Growth powered by Learning

Roadshow presentation
September 2026

Sanoma in 2025

Impacting the lives of millions of people everyday

A leading European K12 learning content provider

Serving about

25 million

students across Europe

Net sales **746m€**
Adjusted operating profit margin 20.4% (**152m€**)
Non-print 47%

#1 digital cross-media company in Finland

Reaching

96%

of all Finns every week

Net sales **557m€**
Adjusted operating profit margin 8.8% (**49m€**)
Non-print 58%

Unique sustainability profile

Sanoma Group

Net sales
1,303m€

Non-print sales
51%

Adjusted operating profit
188m€

Net debt / Adj. EBITDA
1.8x

Free cash flow
160m€

Dividend per share
0.42€
(43% of FCF)

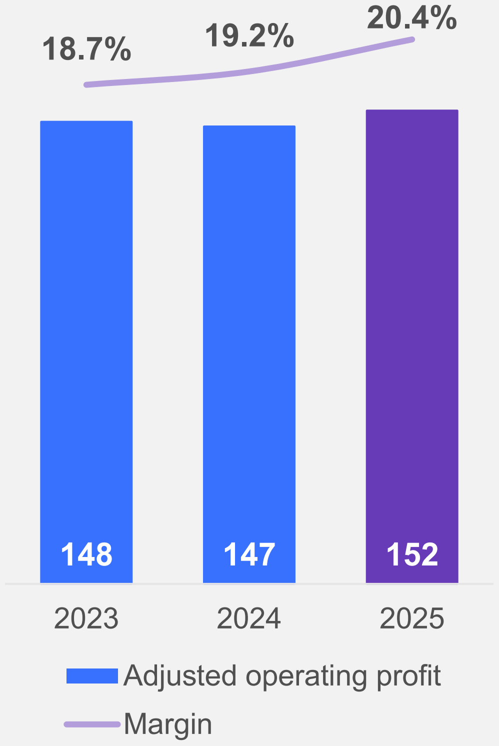
sanoma

All figures relate to FY25.

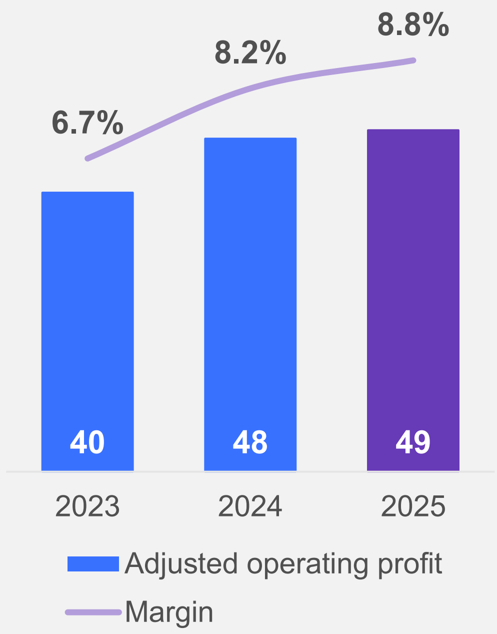
Successful delivery on key 2024–2026 focus areas

Improved profitability

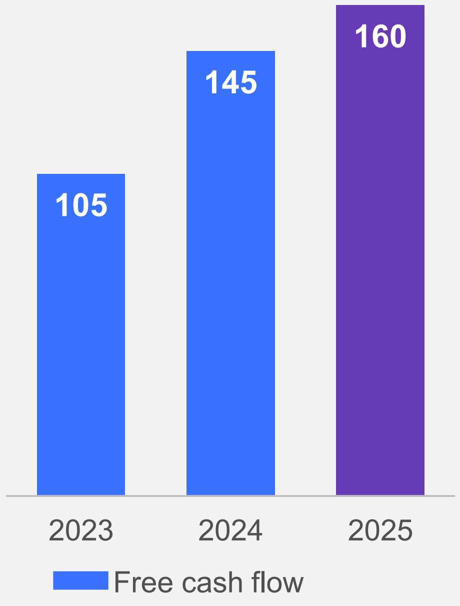
Learning



Media Finland

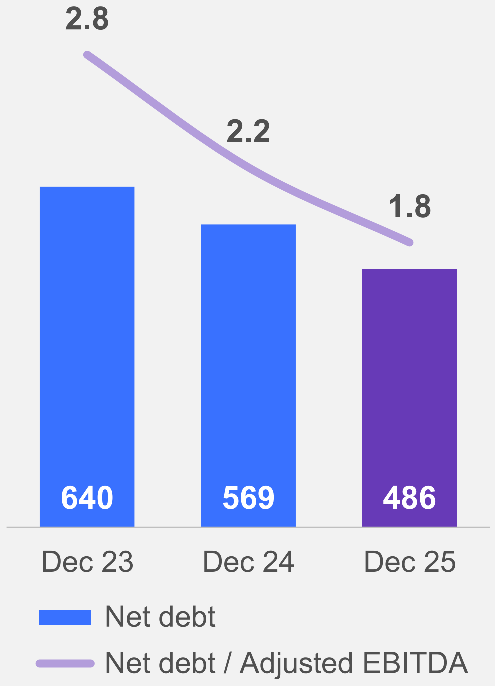


Improved free cash flow



Free cash flow = Cash flow from operations – capital expenditure

Significant balance sheet deleveraging



150m€ hybrid bond, issued in March 2023 and repaid in March 2026, was booked as equity, and excluded from net debt and net financial items.

Our growth path 2026–2030

Growth powered by Learning

Sanoma as an investment

Unique position

A leading European K12 learning content provider

K12 education is a priority for parents, students and governments worldwide

- Leader in blended learning: the teacher's preferred approach
- Best-in-class content and strong teacher relationships give us significant competitive advantage
- Inclusive and personalised learning to help all students reach better education outcomes

Clear growth pathway

Shaping the future of K12 education via multiple levers

Well placed to grow Learning net sales in 2026–2030

- Strong curriculum renewal cycle commencing in core markets
- Combining curriculum K12 learning expertise with AI unlocks significant opportunities in personalised learning
- Clear potential and pathway to consolidate a fragmented market

Optimal basis for growth

Strong business fundamentals

Positioned to deliver on both our growth ambition and dividend policy

- Successful digital transformation in Media Finland supported by significant growth from gambling market opening
- Quality and profitability of Media Finland enhances our ability to invest in Learning growth
- Robust balance sheet and strong free cash flow growth enables increasing dividends and M&A

Pathways to a high single-digit organic earnings growth for the Group in 2026–2030

Unique position
A leading European K12 learning content provider

Clear growth pathway
Shaping the future of K12 education via multiple levers

Optimal basis for growth
Strong business fundamentals

Financial Targets

Growth at Learning	%
Comparable net sales	Mid single-digit
Adjusted operating profit	High single-digit
Growth at Media Finland	**%**
Comparable net sales	Stable
Adjusted operating profit	Low single-digit
Solid balance sheet and returns	
Net debt / Adj. EBITDA	< 2.5
Dividend policy	Increasing dividend, 40–60% of annual free cash flow

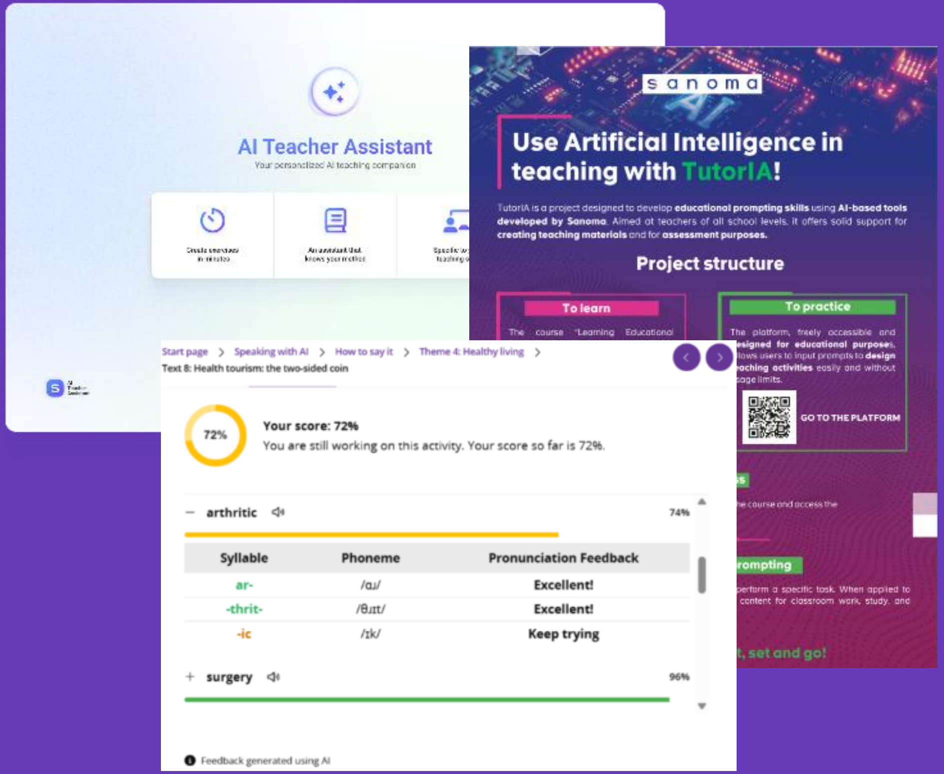
Growth is measured annually using a 3-year CAGR

Dutch distribution sales expected to be around 40m€ lower in 2026, improving Learning margin clearly above 23% in 2026

Additionally, substantial net sales (20+m€ p.a.) and earnings growth in Media Finland from opening of the gambling market mid-2027

sanoma

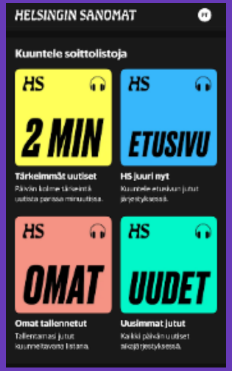
Our growth is enhanced by AI



Responsibly harnessing AI across Sanoma

Emphasising trust and human oversight as we work to unlock value, innovation and growth

Engage in Learning	Step change in support available to teachers, students and parents	Increasingly personalised learning pathways and resources	New offerings and enhanced learning outcomes
Engage in Media	Increased depth and breadth of our unique content	Smarter, intuitive, interactive, and more personalised products	Increased customer value
Productivity everywhere	Automation, faster marketing asset production, rapid product creation and testing…	Faster development cycles, improved workflows...	Unlocking value, time and resource to focus on customer value



sanoma

K12 education: A large and attractive market

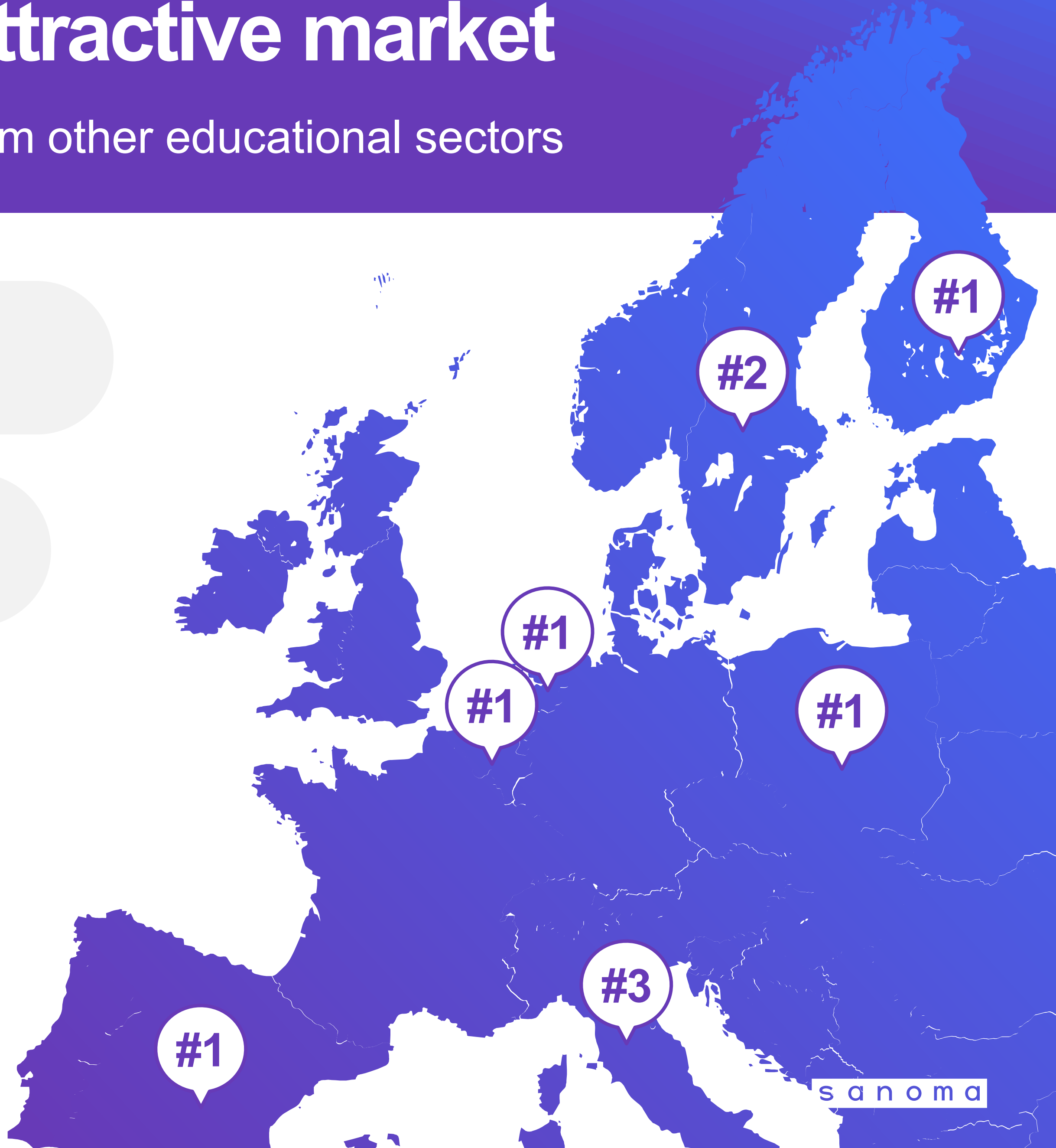
The key characteristics of K12 make it different from other educational sectors

STICKY
Teachers change materials every 3-8 years

SUPPORTED
Public spending on education is increasing

RESILIENT
Education is a priority across economic cycles

BARRIERS TO ENTRY
High barriers to entry as each market is localised



Multiple levers to drive growth and value-creation in Learning

Capture the curriculum renewal cycles

Shape our market

Scale our opportunity

Drive continued organic growth with our best-in-class content, capturing the curriculum renewals in 2026–2030 and positive spending trends

Drive further growth by shaping the evolution of K12 education towards personalised learning, embracing AI

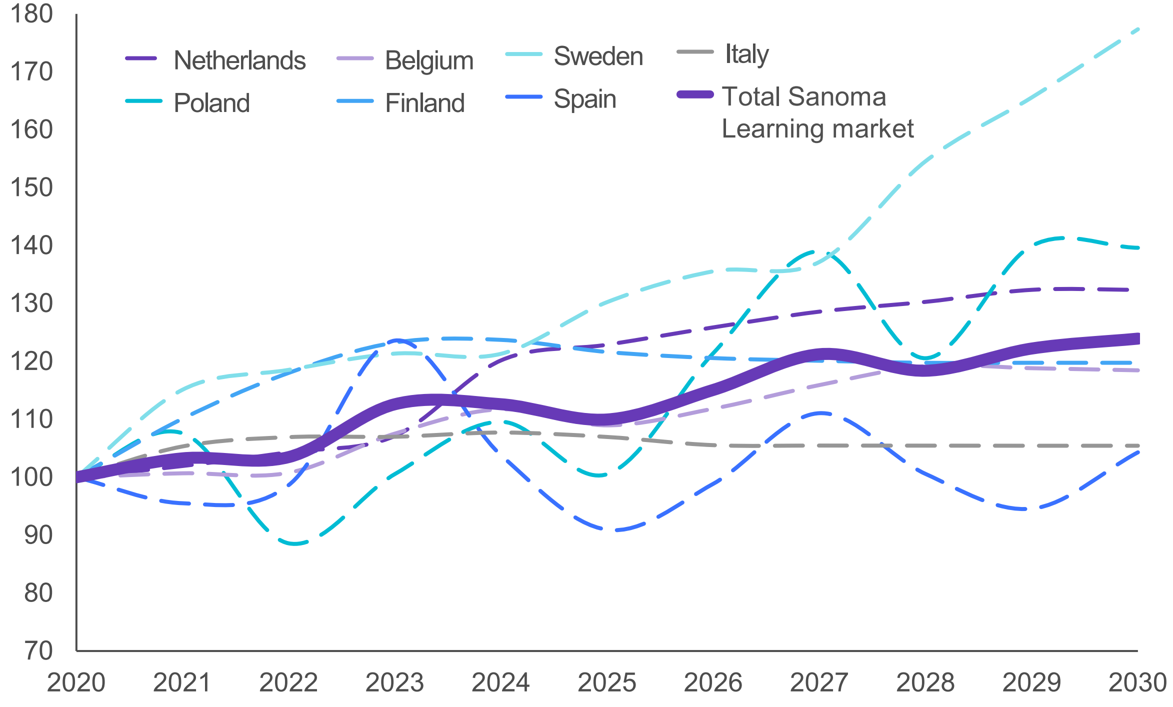
Building on our existing scalable foundation for operating leverage, accelerating growth through value-creating M&A and strategically-focused acquisitions

Capture the curriculum renewal cycles

Market dynamics and a leading position support organic growth

Learning content expenditure is set to increase from 2026 due to curriculum renewal cycles

K12 publishing market values in Sanoma's key operating countries



Indexed to 2020

Our blended learning content matches teachers' preferences

Content created in partnership with teachers to match local curriculums

Embracing a blend of high-quality printed and digital content formats

Blended methods support learning outcomes, student motivation and save teachers' time

Learning content is core to our growth
More than 80% of net sales in 2025

Shape the future of K12 education

We have a clear outlook on the future of K12's fundamentals and the expected role of AI

Scenarios

Sticking to fundamentals | Evolution and optimisation | More flexible schooling | AI revolution

Challenges

- Learning outcomes are declining
- Shortage of teachers
- More complex and diverse classroom dynamics

Our outlook on the future of K12 education

Fundamentals of K12 learning remain

- Schools and classrooms are the anchor
- Teacher at the helm, leveraging blended materials

AI brings an opportunity

- Our high-quality blended learning content is significantly enhanced and personalised through AI
- Pace, style, test results of the students are taken into account in real time; catering increasing diversity and more remote learning
- **Creating the most inclusive, personalised and transformative era of K12 education**

We have the expertise and content to seize the opportunity

Improving learning outcomes

Each child gets a fair chance

Scale our opportunity

Well-placed to grow through M&A in K12 with a disciplined approach

Significant headroom and ability to execute across three M&A routes

Routes

1 Markets
Enter new geographic markets with blended learning

2 Strength
Enhance our position in current markets and offerings

3 Adjacencies
Enter adjacent offerings in current markets

Key criteria

- K12 focus
- Market leading
- Supporting our net sales and earnings targets
- High barriers to entry

Accelerate growth

Drive scale through consolidation

Enhance shareholder returns

sanoma

Acquisition of Vicens Vives strengthens our position in Spain

- Vicens Vives is one of the major learning content providers in Spain
  - Net sales of 29m€ in 2025
  - Product offering complements our current printed and digital offering
- Spain is one of the largest K12 learning services markets in Europe with ~7 million students
  - We have a well-established market leading position
  - Great potential from the new funding cycle of the ongoing curriculum in 2026–2027 and increasing demand for personalised learning
- The acquisition is in-line with our strategy to grow in K12 learning
  - Building on our existing scalable foundation in a current operating country
  - Supporting Learning's financial targets for net sales and adjusted operating profit growth (see p. 6)
- Transaction details
  - EV 40m€ and EV/EBITDA 6.8x
  - Completed on 30 April

Acquisition of Fluentbe strengthens our position in Poland

- Fluentbe is a Polish online tutoring platform for language learning
  - Fluentbe offers AI-powered, personalised language learning for both individuals and enterprises
  - Net sales of approx. 6m€ in 2025
  - Acquisition completed on 1 July
- Poland is one of the largest K12 learning services markets in Europe with ~6 million students
  - Great potential from the curriculum renewals in 2026–2027 and increasing demand for personalised learning
  - Fluentbe's AI-powered offering provides us an entry into the large and fast-growing Polish tutoring market
  - It can be combined with our local K12 expertise, strong brand and the base of more than 2 million digital users
- The acquisition is in-line with our strategy to grow in K12 learning
  - Building on our existing scalable foundation in a current operating country
  - Supporting Learning's financial targets for net sales and adjusted operating profit growth (see p. 6)

sanoma

Media Finland

Successful digital transformation further driven by AI and significant growth of the gambling market

Building on our leading position…

96%
weekly reach
(89% digital)

80%
direct traffic

75%
of news subscriptions digitally active

58%
B2C share of net sales

50%
of all subscriptions digital only

…to drive the digital transformation forward…

Continuous digital growth

For our audiences
Existing and new audiences, increased login rates

For our products
Upsell, modularisation, strategic content partnerships

AI driven value potential

For productivity
Increasingly automate and augment our activities

For customers
Smarter products, product extensions, new experiences

…and responsibly capture additional, new market growth

Gambling market opening

Gambling market opening mid-2027
Expected to generate 20+m€ p.a. incremental additional advertising sales from gambling firms as the market evolves

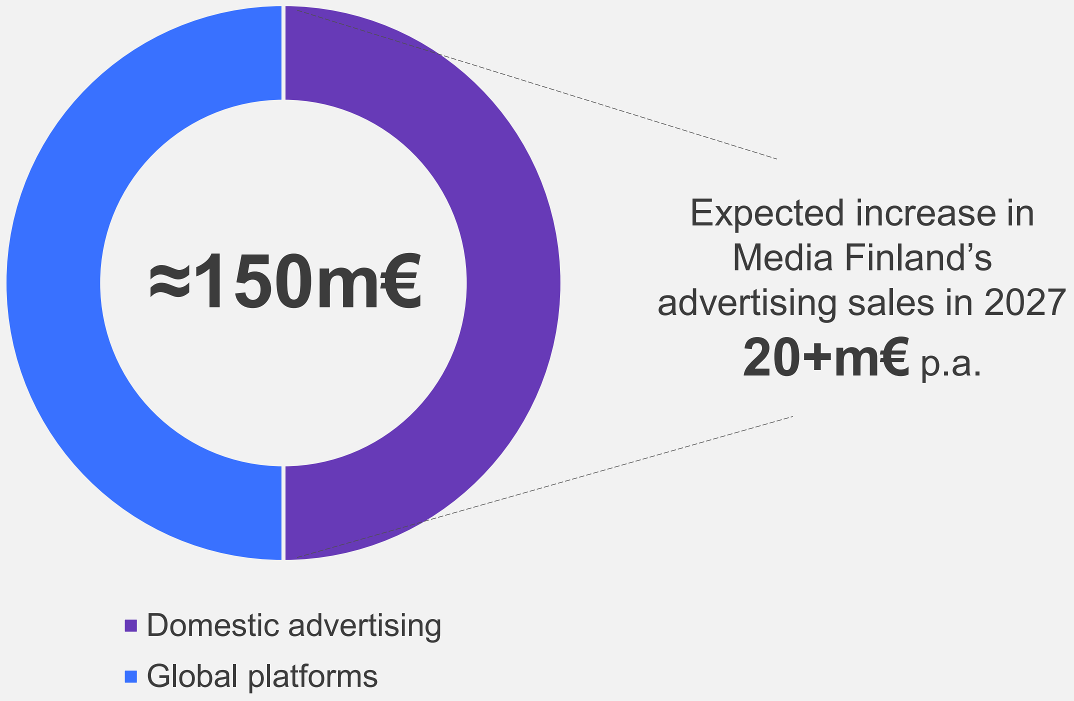
sanoma

Media Finland advertising sales to grow approx. by 20+m€ from the gambling market opening

Media spend opportunity from gambling advertising

- Estimated total incremental marketing spend from gambling companies 200m€ p.a., of which ~150m€ to be spent in advertising
  - Normalising towards 80–100m€ p.a. in a steady state
- 50% of the advertising media spend expected to be invested in the domestic market and 50% in global platforms
- Domestic market growth estimates assume increasing price level in key advertising categories with the increased demand
- Margin contribution expected to be high

Expected gambling advertising market at opening



Media Finland

Leveraging AI in our key business processes

AI benefits through reduced external spending and increasing time for value-adding work

Initiatives	**News content creation**	**Marketing content creation**	**Digital product development**	**B2B sales**
	Increase core process automation, personalise and improve quality of our unique content	Make creatives with higher efficiency using in-house talent and modern tools	Improve time-to-market through faster product and software development	Improve efficiency and increase time spent with customer
Examples	Story research, article drafting	Text & visual assets, auto-versioning	Developer copilots, rapid prototyping	Lead generation, CRM agents

Benefits:

More unique content

Faster time-to-market

Reduced external spend

Ad sales growth in underserved categories

sanoma

On track for the full-year step change in adjusted operating profit

Key factors influencing 2026 performance

Learning

- Growth in learning content sales especially in Poland, Spain and the Netherlands driven by curriculum renewals and the acquisitions so far in 2026
- Discontinuation of Dutch distribution business will reduce net sales by approx. 40m€
- Adjusted operating profit margin improving to clearly above 23%

Media Finland

- Continuing growth in digital subscription sales more than offsetting decline in print
- Relatively stable advertising sales; growth in digital offsetting lower print and TV
- Continuous efficiency improvement

Outlook for 2026

(unchanged since Feb 2026)

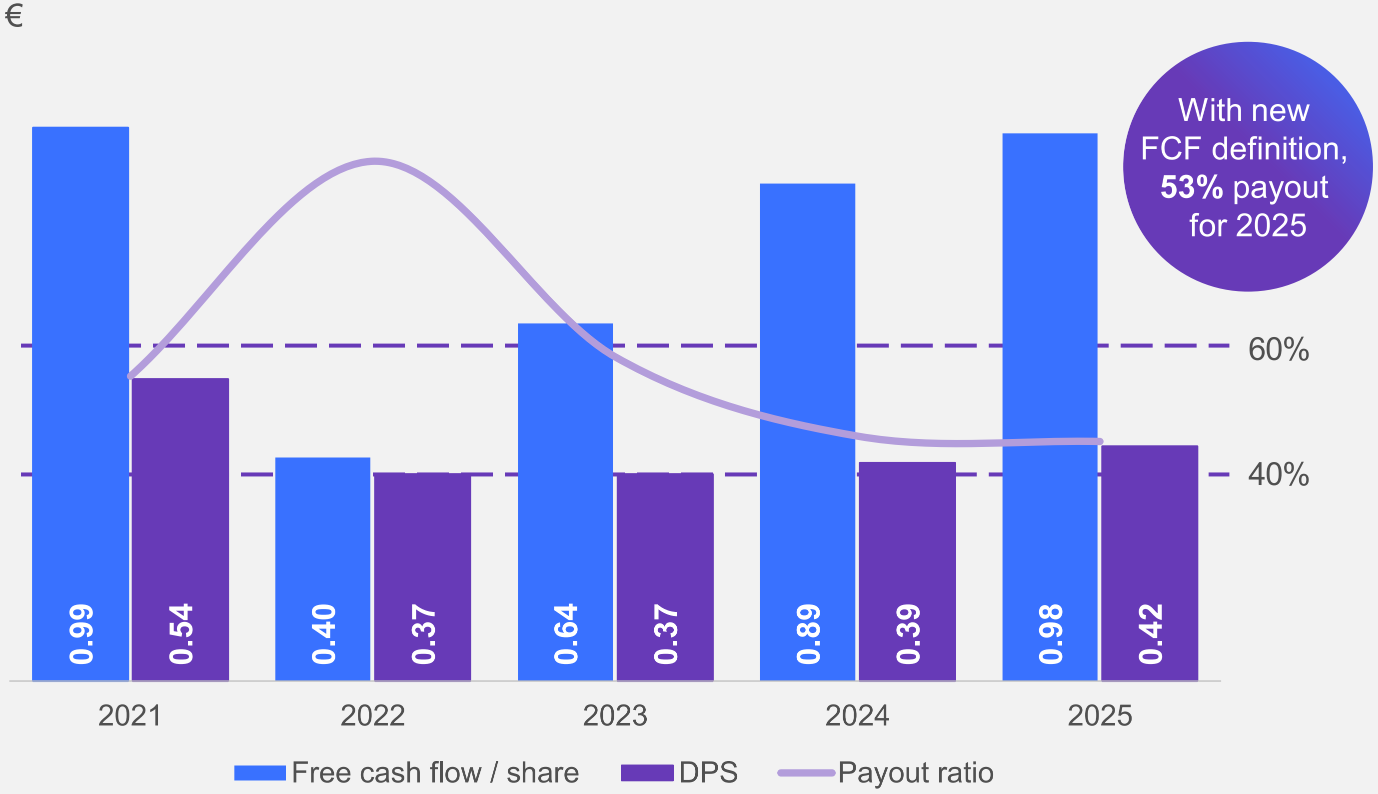
- Sanoma expects that the Group's net sales will be 1.29–1.34bn€ (2025: 1.30)
- The Group's adjusted operating profit is expected to be 205–225m€ (2025: 188)
- The outlook is based on the following assumptions:
  - Demand for learning content will increase, driven by curriculum renewals in some of the Group's operating markets
  - The advertising market in Finland will be relatively stable

sanoma

Increasing free cash flow enabling higher dividends

- A dividend of 0.42€ (2024: 0.39) per share paid for 2025
  - Representing a total of approx. 68m€
  - Pay-out of 43% of FCF
- Paid in three equal parts following the seasonality in Sanoma's free cash flow
  - 0.14€ on 19 May
  - 0.14€ on 22 September (record date 15 September)
  - 0.14€ on 10 November (record date 3 November)

Dividend per share



For 2022, underlying FCF of 65m€ excl. operational cash flow of the acquired Italian and German business and the pre-payment of the VAT claim.

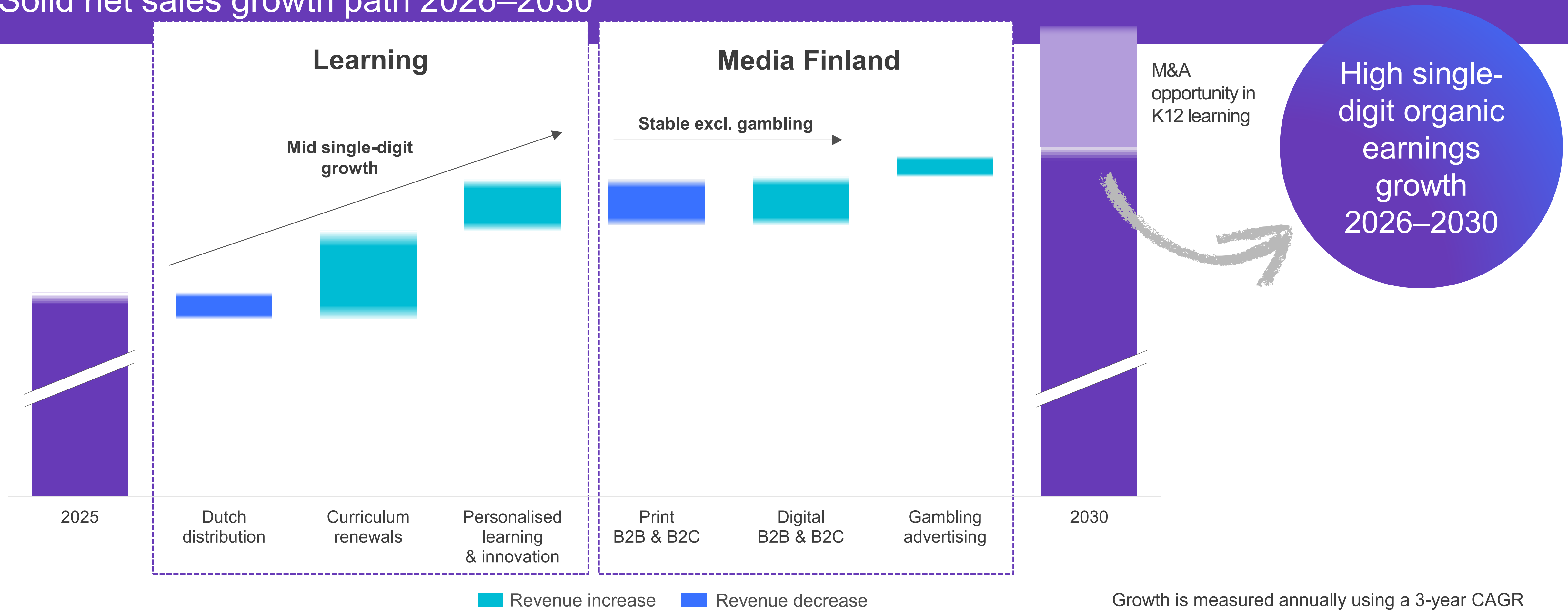
Dividend policy:
Sanoma aims to pay an increasing dividend, equal to 40–60% of annual free cash flow

When proposing a dividend to the AGM, the Board of Directors will look at the general macro-economic environment, Sanoma's current and target capital structure, Sanoma's future business plans and investment needs as well as both previous year's cash flows and expected future cash flows affecting capital structure.

sanoma

Growth opportunities across the business delivering increasing earnings in 2026–2030

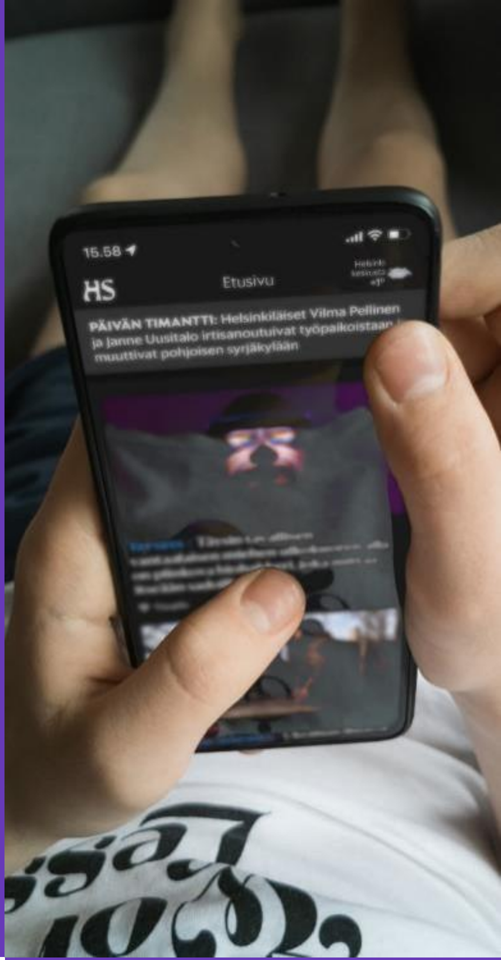
Solid net sales growth path 2026–2030



Growth is measured annually using a 3-year CAGR

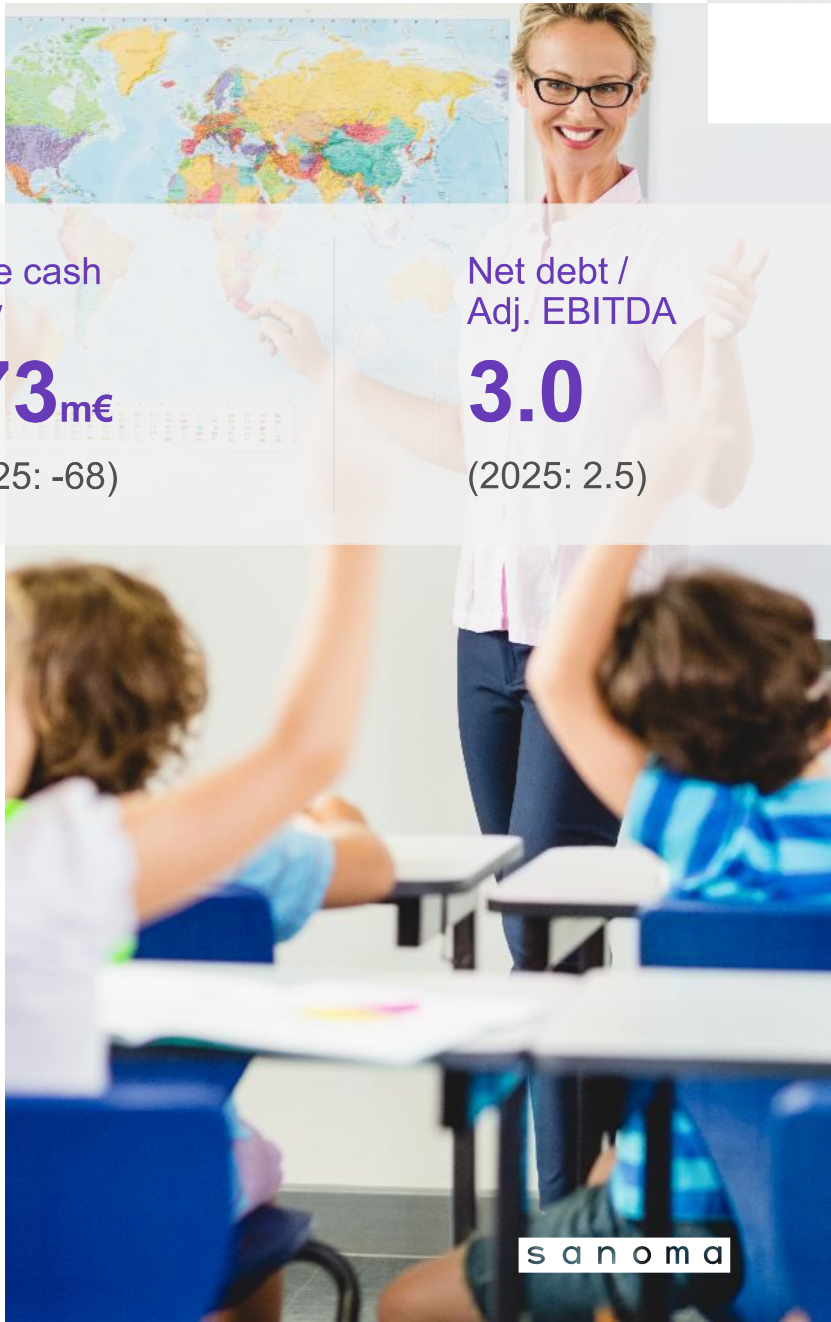
sanoma

Q2 2026 Financials



Solid first six months

On track for the full-year step change in adjusted operating profit



Net sales	Comparable net sales development	Adjusted operating profit	Free cash flow	Net debt / Adj. EBITDA
556m€	**-2%**	**46m€**	**-73m€**	**3.0**
(2025: 561)	(2025: -1%)	(2025: 43)	(2025: -68)	(2025: 2.5)

- Net sales grew in Learning driven by the Netherlands, Poland and the Vicens Vives acquisition, while advertising had an adverse impact on Media Finland's net sales
  - In Learning, sales phasing of ~15m€ into early Q3 from late curriculum renewal and ordering decisions
- Stable adjusted operating profit in Learning with the sales phasing and higher sales and marketing costs ahead of the curriculum renewals; improved in Media Finland
- Free cash flow reflected higher investments – full-year expected to grow moderately, weighted to Q4
- Leverage was at its seasonal peak including hybrid bond repayment and Vicens Vives acquisition – deleveraging resumes with positive H2 free cash flow
- **Outlook for 2026 unchanged:**
  - Net sales will be 1.29–1.34bn€ (2025: 1.30)
  - Adjusted operating profit will be 205−225m€ (2025: 188)

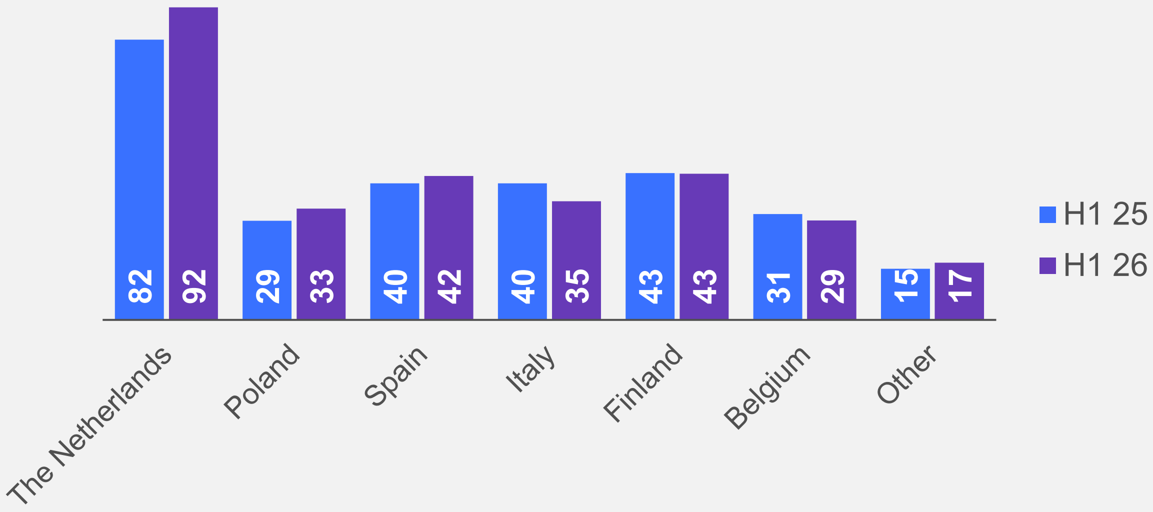
On track for the full-year step change in earnings

- Net sales increased to 290m€ (2025: 281) driven by
  - Strong growth in learning content sales in the Netherlands
  - Growing digital platform sales in Poland
  - Sales phasing of ~15m€ into early Q3 from late curriculum renewal and ordering decisions mainly in Spain and Italy
  - Vicens Vives acquisition (7m€)
- Adjusted operating profit was 29m€ (2025: 28)
  - Positive impact of higher net sales, incl. Vicens Vives
  - Higher sales and marketing costs of approx. 8m€ in Poland and Spain ahead of the curriculum renewals

➢ On track to deliver adjusted operating profit margin of above 23% for the FY 2026 as the full benefits of increased scale become visible with net sales growth

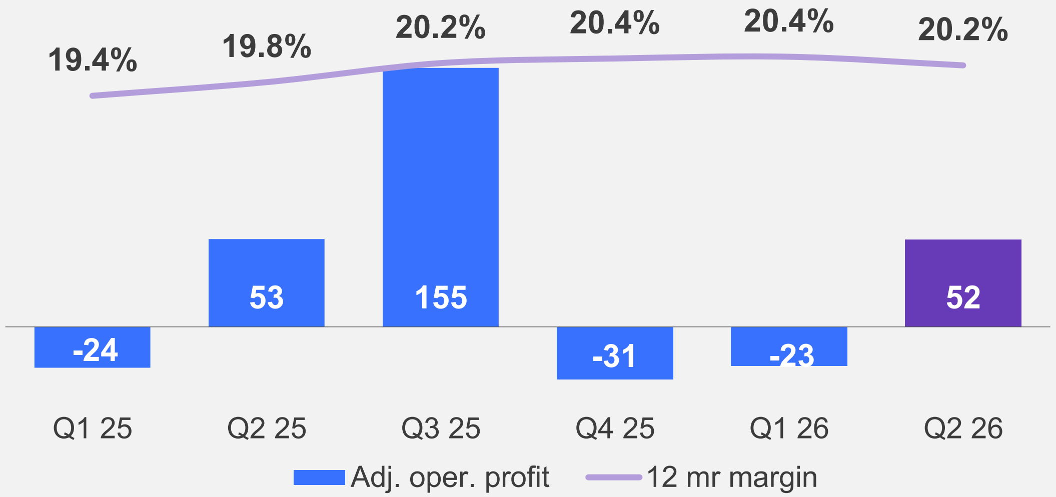
Net sales by country

m€



Adjusted operating profit

m€



sanoma

Delivered on all levers in H1 to drive growth in Learning

More than 60 new learning methods published across markets

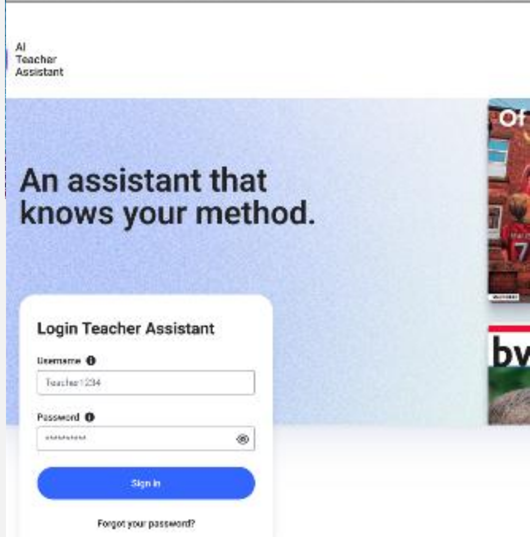
- Upper secondary in Sweden
- New mother-tongue and maths in the Netherlands
- New maths for secondary education in Italy
- Renewal of flagship series Construyendo Nuevos Mundos in Spain
- Renewed offering in Poland supported by 20% increase in government textbook funding

Three acquisitions so far in 2026

- Fluentbe in Poland in July
  - AI-powered digital language-learning capability
  - Cross-selling potential across our current more than 2 million digital users
- Vicens Vives in Spain in April
- Mr. Chadd in the Netherlands in March

Our AI Teacher Assistant helps teachers create exercises, tests, lesson plans and other materials grounded in our trusted content and pedagogy

- 88% of the first group of teachers who used it found the materials comparable to or better than their own
- We have also continued to develop our AI Student Assistant, integrating capabilities from the recent Mr. Chadd acquisition

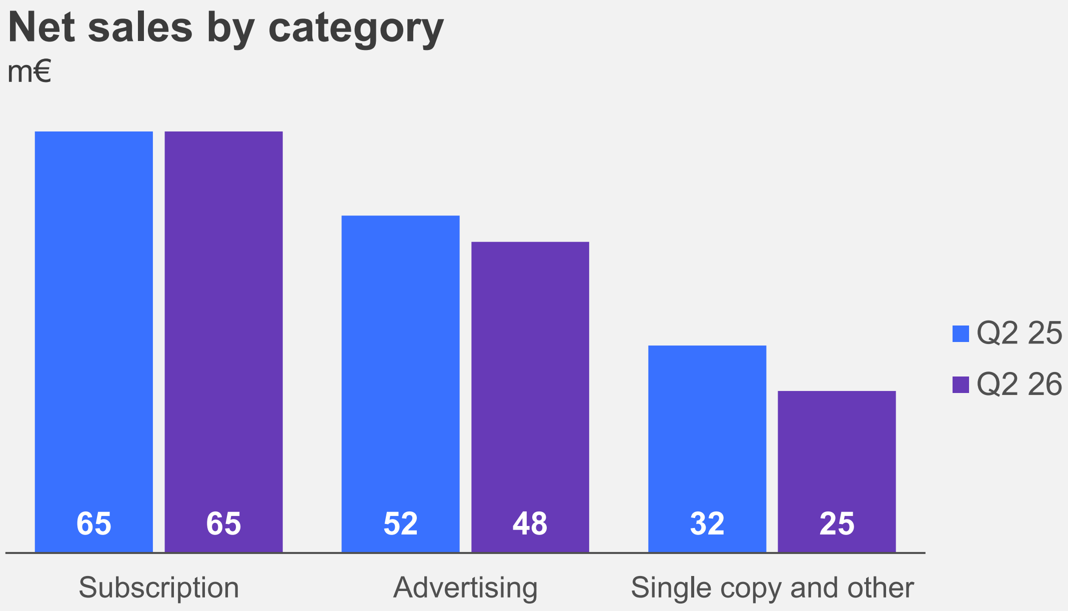


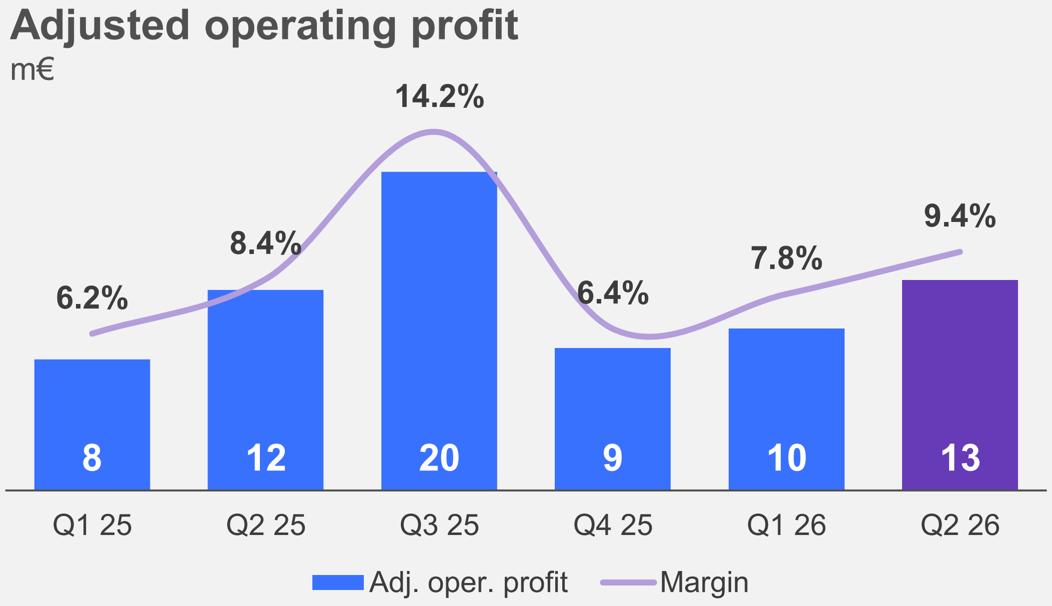
Media Finland Q2 2026

Solid quarter with continued robust cost containment

- Net sales amounted to 138m€ (2025: 148)
  - Stable subscription sales with growth in digital subscriptions offsetting the decline in print
    - Continued solid development in number of subscriptions across products
  - Lower advertising sales driven by TV and print
    - Some encouraging market developments in June
  - Fewer events held

- Adjusted operating profit improved to 13m€ (2025: 12)
  - Improved profitability of events
  - Lower paper, printing and distribution costs
  - Lower TV programming costs due to phasing
  - ➢ Offsetting the impact of lower adverting sales





sanoma

Earnings per share improved

- Q2 IACs amounted to -6m€ (2025: -4) and mainly consisted of costs related to recent acquisitions and technology transformation
- Net financial items lower in H1 and relatively stable in Q2 despite higher net debt
  - Average interest rate of external loans decreased to 3.5% (2025: 3.9%) in H1

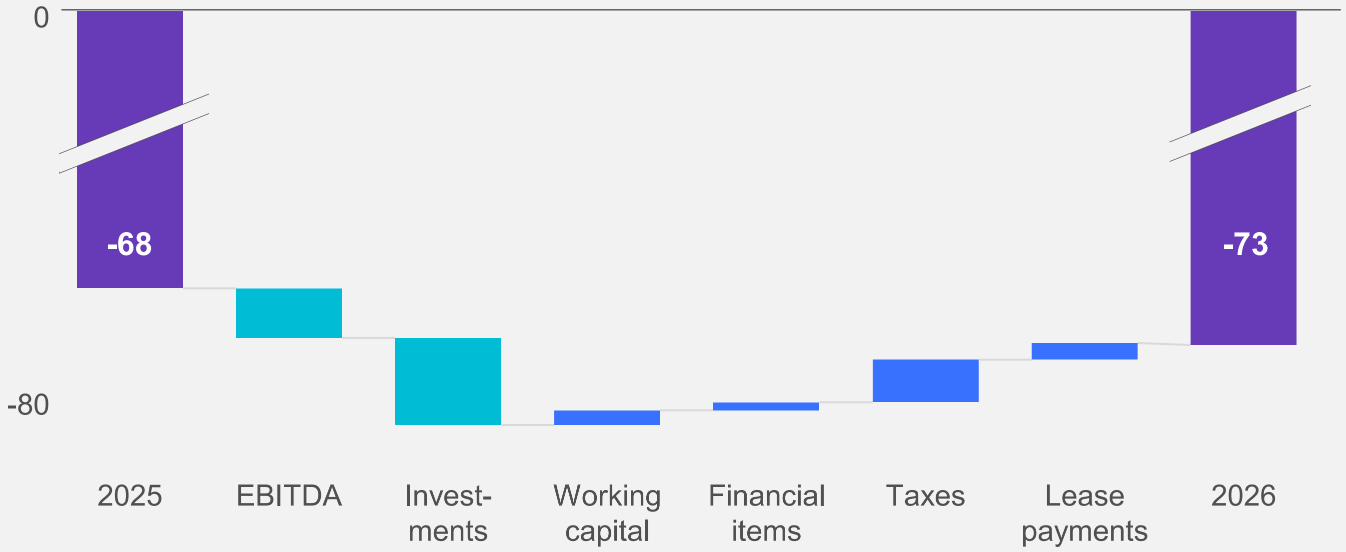
m€	Q2 26	Q2 25	H1 26	H1 25
Adjusted operating profit	**62.6**	62.0	**46.4**	43.3
IACs	**-6.3**	-4.4	**-11.5**	-8.1
PPAs	**-8.2**	-8.7	**-15.7**	-17.6
Operating profit	**48.1**	48.9	**19.2**	17.6
Net financial items	**-6.3**	-6.4	**-11.2**	-12.7
Result before taxes	**41.8**	42.5	**8.0**	5.0
Income taxes	**-9.3**	-9.5	**0.5**	-0.4
Result for the period	**32.5**	33.0	**8.4**	4.6
Adjusted EPS, €	**0.23**	0.21	**0.10**	0.04
EPS, €	**0.20**	0.19	**0.04**	0.00

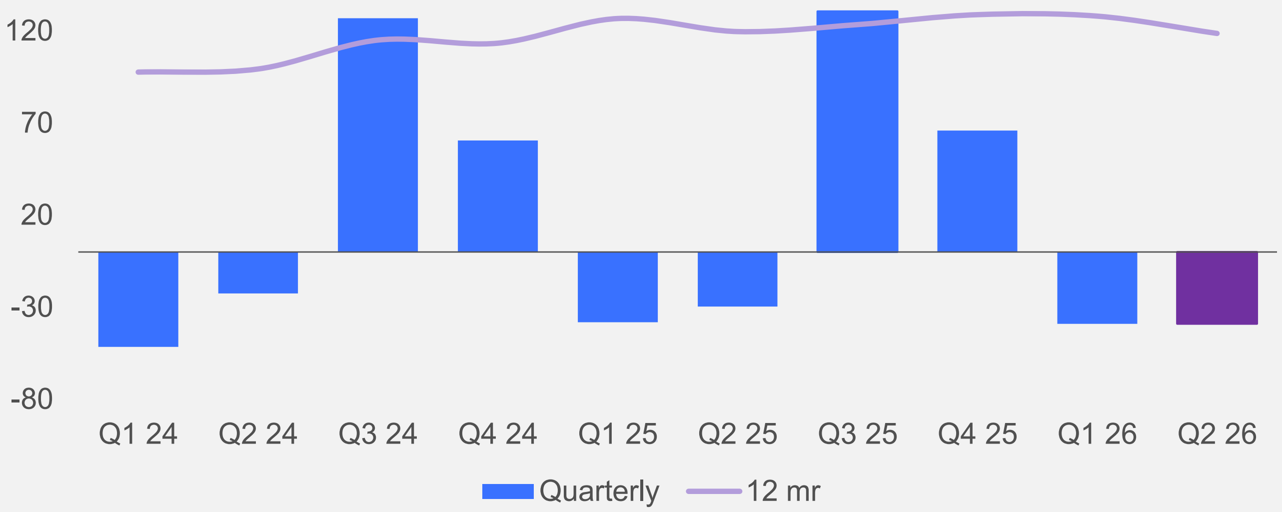
Free cash flow in H1 reflected higher investments

- Seasonally negative free cash flow, amounting to -73m€ (2025: -68)
  - – Lower EBITDA incl. sales and marketing costs ahead of the curriculum renewals
  - – Higher investments incl. timing of TV programming spend
  - – Acquisition of Vicens Vives, reflecting the seasonality of the business
  - + Lower taxes paid due to timing

➢ 2026 full-year free cash flow expected to grow moderately vs. 2025 (129m€), weighted to Q4

Free cash flow
m€





Free cash flow definition = Cash flow from operations – capital expenditure – payment of lease liabilities

sanoma

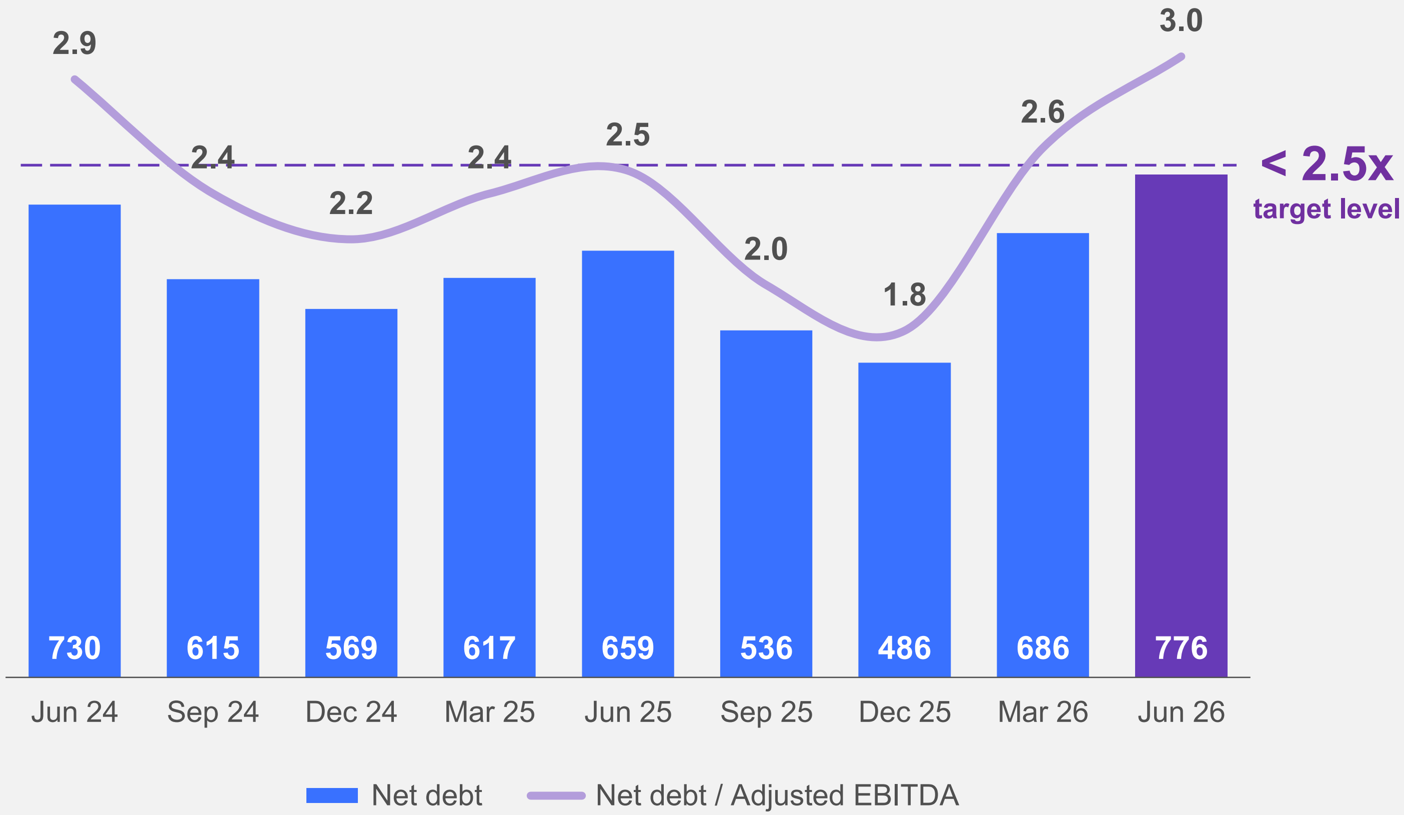
Leverage was at its seasonal peak

- Net debt and leverage increased due to
  - The typical annual seasonality of the learning business
  - Repayment of the 150m€ hybrid bond in March
  - Acquisition of Vicens Vives end of April

➢ Deleveraging resumes with growing H2 free cash flow

Net debt

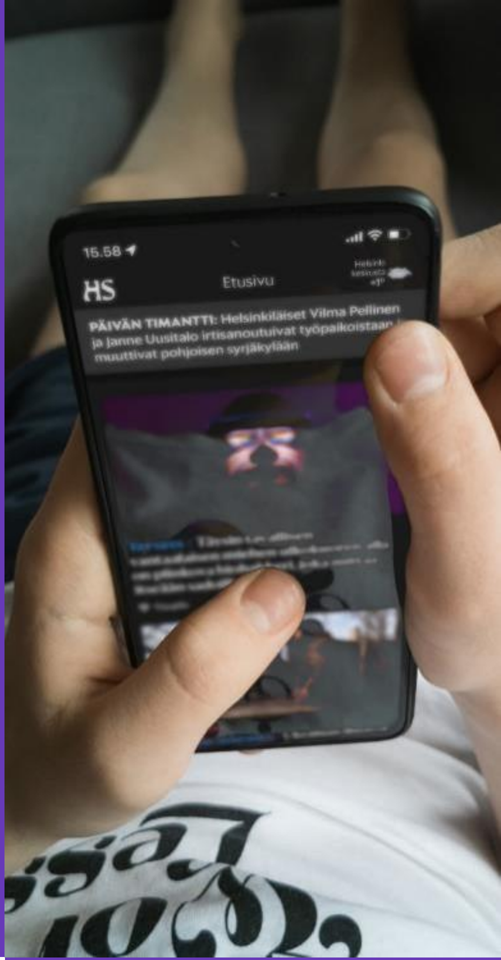
m€



150m€ hybrid bond, issued in March 2023 and repaid in March 2026, was booked as equity, and excluded from net debt and net financial items.

sanoma

FY 2025 Financials



Improved adjusted operating profit and free cash flow driven by Learning

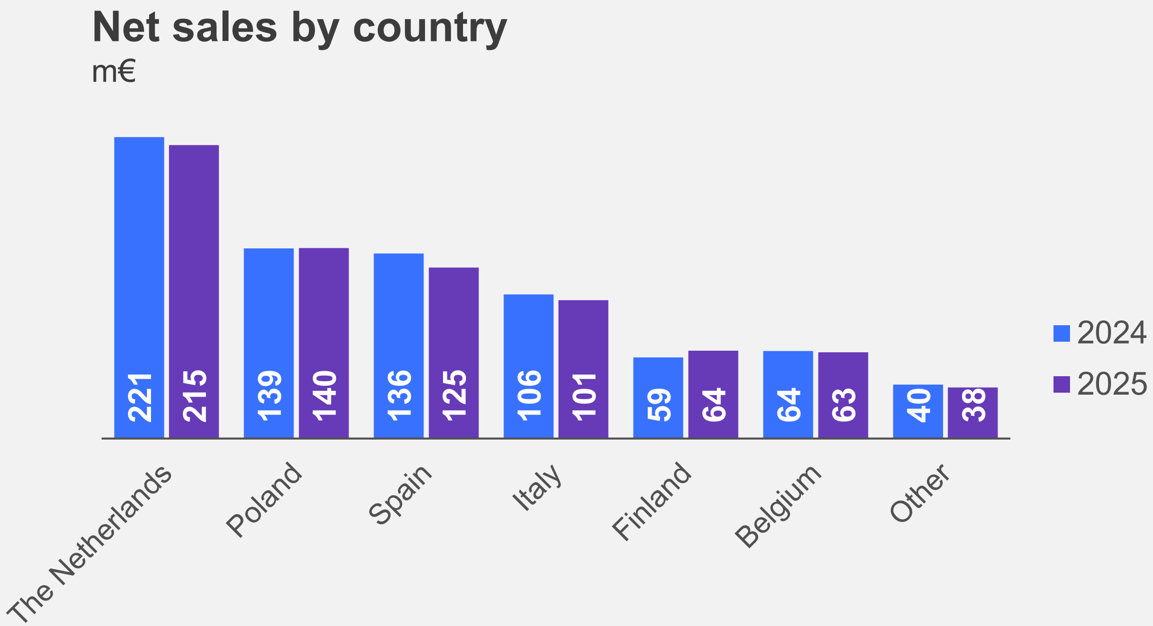
Net sales	Comparable net sales development	Adjusted operating profit	Adjusted operating profit margin	Free cash flow	Net debt / Adj. EBITDA
1,303m€	**-3%**	**188m€**	**14.4%**	**160m€**	**1.8**
(2024: 1,345)	(2024: -2%)	(2024: 180)	(2024: 13.4%)	(2024: 145)	(2024: 2.2)

- Net sales declined mainly due to the planned discontinuation of low-value learning material distribution contracts in the Netherlands and lower advertising sales
- Adjusted operating profit improved with higher margins in both Learning and Media Finland
- Free cash flow improved driven by working capital movements, lower financing costs and higher earnings
- Continued progress in deleveraging the balance sheet, leverage improved to 1.8
- The Board is proposing a dividend of 0.42€ (2024: 0.39) to be paid in three equal instalments
- **Outlook for 2026 expects that:**
  - Net sales will be 1.29–1.34bn€ (2025: 1.30)
  - Adjusted operating profit will be 205−225m€ (2025: 188)
- A step change in adjusted operating profit growth in 2026–2030 as highlighted in the CMD

Learning FY 2025

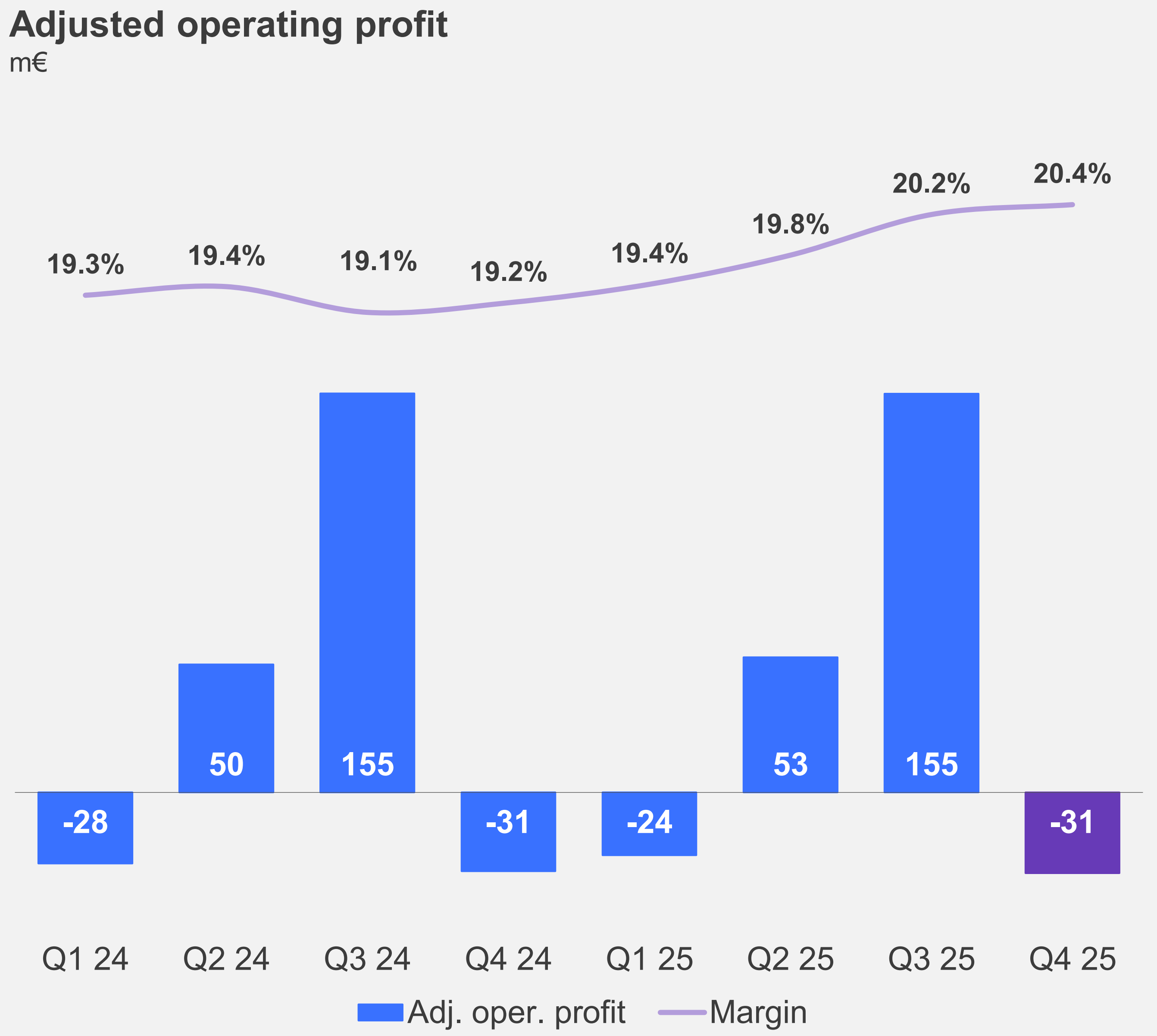
Growth in learning content sales partially offsetting lower distribution

- Net sales amounted to 746m€ (2024: 764)
  - Growth in other learning content businesses more than offsetting the last year of lower cycle in Spain and Poland
    - Learning content sales in the Netherlands grew by 9% driven by new product launches and market share gains
  - In Poland, strong growth in digital platform sales, supported by B2C demand
  - The planned discontinuation of low-value distribution contracts in the Netherlands had an impact of 25m€



Adjusted operating profit improved

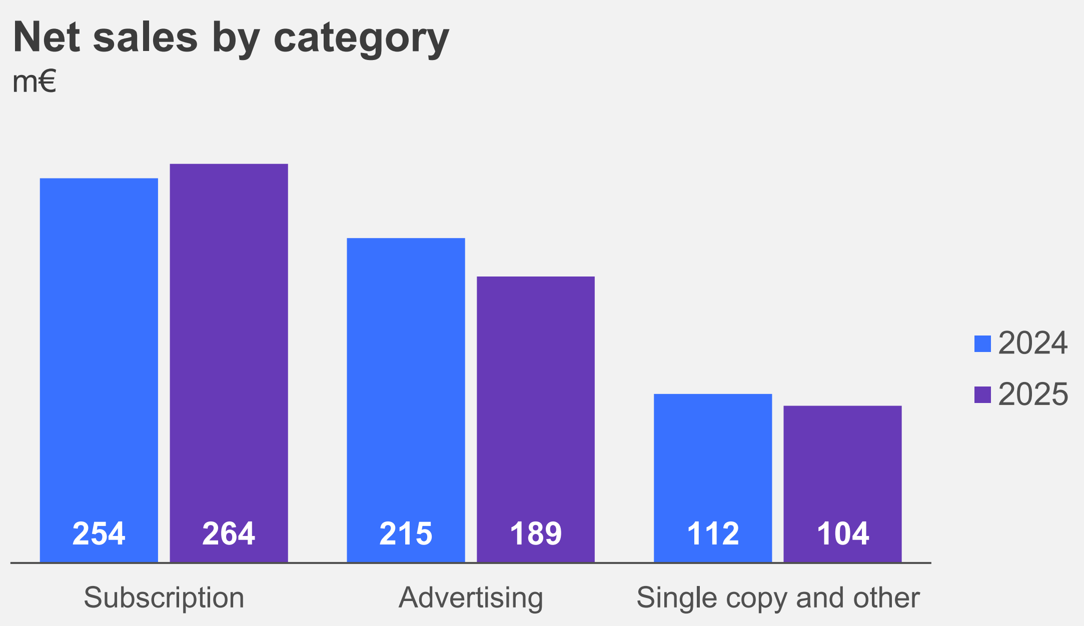
- Adjusted operating profit improved to 152m€ (2024: 147) and margin to 20.4% (2024: 19.2%)
  - Higher share of learning content sales vs. low-value distribution and a more digital sales mix
  - Program Solar successfully completed, creating significant operating leverage
  - Lower paper and printing costs

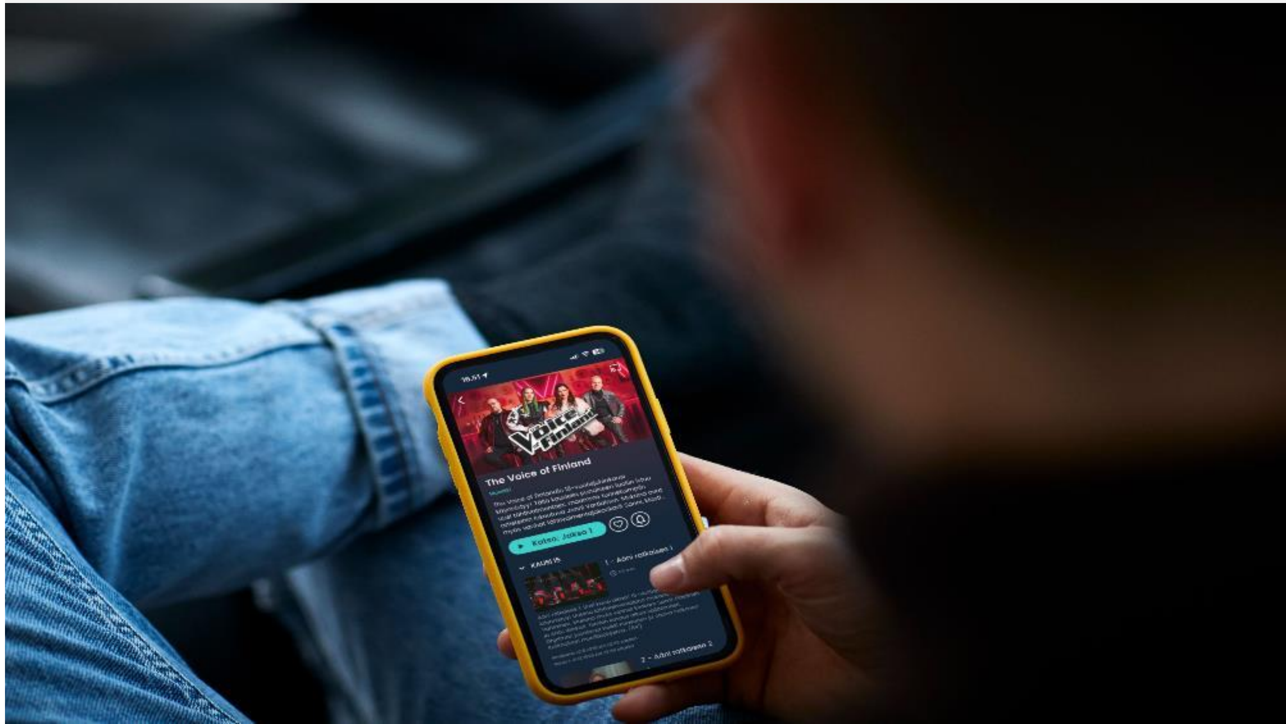


sanoma

Growth in digital subscriptions partially offsetting lower advertising sales

- Net sales were 557m€ (2024: 581)
  - Good growth in subscription sales throughout the year driven by Ruutu+, digital news subscription sales also grew
  - Advertising sales declined driven by lower TV and newsprint advertising
    - Majority of the decline in TV due to ending the reselling of certain third-party TV channel advertising
  - Decline in other sales mainly attributable to external printing services

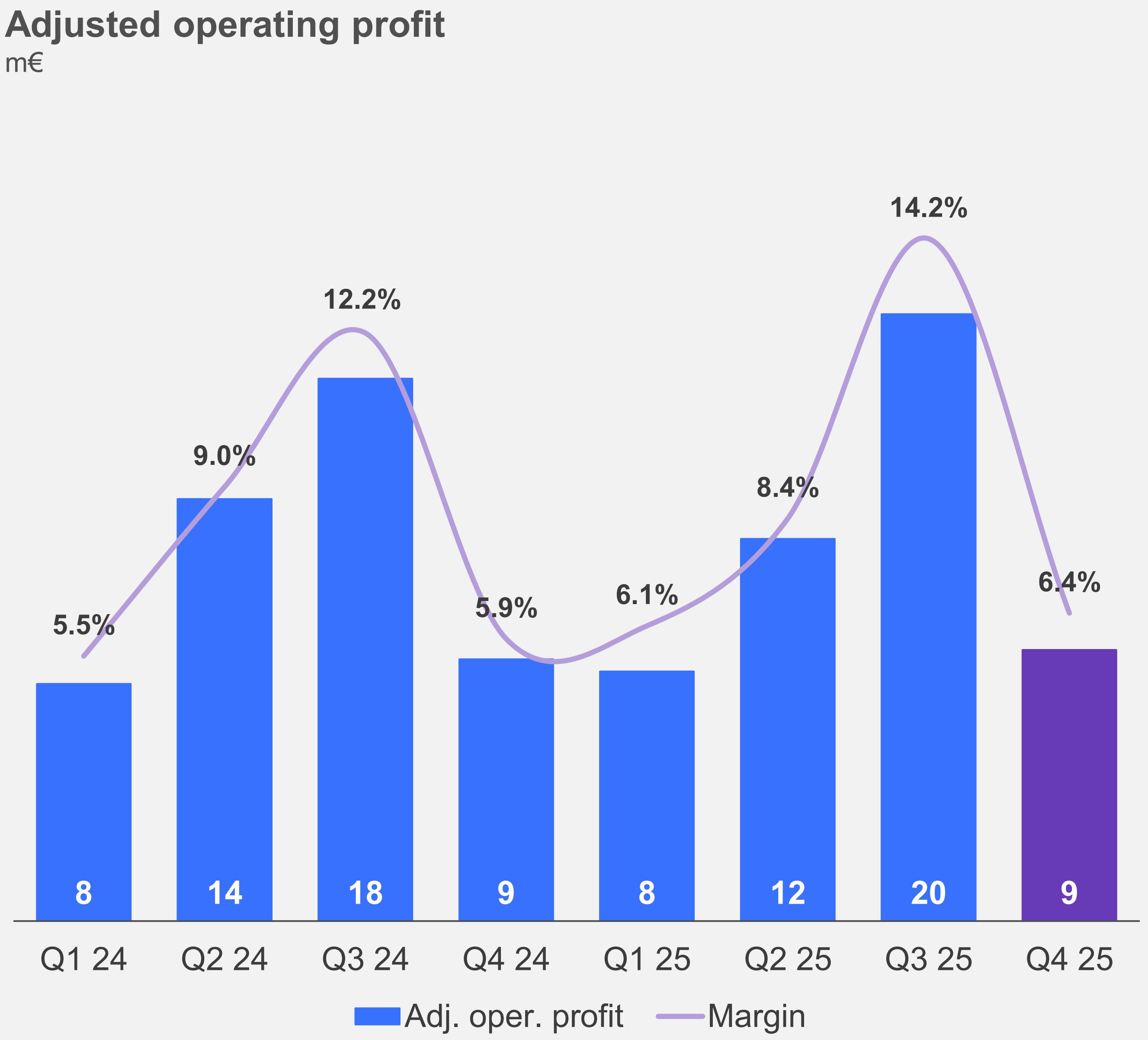




Media Finland FY 2025

Margin continued to improve

- Adjusted operating profit was 49m€ (2024: 48), margin improved to 8.8% (2024: 8.2%)
  - Growth in digital subscription sales
  - Lower paper, printing and distribution costs
  - Lower TV programming costs
  - Adverse impact of advertising sales



FY adjusted EPS improved, higher IACs due to impairments

- Q4 IACs amounted to -16m€ (2024: -11) and included expenses related to a number of strategic development projects
- FY 2025 IACs included impairments related to discontinuation of the Dutch distribution contracts and closure of Tampere printing plant, booked in Q3
- Net financial items decreased significantly in FY
  - Average interest rate of external loans decreased to 3.7% (2024: 4.8%)
  - Lower external debt

m€	Q4 25	Q4 24	FY 25	FY 24
Adjusted operating profit	**-27.4**	-27.3	**188.2**	180.0
IACs	**-15.7**	-10.6	**-106.3**	-61.5
PPAs	**-7.8**	-9.0	**-33.3**	-36.7
Operating profit	**-50.9**	-46.9	**48.6**	81.8
Net financial items	**-5.6**	-7.3	**-24.4**	-33.4
Result before taxes	**-56.5**	-54.1	**24.3**	48.4
Income taxes	**14.2**	13.9	**-4.5**	-7.8
Result for the period	**-42.3**	-40.3	**19.9**	40.6
Adjusted EPS, €	**-0.20**	-0.21	**0.57**	0.46
EPS, €	**-0.27**	-0.26	**0.06**	0.19

sanoma

Free cash flow continued to improve

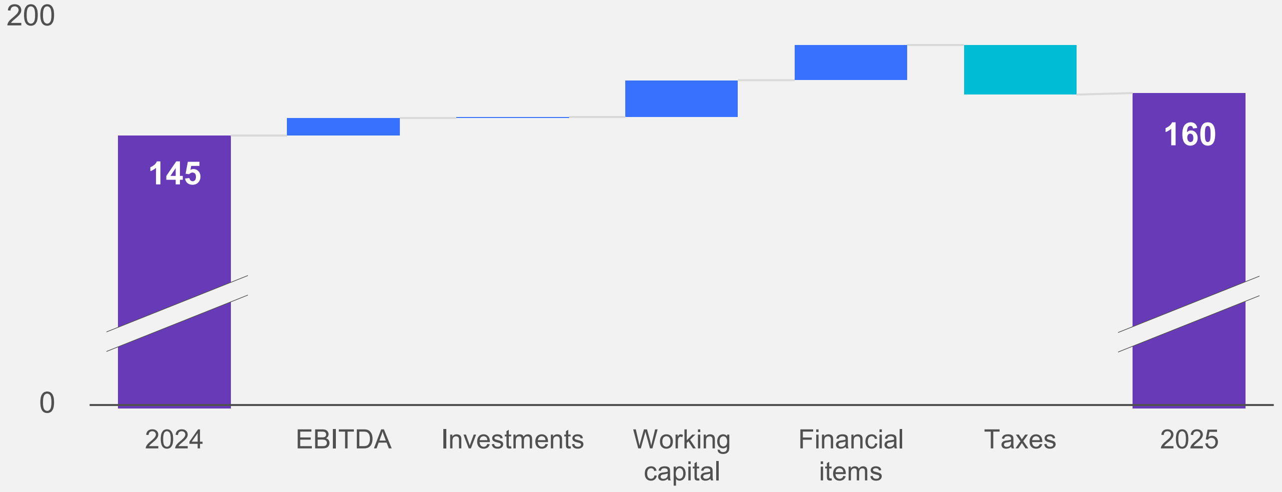
- Free cash flow improved to 160m€ (2024: 145)
  - \+ Working capital movements
  - \+ Lower financing costs
  - \+ Higher earnings
  - – Higher taxes paid, partially due to phasing between years

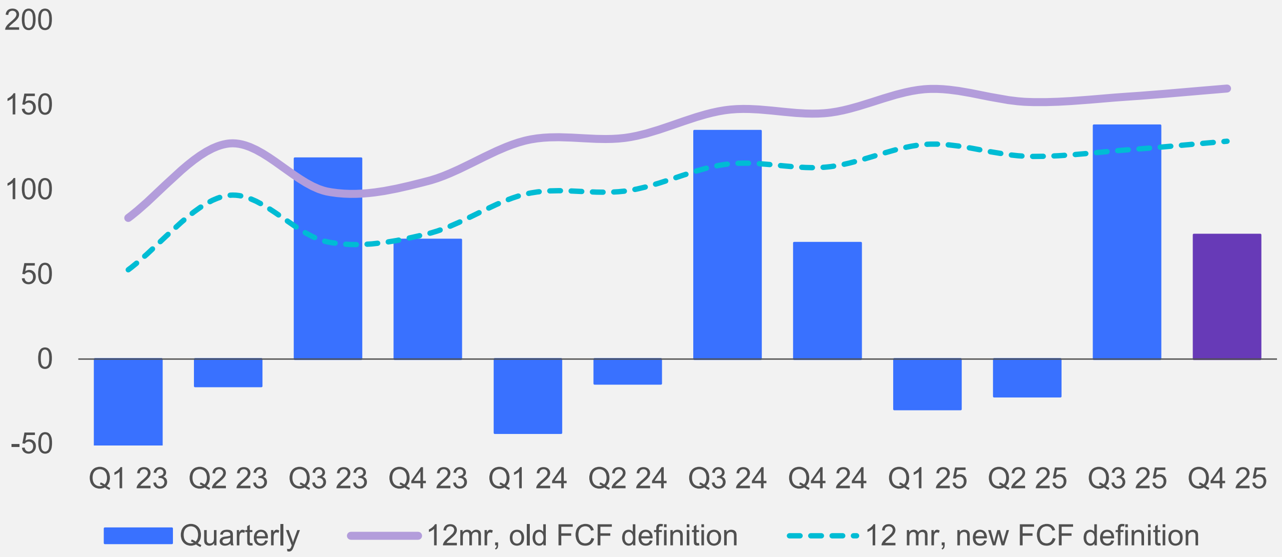
- 2025 free cash flow was 129m€ using the new definition

New free cash flow definition from 2026
Free cash flow = Cash flow from operations
– capital expenditure – payment of lease liabilities

Old free cash flow definition
Free cash flow = Cash flow from operations
– capital expenditure

Free cash flow
m€

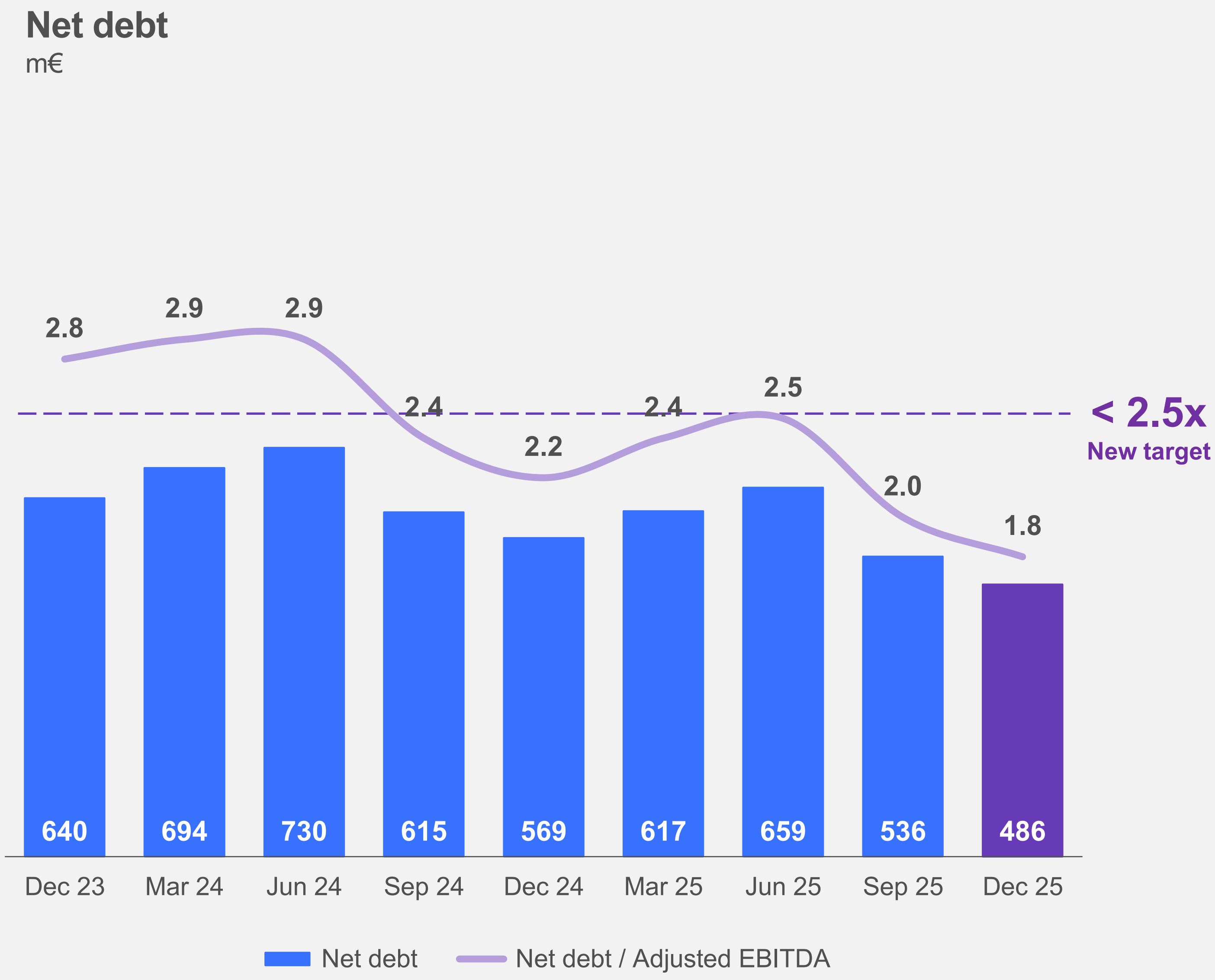




sanoma

Continued progress in deleveraging the balance sheet

- Net debt and leverage significantly lower vs. previous year
  - Net debt / Adj. EBITDA improved to 1.8 (2024: 2.2), below the updated target of < 2.5
- Equity ratio at 47.1% (2024: 45.0%)
  - Discontinued as a target



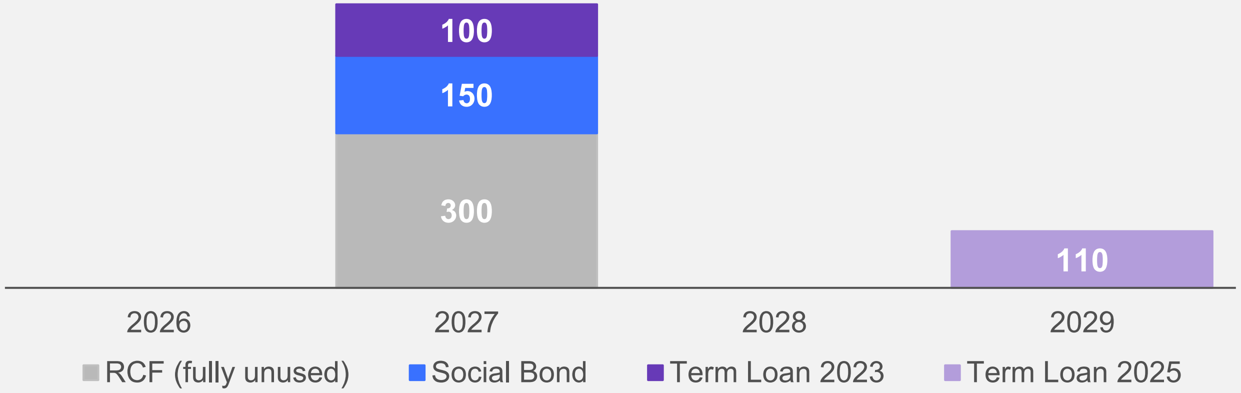
150m€ hybrid bond, issued in March 2023, is booked as equity, and excluded from net debt and net financial items.

Refinancing improved the maturity of external debt

- A 220m€ syndicated term loan was signed in December 2025
  - Maturity date is in March 2029
  - Includes two extension options
  - 110m€ drawn as of end of 2025
  - Funds used to
    - Prepay 119m€ term loan in December 2025
    - Refinance 150m€ hybrid bond on the reset date in March 2026

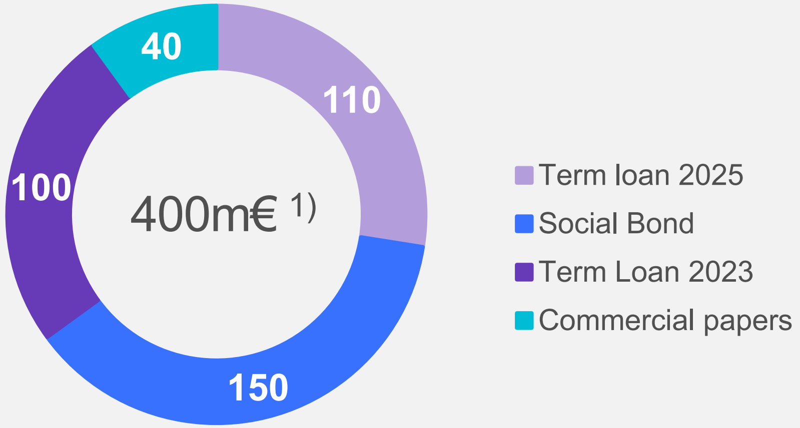
Maturity profile of external debt

m€, 31 Dec 2025



External debt structure

m€, 31 Dec 2025



1) Excl. IFRS 16 liabilities

sanoma

Appendix

We have a unique sustainability profile

Clear targets and solid ESG ratings

Trustworthy data

Target: Continuous privacy and security training for our employees

Valued people

Target: Employee Engagement Score 70–75%

Positive impact of

Inclusive learning
Empowering learning of about 25 million students

&

Sustainable media
Trusted journalism and inspiring entertainment for all Finns

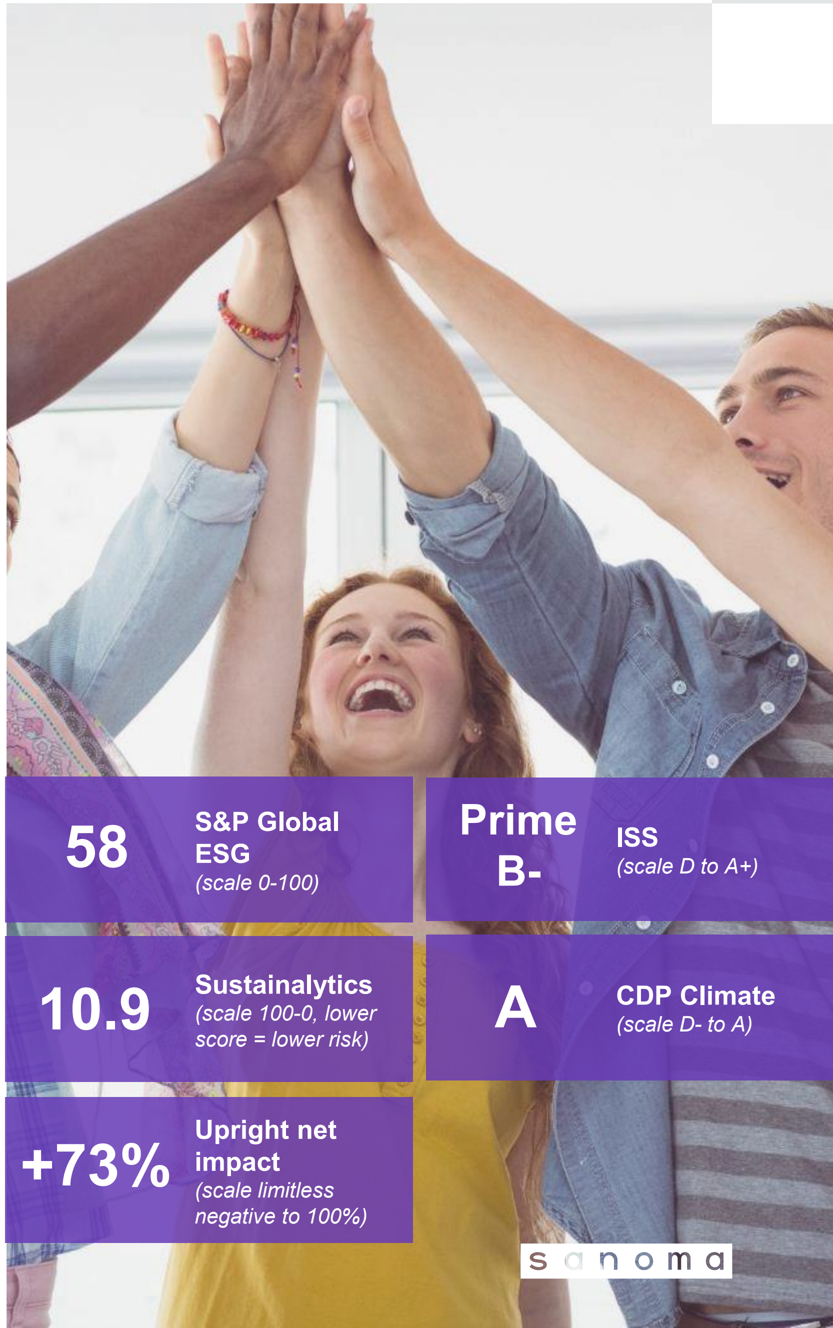
Responsible business practices

Target: All employees participating in annual conduct trainings

Vital environment

Science-based climate targets 2030:
-42% own operations*
-38% in value chain*

Selected main targets. All targets available here.



* Compared to 2021 baseline. Own operations referring to Scope 1 & 2 and value chain Scope 3. Scope 3 target boundary purchased goods and services, fuel and energy related activities and transportation and distribution.

Group: Key figures

m€	Q2 26	Q2 25
Net sales	334.7	339.8
Adjusted EBITDA	103.0	107.2
Margin	30.8%	31.5%
Adjusted operating profit	62.6	62.0
Margin	18.7%	18.3%
Operating profit	48.1	48.9
Result for the period	32.5	33.0
Free cash flow	-34.5	-29.6
Equity ratio	29.7%	38.5%
Net debt	775.8	659.0
Net debt / Adj. EBITDA	3.0	2.5
Adjusted EPS, €	0.23	0.21
EPS, €	0.20	0.19
Average number of employees, FTE	4,632	4,655
Number of employees at the end of the period, FTE	4,957	4,845

Learning: Key figures

m€	Q2 26	Q1 26	Q4 25	Q3 25	Q2 25	Q1 25
Net sales	**197.1**	92.4	88.3	376.8	191.5	89.1
Adjusted EBITDA	**75.3**	-0.3	-6.8	178.7	76.5	-0.6
Adjusted operating profit	**52.1**	-23.5	-31.4	155.0	52.6	-24.4
Margin	**26.4%**	-25.4%	-35.5%	41.1%	27.5%	-27.4%
IACs	**-3.4**	-1.4	-7.7	-50.6	-2.3	-2.3
PPAs	**-7.2**	-6.5	-6.8	-6.9	-7.3	-7.3
Operating profit	**41.5**	-31.3	-45.9	97.6	43.1	-34.0
Capital expenditure	**9.4**	7.5	7.4	7.0	7.1	6.2
Average number of employees (FTE)	**2,545**	2,459	2,486	2,499	2,498	2,488

sanoma

Media Finland: Key figures

m€	Q2 26	Q1 26	Q4 25	Q3 25	Q2 25	Q1 25
Net sales	**137.7**	128.7	137.6	139.0	148.3	132.1
Adjusted EBITDA	**30.1**	29.3	33.0	34.7	33.4	28.8
Adjusted operating profit	**13.0**	10.0	8.8	19.7	12.4	8.1
Margin	**9.4%**	7.8%	6.4%	14.1%	8.3%	6.2%
IACs	**0.0**	-0.5	-5.0	-29.7	-1.8	0.2
PPAs	**-1.0**	-1.0	-1.0	-1.0	-1.5	-1.6
Operating profit	**11.9**	8.5	2.7	11.1	9.1	6.8
Capital expenditure	**1.9**	1.6	2.7	1.6	2.3	2.7
Average number of employees (FTE)	**1,979**	1,941	2,055	2,074	2,053	2,005

sanoma

Finnish advertising market development 1/2

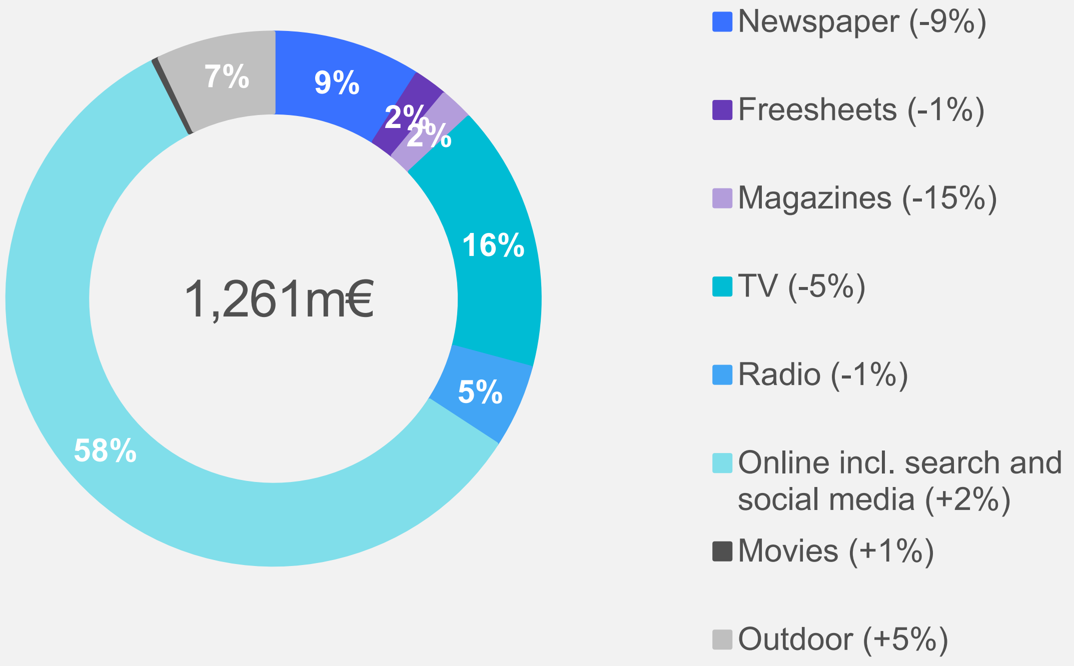
Finnish measured media advertising markets

	Q2 26	Q1 26	Q4 25	Q3 25	Q2 25	Q1 25
Newspapers	**-22%**	-12%	-11%	-10%	-1%	-12%
Magazines	**-9%**	-12%	-11%	-18%	-10%	-19%
TV	**-8%**	-13%	-10%	-4%	-2%	-4%
Radio	**2%**	1%	-1%	3%	-3%	-3%
Online (excl. search and social media)	**3%**	4%	-1%	0%	-0%	-2%
Total market	**-4%**	-4%	-4%	-3%	-1%	-3%

Source: Fifty5Blue (earlier Kantar), Media Advertising Trends, June 2026
Total market also includes media groups not relevant to Sanoma

Finnish advertising market development 2/2

Share of media advertising groups and development in 2025 (change % vs. 2024)

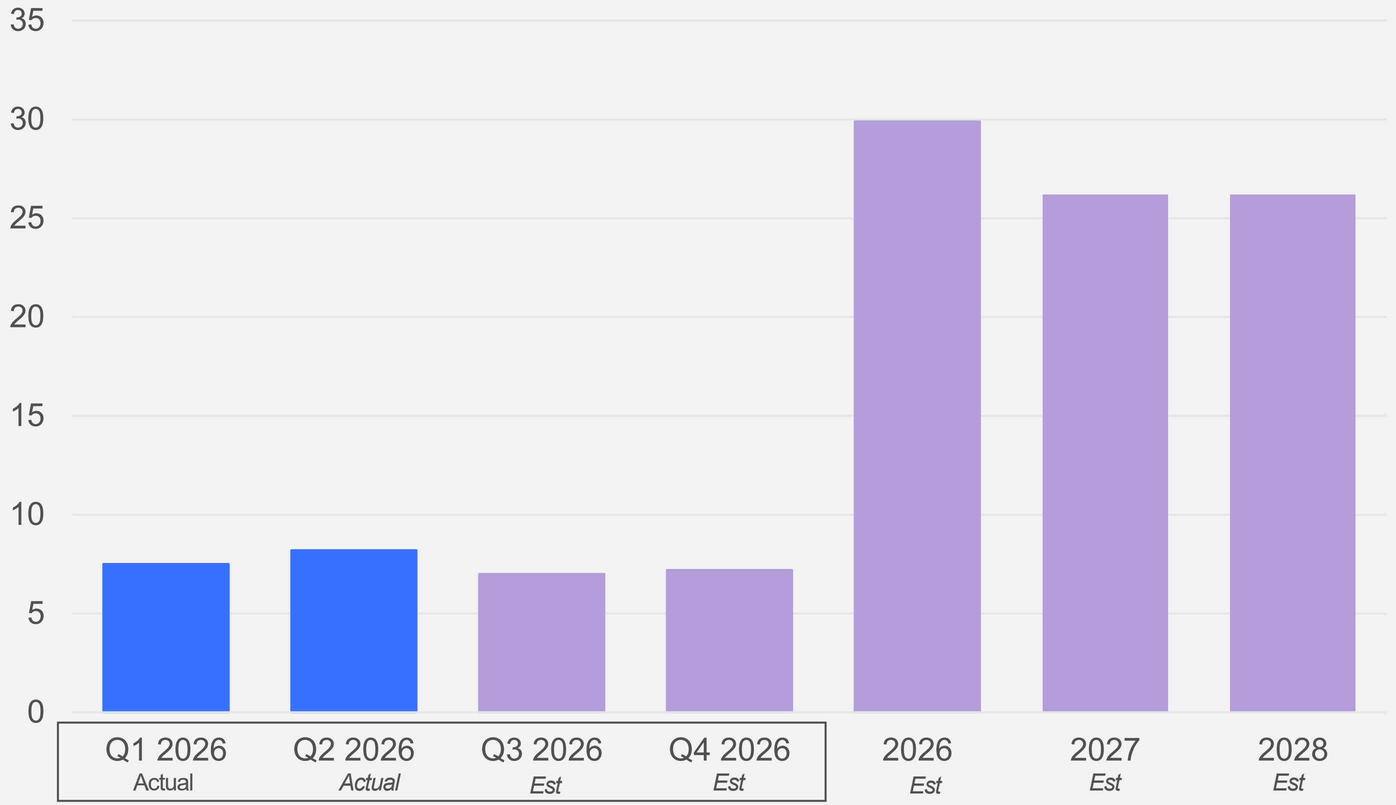


Source: Kantar TNS, Media Advertising Trends, December 2025

Estimated amortisations of acquired intangible assets (PPA) of the Group

- Acquired subsidiaries are consolidated using the acquisition method, whereby the cost is allocated to the acquired assets and liabilities assumed at their fair value on the date of acquisition
- With regard to the acquisition of new assets, the Group assesses the expected useful life of the intangible right and determines the useful life on the basis of the best knowledge available on the assessment date
- Amortisation is calculated using the straight-line method
- In FY 2026, the PPA is estimated to total to approx. 29m€ (excl. the acquisitions completed so far in 2026)
- More information about the accounting policies related to intangible assets can be found in the Financial Statements 2025

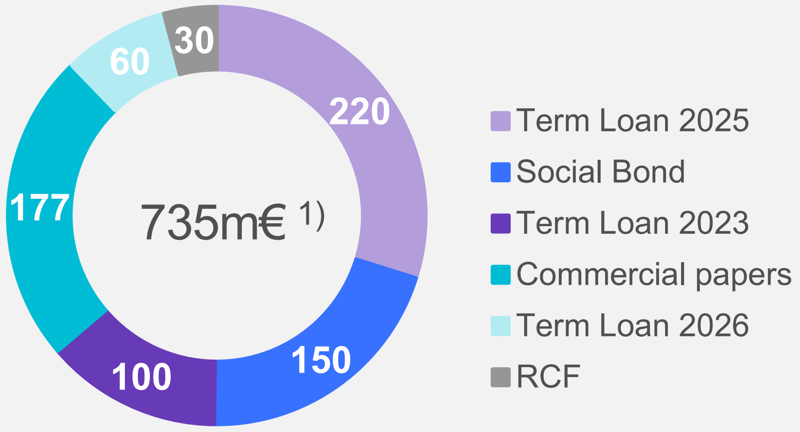
Estimated amortisations of acquired intangible assets (PPA) 2026−2028
m€



sanoma

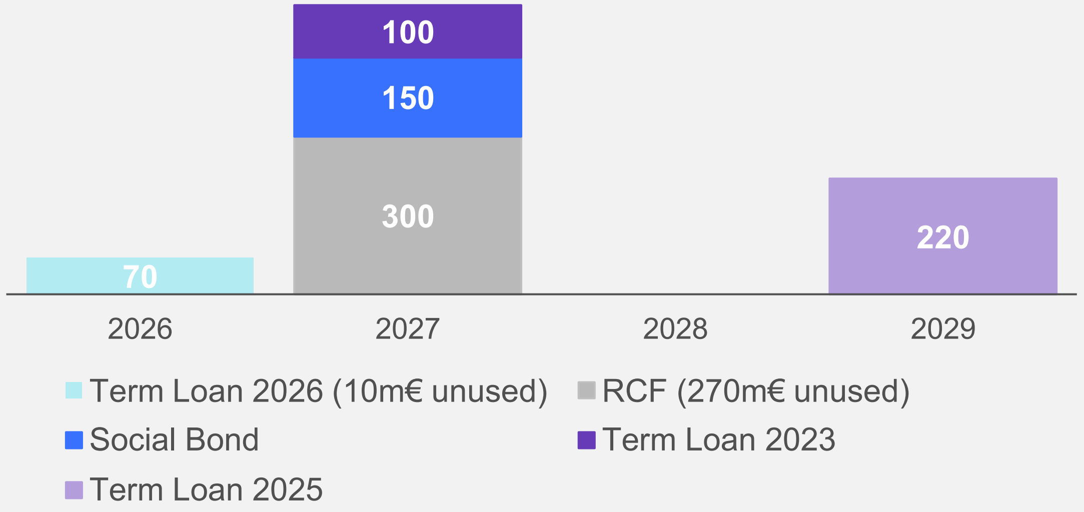
Group debt structure

External debt structure
m€, 30 June 2026



1) Excl. IFRS 16 liabilities

Maturity profile of external debt
m€, 30 June 2026



sanoma

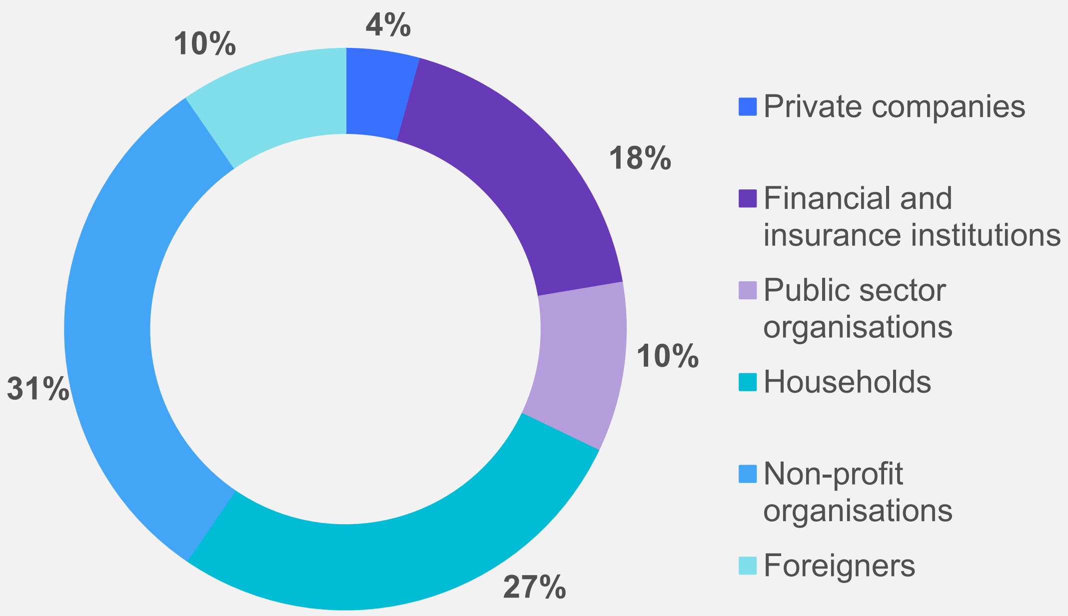
Largest shareholders

30 June 2026

Largest shareholders

	Shareholders	Number of shares	% of shares
1.	Jane and Aatos Erkko Foundation	39,820,286	24.4
2.	Holding Manutas Oy	21,870,000	13.4
3.	Langenskiöld Robin	12,273,371	7.5
4.	Seppälä Rafaela	7,654,746	4.7
5.	Varma Mutual Pension Insurance Company	5,788,352	3.5
6.	Ilmarinen Mutual Pension Insurance Company	4,810,000	2.9
7.	Helsingin Sanomat Foundation	4,701,570	2.9
8.	Noyer Alex	3,213,277	2.0
9.	Elo Mutual Pension Insurance Company	2,741,458	1.7
10.	Bernardin-Aubouin Lorna	1,852,470	1.1
	10 largest shareholders, total	**104,725,530**	**64.0**
	Nominee registered	10,303,842	6.3
	Other shareholders	48,536,291	29.7
	Total number of shares	**163,565,663**	**100.00**
	Total number of shareholders	**27,852**	

Holding by sector



Analyst coverage

Danske Bank Markets
Sami Sarkamies, +358 10 546 8468

DNB Carnegie
Pia Rosqvist-Heinsalmi, +358 9 6187 1232

Inderes
Petri Gostowski, +358 40 821 5982

Kepler Cheuvreux
Kristoffer Carleskär, +44 207 621 5149

Nordea
Sanna Perälä, +358 40 779 0845

OP Corporate Bank
Joona Harjama, +358 44 305 0793

SEB
Nikko Ruokangas, +358 9 6162 8684

Financial calendar 2026

Interim Report Q3 2026 | Wednesday, 28 October

Disclaimer

The information above contains, or may be deemed to contain, forward-looking statements. These statements relate to future events or future financial performance, including, but not limited to, expectations regarding market growth and development as well growth and profitability of Sanoma. In some cases, such forward-looking statements can be identified by terminology such as “expect,” “plan,” “anticipate,” “intend,” “believe,” “estimate,” “predict,” “potential,” or “continue,” or the negative of those terms or other comparable terminology. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Future results may vary from the results expressed in, or implied by, the forward-looking statements, possibly to a material degree. All forward-looking statements included herein are based on information presently available to Sanoma and, accordingly, Sanoma assumes no obligation to update any forward-looking statements, unless obligated to do so pursuant to an applicable law or regulation.

Nothing in this presentation constitutes investment advice and this presentation shall not constitute an offer to sell or the solicitation of an offer to buy any securities of Sanoma or otherwise to engage in any investment activity.

sanoma

Please contact our Investor Relations:

Kaisa Uurasmaa, Head of IR & Sustainability

+358 40 560 5601, kaisa.uurasmaa@sanoma.com

ir@sanoma.com

www.sanoma.com