

THE NOKIA WITH WINDOWS PHONE ECOSYSTEM

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Services Sales Manager

24.11.2011

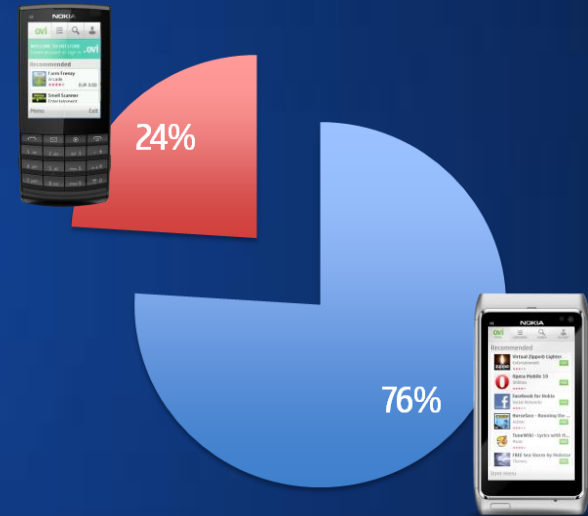
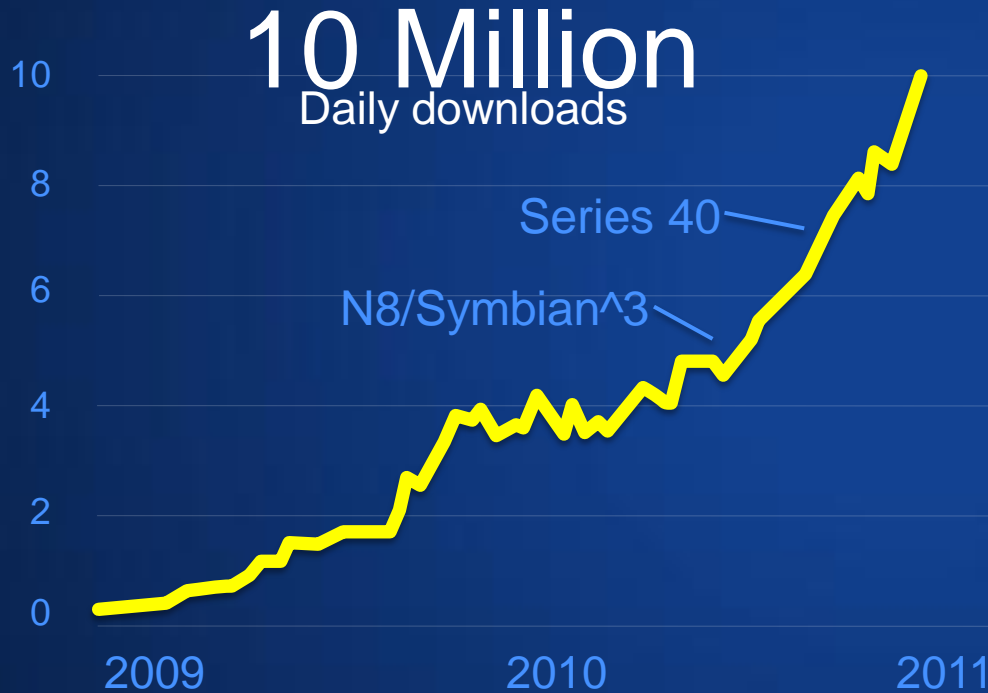
AGENDA

1. CURRENT STATUS
2. NOKIA + MICROSOFT
3. NOKIA IS HERE TO HELP YOU



CURRENT STATUS

Nokia Store continued growth



OUR NUMBERS

+10M

Daily Downloads

~50

Countries with
Operator billing

3/4

Purchases by
Phone Bill

+1M

Downloads in
September
in Finland

+1B

Consumer Base

>90k

+1000 New Apps /
week

Operaattorilaskutus nostaa myyntiä

Nokialla on eniten operaattoreita

Ovi Store by Nokia	109
Apple App Store	0
Android Marketplace	3
BlackBerry App World	0*
GetJar	0*

*Operator integrations pending.



Source: Nokia, 2010

NOKIA + MICROSOFT

COMMERCE



OPERATORS



DEVELOPERS



SOCIAL & COMMUNICATION



SEARCH



ICONIC HW & DESIGN



NOKIA + *Microsoft*

complementary assets to accelerate competitiveness
of our consumer, developer & operator offerings

OPERATING SYSTEM



LOCATION



CONSUMERS



STORE



ENTERTAINMENT



ADVERTISING

NOKIA'S STRENGTHS



Volume Distribution

Global Reach

Marketing Programs

Operator Billing

Support Network

Local Presence

Role of Symbian

**Geographic
Coverage**



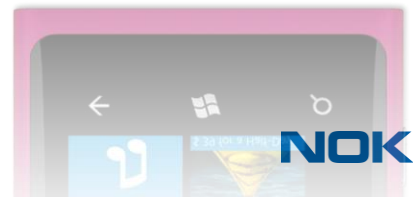
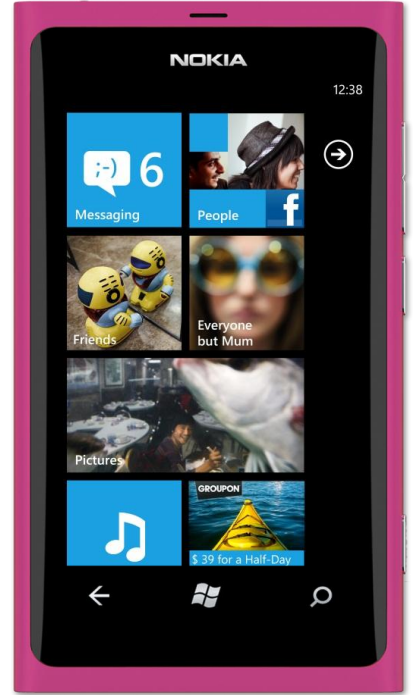
**Price Point
Coverage**



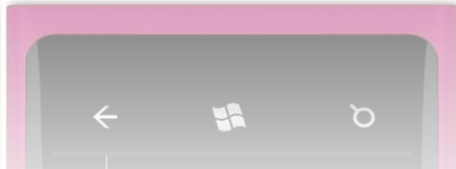
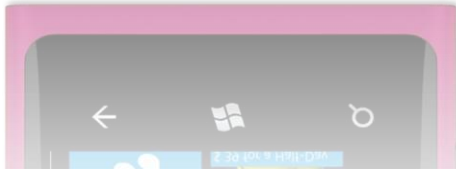
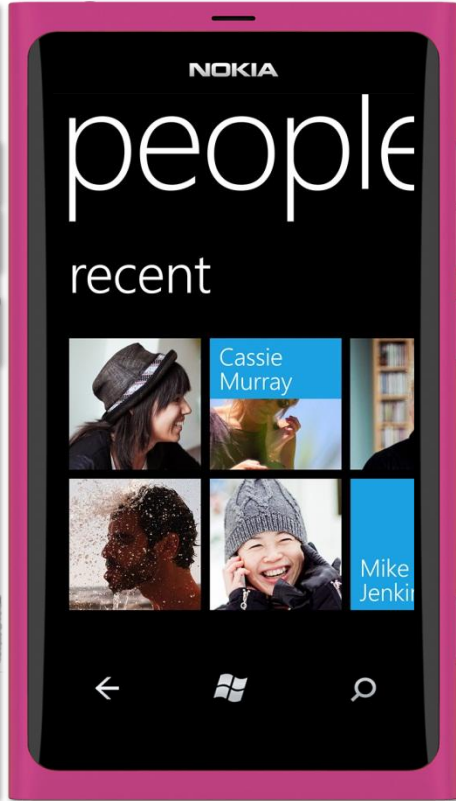
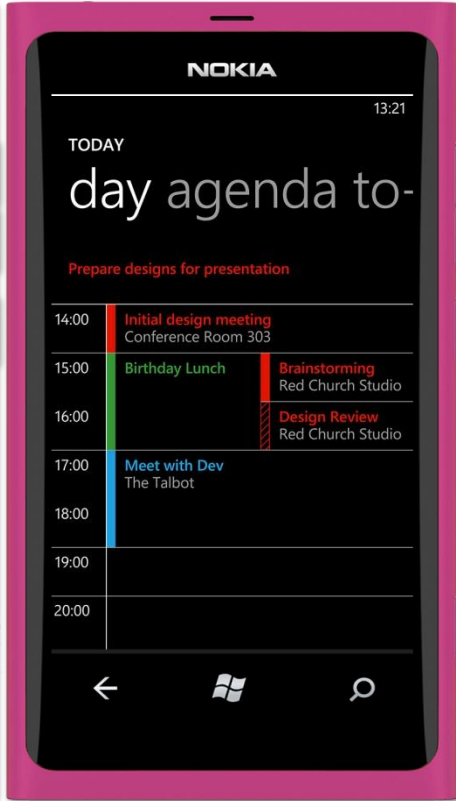
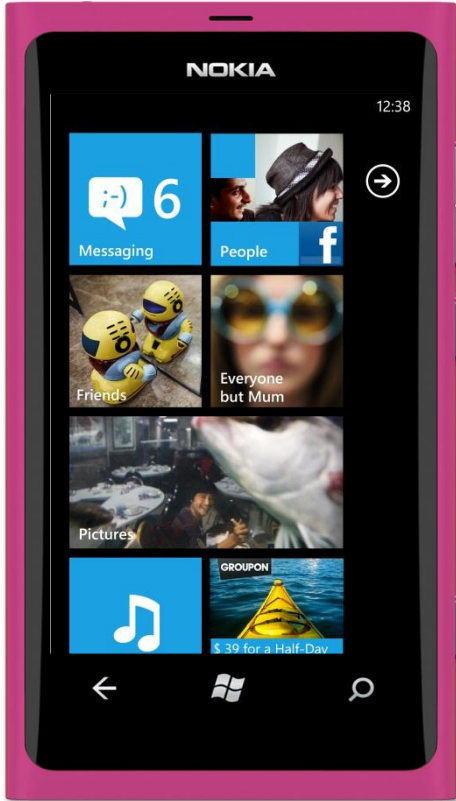
**Bridge to future
Windows Phones**

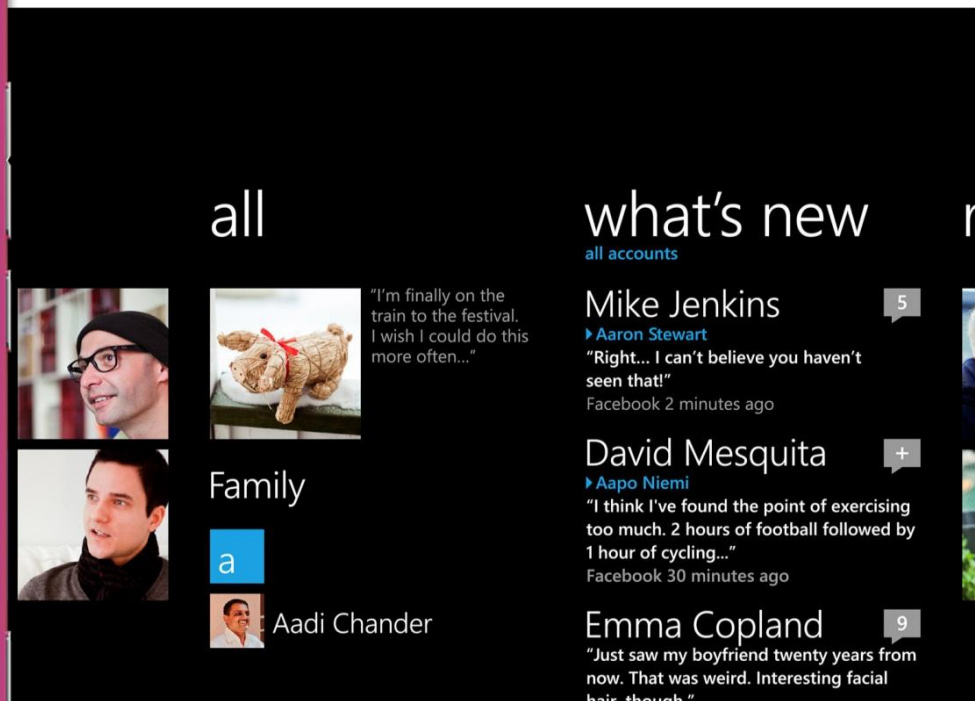
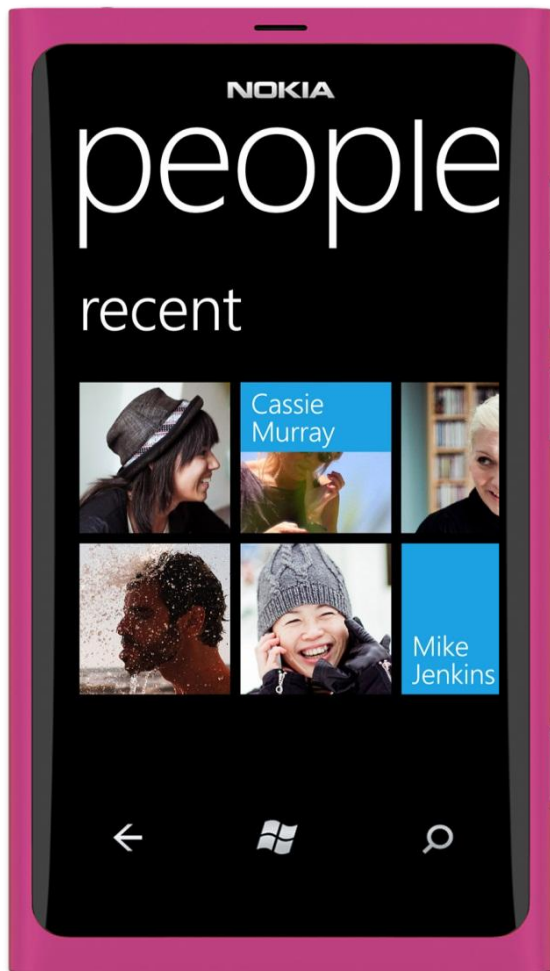


WINDOWS PHONE



NOKIA





SMARTER, HIGH QUALITY APPS

EXAMPLE 1

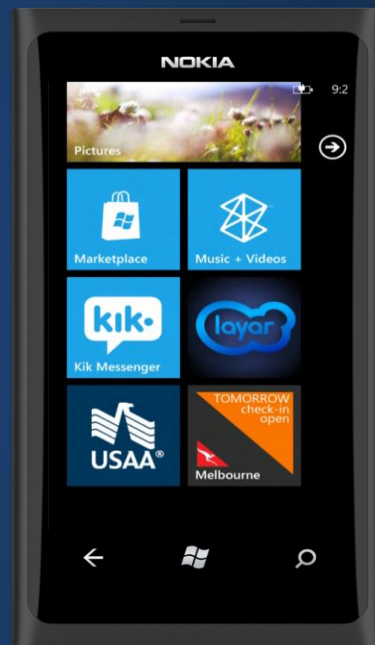
Live Tiles

Bring your start screen to life with glance and go updates from your favorite apps and contacts

Pin to Start

Live Tile Notification

Deep Linking



The perfect solution for Business customers

Instant brand recognition for business
Fantastic user experience for personal and work life
Strong ecosystem supports longer term investment



NOKIA

STORE

Start

Julie
Green 

mattberg@live.com
RE: Wedding Announcement!
Congratulations! I'm really looking forward to celebrating with you all. Thanks for the ...



12



Wendy Richardson commented on your photo

7

01
JUNE

D: All Things Digital
Rancho Palos Verdes, CA
8:00 AM - 5:00 PM

Calendar



Music

FIXA TO THOR



Internet Explorer



My Investments ▲ 2.3%

- ▲ 3.6% Roth IRA (TD Ameritrade)
- ▲ 2.7% 401K Fund (Fidelity)
- ▼ 1.4% Investment Portfolio



Pictures



Pictures



Video



Control Panel



Store



michael_angiulo
I just saw Thor last night. It was awesome! I think you'd love it. RT @julie_l_green

Tweet@rama



71° Sunny
Wednesday: 65° Cloudy
Thursday: 67° Sunny
Friday: 68° Cloudy

Weather



Desktop

NOKIA WITH WINDOWS PHONE



Head turning
design



Nokia Drive



Nokia Music



App highlights

NOKIA LUMIA 800



3,7 AMOLED

Clear
Black
display



8 MP AF



16 GB
eMMC

1,4
GHz



1540 mAh

25Gb
Skydrive

Nokia
Drive

Nokia
Music

NOKIA

NOKIA LUMIA 710



Inter-
changeable
back covers



3,7" LCD

Clear
Black
display



5 MP AF

Affordable

8 GB
eMMc

1,4
GHz

25Gb
Skydrive

Nokia
Drive

Nokia
Music

NOKIA

THE BEST PERSONAL NAVIGATION DEVICE

Optimized user interface for in-car use

Navigation in offline mode with pre-loaded map*

Turn by turn navigation in 95 countries and 49 languages



DISCOVER NEW THINGS OF MY EVERYDAY LIFE

Get a feel for a place with
Nokia Maps

Be local anywhere with over 60
million Points of Interests

Find the fastest way in the city
with public transport lines
and pedestrian routing



ON THE ROAD WITH THE MUSIC YOU LOVE

Discover new music via free personalized streaming radio and MP3 music store

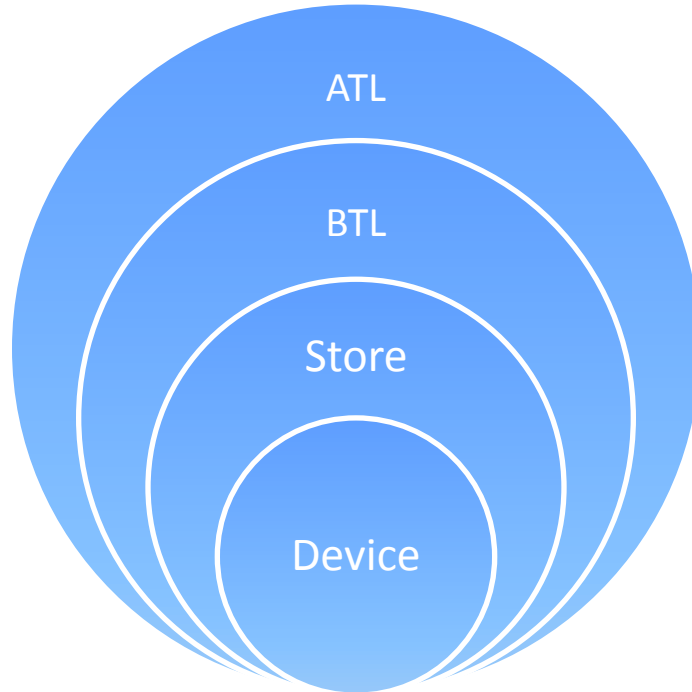
Find gigs near you for the artists you love

Nokia Music application in all markets with A la carte store



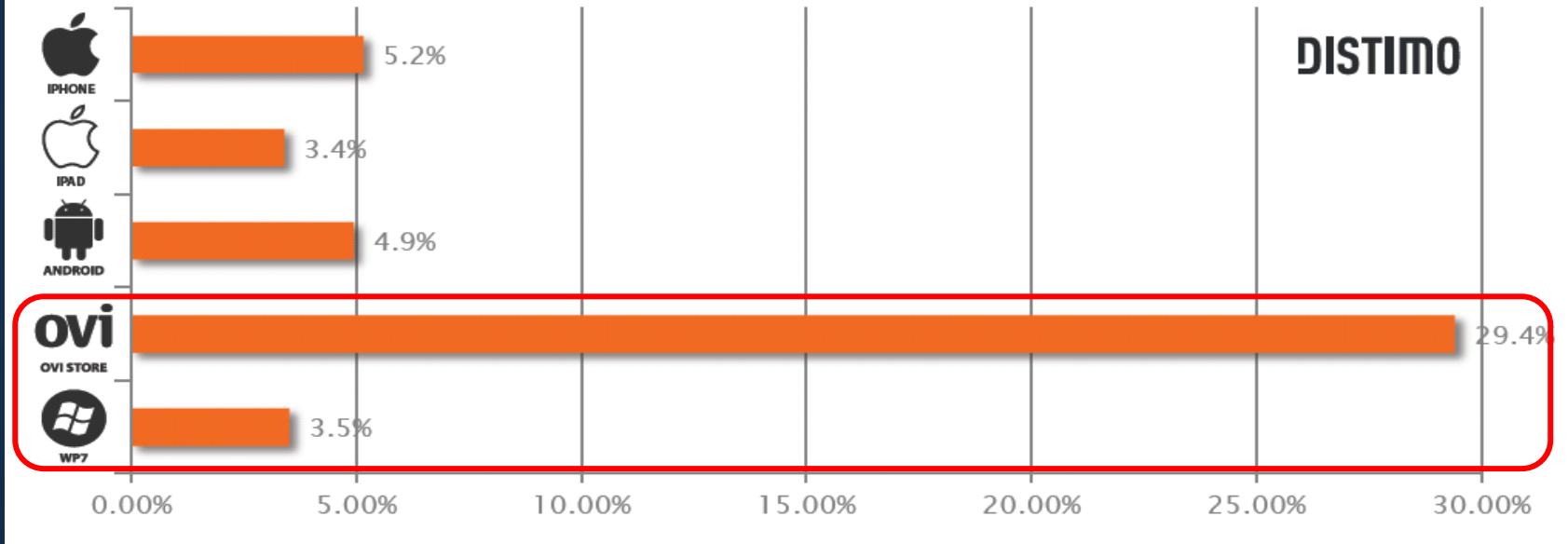
NOKIA IS HERE TO HELP YOU

PROMOTIONS & MARKETING SUPPORT



DIFFERENTIATE BY GOING LOCAL

PROPORTION OF APPLICATIONS PUBLISHED EXCLUSIVELY IN ONE COUNTRY



CASE MTV3

> 50% from Nokia

Tiedote 12.10.2011 MTV MEDIA

MTV3 Juuri nyt -sovellus rikkoi 100 000 latauksen rajan



MTV MEDIA julkaisi kesäkuussa 2011 mobiililaitteissa käytettävän maksuttoman MTV3 Juuri nyt -sovelluksen iPhone, iPad ja Nokian Symbian-käyttöjärjestelmää tukeville laitteille. Nokian N9-laitetta varten sovelluksesta on julkaistu lokakuussa Meego-versio. Sovelluksen latausten määrä ylitti 100 000 latauksen rajapyykin tällä viikolla.

Juuri nyt -sovelluksessa on saatavilla helposti uusimmat uutiset, urheilusisällöt ja viihdeuutiset sekä tekstimuodossa että videoina.

- Saavuttamamme 100 000 latausta osoittavat, että sovelluksille on kysyntää. Latausmääriä tärkeämpää on kuitenkin jäävätkö sovellukset käyttöön vai pölyttyvätkö ikonit käyttäjän työpöydällä. Meillä aktiivisia viikkokäyttäjää on useampi kymmenen tuhatta ja määrä kasvaa koko ajan. Myös mainostajien kiinnostus on ollut erittäin positiivista, apulaisjohtaja Teemu Lehtonen MTV MEDIAn internetliiketoimintayksiköstä kertoo.

MTV MEDIAn Juuri nyt -sovelluksen valtteja ovat maksuttomuus ja liikkuvan kuvan käyttö.

*Lisätietoja Juuri nyt -sovelluksesta:
Annika Brander, tuotepäällikkö, MTV MEDIA, p. 050 5122921*

MTV MEDIA mtv3 su b CANAL+ nou



Thank You

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NOKIA