

Microsoft introduces Lumia 430: The most affordable Lumia smartphone

REDMOND, Wash. — March 19, 2015 — Microsoft Corp. on Thursday unlocked the promise of smartphone ownership for many more people with the introduction of Lumia 430 Dual SIM, the latest addition to its affordable range of Lumia smartphones. Built with the latest Windows Phone 8.1 software, a Qualcomm® Snapdragon™ processor featuring a dual-core CPU running at 1.2GHz, and with Microsoft Office, Skype and OneDrive pre-loaded, the Lumia 430 Dual SIM was designed to help people achieve more at work, at play and on the go. With an estimated retail price of \$70,¹ it is also the most affordably priced Lumia that will be able to upgrade to Windows 10.²

Microsoft continues to expand its affordable smartphone portfolio, which now spans a diverse range of price points and capabilities, from the super-affordable Lumia 435 with Lumia Camera to the recently announced Lumia 640 and Lumia 640 XL, which come with a one-year subscription to Office 365 Personal. People can have their choice of Lumia device to suit their everyday needs and budget. Windows Phone 8.1 devices like the Lumia 430 Dual SIM will benefit from further innovation, with the ability to upgrade them to Windows 10 when the service debuts later this year.²

The Lumia 430 Dual SIM features a compact, durable and colorful design with a vivid 4-inch WVGA display that brings all the latest apps, games and videos to life. With Lumia 430, people can instantly achieve more every day, and they can use Microsoft Office and Outlook for work and personal productivity. They can access up to 30 GB of free cloud storage on OneDrive for safekeeping important content. People can experience the fun of video calls with Skype-integrated calling and a front-facing camera. Smart Dual SIM allows people to assign unique profiles to their SIM cards, such as “work” or “family,” to help them better manage daily communication. Favorite

apps like Facebook, Twitter, WhatsApp, Candy Crush Saga and Instagram are available, with more apps and entertainment just a click away on the Windows Phone Store.

“People around the world have responded enthusiastically to our affordable Lumia range. We continue to invest in this segment to ensure that as many people as possible can enjoy signature Microsoft experiences, regardless of budget,” said Jo Harlow, corporate vice president for Phones at Microsoft. “The Lumia 430 Dual SIM continues our commitment to combining the right hardware, software, services and apps with the right price to give people a smartphone they can afford and be proud to use.”

The Lumia 430 Dual SIM will begin rolling out in select markets in the Middle East and Africa, Asia-Pacific, Russia, Kazakhstan, and Belarus starting in April 2015, and in India toward the end of April 2015. Pricing for Lumia 430 is \$70.¹ It will be available in two colors: bright orange and black.³

About Microsoft Devices

The Microsoft Devices Group includes award-winning hardware used by over a billion people around the world, including Lumia smartphones, Nokia ultra-affordable feature phones, Xbox hardware, Surface and Surface Hub, Microsoft Band, and HoloLens.

About Microsoft

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential.

¹ Before local taxes and subsidiaries. Actual pricing may vary by market.

² Like any upgrade to a new operating system, not every phone will support all possible Windows 10 features. Certain features and experiences will require more advanced future hardware.

³ Device color varies by market.

Media enquiries:

Nicole Chan/Wilson Kan
Hill+Knowlton Strategies for Microsoft
Devices
Tel: +852 2894 6207/+852 2894 6271
Fax: (852) 2576-3551
Email: nicole.chan@hkstrategies.com/
wilson.kan@hkstrategies.com

Simran Singh Sethi
Communications, Pan Asia,
Microsoft Devices
Tel: +852 9023 0768
Email: simran.sethi@microsoft.com

Gracie Li
Communications, Pan Asia,
Microsoft Devices
Tel: +86 18600595858
Email: gracie.li@microsoft.com