

DNA acquires PlusTV

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DNA has made an agreement with Teracom Group to acquire Digi TV Plus Oy, i.e. PlusTV. DNA's strategic goal is to become Finland's number one operator in TV and entertainment business.

PlusTV provides pay-TV services to approximately 220,000 customer households. In 2012, PlusTV recorded a turnover of approximately EUR 65 million. The acquisition will strengthen DNA WELHO's nationwide television services offering and extend them to reach the majority of Finnish households.

– DNA's strategic goal is to develop Finland's best and most comprehensive entertainment service offering while retaining the most satisfied customers in Finland*. Pay-TV will continue to gain popularity and people's viewing habits will become more diverse in the future. We want our customers to have easy access to all high-quality content, and we will make significant investments into new service features, such as the DNA WELHO MatkaTV service, launched in early April, which enables viewing and remote recording of TV programmes also with mobile devices, tells DNA CEO Riitta Tiuraniemi.

– The acquisition of PlusTV will enable the nationwide marketing, sales and development of DNA's entertainment services and help DNA to offer customers more versatile entertainment services, Tiuraniemi continues.

- PlusTV has done a great job in improving the financial situation of the company especially in 2013. When we are outlining the future direction of the company we see that the development on the market will require a closer co-operation with a DTT network owner in Finland. DNA as a new owner is therefore a natural step in Plus TV's further development, says Åsa Sundberg, CEO of the Teracom Group

PlusTV customers can continue to use their services just like before. The acquisition does not have a direct impact on PlusTV operations. The value of the deal will not be disclosed, and the closing of the deal is subject to the approval by Finnish Competition and Consumer Authority.

More information:

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*International EPSI Rating 2012 study. EPSI Rating study analyses customer satisfaction and loyalty in different sectors of telecommunications each year. For more information on the study, please visit www.epsi-finland.org

DNA Ltd is a Finnish telecommunications company providing high-quality, state-of-the-art voice, data, and TV services to private customers and corporations. DNA's 3G network reaches five million Finns and is constantly expanding, and the 4G networks are reaching new cities and urban areas all the time. In 2012, DNA recorded a turnover of EUR 769 million and an operating profit of EUR 56 million. DNA Ltd has more than 3 million mobile communications and fixed network customers. DNA and WELHO are registered trademarks of DNA Ltd. For more information, please visit www.dna.fi.

DNA WELHO currently offers a wide range of channels to cable and terrestrial TV customers. DNA has about 600,000 cable network customers and more than 155,000 pay-TV subscriptions in cable and terrestrial network. DNA offers over 160 TV channels in cable network, including over 30 high-definition channels and one 3D channel. At present, DNA offers 21 channels in terrestrial network, including 7 HD channels.

DNA WELHO MatkaTV service is a cloud-based storage service for smart phones and tablets. It is included in the DNA WELHO Viihdytyskaista product, which is available for customers with 110 Mbps fixed-line broadband subscription. The terrestrial and cable network compatible digital receiver supplied with the Viihdytyskaista service enables customers to access DNA WELHO MatkaTV services also through television sets and to record TV programmes easily with their smart phones.

PlusTV, officially Digi TV Plus Oy, has provided terrestrial network pay-TV services to approximately 220,000 customer households since 2006. From 2009, the majority shareholder of PlusTV has been Nordic media operator Teracom Group.

Teracom Group consists of Teracom Sweden, Teracom Denmark, Boxer Sweden, Boxer Denmark and PlusTV. The broadcasting companies, Teracom, offer services within radio, TV, datacom and co-location through nationwide infrastructure in Sweden and Denmark. Through Boxer and PlusTV, Teracom offers pay-TV services to households in Sweden, Denmark and Finland. In 2012, Teracom Group had a turnover of SEK 4.5 billion and approx. 700 employees. For more information, visit www.teracomgroup.se.