



Corporate Customers

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Executive Vice President

Contents

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- Key figures and market potential
- Changing market dynamics
- New offering
- Customer base structure
- Strategic growth initiatives
- Strategic and operational priorities

Major ICT player in Finland...

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Revenue
EUR 416m

Personnel
1.055

...with significant further market potential...

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Corporate ICT services
market in Finland
EUR 4.9bn (2005)

Elisa market share: 8.5%

Corporate ICT services
market in Europe
EUR 400bn (2006)*

Source: Gartner 2006 IT Services Europe Vertical Forecast Database



... due to ICT`s role in enhancing productivity...

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"ICT is the most significant factor increasing productivity"

Elisa customer promise:

We enable and assure increased productivity for our customers by utilizing our ICT-based solutions and consulting practice.

...and changing role of communications

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Before
ICT = IT

*“CEOs Perceive IT as the
Biggest Single Barrier to
Change”*



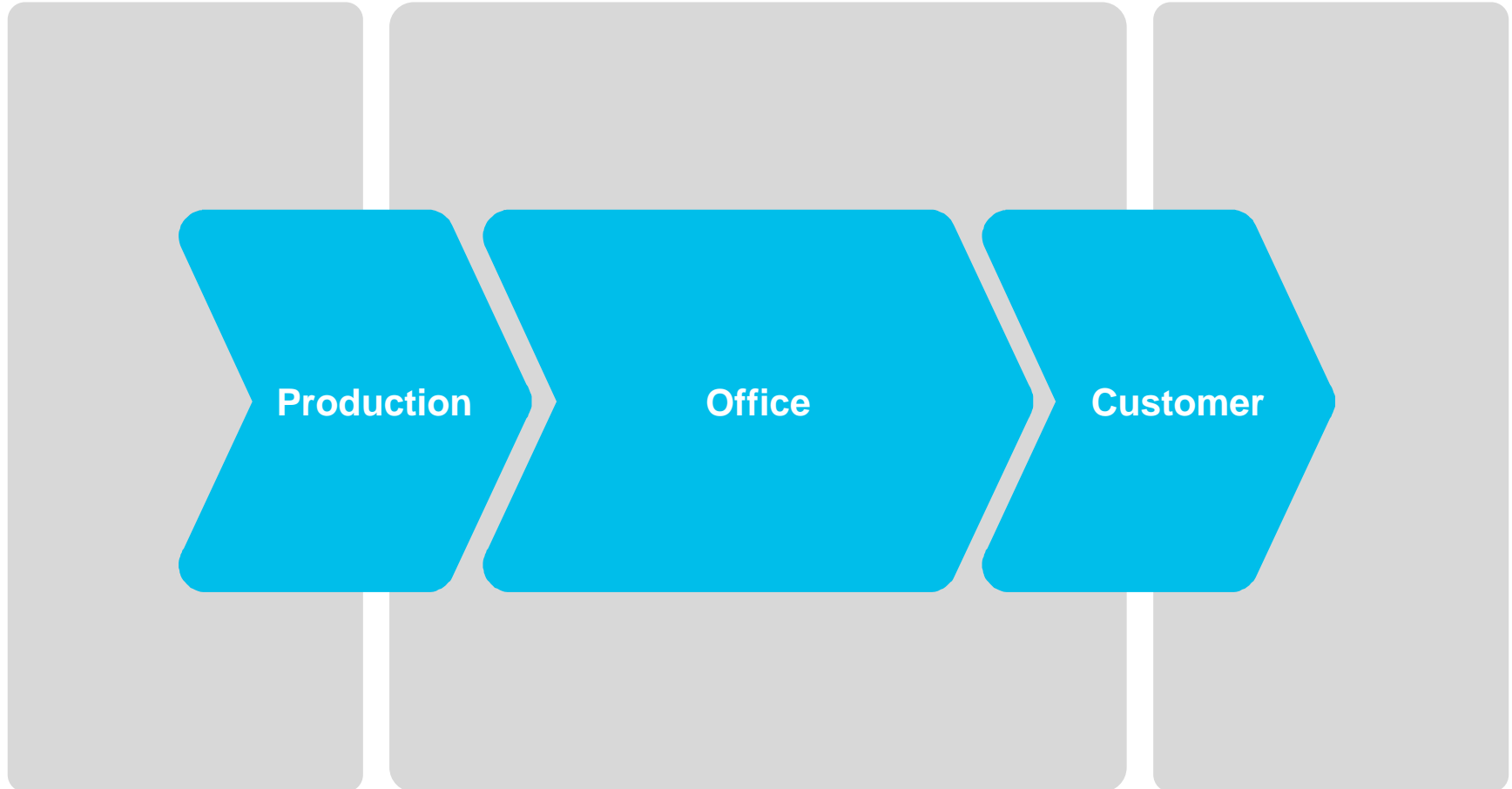
Today
ICT = C

*“Communications and
Business Process Need to Be
More Tightly Linked.”*



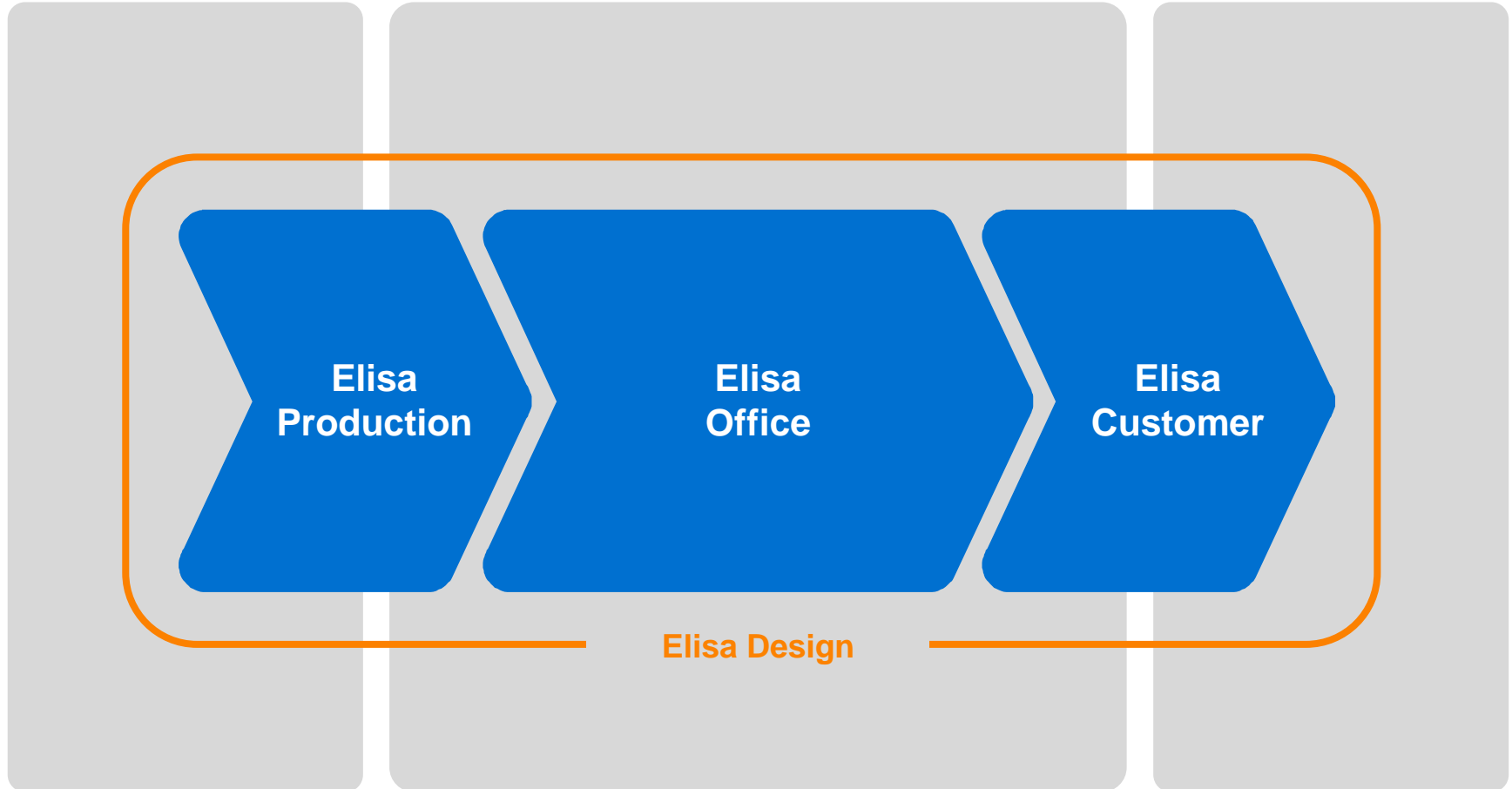
Enhancing productivity in customers' process...

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...with our new aligned offering...

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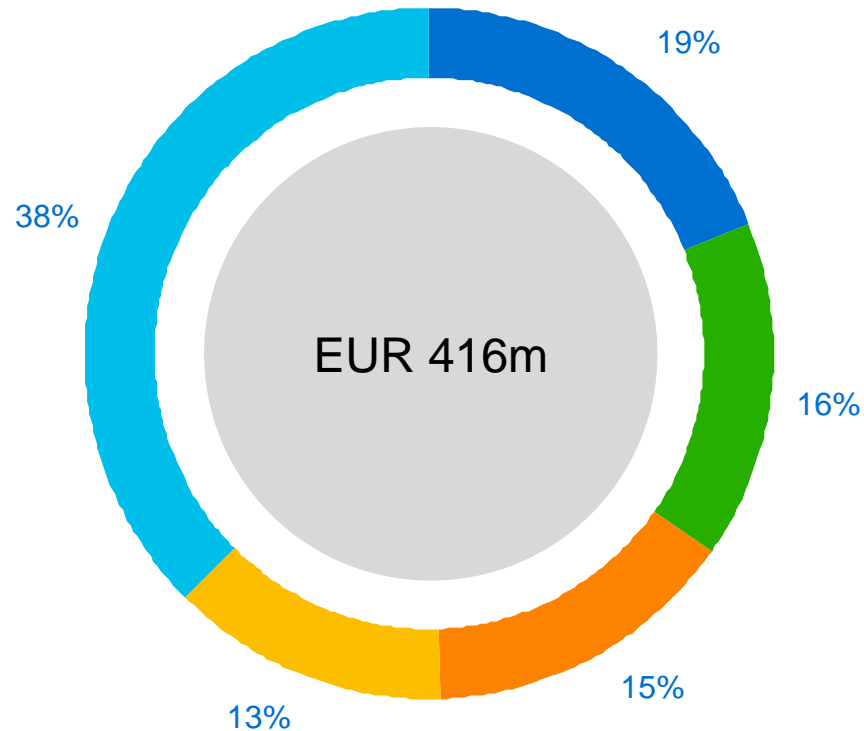
...which we present to our customers as follows...
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FLASH

We have a well balanced customer base

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Revenue per customer segment FY2006



■ Services ■ Public ■ Industry ■ Strategic ■ Mid market *

*) Corporates with a personnell of above 10 persons

Fulfilling our customer promise

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Finnair

- National flagship carrier
- A fast and simple way to check-in with a mobile phone



Valio

- Finnish dairy company
- Elisa cares all-inclusive for Valio's ICT-services



Nokian Tyres

- Largest nordic tyre manufacturer
- Convenient booking and improved sales



Kesko

- Retail and wholesale provider
- Enhanced customer service for loyalty program



Case: check-in process

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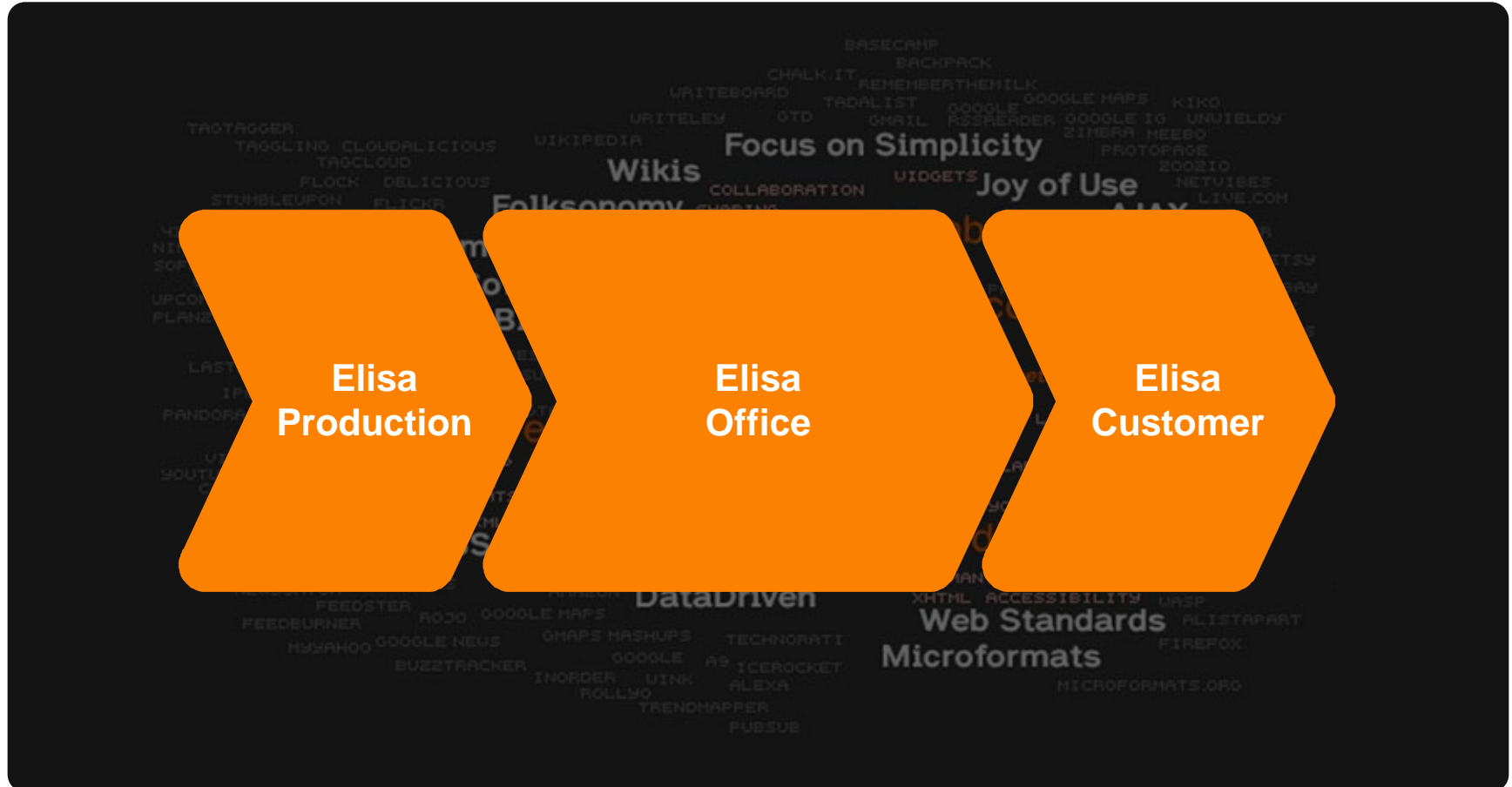
Customer needs only
to reply by pushing:

A



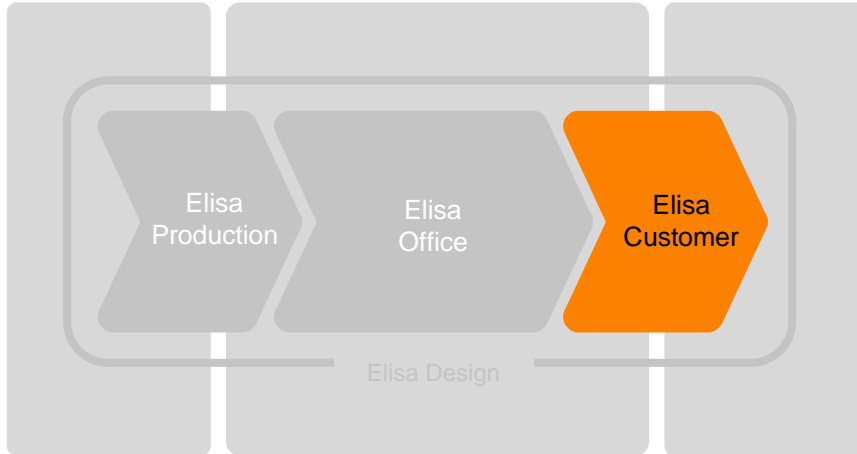
Creating growth by utilizing new enablers...

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...and by targeted bolt-on acquisitions...

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Main acquisition rationale

- Competence enhancing
- Customer base strengthening
- Scalable platform
- Customer proven solutions



Fact Sheet

- A leading Finnish company providing multi-channel, platform-independent IP contact center software solutions
- Market position: > 50% of all multi-channel, platform-independent contact centre solutions supplied in Finland
- Net sales: EUR 2.0m FY06A
- EBIT: EUR 0.4m FY06A
- Employees: 16
- Customer base: > 50 major corporate customers in Finland and Estonia

...and by key customers going international

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Strategic and operational priorities

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- Achieve world-class efficiency
 - process automation
 - product portfolio simplification
- Strive for growth within communications focused ICT services market
 - New customer aligned offering
 - New technology enablers
 - Targeted bolt-on acquisitions
 - Innovative partnerships
- Further expand via customer-driven internationalization



Thank You !

Forward looking statements

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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.