

elisa

Morgan Stanley  
TMT Conference, Barcelona

November 2006

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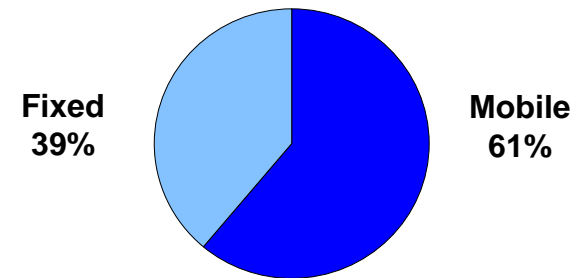
- Elisa today
- Finnish telecoms market
- Q3 2006 and financial highlights, and Elisa's segment review
- Execution of the strategy
- Outlook for 2006



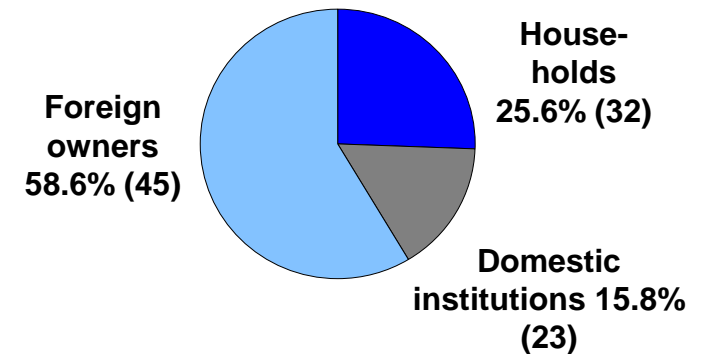
# Elisa at a glance

- Full range of telecom services
  - No 1 fixed network operator
  - No 1 broadband operator
  - No. 2 mobile operator in Finland and in Estonia
- Offering Pan-European and global scope through partnerships
  - Vodafone and Telenor
- Market cap € 3.3bn

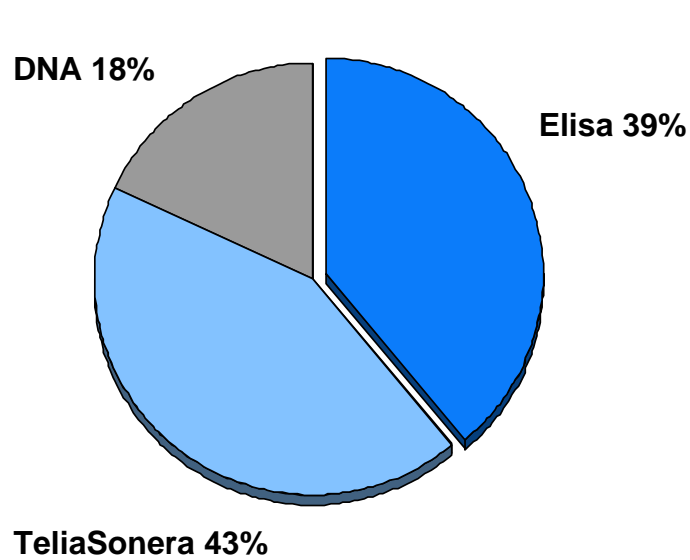
Revenue per segment in Q3 2006



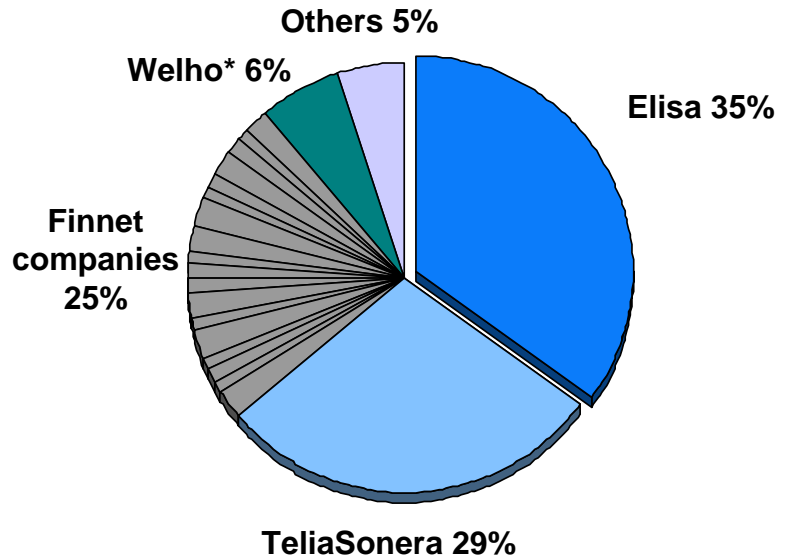
Shareholder structure, 30 Sept 2006



# Market shares in Q3 2006



Mobile operators <sup>1)</sup>



Fixed broadband operators <sup>2)</sup>

<sup>1)</sup> Company data

<sup>2)</sup> Company data and Elisa estimates

\* Cable-TV company

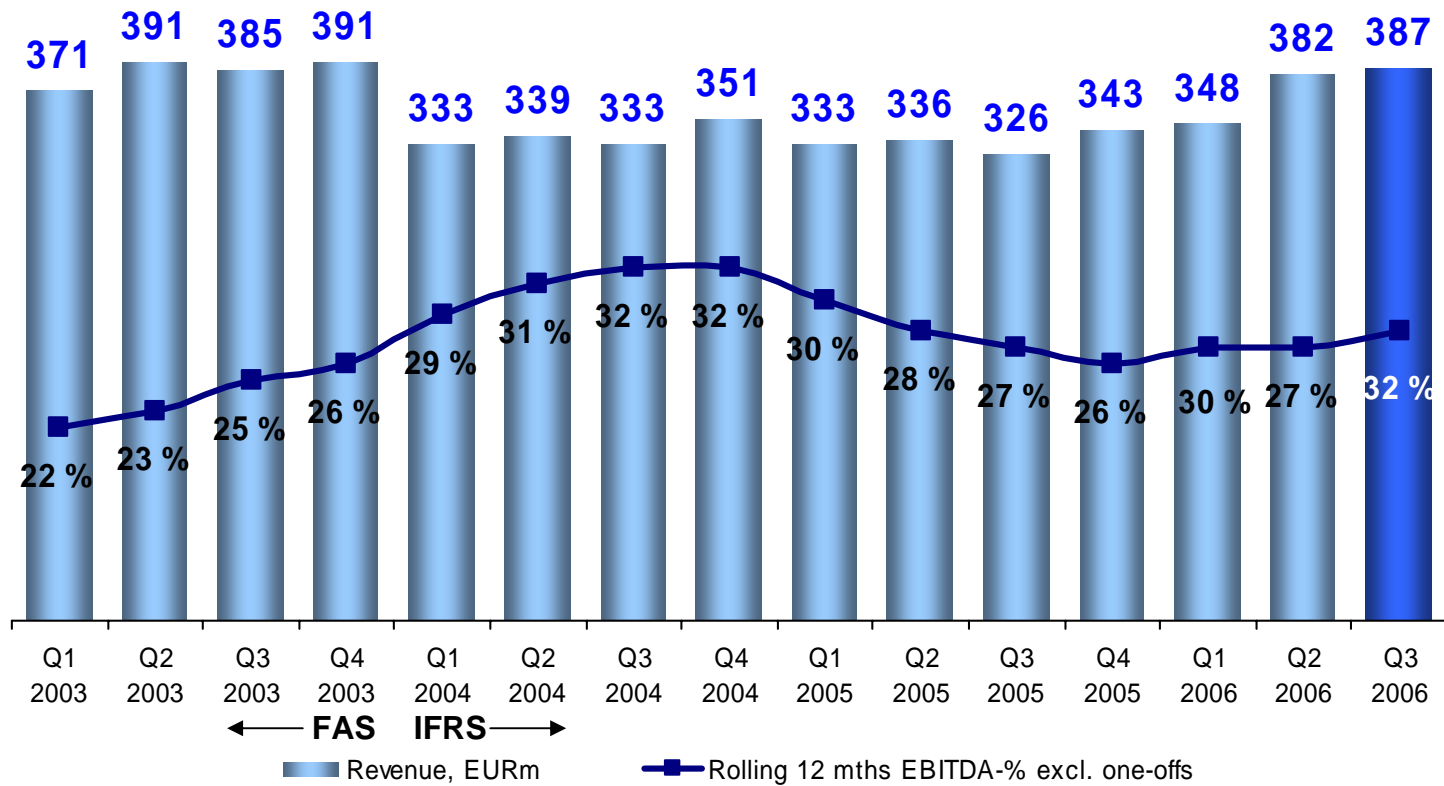
# Elisa Q3 2006 highlights

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- Sale of 3G service bundles progressed well
- Churn decreased further to 11.7%, mobile ARPU decreased slightly from the previous quarter
  - Lower Saunalahti interconnection fee
- Both mobile and ADSL subscription bases increased
  - Broadband market growth has slowed down
- Revenue and EBITDA improved clearly
- Financial position remained stable

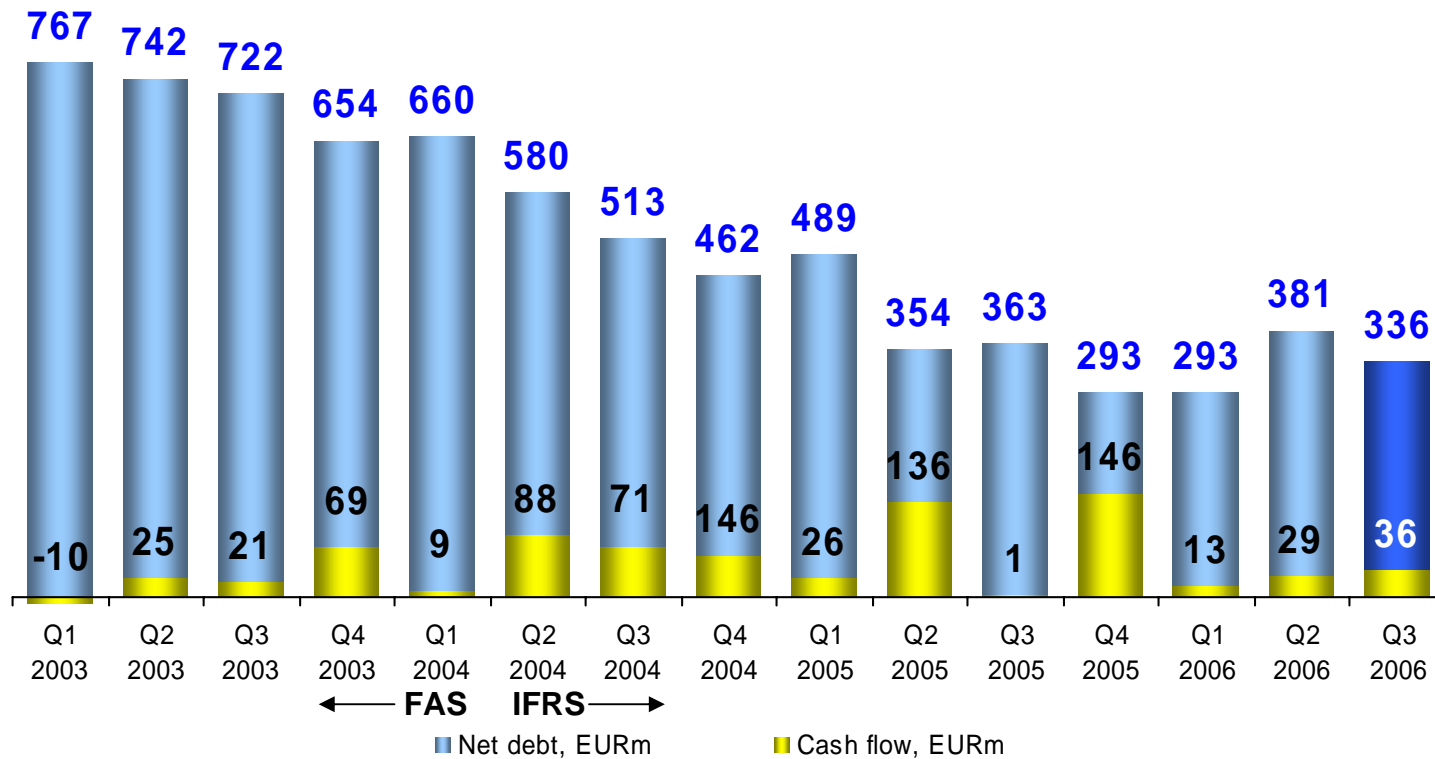
# Target to increase profitability

## Revenue and EBITDA-%



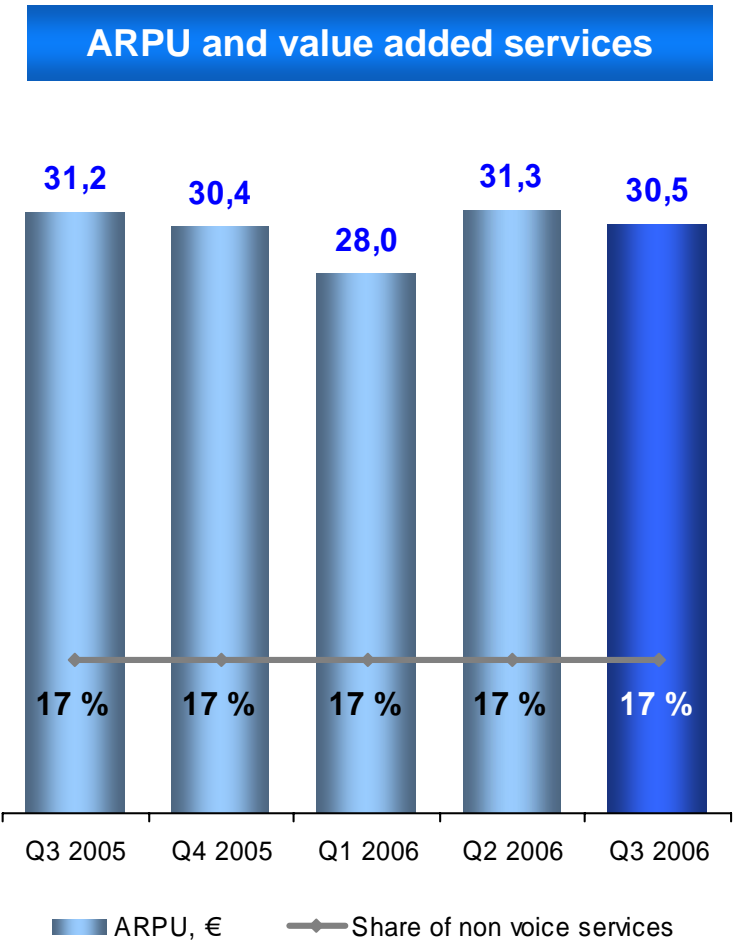
# Financial position is strong

## Net debt and Cash flow



# Lower churn, ARPU at the same level

- Churn 11.7 % (27.2\*)
  - Shift from price competition to service competition
- ARPU EUR 30.5 (31.2\*)
  - Lower Saunalahti interconnection tariff
- 3G service bundles increase use of services
- Growth in network usage
  - MOU grew by 35% and SMS 38% (increased Saunalahti traffic)
  - Growth excluding Saunalahti 17% and 32%, respectively



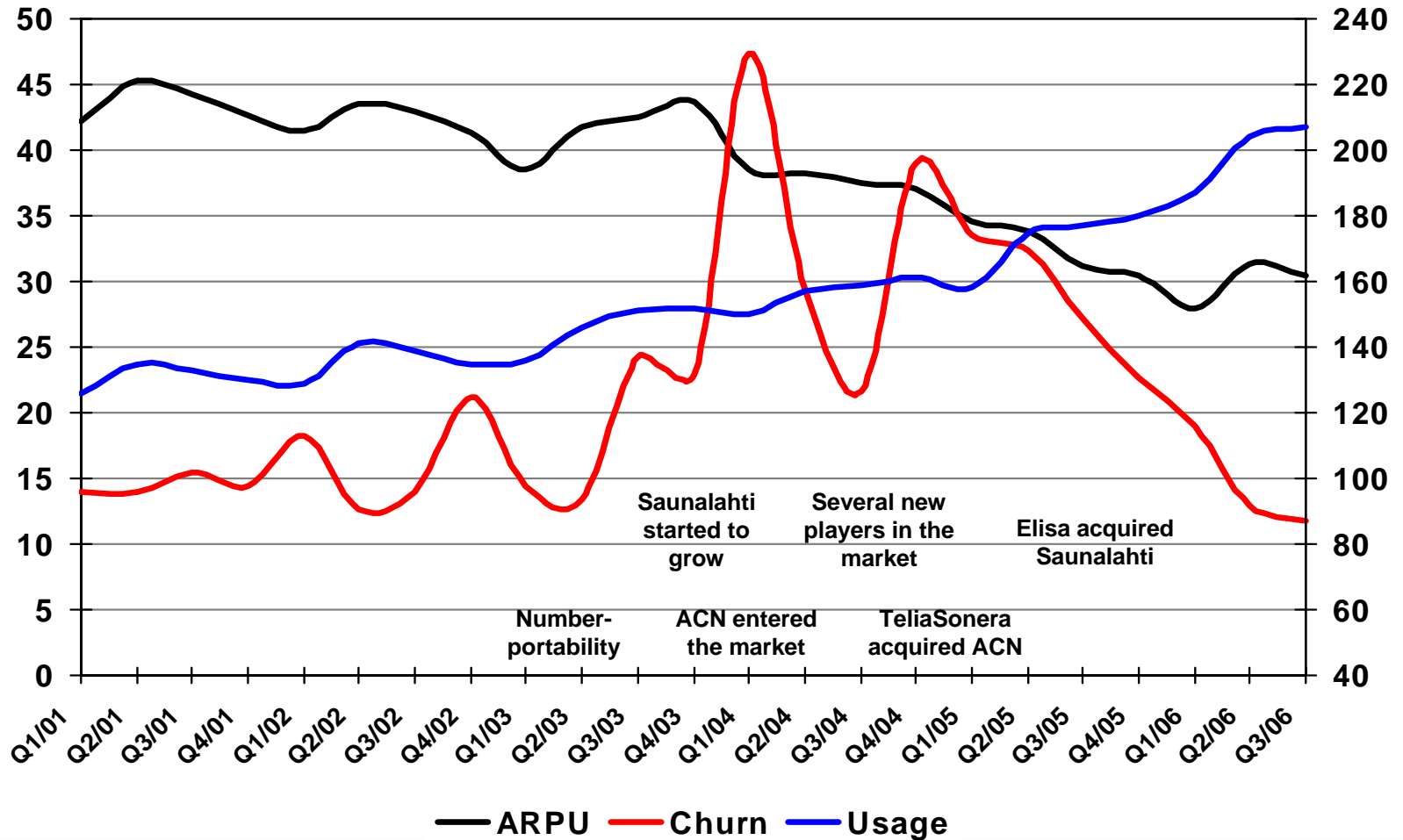
\* excluding Saunalahti



# Lower interconnection fee affected ARPU

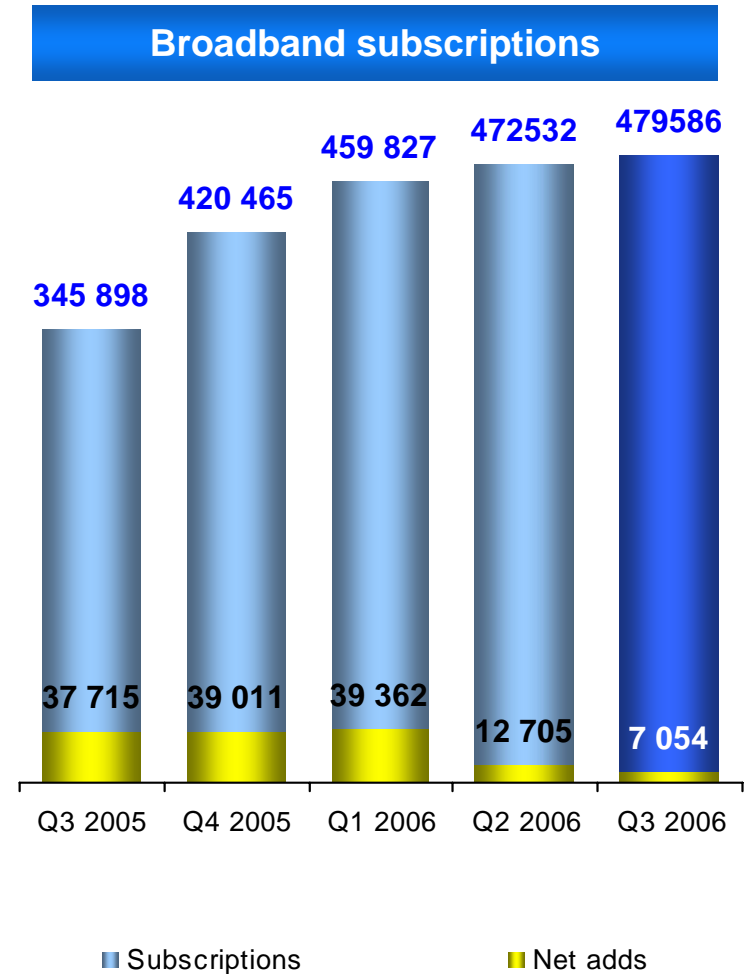
ARPU (EUR) and annualised churn (%)

Usage (min/sub/month)



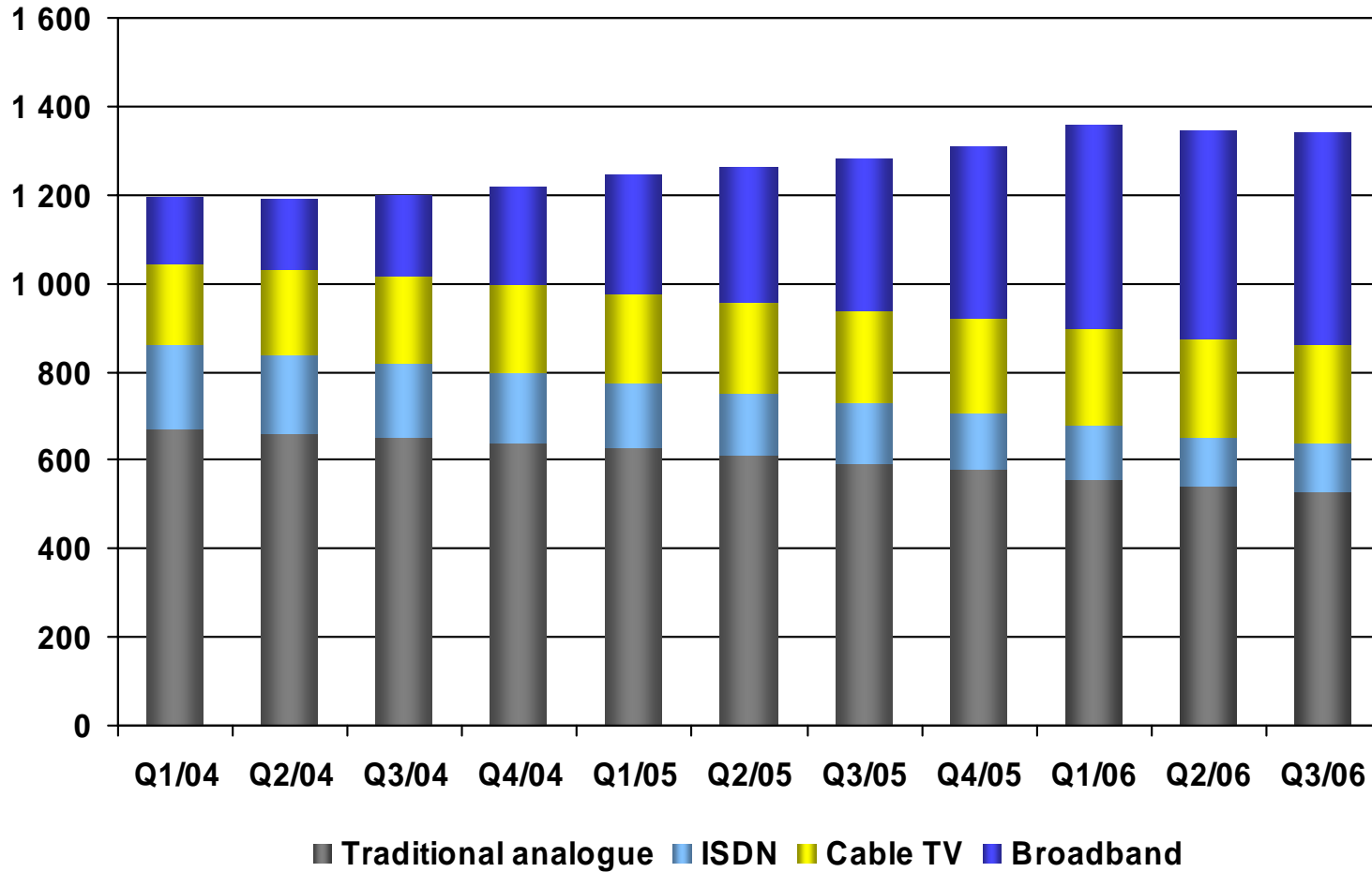
# Broadband growth has slowed down

- Broadband subscriptions growth 39% y-o-y
- Broadband growth 7,000 subscriptions in Q3
  - Elisa as a market leader in slower growth subscription market
- Elisa introduced broadband service package to the market
- Decrease in analogue lines continued
  - analogue lines decreased by 11% and ISDN channels by 19%



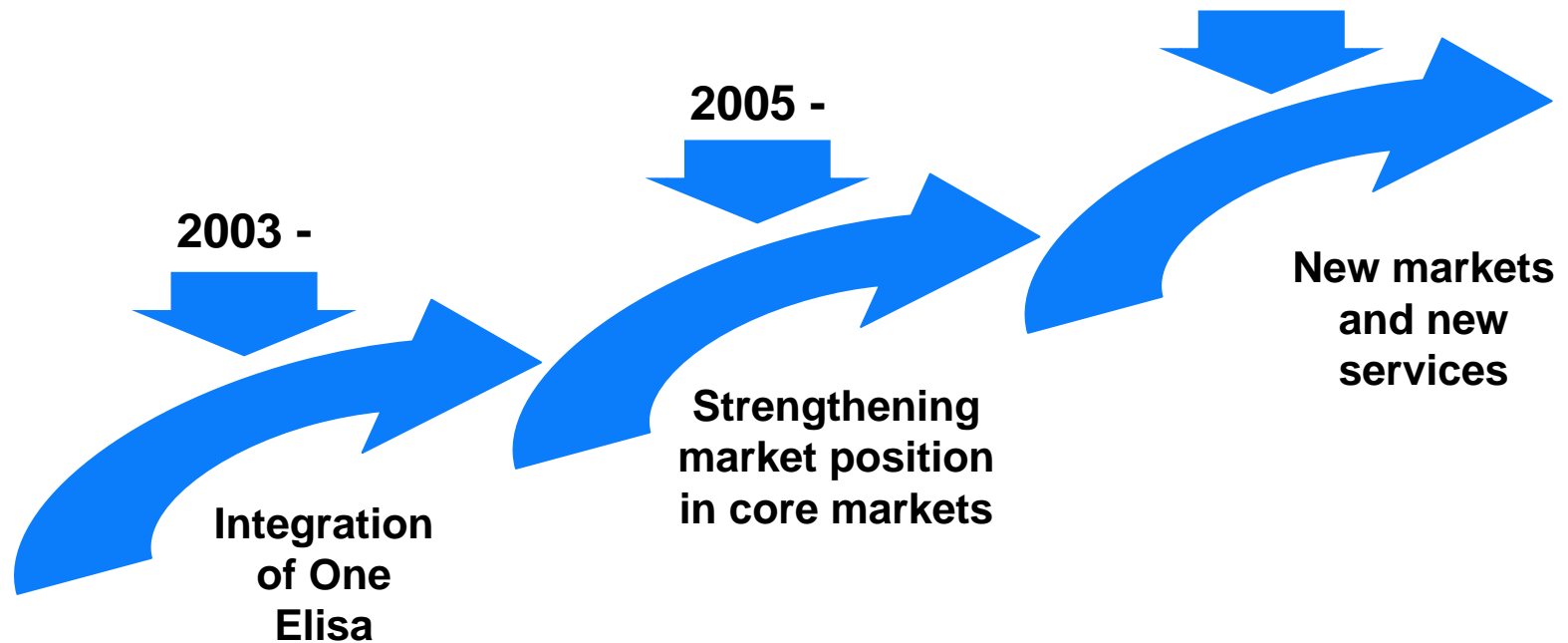
# Growth in subscriptions has stopped

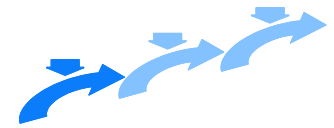
Thousands



# Strategy execution

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# Productivity improvement

## Significant profitability improvement

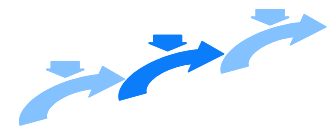
- Installation and maintenance outsourcings
- Financial administration outsourcings
- Reduction in personnel costs
- Changes in broadband pricing

## Customer orientation

- 3G service bundles and wider service offering
- Device management solution to corporate customers
- Elisa TV in mobile terminal: 8 TV channels
- Broadband service bundles
- HSDPA launch in Estonia

## Simplification of structure

- Tender offer of Lounet shares
- Sale of TV business in Jyväskylä



# 3G service bundles success story

- Sale of 3G packages has progressed well
  - Significant amount of new subscriptions is 3G service bundles
- ARPU much higher than in traditional subscriptions
  - Share of data is significant
- Currently about 220,000 3G customers in Finland, estimated amount at the year end more than 300,000
- *Elisa completed the world's first commercial UMTS900 call*

Ad example: Nokia N70 including 400 minutes per month + data and SMS

**Nokia N70**  
Nopeita yhteyksiä ja lisäsovelluksia  
tuleva älypuhelin vaativaan käyttöön.  
Ilman liittymää 495 €  
Heti omaksi

**Elisa Puhepaketti 400**  
Sisältää puheaittaa 400 min/kk,  
0,045€/min, paketin yli  
menevät: 0,09€/min

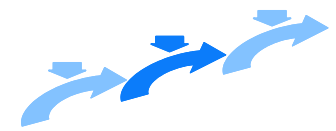
**Täyden palvelun  
Elisa Paketti**  
=  
**34,90 €/kk**  
24 kk:n sopimus, puhelin on sim-lukittu

**Elisa Datapaketti**  
**4 €/kk**  
(Sisältää 25 Mt kotimaan datasiirtoa.)  
1. kk maksuton. Datapaketti mahdollistaa nopean internet-selailun ja sähköpostin käytön kiinteään kuukaushintaan.

**Elisa Tekstari-paketti 100**  
**2,99 €/kk**  
(Sisältää tekstiviestejä 100 kpl/kk)

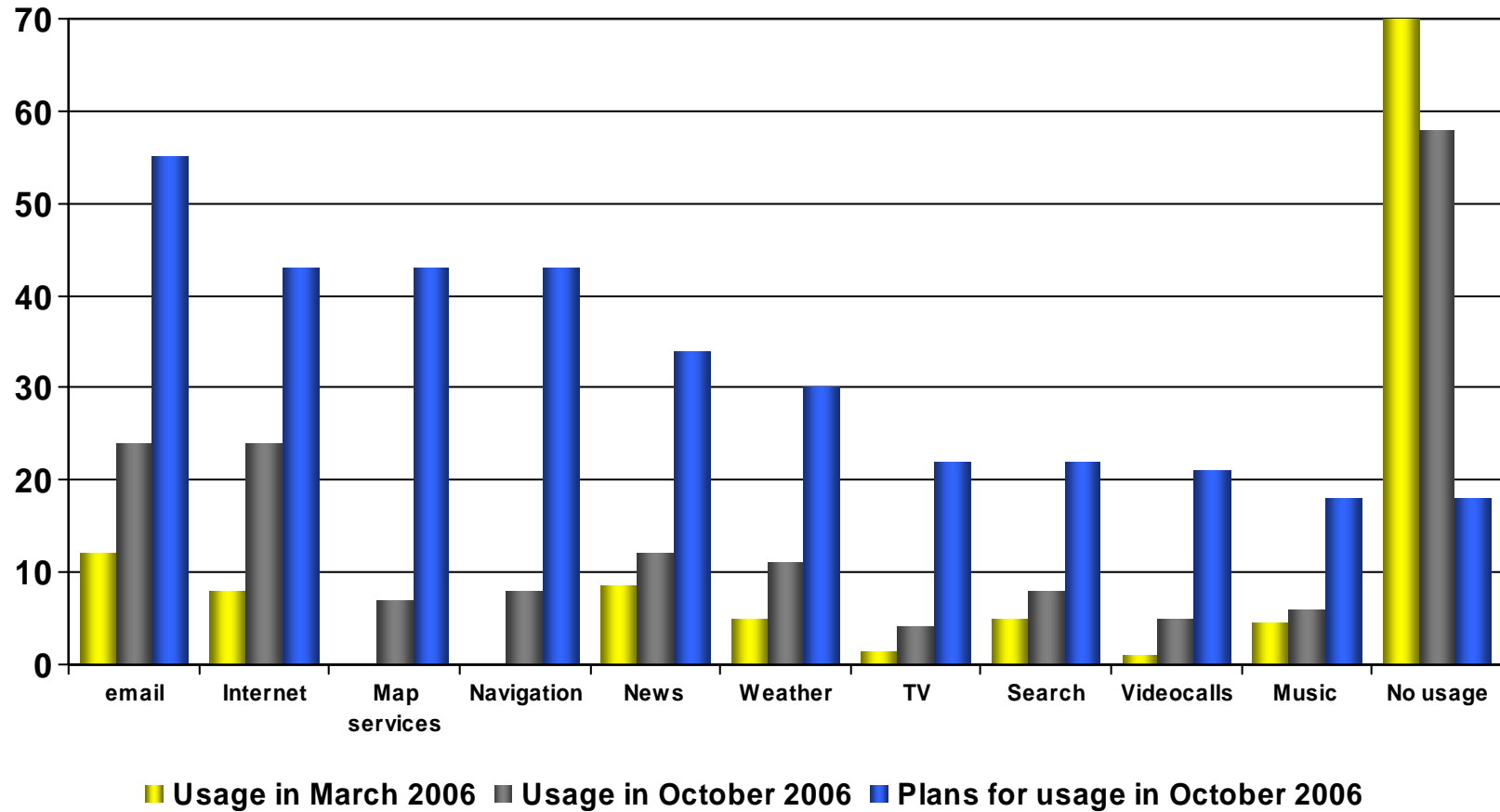


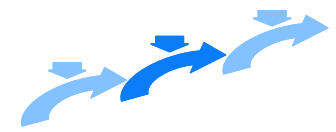
# Finnish mobile users are going to use familiar internet applications



% of users

The most popular mobile services

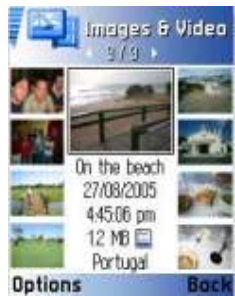




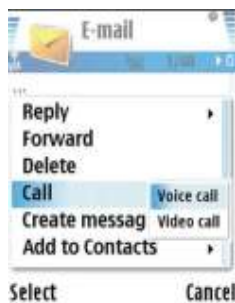
# Multimedia computer

*3G, WLAN, DVB-H and other wireless services enable these services*

Pictures



Email



Music



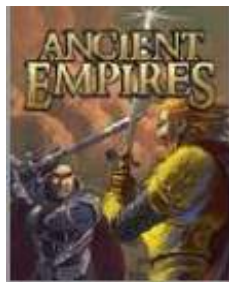
Internet



Applications



Games



Presence



Home



Calendar



Maps



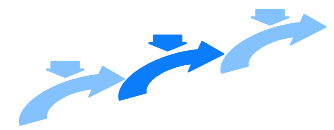


# Most comprehensive mobile TV in Finland – always in your pocket



8 different TV-channels in your mobile





# Device management solution

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Full service for mobile handset delivery and management

Also possibility for remote services



# Outlook for 2006

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- **Challenging market**
  - Competition remains challenging
  - More focus on services
- **Clear improvement in result**
  - Revenue will clearly grow
  - EBITDA and EBIT excluding non-recurring items will improve clearly
  - Q4 EBITDA and EBIT slightly lower level than in Q3
    - increased market activities
    - seasonality in personnel costs
- **Stable CAPEX and cash flow**
  - CAPEX 13-15 per cent of revenue
  - Cash flow clearly positive



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