

JOIKU
www.joikspot.com



JoikuSpot Customer Survey Findings 2009

* N=600, population=JoikuSpot user register

Executive Summary

Majority of users are either satisfied or extremely satisfied

66% of users use JoikuSpot on a weekly basis

58% of users use more internet because of JoikuSpot

71% consider being more productive because of JoikuSpot

86% state that JoikuSpot works well

83% have recommended JoikuSpot to a friend

32% state that they could not live without JoikuSpot

70% would openly state that they love JoikuSpot

80% state that JoikuSpot is a better connectivity solution than USB dongle

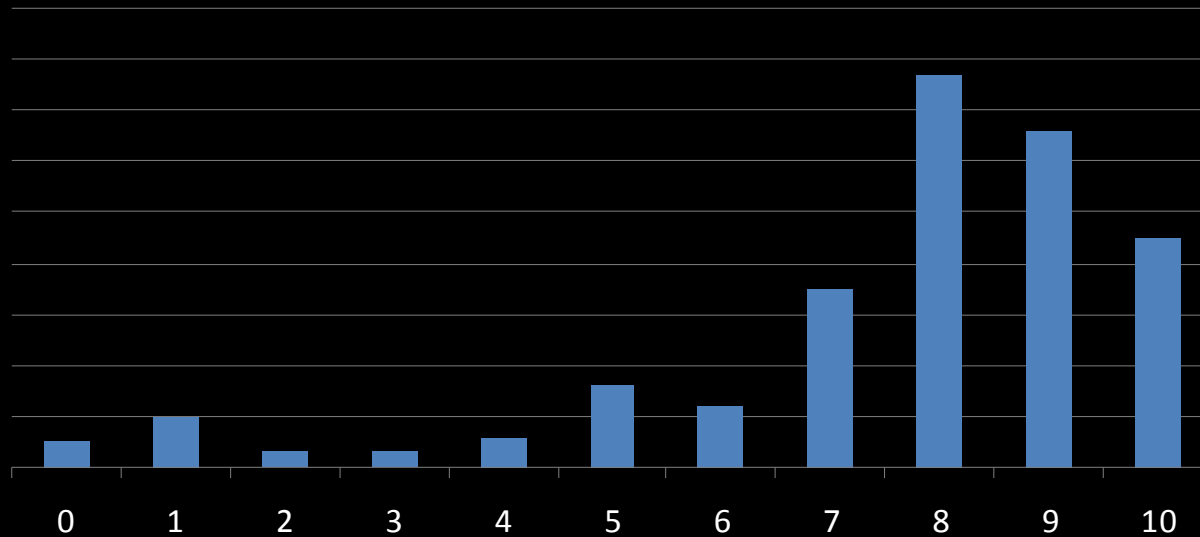
88% like Joiku brand

30% have upgraded to flat rate data plan with their operator after starting to use JoikuSpot for internet access

- > JoikuSpot may be the best internet connectivity solution for mobile
- > JoikuSpot adds to the mobile data use sizeably

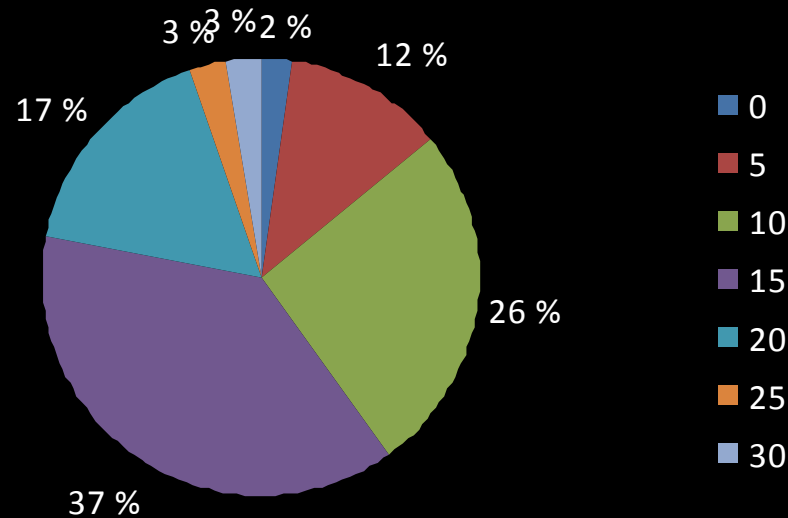
* Data from JoikuSpot user survey P1/2009; N=600

Overall Satisfaction



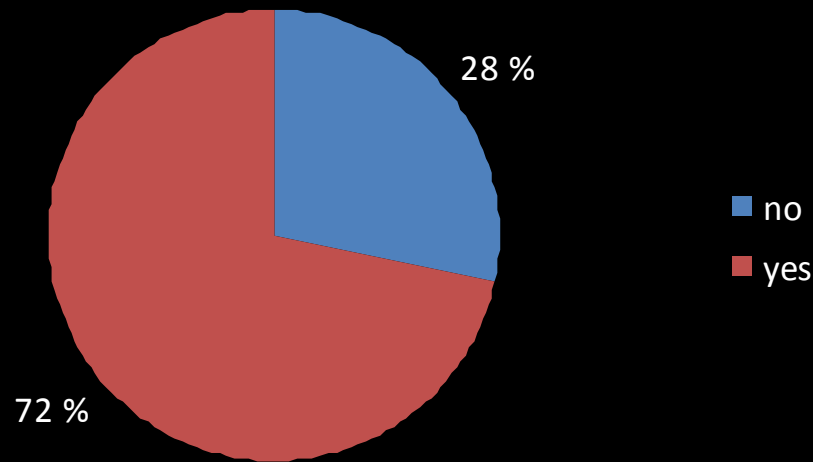
- Q: "How satisfied are you with JoikuSpot Premium Edition (Scale 1-10; 1= Poor, 10 = Excellent)?"
- Majority of users are either satisfied or extremely satisfied with JoikuSpot Premium product

Optimal Price-point (EUR)



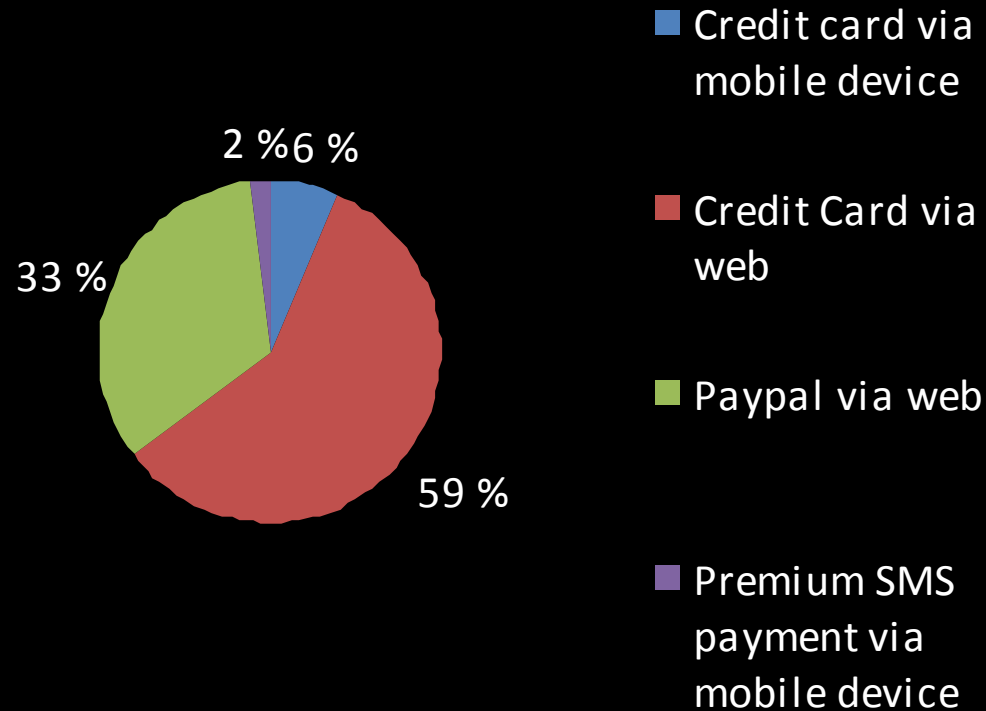
- Q: "What should the optimal price-point for JoikuSpot Premium Edition be (EUR)?"
- 37% view that optimal pricepoint for Premium Edition should be EUR15

Use of Light Edition before upgrading to Premium



- Q: "Did you use Light Edition before upgrading to Premium Edition?"
- 72% have used Light before making the decision to upgrade for commercial Premium Edition

Payment Method



- Q: "Which payment method did you use to purchase JoikuSpot Premium?"
- 59% made the purchase online using credit card option. Only 2% used PSMS.

Most Important Benefit

- 1) Being able to access internet (39%)
- 2) Not having to carry additional devices with me for internet access (19%)
- 3) When everything else fails and I need to get to the internet (10%)
- 4) Support for all network connection protocols (9%)
- 5) Being able to share my 3G internet connection (6%)

- Q: "What is the most important benefit of JoikuSpot Premium?"
- 39% of users state that the most important JoikuSpot benefit is the ability to access internet



Least Important Benefit

- 1) Joiku brand (14%)
- 2) Corporate intraweb access (13%)
- 3) Having a cool new functionality in the phone (13%)
- 4) Cost savings (12%)
- 5) No forced landing page (7%)

- Q: "What is the least important benefit of JoikuSpot Premium?"
- 13% of users state that the least important JoikuSpot benefit is the corporate intraweb access



Awareness Creation

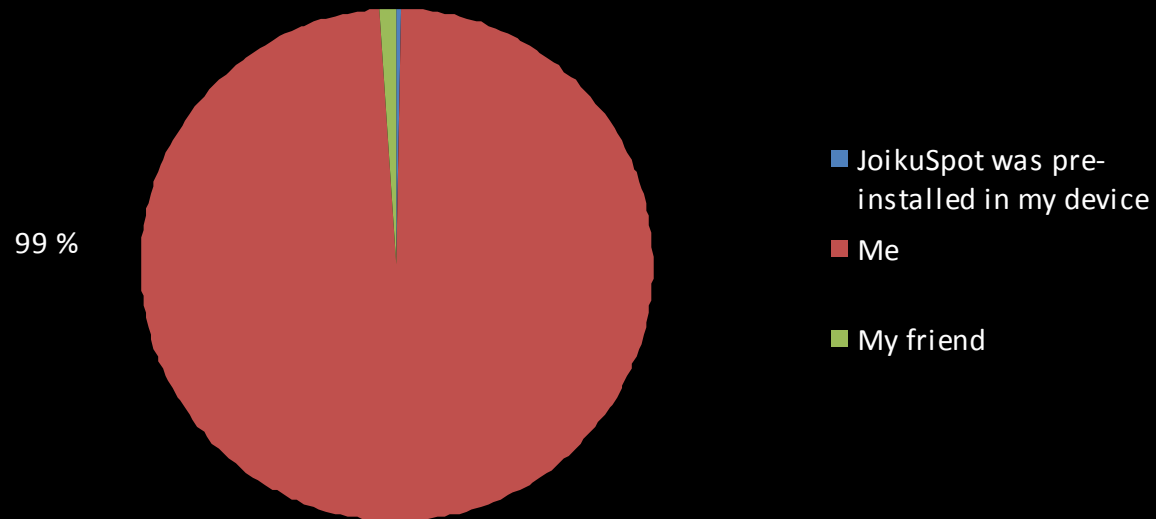
- 1) Web articles (24%)
- 2) Joiku.com (15%)
- 3) Google (14%)
- 4) Web communities (14%)
- 5) Web blogs (13%)
- 6) From a friend (10%)



- Q: "Where did you first hear of JoikuSpot product?"
- 80% of users learned of JoikuSpot via web

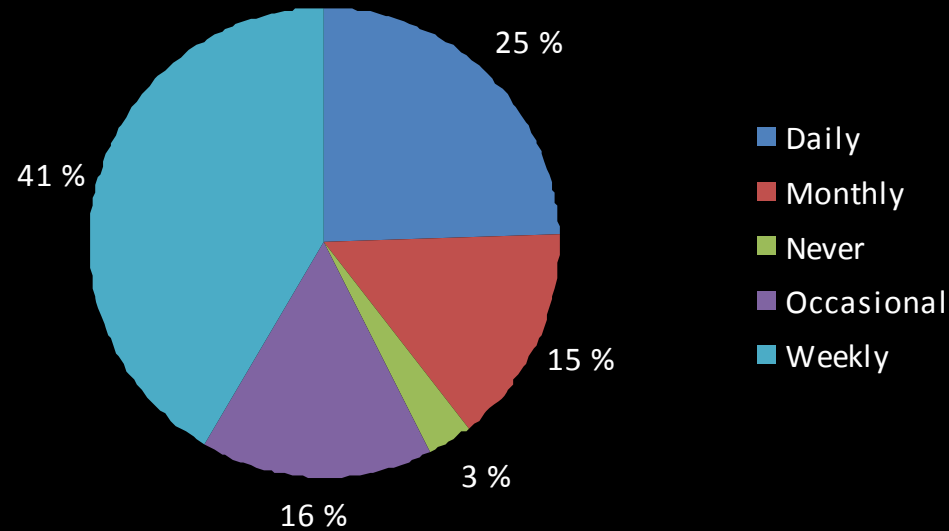


Installation



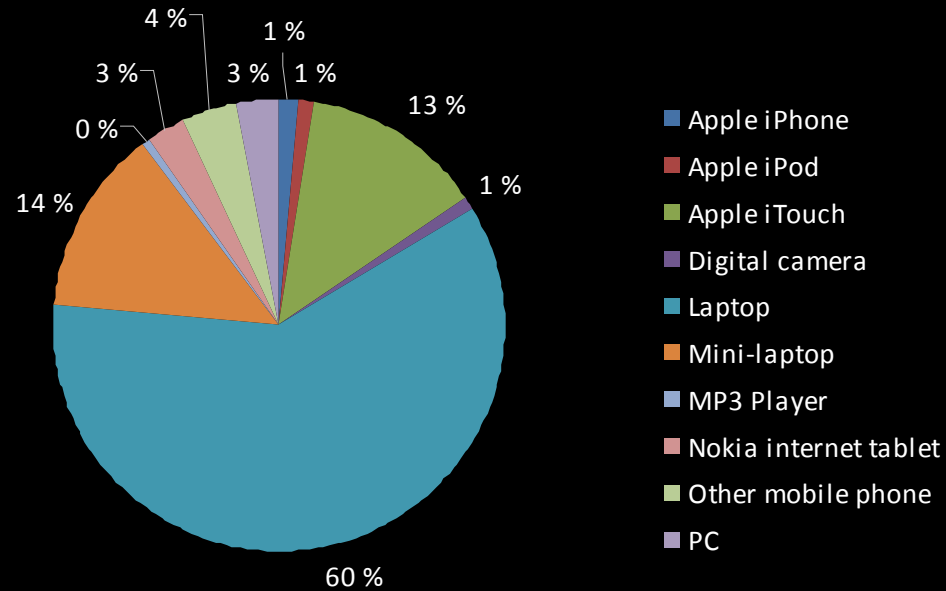
- Q: "Who installed JoikuSpot to your phone?"
- 99% managed the installation by themselves

Use Frequency



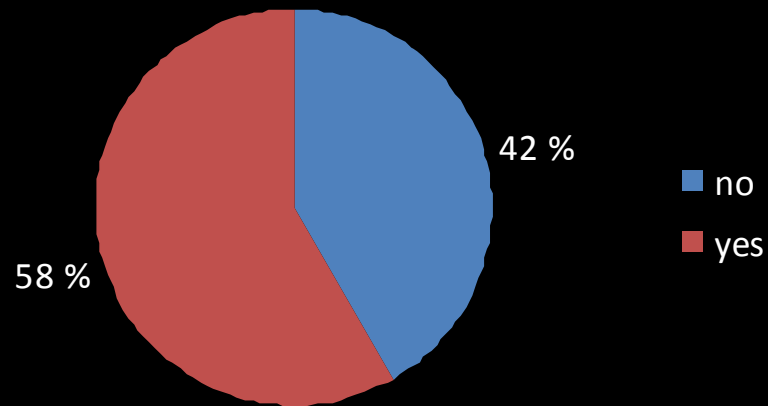
- Q: "How often do you use JoikuSpot for internet access?"
- 66% use JoikuSpot at least weekly. 25% use daily.

Connected Devices



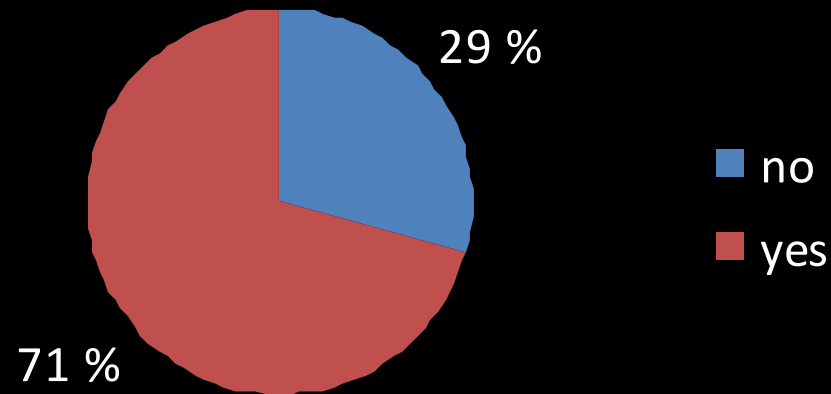
- Q: "What device do you primarily connect to web via JoikuSpot?"
- 74% connect their laptops or mini-laptops as a primary device to web via JoikuSpot

JoikuSpot's Impact to Internet Use



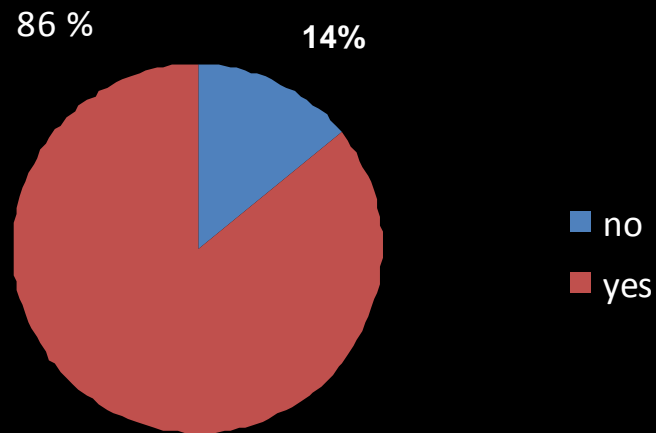
- Q: "With JoikuSpot Premium, do you find yourself using more internet?"
- 58% use more internet because of JoikuSpot

JoikuSpot's Impact to Productivity



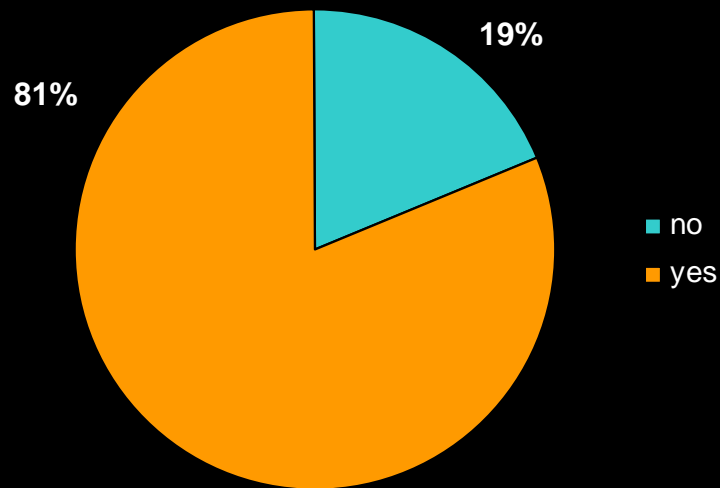
- Q: "With JoikuSpot Premium, do you find yourself being more productive?"
- 71% find themselves being more productive because of JoikuSpot

JoikuSpot Performance



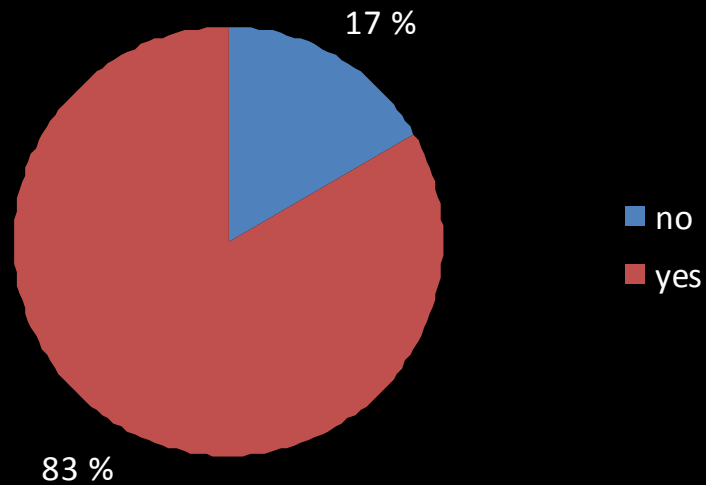
- Q: "Does JoikuSpot Premium work well?"
- 86% state that JoikuSpot Premium works well

JoikuSpot Premium vs. Light



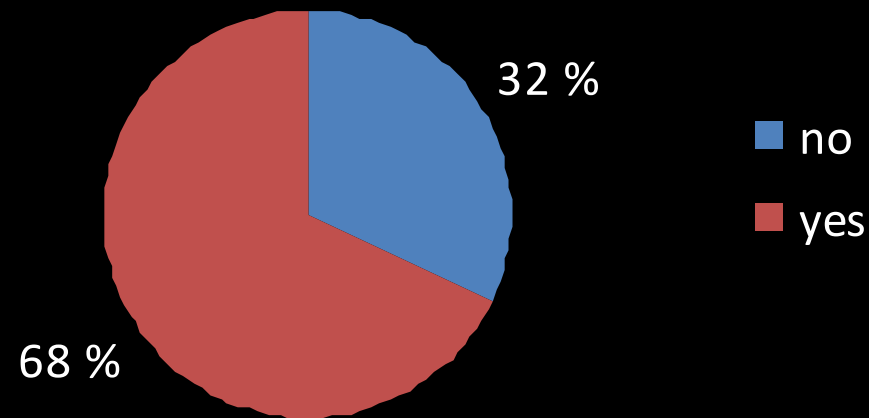
- Q: "Does JoikuSpot Premium work better than JoikuSpot Light?"
- 81% view that JoikuSpot Premium works better than the free JoikuSpot Light Edition

Friend Recommendations



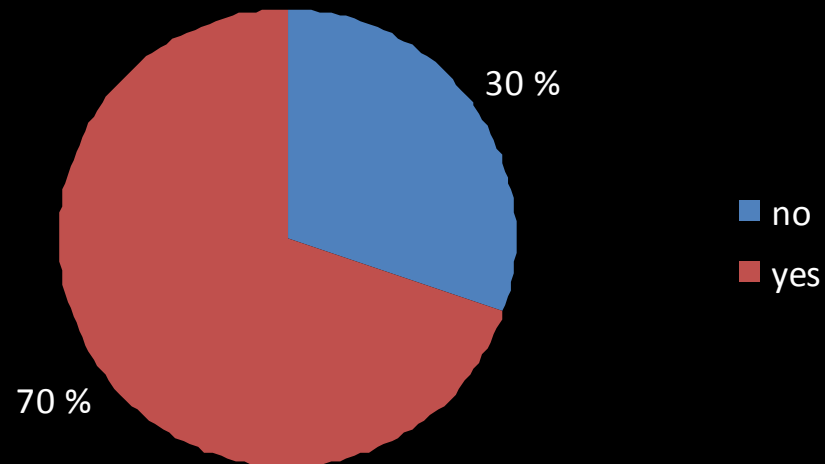
- Q: "Have you recommended JoikuSpot Premium to your friend?"
- 83% have made a friend recommendation

Life Without JoikuSpot



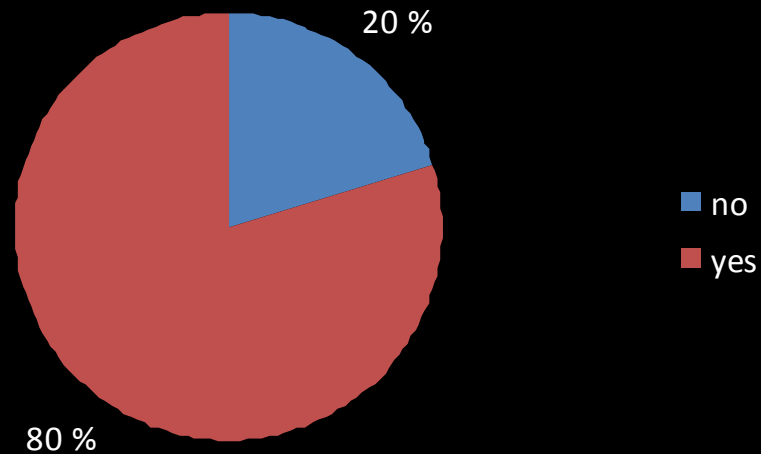
- Q: "Could you live without JoikuSpot?"
- 32% state that they could not live without JoikuSpot

JoikuSpot Love



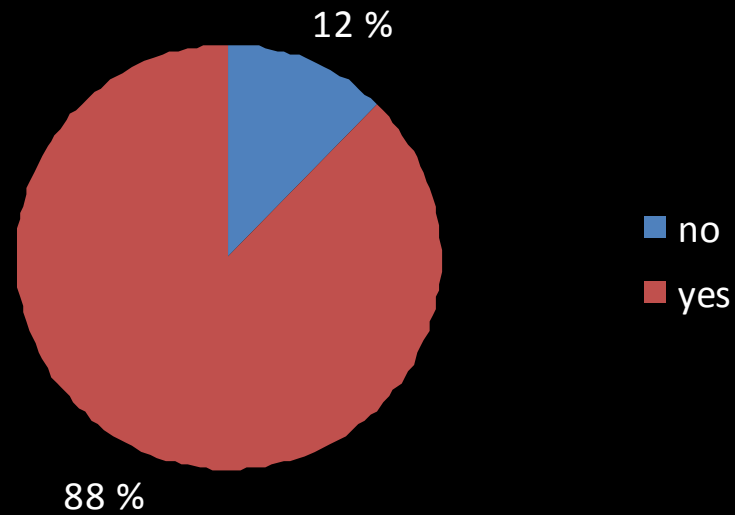
- Q: "Would you openly state that you love JoikuSpot?"
- 70% would openly state that they love JoikuSpot

JoikuSpot vs. USB Dongle



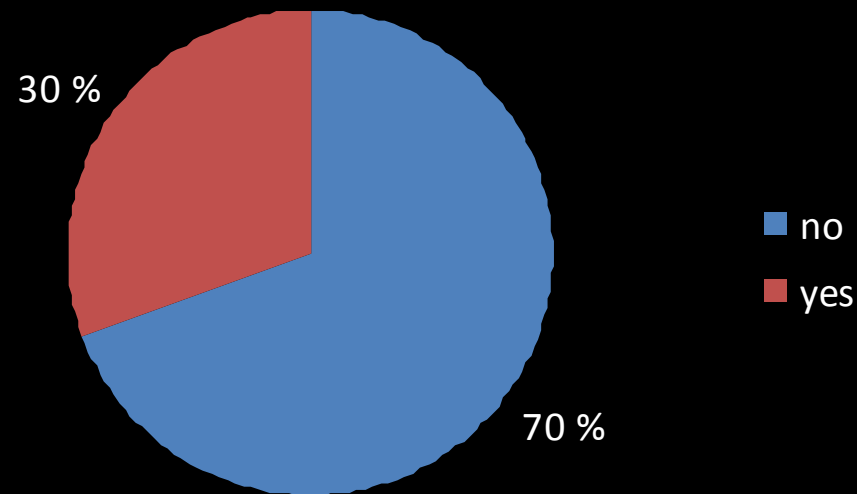
- Q: "Is JoikuSpot better than USB dongle for connecting to internet?"
- 80% view JoikuSpot as a better internet connectivity solution than USB dongle

Joiku Brand



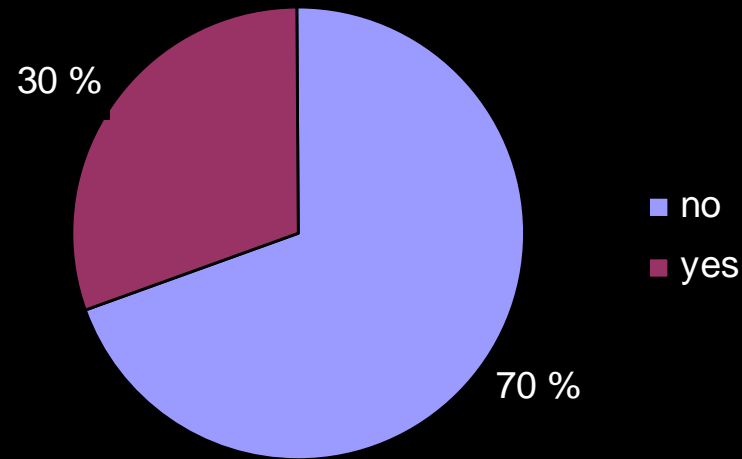
- Q: "Do you like the Joiku brand?"
- 88% like the Joiku brand

Who Pays the Data Costs



- Q: "Is your mobile data plan paid by your company?"
- 70% pay their own mobile data bills

Upgrades to Flat Rate



- Q: "Have you upgraded to flat rate data plan with your operator after starting to use JoikuSpot?"
- 30% have upgraded to flat rate data plan with their operator after starting to use JoikuSpot

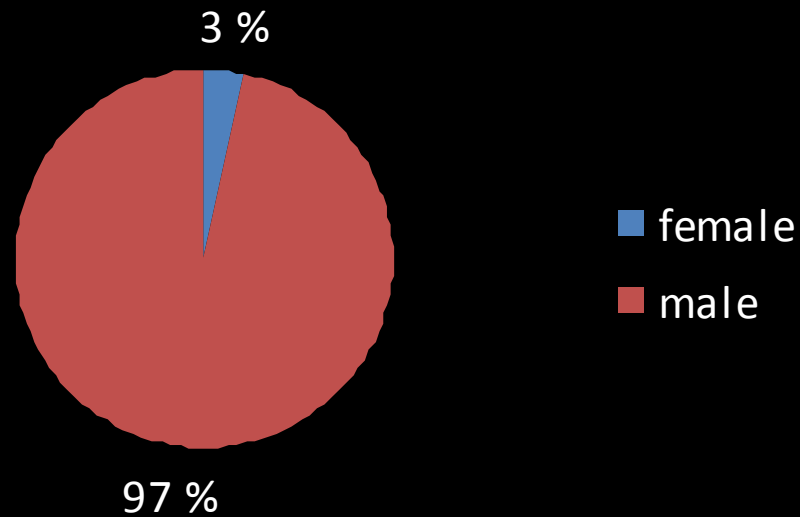
Most Popular JoikuSpot Devices

- 1) N95 (21%)
- 2) N95 8GB (15%)
- 3) E51 (14%)
- 4) E71 (13%)
- 5) E90 (11%)
- 6) N82 (7%)



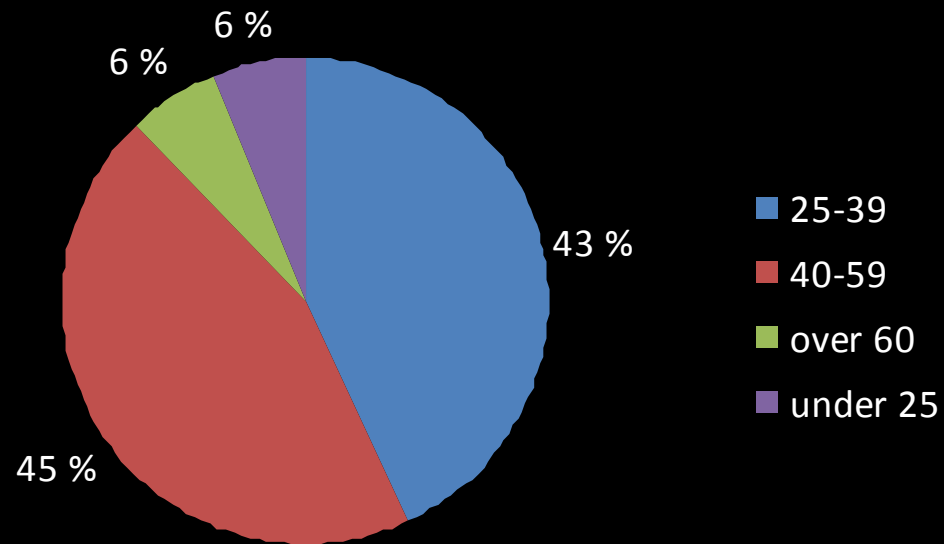
- Q: "Your JoikuSpot device?"
- N95 is the most popular phone model

Gender



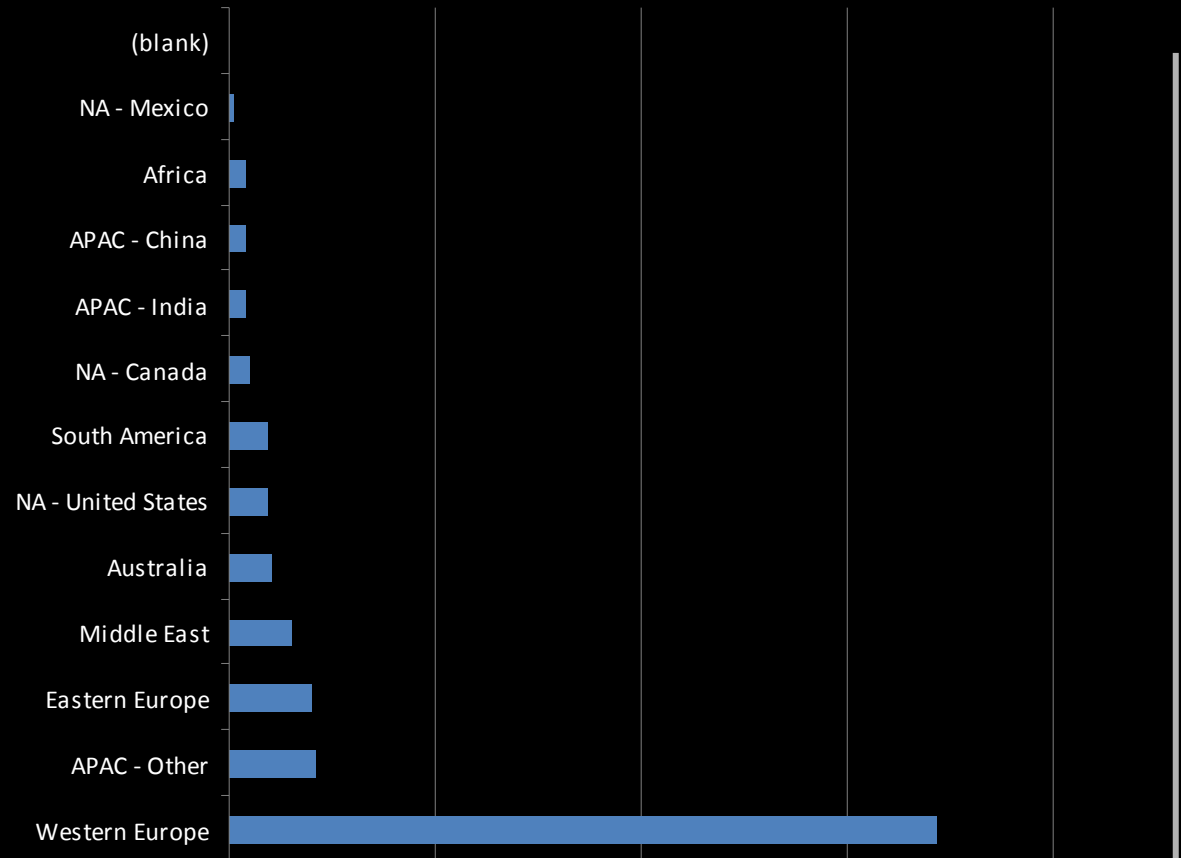
- Q: "Your gender?"
- Majority of JoikuSpot users are male

Age



- Q: "Your age?"
- Majority of JoikuSpot users are young adults or adults

Region



- Q: "Your region?"
- Majority of JoikuSpot users are from Western Europe