



elisa

# Corporate Customers Business

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Executive Vice President

# Content

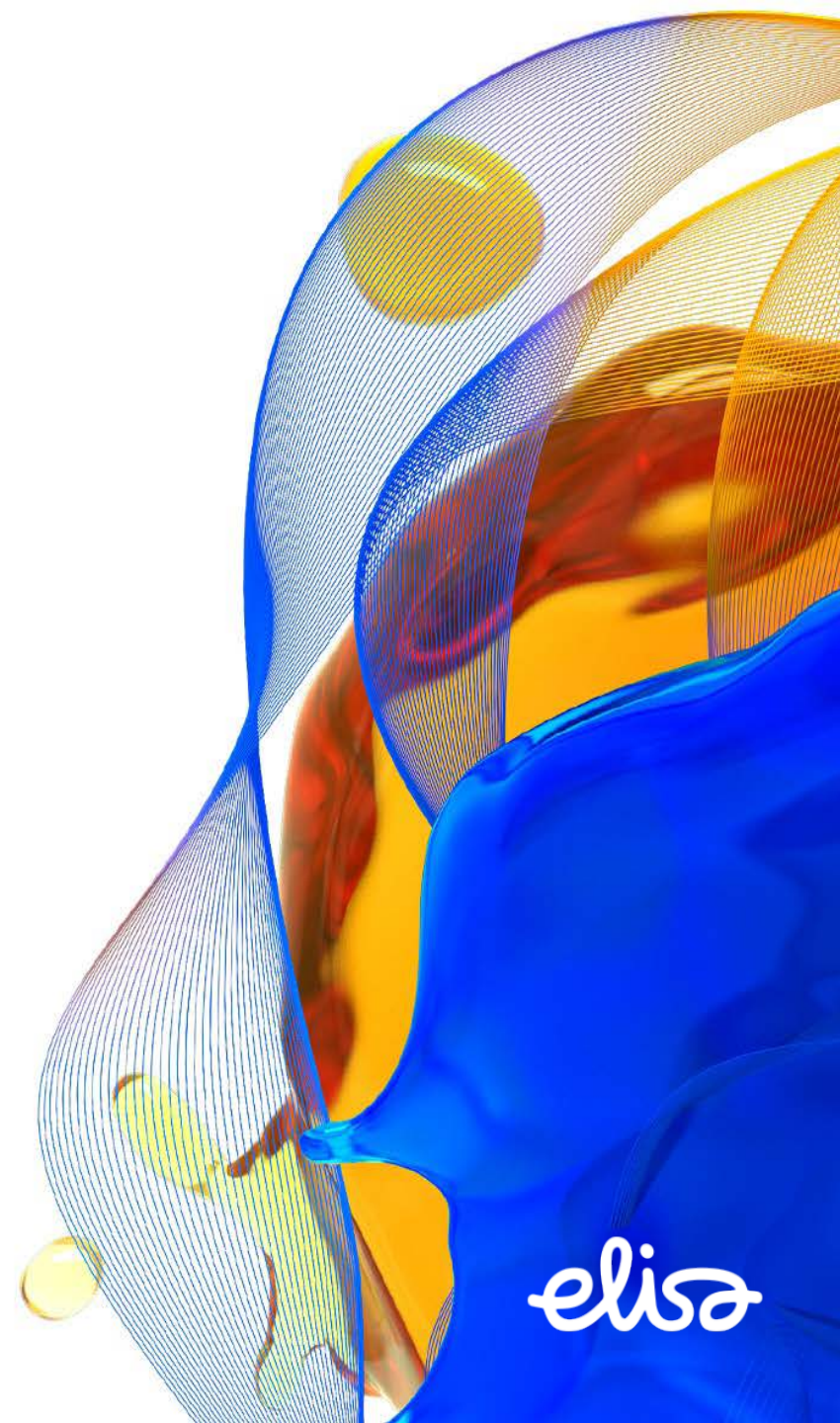
1 Strategy and financials

2 Quality and efficiency

3 Telecom services

4 Growth in new services

5 Management priorities



# We are continuing to execute our strategy...

## Building customers productivity with unparalleled ICT services

Help me engage with my customers



Create us more efficient ways to communicate, meet and collaborate



Manage my tools for secure digital work

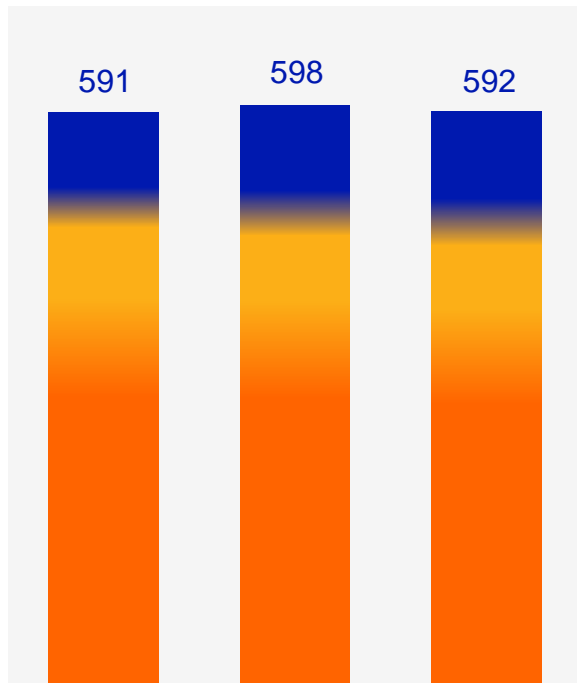


Move my business services into the cloud

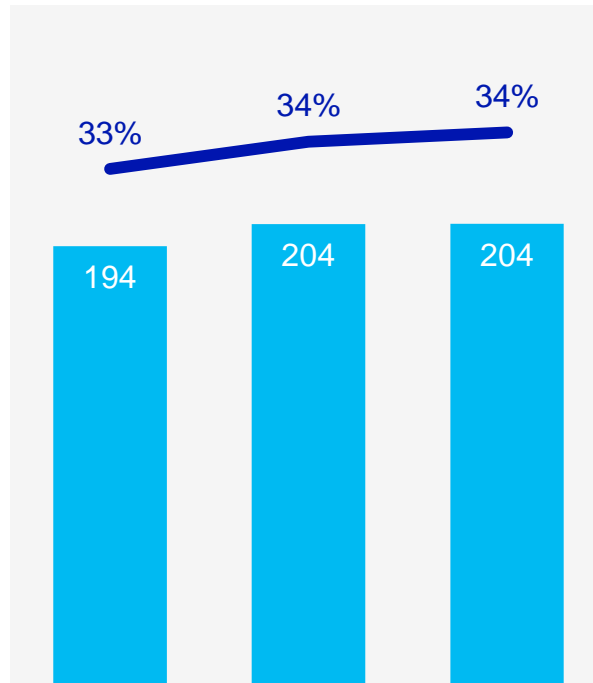


# ...which has yielded to a strong profitability...

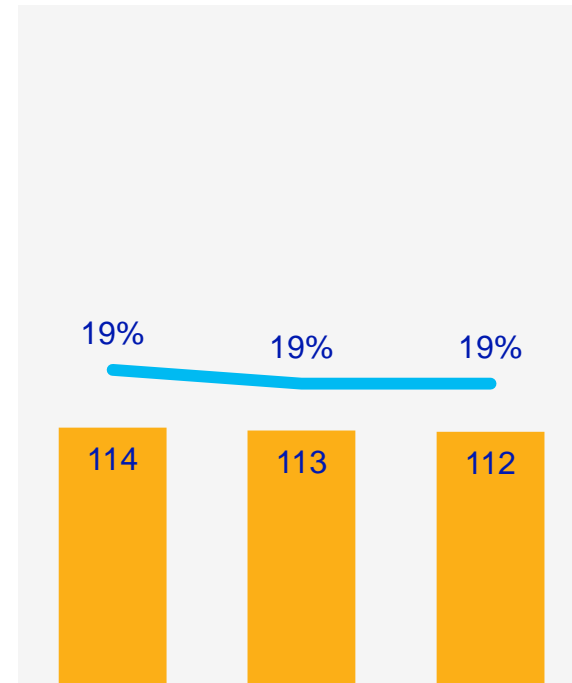
Revenues, EURm



EBITDA<sup>1)</sup>, EURm



OpFCF<sup>1)</sup>, EURm



● Telecom services   
 ● Devices, Interconnection, Roaming   
 ● New services

● EBITDA   
 ● EBITDA-%

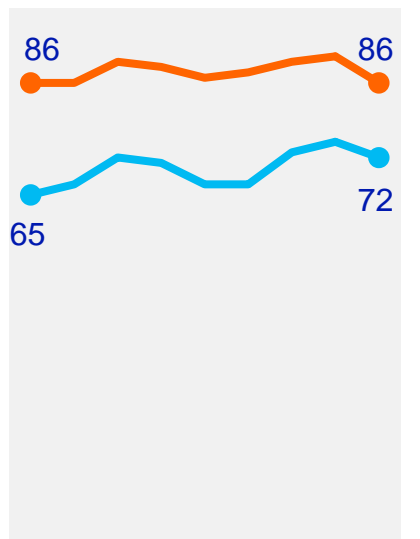
● OpFCF   
 ● OpFCF-%

<sup>1)</sup> Excluding frequency licence and one-offs



# ...that is also supported by successful programs in quality and efficiency

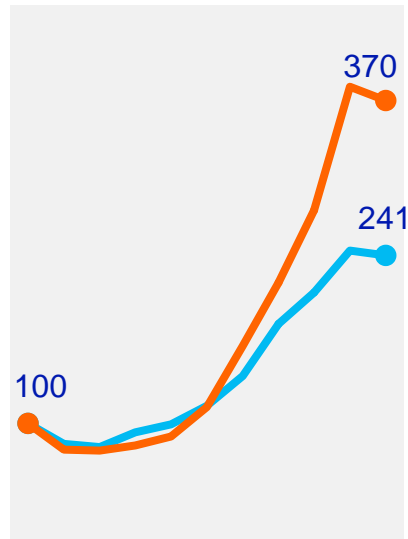
Self service rate-% & Automation rate-%



3Q12 3Q14

- Self service rate-%
- Automation rate-%

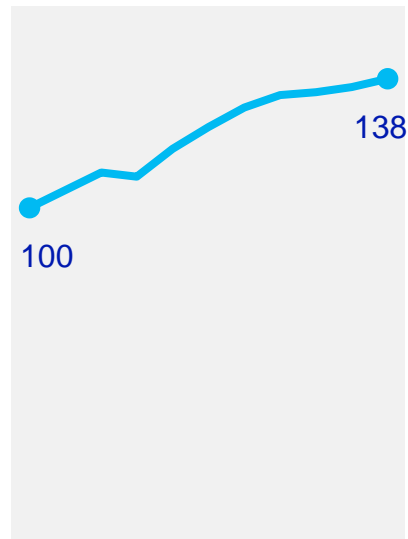
Online visitors & Unique visitors<sup>1) 2)</sup>



1Q12 3Q14

- Visits
- Unique visitors

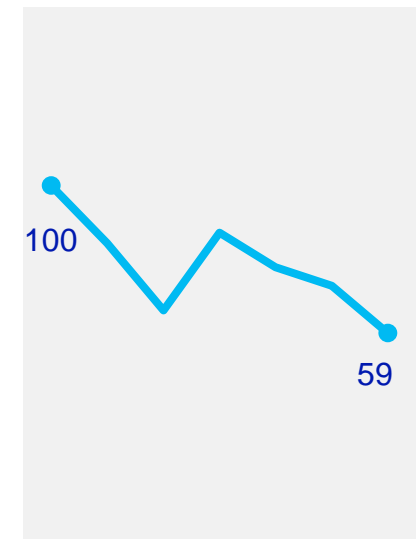
Electronic billing rate<sup>2)</sup>



1Q12 3Q14

- Electronic billing rate

Customer contacts<sup>2)</sup>



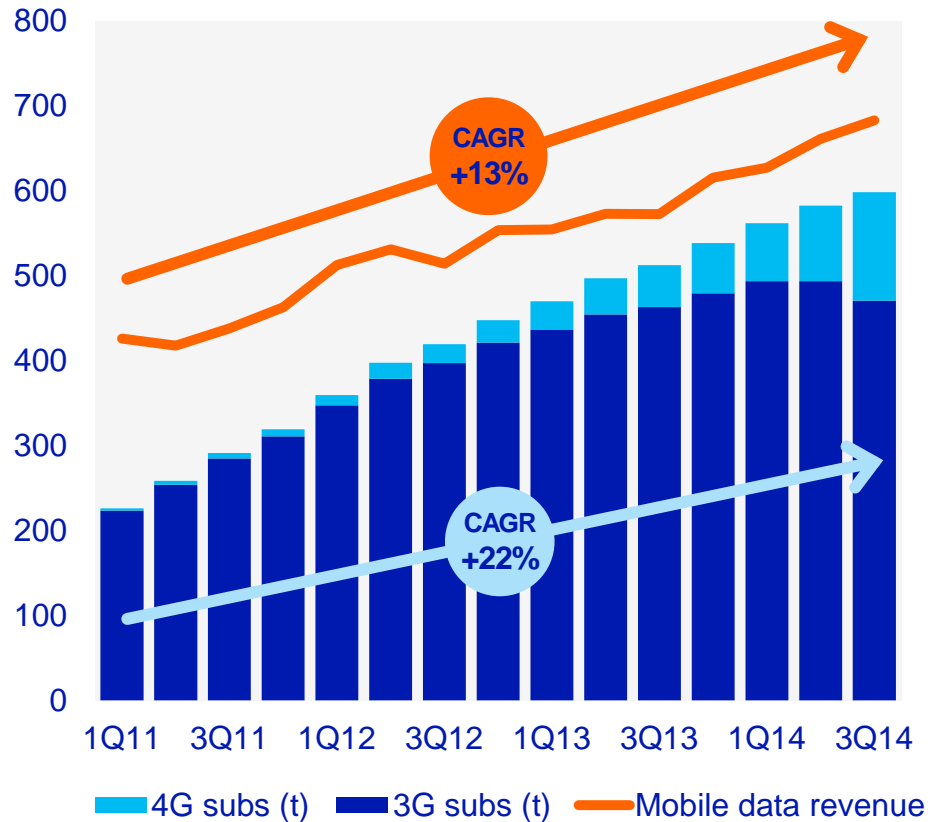
1Q13 3Q14

- Total contact volumes

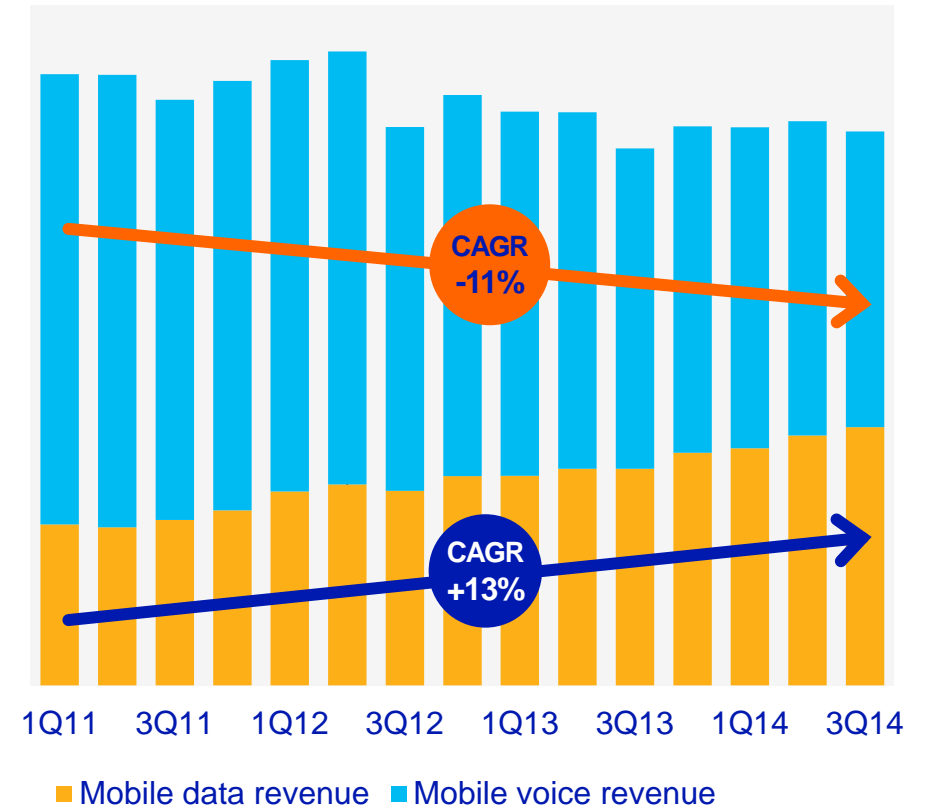
1) Elisa.fi / Corporate Customers  
 2) Relative development 1Q12 / 1Q13=100

# Mobile data has developed well...

Mobile data subscriptions and data revenue<sup>1)</sup>

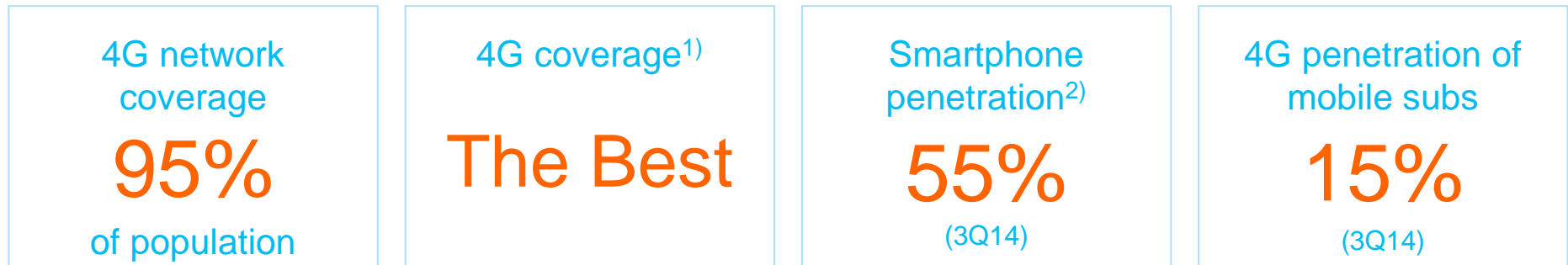


Mobile data and voice revenue

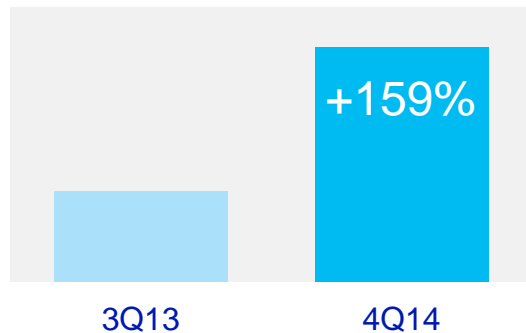


<sup>1)</sup> Excluding M2M and pure voice subscriptions

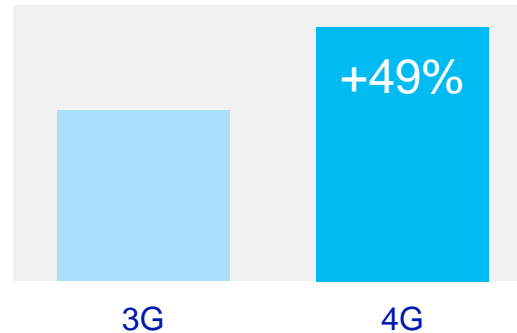
# ...with a strong additional growth potential...



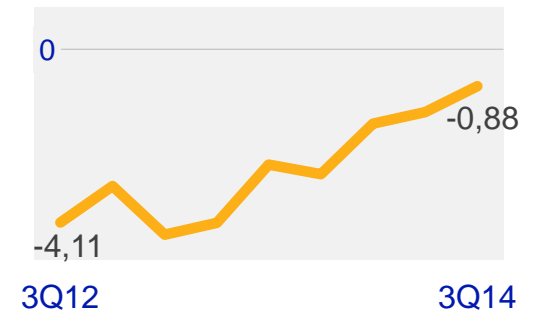
The growth of 4G base (YoY)



3G vs 4G average billing<sup>3)</sup>

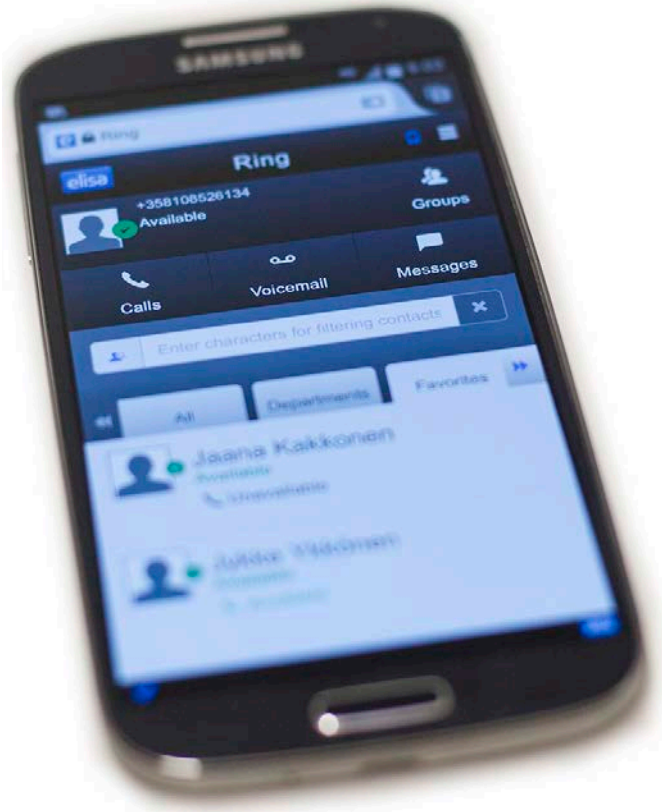


ARPU change (YoY)<sup>3)</sup>



1) Source: European Communications Engineering (ECE), 4G coverage report, 25 Sep 2014, Finland  
2) Finland's figures  
3) Avg. ABPU (Average billing per user) 3Q14 (Mobile Voice + Data Supplement), Finland

# ...and corporate fixed to mobile convergence is far ahead in Finland



## Mobile PBX – Elisa Ring

- Full PBX features with mobile only
- Scalable SaaS service
- Device-independent user interface
- Dynamic queuing service
- Status information
- Instant messaging
- Caller recognition beyond company
- Integration capabilities (Lync, Active directory...)

## Mobile PBX penetration:

>50%

of Elisa corporate customers' mobile subscriptions<sup>1)</sup>

## Strong revenue growth:

+22%

(Mobile PBX revenue YoY<sup>2)</sup>)

1) 3Q14

2) Elisa mobile Private Branch Exchange (PBX) revenue growth, 1-9/2013 vs. 1-9/2014



# Telecom services customer base is a platform for new businesses...



## Telecom services

- 150,000 customers
- Extensive sales channels
- Leading provider of telecom services:
  - Mobile services
  - Data networks
  - Communication systems
  - Premium numbers / SMS

## New services

- Cloud services
- IT outsourcing
- Application development
- Cybersecurity
- Video conferencing
- Digital signage
- Customer engagement solutions and outsourcing

Offering coverage of ICT infrastructure<sup>1)</sup> **>80%**

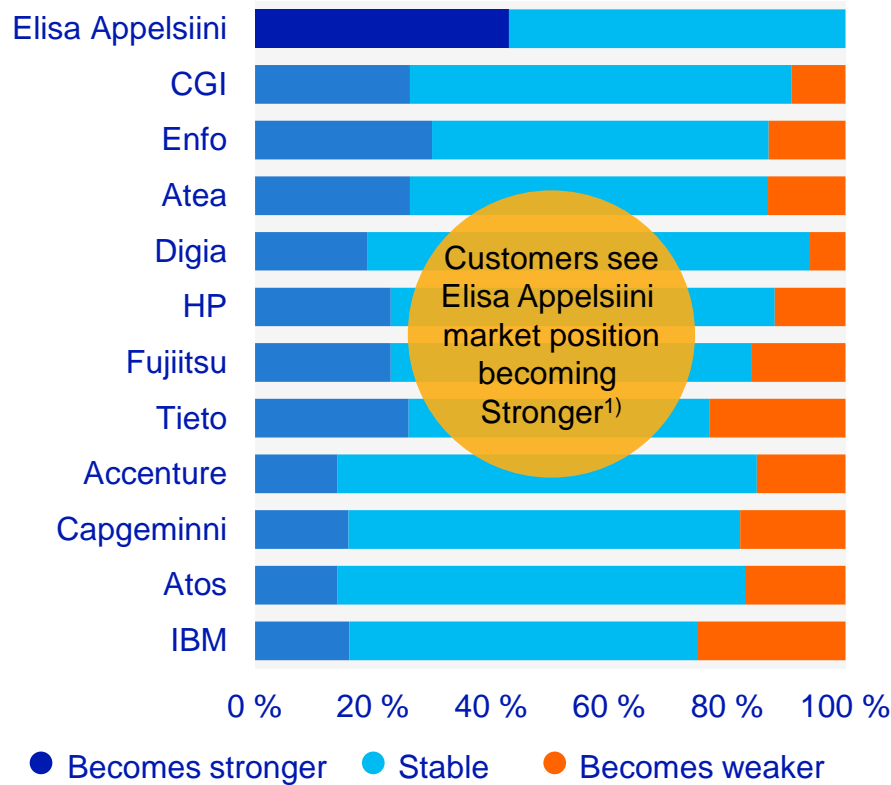
Net annual value of contracts<sup>2)</sup> (YoY): **+13%**

<sup>1)</sup> MarketVisio, ICT cost structure and development (in Finland), May 2014

<sup>2)</sup> Net annual value of won, extended and lost contracts 1-0/2013 vs. 1-19/2014

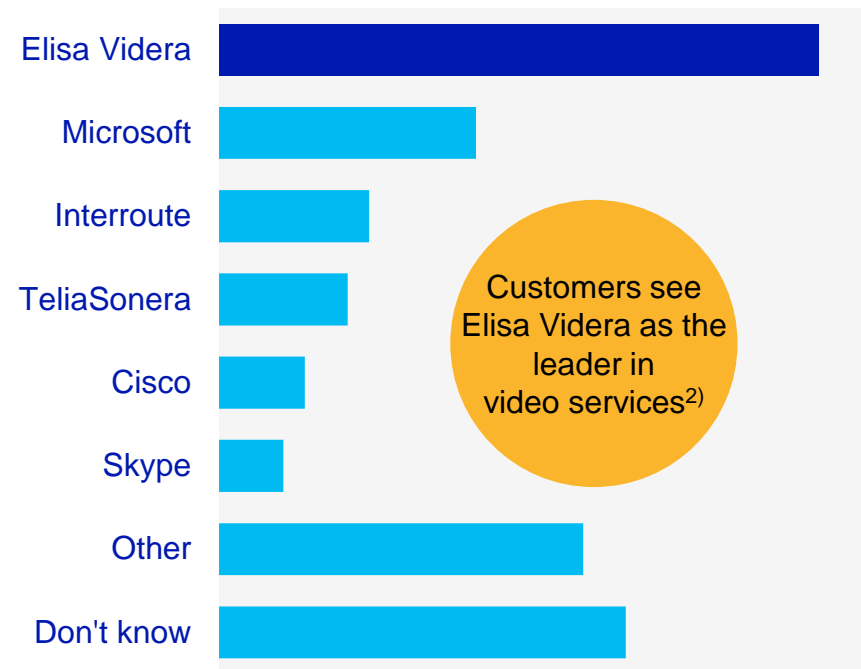
# ...where we also have a great reputation

*"Estimate vendor's market position development during two years?"*



Customers see Elisa Appelsiini market position becoming Stronger<sup>1)</sup>

*"Name your video communication service provider?"*



Customers see Elisa Videra as the leader in video services<sup>2)</sup>

<sup>1)</sup> Source: Aara Finland, IT Companies – Image Benchmarking 2014 Large Organisations, Finland, 2014

<sup>2)</sup> MarketVisio, Enterprise Communication Service's user experiences in Finland, 2013

# IT is a natural extension to telecom services...



**90%**

of IT customers have telecom services<sup>1)</sup>

Growth of office / unified communications (UC) users:  
**+18%** YoY

Growth of activated SaaS applications in UC:  
**+31%** YoY

**15%**

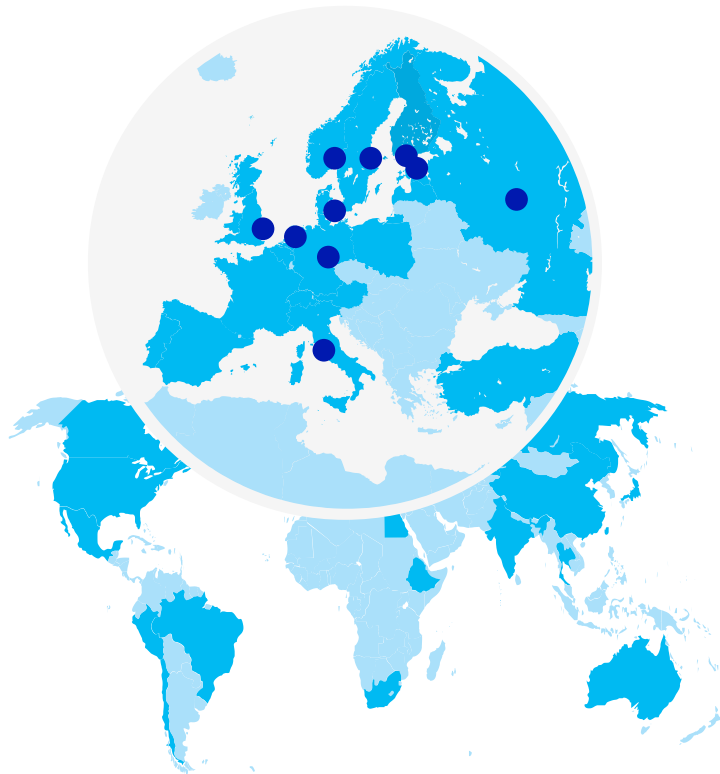
of telecom services customers have IT<sup>1)</sup>

Growth of outsourced workstations:  
**+88%** YoY

Growth of customer used storage:  
**+83%** YoY

<sup>1)</sup> Elisa Corporate Customers 3Q14

# ...and video gives us access to international markets



- Offices, installations
- Installations

Market is transforming from hardware sales to managed video services<sup>1)</sup>

Benefits of video-enabled business processes will exceed benefits of video conferencing

Growth of international revenue (YoY)

**+33%**

Growth of video set ups (YoY)

(room and mobile sites)

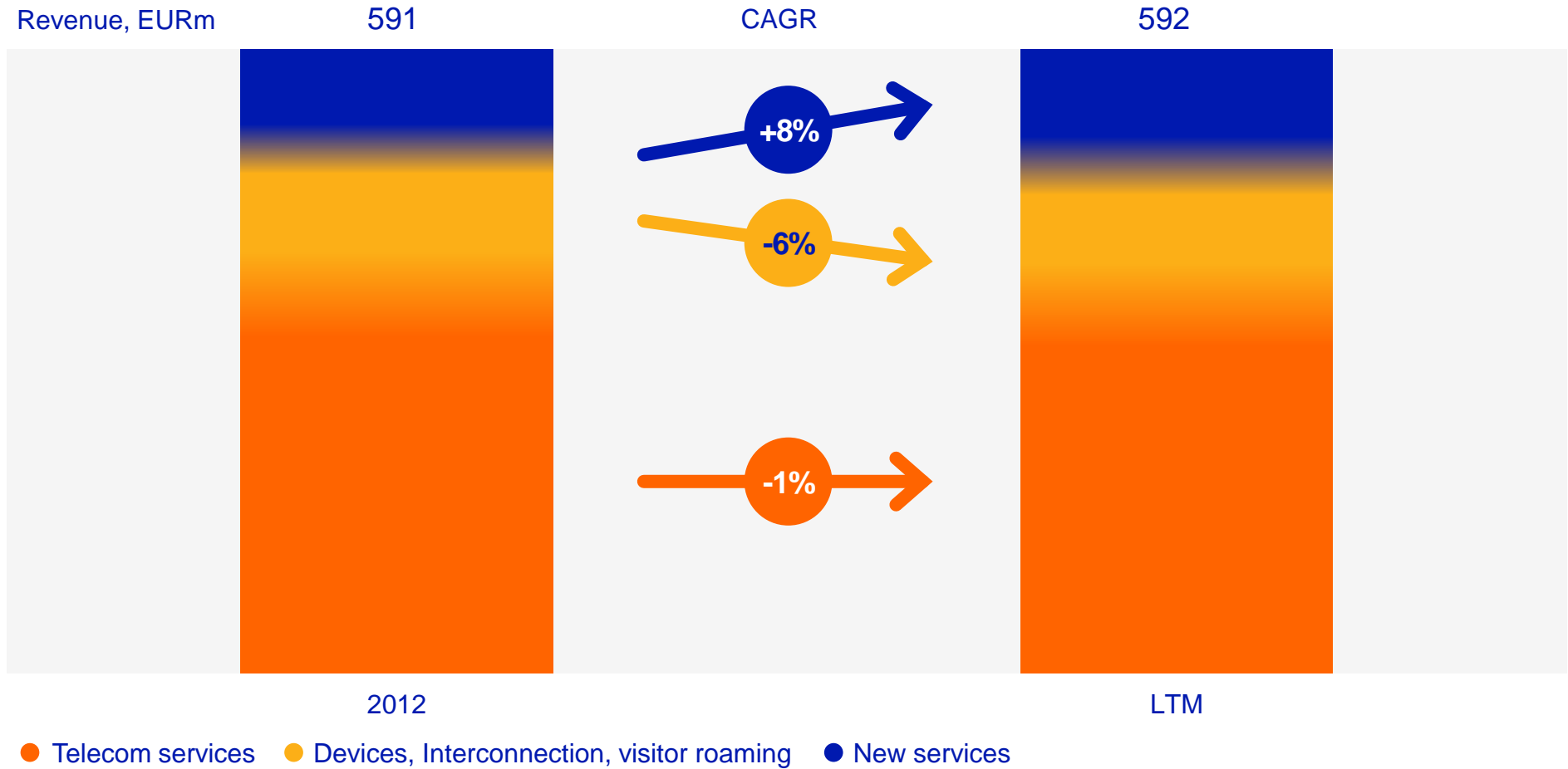
**+55%**<sup>2)</sup>

<sup>1)</sup> Gartner: IT Market Clock for Enterprise Video (2014), MarketScope for Group Video Systems (2013), Competitive Landscape: Managed Videoconferencing Services (2013)

<sup>2)</sup> Video set ups YoY 1-9/2013 vs. 1-9/2014

Growth in new services

# All this is transforming our business...



# ...and we are committed to execute our strategy

**Build value on data**  
Increase 4G service penetration

**Accelerate new services businesses**  
Boost profitable sales via scalable cloud and video services

**Improve performance with customer intimacy  
and operational excellence**  
Focus in online, automation and develop consultative sales

# Forward looking statements

Statements made in this document relating to the future, including future performance and other trend projections, are forward-looking statements. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements, due to many factors, many of which are outside of Elisa's control.



Thank you