

A high-angle photograph of a man and a woman sitting on a dark rug in a kitchen. The man, wearing a light blue button-down shirt, is writing in a notebook with a yellow pencil. The woman, wearing a green cardigan over a white shirt, is pointing at a document. In the background, there is a modern kitchen with wooden cabinets and a stainless steel oven. A red toy car is on the floor near a window. A semi-transparent grey box is overlaid on the bottom right of the image, containing text.

DNA's Investor presentation
DNA's net sales and EBITDA grew strongly
in July-September

October-December 2019

Forward looking statement

This presentation contains, or may be deemed to contain, statements that are not historical facts but forward-looking statements. Such forward-looking statements are based on the current plans, estimates and expectations of DNA's management based on information available to it on the date of this presentation. By their nature, forward-looking statements involve risks and uncertainties, because they relate to events and depend on circumstances that may or may not occur in the future. Future results of DNA may vary from the results expressed in, or implied by, the forward-looking statements, possibly to a material degree. DNA undertakes no obligation to update this presentation after the date hereof.

DNA in brief

Business review

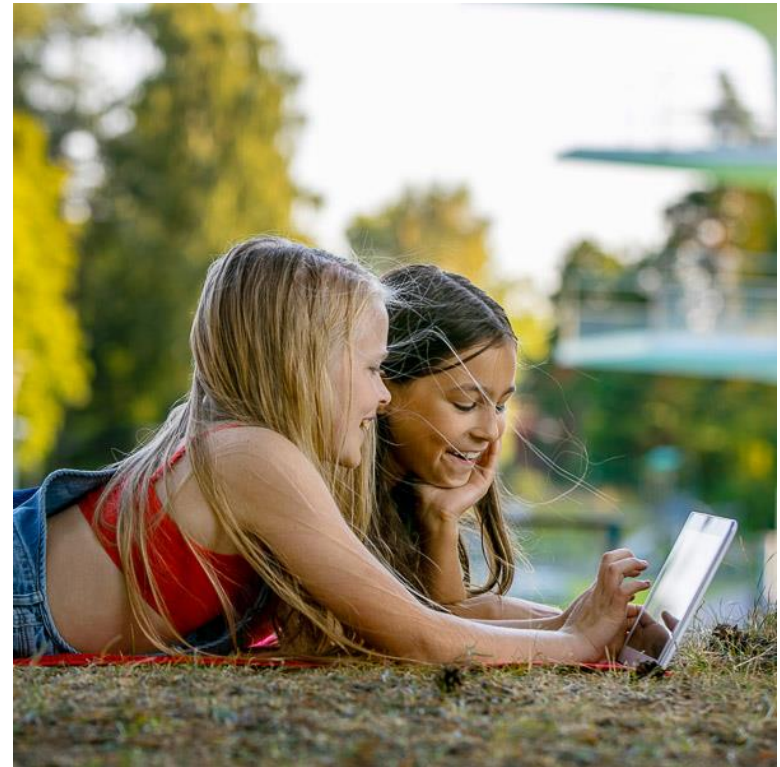
- Highlights of Q3 and January-September 2019
- Key operational KPIs and development of subscription base
- DNA's strategic targets and market outlook for 2019

Financial review

- Key figures' development

Strategic cornerstones, market outlook and financial objectives

Appendices



DNA in brief

DNA offers high-quality voice, data and TV services for communication, entertainment and work



DNA is one of the leading Finnish telecommunications groups

- Cost-efficient
- Streamlined
- Agile
- Innovative

OUR VALUES

FAST

DNA's customers receive quick and helpful service

STRAIGHTFORWARD

DNA's approach is clear and responsible

BOLD

We are direct, open-minded and ready for change

Over 4 million

Mobile communications and fixed network subscriptions

EUR 912 million

Net sales in 2018

1,590

At the end of 2018, 1,590 employees working at DNA

Customer

is in the center of DNA's strategy

DNA became a listed company on November 2016

TV

Finland's largest cable operator and the leading pay TV provider

EUR 139 million

Operating result in 2018

62 DNA stores

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

Strong employee satisfaction

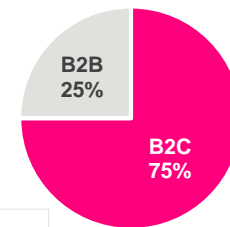
DNA was awarded as the best workplace in Finland in the category of large organisations

(Great Place to Work® survey)

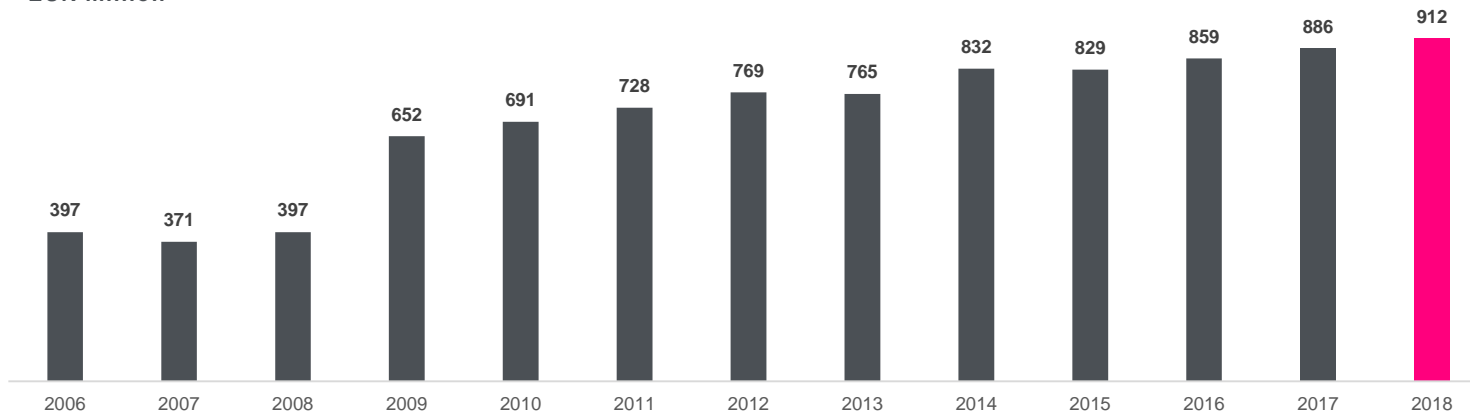
Great Place To Work	Suomen parhaat työpaikat™	Suurten yritysten sarja:
FINLAND	2019	1. DNA

From a mobile start-up to a strong player

– Both B2C and B2B with a challenger mindset



DNA's net sales have increased steadily
EUR million



'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

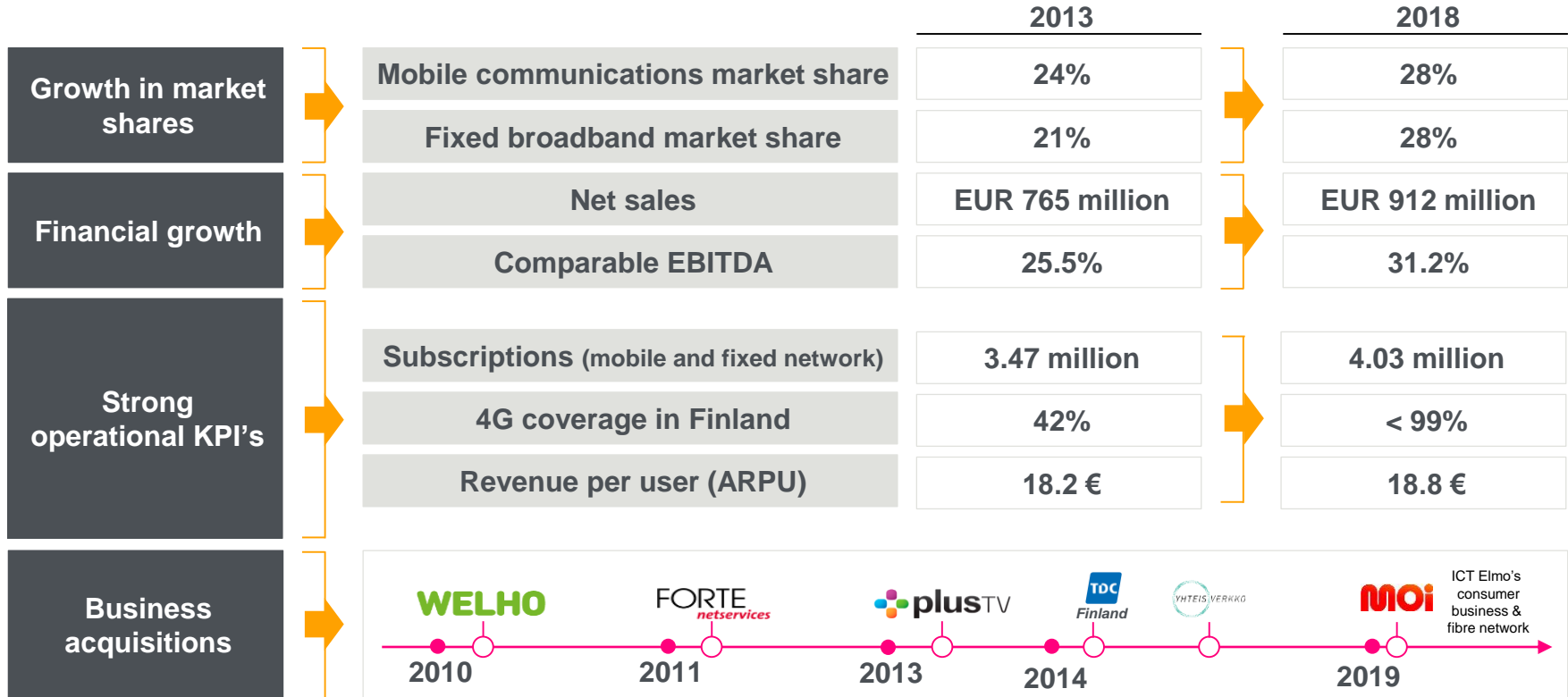
'16: DNA becomes a listed company

'17: DNA's net sales and operating result reach record levels

'18: DNA's mobile and fixed network subscriptions reached 4 million subscriptions milestone

'19: DNA acquired Moi Mobiili, fibre network in Tampere area and opened first phase of 5G network

Strong development in DNA's business



Telecommunications market in transition

Telecommunications industry's service revenue is growing as digital services give a significant boost to the demand for mobile data.

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 live **increasingly digital lives** and want a seamless experience regardless of the service channel.

Trend 3

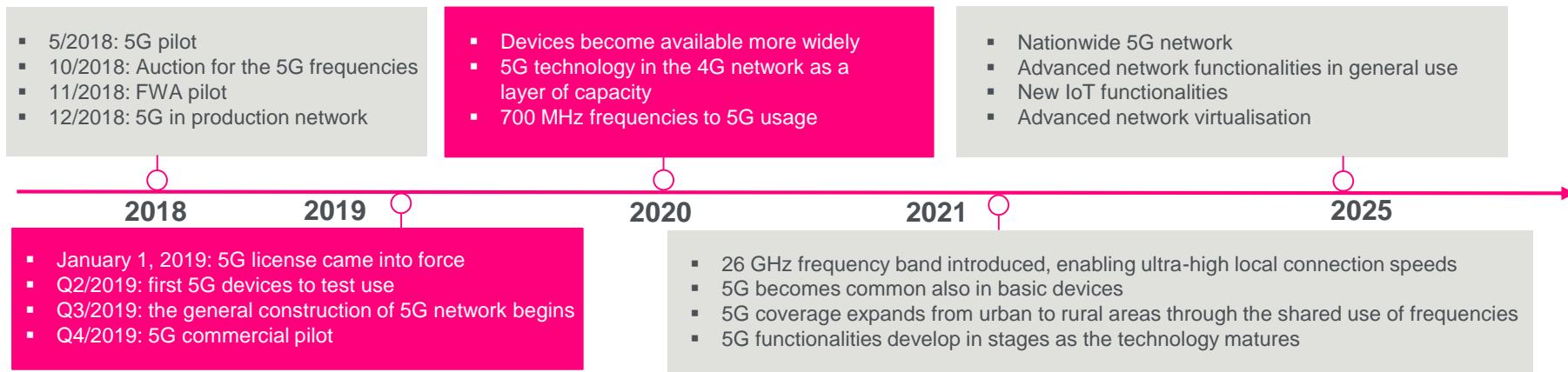
The strong growth of the variety of services and smart devices continues – **the best global services will gain a stronger foothold.**

Trend 4

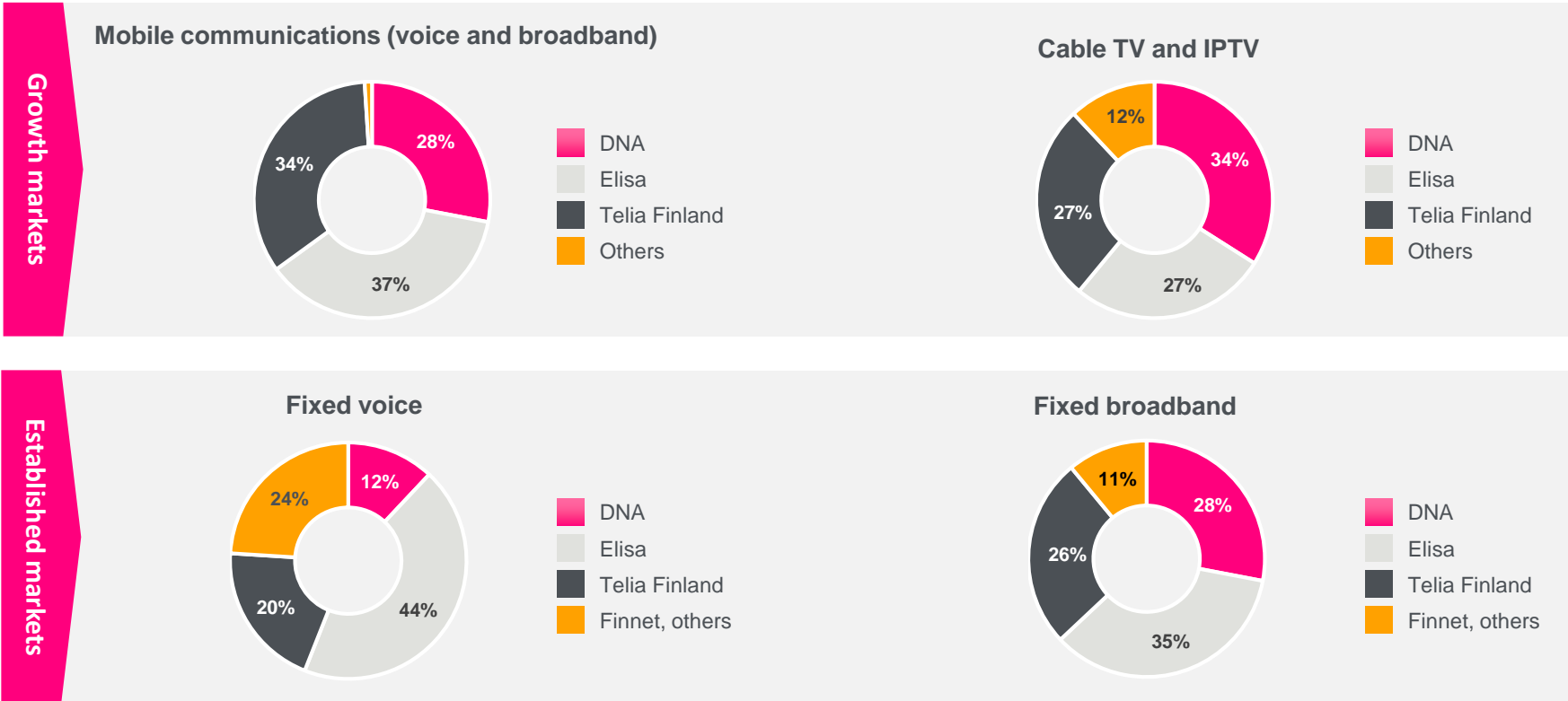
Mobile working, digitisation and the **Internet of Things** will make business more flexible and productive.

DNA's mobile network is prepared actively for 5G

- DNA has been preparing its mobile network for 5G with the introduction of 5G-capable technology and by increasing network capacity.
- DNA will begin the sales of its fixed 5G service based on 5G technology in December 2019. The service will enable a fast and consistent broadband connection for households. To begin with, the service will become available for homes in the residential areas of the major cities, but the availability will be quickly extended to new areas.
- Since last autumn, we have also tested fixed 5G broadband service and started using the service in the actual 5G frequency in Q2 2019. Fixed 5G will be one of DNA's first commercial services provided with the 5G technology.
- More technologically mature 5G-capable mobile devices are expected to become available at reasonable price points in early 2020.



Strong foothold in the growth markets



Source: Finnish Communications Regulatory Authority, Market shares in the end of 2018

DNA's strategy summary

– The cornerstone of DNA's strategy is customer satisfaction

Main assumptions behind our strategy

1 Growing demand for faster, good quality mobile connections accelerates	2 Seamless, multi-channel customer experience and personal customer relationship - digitalization and physical channels unites	3 The best ecosystems and end-customer solutions globally, gets stronger foothold	4 B2B: Mobile work, digitalization, IoT, and centralized ICT sourcing
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Our vision and mission

THE MOST SATISFIED CUSTOMERS

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

Aspired differentiation

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

Positive memory trace as a goal – in every customer meeting

Our values

Fast – Straightforward – Bold

Our strategic goals

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

DNA's footprint in society (2018)

DNA Value Creation

What We Build On

A Team of Top Professionals

- Motivated employees all over Finland
- Committed partners

Fast High-Quality Connections

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

Intangible Assets

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

Financial Resources

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

The DNA Way

Offering

Products and services develop with the customers' needs

Know-how

Skilled workforce enables high-quality customer experience

Understanding

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

Our Values

Fast, bold, straightforward

Our Vision

The most satisfied customers in the market

What We Produce

Private Customers

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

Corporate Customers

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

The DNA Footprint

Societal

- Building and developing the infrastructure necessary for the society: *4G networks cover almost 100% of the population, over 4 million mobile and fixed network subscriptions*
- Digital connections and devices for consumers' everyday life
- Improving the competitiveness of corporate customers

Social

- Direct and indirect employment: *About 1,600 own employees*
- High employee satisfaction: DNA was ranked *first as the best place to work in Finland in large companies category (Great Place to Work® survey)*
- Family-friendly workplace
- Development of employees' skills
- Excellent customer experience

Economic

- Profitability: *Operating result EUR 139 million*
- Investments: *EUR 138 million*
- Earning per share: *Dividend payout ratio about 80–100% of the net profit for the period*
- Salaries and benefits: *EUR 107 million*
- Taxes and tax-like payments: *EUR 175 million*
- Purchases from suppliers: *EUR 523 million*

Environmental

- Direct and indirect CO₂ emissions: *220,000 tCO₂ (Scope 1, 2 and 3)*
- Development of the network's energy efficiency
- Reducing customers' CO₂ emissions with DNA solutions
- Recycling of terminal equipment at DNA Stores

We make sustainable business

Digital inclusion

DNA contributes to the promotion of digital inclusion in Finland. To this end, DNA places special emphasis on comprehensive networks, fast connections, easily understandable products and services and excellent customer service. In addition, DNA launched a charity programme to support digital inclusion among those in vulnerable position in Finland.

Great place to work

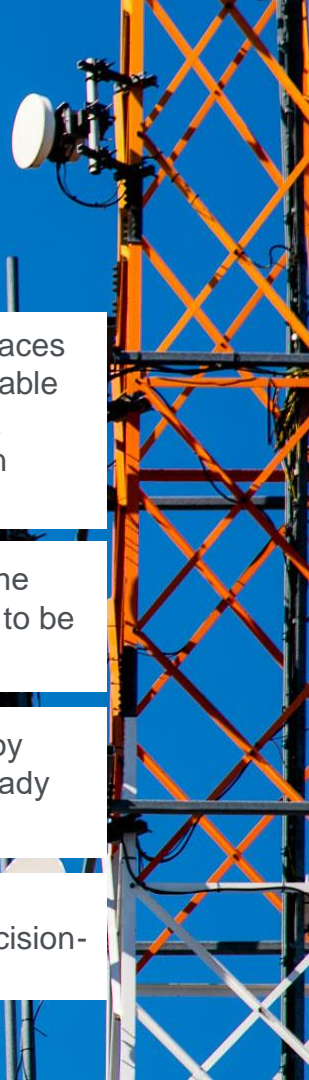
DNA was named Finland's best workplace in the Large Organisations category of the Great Place to Work awards. In addition, DNA was the first publicly listed company to be recognised as a Family Friendly Workplace by the Family Federation of Finland.

Climate friendly business

DNA's objective is to reduce energy indirect greenhouse gas emissions (Scope 2) by 100% by 2023 from the level reported in 2014. DNA's Scope 2 emissions have already reduced by some 40% since 2014, due to e.g. procurement of renewable energy.

Good governance

Responsible operations at DNA covers DNA's personnel, suppliers and subcontractors. The promotion of Code of Conduct compliancy and responsible decision-making is continuous.



Business Review



Q3/2019: Net sales increase was fuelled by strong mobile service revenue and mobile device sales



Net sales increased 5.0% and amounted to EUR 238.8 million (227.5)

- Net sales was positively impacted by mobile service revenue* and strong mobile device sales
- Mobile service revenue grew +8.1%, growth came from the good development of the subscription base and average billing per customer
- Mobile device sales grew 10.5% from the reference period



EBITDA increased 9.6%

- Comparable EBITDA was EUR 83.6 million (76.3); 35.0% of net sales (33.5%)
- In the review period, the comparability of EBITDA and operating result were affected by a non-recurring expenses of EUR 4.3 million in relation to the use of expert services in connection to business restructuring as well as the termination of share-based reward systems. The positive development in EBITDA is mostly due to the impact of IFRS 16, growth of service revenue also contributed to it.
- The comparable operating result improved 5.5% and was EUR 41.4 million (39.3), 17.3% of net sales (17.3%).



Strong momentum of operational KPI's

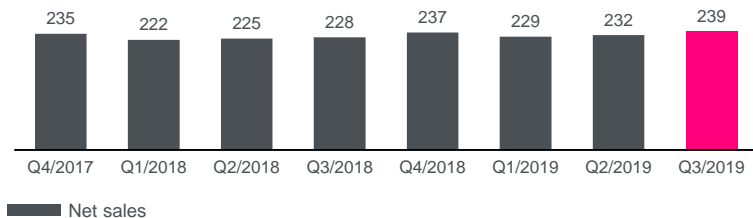
- Average revenue per user for mobile communications (ARPU) increased slightly from the reference period and was EUR 18.9 (EUR 18.8)
- CHURN increased slightly and was 16.4% (15.8%)
- Mobile subscription base decreased by 1.2% or 35,000 subscriptions y-on-y; postpaid subscriptions increased by 59,000 y-on-y and prepaid subscriptions decreased by 93,000 subs.
- Fixed network subscription base grew by 77,000 new subscriptions. In addition to good organic growth DNA gained more than 30,000 fixed broadband and almost 25,000 new cable TV customers as a result of the ICT Elmo business acquisition

*Mobile service revenue = revenue generated by mobile subscriptions. Consumer and corporate mobile communication and mobile broadband services, corporate M2M services and corporate mobile virtual network operator (MVNO) services.

Q3/2019 – Mobile service revenue increased by +8.1%

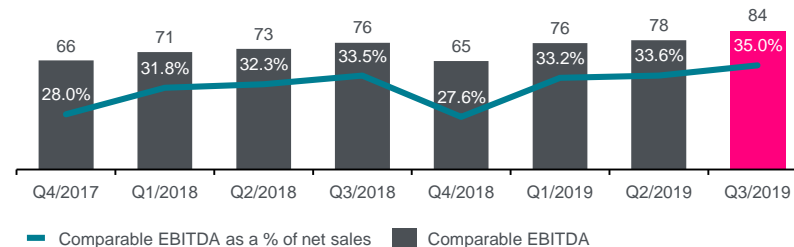
Growth in mobile service revenue (+8.1%) and mobile device sales (+10.5%) boosted quarter's net sales

EUR million y-on-y + 5.0% in Q3/2019



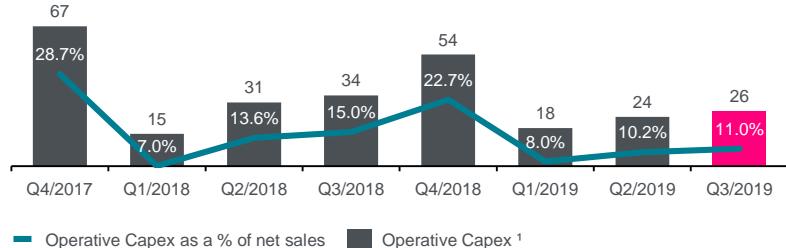
Comparable EBITDA increased 9.6% and margin was 35.0% of net sales

EUR million y-on-y 9.6% in Q3/2019



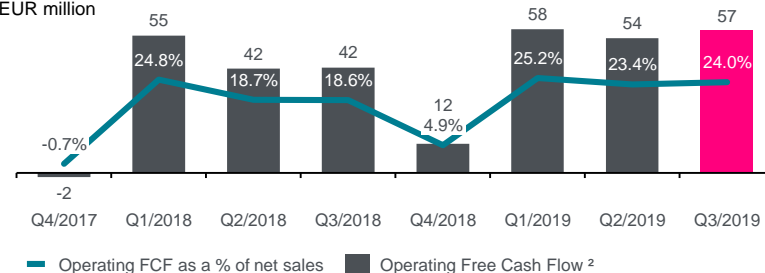
Operative capex¹ decreased 22.5% year-on-year

EUR million y-on-y -22.5% in Q3/2019



Operative free cash flow² increased from the reference period

EUR million



Notes

- Operative capex = investments excluding capitalised spectrum license payments and lease investments (IFRS 16)
- Operating free cash flow defined as EBITDA minus operative capex

January-September 2019: Net sales and EBITDA grew strongly

EUR 699.7
million
+3.7%

Net sales

2,820,000
-35,000

Mobile communications subscriptions

Postpaid subscriptions +59,000

EUR 237.5
million
+8.2%

EBITDA

EUR 362.8
million
+7.2%

Mobile service revenue

EUR 169.2
million
+21.4%

Operative free cash flow

15.8%

Mobile CHURN for postpaid subscriptions

EUR 559.9
million
1.80

Net debt

Net debt/ EBITDA

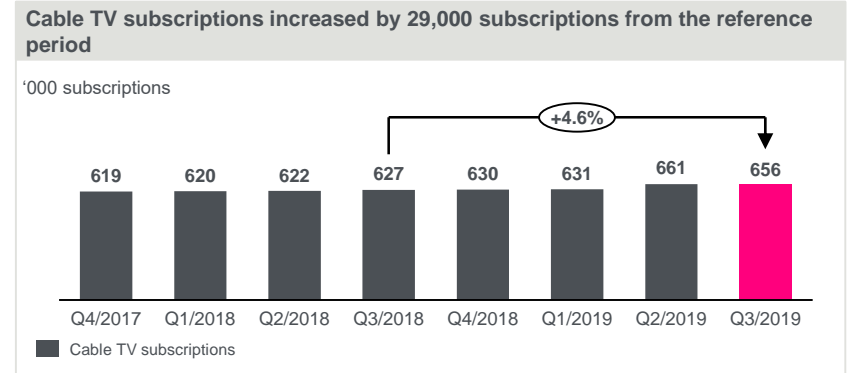
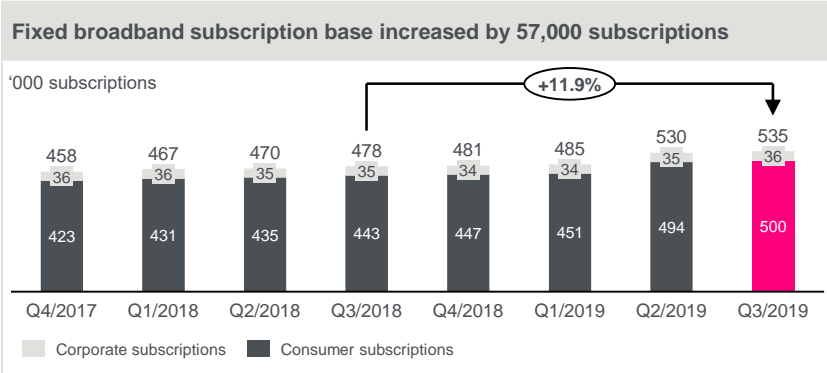
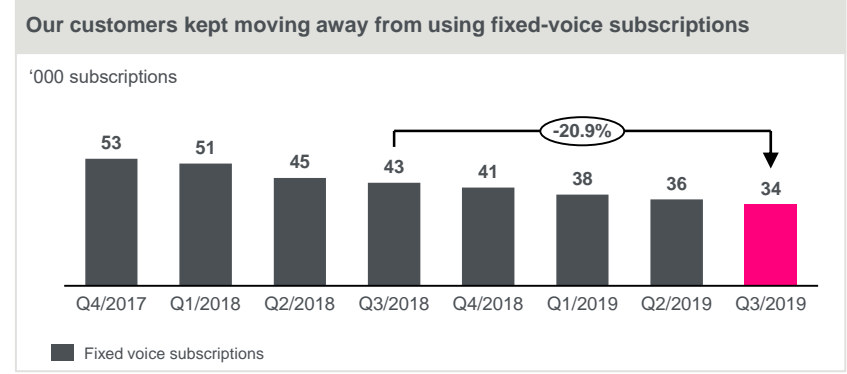
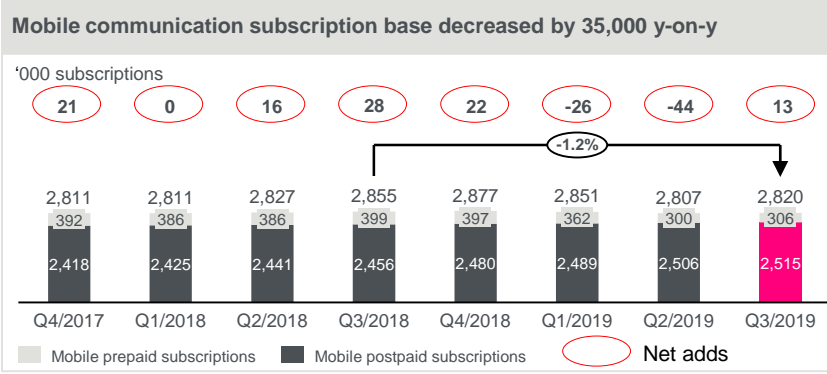
1,191,000
+86,000

Fixed broadband and cable TV subscriptions

Notes
Compared to H1/2018

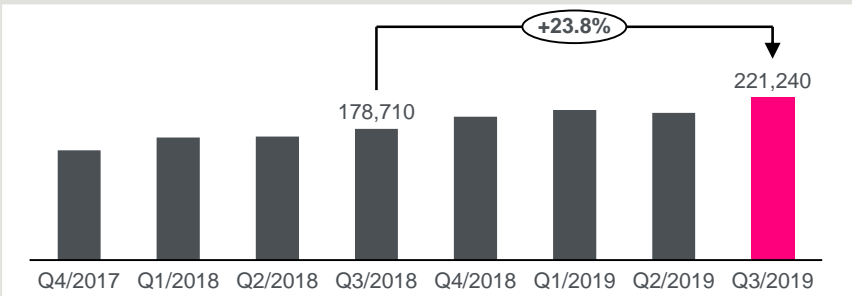
CHURN = Customer turnover rate

DNA's mobile postpaid subscription base continued to increase (+59,000), prepaid subscriptions decreased

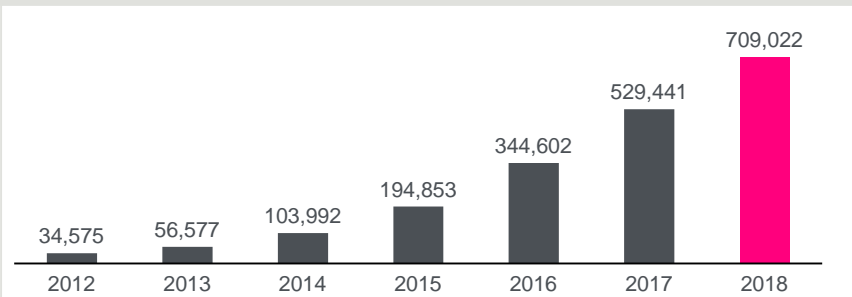


DNA's total mobile data traffic increased about 23.8%

Total mobile data traffic (GB, '000) increased again over 24%



Mobile data traffic (GB, '000)



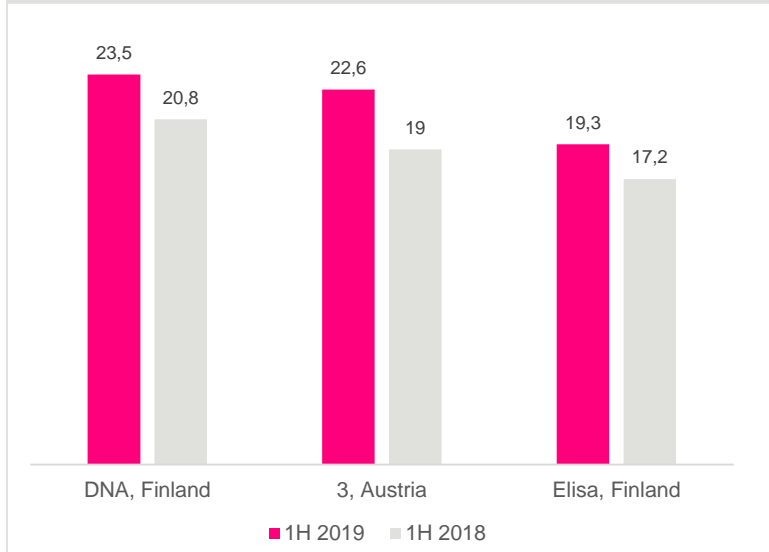
Key highlights in July-September 2019

- DNA's mobile data traffic increased about 23.8% from the reference period
- DNA's mobile data usage per subscription was 26.0 gigabytes/ month
- 5G technology and improved network services will accelerate the use of mobile data further.
- We have continued to prepare our network for 5G deployment and brought 5G-capable technology and increased network capacity for new requirements.

*Tefficient's report: <https://tefficient.com/mobile-data-operators-1h-2019/>
 Tefficient is an international telecommunications specialist providing analysis, benchmarks and consulting services.

DNA's customers are number one for mobile data use per subscription in the world

Mobile data traffic, gigabytes/subscription/month*



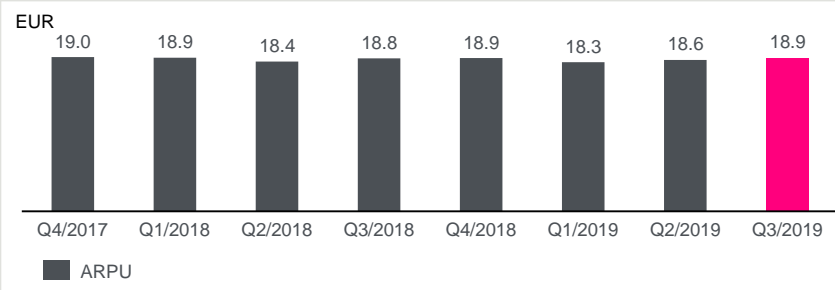
*Source: Tefficient's survey <https://tefficient.com/mobile-data-operators-1h-2019/>
Tefficient is an international telecommunications specialist providing analysis, benchmarks and consulting services.

According to Tefficient, DNA is the world number one for mobile data use per subscription

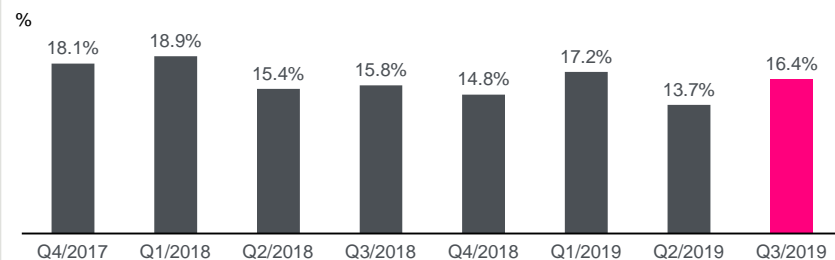
- During the H1/ 2019, DNA's mobile data volume was 23.5 gigabytes per subscription per month (19.8)
 - In practice, this number of gigabytes means either watching some 55 hours of videos or some 18 hours of HD quality video
- The majority of the data transferred via mobile networks arises from the use of a variety of video-based services, such as YouTube and Netflix

The subscription turnover rate (CHURN) was 16.4%

Mobile postpaid ARPU increased compared to the reference period



Mobile communication CHURN (postpaid) decreased and was on a really low level



Notes

1. Share of mobile postpaid handset subscriptions in Consumer business, includes subscriptions with data transfer of 50 megabits per second or more

ARPU = Average revenue per user

CHURN = Subscription turnover rate

Key highlights in July-September 2019

- Demand of 4G subscriptions continued to grow steadily
 - 4G subscription base has increased 10.1%-points year-on-year and its' share of mobile subscriptions was 65.3%¹ (59.6%)
- ARPU increased y-on-y 0.6% and was EUR 18.9 (18.8)
 - Customer billing per subscription increased
 - Even though the number of prepaid subscriptions fell by over 93,000 during the quarter, their ARPU increased by 23.5% to EUR 5.6 (4.5)
- CHURN increased slightly from the reference period and was 16.4% (15.8%)

DNA's main events during July-September 2019

DNA agreed on July 2019 to sell its terrestrial TV network pay-TV business to Digita Oy.

- DNA will continue its operations as the leading pay-TV operator in the cable and broadband networks
- The terrestrial TV network pay-TV business will be transferred to Digita on 1 January 2020
- Competition authorities approved the selling on 12 September
- DNA has agreed to continue selling terrestrial pay-TV services through its extensive sales network

DNA's new service Wattinen reduces households' climate emissions.

- Wattinen is aimed at housing companies and their residents, enabling them to save up to 30 per cent on the energy used in heating
- Wattinen is based on self-learning artificial intelligence that continually gathers data on, for example, heat retention, weather forecasts and the property's location



Wattinen

After the review period:

DNA to begin 5G service sales in December

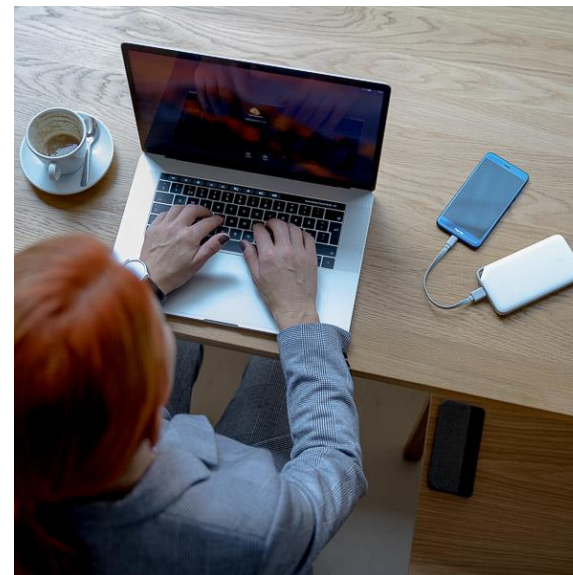
- The service will enable a fast and consistent broadband connection for households.
- The fixed 5G, or the Fixed Wireless Access, enables super fast, low-latency data connections to many homes and properties that are out of the reach of a fibre-optic network
- To begin with, the service will become available for homes in the residential areas of the major cities, but the availability will be quickly extended to new areas.

A photograph of two young girls running outdoors. The girl in the foreground is wearing a red top and denim overalls, smiling broadly. The girl behind her is wearing a pink and white striped tank top. They are holding hands and running towards the right. The background is a blurred outdoor setting with trees and a building.

Financial review

Positive development in January-September financial KPI's

EUR, million	7-9/2019	7-9/2018	Change %	1-9/2019	1-9/2018	Change %	1-12/2018
Net sales	238.8	227.5	5.0%	699.7	674.8	3.7%	911.8
EBITDA	79.3	76.3	4.0%	233.2	219.5	6.2%	284.9
Comparable EBITDA	83.6	76.3	9.6%	237.5	219.5	8.2%	284.9
% of Net Sales	35.0%	33.5%		33.9%	32.5%		31.2%
Operating Result, EBIT	37.1	39.3	-5.4%	107.6	110.5	-2.6%	138.9
Comparable Operating Result	41.4	39.3	5.5 %	111.9	110.5	1.3 %	138.9
% of Net Sales	17.3%	17.3%		16.0%	16.4%		15.2%
Net Result	28.4	29.6	-4.2%	79.8	81.1	-1.5%	102.2
% of Net Sales	11.9%	13.0%		11.4%	12.0%		11.2%
Operative Capex	26.4	34.0	-22.5%	68.3	80.2	-14.8%	133.9
% of Net Sales	11.0%	15.0%		9.8%	11.9%		14.7%
Operating FCF ¹	57.3	42.3	35.4%	169.2	139.4	21.4%	151.0
Net Debt				559.9	389.3		379.3
Net Debt / EBITDA	1.76	1.28		1.80	1.33		1.33

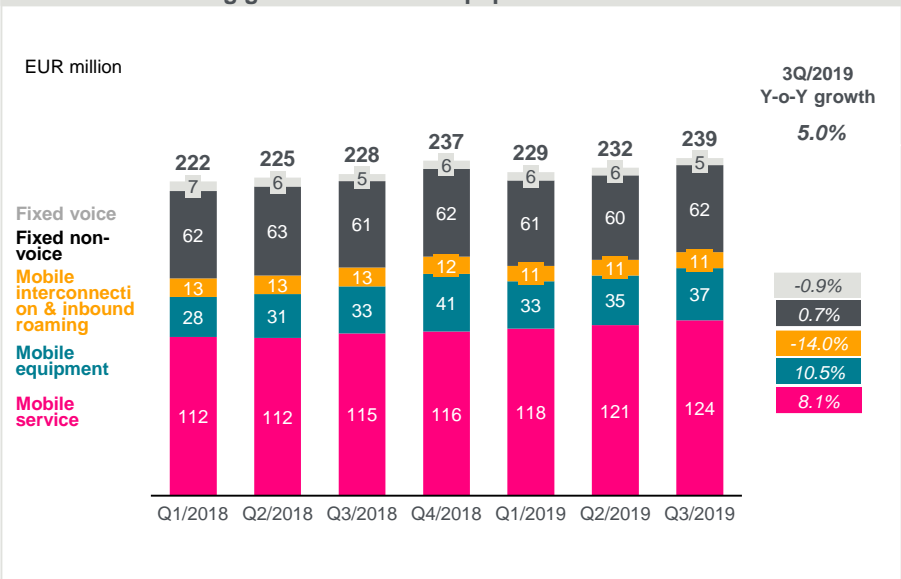


Notes

1. Operating free cash flow defined EBITDA minus operative capex

Q3/2019: Mobile service revenue grew 8.1% from the reference period

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



Key highlights in July-September 2019

- Mobile service revenue grew 8.1% from the reference period
 - The growth was fuelled by an increase in the mobile subscriptions base, and by the positive development in the average billing per customer
 - Average revenue per user (ARPU) was EUR 18.9 (18.8)
- Mobile equipment sales were strong and increased by 10.5%
- Mobile interconnection revenue decreased due to the decrease in interconnection prices effective since December 2018
- Fixed non-voice has been positively impacted by growing demand of broadband
- Revenue from fixed voice continued to decline as expected

Demand for mobile services was strong both in Consumer and Corporate business

Q3/2019: Consumer business

Net sales were EUR 182.7 million (+6.3%)

- + Net sales were driven by the growth in mobile service revenue and mobile device sales
- + Revenue per user (ARPU)¹ remained steady y-on-y and was EUR 20.3 (20.4)

Comparable EBITDA was EUR 63.5 million (+7.4%)

- + EBITDA was improved as a result of IFRS 16, as well as by an increase in mobile service revenue
- Comparability was impacted by a non-recurring expense of EUR 2.5 million

Q3/2019: Corporate business

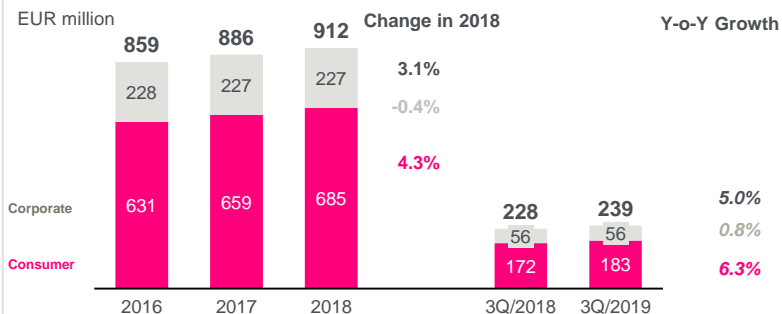
Net sales EUR were 56.1 million (+0.8%)

- + Net sales were positively impacted by good development in mobile service revenue
- + Corporate customers' mobile ARPU increased 4.4% and was EUR 13.9 (13.3)
- Net sales were negatively impacted mainly due to the change in the reporting of Moi Mobiiili (now under consumer business), as well as the decrease in interconnection charges

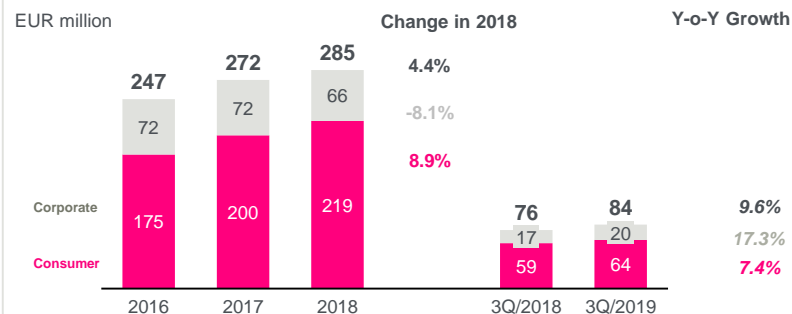
Comparable EBITDA was EUR 20.1 million (+17.3%)

- + EBITDA was improved by a change in calculation method according to IFRS 16 and by the growth in mobile service revenue
- Comparability was impacted by a non-recurring expense of EUR 1.8 million

Consumer and corporate net sales, EUR million



Consumer and corporate comparable EBITDA, EUR million



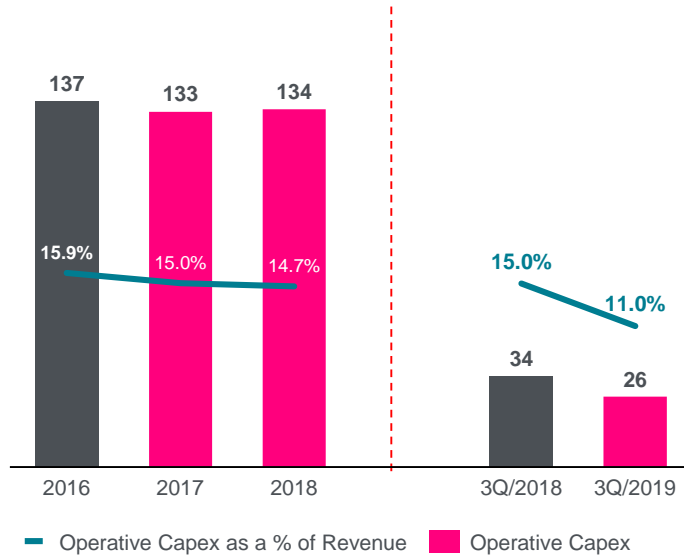
Notes

1. Consumer mobile postpaid handset subscription ARPU

Operative CAPEX was slightly lower compared to the reference period

Operative capex¹ was 11.0% of net sales in July-September

EUR million



Notes

1. Operative capital expenditure is reported capital expenditure excluding cash instalments for spectrum licenses capitalized and lease investments (IFRS 16 impact)

Key highlights in July-September 2019

- Operative capital expenditure was EUR 26.4 million (34.0), or 11.0% of net sales (15.0)
- In 2019, capital expenditure is back-loaded towards the end of the year, and we expect operative capex for the whole year to remain at a similar level as 2018.
- Major individual items included in capital expenditure are 4G network capacity expansion and network development towards 5G, fibre optics networks and transmission systems
- Total capital expenditure include in addition to operative capex lease investments (IFRS 16), which was in 3Q/2019 EUR 27.2 million

Operating free cash flow increased from reference period

Cash flow summary				
EUR million	2016	2017	2018	1-9/2019
Comparable EBITDA	247	272	285	238
Operative Capex	(137)	(133)	(134)	(68)
Operating FCF	110	139	151	169
<i>% of net sales</i>	12.8%	15.7%	16.6%	24.2%
<i>Cash Conversion %</i>	44.6%	51.1%	53.0%	71.2%
Interest paid, net	(9)	(9)	(17)	(7)
Income taxes, paid	(5)	(26)	(12)	(22)
Adjusted Change in NWC	(1)	19	(48)	(51)
Change in Provisions	(2)	(5)	(2)	0
FCFE	93	119	72	89
<i>% of net sales</i>	10.8%	13.4%	7.9%	12.8%

Key highlights in January-September 2019

- Operating free cash flow increased 21.4% and was EUR 169.2 million (EUR 139,4 million)
 - + Higher working capital compared to year ago
 - + Lower level of investments
- Free cash flow to equity EUR 89,2 million (in the end of H1/2019: EUR 46,6 million)
 - Changes in working capital had an EUR 25.6 million (-45.4 million) negative impact on cash flow.
 - The increase in working capital was mainly due to a decline in trade payables in comparison to the end of 2018
 - In Q3, working capital grew due to non-recurring items

Low cost capital structure

Weighted average cost of debt decreased: 1.11% (Q2/2019: 1.02%)

	Maturity	Nominal Amount EUR million	Book Value EUR million	Cost of Debt
Unsecured € Bond 1.375% Coupon	Mar-2025	250	243	1.43%
Unsecured € Bond 2.875% Coupon	Mar-2021	60	60	2.93%
Bank Loans and Commercial Paper		201	201	0.18%
Total		511	504	1.11%
Lease liabilities (IFRS16)			77	
Cash & Cash Equivalents			-22	
Net Debt			560	
Net Debt/EBITDA¹			1.80	

DNA's long-term credit rating (09/2019)

Assigned Rating	BBB (S&P)
Outlook	Stable

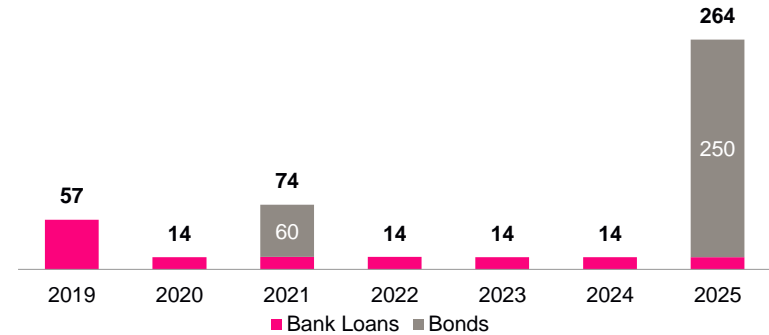
Credit research company Standard & Poor's Global Ratings upgraded DNA's long-term credit rating based on Telenor deal to BBB+ (previously BBB) with Stable outlook. At the same time DNA has been removed from Credit Watch.

Notes

1. Defined as net debt divided by EBITDA from the beginning of year (adjusted)

Debt maturity schedule, EUR million

EUR 150 million fully undrawn revolving credit facility providing additional liquidity and financial flexibility



**Strategic cornerstones,
market outlook
and
financial
objectives**



We are on track to achieve our strategic objectives




The most satisfied customers



Excellent employer



Industry-leading financial development



Faster than average market growth

Market outlook for 2019

The Finnish economy will continue to expand, but growth has passed its cyclical peak. (the Bank of Finland)

We expect the mobile network service market growth to moderate and competition to remain intense for mobile communication services.

The share of 4G subscriptions is expected to grow, but at a more moderate rate. The number of high-speed 4G subs. and mobile data usage per subscription increases.

The SMS and voice revenue in the mobile communication network is forecasted to continue decreasing.

Demand for fast broadband and entertainment services is expected to increase driven by the popularity of streaming and on-demand video services.

The demand for traditional pay-TV services is expected to decline.

The demand for Industrial Internet solutions, and subsequently for M2M* subscriptions, is expected to grow. The role of data security gain in importance.

DNA sees fixed wireless broadband access as the first application to strongly benefit from 5G technology. 5G devices are expected to be launched during 2019.

*Machine to Machine

Telenor's tender offer for the DNA shares

- Telenor Group announced in April that it will acquire DNA's two largest owners', Finda Telecoms Oy and PHP Holding Oy's, shares of DNA Plc, together 54% of shares
- The completion of the Telenor transaction in August, triggered an obligation for Telenor to make a mandatory public tender offer for the remaining outstanding shares in DNA; the cash consideration per share was EUR 20.90
- Offer period ended on 10 October, and the shares tendered during the period represent 43.84% of all shares in DNA. Together with the DNA shares acquired by Telenor before the tender offer, Telenor held 97.87% of all shares in DNA after.
- Due to Telenor's holding exceeding 9/10 of the all shares in DNA, Telenor has announced its intention to commence mandatory redemption proceedings for the remaining shares.
- Transaction has no impact on DNA's operations or customer service



Financial objectives and dividend policy

DNA raised its guidance for 2019

- Raised guidance from 15 October 2019: DNA's net sales are expected to grow somewhat, and EBITDA is expected to increase substantially from 2018. DNA's financial position and liquidity are expected to remain at a healthy level.

DNA's guidance for 2019 is disclosed with consideration to the impact of the adoption of IFRS 16. The adoption of IFRS 16 from the beginning of 2019, is estimated to have a EUR 17 million positive impact on EBITDA in 2019. The impact of IFRS 16 on operating result (EBIT) is insignificant.

Mid-term financial targets

- Net sales growth – faster than average market growth
- EBITDA margin of at least 34%, including IFRS16 impact
- Operative capital expenditure¹ less than 15% of sales

Leverage policy

- Net debt/EBITDA less than 2.0
Can be temporarily exceeded in case of potential attractive bolt-on in-market M&A opportunities

Dividend policy

- DNA's goal is to pay a growing dividend or by other means to return capital equalling 80-100% of the net profit for the period. In addition, the Board may consider the distribution of excess profit to shareholders for a specific financial period
- DNA paid a dividend of EUR 0.70 per share and an extra dividend of EUR 0.40 per share from 2018
- In total EUR 1.10 per share, 6.4% payout ratio (as of number of shares and closing price of 31 Dec 2018)

Notes

1. Operative capex is capital expenditure excluding spectrum license payments and lease investments (IFRS16 impact).

A group of six people (three women and three men) are standing outdoors in front of a light-colored building with windows. They are all smiling and looking towards the camera. A DJI drone is flying in the foreground, positioned in front of the group. The man in the center is holding a remote control for the drone.

Thank you!

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Appendices

- ✓ Operational and financial KPI's
- ✓ IFRS 16 impact
- ✓ Subscription prices
- ✓ Introduction for Consumer business
- ✓ Introduction for Corporate business
- ✓ Corporate responsibility and sustainability
- ✓ IR contact information



KPI Overview

Mobile KPIs

	2016	2017	2018	3Q/2018	3Q/2019
Mobile Revenue (EUR million)	539	586	640	161	172
Service	375	420	454	115	124
Equipment Sales	111	114	134	33	37
Interconnection & Inbound Roaming	53	52	52	13	11
Mobile Subscriptions (000s)¹	2 742	2 811	2 877	2 855	2 820
Postpaid	2 338	2 418	2 480	2 456	2 515
Prepaid	404	392	397	399	306
Consumer	2 262	2 252	2 287	2 272	2 277
Corporate	480	559	590	583	543
ARPU, Mobile Handset Subscriptions (EUR/month)²					
Postpaid	17.1	18.4	18.7	18.8	18.9
Prepaid	3.8	3.8	3.9	4.5	5.6
Consumer (postpaid)	18.0	19.6	20.3	20.4	20.3
Corporate (postpaid)	13.9	13.8	13.2	13.3	13.9
Annualised Mobile Handset Subscriptions Churn (%)					
Postpaid	16.1%	18.3%	16.2%	15.8%	16.4%

Fixed KPIs

	2016	2017	2018	3Q/2018	3Q/2019
Fixed Revenue (EUR Million)	320	300	272	66	67
Non-Voice Revenues	288	273	248	61	62
Voice Revenues	32	28	24	5	5
Fixed Broadband Subscriptions (000s)	440	458	481	478	535
Consumer	403	423	447	443	500
Corporate	37	36	34	35	36
Fixed Voice Subscriptions (000s)	65	53	41	43	34
Consumer	30	25	21	22	17
Corporate	35	29	20	21	17
Cable-TV Subscriptions (000s)	608	619	630	627	656

Notes

1. Excludes M2M subscriptions
 2. Includes interconnection revenues
- ¹Including IFRS '15

IFRS 16 impact on DNA's Income Statement and Balance Sheet in 2019

Impact of IFRS 16 is mainly coming from long-term leasing contracts of premises, equipment facilities and leasing cars
 → Instead of leasing expenses, depreciation and interests will be recorded into the income statement:

- Liabilities increase about EUR 81 million and property, plant and equipment about EUR 84 million
- EBITDA, positive impact of about EUR 17 million
 - Depreciation increase about EUR 17 million
 - Finance expenses increase about EUR 1 million
- Net debt/EBITDA ratio will deteriorate about 0.2
- Investments will increase about EUR 8 million.
 IFRS 16 won't have an impact on operative capex.

EUR, million	2019
Net sales	
Other operating expenses	-17
EBITDA	17
Depreciation, amortisation and impairments	17
Operating result, EBIT	0
Financial expenses	1
Net result before income tax	-1

Examples of DNA mobile subscription prices

DNA Max 4G Rajaton (Fastest)

Monthly fee	EUR 49,90/month
Data transfer speed	4G max speed in Finland
EU-data package	20 Gt/month
Domestic data and calls	unlimited
Domestic text & multimedia messages	unlimited

DNA Super 4G Rajaton

Monthly fee	EUR 39,90/month
Data transfer speed	300 Mbit/s (4G in Finland)
EU-data package	15 Gt/month
Domestic data and calls	unlimited
Domestic text messages	unlimited

DNA Nopea 4G Rajaton Plus

Monthly fee	EUR 34.90/month
Data transfer speed	150 Mbit/s (4G in Finland)
EU-data package	10 Gt/month
Domestic data and calls	unlimited
Domestic text messages	unlimited

DNA Nopea 4G Jämpi

Monthly fee	EUR 26.90/month
Data transfer speed	100 Mbit/s (4G in Finland)
EU-data package	10 Gt/month
Domestic & in EU /ETA area calls	EUR 0.07 / min
Domestic & in EU /ETA area text & multimedia messages	EUR 0.07 / pc

DNA Rajaton

Monthly fee	EUR 24,90/month
Data transfer speed	1 Mbits/s
EU-data package	10 Gt/month
Domestic data and calls	unlimited
Domestic text & multimedia messages	unlimited

DNA Jämpi

Monthly fee	EUR 12.90/month
Data transfer speed	1 Mbit/s
EU-data package	5 Gt/month
Domestic & in EU /ETA area calls	EUR 0.07 / min
Domestic & in EU /ETA area text & multimedia messages	EUR 0.07 / pc

DNA Puhe Plus

Monthly fee	EUR 7,90/month
Data transfer speed	0,256 Mbit/s
EU-data package	2 Gt/month
Domestic & in EU /ETA area calls	EUR 0.07 / min
Domestic & in EU /ETA area text & multimedia messages	EUR 0.07 / pc

Notes

*Updated 12 September 2019

Consumer business

(75% OF NET SALES IN 2018)

- 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
- The increased adoption of smart phones, tablets and other smart devices as well as the wider availability of 4G speeds significantly boosts data transfer volumes

DNA's Consumer Business in brief

Customer satisfaction is the key

We improve the quality of our customer service and the efficiency of our operations systematically, introduce easy-to-use services needed by customers. Our customer service metrics have shown positive development in 2018 and DNA Store received record-high scores in NPS.

Mobile communications

Our extensive and fast 4G network makes us well-equipped to provide our customers with increasingly faster, high-quality connections. Our ARPU has strengthened in particular because DNA's customers switch to faster 4G subscriptions. We will start to offer 5G services during 2019 when 5G devices become to the market.

Entertainment Business

We want it to be easy for everyone to find the entertainment content they want, regardless of the technology or devices. While traditional TV viewing minutes decreased, the use of streaming and on-demand video services continued to grow.

Fixed broadband

Households are increasingly using both fixed-network and mobile broadband. DNA's fixed-network broadband subscription base grows steadily and the base increased by 23 000 subscriptions in 2018.

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 in 2018, amounting to EUR 685 million. Net sales were driven by the increasing demand for mobile services as well as good mobile device sales.

Corporate Business

(25% OF NET SALES IN 2018)

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

Mobile Network and Communications Services

Enterprise Network Services

Enterprise Network Security

Enterprise Network Solution

IoT – Smart Connectivity

STRENGTHS

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

GROWTH DRIVERS

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

DNA's Corporate Business in brief

Customer satisfaction
is the key

Strong partner for companies, public corporations and integrators. Good services and expert customer service.

Comprehensive, fast
and reliable network

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

Pioneer in new ways
of working

Digitalisation is speeding up change in the working culture. We are creating new ways of working with the help of innovative tools, fast connections and reliable network services.

Industrial Internet

DNA introduced new DNA Connectivity IoT service developed with Cisco Jasper. With the service DNA's customers can develop and increase their IoT services businesses across both national and international markets.

Net sales remained
steady

Net sales in 2018 remained at a similar level year-on-year, amounting to EUR 227 million.

Significant new agreements with enterprises and the public sector

Veikkaus

- A four-year agreement on the delivery of network.
- Measured in terms of the number of business locations, the nationwide gaming network will cover a total of almost 7000 Veikkaus sales outlets.



Sense of Intelligence/Anaxeos

- A three-year agreement on the delivery of M2M-subscriptions.
- With Anaxeos intelligence vest you can measure dog's tracking activity with help of NB-IoT sim cards.





Additional information on corporate responsibility and sustainability

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

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Next events:

- ✓ 31 October 2019: DNA EGM in Helsinki