

6 February 2014

Proposal for the use of the profit shown on the balance sheet and the payment of dividend

The distributable earnings of the Parent Company according to the balance sheet of the Parent Company at 31 December 2013 were EUR 335,448,324.44, of which the profit for the financial year 2013 is 57,189,186.23 EUR. Including the fund for non-restricted equity of EUR 203,324,188.83 the distributable funds amounted to 538,772,513.27 at 31 December 2013.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 9 April 2014 that a dividend of EUR 0.10 per share shall be paid from the distributable earnings of the Parent Company.

The dividend shall be paid to shareholder registered in the Company's register of shareholders held by Euroclear Finland Ltd on the record date of the payment of the dividend, 14 April 2014. The Board proposes that the dividend shall be paid on 23 April 2014.

In addition, the Board of Directors proposes that the Board be authorised to decide on the distribution of additional dividend of no more than EUR 0.20 per share. The distribution of additional dividend can be made in one or more instalments. The Board can also decide not to use this authorisation. The Board proposes that the authorisation includes the right for the Board to decide on all other conditions relating to the distribution of additional dividend. The authorisation is proposed to remain in effect until the next Annual General Meeting.

The Board of Directors proposes that EUR 521,941,303.97 be left in the shareholders' equity and a sum of EUR 550,000 be reserved for charitable donations to be used at the Board's discretion and that the dividend be paid in accordance with the aforesaid.

Helsinki, 6 February 2014

Sanoma Corporation

Board of Directors