

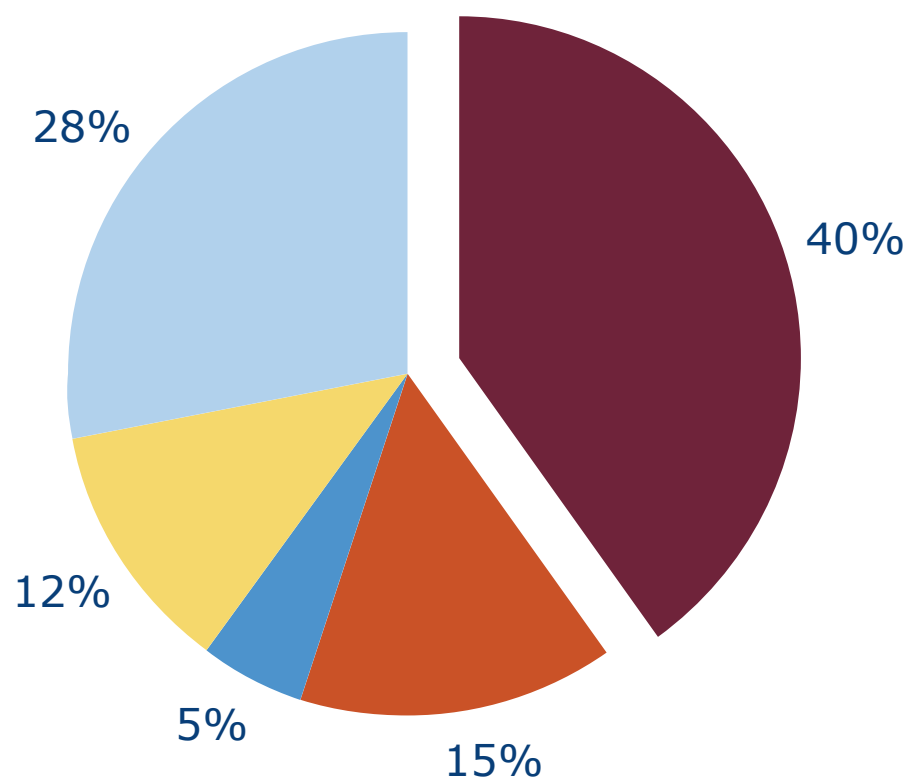


We are Sanoma Magazines

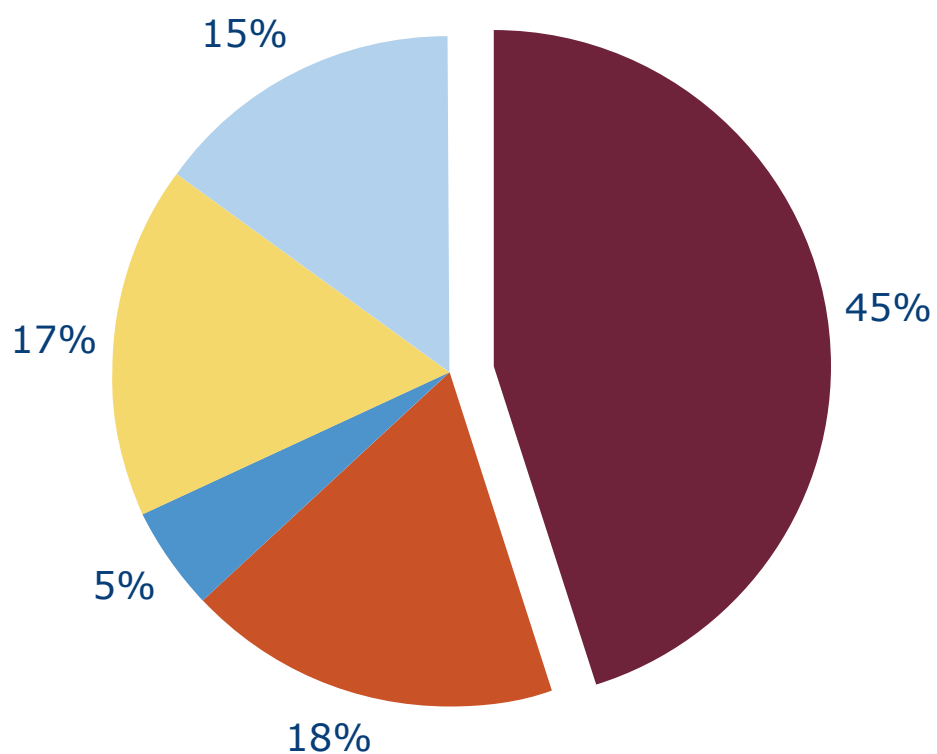
Eija Ailasmaa
15 May 2009

We are part of the *Sanoma Group*

Net sales 2008



***Operating profit 2008
(excluding non-recurring items)***



■ Sanoma Magazines ■ Sanoma News ■ Sanoma Entertainment ■ Sanoma Learning & Literature ■ Sanoma Trade

We are structured in four Businesses



- Based in Helsinki, Finland
- CEO: Ms Raili Mäkinen
- Net sales 2008: €205.6 million



- Based in Brussels, Belgium
- CEO: Mr Aimé Van Hecke
- Net Sales 2008: €223.2 million



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



- Based in Hoofddorp, the Netherlands
- CEO: Mr Dick Molman
- Net Sales 2008: €515.7 million



- Based in Amsterdam, the Netherlands
- CEO: Mr Koos Guis
- Net sales 2008: €306.7 million



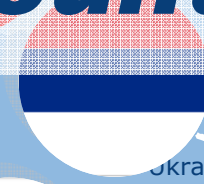
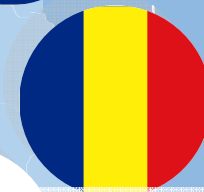
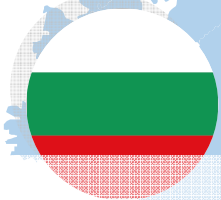
Develop clear market leading positions





In Magazines and Digital Media

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



Active in thirteen countries

Building the strongest local brands





 1974



 1975



 1994



 1998



 2008

Transfer of concepts across markets



 2002



 2007



 2006



 2005



 2002

ELLE

marie claire

BAZAAR

COSMOPOLITAN

GRAZIA

Walt Disney
AFU ANKKA

Walt Disney
Donald Duck

Katrien

 NATIONAL
GEOGRAPHIC

NATIONAL GEOGRAPHIC
KIDS

Preferred license partner for renowned brands

Lisa

delicious.

Домашний очаг

ELLE
DEKOR

 Harvard Business Review

PLAYBOY

Men'sHealth

Esquire

Auto
Week

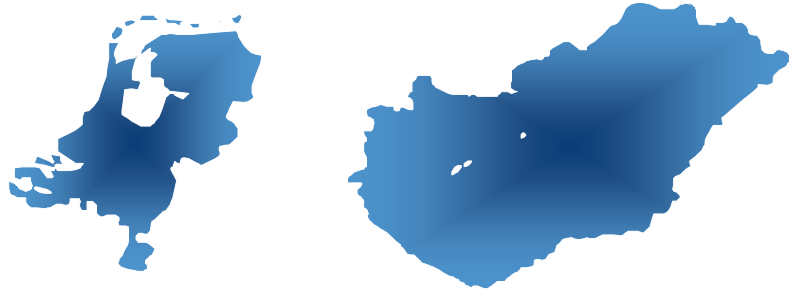
Auto
Bild
SUOMI

Популярная
Механика



magazine brands stand for more than just a magazine





Quickly building up in digital media

tvůj/dům

HUMO THE WILD SITE

fitfixers.be

webPark

COSMOPOLITAN
Ceska - Ziva Yfones!

KUCHYNE.CZ

vauva

XQuis

NewsReport

Miresia.ro

CBP PORTAL

eStránky.cz

ПОЗНАНИ

rb.ru

ameno.ru
справочник сайтов
www.ameno.ru
интернет-каталог сайтов

Startpage

ameno.ru

zappy baby

ГРУПАТА
LADITA

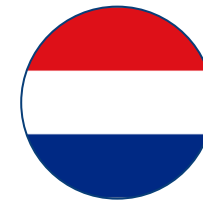
www.AFU.AVKA.FI



femeia.ro

kiloklubi.fi

bodi aktivna



largest price,
product and shop
comparison site

KIESKEURIG

largest news site,
surpassing traditional
newspaper websites
page views: 664,825,000/month
reach: 4,459,000 unique visitors



ilse media

>140 websites, 15 mobile sites
page views >1,051,164,000/month
YoY '07-'08 sales growth: +18%
reach: 78%

Startpagina

One of the most popular Dutch sites,
offering a complete topical overview
(link directory) with >5,800 thematic
daughter pages

SchoolBANK

classmates reunite at one
of the most popular social networks;
paid content model

overzicht.nl
overview of the most
popular Startpagina
daughters



**Leading women's portal,
originated with Nők Lapja magazine**



Business news portal



Directory site

**Everything you need to know
about mobile communications**



Product, price and shop comparison

**Part of SB's Gossip 360';
celebrity portal**



Leading recruitment site

**Hungarian 'Superbrand';
most popular directory site**

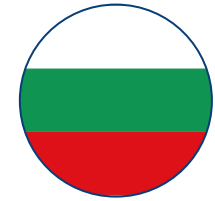


**YoY '07-'08
digital media
ad sales growth:
+26%**

**VBox7.com is Bulgaria's local YouTube;
the site occupies a similar market position as YouTube**



**90% of all online Bulgarians
use an Abv.bg freemail account**



**Netinfo and Sportni are
Bulgaria's leading (sports) news sites**



**85 People delivering 73.7% reach
YoY '07-'08 revenue growth: +80%
Five core websites**

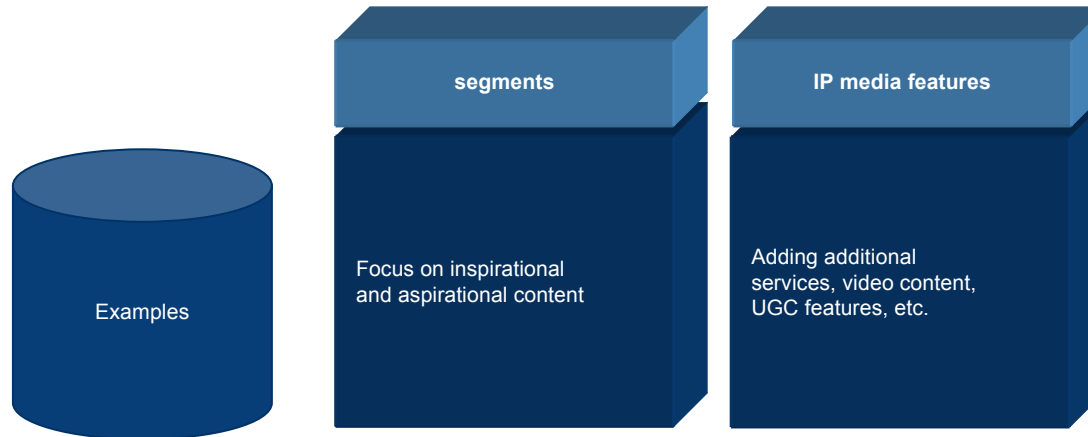
This
is our
strategy



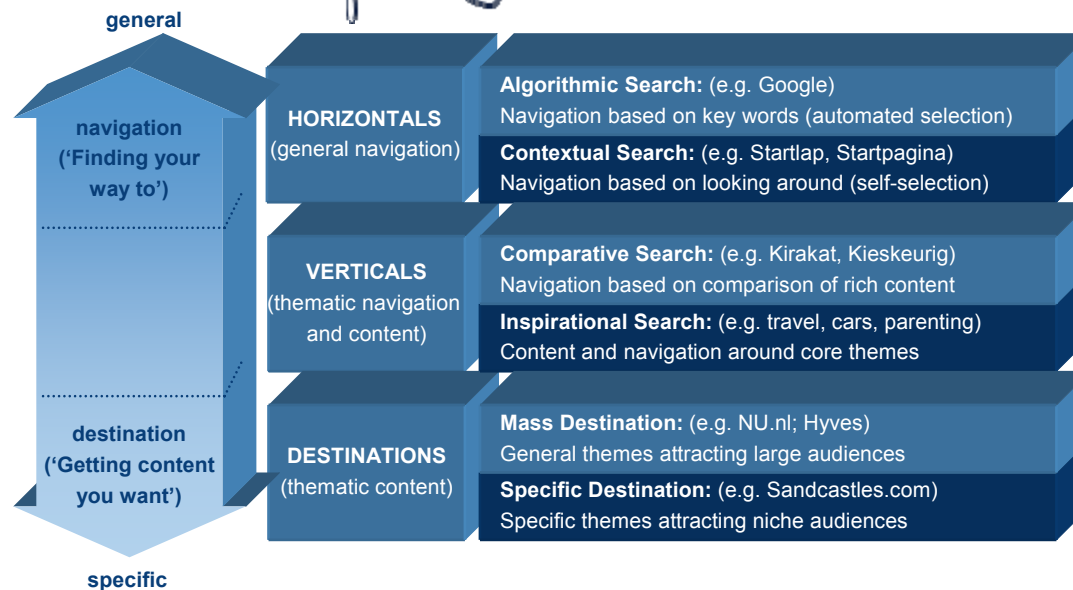
STRATEGY:

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 +



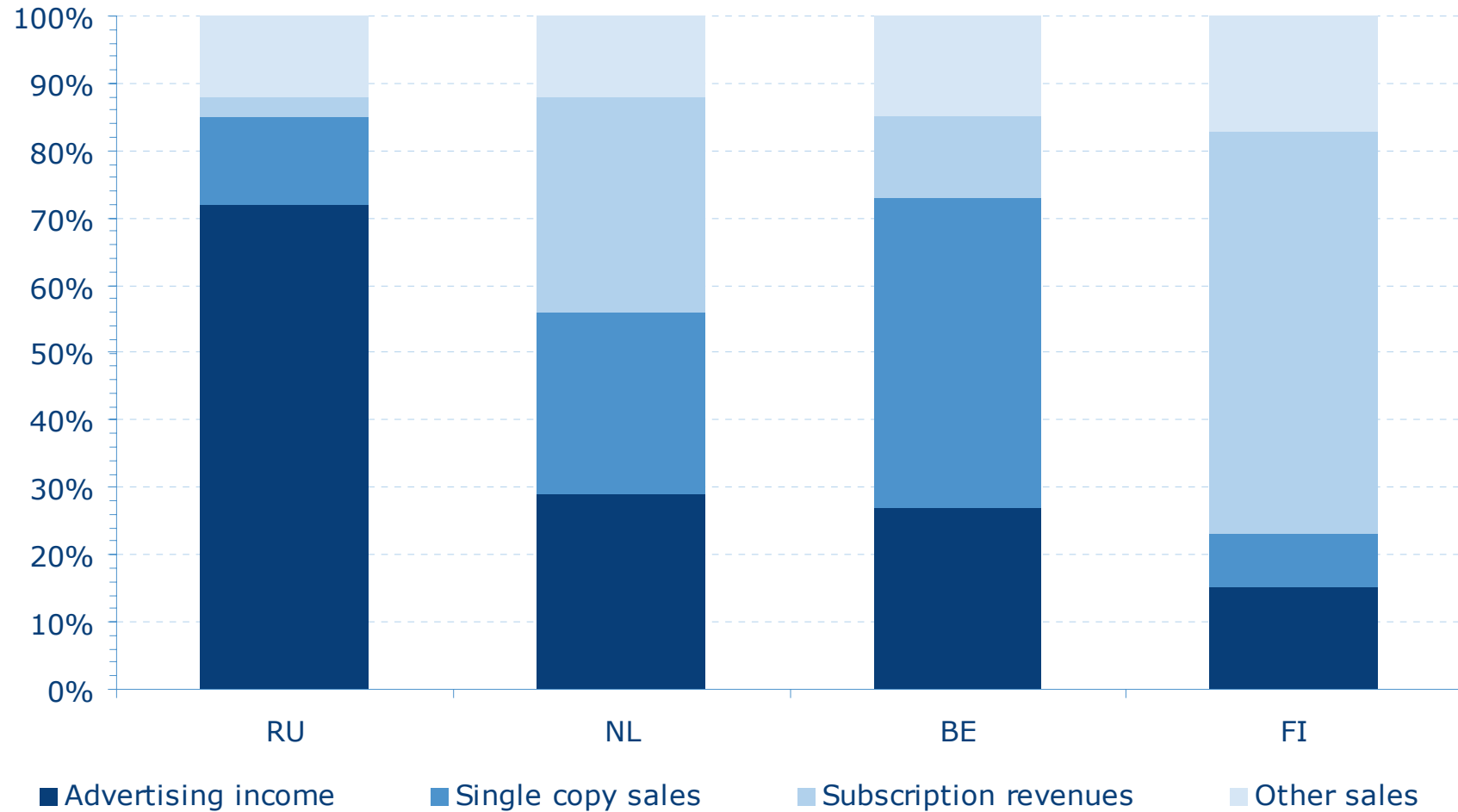
Scope of IP media



First Quarter Results Sanoma Magazines

€ million	1-3/2009	1-3/2008	change %	1-12/2008
Net sales	262.1	285.5	(8.2)	1,246.8
Operating profit	15.5	48.2	(67.8)	85.7
% of net sales	5.9%	16.9%		6.9%
Operating profit excluding non-recurring items	15.5	24.7	-37.7	138.9
% of net sales	5.9%	8.7%		11.1%
Capital expenditure	4.6	5.1	(10.8)	26.8
Personnel, average (full-time equivalents)	5, 713	5,393	5.9	5,731

A balanced revenue mix



(Revenue split based on December 2008 income)



home deco

digital media



KIESKEURIG



SchoolBANK

Startpagina

ilse media



events



glossies



SAMA Sanoma Men's Magazines

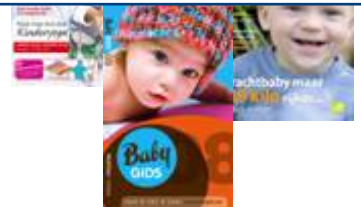
A broad, diversified portfolio: Netherlands combined reach (print+online): 91% (12,400,000 people)



special interest titles



women's weeklies



MOOD formagazines



youth

Disney



custom publishing

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





Women's titles



Men's titles



Business titles



Custom publishing

A broad, diversified portfolio: Russia



Internet projects



Travel & geographic titles



Youth titles



Special titles



Interior titles

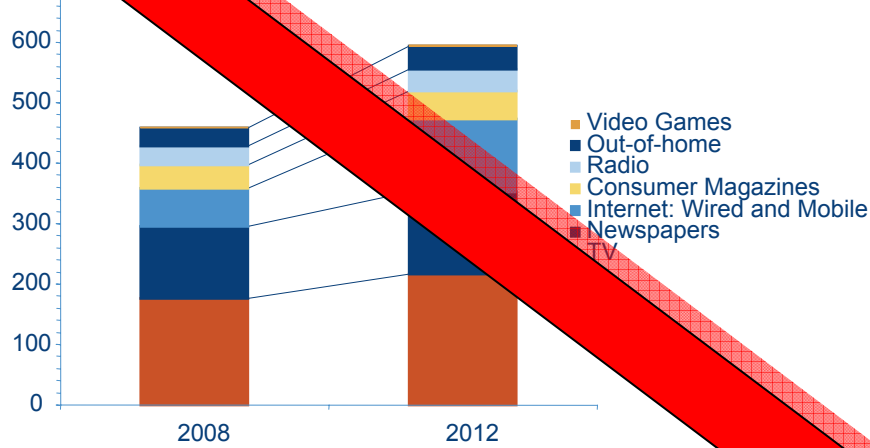


Local newspapers

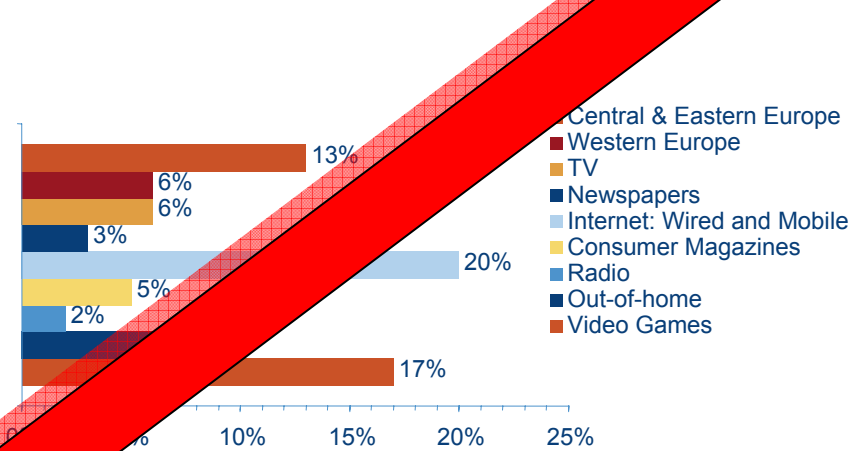
Current economic challenges



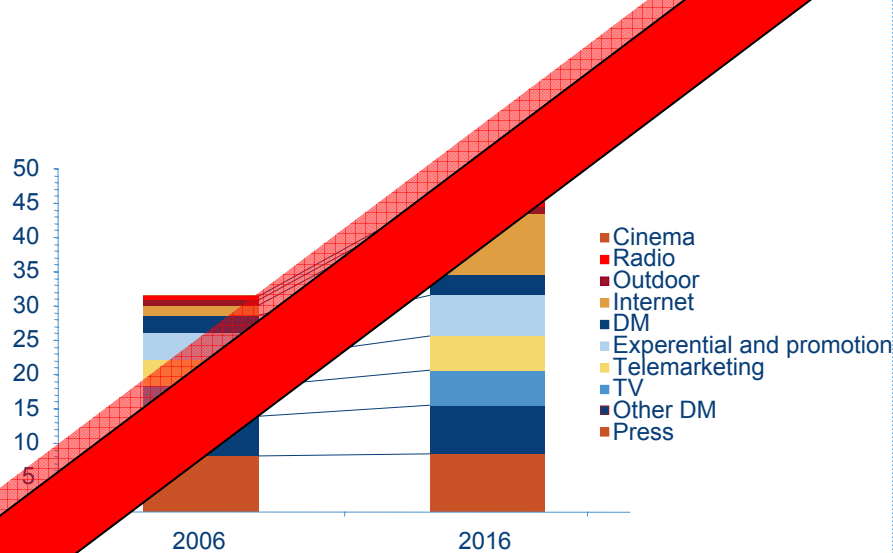
Advertising forecast 2008-2012 (US\$)



Global advertising forecast 2008-2012 (CAGR)



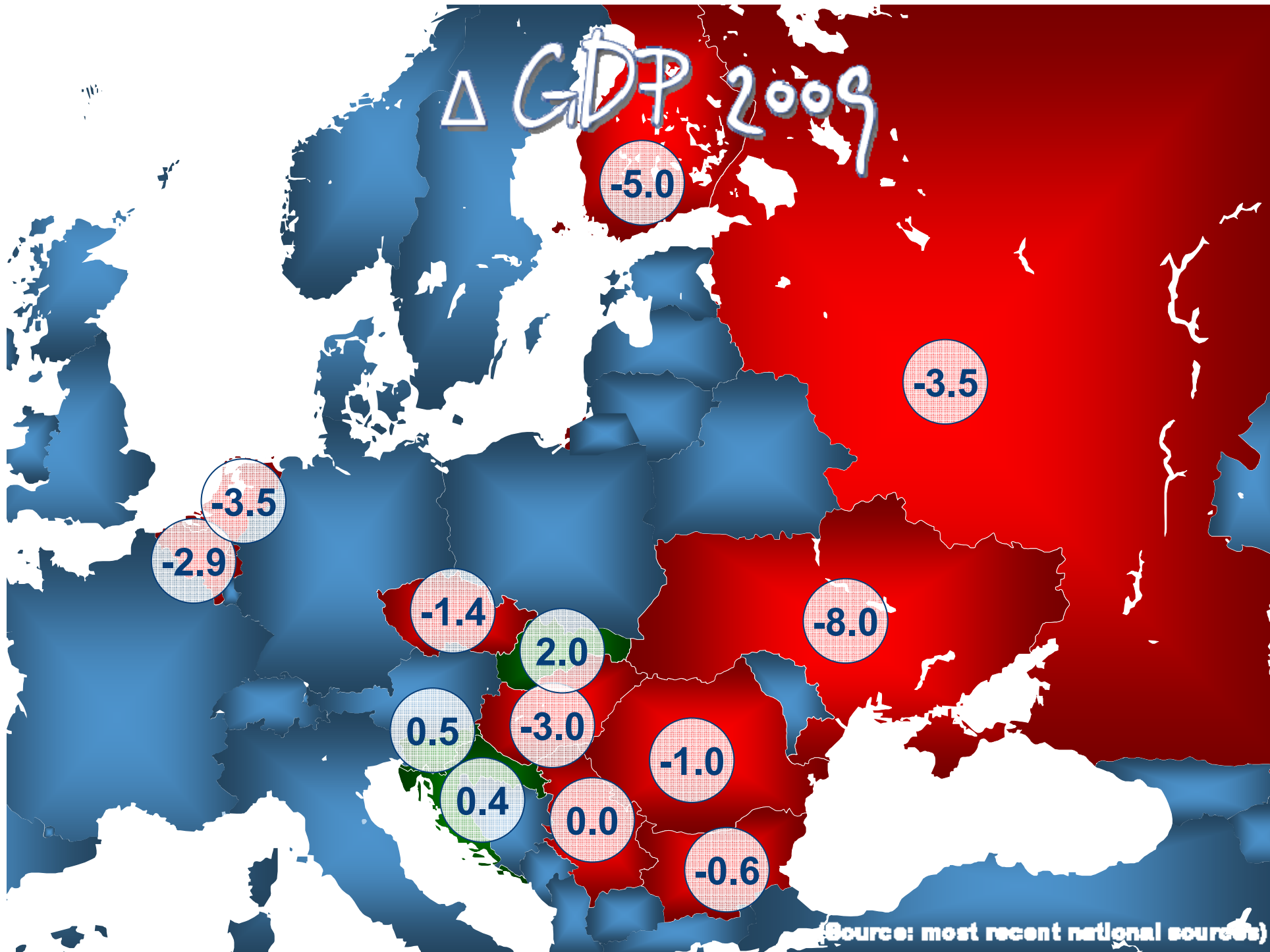
Ten Year Advertising Perspective: UK



Global ad spend share per medium 2007-2011

Medium	2007	2008	2009	2010	2011
Newspapers	27.1	25.4	23.8	22.3	21.2
Magazines	11.5	11.2	10.7	10.4	10.4
Television	37.5	38.3	38.5	38.5	38.5
Radio	8.0	7.1	6.9	6.9	6.7
Cinema	0.5	0.5	0.6	0.6	0.6
Outdoor	6.5	6.7	6.9	7.1	7.1
Internet	8.6	10.3	12.1	13.5	13.5

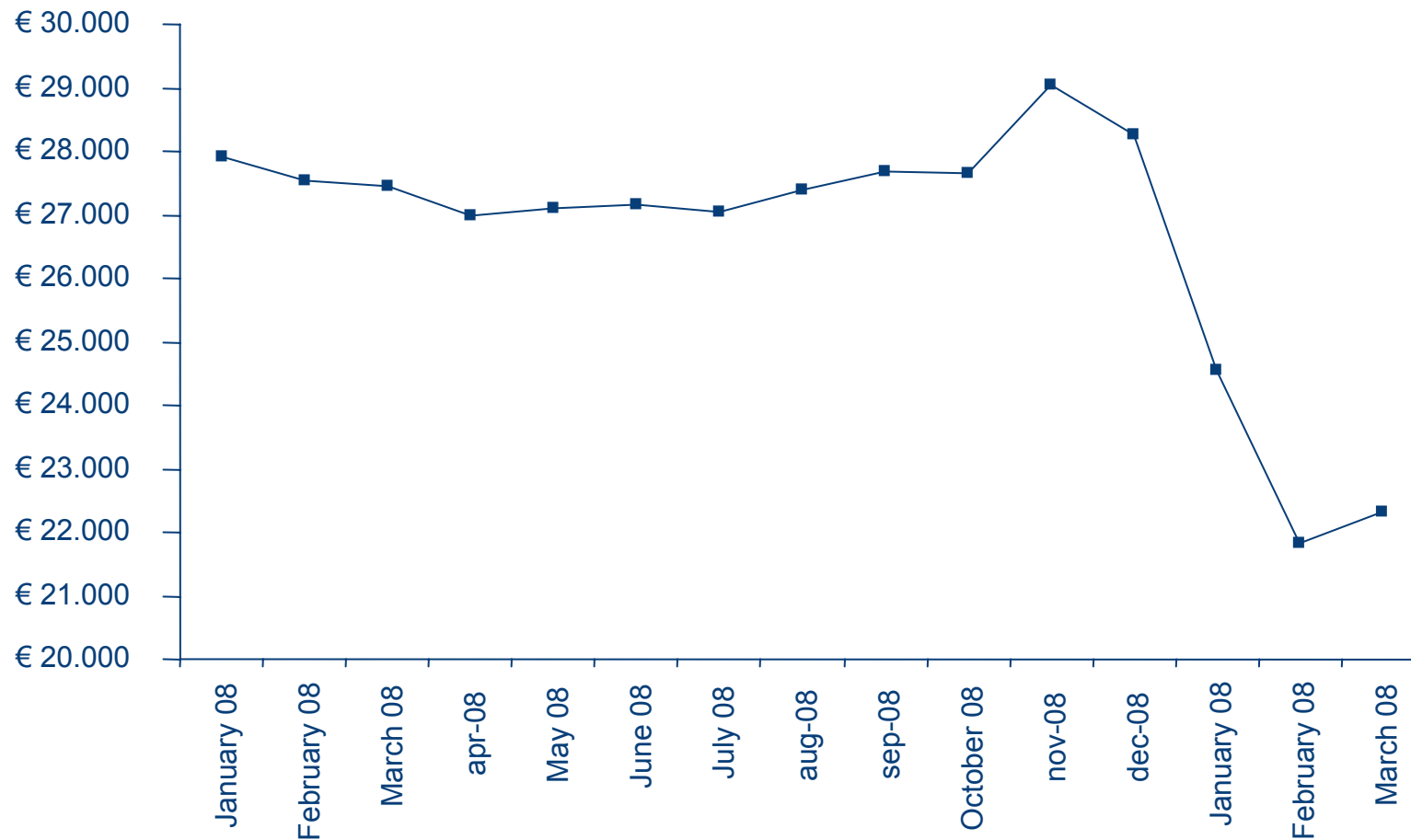
Δ GDP 2009



(Source: most recent national sources)

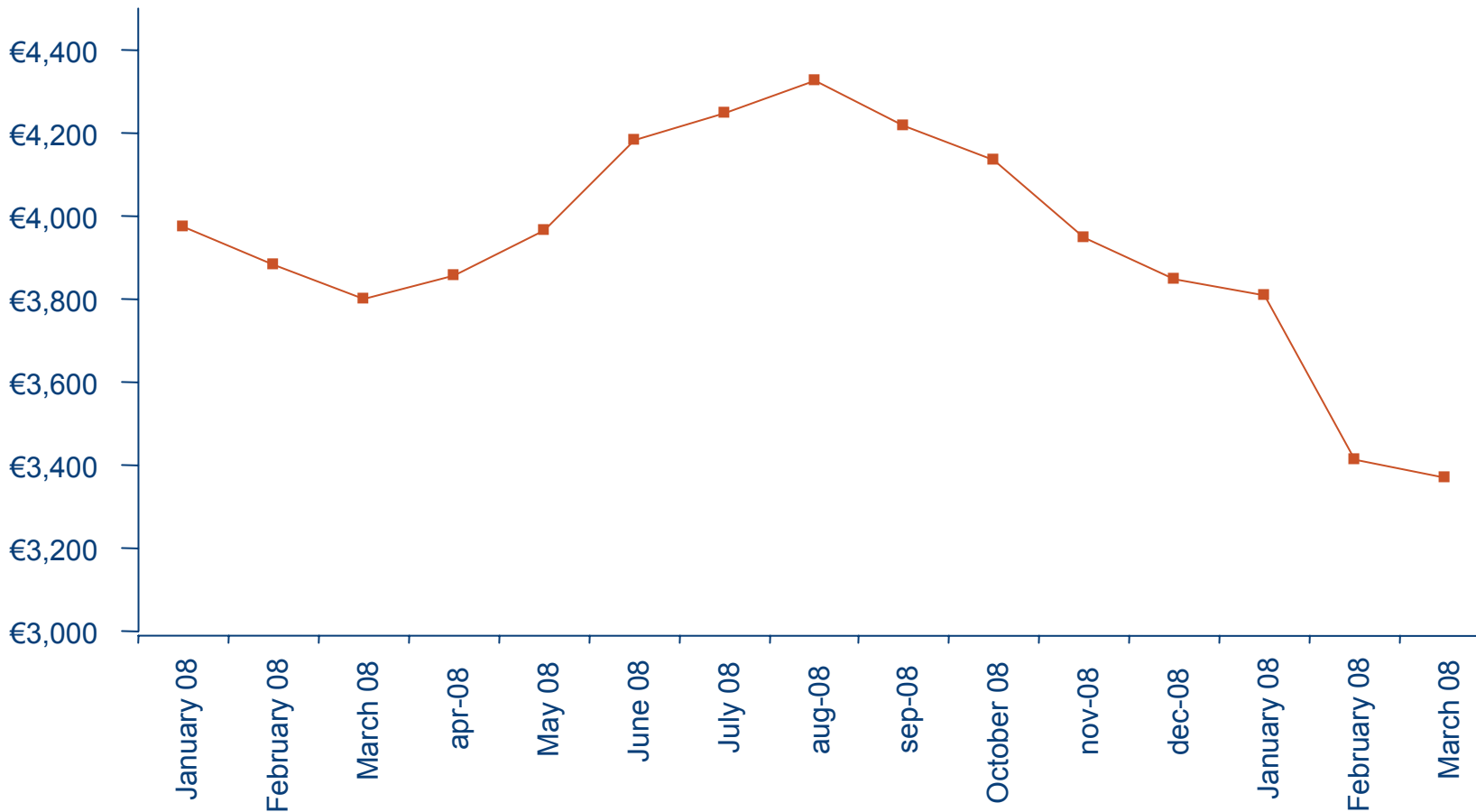
Currency Development

(How many € for 1,000,000 Ruble?)



(Source: FX History, 2009)

Currency Development (How many € for 1,000,000 Forint?)

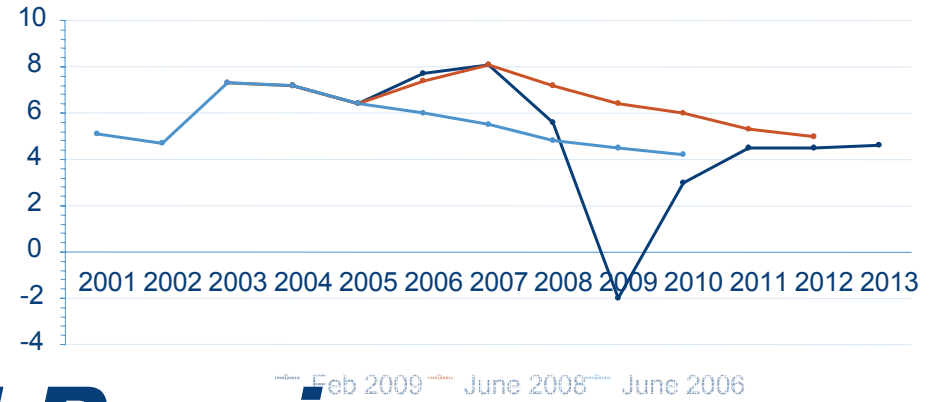


(Source: FX History, 2009)

GDP forecasts Eastern Europe



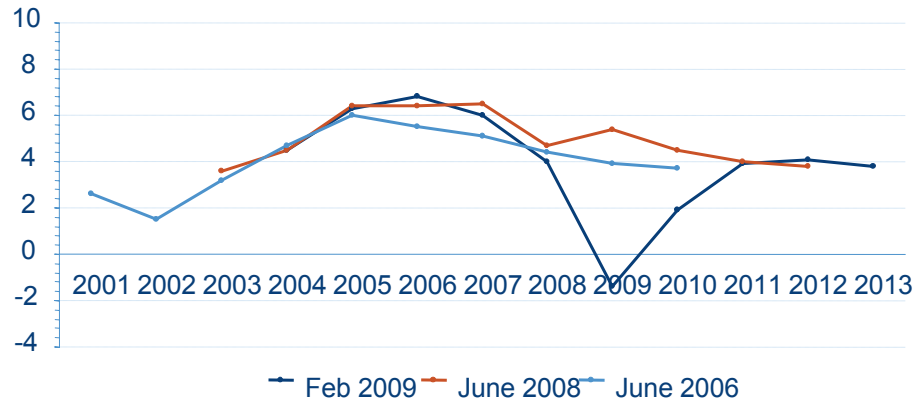
GDP forecasts Russia



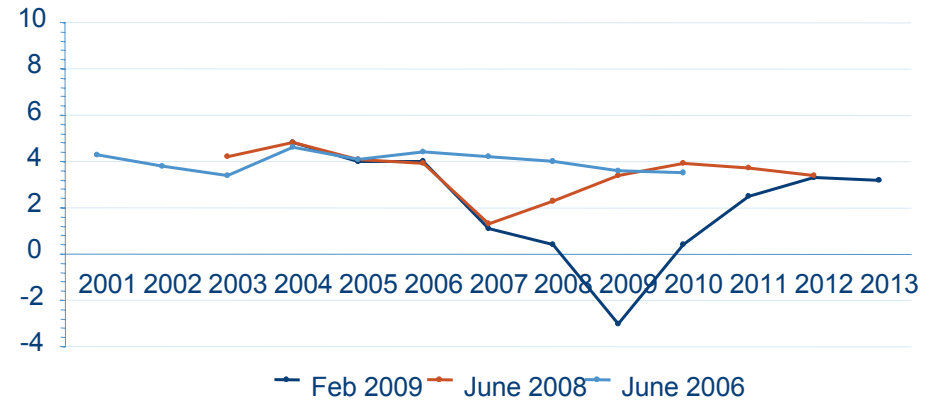
CEE and Russia:

economic recovery expected >2012

GDP forecasts Czech Republic



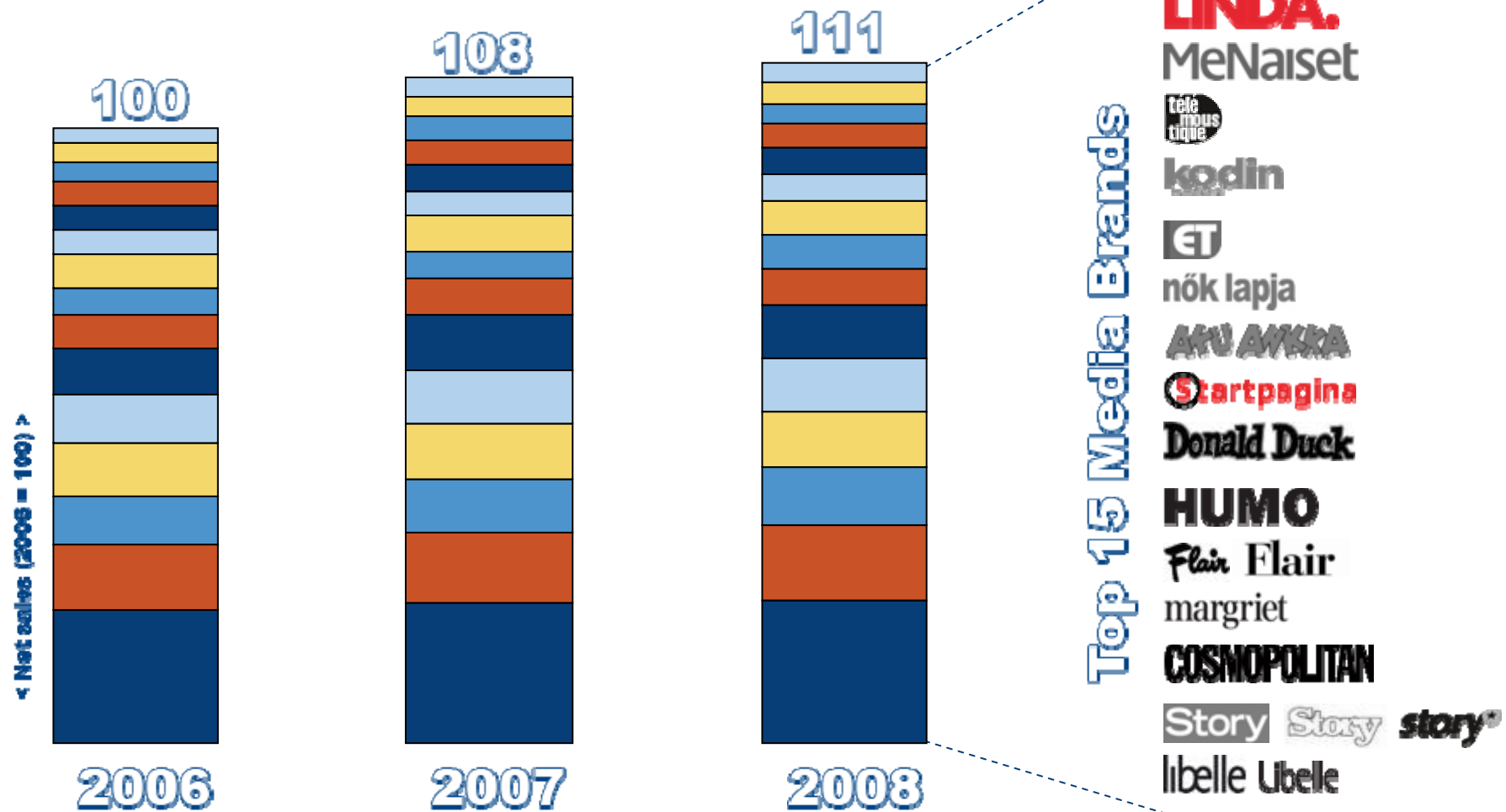
GDP forecasts Hungary





Our response:
creativity, agility and
trustworthiness

Care for Core



Building Bridges ... by building capabilities

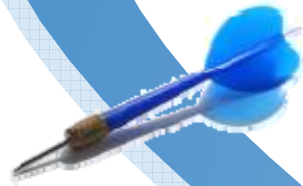
Our strength comes from working together and learning from each other

- » **Strategic Leadership Program**
- » **Brand Project**
- » **Digital Media Project**



Leveraging Seven Synergies

Google™



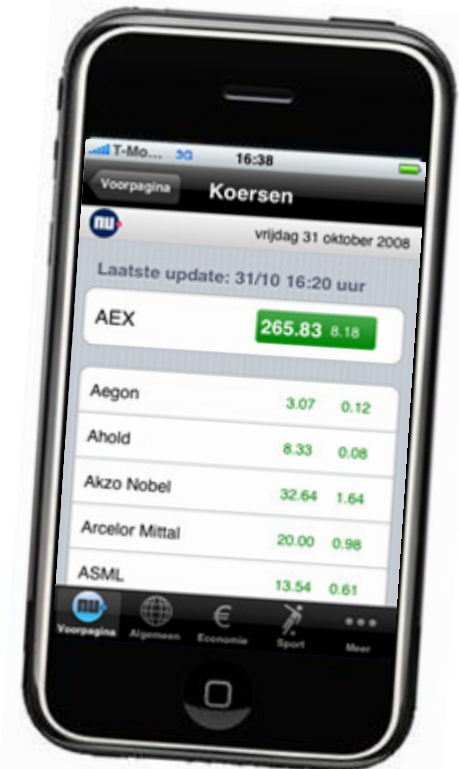
VAN
VI
VOOR 9,99
VOOR



eStránky.cz

Capture consumers
where ever they are

» **Sanoma Magazines IS a multiplatform publisher with, for selected brands, a multiple touch-point strategy**



Driving Operational Efficiency

- Closing some twenty loss-making titles without short-term turn-around potential

- FTE reduction:

	ultimo 12/08	ultimo 01/09	ultimo 02/09	ultimo 03/09
Sanoma Magazines	5,900	5,732	5,749	5,666

- Initiating contingency programmes geared towards cost savings



Driving Operational Efficiency

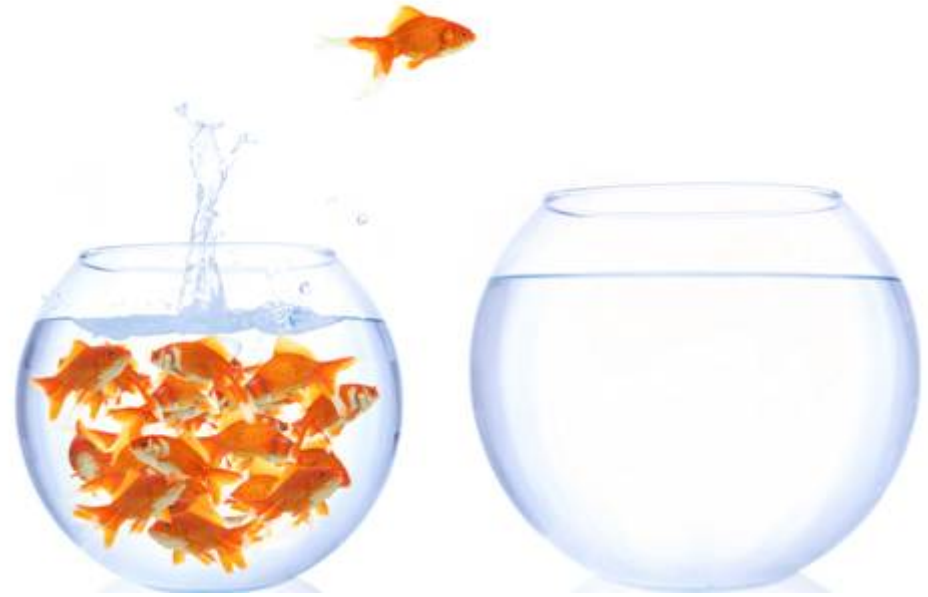
- » **Advertising Resource Centre**
- » **Canalls: WAN between BE, CZ, FI, HU and NL**
- » **PPG group: collective procurement of paper/printing goods and services**
- » **SISU: SAP Integration project (FI-NL)**
- » **Shared advertising system (FI-NL)**



Market Consolidation



Explore New Markets?





- Home
- Politik
- Wirtschaft
- Panorama
- Sport ▶
- Entertainment
- Wissenschaft
- Netzwelt
- Kunst
- Musik
- Literatur
- Film
- Kuriosa
- Kolumnen ▶
- Altpapier
- Fernsehen 📺



Josef Fritzl bekennt Mord

Fritzl gesteht verantwortlich für den Tod eines Babys zu sein

Top News

- ▶ Bundestag berät über Konsequenzen aus Amoklauf
- ▶ Großrazzia gegen Schleuserbande
- ▶ Jobcenter-Reform gescheitert
- ▶ Frankreich will NATO-Reform
- ▶ Gutenberg bei Geithner
- ▶ Familie von Tim K. spricht Mitgefühl aus
- ▶ Oppositionschef gewinnt Machtkampf in Madagaskar

0 files

Christa Wolf wird 80



Opel-Lösung



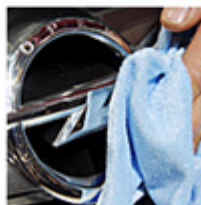
Das Management von General Motors zeigt Bereitschaft, bei der Rettung des Autobauers mit Deutschland zu kooperieren.

Sudoko



"Nur wenn sie mit dem üblichen Kohle- und Atomstrommix betankt werden, ist der Umwelt und dem Klima wenig geholfen."

Inzest-Prozess



Hoffnungsschimmer für Opel

Hoffnung aber noch keine Lösung für Autobauer Opel

Wirtschaft

- ▶ eBay-Fokus auf Osteuropa
- ▶ Volkswagen mit Hoffnungsschimmer
- ▶ DIHK-Präsident Braun fordert mehr Ausbildungsplätze
- ▶ Tarifeinigung bei Telekom
- ▶ Deutsche Bank stockt Vorstand auf
- ▶ Protestkundgebung bei Continental
- ▶ 400 Entlassungen bei Märklin



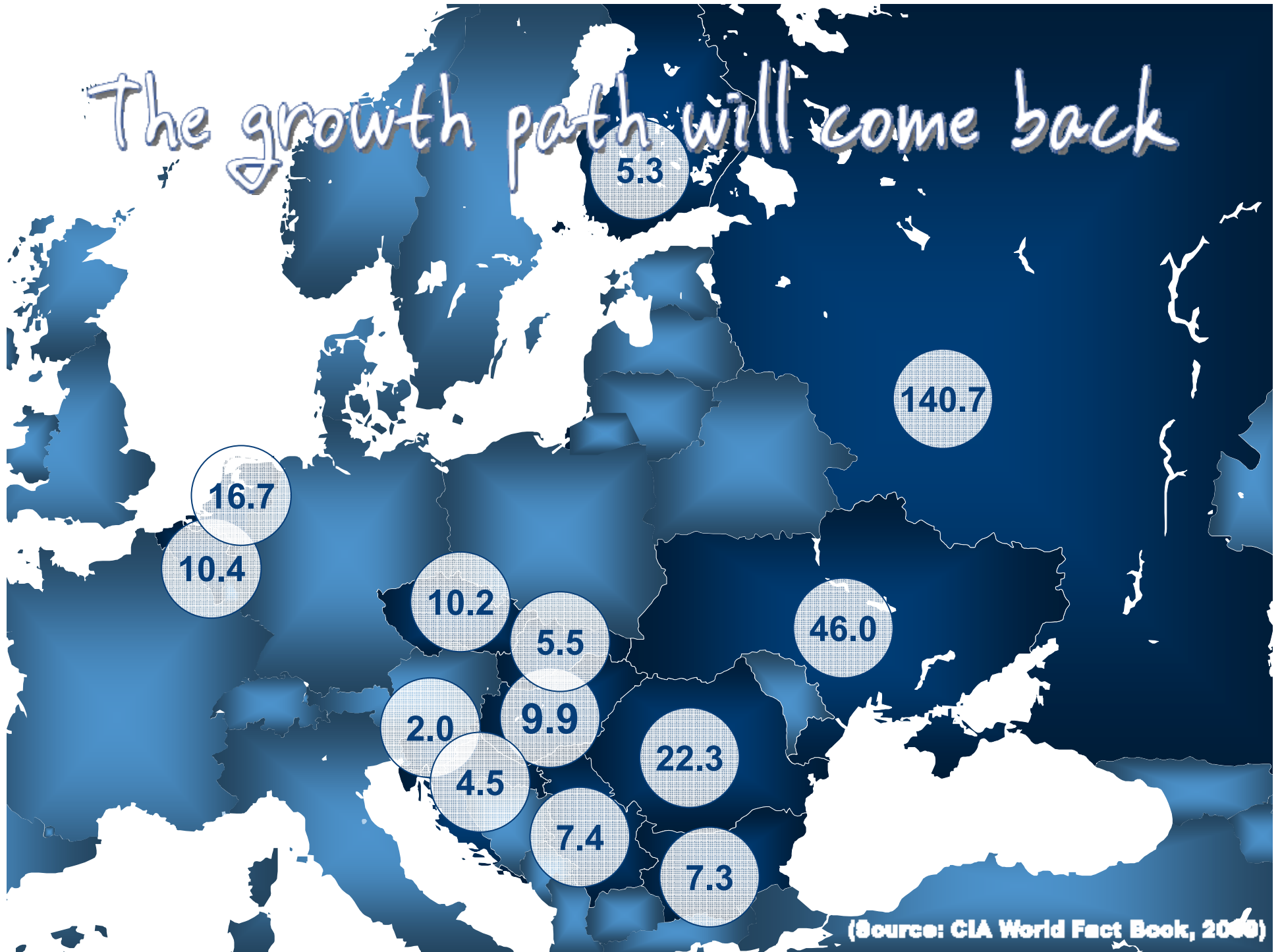
Todt verlässt Ferrari

"Prägende Persönlichkeit" legt nach 15 Jahren alle Ämter nieder

Sport

- ▶ Knapper Heimsieg für Dallas
- ▶ Nach Hase auch Kiefer in Indian Wells raus

The growth path will come back

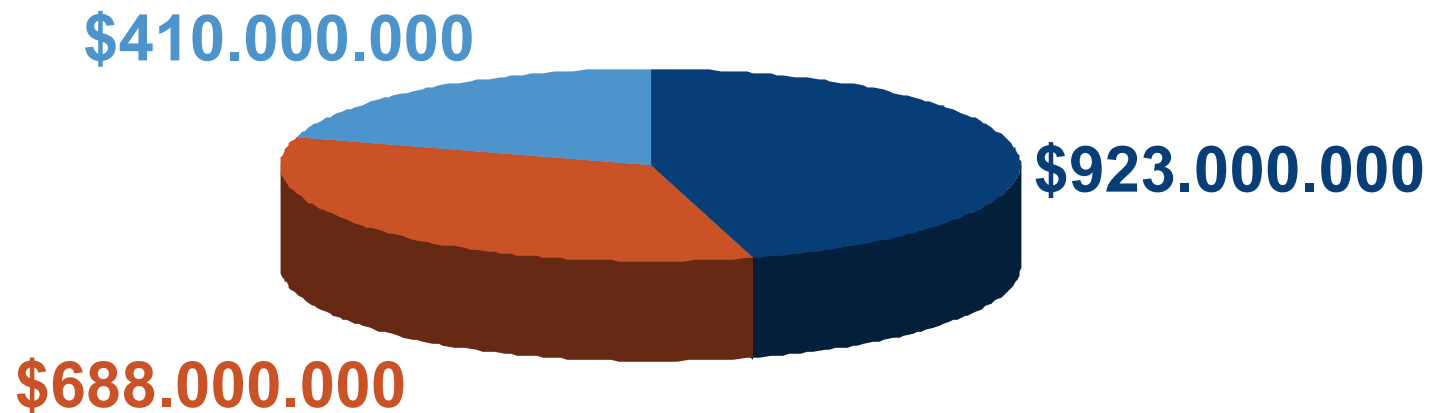


(Source: CIA World Fact Book, 2000)

35+: 159,832,909!



The growth path will come back



(Source: Advertising Age, 8 December 2008; * Without Bulgaria and Slovenia; ** Without Bulgaria, Hungary and Slovenia)

A close-up, low-angle shot of a thick stack of papers or documents. The papers are slightly curved, creating a sense of depth. The lighting is bright, highlighting the texture of the paper. The text 'Thank you.' is overlaid in the center of the stack.

Thank you.