



CMD²⁰/₂₀

CAPITAL MARKETS DAY

Break Out Session 1: 5G era in Finland

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Telenor Capital Markets Day, 3 March 2020 in Oslo

DNA's net sales and EBITDA reach record levels in 2019, driven by strong mobile service revenue

EUR 942,1 million +3.3%	Net sales	2,822,000 -55,000	Mobile communications subscriptions Postpaid subscriptions +37,000
EUR 309.9 million +8.8%	Comparable EBITDA	EUR 486.4 million +7.0%	Mobile service revenue
EUR 169.6 million +12.2%	Operative free cash flow	16.2%	Mobile CHURN for postpaid subscriptions
EUR 559.1 million 1.83	Net debt Net debt/ EBITDA	1,205,000 +94,000	Fixed broadband and cable TV subscriptions

Notes
Compared to FY 2018.
CHURN = Customer turnover rate



DNA & 5G era

5G

AND

AND



Mobile traffic will increase and the most cost efficient option to handle the growth is 5G

Rapid increase of video based professional and UGC content, higher video quality (SD → HD → 4K – 360 VR/AR)

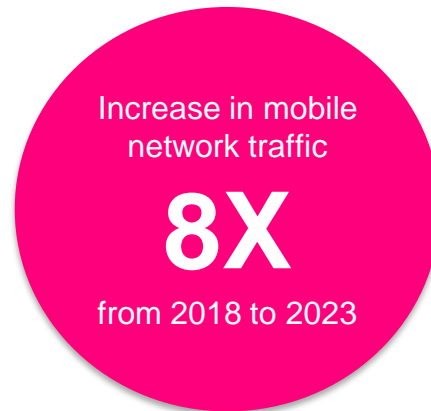
Corporate IT infrastructure and software are increasingly moving to the cloud, which increases broadband traffic

Responsiveness of cloud based services and novel AR based services increasingly critical → low latency becoming increasingly important

Finnish customers expect very high network quality

The unlimited pricing model has been prevalent in the market for years, and will require to remain so

DNA has already today the highest mobile usage per capita in the world

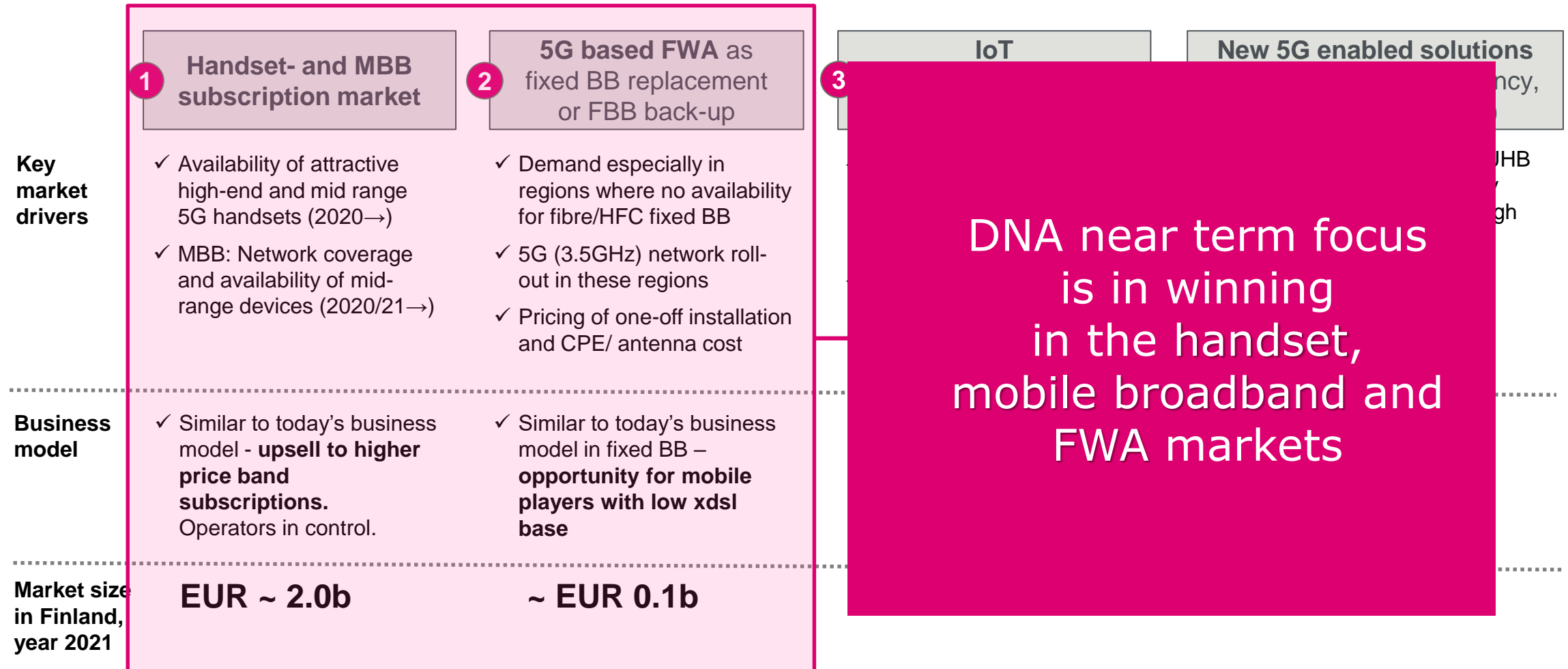


5G requires to maintain high mobile network quality

- ✓ DNA's modern 4G network forms a cost efficient ground to build to, including joint network with Telia.
- ✓ 5G does not replace 4G in a while, but complement it in stages.



5G will be split into four different sub markets



DNA'S PUBLIC OFFERING AT 5G LAUNCH

We have a strong uplift opportunity

SUBSCRIPTION	DATA	SPEED, Mbit/s	EU data, Gt/month	Voice & SMS	PRICE, EUR	ROLE
DNA Rajaton 5G 1000M (unlimited voice & sms)	∞	1 000	20	∞	49.90	Super Premium 5G
DNA Rajaton 5G 400M (unlimited)	∞	400	20	∞	32.90 (36.90)	Mainstream 5G
DNA Nopea 4G Rajaton Plus (unlimited)	∞	150	10	∞	28.90 (34.90)	Most popular subscription
DNA Nopea 4G Jämpti	∞	100	10	EUR 0.07	25.90 (26,90)	I don't want to pay for voice, but I want fast data
DNA Rajaton 4G 10M (unlimited)	∞	10	10	∞	24.90 (26.90)	Young children & price-sensitive mainstream
DNA Rajaton (unlimited)	∞	1	10	∞	22.90 (24.90)	Subscription for chatty,
DNA Jämpti	∞	1	5	EUR 0.07	9.90 (12.90)	Children's first SIM, price sensitive customers
DNA Jämpti Puhe	-	-	-	EUR 0.07	7.90	Any SIM will do for me

+4 EUR Uplift



The fixed 5G

5G



DNA Home 5G – Good opportunity to upsell and cross-sell

DNA Home 5G

400M /min100M **EUR 39.90** /month /24months

1,000M /min100M **EUR 44.90** /month /24months

Turnkey Installation

EUR 495 or EUR 13.75 /month /36 months (100% home tax deductible!)

Turnkey installation service includes: installation of the outdoor unit, set up of the WiFi network and connecting the most critical devices to the home network. 5G outdoor unit and SIM card are property of DNA.

Upgrade your service with only + EUR 5 /month

WiFi-solution that covers every corner of your home



+ EUR 5 /month

Mobile broadband 50M
4G sim card for a tablet or for mobile
WiFi hotspot



+ EUR 5 /month

DNA TV HUB – All entertainment in one place. Enjoy it in 4K with 5G. Android TV including Netflix, Youtube, Yle Areena plus 4,000 other apps



+ EUR 10 /month



Thank you!

5G

