

DNA



Financial and Sustainability Review of 2024

Contents

CEO's Review 2024 3

Financial key figures 2024 5

Sustainability at DNA 6

DNA's sustainability program targets 8

Straightforward and sustainable partner 9

Humane and one-of-a-kind of place to work11

Digitally inclusive Finland 14

Moving data within planetary boundaries 18

Safeguarding data security.....22

More about DNA's sustainability efforts25

 Contact details.....25





CEO's Review 2024

2024 was a successful year for DNA based on many indicators. Our financial figures indicate that our business developed favourably and we also performed well in customer satisfaction surveys. However, at the same time, the market situation and global events kept us on our toes and reminded us of the great importance of preparedness and continuity planning.

Last year, DNA's total revenues increased by 4% to EUR 1,100 million (1,055), total revenues from services grew by 7% to EUR 848 million (793) and EBITDA rose by 9% to EUR 413 million (378). The number of mobile subscriptions increased by 45,000 year-on-year, and their ARPU rose to EUR 19.4 (18.8). The number of fixed broadband subscriptions was up by 23,000 on the comparison period, and their ARPU rose to EUR 16.5 (16.1). The number of TV subscriptions decreased as expected.

We achieved a technological breakthrough in 2024 when we completed our 5G network upgrade project – we were the first company in Finland to do so. Our calculations indicate that our 5G population coverage is now close to 100% (based on Finns' permanent addresses). The 3G network was phased out during 2024. The freed-up frequencies have been allocated to newer network technologies. In addition, DNA saw further growth as the market



leader in fixed broadband. We invested substantially in fibre and made two-gigabit broadband subscriptions widely available to our customers – also in the cable network.

Unfortunately, operations in 2024 were also impacted by the cutting of data cables in the Baltic Sea. Due to the heightened security situation, we have further bolstered our already robust preparedness for exceptional situations. DNA is the only service provider in Finland able to offer two separate submarine cable routes between Finland and Sweden owned entirely by the company itself. Our comprehensive network enables the fault-tolerant routing of connections above ground as well. In addition to our own cables, DNA also owns the equipment facilities along the routes and leases connections from other operators.

In late 2024, the Exilion Tuuli wind farm was completed in Ii, North Ostrobothnia. DNA started purchasing electricity from the site in January 2025. All of the electricity directly purchased by DNA is renewable and, under the new 10-year agreement, more than 80% of it will come from this wind farm. This agreement with DNA was one of the reasons the wind farm could be built in the first place – a great investment in Finnish green energy.

On 20 October, DNA hosted Disconnect Day for the third time. We need smart devices and networks to make everyday life as easy and straightforward as possible. However, the amount of time we spend on smart devices and the effects of their excessive use have been the subject of protracted public debate. According to DNA's annual Digital Life survey, as many as 44% of Finns feel that they spend too much time using devices, and almost one in three people find it difficult to disconnect from smart devices.

With Disconnect Day, we want to encourage everyone to pay attention to how they use smart devices – and not just for one day, but all year round.

Even though DNA will not abandon its Genuine method of working, which enables employees to work remotely when they want, the company's employee surveys in recent years have highlighted the need for a sense of community. We wanted to respond to this need at DNA – this was one of the reasons behind our decision to build our new headquarters, Ilmalanlinna. We moved into the new premises in August 2024. Our employees have been very pleased by the new headquarters. The stunning 20% increase in the utilisation rate of the premises shows that we have successfully created an inspiring and effective working environment. In designing the new headquarters, we listened to DNA employees and their wishes – this resulted in premises that truly foster a sense of community and creativity.

In closing, it should be noted that the bonds issued by DNA that were listed on Nasdaq Helsinki matured at the end of March 2025. As DNA was only subject to the disclosure obligation due to this bond, our duty to release information covered by this obligation ended when the bond matured. For this reason, DNA will no longer publish its own financial statements for 2024. However, DNA will continue to publish press releases about current events even after the disclosure obligation has ended. These releases will also cover the company's key performance and sustainability information. In addition, all official DNA figures are reported as part of the stock exchange reporting of our parent company Telenor ASA, which is listed on the Oslo Stock Exchange.

Jussi Tolvanen
CEO, DNA Plc

Financial key figures 2024

DNA Plc

EUR million	2023	2024	Change
Mobile revenues	597	650	9%
Wholesale and other mobile revenues	46	37	–21%
Device revenues	193	194	1%
Total revenues mobile operation	836	881	5%
Total revenues fixed operation	219	218	–0%
Service revenues	793	848	7%
Total revenues	1,055	1,100	4%
EBITDA before other income and expenses	379	417	10%
EBITDA	378	413	9%
Depreciation and amortisation	–245	–256	5%
Operating profit	134	157	17%
Capital expenditure	188	172	–8%
Operatiiviset Operative capital expenditure ⁽¹⁾	136	133	–2%
Mobile:			
No. of mobile subscriptions (in thousands) ⁽³⁾	2,758	2,803	2%
ARPU ⁽²⁾ – mobile subscriptions, EUR	18.8	19.4	3%
Fixed:			
No. of subscriptions retail market (in thousands)			
– Fixed-network broadband	674	697	3%
– TV ⁽⁴⁾	216	211	–2%
ARPU ⁽²⁾ – fixed-network broadband, EUR	16.1	16.5	2%
ARPU ⁽²⁾ – TV, EUR	10.0	11.3	13%

¹⁾ Excl. licences and spectrum and IFRS 16 capex

²⁾ ARPU = Monthly subscription revenues and traffic revenues + interconnection / average number of subscriptions.

³⁾ Postpaid, prepaid, mobile home phone (“Luuri”) and mobile broadband subscriptions.

⁴⁾ TV = cable pay-TV and DNA TV.

Sustainability at DNA



Integration into Telenor's report

The purpose of this Review is to provide an overview of DNA's financial figures and sustainability efforts. This document is not intended to serve as an actual sustainability report, and has been drafted using a much lighter format than in previous years. This is because DNA's actual and verified ESG reporting has been integrated into Telenor's Annual Report as part of the reporting changes arising from the EU's CSRD. As in previous years, DNA will not publish a table that complies with the Global Reporting Initiative (GRI) framework. This review has not been verified by an external party. DNA publishes subsidiary-specific information pursuant to the EU CSRD in the Telenor-wide report. DNA's subsidiary-specific information is available in [Telenor's 2024 Annual Report](#).

DNA is aware of its responsibility in the digital world

Digitalisation brings both opportunities and challenges. Good connections, working devices, digital skills, and a feeling of inclusion in the digital world are necessities of day-to-day life in Finland. This is why DNA wants to be involved in creating a more sustainable Finland where everyone has equal opportunities to participate.

We are also aware of the footprints we leave on this planet. Thousands of base stations and kilometres of fibre-optic cable, as well as their continuous maintenance and development, require energy and natural resources. Finns lead the way in mobile data usage, which means a heavy workload for DNA's equipment facilities. For this reason, it is important

for us to do our part in fighting against global climate change. We are also aware that electrical and electronic waste is the fastest-growing type of waste in the world. We also sell devices that are manufactured using minerals whose mining may involve violations of the UN principles on human rights, such as gold and cobalt. We need to know our supply chain as thoroughly as possible and support the recycling of customers' old devices.

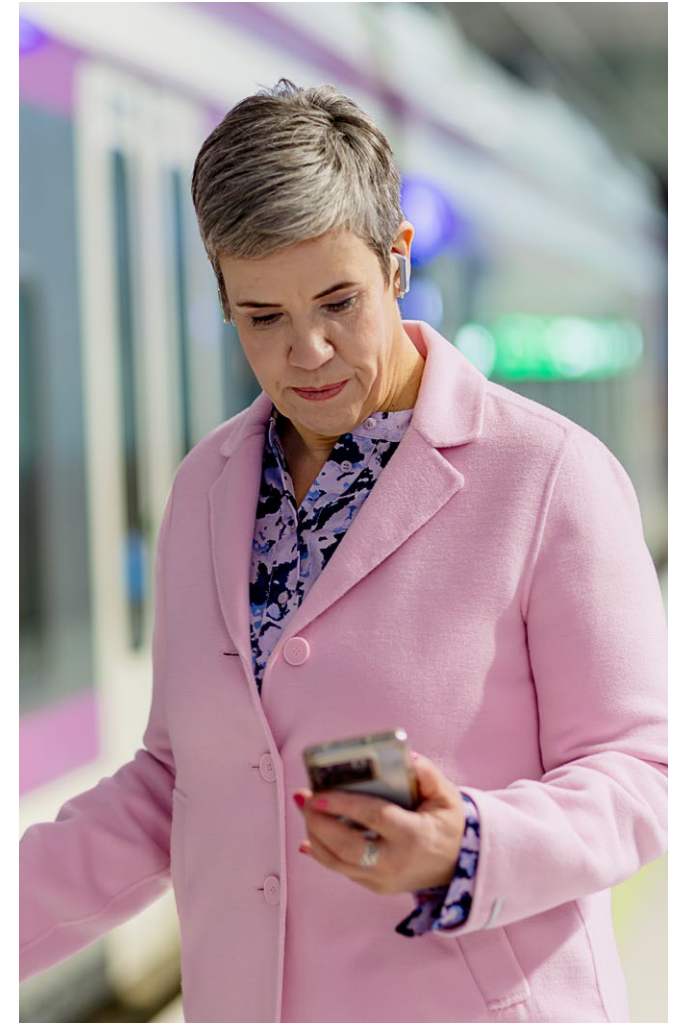
Data security and protection is becoming increasingly important in the digital world. We want to be worthy of trust, and at the same time be open about the personal data we collect and how we process it. Maintaining a good data security culture is of vital importance to DNA.

None of these objectives can be achieved without a committed and motivated working community. This is why DNA considers it important to be a humane and one-of-a-kind place to work for all our employees – now and in the future.

These themes guide DNA's sustainability efforts. DNA revised its sustainability programme in 2022. The company last reassessed its materiality in 2024. DNA's sustainability programme, objective setting, measures, and reporting are steered by stakeholder expectations and Telenor's requirements.

Our sustainability programme consists of the following key areas:

- A straightforward and sustainable partner
- A humane and one-of-a-kind of place to work
- Digitally inclusive Finland
- Transferring data within planetary boundaries
- Safeguarding data security


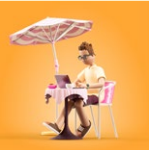
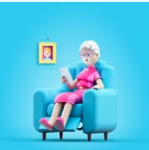




DNA's sustainability targets

DNA annually measures its success in achieving key sustainability targets. Some of these targets are also included in personnel remuneration schemes.

DNA's sustainability program targets

- Target achieved
- ◐ Still in progress
- ◑ Work hasn't started on target didn't progress

Strategic area	Target	Results in 2024
 Straightforward sustainable partner	100 % of our employees have completed the code of conduct training	100% ●
	100 % from the defined employees have completed the Human Rights training	Postponed to 2025 ◑
 Humane and one-of-a-kind place to work	40 % of women in senior leadership roles by 2025	33% ◐
	Over 80% of DNA's employees feels that they can promote their careers regardless of their background	79% ◑
 Digitally Inclusive Finland	Number of people trained in digital skills	32 000 (26 616 in 2023) ◐
 Moving data within planetary boundaries	Reduction of absolute scope 1 and 2 GHG emissions from global operations (baseline year 2019) (%)	-97.2% Scope 1: 180 tCO ₂ eq Scope 2: 204 tCO ₂ eq ●
	Share of supplier spend covered by science-based targets (%)	51.2% ◐
	Circularity: Take-back rate mobile devices	7.2% ◑
 Safe and secure services	100 % of the defined employees has completed the Cyber Security training	100% (B2B organization) ●



Straightforward and sustainable partner

We are committed to making sure that sustainability lies at the heart of our operations from our personnel to our suppliers. We want to demonstrate that we run an ethical business that makes a positive contribution to society. The promotion of DNA's responsible decision-making model continued in 2024.

We adhere to our Code of Conduct and legislation

DNA complies with national legislation in all its operations. As an employer, DNA adheres to the UN Universal Declaration of Human Rights, the principles of the ILO Declaration on Fundamental Principles and Rights at Work, the UN Convention of the Rights of the Child, legislation on minimum wages and working hours, as well as general environmental, health, and safety requirements.

The main guideline for our operations is [Telenor's Code of Conduct](#), which applies to all DNA employees. By the end of 2024, 100% of DNA personnel had completed and recapped Telenor's

Code of Conduct training. DNA also has an anonymous notification channel for reporting concerns about unethical or unlawful behaviour.

Principles of our sustainability efforts

As part of our sustainability efforts, our operations are guided by the Telenor Group's shared policies and guidelines, which cover issues such as climate and environmental, supplier and third-party risks, human resources, privacy and anti-corruption. DNA is a member of Corporate Responsibility Network FIBS and as a subsidiary of Telenor, also involved in the UN Global Compact in Finland and the Science Based Targets Initiative.

Management of sustainability risks

DNA's risk management process provides reports on risks and risk management methods to the Executive Team and Board of Directors. Operational plans for the management of significant risks are drafted on the basis of risk management reports, and the Executive Team monitors the implementation of these plans. Sustainability risks are given equal consideration and are included in the company's overall risk management process and risk management reports. DNA's Human Rights Due Diligence process and ISO 14001-certified environmental management system also operate on a risk-based basis.

DNA also has a volunteer diversity team consisting of employees, a working group focusing on human rights, and an environmental working group. No incidents of discrimination, corruption or bribery, or human rights violations were identified at DNA in 2024.

Responsible procurement at DNA

DNA's major suppliers include equipment manufacturers, system providers, developers, and consulting companies. Some of our suppliers and subcontractors also operate in high-risk countries. We therefore expect all our partners to take financial, environmental and social responsibility into consideration in their operations. Our Code of Conduct is always an integral part of supplier agreements and also applies to our supplier's subcontractors.

DNA enforces Supplier Conduct Principles, which set requirements and guidelines for all our suppliers and our supply chain with respect to issues such as human rights, labour rights, anti-corruption, climate change, occupational health and the prevention of occupational accidents. We updated the model at the end of 2024, and in 2025 all new suppliers will sign Telenor's Supplier Conduct Principles.

In its own operations, DNA complies with Telenor's Third Party Risk Management model. This policy provides DNA with a detailed and structured model to monitor the sustainability of all our partners' activities from the signing of the contract to the post-contract stage, over the entire contract lifecycle. DNA utilises Telenor's partner risk management system to monitor, analyse and manage any issues identified in the responsible business conduct of partners and the measures taken to rectify them.

DNA encourages its suppliers to take climate action

One of DNA's key climate goals is to get 66% of its suppliers to commit to Science Based Targets by 2025.

A supplier that is unable to meet SBTi climate targets will be subject to an exemption process. The compliance function works with the sustainability and procurement functions to monitor responsible procurement and related measures at DNA. In 2024, DNA managed to increase the overall percentage to 51.2%, a good improvement on the previous year (42.5%). That said, DNA must continue to engage in proactive dialogue with suppliers to achieve its targets.



Humane and one-of-a-kind of place to work

For years, our philosophy has been this: the only way to get the most satisfied customers is to look after the well-being of our personnel.

We know that in order to provide the best possible customer service, we need to be an excellent place to work. This is why we support the well-being of our personnel in many ways. DNA's working culture is based on freedom, responsibility and trust.

We have successfully built a strong working culture at DNA, placing first in Finland in the Great Place to Work survey (GPTW) in 2019.

Our workforce is diverse in many ways. DNA's workplace community comprises more than 1,600 professionals from a range of different fields. It includes experts in information and communication technologies, coding and programming, marketing and communications, legal affairs and regulation, customer service and sales, and human resources – and this represents just a fraction of our operations.

DNA operates in 12 office locations around Finland and serves customers at more than 60 DNA Stores.

Our strengths are being one-of-a-kind and genuine

With us, everyone has the freedom to shine as they are. We need a tolerant, non-discriminatory, and inclusive working culture in order to provide a safe working environment and be able to fully meet the diverse needs of our customers.

DNA's diversity targets are monitored internally and reported to the Executive Team twice a year. Our ultimate goal is to ensure a diverse workforce with a positively changed mindset towards diversity and inclusion. We have successfully reached our target:

in 2024, as many as 91% of DNA employees felt that they can be themselves at work, and 79% felt they can advance their careers regardless of their background.

Like many other companies in the IT sector, DNA is facing challenges in improving gender equality, especially in management roles. DNA sought to increase the proportion of women among employees in general, managers and senior executives. DNA must continue its efforts to train recruited managers in order to reach its target of 40% by 2030. We will do this by paying special attention to the recruitment of women, people of all ages and non-native Finnish-speaking candidates, and also by promoting career path opportunities. To promote diversity in the entire digital sector, DNA is also working with the Mimmitt koodaa (Women Code) project.



A humane and one-of-a-kind employer promise

We think, feel and act in a humane way. With us, you have the freedom to shine as you are, together with others. Together we achieve meaningful things in line with our values: in a fast, brave and straightforward way.

Together with its employees, DNA has created a humane and one-of-a-kind employer promise that consists of five elements: the Genuine method of working, having the freedom to shine as you are, family-friendly practices, a culture of lifelong learning and getting things done for our customers.

This is a genuine promise and a transformational tool to ensure better working life. If a DNA employee feels that the promise is not being fulfilled in day-to-day work, he or she always has the right to report the situation so that it can be addressed.

DNA is a family-friendly employer that embraces diversity.



Support for a better work-life balance

We make the lives of DNA personnel less complicated with the following services and operating models:

Flexible working

DNA's flexible method of working was introduced more than a decade ago. The concept is based on freedom, responsibility, and trust. Employees use mobile workstations and independently decide where they work without discussing it with their supervisor. In 2022, DNA increased the freedom and flexibility of work even further, allowing employees to work abroad for longer periods. DNA also has office hotels that DNA personnel can use free of charge.

Leadership by coaching with a human touch

DNA believes that good leadership lays the foundation for the growth, courage and success of our personnel, and also their well-being. Freedom, responsibility and trust are at the heart of leadership at DNA. Leadership by coaching places special emphasis on continuous interaction between supervisor and employee. DNA supports continuous interaction through regular one-to-one discussions between supervisors and team members. DNA also commissioned a podcast on humane leadership in 2024, in which DNA's CEO discussed humane leadership with several external guests.

A family-friendly workplace

The Family Federation of Finland has granted DNA the Family-Friendly Workplace certificate twice.

The evaluation criteria consisted of the outcome of a family-friendliness survey among employees, the quality and implementation of our development plan, as well as audits by the Family Federation of the practical implementation of family friendliness in various DNA offices. DNA is still the only major corporation in Finland that has been awarded this certificate. DNA is participating in "Ruuhkavuodet 2", a research and development project that supports balancing work and caregiving. It is funded by the Finnish Work Environment Fund and coordinated by the Family Federation of Finland. This project will run until the end of 2026.

Grandparental leave

DNA's grandparental leave for employees is a well-established benefit, and several new grandparents took this leave in 2024. All DNA employees who become grandparents are entitled to one week's paid grandparental leave to spend time with their family. A total of almost 100 DNA employees have taken grandparental leave to date.

Easily accessible low-threshold mental health services

DNA employees can book appointments with Mehiläinen's occupational psychologist by email. In addition, they can use the Auntie service, which provides online support for employees' mental well-being.

Support for looking after elderly relatives

An increasing proportion of the working population is worried about a senior citizen, such as a parent. The pilot stage started in early 2020. This employee benefit is provided in cooperation with Gubbe

Sydänystävä Oy, which provides companionship services for senior citizens. DNA pays a large proportion of the non-medical service purchased by an employee for an elderly relative.

Continuous learning model

For us, continuous learning is a vital resource that makes our work enjoyable and increases its meaningfulness. One of our strategic objectives is to be the best place to work and learn. Achieving this goal requires us to invest heavily in building a culture of continuous learning. DNA's coaching approach helps employees to develop their own way of thinking and gain new insights. DNA employees are also encouraged to learn continuously, for example, by challenging everyone to study for at least 40 hours per year. DNA employees also have access to a wide range of study opportunities for increasing and deepening their own competence.

DNA's in-house coaches and mentors

Changes sometimes occur in an employee's working capacity, personal circumstances, or career aspirations. DNA's coaches and mentors enable employees to confidentially highlight all factors related to their working capacity, work and career, so that they can receive guidance.

Developing language skills

As an internally bilingual workplace, DNA's language training partner provides interactive English lessons that our employees can attend at a time and place that is convenient to them. The aim is to improve each student's language skills by at least one level during the course, or otherwise help them achieve a sufficient number of credits. In 2024, more than 100 DNA employees took part in English language courses. We also offered Finnish language courses to those interested.

In August 2024, DNA opened the doors to its new headquarters in Ilmala, Helsinki

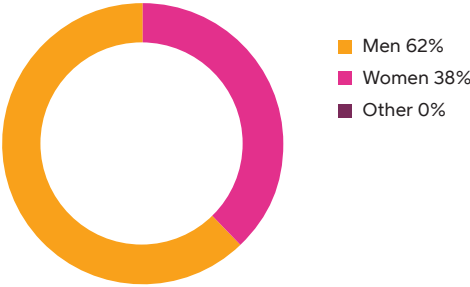
The office, called Ilmalanlinna, was designed and built in collaboration with personnel and serves the needs of around 1,000 employees. It is an inspiring meeting place that supports wellbeing and encourages communal work.

DNA has applied the Flexible method of working for more than a decade, but the COVID-19 pandemic further increased remote working. Consequently, DNA's employee surveys have

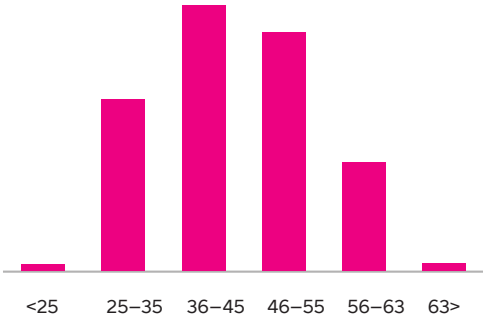
highlighted the need for communality in recent years. DNA wanted to see this need satisfied, which was one of the reasons behind the decision to build a new head office.

Even though DNA will not abandon its Genuine method of working, which enables employees to work remotely when they want, the new office is clearly popular – its utilisation rate is significantly higher than that of the previous headquarters.

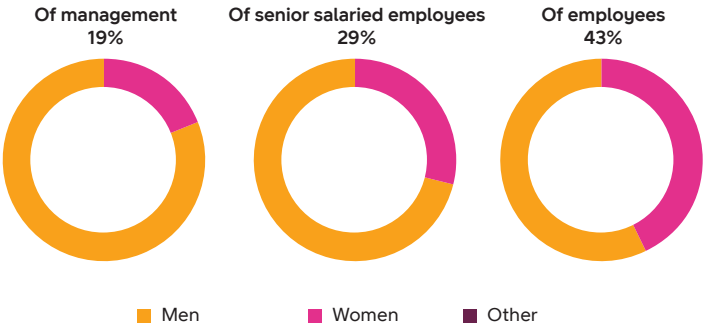
Gender distribution 2024



Age distribution 2024



Proportion of women 2024



Digitally inclusive Finland

In an increasingly digital world, it is important to ensure that everyone has the opportunity to safely participate in change. We want to do our part in promoting digital equality in Finland while encouraging everyone to contribute equally to building a digital society. In addition to providing high-quality connections and user-friendly services, we also want to take care of people's wellbeing, and guide them in the responsible and safe use of their devices.

Why is digital inclusion so important to DNA?

Voice and data links have become a necessity for people and society at large: it is difficult to manage without good connections. However, consumers may find the telecommunications sector's product, service and solution offering to be very complex and even difficult to understand. Nor does everyone in Finland have the devices or skills required in today's digital society. For some, inclusion may be difficult because of a physical barrier or disability.

DNA wants to contribute to the promotion of digital inclusion in Finland. We place special emphasis on high-quality, reliable and comprehensive networks, fast connections, clear and understandable products and services, and excellent customer service.

DNA also wants to help the most vulnerable and support new digital experts. In 2024, we continued our partnerships with SOS Children's Villages Finland, Hope, Protect Children, Plan International Finland, the Finnish Association for the Welfare of Older Adults, and the Women Code programme.

For DNA, digital inclusion also means the safe and responsible use of smart devices. While smart devices have brought many good things, almost half of all Finns feel that they spend too much time using them. Excessive use was evident in all age groups, having a negative impact on relationships and often also on self-image. We engage in research to keep ourselves informed about people's digital lives and want to make a proactive contribution to society, helping people to strike a good balance between the use of smart devices and the rest of their lives. In 2022, we launched Disconnect Day to



encourage people to think about their own use of smart devices. This theme day was also held in 2024. Communications encouraging Finns to participate were released throughout the year. We also organise a range of training programmes with our partners to improve people's digital skills so they can navigate safely online. In 2024, we participated in the Cyber Citizen project of Aalto University and the Ministry of Transport and Communications, which aims to raise awareness and develop consumers' digital skills to identify threats and protect themselves against them.

DNA conducts surveys to increase awareness

Here at DNA, we are making constant efforts to deepen our understanding of digital citizens and their needs in Finland. This includes both internal surveys at DNA and surveys conducted by external partners. Data from these surveys helps us to improve our customer experience, understand customer needs, develop our service offering, and disseminate useful information in society.

In 2024, we published a study on the digital life of Finns and the annual School Survey to examine the

phone use of Finnish children and young people, as well as the factors influencing phone purchases and use. You can see all our surveys [here](#).

We help consumers navigate the fast-changing digital landscape

Digitalisation is accelerating, and DNA understands that consumers can sometimes struggle to keep up with this transformation. We help consumers increase their safety awareness and make their digital lives more secure by publishing articles on topics including the most common online scams and

Collaboration between Plan and DNA continued with digital skills

Creating a fair digital world requires us to seek the views of different kinds of experts, which is why DNA and Plan International Finland continued their collaboration in 2024.



In 2024, this cooperation focused particularly on supporting the digital skills of young people who have moved to Finland. Plan's experts made numerous visits to schools. During the year, two youth leisure groups also delved into digital themes. DNA employees also had the opportunity to tell young people about their career paths and jobs in the ICT sector, encouraging them to pursue their dreams.

DNA and Plan also worked together to create games focusing on digital skills for all young people. The latest of these games was the deck of **digital skills playing cards** launched after the turn of the year. It is a traditional deck of cards that features questions about digital themes to encourage discussion.

The deck of cards covers four themes:

Hearts: Digital well-being and the environment
Spades: Online rules
Diamonds: Digital skills
Clubs: Information security

These digital skills playing cards support many of the objectives set for wide-ranging expertise and serve as a great tool for education professionals to teach different subjects. The cards are specifically designed for students in upper comprehensive and secondary education. They are written using Easy Finnish.

methods, such as identity theft. We have also noted that caregivers have a need to know more about buying the first phone for children and its use. The usefulness of DNA's articles is manifested by the number of views they get: these tips and guidelines are among the most read content on our website.

Making day-to-day life easier for seniors

Learning digital skills is not always easy for senior citizens, but without at least some degree of digital skills, running many everyday errands may become very difficult.

DNA has a support line, "Kiireetön linja" ("non-hurried service line"), that offers unhurried customer service to senior citizens in particular. This service is aimed at all DNA customers who need unhurried customer service and guidance due to, for example, old age or visual, hearing, or other impairments. DNA's customer service also has the necessary skills to serve customers who use voice synthesizers or other communication aids. Customers can also schedule a chat or video meeting with customer service, for example, if they are hard of hearing or if seeing the problem will help the advisor solve it quicker. In 2024, we also reviewed good practices for selling digital services to older people together with our joint partner, the Finnish Association for the Welfare of Older Adults, and used the results to develop guidelines for those working in the customer interface.

Collaboration with partners

We cannot achieve digital inclusion in isolation. We need to work with partners to make our work more effective and bring expertise to the table, so that those most vulnerable in our society will also benefit from digitalisation, and support new digital experts. We work with a variety of groups, including seniors, children and young people, low-income families, immigrants, and women.

SOS Children's Village

We support the child welfare organisation SOS Children's Village as a principal partner. Our partnership dates back to 2011. From 2021 onwards, the cooperation has focused on Apuu chat, a nationwide chat platform for children aged 7-15. On Apuu chat, children can discuss questions or issues that are on their minds anonymously and confidentially. Professionals from SOS Children's Village and trained volunteers are on duty in the chat.

Hope ry

DNA has agreed with Hope to donate equipment to families with limited means that have children in order to enable families and children to participate in the digital society. DNA's sponsorship is directed according to the needs reported by Hope and it enables the charity's work for the benefit of families with limited means.

Suojellaan Lapsia ry – Protect Children

DNA supports Protect Children's #OnlineRoadSafety campaign. The project aims to support children's and parents' ability to recognise harmful,

Are you addicted to your phone? Park it!

One of our most visible solutions to encourage moderation in the use of smart devices is the Phone Park, launched at the end of 2023. Phone Park has been created in cooperation with our sustainability partner Protect the Children. It is designed to make it easier and encourage people to take breaks from their smart devices. You can order Phone Parks free of charge from DNA's website for families, schools and workplaces.

[Order your own Phone Park](#)



threatening, or high-risk digital situations and the understanding, knowledge, and skills to act when these are encountered. Cooperation revolves around Stop, Slow & Go e-workshops, where children practice essential digital safety skills and body boundaries in a fun and engaging way.

Plan International Finland

In autumn 2021, DNA launched a project with the children's rights organisation Plan International Finland. DNA's aim in this collaboration is to offer young people the opportunity to learn digital skills and explore careers in the ICT sector.

The Finnish Association for the Welfare of Older Adults (VTKL)

The partnership between DNA and the Finnish Association for the Welfare of Older Adults started in 2022. From the beginning, this collaboration has aimed to improve the digital literacy of older people. In 2024, DNA was the main corporate partner of VTKL's SeniorSurf activities. SeniorSurf runs a remote guidance service through which seniors all over Finland can request free digital guidance on how to use a computer, another kind of digital device or digital services.

Mimmit koodaa

DNA promotes the employment of women in technology in collaboration with the Mimmit koodaa (Women code) programme. In 2024, several DNA experts participated in Mimmit koodaa events as speakers.



Moving data within planetary boundaries

DNA aims to make sure that data in its networks is transferred in the most climate-friendly way possible. We also look after the environment by recycling our waste and helping customers to recycle their old devices.



Why are climate-friendly operations so important to DNA?

Our digital services rely on our ICT infrastructure, which unfortunately can place the climate under stress. At the same time, digitalisation provides connections, which can help us tackle some climate-related issues.

The rapidly increasing use of data by consumers, businesses and society will inevitably increase telecommunications operators' electricity consumption. Our customers' mobile data use per subscription has long been among the highest in the

world. As a result, operators face a new challenge: how to meet growing data needs while being mindful of the climate implications of increased energy consumption?

Electricity consumption is responsible for a substantial share of DNA's emissions

For almost a decade, DNA has assessed its greenhouse gas emissions to identify the climate impact of its operations. Our emissions consist of the following:

- Direct greenhouse gas emissions (Scope 1): Fuels used in company vehicles and back-up generators.
- Indirect greenhouse gas emissions (Scope 2): Electricity consumption of DNA's radio network and transmission equipment, and maintenance of their equipment facilities.
- Other indirect greenhouse gas emissions (Scope 3): Logistics, business travel, waste, purchased goods and services, and capital goods.

Our goal is to minimise emissions across our value chain in absolute terms

In 2020, we joined Telenor and its climate ambitions. [The Science Based Targets Initiative \(SBTi\)](#) has approved Telenor's climate target that came into effect in March 2021 and is aligned with the Paris Climate Agreement. In line with the targets, DNA's climate work is guided by the following goals:

- **Short-term target:** Minimising Scope 1 and 2 emissions by at least 95% by 2030.
- Ensuring that 66% of our largest suppliers on the basis of consumption commit to SBTi targets by the end of 2025.
- **Net-zero target:** Minimising emissions across our value chain (Scope 1, 2 and 3) by at least 90% in absolute terms by 2040. SBTi approved the Telenor-level target in July 2024.
- In addition to our SBTi targets, we are committed to increasing the number of mobile devices returned for recycling to 30% by 2030 (as a percentage of new phones sold in the current year).

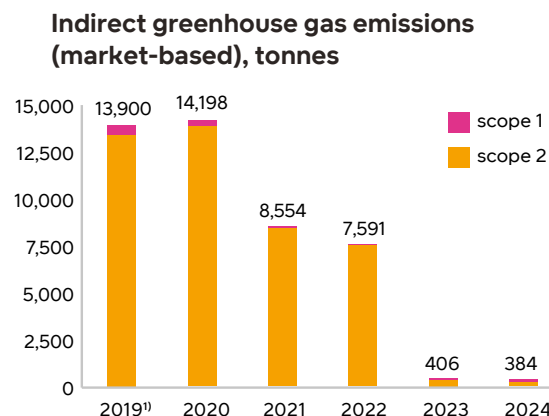
This is how we performed in 2024

By the end of 2024, DNA had reduced its Scope 1 and 2 emissions by 97,2% compared to the 2019 baseline (384 tCo₂eq; 13,900 tCo₂eq). Thus, DNA's Scope 1 and 2 emissions for the year 2024 were already below 95% of the short-term target level.

In 2024, DNA increased the overall percentage of suppliers committed to SBTi targets to 51.2%, a good year-on-year improvement (42.5%). That said, DNA must continue to engage in proactive dialogue with suppliers to achieve its targets.

In addition, DNA managed to recycle more than 20,000 mobile devices. In 2024, we recycled 21,918 mobile devices, a slight increase from last year (19,597). However, DNA should step up its activity in raising consumer awareness of the importance of the circular economy and the recycling services the company offers in order to increase the circular economy of mobile devices and achieve its own target of 30% take-back rate of mobile devices.

Even though 2024 was a successful year, DNA must continue to focus on systematic climate and environmental efforts in the future, too. For instance, in the coming years, DNA must carefully review the electricity contracts of its leased premises, seek new ways to enhance its energy efficiency and have a proactive impact on greenhouse gas emissions from its supply chain.



¹⁾ The method for collecting data for Scope 2 was adjusted in 2023. Emission figures for earlier years could not be updated to follow the new data collection method. As a result, emission data from different years is not fully comparable. Scope 2 emissions are based on both measurement and evaluation. DNA's Scope emissions are reported in their entirety as part of Telenor's sustainability report.

Here are some examples of our steps towards more climate-aware business

In recent years, DNA has taken several measures to curb both the energy consumption caused by increasing amounts of data and the climate impacts of its operations.

DNA's ISO 14001-compliant EMS system

At the beginning of 2022, DNA adopted an ISO 14001-compliant Environmental Management System and decided to certify the system during the year. The certificate needs to be renewed annually, and was also granted to DNA in 2023 and 2024. The systematic implementation of the system provides DNA with a way of working that spurs continuous improvement by setting targets and regularly monitoring the measures taken to achieve them.

Energy-saving AI solutions in network infrastructures

DNA has introduced large-scale energy-saving technologies utilising artificial intelligence in its radio networks. Based on practical field experiments, the savings will be significant, with further improvements in efficiency expected at least on an annual basis. Among other things, artificial intelligence enables energy consumption reductions during periods of low traffic. In the past, generic network algorithms took care of computation, but artificial intelligence offers new possibilities to do that even more efficiently and accurately.

Network technology modernisation

DNA is also striving to abandon any ageing and energy-guzzling technology as soon as possible. For example, in recent years, DNA has replaced services that were based on the 3G radio network and telephone copper-based network with new solutions that utilise 5G and fibre technologies. DNA has also systematically managed to improve its energy efficiency and the energy intensity of its mobile network in recent years, thanks to the significant 5G network expansion and the energy-efficient new technology behind it.

DNA purchases all its electricity from renewable sources

For several years now, DNA has been committed to purchasing all its electricity from renewable green sources that have a certificate of origin. All electricity

consumed by DNA in 2024 was produced using Finnish wind power.

Biodiversity – our pilot study on the impact of our mast infrastructure on biodiversity

The World Economic Forum (WEF) listed biodiversity loss and ecosystem collapse among the three greatest long-term risks for the world in its Global Risks Report 2024. DNA also recognizes the risks posed by biodiversity and has taken this into account while developing its operations. DNA commissioned a pilot in 2023 to assess the potential impacts of its mast infrastructure on biodiversity. The study used the GIS point method to mirror the locations of DNA ground-level mast sites against a map of the biodiversity values of Finnish regions commissioned by the Finnish Environment Institute SYKE. Preliminary assessments indicate that DNA

must pay particular attention to locations critical for biodiversity, where mast sites could have a negative impact, causing degradation of natural habitats and disturbance to the species for which the protected area has been established. A similar pilot will be carried out in Telenor's other Nordic business countries in the coming years. The study of the impact of mast sites will continue at Telenor level to assess how we as a telecom operator should reduce the negative impact of our infrastructure on biodiversity.

DNA's handprint – our climate and environmentally friendly services

DNA's customers can avail themselves of many solutions that help reduce greenhouse gas emissions:

5G network

DNA's 5G network construction continued, and one third of the population was covered by the network by the end of the year. The network will be upgraded with the latest radio technology, which also offers the best energy-efficiency available. In the future, 5G will play an increasingly important role in the transmission of both fixed-network and mobile data. The current network upgrade will make DNA's network energy efficient for years to come. You can follow DNA's 5G network construction here.

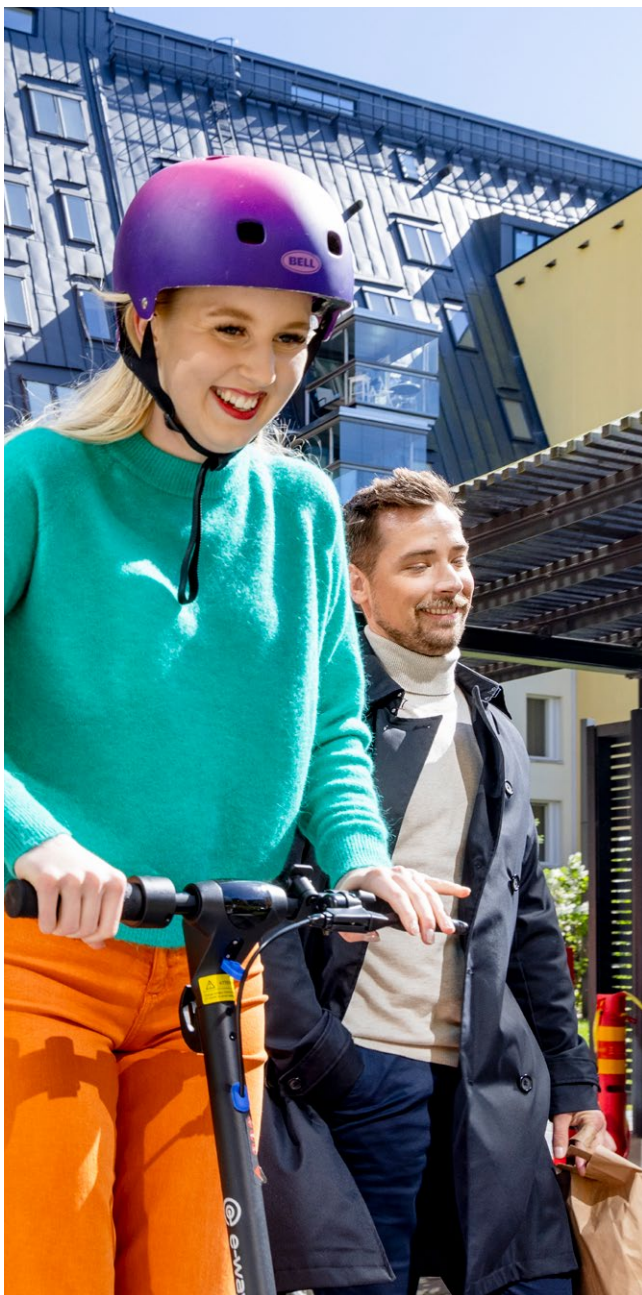
IoT and indoor sensors

The Internet of Things (IoT) has become part of everyday life for many people. Sensors can measure things like air temperature and humidity or the fill-levels of bins, which helps make many

DNA makes long-term commitment to Finnish wind power



In 2023, DNA made a significant investment in the domestic production of green energy by signing a ten-year purchase agreement for Finnish wind power. Under this new agreement, a substantial share of energy will come from the Exilion Tuuli wind farm in Finland. The Palokangas wind farm in Ii was completed in late 2024, and DNA began purchasing electricity in 2025.



everyday tasks more environmentally friendly. The real estate sector is a good example of an area in which a variety of sensors and remotely controlled lock solutions can make operations more efficient and climate-friendly thanks to data provided by the IoT. Read more about DNA's IoT services. Real-time data from indoor sensors can yield significant improvements in resource efficiency.

Hosting services

DNA offers hosting services for corporate customers to meet a variety of telecommunications needs. With no physical servers on their own premises, corporate customers can use servers at least five times more effectively in terms of emissions and electricity consumption. DNA's hosting services are provided by data centres that are owned and managed by DNA in Finland. Read more about our hosting services.

Wattinen

Heating buildings is one of the biggest sources of climate emissions. In 2019, DNA launched Wattinen, a new smart heating service that helps housing companies reduce climate emissions from heating. With Wattinen, residents can maintain an ideal room temperature while saving money and without compromising on comfort. Wattinen can enable a housing company to save 15–30% on the energy used for heating while reducing emissions by the same proportion. Read more about the Wattinen service.

A variety of phone recycling services

Recycling phones is smart, not only because of the climate but also because of human rights: unfortunately, the mining of raw materials in many countries involves violations of the UN principles on human rights. DNA takes supply chain control seriously and works hard to ensure that our suppliers' operations are responsible. Electronic waste is the fastest-growing waste stream in the world, and DNA encourages its customers to recycle their mobile devices. Mobile phones also contain a lot of valuable precious metals whose mining leaves a considerable carbon footprint. At the moment, our clients receive a replacement refund for all functioning mobile phones and tablets when they replace them with a new one. In addition, at the beginning of 2023, DNA launched Vaihtokapula, a service for buying and selling second-hand phones. DNA also accepts all the other small electronics that it sells for recycling at DNA Stores.





Safeguarding data security

Cyberthreats are constantly evolving and impact on both businesses and individuals. In 2024, as a result of several data security attacks, the importance of data connections and security became a hot topic of social discussion. Cybercrime is currently evolving fast and constantly shifting its shape. The future of cybercrime looks increasingly worrying as the evolution of AI and automation helps criminals come up with more complex attacks.

For DNA, it is vital to ensure the security and continuity of both its own and its customers'

operations. Excellent data security is a basic prerequisite for our operations, and maintaining a good data security culture is essential. DNA's goal in terms of data security is to protect the critical prerequisites for our success, that is, our customers, personnel, reputation, trademark and brand image and quality of services. To this end, we constantly upgrade our security processes and expertise, offer our customers ever-more advanced information security solutions, and bolster our in-house and our partners' security culture.

Our approach to managing and developing our own operations

DNA maintains a high level of security and data protection and a stringent security culture in the processing of all data related to our operations. Our work is governed by

- laws and regulations
- privacy policy and internal guidelines
- best practices
- DNA's ethical code on artificial intelligence

Following an external audit, DNA has been certified to the internationally respected ISO/IEC 27001 information security standard. An information security management system (ISMS) certified to the ISO/IEC 27001 standard demonstrates that the organisation has taken the initiative in securing its data and ensuring that data remains reliable, easy to use and safe.

Telenor Group's data protection policy and guidelines determine how DNA can ensure that its operations and operating models are compliant with legislation on the processing of personal data and related responsibilities, and that it implements a high level of data security. The policy also specifies the main implementation methods.

Close cooperation with Telenor has provided substantial added value to various areas of data security. Telenor's data security culture and operative performance are particularly strong, and DNA harnesses them on a national level. As part of a global group, DNA also examines its practices in line with the Schrems II judgment issued by the Court of Justice of the European Union, taking into account the considerably stricter privacy requirements for the international transfer of personal data. DNA's management is committed to improving and developing our administrative and technical capabilities to anticipate, identify and combat new and evolving cyber threats.

Data security is included in new DNA employees' induction training, and we also have several Telenor Group-wide and DNA-specific mandatory training sessions that can be completed in Telenor's e-learning environment. In addition, security theme days are organised for all personnel. Two such days

were organised in 2024, focusing on current topics and best practices related to data security and protection. We also organise additional targeted training for different professional groups. During 2024, 150 employees completed data protection training at DNA.

Consumers' information security

DNA's **Digital Life survey 2024** – which had more than 1,000 respondents – revealed that only 54% of Finns feel they have enough information about data security threats. At the same time, Finns think it is even more important to take care of their own information security and as many as 67% of Finns want to actively protect themselves against data security threats. A slightly higher percentage of the respondents than in the previous year believe that data security threats will increase over the next two years. Their greatest concern about these threats is financial losses.

In addition to DNA's ongoing efforts to protect Finnish consumers, we work with our partners to develop new information security solutions for consumers and provide information and tips on how to protect themselves against cyber threats. Over and above technical filtering, it is important to remember that each user contributes to the fight against fraud through his or her own actions. DNA is also involved in the **Cyber Citizen project** of Aalto University and the Ministry of Transport and Communications, which also includes **Elisa**, **F-Secure** and **Telia** as participants. The project aims to raise awareness and develop consumers' digital skills to identify threats and protect themselves against them.

35 million scams prevented

Between 2021 and 2024, we blocked as many as 35 million scam calls and texts.

DNA works actively and continuously with other telecommunications operators and Traficom to keep the network scam-free.

In addition to the existing filtering rules, recent Traficom regulations led to greater effectiveness in SMS traffic filtering from the beginning of 2024. In addition, during 2024, DNA also registered a Sender ID, implemented in cooperation with operators, to prevent other parties from using the DNA name in their SMS messages. Thanks to this, customers can be confident that the messages are coming from DNA.

DNA Digiturva

DNA Digiturva enables customers to easily and comprehensively counter various data security threats and protect devices, personal information and online activity with one service. The number of subscribers to the service increased by almost 20% during 2024.

Mobile Certificate

A mobile certificate is a convenient and reliable way to authenticate yourself in different services directly from your phone. The number of mobile certificate users increased by 80% during 2024.

Significance of data security

Every company possesses plenty of information that must not be disclosed to external parties, such as the personal data of employees and customers, internal documents and emails. At the same time, business needs and the digital environment are becoming ever more complex. Cybercrime methods are evolving and information security risks are on the rise.

As part of the development of DNA's corporate services, we conducted a survey on the current state of information security at Finnish companies in 2024. ICT decision-makers at 157 companies participated in the survey. The survey shows that 73% of ICT decision-makers at companies are concerned about cybersecurity in Finnish companies. As many as 72% of respondents felt that their company's staff are not provided with enough training on information security risks, and in fact 76% said that their company intended to step up staff training and information security awareness in the future. In addition, 82% intend to purchase new information security services.

NIS2

The application of the NIS2 Directive that harmonises national cybersecurity in the EU and its member states began in October 2024. The Directive will be implemented at the national level through the new Cybersecurity Act, which is due to be ratified by Parliament in 2025. The Act sets a number of new obligations on organisations covered by the Act. Companies need to invest in a security strategy, basic cyber hygiene practices, and cybersecurity training for employees and partners. During 2024, DNA actively communicated the changes ushered

in by NIS2 to businesses in press releases, customer communications and events on data security. We provide consultation and services to meet the requirements of the Directive.

Telenor Nordic Digital Security report

In 2024, Telenor published its annual Nordic Digital Security report. DNA made extensive use of this report in its own operations and also actively distributed copies to its corporate customers. The report focuses on the current state, challenges and future directions of digital security in the Nordic countries. It states that growing cybercrime and a wide range of other cyber threats, including those arising from geopolitical tensions, pose major challenges to organisations in this region. The report highlights the need for the Nordic countries to act quickly and work together to improve their digital security and resilience.

Information security events

During 2024, DNA organised seven events that focused solely on information security. These events reached hundreds of business decision-makers, and DNA succeeded in raising awareness of the importance of data security and protection for businesses.

Data security services for corporate customers

DNA provides companies with a comprehensive range of data security services that enable them to ensure business continuity in a secure, efficient and appropriate manner in all circumstances. DNA's data security services include, for instance:

Endpoint security: Endpoint security protects computers, tablets, mobile phones and servers against data breaches and malware

Remote access security: The secure VPN service gives employees a secure remote VPN connection to company services and data from a remote workstation. Two-factor authentication improves remote connection data security by adding strong authentication to the service. The Managed SASE solution significantly simplifies the security of multi-site hybrid work and the management of distributed cloud services.

Access rights management: Access management creates a single electronic identity for each user, under which they are granted access to the company's network and information systems as appropriate to their work tasks. This improves data security and facilitates smooth work.

Network security: A smart firewall service ensures that every internet, cloud and corporate network connection is secure. There is a solution for businesses of all sizes.

Security Operations Centre: The SOC (Security Operations Centre) monitors the company's network environment and responds to security risks and incidents 24/7/365.

Expert services: experienced and certified technical design architects and solution architects can help you implement an integrated security solution that meets your business requirements.

More about DNA's sustainability efforts

From 2024 onwards, DNA will report on its sustainability performance in accordance with the EU's Corporate Sustainability Reporting Directive (CSRD) as part of [Telenor's annual report](#). However, DNA will continue to provide information about sustainability in Finland in accordance with its own sustainability programme.

Contact details

We value stakeholder input. To learn more about DNA's sustainability themes, do not hesitate to contact us.

Sustainability Manager

Samu Malmelin

samu.malmelin@dna.fi



Senior Vice President,
Communications, Sustainability
& Brand Development

Vilhelmiina Wahlbeck

vilhelmiina.wahlbeck@dna.fi





DNA Plc | Ilmalantori 4, Helsinki, P.O. Box 10, FI-01044 DNA | www.dna.fi