



Sanoma Magazines' Growth Strategy

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CMD, 5 October 2007

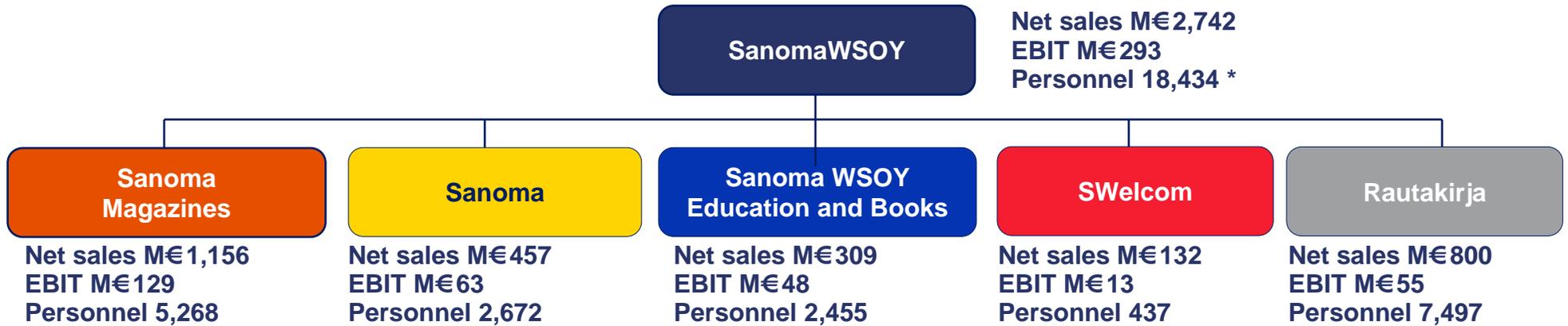
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- Introducing Sanoma Magazines
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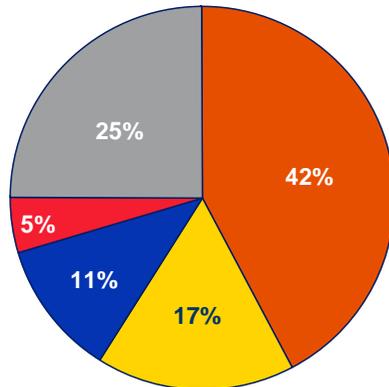
We Are Europe's Fourth Largest Magazine Publisher*



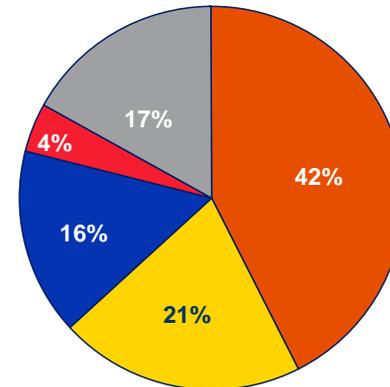
The Largest Division of SanomaWSOY



Net Sales by Division



Operating Profit by Division



Organized in Four Businesses*

Sanoma Uitgevers
 Net sales 531.2 M€
 (Netherlands)

- Magazine publishing
- Online operations



Sanoma Magazines International
 Net sales 247.6 M€

- Magazine publishing
- Online operations



Sanoma Magazines Finland
 Net sales 193.2 M€

- Magazine publishing
- Online operations

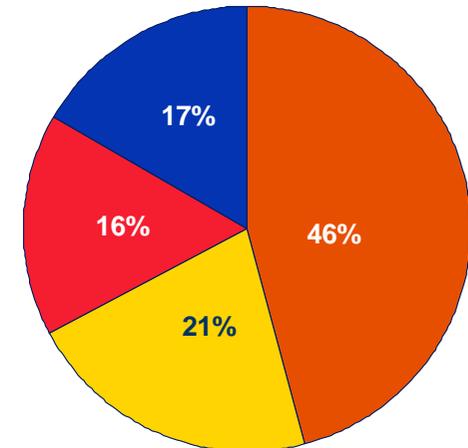


Sanoma Magazines Belgium
 Net sales 188.6 M€

- Magazine publishing
- Online operations



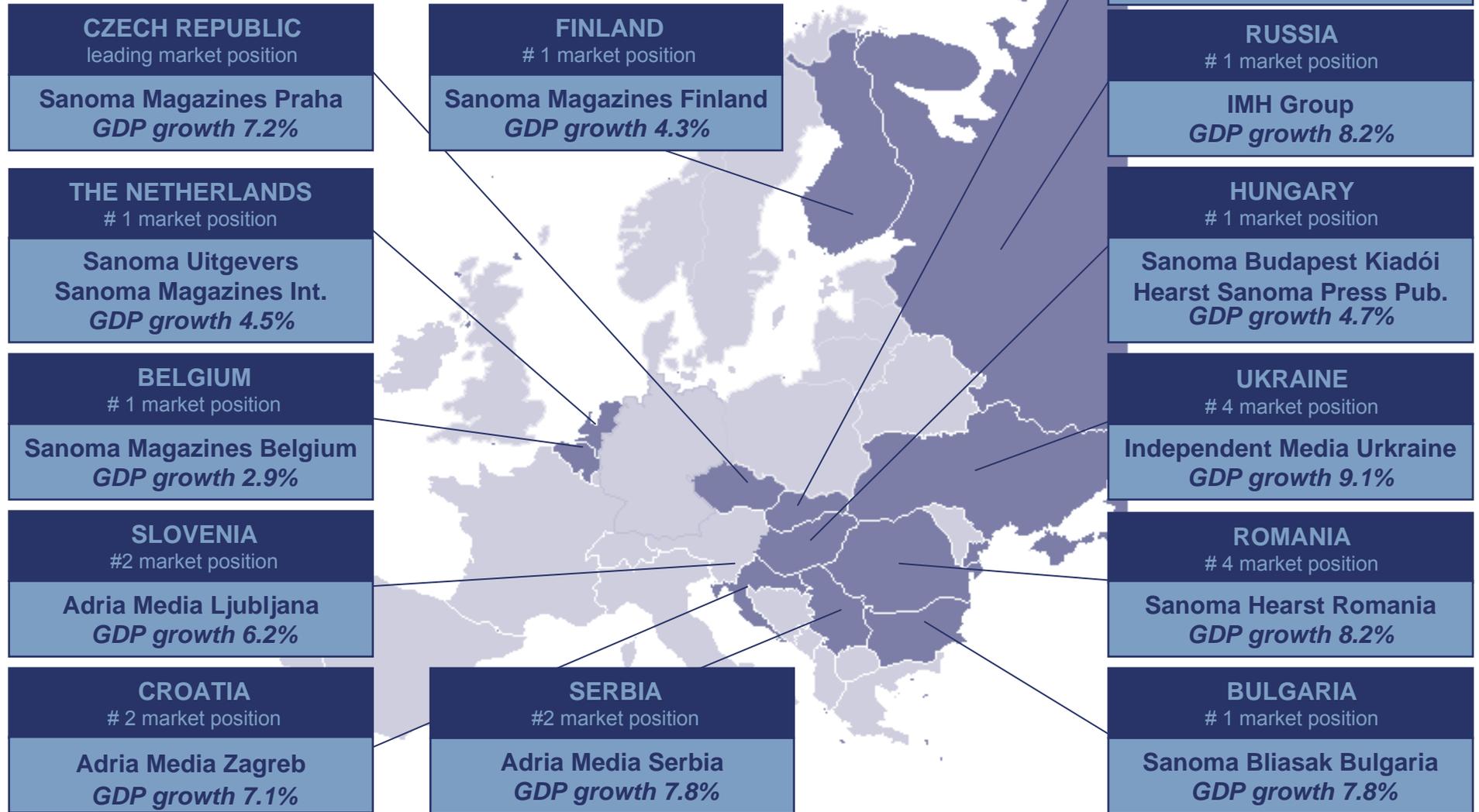
Net Sales by Business **



* As of 1 January 2007, Aldipress is part of Rautakirja;

** Intracompany eliminations excluded

Active in 13 countries



Financial Development 1-6/2007

| EUR million | 1-6/2007 | 1-6/2006 | Ch % | 1-12/2006 |
|--|----------|----------|------|-----------|
| Net sales | 595.3 | 556.4 | 7.0 | 1,155.9 |
| Sanoma Magazines Netherlands | 256.4 | 255.4 | 0.4 | 531.2 |
| Sanoma Magazines International | 134.3 | 117.8 | 14.0 | 247.6 |
| Sanoma Magazines Belgium | 108.3 | 92.9 | 16.6 | 188.6 |
| Sanoma Magazines Finland | 98.7 | 92.8 | 6.3 | 193.2 |
| Eliminations | -2.4 | -2.5 | -3.6 | -4.7 |
| Operating profit | 93.4 | 58.6 | 59.3 | 128.8 |
| % net sales | 15.7 | 10.5 | | 11.1 |
| Operating profit excluding major non-recurring capital gains | 72.2 | 58.6 | 23.1 | 126.2 |
| % net sales | 12.1 | 10.5 | | 10.9 |
| Balance sheet total | 1,971.4 | 1,697.4 | 16.1 | 1,910.0 |
| Capital expenditure | 10.1 | 7.8 | 30.3 | 16.5 |
| Personnel under employment contract, average | 5,532 | 5,140 | 7.6 | 5,302 |

Mission and Vision

Sanoma Magazines' mission is to serve the needs of our readers and advertisers by creating and continuously developing top quality magazine brands and multimedia extensions that offer sustainable profitability and growth.

To secure our growth and profitability we want to be the clear number one in our chosen markets and segments.

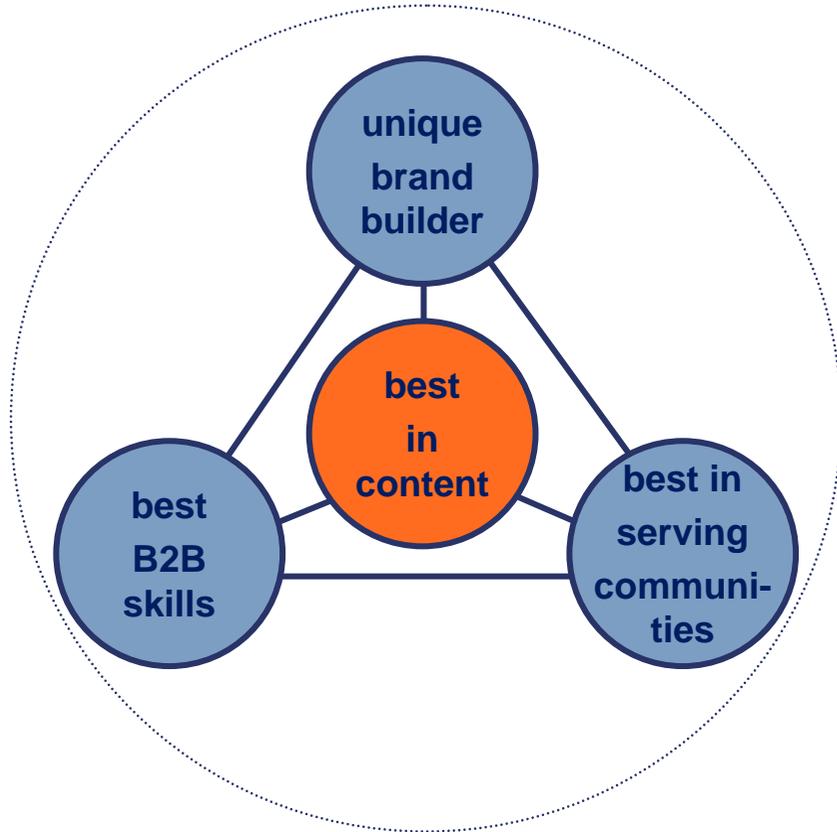
Vision

Sanoma Magazines believes in the power of magazine brands and their potential to expand into multimedia concepts. Our aim is to build and secure long-lasting relationships with our readers, advertisers and other stakeholders, on the basis of our core values: creativity, reliability and dynamism.

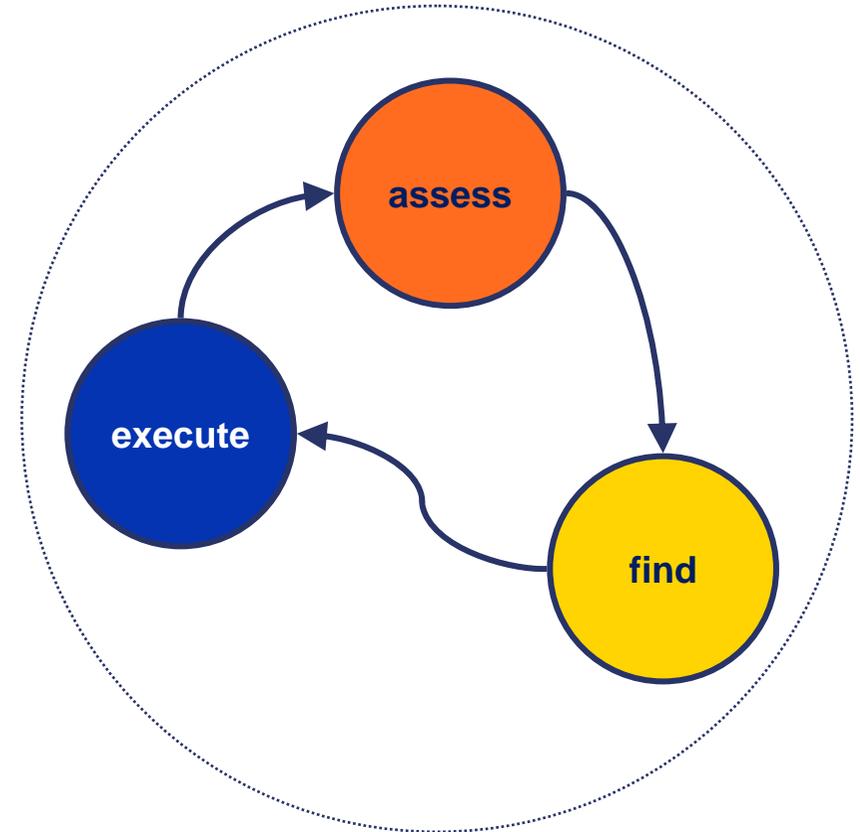
Focused growth strategy

- **We aim to...**
 - ... streamline, grow and consolidate the existing positions in our core consumer magazine businesses
 - ... build on our interactive (IP) media business through own developments by leveraging existing concepts geographically and through selected acquisitions and alliances.
- **We will achieve our objectives through**
 - ... an active portfolio and launch strategy
 - ... acquisitions and partnerships in areas where a significant market share can be achieved and where value can be added

Strategic Identity



CAPABILITY BUILDER



PORTFOLIO DEVELOPER

Growing Sanoma Magazines

Three Main Revenue Growth Sources

1. Magazine portfolio in mature markets: focus on key brands
2. Growing magazine businesses in Eastern Europe and Russia / C.I.S.
3. Our fastest growing business is online

Our Leading Magazine Brands

NL



320,520

506,597

BEL



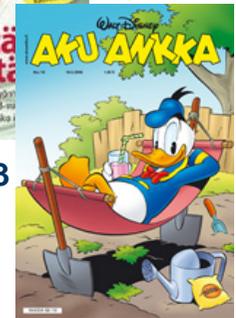
221.439

233,045

FIN



265,653



320,514

HUN



356,500

295,000

RUS

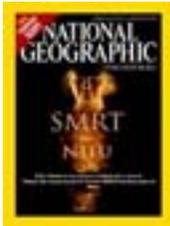


980,000

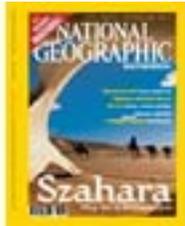
240,000

Preferred License Partner

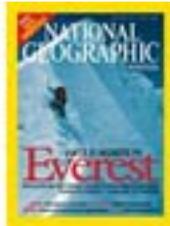
the best known global brands:
 Cosmopolitan - Playboy
 National Geographic - FHM
 Auto Bild - Disney - Maxim
 Marie Claire - Elle



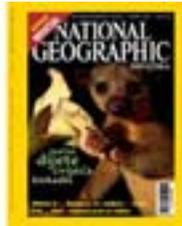
Czech Rep.



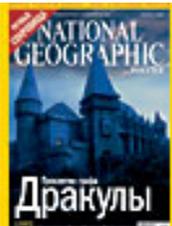
Hungary



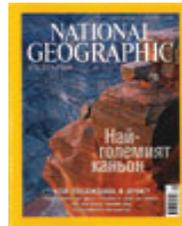
Romania



Croatia



Russia



Bulgaria



Serbia



Bulgaria



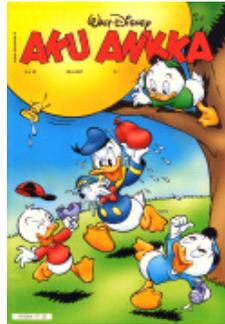
Slovenia



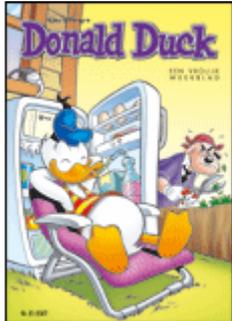
Croatia



The Russian edition of Cosmopolitan is the biggest outside the US; we also publish Cosmo in the Czech Republic, Bulgaria, Finland, Hungary, the Netherlands, Serbia, Slovenia, Romania and Ukraine



Finland



The Netherlands

Transferring Own Titles Across Geographies

How Story Became a Success Story



Needs
Interests
Wants

≡ Multimedia Concepts



Beyond Magazines

Increasingly building on core magazine business with online businesses:

- 1-6/2007: Significant growth of online advertising revenues: +48%
- Leading online publisher in the Netherlands
- The number 2 online publisher in Hungary (in terms of visitors)
- One of the founding mothers of Sanoma Digital in Finland
 - Continue building magazine-related online business in Sanoma Magazines Finland
- Established online growth bases in Russia, Romania, Bulgaria, Czech Republic and so on

Online Ambition and Strategic Direction

- 12% out of our advertising revenues already comes from online advertising
- We expect double digit growth over the coming years
- Growth will be realised by:
 - Growth of current key online assets
 - Launching new ‘vertical’ services in cars, lifestyle, travel, home deco, fashion
 - Leverage proven concepts internationally (e.g. Kieskeurig)
 - Expanding to the mobile device
 - Acquisitions and partnerships

Expanding our Online Footprints

Selected Examples

| | NL | HUN |
|--------------------------|--|---|
| Women's portal | <ul style="list-style-type: none"> • Vrouwonline • Libelle.nl • Margriet.nl | <ul style="list-style-type: none"> • Nlcafe.hu |
| Community sites | <ul style="list-style-type: none"> • Web-log.nl • Schoolbank.nl • Cu2.nl | <ul style="list-style-type: none"> • Hotdog.hu |
| FSO | <ul style="list-style-type: none"> • Startpagina • Overzicht • Ilse | <ul style="list-style-type: none"> • Startlap |
| Product/price comparison | <ul style="list-style-type: none"> • Kieskeurig | <ul style="list-style-type: none"> • PDAmania |
| Job listings | | <ul style="list-style-type: none"> • Profession.hu |
| (business) News | <ul style="list-style-type: none"> • Nu • Nu/Z | <ul style="list-style-type: none"> • FNnet |

Our Leading Online Properties

Hungary



no 2 portal
2,330,000 visitors/month (2006)

no 1 women's community
850,000 visitors/month (2006)

no 1 recruitment site

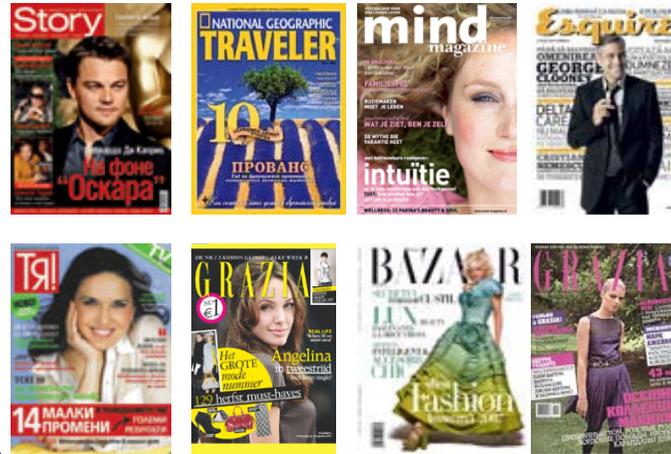
news portal
630,000 visitors/month (2006)

auction portal
350,000 visitors/month (2006)

Recent Developments

Launches:

- Story, celebrity weekly (Ukraine)
- GRAZIA, glossy weekly (Russia)
- Business portal RB.ru (Russia)
- Milo, 40+ magazine (Belgium)
- Tya!, woman's weekly (Bulgaria)
- Glossy Story Gala Style (Croatia)
- GRAZIA, glossy weekly (Netherlands)
- Glossy portal Styletoday.nl (Netherlands)
- Celebrity portal StoryOnline (Hungary)
- Consumer information portal Kirakat.hu (Hungary)
- Harper's Bazaar and Esquire (Romania)



Acquisitions:

- Schoolbank.nl (Netherlands): social networking
- Rozali.com: women's portal (Bulgaria)
- TvůjDům/Tvojdóm: home deco portal (Czech Republic/Slovakia)
- Vertical product comparison site PDA Mania (Hungary)
- Finance portal Belegger.nl (Netherlands)
- Forum community Croportal (Croatia)





Thank you!