

Elisa Communications Capital Market Day

Direktia Ltd.

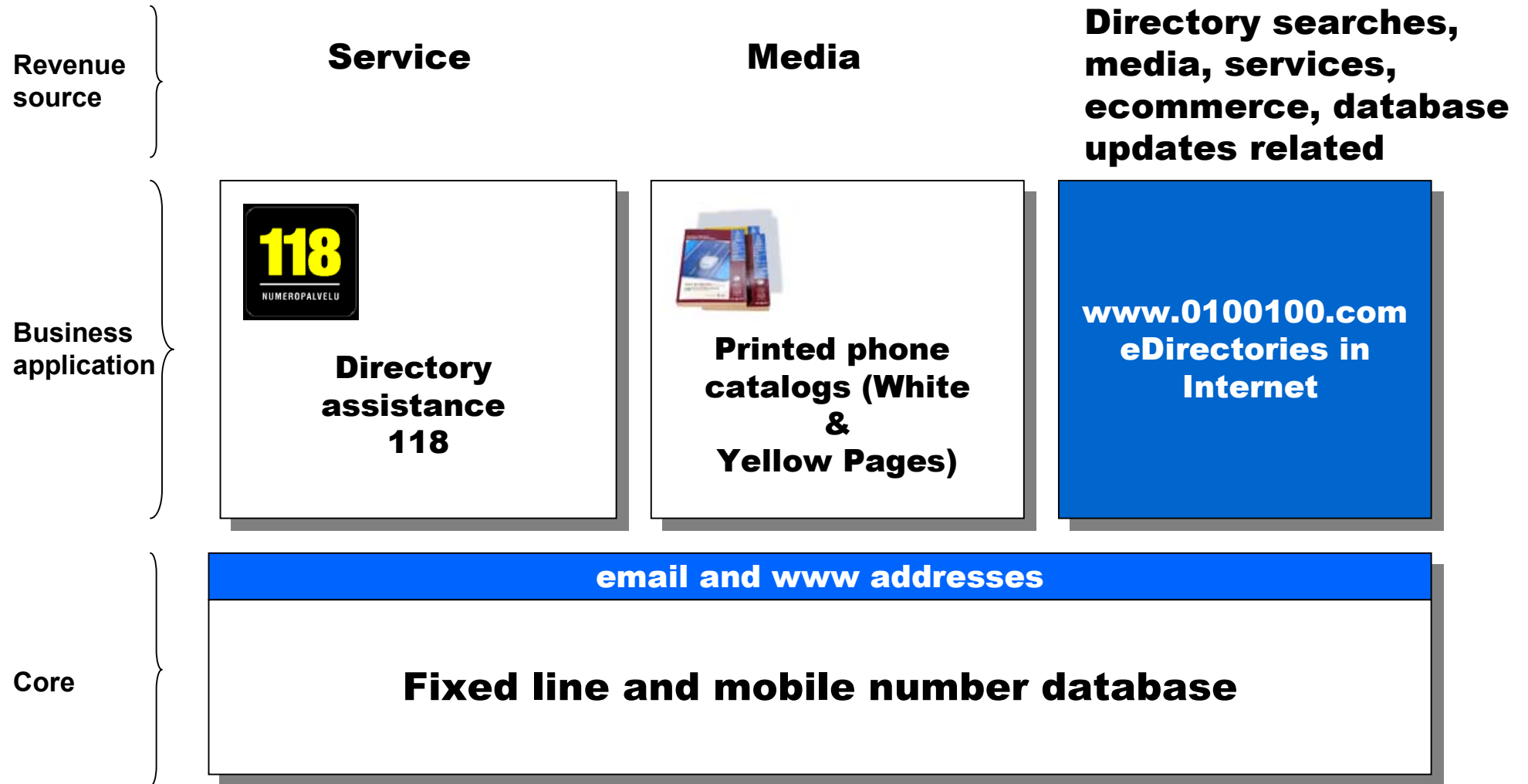
**February 7-8, 2001
Kuusamo**

Direktia Ltd.

0100100



Direktia's businesses



Direktia Ltd.

0100100



Business concept and mission

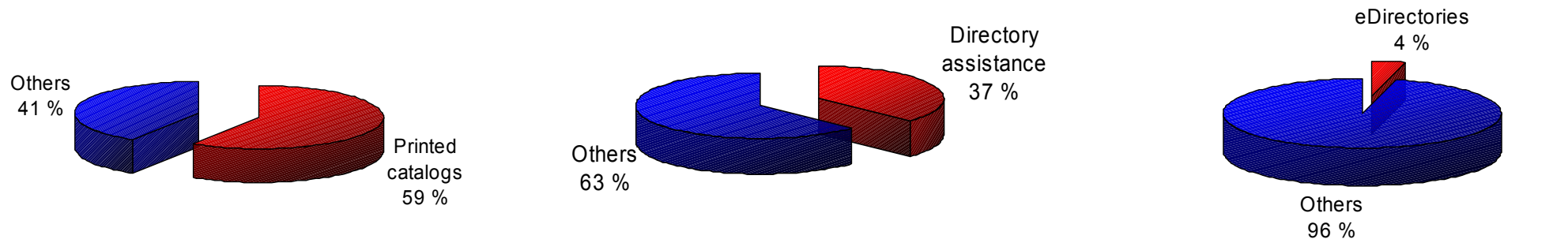
- Core in complete White Pages database added with complete mobile database, e-mail and www-addresses and map location database
- Major business growth areas
 - Directory service via mobile, voice and web using mobile operator independent portal, web distribution via partners
 - Media sales by www.0100100.com horizontal branded portal and countrywide partner network in new media
 - Direct marketing sales and partners (Micro-Media / DDB Worldwide)
 - Net communities
 - e-commerce and mcommerce as continuation to directory and media
- Mission
 - A leading directory media services supplier in Finland
 - Expansion to selected foreign markets with partners
 - More sales contacts between vendors and buyers

Direktia Ltd.

0100100



Business breakdown



Printed catalogs

- Biggest regional catalog, circulation 620,000
- 1/3 of revenues from White Pages, 2/3 from Yellow Pages
- 6 local catalogs, circulation 320,000
- Mobile numbers and e-mail addresses subject to charge

Directory assistance

- 118 service for fixed and Radiolinja's mobile subs.
- New 0100100 national service for all operators
- About 16 millions calls, of which about 15% with connecting service
- Service centers in Helsinki, Kerava and Pori

eDirectories

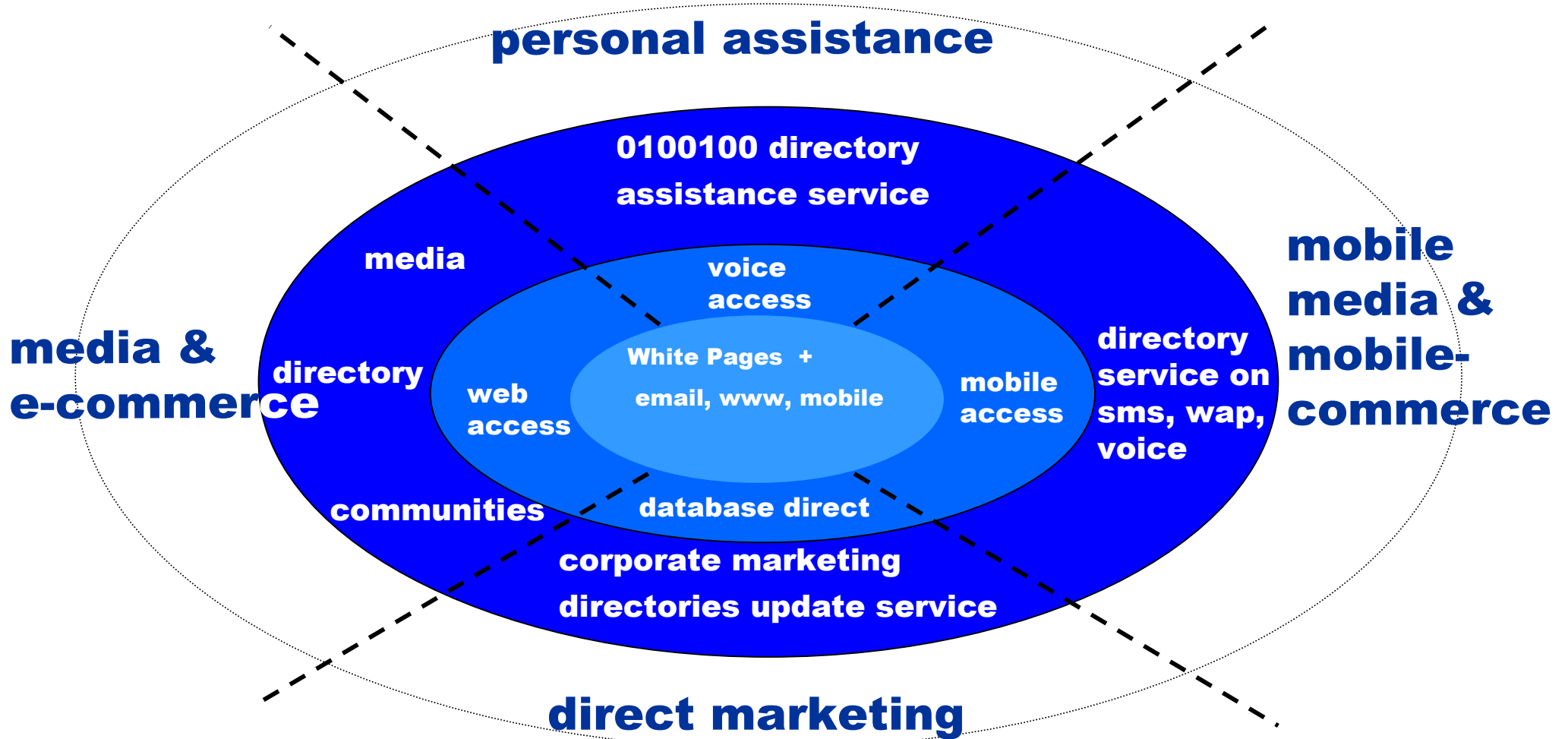
- All fixed line and mobile numbers nationwide
- e-mail and www-addresses
- Internet media especially for SMEs
- Personal database updates

Direktia Ltd.

0100100



Business growth areas



Direktia Ltd.

0100100



Earnings growth strategies

Means

Common 0100100 branding. Economies of scale with joint staff

Capitalising on Elisa customer base, mobility and partner in domestically and abroad

Print & emedia bundling. Economies of scale with joint sales and distribution

Objective

Market share with added value content

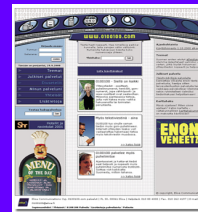
Mobile consumers & corporate apps.

Up in the media value chain

Business base



Directory assistance



**www.0100100.com
eDirectories in Internet**



**Printed phone catalogs
(White Pages)**

Direktia Ltd.

0100100



Facts and figures

- Revenues
 - In 1999 EUR 39m
 - In 2000 about EUR 42m
 - Estimated growth for 2001 below 10%
- Revenue breakdown by businesses: Catalogs 59%, Directory assistance 37% and eDirectories 4%
- Revenue breakdown by products: White pages 27%, Yellow pages 32%, eDirectory 4%, Directory assistance from fixed network 22% and from mobile 15%
- EBIT about 10% of revenues
- Personnel 350

Direktia Ltd.

0100100

