

A high-angle photograph of two young girls sitting on the white concrete steps of a swimming pool. The girl on top is wearing a pink and white striped tank top and a dark blue skirt, with white headphones. The girl on the bottom is wearing a blue denim dress and pink headphones. The pool water is a vibrant blue, and the scene is brightly lit, casting shadows on the concrete.

DNA Plc Stronger, bolder and more straightforward

September 2017

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 today

Business review

Q2 & H1 2017 highlights:

- ✓ DNA's key operational KPIs and development of subscription base
- ✓ Increase in data traffic volumes and EU-roaming
- ✓ DNA's strategic objectives

Financial review

Appendices





DNA in brief

DNA is one of the leading Finnish telecommunications groups

- Cost-efficiency
- Streamlined
- Agile
- Innovative

OUR VALUES

FAST

DNA's customers receive quick and helpful service

STRAIGHTFORWARD

DNA's approach is clear and responsible

BOLD

We are direct, open-minded and ready for change

3.8 million

Mobile communications and fixed network customer subscriptions

EUR 859 million

Net sales in 2016

1,668

At the end of 2016, there were **1,668 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 91 million

Operating result in 2016

64 DNA stores

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

Strong employee satisfaction

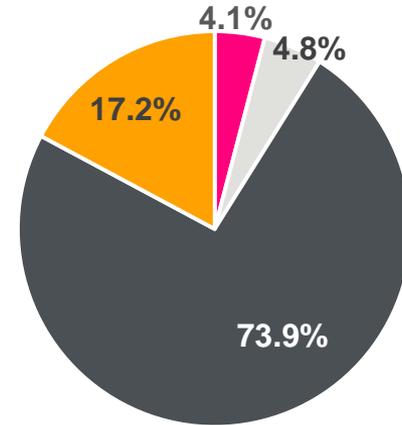
The personnel's satisfaction with DNA as an employer is at a record-breaking high level

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 14,000 shareholders
- Market cap is EUR ~2.0 billion
(31 August, 2017)

DNA's ownership structure

(31 August, 2017)

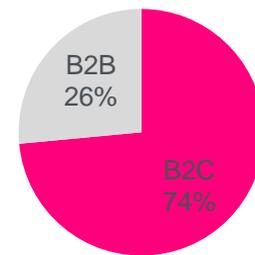
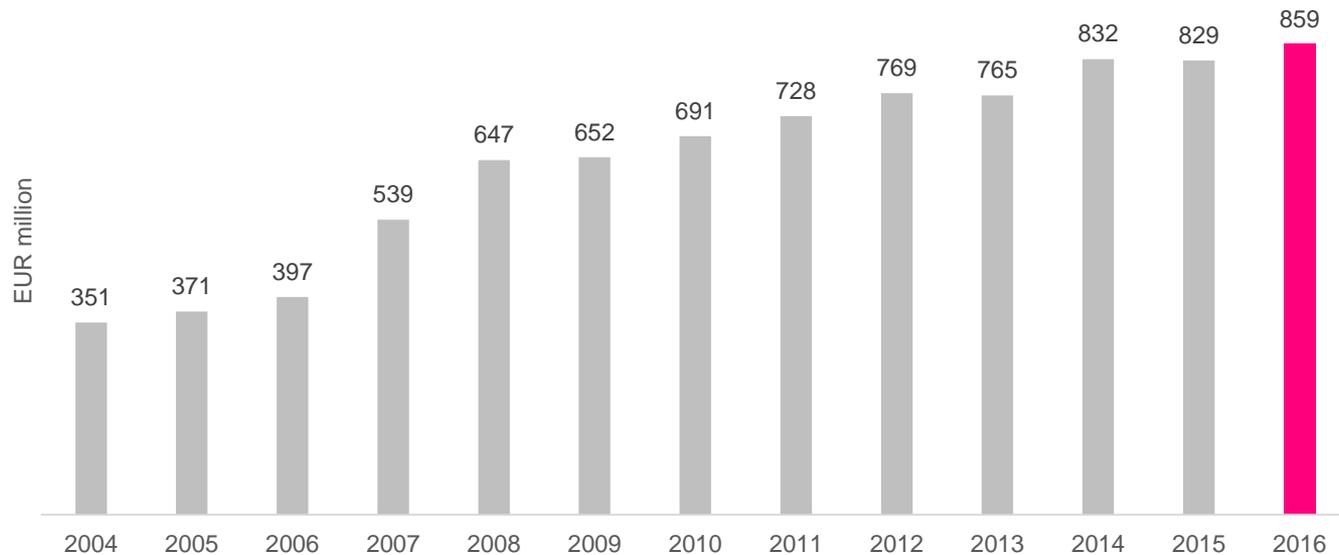


- Households
- Financial and insurance institutions
- Other Finnish institutions
- Nominee registered and non-Finnish holders

From a mobile start-up to a strong player

– Both B2C and B2B with a challenger mindset

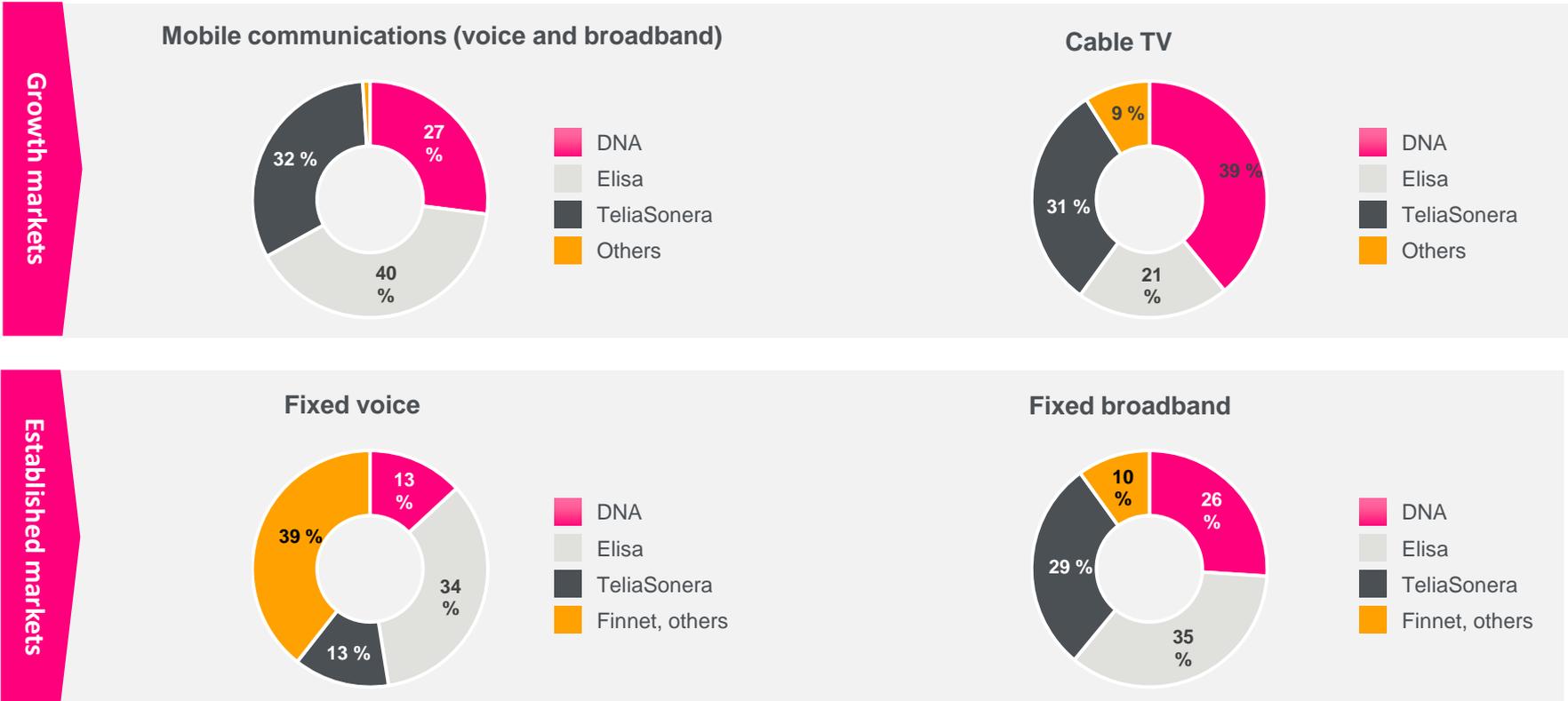
DNA's net sales have increased steadily



'01: DNA launches mobile services	'03: DNA acquires Telia Mobile Finland	'07: 6 local fixed line operators merged to DNA	'10: DNA acquires Welho, the leading cable company in Finland	'11: DNA acquires Forte Netservices	'13: DNA acquires PlusTV, the leading pay-TV operator	'14: DNA acquires TDC's Finnish operations & Finnish Shared Networks Ltd is founded	'15: All DNA business operations under a single brand	'16: DNA becomes a listed company
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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
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Our vision and mission

THE MOST SATISFIED CUSTOMERS

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

Aspired differentiation

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

Positive memory trace as a goal – in every customer meeting

Our values

Fast – Straightforward – Bold

Our strategic goals

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

Telecommunications market in transition

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

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

Trend 1

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

Trend 2

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

Trend 3

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

Trend 4

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

We make sustainable business

Reducing climate impact

We use renewable energy in our direct procurement of electricity. Green electricity 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.

A photograph of two young girls running in a park. The girl on the left is wearing a red top and denim overalls, and the girl on the right is wearing a pink and white striped tank top. They are both smiling and running towards the right. The background is a blurred green field and trees under a blue sky.

Business Review

April-June 2017: net sales and profitability continued to increase



Net sales increased 4.3% and amounted to EUR 219.3 million (210.2 million).

- Strong growth of service revenue* continued. Service revenue was boosted in particular by the growth in the amount of mobile subscriptions and increased share of 4G subscriptions
- Good development on mobile device sales effected positively on net sales



Good development of service revenue improved profitability further

- EBITDA increased 15.5% and was EUR 67.6 million (58.6 million) mainly due to increase in service revenue
- The increase was fuelled also by improved cost-efficiency of our modern network platforms
- The operating result increased 36.8% and was EUR 30.5 million (22.3 million). Operating result as a percentage of net sales increased and was 13.9% (10.6%)



Strong momentum of operational KPI's

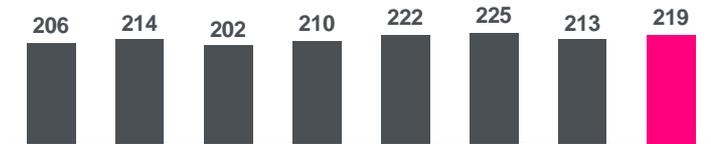
- Revenue per user for mobile communications (ARPU) increased and was EUR 18.5 (EUR 16.8)
- The subscription turnover rate (CHURN), which increased in the first quarter due to changes in the price and product design of certain subscription types, returned to its normal level during the second quarter and was 15.4% (15.0%)
- Mobile subscription base grew by 3.2% from the comparison period and was 2.754,000 (2.668,000) subscriptions
- Subscription base for fixed broadband, cable and fixed voice services subscriptions increased by 9,000 and totalled 1,125,000 subscriptions

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

April-June 2017 – strong development in profitability

Net sales grew from the comparison period + 4.3%

EUR million +4.3% in Q2/2017

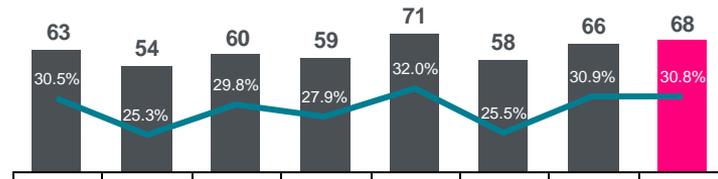


Q3/2015 Q4/2015 Q1/2016 Q2/2016 Q3/2016 Q4/2016 Q1/2017 Q2/2017

■ Net sales

Strong EBITDA¹ margin expansion in each quarter (year-on-year)

EUR million + 15.5% in Q2/2017

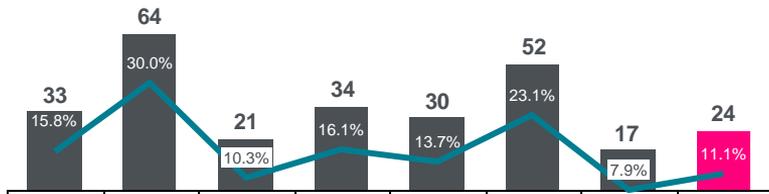


Q3/2015 Q4/2015 Q1/2016 Q2/2016 Q3/2016 Q4/2016 Q1/2017 Q2/2017

— Comparable EBITDA as a % of Revenue ■ Comparable EBITDA

Operative capex was at a low level during Q2 but we expect it to increase towards the year end

EUR million -27.9% in Q2/2017



Q3/2015 Q4/2015 Q1/2016 Q2/2016 Q3/2016 Q4/2016 Q1/2017 Q2/2017

— Operative Capex as a % of Revenue ■ Operative Capex

Operating cash flow³ improved through increase in profitability and decrease in investments

EUR million



Q3/2015 Q4/2015 Q1/2016 Q2/2016 Q3/2016 Q4/2016 Q1/2017 Q2/2017

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

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-June 2017: DNA had a strong first half year

EUR 432.7
million
+5.0%²

Net sales

2.754,000
+86 000²

Mobile communications subscriptions

EUR 133.6
million
+12.5%²

Comparable EBITDA

1.125,000
+9,000²

Fixed-network subscriptions

EUR 92
million
+44.2%²

Operative free cash flow

1.066,000
+21,000²

Fixed broadband and cable TV subscriptions

EUR 358.3
million
1.43

Net debt

Net debt/ EBITDA (rolling 12 months)

18.1%

Mobile CHURN for postpaid subscriptions

Notes

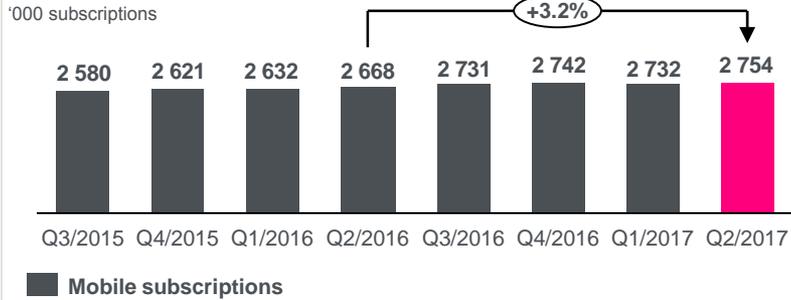
1. Includes subscribers who hold contract for DNA's TV packages transmitted via cable or a bundle package including a Cable-TV product

2. Compared to H1/2016

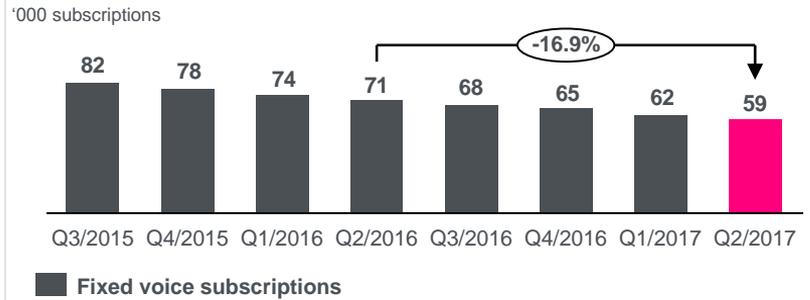
CHURN = Customer turnover rate

Both mobile communications network as well as fixed network subscriptions increased from the comparison period

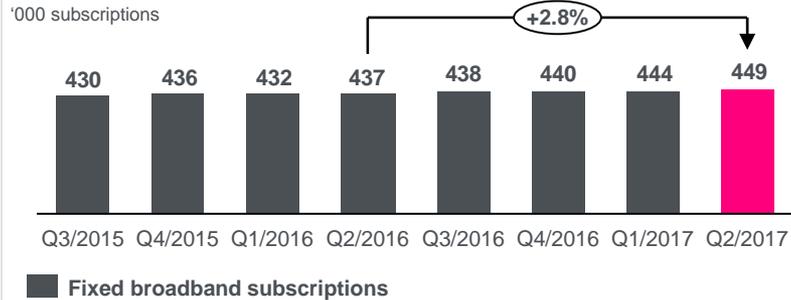
Mobile communication network subscription volumes up by 86,000 from the comparison period



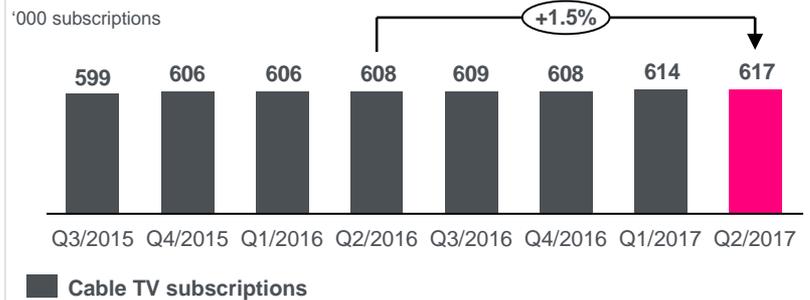
Our customers kept moving away from using fixed-voice subscriptions



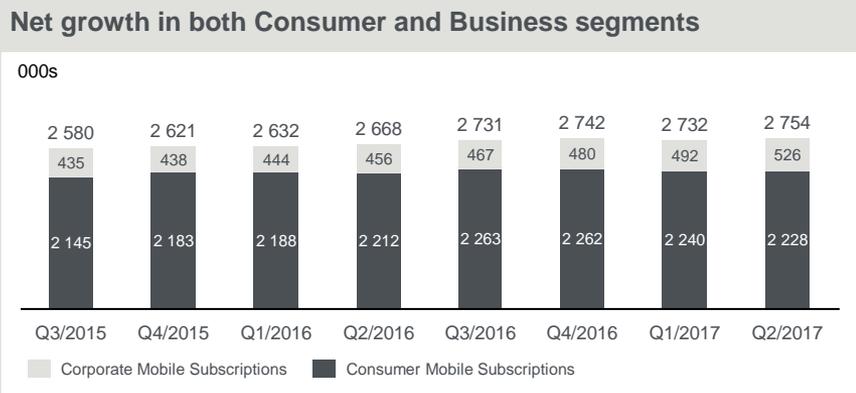
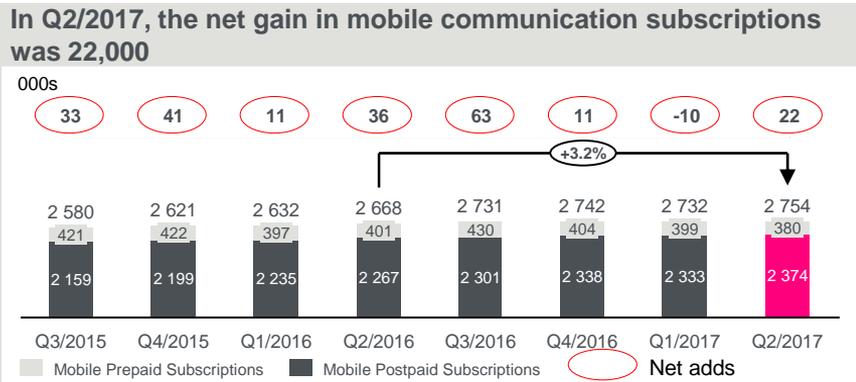
Our fixed network broadband subscription base increased by 12,000 subscriptions



The amount of cable TV subscriptions increased by 9,000 from the comparison period



In Q2/2017, subscriptions in DNA's mobile network increased by 86,000



Key highlights in Q2 2017

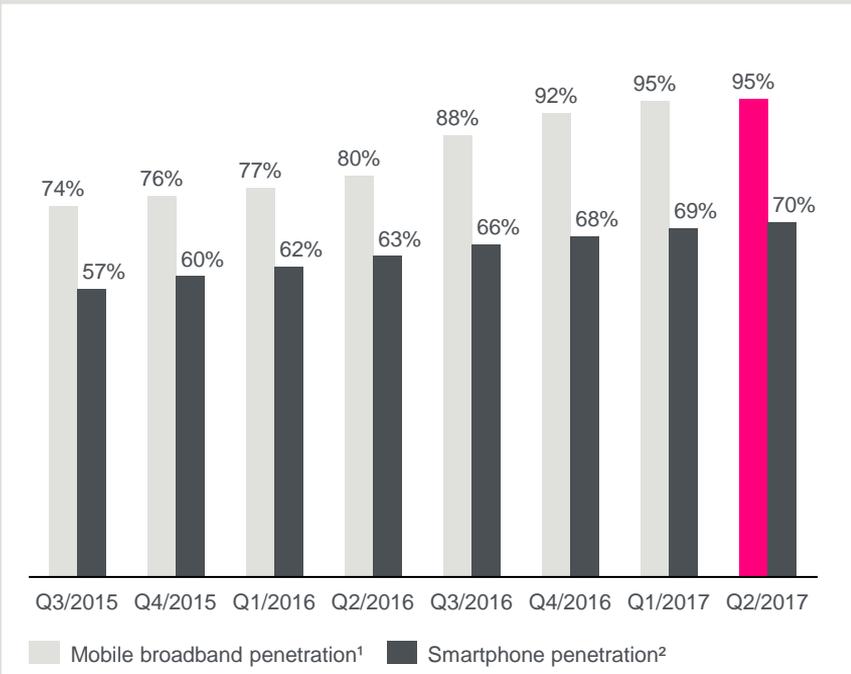
- Mobile communication network subscription volumes were up + 86,000 year-on-year
 - ✓ -21,000 prepaid mobile subscriptions
 - ✓ + 107,000 postpaid mobile subscriptions
 - or
 - ✓ +16,000 new Consumer Business customer subscriptions
 - ✓ + 70,000 new Corporate Business customer subscriptions

- The increasingly mobile and versatile ways of working have an impact on the access solutions and data communication services adopted by both the private and public sector as mobile data grows in importance.

- The amount of mobile subscriptions increased during Q2/2017 compared to end of Q1/2017 by +22,000
 - ✓ +34,000 new corporate customer subscriptions
 - ✓ -12,000 consumer customer subscriptions (consumer mobile postpaid subscriptions' increase was more than 6,000)

Steady growth of mobile broadband and smartphone penetration

Mobile broadband and smartphone penetration



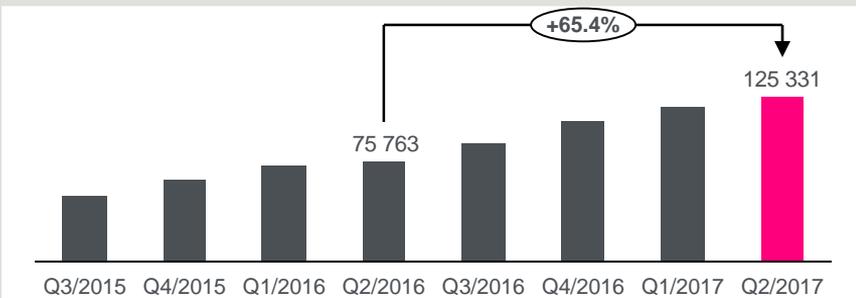
Key highlights in Q2 2017

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

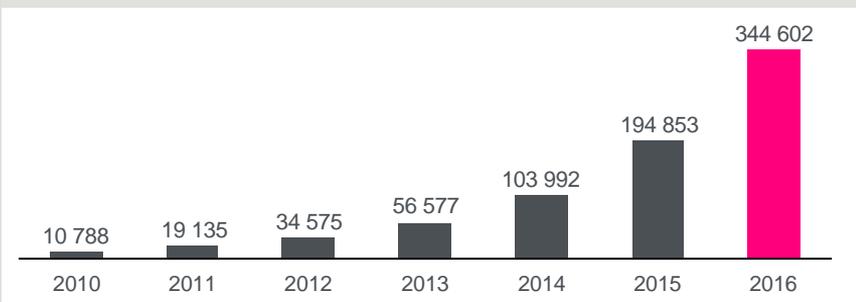
Notes
 1. Share of mobile postpaid and mobile data subscriptions with data services, of the total mobile subscription base, excluding M2M (machine to machine), Service operator, Prepaid and Luuri subscriptions. The calculation method of mobile broadband penetration changed and one subscription type added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

Mobile data usage continues to grow driven by 4G

Mobile data traffic (GB, '000)



Mobile data traffic (GB, '000)

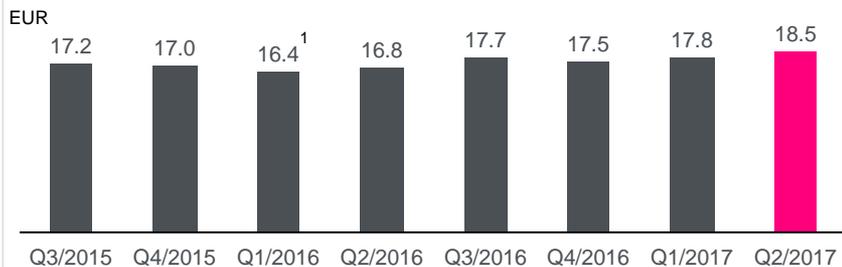


Key highlights in Q2 2017

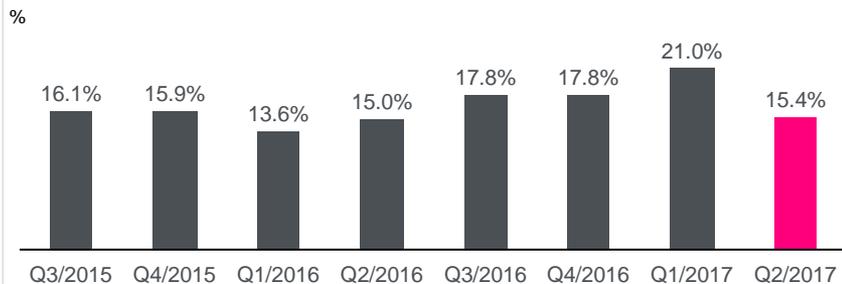
- DNA's 4G mobile data traffic increased 90% from the comparison period
- DNA's total data traffic volume in the mobile communications network grew 65%. Also data volume per subscription continued to grow in DNA's network
- We make continuous investments in mobile networks and fixed-network broadband to support the customers' growing use of subscriptions, devices and services
- We took another step toward 5G by testing a 1Gbps speed on our 4G-mobile network

Revenue per user (ARPU) for mobile communications improved

Positive mobile postpaid ARPU development



Mobile postpaid CHURN returned to its usual level during the second quarter



Key highlights in Q2 2017

- Steady growth of 4G subscriptions drives increase in ARPU, as customers are prepared to pay more for faster data connections
 - ✓ 9.7% increase in ARPU
 - ✓ 4G subscription base 50.5%

- Mobile communications subscription base grew 3.2% from Q2/2016
 - ✓ +86,000 subscriptions

- The subscription turnover rate (CHURN), which increased in the first quarter due to changes in the price and product design of certain subscription types, returned to its normal level during the second quarter
 - ✓ CHURN decreased and was 15.4% (2016: 15.0%)

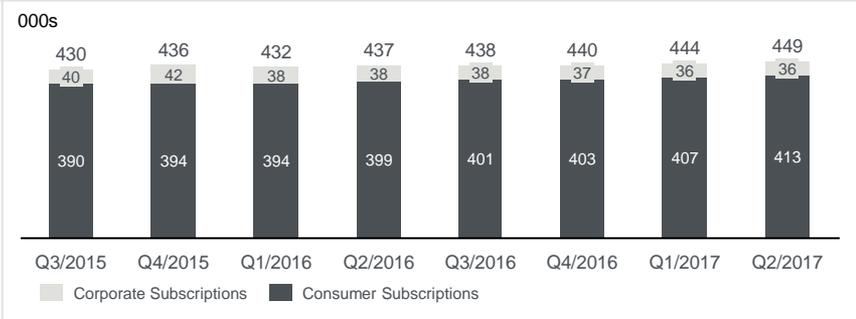
CHURN = Subscription turnover rate

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)

ARPU = Average billing per user

Stable growth in fixed broadband and cable-TV subscription base

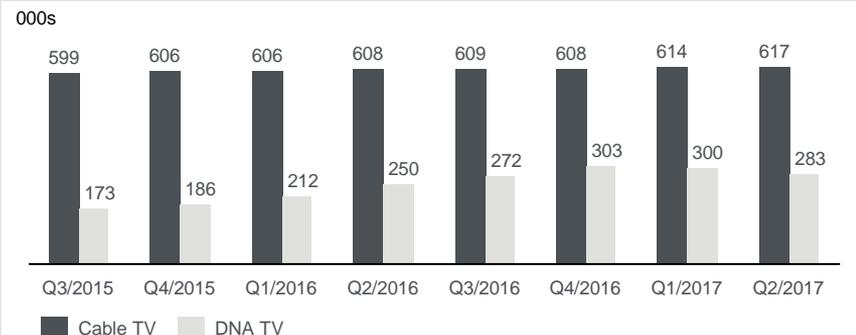
Fixed broadband subscriptions



Key highlights in Q2 2017

- Ongoing stable growth of consumer fixed broadband subscriptions, with net 12,000 subscriptions added
- ✓ Large consumer customer base provides an opportunity to upsell additional DNA services
- Entrepreneurs in particular are switching from fixed-network broadband subscriptions to mobile broadband subscriptions.

TV subscriptions



Key highlights in Q2 2017

- Stable cable-TV subscription base, with net 9,000 subscriptions added
- The use of streaming and on-demand video services continued to grow
- DNA's remaining DVB-T format pay-TV channels switched to DVB-T2 technology at DTT network. Some customers were left outside the coverage as a consequence of the change.
- DNA TV subscriptions decreased from the early part of the year by 17 000

Data traffic volume in DNA's mobile network reaches record level

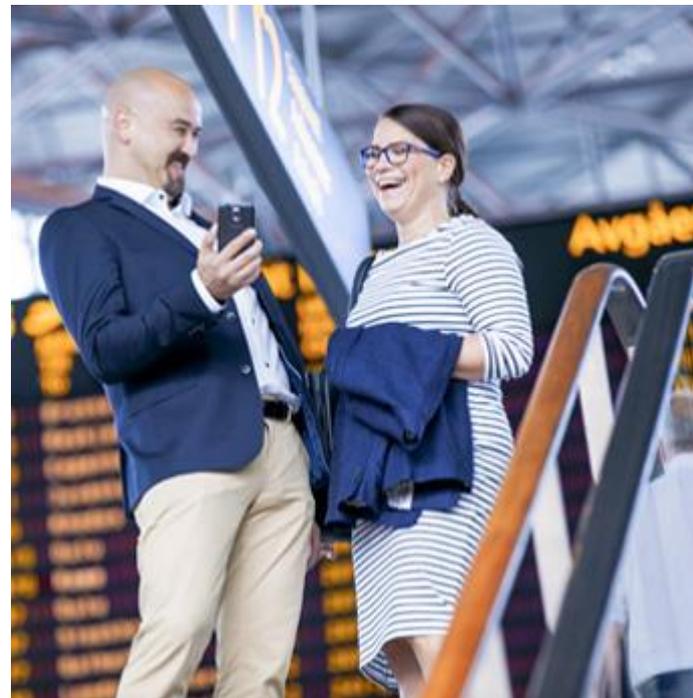
- Data traffic in DNA's mobile network grew by 60 per cent from the year before. Also data volume per subscription continued to grow in DNA's network.
- According to a recent report* published by Tefficient, DNA users are the most frequent mobile data users in Finland.
- In Q2/2017, the average subscription-specific amount of mobile data was 15.2 gigabytes per month (in 2016: 10,7 gigabytes)
- 4G traffic is on a steep growth path: today, over 80 per cent of all data is transmitted over the 4G network
- Traffic over DNA's fixed network is also growing. During the year, DNA's fibre network update was finalized to enable broadband speeds of up to one gigabyte without any changes to the inhouse cabling



* Tefficient is an international analysis, benchmarking and consulting company in the telecommunications industry, who published report on mobile data usage on 13 July 2017.

The new EU roaming regulation entered into force on 15 June 2017

- Domestic rate for roaming calls and messages in the EU
- The unit price of data used in the EU fell by more than 90%
 - The new EU pricing scheme is valid within fair usage limits and for periodic roaming
- DNA launched new subscriptions in June that include an 10 gigabytes per month EU data package in the monthly fee
- Our customers' use of mobile data abroad has multiplied, after the "roam like at home" rules came into force, also phone calls and text messages in EU countries have increased by dozens of percentages
- Our roaming costs are compensated by the EU-baseline tariff of old subscriptions and the higher price of the new subscriptions with an EU data package.



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 to 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 2017

The Finnish economy has returned to the growth path and the value of telecommunications market has also returned to the growth path.

Competition is expected to remain intense for the rest of the year 2017.

Mobile data traffic is growing strongly, boosted by the growing number of 4G subscriptions and increased mobile data usage per user.

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.

More mobile and versatile ways of working will boost demand for services such as cloud and video conference services.



Financial review

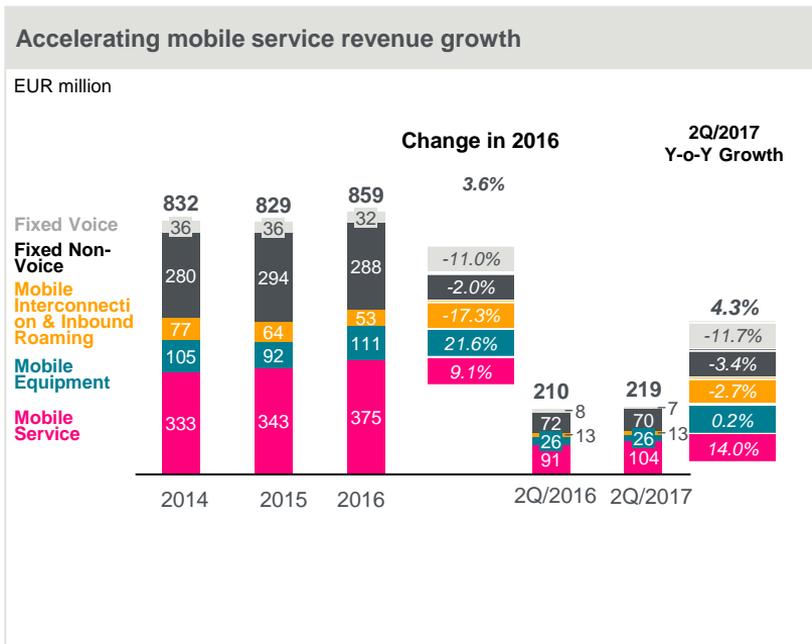
Strong momentum in net sales, profitability and cash flows

EUR, millions	Q2/2017	Q2/2016	Change %	1-6/2017	1-6/2016	Change %	FY 2016
Net sales	219,3	210,2	4,3%	432,7	412,2	5,0%	858,9
EBITDA	67,6	58,6	15,5%	133,6	118,7	12,5%	236,3
Comparable EBITDA	67,6	58,6	15,5%	133,6	118,7	12,5%	247,1
% of Net Sales	30,8%	27,9%		30,9%	28,8%		28,8%
Comparable Operating Result	30,5	22,3	36,8%	59,4	47,4	25,2%	102,1
% of Net Sales	13,9%	10,6%		13,7%	11,5%		11,9%
Net Result	22,5	15,9	41,6%	43,7	34,0	28,3%	65,2
% of Net Sales	10,2%	7,5%		10,1%	8,3%		7,6%
Operative Capex	24,4	33,8	-27,9%	41,1	54,6	-24,7%	136,9
% of Net Sales	11,1%	16,1%		9,5%	13,2%		15,9%
Operating FCF	43,3	24,8	74,6%	92,4	64,1	44,2%	110,2
Net Debt	358,3	412,4		358,3	412,4		321,7
Net Debt / EBITDA	1.32	1.76		1.34	1.74		1.36

Note

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

Growing high-margin mobile service revenue



- Key highlights in Q2 2017**
- Mobile service revenue continued to grow strongly during the second quarter
 - ✓ Growth was +14% in Q2/2017
 - ✓ Average revenue per user (ARPU) grew 9.7% and was EUR 18.5
 - ✓ Average billing per user of new subscriptions contributed to higher average customer billing than in the average on the whole subscription base per user
 - Revenue from fixed voice and interconnection continued to decline
 - Fixed non-voice was affected by decline in pay TV, eg. due to the DVB-T2 change.

Strong growth in Consumer business, Corporate business also in the growth-path

Consumer business

Net sales EUR 162.2 million (+5.2%)

- + Net sales were boosted by the positive development in mobile subscription revenues, increased share of 4G subscriptions in the subscription base, and the continued positive development of mobile device sales
- + Revenue per user (ARPU)¹ +11.9% -> EUR 19.7

EBITDA EUR 49.3 million (+17.0%)

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

Corporate business

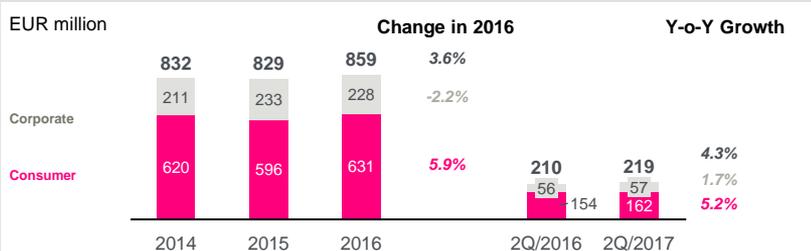
Net sales EUR 57.1 million (+1.7%)

- + Growth came mainly from the customer segment of small and mid size companies

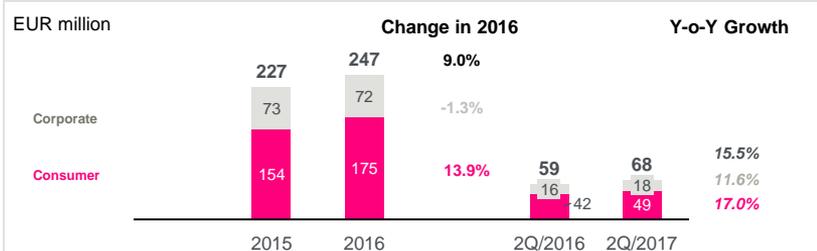
EBITDA EUR 18.3 million (+11.6%)

- + The increase was fuelled by increase in net sales, positive development of subscription sales and a reduction of the provision for unused premises.

Net sales, EUR million



EBITDA, EUR million

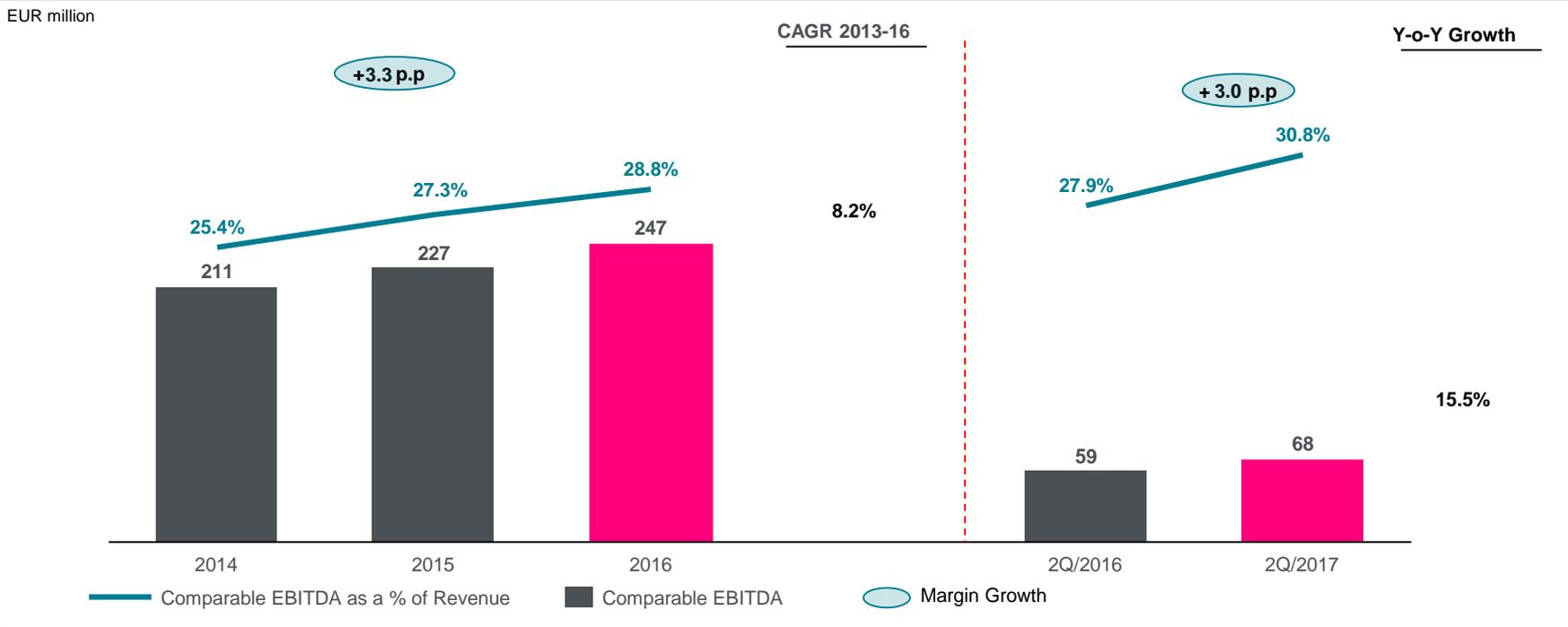


ARPU = average revenue per user

¹ Consumer mobile postpaid handset subscription ARPU

The increase in EBITDA was fuelled by growth in service revenue and improved cost-efficiency of modern network platforms

Due to recent investments, decreased costs of our modern network platforms increased our profitability. In Q2/2017, EBITDA grew +15.5% and was EUR 67.6 million or 30.8% of net sales (27.9%).

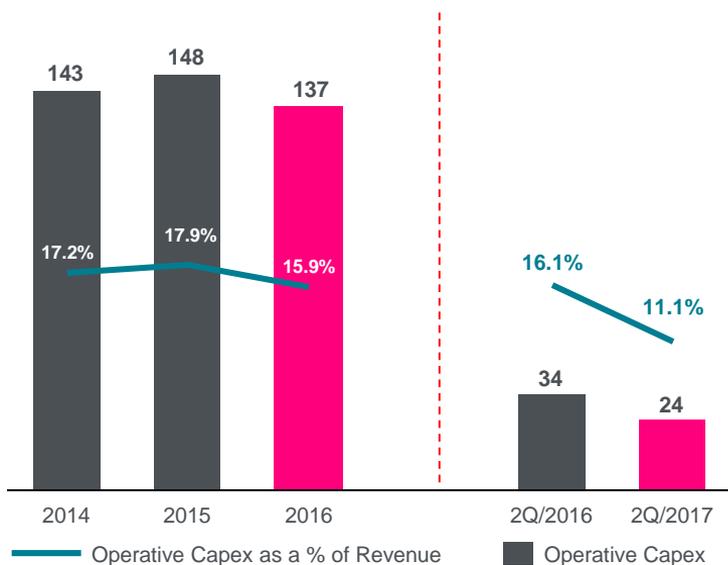


Notes
 1. EBITDA excluding non-recurring items
 CAGR = compound annual growth rate

Operative capital expenditure

Operative capex development

EUR million



Key highlights in Q2 2017

- Operative capital expenditure decreased 27.9% from the reference period and was EUR 24.4 million (33.8 million), or 11.1% of net sales (16.1%).
- We expect operative capital expenditure to increase during the second half of 2017, however, it will remain at a lower level than in 2016.

Key investments in Q1 2017

- 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 expansion to capacity expansion

Source: Company Information

Note

1. Operative capex excluding capex for spectrum licenses

Free cash flow to equity at a good level

CASH FLOW SUMMARY				
EUR million	2014	2015	2016	1-6/2017
Comparable EBITDA	211	227	247	134
Operative Capex	(143)	(148)	(137)	(41)
Operating FCF	68	79	110	92
<i>Margin %</i>	8,2%	9,5%	12,8%	21,4 %
<i>Cash Conversion %</i>	32,3%	34,7%	44,6%	69,2 %
Interest paid, net	(9)	(8)	(9)	(5)
Income taxes, paid	(11)	2	(5)	(10)
Adjusted Change in NWC	(2)	38	(1)	(26)
Change in Provisions	3	(9)	(2)	(3)
FCFE	49	101	93	48
<i>Margin %</i>	5,9%	12,2%	10,8%	11,1 %

Key highlights in Q2 2017

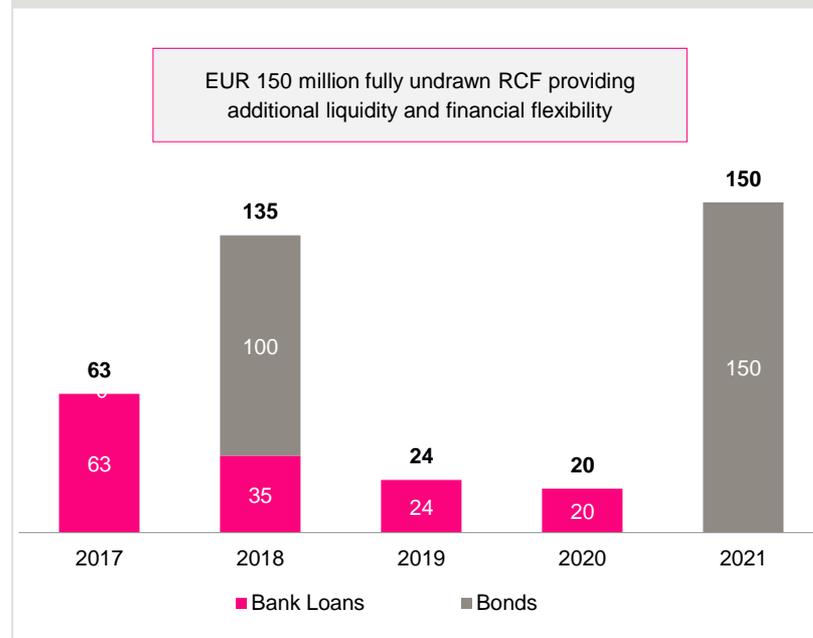
- Operating free cash flow to comparable EBITDA was high due to favorable EBITDA and low operative capex
- In H1/2017, paid taxes were higher than in the comparison period, but on a more normal level (the comparison period included tax refunds from 2015)
- Adjusted change in net working capital was effected by an increase in receivables and a decrease in liabilities

Low cost capital structure

Low weighted average cost of debt of 2.22%

	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		142	142	0.83%
Total		392	390	2.23%
Cash & Cash Equivalents			-32	
Net Debt			358	
Net Debt/EBITDA¹			1.43	

Debt maturity schedule, EUR million



Notes

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

Investor presentation – August 2017

Financial objectives and policy

Financial guidance for 2017 unchanged

- DNA's net sales are expected to stay at the same level and the comparable operating result is expected to improve somewhat in 2017 compared to 2016. The Group's financial position and liquidity is expected to remain at a healthy level.

Mid-term financial targets re-iterated

- Net sales growth – faster than average market growth
- EBITDA margin of at least 30%
- 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 dividend in 2017

- Target dividend payout of 70-90% of free cash flow to equity
- The Annual General Meeting decided a dividend of EUR 0.55 per share for 2016.
- A total dividend of EUR 73 million was paid on April 2017 - dividend yield 5.4% (per 30 Dec 2016)

Thank you!

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Appendices

KPI Overview

Mobile KPIs

Jun-30	2014	2015	2016	2Q/2016	2Q/2017
Mobile Revenue (€ MM)	515	499	539	130	142
Service	333	343	375	91	104
Equipment Sales	105	92	111	26	26
Interconnection & Inbound Roaming	77	64	53	13	13
Mobile Subscriptions (000s)¹	2 505	2 621	2 742	2 668	2 754
Postpaid	2 086	2 199	2 338	2 267	2 374
Prepaid	419	422	404	401	380
Consumer	2 070	2 183	2 262	2 212	2 228
Corporate	435	438	480	456	526
ARPU, Mobile Handset Subscriptions (€/month)²					
Postpaid	17,8	17,0	17,1	16,8	18,5
Prepaid	4,6	4,1	3,8	3,8	3,7
Consumer (postpaid)	18,3	17,7	18,0	17,6	19,7
Corporate (postpaid)	15,8	14,6	13,9	13,9	13,9
Annualised Mobile Handset Subscriptions Churn (%)					
Postpaid	16,9%	16,0%	16,1%	15,0%	15,4%

Notes

1. Excludes M2M subscriptions
2. Includes interconnection revenues

Fixed KPIs

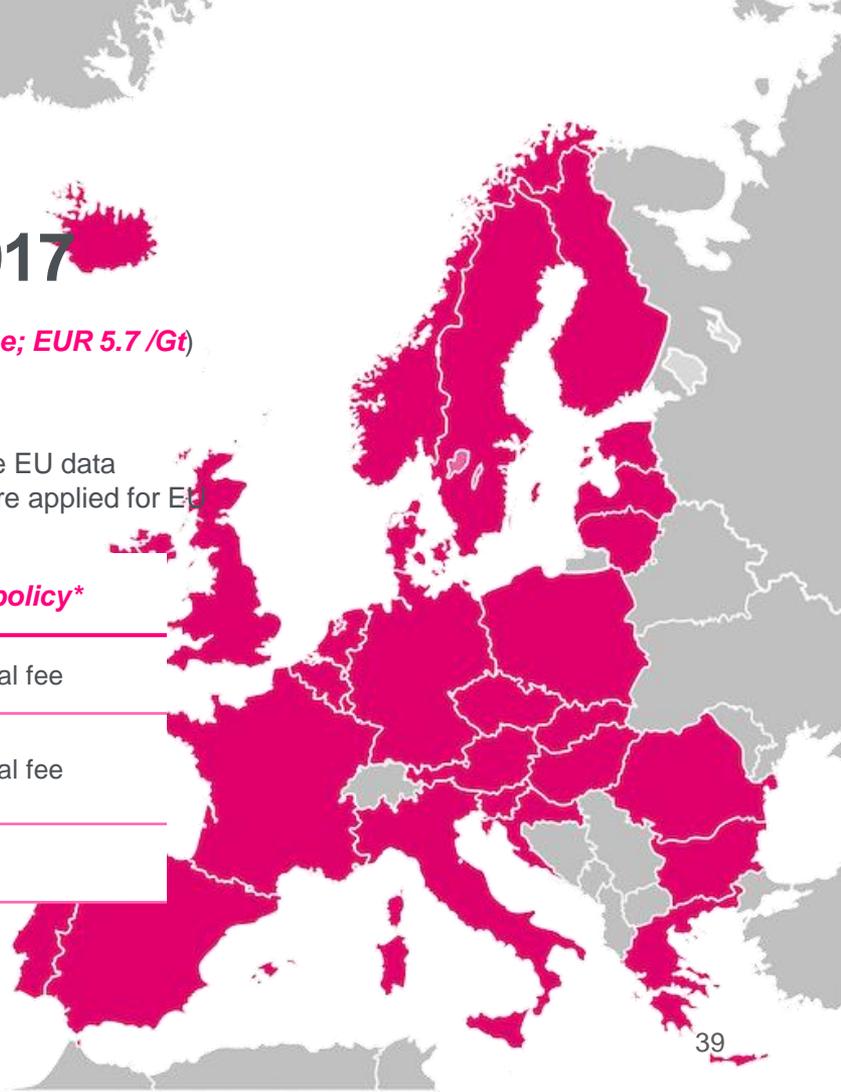
Jun-30	2014	2015	2016	2Q/2016	2Q/2017
Fixed Revenue (€ MM)	316	330	320	80	77
Non-Voice Revenues	280	294	288	72	70
Voice Revenues	36	36	32	8	7
Fixed Broadband Subscriptions (000s)	415	436	440	437	449
Consumer	374	394	403	399	413
Corporate	41	42	37	38	36
Fixed Voice Subscriptions (000s)	100	78	65	71	59
Consumer	51	37	30	34	27
Corporate	49	41	35	37	32
Cable-TV Subscriptions (000s)	593	606	608	608	617

EU roaming as of 15 June 2017

- 90% price cut for data (until 14 June: EUR 62.0 /Gt, **as of 15 June; EUR 5.7 /Gt**)
- 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

(73.5 % OF NET SALES IN 2016)

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 2016.

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.

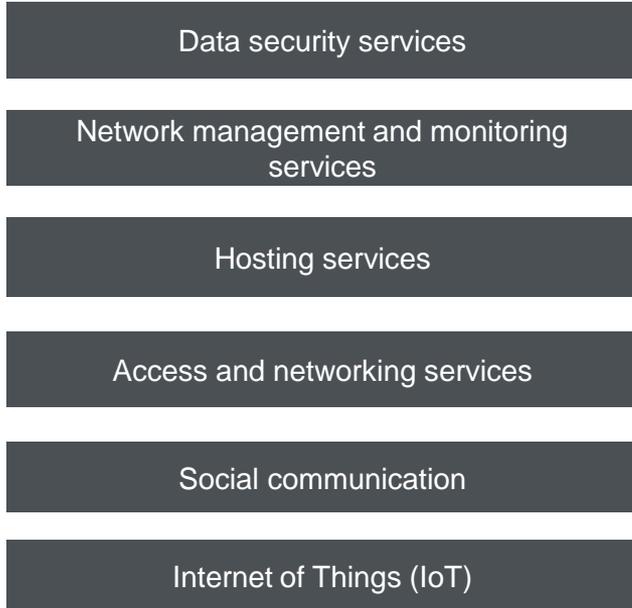
Net sales increased

Net sales of our Consumer Business increased in 2016, amounting to EUR 631 million. Operating result increased significantly and was EUR 75 million.

Corporate business

(26.5 % OF NET SALES IN 2016)

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



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 227.5 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.

DNA Investor Relations



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Next events:

- January - September results on 20 October 2017
- Capital Markets Day on 21 November 2017 in Helsinki



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