

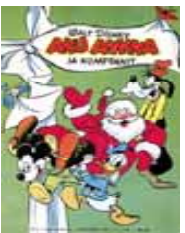


INTRODUCING  **Sanoma**  
MAGAZINES



Built on a strong legacy





# A proud history

2006 NETHERLANDS: acquisition Mood for Magazines (Linda.)

2000 NETHERLANDS: acquisition ilse/Startpagina

1994 RUSSIA: launch Cosmopolitan

1993 BELGIUM: acquisition HUMO

1982 FINLAND: launch Et-Lehti

1974 NETHERLANDS: launch first Story

1958 FINLAND: acquisition Me Naiset

1951 FINLAND: launch Aku Anka

1949 HUNGARY: launch Nők Lapja

1946 CZECH REPUBLIC: launch Vlasta

1936 NETHERLANDS: launch Margriet

1934 NETHERLANDS: launch Libelle

1913 NETHERLANDS: launch Panorama

1876 ROMANIA: launch Femeia

1834 CZECH REPUBLIC: launch Kwěty

1987 FINLAND: launch Gloria

A bright sun shining in a clear blue sky with a field of green grass in the foreground. The sun is positioned in the upper left quadrant, creating a strong lens flare effect across the sky. The grass is in the lower half of the frame, appearing lush and green. The overall scene is bright and optimistic.

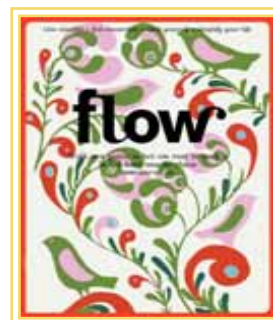
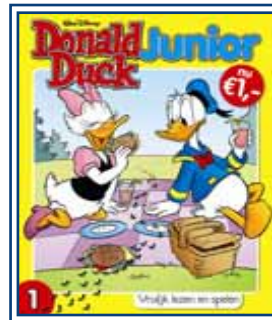
**And a bright future**



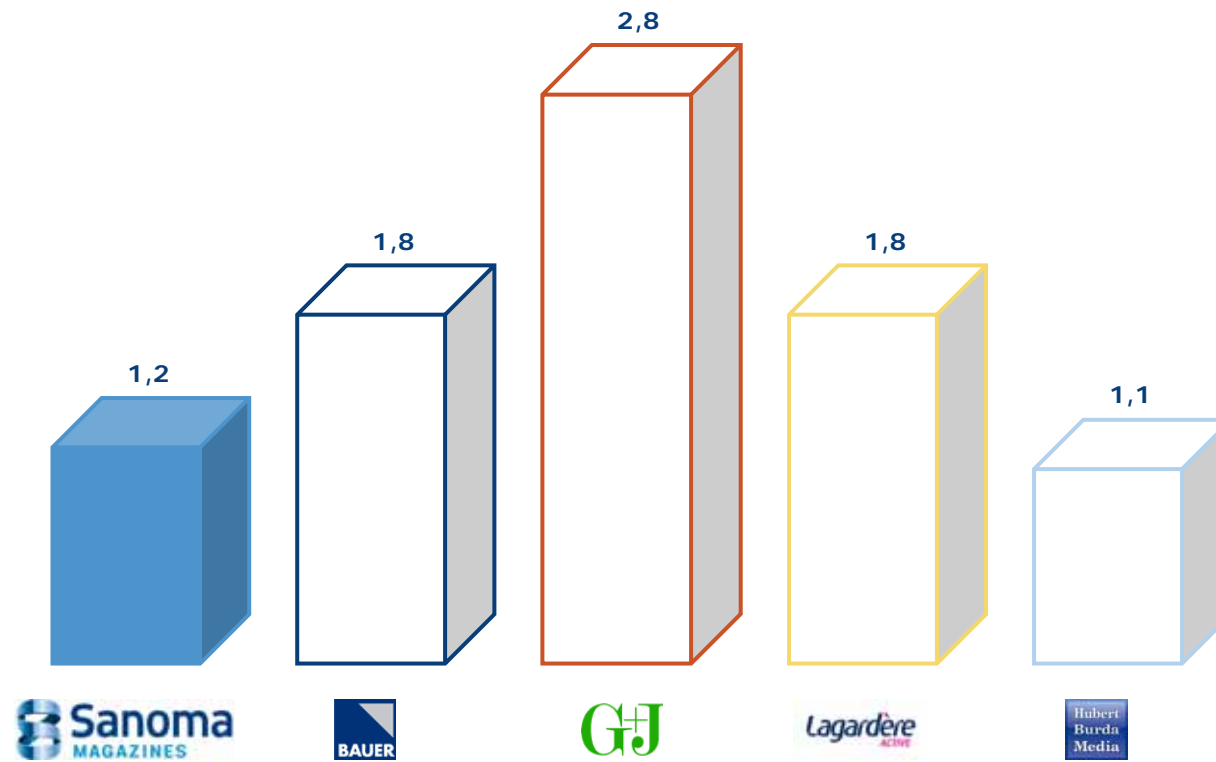
## In magazines and digital media



# Latest new products and services



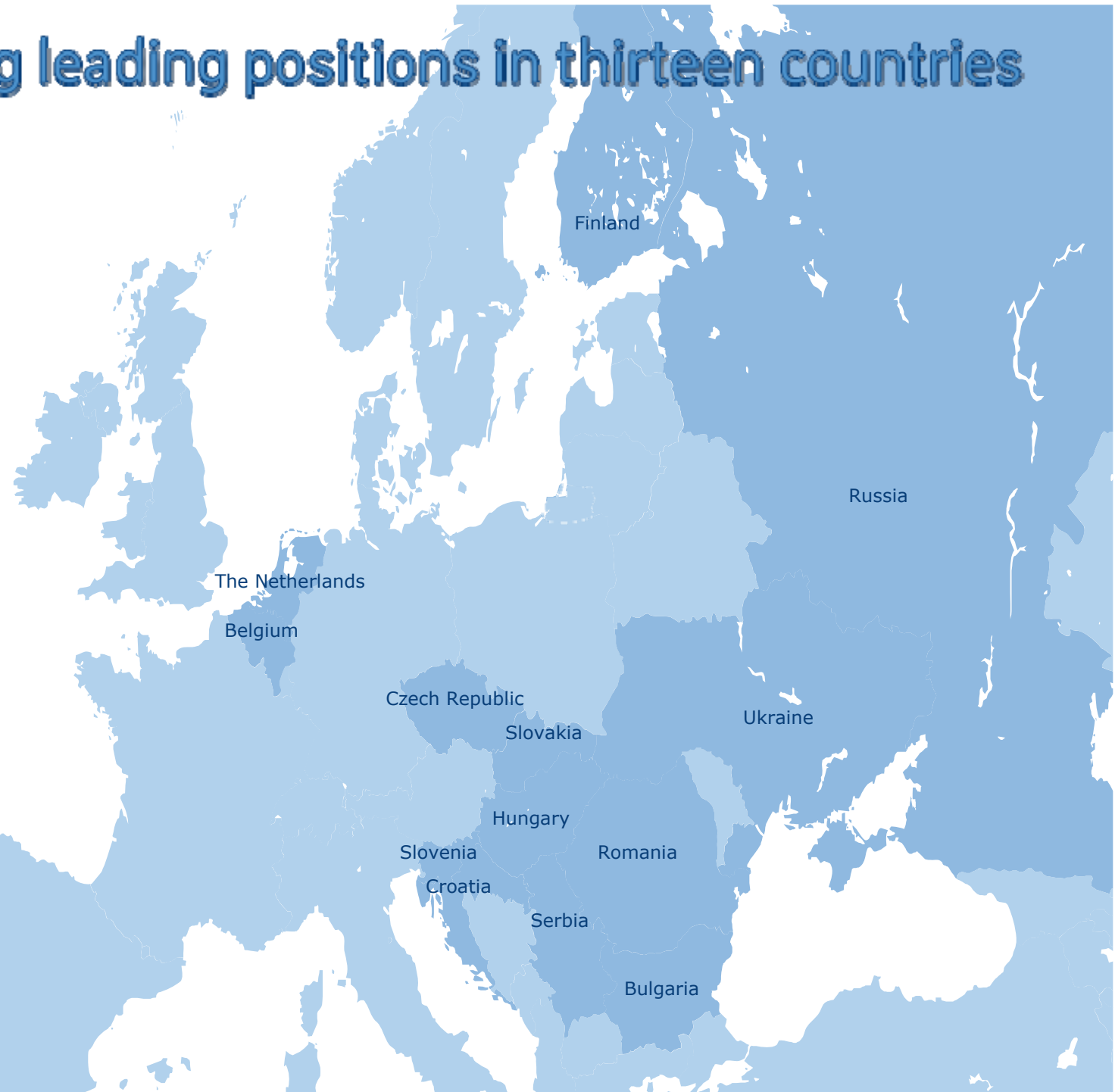
# Top Five European Magazine Publisher



Net Sales 2007 (in € billion) \*

# Developing leading positions in thirteen countries

Spanning the European continent from the North Sea to the Bering Sea and from the Barents Sea to the Black Sea



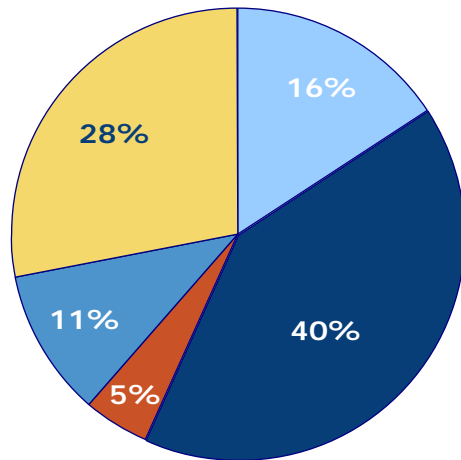


## How we are organised

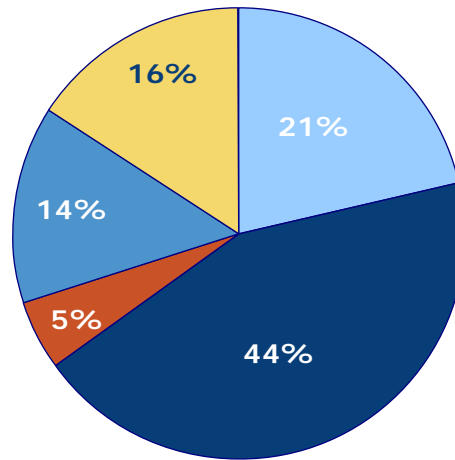


# The biggest of the five Sanoma Divisions

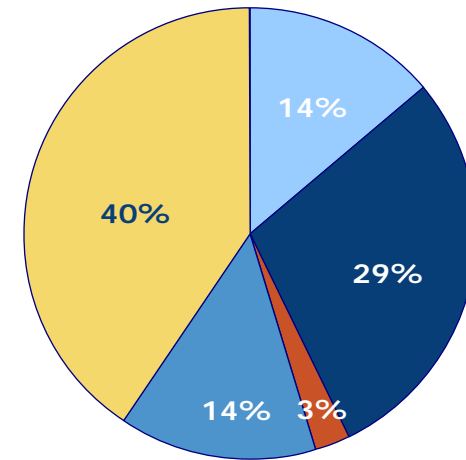
net sales 2007



operating profit 2007  
excluding major, non-recurring capital gains



average number  
of employees 2007



# We are structured in four Businesses



- Based in Helsinki, Finland
- CEO: Ms Raili Mäkinen
- Net sales 2007: €202.8 million



- Based in Brussels, Belgium
- CEO: Mr Aimé Van Hecke
- Net Sales 2007: €216.6 million



- Divisional headquarters
- Based in Amsterdam, the Netherlands
- CEO: Ms Eija Ailasmaa



- Based in Hoofddorp, the Netherlands
- CEO: Mr Dick Molman
- Net Sales 2007: €539.8 million



- Based in Amsterdam, the Netherlands
- CEO: Mr Koos Guis
- Net sales 2007: €283.4 million



SMI is responsible  
for our business  
in Central and South East  
Europe, the Adriatic Region,  
Russia and CIS



CLUSTER ADRIA



CLUSTER CENTRAL EUROPE



CLUSTER SOUTH EAST EUROPE



CLUSTER RUSSIA AND CIS





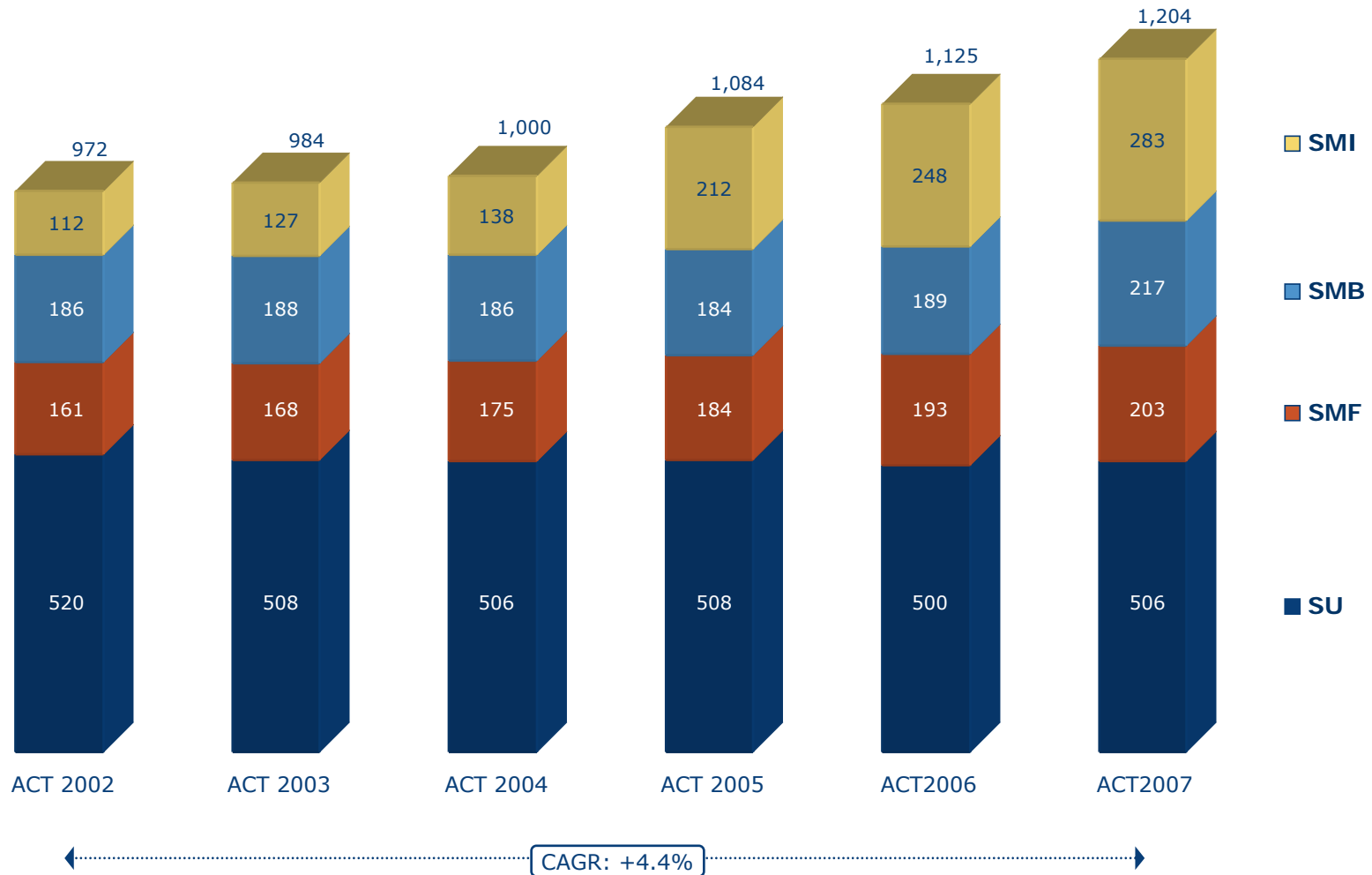
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## Our Performance

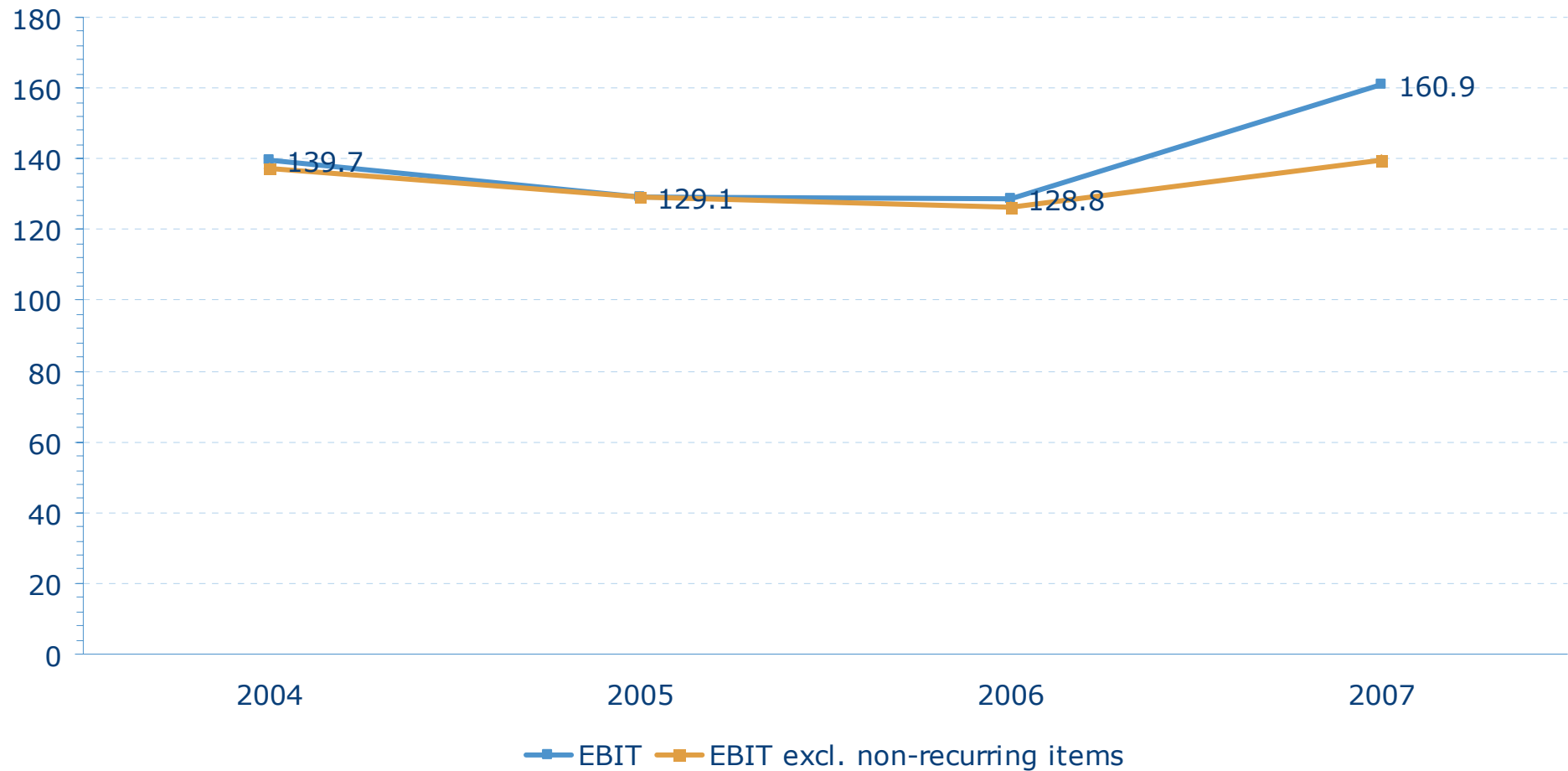
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# Net Sales Development (in € million) \*



# EBIT development (in € million)



# Key Indicators 1-9/2008

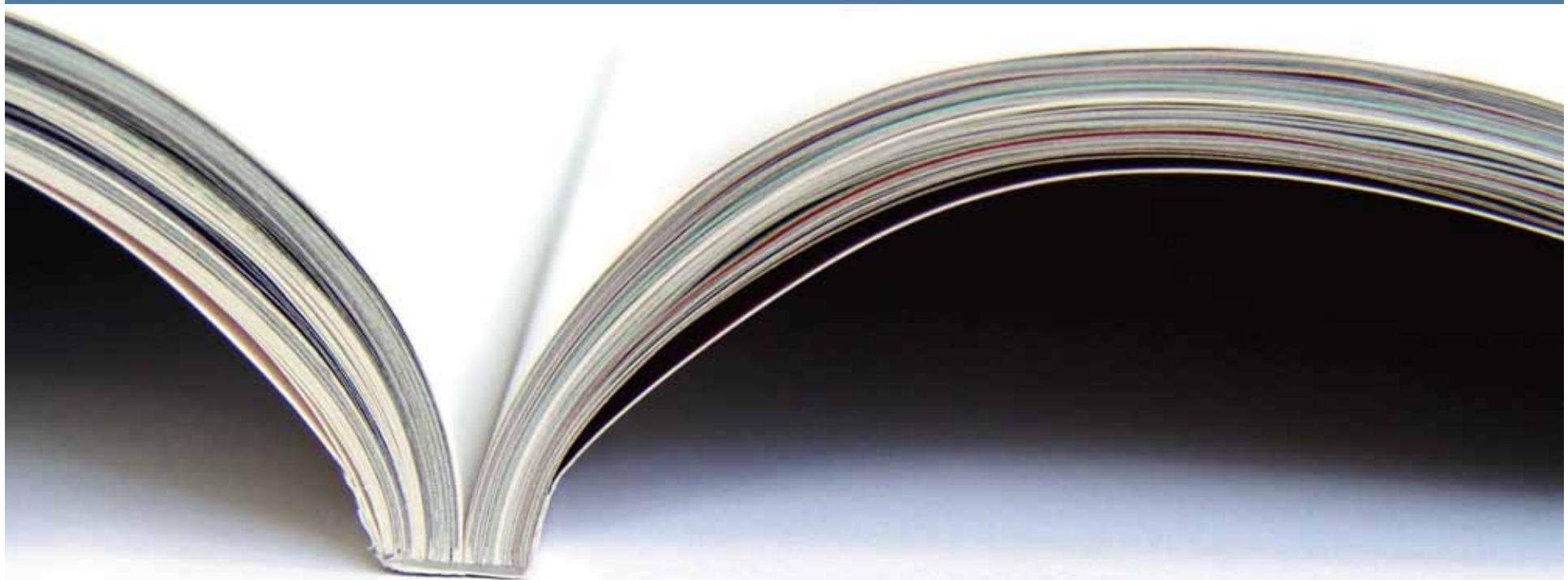
€ million	1-9/2008	1-9/2007	change %	1-12/2007
Net sales	907.9	885.7	2.5	1,238.1
Operating profit	126.3	123.8	2.1	160.9
% of net sales	13.9	14.0		13.0
Operating profit excluding major non-recurring items	102.8	102.6	0.3	139.7
% of net sales	11.3	11.6		11.3
Balance sheet total	2,047.5	1,900.9	7.7	1,937.5
Capital expenditure	19.9	14.0	42.1	20.6
Personnel under employment contract, average	6,206	5,577	11.3	5,623
Personnel, average (full-time equivalents)	5,668	5,127	10.5	5,169



## Our Strategy



# Our Vision



At the heart of our vision is a strong believe in the **power of magazine and digital media brands** and their potential to expand across media.

We believe that we need to **develop our brand portfolio** to satisfy our customers and surprise them positively.

This will help us secure **long-lasting relationships with customers** that add value to all involved.



**Serving the wants and needs of our customers  
by developing top quality magazine and digital media brands  
that offer sustainable growth and profitability.**

## **Our Mission**

# Our Core Values

DYNAMISM

RELIABILITY

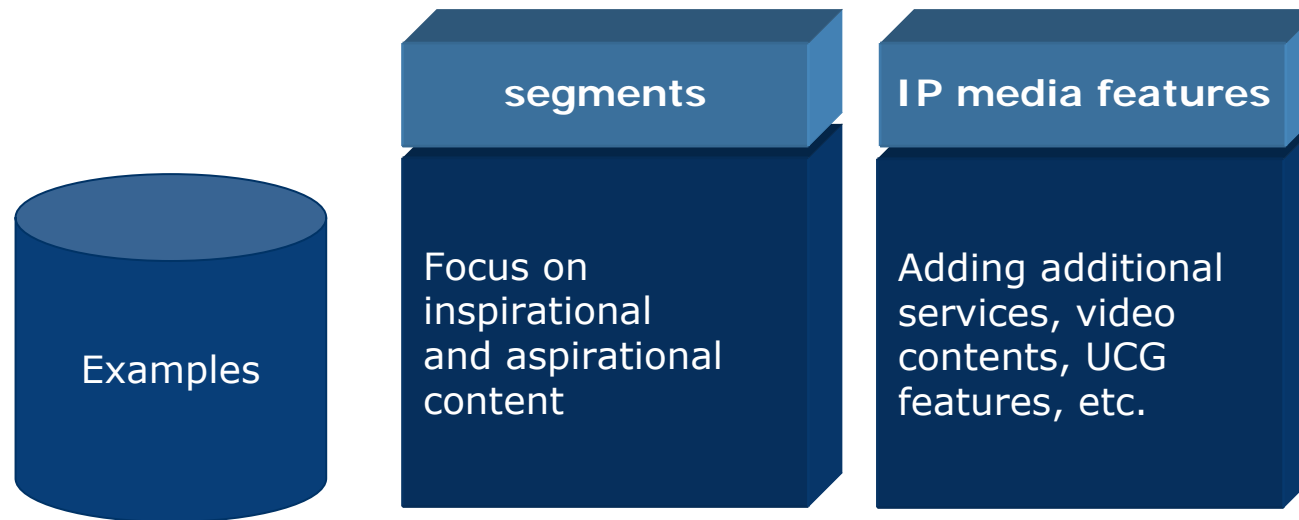
CREATIVITY



## STRATEGY:

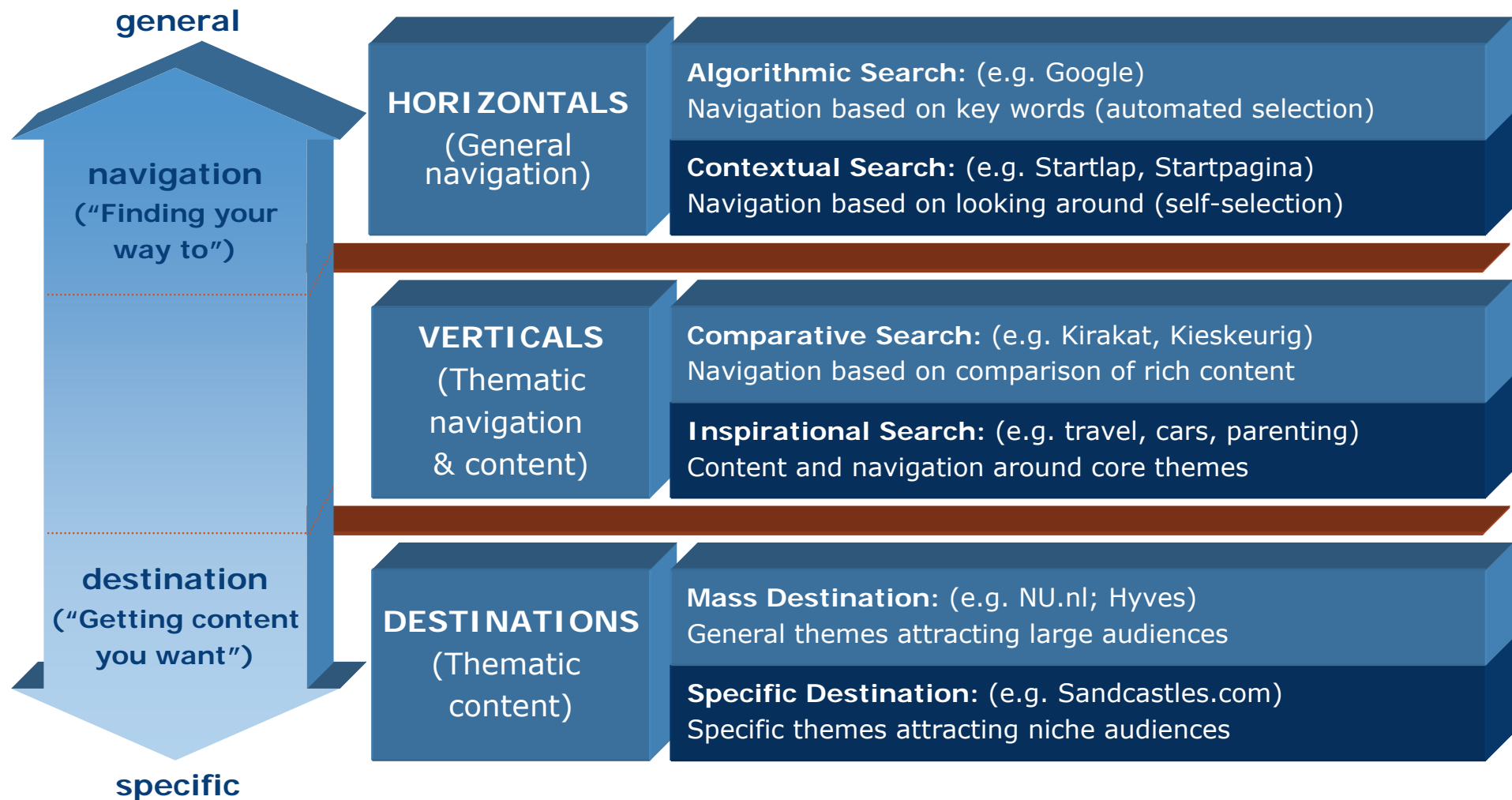
We are focused on small and mid-sized European media markets and on Russia. In our markets we want to develop or maintain a clear market leading position to secure our growth and profitability. Organically through an active launch and portfolio strategy. But also through partnerships or acquisitions if value can be added. Both in magazines and in digital media.

# Scope of Magazines+

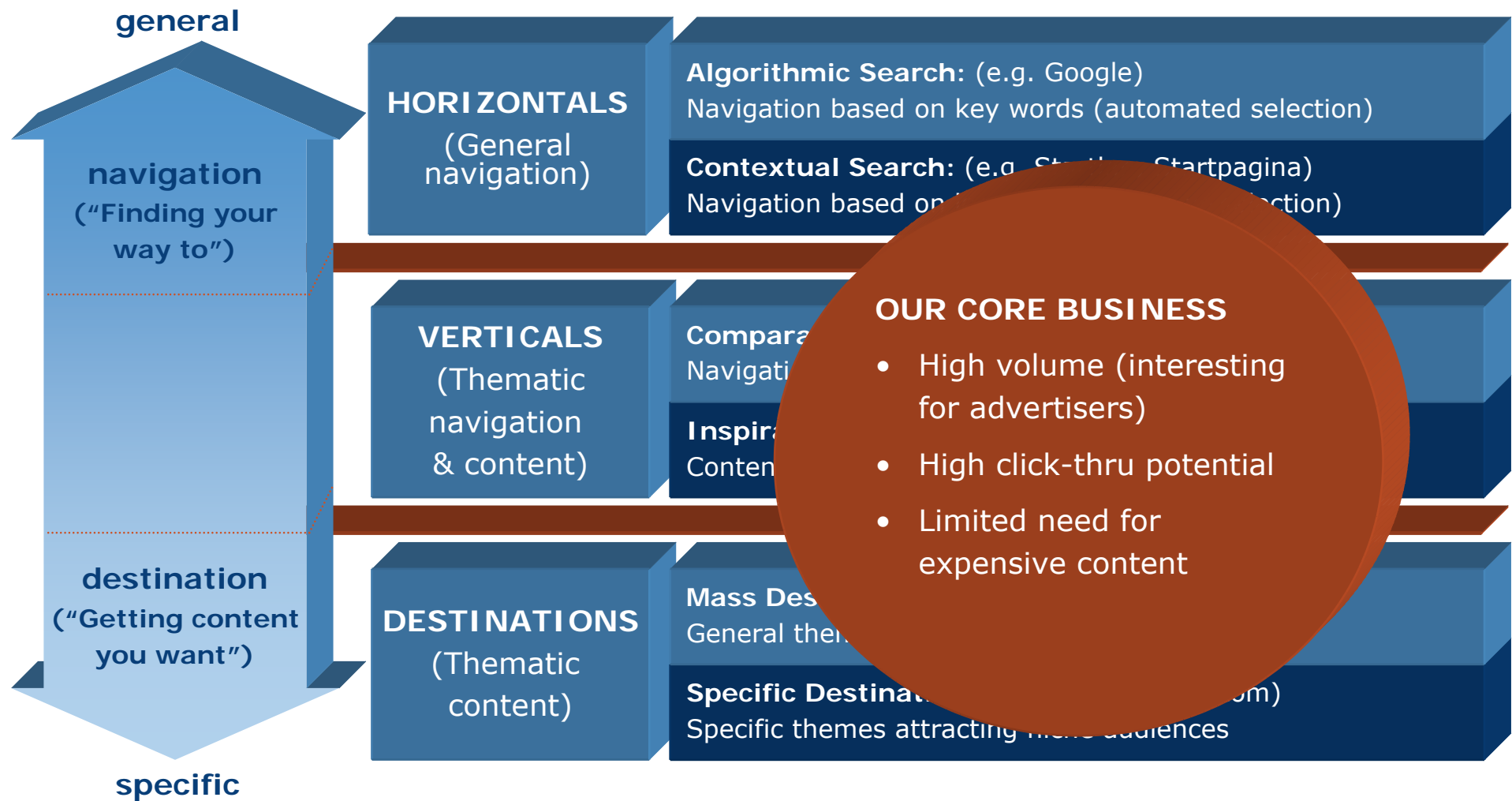


KEY DRIVERS: **CARE FOR CORE & OPERATIONAL EXCELLENCE**

# Scope of IP media

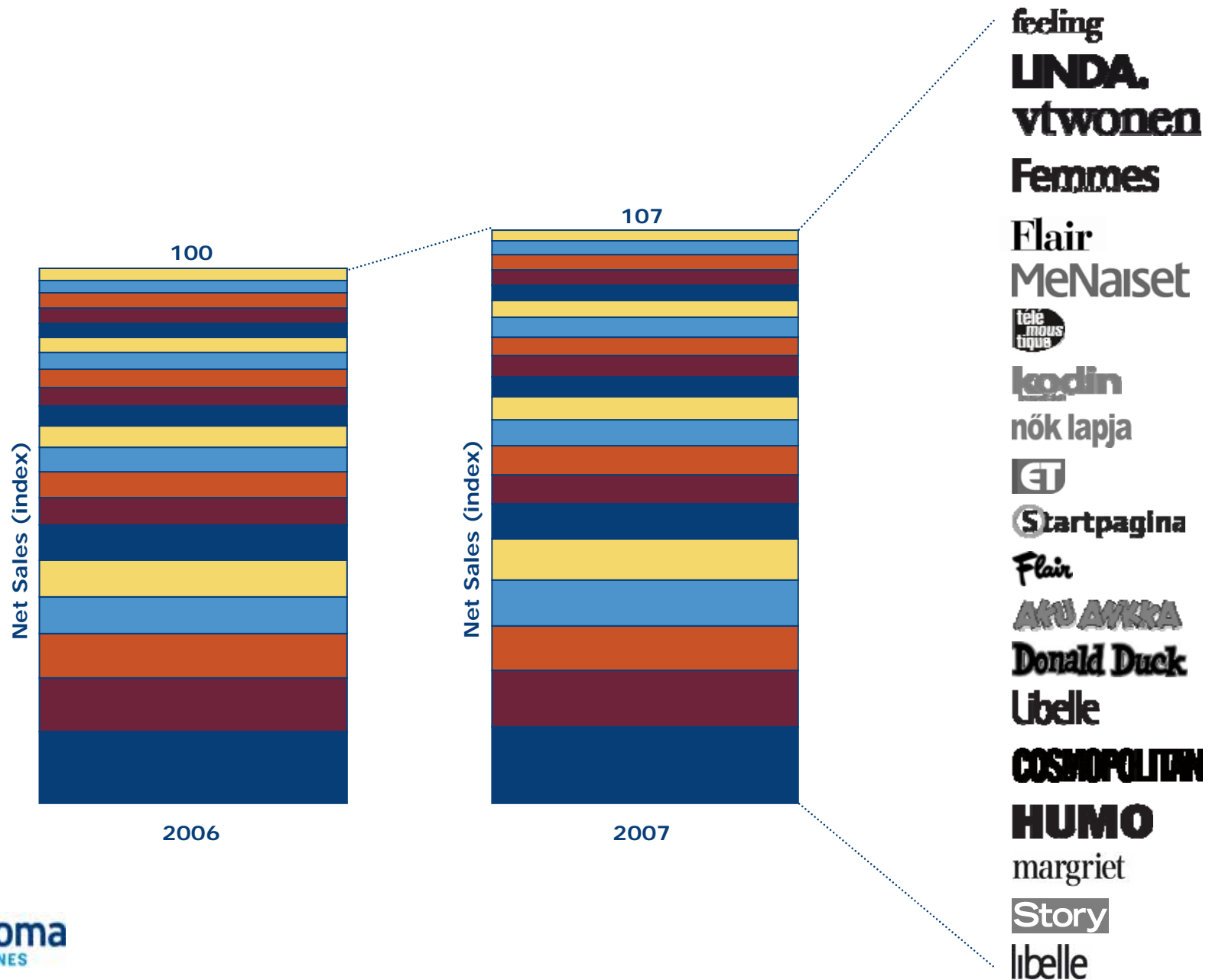


# Scope of IP media






# Top 20 media brands continues to grow







In developed magazine markets we aim to consolidate our existing market positions through a selective launch policy and add-on acquisitions that add value. In developing magazine markets we aim to grow our magazine portfolio through launching actively and by acquiring magazine brands and companies that help us reach our desired market position more quickly.

# Developing clear market leadership positions



We publish the strongest local brands





Популярная  
Механика

GRAZIA

NATIONAL GEOGRAPHIC  
KIDS

BESTLIFE

ELLE

Katrien

PLAYBOY

marieclaire

Disney  
Donald Duck

Men'sHealth

COSMOPOLITAN

Walt Disney  
AHU ANKKA

---

We are a preferred licensing partner for world-famous magazine brands

---

NATIONAL  
GEOGRAPHIC

BAZAAR

ROOPE-SETÄ

Esquire

Lisa

Disney  
Donald Duck extra

Auto  
Week  
Auto weekend van zaterdag

Auto  
Bild  
SUOMI

ELLE  
DEKOR

Tinkelbel

Harvard Business Review

Домашний Очар

Disney  
Prinsessa



Bulgaria

Croatia

Finland

Hungary

Netherlands

Romania

Russia

Serbia

Slovenia

Ukraine

Cosmo Russia is the biggest Cosmopolitan outside of the USA

Making Sanoma Magazines the biggest license partner in the world for Hearst Corporation

# 10 editions of COSMOPOLITAN

## 7 local editions



# magazines are more than magazines



# platform for subsidiary activities





inspiring the most exciting fairs and events



## Digital Media



Sanoma Magazines - Windows Internet Explorer


File Edit View Favorites Tools Help

http://www.sanomamagazines.com

Sanoma Magazines

## DIGITAL MEDIA

We are committed to develop a leading market position in digital media. We set out to achieve our ambition by leveraging our existing assets across markets, by acquiring new assets if we can add value and reach our goals more quickly, and through selective partnerships. Additionally, we will continue to explore opportunities in new forms of digital media\_

 Sanoma  
MAGAZINES

start

15:42

## Leading in Hungary



## and in the Netherlands





And from April 28, 2008, also in Bulgaria





Quickly building up digital businesses in other countries too



## Developments in Major Markets



A close-up photograph of several yellow tulips with green leaves, set against a white background. The flowers are in various stages of bloom, with some fully open and others as buds. The leaves are long and pointed, with visible veins.

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# The Netherlands

 Sanoma Uitgevers

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# Spotlight on Sanoma Uitgevers



home deco



digital media



ilse media



events



glossies



**SANOMA** Sanoma Men's Magazines



special interest titles



women's weeklies



**MOOD** formagazines



youth

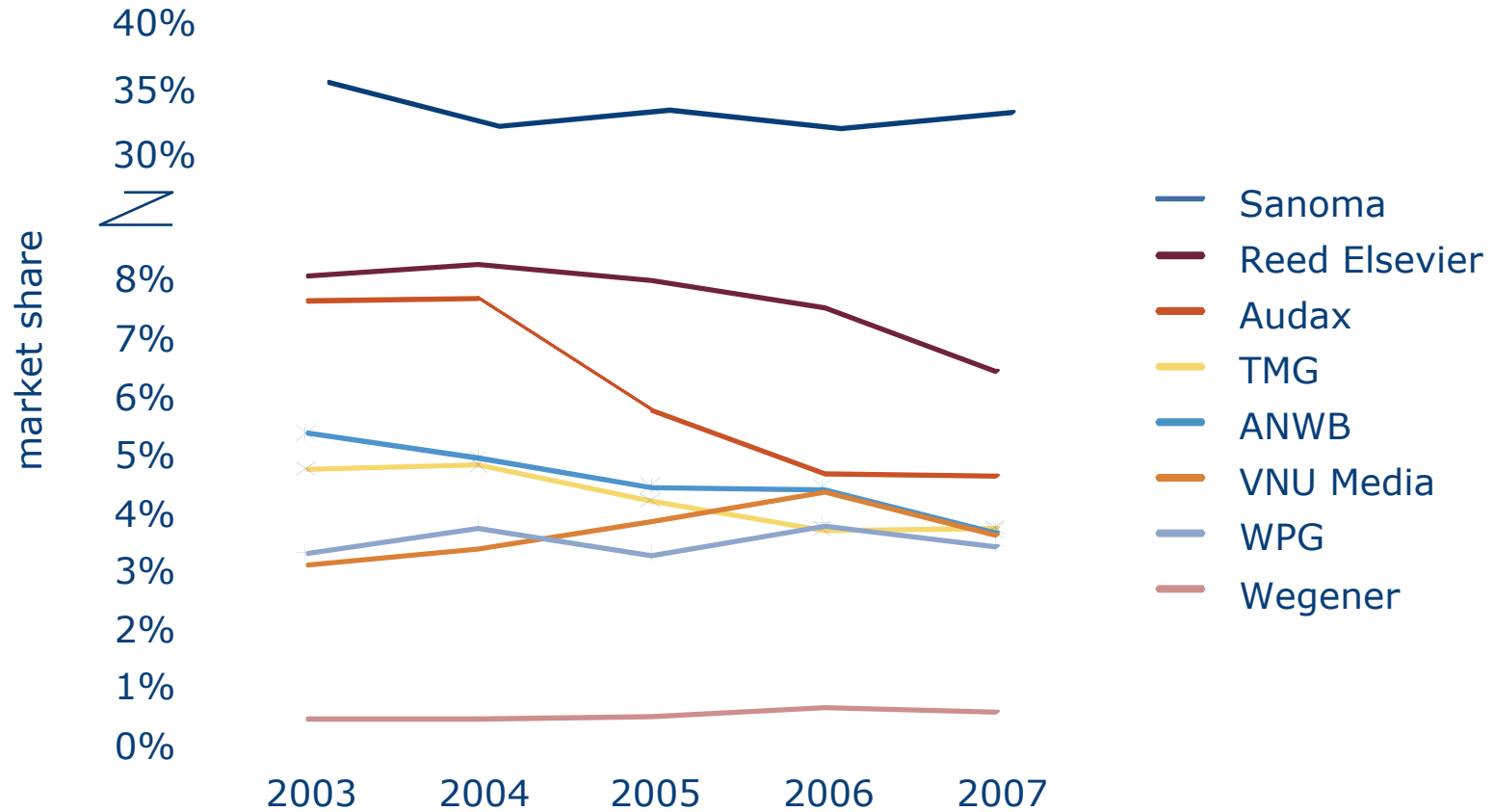
Disney



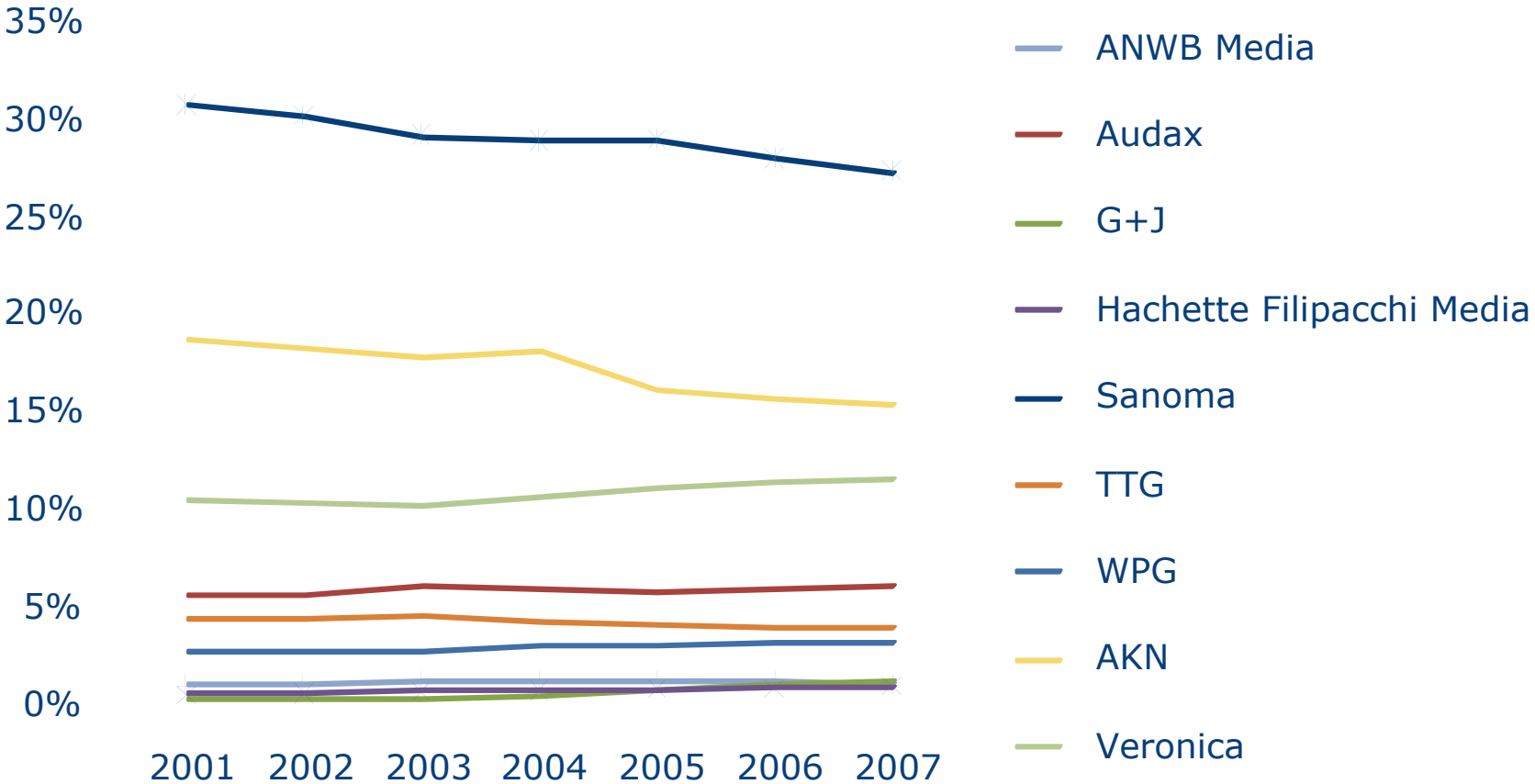
custom publishing

**WOON BEURS amsterdam**  
 rai 30 sept t/m 5 okt  
 het evenement van de woonbladen

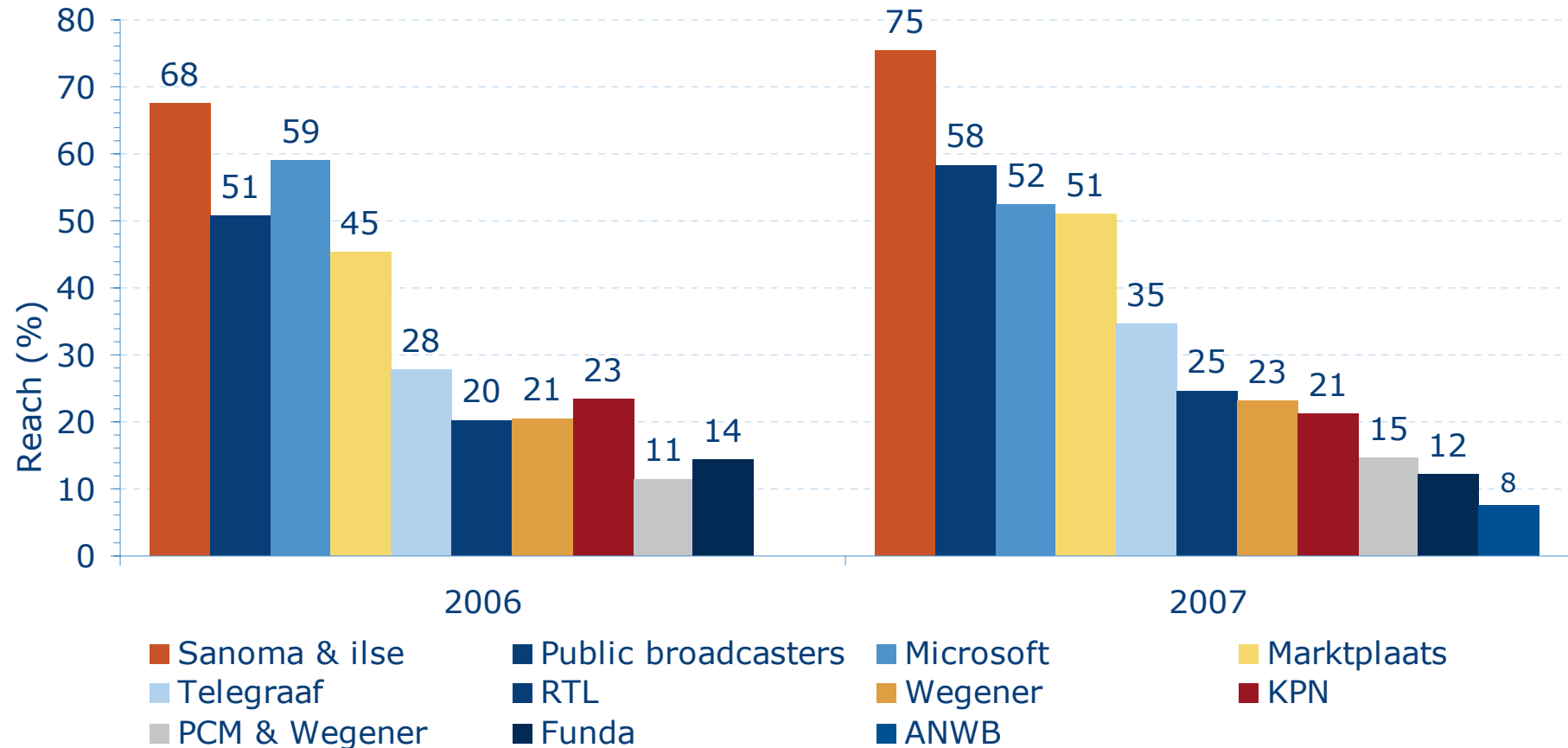
# Stable market share in gross ad sales



# Relatively stable market share in paid circulation



# Leading in online reach





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Russia Independent  Media

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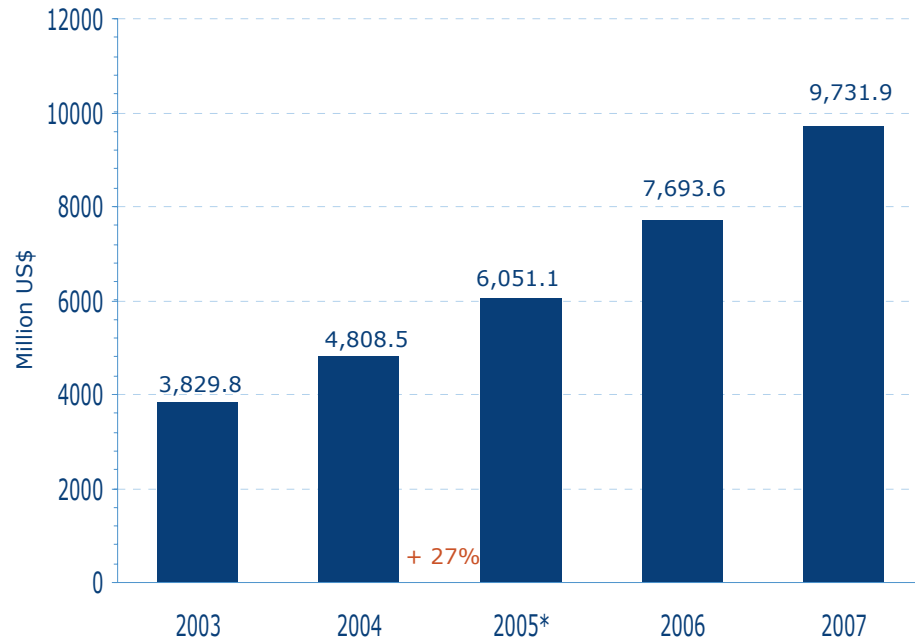


# Spotlight on Independent Media Sanoma Magazines

The image displays a grid of 12 categories of Sanoma Magazines, each with a representative image and a label:

- Women's titles:** Includes covers of Cosmo, Bazaar, and other women's magazines.
- Men's titles:** Includes covers of Esquire, Men's Health, and Robb Report.
- Business titles:** Includes covers of Smart Money, The Moscow Times, and other business-oriented publications.
- Custom publishing:** Includes various custom-published magazines and brochures.
- Travel & geographic titles:** Includes covers of National Geographic, Traveler, and Prime.
- Youth titles:** Includes covers of Yes! and other youth-oriented magazines.
- Internet projects:** Includes screenshots of various online platforms and digital content.
- Special titles:** Includes covers of Wedding and Hermitage.
- Interior titles:** Includes covers of Seasons and Interni.
- Local newspapers:** Includes covers of local newspapers like KNA PUBLIK and others.

# Rapid advertising market growth

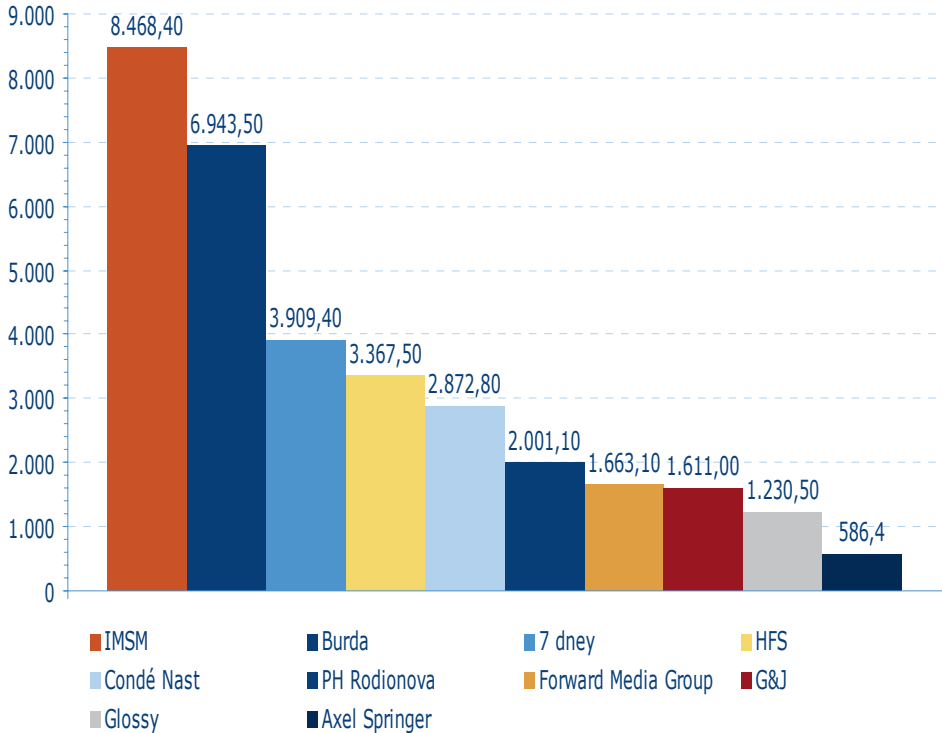


- Total advertising market in 2007 was around US\$ 9,744.7 million
- Russian advertising market is №9 in the world and №6 in Europe

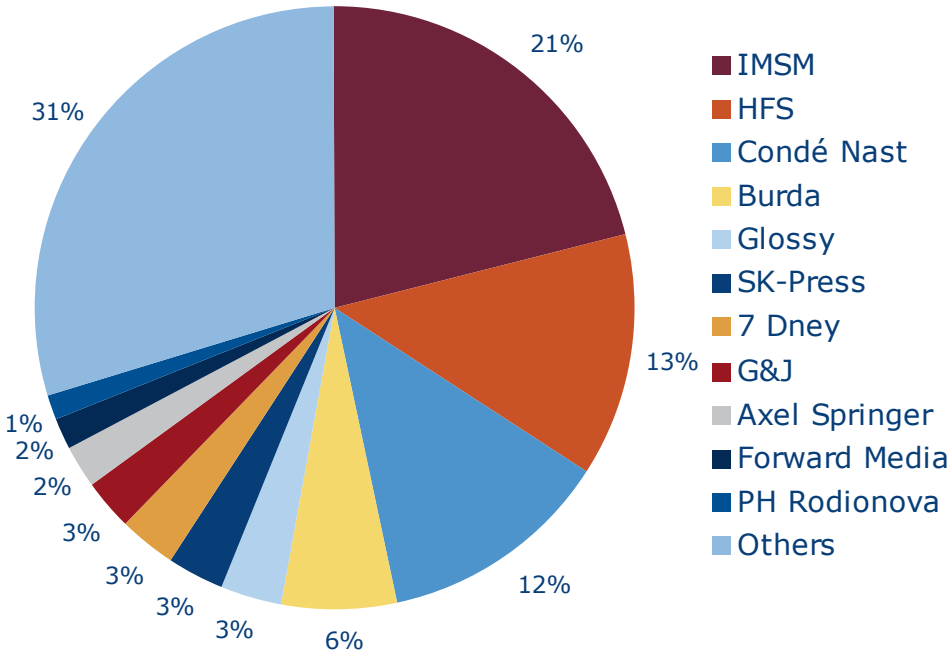
Advertising spending (US\$ million)	2003	2004	2005	2006	2007
Magazines	455.3	578.7	697.9	817.0	995.7
change %		+27.1%	+20.6%	+17.1%	+21.8%
Newspapers	259.6	306.4	348.9	400.0	493.6
change %		+18.0%	+13.9%	+14.6%	+23.4

# Leading in glossy magazines

2007 Readership, Russia



2007 Ad revenues %

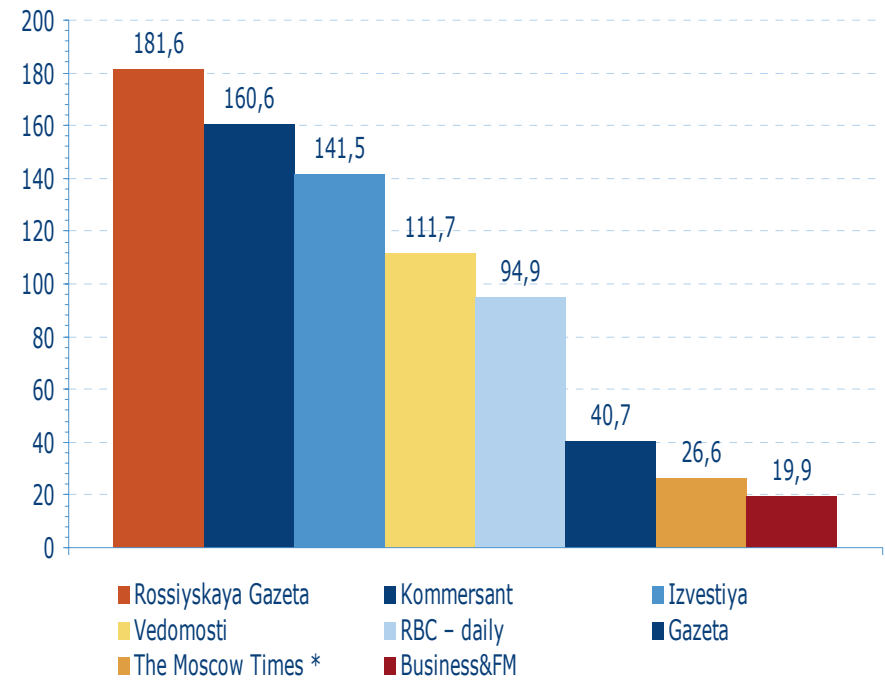


Source: TNS Gallup Media, NRS-Russia (100+), 16+, Sep '07-Feb '08; TNS Gallup AdFact, 2007, by Rate Card, without discounts, incl. suppl., only glossy magazines

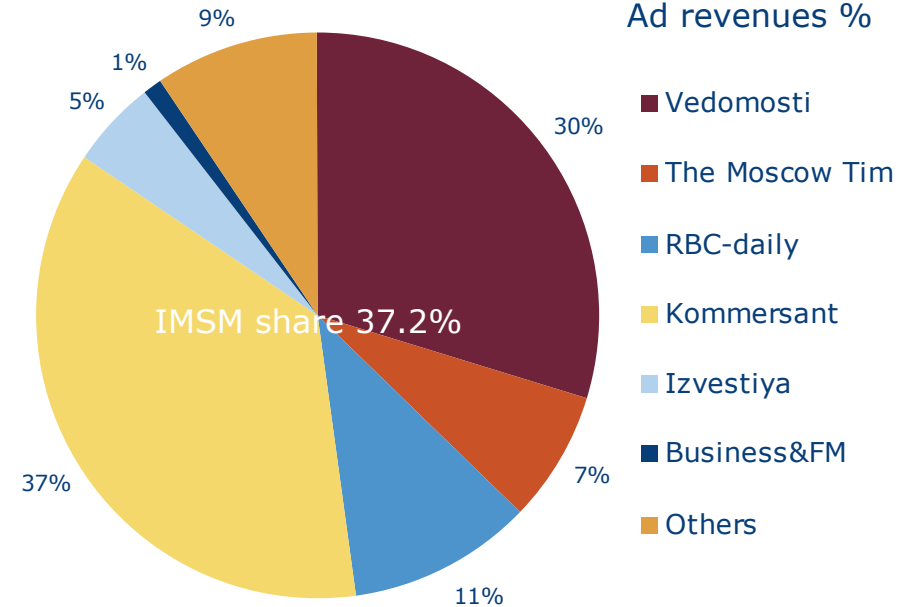
# Newspapers in Russia



Readership, Moscow



Ad revenues %



Source: TNS Gallup Media, NRS-Moscow (16+), Sep '07-Feb '08; TNS Gallup Ad Fact, 2007, by Rate Card, without discounts, incl. supplements  
 \* The Moscow Times: only Russian-language audience is measured



Search:

## Welcome to Sanoma Magazines

Sanoma Magazines is home to many of Europe's favourite magazines and digital media. Our trusted brands connect with millions of customers at every stage of life, providing them with information, entertainment and inspiration. Engaging them, touching them. Day after day, week after week.



### News

[IMU changes company name](#)  
2 December 2008 | IMU becomes Sanoma  
Ukraine »»

[Be inspired and help us support UNICEF](#)  
24 November 2008 | Inspire young children in Romania

Latest! Sanoma  
Magazines Ukraine:  
← a new name  
and a new website

# Thank you

market position further, by providing our customers with relevant and desired magazines and digital media.

Enjoy Sanoma Magazines!



[women's magazines »»](#)

[Dutch toddlers get new magazine](#)  
10 November 2008 | Bimonthly magazine full of new adventures of Disney characters »»

[More news »»](#)



**(always up-to-date information: [www.sanomamagazines.com](http://www.sanomamagazines.com))**