

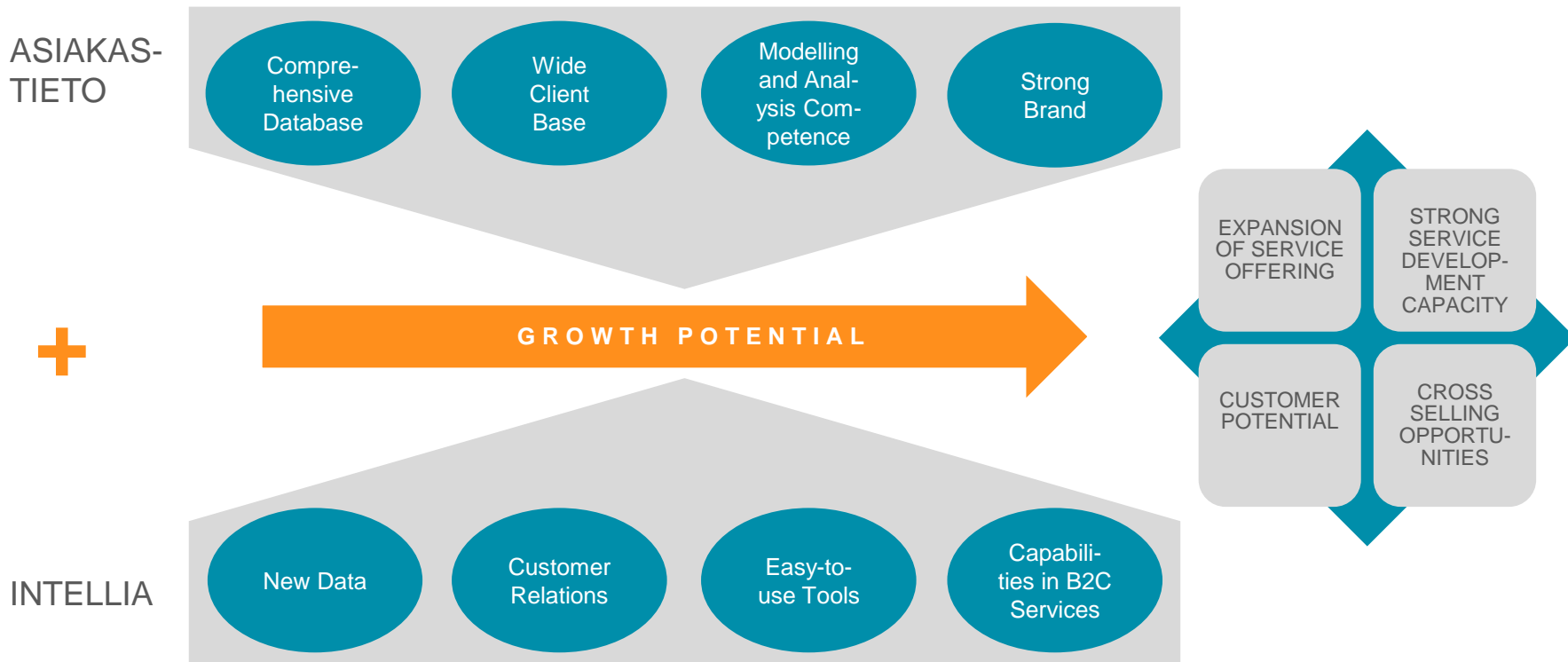


Asiakastieto CMD 2016

BOOST FROM SALES AND MARKETING SERVICES

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22 September 2016

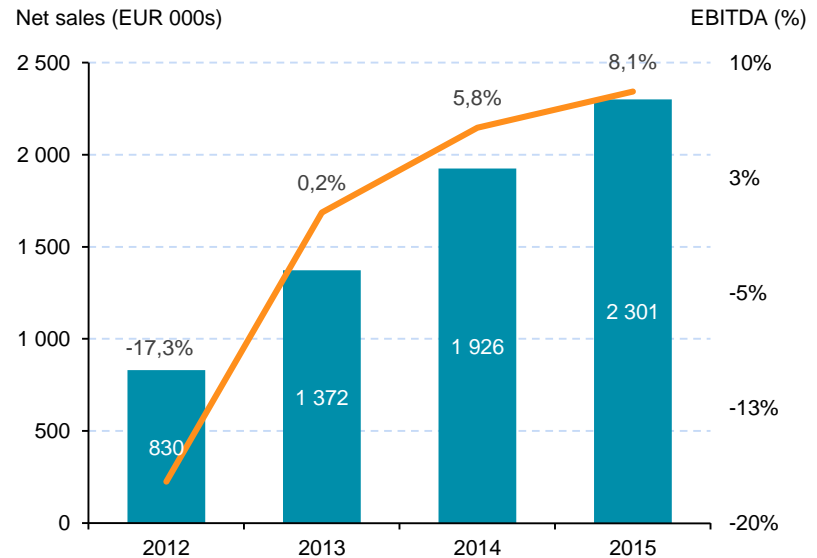
(ASIAKASTIETO + INTELLIA) > 2



INTELLIA SUMMARY

- Intellia produces and analyses customer information to manage and improve companies' sales and marketing
- Founded in 2011
- 2015 net sales €2,3 million, EBITDA €0,2 million
- Number of customers (2015) ca. 500
- 11 employees

Intellia Net sales and EBITDA (2012-2015)

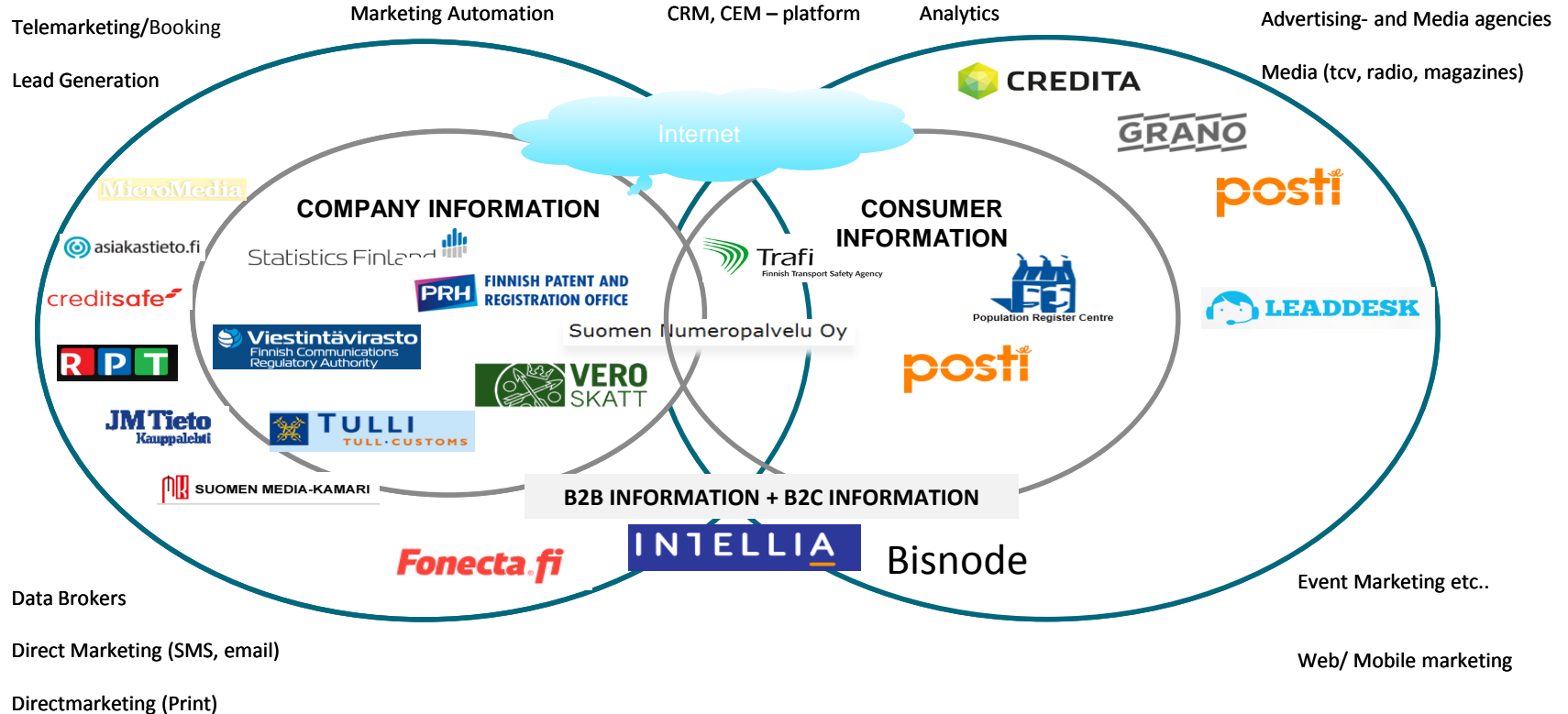


COMPANY PROFILE

Products and services

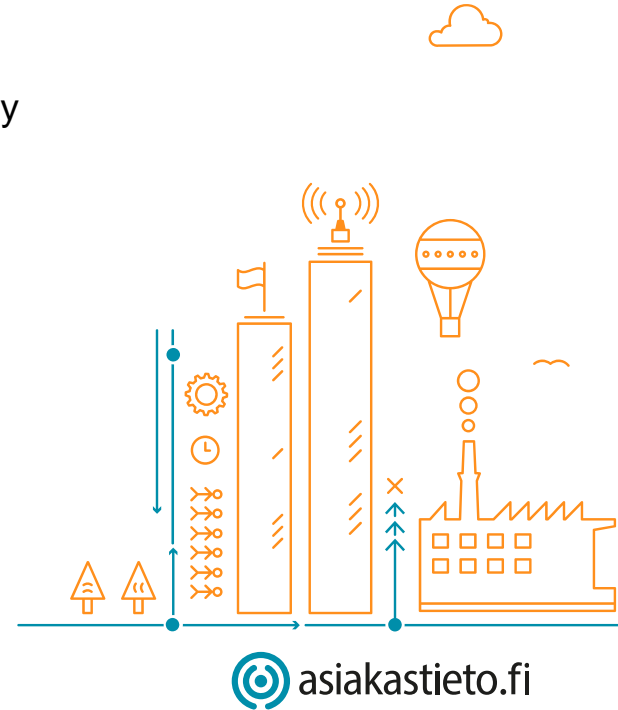
- **B2B online service**
 - Target groups of companies and decision-makers for sales and marketing actions
- **Customer analysis**
 - Analysis of current customers: identification of the most profitable and growing customers, customer segmentation etc.
- **Customer register maintenance**
 - Non-recurring or recurring update of contact information and other relevant information of companies and consumers
- **Leads**
 - Lead generation from internet as well as surveys aimed at decision-makers

BUSINESS ENVIRONMENT



GROWTH OPPORTUNITIES

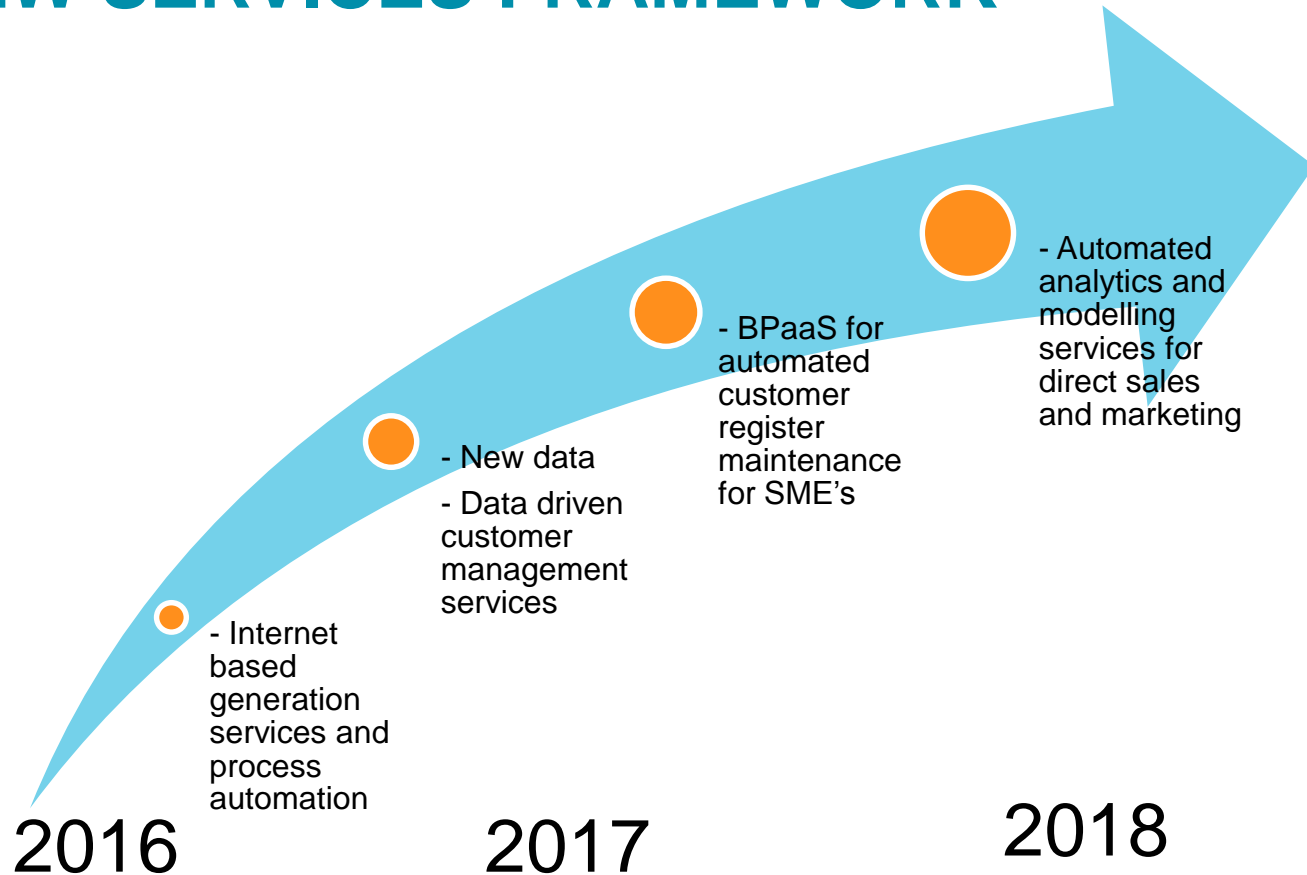
- AT's current Customer Management and Intellia have excellent match in B-t-B services to provide wide range of services for large corporate customers as well as for SME's
- Intellia's existing B-t-C offering opens up an excellent opportunity to provide new services for AT's corporate customers and get jump start AT's presence in that segment
- AT's sales channels and strong brand enable easy access to new customers
- Significant cost synergies in product and data development
- The combined Customer Management and Intellia has a revenue of 5,2 mEur (2015)¹



Source: Intellia, Asiakastieto

1) 2014 and 2015 based on PwC adjustments

NEW SERVICES FRAMEWORK



Questions & Answers

