interim report

January-March 2010

DNA posted excellent results for Q1

KEY FIGURES

EUR million	1-3/2010	1-3/2009	1-12/2009
Net sales	161	159	652
EBITDA	47	29	167
EBITDA, per cent	29.2	18.0	25.6
EBITDA excluding nonrecurring items	47	43	179
EBITDA, per cent excluding nonrecurring items	29.2	26.9	27.5
EBIT	20	3	-44
EBIT, per cent	12.4	1.7	-6.7
Profit before taxes	18	0	-43
Profit for the financial period	13	0	-57
Capital expenditure	8	19	88
Cash flow from operations	36	23	126

EUR million	31.3.2010	31.3.2009	31.12.2009
Net debt	119	203	147
Net debt/EBITDA	0.63	1.78	0.88
Gearing, per cent	29.5	39.7	34.5
Equity ratio, per cent	53.9	56.1	55.3
Personnel at end of period	819	962	818

Figures are unaudited.

summary

SUMMARY OF THE FIRST QUARTER

- DNA's net sales amounted to EUR 161 million (1–3/2009: EUR 159 million), a 2 per cent increase year-on-year.
- EBITDA for January to March amounted to EUR 47 million, accounting for 29.2 per cent of net sales (1–3/2009: 29 million, 18.0 per cent).
- EBIT amounted to EUR 20 million, accounting for 12 per cent of net sales (1–3/2009: EUR 3 million, 1.7 per cent).
- Profit before taxes was EUR 18 million (1–3/2009: 0 million).
- The DNA mobile communication subscription base (including mobile broadband) grew in Q1 by 44,000 subscriptions, reaching 1,991,000 in total (3/2009: 1,745,000; 12/2009: 1,947,000).
- Revenue per user for mobile communications amounted to EUR 21.1 (1–3/2009: 22.8; 10–12/2009: 21.9).
- The subscription turnover rate (churn) was 20.4 per cent (1-3/2009: 16.9; 10-12/2009: 14.8).
- At the end of March, DNA's fixed-line network had 638,000 telephone, broadband and cable TV subscriptions (3/2009: 677,000; 12/2009: 647,000).

Riitta Tiuraniemi, President and CEO:

"Our profitability and result rose to excellent levels. The efficiency-boosting measures of past years have begun to show results."

We are very satisfied with the development of DNA's profitability during the first quarter of 2010. Our EBITDA rose to close to nearly 30 per cent and the result to 12 per cent. These excellent levels are based on the increase in mobile communication customers and the efficiency improvements carried out in 2009. Compared with the equivalent period last year, DNA has 246,000 additional mobile subscriptions, creating a significant net sales and positive cash flow as fixed costs are reduced.

DNA's mobile communication subscription base grew by 44,000 subscriptions from January to March, reaching 1,991,000 in total. Compared with previous quarters, growth was moderate. Unlike our competitors, we have not engaged in aggressive price competition. Instead, we focus on enhancing our profitability and building long-lasting customer satisfaction. We achieved an important milestone after the review period in April, as the total number of mobile communication subscriptions reached two million.

Our objective for the year 2010 is to achieve growth, in particular in the mobile broadband market. We continue to invest in the coverage, capacity and quality of our 3G network. In Q1, we introduced a national mobile broadband product with a maximum speed of 21 Mbps, to provide our customers with a completely new kind of mobile broadband experience. The quickly evolving smartphone market and new and affordable 3G phones are increasing the customer base for mobile broadband, which provides strong growth potential for operators.

In terms of fixed-line broadband, we continue to invest in cable modem products. During 2010, 100 per cent of DNA's cable network customers can access speeds of up to 110 Mbps. We successfully piloted high-definition TV broadcasts in terrestrial TV antenna networks in Q1 and aim to begin commercial HDTV-based TV and network operator services by the end of 2010.

DNA's year-end outlook is cautiously optimistic. The recession seems to be abating and traffic volumes are reaching slightly higher levels than previously predicted.

In picture: CEO RIITTA TIURANIEMI

Interim report January–March 2010

ACCOUNTING PRINCIPLES

This interim report has been prepared in accordance with IFRS regulations and measurement principles. However, the report does not fully comply with all requirements of the IAS 34 Interim Financial Reporting standard.

Unless otherwise stated, the comparison figures in brackets refer to the equivalent period in the previous year.

The information presented in this interim report is unaudited.

MARKET SITUATION

Competition in the consumer telecommunications market remained tight. In the mobile communication business, in addition to call time and package deals, competitive discounting and speed offerings for mobile broadband services intensified. Mobile broadband continues to enjoy strong demand. The number of fixed-line broadband subscriptions continued to drop slightly, but customers are actively switching to higher-speed Internet connections too. It is believed that this trend will continue.

General market conditions in the corporate market have remained tight. Due to the recession, use per subscription decreased somewhat for voice services and switches from fixed-network services to mobile services have temporarily decelerated. On the other hand, mobile broadband continues to enjoy strong demand and is still growing.

NET SALES GREW, PROFITABILITY AND RESULT DEVELOPED FAVOURABLY

EUR million	1–3/2010	1–3/2009	1–12/2009
Net sales	161	159	652
EBITDA	47	29	167
EBITDA excluding non-recurring items	47	43	179
EBIT	20	3	–44
EBIT excluding non-recurring items	20		63
Profit before taxes	18	0	–43
Profit for the financial period	13	0	–57

DNA's net sales for January–March amounted to EUR 161 million (159 million), representing 2 per cent growth compared to the equivalent period last year. During the reporting period, 72 per cent (72 per cent) of net sales were generated by consumer business and 28 per cent (28 per cent) by corporate business.

DNA's EBITDA between January–March amounted to EUR 47 million, accounting for 29.2 per cent of net sales. EBITDA improved as a result of increased net sales, greater operational efficiency and implemented cost savings. EBITDA excluding non-recurring items came to EUR 47 million (43 million).

EBIT came to EUR 20 million (3 million). EBIT excluding non-recurring items came to EUR 20 million (17 million).

DNA's profit after taxes in January–March came to EUR 18 million (0 million).

Financial profits and expenses for January–March amounted to EUR -2 million (–3 million). Income tax for the period under review was EUR 4 million (0 million).

MOBILE BROADBAND DROVE THE GROWTH OF CONSUMER BUSINESS

CONSUMER BUSINESS KEY INDICATORS

EUR million	1–3/2010	1–3/2009	1–12/2009
Net sales	117	114	471
EBITDA	30	21	113
EBITDA excluding non-recurring items	30	28	119
EBIT	15	4	21

DNA's consumer business net sales for January–March amounted to EUR 117 million (114 million), representing a 2 per cent increase year-on-year. Growth in net sales resulted from the continuing growth of mobile communication services, and in particular the strong growth of mobile broadband.

EBITDA totalled EUR 30 million (21 million) and EBIT EUR 15 million (4 million). EBITDA and EBIT improved as a result of increased net sales and cost savings achieved.

IMPROVED PROFITABILITY IN CORPORATE BUSINESS

CORPORATE BUSINESS KEY INDICATORS

EUR million	1–3/2010	1–3/2009	1–12/2009
Net sales	44	44	181
EBITDA	17	8	54
EBITDA excluding nonrecurring items	17	15	61
EBIT	5	–2	–65

DNA's corporate business net sales for January–March amounted to EUR 44 million (44 million), the same level as last year. Net sales in mobile services increased and, correspondingly, decreased in fixed network voice services.

EBITDA improved totalling EUR 17 million (8 million) and EBIT rose to EUR 5 million (–2 million). Profitability was improved due to the cost savings achieved.

PERSONNEL

At the end of March, DNA employed 819 (962) people, a year-on-year reduction of 15 per cent. Personnel were allocated as follows: consumer business, 512 people; and corporate business, 307 people.

The average number of employees in January–March was 820.

Personnel at end of period	3/2010	3/2009	12/2009
Consumer business	512	576	511
Corporate business	307	386	307
Total personnel	819	962	818

INVESTMENTS

DNA's capital expenditure for January–March totalled EUR 8 million (19 million). Consumer business investment amounted to EUR 6 million (11 million) and corporate business to EUR 3 million (8 million).

Major individual items include the 3G network investments as well as investments in the fibre and transfer system.

EUR million	1–3/2010	1–3/2009	1–12/2009
Consumer business	6	11	60
Corporate business	3	8	28
Total investments in fixed assets	8	19	88

FINANCIAL POSITION

The Group's financial position and liquidity have improved in Q1 and remain healthy. Cash flow from operations for January–March amounted to EUR 36 million (23 million) and the Group's liquid assets to EUR 37 million (15 million). The Group's interest-bearing liabilities amounted to EUR 156 million (218 million) while undrawn credit limits came to EUR 90 million (75 million). In addition, the company has an undrawn commercial paper programme worth 150 million euros.

EUR million	1–3/2010	1–3/2009	1–12/2009
Cash flow from operations	36	23	126

EVENTS IN Q1

Mobile broadband services launched in cable network in Oulu

Mobile broadband services became available in DNA's cable network in Oulu on 8 February. Speeds on offer vary from 1 Mbps to the top-speed of 110 Mbps.

DNA and Sierra Wireless start cooperation

As of 10 March 2010, DNA is offering its customers even faster access with modern Mokkula modem devices supplied by Sierra Wireless. Sierra Wireless is a long-term telecommunications partner of the largest European operators and this is the first time its modems are available in Finland. The theoretical maximum data rate of the DNA Mokkula USB 309 modem supplied by Sierra Wireless is 21 Mbps, which equals the theoretical maximum speed of DNA's network at the moment.

DNA acquires the Kuopion Energia broadband products

DNA Ltd and Kuopion Energia signed an agreement for the sales of Kuopion Energia's broadband business to DNA on 11 March 2010. The Datarenki and Datasähkö services of Kuopion Energia will be discontinued and customers will be offered a corresponding DNA service.

DNA's 3G network expanded

The 3G network was expanded in over 50 municipalities, in many cases by adding more than one new base station.

Annual General Meeting, 31 March 2010

Convened on 31 March 2010, DNA Ltd's Annual General Meeting agreed to pay a dividend of EUR 4.35 per share, a total of EUR 32,965,435.35, to DNA's shareholders. This decision was made in accordance with the Board of Directors' proposal and on the basis of the financial statements for 2009 as adopted by the Annual General Meeting.

The Annual General Meeting adopted the financial statements and the consolidated financial statements. Members of the Board of Directors and the President and CEO were released from their liabilities for the year 2009. PricewaterhouseCoopers Oy shall continue as the company's auditor.

The Board of Directors was confirmed as comprising six members. Of the current members, the following shall continue their membership of the Board for the period up to the next Annual General Meeting: Risto Siivola, Esa Haavisto, Hannu Isotalo, Jarmo Leino and Anssi Soila.Jukka Ottela, 56, M.Sc. (Econ), Master of Laws and Managing Director of Esan Kirjapaino Oy, was elected a Board member in place of Juha-Pekka Keskiaho, who resigned from the Board. At the constitutive meeting of the Board of Directors held subsequent to the Annual General Meeting, Risto Siivola was elected Chairman.

New incentive plan for the management and key personnel

DNA introduced a long-term incentive plan for its management and other key personnel in March 2010.

Rights issue for the management

A rights issue was targeted at the management as part of their incentive scheme. During the reporting period, a total of 2,500 new shares were subscribed at a per-share subscription price of EUR 97.

SIGNIFICANT LITIGATION MATTERS

Significant litigation matters remained unchanged during the reporting period.

SIGNIFICANT RISKS AND UNCERTAINTIES

DNA operates in the Finnish telecommunications market, which has a limited number of users and is characterised by tough competition and a high degree of penetration.

Net sales in the telecommunications market are not growing, but may experience a slight drop, impacting negatively on DNA's business operations. A reduction in the telecommunications market has been observed in fixed-line network telephone traffic in particular. Profitable growth continues to face challenges in the Finnish market.

If the economic recovery is delayed, it may affect the demand for DNA's products and services. On the other hand, customers' increased price awareness may provide opportunities for operators who can offer competitive pricing.

Rapid technological development of the industry may have an effect on DNA's operations.

The Finnish telecommunications market is heavily regulated. Regulation and particularly the authorities' ability to influence the price level and cost structure of DNA's products and services may also have an impact on DNA's business.

In order to manage the interest rate risk, a notable part of the loans taken by the Group have been hedged. The Group's borrowings have been spread between fixed- and variable-rate instruments. DNA Group's foreign interest risk is not significant, as the majority of its cash flow is euro denominated.
To manage liquidity risk, the company has committed credit agreements in addition to liquid assets as well as continuous cash flow, which are sufficient for its foreseeable funding requirements. The Group has no significant concentrations of credit risk related to sales receivables due to the large number of customers. With respect to the relevant areas, DNA's operations have been insured against loss and business interruption.

CORPORATE RESPONSIBILITY

In the autumn of 2009, DNA launched a corporate responsibility development project which is based on the Global Reporting Initiative (GRI) reporting model. We will implement the reporting model in stages, selecting those GRI metrics that are appropriate to our business. At a minimum, we aim to achieve GRI level C in 2010.

EVENTS AFTER THE REVIEW PERIOD

DNA applies for a digital UMTS network licence for Åland

In January, the government announced an application process for an operating licence for a digital UMTS network in the province of Åland. DNA applied for a licence on 1 April 2010.

DNA to employ 40 people in Rovaniemi

DNA will establish a service centre employing approximately 40 people in Rovaniemi. The centre will deal with DNA customers' orders and other issues related to subscription agreements, as well as sell DNA services. The centre will commence its operations in mid-May.

PROSPECTS

The general economic uncertainty is expected to persist in Finland and unemployment figures are expected to show slight growth in 2010. In previous recessions, there has been a clear delay in the effect of economic cycles on the telecommunications sector.

Due to this general market development, DNA's total net sales are not expected to show significant growth. DNA's total net sales growth is also hampered by the reduction in mobile network termination charges in December 2009 and the fall in the number of fixed-line voice subscriptions. In Q2/2010, EBIT and EBITDA are forecast to be better than in Q2/2009.

DNA Ltd.
Board of Directors

further information

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Distribution:

Key media

Publication schedule for DNA's financial information:

Interim report January–June	10 August 2010
Interim report January–September	2 November 2010

www.dna.fi

Tables attached to the interim report

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This interim report also takes account of the requirements of the revised IAS 1 standard on presenting changes in a company's equity. The revised IAS 23 standard, which entered into force at the beginning of the financial period, will have an impact on the merging of future business areas.

Comprehensive consolidated income statement for the reporting period

EUR million	1–3/2010	1–3/2009	1–12/2009
NET SALES	161	159	652
Other operating income	1	1	5
Materials and services	–81	–78	–324
Employment benefit expenditure	–12	–22	–63
Depreciation	–27	–26	–116
Goodwill impairment loss	0	0	–95
Other operating expenses	–22	–31	–102
Profit	20	3	–44
Financial income	0	2	4
Profit/loss on financial assets recognised at fair value against profit or loss	0	–4	2
Financial income and expenses	–3	–1	–5
Share of associated company's profits	0	0	0
Profit before taxes	18	0	–43
Income taxes	–4	0	–14
Profit for the financial period	13	0	–57
Other comprehensive income items:			
Financial assets available for sale	0	0	0
Cash flow hedge	0	0	0
Other comprehensive income items, net:	0	–1	0
Total comprehensive income for the reporting period	13	0	–57
Income attributable to:			
Parent company shareholders	13	0	–57
Minority interests	0	0	0
	15	0	–57
Comprehensive income attributable to:			
Parent company shareholders	13	0	–57
Minority interests	0	0	0
	13	0	–57
Earnings per share of the profit attributable to parent company equity holders:			
Basic earnings/share (EUR)	1.76	0.01	–7.46
Average number of shares (1,000):			
-Basic	7,584	7,581	7,580

Consolidated balance sheet

EUR million	31 March 2010	31 March 2009	31 December 2009
Assets			
Long-term assets			
Goodwill	97	192	97
Other intangible assets	59	61	59
Property, plant and equipment	380	410	398
Equity in associates	1	1	1
Financial assets available for sale	0	14	0
Other receivables	8	6	11
Deferred tax assets	30	37	32
Total long-term assets	575	720	597
Short-term assets			
Inventories	7	8	8
Sales receivables and other receivables	135	141	140
Financial assets at fair value through profit or loss	0	32	
Liquid assets	37	15	26
Total short-term assets	179	197	174
Assets total	754	917	772
Shareholders' equity			
Share capital	73	73	73
Issue premium fund	0	0	0
Invested equity fund and other funds	405	406	406
Accrued profits	–73	3	–54
Equity attributable to equity holders of the parent company	404	481	425
Minority interest	0	0	0
Shareholders' equity	404	481	425
Long-term liabilities			
Deferred tax	53	60	55
Financial liabilities	106	149	123
Provisions	8	15	9
Pension liabilities	0	1	0
Other long-term liabilities	1	2	1
Total long-term liabilities	169	227	189
Short-term liabilities			
Financial liabilities	49	68	50
Provisions	3	5	4
Accounts payable and other liabilities	129	136	104
Total short-term liabilities	181	209	158
Total shareholders' equity and liabilities	754	917	772

Changes in consolidated equity (IFRS)

Changes in consolidated equity 1–3/2009 EUR million	Share capital	Issue premium fund	Current value fund	Hedge instrument fund	Free equity fund	Accrued profits	Equity attributable to equity holders of the parent company	Minority interest	Total share-holders' equity
TOTAL SHAREHOLDER'S EQUITY 1 JANUARY 2009	72	42	0	–1	407	33	553	0	553
Distribution of funds		–42			0	–30	–72	0	–72
Share issue	0				0		0		0
Transfers between items	0	0			0		0	0	0
Comprehensive income for the re-porting period						0	0		0
Financial assets available for sale				0			0		0
Cash flow hedge			0				0		0
Total comprehensive income for the reporting period	0	0	0	0	0	0	0		0
TOTAL SHAREHOLDERS' EQUITY 3/2009	73	0	0	–1	407	3	481	0	481

Changes in consolidated equity 1–3/2009 EUR million	Share capital	Issue premium fund	Current value fund	Hedge instrument fund	Free equity fund	Accrued profits	Equity attributable to equity holders of the parent company	Minority interest	Total share-holders' equity
TOTAL SHAREHOLDER'S EQUITY 1 JANUARY 2010	73	0		–1	407	–54	425	0	425
Distribution of funds						–33	–33	0	–33
Share issue							0		0
Share issue profit							0		0
Transfers between items							0		0
Increase in subsidiary ownership						0	0	0	
Other changes					–1	0	–1	0	–1
Comprehensive income for the re-porting period						13	13		13
Cash flow hedge				0			0		0
Total comprehensive income for the reporting period	0	0	0	0	0	13	13	0	13
TOTAL SHAREHOLDERS' EQUITY 3/2010	73	0	0	–1	406	–73	404	0	404

Consolidated cash flow statement

EUR million	1–3/2010	1–3/2009	1–12/2009
Cash flow from operations			
Profit for the financial period	13	0	–57
Adjustments			
Depreciation and impairment	27	26	211
Change in working capital	–2	–19	–17
Other adjustments	–2	17	–11
Net cash flow from operations	36	23	126
Cash flow from investments			
Investments in tangible and intangible assets	–10	–18	–88
Sales of tangible and intangible assets	0	0	2
Net sales of shares	0	0	14
Other shares	0	–2	–2
	0	0	0
Other investments			
Net cash flow from investments	–9	–20	–73
Cash flow from financing			
Fees received from share issue	0	0	0
Dividend distribution	0	0	–10
Capital refund	0	–42	–42
Withdrawal and repayments of short-term loans, net	0	0	–62
Withdrawal and repayments of long-term loans, net	–17	45	66
Increase/decrease in long-term receivables	0	0	–5
Other	0	0	19
Net cash flow from financing	–17	4	–34
Change in liquid assets	10	7	19
Liquid assets at the beginning of the financial term	26	7	7
Liquid assets at the end of the financial term	37	15	26

Notes to the interim report

ACCOUNTING PRINCIPLES

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1 SEGMENT INFORMATION UNDER IFRS 8

DNA's new internal organisational and management structure is based on a customer-focused operating model, whereby the reporting segments comprise consumer customers and corporate customers.

DNA's consumer business offers consumers diverse telecommunication services, such as voice and data services for communication and information retrieval, and telecommunication services for security and entertainment.

DNA's corporate business offers nationwide, standardised and easy-to-use telecommunication, communication and networking solutions. Our operator services are part of the corporate business.

EUR 1,000 Business segments	Consumer	Corporate	Unallocated	Group total
1 Jan–31 March 2010				
Net sales	116,996	44,417	0	161,413
EBITDA	30,407	16,653	0	47,060
Depreciation	15,404	11,688	0	27,092
Profit	15,004	4,965	0	19,969
Financial items				2,194
Profit before taxes				17,778
Profit for the financial period				13,381
Investments	5,677	2,632	0	8,309
Personnel at end of period	512	307	0	819
1 Jan–31 March 2009				
Net sales	114,322	44,393	88	158,802
EBITDA	20,660	7,960	–89	28,531
Depreciation	16,221	9,686	0	25,907
Profit	4,439	–1,725	–88	2,625
Financial items				–3,020
Profit before taxes				–395
Profit for the financial period				42
Investments	10,917	7,917	0	18,834
Personnel at end of period	576	386	0	962
1 Jan–31 Dec 2009				
Net sales	471,022	181,052	88	652,162
EBITDA	112,992	54,435	–271	167,155
Depreciation	91,924	119,048	–21	210,951
Profit	21,068	–64,614	–250	–43,796
Financial items				1,024
Profit before taxes				–42,772
Profit for the financial period				–56,550
Investments	59,945	27,788	143	87,876
Personnel at end of period	511	307	0	818
Segment assets	425,783	284,601	61,259	771,643

2 INVESTMENTS

EUR 1,000	1–3/2010	1–3/2009	1–12/2009
Capital expenditure			
Intangible assets	2,409	1,335	14,554
Tangible assets	5,900	17,499	72,867
Total	**8,309**	18,834	87,421

3 SHAREHOLDERS' EQUITY

PREMIUM REFUND AND PAYMENT OF DIVIDEND

DNA Ltd's Annual General Meeting of 31 March 2010 approved a payment of dividend (approximately EUR 4.35 per share), totalling EUR 32,965,435.35. The dividend payment took place on 15 April 2010.

TREASURY SHARES

The company has not purchased treasury shares during the reporting period.

Date	Amount	Nominal value, EUR	Performed payment
4 Aug 2009	2,500.00	0.00	287,208.75
Total	**2,500.00**	**0.00**	**287,208.75**

The shares redeemed during the financial period account for 0.03 per cent of the votes.
The redemption of treasury shares did not have any significant effect on the ownership and distribution of votes in the company.

4 NET LIABILITIES

EUR 1,000	31.3.2010	31.3.2009	31.12.2009
Long- and short-term loans	155,538	217,865	172,969
Less short-term investments, cash and bank balances	36,553	14,679	26,304
	118,985	203,186	146,665

5 PROVISIONS

EUR 1,000	Decommissioning costs	Onerous contracts	Restructuring provisions
Provisions 1 January 2010	4,667	4,636	3 710
Increase	0	0	0
Used provisions/discount effect	–64	–765	–974
Provisions 31 March 2010	**4,603**	**3,871**	**2,736**
Provisions 1 January 2009	4,482	704	1,698
Increase		7,792	6,338
Used provisions/discount effect	–110	–167	–364
Provisions 31 March 2009	**4,373**	**8,330**	**7,673**
Provisions 1 January 2009	4,482	704	1,699
Increase		7,712	6,371
Used provisions/discount effect	185	–3,780	–4,360
Provisions 31 December 2009	**4,667**	**4,636**	**3,710**

6 RELATED PARTY TRANSACTIONS

The Group's related parties include associated undertakings and members of the Board of Directors and the management teams, including the CEO and the Deputy CEO.

The following related party transactions were carried out:

EUR 1,000	Sales	Purchases	Receivables	Liabilities
3/2010				
Organisations exercising significant influence	14	764	5	0
Associated undertakings	0	52	0	0
Other related parties	0	33	0	0
3/2009				
Organisations exercising significant influence	34	668	5	2,397
Associated undertakings	0	27	0	324
Other related parties	0	7	0	0
12/2009				
Organisations exercising significant influence	53	3,671	0	0
Associated undertakings	0	290	0	9
Other related parties	0	42	0	0

NEW INCENTIVE SCHEME FOR THE MANAGEMENT AND OTHER KEY PERSONNEL

As proposed by the Board of Directors, the Annual General Meeting decided that a long-term incentive scheme for the management and other key personnel be introduced in March 2010. If the option rights holder's employment with a Group company ends, his or her option rights will immediately transfer to the company or its order. A total of 100,000 option rights will be issued, of which at most 51,000 option rights will be marked with 2010A and 49,000 option rights will be marked with 2010B. The share subscription period for option rights 2010A begins on 2 January 2013 and ends on 30 April 2015 and for option rights 2010B it begins on 2 January 2014 and ends on 30 April 2016. Since one option right entitles the holder to subscribe to one new share or treasury share held by the company, all of the option rights awarded entitle to the subscription of a maximum of 100,000 shares of the company. The per-share subscription price for option rights 2010A and 2010B is EUR 97.00, which is the estimated fair value of the share on 17 December 2009. Should the company distribute dividends or funds from its free equity fund, the subscription price applied to the option rights will be decreased in line with the amount of dividends decided or free equity funds distributed after 17 December 2009 and prior to the share subscription period, on the matching day of each dividend payment or capital refund. The subscription price will be recorded in the company's non-restricted capital reserve.

RIGHTS ISSUE FOR THE MANAGEMENT

A rights issue was targeted at the management as part of their incentive scheme. During the reporting period, a total of 2,500 new shares were subscribed at a per-share subscription price of EUR 97. Riitta Tiuraniemi subscribed to 180 shares and other members of the company's management subscribed to 2,320 shares. The new shares issued did not have a nominal value.

Key figures

	1–3/2010	1–3/2009	1–12/2009
Equity per share	53	67	56
Interest-bearing net liabilities	119	203	147
Gearing, per cent	29.5	39.7	34.5
Equity ratio, per cent	53.9	56.1	55.3
Net debt/EBITDA	0.63	1.78	0.88
Return on investment (ROI), per cent	13.8	2.6	–6.1
Return on equity (ROE), per cent	12.9	0.0	–11.6
Gross investments*, EUR million	8	19	88
Gross investment, per cent of net sales	5.1	11.9	13.5
Personnel at end of period	819	962	818

* incl. financial leasing-based investments

Key operative indicators

Mobile communication network subscription volumes:

Number of	3/2010	3/2009	12/2009
No. of subscriptions (incl. mobile broadband)	1,991,000	1,745,000	1,947,000
DNA's own customers	1,888,000	1,640,000	1,846,000

	1–3/2010	1–3/2009	1–12/2009
Revenue per subscription (ARPU), EUR	21.1	22.8	22.4
Customer churn rate (CHURN), %	20.4	16.9	16.2

Fixed network subscription volumes:

Number of	3/2010	3/2009	12/2009
Broadband subscriptions	178,000	190,000	180,000
Cable TV	271,000	265,000	270,000
Telephone subscriptions	189,000	222,000	197,000

Calculation of key figures

$$\text{Equity per share (EUR)} = \frac{\text{Equity attributable to equity holders of the parent company}}{\text{Number of outstanding shares at end of period}}$$

$$\text{Interest-bearing net liabilities (EUR)} = \text{Interest-bearing liabilities – liquid assets}$$

$$\text{Gearing, per cent} = \frac{\text{Interest-bearing liabilities – liquid assets}}{\text{Total shareholders' equity}} \times 100$$

$$\text{Equity ratio, per cent} = \frac{\text{Shareholders' equity}}{\text{Balance sheet total – advance payments received}} \times 100$$

$$\text{EBITDA (EUR)} = \text{Profit + depreciation and amortisation}$$

$$\text{Return on investment (ROI), per cent} = \frac{\text{Profit before taxes + interest and other financing expenditure}}{\text{Balance sheet total – non-interest bearing liabilities (annual average)}} \times 100$$

$$\text{Return on equity (ROE), per cent} = \frac{\text{Profit for the financial period}}{\text{Total shareholders' equity (annual average)}} \times 100$$

$$\text{Interest-bearing net debt} = \text{Interest-bearing liabilities – money-market investments – liquid assets}$$

$$\text{Interest-bearing net debt/EBITDA (*} = \frac{\text{Interest-bearing net debt}}{\text{EBIT + depreciation + amortisation}}$$

(*12-month adjusted EBITDA