



SanomaWSOY Result for 2001

President & COO Hannu Syrjänen
February 27, 2002

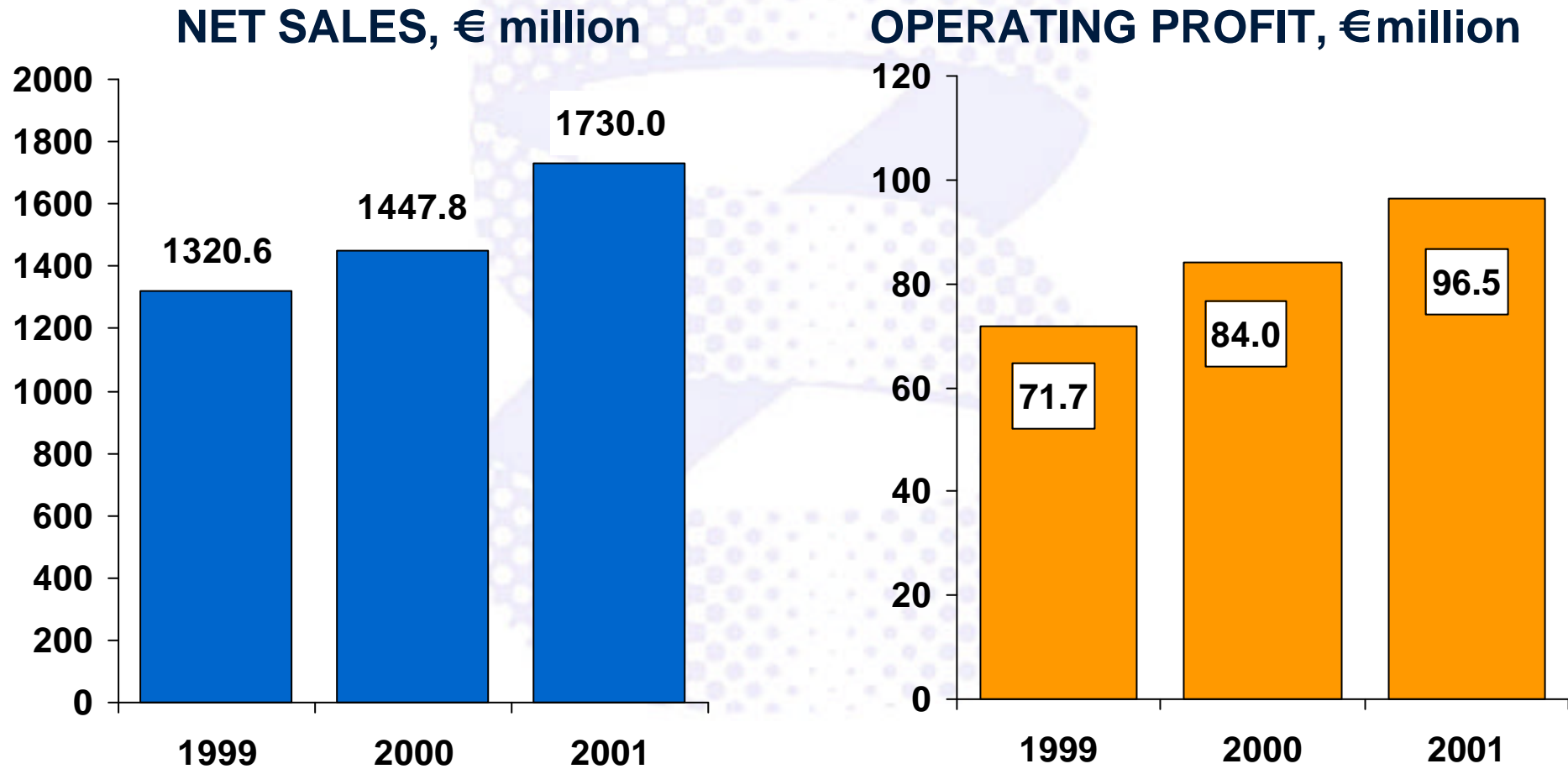


2001 in brief

- **Changes in operating environment:**
 - **economic uncertainty and slow-down in economic growth**
 - **effects of September 11th**
 - **clear decline in media advertising**
- **Acquisition of CIG**
- **Founding of Sanoma Magazines (October 1)**
- **Convertible capital note – change in balance sheet structure**
- **New Chairman & CEO and President & COO for the Group**



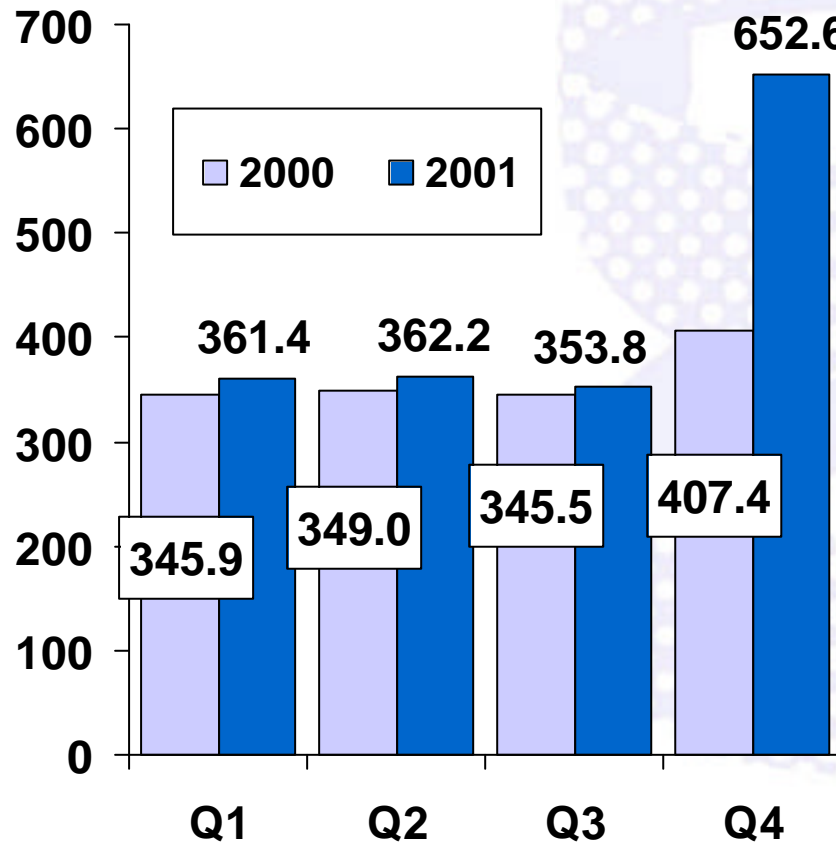
SanomaWSOY Group



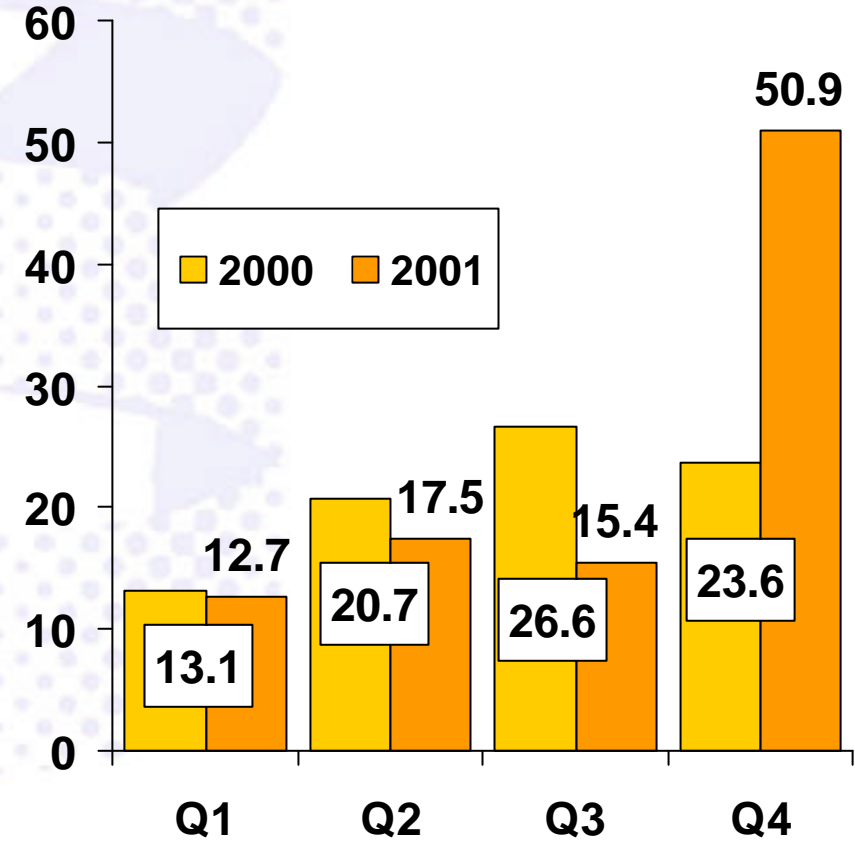
SanomaWSOY Group

(by quarter)

NET SALES, € million



OPERATING PROFIT, € million



Key indicators

€ million	31.12.2001	31.12.2000	Change,%
Net sales	1,730.0	1,447.8	19.5
EBITDA	206.8	169.8	21.8
% net sales	12.0	11.7	
Operating profit before goodwill amortisation	130.2	103.1	26.3
% net sales	7.5	7.1	
Operating profit	96.5	84.0	14.9
% net sales	5.6	5.8	
Balance sheet total	3,053.1	1,439.3	112.1
Gross investments	1,473.9	168.4	775.5
Equity ratio, %	31.6	67.4	
Equity ratio, % (incl. capital notes)	38.6	67.9	
Earnings/share, €	0.35	0.67	-48.6
Market capitalisation	1,510.4	1,964.6	-23.1
Personnel under employment contract	15,129	13,364	13.2
Personnel, average	12,077	10,350	16.7



Group income statement 1-12/2001

€ million	31.12.2001	31.12.2000	Change,%
Net sales	1,730.0	1,447.8	19.5
Other operating income and change in inventories	45.2	37.1	21.8
Share of result of associated companies	5.5	6.4	-14.1
Operating expenses	1,684.2	1 407.3	19.7
Operating profit	96.5	84.0	14.9
Financial income and expenses	-4.0	54.3	-107.3
Profit before extraordinary items	92.5	138.3	-33.1
Extraordinary items		2.0	
Profit after extraordinary items	92.5	140.3	-34.0
Direct taxes	-31.0	-39.3	21.2
Minority interest	-13.7	-6.8	-102.2
Profit for the period	47.8	94.2	-49.2



Group balance sheet

€ million	31.12.2001	31.12.2000	Change,%
Non-current assets, total	2,188.2	827.4	164.5
Current assets, total	864.8	611.9	41.3
Shareholders' equity, total	1,019.7	829.9	22.9
Minority interest	122.3	112.9	8.4
Statutory provisions	8.1	2.3	246.1
Liabilities, total	1,903.0	494.2	285.0
Balance sheet total	3,053.1	1,439.3	112.1

Advertising sales revenue in Finland

€thousand	1-12/2001	Change, % (Comp. to equiv. period last year)
NEWSPAPERS	544,194	-6.6
Aamulehti	38,441	-5
Helsingin Sanomat	150,501	-11
Ilta-Sanomat	12,645	-5
Iltalehti	11,786	2
Kauppalehti	20,906	-6
Taloussanomat	5,241	5
Turun Sanomat	36,008	-5
KÄRKIMEDIA *	93,932	4

Sources: Gallup Mainostieto
*) Kärkimedia



Advertising sales revenue in Finland

€thousand	1-12/2001	Change, % (Comp. to equiv. period last year)
MAGAZINES	137,429	-3.4
TELEVISION	192,172	-9
RADIO ADVERTISING	34,023	5.3
OUTDOOR ADVERTISING	32,528	-3.1
INTERNET	7,708	-8.6
FILM ADVERTISING	1,908	10.3

Source: GallupMainostiето



Magazine advertising in Europe

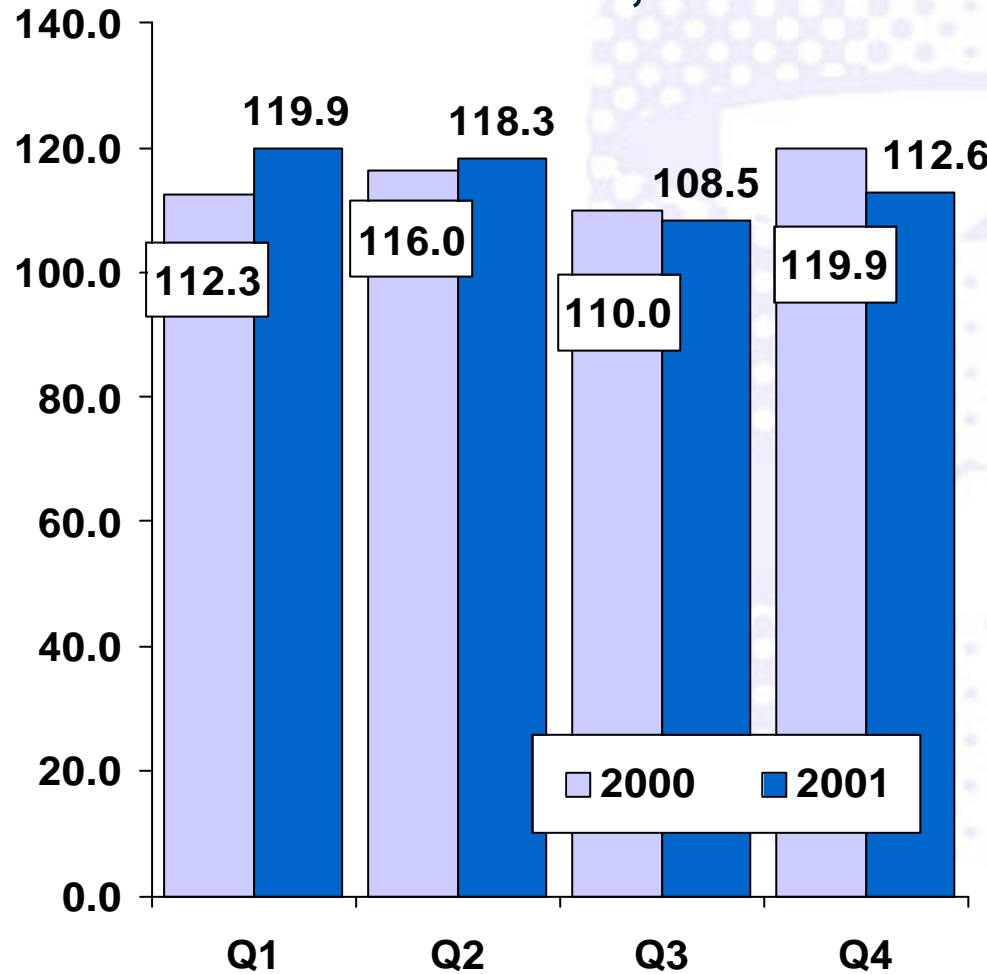
€thousand	% of total	Change 2000-2001,%
THE NETHERLANDS	21.0	-8.0
BELGIUM	14.1	7.3
CZECH REPUBLIC	20.1	3.4
HUNGARY	13.4	12.1
FINLAND	17.7	-3.4

Sources: * Zenithmedia forecasts,
Zenithmedia statistics,
Information from Finland is
from Gallup-Mainostieto

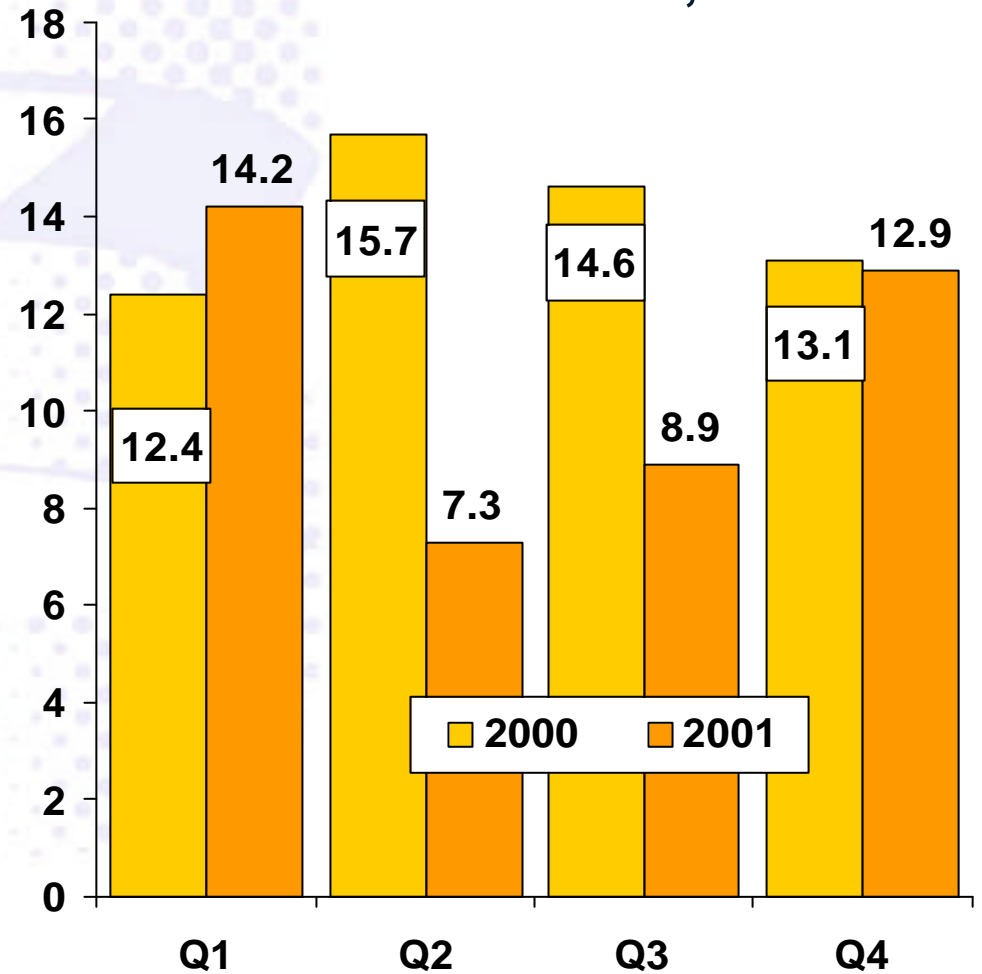


Sanoma Division

NET SALES, € million



OPERATING PROFIT, € million



Sanoma 1-12/2001

€million?	NET SALES		OPERATING PROFIT	
	1-12/2001	1-12/2000	1-12/2001	1-12/2000
Newspaper publishing and printing	459.3	458.2	43.3*	55.7*
Total	459.3	458.2	43.3	55.7
Gross investments, €million	<u>12/2001</u> 76.5	<u>12/2000</u> 70.0		
Personnel, average	3,563	3,396		

Projection for 2002

- Net sales are projected to remain at current levels.
- Operating profit is expected to improve as a result of cost-cutting measures.

* includes share of Rautakirja's result



Sanoma / Key developments

1-12/2001

- **Weaker advertising market hit job advertising especially**
- **Helsingin Sanomat's circulation regained 2000 levels in October, full year circulation fell somewhat over 2%;**
Taloussanomat's circulation rose
- **A record result at Ilta-Sanomat**
- **Lower print exports held back Kymen Lehtimedia**
- **Largest single investment was the acquisition of the remainder of Infosto**
- **Printing plant investments at Sanomala on track**
- **Startel recorded an operating loss. Negotiations with personnel were started in January 2002.**
- **Sanoma Corporation's operating profit declined despite internal cost-saving measures**



Sanoma

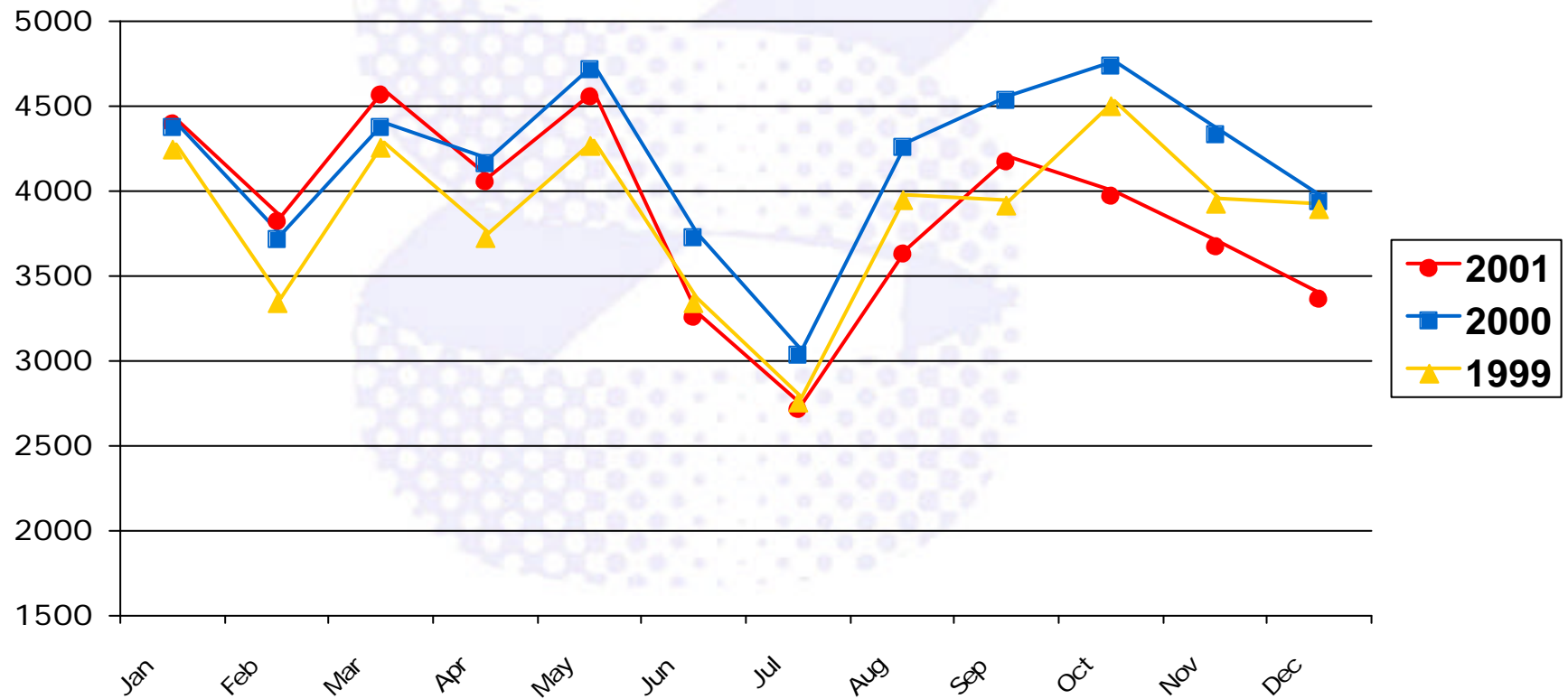
Operational indicators, 1.1.-31.12.

	2001	2000
Helsingin Sanomat:		
Weekday circulation, copies *)	436,009	446,972
Sunday circulation, copies *)	507,011	517,860
Advertising volume (column meters)	46,165	49,868
Ilta-Sanomat:		
Circulation, copies	218,722	214,610
Advertising volume (column meters)	6,853	6,916
Taloussanomat:		
Circulation, copies *)	31,192	25,162
Advertising volume (column meters)	4,378	4,412

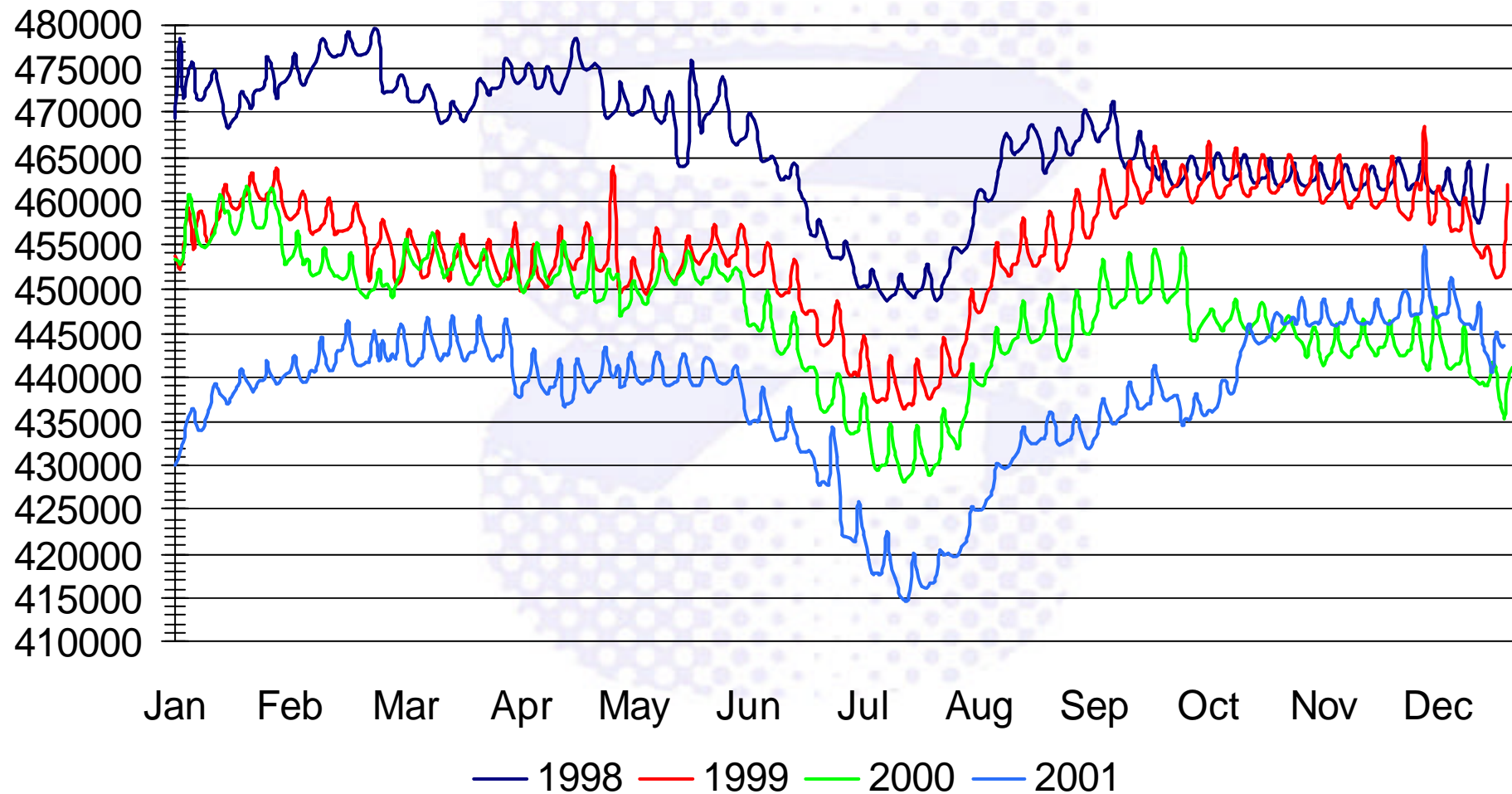
*) Audited circulation figures



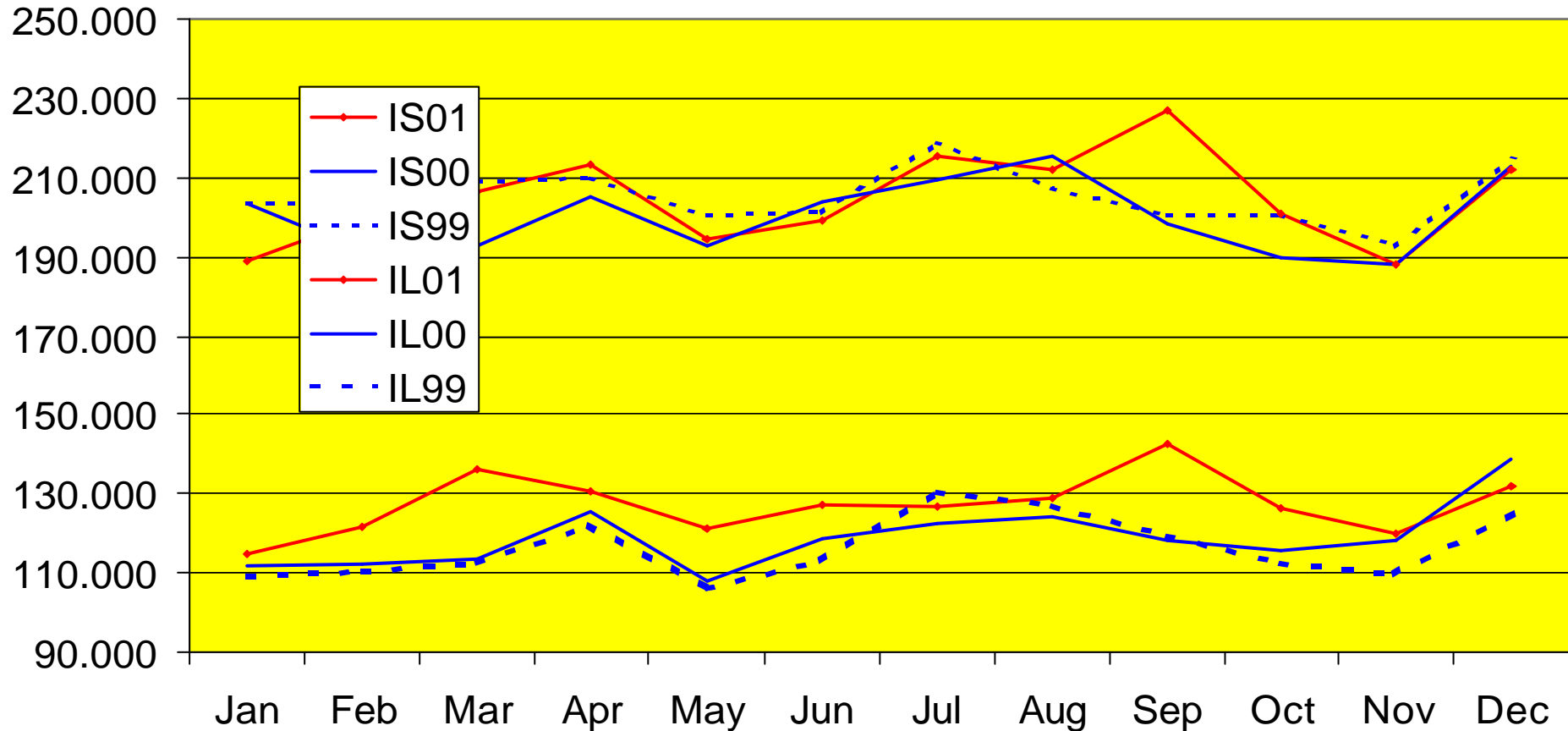
Advertising in Helsingin Sanomat (column metres)



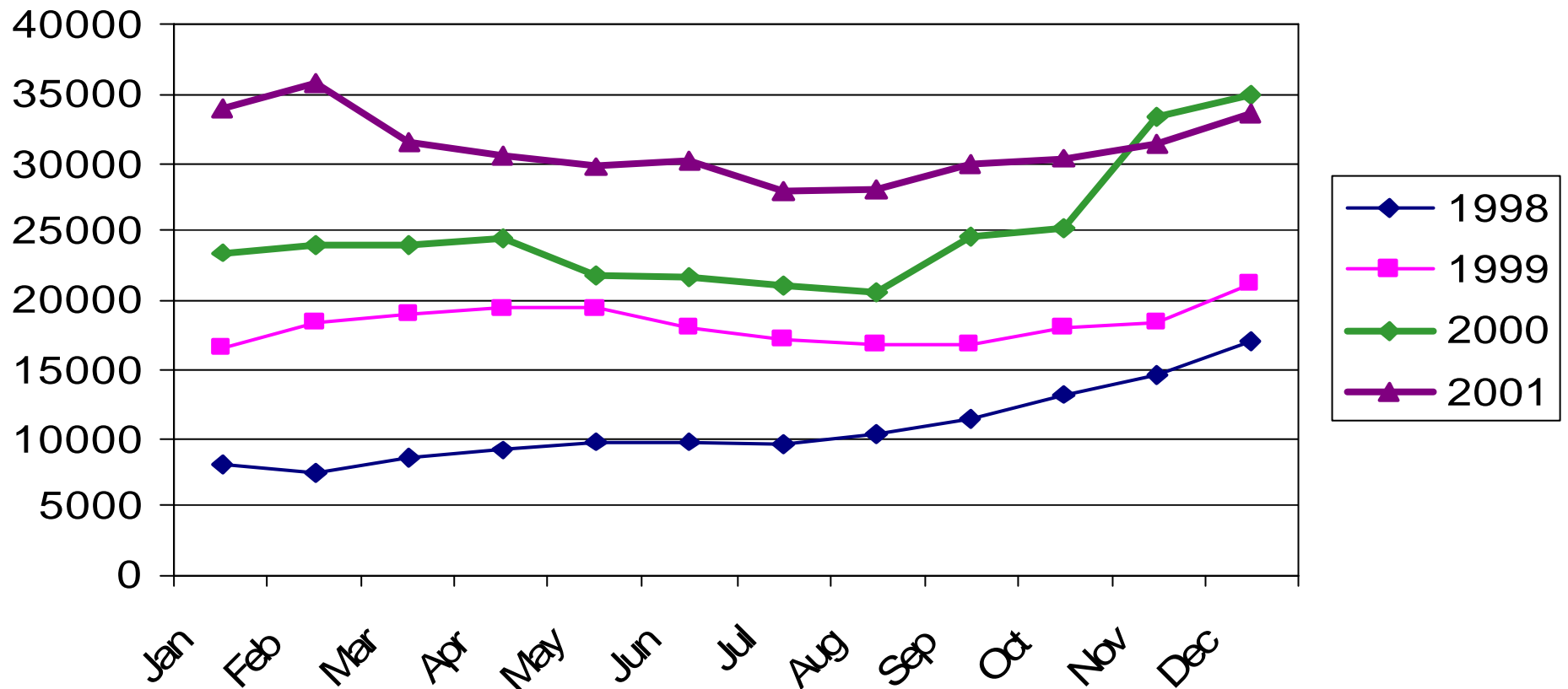
Helsingin Sanomat's net daily circulation



Ilta-Sanomat's and Italehti's monthly news stand sales, 1999-2001



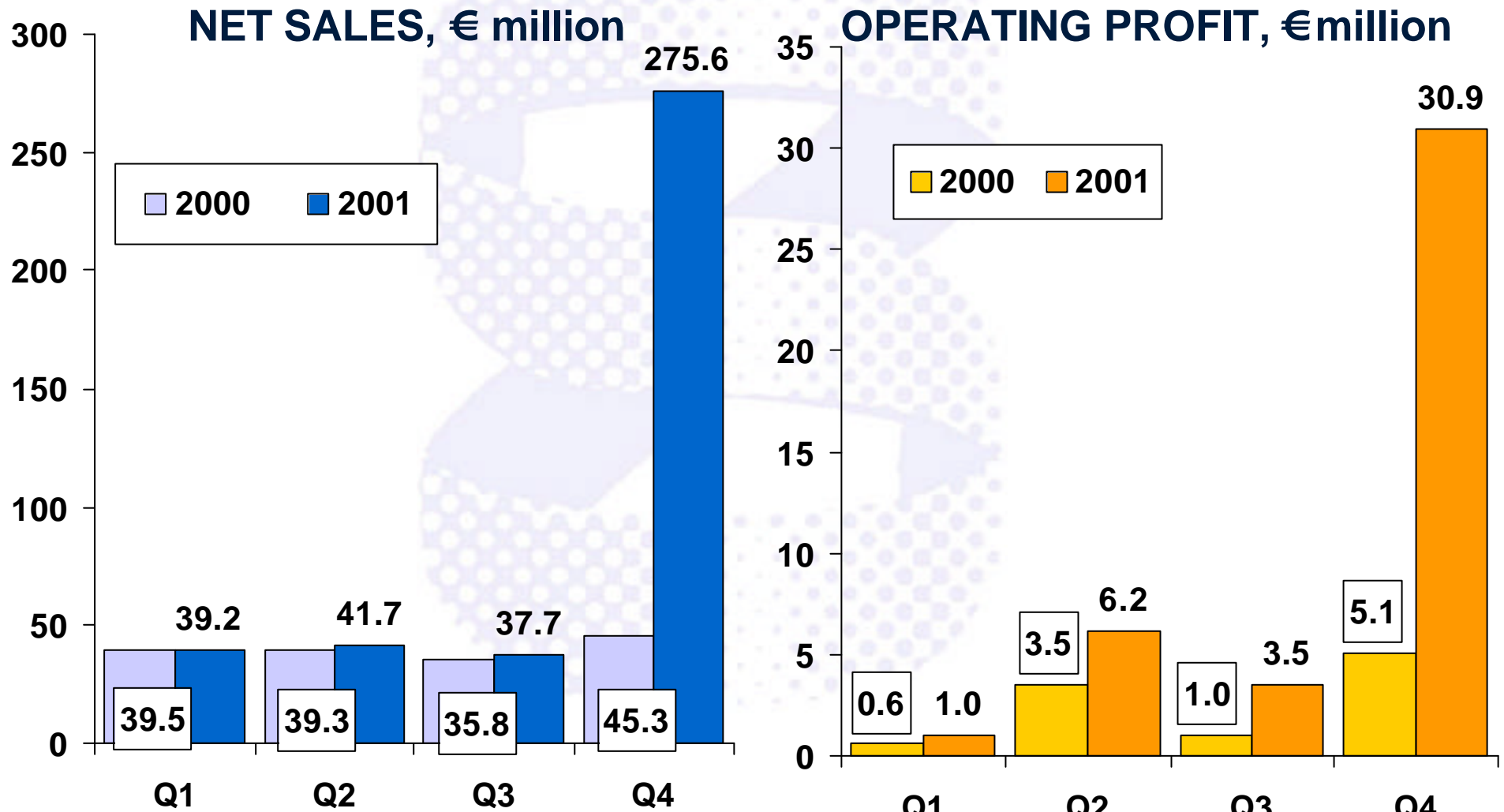
Subscriber volume at Taloussanomat, 1998-2001



Monthly average



Sanoma Magazines Division



Q4: CIG included



Sanoma Magazines 1-12/2001

€ million	NET SALES		OPERATING PROFIT	
	1-12/2001 ¹	1-12/2000 ²	1-12/2001 ¹	1-12/2000 ²
Magazine publishing	373.3	159.8	41.3	10.2
Press distribution (Aldipress)	52.8		0.4	
Intracompany transactions	-31.7	0.0	0.0	0.0
Total	394.3	159.8	41.7	10.2
	<u>12/2001¹</u>	<u>12/2000²</u>		
Gross investments, €million?	1,314.8	4.2		
Personnel, average	1,707	779		

Projection for 2002:

- Sanoma Magazines' net sales are projected to exceed €1 billion
- Operating profit percentage is estimated to be slightly under 6% (Goodwill amortisations)

- 1) Sanoma Magazines Finland
(former Helsinki Media) 12 months,
CIG 3 months
- 2) Helsinki Media 12 months



Sanoma Magazines /

Key developments 1-12/2001

Sanoma Uitgevers (The Netherlands)

- Share of circulation remained unchanged, total circulation figures were down.
- Advertising revenue was slightly down.
- 5 new titles were launched, 1 men's lifestyle title was discontinued.
- Geomatic International and RCV Entertainment performed better than expected, ilse Media's internet operations were streamlined.

Sanoma Magazines Finland

- Circulation revenue up by 4%, advertising revenue by 3%, while Finnish magazine market as whole fell by 3%.
- Market leader in 2001 with a share of 20%, up by 2 percentage points.
- Major brands (ET, Kodin Kuvalehti, Aku Ankka) developed particularly positively, 2 magazines were transferred to Egmont Kustannus and 1 was terminated.



Sanoma Magazines /

Key developments 1-12/2001

Sanoma Magazines Belgium (Mediaxis)

- Circulation was slightly down, some magazines developed well
- Market share rose marginally as well as advertising revenues
- Radio and TV guide Express was sold at the end of 2001

Sanoma Magazines International

- Circulation growth largest in Hungary and Romania
- Competition in Czech Republic increased significantly, number of cost-cutting measures were introduced
- Decision to begin operations in Croatia
- Heads of Agreement to sell BEAP to management was signed in February 2002

Aldipress

- New distribution centre and return centre to be opened
- Number of outlets served remained at some 9,000, and market share at 72%
- Propotion of large retailers increasing, greater pressure for discounts



Sanoma Magazines

Operational indicators, 1.1.-31.12.

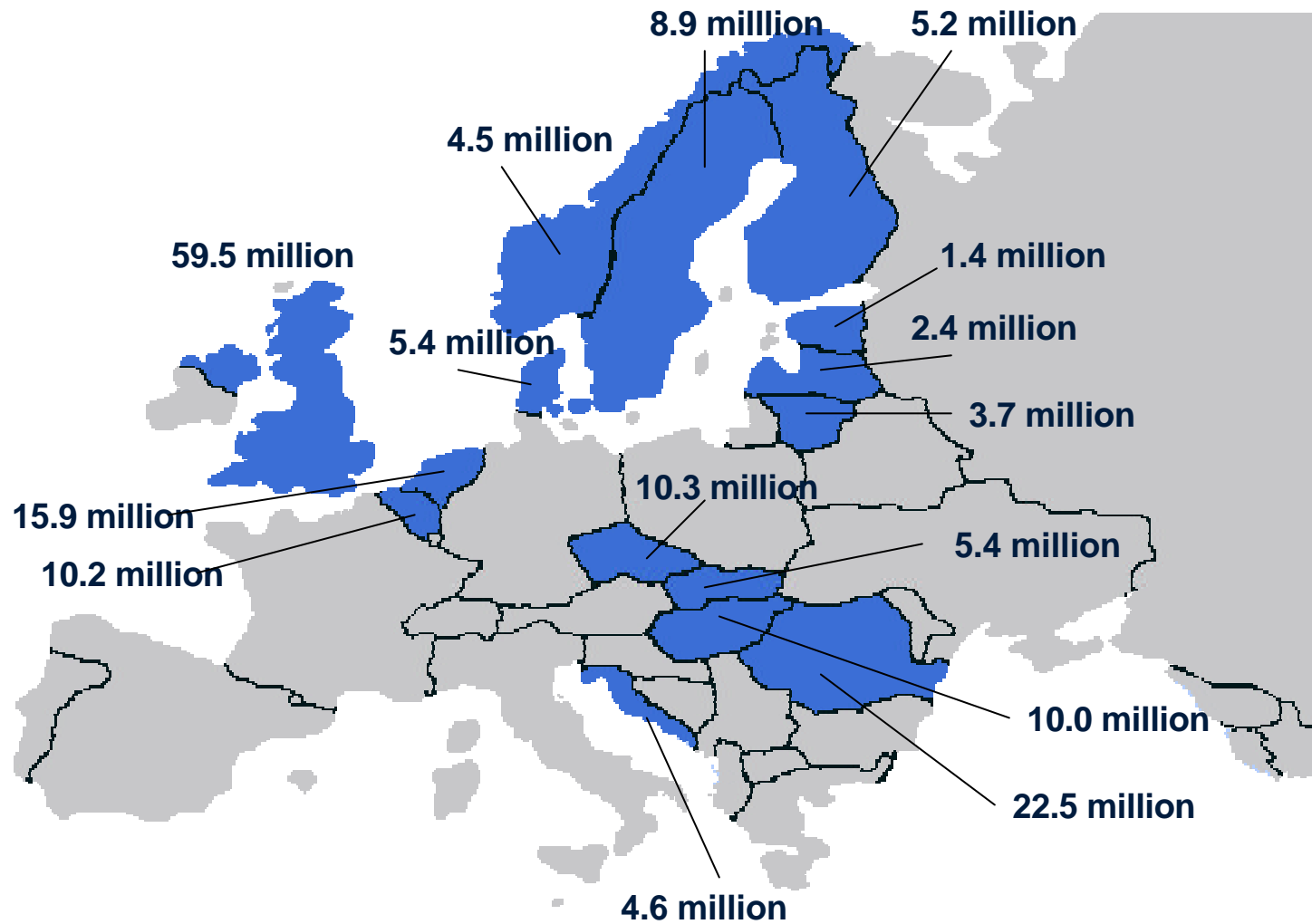
2001

Number of magazines published	269
Circulation of magazines, thousands *)	15,016
Magazine copies sold, thousands	444,155
Number of advertising pages sold	44,735
Number of books published (Sanoma Magazines Finland)	155
Number of copies sold (press distribution), thousands (Aldipress)	106,293

*) Circulation figures for Sanoma Magazine Finland are audited.

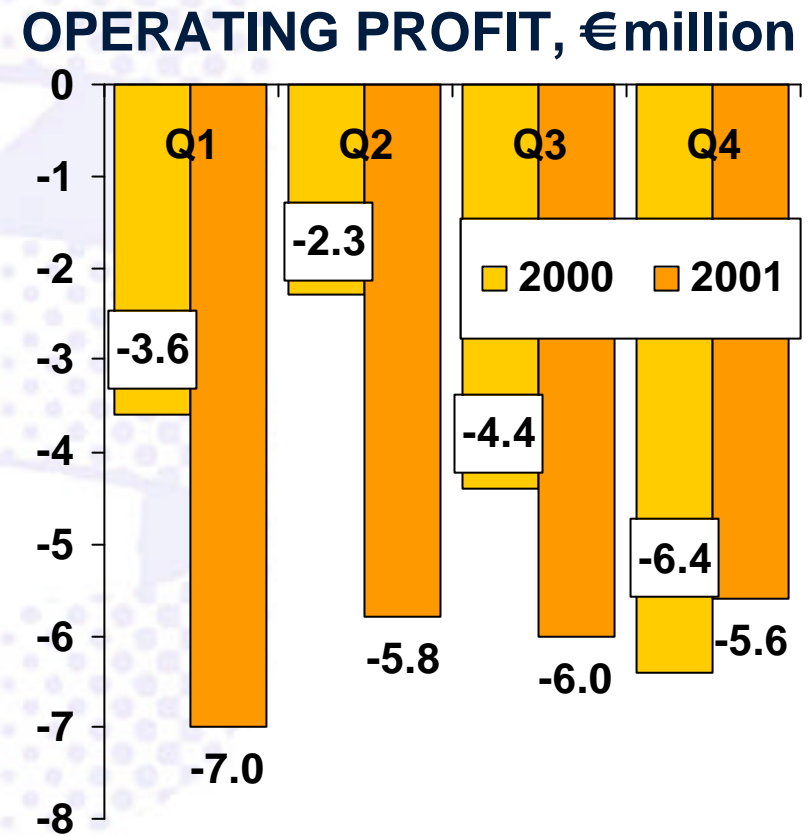
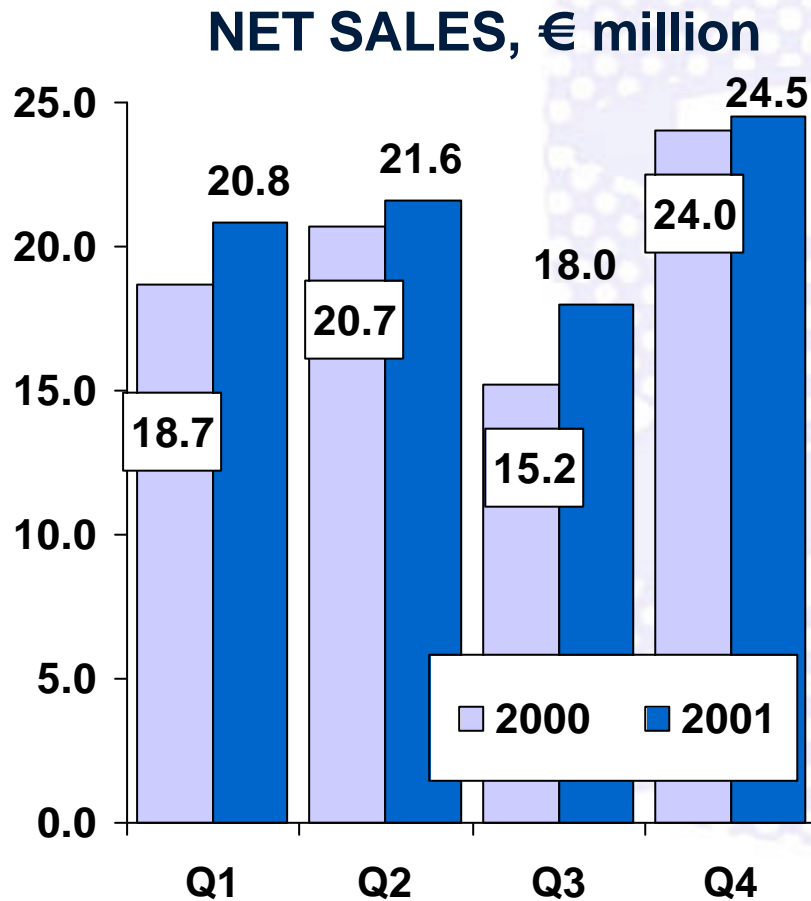


Population in SanomaWSOY's market areas



Activities in 15 European countries, as well as in Poland and Russia through associated companies.

SWelcom Division



SWelcom 1-12/2001

€million ?	NET SALES		OPERATING PROFIT	
	1-12/2001	1-12/2000	1-12/2001	1-12/2000
Electronic media	84.9	78.5	-24.5	-16.7
Total	84.9	78.5	-24.5	-16.7
	<u>12/2001</u>	<u>12/2000</u>		
Gross investments, €million	12.5	33.7		
Personnel, average	403	310		

Projection for 2002

- Net sales are projected to rise by some 15%.
- Operating profit performance is expected to improve clearly.



SWelcom / Key developments

1-12/2001

- **Increased net sales driven in particular by the success of Helsinki Television's (HTV) broadband services. Operating loss recorded mainly because of Nelonen's programming costs, goodwill amortisation and investments in digital TV.**
- **Nelonen strengthened its position as Finland's third-largest media.**
- **Net sales at Nelonen remained at the same level as in 2000, despite a drop of 9% in overall TV advertising.**
- **Net sales at HTV rose by 18% and profitability improved clearly.**
- **Nelonen launched its digital service as planned. SWelcom postponed the launch of digital pay-TV and lost its associated licence in January 2002.**
- **2ndhead Oy's operations have been reorganised in line with the current market situation.**

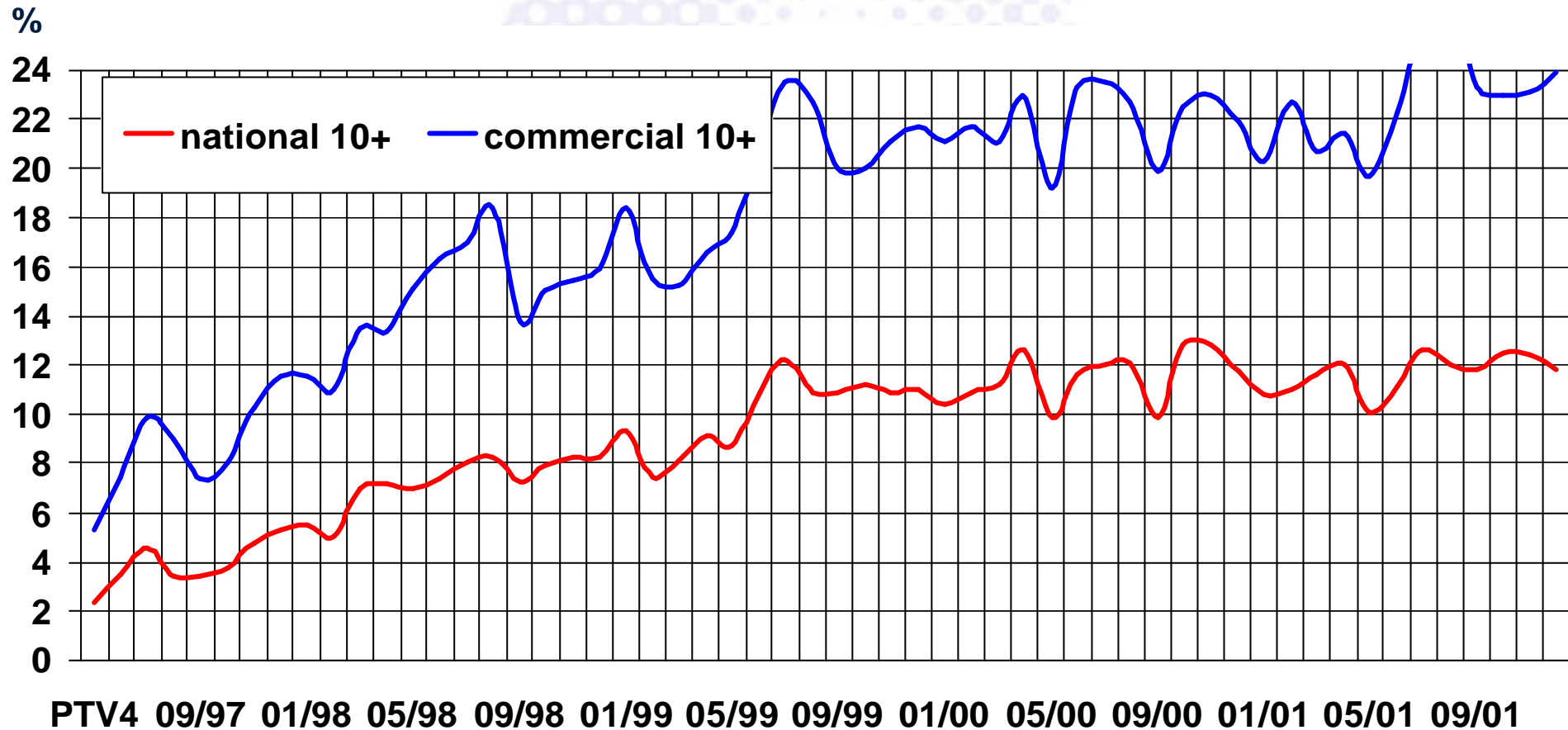


SWelcom

Operational indicators, 1.1.-31.12.

	2001	2000
Nelonen's share of Finnish TV advertising	26.6%	24.5%
Number of connected households, thousands	219	210
Number of pay-TV subscriptions, thousands	40	45
Number of broadband Internet connections, thousands	20	8

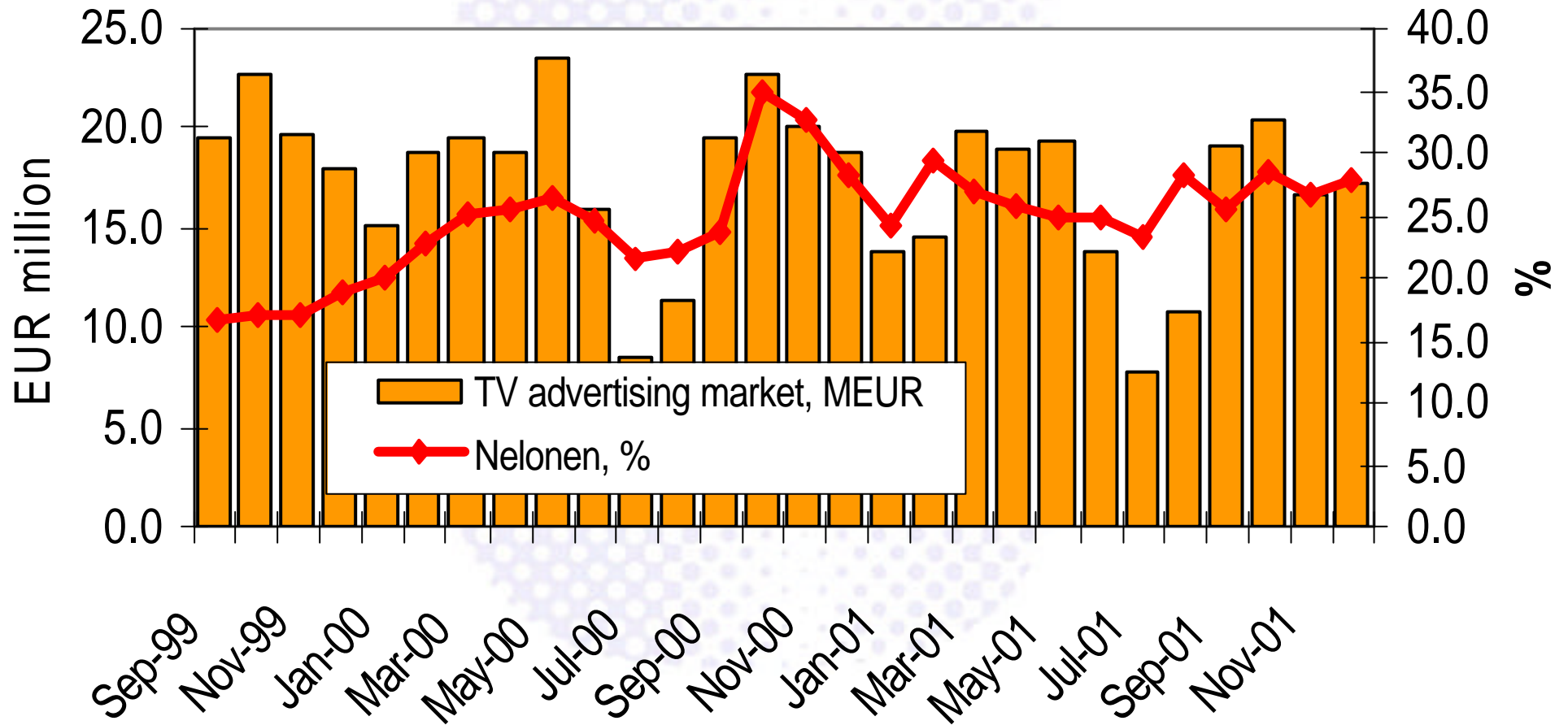
Audience figures for Nelonen



Source: Finnpanel Oy



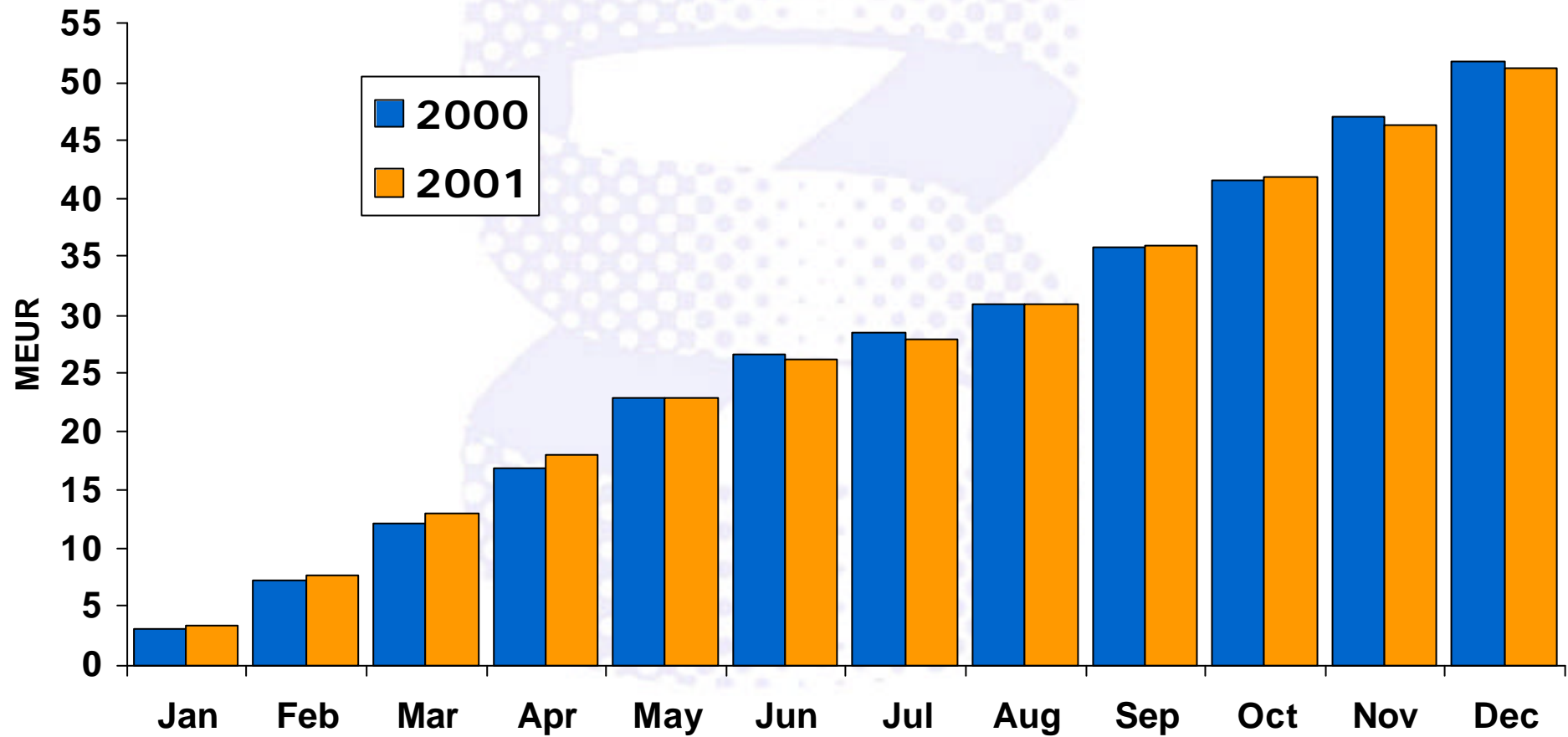
TV advertising market and Nelonen



Source: Gallup-Mainostieto

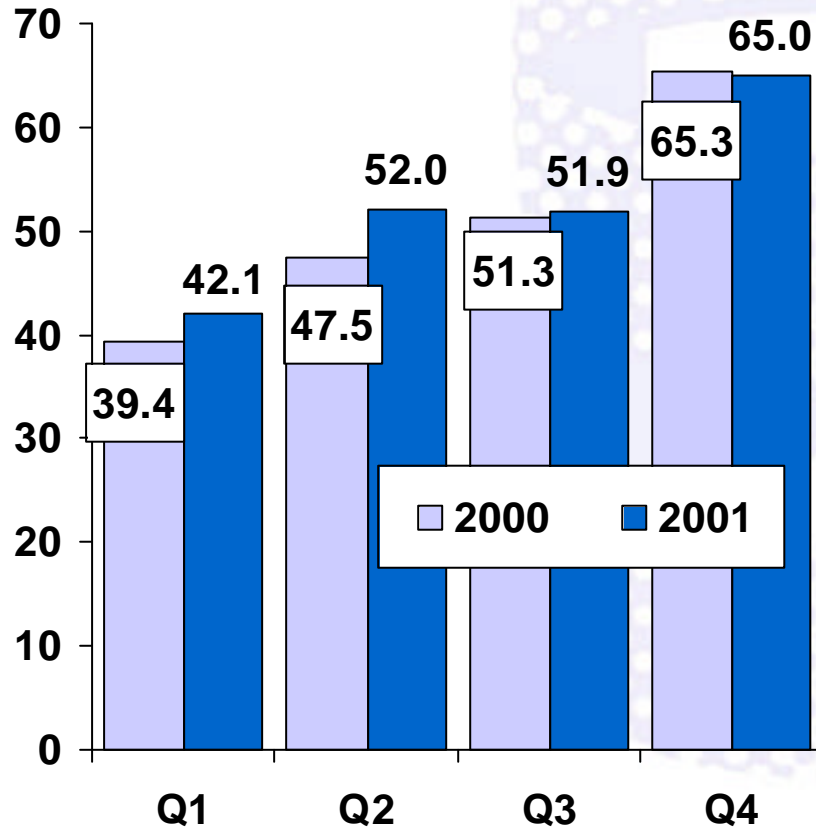


Nelonen sales revenue (cumulative)

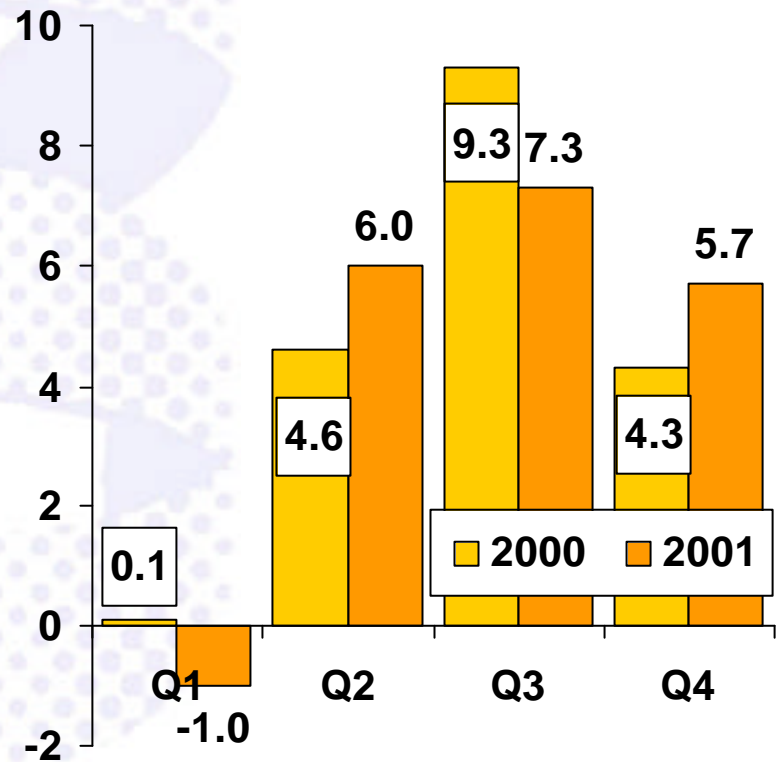


WSOY Division

NET SALES, € million



OPERATING PROFIT, € million



WSOY 1-12/2001

€ million

	NET SALES		OPERATING PROFIT	
	1-12/2001	1-12/2000	1-12/2001	1-12/2000
Publishing	131.8	127.4	6.3	8.3
Printing	62.2	61.4	7.4	9.3
Calendar operations	35.8	36.7	0.3	-1.8
Others	3.9	3.8	6.4*	3.1*
Intracompany transactions	-22.8	-25.9	-2.3	-0.5
Total	211.0	203.4	18.1	18.3
	<u>12/2001</u>	<u>12/2000</u>		
Gross investments, € million	14.7	25.5		
Personnel, average	1,863	1,803		

Projection for 2002

- Net sales are projected to increase by 5%.
- Profitability is projected to improve.

* includes share of Rautakirja's result



WSOY / Key developments

1-12/2001

- **Traditional publishing proved profitable, overall profit impacted by losses in electronic publishing.**
- **Economic downturn had an adverse impact on sales, but the Christmas season proved exceptionally brisk.**
- **Market share in school books rose.**
- **Genimap had a good first year.**
- **WSOY decided to let its digital TV licence lapse; the Internet-based Opit learning portal was launched in October.**
- **Printing Unit performed well; traditional book printing survived well in the printing downturn.**
- **Restructuring of Calendar operations was successful.**



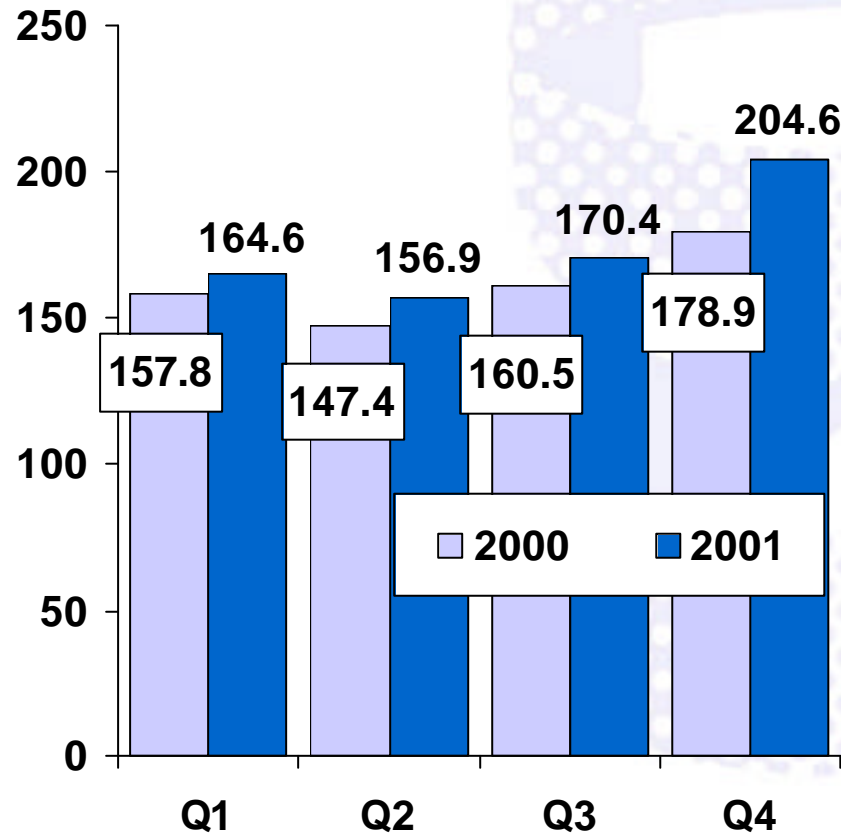
WSOY

Operational indicators, 1.1.-31.12.

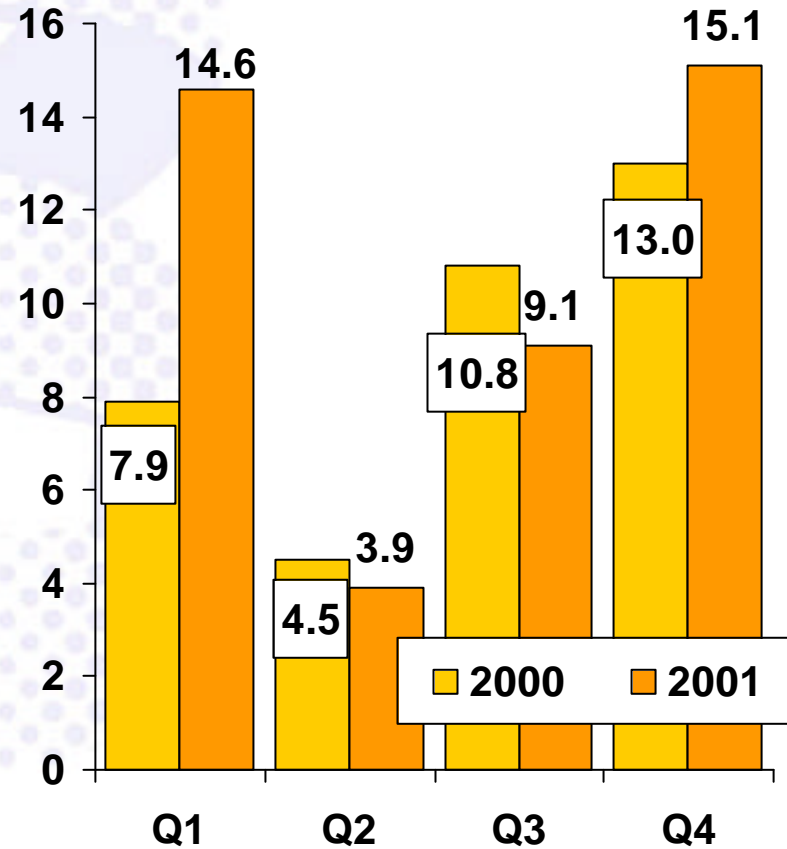
	2001	2000
Number of new titles published		
Books	622	612
Electronic products	123	175
Number of reprints published		
Books	1,213	1,261
Electronic products	257	260
Books printed, millions	22	23
Paper consumption, tonnes	13,139	12,174

Rautakirja Division

NET SALES, € million



OPERATING PROFIT, € million



Rautakirja 1-12/2001

€million	NET SALES		OPERATING PROFIT	
	1-12/2001	1-12/2000	1-12/2001	1-12/2000
Kiosk operations	359.8	336.8	14.8	15.7
Press distribution	165.1	154.2	10.3	9.5
Bookstores	113.9	107.2	6.7	6.0
Movie theatre operations	47.6	43.6	2.0	2.5
Restaurant operations	42.4	38.4	-1.1	-2.2
E-business	0.4	0.0	-1.7	0.0
Others	0.0	0.0	11.5	4.6
Intracompany transactions	-32.7	-35.6	0.0	0.0
Total	696.5	644.6	42.6	36.2
	<u>12/2001</u>	<u>12/2000</u>		
Gross investments, €million	35.9	28.6		
Personnel, average	4,461	3,977		

Projection for 2002

- Net sales are projected to increase by more than 5%.
- Operational result is expected to be equivalent to that for 2001.



Rautakirja / Key developments

1-12/2001

- **Net sales developed well across all businesses, the Christmas season was particularly successful. Operating profit improved in press distribution, bookstores, and restaurants. Capital gain on the sale of Narvesen shares contributed to higher operating profit.**
- **Operational performance of Kiosk operations in Finland was at 2000 levels, net sales at Veikkausrasti grew by nearly 10 %.**
- **Press distribution activities were expanded to Latvia.**
- **Bookstores had a successful year, a third of growth derived from operations in Estonia.**
- **Cinema operations expanded in the Baltic countries.**
- **Online betting will begin during 2002.**



Rautakirja

Operational indicators, 1.1.-31.12. *)

	2001	2000
Customer volume in kiosk operations, thousands	82,499	86,947
Customer volume in bookstore operations, thousands	6,629	6,508
Customer volume in movie theatres, thousands	3,351	3,876
Number of copies sold (press distribution), thousands	136,700	136,299

*) Own units in Finland

Outlook for 2002

- **SanomaWSOY's operating profit and net sales are expected to improve significantly during 2002 as the net sales and operating profit generated by the businesses acquired from VNU will be included for the full year instead of only one quarter.**
- **Net sales are projected to rise to over €2,400 million.**
- **Operating profit is projected to improve by nearly a quarter unless there is an unexcepted change in the economic situation.**
- **Comparable net sales and operating profit are expected to improve.**
- **Various measures launched in a number of businesses during 2001 are expected to contribute to improved profitability.**
- **A lighter balance sheet**

