

PRIVACY STATEMENT

This privacy statement describes the personal data processing related to Sanoma Corporation's Annual General Meeting.

Date of drafting 23 March 2026

1. Controller	Sanoma Corporation Töölönlahdenkatu 2 FI-00100 Helsinki Finland tel. +358 105 1999 Business ID: FI15243611
2. Contact information	Paralegal Päivi Alkki Sanoma Corporation P.O. Box 60, FI-00089 Sanoma E-mail: tietosuojapyynnot@sanoma.com
3. Purpose and legal basis for processing personal data	<p>The purpose for processing personal data is to enable carrying out Sanoma Corporation's General Meeting in accordance with the law.</p> <p>Personal data are processed only for the purposes necessary for organising the General Meeting, such as to verify the identity of the registrant and their right to participate, preparing a list of participants, a list of votes and possible voting tickets, organizing any voting, and manage possible questions and requests to be heard.</p> <p>The technical implementation of the registration system, General Meeting hall bookkeeping and possible advance voting and/or possible voting during the General Meeting is carried out by Innovatics Oy. The list of shareholders is maintained by Euroclear Finland Oy. Inderes Plc is responsible for the General Meeting service in its entirety. In addition, other service providers are used when needed.</p> <p>The legal basis for processing the personal data is Sanoma Corporation's legal obligations (the Finnish Companies Act and the Finnish Securities Markets Act).</p>
4. Processed personal data	<p>The processed personal data include the shareholder's and their possible proxy's name, personal identity number and/or business ID, address, contact details, number of shares and votes, voting information, authentication method, basis of representation, date of registration, and possible information on assistant, power of attorney, preliminary questions, and any additional information provided in connection with the registration. When participating in the General Meeting, the time of arrival and departure of each participant are recorded. For technical maintenance and monitoring of the service, log data on registration and voting, as well as the user's IP address are also recorded.</p> <p>The register contains the list of shareholders on the record date created by Euroclear Finland for the General Meeting, containing, e.g., the shareholder's name, personal identity number/business ID, address, and number of shares.</p> <p>Based on the personal data provided in connection with the registration, Innovatics Oy retrieves the number of shares of the shareholder on the record date from the list of shareholders created by Euroclear Finland Oy.</p> <p>Innovatics Oy enters the voting instructions for nominee registered shareholders represented by account operators at the General Meeting into the register.</p>

	<p>The register contains a temporary list of shareholders created by Euroclear Finland for the General Meeting, containing information on nominee registered shareholders registered for the General Meeting and their number of shares.</p> <p>The number of shares and votes in the General Meeting is based on Sanoma Corporation's shareholder register maintained by Euroclear Finland Ltd, which includes, e.g., the following information: name, personal identity code/business ID, address, nationality, information on any joint ownerships and number of shares.</p> <p>The register contains a temporary list of shareholders on the record date created by Euroclear Finland for the General Meeting, containing information on nominee registered shareholders registered for the General Meeting and their number of shares.</p>
5. Regular sources of data	<p>Personal data is mainly collected from the shareholder themselves or from their representative in connection with the registration to the General Meeting.</p> <p>When registering via website, the shareholders enter themselves the personal data about himself/herself into the registration system.</p> <p>The proxy representatives enter the necessary personal data of the shareholder, who has authorised the proxy, also into the system.</p> <p>When registering via e-mail, mail or telephone, the controller or Innovatics Ltd enters the registrant's personal data and advance votes into the register.</p> <p>Based on the personal data provided in connection with the registration, Innovatics Ltd retrieves the number of shares of the shareholder on the record date from the list of shareholders created by Euroclear Finland.</p> <p>Innovatics Ltd enters the voting instructions for nominee registered shareholders represented by account operators at the General Meeting into the register.</p>
6. Disclosures and transfers of personal data	<p>Based on the information in the register, a list of votes and a summary of the votes cast are established and attached to the minutes of the meeting. The list of votes contains information on the name of the shareholder and possible proxy and/or aid, number of the vote ticket (participant number), number of shares by share class, number of votes, basis of representation and means of attendance.</p> <p>At the general meeting, in accordance with the Finnish Limited Liability Companies Act, the shareholder register is made available, which includes the names of shareholders, municipality, and the number of shares and votes according to the record date of the meeting. The list also contains information on nominee registered shareholders who are temporarily registered in the list of shareholders for the General Meeting.</p>
7. Data transfers to third parties and outside the EU or the European Economic Area	<p>The data contained in the register may be shared with third parties involved in organising the General Meeting who need the registered data in their operations. Data is not disclosed for commercial purposes.</p> <p>For recipients with Finnish phone numbers, text messages are sent via a Finnish service provider. For those with international numbers, text messages are sent using a Swiss service.</p> <p>If it's possible to use the right to speak virtually in the General Meeting, the right to speak will be enabled by a US service provider¹. In this case, the aforementioned service provider processes the IP address and name of the person using the right to speak.</p>

¹ Read more about how Daily's data security and GDPR compliance: <https://www.daily.co/security/gdpr/> and <https://www.daily.co/products/security-at-daily/>

	<p>Otherwise, personal data is not transferred or disclosed outside the EU or the European Economic Area.</p>
8. Basis for register protection	<p>Physical material is stored in a locked room accessible only to persons entitled to the data.</p> <p>Electronic material is stored in a data room that meets the requirements for the processing of personal data. The connection from the user's browser to the server is encrypted. Access to the register is limited to the employees of the controller and subcontractors who need and process data to organise the General Meeting.</p>
9. Retention and deletion of personal data	<p>Innovatics Oy stores personal data for a maximum of two years after the end of the General Meeting.</p> <p>The data retention may also be extended if necessary for establishment, exercise or defence of legal claims.</p> <p>Euroclear Finland Oy stores personal data for a maximum of four months after the end of the General Meeting.</p> <p>A list of participants will be annexed to the minutes of Sanoma Corporation's General Meeting. The list includes names of the shareholders who participated in the General Meeting and possible proxy holders and assistants, number of shares and votes and numbers of the voting tickets. Sanoma Corporation retains the minutes and annexes throughout the operational life of the company in order to comply with the statutory obligations.</p> <p>Other data is destroyed when it is no longer necessary to draw up the minutes or to verify their accuracy.</p>
10. Data subjects' rights	<p>Shareholders have the right to get a confirmation whether or not the register in question contains personal data about him/her and information of what personal data is contained in the register.</p> <p>Shareholders also have the right to request for the rectification, erasure or supplementing of his/her personal data. The controller is obligated to fulfil the request without undue delay in case the register contains data that is false, unnecessary, insufficient or outdated in terms of the purposes of the processing.</p> <p>Shareholders who wish to exercise his/her rights, as referred to above, shall make a request to this effect to the above-mentioned contact person in charge at Sanoma Corporation.</p>
11. Right to lodge a complaint with the local data protection authority	<p>The shareholders have a right to lodge a complaint with the Finnish Data Protection Authority should they have concerns or remarks regarding the data processing. Instructions can be found on their website of the Data Protection Ombudsman at www.tietosuoja.fi.</p>