

# CMD Consumer Customers business

**Vesa-Pekka Nikula**

Executive Vice President

● CMD **2023**

elisa

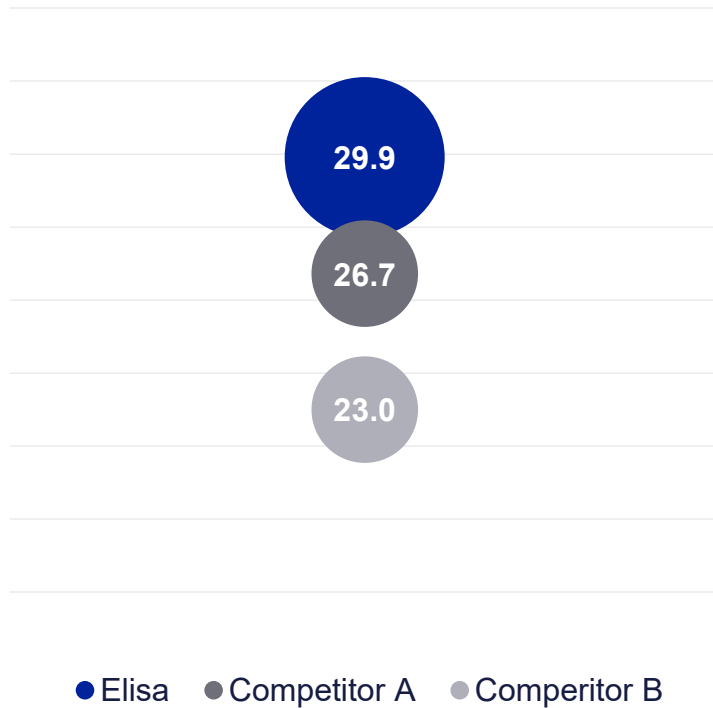
- 1** Performance update and market overview
- 2** Sustainable profit and growth generation
- 3** Management key priorities

Performance update and market overview

# By creating the best customer perceived value, we capture our share of value

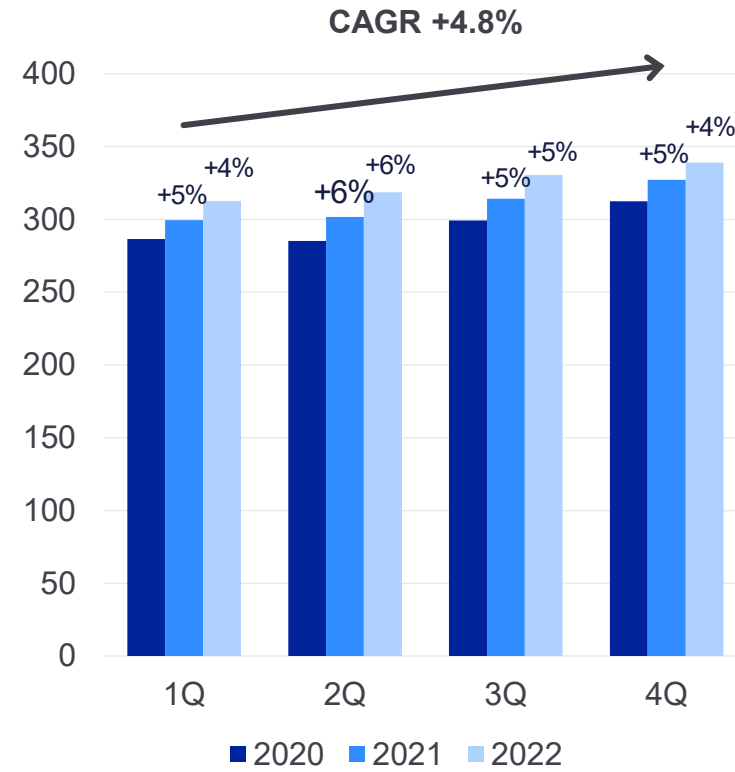
## We deliver the best customer experience

Consumer customer NPS<sup>1</sup>



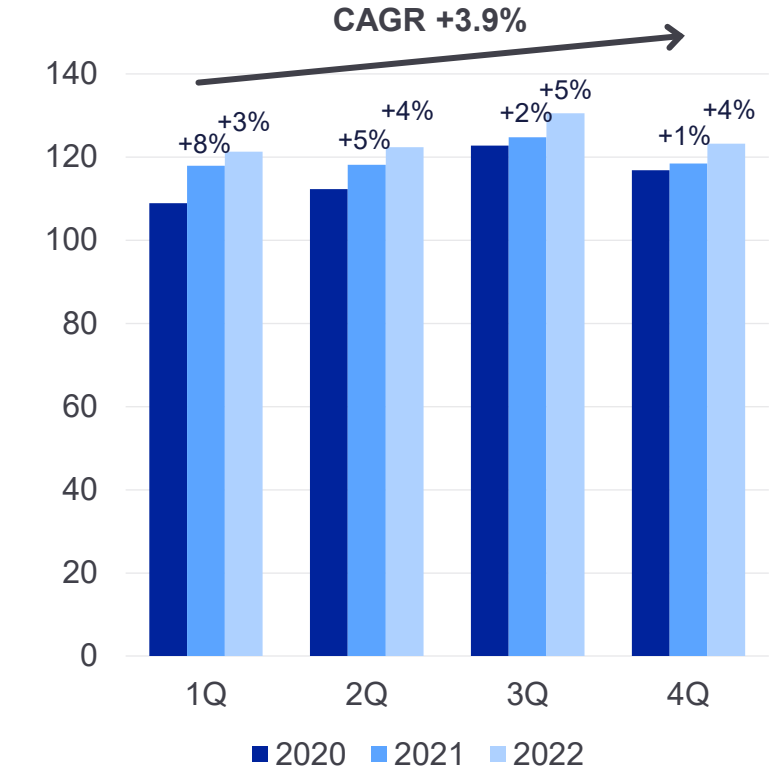
## Mid-single-digit revenue growth

Revenue, EURm



## Stable EBITDA growth

EBITDA<sup>2</sup>, EURm



<sup>1</sup>NPS = Net Promoter Score, consumer customers in Finland  
Sources: IRO Research, Elisa analysis

CAGR = 2020–2022

<sup>2</sup> Comparable



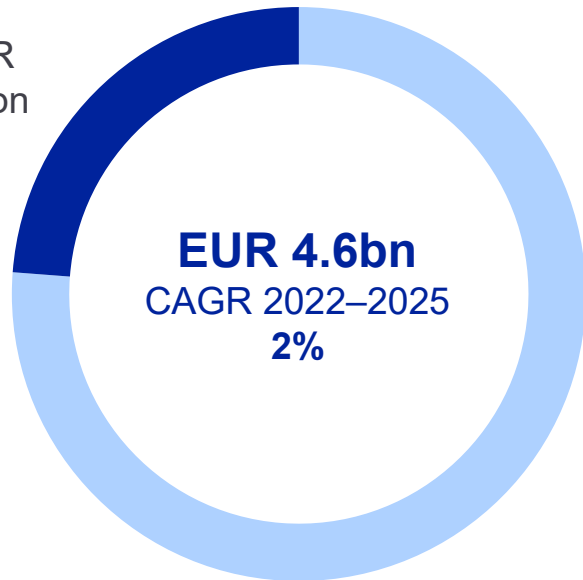
Performance update and market overview

# We have #1 position in telecom and entertaining video services markets with healthy growth

## Telecom services

● elisa

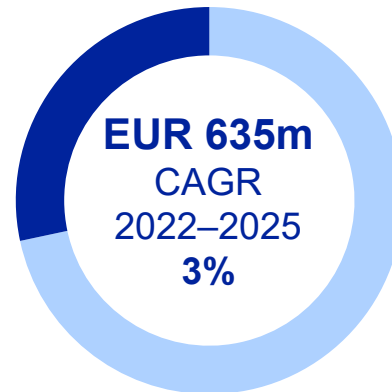
EUR  
1.1bn



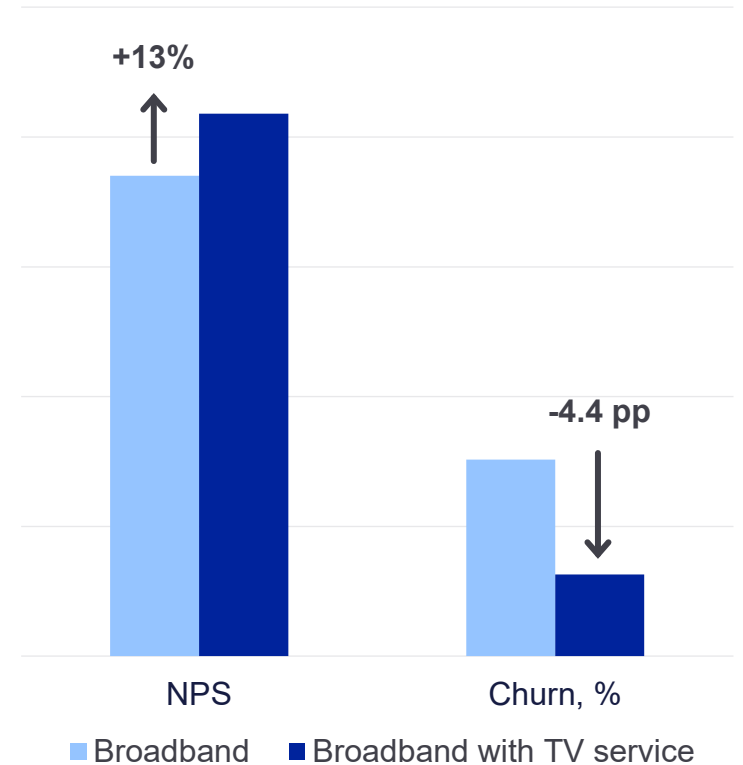
## Entertaining video services

● elisa

EUR  
180m



## Value increase by combining two offerings



Sustainable profit and growth generation

# Our strategic focus remains intact

Increase mobile and fixed service revenues

Grow digital service businesses

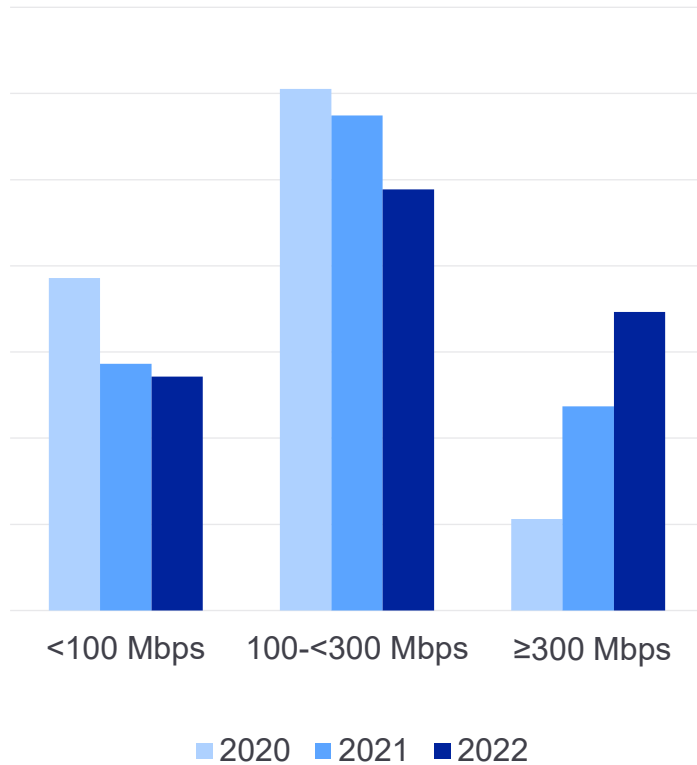
Improve efficiency and quality

Sustainable profit and growth generation

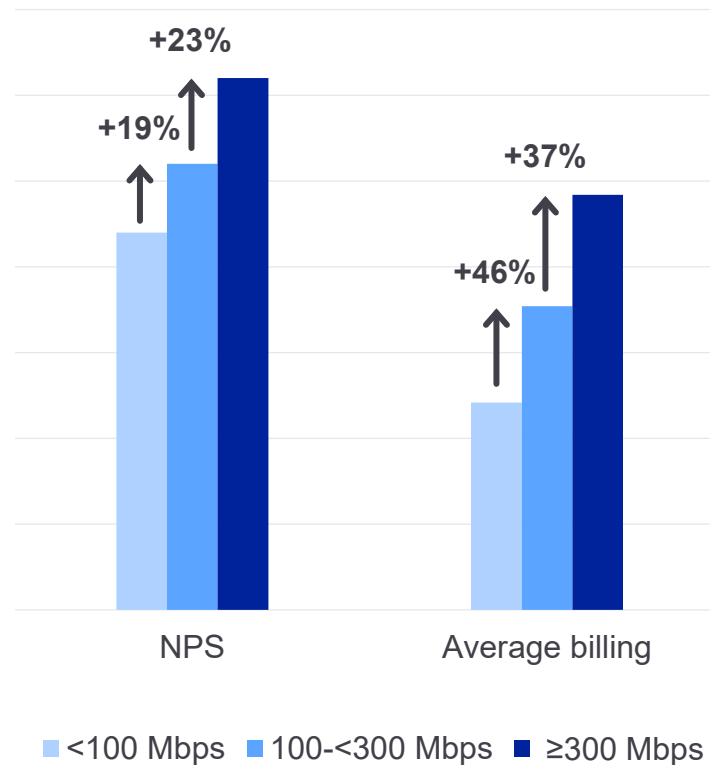
# Human impatience driving demand for faster mobile connections and 5G...



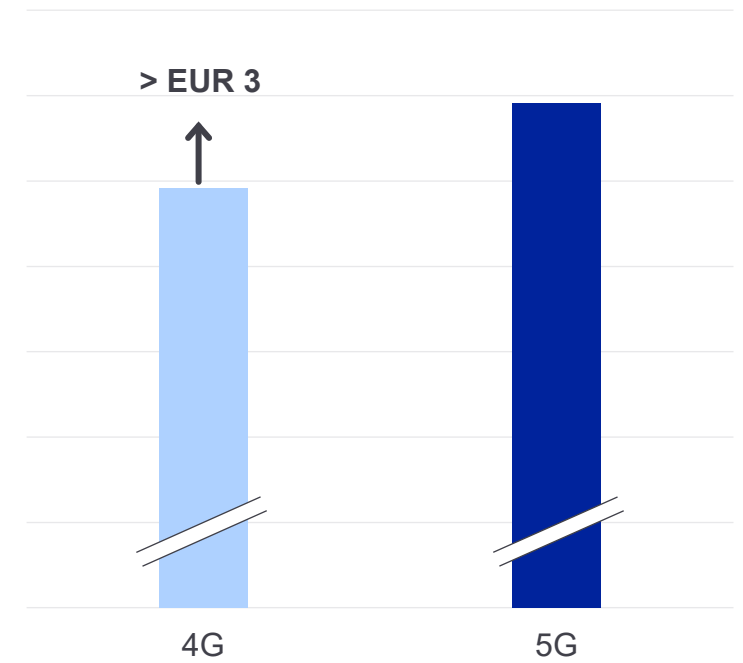
## Customer base shifting to faster speeds<sup>1</sup>



## Speed correlates with NPS and value capture<sup>1,2</sup>



## Value increase in 5G upgrades<sup>1,2</sup>



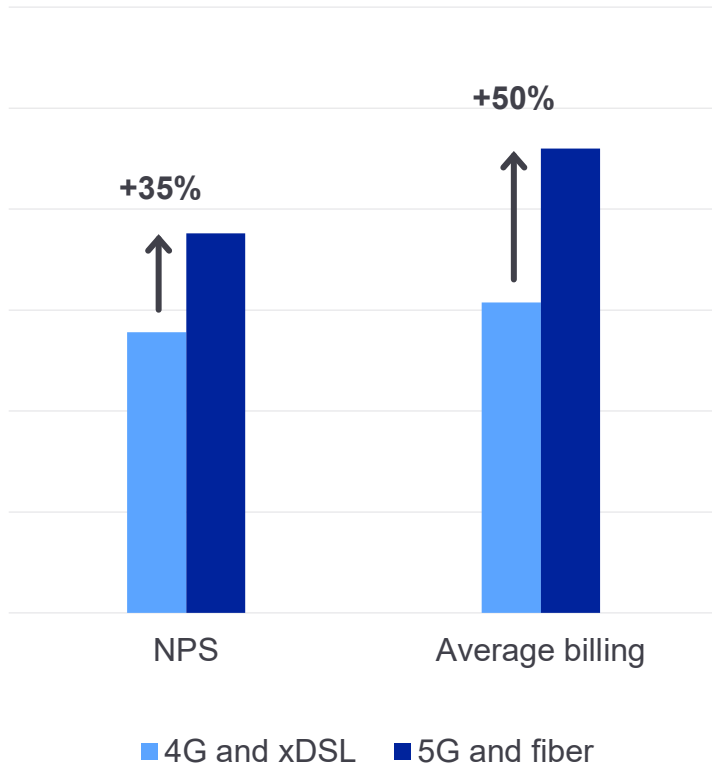
<sup>1)</sup> Mobile postpaid voice and broadband subscriptions in Finland  
<sup>2)</sup> Average billing, EUR per month excluding VAT

Sustainable profit and growth generation

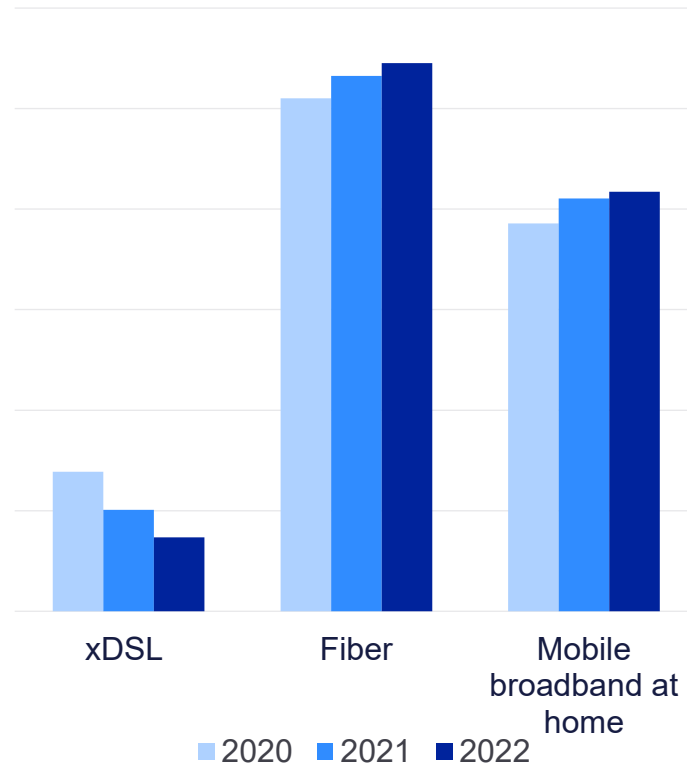
# ...and we see potential in upgrading home broadband to fiber and 5G...



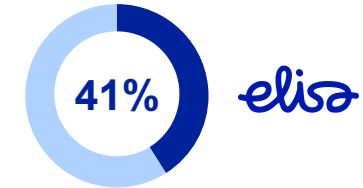
## Speed correlates with NPS and value capture<sup>1,2</sup>



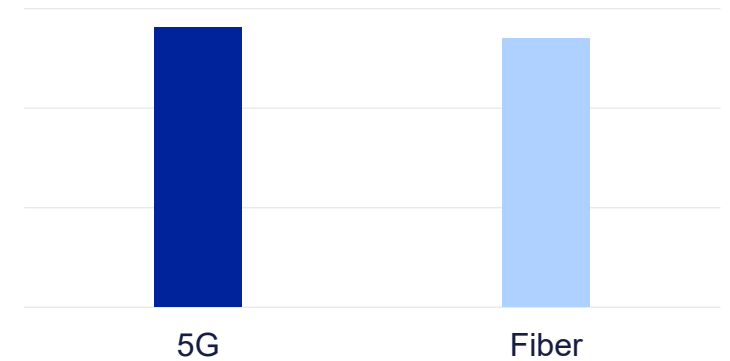
## Broadband base shifting to fiber and mobile<sup>1</sup>



## Elisa is the most preferred fiber provider<sup>3</sup>



## Broadband NPS in 5G and fiber at similar levels<sup>4</sup>



7  
<sup>1</sup> Mobile broadband and fixed broadband subscriptions in Finland  
<sup>2</sup> Average billing, EUR per month, excluding VAT  
<sup>3</sup> Survey for Elisa's consumer customers within Elisa's own network, January 2023  
<sup>4</sup> Elisa consumer customer NPS studies, own base 2022

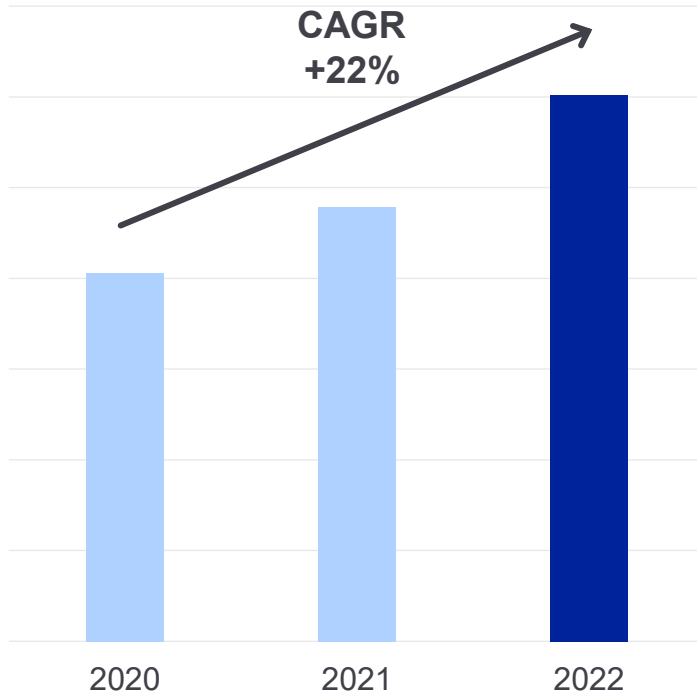


Sustainable profit and growth generation

# ...and we are witnessing strong demand for additional services...

## Additional services business

Revenue, EURm



## We address customer needs in selected domains

Almost a million subscribers across

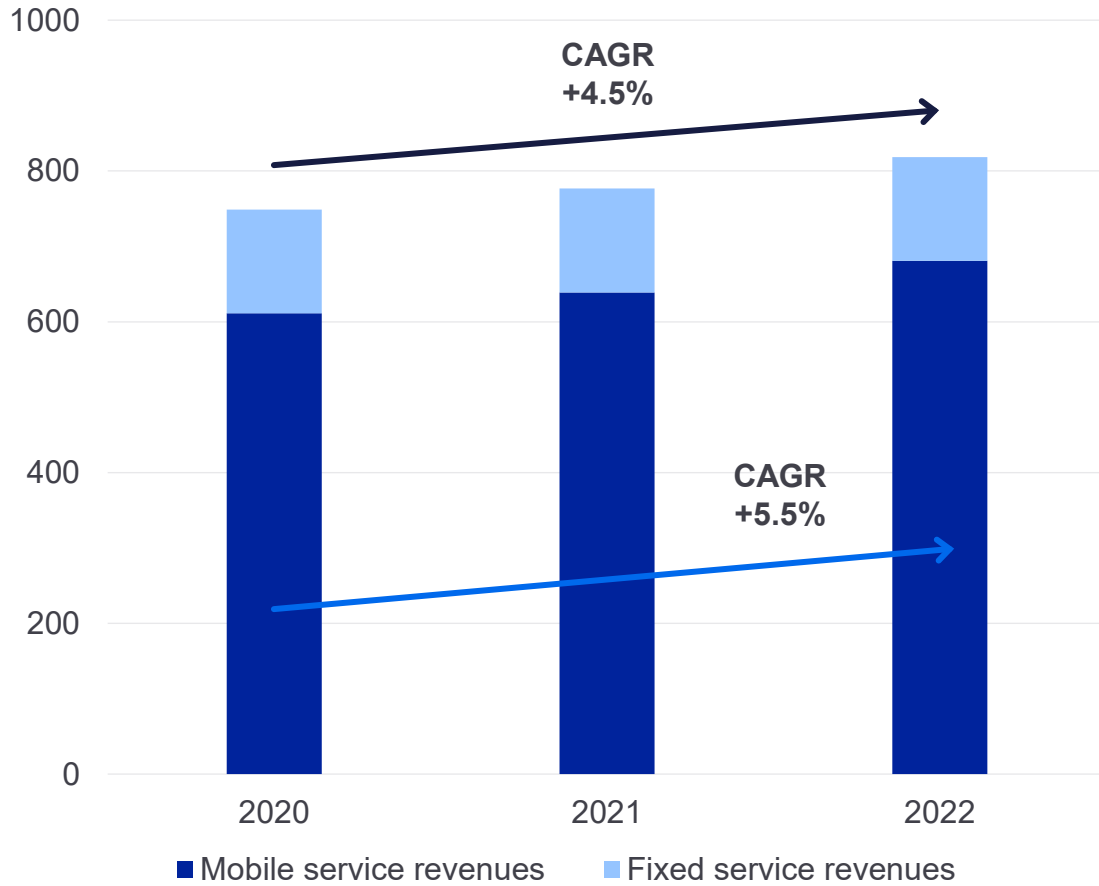
- IoT services
- Digital security services
- Other additional services<sup>1</sup>





Sustainable profit and growth generation

# ...resulting in healthy growth in telecom services revenue

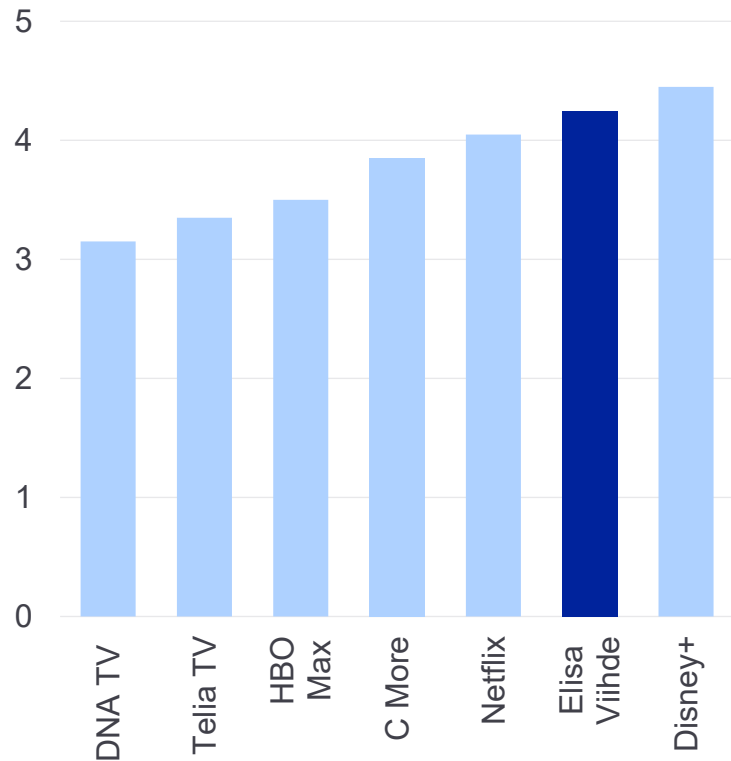


Sustainable profit and growth generation

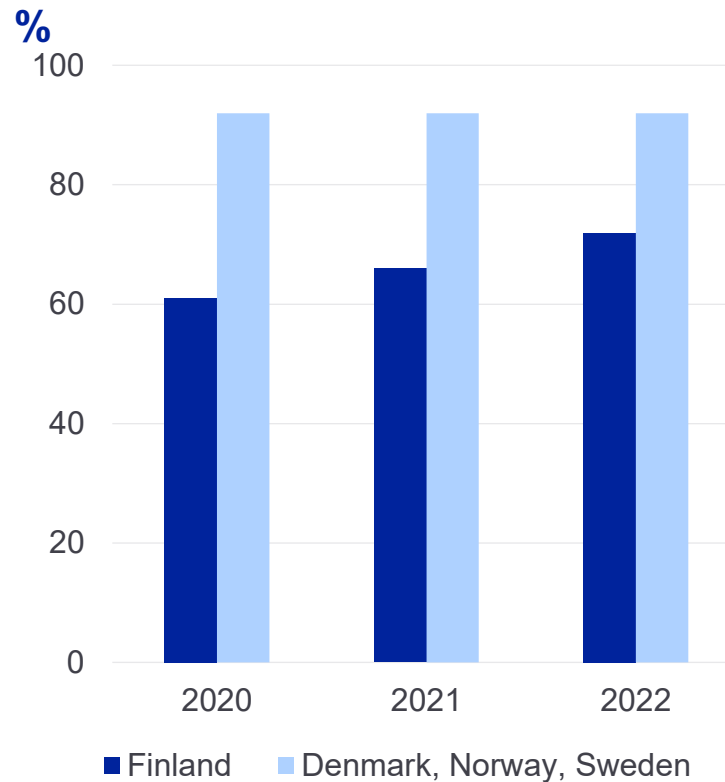
# Elisa Viihde is the preferred entertaining video service with growth opportunities...



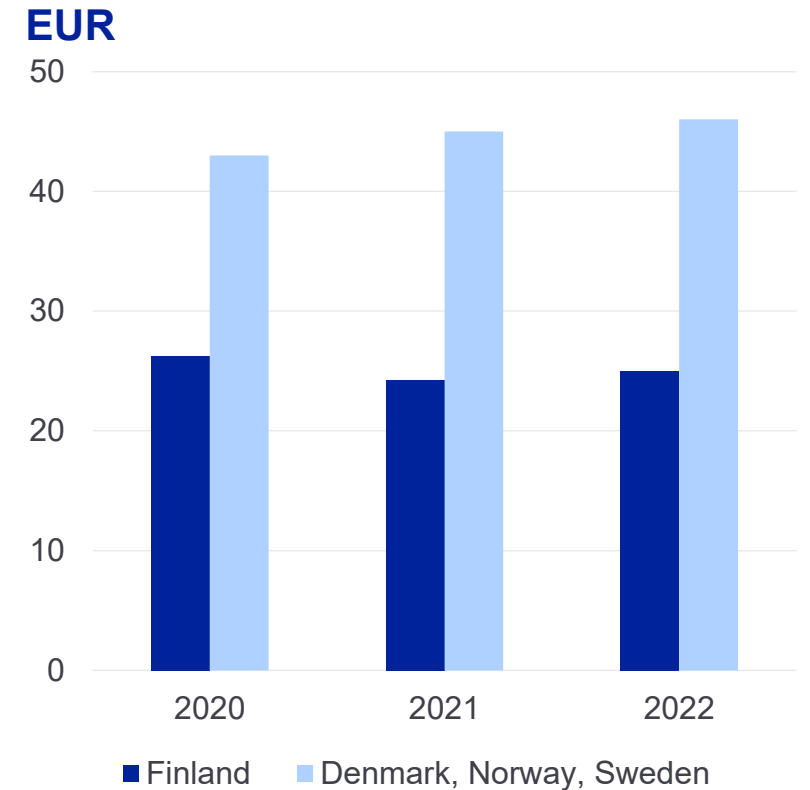
**Elisa Viihde is rated as the preferred domestic service<sup>1</sup>**



**Finland has growth potential in paying households<sup>2</sup>...**



**...and their monthly spend<sup>2</sup>**



<sup>1</sup>) Google Play, Apple App Store, 02/2023, Elisa analysis

<sup>2</sup>) Näin Suomi Viihtyy, Prior Konsultointi Oy, 01/2023, n = 1340, Self-estimated total household entertaining video subscriptions and spend in past month, Mediavision, Nordic TV & Insight, autumn 2022, Elisa analysis



Sustainable profit and growth generation

# ...and Elisa Viihde original series attract customers and lead to higher value capture



## Elisa Viihde original series...



## ... enjoy international recognition

Elisa Viihde Original Series are reaching audiences in more than 70 countries



In Finland, 4 Golden Venla 2023 awards for Summer of Sorrow



MIPDrama Official Selection 2022: Summer Sorrow, The Invincibles, Evilside



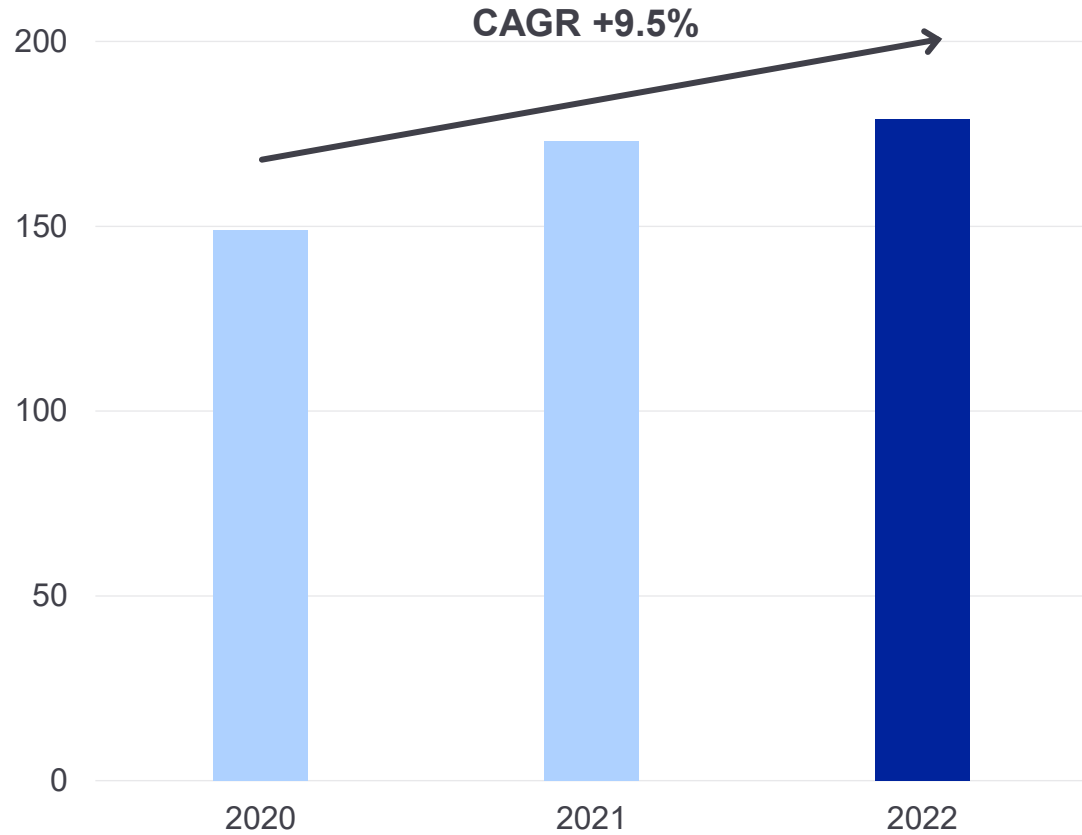
Mister8: two 1st prizes at Canneseries 2021: Best Series and Best Actor

## Entertaining video services ARPU, EUR



Sustainable profit and growth generation

# Entertaining video services enjoying healthy growth

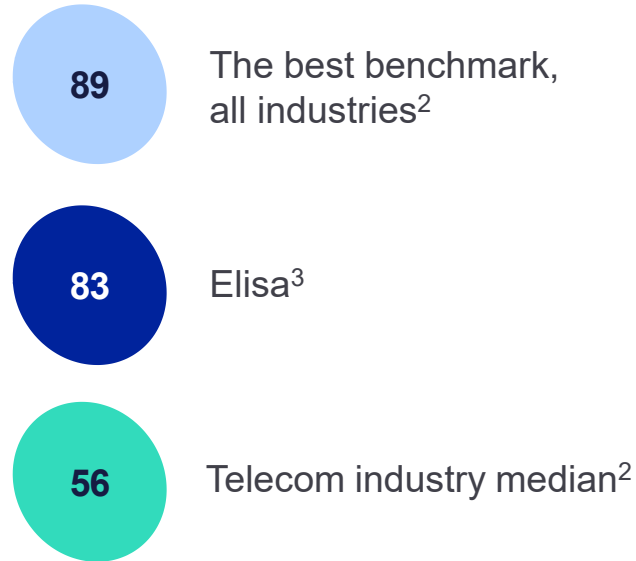


Sustainable profit and growth generation

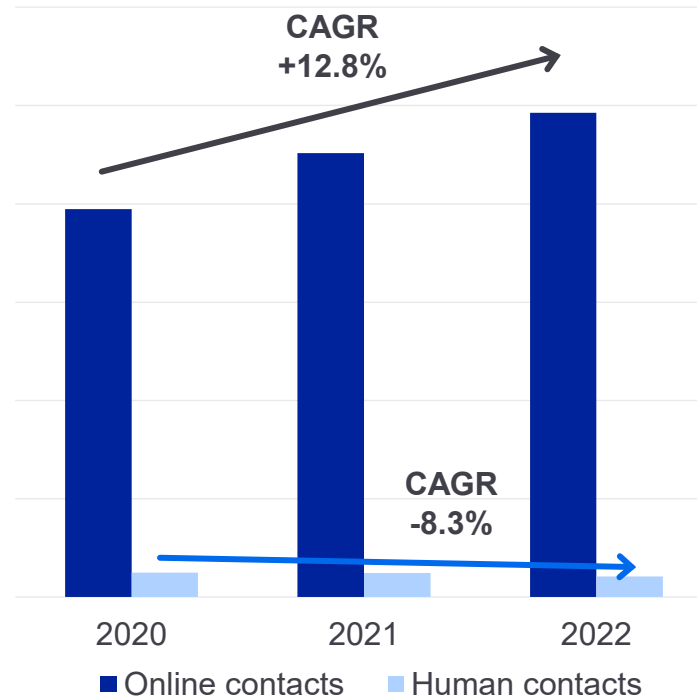
# Our customers enjoy the effortless omnichannel experience...



## Our customer effort score (CES)<sup>1</sup> is the best in the industry

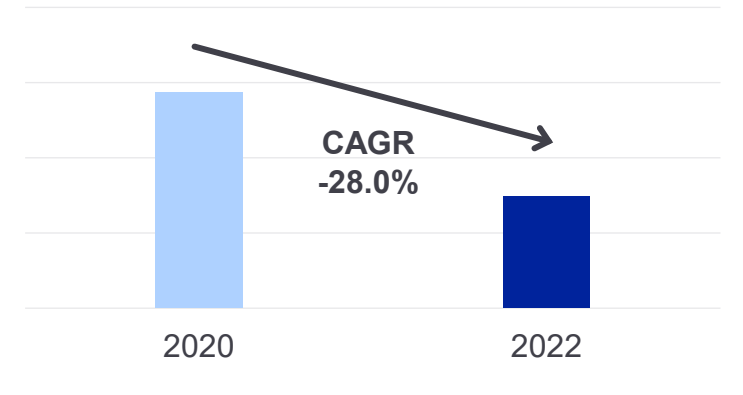


## Customer online usage increasing



## We are reducing third-party sales...

Third-party sales volume



**Churn -10 pp** ...as customers prefer Elisa channels

<sup>1</sup> Customer effort score (CES) question: On a scale from 1 to 7: How easy was it to take care of your issue? (7 = Very easy, 1 = Very difficult)

CES = % of customers answering 5, 6 or 7; Elisa analysis

<sup>2</sup> Gartner: How to Measure and Interpret Customer Effort Score (CES), 2021, Elisa analysis

<sup>3</sup> Elisa consumer customer effort score, Finland, 2022, Elisa analysis

Churn (%) difference between third-party channels and sales of our own channels

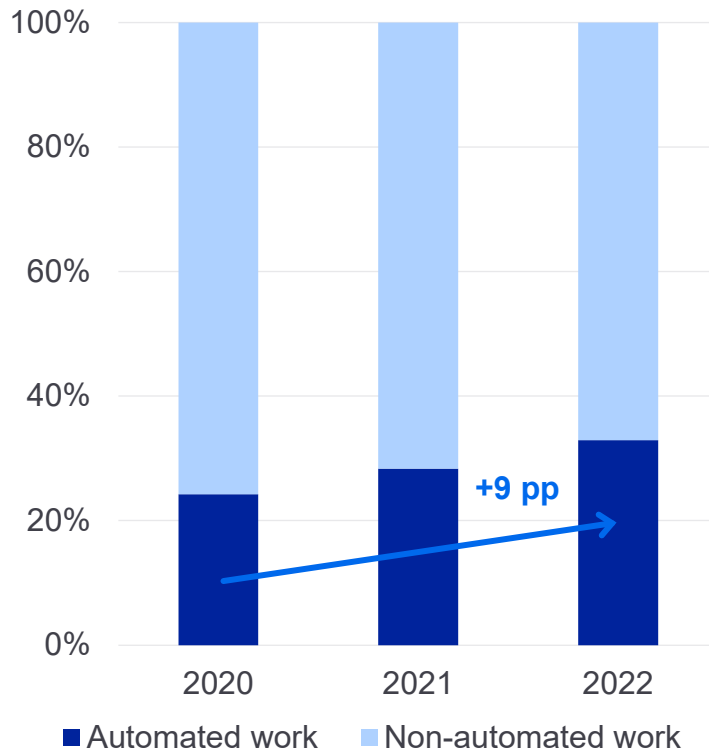


Sustainable profit and growth generation

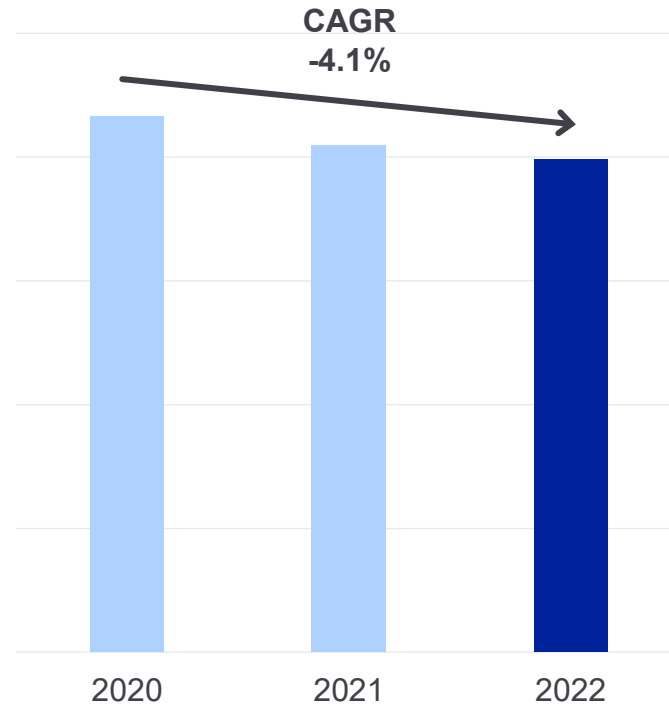
# ...while automation boosts efficiency and customer satisfaction



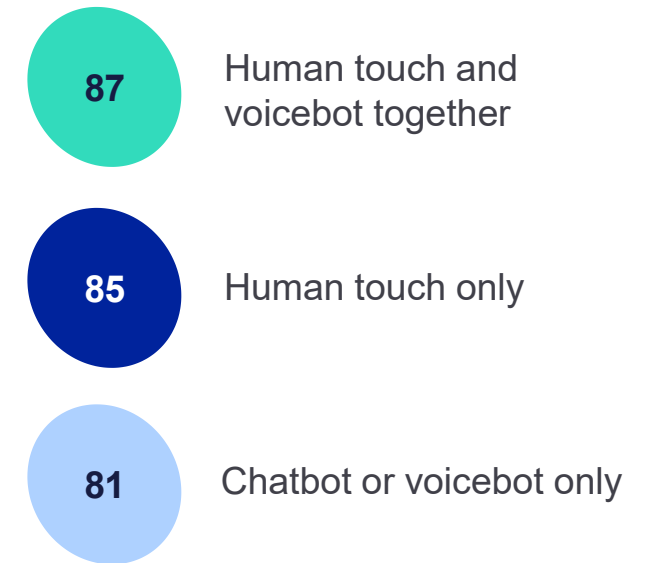
## Increased automation in consumer customer processes...



## ...leads to decreased costs



## Combining automation with human touch is a customer preference<sup>1</sup>



Management priorities

# Elisa's unique strategy generates sustainable profit and growth

## Elisa's strategy

Increase mobile and fixed service revenues

Grow digital service businesses

Improve efficiency and quality

## Profit and growth generation

- Continue upgrading customers to 5G and fiber with price premium
- Grow additional services business
- Continue building healthy entertaining video services business
- Attract customers with Elisa Viihde original series
- Continue building the best omnichannel customer experience
- Leverage online and automation opportunities



*elisa*

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**CMD 2023**

**THANK YOU.**



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