



ANNUAL  
REPORT  
2013



## Systematic corporate responsibility work

A modern Finnish telecommunications Group, DNA is committed to continuous business development, while considering the needs of its environment and stakeholders. As a responsible operator, we provide high-quality service to our customers, are a good employer and a reliable and innovative partner.

DNA considers it important to recognise the social and environmental impacts of its business in order to develop the business in a sustainable way. DNA monitors the development and implementation of its corporate responsibility by means of corporate responsibility reporting and communicates about the focus areas of its corporate responsibility with its various stakeholders. DNA specified the following focus areas for its corporate responsibility based on the stakeholder survey conducted in 2011:

### Personnel:

- Employee well-being
- Flexible and pleasant working environment
- Remote work opportunities

### Shareholders:

- Adhering to competitive regulations
- Profitable business operations

### Customers:

- Responsibility for terminal device usability
- Keeping promises, customer service

### Partners:

- Payments to service and goods providers
- Working conditions and human rights of partners' and subcontractors' employees.

Special focus areas in 2013 included energy efficiency and environmental responsibility, personnel well-being, improving responsibility in the supply chain and social responsibility. DNA's corporate responsibility work continues along these lines in 2014. The company is also preparing for the adoption of the GRI G4 Sustainability Reporting Guidelines and will update the materiality analysis accordingly. DNA will also update its corporate responsibility policy based on this analysis.

The table below lists the achievements in 2013 and target-setting for 2014.

## Corporate responsibility objectives for 2013–2014

Target 2013	Actions	Status	Target 2014
Employee well-being and job satisfaction	Further working environment improvements, continued expansion of the Genuine method of working in different locations, renewed HR system, employee working ability was supported by, for example, new opportunities for personnel to exercise and keep fit	Ongoing	Special focus on improved leadership skills, further expansion of the Genuine method of working
Energy efficiency and the environment	Modernisation of base stations, energy-efficient data centre, utilisation of wind power	Ongoing	Construction of an energy-efficient 4G network, providing energy-efficient data centre services and office communication solutions to customers
Society	Cooperation with SOS Children's Village, Innolukio and the Tabletkoulu e-learning project; Participation in the Diversity Charter Finland to promote equality and employment	Ongoing	Work with children and teenagers will continue; DNA will share good practices and management methods for competence utilisation and change management in corporate responsibility networks
Responsibility in the supply and delivery chain	Ethical Supplier Code included in some 85 per cent of all new technological and logistics contracts signed in 2013	Ongoing	Monitoring and follow-up of the Ethical Supplier Code, preparation for the requirements of the GRI G4 guidelines
Development of reporting	Reporting was enhanced by expanding emission calculation for Scope 3 emissions and climate change	Ongoing	Preparation for the adoption of the GRI G4 Sustainability Reporting Guidelines; updating the materiality analysis and corporate responsibility policy

DNA considers it important to recognise the social and environmental impacts of its business.

## Corporate responsibility management

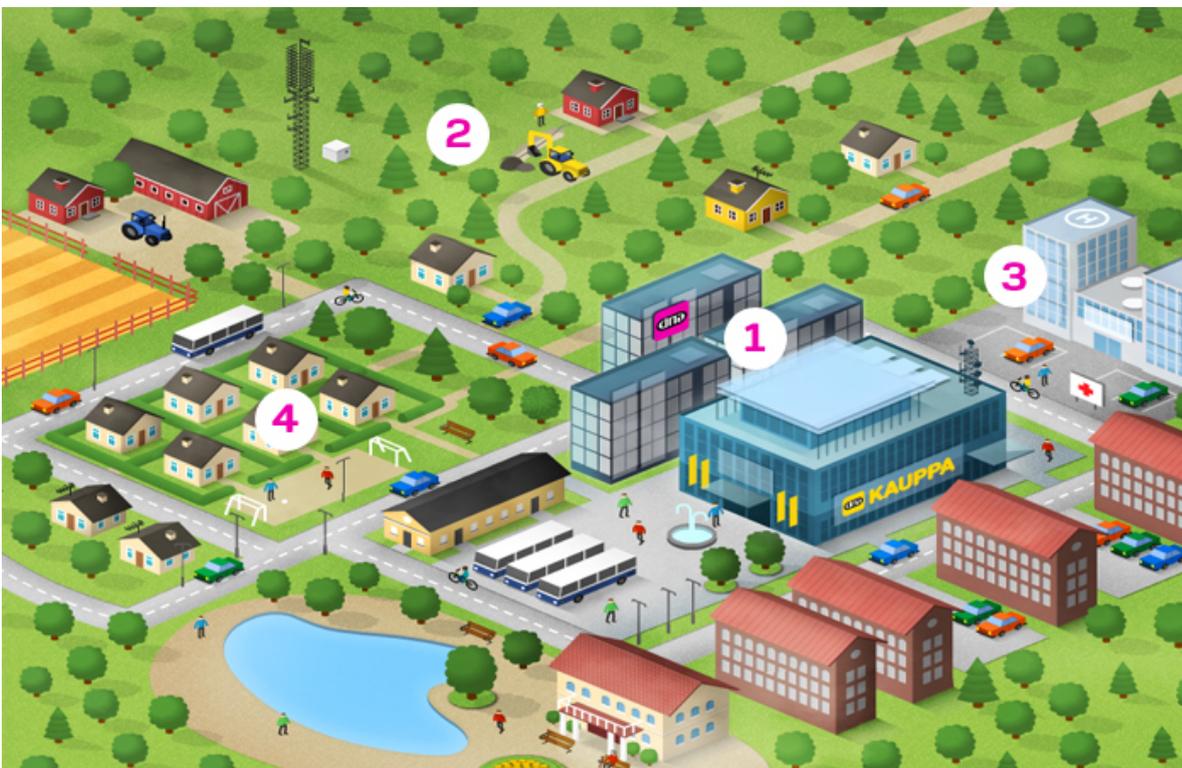
The body which ultimately accounts for DNA's corporate responsibility is the Board of Directors. It is responsible, for example, for approving DNA's corporate responsibility report annually. At Executive Team level, the Chief Financial Officer is mainly in charge of corporate responsibility. The CFO heads DNA's corporate responsibility group. DNA has a full-time Sustainability Manager who is responsible for promoting corporate responsibility at the Group level. She issues quarterly reports to the Executive Team.

# DNA builds information society

As a telecommunications operator, DNA plays an important role in society by providing important communication connections and maintaining infrastructure that is critical to the operation of the society.

DNA builds top-grade connections, in terms of quality and speed, and thus promotes development of information society. As a responsible operator, DNA considers the changing service needs of the society and develops smart solutions for data communication between devices. DNA has also been guiding young users on safe use of the Internet for several years.

Click the image below to read more about DNA's impact on society.



## 1. Modern communications and entertainment services

In a digital society, there is a constant need for receiving and sharing data. Consumers and companies alike depend on reliable connections and communication services. Remote and mobile working with smart devices is increasing, as is sharing content in social media and the use of entertainment services. DNA has the most extensive service network in Finland, comprising 80 DNA Stores, an online store, phone-in service, external representatives and close to 100 corporate sales agents.

## 2. Fast and comprehensive networks

Data transfer volumes in DNA's mobile networks have almost doubled over two consecutive years due to more versatile mobile communications services and increased use of smart phones. The growing supply of and demand for video services that benefit from the high speeds provided in modern networks also add to the mobile data transfer volumes. For its own part, DNA provides comprehensive high-speed connections by significant investments into the construction, development and maintenance of its network infrastructure.

### 3. Changing society, changing service needs

Service needs of the society are changing due to the electrification of services and change in the population structure.

DNA has been a frontrunner in the development of the smart M2M (Machine to Machine) technology solutions. With such solutions, a device such as a remote electricity reader can transfer data to and from another machine as part of a more extensive system or service.

DNA's dedicated telephone service takes account of senior customers' special needs. Technical solutions, such as remote monitoring and smart meal services, help the elderly to live at home for longer. The availability of electronic services reduces the need to go out when it is difficult to do so. Providing tailored services and smart solutions for senior customers helps prevent digital exclusion of senior citizens.

### 4. Children and teenagers

DNA considers it important to guide young users on the safe use of the Internet and mobile phones. DNA has signed a European framework agreement, European Framework for Safer Mobile Use by Younger Teenagers and Children, which aims to improve the safety of mobile phone use by teenagers and children.

In addition to promoting data security awareness, DNA supports work with children and adolescents by participating in the prevention of bullying in schools. DNA has participated in the national Innolukio project since 2012. The project aims to build a learning environment that encourages upper secondary school students towards creative thinking. DNA also participates in the Tabletkoulu project, which promotes e-learning in Finland.

DNA is a long-term partner of SOS Children's Village Association, providing financial support and data communication connections to the organisation.

#### DNA encourages innovation and sustainable development among the young

DNA remained an active partner in the Innolukio project in 2013. Launched by the National Board of Education, the project aims to build a learning environment that encourages upper secondary school students towards creative thinking.

This aim is supported by an idea and product development competition for the students, based on changing tasks issued by the project partners. The annual Innolukio awards were presented in the spring of 2013. DNA's task encouraged responsibility and invited the students to consider the sustainability of their digital footprint.

DNA chose the following entry to the final: "Error status reduction application". It placed ninth in the competition and received a gift certificate of 1,000 euros in addition to the award provided by DNA. Designed for error status reduction, the application encouraged the students to consider what kind of content is suitable for publication on the Internet. The solution was well executed, also in terms of commercial feasibility and marketing.





## Stakeholder communication is important to DNA

DNA considers stakeholder communication and feedback to be highly important. High standards of customer service, cooperative networking with other businesses, relationships with partners and support for non-profit causes form part of DNA's broad stakeholder interaction.

The Internet-based customer panel is one of the main interaction channels for consumer customers. This panel provides DNA with quick feedback and information on our customers' opinions, expectations and values. DNA also provides customer service in Facebook and Twitter.

DNA wants to participate in the work of associations and trade organisations to develop the industry and safeguard its interests. DNA is a member of various associations, including the Service Sector Employers PALTA, the Finnish Federation for Communications and Teleinformatics (FiCom), the European Competitive Telecommunications Association ECTA and Groupe Speciale Mobile Association (GSMA). DNA is also a member of FiBS and Diversity Charter Finland. DNA engages in active communication with various authorities and political decision-makers.

DNA participates in the Green ICT working group set up by FiCom, the Finnish Federation for Communications and Teleinformatics. Members of the working group include telecommunications and information technology companies, which assess the impact of their operations according to GRI indicators. The project will map services offered by ICT companies, in order to help other sectors improve their energy efficiency.

In 2013, DNA promoted the sustainable development of its industry by participating in the preparation of the Green ICT action programme of the Ministry of Transport and Communications. The programme aims to promote energy efficiency and the development of an attractive digital environment for sustainable business operations in Finland.

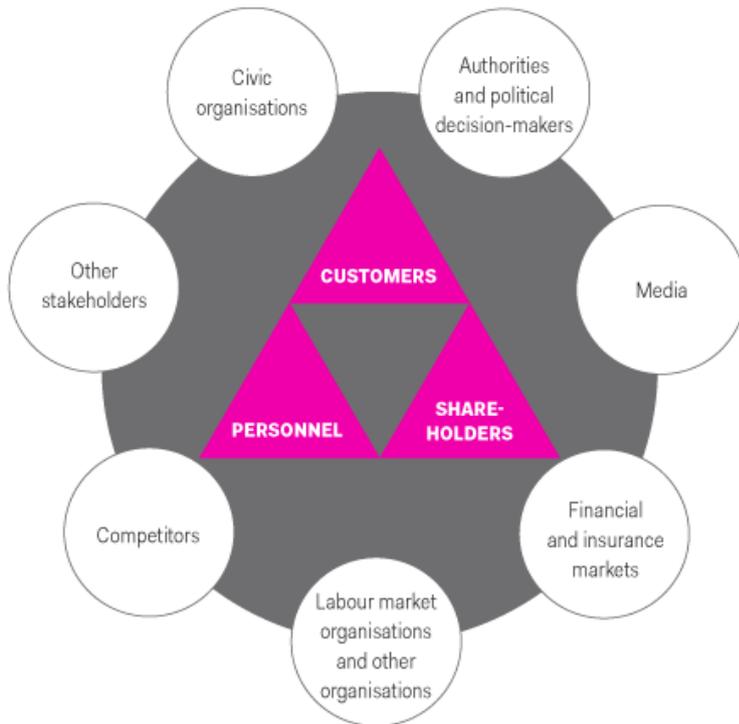
### Cooperation with non-governmental organisations

DNA engages in cooperation with the main non-governmental organisations in Finland. In the spring of 2013, Greenpeace published its [review](#) of data centre operators in Finland, comparing the energy-efficiency of their data centres and radio networks as well as the proportion in which renewable energy is used. DNA received positive feedback for the innovative solutions that improve energy-efficiency in its radio networks.

The report criticised DNA for the lack of climate policy and objectives. DNA reported on CO<sub>2</sub> emissions for the first time in the corporate responsibility report for 2012, which was published in 2013. However, this information was not included in Greenpeace's review, which was based on materials compiled in the summer of 2012.

DNA will work on its climate objectives based on the collection of the CO<sub>2</sub> emissions data. DNA conducted a large-scale climate change risk assessment in 2013, which will guide the company's actions in the mitigation of and adjustment to climate change.

DNA's stakeholders are increasingly interested in privacy issues related to networks. In the autumn of 2013, Electronic Frontier Finland (EFFI ry) approached DNA by means of an open letter, requesting information on the number of queries for user identification from authorities. DNA responded to the request and EFFI published the received information in its event in November.



### Third year of cooperation with SOS Children's Village



In October 2011, SOS Children's Village Association Finland, a child protection service provider, and DNA Ltd agreed on three-year cooperation, with DNA offering financial support and data communication connections for the association's offices. DNA is one of the main cooperation partners of SOS Children's Village Association Finland. The mission of the association is to help children who are without parental security or in danger of losing their parents.

In previous years, DNA's financial assistance was directed towards Theraplay therapy activities and preventive family-friendly and family-based care. In 2014, DNA's financial assistance will mainly be directed towards projects that promote independence among adolescents and offer recreational activities for children.

DNA employees also participated in voluntary work, carrying out a collection on the Universal Children's Day for SOS Children's Village. The proceeds of the collection were delivered in full to the association.

# Far-reaching responsibility

DNA wants to apply responsibility throughout the value chain from infrastructure investments and purchases to the final product and service delivered to the customer. Over the past years, DNA has enhanced responsibility in the supply and delivery chains and also taken into account the needs of its customers as regards the recycling of terminal devices, for example.

As a responsible company, DNA also expects its partners to take economic, environmental and social responsibility increasingly into consideration in their operations. In 2012, DNA introduced an Supplier Code of Conduct and added it to all new technological and logistics contracts. At the same time, DNA developed a system that monitors the use of the appendix in all supplier contracts.

The code is based on the UN Declaration on Human Rights and the ILO Declaration on Fundamental Principles and Rights at Work. Environmental responsibility considerations are also included. The Supplier Code of Conduct also applies to the suppliers' subcontractors. In 2014, DNA will create a monitoring system for the suppliers' adherence to the Code for the purpose of early detection and intervention in case of any shortcomings.

DNA Group's operational instructions are based on ethical principles and apply to every DNA employee. They align the Group's values, operating methods and communication channels and also specify the action to be taken when questions arise. They form the upper-level guidelines which are specified in more concrete terms in the company's operating policies. DNA's Board of Directors approves the ethical guidelines, which are updated every two years or so. The latest update took place at the end of 2013, and a company-wide practical implementation will take place in 2014.

## Terminal device value chain and life-cycle from the consumer point of view



## 1. Responsibility in the supply chain

The terminal device starts its journey at a factory, from where it is transported overseas to a DNA Store. We emphasise responsibility and ethical operations in the supply chain and calculate logistics emissions.

## 2. Expert advice

At the DNA Store, our customer service experts help you find the right product for you. In addition to voice and data subscriptions, we also provide entertainment services, such as the Deezer music service or the DNA WELHO MatkaTV service.

## 3. Energy-efficient networks

DNA's networks provide reliable, extensive and fast connections – both at home and on the move. DNA has systematically improved the energy-efficiency of its network by upgrading base stations, for example.

## 4. Environmentally friendly data centres

The robust servers that live in DNA's data centres make sure that you can easily access the services you need over DNA's networks. Thanks to district cooling, DNA's new, environmentally friendly data centre will be practically emission-free.

## 5. Safe disposal

When your old terminal device is no longer of use to you, bring it to your nearest DNA Store, where our experts dispose of it safely and responsibly without burdening the environment.

## 6. Recycling of materials

Recyclable materials recovered from terminal devices find a new life in products such as musical instruments, garden furniture, traffic safety products and jewellery.

### Mobile phone recycling

In 2013, DNA informed its customers about terminal device recycling. Did you know that metals recovered from a mobile phone can be used to construct musical instruments? Recovered plastics, in turn, are used to manufacture garden furniture and traffic safety products. See our [website](#) for more information.





## Corporate responsibility is based on profitability and competitiveness

DNA's economic responsibility includes meeting the expectations of customers and shareholders, timely investments and product innovation as well as supporting the economic welfare of the company's employees and society. Profitability of business operations and good competitiveness are the cornerstones of economic responsibility and prerequisites for socially and environmentally sound business operations in the long term.

The company pursues its financial objectives guided by responsibility principles: open and transparent communication, corporate governance and taking environmental and social responsibility into consideration when making financial decisions. In addition, authority regulation has a strong impact on DNA's operating environment.

DNA issues quarterly financial reports and operates within the limits set by legislation and general agreements. DNA's interim reports and consolidated financial statements are prepared in accordance with International Financial Reporting Standards (IFRS).

### Domestic investments and employment

DNA's investments in 2013 came to EUR 128.4 million (EUR 136.3 million), or 16.8 per cent of net sales (17.7 per cent). Major individual items included investments in the 3G and 4G networks and in fibre and transfer systems. In the fourth quarter, the first licence payment for the 800 MHz licence was a significant investment.

Close to 100 per cent of DNA's operations take place in Finland. At the end of 2013, the company employed directly 1,563 people and indirectly some 1,000 more. The number of DNA personnel increased by 136 employees in 2013. The Group's business initially grew as a result of a merger of local telephone companies and through establishing telephone service centres and outlet chains. DNA continues to have strong local presence in some 100 locations in Finland.

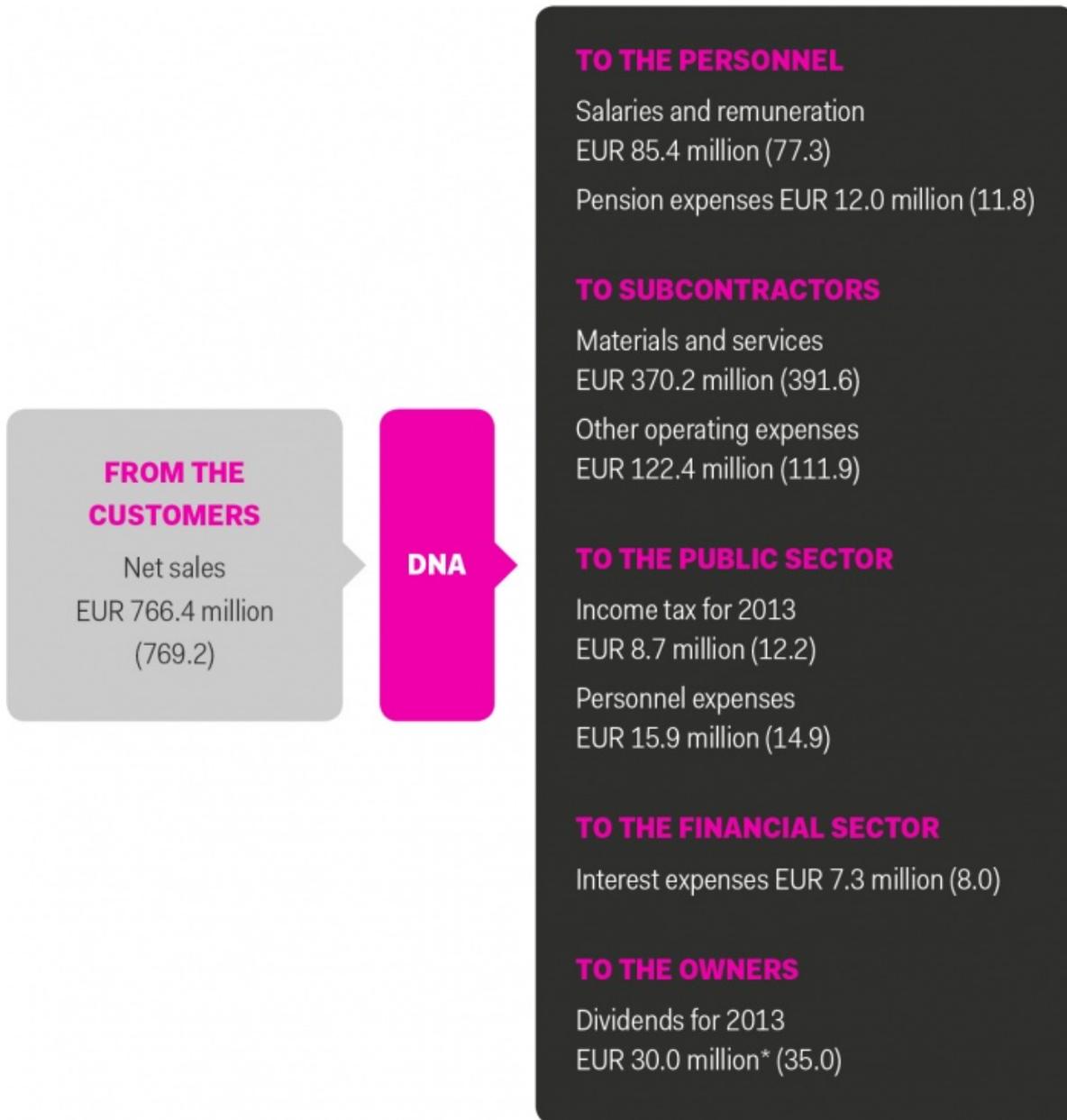
Over the past years, DNA has gained an increasingly important role as a regional employer. For example, DNA employs close to 50 customer service professionals in the city of Pietarsaari and almost 80 in the municipality of Taivalkoski. The company traditionally employs a young staff in its customer service and DNA Store functions. At the end of 2013, those under 25 accounted for some 40 per cent of customer service personnel. In DNA Stores, the figure was almost 53 per cent.

DNA actively supports innovation in Finland and works in close cooperation with many start-up companies and communities. The



unique cooperation between DNA and Jolla is a prime example of this: in December 2012, DNA became the first operator in the world and the only operator in Finland to launch the sales of the Jolla smart phone.

## DNA's economic impact on its operating environment



\* The agenda of DNA's Annual General Meeting of 20 March 2014 includes a proposal to purchase the company's own shares. If the AGM will approve the proposal, it will be proposed to the AGM that the total amount of dividend is EUR 30.0 million, since no dividend will be paid on shares held by the company.

## DNA has the most satisfied mobile broadband customers in Finland

According to the 2013 results of the annual international EPSI Rating study, DNA had the most satisfied mobile broadband customers, both among consumers and corporate customers. DNA received top marks among consumers for the second consecutive year, whereas the 2013 study was the first to measure the satisfaction of corporate customers.

As in previous years, DNA WELHO had the best customer satisfaction among TV service providers, receiving top marks in all categories. DNA WELHO had the best customer satisfaction among pay-TV customers also in 2012.

DNA placed third in the satisfaction among mobile communications consumer customers, improving its results in all measured areas. In fixed broadband, WELHO placed second, not far off the top marks.

Satisfaction among corporate customers in DNA's mobile communications services remained at a good level, and DNA was ranked first, sharing the top position with two other operators.



## Customer satisfaction

Results of the EPSI Rating study, DNA and DNA WELHO*	2013	2012	2011
Mobile communication services for consumers (DNA)	75,6	72,9	73,8
Fixed broadband services for consumers (DNA WELHO)	72,2	71,9	69,4
Mobile broadband services for consumers (DNA)	71,3	69,3	67,0
Mobile communication services for corporations (DNA)	68,5	65,7	65,3
Fixed broadband services for corporations (DNA)	67,0	65,8	65,8
Mobile broadband services for corporations (DNA)*	70,2	N/A	N/A
Pay-TV (DNA WELHO)	72,8	71,3	67,4

\*Information on mobile broadband services for corporations available since 2013.



## Competitive advantage from good HR management

DNA's human resources management is based on DNA's strategy and the identification and implementation of actions in support thereof. HR management is responsible for ensuring that DNA's HR management is aligned with the company strategy and developed to facilitate the company's business needs. There is a strong commitment to the HR vision of making DNA a company with future-oriented, skilled and motivated employees.

The telecommunications market evolves rapidly, requiring DNA as an employer to manage change continuously. Employee satisfaction amidst the changes is one key indicator DNA is committed to. Good leadership and a solid corporate culture create competitive advantage in the constantly evolving industry. DNA's employee satisfaction index improved for the third consecutive year in 2013, signalling successful change management.

In 2013, HR management focused on improving consistency in customer service operations and developing efficiency metrics. The Group's payroll systems were also unified in 2013, and the Group implemented a new HR system, which facilitates HR management from the point of view of both supervisors and employees. The acquisition of Plus-TV, a terrestrial network pay-tv operator, by DNA in September was the biggest change in the organisation in 2013.

### Ongoing positive trend in employee satisfaction

The general index of the annual employee satisfaction survey remained high in 2013, at 4.5, the maximum being 6.0. The positive trend has continued for several consecutive years. The general leadership index also improved and came to 4.9. The index for employee working ability and well-being increased to 4.6.

## Employee satisfaction development 2011–2013

	2013	2012	2011
General employee satisfaction index (1–6)	4.5	4.4	4.2
General leadership index (1–6)	4.9	4.7	4.6
Employee working ability and well-being index (1–6)	4.6	4.4	4.2

The survey indicates that DNA has skilled and committed employees who build a positive working atmosphere and team spirit. They value the work of their supervisors and the genuine method of working. Comparison with national averages shows that DNA's management is perceived to care more for the well-being of employees than companies on average. Sharing of information, working atmosphere and overall efficiency are perceived to be significantly better at DNA than national averages.

According to the 2013 survey results, improvement of facilities remained a development area, and DNA will continue to develop its facilities according to the working environment concept. At the Group level, the clarity of the company vision, goals and direction was suggested as a development area. In 2014, this will be carried out by improving the practical implementation of the company strategy. Supervisors will increasingly link the company strategy to their subordinates' personal reviews so that each employee has a better understanding of their role in the implementation of the company strategy.

## Competence of employees an important driver of success

Skills development is an important part of personal reviews and everyday leadership at DNA. For several years now, both DNA Ltd and DNA Store employees have had the opportunity to enrol in the JET qualification programme in leadership training. By the end of 2013, 75 persons in total had participated in the programme, 37 of which have acquired the qualification and 2 having completed a partial qualification. As of the spring 2014, DNA Store employees also have the opportunity to work towards a specialist qualification in commerce through apprenticeship training. The first group of students consists of 20 people.

Leadership training will be a special focus area in 2014. Supervisor training will be conducted one-on-one with the help of the 360 tool and the new mentoring programme for supervisors.

## Ergonomics and exercise support occupational health and well-being

DNA provides employees with a wide selection of healthcare and medical services in excess of the level required by law. DNA personnel can avail themselves of health services provided by, for example, specialists, gynaecologists, occupational physiotherapists and psychologists. The implementation of the early response model continued in 2013 by offering supervisors the opportunity for peer discussions.

DNA encourages its personnel to remember good ergonomics while working, reminding them of the importance of regular breaks and the health benefits of standing vs. sitting down. According to the new working environment concept, each employee has an electronic desk, the height of which is easily adjustable.

The popular well-being at work day was organised in the autumn of 2013. As usual, the event provided the personnel an opportunity for looking after their health by taking blood pressure and body composition measurements.

The DNA Liikkuu ("DNA Moves") card provides exercise opportunities for the personnel, and DNA also organises different activity clubs. In 2013, these included swimming, tennis and badminton, as well as training for a fun company marathon in the spring. Customer service personnel got their own electronic personal trainer for three months. Active participants received bonus training months as a reward.

## Type of employment contract

Type of employment contract	2013	2012	2011
Open-ended	1,537	1,403	1,015
Fixed-term	26	24	20
Total	1,563	1,427	1,035

## Type of employment

Type of employment	2013	2012	2011
Full-time	1,468	1,336	997
Part-time	95	91	38
Total	1,563	1,427	1,035

## Gender structure

By gender	2013	2012	2011
Women	668	611	333
Men	895	816	702
Total	1,563	1,427	1,035

## Age structure

By age group	2013	2012	2011
< 25	5%	6%	3%
25-34	32%	31%	27%
35-44	32%	31%	37%
45-54	22%	23%	25%
55-64	8%	9%	8%
Total	100%	100%	100%

## Share of women (%) per personnel group

Personnel groups include women as follows:	2013	2012
Of management	21%	25%
Of managerial employees	26%	25%
Of administrative employees	49%	36%
Of service and production employees	6%	15%

# Genuine method of working increases flexibility

Renewal of the working environment at DNA continued in several locations in 2013. At the same time, the DNA genuine method of working was expanded to two new locations. It establishes a more flexible and independent way of working: using the mobile workspaces, the employees decide independently where they work without discussing this with their supervisor. The method will continue to be implemented in new locations in 2014. DNA's goal is to implement the new working environment and culture in all applicable locations by 2016.

The genuine method of working was very well received among the personnel in 2013. They especially value the increased flexibility in the management of their work and personal lives. They also reported being more effective and less stressed when using the new method. Most DNA employees take advantage of the flexibility by working at home.

DNA reviews the genuine method of working regularly, including the effectiveness and availability of the tools and quality of the leadership provided. DNA has observed that when implementing the genuine method of working, it is important to measure the results of the work and discuss them and also ensure that employees consider ergonomics. Musculoskeletal disorders are a leading cause for sick leaves among DNA employees.

## Employees' opinions on the genuine method of working

"Genuine method of working supports my working ability by giving me the opportunity to plan my work: when I need peace and quiet, I can concentrate on tasks at home or in the library, when I want to brainstorm, I can interact or organise meetings in the open office environment, freezone or meeting rooms."

"Genuine method of working has significantly improved my energy levels as well as given the opportunity to effectively manage my work-life balance."

"Genuine method of working is a fantastic signal of trust from of the employer. It has boosted my job satisfaction."

"Genuine method of working makes my life much easier: I save time and money when it comes to driving to work, plus it's much easier to manage my work-life balance."

"Genuine method of working has made the work in my team more dynamic and flexible."



## DNA participates in the Working Life 2020 project

DNA participated in the blog campaign of the Government's Working Life 2020 project. The objective of the project is to make Finnish working life number one in Europe by 2020. In the blog, representatives from various organisations reveal what they are doing in terms of improving working life. The blog is a forum for sharing ideas and tips and for encouraging discussion about better working life in Finland. You can read DNA's blog entry [here](#).



## Energy efficiency reduces climate impacts

DNA considers it important to recognise the environmental impacts and risks of its business and to adapt operations according to the principles of sustainable development. DNA meets its environmental responsibilities by developing new, environmentally friendly technologies and by offering customers the opportunity to reduce their carbon footprint through flexible Internet and mobile communication services.

### Climate change and the ICT sector

According to the GeSI SMARTer 2020 report published in December 2012, ICT solutions can help in cutting global greenhouse gas emissions by 16.5 per cent by 2020.

As a Finnish telecommunications Group, DNA wants to be responsible and work towards reduction of emissions and increased energy efficiency. DNA calculated its greenhouse gas emissions for the first time in 2012 to identify the direct effect of DNA's operations on climate change. According to the results, most of the greenhouse gas emissions originate in production, i.e. the electricity consumption of DNA's radio network and transfer equipment as well as the maintenance of their equipment rooms.

Emission calculation was developed further in 2013. DNA adopted a larger selection of emission sources to cover the entire value chain better (Scope 3 emission factors).

DNA also wants to consider the options available for adjusting to currently prevailing effects of climate change. To this end, DNA assessed its climate change risks in the autumn of 2013, covering effects of phenomena such as rainstorms and floods on DNA's operations as well as the business impact and opportunities of regulation and changes in consumer behaviour.

### Green facilities and working methods

The new DNA House that was completed in the autumn of 2012 was constructed by YIT according to its Energy genius concept. Energy-efficiency of the building was carefully considered already in the design and construction phase. In early 2013, DNA's headquarters earned an international LEED Gold certification as a recognition of the building's ecological energy and water consumption, materials used and emissions.

In early 2013, DNA conducted a study on the effects of the genuine method of working on CO<sub>2</sub> emissions from work-related travel. According to the results, emissions from work-related travel can be cut by some 40 per cent annually when employees work remotely at home for example. Over the past years, DNA has encouraged personnel to use web conferencing and other similar tools, which has reduced work-related travel. In three years, DNA's CO<sub>2</sub> emissions from air travel have dropped from 278 tonnes to 183 tonnes.

## The company achieved many tangible, environmentally responsible milestones in 2013:

- Remote working was supported and work-related travel reduced by using web conferencing.
- DNA opened its new, energy-efficient data centre.
- Durability, life cycle and recovery of materials was emphasised when making purchasing decisions.
- Materials were recycled and waste sorted at the company's sites and retail outlets.
- The possibility of using renewable sources of energy, such as wind power, in power generation for DNA's network was investigated.
- Electronic services were developed further – up to 42 per cent of DNA invoices are issued through electronic billing.
- Energy-efficiency of DNA's radio network was improved by means such as upgrades to the base station equipment and relocating the radio units from the equipment facilities to the masts.
- DNA Stores organised several campaigns, encouraging customers to recycle their old terminal devices in the stores.
- DNA was an active participant in key industry associations, such as FiCom's Green ICT working group and the Green ICT action programme of the Ministry of Transport and Communications.

### DNA participates in the National Remote Work Day

In September 2013, DNA was one of the main partners in the National Remote Work Day organised by Microsoft and the Finnish Environment Institute SYKE. The number of participants totalled 24,000 – almost three times higher than last year. DNA personnel participated in the campaign, working at home according to the genuine method of working. DNA wants to encourage other organisations to provide similar remote work opportunities for their personnel. An increasingly mobile working method, which supports remote working, not only increased employee motivation at DNA but also boosted their feeling of efficiency.



## EN3 – Direct energy consumption by primary energy source (terajoules)

	2013	2012	2011
Generators (diesel, petrol)	1.7	1.3	0.9
Heating (light fuel oil)	1.5	1.6	1.1

\*The calculation principles have been adjusted in 2013. The 2011 and 2012 figures were adjusted retrospectively.

## EN4 – Indirect energy consumption by primary energy source (terajoules)\*

	2013	2012	2011
District heating	21	19	29
Electricity	355	346	369

\* The calculation principles have been adjusted in 2013. The 2011 and 2012 figures were adjusted retrospectively.

## EN16 – Total direct and indirect greenhouse gas emissions by weight (tCO<sub>2</sub>)

	2013	2012	2011
Scope 1*	674	569	546
Scope 2	38,443	36,774	42,734

\*The Scope 1 calculation principles have been adjusted in 2013. The 2012 figures were adjusted retrospectively.

## EN17 – Other relevant indirect gas emissions by weight (tCO<sub>2</sub>)

	2013	2012	2011
Scope 3, business travel*	616	721	934
Scope 3, total**	152,026	N/A	N/A

\*business travel emissions are also included in the total figure for 2013.

\*\*Scope 3 emission calculation was expanded and made more detailed in 2013. The calculation method is based on the Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard published in the spring of 2013.

## EN22 – Total weight of waste by type and disposal method (tonnes)

	2013	2012
Total*	516.0	716.7
of which hazardous waste	5.8	14.1
of which WEEE (waste electrical and electronic equipment)	56.4	269.4

Average waste recycling and utilising rate\*\*\*



\*The 2012 figures were generated during significant facility relocation and storage facility clean up processes. The facility renewal project continued in 2013, and as a result, the total amount of waste in 2012–2013 is higher than during a standard year.

Responsible recycling of office furniture and other goods was a key consideration during the relocation and cleaning of facilities.

\*\*The average waste recycling and utilising rate for the total weight varies between 40 and 100 per cent. DNA is a member of both the Environmental Register of Packaging PYR Ltd and the Elker/ICT Producer Co-operative and recycles the waste from its facilities and production in a responsible manner with reliable partners.



## Improved energy efficiency in production

DNA continued to develop its operational energy efficiency during 2013 by means such as upgrading the radio network technologies and assessing the possibility of using renewable sources of energy in power generation for DNA's network.

DNA continued the modernisation of its radio network, implementing next-generation base stations. In 2013, more than 1,700 3G and 4G base stations were upgraded. The new system requires fewer devices, thereby reducing relative energy consumption. At an annual level, the new base station technologies transfer 3G data with 40 per cent less energy than base stations that use the old technology. Hundreds of radio units have also been relocated from inside the equipment facilities to the masts, omitting the need for mechanical cooling, which saves energy significantly.

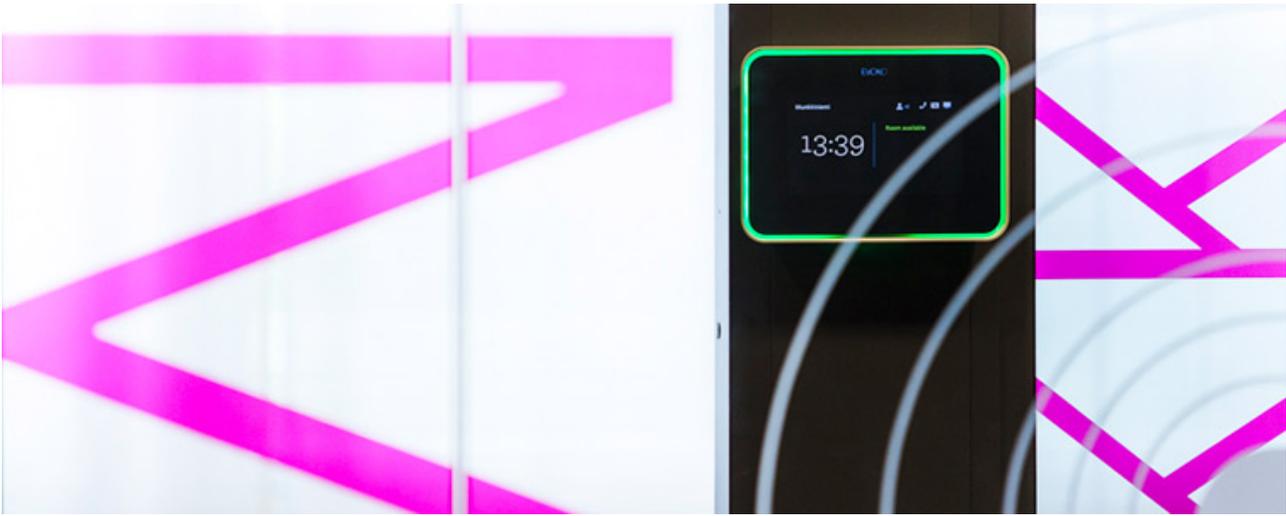
The volume of mobile data traffic in DNA's networks doubled in 2013. Data volumes have grown especially rapidly in DNA's 4G LTE network, where traffic volumes grew tenfold during 2013. The explosive growth of mobile data was due to the expansion of LTE networks in particular and the increase in the number of smart phones. The increased supply of and demand for video services that benefit from the high speeds provided in modern networks also increase the mobile data transfer volumes.

Increased mobile data volumes challenge the energy efficiency of the radio network, because the continuously growing volumes require more equipment, which in turn increases energy consumption. On the other hand, the 4G network reduces the relative per-data energy consumption through the improved technical performance of LTE.

### DNA invests into an energy-efficient data centre

In May 2013, DNA announced the construction of a new, energy-efficient data centre in Helsinki. The centre was completed on schedule, and server deployment commenced in October. Thanks to district cooling, the cooling of the 2,000 square metre centre will be practically emission-free. Waste heat from the data centre will be collected and utilised by the district heating system.





## Reporting according to GRI guidelines

In 2013, DNA continued to report on corporate responsibility according to the Global Reporting Initiative reporting model. This is DNA's fourth GRI report. With a reporting period of one calendar year, DNA publishes this GRI-compliant corporate responsibility report annually. The previous report was published on 7 March 2013. All DNA's reports follow the Global Reporting Initiative's Sustainability Reporting Guidelines G3.

DNA's corporate reporting is based on the guidelines, principles and calculation methods specified by GRI. The reporting includes the data for DNA Ltd, including DNA Store Ltd and Forte Netservices Oy. Any deviations from or changes to the calculation limits are mentioned with each key figure. Similarly, any changes in measurement methods are mentioned with each figure.

The GRI reporting model relies on the principle of materiality: the company reports on those figures and indicators relevant to its business model. DNA conducted its materiality analysis towards the end of 2011. In 2014, DNA will update its materiality analysis as part of the implementation of the GRI G4 reporting guidelines.

In 2013, the reporting was developed by expanding the emissions calculation in corporate responsibility reporting for other emissions (so-called Scope 3 emissions). Economic effects and other risks and opportunities related to climate change will be included in economic and environmental responsibility reporting for 2013.

These indicators have been reviewed by the Board of Director's Audit Committee. DNA's Sustainability Manager is responsible for developing reporting with a horizontal corporate responsibility group.

### Contact information

DNA's Sustainability Manager Noomi Jägerhorn is responsible for compiling the DNA Ltd corporate responsibility report, tel. +358 44 044 2345, .

At the Executive Team level, CFO Timo Karppinen is in charge of corporate responsibility, .

# GRI Content Index

- Fully reported
- Partly reported
- Not reported

GRI	Indicator	Reference	Status of reporting
1. Strategy and Analysis			
1.1	Statement from the most senior decision maker in the organisation	<a href="#">CEO's review</a>	●
1.2	Description of key impacts, risks and opportunities	<a href="#">CEO's review</a> ; <a href="#">Operating environment</a> ; <a href="#">Strategy</a> ; <a href="#">Board of Director's report</a>	●
2. Organisational Profile			
2.1	Name of the reporting organisation	DNA Ltd	●
2.2	Primary brands, products and services	Primary brands are DNA and WELHO. For products and services, see <a href="#">Year 2013</a> and <a href="#">Business</a>	●
2.3	Operational structure of the organisation	<a href="#">Business</a> ; <a href="#">Events in 2013</a> . See also <a href="#">Development per business segment</a> and the following notes to the consolidated financial statements: notes 17 <a href="#">Investments in associates</a> and 33 <a href="#">Related party transactions</a>	●
2.4	Location of organisation's headquarters	Consolidated financial statements: note 1 <a href="#">The Group in brief</a>	●
2.5	Countries where the organisation operates	Almost 100 per cent of DNA's operations occur in Finland. In July 2011, DNA acquired Forte Netservices Oy. Forte mostly operates in Finland. Finnish operations are supported by some sales and service employees in other countries. See DNA's subsidiaries in notes to the consolidated financial statements, 33 <a href="#">Related party transactions</a>	●
2.6	Nature of ownership and legal form	<a href="#">DNA in figures</a> . See <a href="#">Shares and shareholders</a> in the financial statements	●
2.7	Markets served	Almost 100 per cent of DNA's operations occur in Finland. In July 2011, DNA acquired Forte Netservices Oy. Forte mostly operates in Finland. Finnish operations are supported by some sales and service employees in other countries. See DNA's subsidiaries in note 33 <a href="#">Related party transactions</a>	●
2.8	Scale of the organisation	<a href="#">Business</a> , <a href="#">DNA in figures</a>	●
2.9	Significant changes during the reporting period regarding size, structure or ownership	<a href="#">Events in 2013</a> , <a href="#">Board of Directors' report</a>	●
2.10	Awards received in the reporting period	DNA did not receive any awards in the reporting period.	●

3. Report Parameters

REPORT PROFILE

3.1	Reporting period	The GRI report is published annually with the Annual Report.	●
3.2	Date of the most recent previous report	The previous report was published on 7 March 2013.	●
3.3	Reporting cycle	Annually	●
3.4	Contact point for questions regarding the report	<a href="#">Reporting</a>	●

REPORT SCOPE AND BOUNDARY

3.5	Process for defining report content (determining materiality, prioritising topics, identifying stakeholders expected to use the report)	<a href="#">Reporting</a>	●
3.6	Boundary of the report	<a href="#">Reporting</a>	●
3.7	Specific limitations on the scope or boundary of the report	<a href="#">Reporting</a>	●
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities and outsourced entities	<a href="#">Reporting</a>	●
3.9	Data measurement techniques and calculation principles	<a href="#">Reporting</a>	⚠
3.10	Explanation of the effect of any re-statements of information provided in earlier reports	Any deviations from or changes to the calculation limits are mentioned with each key figure. See <a href="#">Reporting</a>	●
3.11	Significant changes from previous reporting periods in the scope, boundary or measurement methods applied in the report	Any deviations from or changes to the calculation limits are mentioned with each key figure. See <a href="#">Reporting</a>	●

GRI INDEX

3.12	Table identifying the location of the Standard Disclosures in the report (identifying links to relevant pages).	<a href="#">GRI Content index</a>	●
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ASSURANCE

3.13	Policy and current practice with regard to seeking external assurance for the report	The energy consumption calculations in DNA's corporate responsibility report have been subject to external <a href="#">assurance</a> .	⚠
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4. Governance, Commitments and Engagement

GOVERNANCE

4.1	Governance structure of the organisation	<a href="#">Governance</a>	●
4.2	The Chairman of the Board's role in the organisation	The Chairman of DNA Ltd's Board of Directors is not an executive officer. See <a href="#">Board of Directors</a> and <a href="#">Members of the Board of Directors</a>	●
4.3	Independent and/or non-executive board members	<a href="#">Members of the Board of Directors</a>	●

4.4	Mechanisms for shareholders and employees to provide recommendations to the board	Shareholders exercise their shareholder power in the General Meeting. DNA's Board of Directors does not have an employee representative. Personnel representatives are invited to the meetings of the extended Group Executive Team. See <a href="#">Corporate governance and internal control</a>	
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organisation's performance (including social and environmental performance)	DNA's remuneration principles do not specify a linkage between the organisation's corporate responsibility performance and compensation for members of the highest governance body, senior managers and executives. For more details on salaries and commissions, see the following notes to the consolidated financial statements: notes 14 <a href="#">Earnings per share</a> and 10 <a href="#">Employment benefits and number of personnel</a>	
4.6	Processes in place for the highest governance body, to ensure conflicts of interest are avoided	As stipulated by law, a member of the Board of Directors shall be disqualified from the consideration of a matter that involves a conflict of interest. For more information, see <a href="#">Board of Directors</a>	
4.7	Processes for determining the qualifications and expertise of the highest governance body, for guiding the organisation's strategy on economic, environmental and social topics	DNA's Board of Directors has not assigned corporate responsibility to any members of the Board, nor does the company have a separate process for determining the qualifications and expertise of members regarding corporate responsibility. See <a href="#">Members of the Board of Directors</a>	
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental and social performance	<a href="#">Corporate responsibility</a> and <a href="#">Sustainable supply chain management</a>	
4.9	Procedures of the Board for overseeing the organisation's sustainability work	The same principles apply to overseeing sustainability work as to overseeing the rest of the company's operations. See <a href="#">Board of Directors</a>	
4.10	Process for evaluating the highest governance body's own performance, particularly with respect to economic, environmental and social performance	The Board of Directors carries out an internal self-evaluation of its operations once per year. See <a href="#">Board of Directors</a>	
COMMITMENTS TO EXTERNAL INITIATIVES			
4.11	Explanation of whether and how the precautionary principle is applied	<a href="#">Risks and risk management</a>	
4.12	Endorsement of externally developed economic, environmental and social charters, principles or other initiatives	In autumn 2012, DNA signed the Finnish Code of Conduct for Safer Mobile Use by Younger Teenagers and Children as well as the <a href="#">European framework for safer mobile use by younger teenagers and children</a> (SMF). In the autumn of 2013, GSMA Europe conducted an implementation review of SMF as requested by the European Commission. DNA participated in the review, the results of which will be available <a href="#">here</a> during the first quarter of 2014. DNA has also signed the Finnish <a href="#">Diversity Charter</a> and joined the <a href="#">Diversity Charter Finland</a> .	
4.13	Memberships in associations and advocacy organisations	DNA's main memberships: Service Sector Employers PALTA, GSM Association, European Competitive Telecommunications Association (ECTA), FIBS ry and Diversity Charter Finland. For more details on DNA's memberships, see <a href="#">Cooperation and value chains</a>	

STAKEHOLDER ENGAGEMENT

4.14	List of stakeholder groups engaged by the organisation	Specified by the CR steering group as part of the materiality assessment. For more information, see <a href="#">Cooperation and value chains</a>	●
4.15	Basis for identification and selection of stakeholders with whom to engage	Specified by the CR steering group as part of the materiality assessment. For more information, see <a href="#">Cooperation and value chains</a>	●
4.16	Approaches to stakeholder engagement	<a href="#">Cooperation and value chains</a>	●
4.17	Key topics and concerns that have been raised through stakeholder engagement	<a href="#">Cooperation and value chains</a>	●

5. Management Approach and Performance Indicators

Economic

Disclosure of Management Approach [Profitability and competitiveness](#) ⓘ

Economic Performance Indicators

ASPECT: ECONOMIC PERFORMANCE

EC1	Direct economic value generated and distributed	DNA's <a href="#">economic impact on its operating environment</a> . For more information, see <a href="#">consolidated income statement</a> .	●
EC2	Financial implications and other risks and opportunities for the organisation's activities due to climate change	DNA conducted a large-scale climate change risk assessment in the autumn of 2013. The principal results are reported under <a href="#">Environment</a>	ⓘ
EC3	Coverage of the organisation's defined benefit plan obligations	Notes to the consolidated financial statements: notes 2 <a href="#">Accounting principles</a> and 25 <a href="#">Defined benefit plan</a>	●
EC4	Significant financial assistance received from government	The assistance DNA received from government in 2013 amounted to EUR 0.22 million.	●

ASPECT: MARKET PRESENCE

EC5	Range of ratios of standard entry level wage to local minimum wage at significant locations	Not reported in 2013.	○
EC6	Proportion of spending on locally based suppliers	Not reported in 2013.	○
EC7	Local hiring	Not reported in 2013.	○

ASPECT: INDIRECT ECONOMIC IMPACTS

EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind or pro bono engagement	<a href="#">Profitability and competitiveness</a> , <a href="#">Network infrastructure</a>	ⓘ
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts	Not reported in 2013.	○

Environmental

Disclosure of Management Approach [Environment](#) ⓘ

Environmental Performance Indicators

ASPECT: MATERIALS			
EN1	Materials used by weight or volume	Not reported in 2013.	○
EN2	Percentage of materials used that are recycled input materials	Not reported in 2013.	○
ASPECT: ENERGY			
EN3	Direct energy consumption by primary energy source	<a href="#">Environment</a>	●
EN4	Indirect energy consumption by primary energy source	<a href="#">Environment</a>	●
EN5	Energy saved due to conservation and efficiency improvements	DNA participated in the annual Energy Saving Week in the autumn of 2013, distributing information and energy saving tips for office and home use. See also <a href="#">Environment</a>	●
EN6	Initiatives to provide energy-efficient or renewable energy based products and services	<a href="#">Environment</a> and <a href="#">Energy efficiency in production</a>	●
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	Towards the end of the summer 2012, DNA's headquarters relocated to DNA's new premises in Käpylä, Helsinki. The facilities were constructed by YIT according to its Energy genius concept, which cuts energy consumption. For more, see <a href="#">Environment</a>	●
ASPECT: WATER			
EN8	Total water withdrawal by source	Not reported in 2013.	○
EN9	Water sources significantly affected by withdrawal of water	Not reported in 2013.	○
EN10	Percentage and total volume of water recycled and reused	Not reported in 2013.	○
ASPECT: BIODIVERSITY			
EN11	Location and size of land owned, leased managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	Operation and ownership of the mobile communication network is an essential part of DNA's business. Some base stations are located in areas of high biodiversity value or nearby such areas (e.g. areas included in the Natura network). DNA pays special attention to biodiversity when operating in these areas, and adheres to current legislation.	●
EN12	Description of significant impacts of activities on biodiversity in protected areas and areas of high biodiversity value outside protected areas	Not reported in 2013.	○
EN13	Habitats protected or restored	Not reported in 2013.	○
EN14	Strategies, current actions and future plans for managing impacts on biodiversity	Not reported in 2013.	○
EN15	Number of IUCN Red List species and national conversation list species with habitats in areas affected by operations, by level of extinction risk	Not reported in 2013.	○

## ASPECT: EMISIONS, EFFLUENTS AND WASTE

EN16	Total direct and indirect greenhouse gas emissions	<u>Environment</u>	
EN17	Other relevant indirect greenhouse gas emissions	<u>Environment</u>	
EN18	Initiatives to reduce greenhouse gas emissions	DNA expanded the genuine method of working further in 2013. According to calculations commissioned by DNA, the genuine method of working can cut the CO2 emissions from work-related travel by some 40 per cent annually. For more information about the genuine method of working, see <u>Genuine method of working</u> and <u>Environment</u> .	
EN19	Emissions of ozone-depleting substances	Not reported in 2013.	
EN20	NO, SO, and other significant air emissions by type	Not reported in 2013.	
EN21	Total water discharge	Not reported in 2013.	
EN22	Total weight of waste by type and disposal method	<u>Environment</u>	
EN23	Total number and volume of significant spills	Not reported in 2013.	
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous	Not reported in 2013.	
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organisation's discharges of water and runoff	Not reported in 2013.	

## ASPECT: PRODUCTS AND SERVICES

EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation	<u>Environment</u> and <u>Energy efficiency in production</u> . See also <u>Sustainable supply chain management</u>	
EN27	Percentage of products sold and their packaging materials that are reclaimed by category	Not reported in 2013.	

## ASPECT: COMPLIANCE

EN28	Monetary value of significant fines for non-compliance with environmental laws	DNA has not been subject to any fines or non-monetary sanctions for non-compliance with environmental laws during the reporting period.	
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organisation's operations and transporting members of the workforce	Not reported in 2013.	

## ASPECT: SUMMARY

EN30	Total environmental protection expenditures and investments by type	Not reported in 2013.	
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## Social Performance Indicators

HR Management Approach	<u>Good employer</u>	
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## Social Performance Indicators

ASPECT: EMPLOYMENT

LA1	Total workforce by employment type, employment contract, and region	On 31 December 2013, DNA Group employed 1,563 people, 1,537 of which had open-ended contracts and 26 had fixed-term contracts. 1,468 worked full time and 95 part time.	
LA2	Rate of employee turnover by age group, gender and region	DNA Group's rate of employee turnover was 8.7 per cent in 2013 (9.9 per cent in 2012). The figure does not include fixed-term employment contracts or internal transfers.	
LA3	Benefits provided to employees by employment type	DNA Ltd provides the same benefits to all employees, regardless of employment type. The benefits and policies of DNA Store Ltd and Forte Netservices Oy apply to all employees regardless of employment type.	

ASPECT: LABOUR/MANAGEMENT RELATIONS

LA4	Percentage of employees covered by collective bargaining agreements	All DNA Group staff are covered by the applicable collective bargaining agreements specific to each employee category. Service and production employees are covered by the collective agreement in the energy-ICT-networks sector, and administrative and managerial employees by the collective agreement for salaried and senior salaried employees in the ICT sector. Forte Netservices staff are covered by the collective agreement for the Federation of Special Service and Clerical Employees ERTO.	
LA5	Minimum notice period(s) regarding operational changes	At a minimum, DNA has observed the minimum notice periods for the applicable collective agreements during operational changes.	

ASPECT: OCCUPATIONAL HEALTH AND SAFETY

LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programmes	DNA Ltd has a statutory labour protection committee that consists of regional labour protection delegates. The committee members include ten labour protection delegates, including DNA Store delegate, and the labour protection officer. The committee has quarterly meetings. Forte Netservices Oy has its own labour protection committee, the members of which include the labour protection delegate, two deputy delegates and the labour protection officer. The committee meets twice a year.	
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work related fatalities by region	The Group-level relative rate of absenteeism was 3.9 per cent in 2013 (3.9 per cent in 2012). There were no work-related fatalities. There were 11 work time injuries (28 in 2012) and 4 working days were lost due to work-related reasons (113 in 2012). 80 per cent of the work time injuries occurred on the way to or from work.	

LA8 Education, training, counselling, prevention and risk-control programmes in place to assist workforce members regarding serious diseases

DNA Ltd has a comprehensive occupational healthcare service agreement with Mehiläinen. In addition to statutory healthcare services, the agreement covers services provided by, for example, specialists as well as occupational physiotherapists and psychologists. DNA employees can visit any Mehiläinen branch. DNA organises an annual well-being at work theme day with occupational healthcare, and also organised a quit smoking campaign and provided guidance on office ergonomics. Age group based health checks are organised for those over 30. When necessary, Mehiläinen's "Työkuntoon" model is used to help maintain employees' working capacity.

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LA9 Programmes for skills management and lifelong learning that support employees' career development

DNA believes that statutory labour protection activities in Finland cover LA9 requirements. DNA's labour protection committee 2013 has one labour protection delegate per office, a labour protection officer as well as representatives from office and human resource management. The committee meets once a quarter. A typical agenda includes reviewing areas such as accident, sick leave and overtime statistics, as well as dealing with possible occupational safety issues. Forte's labour protection committee 2013 has one labour protection delegate, two deputy delegates and the labour protection officer. The committee meets twice a year. A typical agenda includes reviewing change items such as employee benefits and operating models, as well as reviewing any employee feedback to the labour protection delegate.

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ASPECT: TRAINING

LA10 Average hours of training per year per employee

Average hours of training/employee in 2013 at DNA Ltd (not reported for DNA Store):  
 Senior salaried employees: 39  
 Salaried employees: 16  
 Workers: 40  
 Average/person: 22.  
 Forte Netservices Oy: 29 (all employees are salaried employees).

●

LA11 Programmes for skills management and lifelong learning that support employees' career development

In 2013, some 30 DNA Ltd employees (including DNA Store) completed the JET qualification programmes in leadership training. A new group of 21 employees from DNA Ltd (including DNA Store) will start the JET qualification programme in the spring of 2014. By the end of 2013, there have been five JET groups in total, with some 75 participants. Two groups from DNA Store Ltd have completed the qualification programme in store supervision (some 20 participants) and a group of DNA customer service employees have completed the qualification programme in sales (10 participants). DNA also organises a lot of training for supervisors. See [Good employer](#)

●

LA12 Percentage of employees receiving regular performance and career development reviews

DNA Ltd and Forte Netservices Oy conducted performance reviews with all permanently employed persons not on a leave and temporary employees whose employment continues until the end of the year under review. DNA Store Ltd arranges sales-related performance reviews with employees, as required. These reviews focus on the development of sales skills and competence.

●

ASPECT: DIVERSITY AND EQUAL OPPORTUNITY

LA13	Composition of governance bodies and employees according to diversity indicators	One of the six members of DNA's Board of Directors was a woman. As of 1 January, two of the seven members of the Executive Team were women; as of 1 May, two of the eight members were women; and as of 30 August, one of the seven members was a woman. For personnel, see <a href="#">Good employer</a>	
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LA14	Ratio of basic salary of men to women by employee category	Not reported in 2013.	
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Human Rights

Human rights Management Approach	Not reported in 2013.	
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Human Rights Performance Indicators

ASPECT: INVESTMENT AND PROCUREMENT PRACTICES

HR1	Investment agreements that include human rights clauses	Not reported in 2013.	
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HR2	Suppliers and contractors that have undergone screening on human rights, and actions taken	In 2013, DNA continued to include the Supplier Code of Conduct to all new technological and logistics contracts. See <a href="#">Corporate responsibility</a> and <a href="#">Sustainable supply chain management</a>	
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HR3	Total hours of employees training on policies and procedures concerning aspects of human rights that are relevant to operations	DNA's Group-level ethical principles build on DNA's standard operating practices, including the consideration of equality and non-discrimination at all times. In 2013, DNA updated its ethical principles and business gift guidelines. Personnel receives regular training on ethical principles. The updated principles will be implemented in practice during the first half of 2014. See also <a href="#">Sustainable supply chain management</a>	
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ASPECT: NON-DISCRIMINATION

HR4	Total number of incidents of discrimination and actions taken	No incidents of discrimination occurred at DNA in 2013.	
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ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING

HR5	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk	DNA has not identified any business divisions where the right to exercise freedom of association and collective bargaining may be at risk. DNA respects employees' right to freedom of association and union representation in collective agreement negotiations.	
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ASPECT: CHILD LABOUR

HR6	Operations identified as bearing a significant risk of use of child labour, and actions taken	Not reported in 2013.	
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ASPECT: FORCED AND COMPULSORY LABOUR

HR7	Operations identified as bearing a significant risk of use of forced or compulsory labour, and actions taken	Not reported in 2013.	
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ASPECT: SECURITY PRACTICES

HR8	Percentage of security personnel trained in the organisation's policies or procedures concerning aspects of human rights that are relevant to operations	Not reported in 2013.	
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ASPECT: INDIGENOUS RIGHTS

HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	Not reported in 2013.	
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Society

Social Management Approach	<u>Changing society</u>	
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Society Performance Indicators

ASPECT: COMMUNITY

SO1	Programmes that assess and manage the impacts of operations on communities	Not reported in 2013.	
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ASPECT: CORRUPTION

SO2	Percentage and total number of business units analysed for risks related to corruption	Not reported in 2013.	
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SO3	Percentage of employees trained in organisation's anti-corruption policies and procedures	DNA's corporate responsibility specialist has trained DNA personnel in DNA Group's anti-corruption policies and procedures. The Group's ethical principles have been implemented in practice throughout the organisation, including guidelines related to corruption. See <u>Sustainable supply chain management</u>	
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SO4	Actions taken in response to incidents of corruption	There were no incidents of corruption at DNA in 2013.	
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ASPECT: PUBLIC POLICY

SO5	Participation in public policy development and lobbying	DNA is an active participant in the development of the Finnish information society by stating its opinions on proposed legislation with an impact on DNA's operations. The company has prepared instructions for employees on how to interact with administrative public bodies. DNA's legal department maintains a list of the company's representatives on public working groups.	
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SO6	Total value of financial and in-kind contributions to political parties, politicians and related institutions by country	DNA Group does not support any political parties, politicians or similar institutions. According to this policy, DNA did not provide any financial and in-kind contributions to such parties in 2013.	
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ASPECT: ANTI-COMPETITIVE BEHAVIOUR

SO7	Total number of legal actions for anti-competitive behaviour, anti-trust and monopoly practices	DNA Ltd operates according to competitive regulations. During the reporting period, neither the Group nor any of its wholly-owned subsidiaries were subject to legal actions for anti-competitive behaviour, anti-trust or monopoly practices.	
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ASPECT: COMPLIANCE

SO8	Monetary value of fines and total number of non-monetary sanctions for non-compliance with laws and regulations	DNA has not been subject to any such fines or non-monetary sanctions.	
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## Product Responsibility

Product responsibility Management Approach	Not reported in 2013.	
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## Product Responsibility Performance Indicators

## ASPECT: CUSTOMER HEALTH AND SAFETY

PR1	Life cycle stages in which health and safety impacts of products and services are assessed	Not reported in 2013.	
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PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcome	Not reported in 2013.	
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## ASPECT: PRODUCT AND SERVICE LABELLING

PR3	Type of products and service information required by procedures, and percentage of products subject to such information requirements	Not reported in 2013.	
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PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcome	Not reported in 2013.	
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PR5	Practices related to customer satisfaction and results of surveys measuring customer satisfaction	EPSI Rating results, see <a href="#">Profitability and competitiveness</a>	
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## ASPECT: MARKETING COMMUNICATIONS

PR6	Programmes for adherence to laws, standards and voluntary codes for marketing communications (including advertising and sponsorship)	As part of its operating principles, DNA Ltd adheres to laws related to marketing communications. When designing marketing communications, DNA Ltd takes account of the Consolidated ICC Code of Advertising and Marketing Communication Practice as well as other instructions applied on the Finnish market, such as the 'fair play' rules of the Finnish Direct Marketing Association. DNA Ltd marketing and legal departments work in cooperation to ensure the accuracy of marketing communications.	
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PR7	Incidents of non-compliance with regulations and voluntary codes concerning marketing communications	The Finnish Market Court issued two ruling against DNA's marketing in 2013, but did not order the payment of the conditional fines.	
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## ASPECT: CUSTOMER PRIVACY

PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	Not reported in 2013.	
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## ASPECT: COMPLIANCE

PR9	Monetary value of significant fines for non-compliance with regulations concerning the provision and use of products and services	DNA has not been ordered to pay any major fines for non-compliance with laws and regulations concerning the provision and use of products and services in 2013.	
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