



**New Thinking.
New Potential.**



Nokia Mobile Phones - Extending Product Range

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Nokia Mobile Phones

Nokia is one of the top brands globally

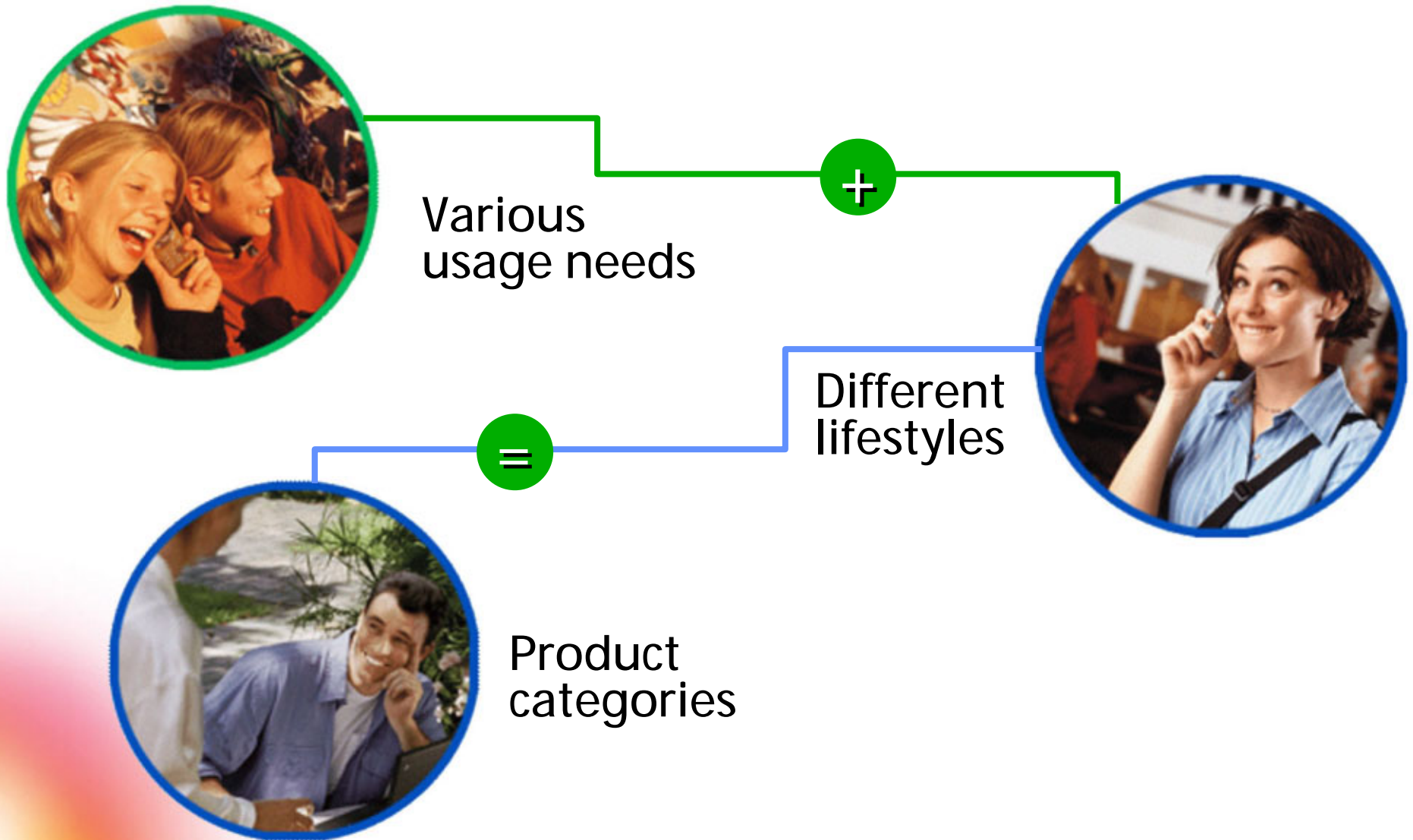
Most valuable Brands in the World*

1. Coca Cola
2. Microsoft
3. IBM
4. GE
5. Intel
- 6. Nokia**
7. Disney
8. Mc Donald's
9. Marlboro
10. Mercedes Benz

NOKIA
CONNECTING PEOPLE

* Business Week & Interbrand – July 2003

Segmentation Critical for Market Expansion





Nokia segmentation - Style categories

Segmentation - Evolution of Watches



Segmentation - Evolution of Nokia Mobile Phones



Mobility Expands Into New Areas





Nokia Mobile Phone Style Categories

Extensive Nokia product range

Premium



8910i

Fashion



8310



7210



7250i

Classic



D211



6310i



6100



6220



6610



6650



6800



6600



7650



9210i

Games



N-Gage

Active



5210



5100

Expression



3510i



3100



3300



3650

Entry



3310



2100



3410

Classic



Nokia Classic



Expression



Nokia Expression



Fashion



Nokia Fashion





Nokia Entry category and new products

Mobile Entry Products Approach

- **Range of terminals optimized for first time users**
 - Affordability
 - Ease of use
 - Voice and messaging
 - Visual attraction
- **Innovative new product concepts and applications**
 - Applications enabling lower cost of usage
 - Services providing good value
 - New concepts enabling differentiated operator business models



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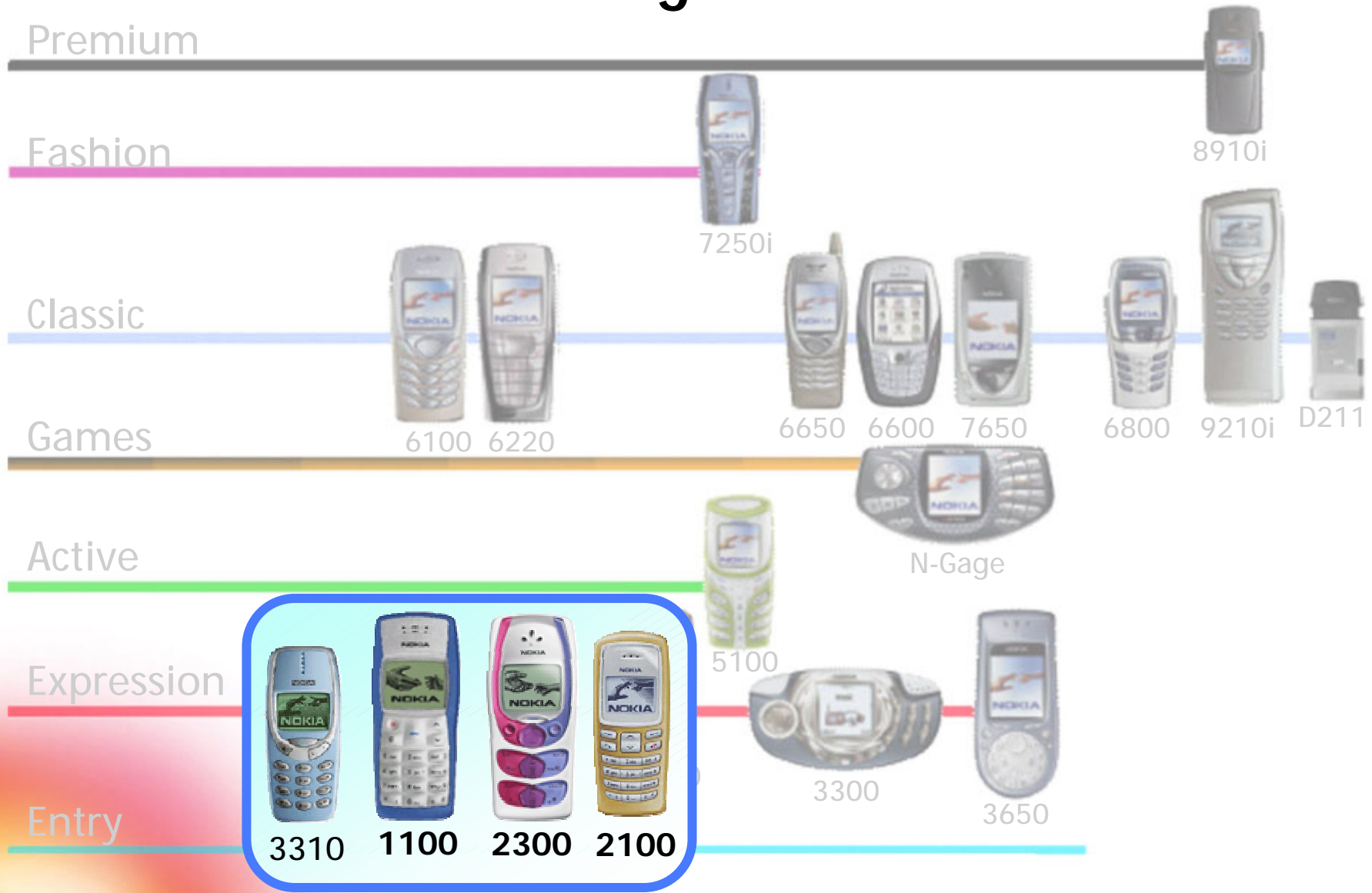


1100



2300

Different design for different needs



Entry category

Introducing today...



utility

ease of use
fun

efficiency



NOKIA 1100

Work smarter

Nokia 1100 – work smarter

Product Positioning

- “Reliable & robust Nokia phone for staying connected with work & family”
- “Facilitates my quest for income enhancement.”



Nokia 1100 – key features

Easy to use

- Navi key & large keys
- Large display for up to 4 lines
- Wide local language support

Reliable

- Robust design
- Long lasting batteries

Affordable

- Small Nokia phone at affordable price
- Flash light feature



Basic Parameters:

- EGSM 900 / GSM1800
- Size: 72 cc, 93g
- Talk time: 2-4hours
- Standby 100-400 hours
- B/W display - 96x65 resolution
- AMR codec support

Available: Q4 2003



NOKIA
1100

Work smarter

NOKIA



**NOKIA
2300**

Full of Friends

Nokia 2300 – Full of friends

Product Positioning

- “With Nokia 2300 I'm close to my friends and fun”
- Targeted to trend conscious, sociable first time users



Nokia 2300 – key features

Trendy Design

- New form & colour fusion design
- Changeable covers and key mat

Fun

- FM Radio
- Internal Hands free Speaker
- Games
- Polyphonic ringing tones

Affordable

- Attractive Nokia phone at competitive price



Basic Parameters:

- EGSM 900 / GSM1800
- Size: 72 cc, 92g
- Talk time: 2-4hours 30min
- Standby 100-400 hours
- B/W display - 96x65 resolution
- AMR codec support

Available: Q1 2004





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