

Nokia is the **world leader** in mobility,
driving the transformation and growth
of the **converging** Internet and
communications industries

Nokia is **the world's 5th** most valued **brand**
Number 1 brand in Europe and Asia



Microsoft



NOKIA

TOYOTA

intel.



Disney



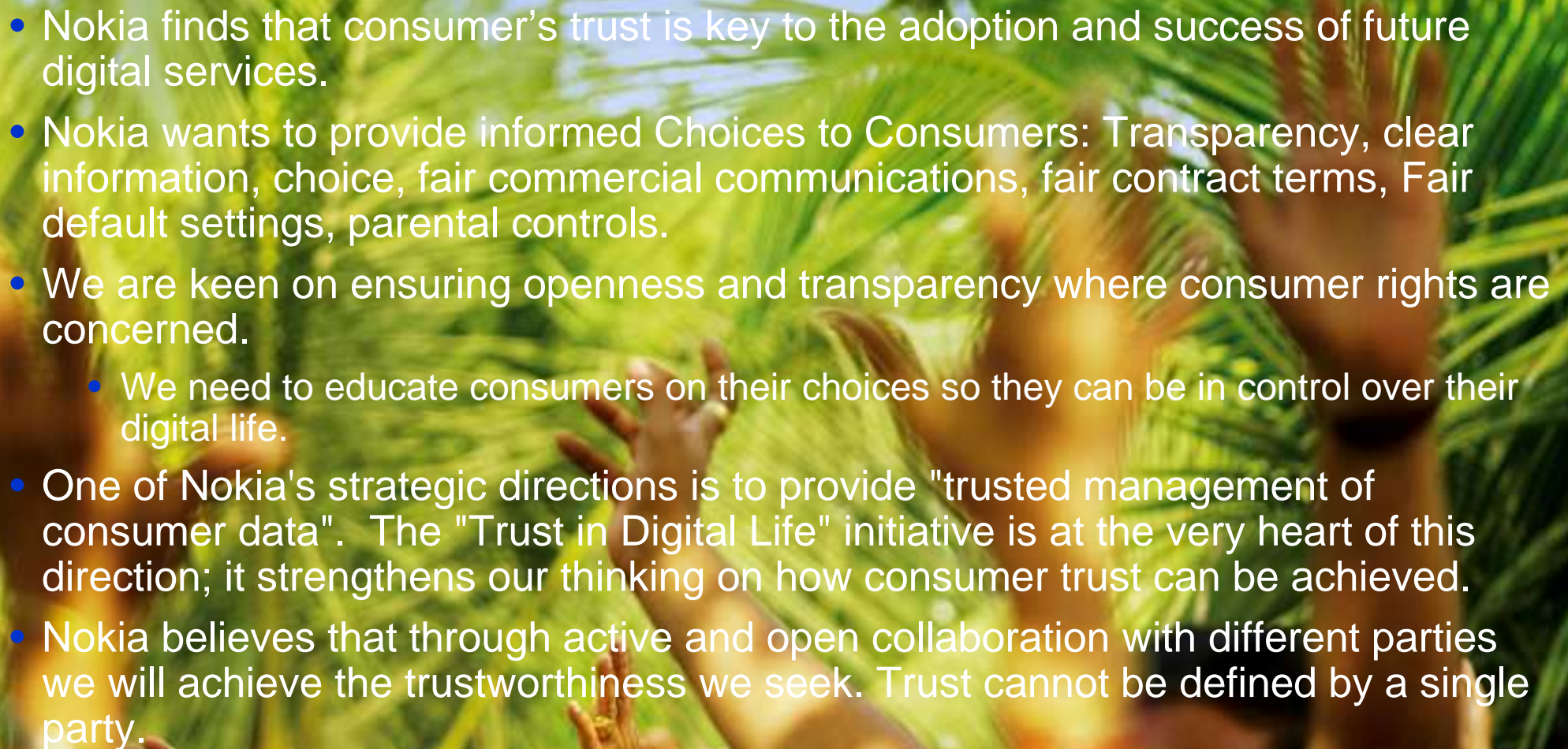
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About Nokia

- Nokia is the world's number one manufacturer of mobile devices by market share and a leader in the converging Internet and communications industries. We make a wide range of devices for all major consumer segments and offer Internet services that enable people to experience music, maps, media, messaging and games. We also provide comprehensive digital map information through NAVTEQ and equipment, solutions and services for communications networks through Nokia Siemens Networks.

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- Nokia finds that consumer's trust is key to the adoption and success of future digital services.
 - Nokia wants to provide informed Choices to Consumers: Transparency, clear information, choice, fair commercial communications, fair contract terms, Fair default settings, parental controls.
 - We are keen on ensuring openness and transparency where consumer rights are concerned.
 - We need to educate consumers on their choices so they can be in control over their digital life.
 - One of Nokia's strategic directions is to provide "trusted management of consumer data". The "Trust in Digital Life" initiative is at the very heart of this direction; it strengthens our thinking on how consumer trust can be achieved.
 - Nokia believes that through active and open collaboration with different parties we will achieve the trustworthiness we seek. Trust cannot be defined by a single party.