

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

DNA Plc **Stronger, bolder and more straightforward**

DNA Investor presentation
May 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 & Finnish telecom market

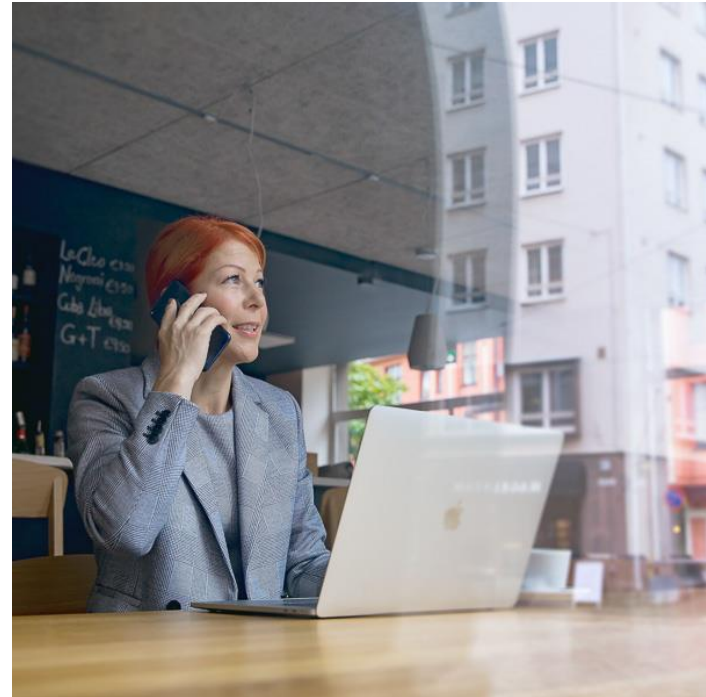
Business review

- ✓ Highlights of the first quarter of 2018
- ✓ 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

Over 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 DNA stores

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

Strong employee satisfaction

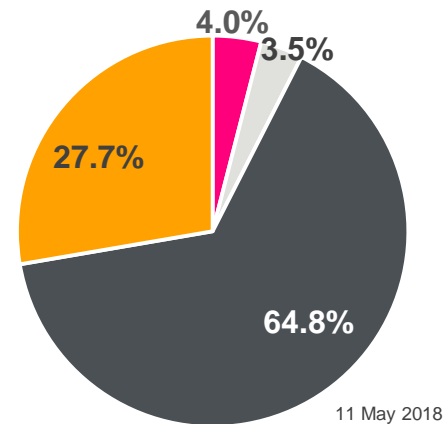
The personnel's satisfaction with DNA as an employer is at a record-breaking high level

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

- Trading in the DNA share began on the Nasdaq Helsinki Stock Exchange on November 2016
- DNA has today in total more than 13,600 shareholders
- Market cap is EUR ~2.6 billion (15 May 2018)

Largest shareholders, 11 May 2018	% of shares
Finda Telecoms Oy	28.3
PHP Holding Oy	25.8
Ilmarinen Mutual Pension Insurance Co.	3.3
Lohjan Puhelin Oy	1.7
Elo Pension Company	1.4
The State Pension Fund	0.9
Mandatum Life Insurance Co	0.9
Viria Oyj	0.8

Ownership structure

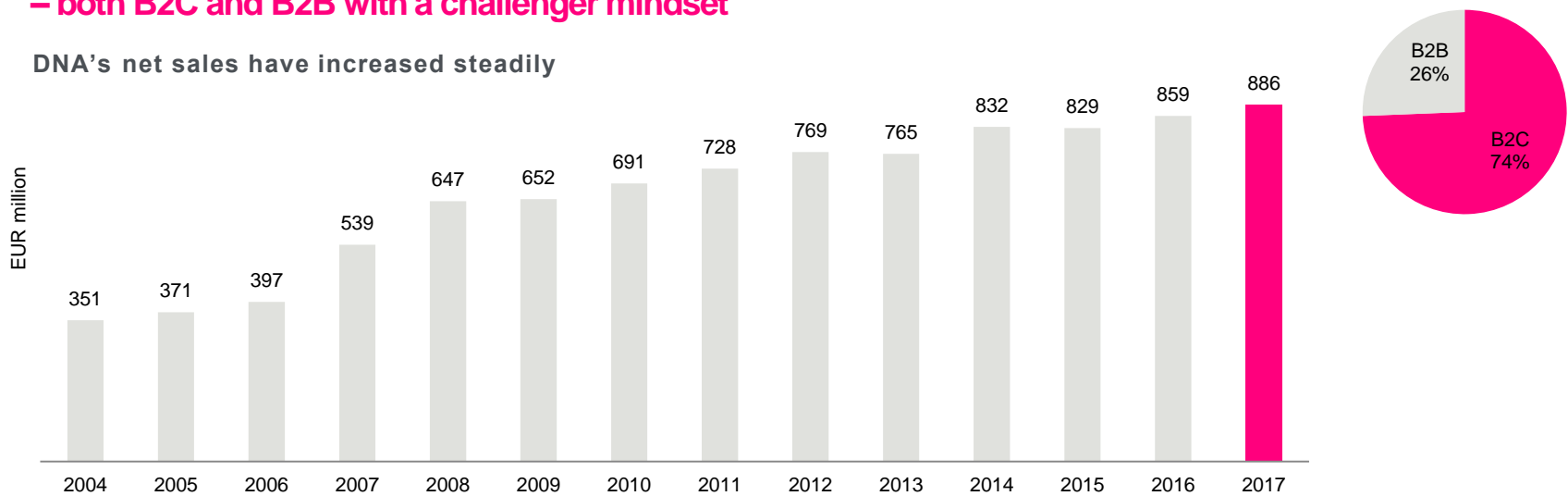


- Households
- Financial and insurance institutions
- Other Finnish institutions
- Nominee registered and non-Finnish holders

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



2001
DNA launches mobile services

2003
DNA acquires Telia Mobile Finland

2007
6 local fixed line operators merged to DNA

2010
DNA acquires Welho, the leading cable company in Finland

2011
DNA acquires Forte Netservices

2013
DNA acquires PlusTV, the leading pay-TV operator

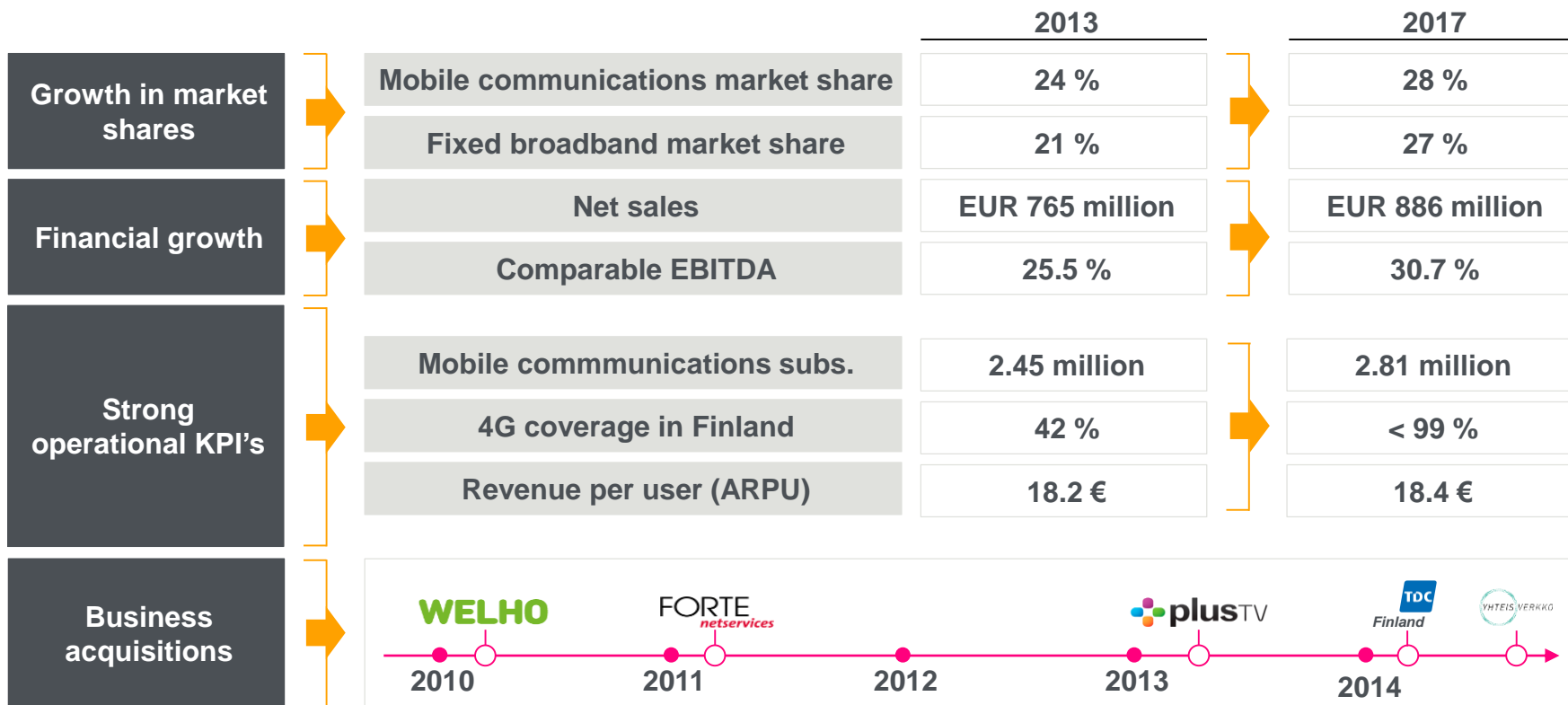
2014
DNA acquires TDC's Finnish operations & Finnish Shared Networks Ltd is founded

2015
All DNA business operations under a single brand

2016
DNA becomes a listed company

2017
DNA's net sales and operating result reach record levels

Strong development in DNA's business



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

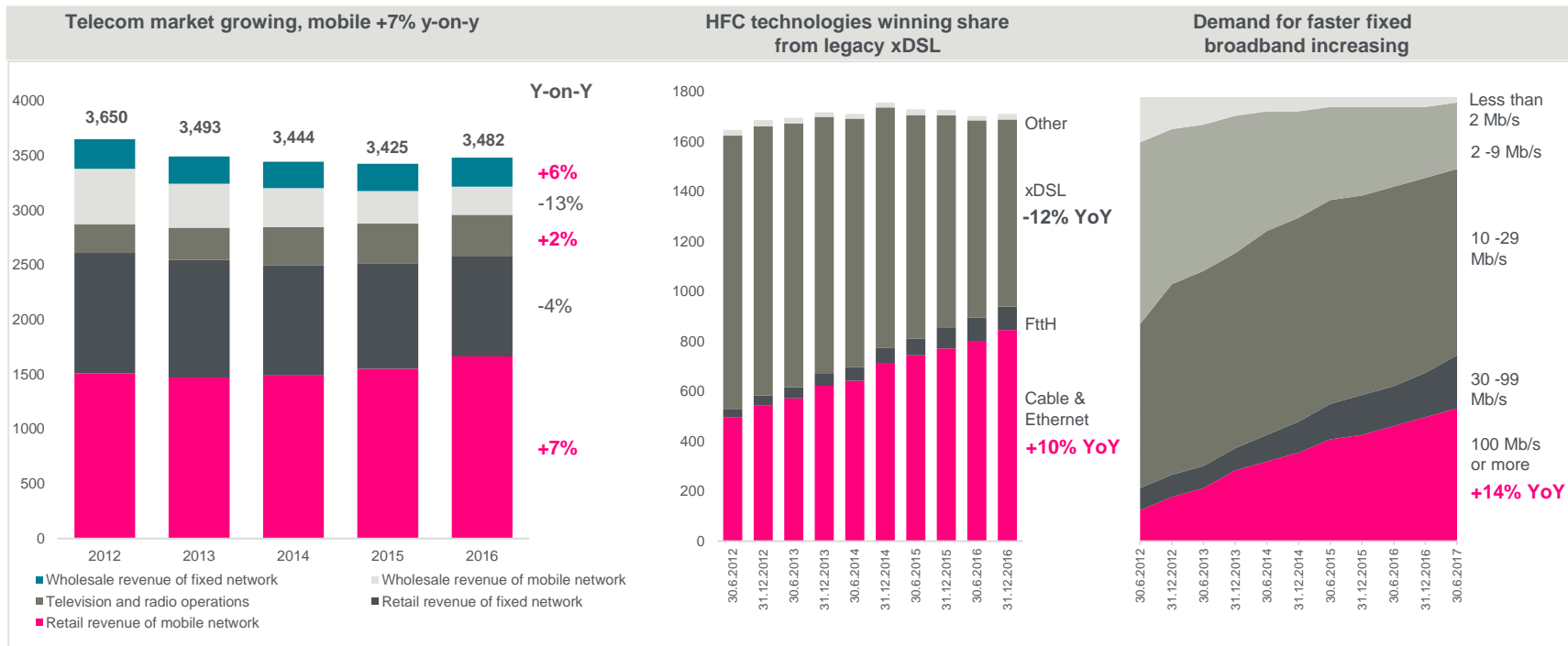
The strong growth of the variety of services and smart devices continues – **the best global services will gain a stronger foothold**

Trend 4

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

Finnish telecom market development

– High potential to upsell highest speed connections



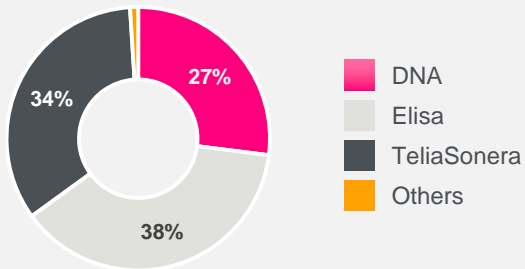
Source: Ficora
 FttH: Fiber to the home (optical fiber technology)
 HFC: Hybrid fixed-coaxial network (Cable network based on optical fiber)
 xDSL: Includes technological solutions ADSL and VDSL (offers digital information transfer through copper wire)

Strong foothold in the growth markets

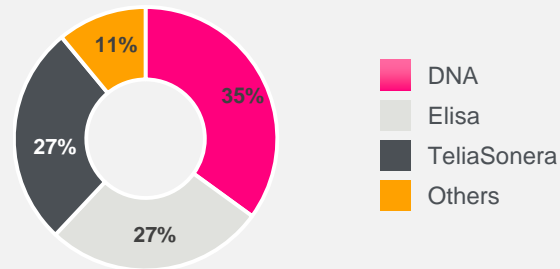
– DNA's market shares increased in mobile communications and fixed broadband in 2016

Growth markets

Mobile communications (voice and broadband)

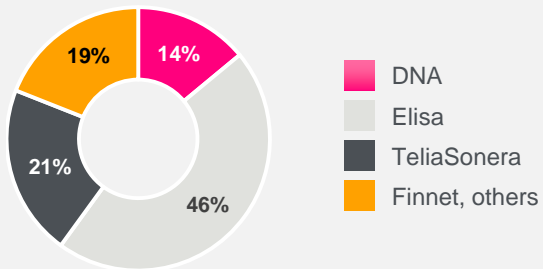


Cable TV and IPTV

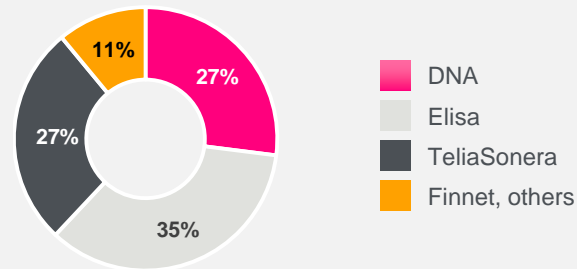


Established markets

Fixed voice



Fixed broadband



Source: Finnish Communications Regulatory Authority, FICOM

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

DNA's footprint in society

DNA Value Creation

What We Build On

A Team of Top Professionals

- Motivated employees all over Finland
- Committed partners

Fast High-Quality Connections

- Excellent mobile and fixed network
- Modern high-quality TV networks
- Service platforms, cloud services and data centre services

Intangible Assets

- Good reputation and strong brand
- Trust of customers
- Sustainable operations

Financial Resources

- Nation-wide store network
- Own mobile network and fixed network
- Mobile network licences
- Strong financial position and investment capacity

The DNA Way

Offering

Products and services
develop with the customers' needs

Know-how

Skilled workforce enables
high-quality customer experience

Understanding

Understanding the changing
service needs of customers
Understanding of customer
behaviour based on data and analytics

Our Values
Fast, bold,
straightforward

Our Vision
The most satisfied
customers in the
market

What We Produce

Private Customers

- Voice and data services in mobile networks
- Voice and broadband services in fixed networks
- Entertainment and television services
- Device sales

Corporate Customers

- Mobile and communications solutions
- Corporate network solutions
- Corporate data security services
- Value added services for corporate networks
- Device sales
- Wholesale and virtual operator services

The DNA Footprint

Societal

- Building and developing the infrastructure necessary for the society: 4G networks cover 99.7% of the population, over 3.9 million mobile and fixed network subscriptions
- Digital connections and devices for consumers' everyday life
- Improving the competitiveness of corporate customers

Social

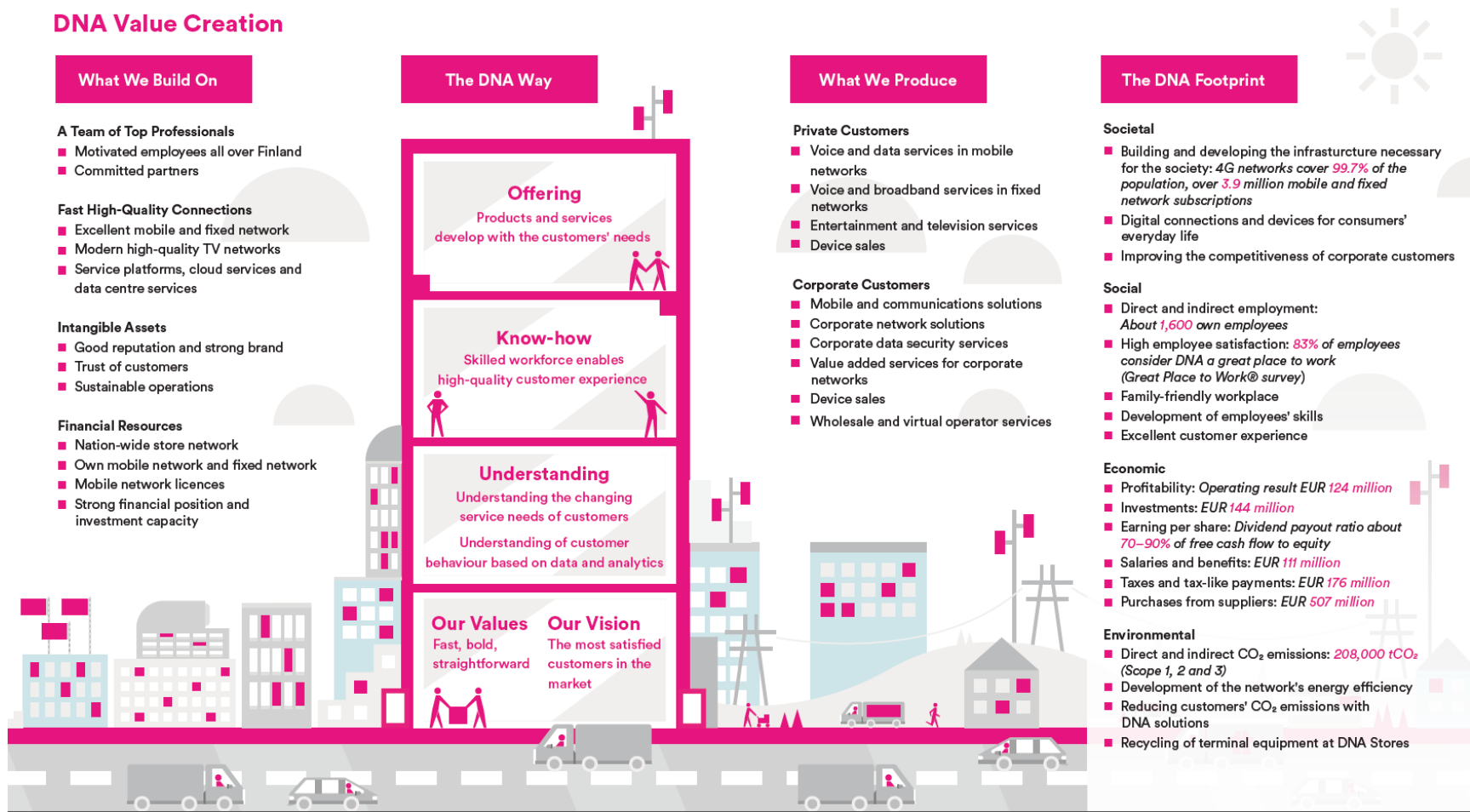
- Direct and indirect employment: About 1,600 own employees
- High employee satisfaction: 83% of employees consider DNA a great place to work (Great Place to Work® survey)
- Family-friendly workplace
- Development of employees' skills
- Excellent customer experience

Economic

- Profitability: Operating result EUR 124 million
- Investments: EUR 144 million
- Earning per share: Dividend payout ratio about 70–90% of free cash flow to equity
- Salaries and benefits: EUR 111 million
- Taxes and tax-like payments: EUR 176 million
- Purchases from suppliers: EUR 507 million

Environmental

- Direct and indirect CO₂ emissions: 208,000 tCO₂ (Scope 1, 2 and 3)
- Development of the network's energy efficiency
- Reducing customers' CO₂ emissions with DNA solutions
- Recycling of terminal equipment at DNA Stores



We make sustainable business

Responsibility towards the customer

DNA's corporate responsibility strategy emphasises DNA's responsibility towards the customer, especially in customer service and sales. In 2016, over 900 DNA employees participated in corporate responsibility training, and 700 more in 2017. In the trainings, the most important topic has been how DNA gains reputation as a responsible company, and how each employee can contribute to this.

Record high job satisfaction

DNA aims to be one of the most desired employers in Finland. In 2018, in the Great Place to Work® research, DNA was awarded as the second best workplace in Finland in the category of large organisations. In addition, DNA was the first publicly listed company – and the first large company in Finland – to be recognised as a Family Friendly Workplace by the Family Federation of Finland.

Reducing climate impact


DNA has signed up to Society's Commitment to Sustainable Development with a commitment to reduce the company's climate impact. DNA's emissions from the radio network in proportion to annual data transfer volumes have decreased by almost 90% in comparison to 2014. DNA uses renewable energy, which has decreased the company's indirect greenhouse gas emissions by approximately 50% from 2014.


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

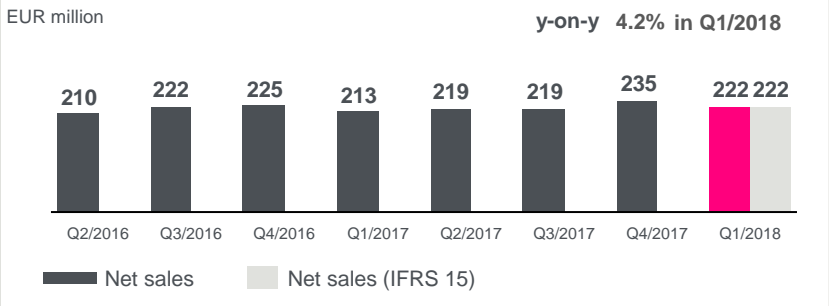
-  **Good development of service revenue improved profitability, EBITDA share of net sales was 32.5%**
 - EBITDA increased 9.6% and was EUR 72.3 million (65.9).
 - The positive development was driven by growth in service revenue and improved operational efficiency
 - The operating result increased 23.3% 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

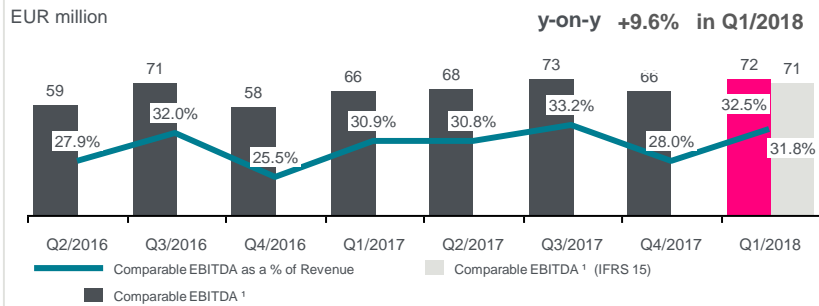
* Service revenue = net sales – (devices sales and interconnection charges)

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

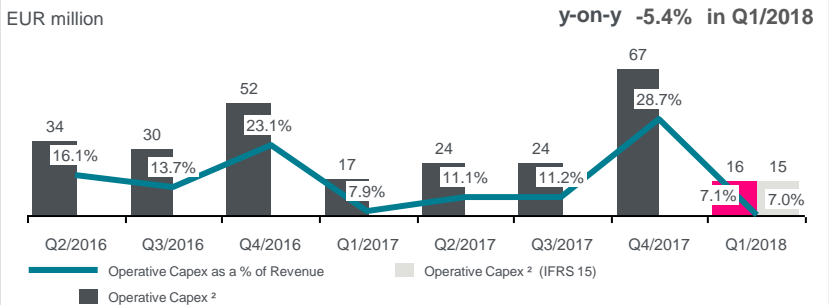
Growth of mobile service revenue (+10.4%) and strong mobile device sales (+14.0%) boosted the first quarters’ net sales



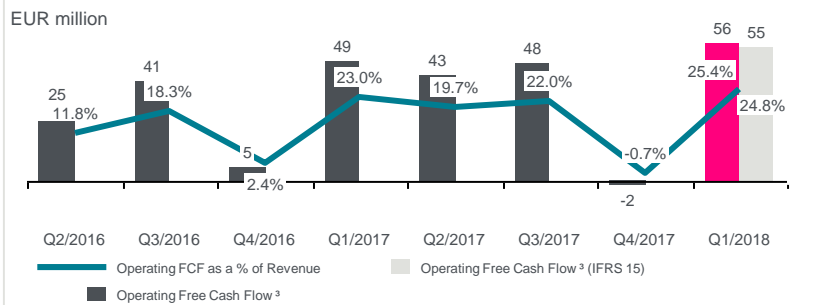
EBITDA¹ margin improved from the reference period and was +32.5%



As typical for the beginning of the year, operative capex² remained low, also slightly lower year-on-year



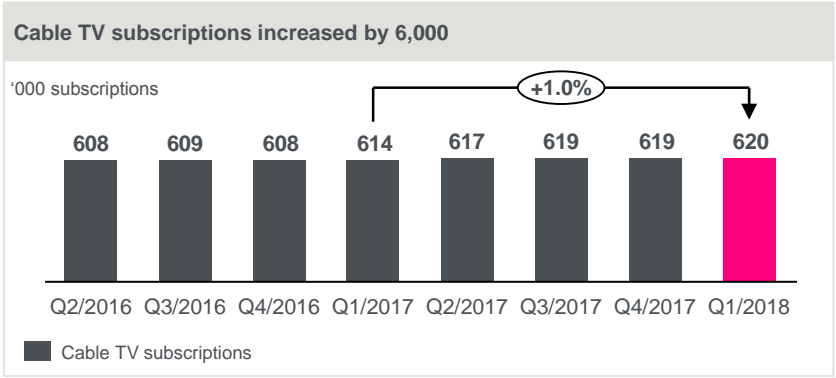
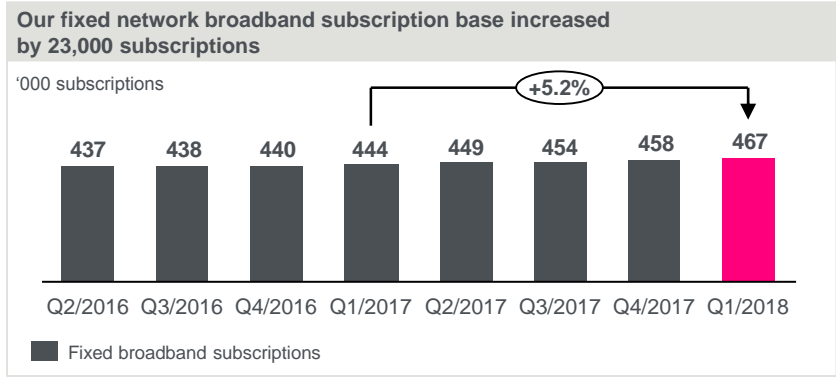
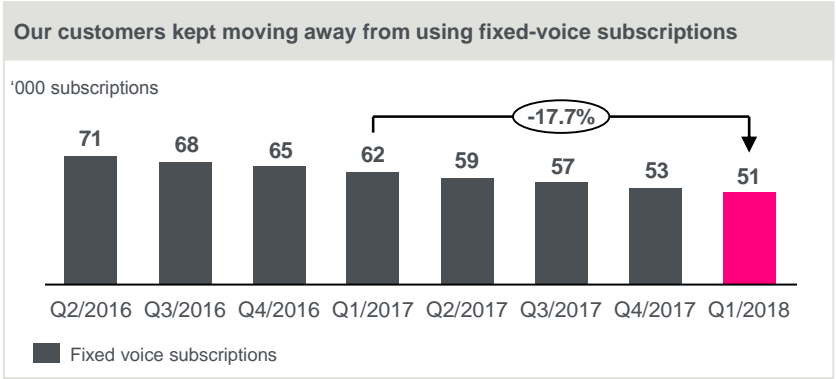
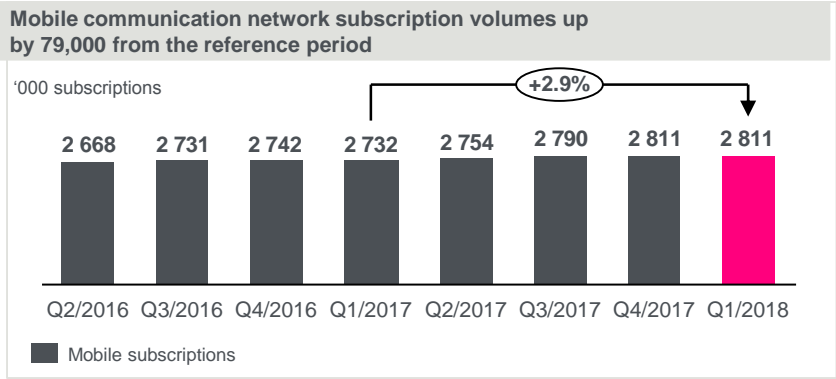
Operating free cash flow³ was positively impacted by low investments



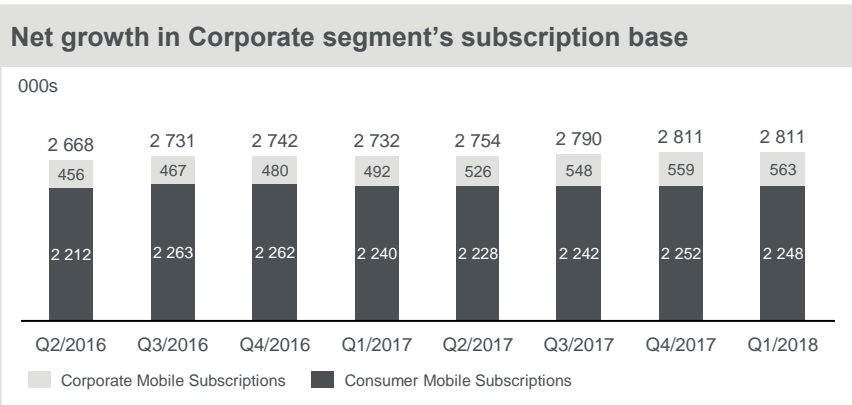
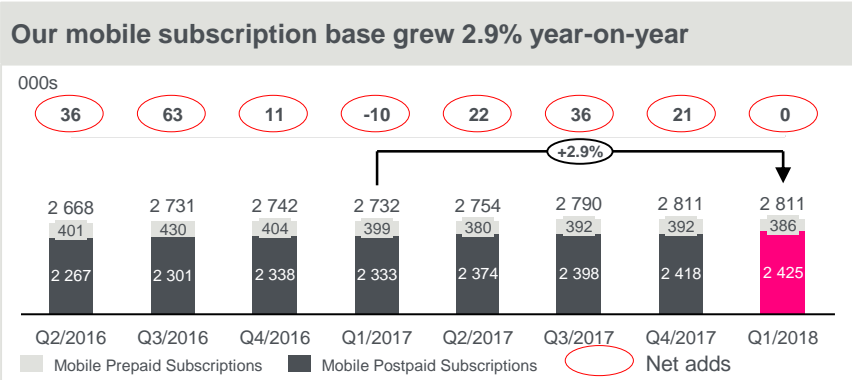
Notes

- ¹⁾ EBITDA excluding items affecting comparability
- ²⁾ Operative capex excluding spectrum license payments
- ³⁾ Operating free cash flow defined as comparable EBITDA minus operative capex

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



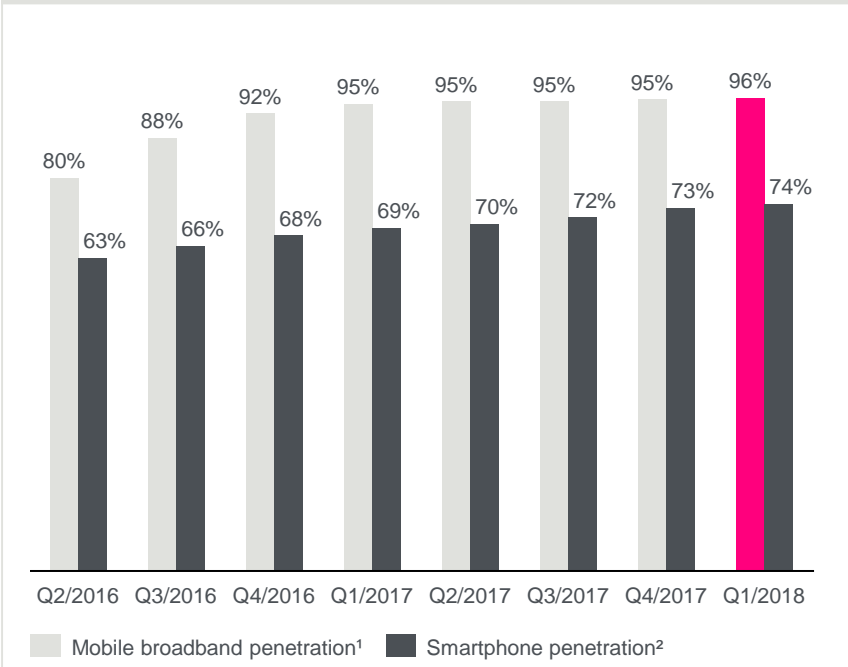
Subscriptions in DNA's mobile network increased by 79,000 from comparison year



- ### 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



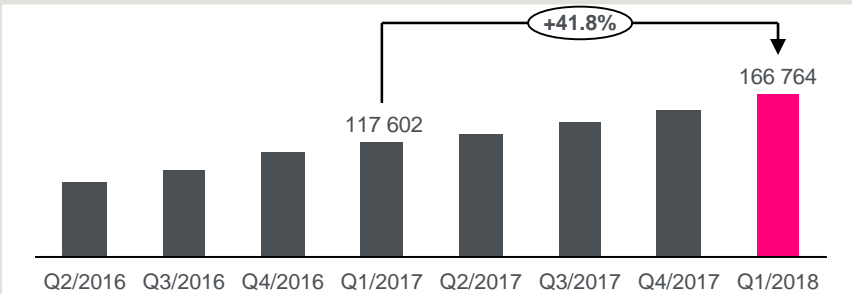
Key highlights in January-March 2018

- 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%

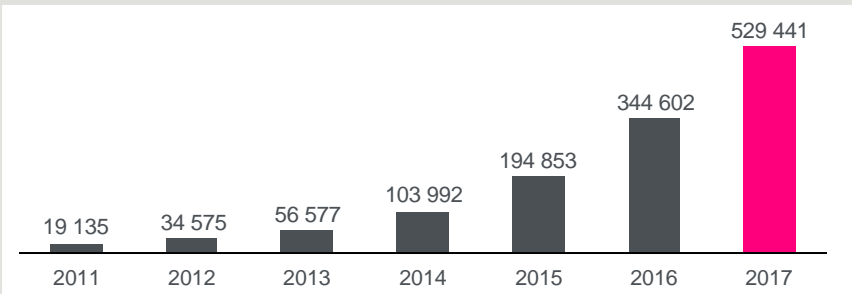
Notes
¹ Share of mobile postpaid and mobile data subscriptions with data services of the total mobile subscription base, excluding M2M (machine to machine), Service operator, Prepaid and Luuri subscriptions.
 The calculation method of mobile broadband penetration changed and one subscription type added in Q2/2017
² iOS (iPhone)-, Bada-, MeeGo-, Android-, Blackberry-, Symbian 3rd- and Windows phones of the total phone base

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

Mobile data traffic (GB, '000)



Mobile data traffic (GB, '000)

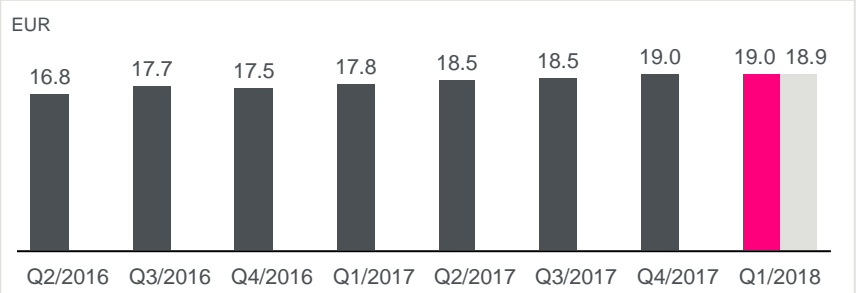


Key highlights January-March 2018

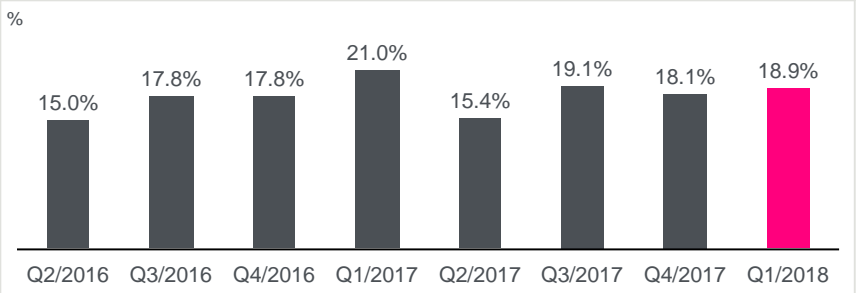
- Mobile data traffic has almost tripled during the past three years
- DNA's 4G mobile data traffic grew more than 52% from the reference period
- DNA's total data traffic volume in the mobile communications network grew by 42%, also data volume per subscription continued to grow
- DNA had the highest 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



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

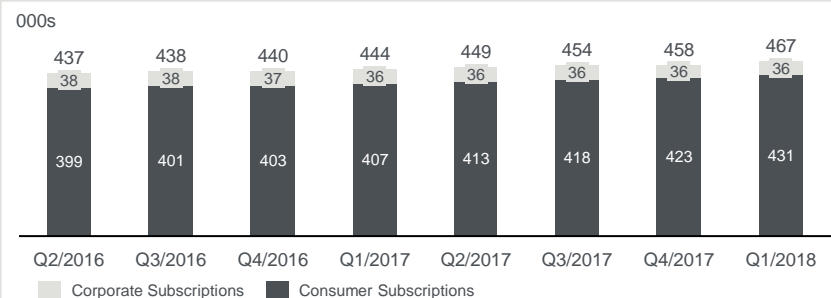
- Demand of 4G subscriptions continues to grow steadily. Customers are prepared to pay more for faster data connections
 - ✓ 6.7% increase in ARPU from the reference period
 - ✓ 4G subscription base 55.9%¹
 - ✓ 4G subscription base has increased 7.8 %-points year-on-year (Q1/2017: 48.1%)¹

- 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
¹⁾ 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

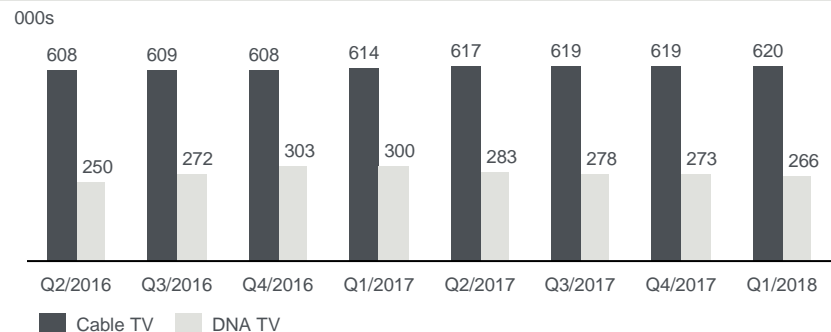
Fixed broadband subscriptions



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



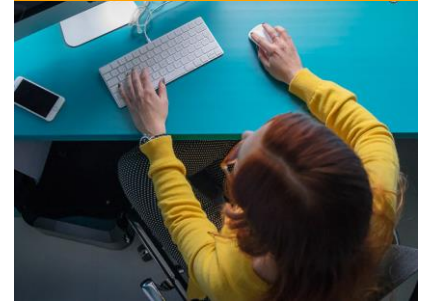
4G, Fibre-Optic and cable networks as well as service platforms



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

- To have the most loyal customers

DNA is a great place to work

- DNA aims to be one of the most desired employers in Finland

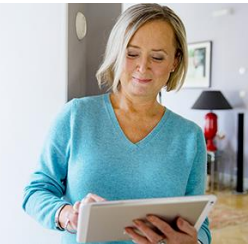


Industry-leading financial development

- Our aim is to develop better than the competitors in terms of operating free cash flow

Faster than average market growth

- We aim to have stronger net sales development than the competition



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 ¹	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

¹⁾ 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.

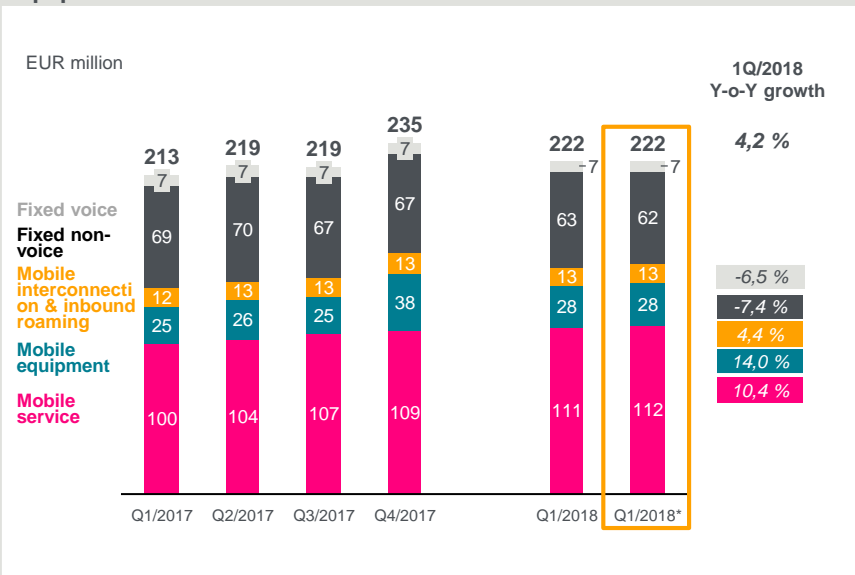
*Including IFRS 15

Investor presentation - May 2018



Record-high Mobile service revenue

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



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

*Including IFRS 15

Profitability was boosted by increased service revenue and improved operational efficiency

Consumer business in Q1/2018

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)¹ 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

Corporate business in Q1/2018

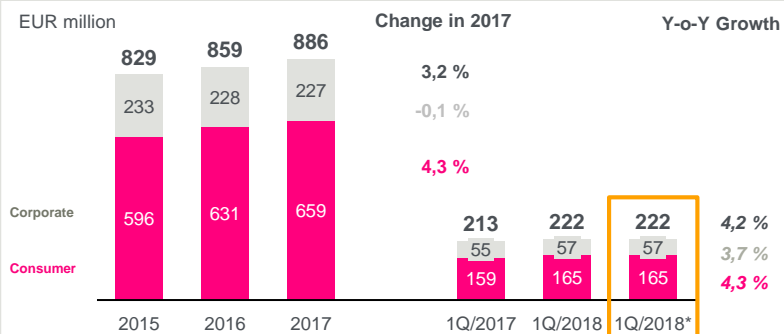
Net sales EUR 56.9 million (+3.7%)

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

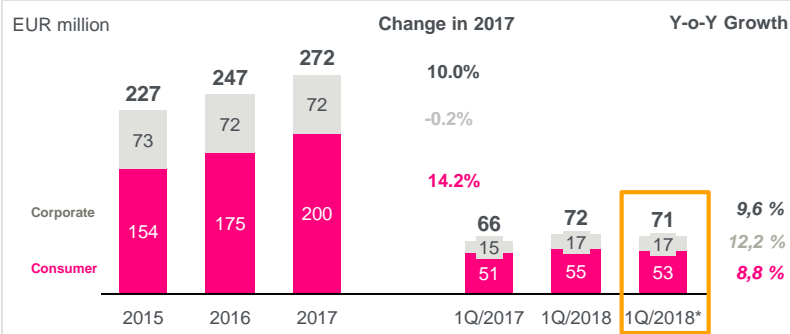
EBITDA EUR 17.1 million (+12.2%)

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

Net sales, EUR million



Comparable EBITDA, EUR million



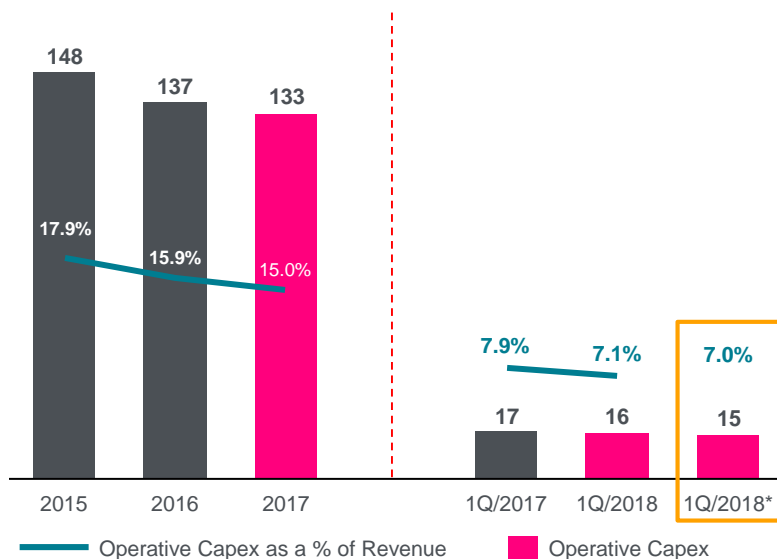
Notes
¹ ARPU = Average revenue per user

*Including IFRS 15

Operative CAPEX decreased slightly year-on-year

Typical for the first quarter, our operative capex¹ remained low

EUR million



Notes

¹ Operative capex excluding spectrum license payments

*Including IFRS 15

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

Operating free cash flow at a good level

Cash flow summary					
EUR million	2015	2016	2017	1-3/2018	1-3/2018*
Comparable EBITDA	227	247	272	72	71
Operative Capex	(148)	(137)	(133)	(16)	(15)
Operating FCF	79	110	139	56	55
<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)
FCFE	101	93	119	(4)	(4)
<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% in Q1/18 (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%
Total		475	466	1.48%
Cash & Cash Equivalents			-162	
Net Debt			304	
Net Debt/EBITDA¹			1.1x	

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

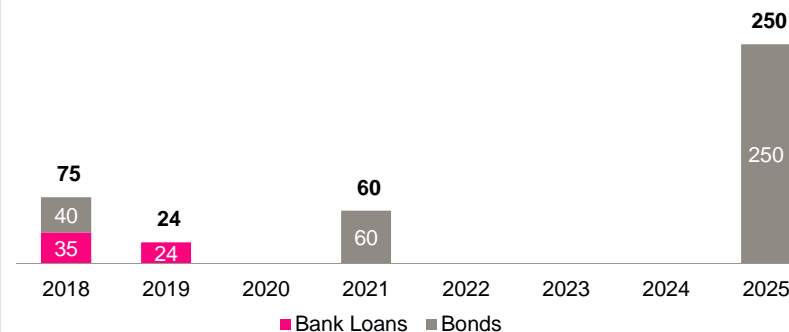
Assigned Rating	BBB (S&P)
Outlook	Stable

Notes

¹⁾ 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 ¹

Financial guidance² for 2018 unchanged	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ Net sales growth – faster than average market growth ▪ EBITDA margin of at least 32% ▪ Operative capital expenditure³ less than 15% of sales
Leverage policy	<ul style="list-style-type: none"> ▪ Net debt/EBITDA less than 2.0x <ul style="list-style-type: none"> – Can be temporarily exceeded in case of potential attractive bolt-on in-market M&A opportunities
Dividend policy and distributable funds in 2018	<ul style="list-style-type: none"> ▪ 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

¹ 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.

² 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.

³ Operative capex excluding spectrum license payments



Thank you!

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

Appendices

- ✓ Operational and financial KPI's
- ✓ EU roaming
- ✓ Subscription prices
- ✓ Introduction for Consumer business
- ✓ Introduction for Corporate business
- ✓ Corporate responsibility and sustainability
- ✓ IR contact information

KPI Overview

Mobile KPIs

	2015	2016	2017	1Q/2017	1Q/2018	1Q/2018*
Mobile Revenue (€ MM)	499	539	586	138	152	154
Service	343	375	420	100	111	112
Equipment Sales	92	111	114	25	28	28
Interconnection & Inbound Roaming	64	53	52	12	13	13
Mobile Subscriptions (000s)¹	2 621	2 742	2 811	2 732	2 811	2 811
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
ARPU, Mobile Handset Subscriptions (€/month)²						
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
Annualised Mobile Handset Subscriptions Churn (%)						
Postpaid	16.0%	16.1%	18.3%	21.0%	18.9%	18.9%

Notes

¹⁾ Excludes M2M subscriptions

²⁾ Includes interconnection revenues




*Including IFRS 15

Fixed KPIs

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

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 to the <i>fare use policy</i> *
 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 Jämpti

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 Jämpti

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, introduce easy-to-use services needed by customers. Our customer service metrics have shown positive development in 2017 and DNA Store received record-high scores in NPS.

Mobile
communications

Our extensive and fast 4G network make us well-equipped to provide our customers with increasingly faster, high-quality connections. In Consumer Business, the ARPU increased in 2017 as customers switched from 3G subscriptions to faster 4G subscriptions.

Entertainment
Business

We want it to be easy for everyone to find the entertainment content they want, regardless of the technology or devices. Putting our cable, terrestrial and broadband customers together, we have over million television service customers.

Fixed broadband

Households are increasingly using both fixed-network and mobile broadband. The steady growth of DNA's fixed-network broadband subscription base continued by 18,000 in 2017.

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 by 4.3% in 2017, amounting to EUR 659 million. Net sales were driven by the growth in service revenue and good mobile device sales.

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.

Mobile Network and Communications
Services

Enterprise Network Services

Enterprise Network Security

Enterprise Network Solution

IoT – Smart Connectivity

STRENGTHS

- Extensive own fibre, backbone and distribution networks
- Extensive mobile network, largely with IPv6 protocol
- Strong regional presence strategic priority
- Excellent price-quality ratio and customer-oriented product development

GROWTH DRIVERS

- The digitalisation of businesses and increasing use of cloud services require fast and high-quality network services
- The Industrial Internet and IoT require more intelligent controlling and new technologies

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, fast and reliable network

High-quality networks are playing increasingly important role in the ecosystem of machines, information and people as the volume of data traffic is increasing. The network must be reliable and suited to the company's needs.

Customer numbers are increasing

Business in the segment developed well in 2017: there was strong interest in corporate network solutions and the corporate mobile subscription base grew by 79,000 subscriptions, or 16%.

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.

Industrial Internet

85% NB-IoT (Narrow Band Internet of Things) coverage in Finland. In 2017, DNA's M2M subscription base grew some 15%.

Net sales remained steady

Net sales remained at a similar level year-on-year, amounting to EUR 227 million. Operating result increased by 13.7% and came to EUR 19 million.

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

Additional information on corporate responsibility and sustainability

- DNA's corporate responsibility reporting is conducted in accordance with the Global Reporting Initiative (GRI) framework and published annually with the Annual Report
- DNA's Corporate Responsibility Reports are available on our investor website: <https://corporate.dna.fi/reporting>
- DNA's Corporate Responsibility Report has been assured by an independent external party
- DNA also reports to the CDP survey in terms of climate performance



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 event:

✓ Half year 2018 result on 19 July 2018

