

Power of Attorney

I give the power of attorney to _____,

identity number _____, to vote on my behalf with my shares at the Annual General Meeting of Sanoma Corporation to be held on 12 April 2016 at 14.00 at Conference Centre of Messukeskus, Helsinki, Expo and Convention Centre (Messuaukio 1, 00520 Helsinki, Finland).

Place and date

Signature

Name with block letters