

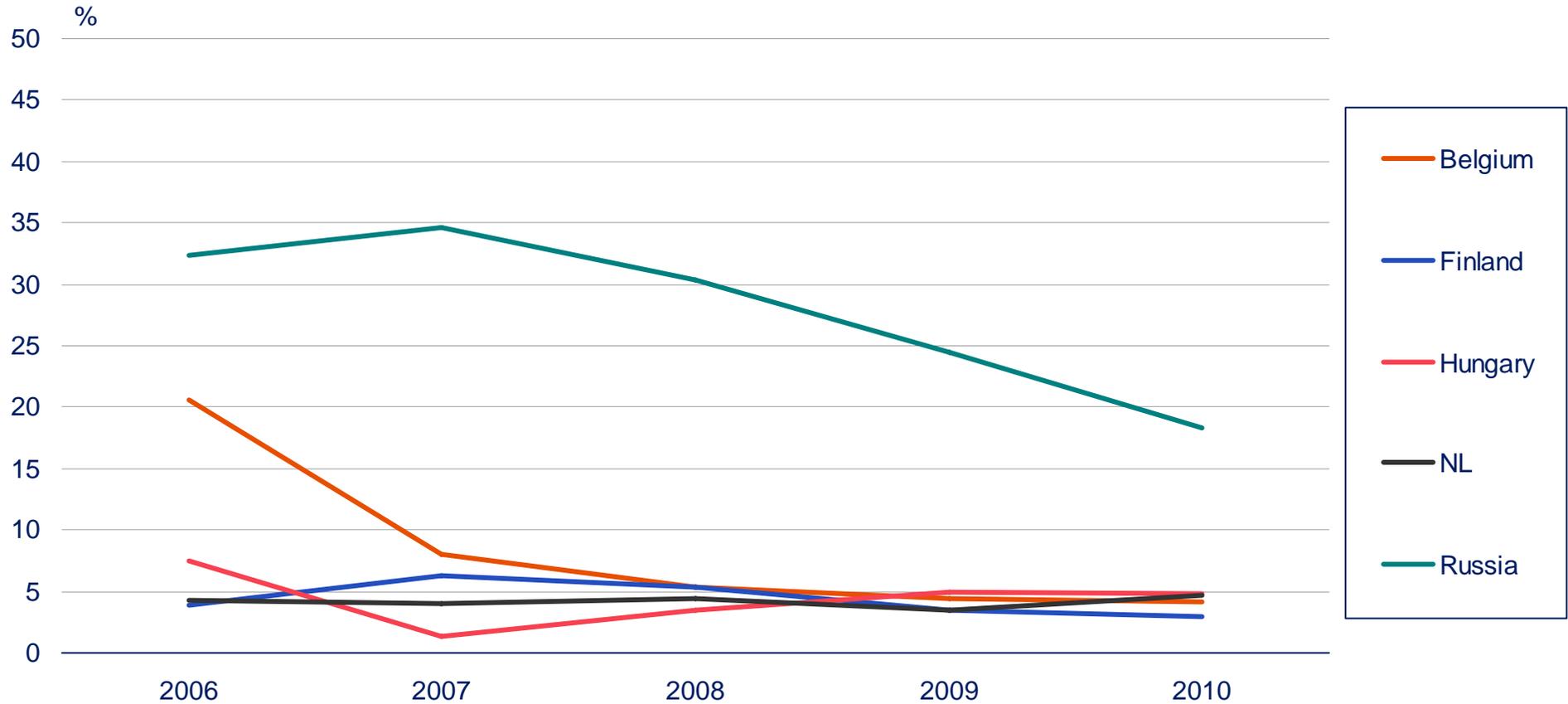


# Interim Report 1Q08

**President and CEO Hannu Syrjänen**

9 May 2008

# Advertising Expenditure yoy Growth



# Launches

1-3/2008

Product launches and acquisitions, digital

- Cooking site Kuchyne.cz, Czech
- Blog site Webpark.ru, Russia
- Housing websites Leadz.nl and Woonwebsite.nl, NL
- Do-it-yourself site Woonklussen.nl, NL
- Parenting community Parinti.com, Romania
- Damjana Vjencanja (wedding magazine, site and fairs), Croatia
- Home deco and housing platform Movig (in co-operation with a bank), NL

Product launches, print

- Cycling magazine Procycling, NL
- Magazine HS Teema, Finland
- Womens's magazine Sensa, Serbia
- LukuNaiset, book in a magazine format, Finland
- Youth magazine High School Musical, Suomi
- Reportage magazine GEO, Finland



# Key Figures

<b>EUR million</b>	<b>1–3/2008</b>	1–3/2007	Ch %	1–12/2007
Net sales	<b>683.1</b>	663.7	2.9	2 926.3
Operating profit	<b>72.7</b>	54.0	34.7	343.8
% of net sales	<b>10.6</b>	8.1		11.7
Operating profit excluding major non-recurring capital gains	<b>49.2</b>	52.8	-6.7	303.5
% of net sales	<b>7.2</b>	8.0		10.4
Balance sheet total	<b>3,306.0</b>	3,172.6	4.2	3,192.3
Capital expenditure	<b>20.6</b>	15.1	36.1	90.5
Equity ratio, %	<b>44.4</b>	46.1		45.4
Gearing, %	<b>62.6</b>	58.3		58.2
Interest-bearing liabilities	<b>964.7</b>	865.3	11.5	881.4
Net debt	<b>860.4</b>	792.6	8.6	793.3
Earnings/share, EUR	<b>0.34</b>	0.22	56.6	1.47
Earnings/share, diluted, EUR	<b>0.34</b>	0.21	58.0	1.46
Cash flow from operations/share, EUR	<b>0.29</b>	0.13	121.2	1.38
Equity/share, EUR	<b>8.43</b>	8.15	3.3	8.27
Market capitalisation	<b>2,824.0</b>	3,663.8	-22.9	3,196.2
Average number of employees	<b>20,172</b>	18,941	6.5	19,587
Average number of employees *	<b>17,187</b>	16,335	5.2	16,701

# Sanoma Magazines 1-3/2008

EUR million	1-3/2008	1-3/2007	Ch %	1-12/2007
Net sales	<b>285.5</b>	287.1	-0.6	1,238.1
Sanoma Magazines Netherlands	<b>111.7</b>	119.8	-6.7	539.8
Sanoma Magazines International	<b>70.1</b>	65.8	6.6	283.4
Sanoma Magazines Belgium	<b>54.2</b>	52.5	3.1	216.6
Sanoma Magazines Finland	<b>50.7</b>	50.1	1.1	202.8
Eliminations	<b>-1.3</b>	-1.2	8.1	-4.6
Operating profit	<b>48.2</b>	32.1	49.9	160.9
% of net sales	<b>16.9</b>	11.2		13.0
Operating profit excluding major non-recurring capital gains	<b>24.7</b>	30.9	-20.2	139.7
% of net sales	<b>8.6</b>	10.8		11.3
Balance sheet total	<b>1,965.1</b>	1,894.8	3.7	1,937.5
Capital expenditure	<b>5.1</b>	3.4	51.3	20.6
Average number of employees	<b>5,854</b>	5,485	6.7	5,623

# Sanoma 1–3/2008

EUR million	1–3/2008	1–3/2007	Ch %	1–12/2007
Net sales	<b>120.8</b>	122.4	-1.2	480.8
Helsingin Sanomat	<b>74.1</b>	72.3	2.5	278.9
Ilta-Sanomat	<b>22.5</b>	23.6	-4.8	94.8
Other publishing	<b>22.4</b>	24.3	-7.9	97.5
Other	<b>38.5</b>	38.5	-0.1	152.6
Eliminations	<b>-36.6</b>	-36.4	0.6	-143.0
Operating profit	<b>17.9</b>	19.6	-8.4	67.6
% of net sales	<b>14.8</b>	16.0		14.1
Operating profit excluding major non-recurring capital gains	<b>17.9</b>	19.6	-8.4	67.6
% of net sales	<b>14.8</b>	16.0		14.1
Balance sheet total	<b>449.5</b>	502.3	-10.5	445.0
Capital expenditure	<b>3.7</b>	2.9	26.5	17.7
Average number of employees	<b>2,724</b>	2 624	3.8	2,716

# SanomaWSOY Education and Books 1-3/2008

EUR million	1-3/2008	1-3/2007	Ch %	1-12/2007
Net sales	<b>58.3</b>	52.2	11.7	322.5
Educational publishing	<b>24.6</b>	20.0	23.0	197.7
Publishing	<b>27.5</b>	26.3	4.6	97.3
Other	<b>12.0</b>	12.0	0.5	51.1
Eliminations	<b>-5.7</b>	-6.0	4.0	-23.7
Operating profit	<b>-4.3</b>	-6.5	33.2	44.5
% of net sales	<b>-7.4</b>	-12.4		13.8
Operating profit excluding major non-recurring capital gains	<b>-4.3</b>	-6.5	33.2	44.5
% of net sales	<b>-7.4</b>	-12.4		13.8
Balance sheet total	<b>649.5</b>	595.3	9.1	585.0
Capital expenditure	<b>2.8</b>	1.2	133.2	7.7
Average number of employees	<b>2,874</b>	2 723	5.5	2,769

# SWelcom 1-3/2008

EUR million	1-3/2008	1-3/2007	Ch %	1-12/2007
Net sales	<b>40.5</b>	35.2	15.1	146.0
TV and radio	<b>22.6</b>	20.1	12.4	83.2
Other	<b>18.0</b>	15.4	17.4	63.6
Eliminations	<b>-0.1</b>	-0.3	-50.2	-0.8
Operating profit	<b>4.0</b>	2.9	38.8	15.8
% of net sales	<b>10.0</b>	8.3		10.8
Operating profit excluding major non-recurring capital gains	<b>4.0</b>	2.9	38.8	15.8
% of net sales	<b>10.0</b>	8.3		10.8
Balance sheet total	<b>163.3</b>	163.0	0.2	168.2
Capital expenditure	<b>3.0</b>	2.7	10.2	14.8
Average number of employees	<b>517</b>	465	11.3	501

# Rautakirja 1–3/2008

EUR million	1–3/2008	1–3/2007	Ch-%	1–12/2007
Net sales	<b>202.7</b>	192.4	5.3	849.3
Kiosk operations	<b>94.6</b>	86.9	8.8	385.5
Press distribution	<b>58.2</b>	56.2	3.4	245.5
Bookstores	<b>31.0</b>	29.6	4.7	140.3
Entertainment	<b>24.4</b>	23.5	3.8	95.9
Eliminations	<b>-5.5</b>	-3.9	42.1	-18.0
Operating profit	<b>9.9</b>	9.0	10.7	55.6
% of net sales	<b>4.9</b>	4.7		6.5
Operating profit excluding major non-recurring capital gains	<b>9.9</b>	9.0	10.7	50.7
% of net sales	<b>4.9</b>	4.7		6.0
Balance sheet total	<b>542.8</b>	544.5	-0.3	565.0
Capital expenditure	<b>6.1</b>	4.5	36.4	28.4
Average number of employees	<b>8,097</b>	7,568	7.0	7,886

# Group's Outlook for 2008

## Outlook

- Net sales to grow in line with the previous year
- Operating profit excluding major non-recurring capital gains continues to improve
- In 2007, operating profit excluding capital gains totalled EUR 303.5 million and net sales grew by 6.7%



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