

Joakim:

"I'm doing better than ever. I'm on the fast lane at work, all around Europe and Asia. Which is why I'm hardly ever home.

Only the best is good enough for me. I could never imagine living in the suburbs or some boring district of private houses. This penthouse in the city center is only a temporary solution, but it's in the right direction. I even spend my vacations abroad. Last year I rented a boat in Thailand for two weeks.

I'm almost always at work or on a business trip. I schedule my pastime carefully and spend it at dinners and clubs. I have to continuously maintain and expand my networks and connections. It's essential to my work.

I haven't got time for a girlfriend. I haven't even considered starting a family. My father taught me that a man is measured by his work and professional success, everything else takes second place. And besides, women love money. At a club I can get any girl to come home with me if I'm in need of company.

I love money and I let it show. What's so bad about that?

In Finland people are way too humble. Abroad I can live more freely and enjoy what I'm entitled to.

I can't stand people who shun work or are plain lazy. These freeriders are a sheer burden to society. You have to earn your money with hard and determined work. Anyone can find work to match their capacity and make do with it if they don't have the ambition to reach higher in life.

TRANSLATION FROM FINNISH: SUSAN HEISKANEN