



**THE MARKET**

Nokia has been a pioneer since the industry's infancy in the 1980's. Nokia is not only the world leader in mobile phones, but also the world's largest camera manufacturer and leader in digital music. With sales in more than 150 countries and headquartered in Finland, Nokia is a truly global company.

Nokia is one of the most valued consumer brands in the world and lives up to its ambition of Connecting People. Nokia takes a human approach to designing mobile devices, with the goal of creating stylish products that work just the way people like them to. Nokia's emphasis is on the experiences people want rather than the objects they use. Connecting with users relies on a deep consumer understanding and Nokia has carried out extensive studies to understand people's attitudes, behaviors and needs in relation to mobile experiences. Nokia uses this data to drive product development, leading to a fundamental shift from a product focus to an experience focus.

Nokia aims to take new technologies and ideas and develop them into smart, marketable products and services. Innovation at Nokia means a change for the better. Innovation is based on understanding and responding to consumers and their behaviour. Nokia has a team of approximately 300 specialists who research consumer trends and behaviour, as well as studying new technologies, materials, shapes and styles.

Nokia has spent more than 30 billion Euros on research and development since the early 1990s. That investment has produced what it believes is one of the strongest and broadest patent portfolios in the industry. Almost half of their essential patents have been generated by Nokia Research Centre, which works closely with its businesses.

**ACHIEVEMENTS:**

Nokia was listed as the 20th most admirable company worldwide in Fortune's list of 2006 (1st in network communications, 4th non-US company)

- Ranked No 1 Most Trusted Brand Survey by Brand Equity, 2008
- Ranked as the No. one telecommunications equipment vendor in the country by Voice & Data for five consecutive years - 2004 to 2008

- Ranked as the ninth most powerful brand by Millward Brown's BrandZ 2008
- Ranked world's fourth most valuable brand by Interbrand, 2007

Nokia Data Gathering solution won the 2011 Justmeans Social Innovation Award for "Philanthropy: Most Strategic Use of Philanthropic Funds" category.

The Justmeans international awards programme is one of the top honours in the field of sustainability, recognizing companies

Nokia has topped Greenpeace's Guide to Greener Electronics for ten consecutive years in number one position.

Lastly, the other achievement is the Nokia Education Delivery that involves the delivery of high-quality educational materials to a mobile phone. These materials form a "library" on the phone, which can be displayed on the phone, on a television or via a projector. This makes it ideal for sharing with larger audiences like a classroom or community group. In the public school setting the videos act as support for teachers, through integration with lesson plans and the broader curriculum. However, it can also serve private organizations like charities, which work with community groups in remote locations

In September 2007, a two year pilot programme was launched in Tanzania to target a minimum of 600 primary school teachers and 10,000 rural and urban primary school students with educational content focused on maths, science and life skills. The programme was first piloted in twenty schools and then expanded to another 130 schools in early 2009. The project's goal is to increase the quality of teacher instruction and achievement among primary school boys and girls in mathematics, science, and life skills through the innovative use of cell phone and digital technology.

**HISTORY**

1898 saw the foundation of Finnish Rubber Works Ltd and, in 1912, Finnish Cable Works began operations. Gradually the ownership of these two companies and Nokia began to shift into hands of just a few owners. Finally, in 1967, the three companies were merged to form Nokia Corporation.

At the beginning of the 1980s, Nokia strengthened its position in the telecommunications and consumer electronics markets through the acquisitions of Mobira, Salora, Televa and Luxor of Sweden. In 1987 Nokia acquired the consumer electronics operations of the German Standard Elektrik Lorenz, as well as the French consumer electronics company Oceanic. In 1987 Nokia also purchased the Swiss cable machinery company Maillefer.

In the late 1980's Nokia became the largest Scandinavian information technology company

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implementing groundbreaking strategies and programmes that drive social and environmental innovation.

Another key achievement is the Nokia Recycling Initiative that offers a structured way to dispose of old mobile phones and accessories by dropping them off at Nokia authorised care centres. This take-back service is offered free of charge to consumers. The recycling campaign was launched in Kenya in 2008 and expanded, in 2009, to Uganda and Tanzania.

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through the acquisition of Ericsson's data systems division. In 1989 Nokia conducted a significant expansion of its cable industry into Continental Europe by acquiring the Dutch cable company NKF.

Since the beginning of the 1990's Nokia has concentrated on its core business, telecommunications, by divesting its information technology and basic industry operations.

The start of radio telephone creation at Nokia dates back to 1963, and since then Nokia has come far in the development of mobile phones, one of the recent milestones being the introduction of the world's first 3GPP compliant WCDMA/GSM dual phone.

### THE PRODUCT

Connecting people to what matters, what empowers them to make the most of every moment is the core of Nokia's business. Nokia's approach to doing business is classified under two key broad areas: Mobile Phones and Smart phones.

**Mobile Phones:** This is the business unit focused on bringing a modern and affordable mobile experience to people around the world. Nokia continues to enjoy a strong position in growing economies, on the strength of their feature phones and brands and continues to connect people to their first phone and first web and application experience.

By providing compelling and affordable, localised mobile experiences, particularly to the emerging markets, their ambition is to bring the next billion online.

**Smart Devices:** responsible for building Nokia leadership in smartphones by building a global mobile ecosystem based on highly complementary assets with Microsoft, by delivering on their commitments to Symbian and by turning devices into experiences with Gear.

Nokia's products speak to all consumers, across various consumer segments and price points.

Mobile Phones are fast becoming commoditised and Nokia is actively working to deliver their promise to consumers, founded around Connecting People, via the most superior, all-rounded user experience in the new Mobile and Smartphone ecosystems.

### RECENT DEVELOPMENTS

Nokia and Microsoft announced plans to form a broad strategic partnership that would use their complementary strengths and expertise to create a new global mobile ecosystem.

Nokia and Microsoft intend to jointly create market-leading mobile products and services designed to offer consumers, operators and developer's unrivalled choice and opportunity.

As each company would focus on its core competencies, the partnership would create the opportunity for rapid time to market execution. Additionally, Nokia and Microsoft plan to work together to integrate key assets and create completely new service offerings, while extending established products and services to new markets.

### PROMOTION

Nokia uses a broad mix of media to promote its products and philosophies. These range from print media to broadcast media to social networking media.

### BRAND VALUES

Nokia's mission is simple, Connecting People. Their strategic intent is to build great mobile products. Their job is to enable billions of people everywhere to obtain more of life's opportunities through their mobile phone.

**Dual SIM + Easy Swap**

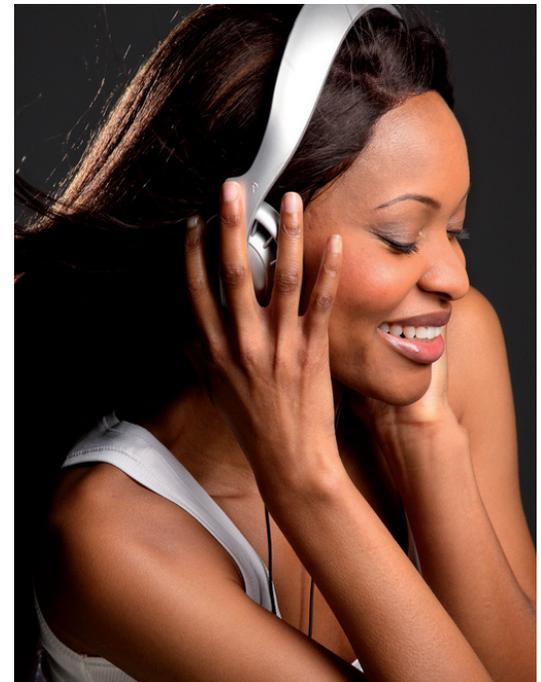
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**NOKIA**  
Connecting People



### THINGS YOU DIDN'T KNOW ABOUT NOKIA

- The ringtone "Nokiatune" is actually based on a 19th century guitar piece named "Gran Vals" by Spanish musician Francisco Tárrega. The NokiaTune was originally named "Grande Valse" on Nokiaphones but was changed to "NokiaTune" around 1998 when it became so well known that people referred to it as the "Nokia Tune."
- Nokia is currently the world's largest digital camera manufacturer, as the sales of its camera-equipped mobile phones have exceeded those of any conventional camera manufacturer
- Nokia is sometimes called aikon (Nokia backwards) by non-Nokia mobile phone users and by mobile software developers, because "aikon" is used in various SDK software packages, including Nokia's own Symbian S60 SDK
- The world's first commercial GSM call was made in 1991 in Helsinki over a Nokia-supplied network, by Prime Minister of Finland Harri Holkeri, using a Nokia phone
- The world's best-selling phone, the Nokia 3310 / 3330 sold 126 million units from its launch in 2000 until its "retirement"
- If all the Nokia 3310/3330 phones sold were laid end-to-end, the line would stretch from Helsinki, Finland to Santiago, Chile - over 13,500 kilometers
- Nokia's R&D centres are located adjacent to leading technical universities in eleven countries. Some of these locations are in India Chennai, Beijing in China, US and Finland