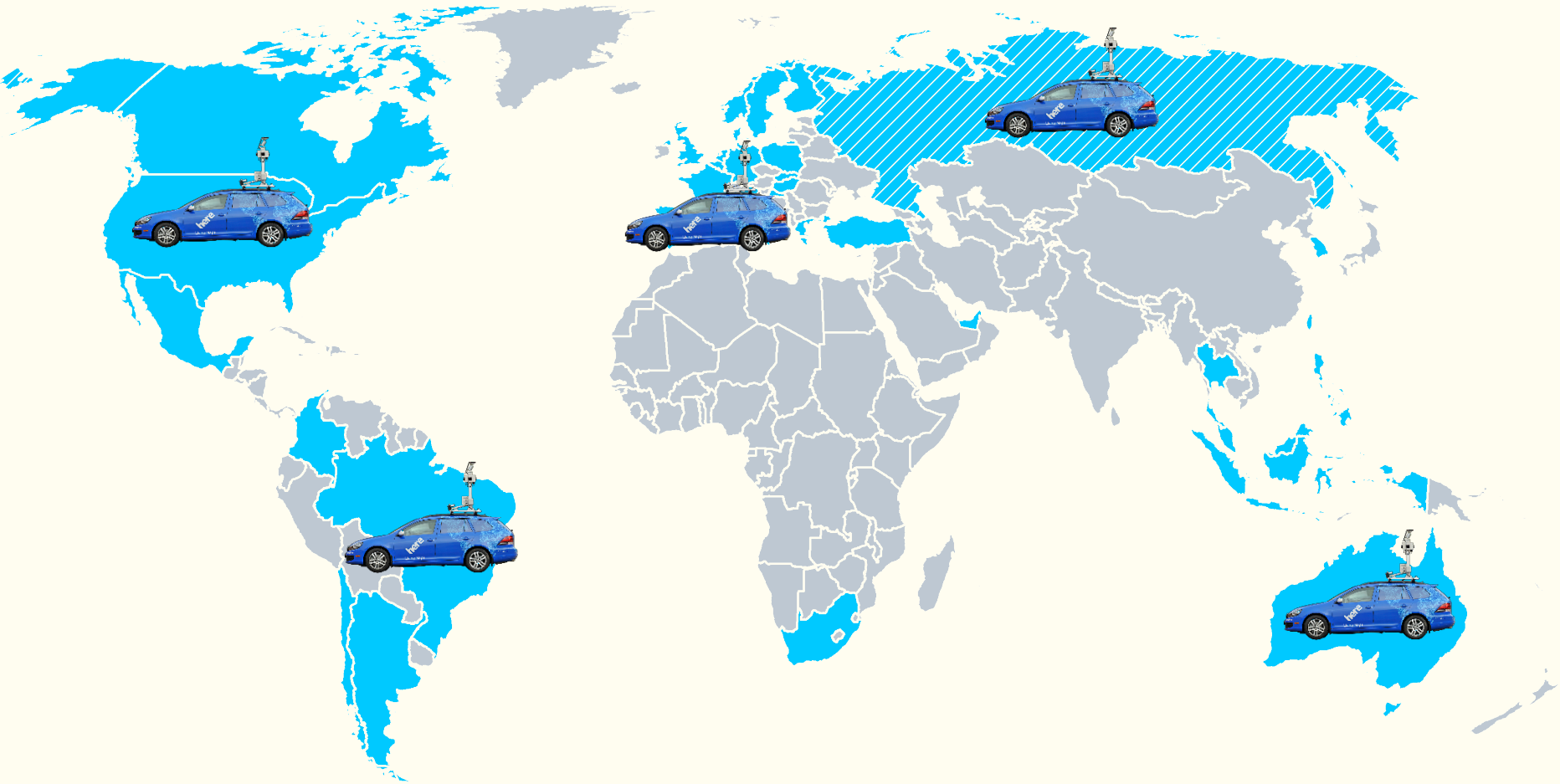


Most **reliable**
maps in the
industry

The world's best map: Global deployment of TRUE advanced collection vehicles



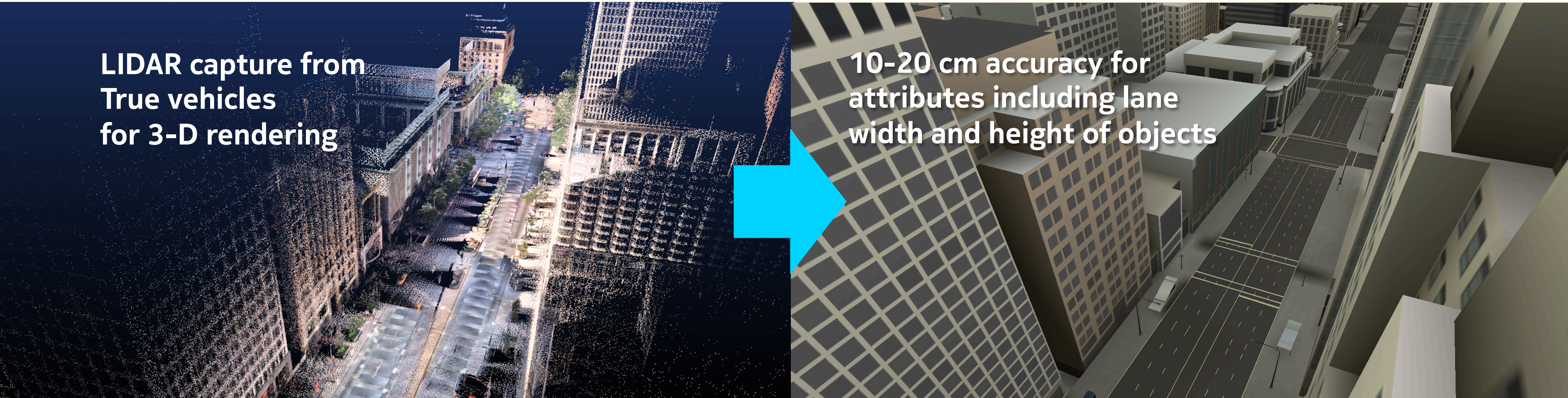
- TRUE collection vehicles
- Additional HERE collection vehicles



The world's best map: Advanced technology for the most accurate and detailed maps

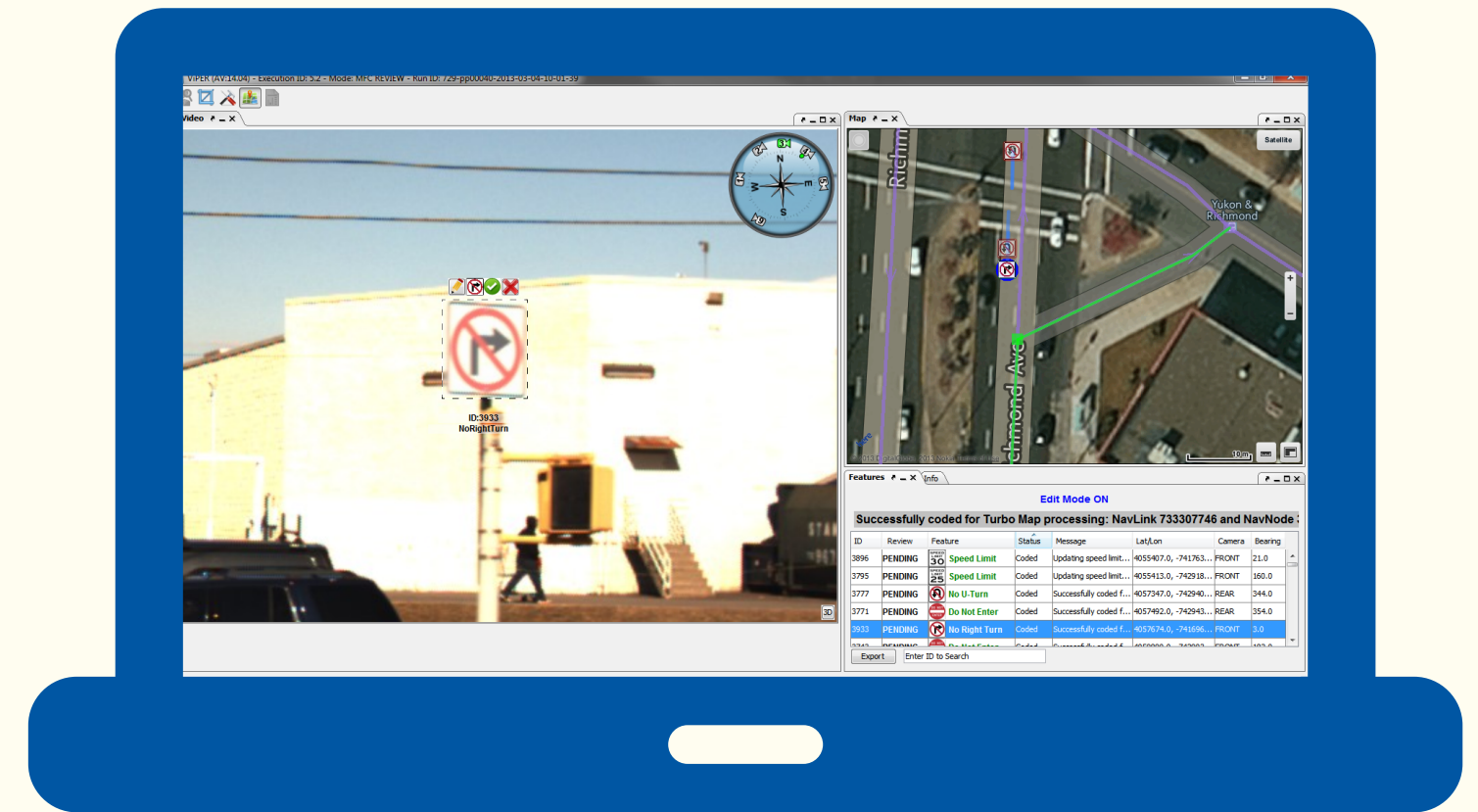
**LIDAR capture from
True vehicles
for 3-D rendering**

**10-20 cm accuracy for
attributes including lane
width and height of objects**

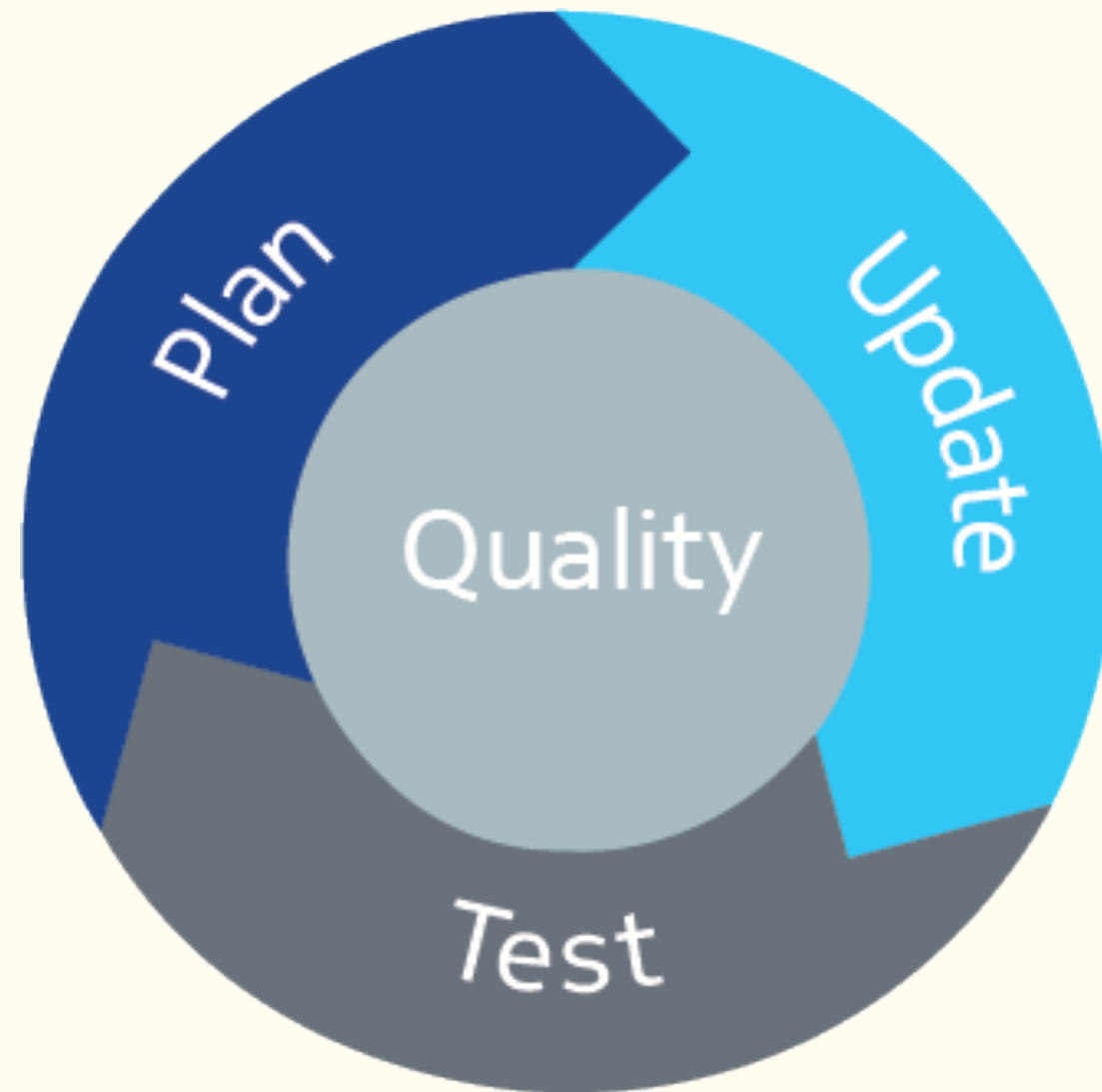


The world's best map: Efficient map creation through end-to-end Automation

Combining advanced capabilities with our world-class field force yielded a **13% YoY** efficiency gain in 2014

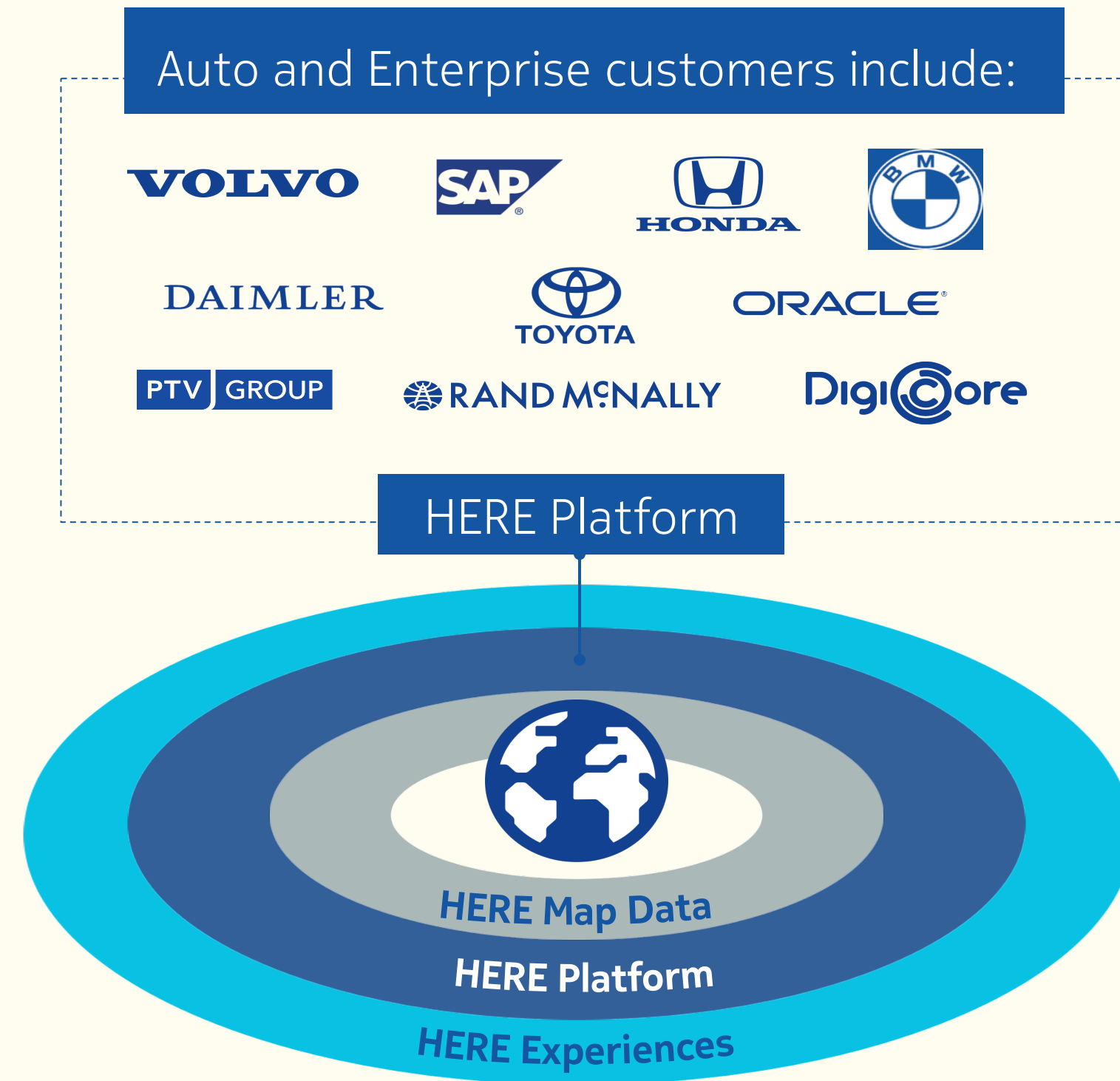


The world's best map: Reliable and fresh maps through the industry's most comprehensive testing program



- Commitment to continuous improvement
- Annual real-world testing in 300+ cities across 50+ countries
- Industry leading accuracy in 90% of tested areas

Significant platform investments to deliver cloud-based content services



- For our **auto and enterprise customers**, our platform enables faster time to market and reduced need for custom software development
- For **consumers**, our platform enables real-time delivery of a rich set of services, including traffic updates and many additional services for a wide variety of use cases

The freshest,
most accurate and
most reliable map in
the world

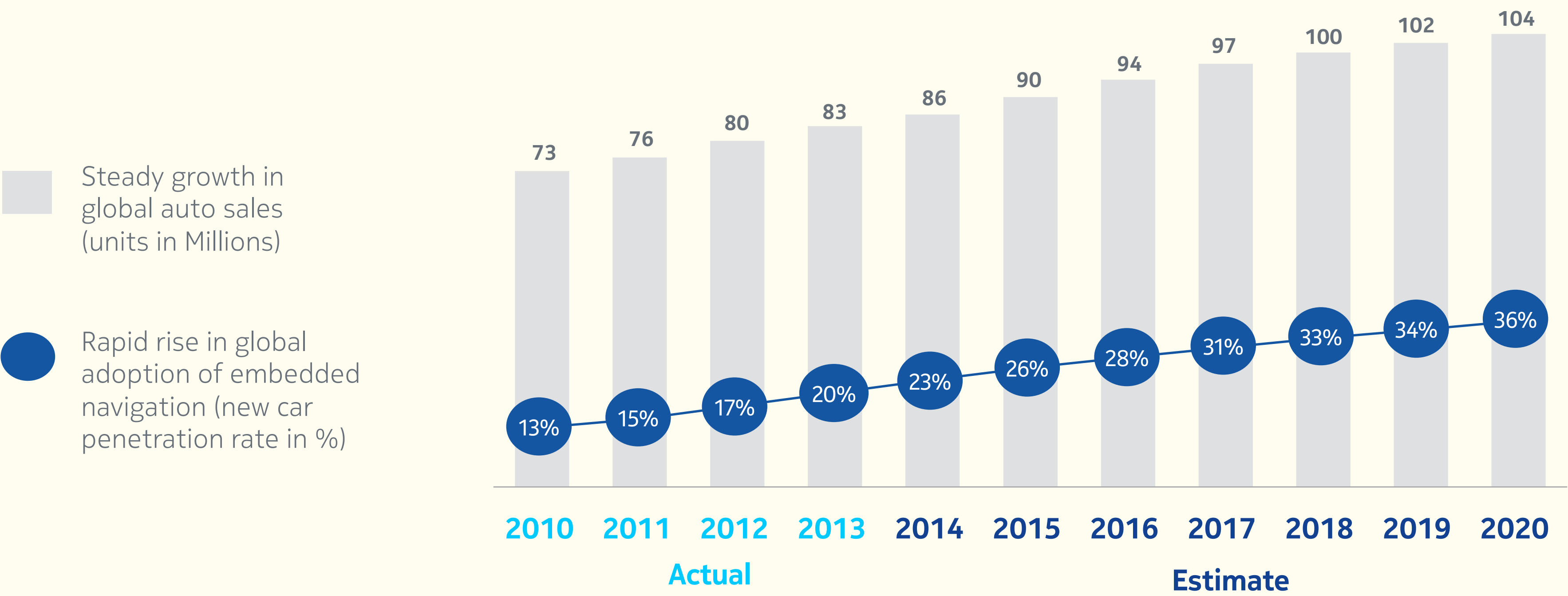
Automotive

From ~35% of total HERE net sales in 2010 to ~55% in 2013



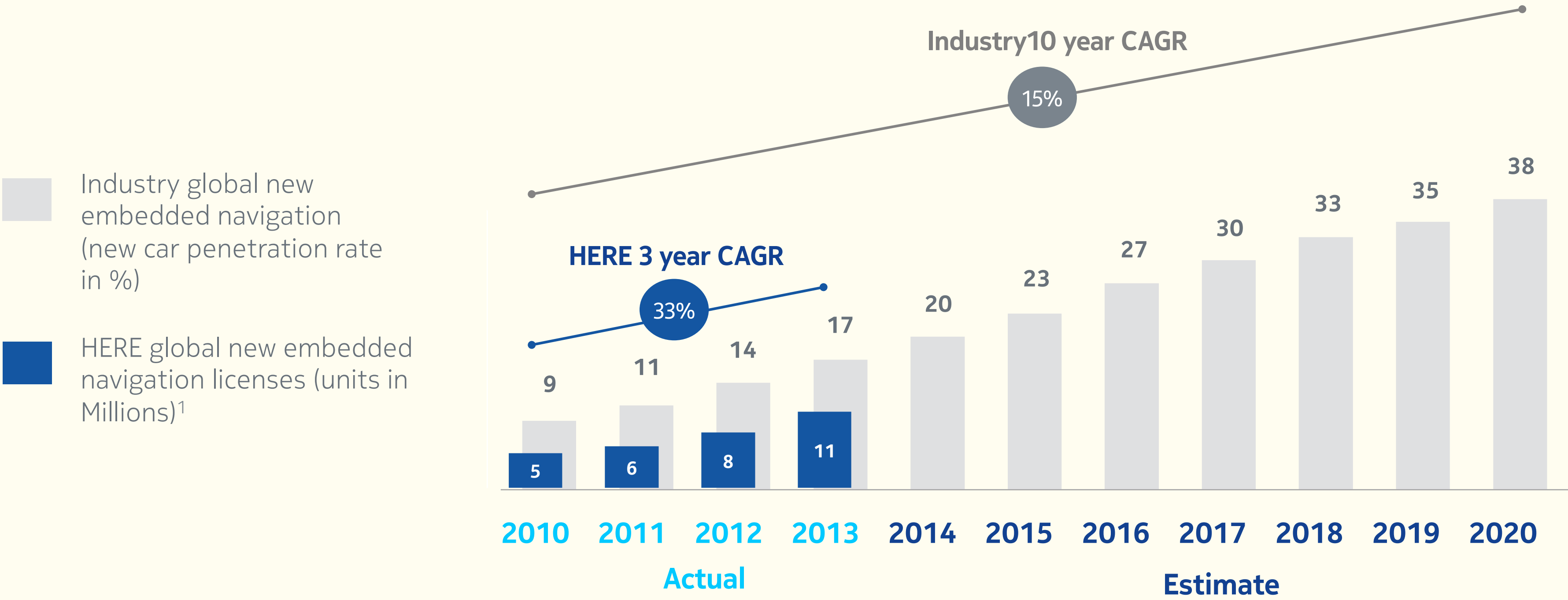
Auto-related trends
position HERE for
solid growth

Auto-related trends position HERE for solid growth



Source: IHS iSuppli and internal sources

Rapid rise in global adoption of embedded navigation
Competitive position of HERE on a solid trajectory

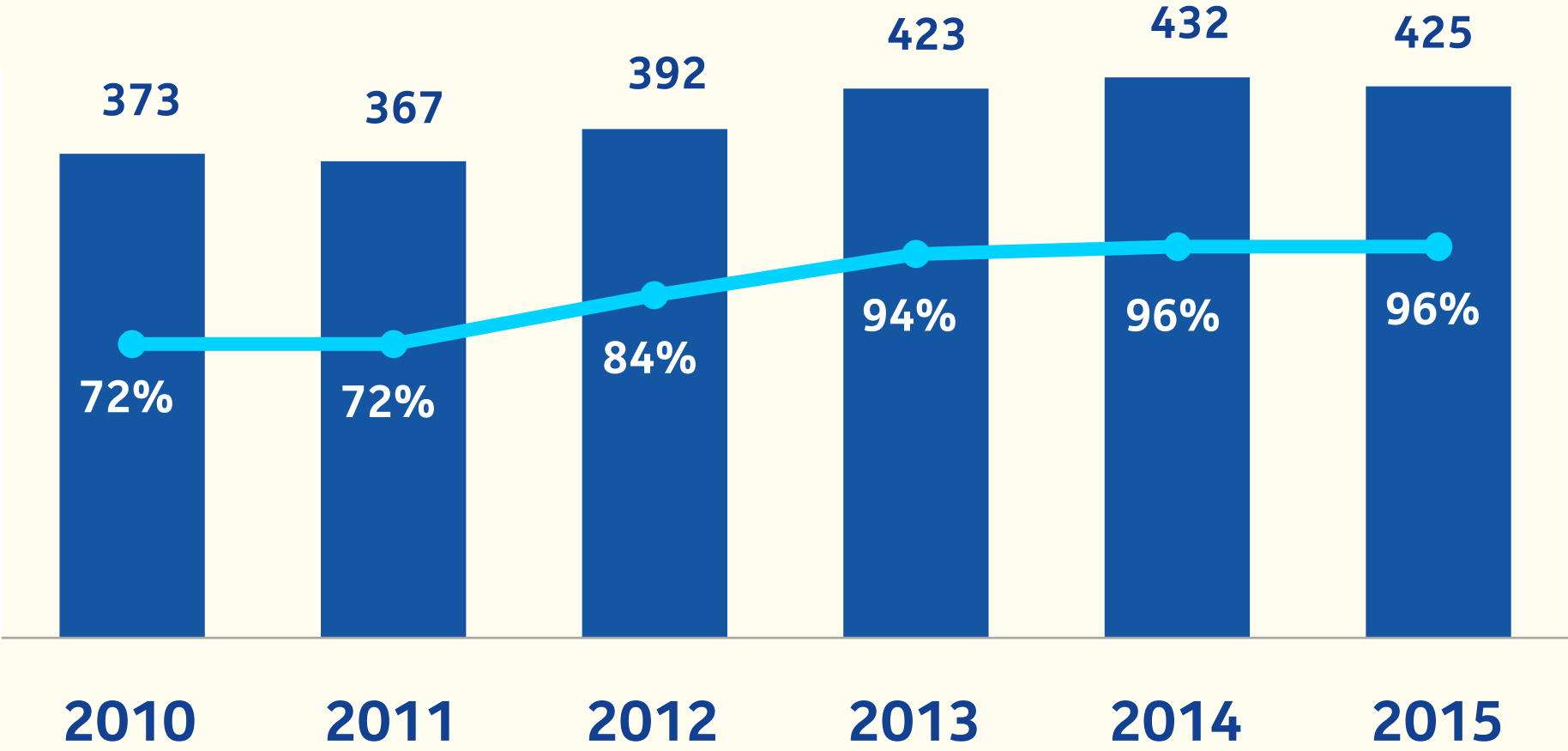


Source: IHS iSuppli and internal sources

¹ 80%+ market share in North America and Europe

Strong foundation for growth
HERE is already designed into a majority of 2015 North American and European autos

- Number of car models
HERE has been
designed into¹
- Percentage of the top 50
best-selling car models
across Europe and North
America HERE has been
designed into



¹ 807 models available in North America and Europe as of Q3 2014 (source iHS 2014)

Enterprise

Another attractive
growth opportunity



Enterprise
Another attractive growth opportunity

HERE already has
a solid presence
in the Enterprise
market



HERE Enterprise offerings leverage our strong Automotive and Platform assets

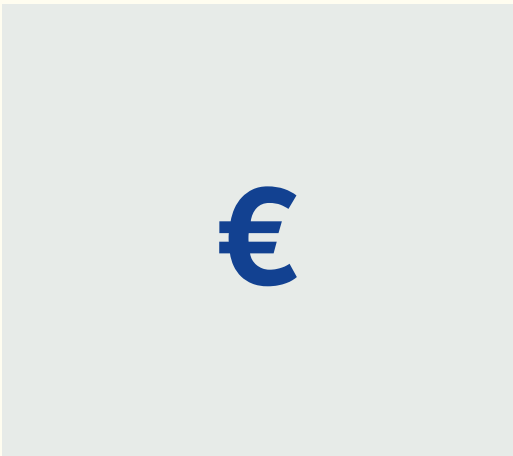
Existing
HERE Auto and
Platform Assets

Incremental
Investments

HERE Enterprise



+



=

Basic Enterprise
Mapping



+

Enterprise Smart Asset Management



Content



Platform

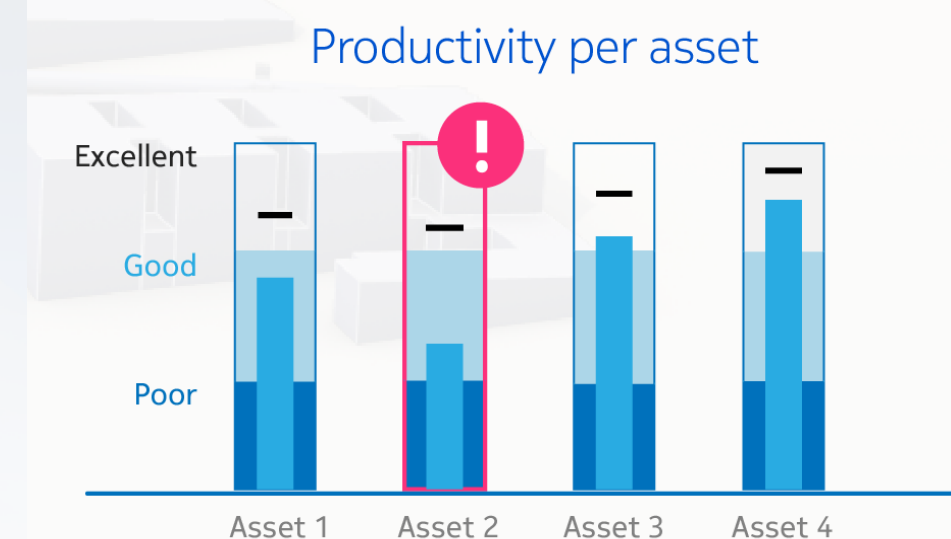
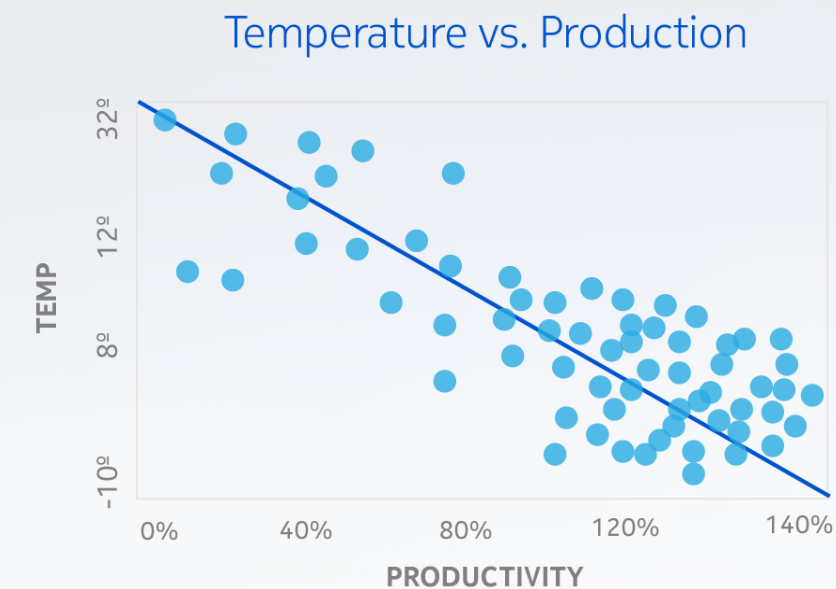
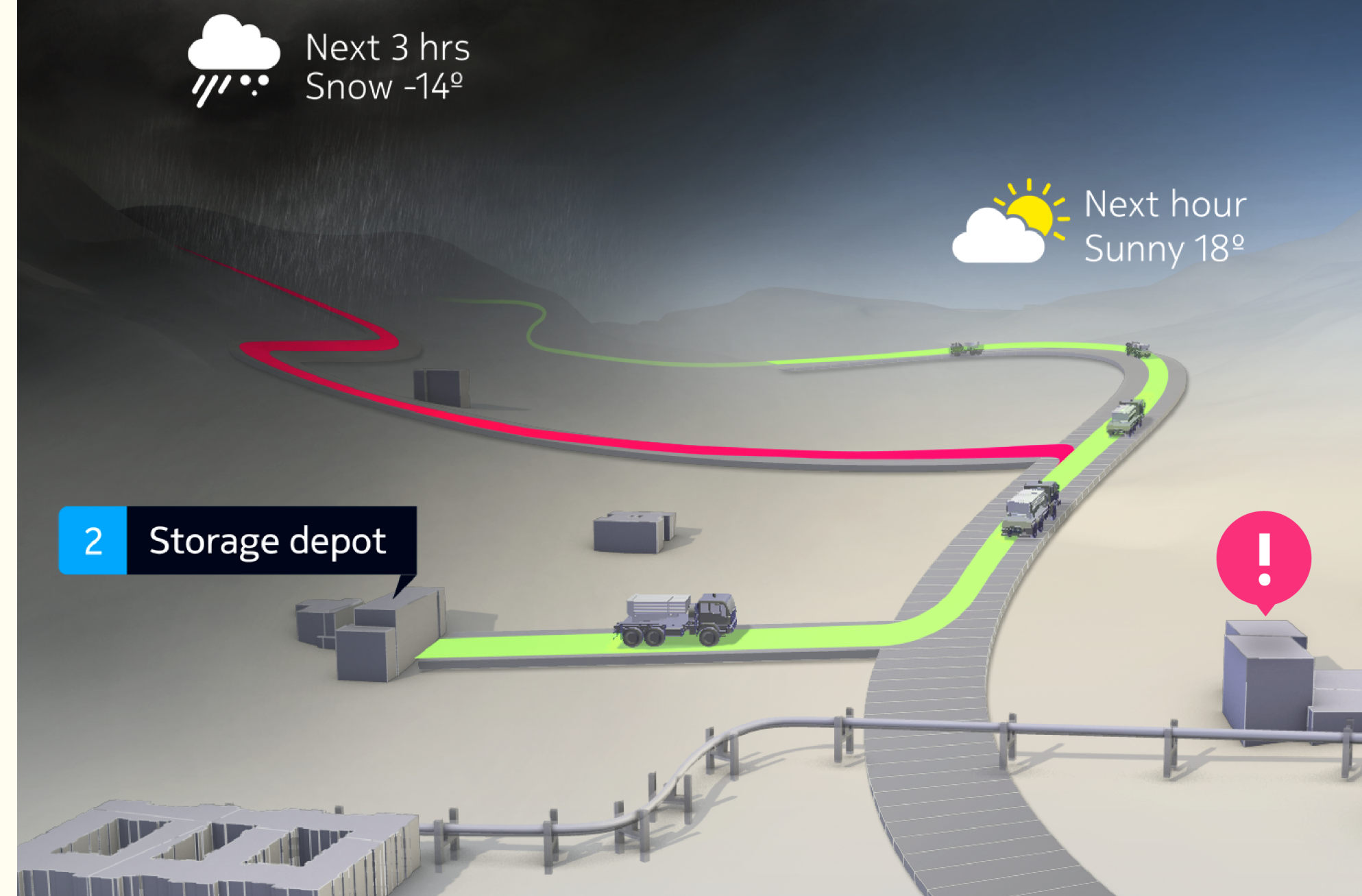


Analytics

New Developing Opportunity

Enterprise Smart Asset Management

Accurately locate, track, measure, analyze,
and manage geographically dispersed assets
**to improve productivity and operational
efficiency**



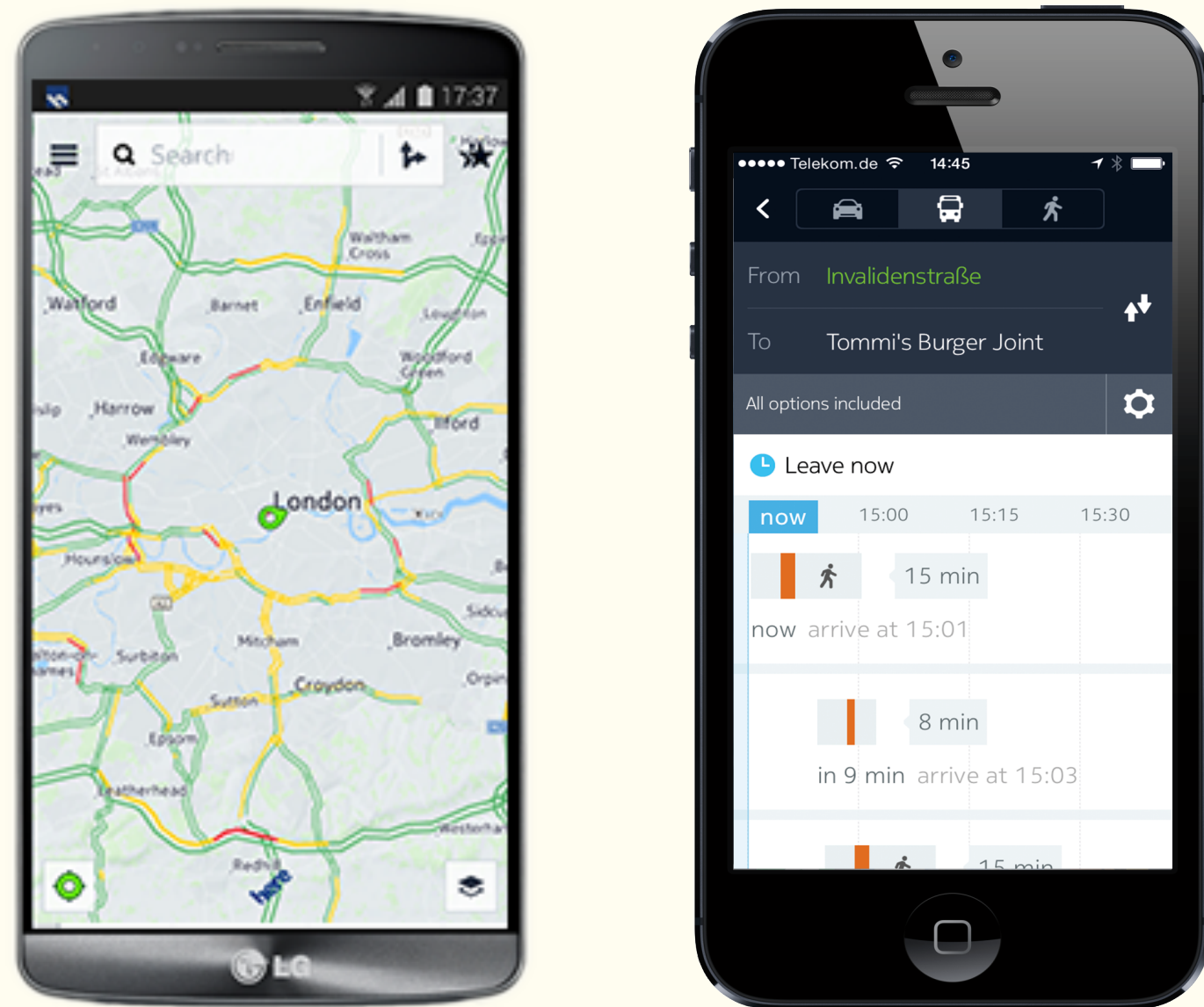
Consumer

Seamless experiences across devices



Consumer

Seamless experiences across devices



amazon

Microsoft

SAMSUNG

YAHOO!

A broad base of consumers get to benefit as HERE becomes a de facto standard – as do our automotive and enterprise customers

HERE

summary

- We have a customer-first model
- We are a trusted partner – moving from content only to platform services.
- We have the world's best map.
- We have attractive growth opportunities both near-term and long-term.

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reported information for historical periods can be found in Nokia's respective results reports. Please see our issued Interim Reports for more information on our results and financial performance for the indicated periods as well as our operating and reporting structure.

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