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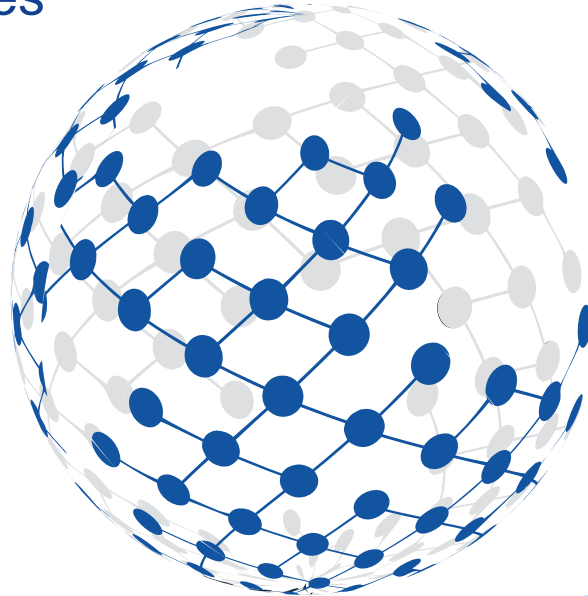
Internet of Things

Unlocking the IoT opportunity

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Sept. 2016

While the past has been about connecting places & people, the future is about connecting things – improving personal life, optimizing business processes



Programmable things

Connected things

— Fixed internet with 1 bn places connected by 2005

— Mobile internet with 5 bn people connected by 2020

— Programmable World with 50 bn things connected by 2025

An opportunity to improve people's standard of living



The explosion of possibilities and use cases is creating a huge market opportunity in the entire Internet of Things ecosystem

■ >€100B or >50% 2015-25 CAGR
 ■ >€10B or >30% 2015-25 CAGR

2025 market projection in €	Mobility	Industries	Utilities	Digital Health	Smart Homes	Retail & Services	Public Safety	Smart City	IT	
Applications, Analytics and End-User Services	203B	110B	31B	23B	19B	18B	18B	6B	6B	434B (90%)
Application Enablement Platform	11B	3B	5B	2B	2B	0.6B	0.3B	3B	0.3B	28B (6%)
Connectivity Management Platform	2B	0.4B	0.8B	0.3B	0.2B	0.1B	0.04B	0.04B	0.002B	4B (1%)
Cellular Connectivity	6B	0.04B	0.02B	0.08B	0.01B	0.7B	0.7B	0.4B	0.01B	8B (2%)
IoT modules	2B	2B	1B	0.6B	2B	3B	0.1B	0.3B	0.4B	9B (2%)
Source: Machina Research and Nokia Strategy	224B (46%)	117B (24%)	39B (8%)	26B (5%)	24B (5%)	19B (4%)	19B (4%)	10B (2%)	7B (1%)	484B

To fully capitalize the IoT opportunity, 5 main challenges have to be addressed

Robust
connectivity

1

Standards

2

Inter
operability
and open
interfaces

3

Privacy and
security

4

Domain knowledge:
Deep, vertical-specific insights

5

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