Consumer Customers

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Contents

Key achievements

- From price competition to service competition
  - Customers are eager to have 3G multimedia services
  - Elisa's share in 3G services more than 50%
  - Customer ARPU decline stopped
  - Excellent 3G penetration growth
  - Churn rates at moderate level, 10-15%
- Consumers appreciate Internet
  - Market leader position even strengthened in broadband
  - Market growth in broadband is stabilizing
  - Focus is in higher bitrates (≥ 1Mbit/s)
  - Launch of IPTV in November 2006

Elisa makes it easy

EXECUTION OF ELISA'S STRATEGY

- Focus on increasing existing customers´ revenue
- Emphasis on service market creation and customer loyalty
- Diversification of service market, customer insight
- Offering fascinating services that fit into customer lives, segmented offering
- World class process efficiency
- Fluent self-service, efficient sales and customer service channels

Increasing profitability and growing fast when appropriate

Sizeable player in consumer business

FINANCIALS 2006

Revenue

890 EURm (2006)

Personnel

1,300 (2006)

Customer segmentation creating value

OPERATIONAL PRIORITIES

I want to be connected 24/7

I value time with my family

I want high quality and healthy aspects in my busy life

I value entertainment in the security of my home

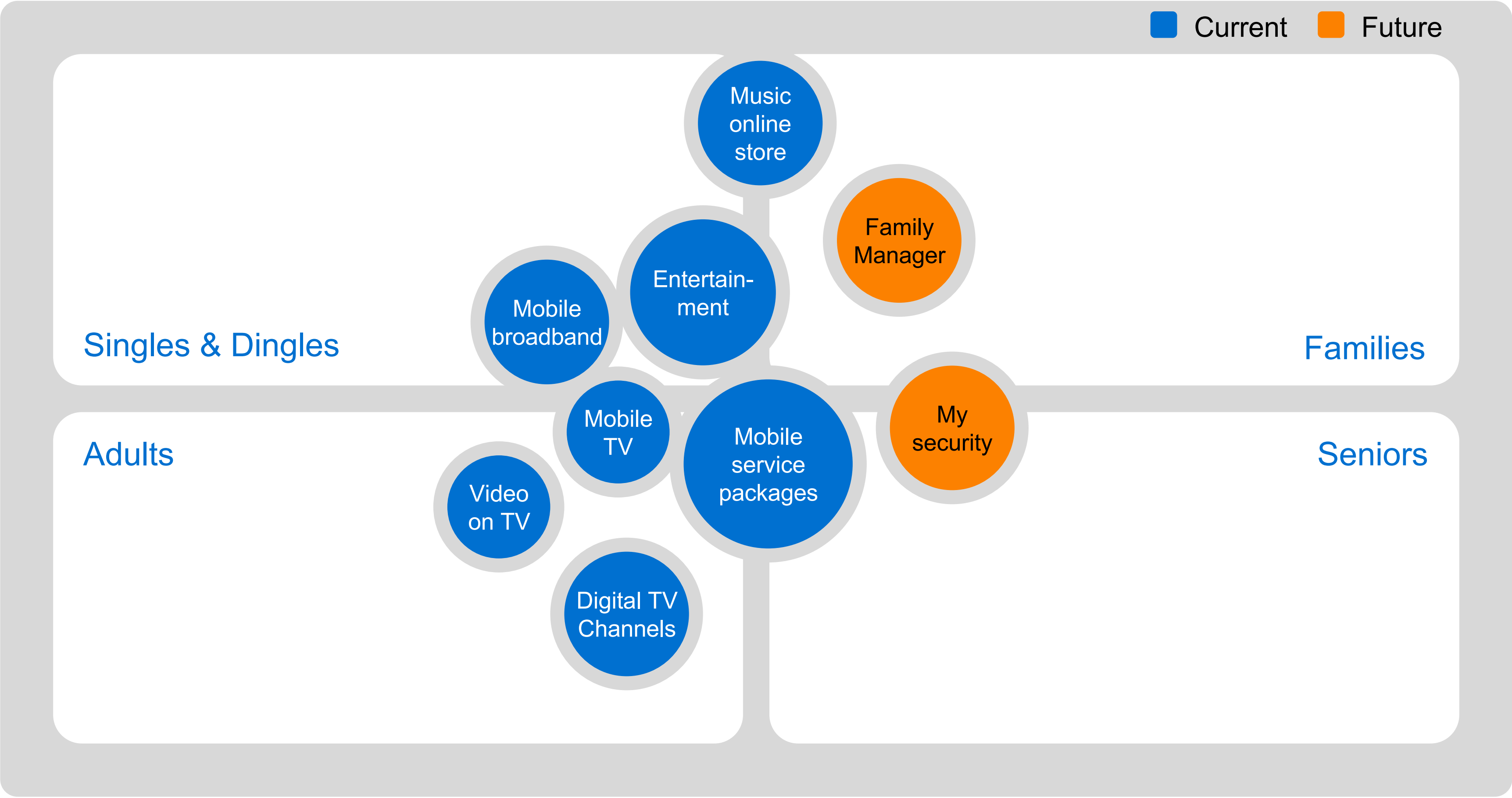
Focus on understanding consumers' needs

OPERATIONAL PRIORITIES

- User experience - simplicity, rich experience,
  easy introduction and usage
- Connection - sharing, influencing, search (place and people)
  - ▶ Elisa enables you to be connected
- Home - entertainment, security, positive consumption
  - ▶ Elisa makes home a better place to be
- Business models
  - – minutes and transactions, subscriptions and ad based
- Growth potential - converging services, connected home & consumer, ad revenues

Fulfilling diversified consumer needs

OPERATIONAL PRIORITIES



Different brands for different consumers

OPERATIONAL PRIORITIES

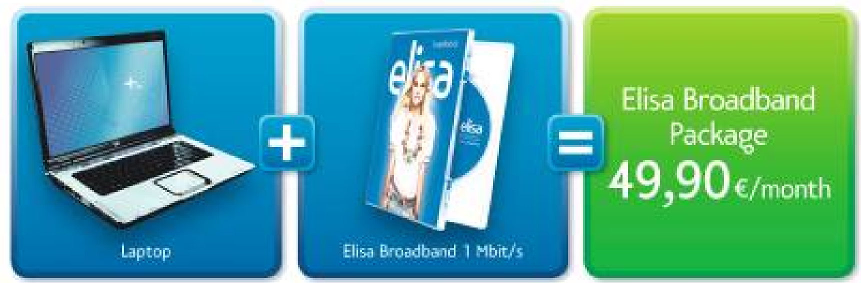
elisa	SAUNALAHTI	Kolumbus PREPAID Kolumbus on osa Elisaa.
Service leader “Elisa makes it easy”	Forerunner “Value for money”	Focus on Pre-paid

Elisa makes it easy

OPERATIONAL PRIORITIES

Mobile

Broadband



Cable-TV

Extensive range of fascinating mobile services

OPERATIONAL PRIORITIES

MTV3 extra
TAPAHTUMA.TV
YLE
fashiontv
CNBC
THE VOICE
URHEILUKANAVA
BBC WORLD

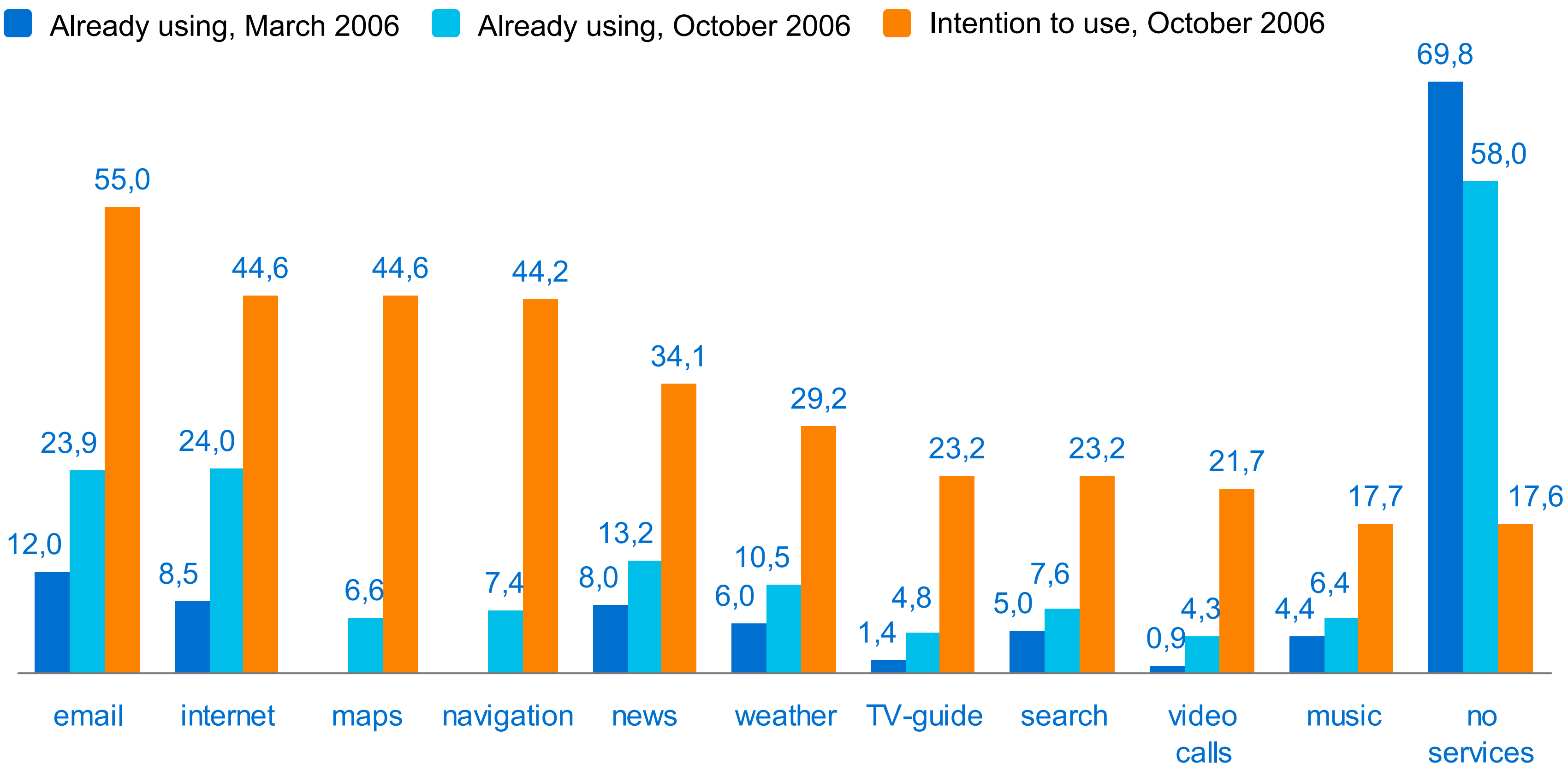
elisa JUKEBOKSI

elisa

Rising interest in mobile Internet and email

OPERATIONAL PRIORITIES

The most preferred mobile consumer services



Source: Soprano /eSearch Oct 2006

Mobile Internet users changed to 3G – top 10 models

OPERATIONAL PRIORITIES

January 2006*

1. Nokia 3510i
2. Samsung-SGH-X480
3. Nokia 3230
4. Nokia 6101
5. Samsung-SGH-X460
6. Nokia 5140i
7. Nokia 9300/9500
8. Nokia 6600
9. Siemens CF62
10. Nokia6230i





* The most preferred phones were all 2G

December 2006 *

1. Nokia N70
2. Nokia N73
3. Nokia 6280
4. Nokia 6680
5. Nokia 6630
6. Nokia N80
7. Nokia N93
8. Nokia N91
9. Nokia 6233
10. Samsung-SGH-Z50





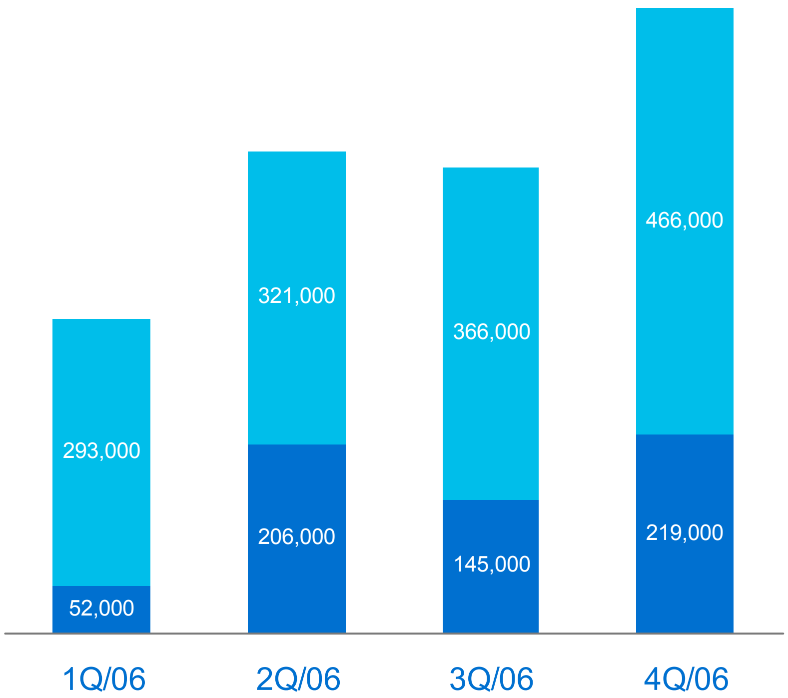
* The most preferred phones were all 3G

Consumers enjoying new mobile services

MARKET DYNAMICS

- Cumulative sales of 3G units is ca. 620.000 and total cumulative sales 2.000.000 in 2006
- 3G service bundling enables focusing better priced services
- Amount of 3G service bundles was about 350,000 in Q4 2006
- Elisa market share in 3G service bundles more than 50%
- Heavy users' ARPU increase 10-15% from 2G to 3G
- Service usage increasing substantially

Sale of mobile phones in 2006 - share of 2G/3G units



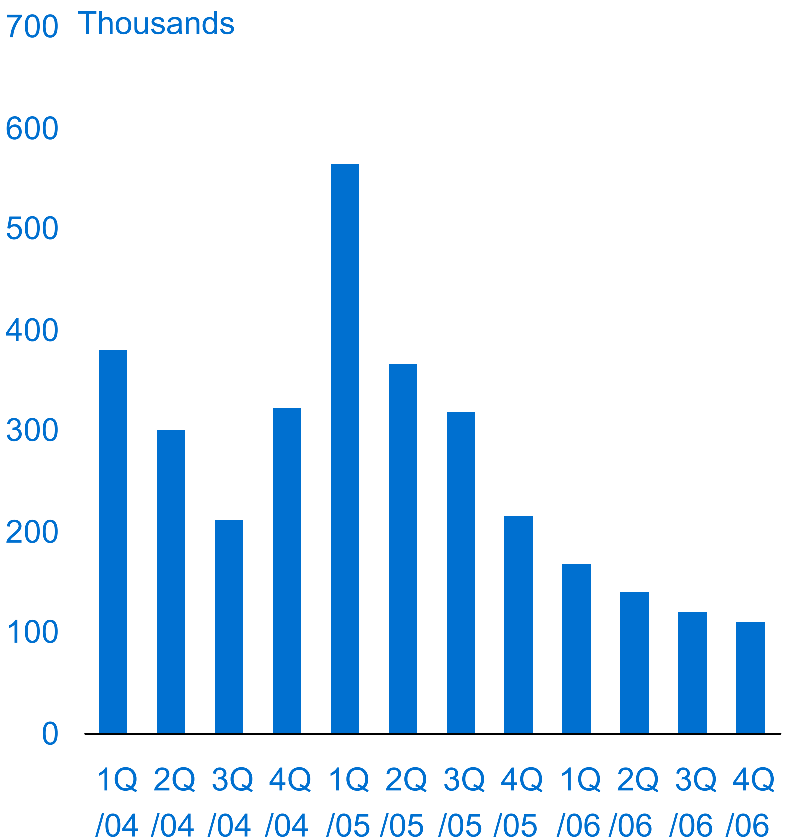
Source: The Association of Electronics Wholesalers in Finland, 2006

Mobile market towards service competition in Finland

MARKET DYNAMICS

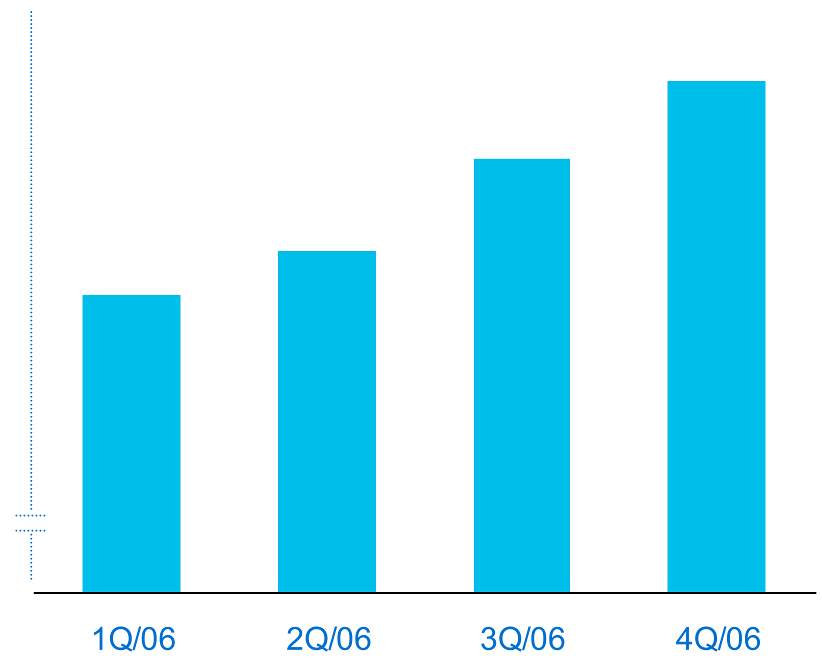
Amount of ported numbers decreased

Number portability in Finland



Due to heavy price erosion in 2004-2005 Finns are now ready to spend more for new services

Elisa household customer expenditure of telecommunication services



Source: Suomen Numerot Numpac Oy / Elisa Estimate

Market starting to change slowly to voice over WLAN

MARKET DYNAMICS

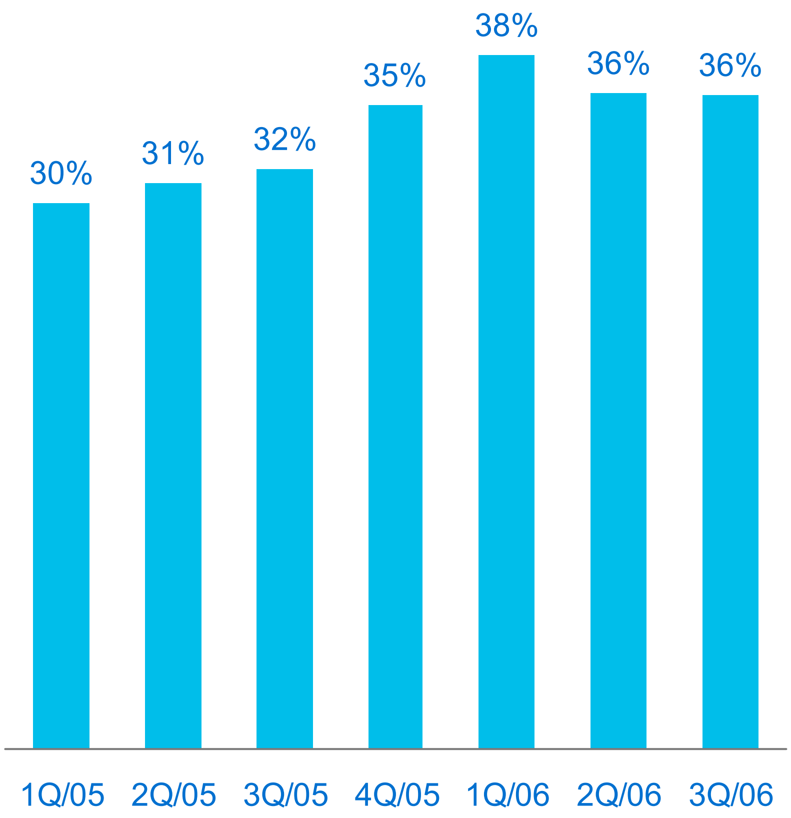
- 2007 will be the start-up year for WLAN UMA (Unlicensed Mobile Access) in Finland
- UMA feature phones are already available (operator specific)
  - penetration in Western Europe is 6-10% in 2011 (Strategy Analytics)
- Users value mobile number for reachability reasons

Importance of home is increasing – competing for connected consumers media spend

OPERATIONAL PRIORITIES

- Strong performance within customers using internet
  - market leader in broadband
- Focus in increasing ARPU and managing churn rates
- Refining broadband customer base to grow ARPU
  - increasing the amount of faster access speeds
  - Broadband and PC bundle
  - media and entertainment on PC (e.g. IP-TV, VoD)

Elisa broadband market share development



Summary – Elisa makes it easy

OPERATIONAL PRIORITIES

Simplification of products and services

Productivity enhancements

Consumer self-service and e-billing

Consumer Insight

Value based Mobile Offering

Thank you and Q&A

Forward looking statements

Statements made in this document relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of Elisa.