

A woman with long brown hair, wearing a light blue button-down shirt, is smiling and looking at a white tablet computer she is holding with both hands. She is standing in a room with a white textured wall and a doorway in the background. To the left, there is a piece of abstract art with green and yellow colors.

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

DNA Investor presentation
February 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.

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



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 DNA stores

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

Strong employee satisfaction

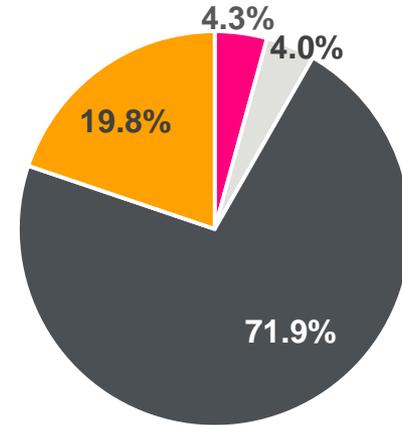
The personnel's satisfaction with DNA as an employer is at a record-breaking high level

DNA became a listed company

- Trading in the DNA share began on the Nasdaq Helsinki Stock Exchange on 30 November 2016
- The final subscription price in the offering was EUR 10.10 per share
- DNA has today in total more than 13,000 shareholders
- Market cap is EUR ~2.3 billion
(2 February 2018)

DNA's ownership structure

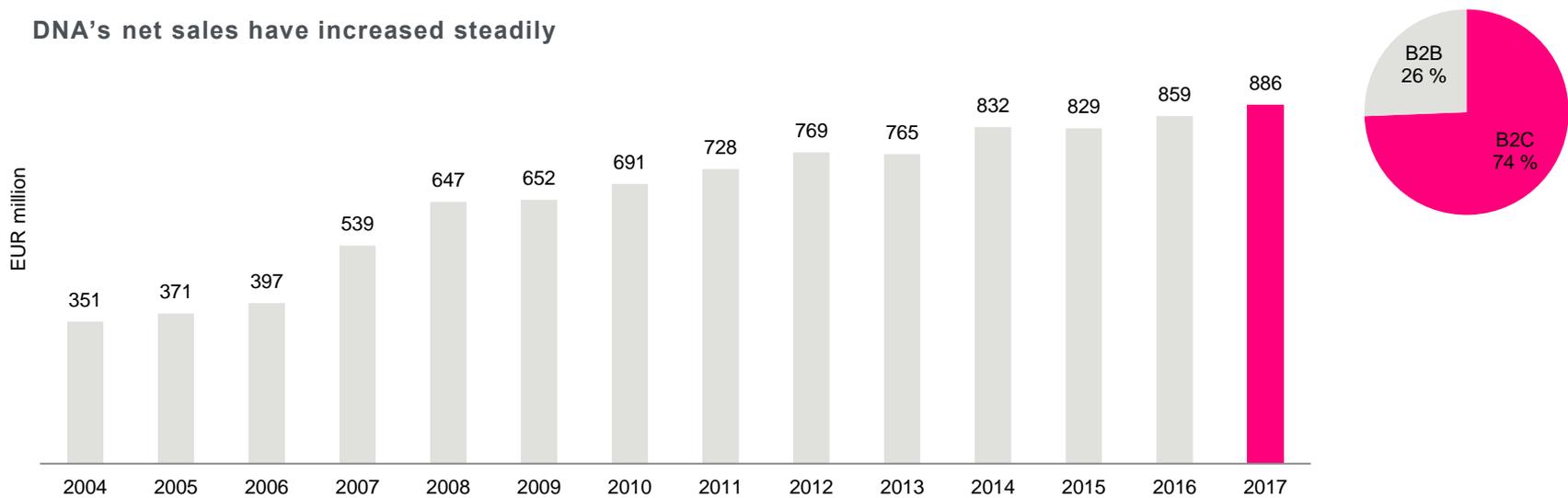
(31 January, 2018)



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

From a mobile start-up to a strong player – 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

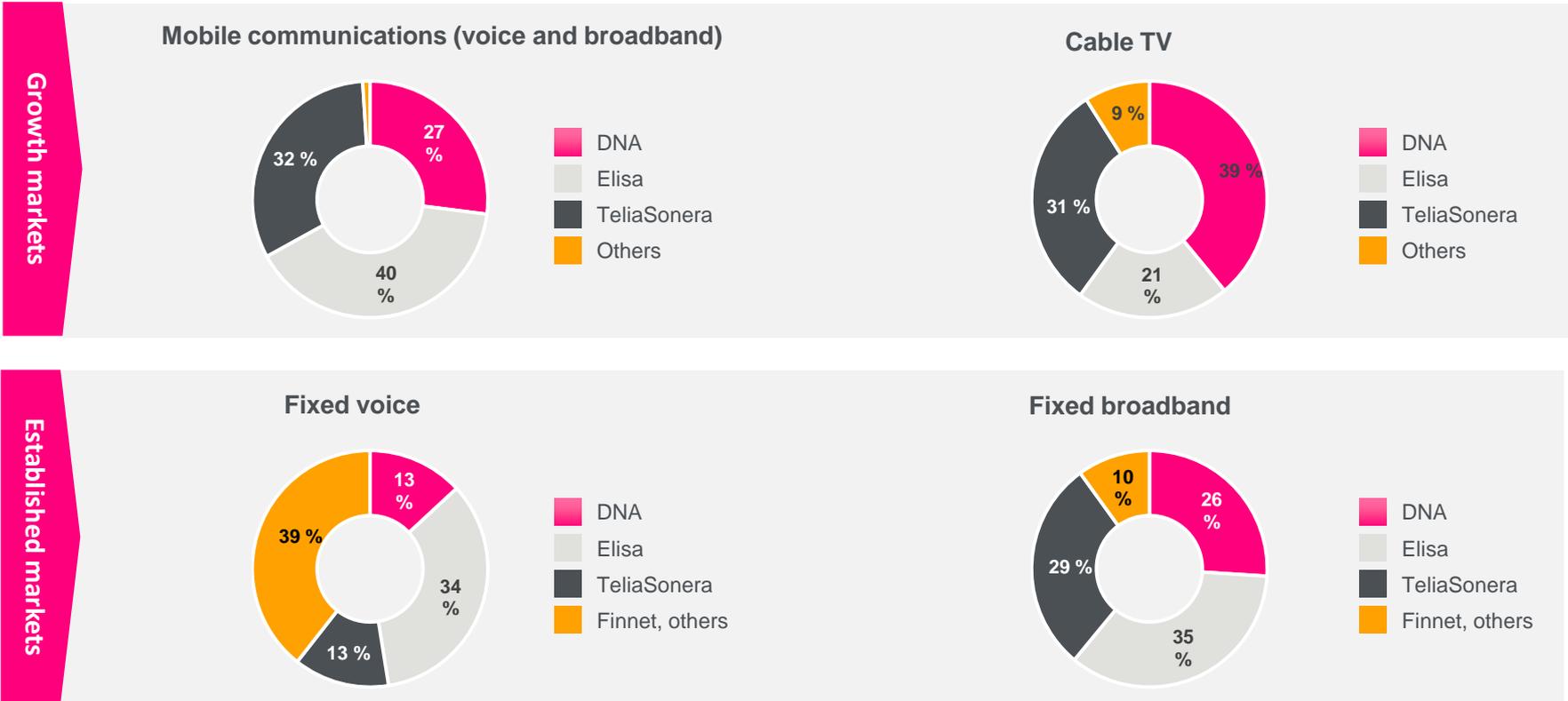
2014
DNA acquires TDC's Finnish operations & Finnish Shared Networks Ltd is founded

2015
All DNA business operations under a single brand

2016
DNA becomes a listed company

Strong foothold in the growth markets

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



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 |
|--|---|--|--|

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 is estimated to reduce our indirect greenhouse gas emissions by 40 per cent, which means about 13,000 tonnes less greenhouse gases per year. This amount equals about 2,000 trips around the world in a car.

Record high job satisfaction

DNA's results in the Great Place to Work survey improved significantly again, despite the good results of the previous year. Results improved across the board for the organisation as a whole.

Active in the society

We are a main partner of the "HundrED – 100 Koulu" 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

Q4/2017: Net sales increased and profitability improved



Net sales increased 4.2% and was EUR 234.6 million (225.2)

- Mobile device sales was particularly strong and grew 14.9% from the comparison 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 further, EBITDA share of net sales was 28.0%

- EBITDA increased 28.1% and was EUR 65.7 million (51.3).
- The positive development was driven by growth in service revenue and improved cost-efficiency of modern network platforms.
- The comparable operating result increased 44.2% and was EUR 29.9 million (20.8). Comparable operating result as a percentage of net sales was 12.8% (9.2%)



Strong momentum of operational KPI's

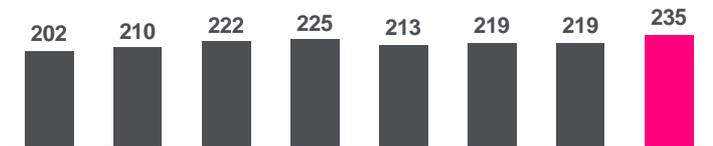
- Revenue per user for mobile communications (ARPU) increased further and was EUR 19.0 (EUR 17.5)
- The subscription turnover rate (CHURN) increased slightly from the comparison period and was 18.1% (17.8%), however, it decreased from the previous quarter (Q3/2017: 19.1%)
- Mobile subscription base grew 2.5% from the comparison period and was 2.811,000 (2.742,000) subscriptions
- Subscription base for fixed network services (fixed broadband, cable and fixed voice) increased +17,000 and totalled 1.130,000 subscriptions

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

Q4/2017 – record high net sales, higher investments due to timing towards the year-end

Strong mobile device sales boosted the last quarters' net sales, +4.2%

EUR million y-on-y 4.2% in Q4/2017

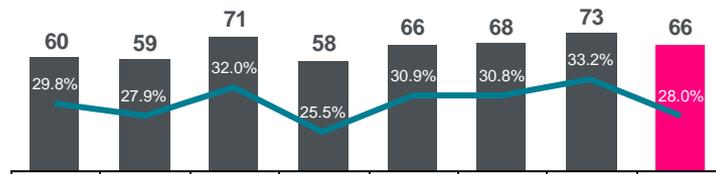


Q1/2016 Q2/2016 Q3/2016 Q4/2016 Q1/2017 Q2/2017 Q3/2017 Q4/2017

■ Net sales

EBITDA¹ margin improved from the comparison period +14.2%

EUR million y-on-y +14.2% in Q4/2017

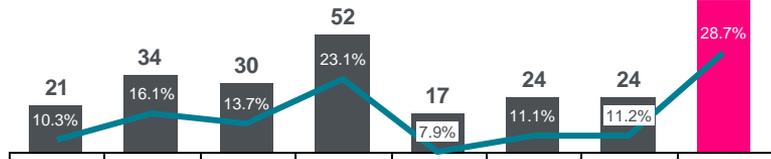


Q1/2016 Q2/2016 Q3/2016 Q4/2016 Q1/2017 Q2/2017 Q3/2017 Q4/2017

— Comparable EBITDA as a % of Revenue ■ Comparable EBITDA¹

As expected, majority of operative capex² took place during last quarter

EUR million y-on-y 29.5% in Q4/2017

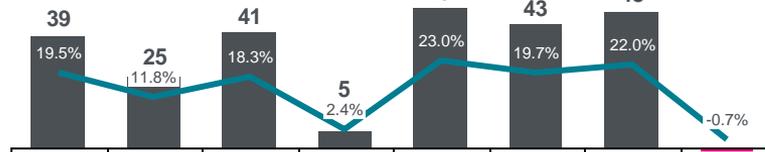


Q1/2016 Q2/2016 Q3/2016 Q4/2016 Q1/2017 Q2/2017 Q3/2017 Q4/2017

— Operative Capex as a % of Revenue ■ Operative Capex²

Operating cash flow³ was impacted mainly due to timing of investments

EUR million



Q1/2016 Q2/2016 Q3/2016 Q4/2016 Q1/2017 Q2/2017 Q3/2017 Q4/2017

— Operating FCF as a % of Revenue ■ Operating Free Cash Flow³

Notes

- 1. EBITDA excluding items affecting comparability
- 2. Operative capex excluding capex for spectrum licenses
- 3. Operating free cash flow defined as comparable EBITDA minus operative capex January-September

FY2017: Record high net sales and profitability

EUR 886.1
million
+3.2%²

Net sales

2.811,000
+69 000²

Mobile communications subscriptions

EUR 271.8
million
+10.0%²

Comparable EBITDA

1.130,000
+17,000²

Fixed-network subscriptions

EUR 138.9
million
+26.0%²

Operative free cash flow

1.077,000
+29,000²

Fixed broadband and cable TV subscriptions

EUR 304.3
million
1.12

Net debt

Net debt/ EBITDA (rolling 12 months)

18.3%

Mobile CHURN for postpaid subscriptions

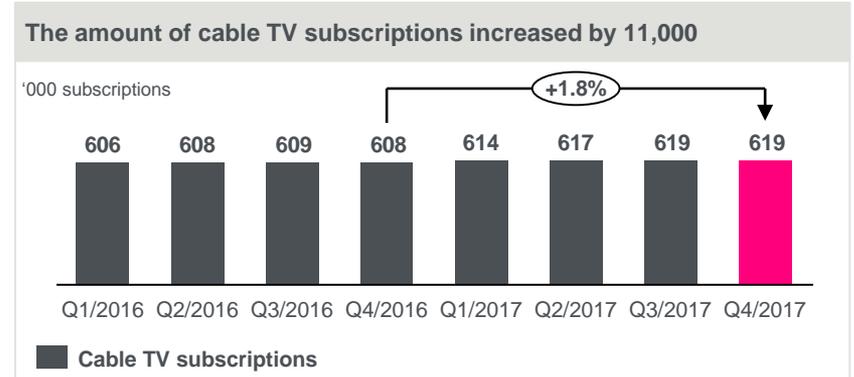
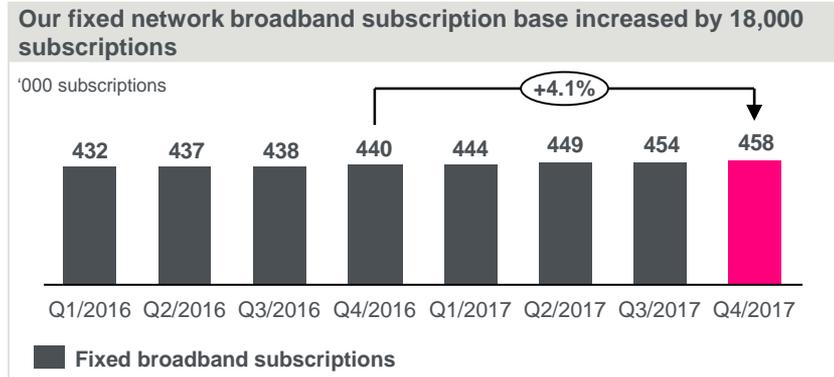
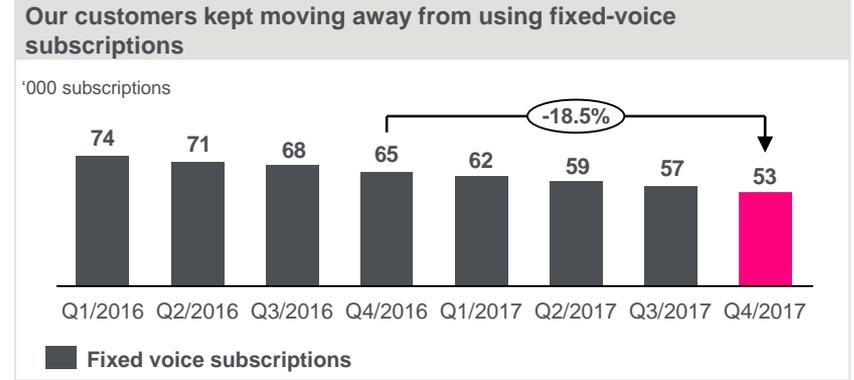
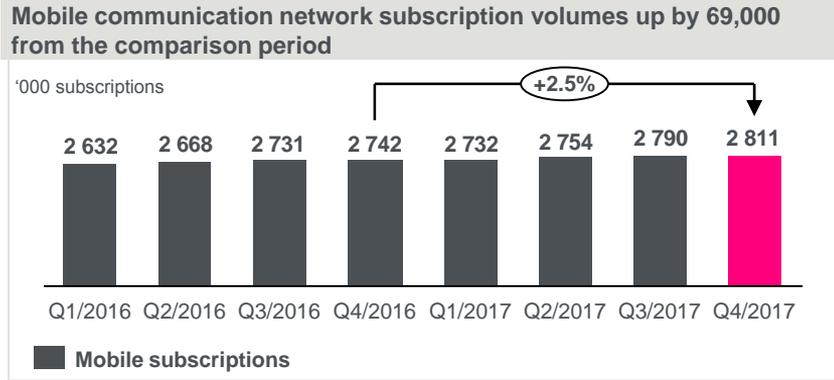
Notes

1. Includes subscribers who hold contract for DNA's TV packages transmitted via cable or a bundle package including a Cable-TV product

2. Compared to FY2016

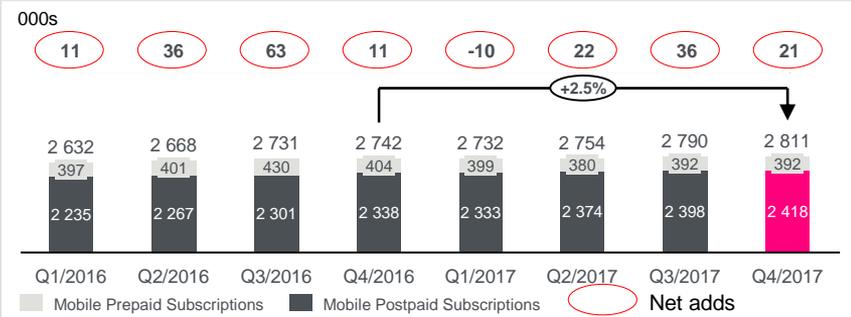
CHURN = Customer turnover rate

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

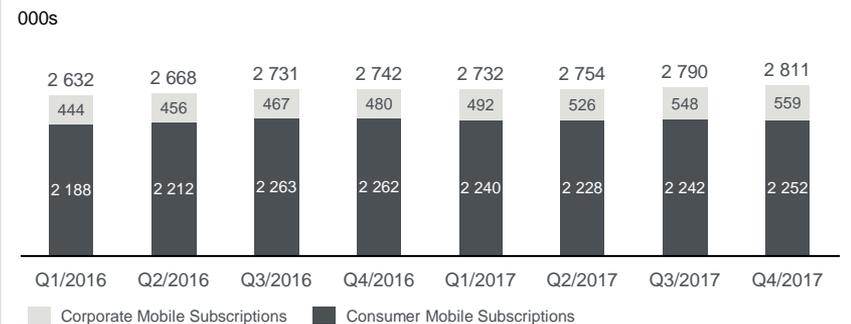


Subscriptions in DNA's mobile network increased by 69,000 from comparison year

Our mobile subscription base grew 2,5% year-on-year



Net growth in both Consumer and Corporate segments

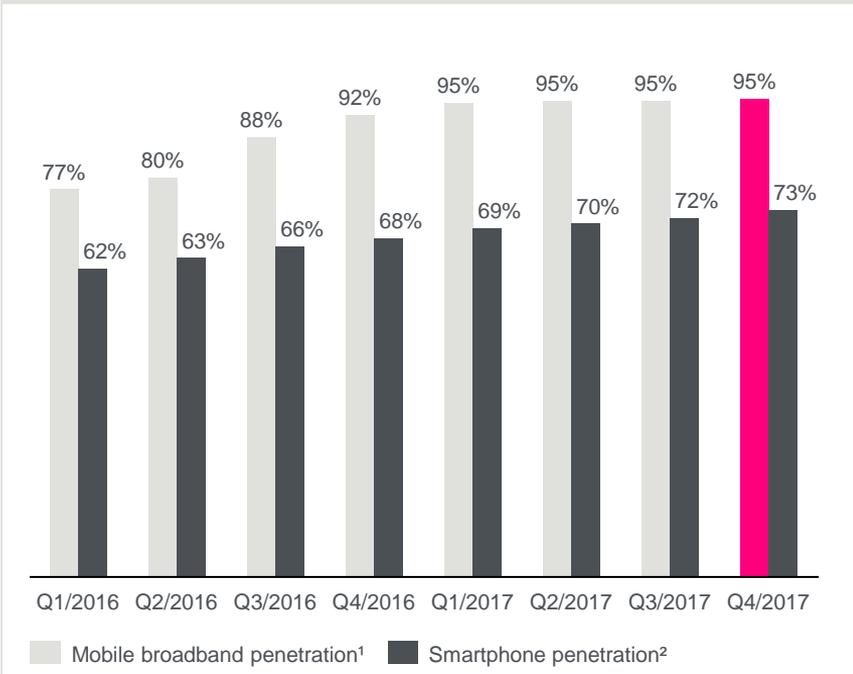


Key highlights in Q4 2017

- Mobile communication network subscription volumes were up 69,000 year-on-year
 - ✓ - 12,000 prepaid mobile subscriptions
 - ✓ + 80,000 postpaid mobile subscriptions
 - or
 - ✓ - 10,000 new Consumer Business customer subscriptions
 - ✓ + 79,000 new Corporate Business customer subscriptions
-
- The amount of mobile subscriptions increased during Q4/2017 from the end of Q3/2017 by 21,000
 - ✓ + 10,000 consumer customer subscriptions
 - ✓ + 11,000 corporate customer subscriptions

Steady growth of mobile broadband and smartphone penetration

Mobile broadband and smartphone penetration



Key highlights in Q4 2017

- ✓ Smartphone penetration continues to increase and was 73%
 - Practically all phones sold in the market in the fourth quarter were smart phones and mostly 4G models
- ✓ Mobile broadband penetration level was 95%

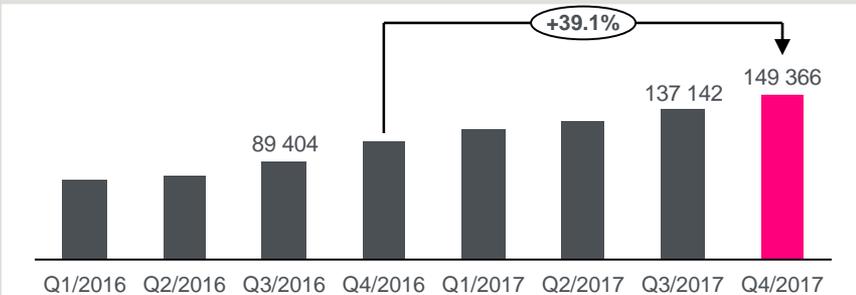
Notes

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

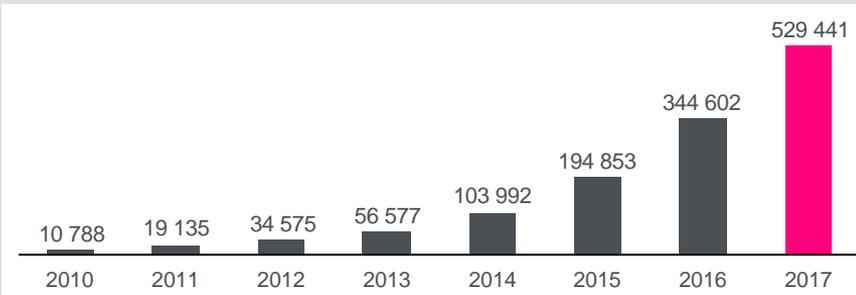
2. iOS (iPhone), Bada-, MeeGo-, Android-, BlackBerry-, Symbian 3+ and Windows phones of the total phone base

88% of all mobile data usage was transferred in 4G network

Mobile data traffic (GB, '000)



Mobile data traffic (GB, '000)



Key highlights in Q4 2017

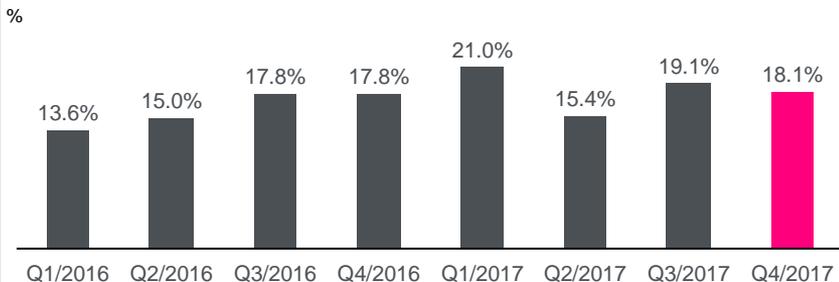
- Mobile data traffic has almost tripled during the past three years
- DNA's 4G mobile data traffic grew more than 51% during the last quarter
- DNA's total data traffic volume in the mobile communications network grew by 39%. Also data volume per subscription continued to grow in DNA's network
- We make continuous investments in mobile networks and fixed-network broadband to support the customers' growing use of subscriptions, devices and services

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

Mobile postpaid ARPU increased 8.6% year-on-year



Mobile postpaid CHURN increased during the fourth quarter, but decreased from the end of Q3/2017



Key highlights in Q4 2017

- Demand of 4G subscriptions continues to grow steadily. Customers are prepared to pay more for faster data connections
 - ✓ 8.6% increase in ARPU
 - ✓ 4G subscription base 54.3%²
 - ✓ 4G subscription base has increased 9.2%-points year-on-year (Q4/2016: 45.1%)²

- In the fourth quarter, tight competitive environment and campaigns impacted our subscription turnover rate (CHURN)
 - ✓ CHURN was 18.1% (17.8%)
 - ✓ From the end of Q3/2017, CHURN improved by 1.0%-points

¹ ARPU in Q1 2016 affected as interconnection revenues declined as MTR fees decreased from 1.87 eurocents per minute to 1.25 eurocents per minute in December 2015 (fixed at this level to December 2018)

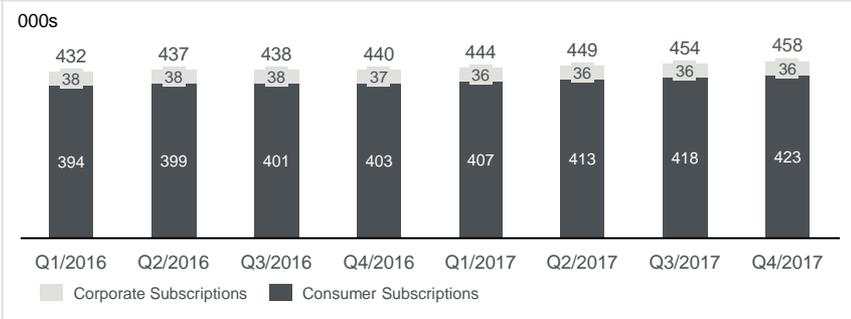
² Share of mobile subscriptions in Consumer business

ARPU = Average billing per user

CHURN = Subscription turnover rate

Stable growth in fixed broadband and cable-TV subscription base

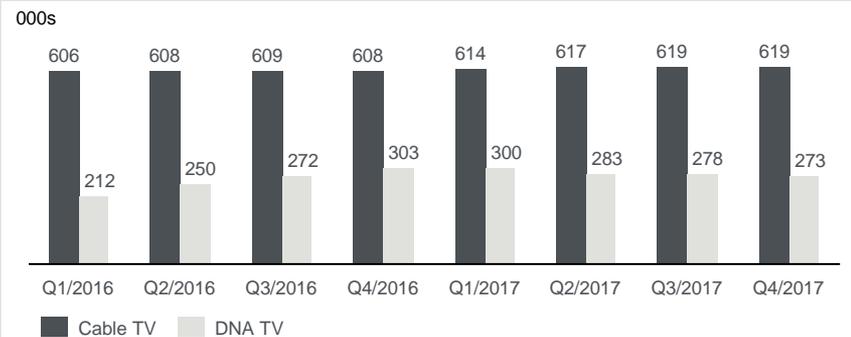
Fixed broadband subscriptions



Key highlights in Q4 2017

- Ongoing stable growth of consumer fixed broadband subscriptions, with net +18,000 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

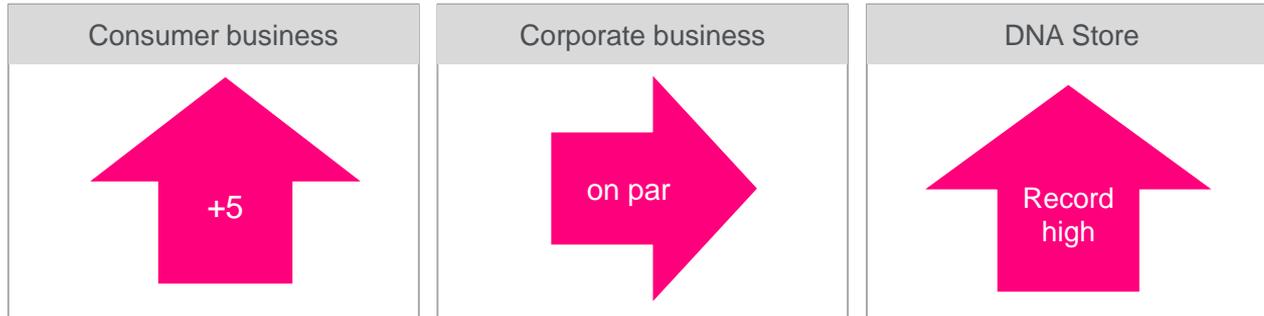


Key highlights in Q4 2017

- Stable cable-TV subscription base, with net growth of +11,000 subscriptions added
- The use of streaming and on-demand video services continued to grow
- DNA TV subscriptions decreased year-on-year due to reduction in terrestrial tv coverage

In 2017, our customer satisfaction rates improved further

- Net promoter score (NPS), which measures customer satisfaction by likelihood that a customer would recommend the product or service, improved further
- In Consumer business, NPS improved in all main product categories and the total satisfaction improved by 5 points
- In Corporate business, NPS remained at the same strong level as previous year
- In DNA Stores, NPS was at a record high level



We continue to strengthen the foundation for our competitiveness

Team of top experts

We develop our personnel

- Every task is performed by a dedicated and qualified person
- We aim to be one of the most desired employers in Finland

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

We invest in a very competitive and cost-effective network and service platform infrastructure

- Good networks
- Cost-effective, linear TV distribution
- Service platforms that enable high-quality entertainment distribution and competitive business solutions

Modern IT systems and analytics

IT systems, customer-, product- and network-databases and analytics tools that enable

- Measurably good customer experience
- Efficient and agile productisation and packaging, sales, invoicing and customer service

Speed and cost-effectiveness

We beat the competition in terms of speed and cost-effectiveness

- The most customer-oriented and agile processes
- Increased automation
- Rapid dismantling of ageing technologies and systems as well as continuous internal optimisation
- Boldly making changes, even major ones

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 declining.

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

Increasing demand 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	Q4/2017	Q4/2016	Change %	1-12/2017	1-12/2016	Change %
Net sales	234.6	225.2	4.2%	886.1	858.9	3.2%
EBITDA	65.7	51.3	28.1%	271.8	236.3	15.0%
Comparable EBITDA	65.7	57.5	14.2%	271.8	247.1	10.0%
% of Net Sales	28.0%	25.5%		30.7%	28.8%	
Comparable Operating Result	29.9	20.8	44.2%	126.6	102.1	24.0%
% of Net Sales	12.8%	9.2%		14.3%	11.9%	
Net Result	21.6	9.6	123.8%	93.1	65.2	42.8%
% of Net Sales	9.2%	4.3%		10.5%	7.6%	
Operative Capex	67.3	52.0	29.5%	132.9	136.9	-2.9%
% of Net Sales	28.7%	23.1%		15.0%	15.9%	
Operating FCF ¹	-1.7	5.5	-130.8%	138.9	110.2	26.0%
Net Debt	304.3	321.7		304.3	321.7	
Net Debt / EBITDA	1.16	1.57		1.12	1.36	

Note

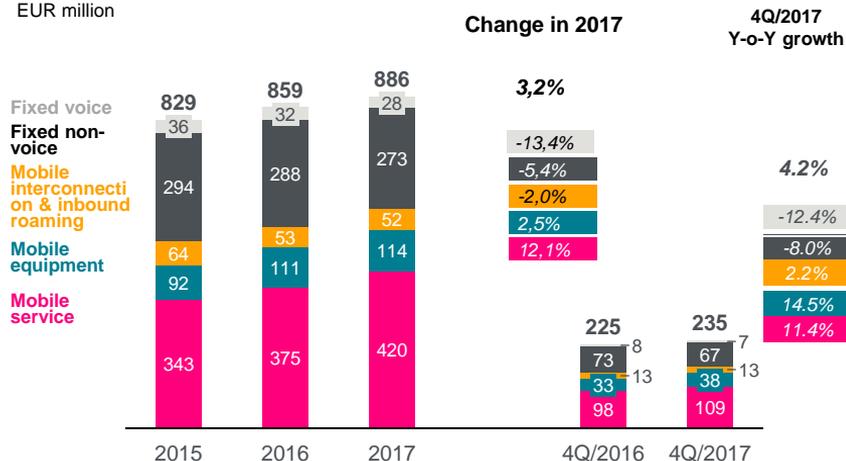
¹ Operating free cash flow defined as comparable EBITDA minus operative capex

Investor presentation - February 2018

Growth in high-margin mobile services

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

EUR million



Key highlights in Q4 2017

- Mobile service revenue grew during the last quarter
 - ✓ Growth was 11.4% in Q4/2017
 - ✓ Average revenue per user (ARPU) grew 8.6% and was EUR 19.0
- Mobile equipment sales were on a record high level
- Revenue from fixed voice continued to decline as expected
- Mobile interconnection & inbound roaming was at the same level as the comparison 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 Q4

Net sales EUR 175.4 million (+5.1%)

- + Low-margin equipment sales was at a record high level
- + Revenue per user (ARPU)¹ increased +9.7% -> EUR 20.4

Comparable EBITDA EUR 46.7 million (+13.6%)

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

Corporate business in Q4

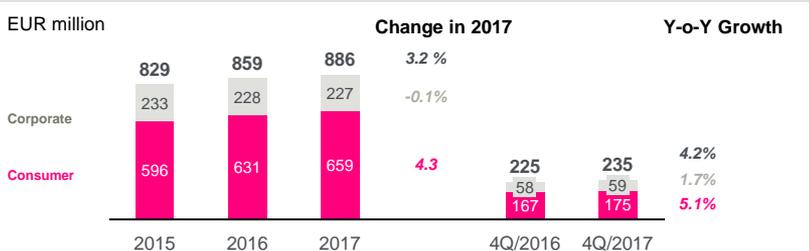
Net sales EUR 59.2 million (+1.7%)

- + Net sales were positively impacted by the increase in mobile subscriptions and strong equipment sales
- + Corporate customers' mobile ARPU increased 2.9% and was EUR 14.0

Comparable EBITDA EUR 19.0 million (+15.5%)

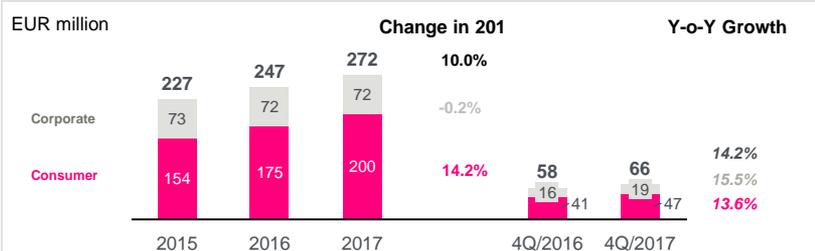
- + Improved cost-efficiency of our modern network platforms and increase in service revenue

Net sales, EUR million



¹ Consumer mobile postpaid handset subscription ARPU

Comparable EBITDA, EUR million

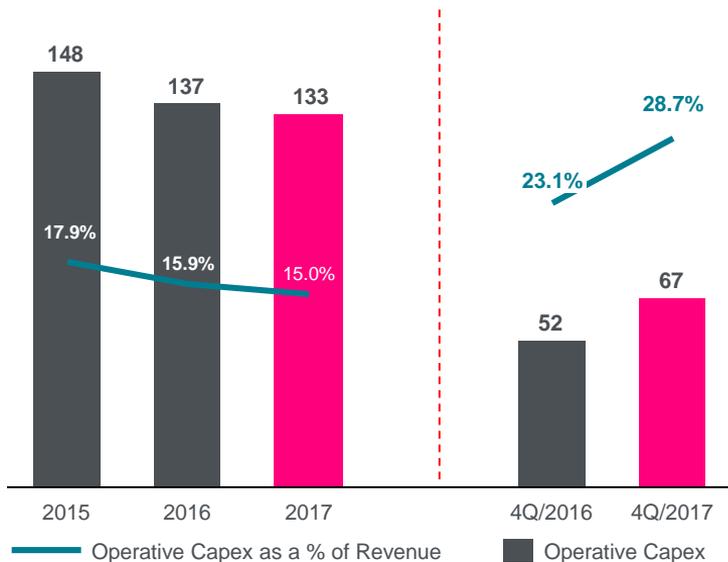


ARPU = average revenue per user

Operative capital expenditure

Operative capex¹ decreased for three years in a row

EUR million



Key highlights in Q4 2017

- Operative capital expenditure increased 29.5% from the comparison period and was EUR 67.3 million (52.0), or 28.7% of net sales (23.1%).
 - ✓ Timing of investments are typically dated towards the year-end

Key investments in 2017

- In 2017, operative capex decreased 2.9% from comparison year and was EUR 132.9 million (136.9), or 15.0% of net sales
- Major individual items included in capital expenditure in the review period are 4G network capacity expansion, fibre optics networks and transmission systems
- The focus of DNA's mobile communication network investments has shifted from coverage to capacity expansion

Source: Company Information

Note

1. Operative capex excluding spectrum license payments

Investor presentation - February 2018

Free cash flow to equity at a good level

EUR million	2014	2015	2016	2017
Comparable EBITDA	211	227	247	272
Operative Capex	(143)	(148)	(137)	(133)
Operating FCF	68	79	110	139
<i>Margin %</i>	8.2%	9.5%	12.8%	15.7 %
<i>Cash Conversion %</i>	32.3%	34.7%	44.6%	51.1 %
Interest paid, net	(9)	(8)	(9)	(9)
Income taxes, paid	(11)	2	(5)	(26)
Adjusted Change in NWC	(2)	38	(1)	19
Change in Provisions	3	(9)	(2)	(5)
FCFE	49	101	93	119
<i>Margin %</i>	5.9%	12.2%	10.8%	13.4 %

Key highlights in Q4 2017

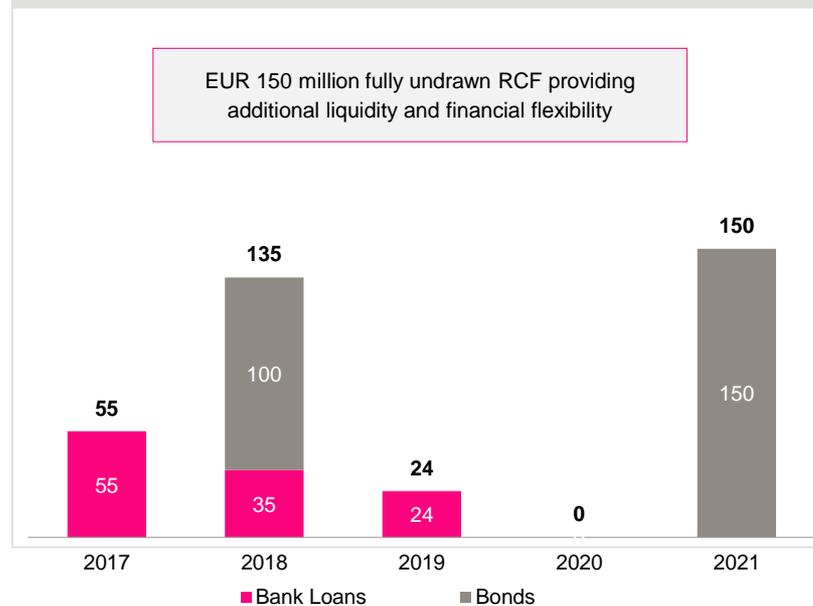
- Operating free cash flow to comparable EBITDA was high due to favorable EBITDA and lower operative capex
- Paid taxes were higher than in the comparison period, but on a more normal level (the comparison period included tax refunds from previous years)
- Adjusted change in net working capital was affected by an increase in trade payables

Low cost capital structure

Low weighted average cost of debt of 2.33%

	Maturity	Nominal Amount € MM	Book Value € MM	Cost of Debt
Unsecured € Bond 2.875% Coupon	Mar-2021	150	149	2,93 %
Unsecured € Bond 2.625% Coupon	Nov-2018	100	99	2,73 %
Bank Loans and Commercial Paper		79	79	0,74%
Total		329	328	2,33%
Cash & Cash Equivalents			-24	
Net Debt			304	
Net Debt/EBITDA¹			1,12	

Debt maturity schedule, EUR million



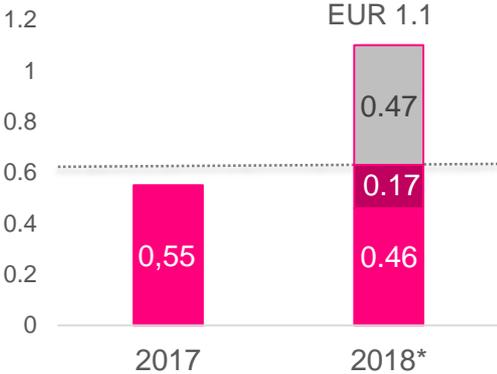
Notes

1. Defined as net debt divided by comparable EBITDA, rolling 12 months.

Investor presentation - February 2018

Board proposal for 2017 distributable funds

Dividend	EUR 0.46 /per share	} EUR 0.63 /per share
A capital payment from the reserve for invested unrestricted equity	EUR 0.17 /per share	
An extra capital payment from the reserve for invested unrestricted equity	EUR 0.47 /per share	
Total:	EUR 1.10 / per share	



- Total payout (EUR 1.10) 7.0% (as of 31 Dec 2017)
- Dividend and capital payment (EUR 0.63) is 70.0% of DNA's free cash flow to equity
- In total, dividend and capital payments from the reserve for invested unrestricted equity (EUR 1.10) is 122.2% of DNA's free cash flow to equity

■ An extra Capital payment
■ Capital payment
■ Dividend

* The Board of Director's proposal for the Annual General

DNA's Annual General Meeting 2018

Will be held on 22 March 2018 at 1:00pm EET in Helsinki

- For more information, see www.dna.fi/AGM

Important dates related to AGM

- 12 March, 2018 Record date for attend to AGM
- 19 March, 2018 at 10:00 EET Registration period ends
- 22 March, 2018 at 13:00 EET Annual General Meeting
- 23 March, 2018 Ex-dividend date
- 26 March, 2018 Record date for dividend payment
- 4 April, 2018 Proposed dividend payment date



EBITDA margin to reach at least 32 per cent in mid-term

We have updated our medium-term financial targets:

Target	2017	2016
Net sales growth faster than average market growth		
EBITDA margin of at least 32% (previously at least 30%)	30.7%	27.5%
Operative capital expenditure less than 15% of net sales excluding spectrum licence payments	15.0%	15.9%
Net debt/EBITDA ratio of less than 2.0 which may temporarily be exceeded if DNA finds appealing acquisition opportunities that allow the company to complement its offering in existing markets	1.12	1.36

Financial objectives and policy

Financial guidance for 2018 revised

- DNA's net sales and the 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.

Update in mid-term financial targets

- Net sales growth – faster than average market growth
- EBITDA margin of at least 32%
- Operative capital expenditure¹ 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
- Board proposal is to distribute dividend of EUR 0.46 /share and a capital payment of EUR 0.17 /share from the reserve for invested unrestricted equity, in total EUR 0.63 /share. Also, an extra capital payment of EUR 0.47 /share to be distributed from the reserve for invested unrestricted equity. In total, EUR 1.10 /share.
- Total payout is EUR 145 million, EUR 1.10 /share, 7.0% (as of 31 Dec 2017)

¹ Operative capex excluding capex for spectrum licenses
Investor presentation - February 2018

Thank you!

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

Appendices

KPI Overview

Mobile KPIs

	2015	2016	2017	4Q/2016	4Q/2017
Mobile Revenue (€ MM)	499	539	586	145	161
Service	343	375	420	98	109
Equipment Sales	92	111	114	33	38
Interconnection & Inbound Roaming	64	53	52	13	13
Mobile Subscriptions (000s)¹	2 621	2 742	2 811	2 742	2 811
Postpaid	2 199	2 338	2 418	2 338	2 418
Prepaid	422	404	392	404	392
Consumer	2 183	2 262	2 252	2 262	2 252
Corporate	438	480	559	480	559
ARPU, Mobile Handset Subscriptions (€/month)²					
Postpaid	17,0	17,1	18,4	17,5	19,0
Prepaid	4,1	3,8	3,8	3,8	4,0
Consumer (postpaid)	17,7	18,0	19,6	18,6	20,4
Corporate (postpaid)	14,6	13,9	13,8	13,6	14,0
Annualised Mobile Handset Subscriptions Churn (%)					
Postpaid	16,0%	16,1%	18,3%	17,8%	18,1%

Fixed KPIs

	2015	2016	2017	4Q/2016	4Q/2017
Fixed Revenue (€ MM)	330	320	300	81	74
Non-Voice Revenues	294	288	273	73	67
Voice Revenues	36	32	28	8	7
Fixed Broadband Subscriptions (000s)	436	440	458	440	458
Consumer	394	403	423	403	423
Corporate	42	37	36	37	36
Fixed Voice Subscriptions (000s)	78	65	53	65	53
Consumer	37	30	25	30	25
Corporate	41	35	29	35	29
Cable-TV Subscriptions (000s)	606	608	619	608	619

Notes

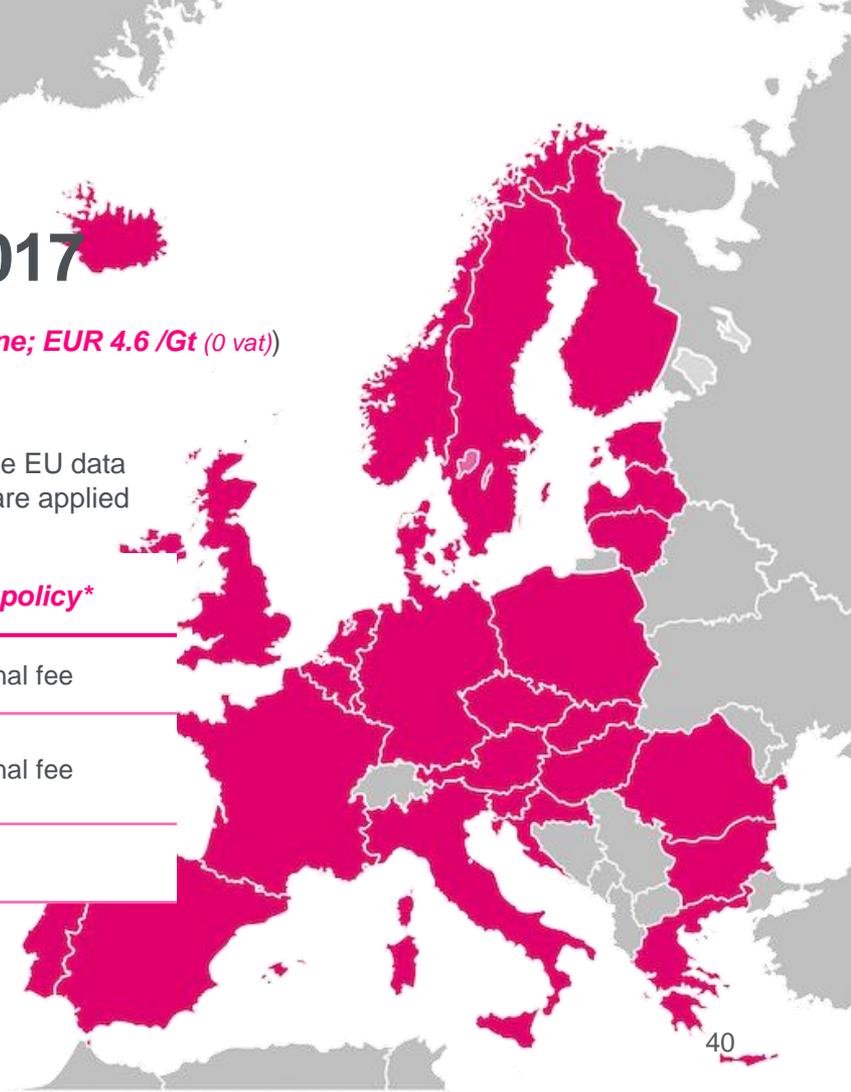
1. Excludes M2M subscriptions
2. Includes interconnection revenues

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
- In June, we launch new 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 <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

* 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 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 domestic calls, text and multimedia messages, and data transfer.

DNA Rajaton 4G Super – incl. 600 Mb/month data transfer in EU and EEA -countries.

Monthly fee	EUR 39,90/month
Data transfer speed	300 Mbp
Includes 600 Mb/month data transfer in EU and EEA –countries.	

DNA Rajaton 4G Teho

Monthly fee	EUR 29,90/month
Data transfer speed	50 Mbps

DNA Rajaton 3G Perus

Monthly fee	EUR 24,90/month
Data transfer speed	21 Mbps

DNA SuperÄlypaketti – Unlimited data transfer.

DNA SuperÄlypaketti 4G 200

Data transfer	Unlimited data
Data transfer speed	50 Mps
Monthly fee	EUR 24.50/month
Standard-priced domestic calls	200 min
Standard-priced domestic text messages	200 pcs

DNA SuperÄlypaketti 2M 500

Data transfer	Unlimited data
Data transfer speed	2 Mbps
Monthly fee	EUR 21.90/month
Standard-priced domestic calls	500 min
Standard-priced domestic text messages	500 pcs

DNA Äly 21M – Unlimited data transfer. Inexpensive phone calls and text messages.

Monthly fee	EUR 13.90
Standard-priced domestic calls	EUR 0.045/min
Standard-priced domestic text messages	EUR 0.045/pc
Data transfer speed	21 Mbps

DNA Mini Data – Inexpensive basic subscription with internet access.

Monthly fee	EUR 4.90
Standard-priced domestic calls	0.07/min
Standard-priced domestic text messages	0.07/pc
Data transfer speed	256 Kbps

Fast DNA 4G – Mobile broadband for a tablet or Mokkula.

DNA Hypernetti 4G

Monthly fee	EUR 49.90/month
Data transfer speed	300 Mbps

DNA Supernetti 4G

Monthly fee	EUR 29,90/month
Data transfer speed	150 Mbps

DNA Tehonetti 4G

Monthly fee	EUR 21,90/month
Data transfer speed	50 Mbps

DNA Perusnetti 4G

Monthly fee	EUR 14,90/month
Data transfer speed	10 Mbps

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

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

GROWTH DRIVERS

- Both the public and private sector are digitalising their businesses and expanding mobile working at an increasing pace
- Companies are using more and more cloud services
- The Industrial Internet and its future possibilities

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:

- ✓ Annual General Meeting on 22 March 2018
- ✓ Q1/2018 interim results on 19 April 2018

