PRESS RELEASE

13 JUNE 2013

DNA to launch the Jolla smartphone as the first operator in the world

This year, DNA will launch the Jolla smart phone based on the Sailfish operating system in Finland. DNA will be the first operator to offer Jolla smartphones in Finland.

DNA will sell Jolla smartphones as the first operator in the world and as the only operator in Finland as soon as they enter the market. Jolla will be available in DNA Kauppa stores and DNA online, as well as at selected DNA retailers. Jolla unveiled its new smart phone in May.

DNA's cooperation with Jolla is a part of the DNA partnership strategy, aimed at providing Finnish people with the most appealing equipment and services on the market. DNA is the only operator to start the Jolla smart phone sales in Finland.

"As a Finnish operator, we consider it important to support this new Finnish success story, in which we see enormous potential. The partnership with Jolla reflects DNA's manner of doing business and is a fantastic example of the way in which we want to be involved in interesting innovations that bring real added value to their users. We boldly apply this start-up mentality to our own operations as well," says **Pekka Väisänen,** Vice President for DNA's Consumer Business**.**

DNA has also been involved in the Jolla smart phone's development from the very beginning. "In a spirit of 'co-creation' that is characteristic of Jolla, we have been able to influence the device's design and usability, allowing us to convey our customers' wishes directly to Jolla's development team, already at the design stage", says Väisänen.

"It is valuable to find a good operator as a partner in the domestic market. The cooperation between DNA and Jolla has been extremely rewarding, and we place particular value on the feedback regarding the wishes of customers, received from an operator that knows its clientele. Our two companies are equally enthusiastic about the launch of Jolla smart phones at DNA Stores nationwide during the last quarter," says Jolla CEO **Tomi Pienimäki.**

The Jolla pre-order campaign started in May at jolla.com. Those interested in the new Jolla mobile and the partnership of DNA and Jolla can leave their contact details with DNA at the address www.dna.fi/jolla.

Read Marc Dillon's Blog // LINKKI: http://engine.dna.fi

Further information:
Jolla Ltd, press@jolla.com
Pekka Väisänen, Vice President, Consumer Business, DNA Ltd, tel. +358 44 040 0168, pekka.vaisanen@dna.fi
Irene Kantor, Vice President, Corporate Communications, DNA Ltd, tel. +358 44 044 8001, irene.kantor@dna.fi

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.

Jolla Ltd., headquartered in Helsinki, Finland, is developing mobile devices and Sailfish OS. In addition to its R&D sites in Helsinki and Tampere, Jolla has an office in Hong Kong. Jolla strongly believes that the community is the heart of the idea generation, technology development and distribution and is committed to supporting community involvement and participation within Sailfish. jolla.com