

Mobile trends and Nokia's strategies

Topics for discussion

Consumer trends in Mobile and Internet

Nokia's strategies

Nokia's activities in North West Russia

NOKIA



Consumer needs are changing

Innovative mobile solutions
are delivering significant new
value for many consumers

NOKIA

Changing Internet usage

2007 Most Visited Websites

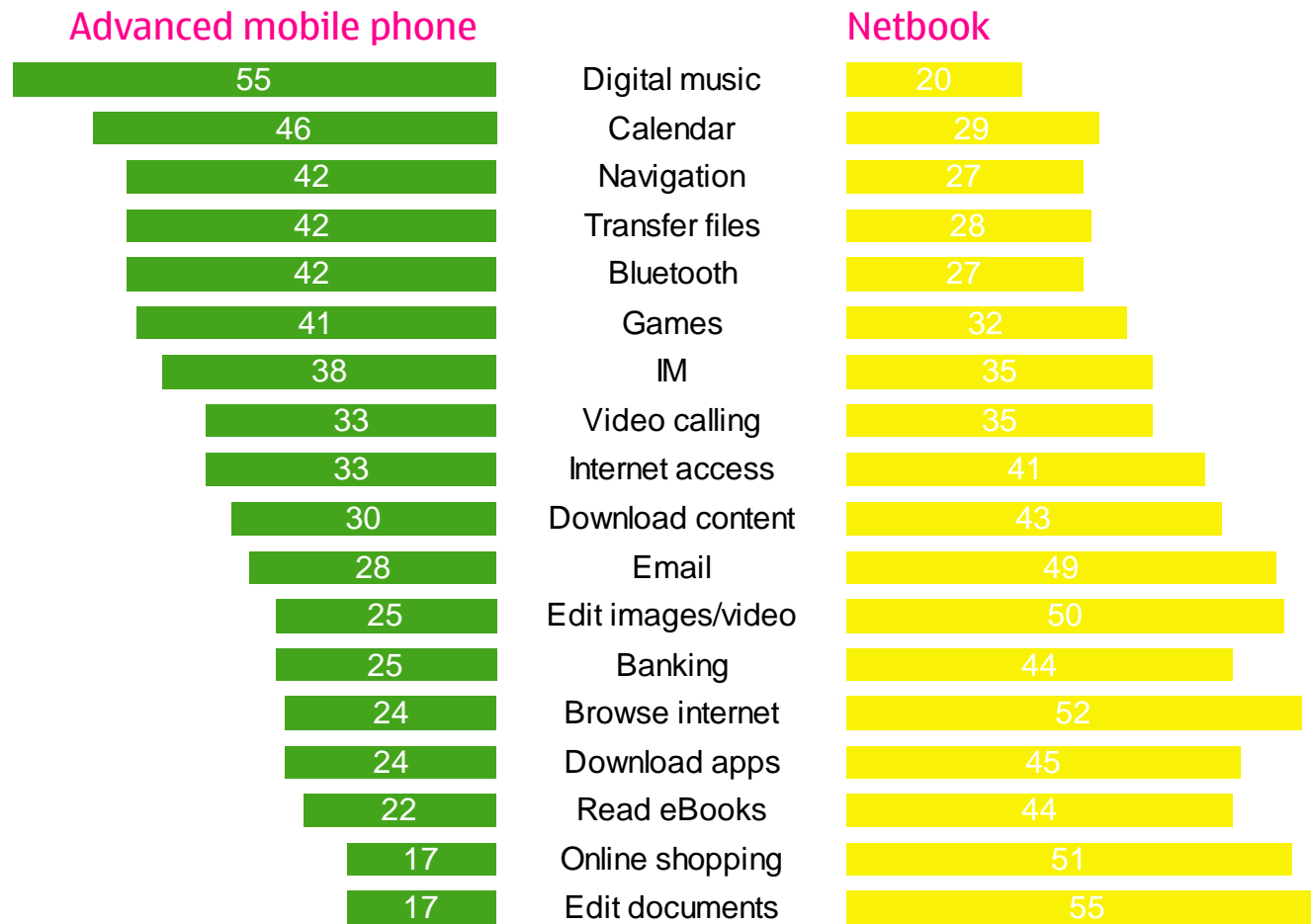
yahoo
google
ebay
msn
myspace
aol
wikipedia
mapquest
microsoft
youtube
amazon
go
about
ask
blogger
craigslist
flickr
information
cnn
adultfriendfinder

2009 Most Visited Websites

google
yahoo
facebook
youtube
myspace
msn
craigslist
wikipedia
ebay
aol
blogger
amazon
go
twitter
cnn
flickr
espn
wordpress
photobucket
comcast

Varying usage patterns for different devices suggests a complementary relationship

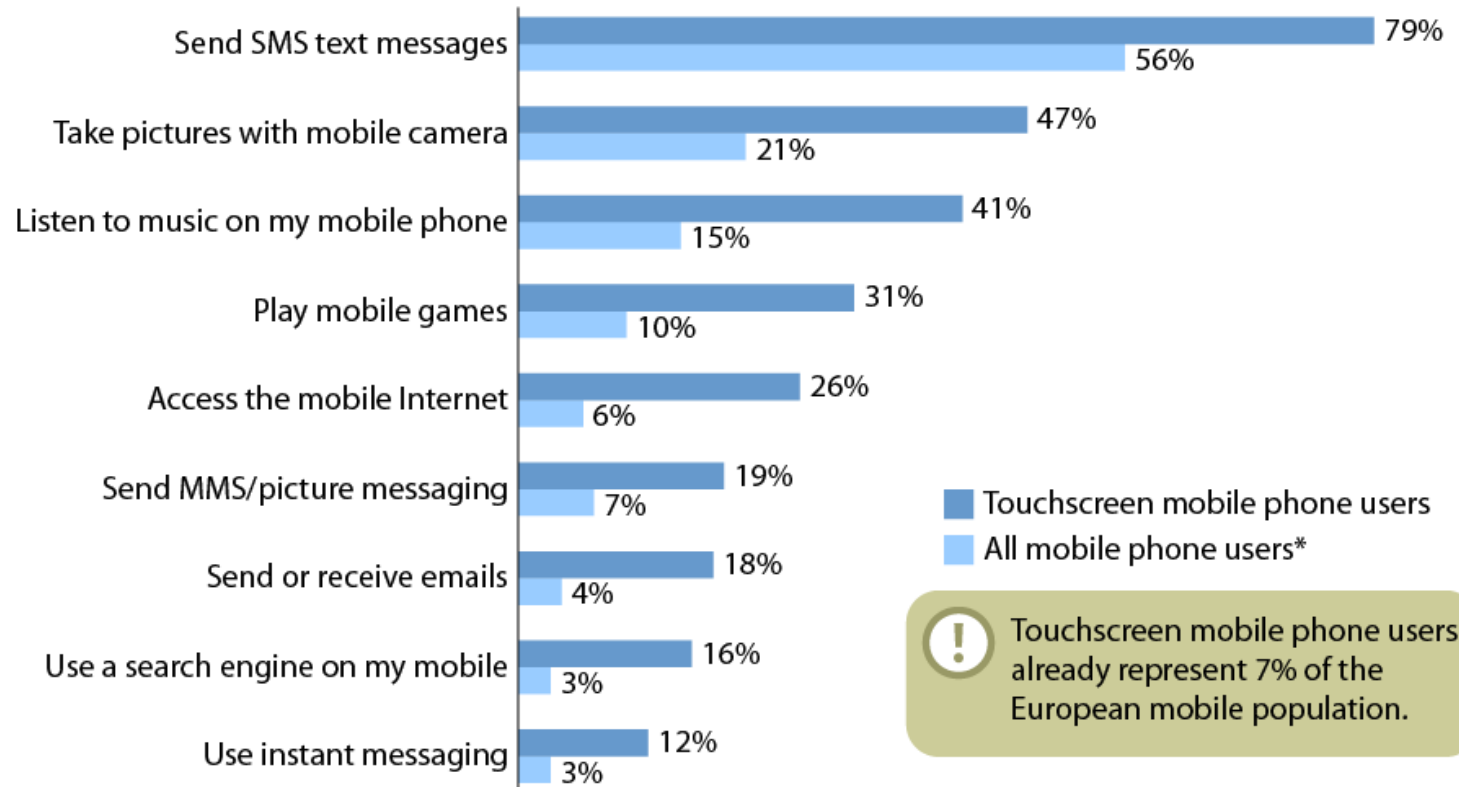
Preferred devices for activities



Touchscreen mobile phone ownership accelerated and unleashed usage of mobile services



“Which of the following activities do you do on your mobile phone (at least weekly)?”



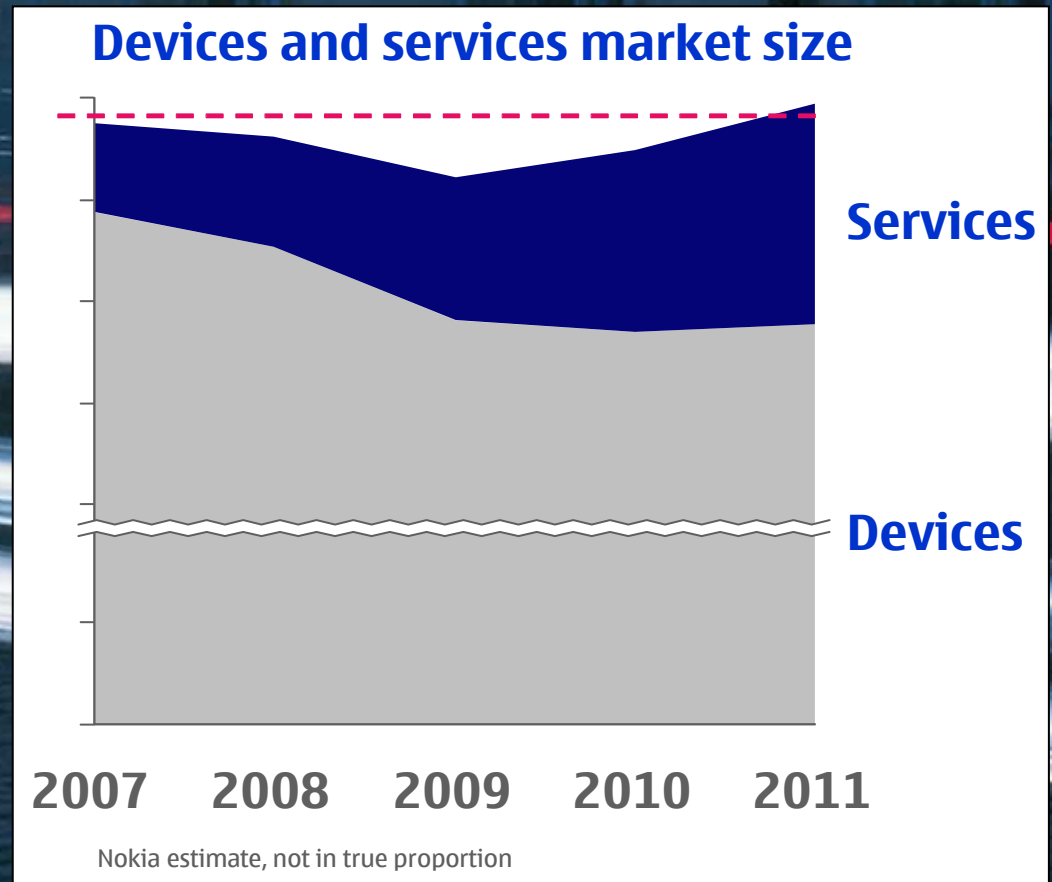
Base: 746 European mobile phone users ages 16 or older with a touchscreen mobile phone

*Base: 10,069 European mobile phone users ages 16 or older with a mobile phone (multiple responses accepted)

Source: European Technographics® Benchmark Survey, Q2 2009

Content is becoming key for consumers

- Digital consumption is Reinventing the media industry
- Brands are increasingly adding social component to their mobile offerings
- Location starts enabling richer mobile experiences
- Application stores continue to flourish
- Brands invest even more in music in 2010,



The nature of the consumer's relationships with companies is changing



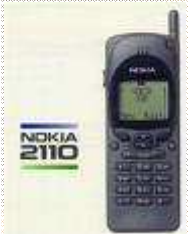
From a monologue...



to a conversation...



into continuous relationships



From a unified...



to a segmented...



Into a dynamic personalized offering together with our ecosystem

Nokia's strategies



Our transformation continues

Transforming into a solutions driven company optimizing user experience

past

device only

present

device + service(s) + partners

future

Seamless User Experience across device + services + partner ecosystem

E71+ Messaging

Nokia 5800 + Comes with Music

N97+Ovi store

Business

Contextuality

User experience

Devices

Content

Services

Backend infrastructure

Consumer data & Relationship

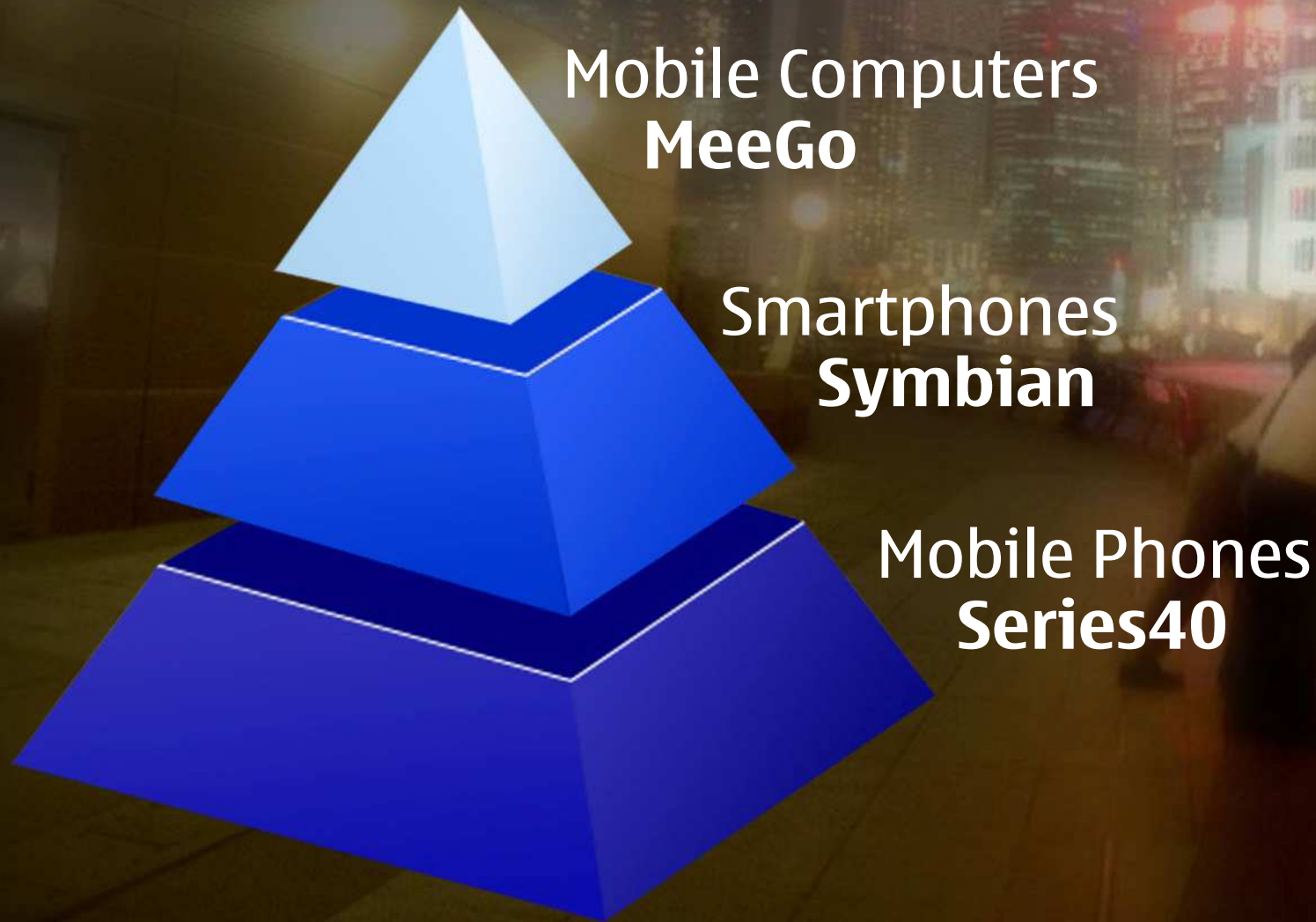
Work mail, Yahoo!, Mail, Gmail, Hotmail. Any mail I have.

Emailed with ease from my Nokia Eseries.

NOKIA Eseries

www.nokia.com.sg

Devices for everyone



The future of mobile computing: *Meego*



The leading smartphone platform



ovi



A vibrant ecosystem



Nokia's activities in North-West Russia

Slide 16

MS3

NCP should be here?

McMahon Scott, 03.03.2010