



# Towards Two Billion

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# If it can go mobile - it will go mobile!

- Since the early 1990's we have seen:
  - Voice go truly wireless - creating a completely new industry
  - The number of mobile users reach about 1.2 billion
  - The number of mobile phones in the world exceed that of fixed connections
- Now mobility is expanding into new areas
  - Imaging, Games, Entertainment, Media, Enterprise...
  - Providing communications capabilities for the next billion people



# Nokia vision

**Life goes mobile!**



# Potential of new mobile services

Over one billion paying mobile customers  
form a tremendous potential  
for new and innovative mobile services



# The first signs of new mobility are emerging

News, sports, games, music, graphics, multimedia, e-mail...



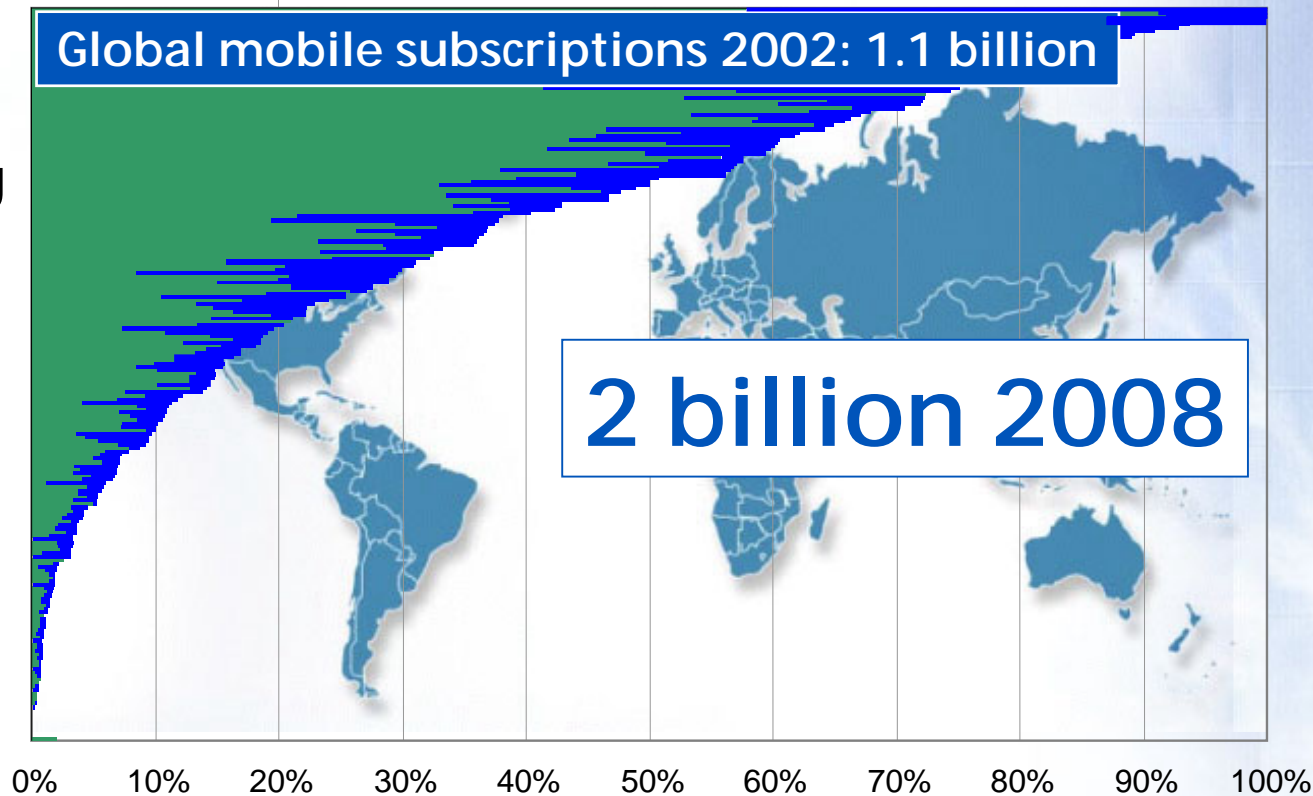


# Mobile communications – a fundamental driver of economic growth

- For the whole global community to benefit and to grow the market for the entire mobile industry, we must combine:
  - Industry and operator mindset - motivation and ability to implement low cost business models
  - Favorable trade policies and regulatory environment

# Going towards the two billion milestone

- Over 80% of global mobile subscription growth coming from new growth markets in the next five years
- In Russia, the number of mobile subscriptions will exceed 60 million by 2008



# Nokia Strategy



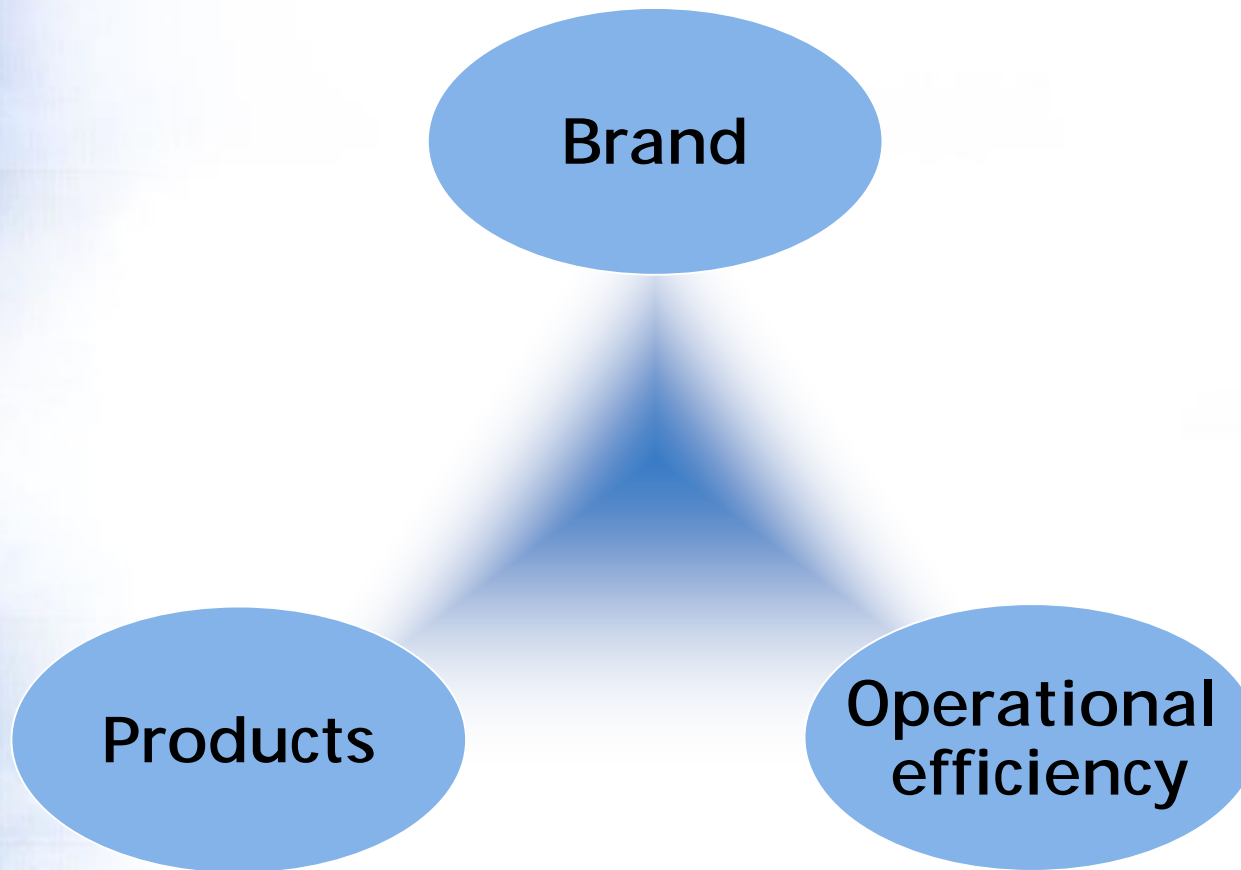
Expand  
mobile  
voice

Drive consumer  
mobile  
multimedia

Bring  
extended  
mobility to  
enterprise



# Cornerstones of Nokia's success



# Nokia's commitment to Russia

## Russia's market characteristics:

- Fast subscription growth
- Highly diverse regional development

## Nokia's approach:

- Local presence and in-depth customer understanding
- Strategic focus to reduce total cost of ownership
  - Innovative concepts and technologies
  - Comprehensive mobile phone offering to all key consumer segments
  - Segmented mobile infrastructure offering
- Preferred brand

## Being part of the community

- Expanding our values into how we work in society

# Mobility = Nokia = Mobility

**NOKIA**

Is Enterprise

**NOKIA**

Is Music

**NOKIA**

Is Games

**NOKIA**

Is Imaging

**NOKIA**

Is Networks

**NOKIA**

Is Mobile Phones



# NOKIA

## CONNECTING PEOPLE