



Corporate Customers

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Financial performance yoy 2008-09

EBITDA margin sustained despite challenging market conditions

	FY08	FY09	Change %
Revenue	603.5	582.6	-3.5%
EBITDA	204.4	199.9	- 2.2%
EBITDA margin	33.9%	34.3%	0.5%
CAPEX	82.1	79.3	-3.4%
CAPEX-to-sales	13.6%	13.6%	0.0%
Operating Free Cash Flow	122.3	120.6	-1.4%
Operating Free Cash Flow margin	20.3%	20.7%	0.4%

Growth in Telco subscriptions compensate traffic decline

Mobile subscriptions	2008	2009	Change	Change %
Total number of subscriptions	622,100	727,400	105,300	17%
Subscriptions in Finland	562,400	662,100	99,700	18%
Subscriptions in Estonia	59,800	65,300	5,600	9%
Average revenue/sub., €/month (Finland)	40.6	34.8	-5.8	- 14%
Fixed network subscriptions	2008	2009	Change	
Number of subscriptions				
Traditional	201,500	192,300	-9,200	- 5%
Broadband	117,400	107,700	-9,700	- 8%
Total number of subscriptions	941,000	1,027,400	86,300	+9%

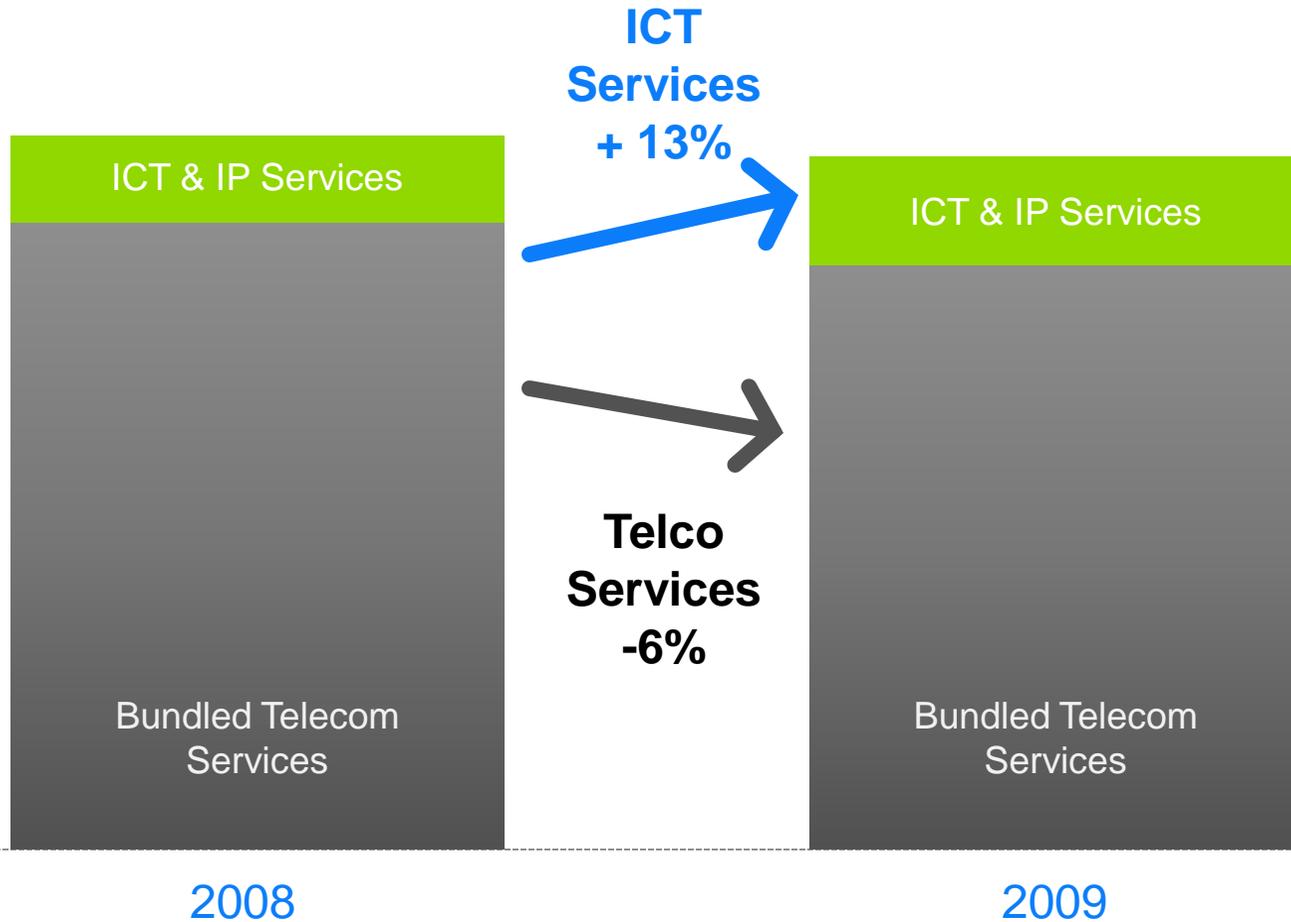
Fixed services market share **40%***
 Mobile services market share **45%***

Source: Elisa analysis

Significant potential for further improvement

Focus area	How to improve	Impact on
CRM and billing systems	Consolidate into fewer platforms	IT, sales force efficiency, customer service
Self-service and paperless billing	Develop capabilities and enhance usage	Deliveries, customer service, IT
Bundled Telco delivery processes	Develop LAN/WAN delivery and maintenance	Deliveries, maintenance
Process efficiency	Introduce new CC platform and more scalable workflow	Customer service, more agile help desk

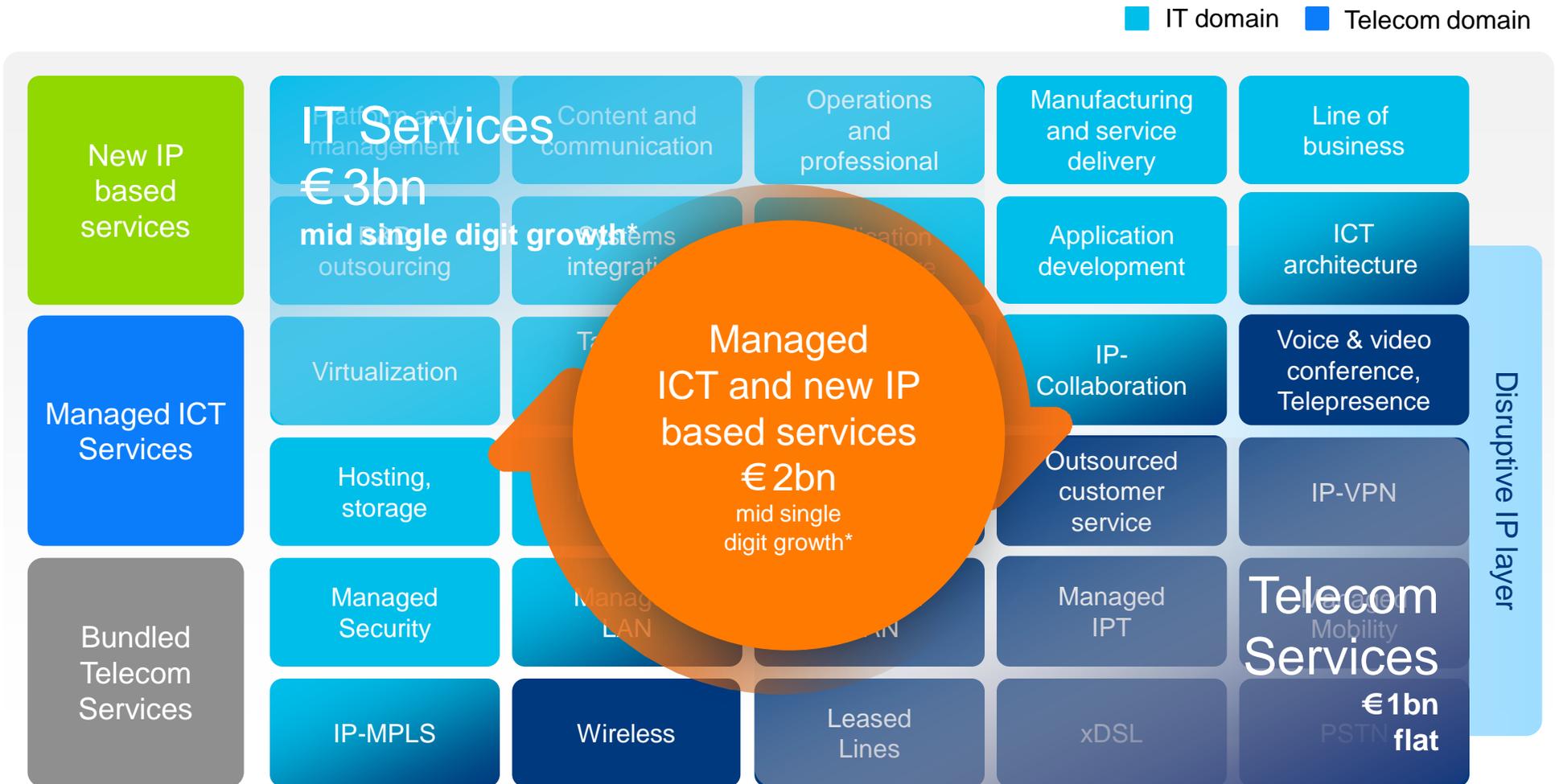
Strong cashflow in Telco Services – growth in ICT Services



Megatrends changing corporate customers' behaviour



Convergence of two businesses



* GAGR 2009-2012

Leverage Telecom position to grow in ICT

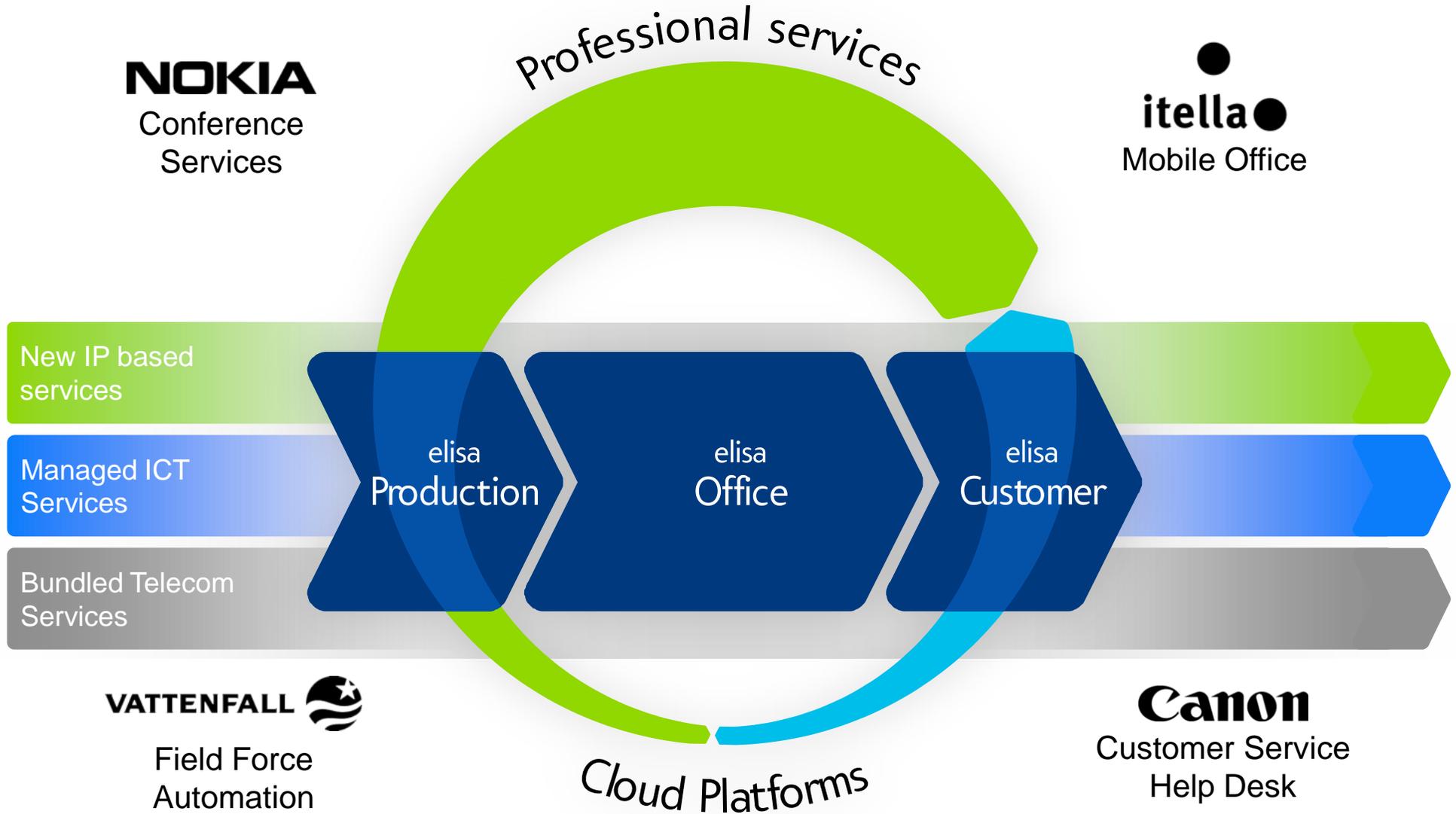
Service Areas



Partners



Customer process driven approach



Customers seek for productivity increase



Hosted applications

HMC

IP Collaboration

Webex, Live meeting

Managed Security

Firewall

Mobile services and application

Email, calendar, contacts

Managed WAN and LAN

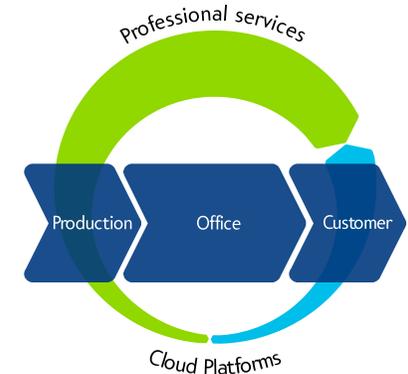
International Corporate IP network

Outsourced Customer Service

Contact Center Services, CC systems

Managed IP Telephony

IP PBX, VoIP services



Strategic priorities

Leveraging our market position



Utilizing disruptive IP and mobility



Creating customer productivity



Improving profitability and quality



From a complicated
telecom and IT world
to hosted collaboration



Thank you and Q&A

Forward looking statements

Statements made in this document relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty 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 the control of Elisa.