

“The business of being *responsible*

The *success* of big business and the well-being of the world have never been more *closely* linked. *Global issues* cannot be *removed* from the business world *because* business has only one world in which to *operate*. Businesses cannot *succeed* in *societies* that *fail*. *Societies* also *benefit* from the *success* of business in many ways. Open *markets* certainly *contribute* to *sustainable development*.

*Profitable* business *fundamental* for good *citizenship*

A well-managed, *successful* business is in itself an *important* driver for growth. Strong *profitability* over time gives us the *means* to *develop* the *products* and *services* *people* want, *provide stable employment* and *create* new jobs, as well as *reward* our shareholders. A less talked-about by-product of strong *profits*, which *benefits society*, is also through *statutory requirements* such as the *payment* of *corporate taxes*.

A sound *financial base* *provides* for *investment* into *future technologies* as well as new growth *markets*, which is not only good for our business, but for *people* in *developing countries* who are *just* beginning to see the *benefits* of *mobile communications* for their lives and their livelihoods.

*Responsible* business drives *performance*

Strong *profitability* means we can *invest* in *important ethical* and *environmental programs*, *allowing* us to *comply* quickly with new *legislation* and better *manage* risk. *Corporate Responsibility* drives *performance*, *promotes strategy* and *efficiency* and *supports* our strong Nokia *reputation* and brand. In this way, it gives a longer *view* on *value creation* and *profitability*, *reinforcing* our strong *corporate culture*.”