



Annual General Meeting 2008

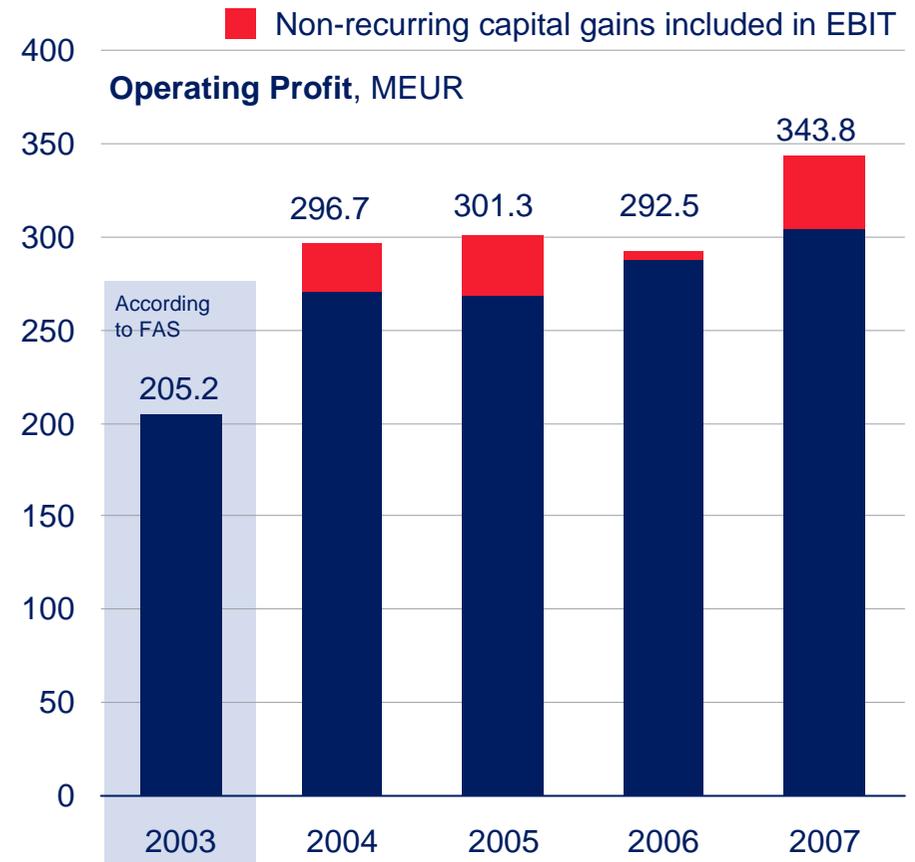
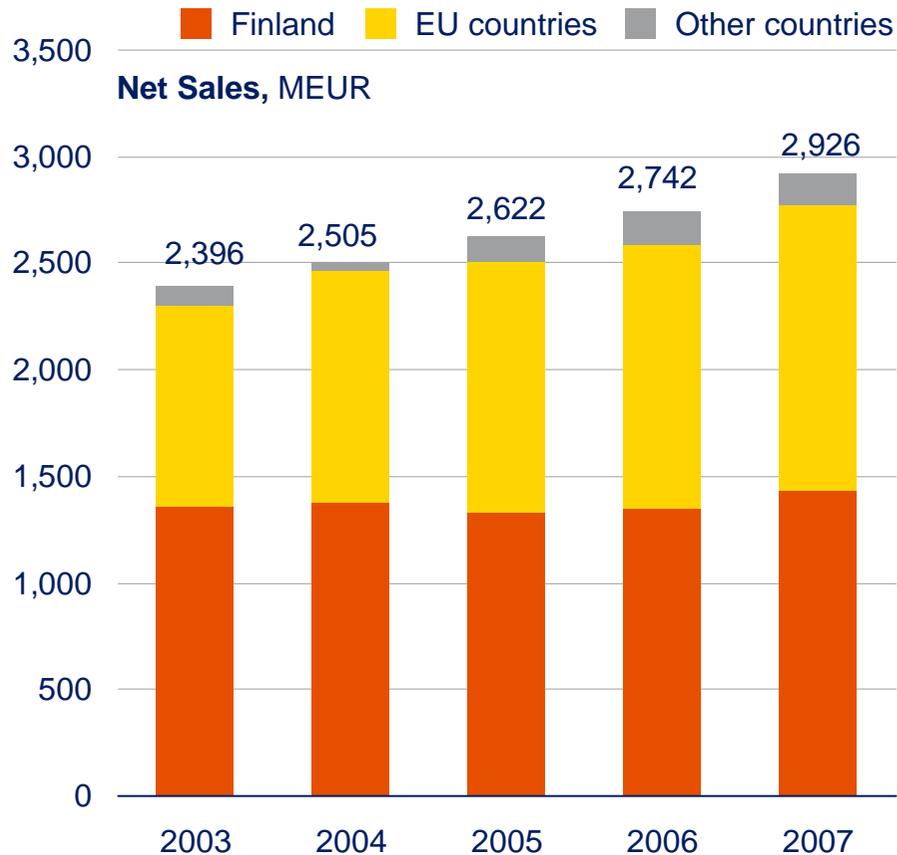
President and CEO Hannu Syrjänen

1 April 2008

Growing European Media Group

- Operates in over 20 countries
- Leading multimedia company in Finland; focused international growth areas
- One of Europe's largest magazine and educational publishers
- International expertise in chain management – market leader in distribution in the Netherlands, Finland, the Baltic countries and Romania
- Market leader in the chosen businesses, strong cash flow
- Significant player in digital media in the Netherlands, Hungary and Finland
- Excellent position in the attractive markets of Central Eastern Europe and Russia

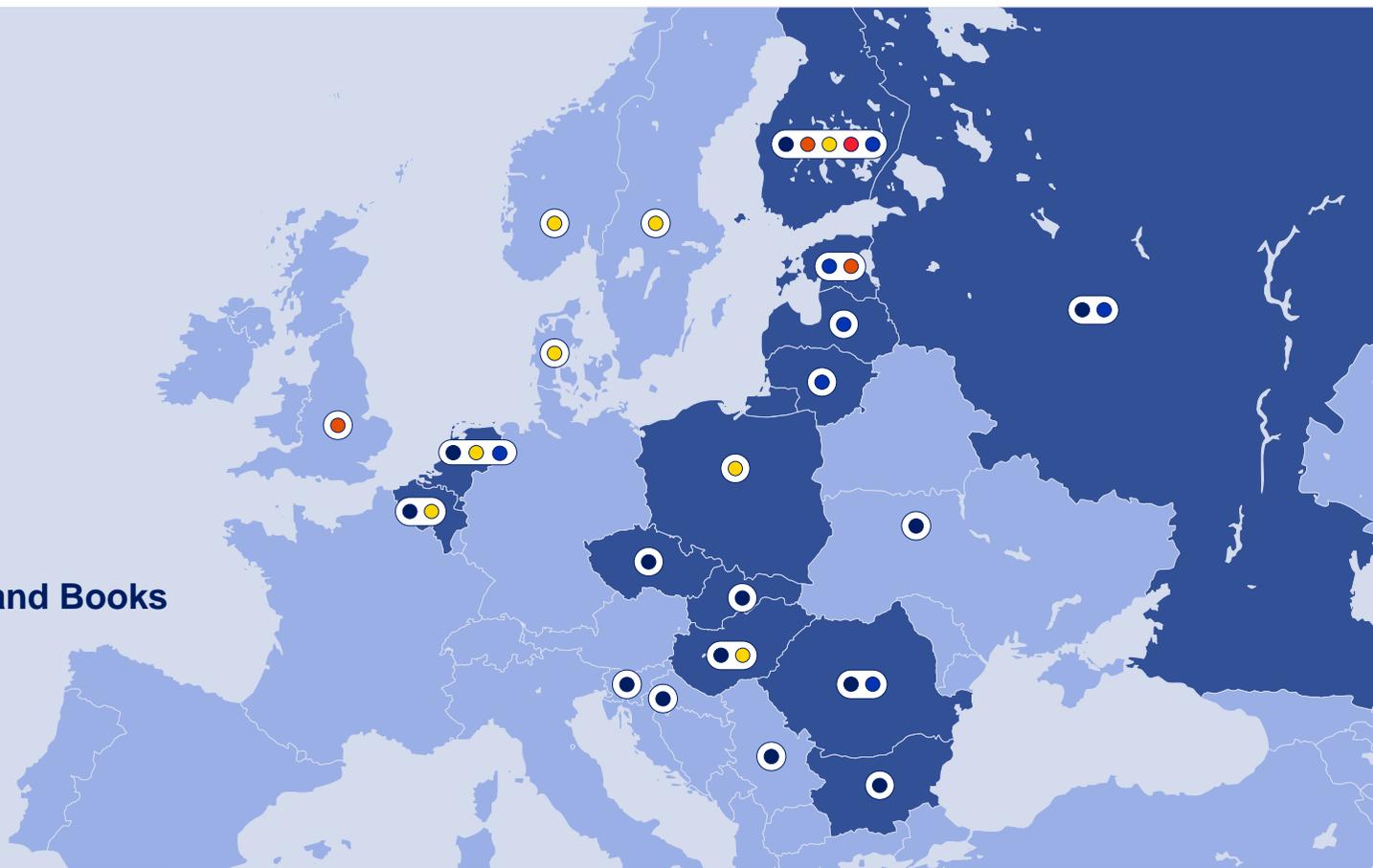
Continuous Growth, Improving Profitability



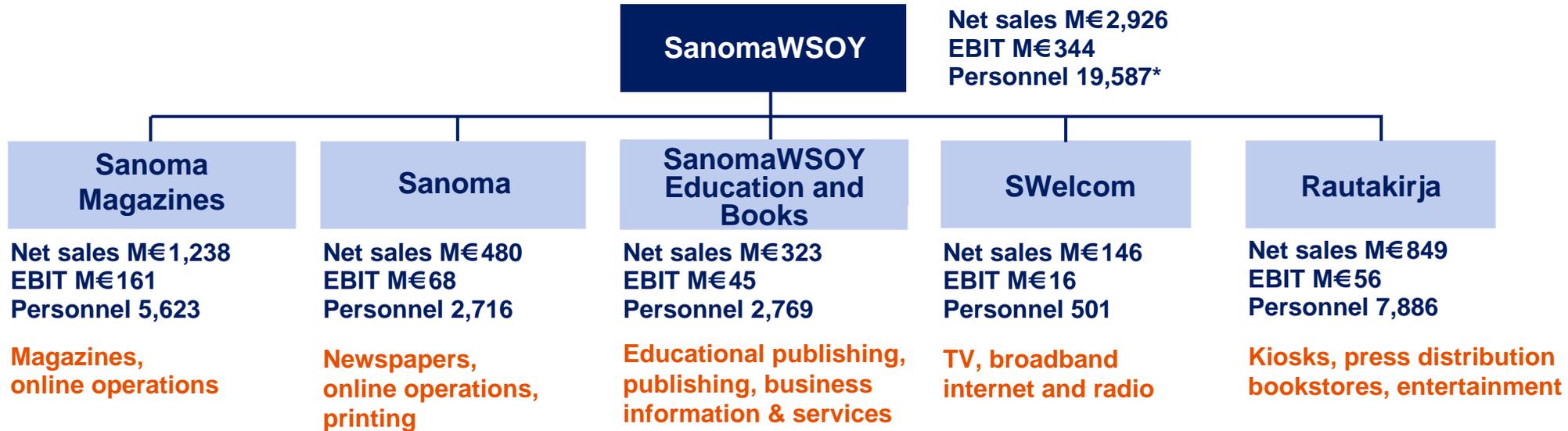
Market Leader

In Chosen Segments

- Sanoma Magazines
- Sanoma
- SanomaWSOY Education and Books
- SWelcom
- Rautakirja
- Market leader

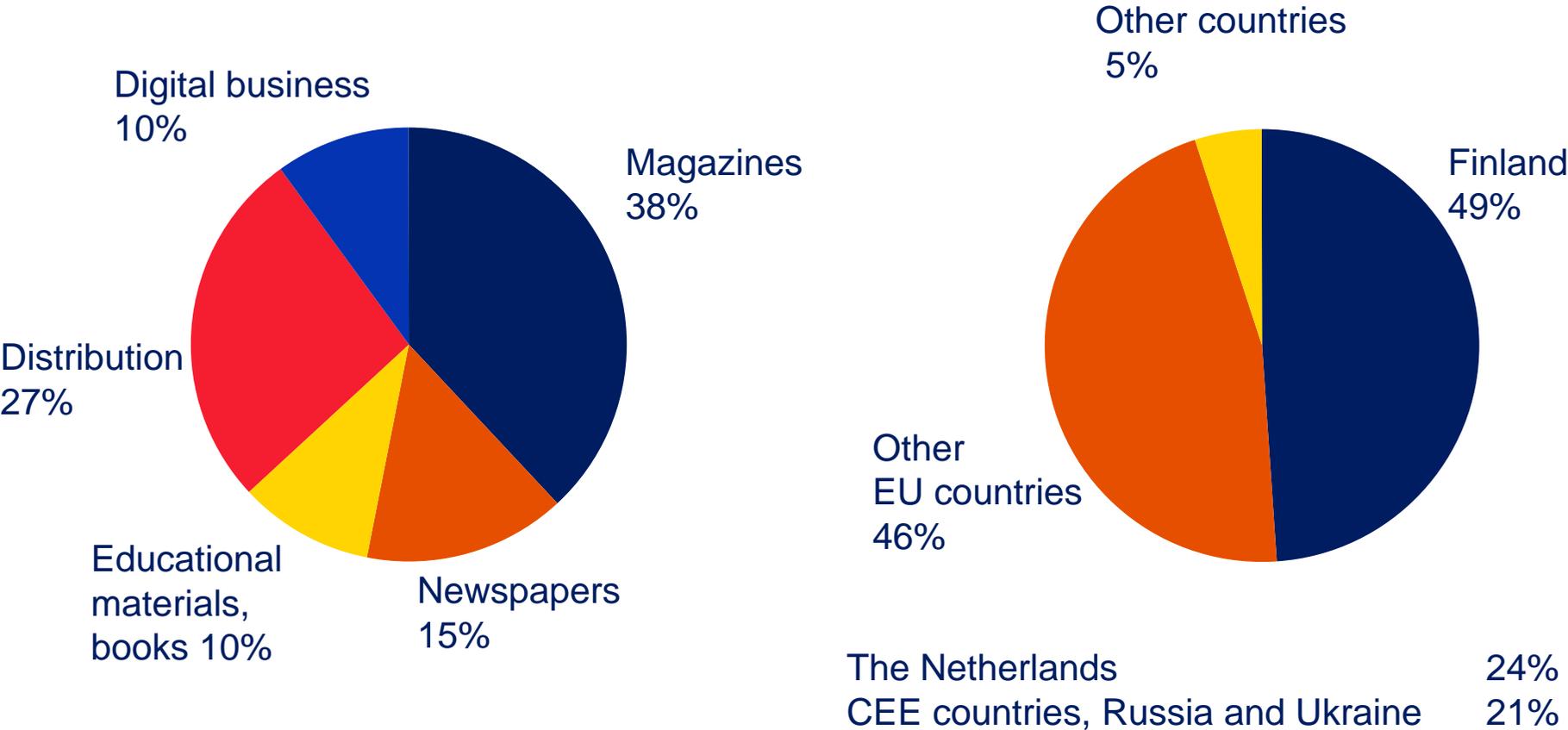


Multimedia Company



Balanced Composition of Net Sales

By Business and Geographic Area



Finland's Leading Media Company

Net sales, EUR million

2007

1. SanomaWSOY Group	2,926
2. YLE - Finnish Broadcasting Company	385
3. TS Group Ltd *	329
4. Alma Media Group	302
5. Otava Books and Magazines Group Ltd.	234
6. MTV Media Oy *	201
7. Edita Group	148
8. Talentum Group	124
9. Keski-suomalainen Group	105
10. A-lehdet Group *	83



Opt mix fd E	36,35	61,40
Opt techn. fd A	24,15	36,30
Opt incornie fd C	61,60	24,20
Orange eur comp fd	29,30	8,37
Orange eur mc f	7,30	29,30
Orange eur prop fd	11,45	7,30
Orange eur smc f	10,60	11,35
Orange fund	11,9	
Orange eur.largcapf	19,7	12,20
Orange largecapf	5	19,90
Orange sense fd	5	5,55
Orange wine fund	5	5,45
Pacific r.c.f.	70	
Pan glob conv f.	28,80	88,35
Postb.aandf	28,40	
Postb.aex click	42,82	28,60
Postb.amerit	23,70	43,30
Postb.com tech f	16,30	23,69
Postb.duurz aandf	32,80	16,25
Postb.easy bluefd	12,50	32,80
Postb.eur aandf	8,02	12,55
	15,90	7,90
	19,60	16,00
	16,60	19,40
		16,85

Result 2007

Excellent Result

EUR million	1–12/2007	1–12/2006	Ch %
Net sales	2,926.3	2,742.1	6.7
Operating profit	343.8	292.5	17.5
% net sales	11.7	10.7	
Operating profit excluding major non-recurring capital gains	303.5	288.2	5.3
% net sales	10.4	10.5	
Balance sheet total	3,192.3	3,132.2	1.9
Capital expenditure	90.5	81.9	10.5
Return on equity (ROE), %	18.6	17.7	
Return on investment (ROI), %	15.9	14.3	
Equity ratio, %	45.4	45.0	
Gearing, %	58.2	59.2	
Interest-bearing liabilities	881.4	863.9	2.0
Net debt	793.3	782.4	1.4
Earnings/share, EUR	1.47	1.32	11.9
Cash flow from operations/share, EUR	1.38	1.63	-15.3
Dividend/share, EUR *	1.00	0.95	5.3
Market capitalisation	3,196.2	3,521.8	-9.2
Average number of employees	19,587	18,434	6.3

Consolidated Income Statement

EUR million	1-12/2007	1-12/2006	Ch %
NET SALES	2,926.3	2,742.1	6.7
Other operating income	95.2	57.2	66.4
Materials and services	1,308.9	1,243.3	5.3
Personnel expenses	646.5	595.5	8.6
Other operating expenses	572.7	532.2	7.6
Depreciation and impairment losses	149.7	135.8	10.3
OPERATING PROFIT	343.8	292.5	17.5
Share of result of associated companies	12.4	8.4	47.8
Financial income	9.2	12.5	-26.2
Financial expenses	44.9	37.0	21.4
RESULT BEFORE TAXES	320.4	276.3	16.0
Income taxes	-74.4	-68.0	9.4
RESULT FOR THE PERIOD	246.1	208.4	18.1
Attributable to:			
Equity holders of the Parent Company	242.8	209.5	15.9
Minority interest	3.2	-1.1	

Consolidated Balance Sheet

EUR million	31.12.2007	31.12.2006	Ch %
ASSETS			
Non-current assets, total	2,492.1	2,511.3	-0.8
Current assets, total	700.2	620.9	12.8
Assets, total	3,192.3	3,132.2	1.9
EQUITY AND LIABILITIES			
Equity, total	1,364.2	1,322.7	3.1
Non-current liabilities	541.2	241.8	112.7
Current liabilities	1,313.9	1,567.7	-16.2
Liabilities, total	1,828.1	1,809.5	1.0
EQUITY AND LIABILITIES, TOTAL	3,192.3	3,132.2	1.9



Divisions



Sanoma Magazines

Sanoma Magazines

Key Events in 2007

Actively Taking Care of the Portfolio

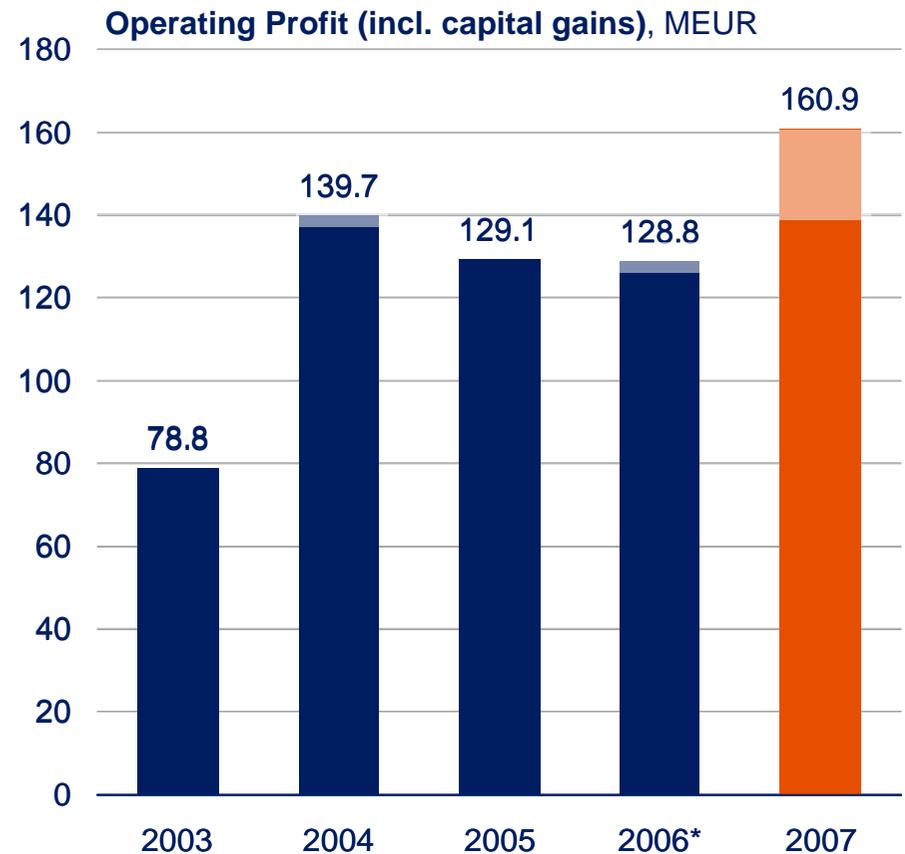
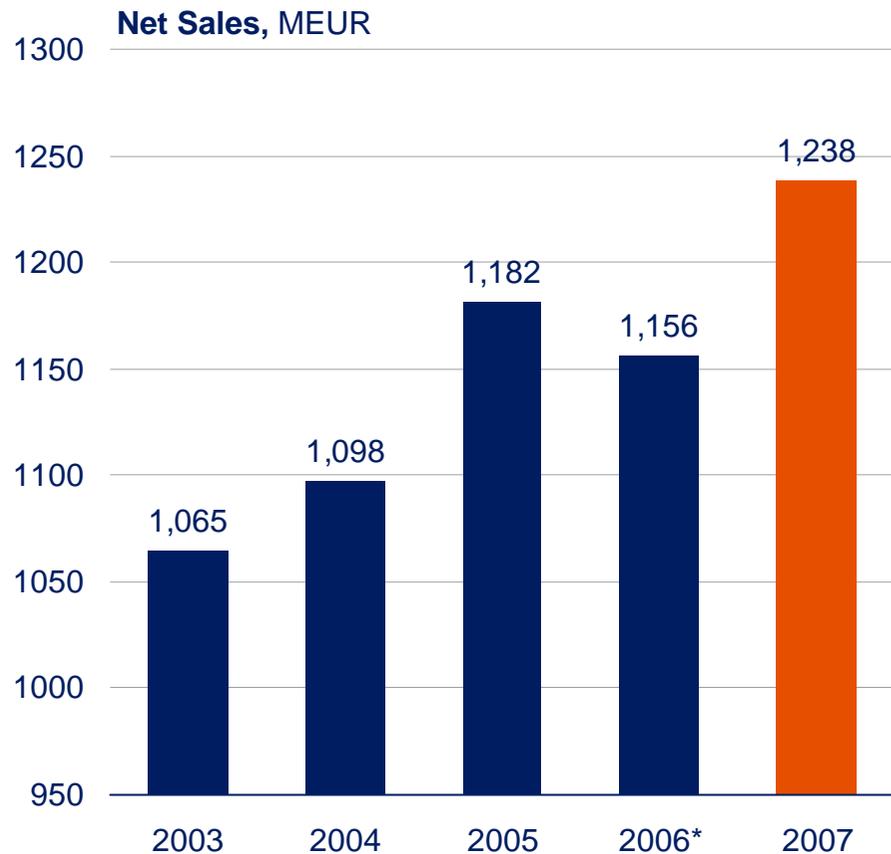
Launches, acquisitions

- Over 20 magazines mainly in Central Eastern Europe and Russia
- Nearly 20 new digital services
- Divestment of the Dutch puzzle magazine portfolio



Growth Continues

Sanoma Magazines' Key Figures





Sanoma

Sanoma

Key Events in 2007

Investments in Digital Business

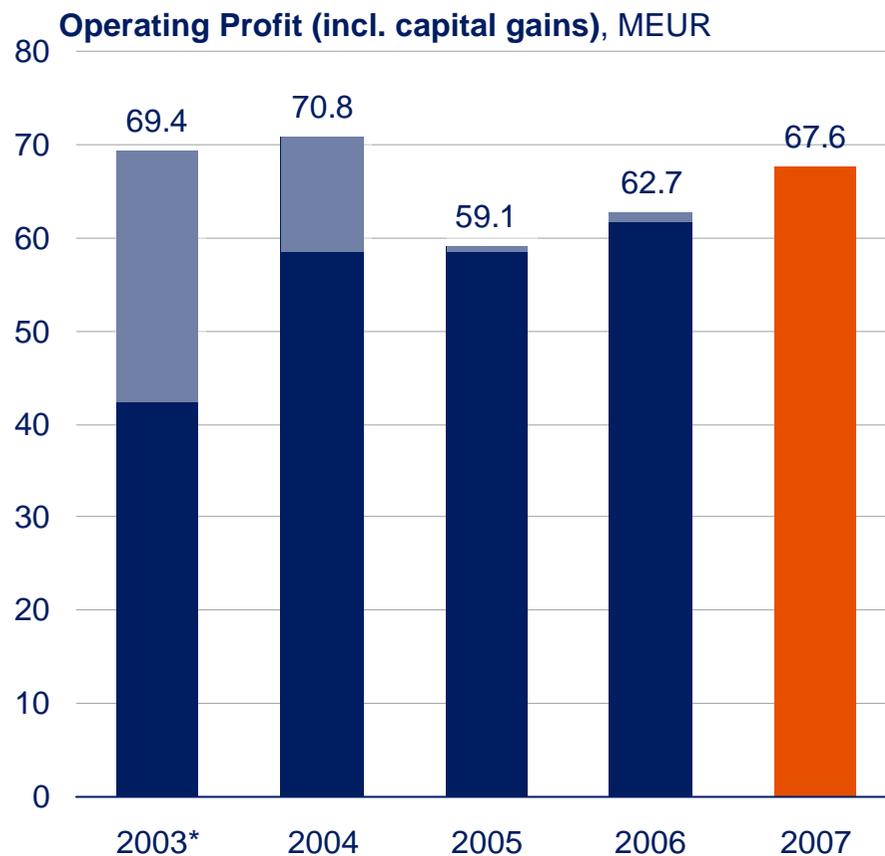
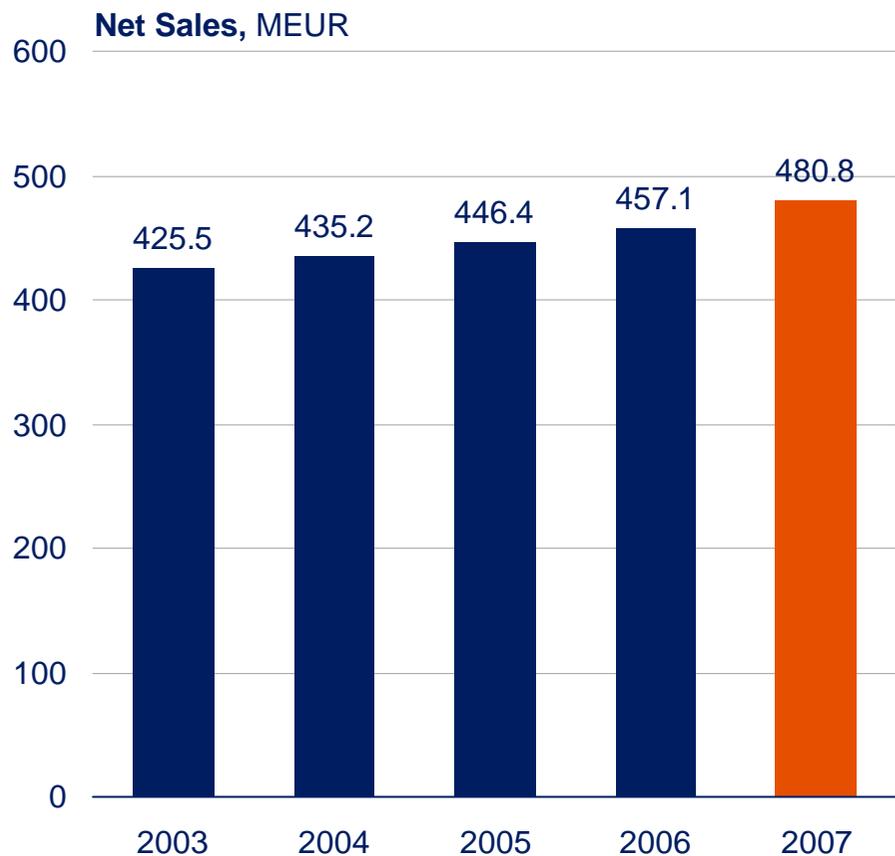
- Establishing of Sanoma Digital unit in Finland

Launches, acquisitions

- Recipe service Foody.fi, Finland
- Car site Autotaivas.fi, Finland
- Fashion site Tyyllitaivas.fi, Finland
- Cosmetic site Glossy.fi, Finland
- Blog site Blogilista.fi, Finland
- Food site Ruokala.tv, Finland
- Free sheet Vartti's online service (relaunch), Finland
- Classified ads market place Auto24, Estonia

Profitable Publisher

Sanoma's Key Figures





SanomaWSOY Education and Books

SanomaWSOY Education and Books

Key Events 2007

Expanding Operations

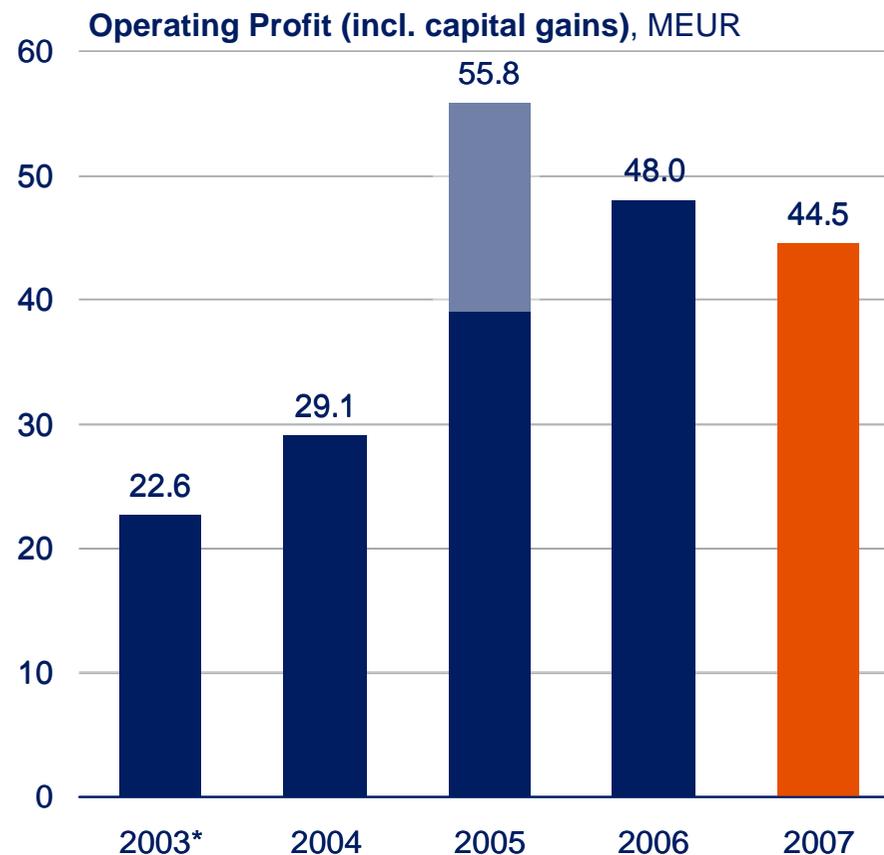
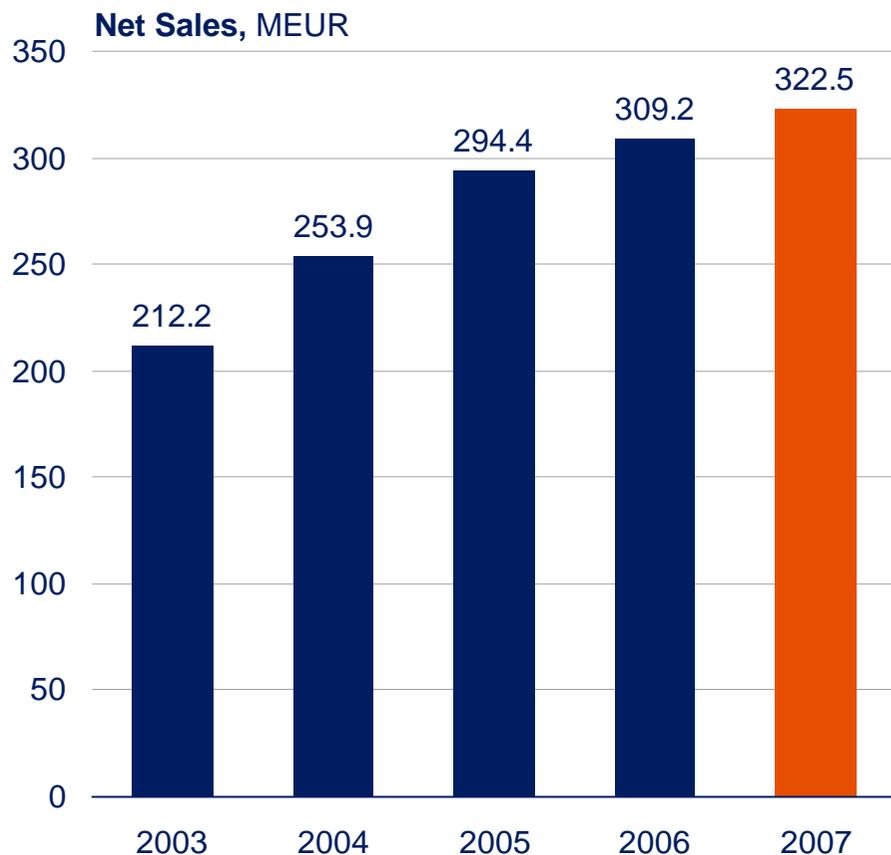
Acquisitions

- Educational publisher Nowa Era, Poland
- Translation agency Noodi, Finland
- Language service company The Works, Sweden
- Educational consultancy company TSM Consultants, the Netherlands
- Hungarian educational publisher Láng now fully owned by SanomaWSOY Education



Growth from Educational Publishing

SanomaWSOY Education and Books' Key Figures





SWelcom

SWelcom

Key Events 2007

Growing Channel portfolio

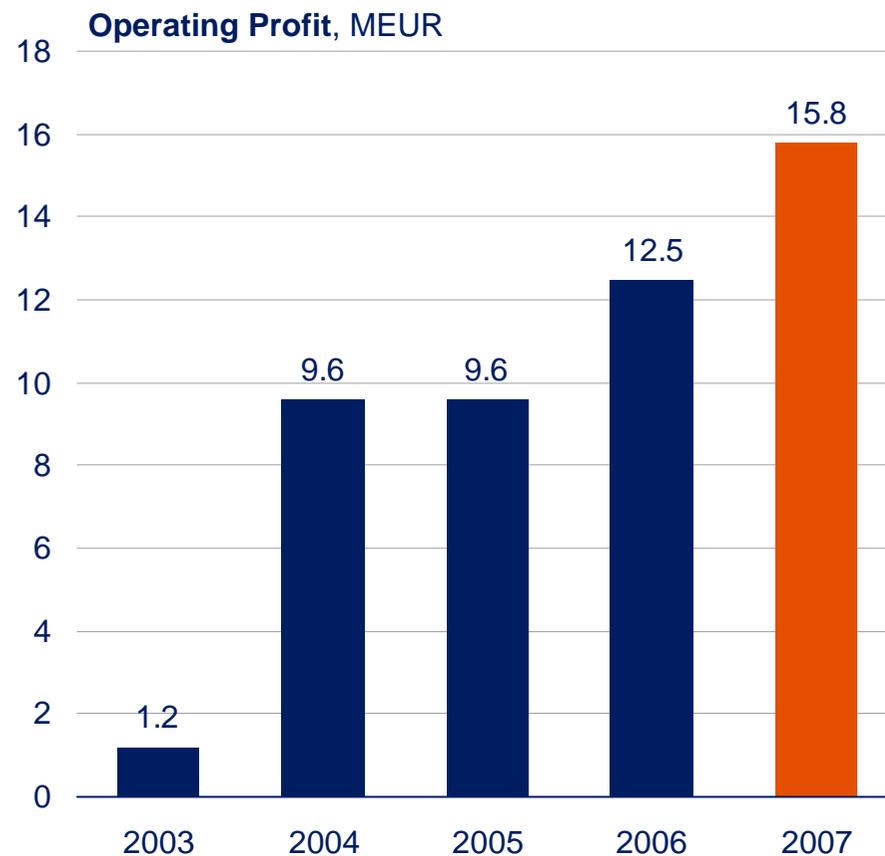
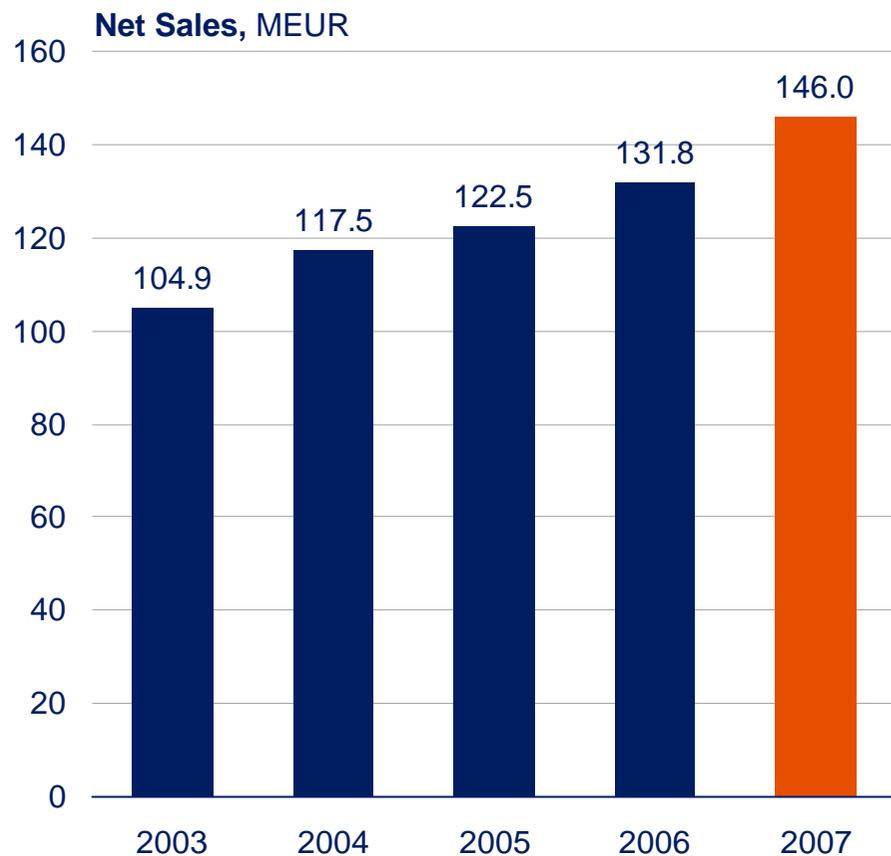
Launches, acquisitions

- Radio Rock and Radio Aalto, Finland
- Commercial TV channel JIM, Finland
- Pay TV channel KinoTV, Finland
- Game portal Älypää, Finland
- Hot from the US, Disney's top series in Nelonen WebTV
- Online game site Pelikone.fi, Finland
- TV channels Urheilukanava and Urheilu+kanava, Finland



Improving Profitability

SWelcom's Key Figures





Rautakirja

Rautakirja

Key Events in 2007

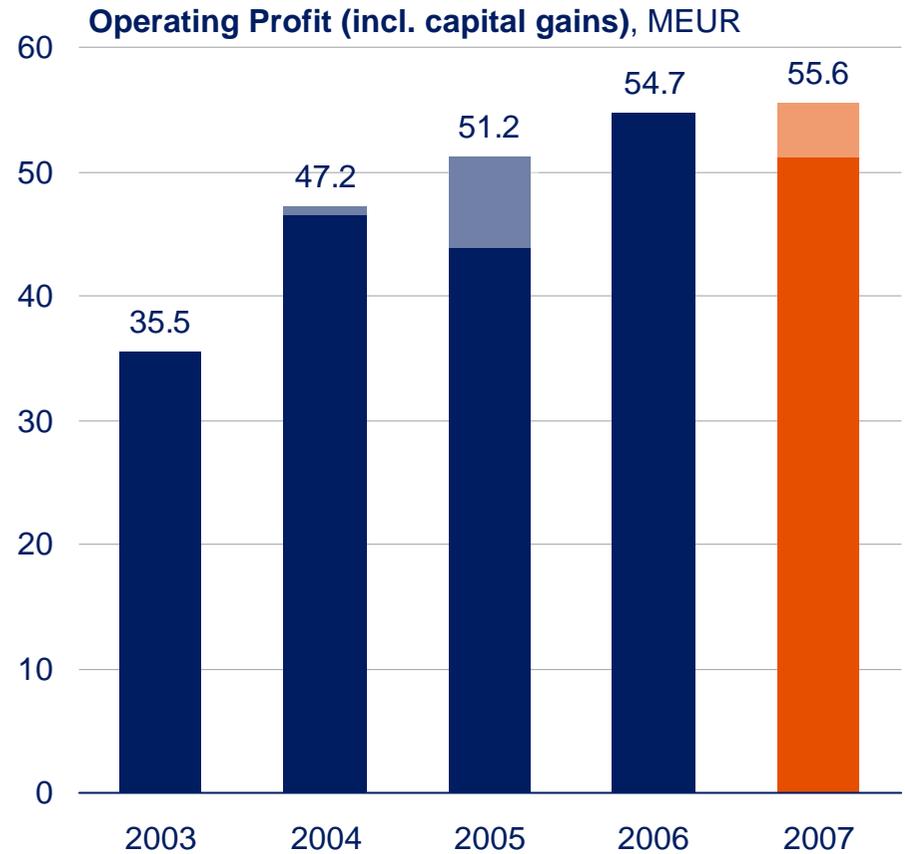
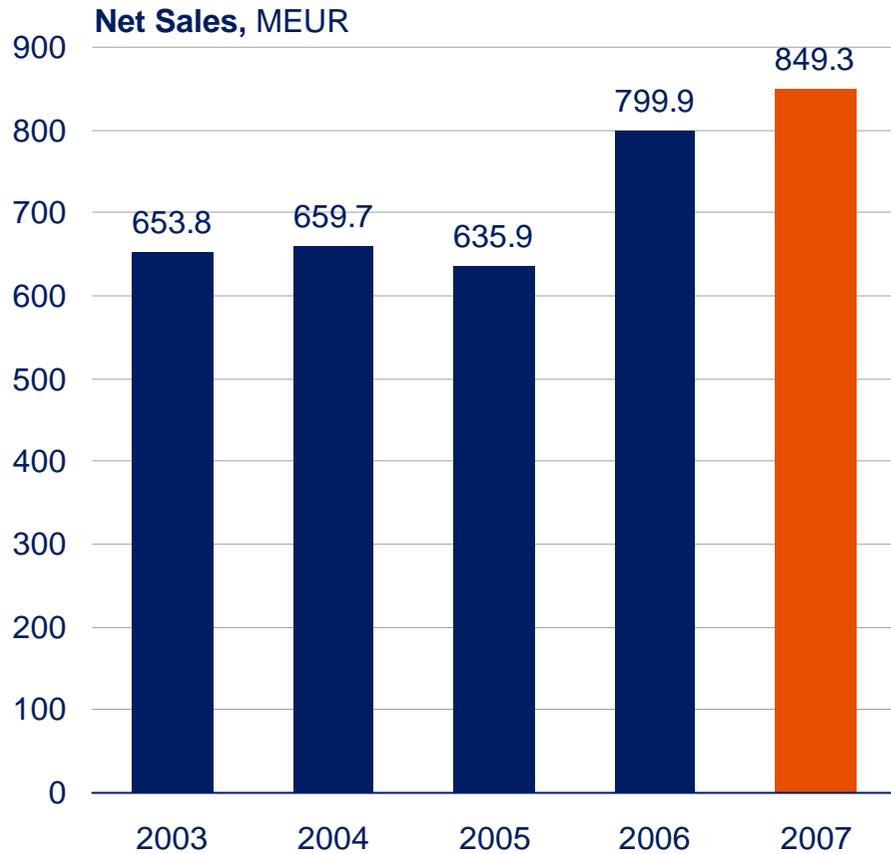
Expansion to Russia

Acquisitions, expansion, new products

- Establishing kiosk company R-Kiosk, Russia
- Press distribution company Press Point International and kiosk company HDS CIS, Russia
- Point-of-sale marketing services and products company Printcenter, Finland
- Press distribution company Aldipress, the Netherlands
- Multiplex theatres in Lithuania and Finland
- R-kioski developed new services: ÄrräPaketti pick-up service for parcels, Finland
- Divestment of multipurpose arena in Hamburg, Germany

Successful retailer

Rautakirja's Key Figures





Strategy and Outlook 2008

Our Strategic Objectives

A Leading European Media Portfolio

- **One of the leading European media companies, with focus on sustainable growth and profitability**
 - Multimedia in Finland
 - Four international growth areas
 - Magazine publishing
 - Educational publishing
 - Digital media (emerging position in online)
 - Press distribution/kiosks
- **Value adding market leadership in chosen businesses**

Our Strategic Focus Areas

Growth

Creating opportunities for growth by

- Organising for growth and innovation
- Building competitive edge on local customer know-how
- Expanding core businesses and driving synergies
- Driving strong expansion in defined growth markets (digital business, RUS, CEE and other CIS countries)
- Acting on value-adding consolidation opportunities



Our Strategic Focus Areas

Profitability

Ensuring operational excellence by

- Leveraging scale and scope
- New, often ICT enabled, ways of doing
- Value-adding process development initiatives
- Utilising profitable opportunities in digital business

Group's Outlook for 2008

(Published on 7 February 2008)

Outlook

- Net sales to grow in line with the previous year
- Operating profit excluding major non-recurring capital gains continues to improve
- In 2007, operating profit excluding capital gains totalled EUR 303.5 million and net sales grew by 6.7%



Content for Your Life

www.sanomawsoy.fi