



Connecting People Through Innovation

NOKIA
Connecting People

European Entrepreneurship and Innovation Thought Leaders
Stanford University

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Nokia Inc.
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Company Confidential

A woman with long dark hair and glasses is sitting at a table, looking thoughtfully at a laptop. She has her hand near her chin. On the table are two glasses of water and a laptop. The background is a blurred indoor setting with large windows.

**Nokia envisions a world where
connecting people to what matters
empowers them to make the most
of every moment**

**We will therefore empower everyone
to share and make
the most of their life by offering
indispensable personal experiences**

Our principles



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The consumer is in control



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Strong partners and ecosystem



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Sustainability

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Culture and values

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Our global footprint

is a key strength for Nokia ensuring that we retain an
international perspective

Head office in Finland

Strong R&D presence in 16 countries

Device manufacturing in 9 countries

Infrastructure equipment manufacturing in 4 countries

Sales in more than 150 countries

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Company performance:

Key data 2008 (reported)

| | |
|--|--------|
| Net sales (EUR million) | 50 710 |
| Operating profit (EUR million) | 4 966 |
| Operating margin (%) | 9.8 |
| EPS, diluted (EUR) | 1.05 |
| Operating cash flow (EUR million) | 3 197 |
| Research and development (EUR million) | 5 968 |
| R&D (% of net sales) | 11.8 |

Organized for success

Group Executive Board

Services

Devices

Markets

Nokia
Siemens
Networks

NAVTEQ

Corporate Development Office

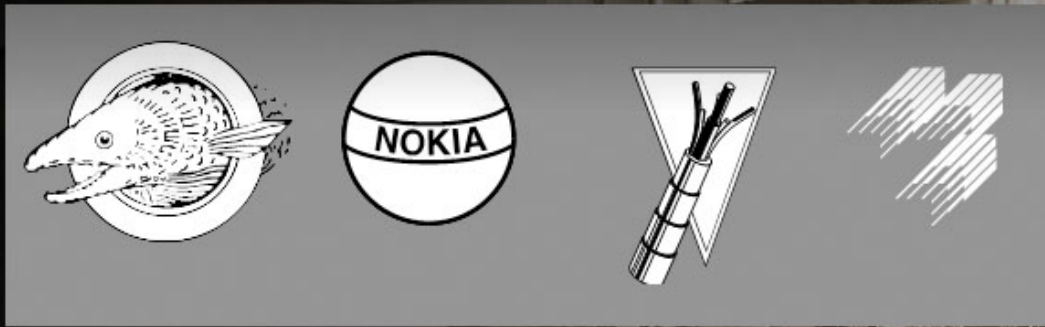
Corporate Functions

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A history of hi-tech and innovation



- **Founded in Tampere in 1865**
- **Finnish Rubber Works Ltd. 1898**
- **Finnish Cable Works Ltd. 1912**
- **Nokia Corporation 1966**
- **Electronics began in 1967**



Nokia Research Center Bridging the Now to the Next

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Our Inspiration

A man and a woman are running on a paved path that runs along a body of water. In the background, a large blue and white cruise ship is docked at a pier. The sky is clear and blue. The foreground is a lush green field of grass.

Explore new frontiers for mobility, by solving scientific challenges to transform the converging Internet and communications industries.

Traffic Works

Mobile Century Field Trial in 2008

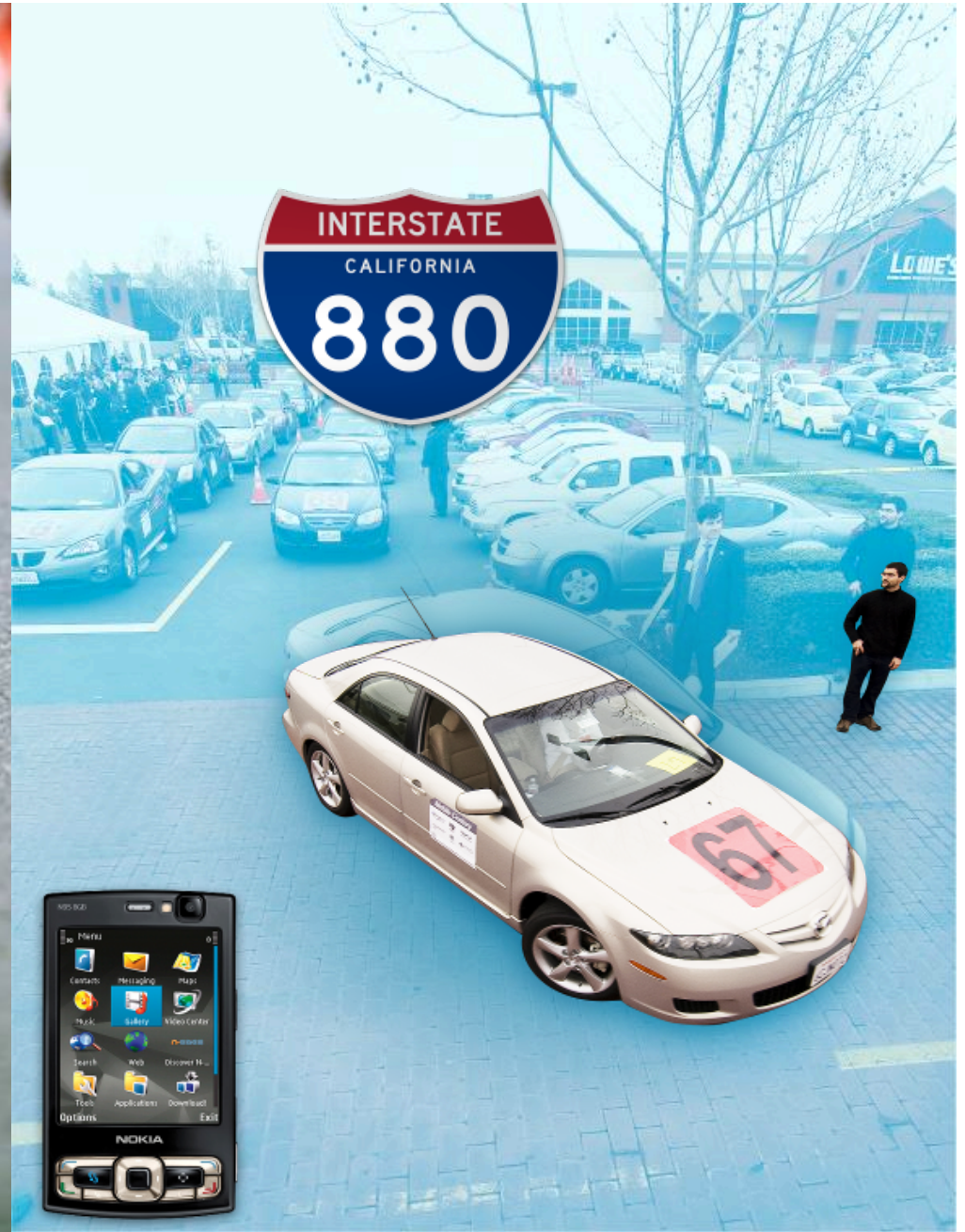
- 100 cars
- 100 Nokia N95 GPS enabled devices
- 150 UC Berkeley students
- 10 miles of California freeway

Mobile Millennium Field Trial

- Ongoing trial
- 10,000 cars
- Supported by U.S. Department of Transportation and CalTrans
- <http://traffic.berkeley.edu>

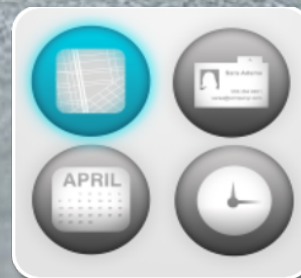
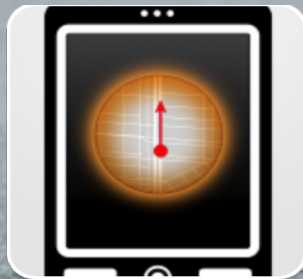
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Traffic Works

Intelligent & Integrated



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Inspiring innovation

<http://www.youtube.com/watch?v=Zto6aTZM9t0>



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A photograph of two women smiling and looking upwards at night. They are in an urban setting with a city skyline in the background, including a prominent skyscraper. The woman on the left is wearing a red dress, and the woman on the right is wearing a yellow top. The text "Thank you" is overlaid on the left side of the image.

Thank you

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