



Opening of the Day

President and CEO Hannu Syrjänen
CMD, 5 October 2007

Focus on Market Leadership

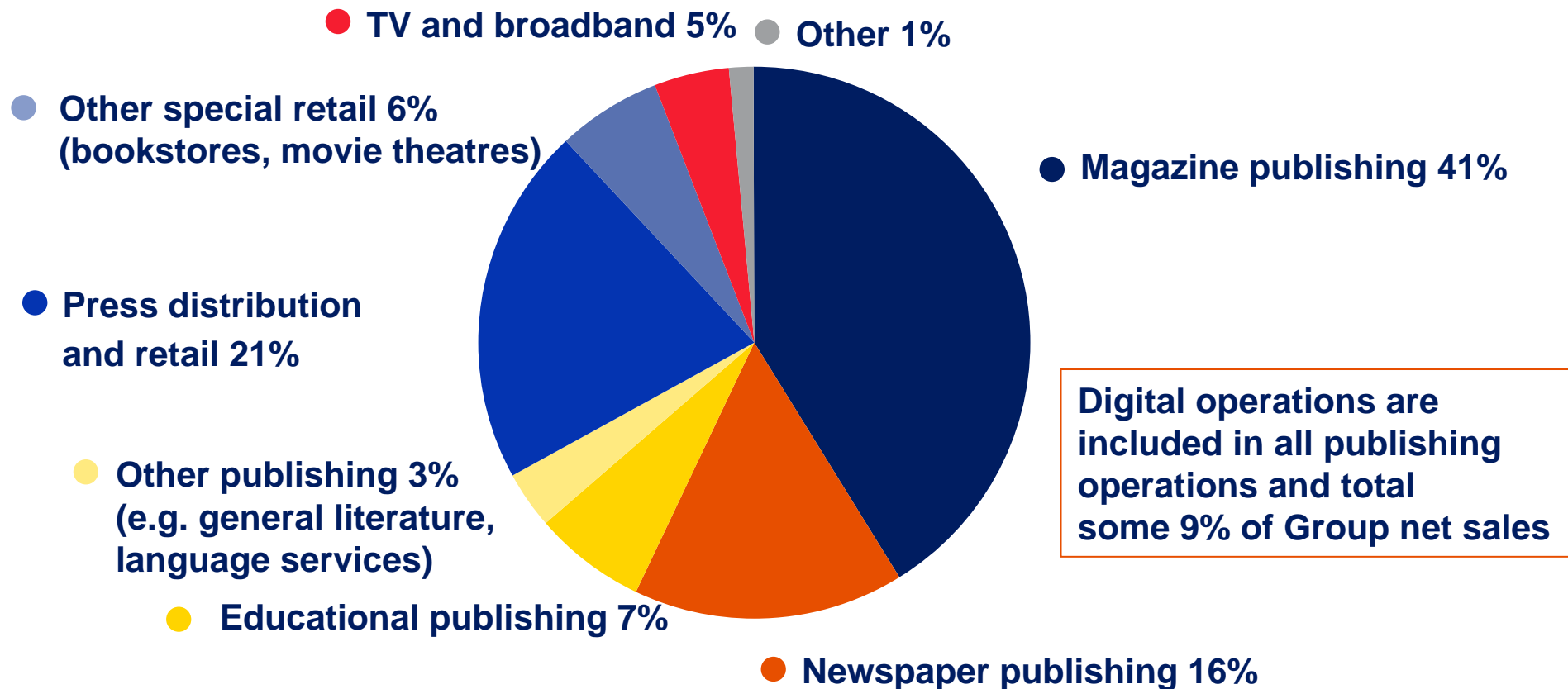
The SanomaWSOY Group

- One of Europe's largest magazine and educational publishers
- Wide, extremely strong media portfolio in Finland; focused approach internationally
- Leading media assets in the chosen markets **with strong cash generation**, combined with **excellent position**
 - in the attractive CEE countries and Russia
 - in digital businesses
 - in distribution in Finland and the Baltic countries
- Good dividend payer
 - primarily over half of Group result after taxes distributed in dividends



Strong Business Portfolio

Net Sales M€ 2,742 • EBIT M€ 292 • Personnel 18,434



Multimedia Strategy in Finland

Four Focused International Growth Areas

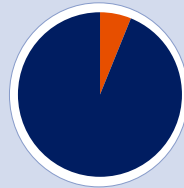
Magazines



41%

- Concepts travel – magazines are not influenced by national or political issues
- Preferred international license partner + own concepts across borders
- Magazines are perfect platforms for brand extensions and community solutions

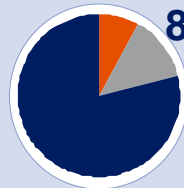
Educational publishing



7%

- Growth potential: investments in CEE and move to eLearning
- Consolidation of business – no big players in Europe
- Modularisation in production: local content, global platforms

Press distribution and retail



8%
13%*

- Good, profitable business & exportable know how
- Supports magazine value chain
- Kiosk operations complement distribution in CEE countries Russia

Digital media



9%

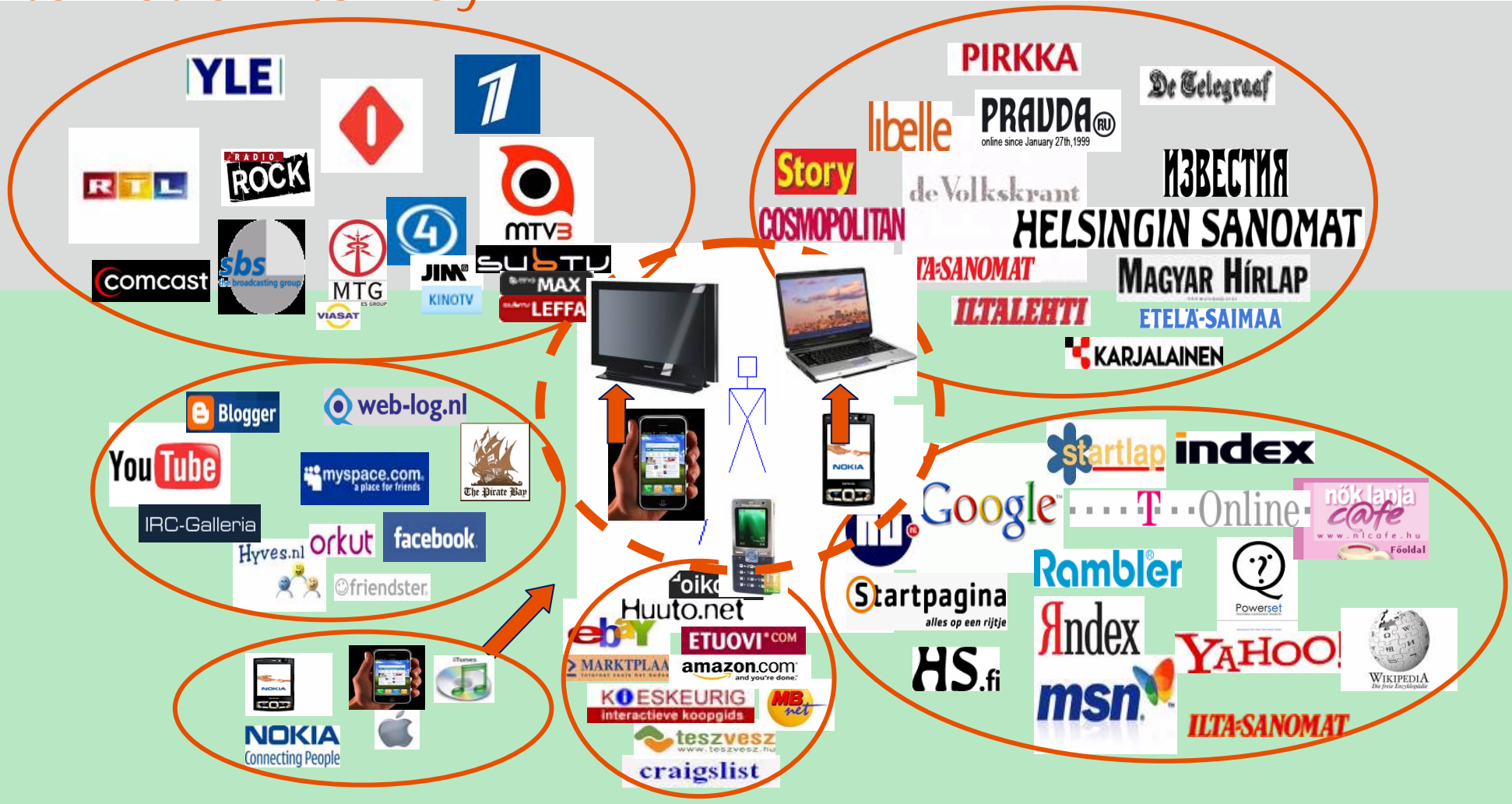
- Controlled transition from print to digital (optimal time, optimal pace)
- Consumer defines what content and where he/she wants to use
- Includes TV and radio, online access, digital content, online advertising and eCommerce (some 4% without broadcasting)



Trends

The Media Today

My Media Expanding, Platforms Converging, Mobile Internet on Its Way



Overall Megatrends

- Globalisation and consolidation
- ICT development enables totally new ways of doing
- Big global players and successful local strategies evolve side by side
- More choice for consumers and advertisers; fragmenting markets
- The traditional lines of competition becoming fuzzier – Who do I compete with?
- Consumers taking control; "social and creative" media, sharing ideas and experiences
- Ageing (in our main markets) and decreasing family sizes (especially in CEE countries and Russia)



Strategic Frame

Strategic Frame

- Multimedia strategy in Finland
- Focused growth areas
 - magazines
 - educational publishing
 - digital media
 - press distribution/kiosks



Strategic Objectives

Growth and profitability

- Expansion especially in growth markets
- Value-adding consolidation
- Judicious investments in digital media
- Efficiency efforts in all businesses

Market leadership

- Value-adding market leadership in chosen businesses and markets
- One of the leading European magazine and educational publishers

Way of doing

- Customer centric product and service development
- Innovative and cooperative people that can deliver sustainable growth and profitability
- Optimal combination of local know how and international best-in-class practises
- Value-adding cross-divisional and international cooperation
- Fast and flexible processes enabling full exploitation of growth and efficiency opportunities



Digital Media in SanomaWSOY

SanomaWSOY's Digital Media Categories

Online advertising

All online and mobile advertising funded products/services like news sites, classifieds, portals, internet auction, games

Digital paid content

Products/services sold in digital format, like educational products, pictures etc.

TV and Radio

Broadcast TV and pay TV services and radio operations

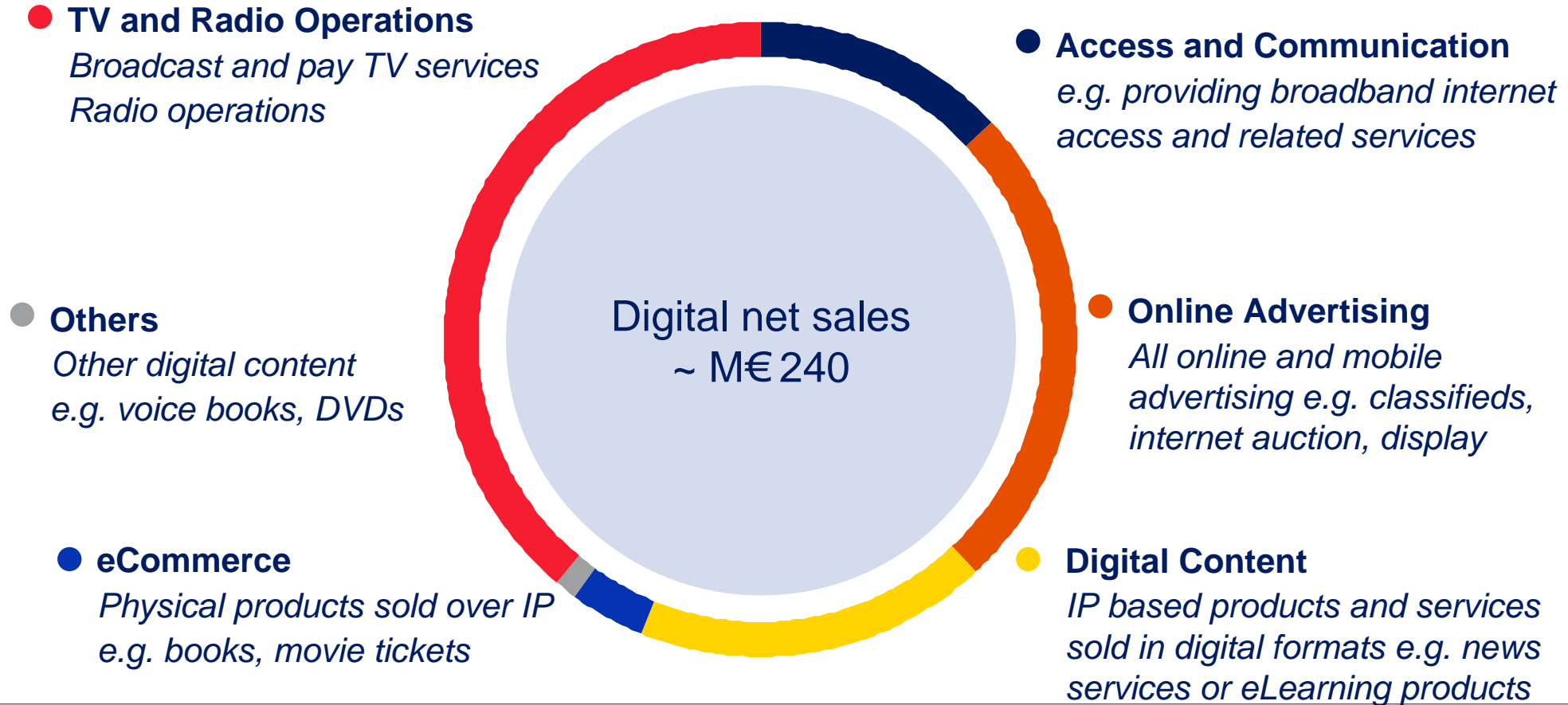
Access and communications

Welho broadband access and communications services

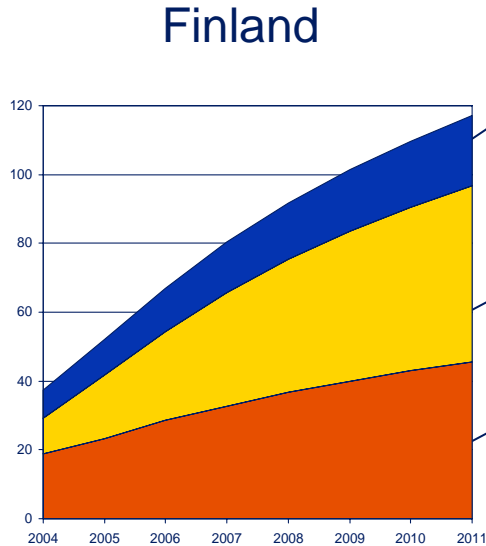
E-commerce

Physical products sold, like books, over IP

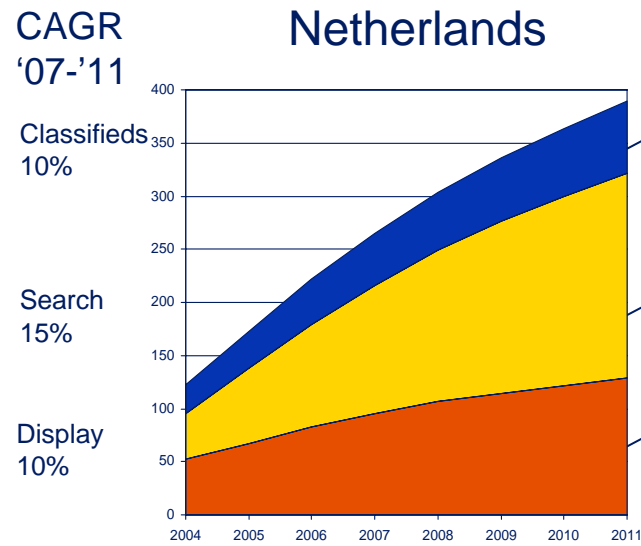
Digital Business in SanomaWSOY



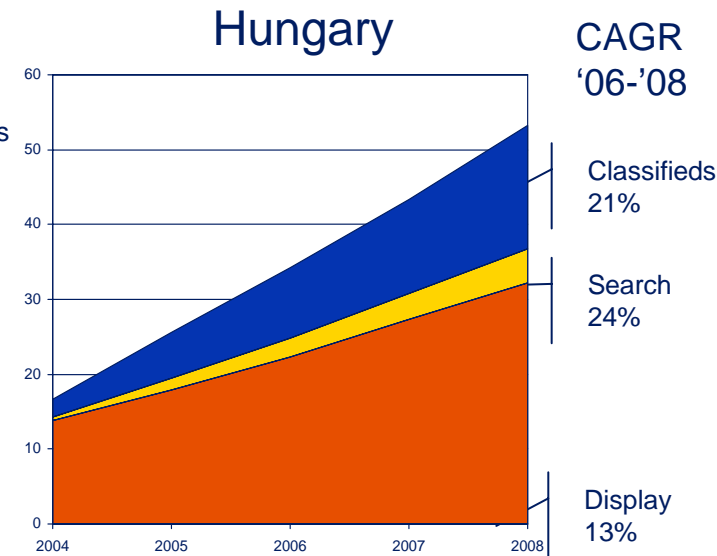
Classifieds, Search and Display Advertising Breakdown of Online Revenue



Total online advertising market size of 117 MEUR in 2011



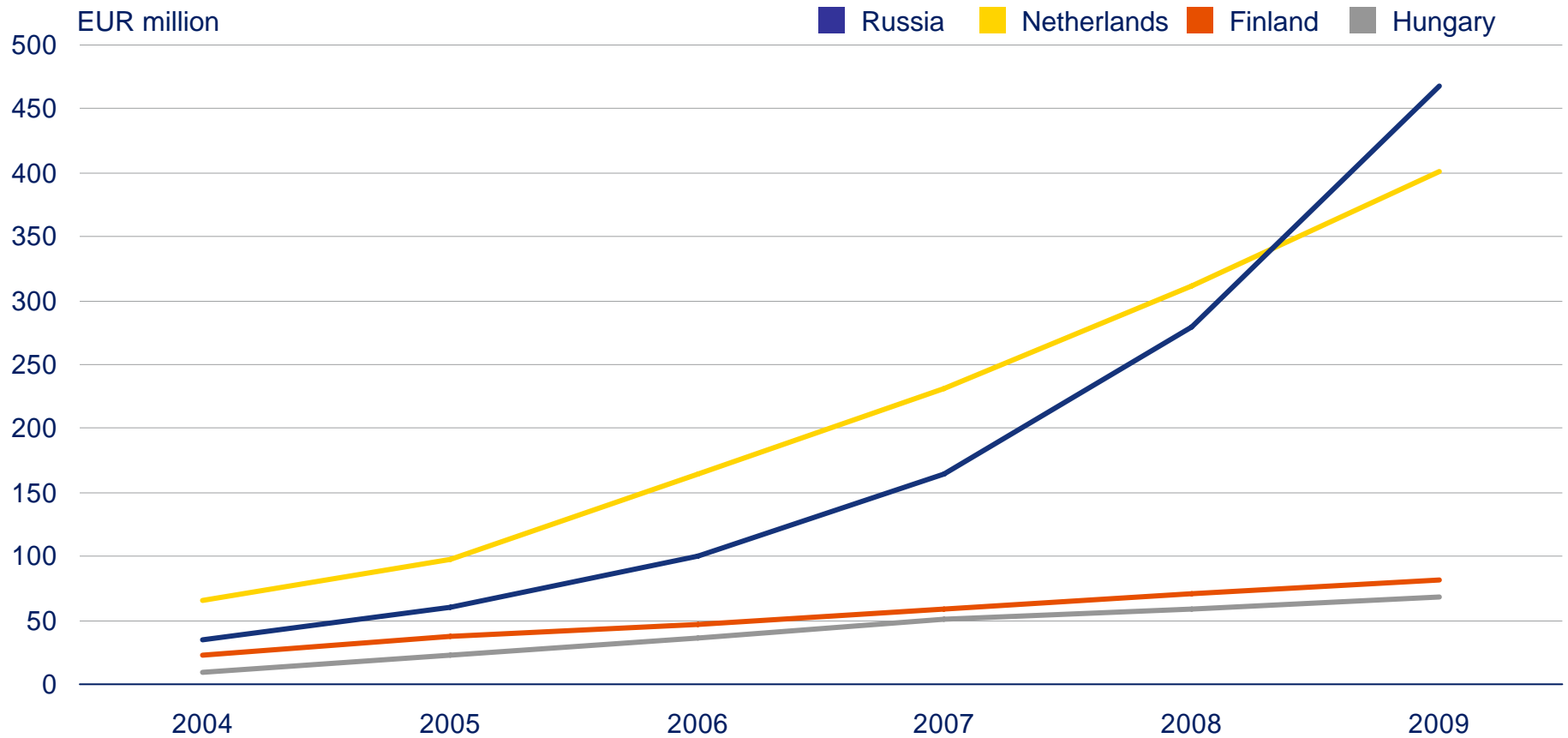
Total online advertising market size of 389 MEUR in 2011



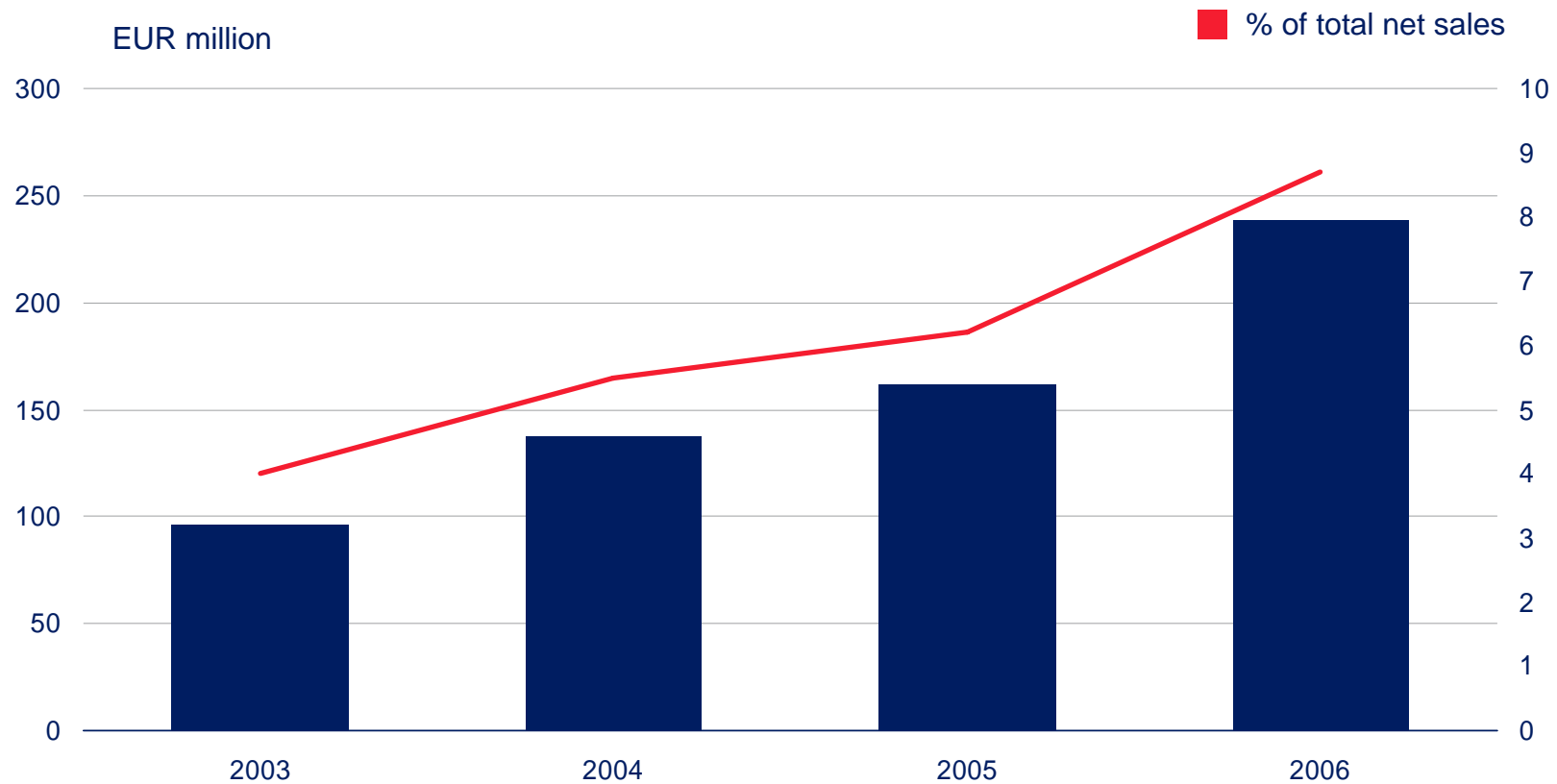
Total online advertising market size of 53 MEUR in 2008

- Online advertising growth in 2006
- Sanoma Magazines in the Netherlands: by 55%
 - Sanoma in Finland by 42%
 - Sanoma Magazines in Hungary by 95%

Online Advertising Expected to Grow



SanomaWSOY Digital Media Sales



2003–2005 are not fully comparable with 2006



Content for Your Life