



elisa

Consumer Customers Business

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We are continuing to execute our strategy...



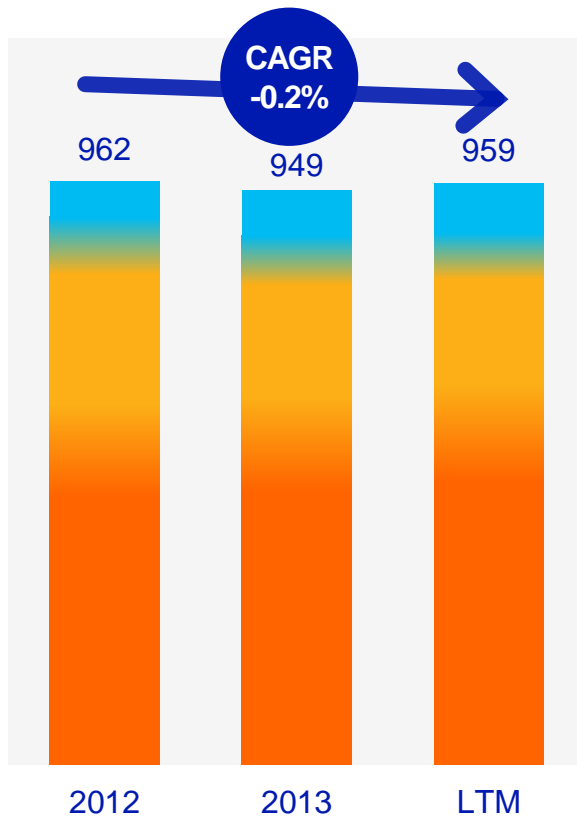
ELISA NEW SERVICES
Net-based service experiences



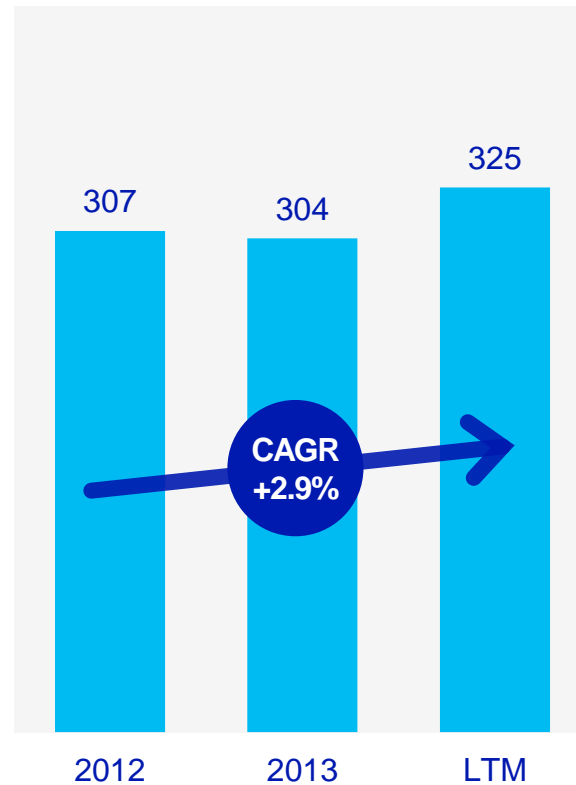
ELISA SAUNALAHTI TELECOM SERVICES
Rational subscriptions
with world-class efficiency

... with positive performance in top-line, EBITDA and cash generation growth...

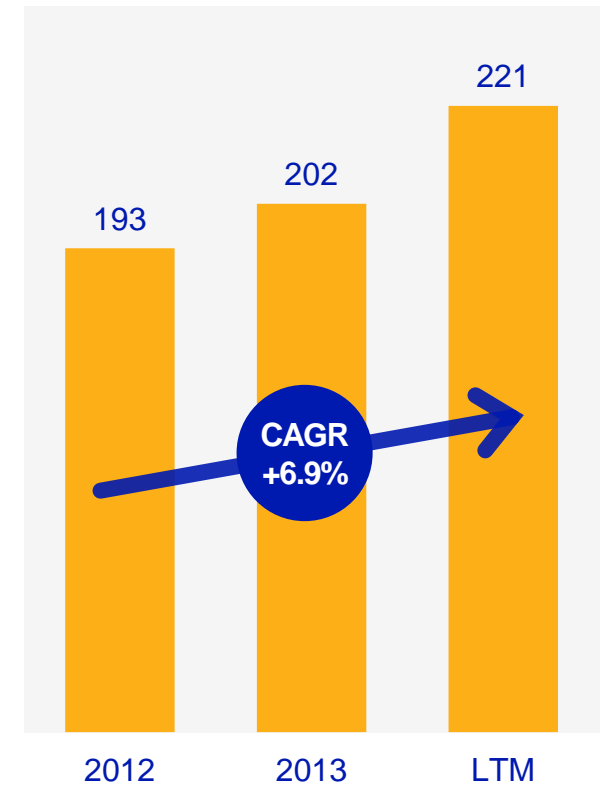
Revenues, EURm



EBITDA, EURm



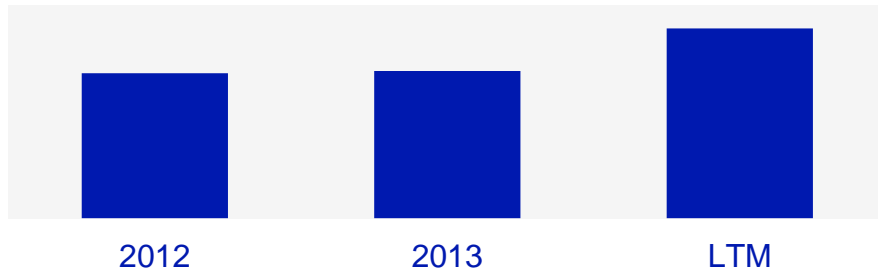
OpFCF, EURm



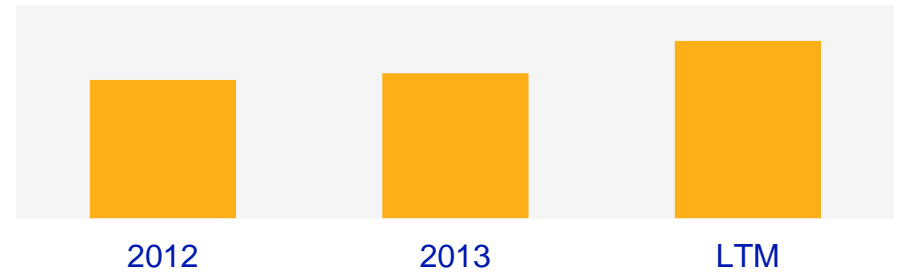
- Telecom services
- New services
- Devices, interconnection, visitor roaming

...as our efficiency measures yield clear results

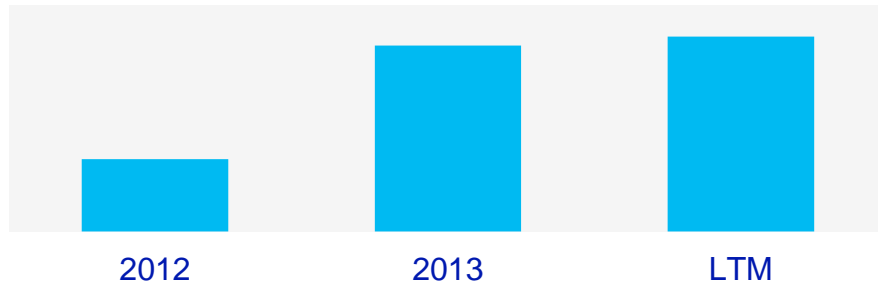
Customer care first call resolution rate



Sales channel efficiency
(number of sales per sales person)



Online customer contacts as a proportion of all contacts

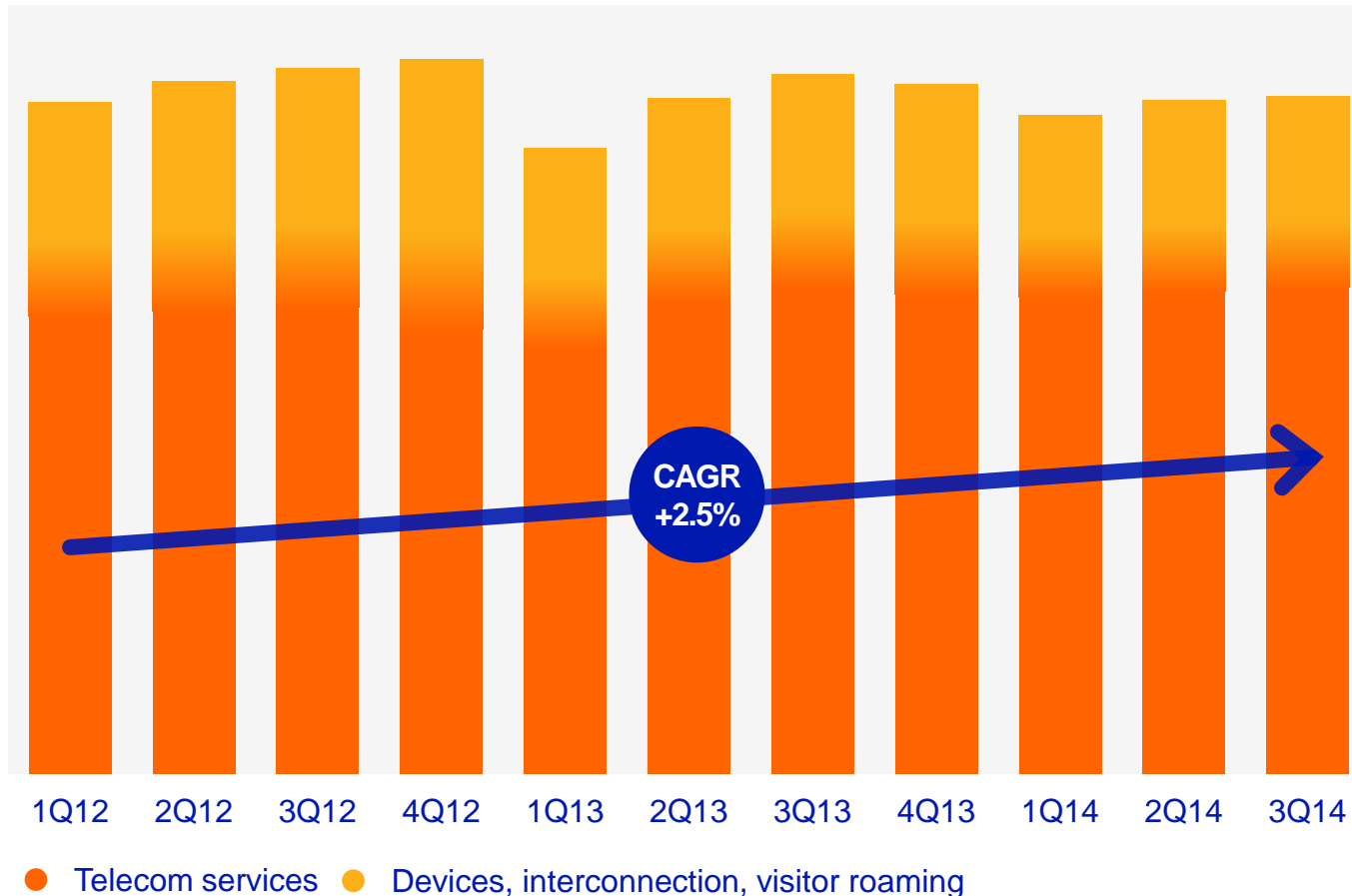


Web shop conversion rate



We see healthy growth in our telecom services revenues...

Consumer telecom revenue, EURm



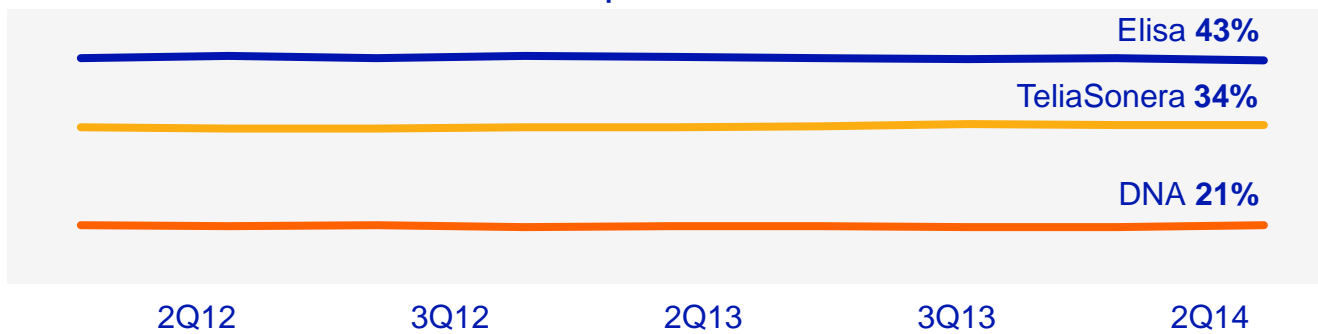
- Service revenues growth is driven by mobile service upgrades
- Growth is offset by decrease in interconnection and fixed network services revenues
- Equipment sales vary due to seasonality and fluctuating average selling prices

...in a stabilising subscriptions market, where our focus turns to increasing our present wallet-share...

Subscriptions market in Finland (in thousands)

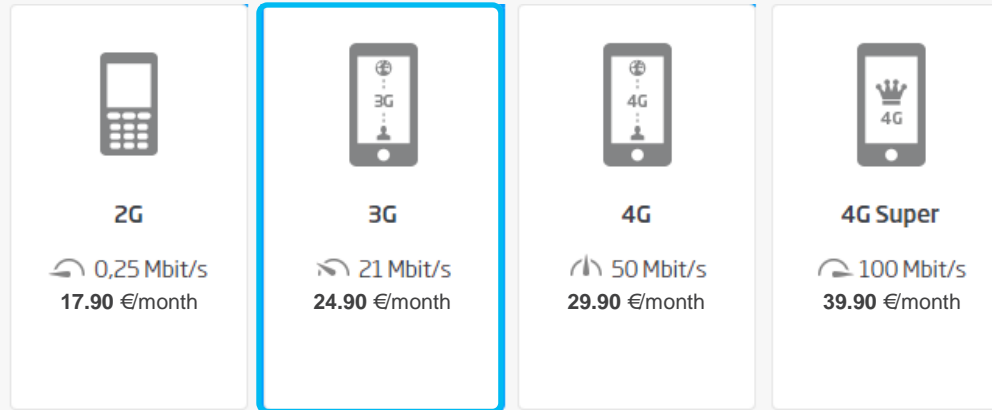


Consumer mobile voice subscription market shares in Finland

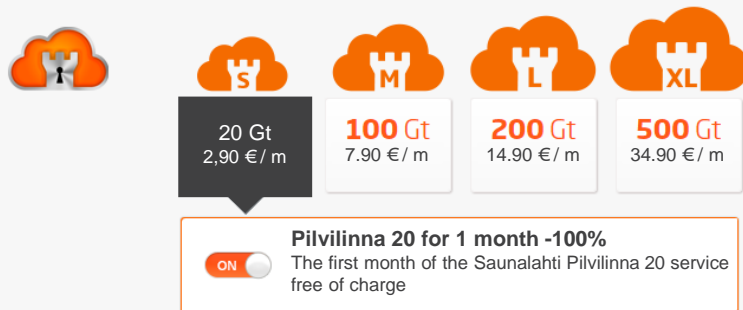


- Subscription growth ~0 in the Finnish market
- Market shares stable
- Elisa keeping its position, targeting at service upgrades
- Elisa's mobile number portability net result slightly positive
 - FY13: growth 2,100
 - LTM: growth 8,400

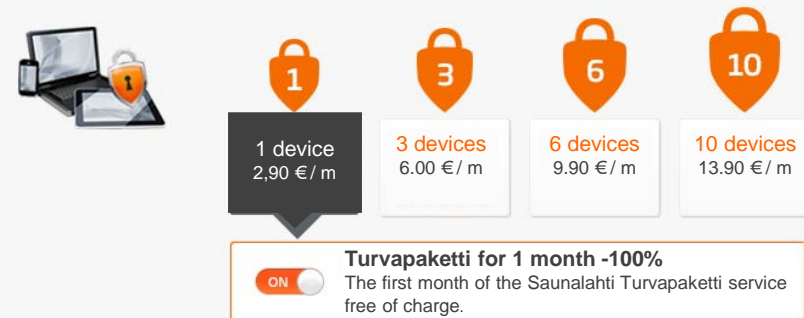
...with further upside potential from additional services



Saunalahti Pilvilinna personal storage

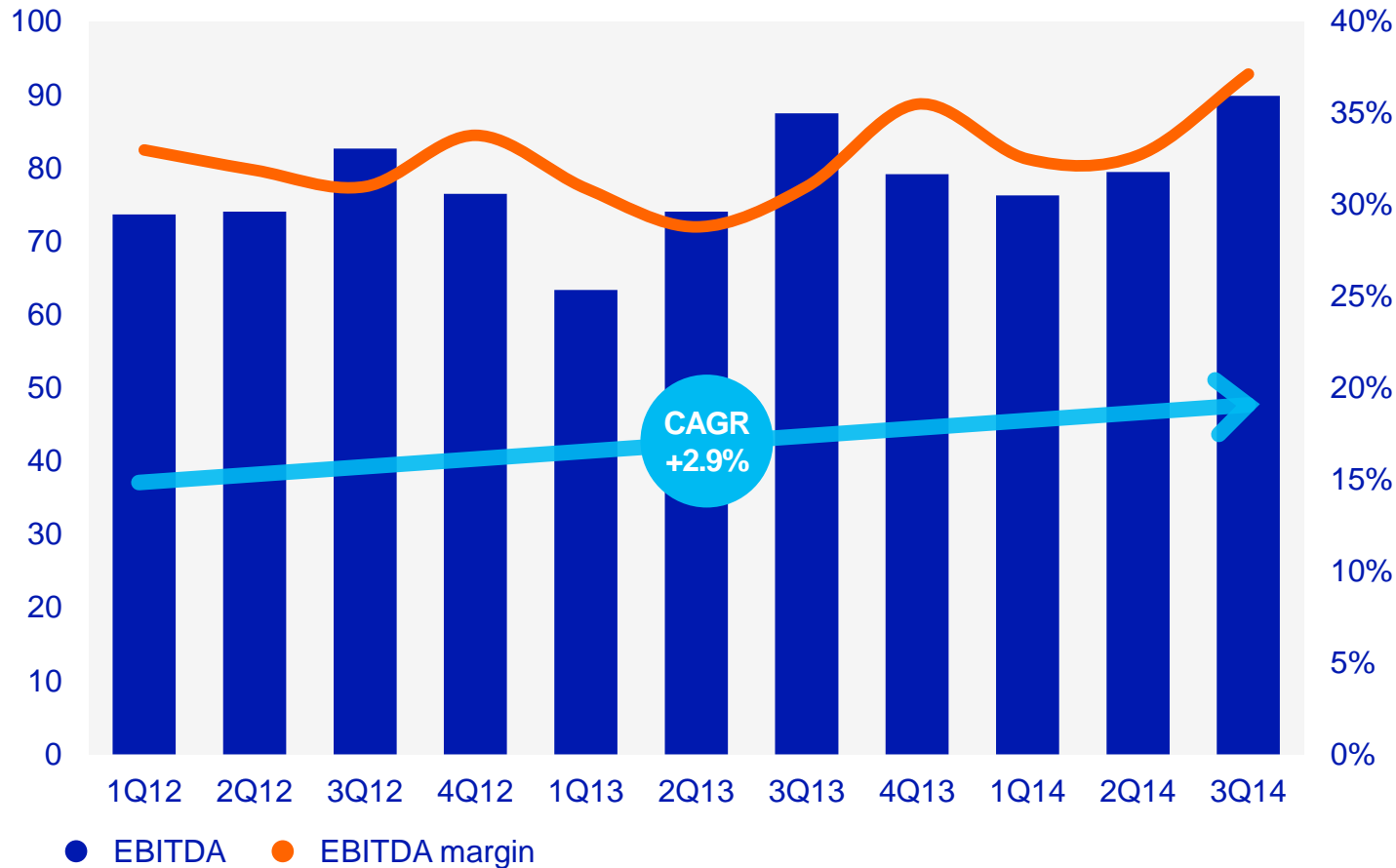


Saunalahti Turvapaketti information security



We are securing EBITDA growth with our customer-focused efficiency measures...

EURm



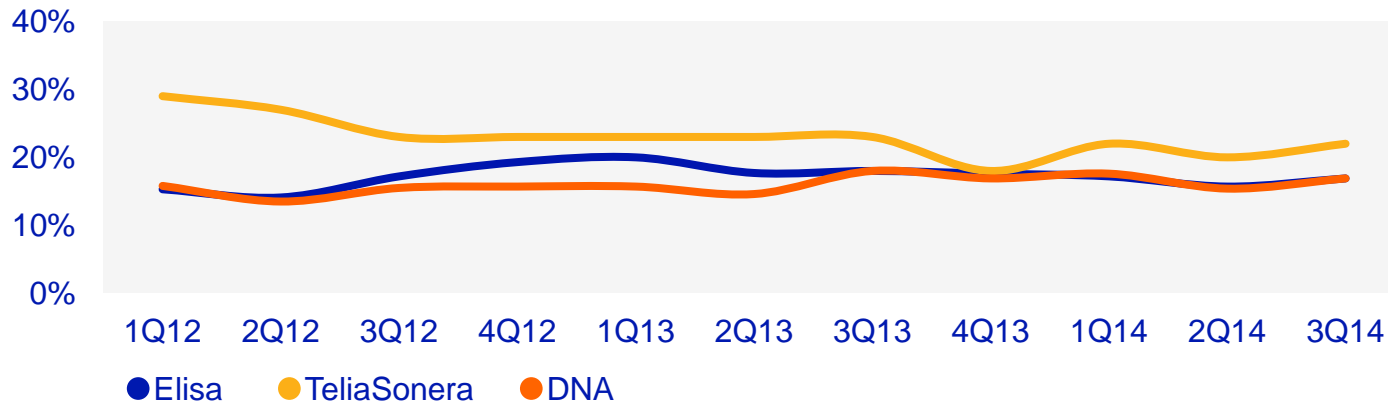
- EBITDA has grown steadily despite occasional price competition setbacks affecting revenue
- Major contributors have been customer loyalty and operative efficiency measures

Excluding one-offs

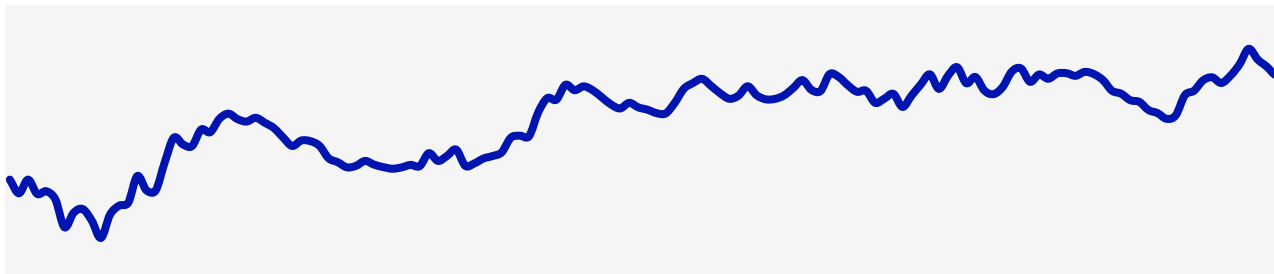


...as our customer loyalty actions continue driving churn down...

Mobile churn development in Finland



Mobile broadband NPS development in Finland, 1/2012-

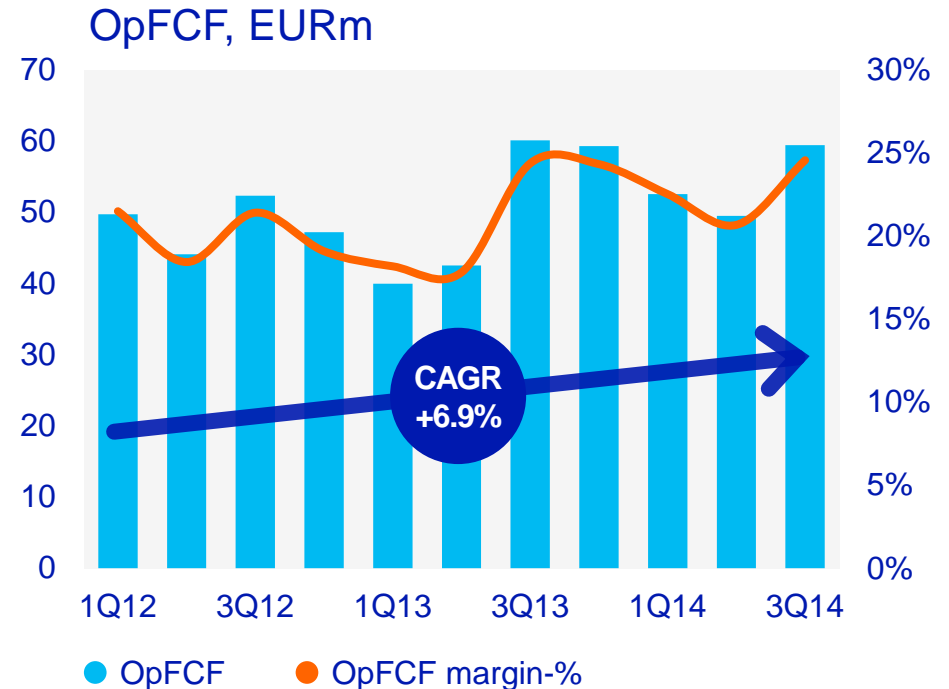
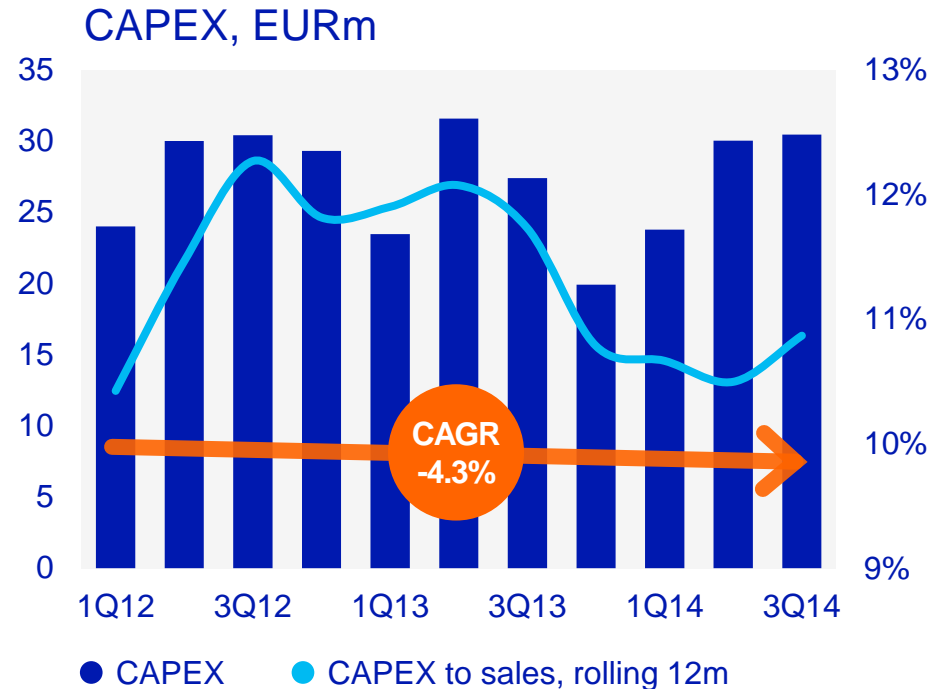


- Churn at a reasonable level despite occasional price competition
- Customer satisfaction increasing steadily
- Effective processes in place to manage customer experience

NPS = Net promoter score

Sources: IRO Research, company reports, Elisa estimates

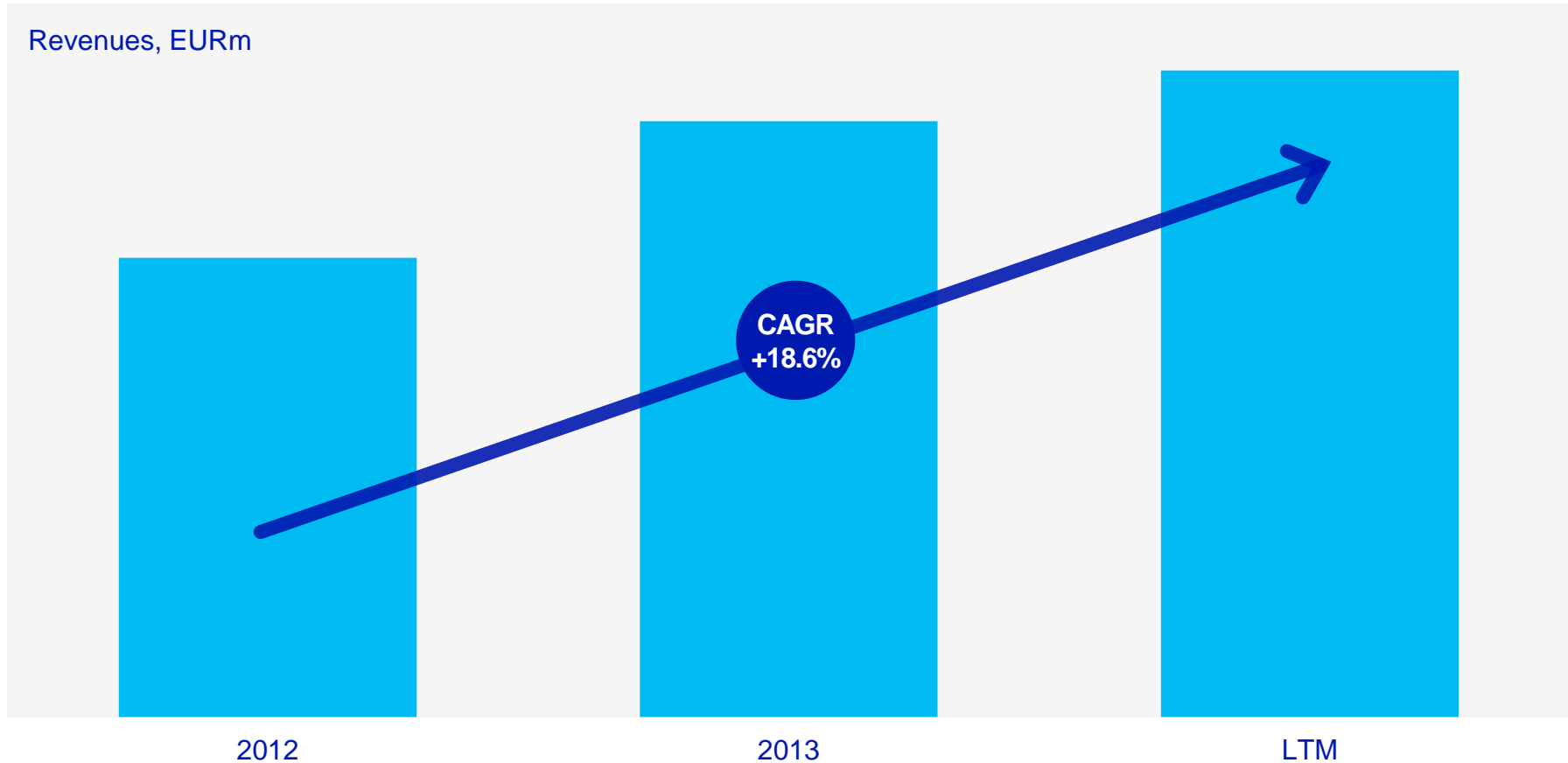
...and our cash generation is further strengthened by our rigorous CAPEX management



- CAPEX focus on LTE roll-out
- Traffic management to secure customer experience
- Only <6% of the full capacity of the radio network currently utilised

Excl. licence fee and one-offs

Our new services performs solid double-digit revenue growth...



New services performance and opportunity

...with Elisa Viihde surpassed 200,000 customers...



...and Elisa Viihde mobile application downloaded more than 450,000 times



- 450,000 mobile application downloads so far
- Available in all major mobile application ecosystems
- Rating 3.7 on Google Play, 2.7 on iOS and 3.9 on WP

Adjacent international new services opportunities offer interesting prospects...

Over

200 million

outdoor sports enthusiasts globally



Over

400 million

teenagers in Spanish, English & Portuguese languages globally



...with initial encouraging results



We are the ultimate hub for active outdoor lifestyle community
bringing sport participants and pros together

- 25 million video views per month
- 400,000 Google+ followers
- 100,000 YouTube subscribers
- Strong publisher partner network covering e.g. *USA Today, Daily Mail, Guardian*
- Integrated eCommerce solution

Management key priorities

Build value on data

Stimulating demand for data | Enhancing value capture

Accelerate new services businesses

Leveraging market position | Extending new services offering

Improve performance with customer intimacy and operational excellence

Striving for world-class NPS | Leveraging online

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