

A photograph of two young women with long blonde hair sitting at a wooden dining table in a kitchen. The woman on the left is wearing a pink hoodie and has her hair in a bun. The woman on the right is wearing a striped shirt and a denim vest. They are both smiling and looking at a smartphone held by the woman on the left. On the table are two glasses of orange juice and two plates with food. In the background, there is a kitchen counter with various items like a teapot, a juicer, and a framed picture on the wall.

# **DNA Plc**

## **Stronger, bolder and more straightforward**

DNA Investor presentation  
April 2018

# Forward looking statement

This presentation contains, or may be deemed to contain, statements that are not historical facts but forward-looking statements. Such forward-looking statements are based on the current plans, estimates and expectations of DNA's management based on information available to it on the date of this presentation. By their nature, forward-looking statements involve risks and uncertainties, because they relate to events and depend on circumstances that may or may not occur in the future. Future results of DNA may vary from the results expressed in, or implied by, the forward-looking statements, possibly to a material degree. DNA undertakes no obligation to update this presentation after the date hereof.

## DNA in brief

### Business review

#### Q4 & January-December 2017 highlights:

- ✓ Highlights of the fourth quarter of 2017
- ✓ Key operational KPIs and development of subscription base
- ✓ DNA's strategic targets and market outlook for 2018

### Financial review

- ✓ Key figures' development
- ✓ Financial targets and dividend policy

### Appendices







**DNA in brief**

# DNA is one of the leading Finnish telecommunications groups

- Cost-efficiency
- Streamlined
- Agile
- Innovative

## OUR VALUES

### FAST

DNA's customers receive quick and helpful service

### STRAIGHTFORWARD

DNA's approach is clear and responsible

### BOLD

We are direct, open-minded and ready for change

## 3.9 million

Mobile communications and fixed network customer subscriptions

## EUR 886 million

Net sales in 2017

## 1,601

At the end of 2017, there were **1,601 employees** working with DNA

## Customer

is in the center of DNA's strategy

## TV

Finland's largest cable operator and the leading pay TV provider

## EUR 124 million

Operating result in 2017

## 64

Finland's most extensive retailer of mobile phones, other mobile devices and mobile subscriptions

## Strong employee satisfaction

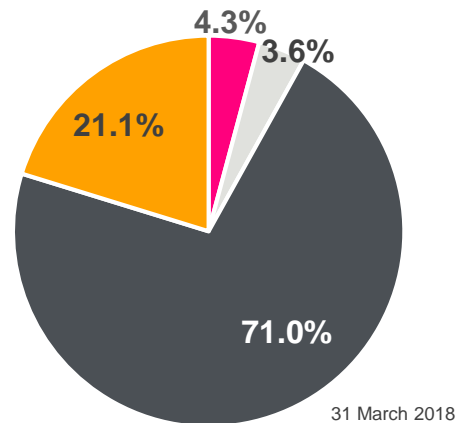
The personnel's satisfaction with DNA as an employer is at a record-breaking high level

## DNA's had an excellent first year as a listed company

- Trading in the DNA share began on the Nasdaq Helsinki Stock Exchange on 30 November 2016
- DNA has today in total more than 13,600 shareholders
- Market cap is EUR ~2.4 billion (23 April 2018)

Largest shareholders, 31 March 2018	% of shares
Finda Telecoms Oy	33.4
PHP Holding Oy	25.8
Ilmarinen Mutual Pension Insurance Co.	3.4
Elo Pension Company	1.7
Lohjan Puhelin Oy	1.7
Viria Oy	1.5
Mandatum Life Insurance Co	0.9
The State Pension Fund	0.9

## Ownership structure

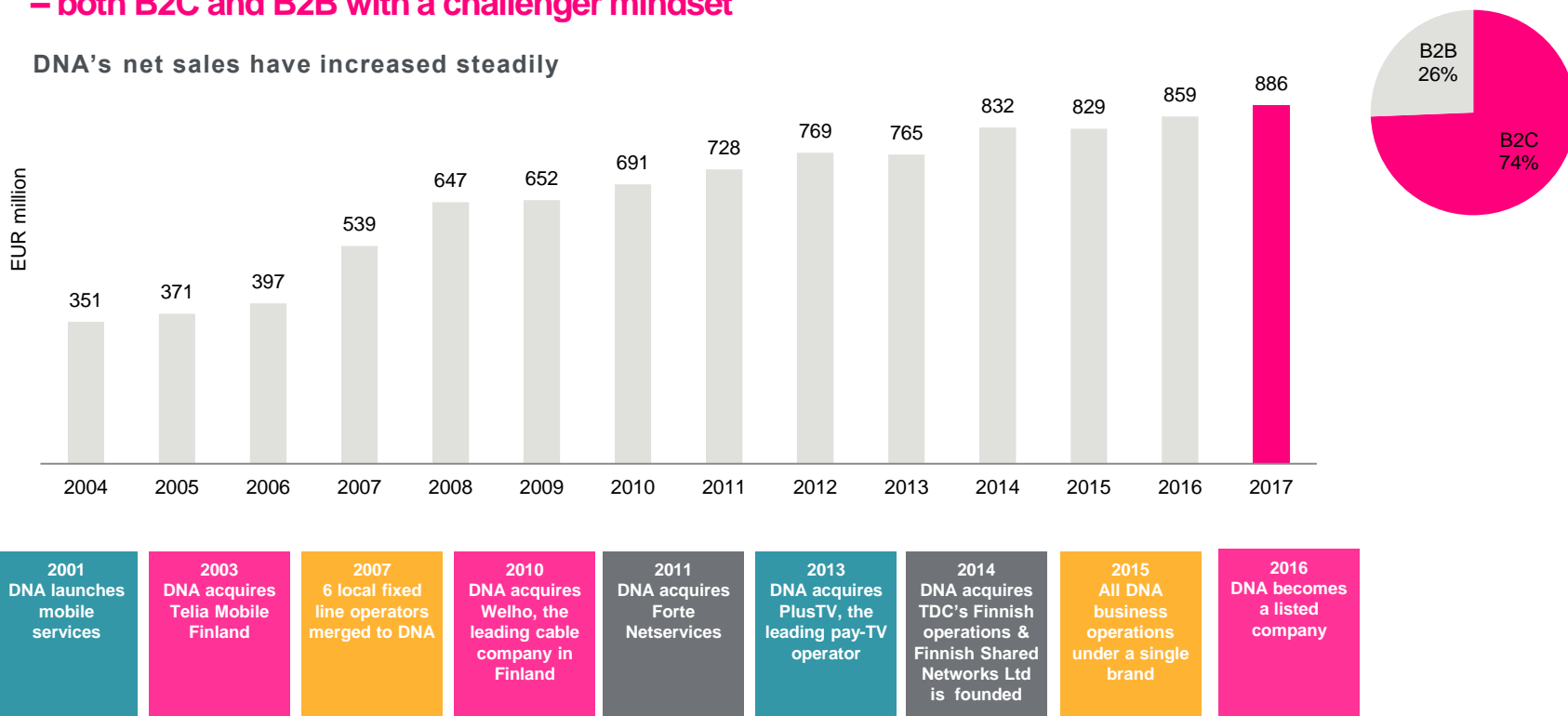


- Households
- Financial and insurance institutions
- Other Finnish institutions
- Nominee registered and non-Finnish holders

# Long-standing growth in net sales with highly successful track record in acquisition's integration

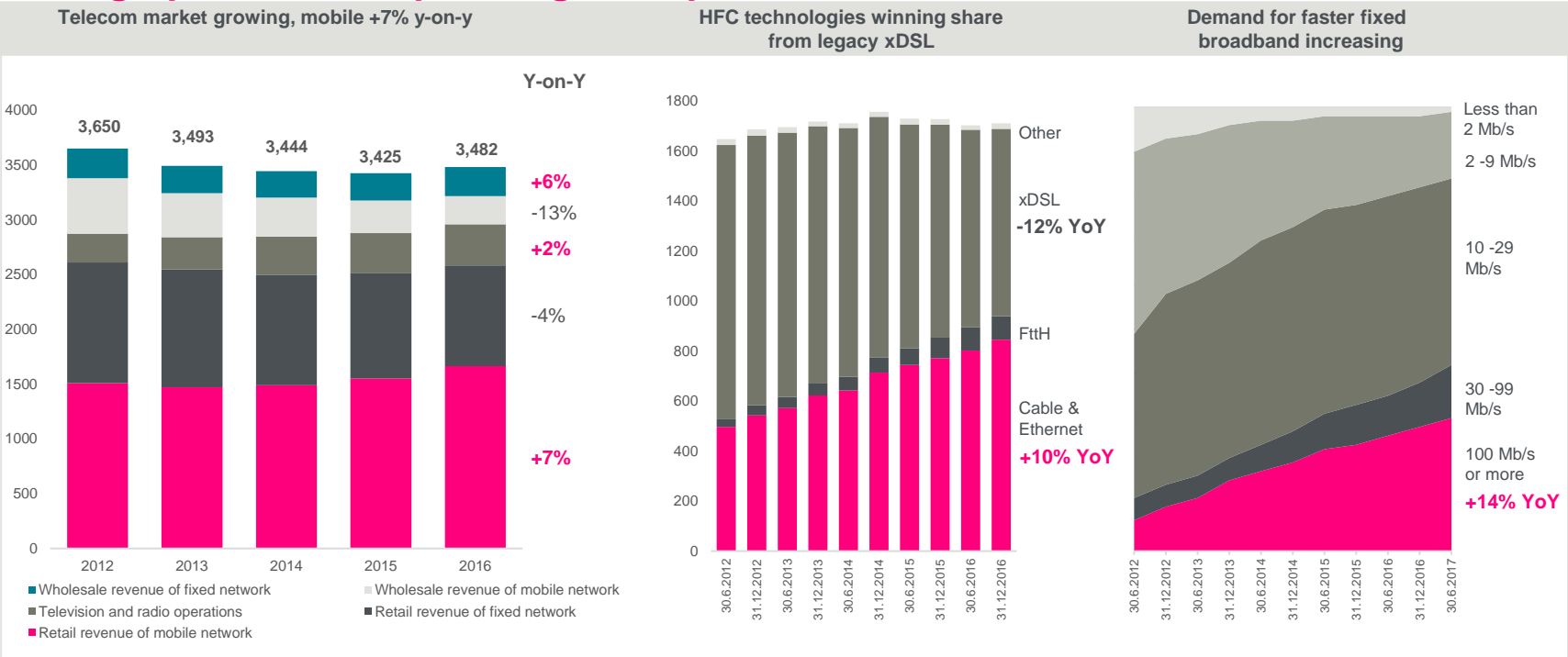
– both B2C and B2B with a challenger mindset

DNA's net sales have increased steadily



# Finnish telecom market development

## – High potential to upsell highest speed connections



Source: Ficora  
 FttH: Fiber to the home (optical fiber technology)  
 HFC: Hybrid fixed-coaxial network (Cable network based on optical fiber)  
 xDSL: Includes technological solutions ADSL and VDSL (offers digital information transfer through copper wire)

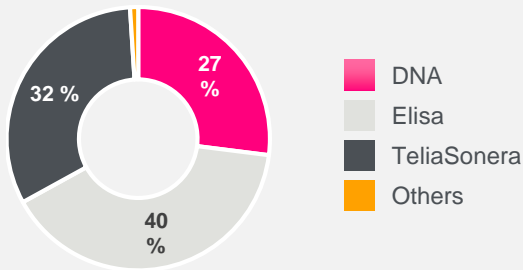


# Strong foothold in the growth markets

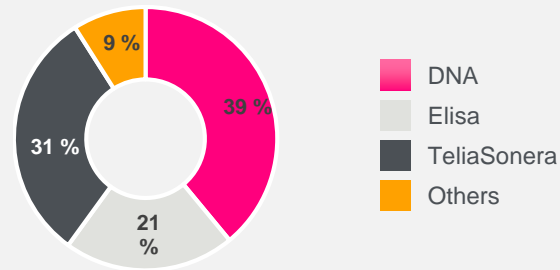
– DNA's market shares increased in mobile communications and fixed broadband in 2016

Growth markets

Mobile communications (voice and broadband)

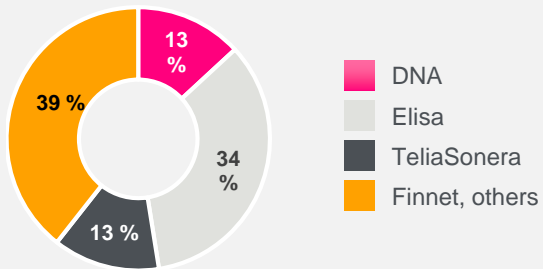


Cable TV

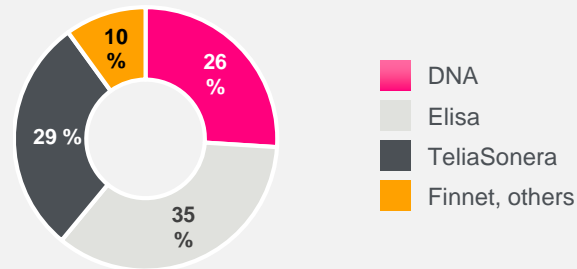


Established markets

Fixed voice



Fixed broadband



# DNA's strategy summary

– The cornerstone of DNA's strategy is customer satisfaction

## Main assumptions behind our strategy

1	Growing demand for faster, good quality mobile connections accelerates	2	Seamless, multi-channel customer experience and personal customer relationship - digitalization and physical channels unites	3	The best ecosystems and end-customer solutions globally, gets stronger foothold	4	B2B: Mobile work, digitalization, IoT, and centralized ICT sourcing
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## Our vision and mission

### THE MOST SATISFIED CUSTOMERS

We want to make our customers' lives more inspiring, productive and entertaining. We provide connections, services and devices – in a clear, easy and cost-effective manner.

## Aspired differentiation

Customer experience – especially in essential interaction with DNA  
Attitude – Service minded attitude according to our values

*Positive memory trace  
as a goal – in every  
customer meeting*

## Our values

**Fast – Straightforward – Bold**

## Our strategic goals

1. The most satisfied consumer and corporate customers
2. Industry-leading financial development
3. Faster than average market growth
4. Becoming one of the most desired employers in Finland

# Telecommunications market in transition

The **exponential growth of mobile data** has been an important industry trend in recent years.

The emerging **Industrial internet applications** will further expand the volume of data traffic, providing new kinds of growth opportunities.



## Trend 1

The demand for **faster and better-quality connections** is growing at an increasing pace – mobile broadband traffic volumes are fuelled by the growing number of smart phones and other smart devices.

## Trend 2

Customers lead increasingly **digital lives** and want a seamless experience regardless of the service channel

## Trend 3

The strong growth of the variety of services and smart devices continues – **the best global services will gain a stronger foothold**

## Trend 4

**Mobile working, digitisation and the Internet of Things** will make business more flexible and productive

# We make sustainable business

## Reducing climate impact

We use renewable energy in our direct procurement of electricity. Green electricity has reduced our indirect greenhouse gas emissions by 50% since 2014. One of our climate objective is to improve the energy efficiency of our radio network and reduce emissions from the radio network in proportion to annual data transfer volumes by 80% by 2020 (from the level reported in 2014).

## Record high job satisfaction

DNA's personnel satisfaction improved yet again for a third consecutive year. Based on the Great Place to Work® survey conducted at the end of 2017, DNA was awarded in February 2018 as the second best workplace in Finland in the category of large organisations.

## Active in the society

We are a main partner of the “HundrED – 100 Koulua” initiative. Together with schools and experts, the initiative develops, produces and evaluates 100 innovations for the best education. In addition, we are a long term partner of the SOS Children's Village Association.






# Business Review



# Telecommunications market in transition

For 2018, as required by the IFRS standards, the graphs and tables contain figures reported according to the IFRS 15 and IFRS 9 standards adopted on 1 January 2018 and, as required by IFRS 15, figures adjusted are disclosed as if they were prepared under 2017 revenue guidance. The comparative analysis in the presentation is disclosed as if the figures were prepared under 2017 revenue guidance.

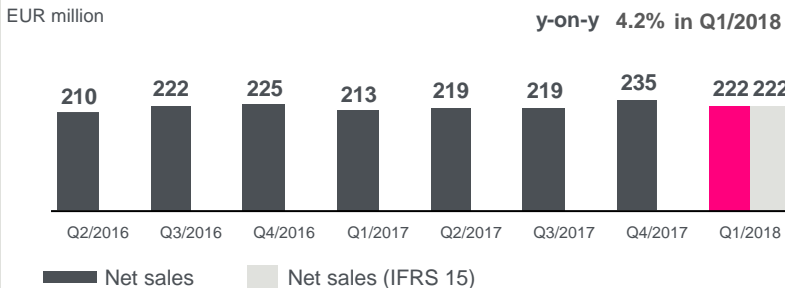
-  **Net sales increased 4.2% and was EUR 222.3 million (213.4)**
  - Mobile device sales was particularly strong and were up 14.0% from the reference period
  - Service revenue\* grew, and the growth came mainly from the improvement in the mobile subscription base and increased share of 4G subscriptions
  
-  **Good development of service revenue improved profitability, EBITDA share of net sales was 32.5%**
  - EBITDA increased 9.6% and was EUR 72.3 million (65.9).
  - The positive development was driven by growth in service revenue and improved operational efficiency
  - The operating result increased 23.3% and was EUR 35.6 million (28.9), percentage of net sales was 16.0% (13.5%).
  
-  **Strong momentum of operational KPI's**
  - Revenue per user for mobile communications (ARPU) increased and amounted to EUR 19.0 (EUR 17.8)
  - The subscription turnover rate (CHURN) decreased from the comparison period and was 18.9% (21.0%), however, it increased slightly from the end of 2017 (Q4/2017: 18.1%)
  - Mobile subscription base grew 2.9% from the reference period and was 2,811,000 (2,732,000) subscriptions
  - Subscription base for fixed network services (fixed broadband, cable tv and fixed voice) increased +18,000 and totalled 1,138,000 subscriptions

\* Service revenue = net sales – (devices sales and interconnection charges)

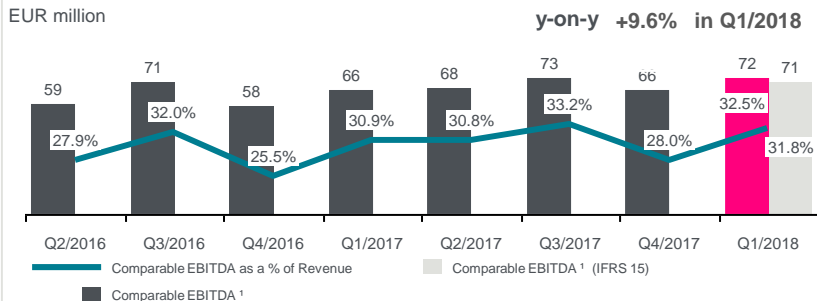


# Q1/2018 – DNA's year 2018 off to a strong start

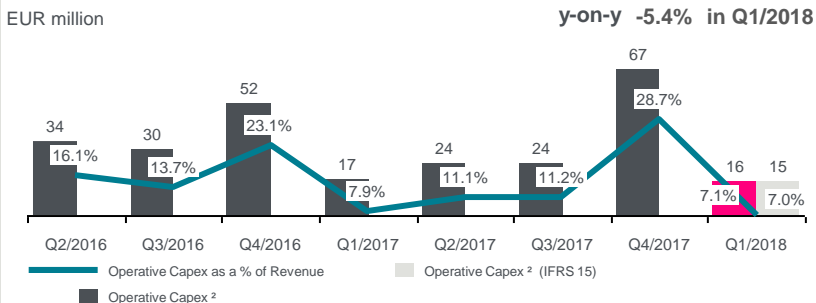
Growth of mobile service revenue (+10.4%) and strong mobile device sales (+14.0%) boosted the first quarters' net sales



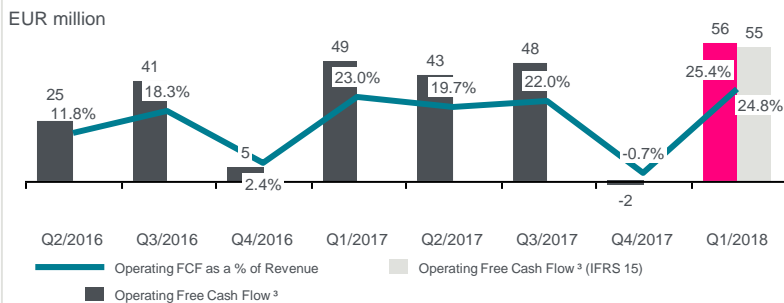
EBITDA<sup>1</sup> margin improved from the reference period and was +32.5%



As typical for the beginning of the year, operative capex<sup>2</sup> remained low, also slightly lower year-on-year



Operating free cash flow<sup>3</sup> was positively impacted by low investments



## Notes

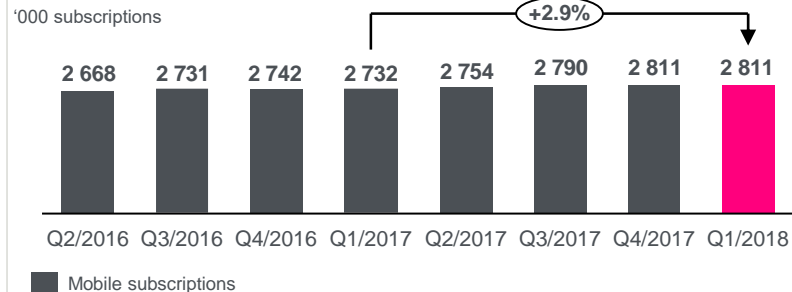
<sup>1)</sup> EBITDA excluding items affecting comparability

<sup>2)</sup> Operative capex excluding spectrum license payments

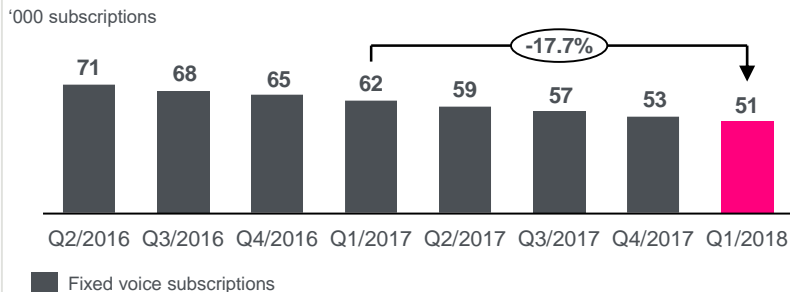
<sup>3)</sup> Operating free cash flow defined as comparable EBITDA minus operative capex

# Both mobile communications network as well as fixed network subscription bases grew

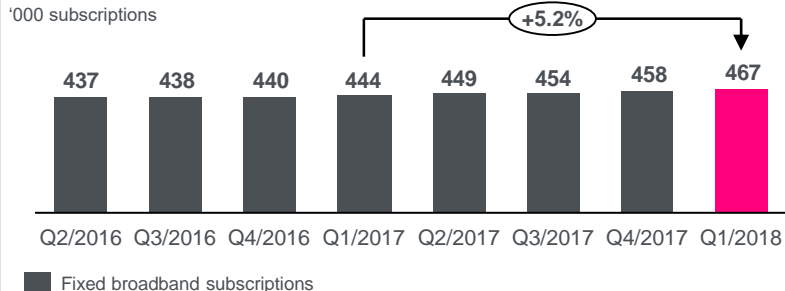
## Mobile communication network subscription volumes up by 79,000 from the reference period



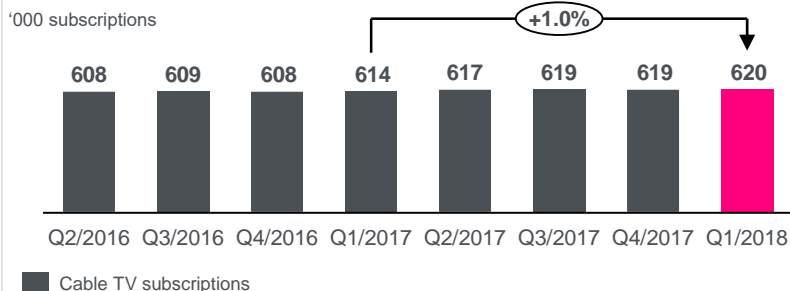
## Our customers kept moving away from using fixed-voice subscriptions



## Our fixed network broadband subscription base increased by 23,000 subscriptions

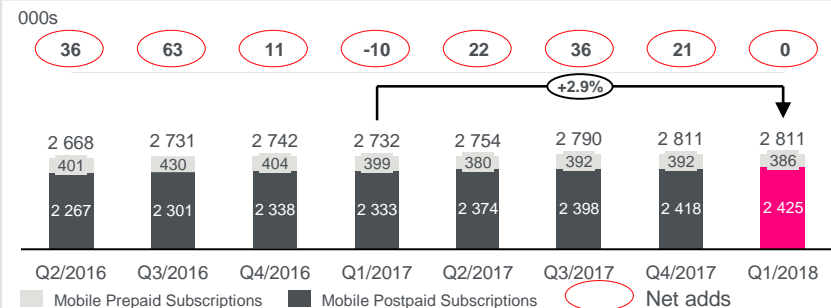


## Cable TV subscriptions increased by 6,000

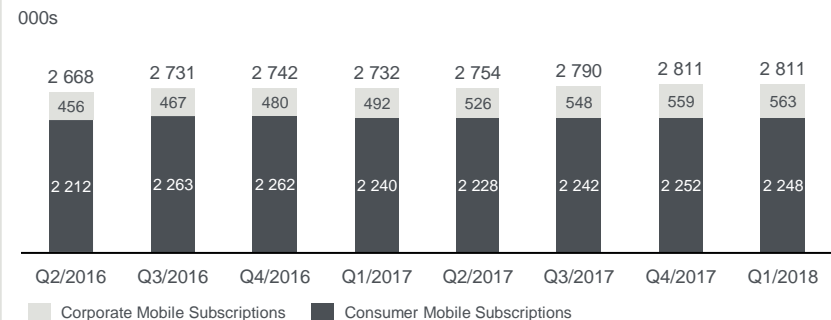


# Subscriptions in DNA's mobile network increased by 79,000 from comparison year

## Our mobile subscription base grew 2.9% year-on-year



## Net growth in Corporate segment's subscription base

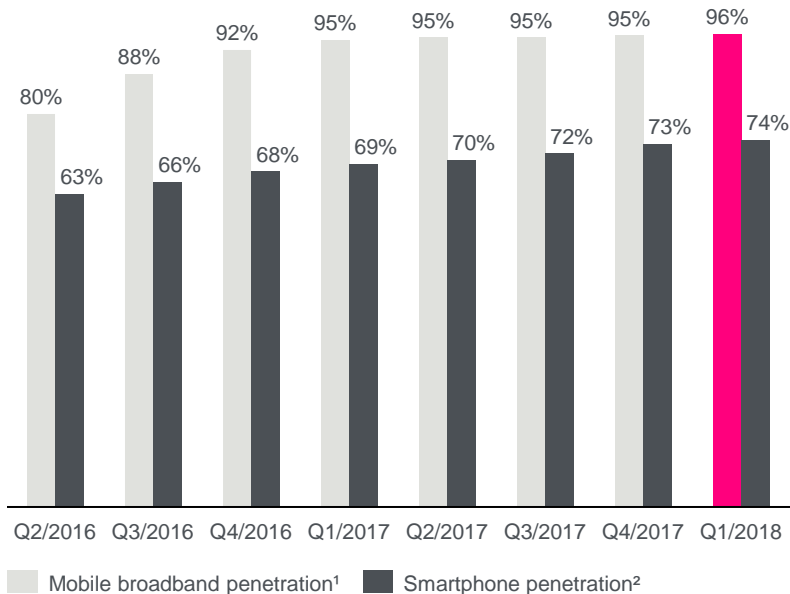


## Key highlights in January-March 2018

- Mobile communication subscription volumes were up 79,000 year-on-year
    - ✓ - 13,000 prepaid mobile subscriptions
    - ✓ + 92,000 postpaid mobile subscriptions
  - or
  - ✓ +8,000 new Consumer Business customer subscriptions
  - ✓ + 71,000 new Corporate Business customer subscriptions
- 
- Mobile subscriptions remained steady compared to the Q4 2017
    - ✓ - 4,000 consumer customer subscriptions
    - ✓ + 4,000 corporate customer subscriptions

# Steady growth of mobile broadband and smartphone penetration

## Mobile broadband and smartphone penetration



### Notes

<sup>1</sup> Share of mobile postpaid and mobile data subscriptions with data services of the total mobile subscription base, excluding M2M (machine to machine), Service operator, Prepaid and Luuri subscriptions.

The calculation method of mobile broadband penetration changed and one subscription type added in Q2/2017

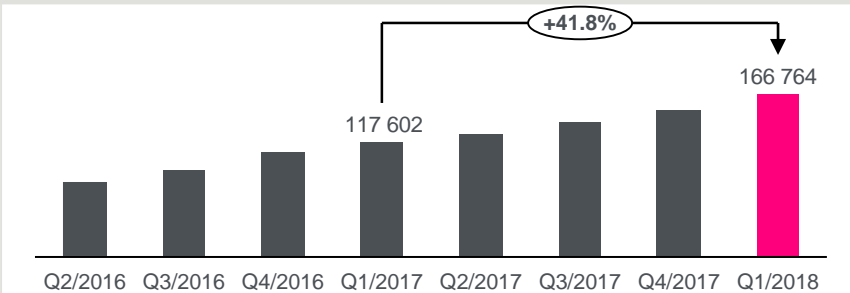
<sup>2</sup> iOS (iPhone)-, Bada-, MeeGo-, Android-, BlackBerry-, Symbian 3^ and Windows phones of the total phone base

## Key highlights in January-March 2018

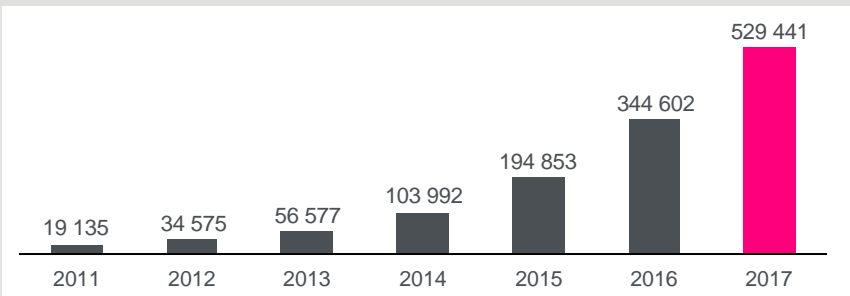
- Smartphone penetration continued to increase and was 74%
- ✓ Practically all phones sold in the market were smart phones and mostly 4G models
- Mobile broadband penetration level was 96%

# 90% of all mobile data usage was transferred in 4G network

Mobile data traffic (GB, '000)



Mobile data traffic (GB, '000)



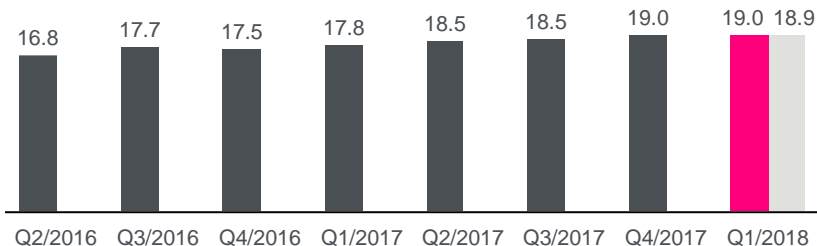
Key highlights January-March 2018

- Mobile data traffic has almost tripled during the past three years
- DNA's 4G mobile data traffic grew more than 52% from the reference period
- DNA's total data traffic volume in the mobile communications network grew by 42%, also data volume per subscription continued to grow
- DNA had the highest average downlink speed in 12 of the 15 cities examined in a survey published by Omnitel in January 2018

# Steady growth of 4G subscriptions drives increase in revenue per user (ARPU) for mobile communications

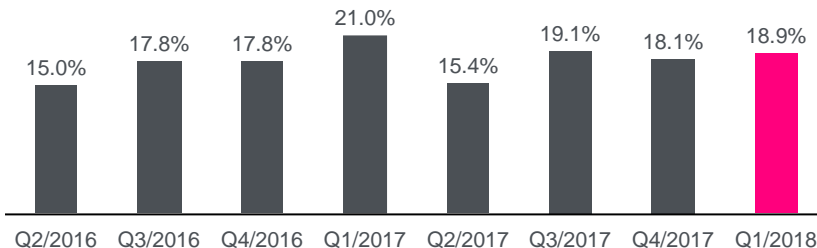
## Mobile postpaid ARPU increased 6,7% year-on-year

EUR



## Mobile communication CHURN (postpaid) was lower than in the reference period, but slightly higher than at the end of 2017

%



## Key highlights in January-March 2018

- Demand of 4G subscriptions continues to grow steadily. Customers are prepared to pay more for faster data connections
  - ✓ 6.7% increase in ARPU from the reference period
  - ✓ 4G subscription base 55.9%<sup>1</sup>
  - ✓ 4G subscription base has increased 7.8 %-points year-on-year (Q1/2017: 48.1%)<sup>1</sup>
  
- In January-March 2018, tight competitive environment impacted DNA's CHURN
  - ✓ CHURN was 18.9% (Q1/2017: 21.0%)
  - ✓ From the end of 2017 CHURN increased, Q4/2017: 18.1%

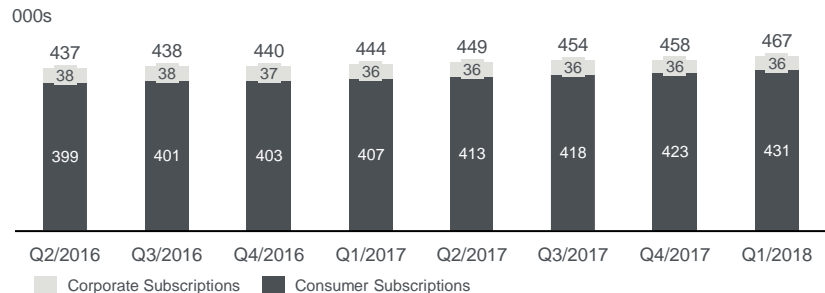
### Notes

<sup>1)</sup> Share of mobile postpaid handset subscriptions in Consumer business  
 ARPU = Average revenue per user  
 CHURN = Subscription turnover rate



# Stable growth in fixed broadband and cable-TV subscription base

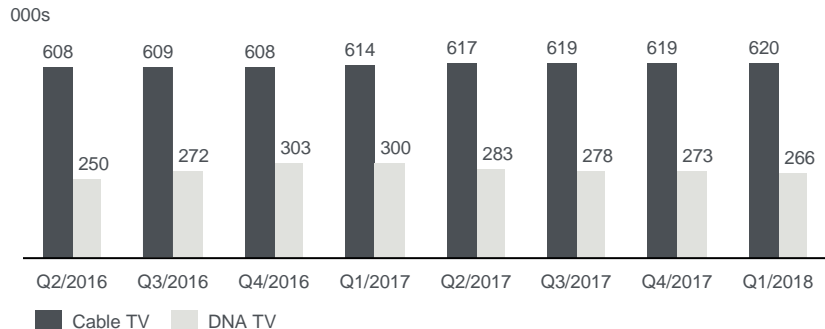
## Fixed broadband subscriptions



## Key highlights in January-March 2018

- Ongoing stable growth of consumer fixed broadband subscriptions, with net +23,000 subscriptions added
  - ✓ Large consumer customer base provides an opportunity to upsell additional DNA services
- Fixed-network broadband customers are anticipated to continue to switch to housing association broadband subscriptions and faster speeds

## Steady increase in cable TV subscriptions



## Key highlights in January-March 2018

- Stable cable-TV subscription base, with net +6,000 subscriptions added
- The use of streaming and on-demand video services continued to grow, while traditional TV viewing minutes decreased slightly
- DNA TV subscriptions decreased year-on-year due to a reduction in terrestrial TV coverage

# We continue to strengthen the foundation for our competitiveness

Team of top experts



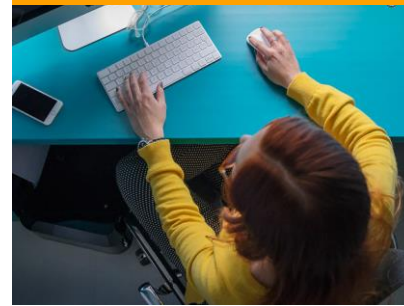
4G, Fibre-Optic and  
cable networks as well  
as service platforms



Modern IT systems and  
analytics



Speed and  
cost-effectiveness



# We are on track to achieve our strategic objectives



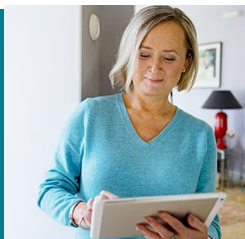
The most  
satisfied  
consumer and  
corporate  
customers

DNA is a great place  
to work: DNA aims to  
be one of the most  
desired employers in  
Finland



Industry-leading  
financial  
development

Faster than  
average market  
growth



# Market outlook for 2018

The Finnish economy has returned to growth and we expect market for mobile network services to grow in 2018. Competition is expected to remain intense.

Mobile data use will continue to grow as users increase their use of digital services and OTT video services.

Use of mobile devices that have a constant network connection and IP-based communication solutions is increasing strongly among both business and private users.

The SMS and voice revenue in the mobile communication network is forecasted to decrease somewhat.

In the consumer market, demand for broadband and entertainment services in particular is expected to increase.

The market for fixed-network voice services is expected to continue to decline.

The demand for Industrial Internet solutions, and subsequently for M2M subscriptions is expected to grow.

Growing use of cloud and entertainment services increases the demand for high-speed and high-performance networks.

# Financial review



# Positive development in all financial KPI's

EUR, millions	Q1/2018*	Q1/2018 adjusted	Q1/2017	Change %	1-12/2017
Net sales	222,3	222,3	213,4	4,2 %	886,1
EBITDA	70,7	72,3	65,9	9,6 %	271,8
Comparable EBITDA	70,7	72,3	65,9	9,6 %	271,8
% of Net Sales	31,8%	32,5%	30,9%		30,7%
Comparable Operating Result	35,2	35,6	28,9	23,3 %	126,6
% of Net Sales	15,8%	16,0%	13,5%		14,3%
Net Result	24,4	24,7	21,2	16,6 %	93,1
% of Net Sales	11,0%	11,1%	9,9%		10,5%
Operative Capex	15,5	15,9	16,8	-5,4%	132,9
% of Net Sales	7,0%	7,1%	7,9%		15,0%
Operating FCF <sup>1</sup>	55,2	56,4	49,2	14,7%	138,9
Net Debt	304,0	304,0	314,3		304,3
Net Debt / EBITDA	1,08	1,05	1,19		1,12

## Notes

<sup>1)</sup> Operating free cash flow defined as comparable EBITDA minus operative capex.  
Figures adjusted are disclosed as if they were prepared under 2017 revenue guidance, excluding the impact of IFRS 15 standard adopted on 1 January 2018.

\*Including IFRS 15

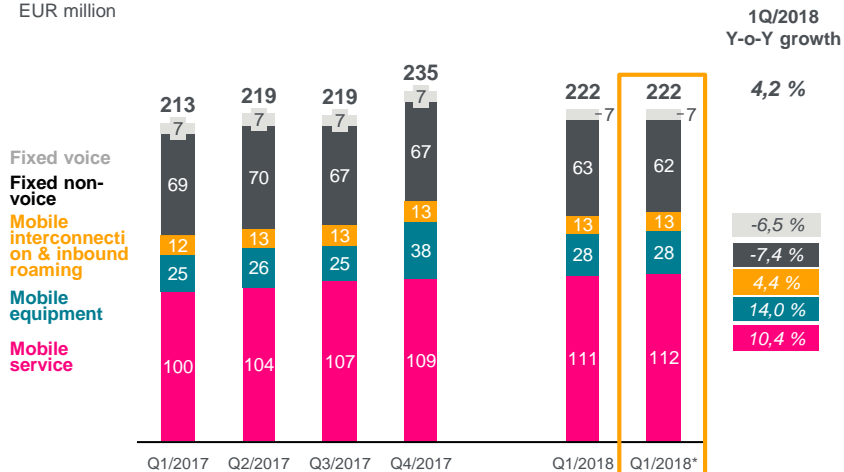




# Record-high Mobile service revenue

Net sales for the quarter were supported by strong growth in mobile equipment sales and mobile services

EUR million



\*Including IFRS 15

## Key highlights in January-March 2018

- Mobile service revenue was on a record-high level and grew 10.4% from the reference period
  - ✓ Average revenue per user (ARPU) grew 6.7% and was EUR 19.0
- Mobile equipment sales were on a good level and increased by 14.0%
- Revenue from fixed voice continued to decline as expected
- Mobile interconnection & inbound roaming was at the same level as in the reference period
- In 2017, comparison of fixed non-voice revenue was negatively impacted by a decline in the coverage of pay TV in terrestrial network during the second quarter

# Profitability was boosted by increased service revenue and improved operational efficiency

## Consumer business in Q1

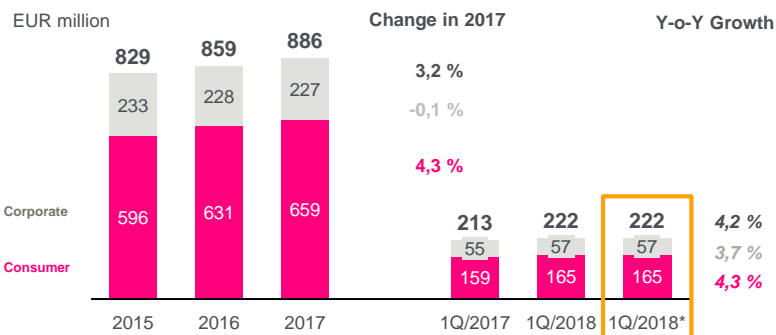
Net sales EUR 165.4 million (+4.3%)

- + Net sales were driven by the growth in service revenue and good mobile device sales
- + Revenue per user (ARPU)<sup>1</sup> increased +8.4% and was EUR 20.5

EBITDA EUR 55.2 million (+8.8%)

- + The increase was fuelled by the positive development of service revenue and improved operational efficiency

### Net sales, EUR million



Notes  
<sup>1)</sup> ARPU = Average revenue per user

\*Including IFRS 15

## Corporate business in Q1

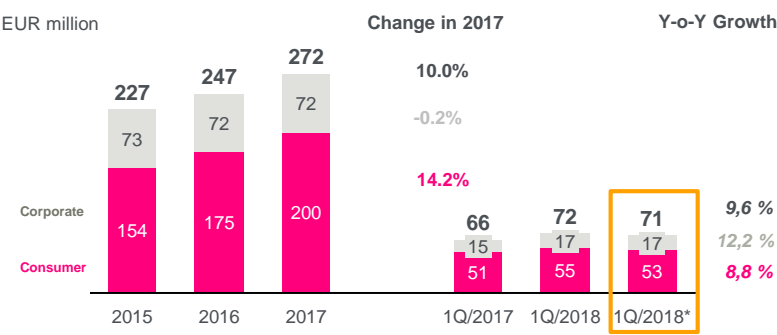
Net sales EUR 56.9 million (+3.7%)

- + Net sales were driven by the growth in service revenue
- + Corporate customers' mobile ARPU remained steady and was EUR 13.7

EBITDA EUR 17.1 million (+12.2%)

- + Increase in service revenue and improved operational efficiency
- + Growth in the customer base

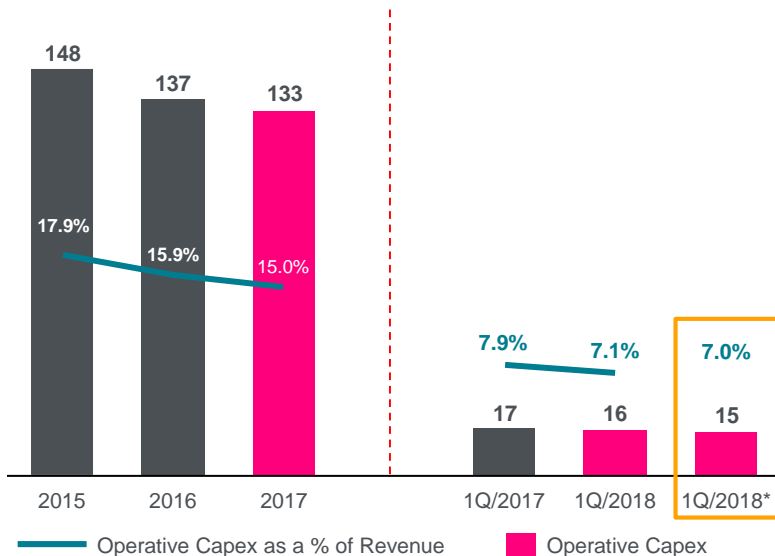
### Comparable EBITDA, EUR million



# Operative CAPEX decreased slightly year-on-year

Typical for the first quarter, our operative capex<sup>1</sup> remained low

EUR million



Key highlights in January-March 2018

- Operative capital expenditure decreased 5.4% from the reference period and was EUR 15.9 million (16.8), or 7.1% of net sales (7.9%).
  - ✓ operative Capex in 2018 is expected to remain at a similar level than in 2017

## Key investments in the first quarter of 2018

- Major individual items included in capital expenditure in the review period are 4G network capacity expansion, fibre optics networks and transmission systems
- Payment for 700 MHz spectrum were EUR 4.4 million

### Notes

<sup>1)</sup> Operative capex excluding spectrum license payments

\*Including IFRS 15

# Operating free cash flow at a good level

Cash flow summary					
EUR million	2015	2016	2017	1-3/2018	1-3/2018*
<b>Comparable EBITDA</b>	<b>227</b>	<b>247</b>	<b>272</b>	<b>72</b>	<b>71</b>
Operative Capex	(148)	(137)	(133)	(16)	(15)
<b>Operating FCF</b>	<b>79</b>	<b>110</b>	<b>139</b>	<b>56</b>	<b>55</b>
<i>Margin %</i>	9.5%	12.8%	15.7%	25.4 %	24.8 %
<i>Cash Conversion %</i>	34.7%	44.6%	51.1%	78.0 %	78.1 %
Interest paid, net	(8)	(9)	(9)	(15)	(15)
Income taxes, paid	2	(5)	(26)	2	2
Adjusted Change in NWC	38	(1)	19	(47)	(46)
Change in Provisions	(9)	(2)	(5)	(0)	(0)
<b>FCFE</b>	<b>101</b>	<b>93</b>	<b>119</b>	<b>(4)</b>	<b>(4)</b>
<i>Margin %</i>	12.2%	10.8%	13.4%	(1.6%)	(1.6%)

\*Including IFRS 15

## Key highlights in January-March 2018

- Operating free cash flow at a good level
  - + High EBITDA
  - + Low operative capex
- Free cash flow to equity was negative
  - Higher paid interest due to release of new bond and partial repurchase of existing notes
  - Growth in working capital due to decrease in trade payables → high investment period in Q4

# Low cost capital structure

Weighted average cost of debt has decreased: 1.48% (Q4/2017: 2.33%)

	Maturity	Nominal Amount € MM	Book Value € MM	Cost of Debt
Unsecured € Bond 1.375% Coupon	Mar-2025	250	241	1.43%
Unsecured € Bond 2.875% Coupon	Mar-2021	60	60	2.93%
Unsecured € Bond 2.625% Coupon	Nov-2018	40	40	2.73%
Bank Loans and Commercial Paper		125	125	0.49%
<b>Total</b>		<b>475</b>	<b>466</b>	<b>1.48%</b>
<b>Cash &amp; Cash Equivalents</b>			<b>-162</b>	
<b>Net Debt</b>			<b>304</b>	
<b>Net Debt/EBITDA<sup>1</sup></b>			<b>1.1x</b>	

In March 2018, DNA got a long-term credit rating

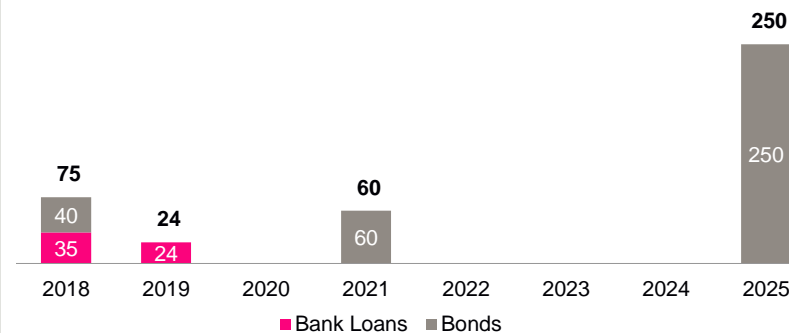
Assigned Rating	BBB (S&P)
Outlook	Stable

**Notes**

<sup>1)</sup> Defined as net debt divided by comparable EBITDA, rolling 12 months.

## Debt maturity schedule, EUR million

EUR 150 million fully undrawn RCF providing additional liquidity and financial flexibility



# Financial objectives and dividend policy <sup>1</sup>

## Financial guidance<sup>2</sup> for 2018 unchanged

- DNA's net sales and comparable operating result in 2018 are expected to remain at the same level as in 2017. The Group's financial position and liquidity are expected to remain at a healthy level

## Mid-term financial targets

- Net sales growth – faster than average market growth
- EBITDA margin of at least 32%
- Operative capital expenditure<sup>3</sup> less than 15% of sales

## Leverage policy

- Net debt/EBITDA less than 2.0x
  - Can be temporarily exceeded in case of potential attractive bolt-on in-market M&A opportunities

## Dividend policy and distributable funds in 2018

- Target dividend payout of 70%-90% of free cash flow to equity
- DNA distributed dividend of EUR 0.46 /share and a capital payment of EUR 0.17 /share, in total EUR 0.63 /share. Also, an extra capital payment of EUR 0.47 /share was paid.
- Total payout EUR 145 million, EUR 1.10 /share, 7.0% payout ratio (as of 31 Dec 2017)

### Notes

<sup>1</sup> DNA's mid-term financial objectives do not incorporate the impact from the adoption of IFRS 15 on 1 January 2018 and IFRS 16 on 1 January 2019.

DNA continues to evaluate the impact of the adoption of these standards and will update its objectives as needed.

<sup>2</sup> DNA's guidance for 2018 is disclosed as it was prepared under 2017 revenue guidance and does not currently incorporate the potential impact from the adoption of IFRS 15 as of 1 January 2018.

<sup>3</sup> Operative capex excluding spectrum license payments



A family of three is sitting on a light-colored sofa in a modern living room. A woman with long brown hair, wearing a white long-sleeved shirt and black pants, is sitting on the left. A young child with blonde hair, wearing a striped shirt, is sitting in the middle, holding a large bowl of popcorn. A man with short brown hair, wearing a red long-sleeved shirt and dark pants, is sitting on the right, holding a tablet computer. The background features a white shelving unit with various decorative items, two large pendant lights, and a window with a view of greenery outside. The overall atmosphere is warm and cozy.

# Thank you!

More information:  
DNA's Investor Relations  
Marja Mäkinen  
+358 44 044 1262,  
[marja.makinen@dna.fi](mailto:marja.makinen@dna.fi)

A photograph of a white ceramic cup of coffee on a saucer, a white portable charger, and a black smartphone connected by a cable, all resting on a light-colored, textured table. The background is a blurred pattern of light and dark shapes.

# Appendices

# KPI Overview

## Mobile KPIs

	2015	2016	2017	1Q/2017	1Q/2018	1Q/2018*
<b>Mobile Revenue (€ MM)</b>	<b>499</b>	<b>539</b>	<b>586</b>	<b>138</b>	<b>152</b>	<b>154</b>
Service	343	375	420	100	111	112
Equipment Sales	92	111	114	25	28	28
Interconnection & Inbound Roaming	64	53	52	12	13	13
<b>Mobile Subscriptions (000s)<sup>1</sup></b>	<b>2 621</b>	<b>2 742</b>	<b>2 811</b>	<b>2 732</b>	<b>2 811</b>	<b>2 811</b>
Postpaid	2 199	2 338	2 418	2 333	2 425	2 425
Prepaid	422	404	392	399	386	386
Consumer	2 183	2 262	2 252	2 240	2 248	2 248
Corporate	438	480	559	492	563	563
<b>ARPU, Mobile Handset Subscriptions (€/month)<sup>2</sup></b>						
Postpaid	17.0	17.1	18.4	17.8	19.0	18.9
Prepaid	4.1	3.8	3.8	3.6	3.8	3.8
Consumer (postpaid)	17.7	18.0	19.6	18.9	20.5	20.4
Corporate (postpaid)	14.6	13.9	13.8	13.8	13.7	13.7
<b>Annualised Mobile Handset Subscriptions Churn (%)</b>						
Postpaid	16.0%	16.1%	18.3 %	21.0%	18.9%	18.9%

### Notes

<sup>1)</sup> Excludes M2M subscriptions

<sup>2)</sup> Includes interconnection revenues

\*Including IFRS 15

## Fixed KPIs

	2015	2016	2017	1Q/2017	1Q/2018	1Q/2018*
<b>Fixed Revenue (€ MM)</b>	<b>330</b>	<b>320</b>	<b>300</b>	<b>76</b>	<b>70</b>	<b>69</b>
Non-Voice Revenues	294	288	273	69	63	62
Voice Revenues	36	32	28	7	7	7
<b>Fixed Broadband Subscriptions (000s)</b>	<b>436</b>	<b>440</b>	<b>458</b>	<b>444</b>	<b>467</b>	<b>467</b>
Consumer	394	403	423	407	431	431
Corporate	42	37	36	36	36	36
<b>Fixed Voice Subscriptions (000s)</b>	<b>78</b>	<b>65</b>	<b>53</b>	<b>62</b>	<b>51</b>	<b>51</b>
Consumer	37	30	25	28	24	24
Corporate	41	35	29	33	26	26
<b>Cable-TV Subscriptions (000s)</b>	<b>606</b>	<b>608</b>	<b>619</b>	<b>614</b>	<b>620</b>	<b>620</b>



# EU roaming as of 15 June 2017

- 90% price cut for data (until 14 June: EUR 62.0 /Gt, **as of 15 June; EUR 4.6 /Gt** (0 vat))
- No price increases in domestic prices for existing customers
- Receiving calls will be completely free
- We have EU roaming products with fast 4G data and a sizeable EU data package of 10GB/month. Within the package, no extra charges are applied for EU data transfer.

## Service

## According the **fare use policy\***



### Outgoing calls

Domestic price, no additional fee



### Sending text & multimedia messages

Domestic price, no additional fee



### Data transfer

EU base fare 5.706 €/Gt

#### Notes

\* Fare use policy: The new EU pricing scheme is valid within fair usage limits and for periodic roaming. EU-roaming is considered periodic as long as domestic usage surpasses EU-roaming usage. Subscription specific fair usage limits are introduced for EU-roaming data.

# Examples of DNA subscription charges

## DNA Super 4G Rajaton

Monthly fee	EUR 49,90/month
Data transfer speed	300 Mbit/s
EU-data package	15 Gt/month in EU /ETA area
Domestic calls	unlimited
Domestic text & multimedia messages	unlimited

**DNA Nopea 4G –subscriptions** – Unlimited 100 Mbit/s 4G-internet at home and 10 Gt/month EU data package. Unlimited / package or / per usages calls and text messages.

## DNA Nopea 4G Rajaton

Monthly fee	EUR 34,90/month
Data transfer speed	100 Mbit/s
EU-data package	10 Gt/month in EU /ETA area
Domestic calls	unlimited
Domestic text & multimedia messages	unlimited

## DNA Nopea 4G Paketti

Monthly fee	EUR 28,90 /month
Data transfer speed	100 Mbit/s
EU-data package	10 Gt/month in EU /ETA area
Domestic calls	200 min
Domestic text messages	200 pcs
Calls and text messages exceeding the package:	EUR 0.09 /min or pc

## DNA Nopea 4G Jämpä

Monthly fee	EUR 26,90/month
Data transfer speed	100 Mbit/s
EU-data package	10 Gt/month in EU /ETA area
Domestic & in EU /ETA area calls	EUR 0.07 / min
Domestic & in EU /ETA area text & multimedia messages	EUR 0.07 / pc

**DNA Rajaton** – Unlimited use, unlimited calls, text and multimedia messages, and data transfer.

## DNA Rajaton

Monthly fee	EUR 24.90/month
Data transfer speed	1 Mbit/s
EU-data package	10 Gt/month in EU /ETA area
Domestic & in EU /ETA area calls	unlimited

## DNA Paketti

Monthly fee	EUR 17.90/month
Data transfer speed	1 Mbit/s
EU-data package	5 Gt/month in EU /ETA area
Domestic & in EU /ETA area calls	200 minutes and 200 pcs

## DNA Jämpä

Monthly fee	EUR 12.90/month
Data transfer speed	1 Mbit/s
EU-data package	4 Gt/month in EU /ETA area
Domestic calls	200 minutes and 200 pcs
Domestic & in EU /ETA area calls	EUR 0.07 / min
Domestic & in EU /ETA area text & multimedia messages	EUR 0.07 / pc

## DNA Puhe

Monthly fee	EUR 4.90/month
Data transfer speed	-
EU-data package	-
Domestic & in EU /ETA area calls	EUR 0.07 / min
Domestic & in EU /ETA area text & multimedia messages	EUR 0.07 / pc

## Consumer business (74.3% OF NET SALES IN 2017)

DNA provides its consumer customers with diverse services for communication and entertainment: smart phones, tablets and accessories; voice services in mobile and fixed networks; broadband services in mobile and fixed networks; and diverse entertainment services in cable, terrestrial and broadband networks.

Smart phones and subscriptions

Broadband subscriptions (mobile and fixed)

Modern entertainment services

### STRENGTHS

- Strong retail and online store sales
- We aim to provide straightforward, high-quality service in every channel, every time
- Clear and competitive product-service combinations for customers

### GROWTH DRIVERS

- TV and entertainment business
- Mobile data market
  - ✓ The increased adoption of smart phones, tablets and other smart devices as well as the wider availability of 4G speeds significantly boosted data transfer volumes



## DNA's consumer business in brief

### Customer satisfaction is the key

We improve the quality of our customer service and the efficiency of our operations systematically and introduce easy-to-use services needed by customers into the market. Our customer service metrics have shown extremely positive development.

### Handset Business

Our rapidly expanded 4G network and 4G mobile devices, whose prices keep going down, make us well-equipped to provide our customers with increasingly faster connections.

### Entertainment Business

We want it to be easy for everyone to find the entertainment content they want, regardless of the technology or devices. When our cable, terrestrial and mobile TV customers are put together, DNA had over million television service customers at the end of 2017.

### 4G subscriptions

Of the phones we sell, about 99% are smart phones and almost all of them are 4G capable. The demand for 4G subscriptions is increasing steadily.

### Growth drivers

Increasingly networked lifestyles, new TV and home entertainment services and growth of mobile data volumes are trends boosting operators' business.

### Net sales increased

Net sales of our Consumer Business increased in 2017, amounting to EUR 659 million. Operating result increased significantly and was EUR 105 million.

## Corporate business (25.7% OF NET SALES IN 2017)

DNA provides easily deployable and high-quality mobile and fixed network communications and network services for companies and communities.

Data security services

Network management and monitoring services

Hosting services

Access and networking services

Social communication

Internet of Things (IoT)

### STRENGTHS

- Strong retail and online store sales
- We aim to provide straightforward, high-quality service in every channel, every time
- Clear and competitive product-service combinations for customers

### GROWTH DRIVERS

- TV and entertainment business
- Mobile data market
  - ✓ The increased adoption of smart phones, tablets and other smart devices as well as the wider availability of 4G speeds significantly boosted data transfer volumes

## DNA's Corporate Business in brief

Customer satisfaction  
is the key

Strong partner for companies, public corporations and integrators. Good services and expert customer service.

Comprehensive  
partner network

Our comprehensive and modern backbone network reaches Stockholm, Amsterdam and Frankfurt: flexible and convenient access points to global cloud services.

Customer numbers  
are increasing

The number of DNA's corporate customers has grown steadily over many years.

Pioneer in new ways  
of working

Digitalisation is speeding up change in the working culture. We are creating new ways of working with the help of innovative tools, fast connections and reliable network services.

Net sales remained  
steady

Net sales remained at a similar level year-on-year, amounting to EUR 227.4 million. Net sales were boosted by the increase in the mobile broadband subscription base and burdened by the reduction in interconnection prices and lower voice traffic volumes.

Industrial Internet

The addition of sensors to vehicles, machines and structures to monitor their status and condition automatically, together with increasing health and well-being monitoring of people, will expand the M2M subscription base many times over by 2020. The Industrial Internet is one of DNA's main priority areas.

# Significant new agreements and extensions to existing contracts with enterprises and the public sector

## City of Vantaa

- A three-year extension agreement on the delivery of an even larger set of telecommunications services
- The solution includes all connections of the city, the LANs and WLANs of offices, firewall services and the Internet connections, online authorisation solutions and optionally a cyber security service
- Contract period initially three years, after which continues until further notice
- The total value for the first three years is over EUR 8 million

## Large listed Finnish industrial corporation

- A three-year agreement on the delivery of WAN network in Finland, mobile call centre and over 1,000 mobile subscriptions
- The total value of the agreement is over EUR 2 million



## Finnish University and Research Network Funet

- CSC – IT Center for Science and DNA Plc have agreed on the delivery of fibre optic connections for the Finnish University and Research Network Funet
- With the agreement, the number of fibre optic connections provided by DNA for the nationwide Funet data communications network increases significantly. Furthermore, the Funet network will be expanded across Finland with several new connections provided by DNA

# DNA Investor Relations



**Timo Karppinen**  
CFO

timo.karppinen@dna.fi  
+358 44 044 5007



**Marja Mäkinen**  
Head of IR

marja.makinen@dna.fi  
+358 44 044 1262



**Meeting requests:**  
**Kirsi Kurki**  
Assistant

kirsi.kurki@dna.fi  
+358 44 044 2696

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## Next events:

- ✓ Half year 2018 result on 19 July 2018

