



Consumer Customers business

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CMD2018

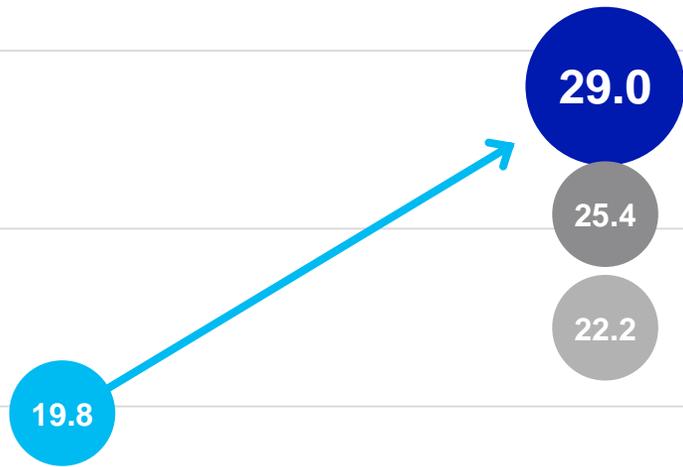
- 1 Performance update
- 2 Market environment
- 3 Profit and growth generation
- 4 Management priorities

Elisa's unique strategy generates profit and growth

Performance update

Our customers increasingly recommend our services...

Consumer customer NPS in Finland, 2016–present



● Elisa ● Competitor A ● Competitor B

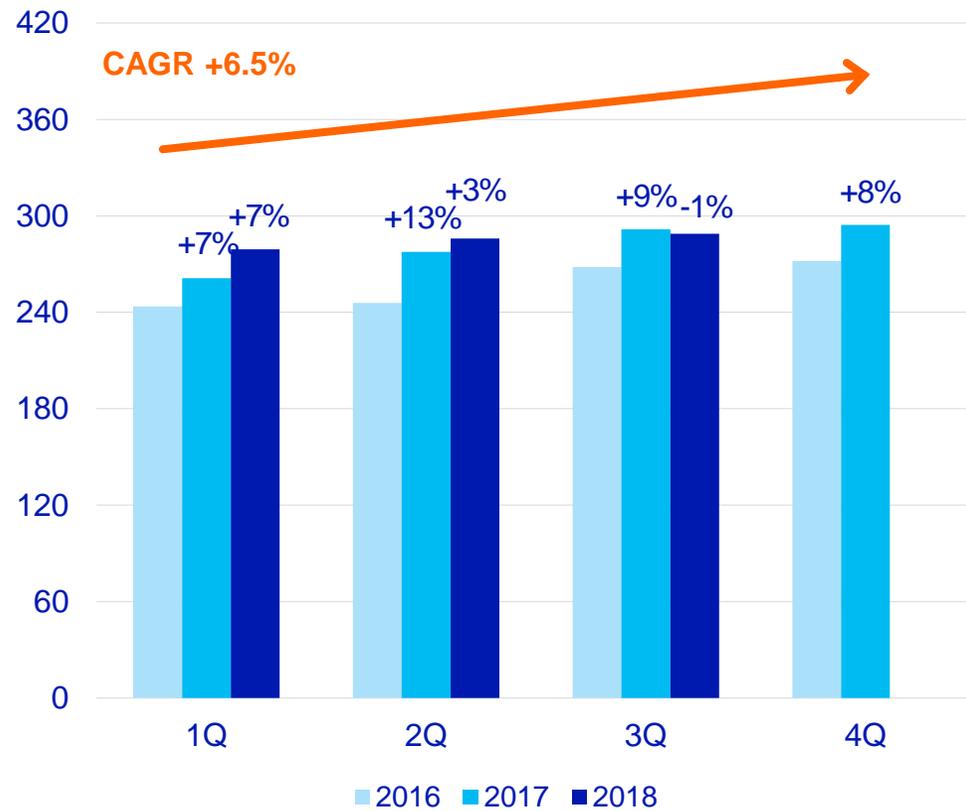
NPS = Net Promoter Score
Sources: IRO Research, Elisa analysis



Performance update

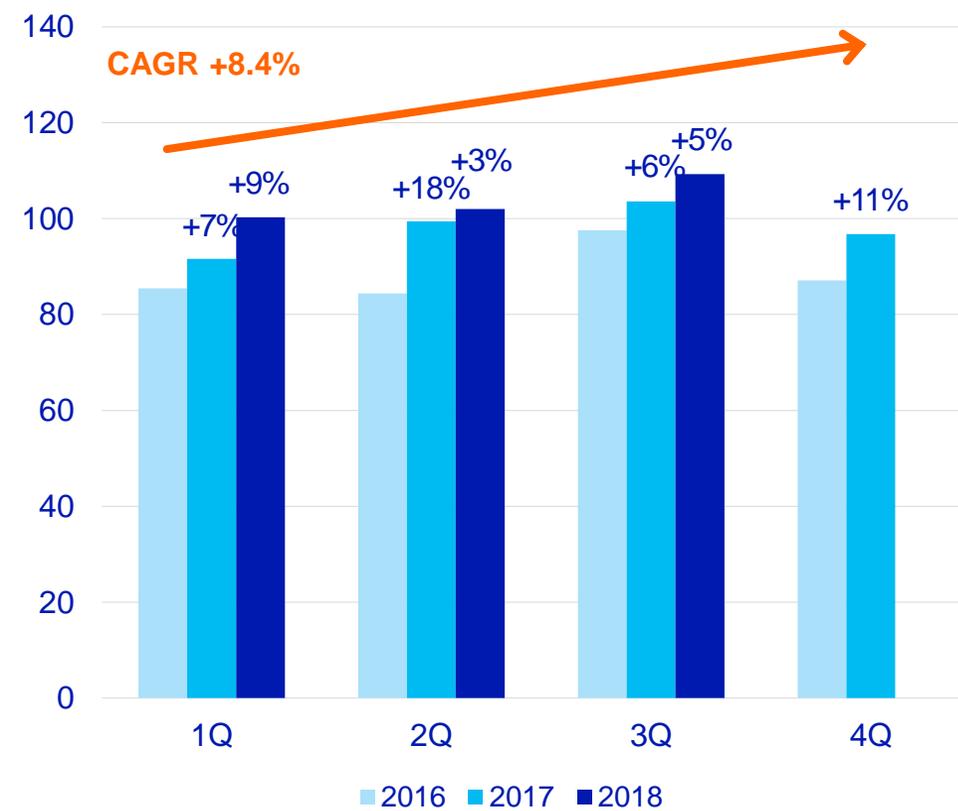
...fuelling mid-single-digit revenue and EBITDA growth

Revenue, EURm



CAGR = 2016 – Last twelve months (LTM)

EBITDA¹⁾, EURm



¹⁾ excl. one-offs

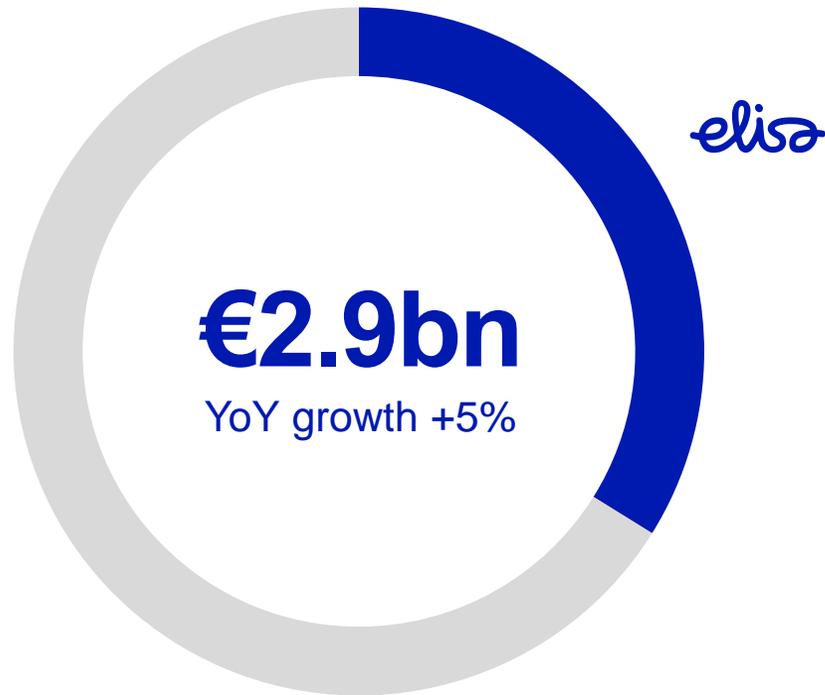
EBITDA¹⁾:

21 consecutive quarters outperforming the corresponding quarter of the previous year

Market environment

We have a solid position in the growing telecom market and further potential in entertaining video services

Consumer telecom services market 2017 in Finland and Estonia



Entertaining video services market 2017 in Finland and Estonia



Sources: FICORA, Ficom, Statistics Finland, GFK, IRO research, Technical Regulatory Authority, TNS Gallup, YLE, Nordisk Films, Strategy Analytics, GFK, Finnpanel, SES, PWC market data, Idea Group, Estonian Central Commercial Register, Estonian Public Broadcasting, Tallinn City, company reports, Elisa analysis

Profit and growth generation

Strategic priorities remain intact

Increase mobile and fixed service revenues

Grow digital service businesses

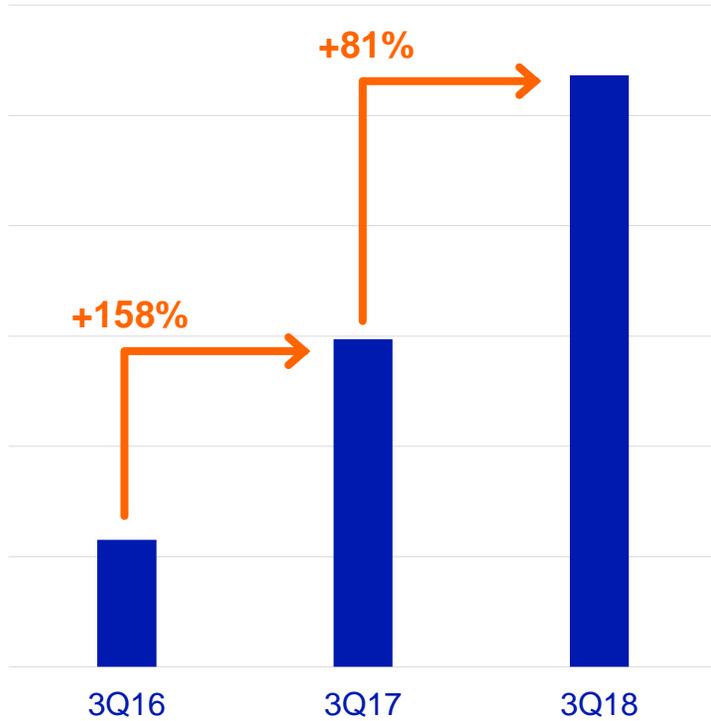
Improve efficiency and quality

Profit and growth generation

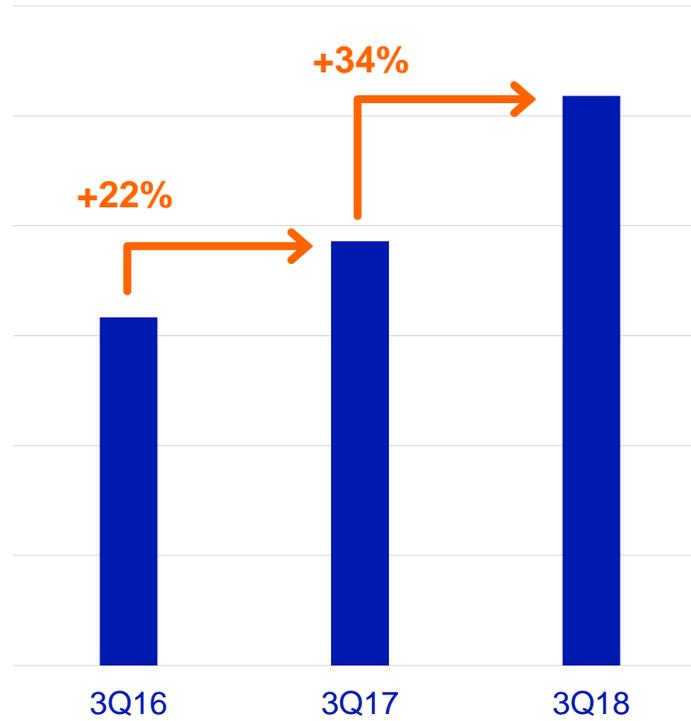
Our customers' strong demand for faster unlimited internet connectivity...



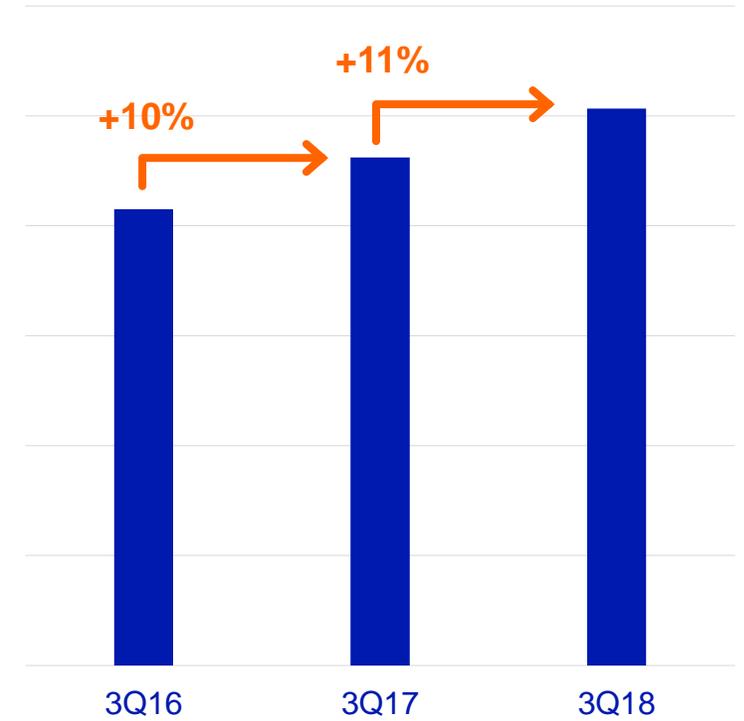
Mobile voice subscriptions
≥100 Mbps, Finland



Mobile broadband subscriptions
≥100 Mbps, Finland



Fixed broadband subscriptions
≥100 Mbps, Finland

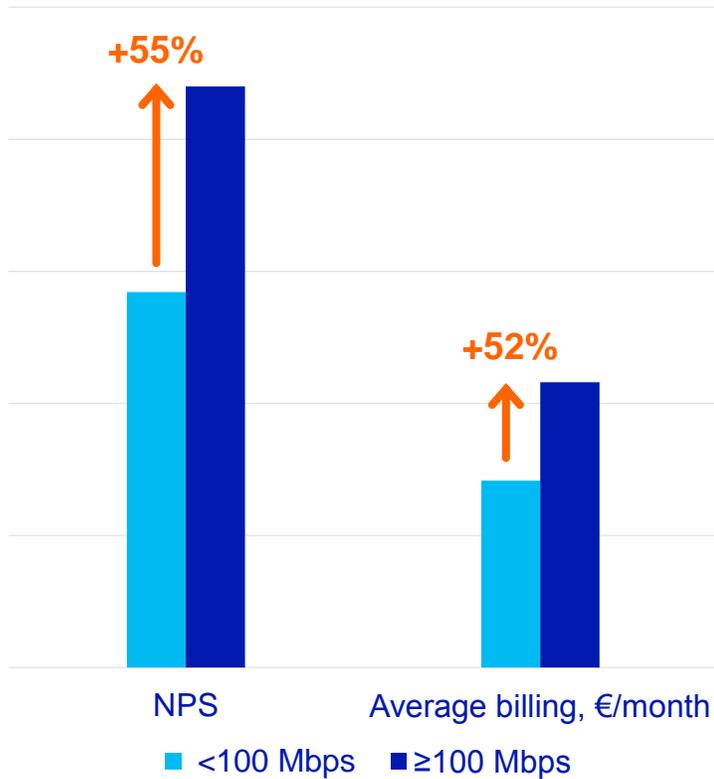


Profit and growth generation

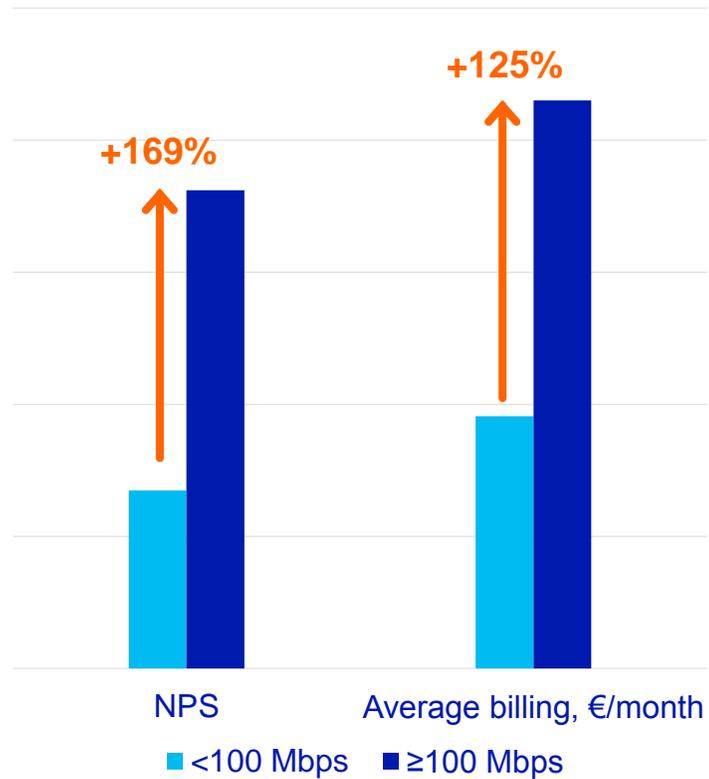
...bringing more value to customers and to Elisa...



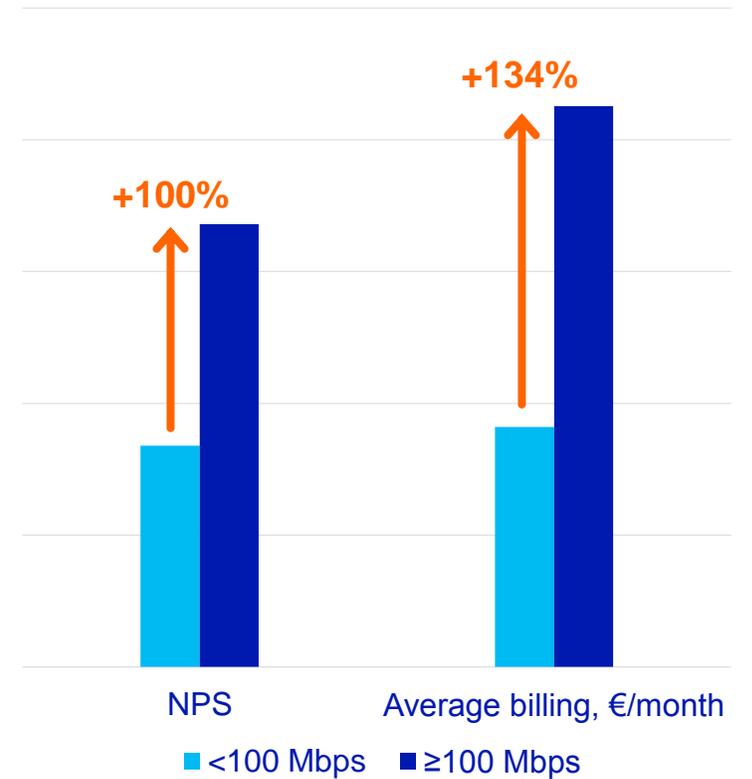
Mobile voice subscriptions Finland



Mobile broadband subscriptions Finland



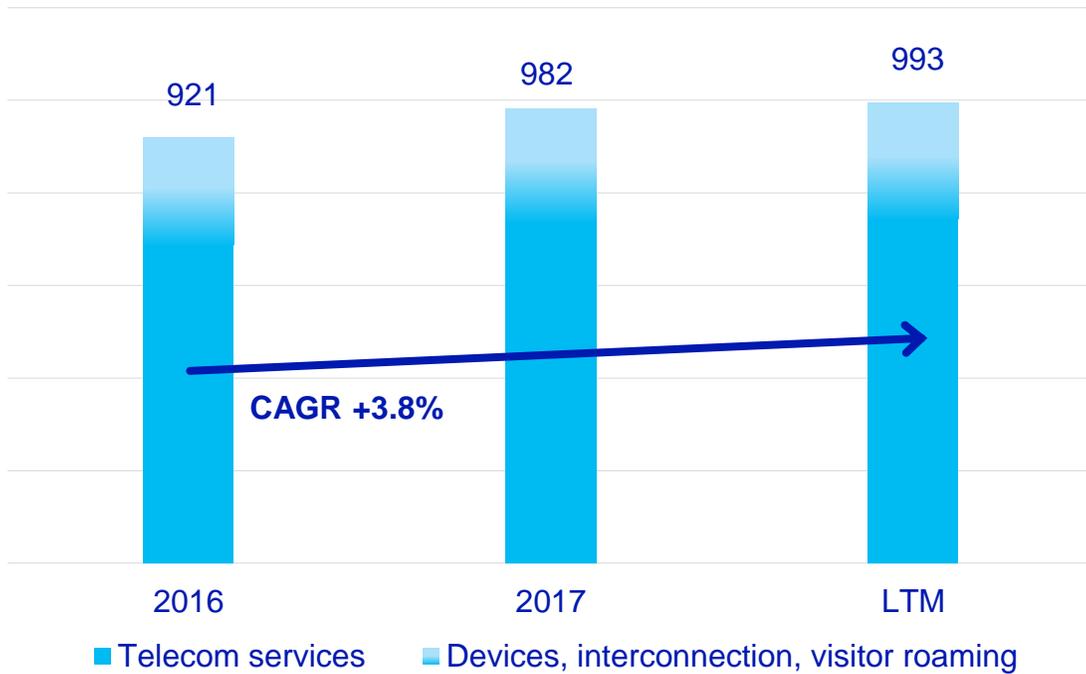
Fixed broadband subscriptions Finland



Profit and growth generation

...materialises in mid-single-digit growth in our telecom services revenue...

Telecom services revenues, EURm

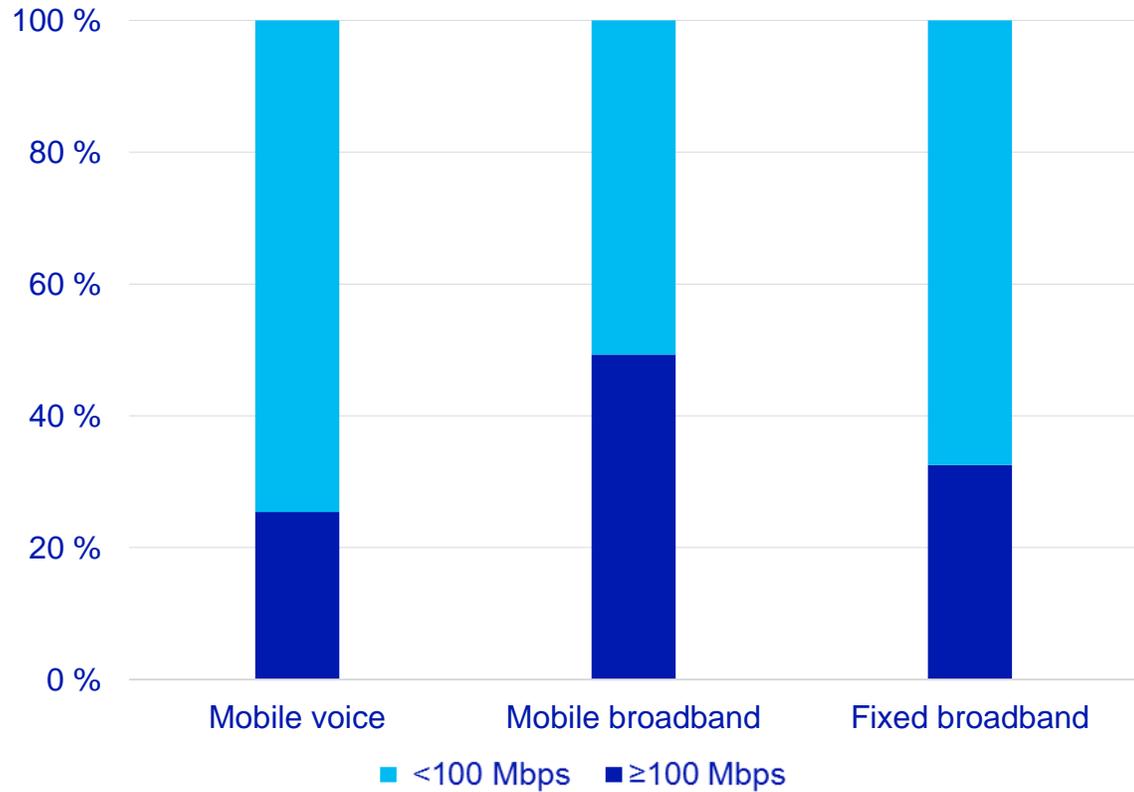


Profit and growth generation

...and there is still further potential before moving towards 5G



Subscriptions in Finland



Emerging 5G subscriptions

<p>4G SUPER</p> <p>📶 100 Mbps</p> <p>🇪🇺 10 Gb/month</p> <p>27.90 €/month</p>	<p>PREMIUM+</p> <p>📶 300 Mbps</p> <p>🇪🇺 15 Gb/month</p> <p>31.90 €/month</p>	<p>ULTRA</p> <p>📶 600 Mbps</p> <p>🚀 5G Ready</p> <p>🇪🇺 20 Gb/month</p> <p>49.90 €/month</p>
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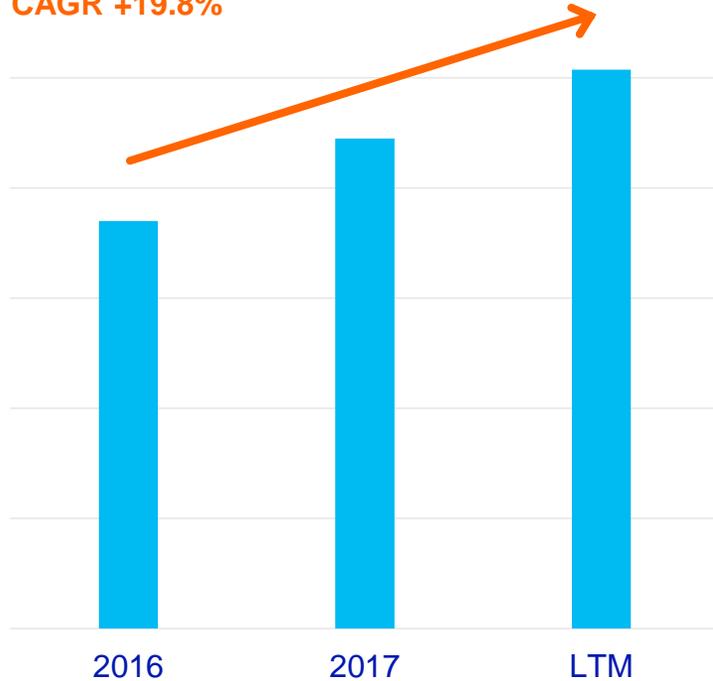
Profit and growth generation

Our customers' growing interest in on-demand video content...



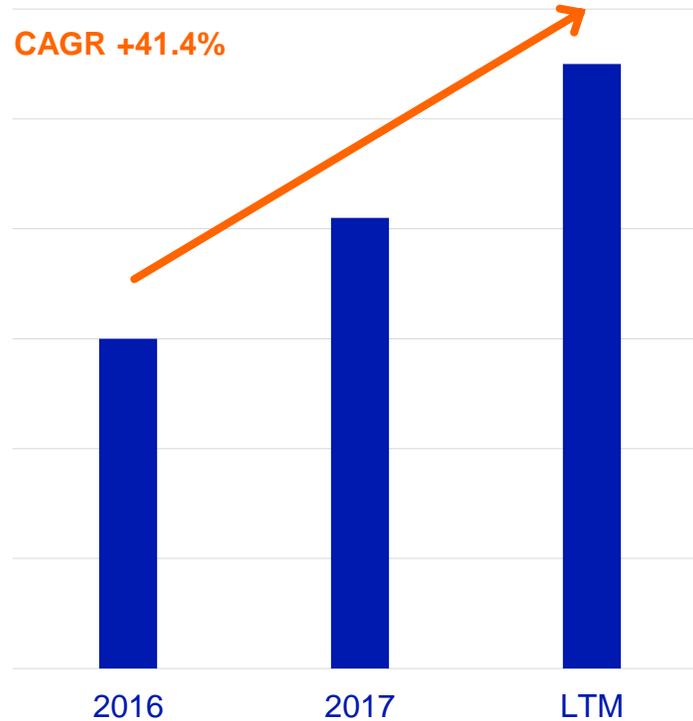
On-demand video views¹⁾ in our entertaining video service in Finland

CAGR +19.8%

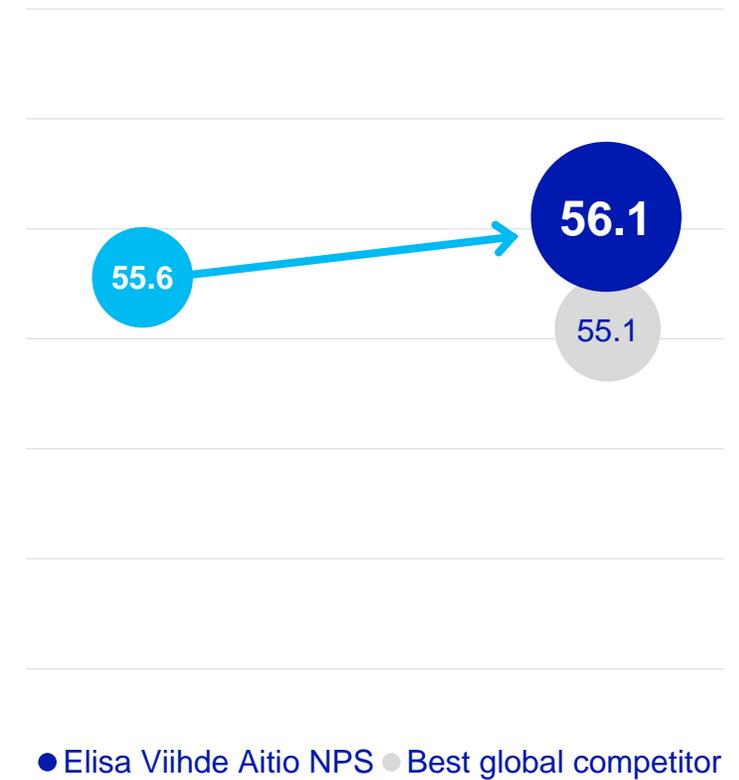


Paying users of our own streaming video service²⁾

CAGR +41.4%



NPS of streaming video service, 2016–present



¹⁾ On-demand video views: transactional, subscription and advertising video-on-demand views and recording views

²⁾ Elisa Viihde Aitio

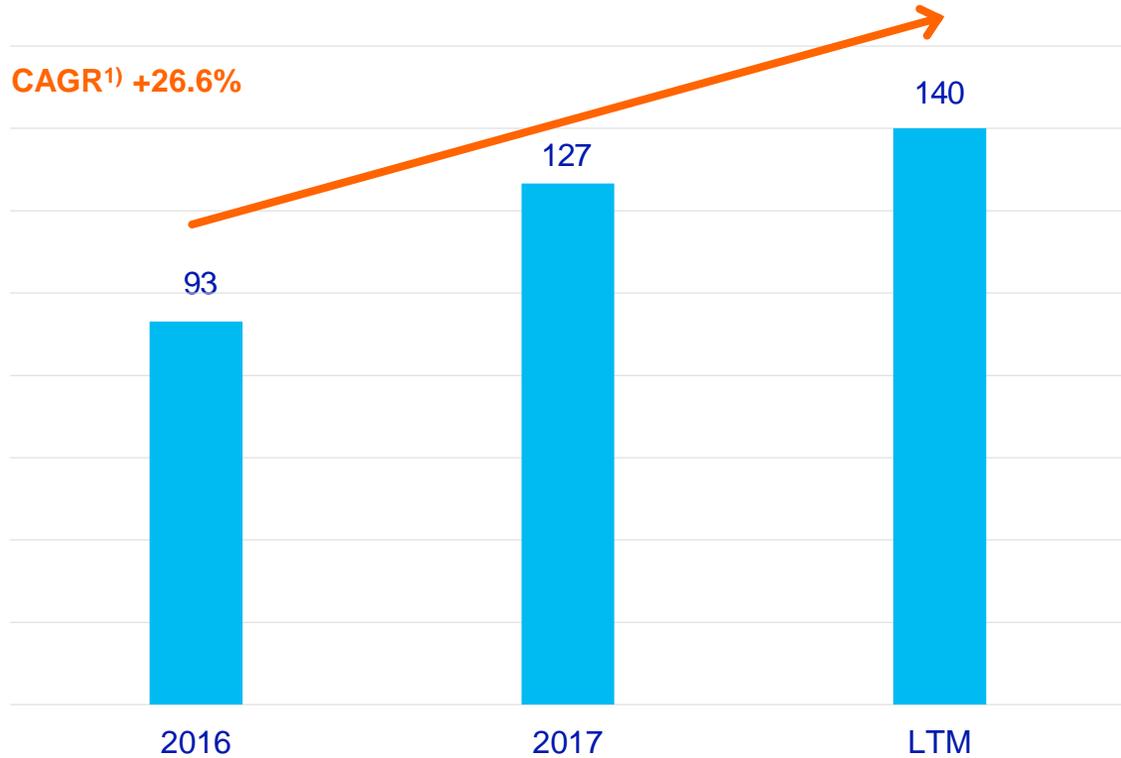
Source: IRO Research, Elisa analysis

Profit and growth generation

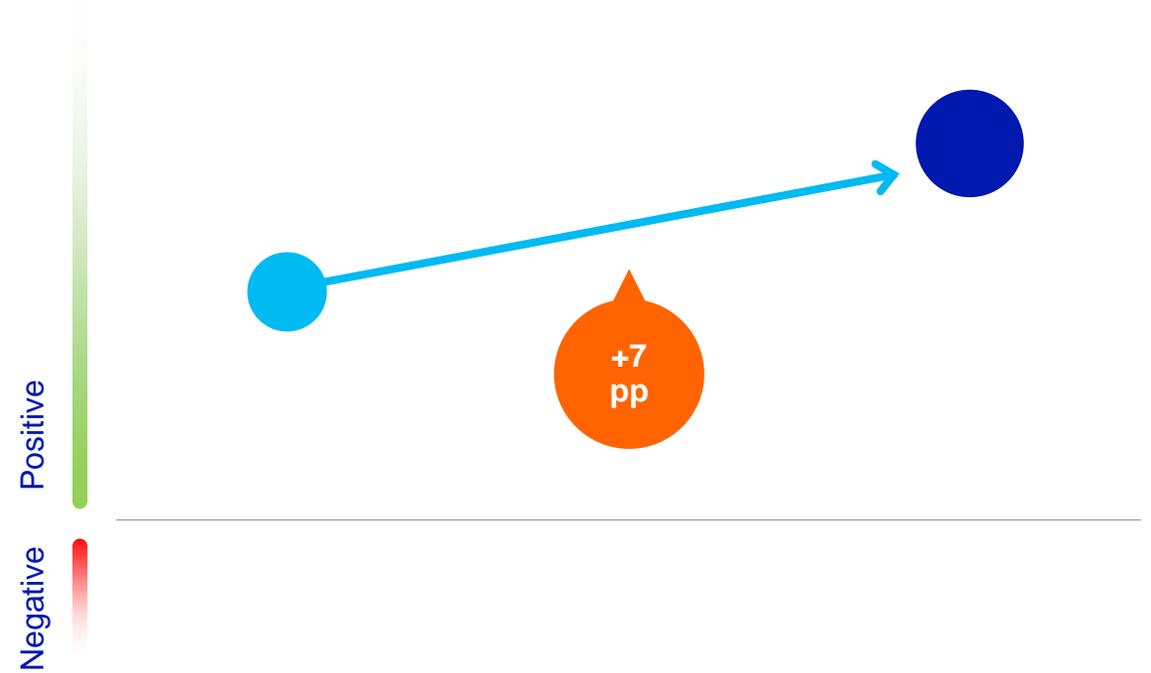
...results in top-line growth in entertaining video services...



Entertaining video services revenues, EURm



Entertaining video services EBITDA-%, 2016–present

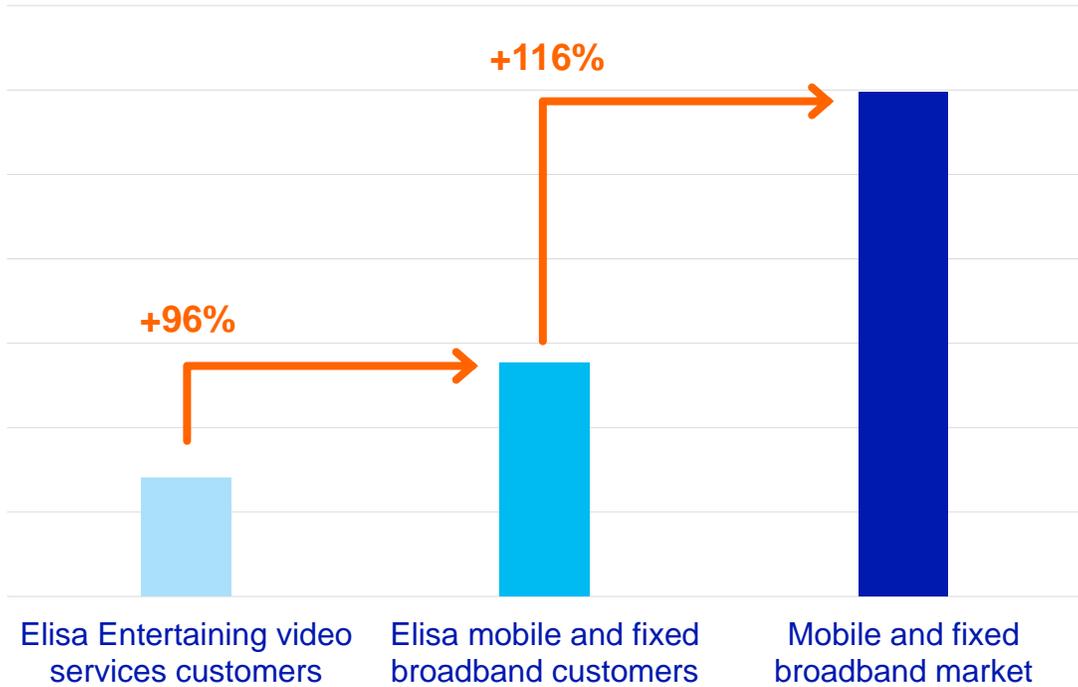


¹⁾ Organic CAGR 2016 – LTM +10.5%

Profit and growth generation

...with further potential for growth

Entertaining video service potential in Finland and Estonia





ELISA VIHDE ORIGINAL SERIES

BULLETS

MIPTV COUP DE COEUR WINNER 2018

Profit and growth generation

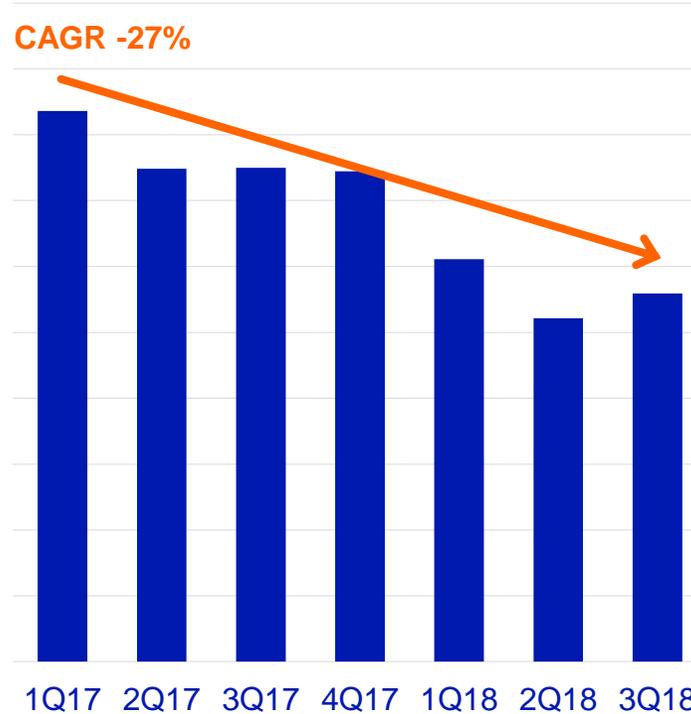
With expanding use of software robotics and...



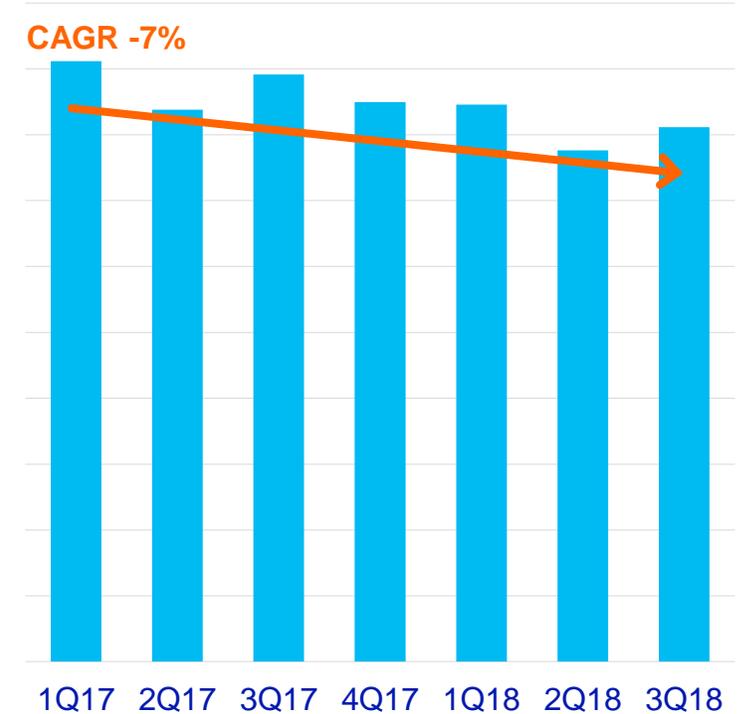
Process automation rate in consumer customer business



Manual work in consumer billing and order handling processes



Billing and delivery contacts in consumer customer business

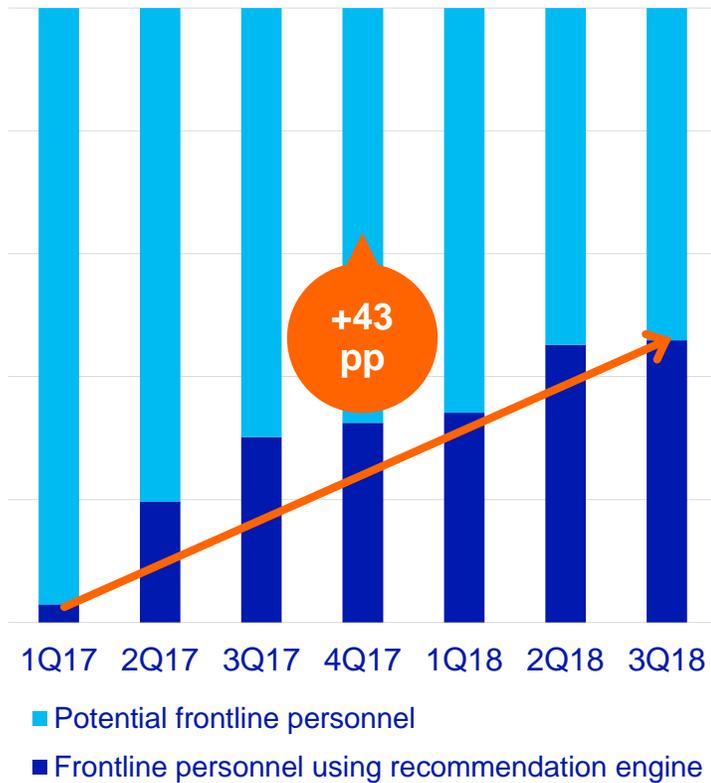


Profit and growth generation

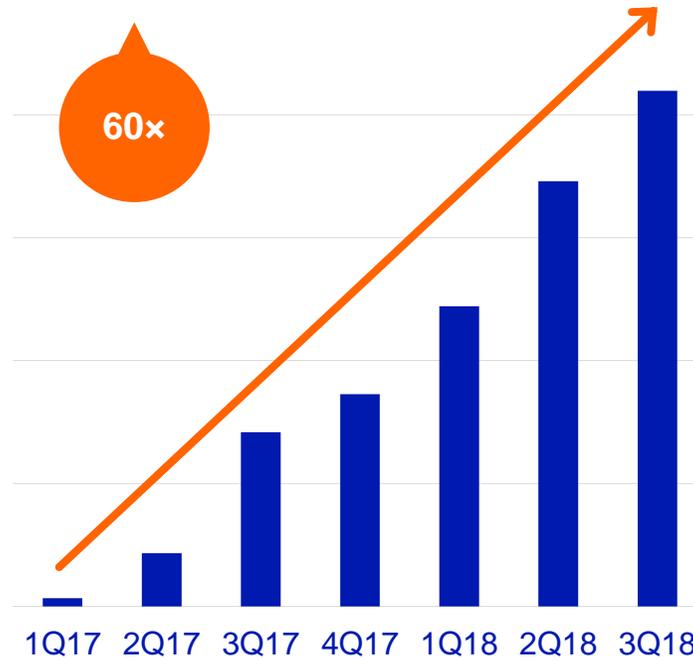
...artificial intelligence we enhance efficiency and quality...



Frontline using AI recommendation



Accepted AI recommendations by customers



Customer effort score

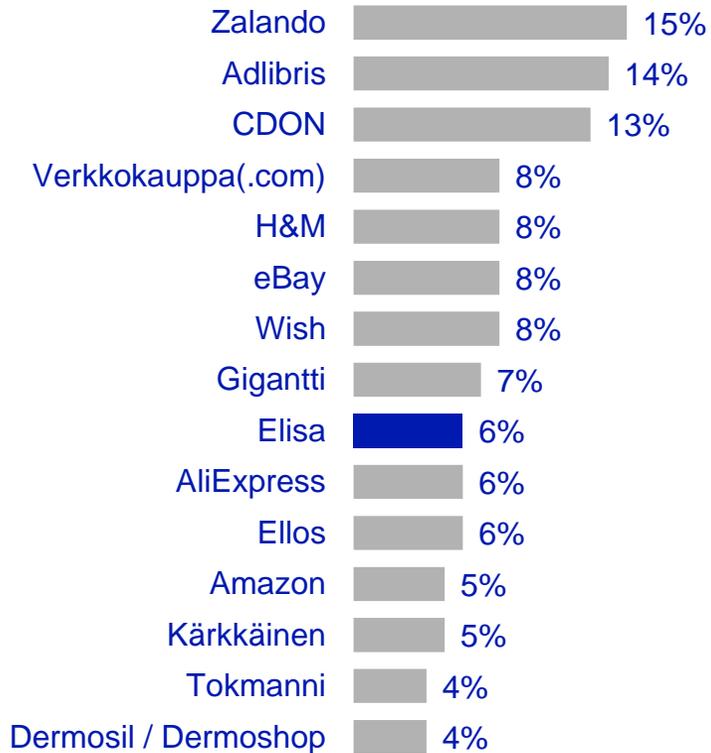


Sources: CEB Global studies 2017–2018, Elisa analysis Customer effort score 2.0 question: To what extent do you agree or disagree with the following statement? “The company made it easy for me to handle my issue” on a scale of 1–7, where 1 = strongly disagree and 7 = strongly agree. CES 2.0 = % answering at least 5 “somewhat agree”, Elisa analysis

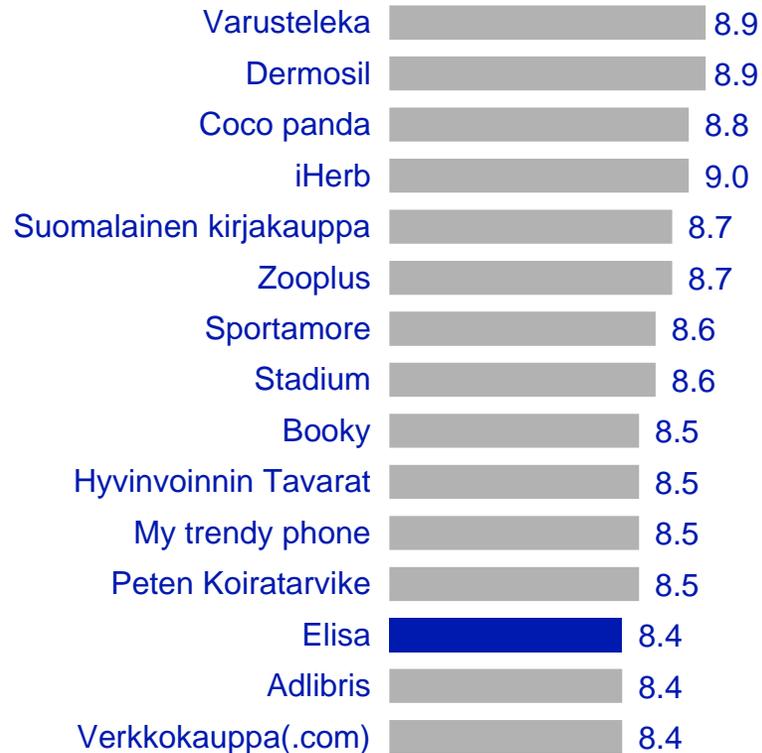
...as we continue to leverage online



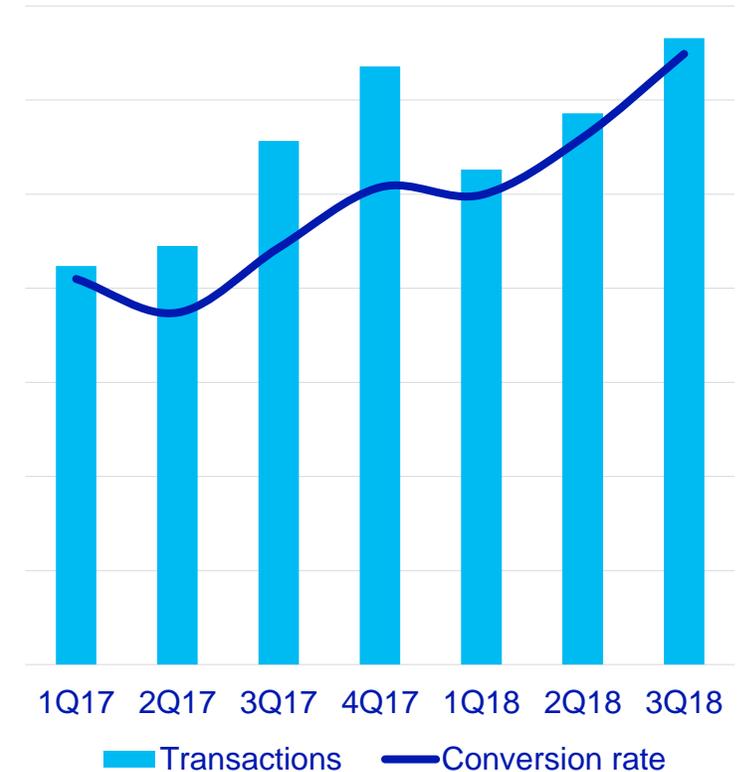
15 most used online stores by Finns



15 most valued online stores by Finns



Transactions and conversion rate in our online shop



Sources: Google analytics, Finnish Commerce Federation, Elisa analysis

Management priorities

Elisa's unique strategy generates profit and growth

Elisa's strategy

Profit and growth generation

Increase mobile and fixed service revenues

- Stimulating demand for speed and 5G
- Enhancing value capture

Grow digital service businesses

- Leveraging market position
- Capturing larger wallet share

Improve efficiency and quality

- Striving for world-class NPS
- Leveraging online and AI

elisa

CMD 2018

THANK YOU.

CMD2018 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.