



# Consumer Customers business

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**CMD2018**

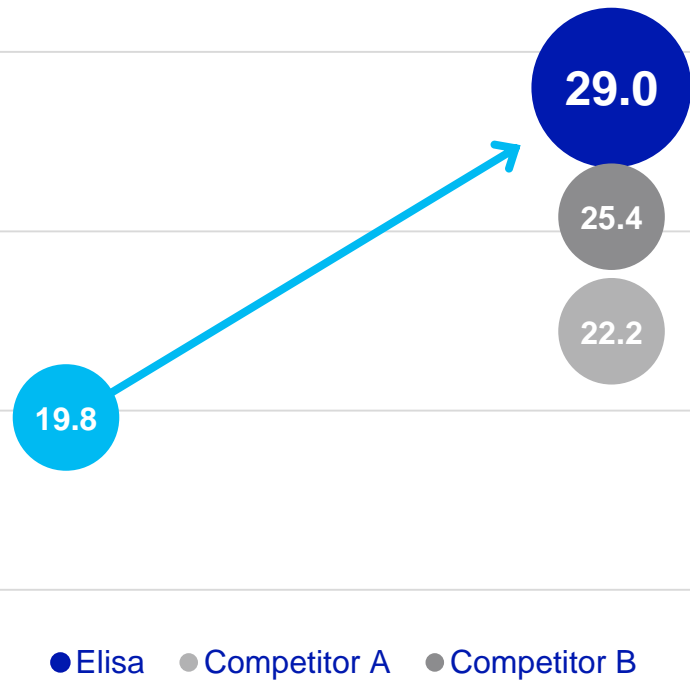
- 1 Performance update
- 2 Market environment
- 3 Profit and growth generation
- 4 Management priorities

**Elisa's unique strategy generates  
profit and growth**

Performance update

# Our customers increasingly recommend our services...

Consumer customer NPS in Finland, 2016–present



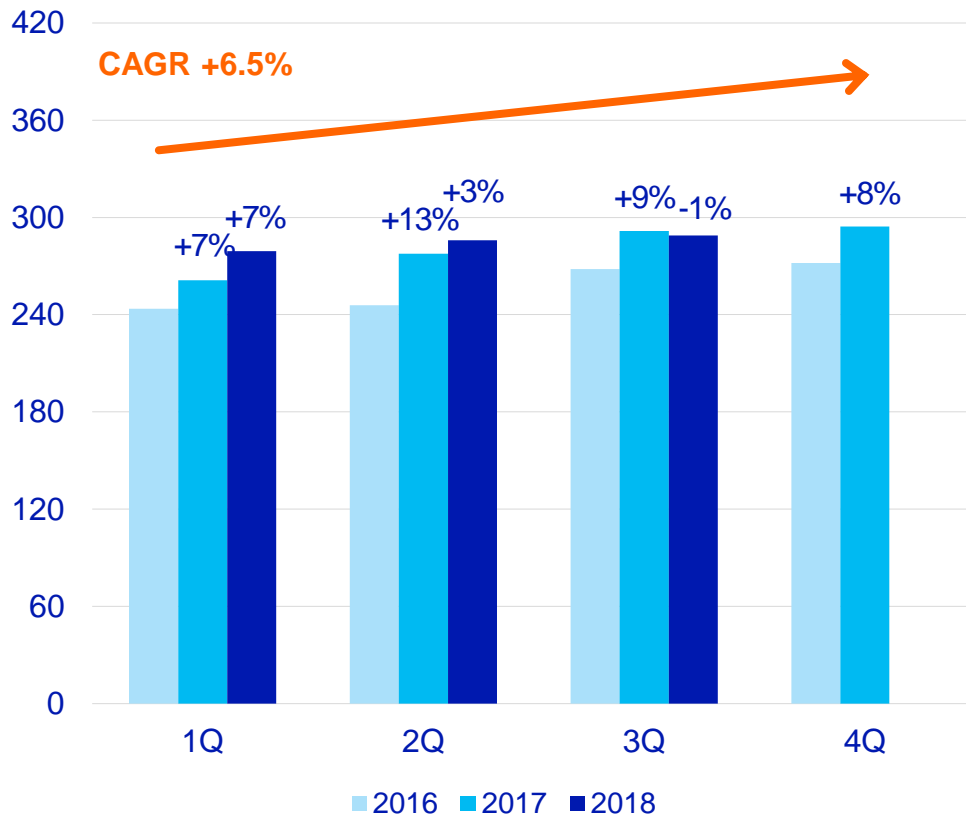
NPS = Net Promoter Score  
Sources: IRO Research, Elisa analysis



Performance update

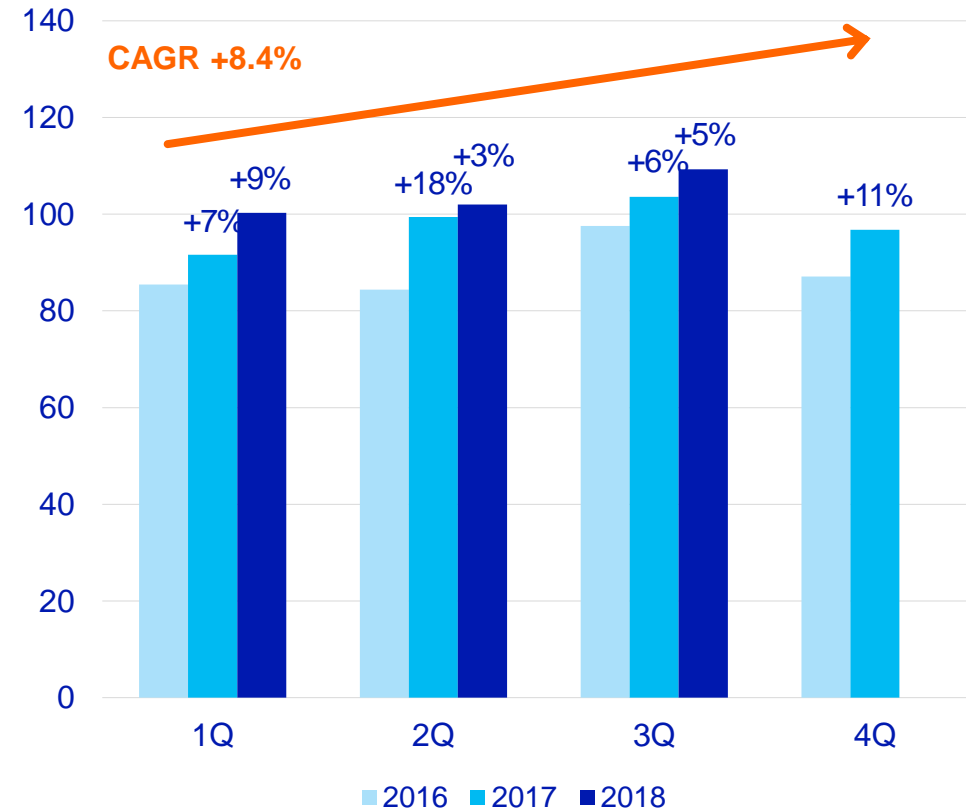
# ...fuelling mid-single-digit revenue and EBITDA growth

## Revenue, EURm



CAGR = 2016 – Last twelve months (LTM)

## EBITDA<sup>1)</sup>, EURm



<sup>1)</sup> excl. one-offs

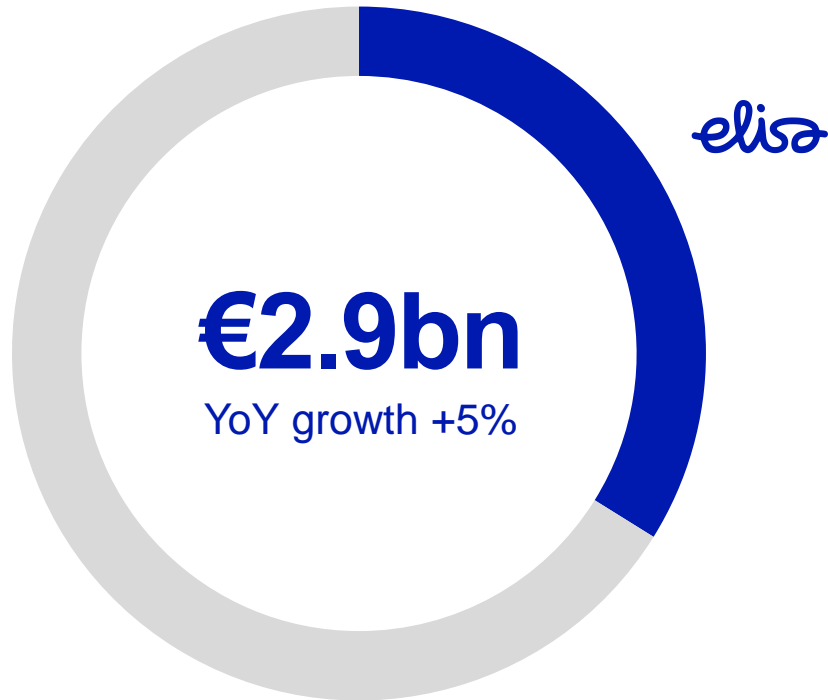
## EBITDA<sup>1)</sup>:

21 consecutive quarters outperforming the corresponding quarter of the previous year

Market environment

We have a solid position in the growing telecom market and further potential in entertaining video services

Consumer telecom services market 2017  
in Finland and Estonia



Entertaining video services market 2017  
in Finland and Estonia



Sources: FICORA, Ficom, Statistics Finland, GFK, IRO research, Technical Regulatory Authority, TNS Gallup, YLE, Nordisk Films, Strategy Analytics, GFK, Finnpanel, SES, PWC market data, Idea Group, Estonian Central Commercial Register, Estonian Public Broadcasting, Tallinn City, company reports, Elisa analysis

Profit and growth generation

# Strategic priorities remain intact

Increase mobile and fixed service revenues

Grow digital service businesses

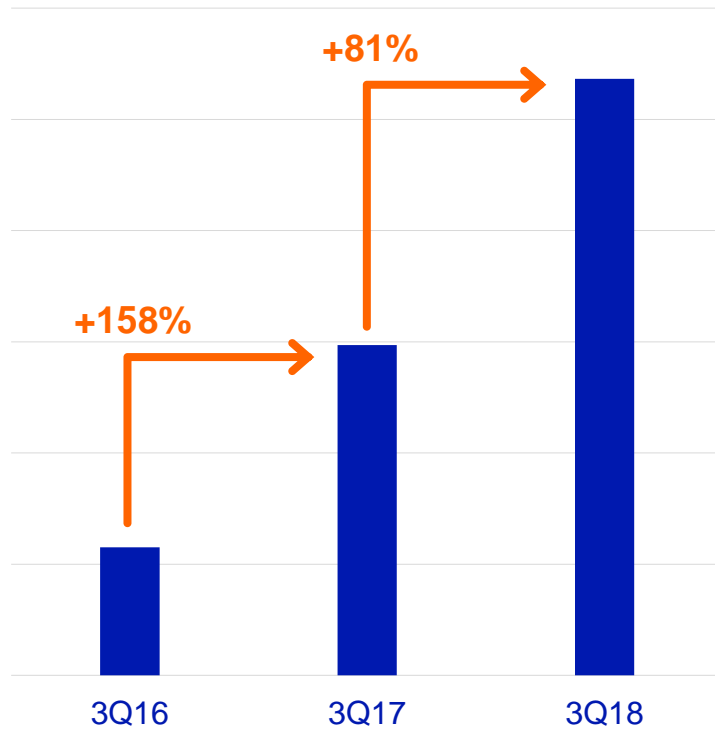
Improve efficiency and quality

Profit and growth generation

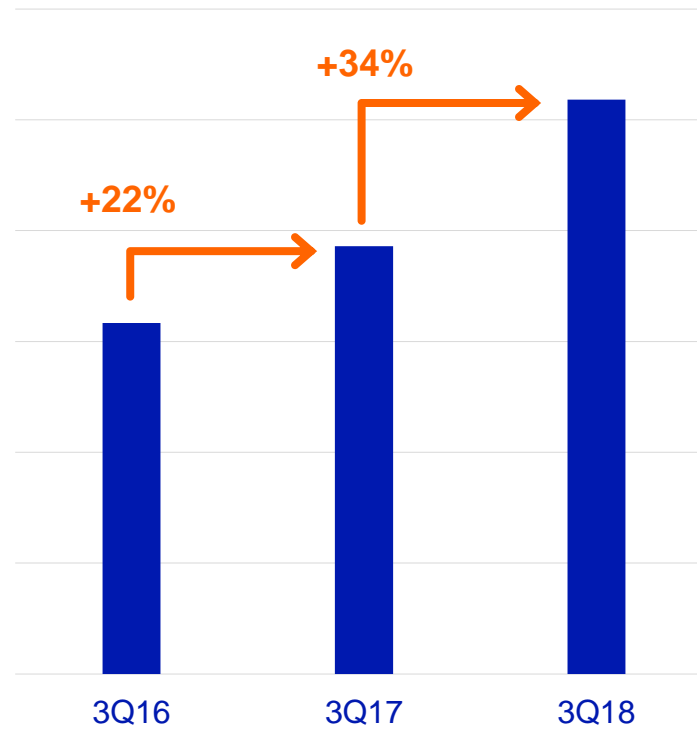
# Our customers' strong demand for faster unlimited internet connectivity...



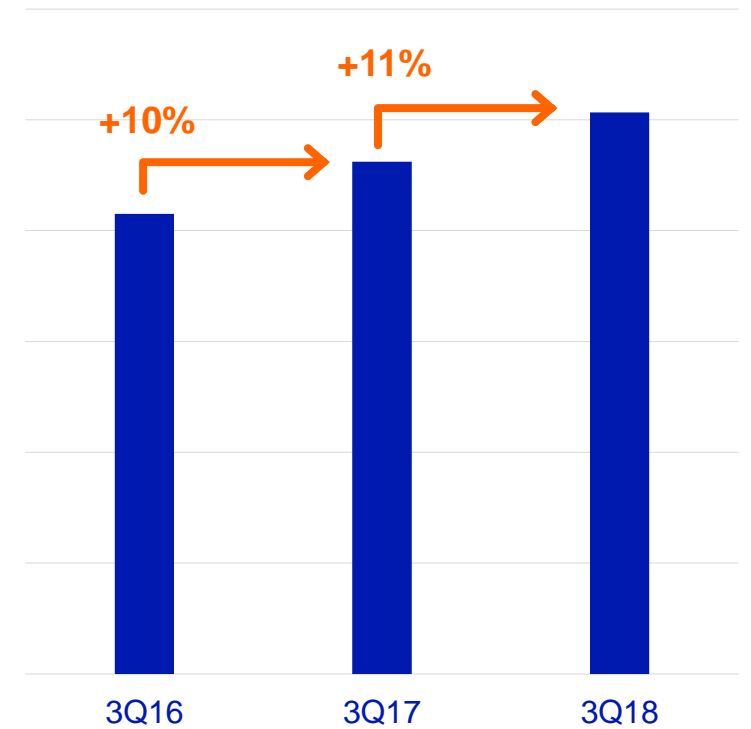
**Mobile voice subscriptions**  
≥100 Mbps, Finland



**Mobile broadband subscriptions**  
≥100 Mbps, Finland



**Fixed broadband subscriptions**  
≥100 Mbps, Finland

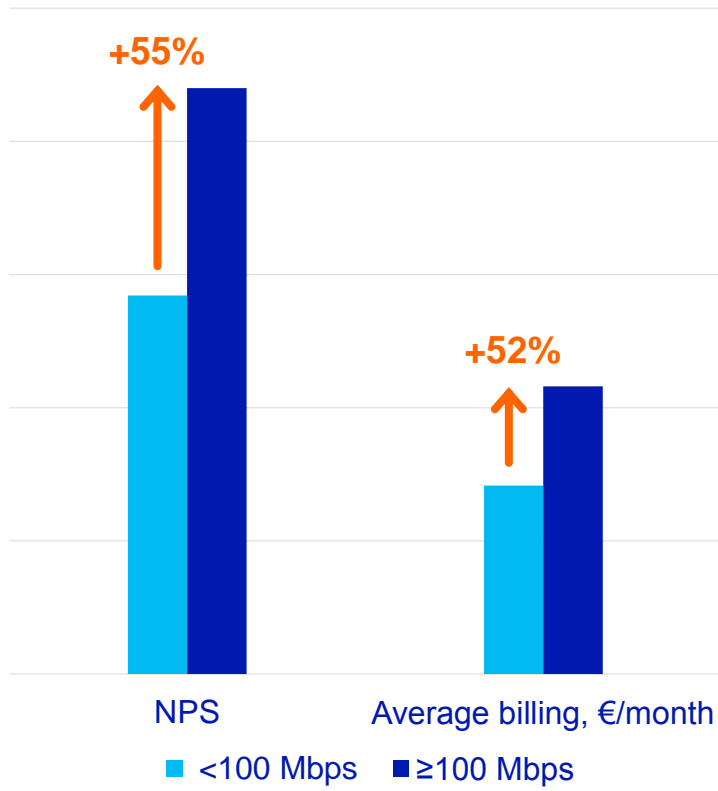


Profit and growth generation

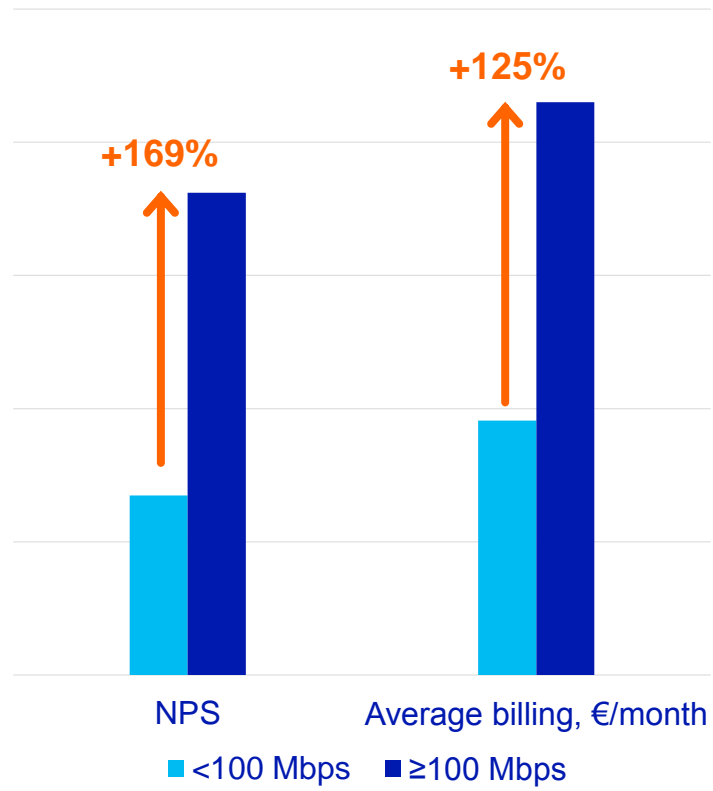
# ...bringing more value to customers and to Elisa...



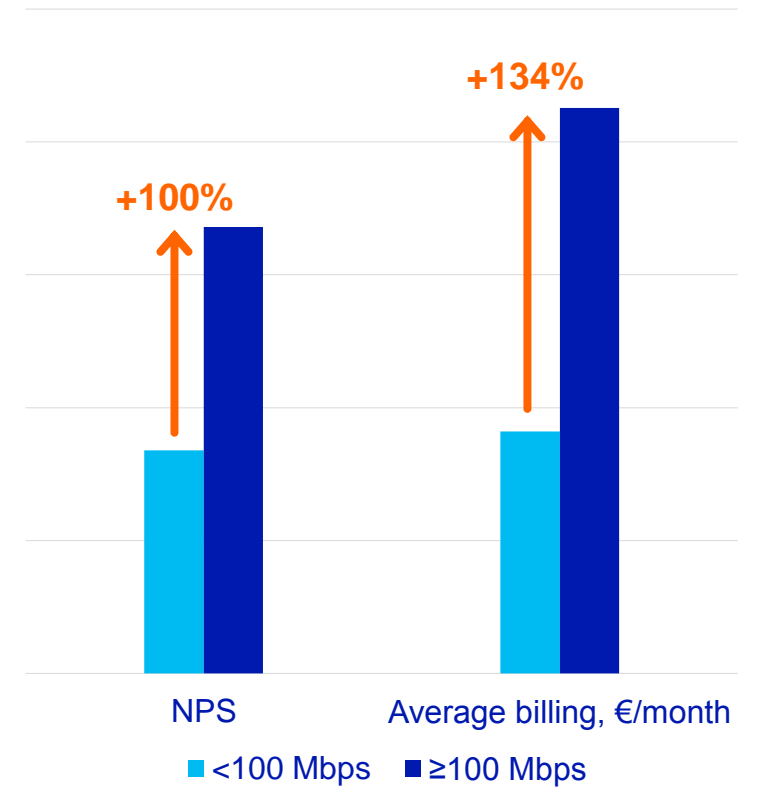
## Mobile voice subscriptions Finland



## Mobile broadband subscriptions Finland



## Fixed broadband subscriptions Finland

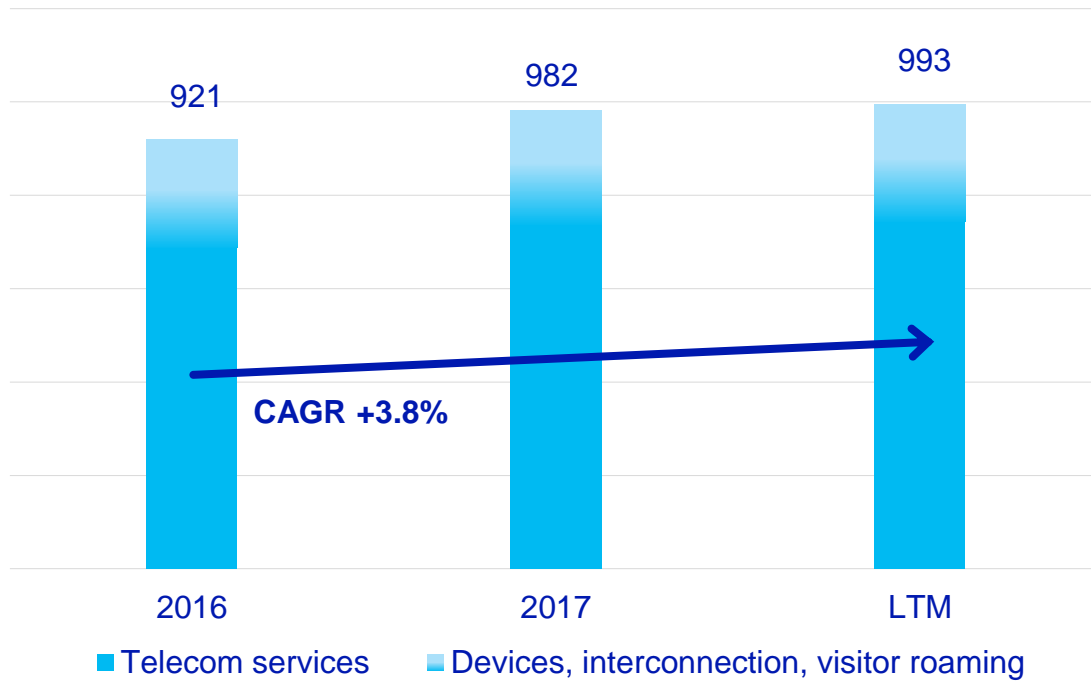




Profit and growth generation

...materialises in mid-single-digit growth in our telecom services revenue...

Telecom services revenues, EURm

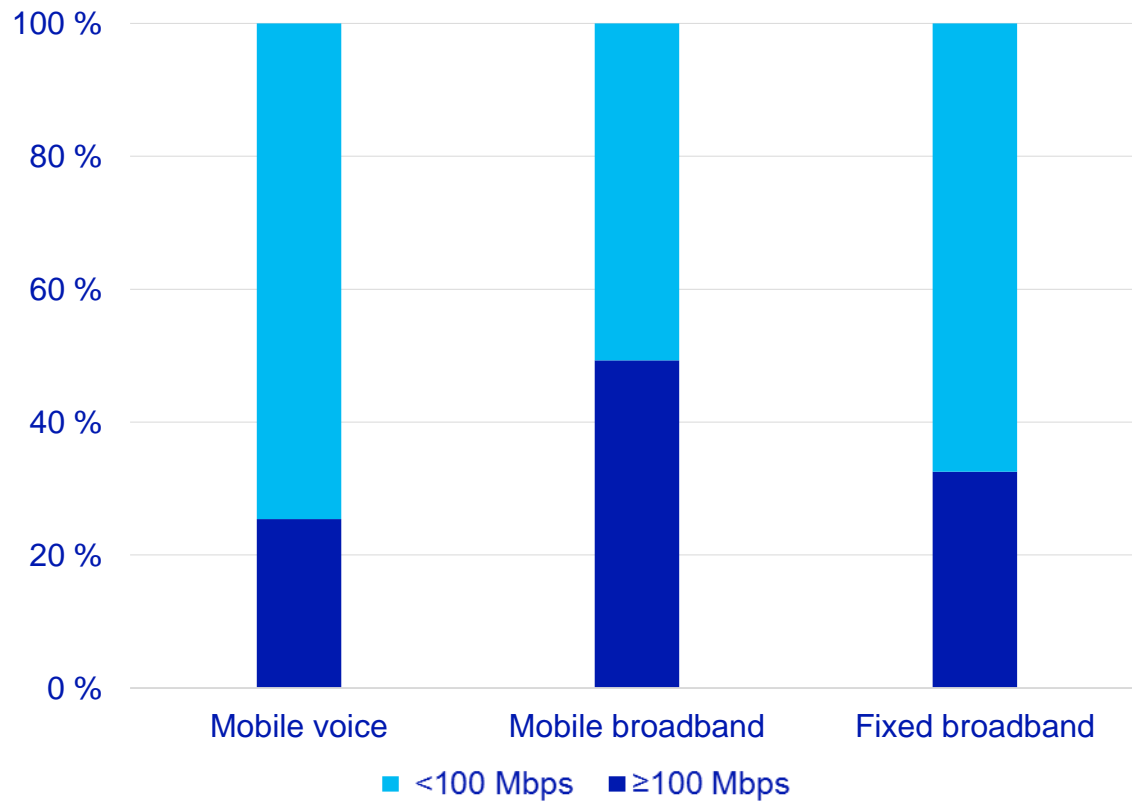


Profit and growth generation

# ...and there is still further potential before moving towards 5G



## Subscriptions in Finland



## Emerging 5G subscriptions

<b>4G SUPER</b>	<b>PREMIUM+</b>	<b>ULTRA</b>
100 Mbps 10 Gb/month	300 Mbps 15 Gb/month	600 Mbps 5G Ready 20 Gb/month
<b>27.90 €/month</b>	<b>31.90 €/month</b>	<b>49.90 €/month</b>





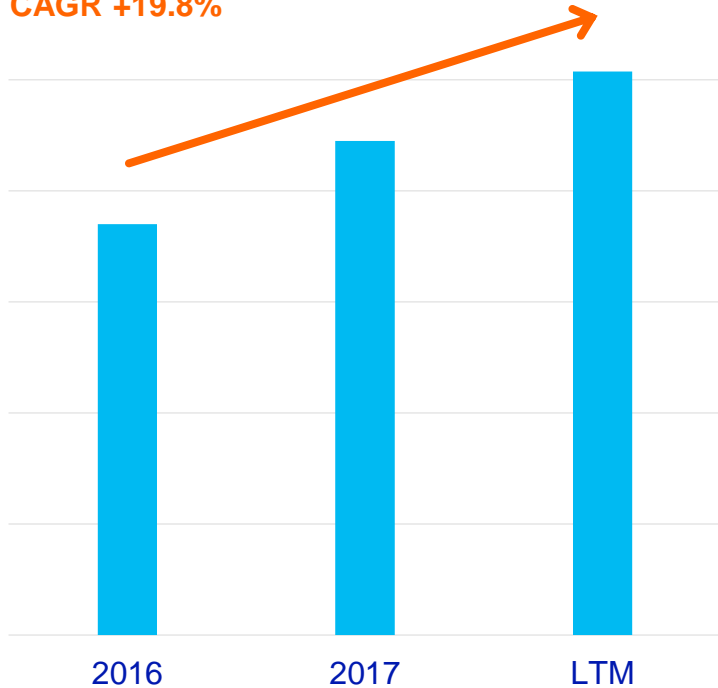
Profit and growth generation

# Our customers' growing interest in on-demand video content...



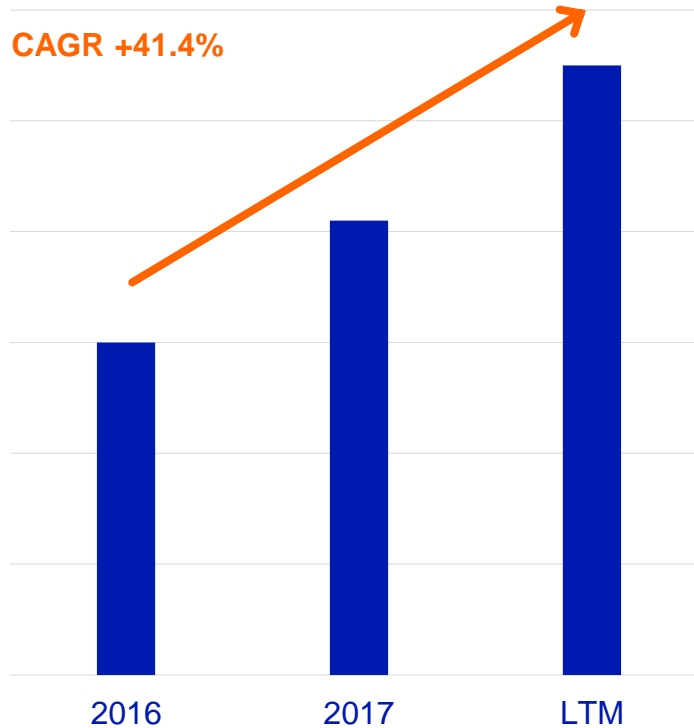
## On-demand video views<sup>1)</sup> in our entertaining video service in Finland

CAGR +19.8%

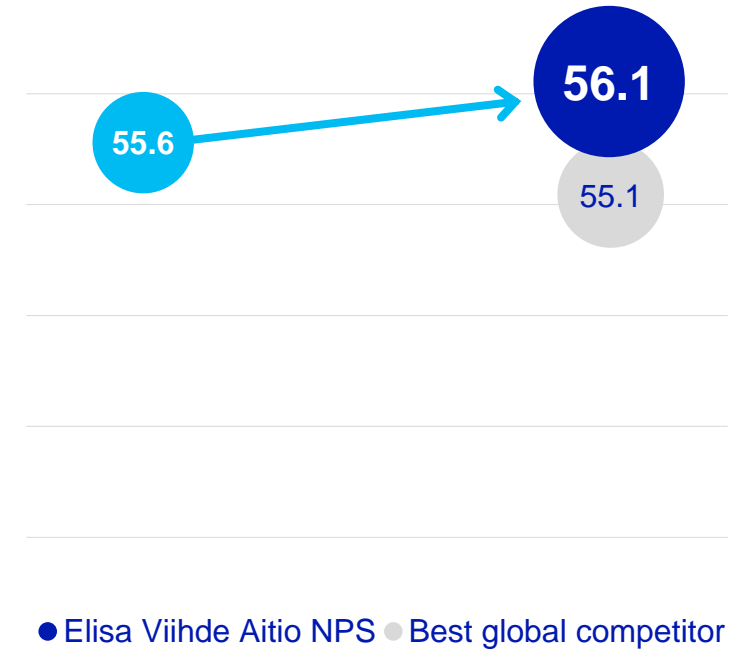


## Paying users of our own streaming video service<sup>2)</sup>

CAGR +41.4%



## NPS of streaming video service, 2016–present



<sup>1)</sup> On-demand video views: transactional, subscription and advertising video-on-demand views and recording views

<sup>2)</sup> Elisa Viihde Aitio

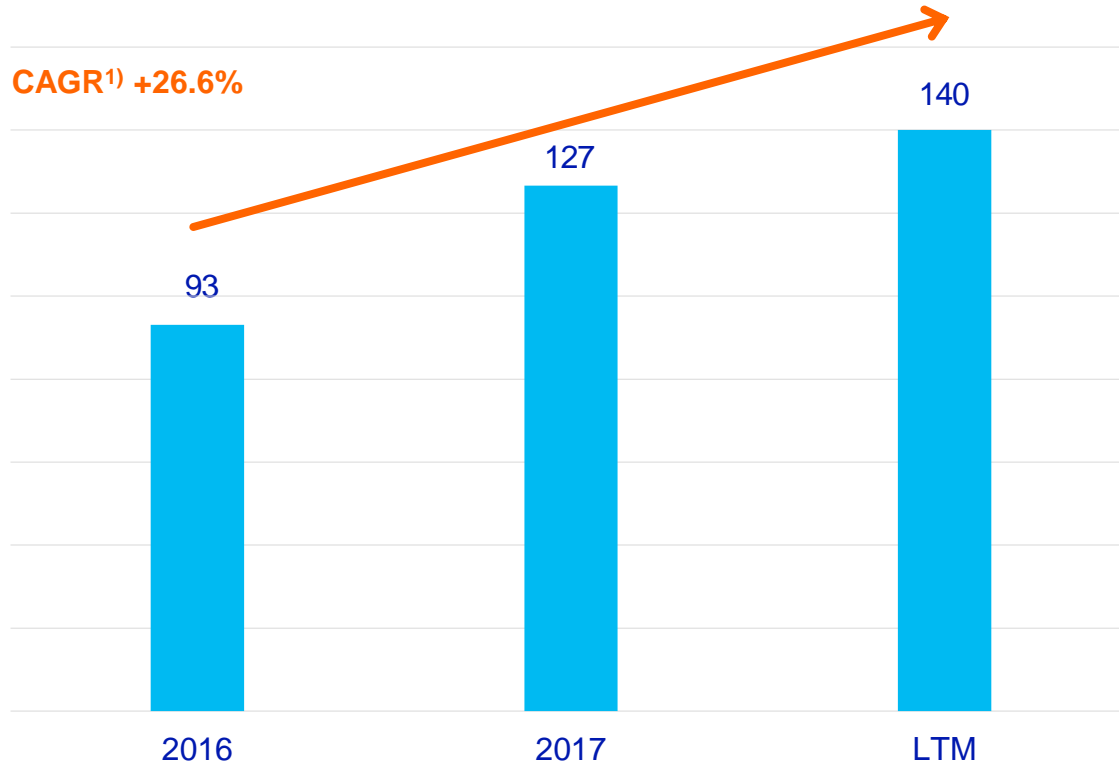
Source: IRO Research, Elisa analysis

Profit and growth generation

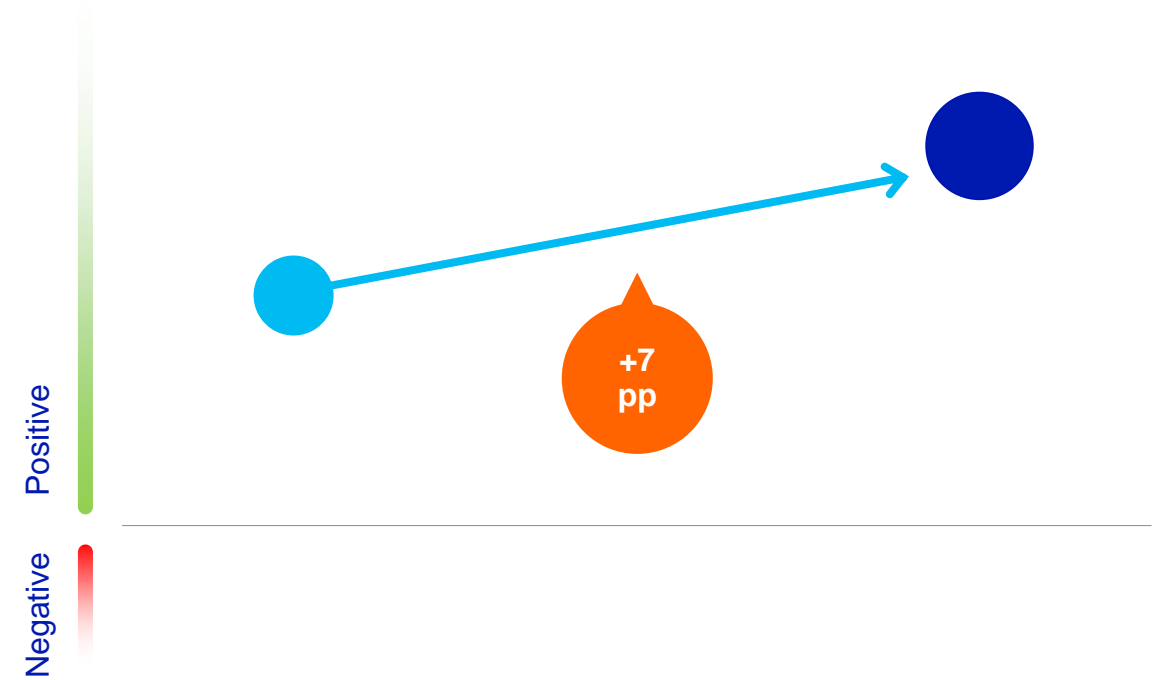
# ...results in top-line growth in entertaining video services...



## Entertaining video services revenues, EURm



## Entertaining video services EBITDA-%, 2016–present



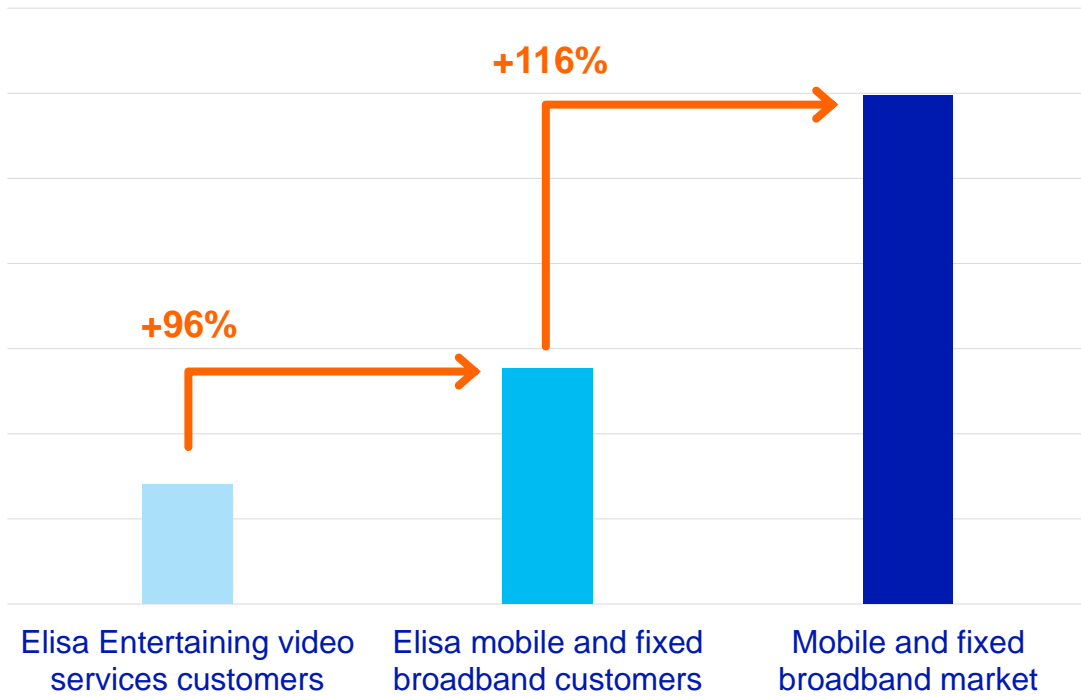
<sup>1)</sup> Organic CAGR 2016 – LTM +10.5%



Profit and growth generation

## ...with further potential for growth

Entertaining video service potential in Finland and Estonia





ELISA VIIHDE ORIGINAL SERIES

# BULLETS

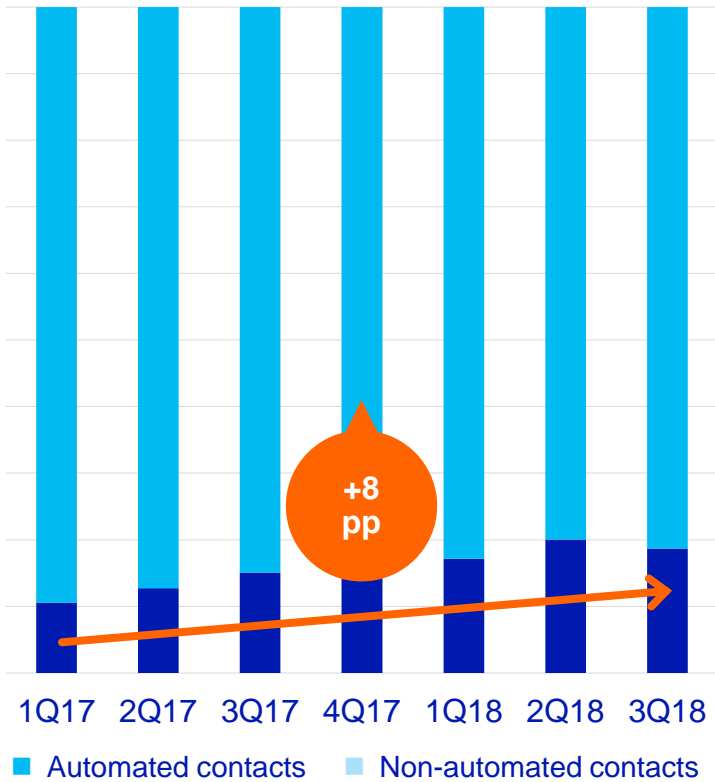
MIPTV COUP DE COEUR WINNER 2018

Profit and growth generation

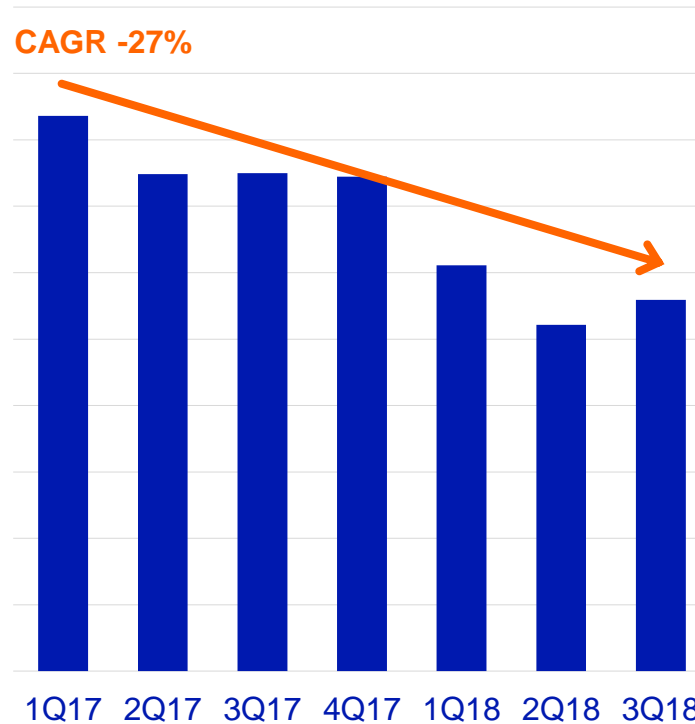
# With expanding use of software robotics and...



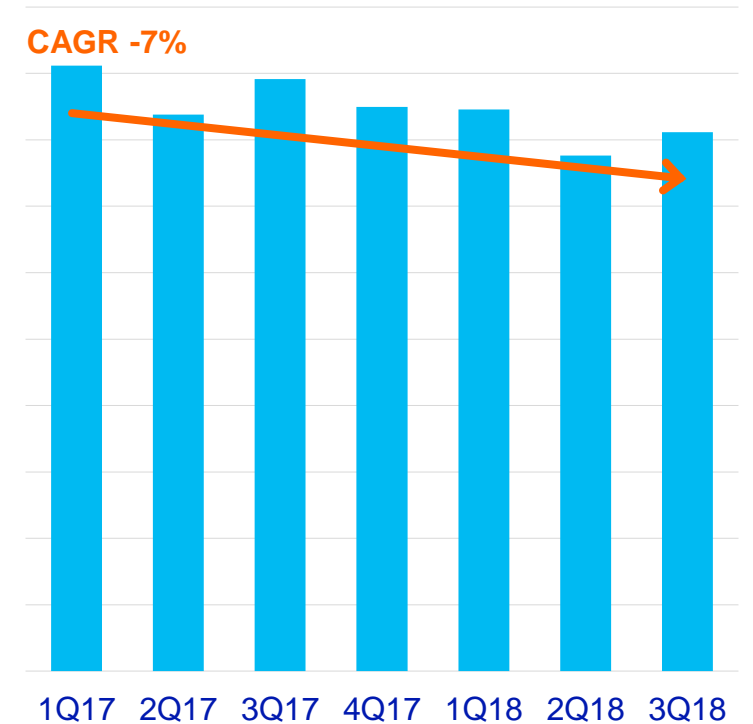
Process automation rate in consumer customer business



Manual work in consumer billing and order handling processes



Billing and delivery contacts in consumer customer business



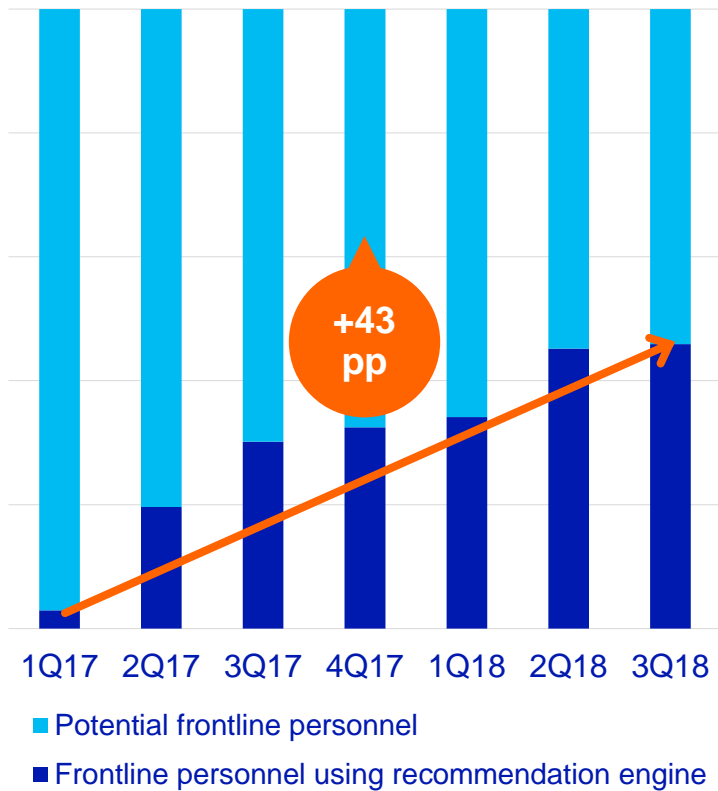


Profit and growth generation

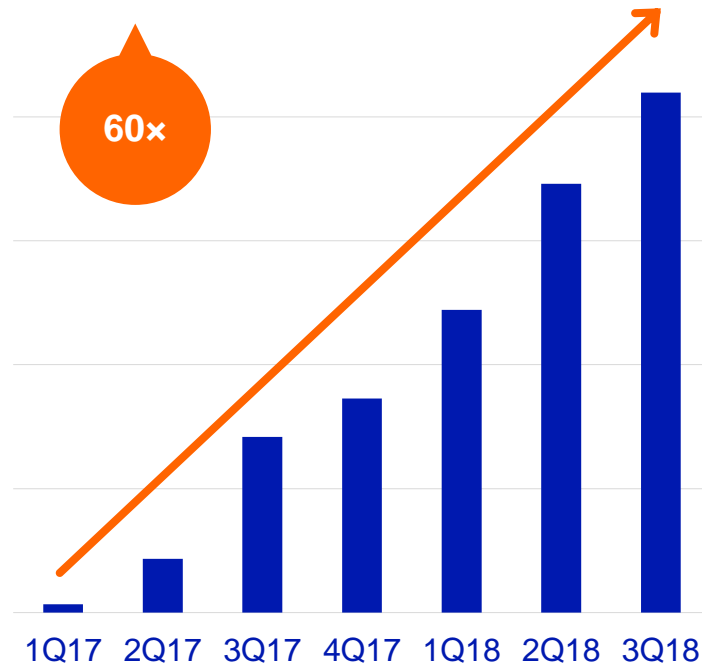
# ...artificial intelligence we enhance efficiency and quality...



## Frontline using AI recommendation



## Accepted AI recommendations by customers



## Customer effort score

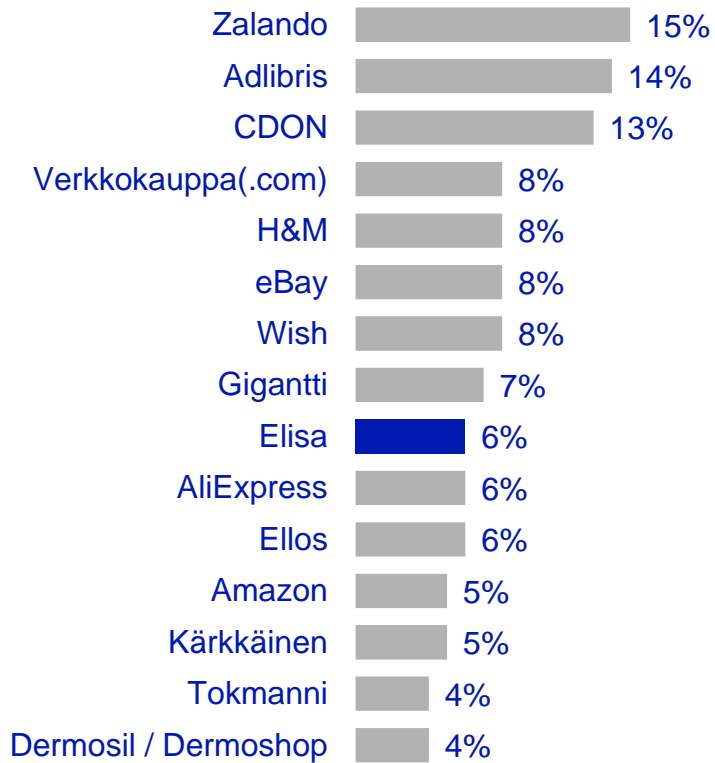


Sources: CEB Global studies 2017–2018, Elisa analysis Customer effort score 2.0 question: To what extent do you agree or disagree with the following statement? “The company made it easy for me to handle my issue” on a scale of 1–7, where 1 = strongly disagree and 7 = strongly agree. CES 2.0 = % answering at least 5 “somewhat agree”, Elisa analysis

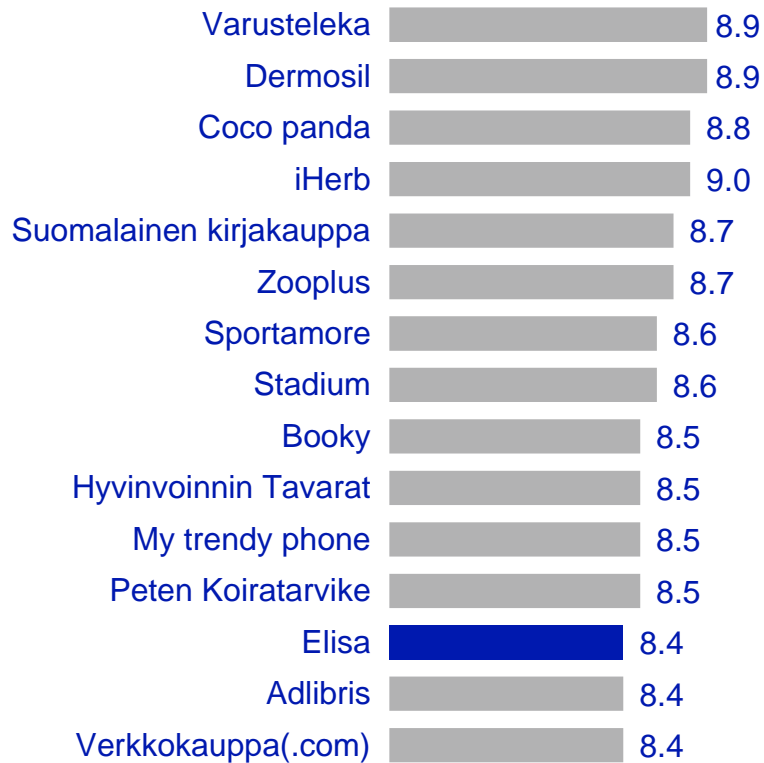
# ...as we continue to leverage online



## 15 most used online stores by Finns



## 15 most valued online stores by Finns



## Transactions and conversion rate in our online shop



Sources: Google analytics, Finnish Commerce Federation, Elisa analysis

Management priorities

# Elisa's unique strategy generates profit and growth

## Elisa's strategy

## Profit and growth generation

Increase mobile and fixed service revenues

- Stimulating demand for speed and 5G
- Enhancing value capture

Grow digital service businesses

- Leveraging market position
- Capturing larger wallet share

Improve efficiency and quality

- Striving for world-class NPS
- Leveraging online and AI

*elisa*

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CMD 2018

THANK YOU.

Statements made in this document relating to the future, including future performance and other trend projections, are forward-looking statements. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements, due to many factors, many of which are outside of Elisa's control.