

Consumer customers business

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Management priorities

We are continuing to execute our strategy...

Telecom services



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Rational subscriptions
with world-class efficiency

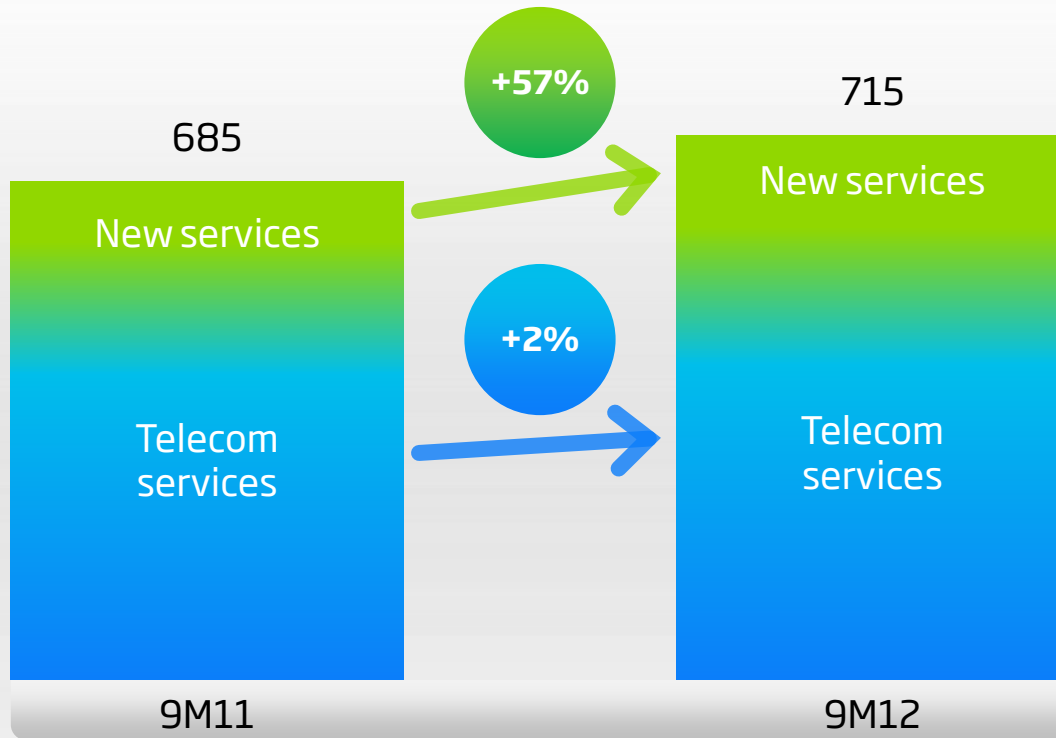
New services



Net-based service
experiences

...transforming our consumer business...

Revenues EURm

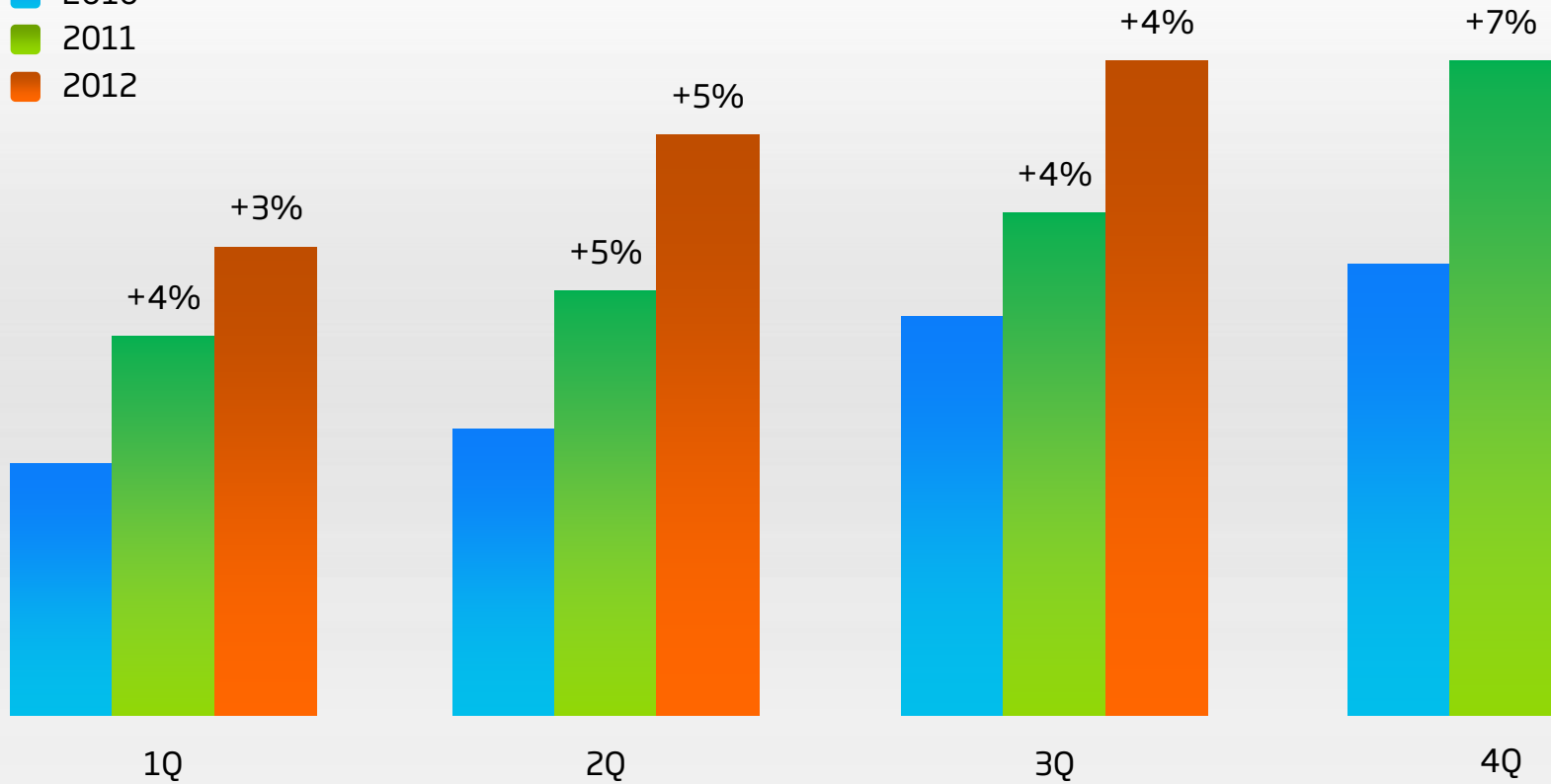


...with mid-single digit top-line growth...

Revenues EURm

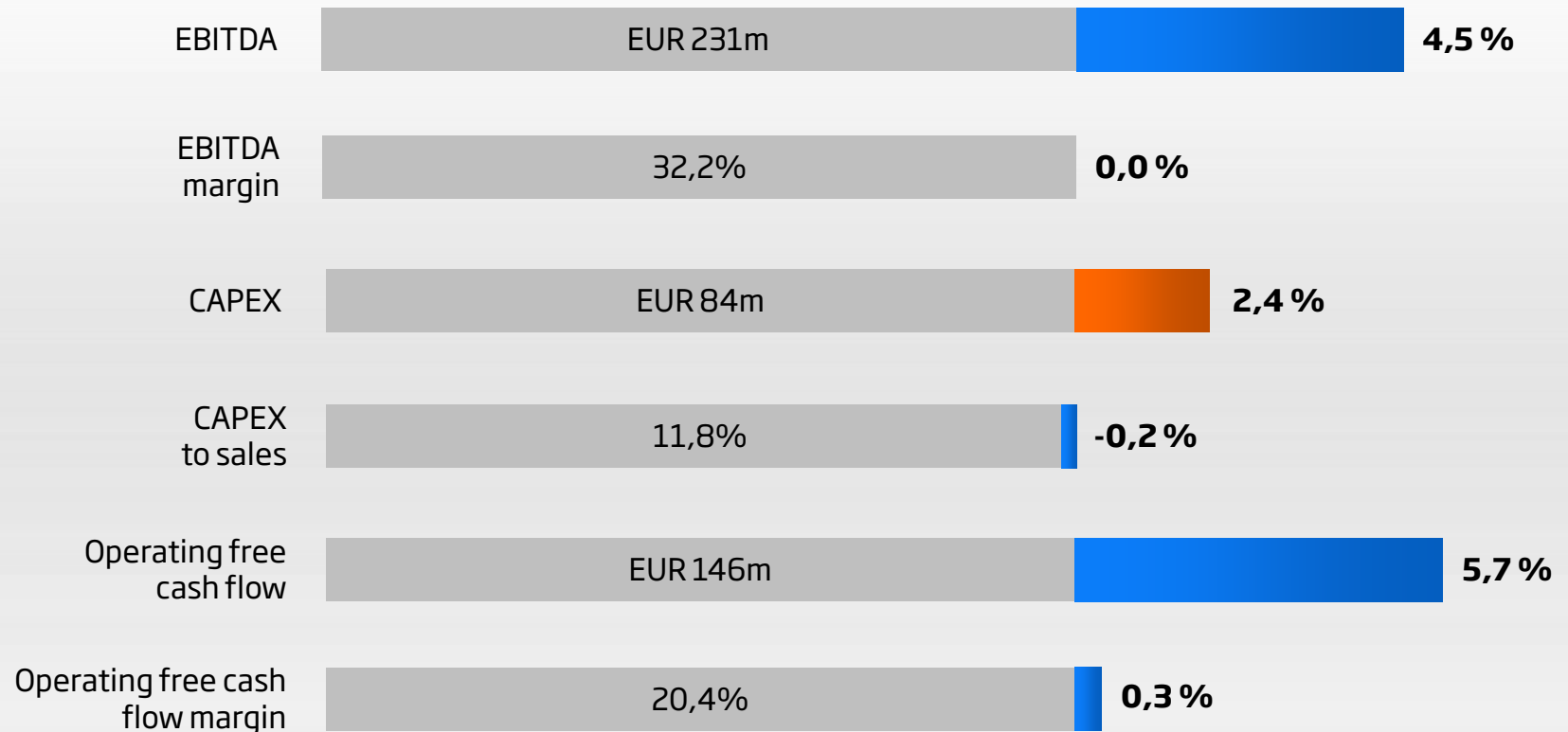
Year-on-year change

- 2010
- 2011
- 2012



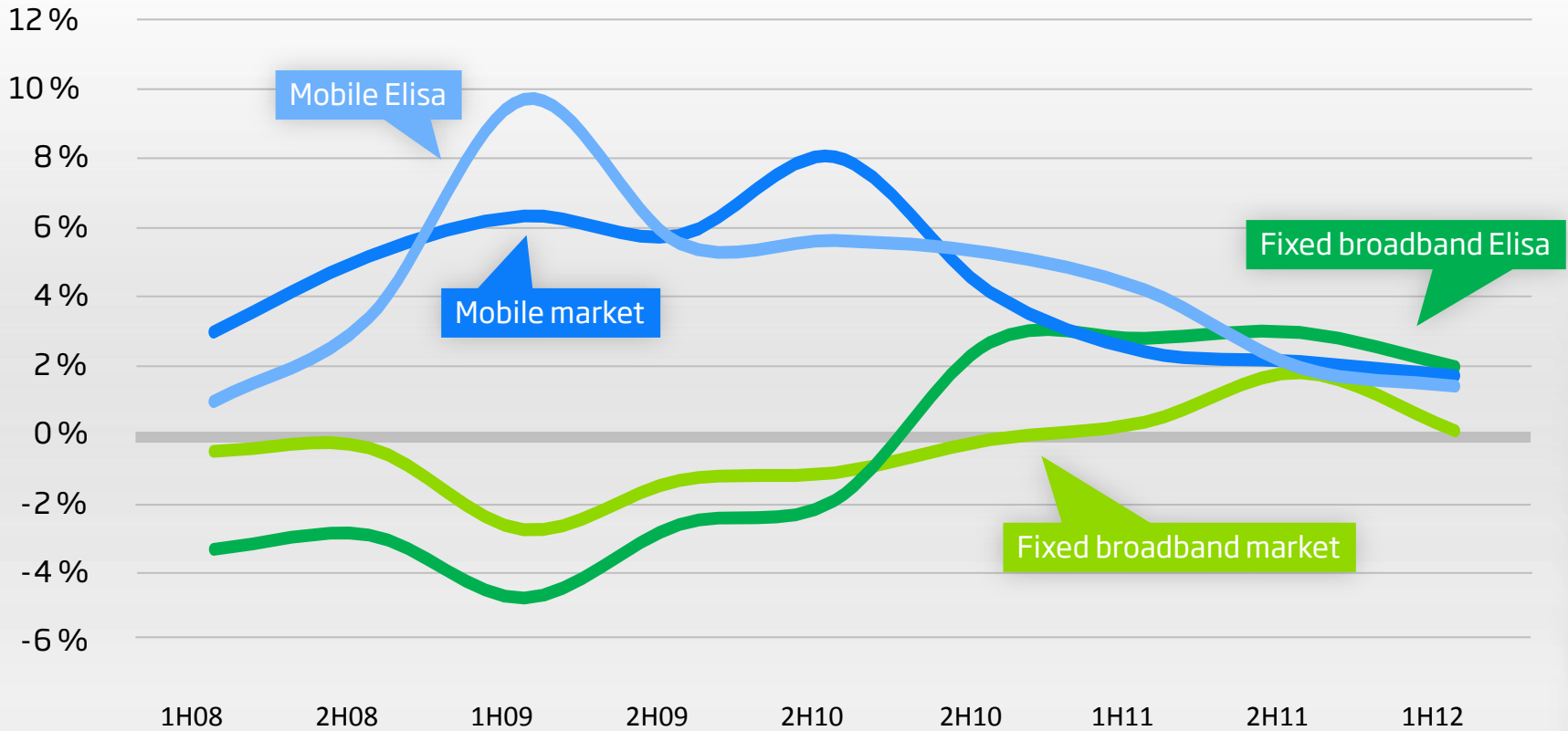
...and scalability in operations

9M11 versus 9M12



Performing on par with the market ...

Subscriptions change yoy in Finland

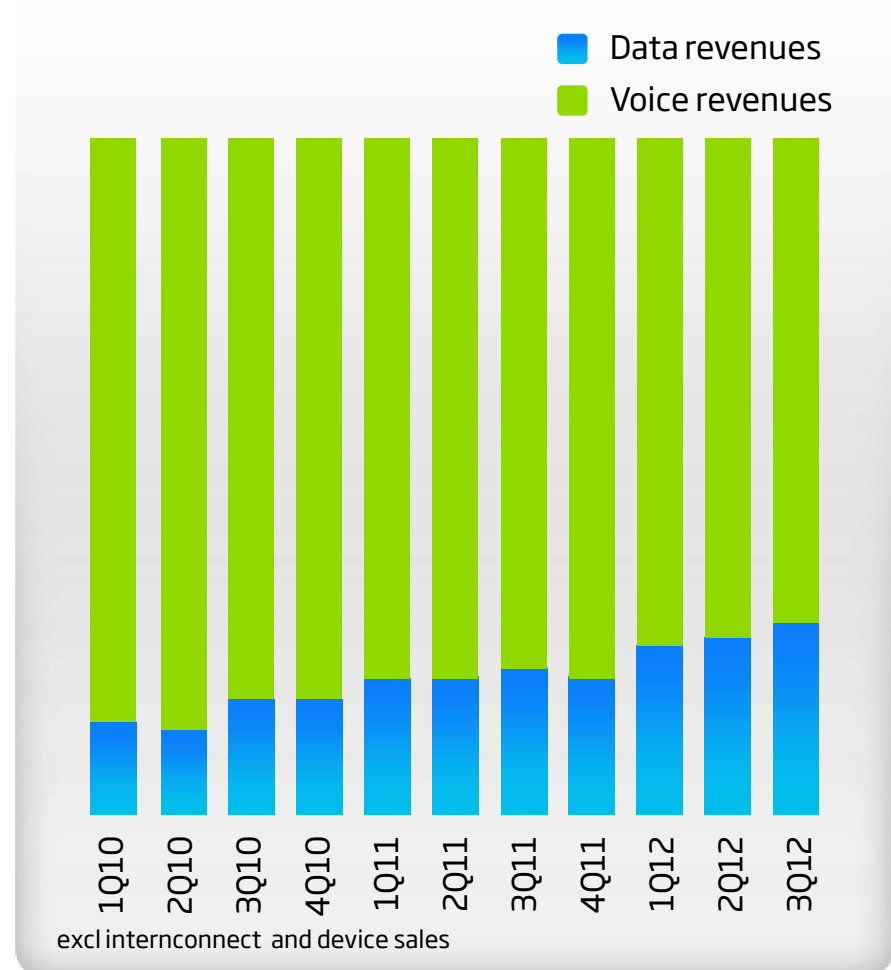


Source: FICORA, company information, Elisa estimates

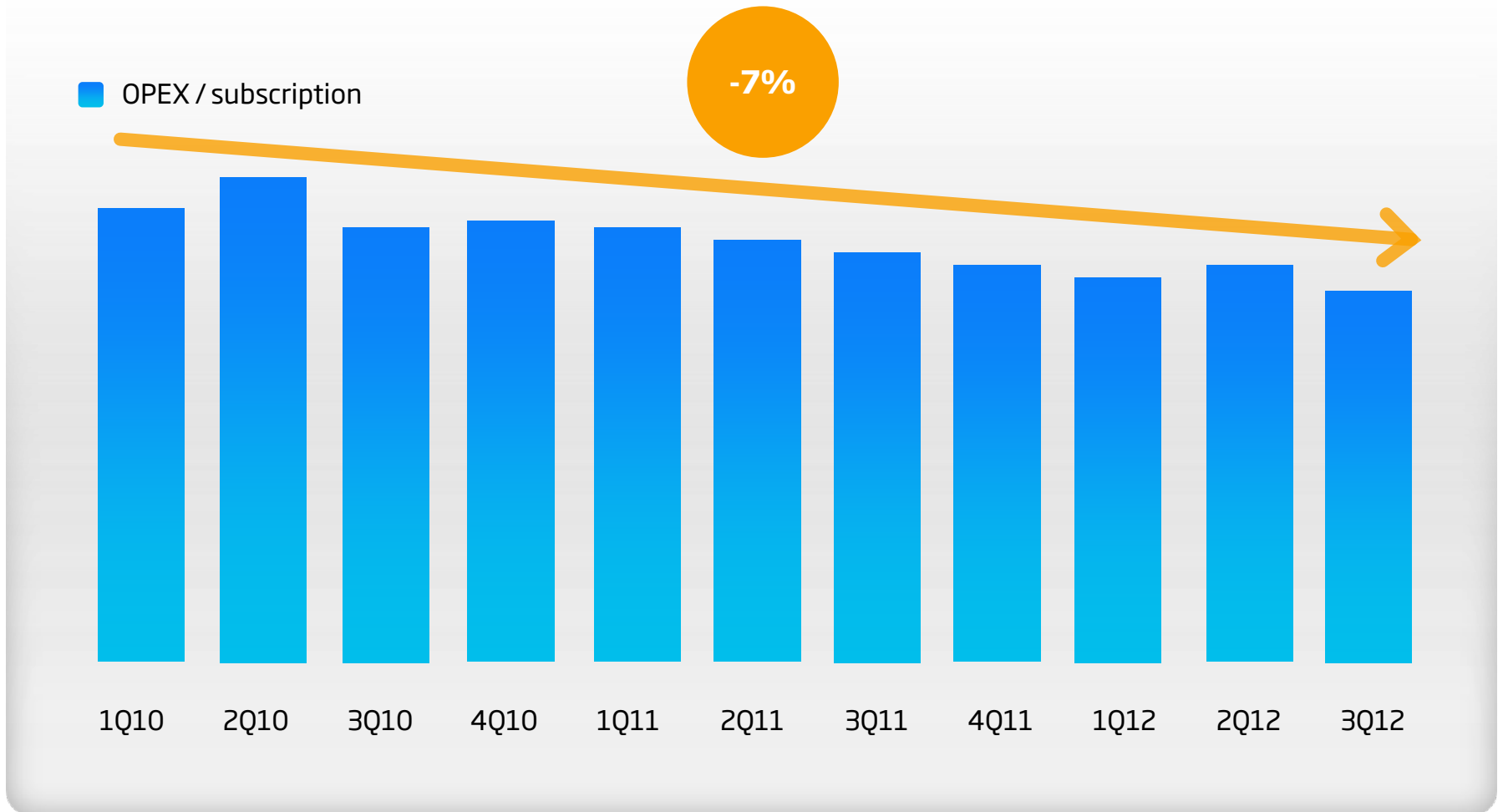
...tiered mobile broadband pricing yielding results...

Speed -based mobile data pricing

Price per month	Maximum speed	Technology	Availability
39.80€	100Mbit/s	4G (DC<E)	Dongles and tablets
19.80€	50Mbit/s	4G (DC<E)	Phones, dongles and tablets
13.90€	21Mbit/s	3G (HSDPA+)	Phones, dongles and tablets
9.90€	2Mbit/s	3G (HSDPA+)	Phones, dongles and tablets
4.90€	0.5Mbit/s	3G (HSDPA+)	Phones only, present subscribers only

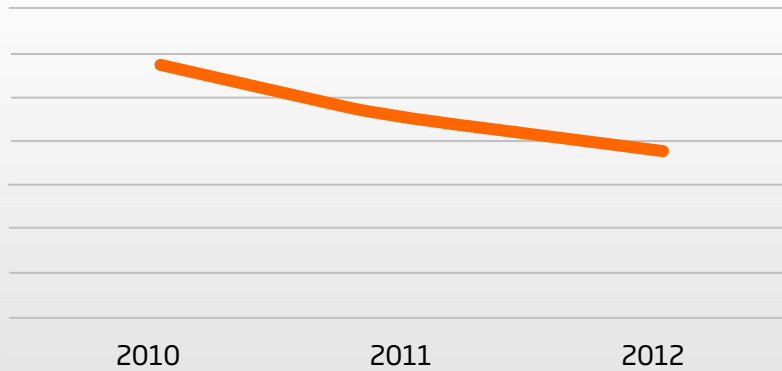


...continued push for operational efficiency...

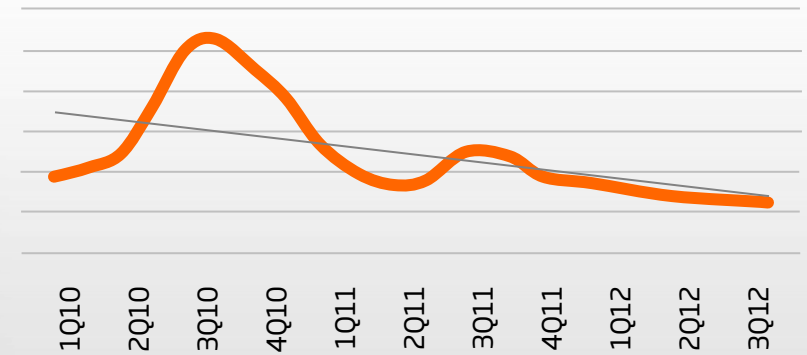


...with further potential for improvement...

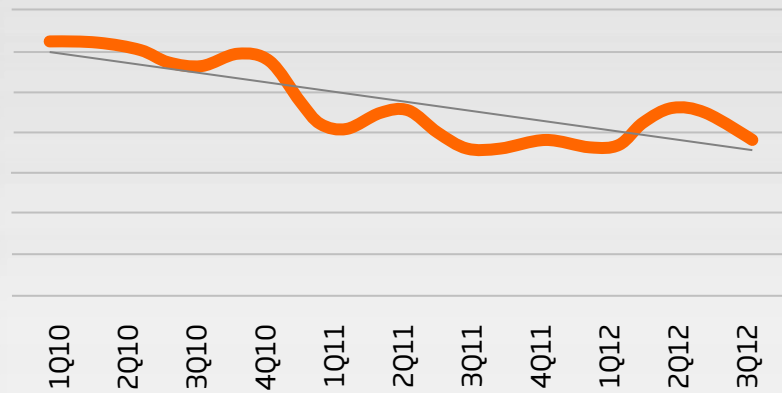
Focus area - Number of IT systems



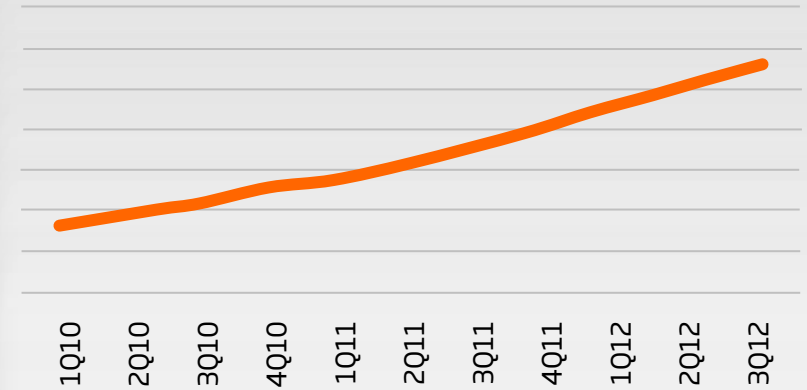
Focus area - Customer service contacts as a proportion of user base



Focus area - Sales channel efficiency (Mobile SAC)

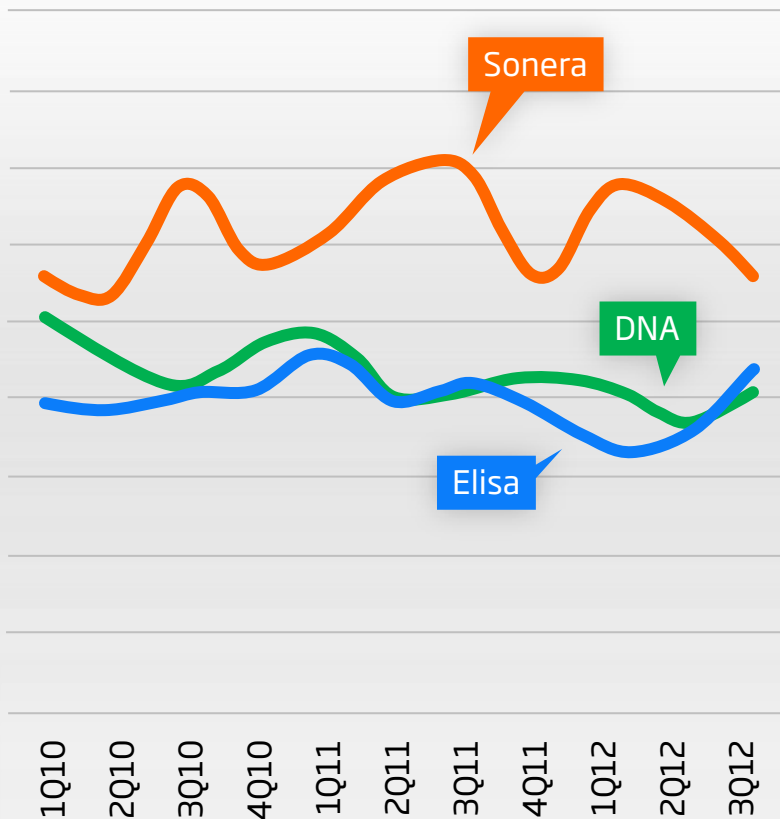


Focus area - Proportion of e-invoices

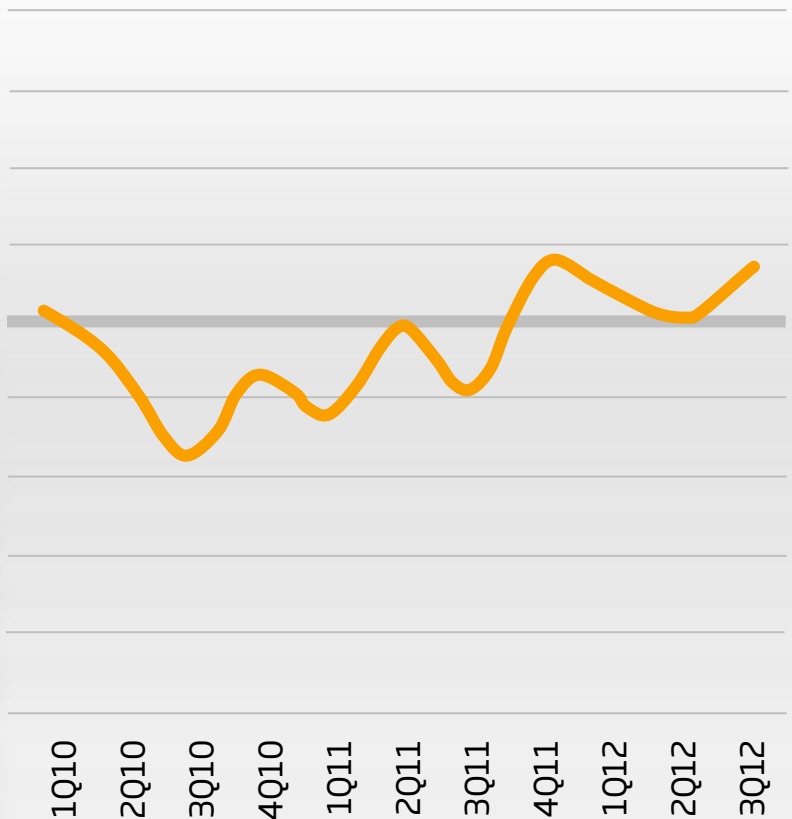


...and customer satisfaction and loyalty as drivers

Mobile churn development



Device gross margin development



Source: Company information, Elisa estimates

Adjacent new services offer attractive growth...

New services market opportunities in Finland

Entertaining

ca. EUR 2.5bn

- Enjoying
- Practising hobbies
- Hanging around



Learning and understanding

ca. EUR 1.5bn

- Satisfying curiosity
- Developing awareness
- Expressing opinions



Managing daily routines

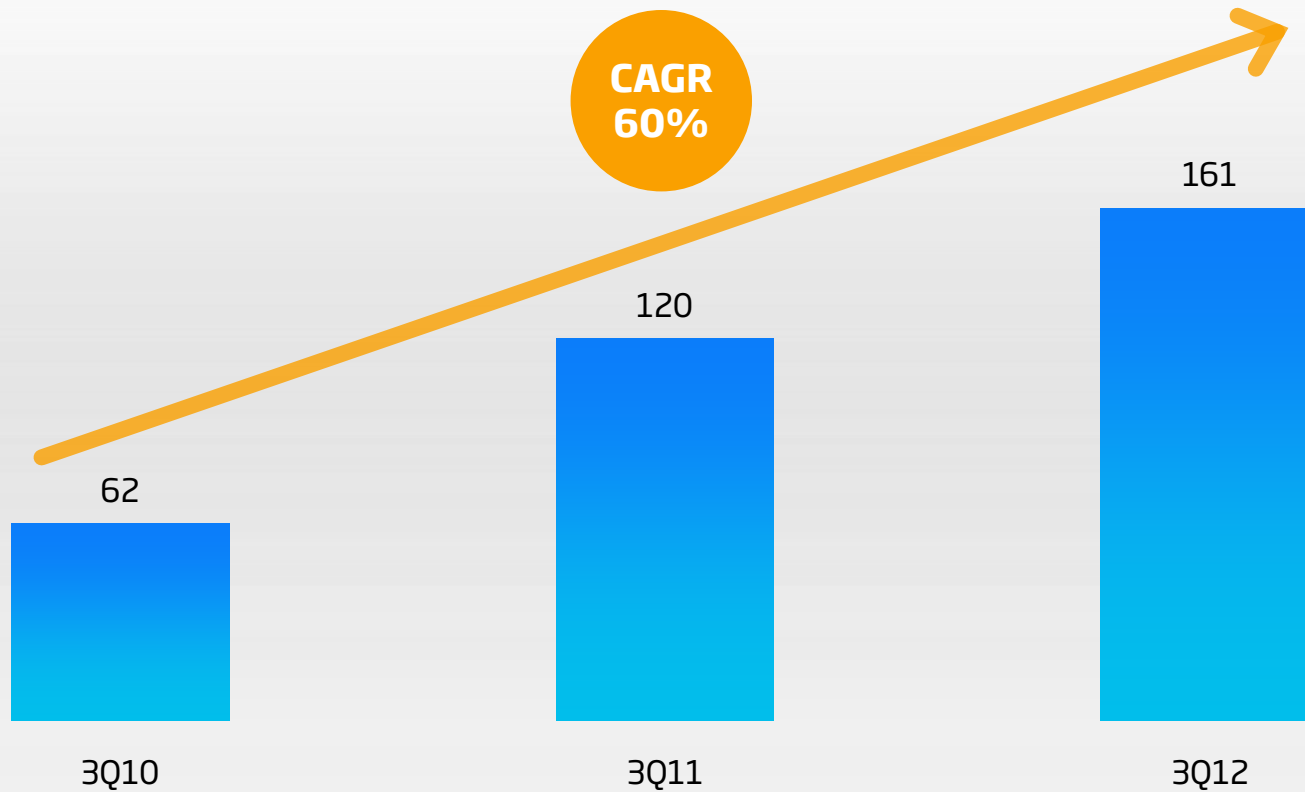
ca. EUR 1.0bn

- Taking care of loved ones and belongings
- Making transactions
- Shopping

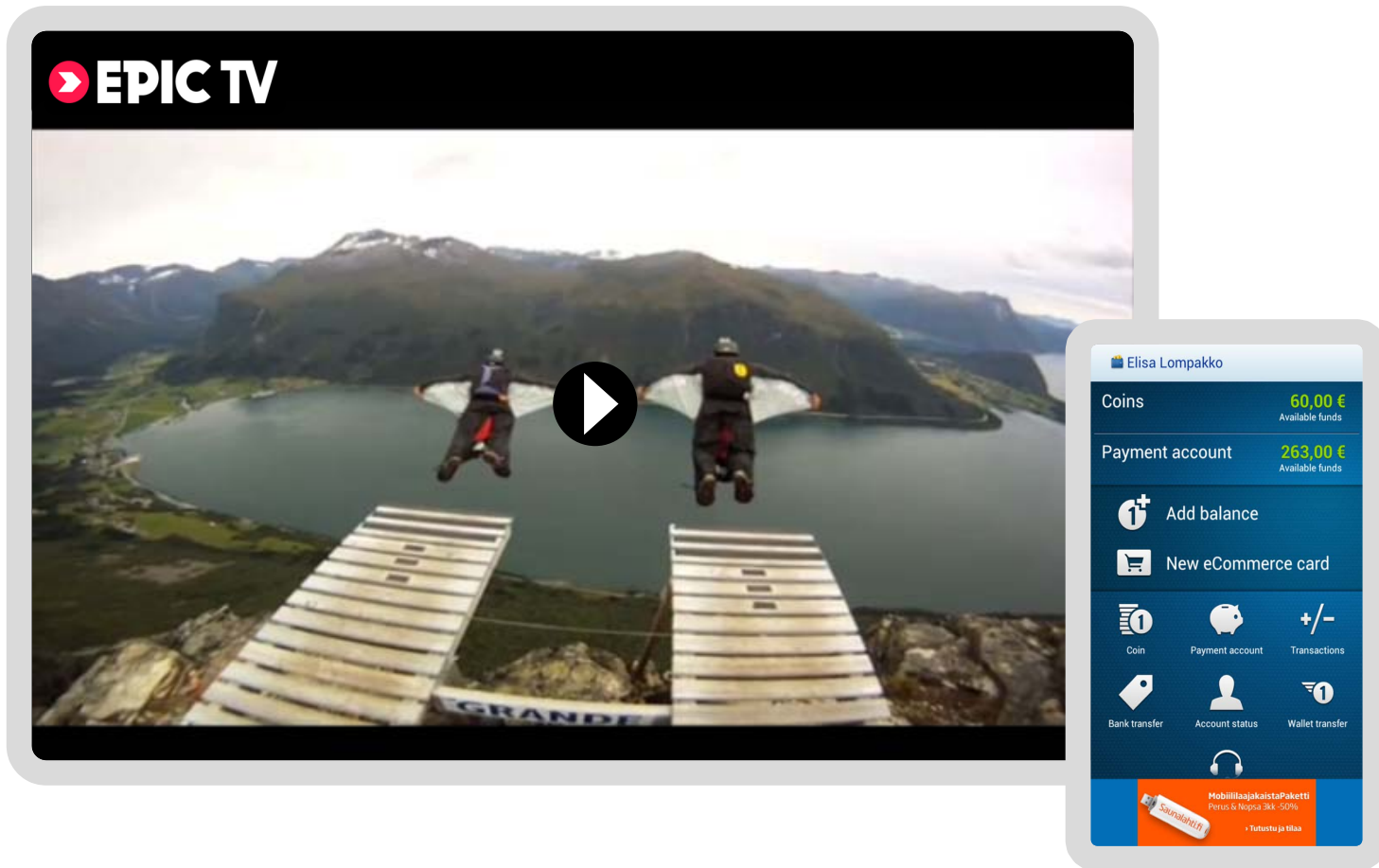


...where we are already achieving encouraging results...

New services user base (thousands)



...with additional services just launched...



...reinforcing our total business competitiveness...

- ✓ There are clear consumer needs
- demonstrated by the uptake of our differentiated offering
- ✓ We have concrete proof-points of being able to monetize these consumer needs
- ✓ We are utilising and leveraging our core assets
- ✓ Uplift of wallet share
- ✓ Increasing customer loyalty
- ✓ Gaining market share

Management key priorities

Telecom services



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- Keeping market share and stimulating demand for data
- Striving for world-class efficiency

New services



- Leveraging market position
- Extending services offering

Thank you!

Q&A



Forward-looking statements

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.