



LJK:n syysseminaari
Kasvun hiilloksella

03.09.2019

Petri Lahtinen CEO Moi Mobiili Oy



Moi Mobiili Oy in a nutshell

Moi is Mobile Virtual Network Operator (MVNO) in DNA network

B2C launch 2016

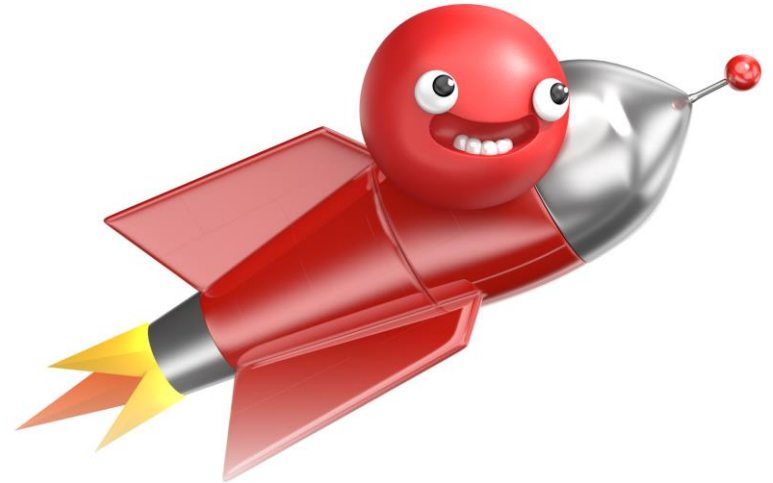
Revenues:

2016	600.000€
2017	4.900.000€
2018	8.540.000€ (74%)

Only 6 employees

About 50 owners before exit

DNA acquired Moi Mobiili Oy on 11 January 2019



Same core team from the beginning

Over 100 years of experience in telecom, digital business and marketing

Committed core team and strong partnering model



Petri Lahtinen
CEO

Several Vice President positions at TeliaSonera Finland



Juha Koivuniemi
COO

Several Vice President positions at TeliaSonera Finland



Kalle Vuoristo
CTO

CTO at Fruugo, CTO at Aina Group. Chief Architect at DNA



Ulla Koivula
CMO

Head of Marketing and Subscription Sales in telecom (Telia) and broadcasting (Magine, PlusTV)



Tore Teir
Financing

Chairman of the Board at Greenstep, CFO at Blyk, VP Finance at Nokia

A strong scalable technology platform up and running

Modern subscription business support system enable differentiation, rapid go-to-market time and low CAPEX (service fee)



Digital customer
experience



World leading subscription billing
and business support system



Network operator systems
handled by host network
partner (DNA)



Strong Inspirational Brand

World Ice Hockey Championship Main sponsor
Average audience per game 1,2 million

Putous Reach 1 706 000 and
Average audience 1 100 000



Radio, Blogs, Facebook,
Google, YouTube



Moi in media:

Digitoday
Taloussanomat
Kauppalehti
Puhelinvertailu
Mobiili
Talouselämä
Tivi
Mobiili
Muropaketti
Uusi Suomi
Iltalehti
Mobiili
Iltasanomat
Lapin Kansa
Pohjolan Sanomat
Kainuun Sanomat
Turun Sanomat
Pohjalainen

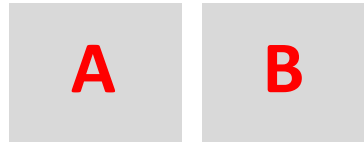
Modern marketing approach

Customer listening



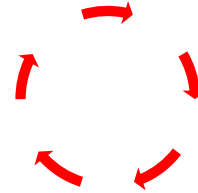
Customer experience in the heart of all we do and customer centric approach. Online process, no old fashioned survey's.

Testing



We test all we do online, The culture of A/B testing is minimizing risks and biggest failures.

Optimizing



We optimize in real time. Every day. Efficient way of using media, resources and ad spend.

Data driven



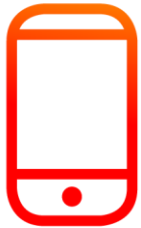
We make decisions based on data. We buy target groups and look-alikes, not from the "nicest" salesman.

Marketing/ digital acquisition model: learning, proactive, simple – no useless resources and other hassle.



New Offering

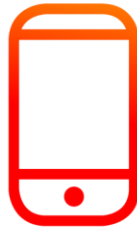
Pick as many you want: 1 sim for 6 €/month



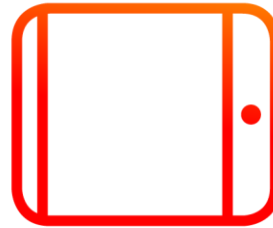
Mikko's iPhone



Jaana's phone



Salla's phone



Sanni's tablet



Home wi-fi



Home alarm

Shared data (max speed 4G LTE) packages across all devices

Unlimited data option 12€/sim/month

Unlimited voice option 10€/sim/month

Each sim 6€/month includes 4 GB data

EASY to Buy from the web

All family sims in five minutes

moi



18,00 €
12 Gt dataa

Montako simmiä haluat?



Kännökät

2  



Tabletit ja
tietokoneet

1  



WLAN/WiFi

0  



Muut laitteet

0  

Seuraava >

EASY to USE and CUSTOMIZE online

Customize all the sims in your account: via web or mobile application.
We build it in a way, that our customer do not need to call in to our CC

The screenshot displays the MOI mobile service management interface. On the left is a navigation menu with icons for 'Tili', 'Simmit', 'Tilaa lisää simmejä', 'Asiakastiedot', 'Ilmoitukset', and 'Asiakaspalvelu'. The main content area features the MOI logo at the top, a 'Laskutusjakso' (Billing period) dropdown set to '22.5.-21.6.2016', and a 'Data' section. The 'Data' section includes a circular progress indicator showing 0,650 Gt used out of a 12,00 Gt limit, with a forecast of 1,773 Gt. Below this is a table of data usage for different SIMs:

Simmi	Käyttö
Juhan puhelin	0,650 Gt
Juhan 2	0 Gt
Simmit, joissa on rajaton data	2,977 Gt
Juhan Tabi	2,977 Gt

On the right side, there are two panels of service settings. The 'Lisäpalvelut' (Additional services) panel includes 'Rajaton data' (15,00 €/simmi/kk) and 'Vastaaja' (1,50 €/simmi/kk), both currently disabled. The 'Palvelut Suomessa' (Services in Finland) panel includes 'Data-aresti' (disabled), 'Puhelut ulkomaille' (enabled), and 'Palvelut ulkomailla' (enabled). The 'Maksulliset palvelut' (Paid services) panel includes 'Yleishyödylliset palvelut', 'Asiointipalvelut', 'Viihde', and 'Aikuisviihde', all of which are currently enabled. The 'Tiedot hakemistossa numeropalvelussa?' (Info in directory number service?) section includes 'Numero on salainen' (disabled), 'Etunimi Juha', and 'Juha'.

This is what we have proven so far

1. Successful launch and strong Brand position.

- ✓ Moi spontaneous knowledge from 32% tp 48% (within all finns)*
- ✓ Moi aided knowledge from 57% to 76% (within all finns) *

2. Satisfied and engaged customers

- ✓ 89,4% of Moi customers were satisfied **
- ✓ +40,0 NPS score among consumers
- ✓ +32,7 NPS score among Moi SoHo customers
- ✓ Over 90 % of account holders have downloaded the App through AppStore or Google Play
- ✓ School grade 9 (scale 4-10 among 1926 respondents, 2019)

4. Proven ability to scale digital customer acquisition

5. Increasing customer base and turnover



Sources:

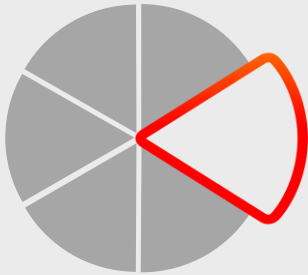
* RAM-Reasearch and Analysis of Media, June 2018

** Tutkimuspalvelut Oy: Prässikysely, June 2016

Growth directions

New target group and offering

SOHO and SME segments with Moi for business offering



New sales channels

Promotions sales in Malls
Telesales to B2B customers



New B2C offering

Unlimited data 300 Mbit/s
Voice and sms maximum prices



moi

Thanks!