



Full-Year Result 2006

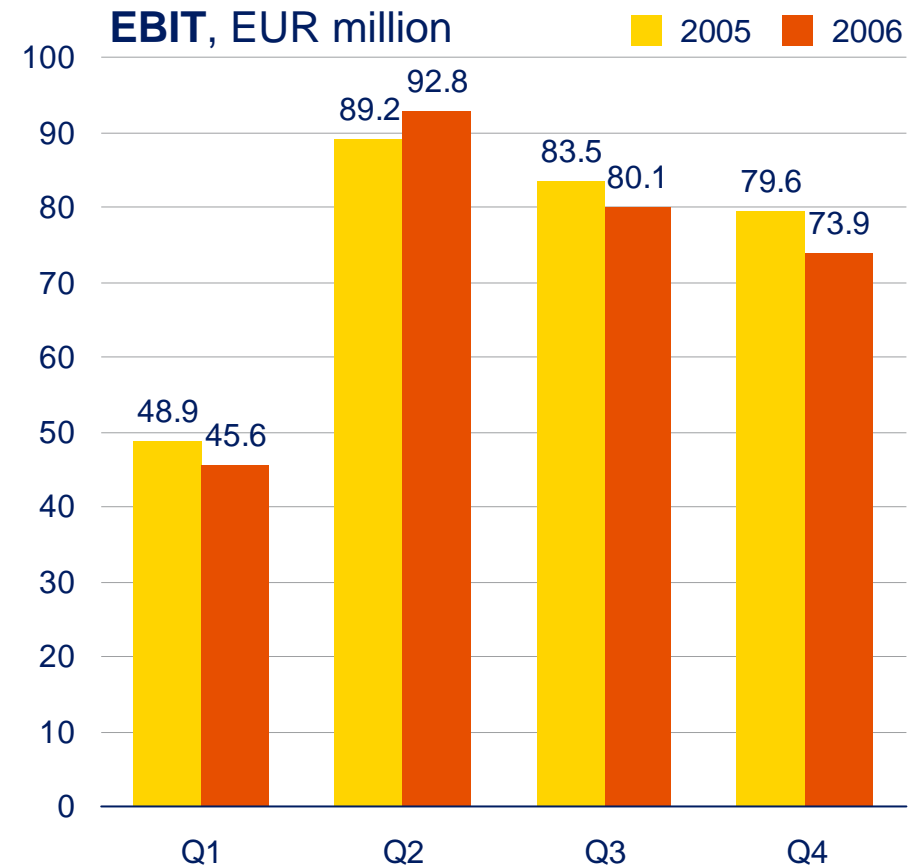
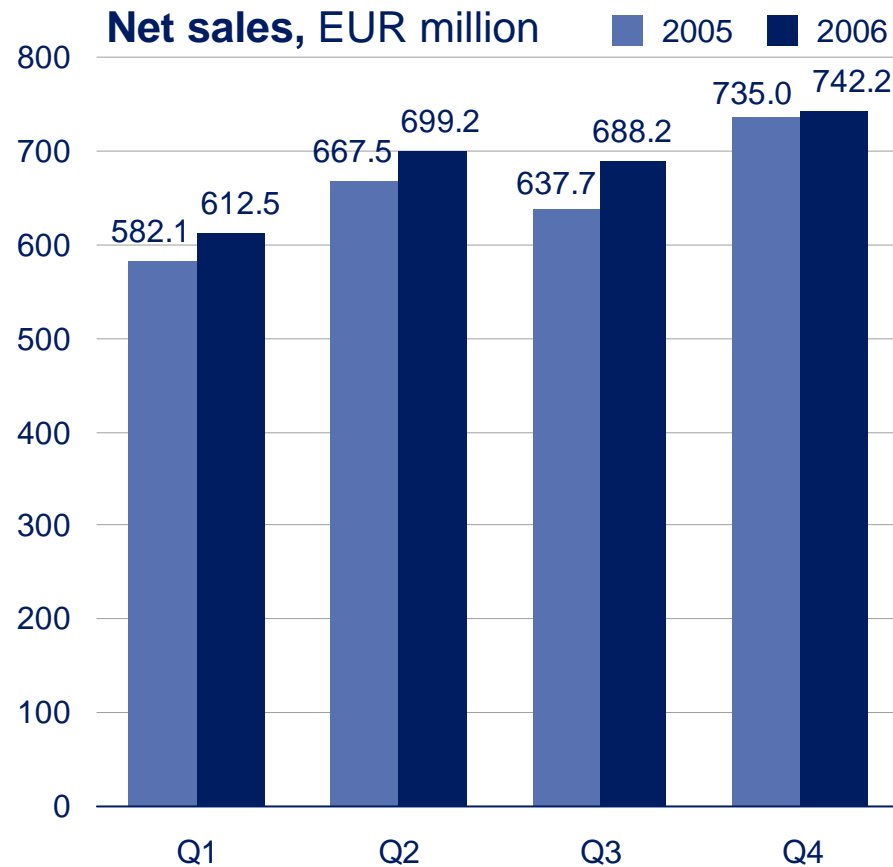
Hannu Syrjänen, President and CEO

Conference Call
February 8, 2007

Key Indicators

EUR million	1–12/2006	1–12/2005	Ch %
Net sales	2,742.1	2,622.3	4.6
Operating profit	292.5	301.3	-2.9
% of net sales	10.7	11.5	
Operating profit excluding major non-recurring capital gains	288.2	269.1	7.1
% of net sales	10.5	10.3	
Balance sheet total	3,132.2	2,972.5	5.4
Capital expenditure *	81.9	93.8	-12.7
Return on equity (ROE), %	17.7	22.3	-0.3
Return on investment (ROI), %	14.3	15.4	
Equity ratio, %	45.0	41.3	
Gearing, %	59.2	72.9	
Interest-bearing liabilities	863.9	928.7	-7.0
Net debt	782.4	843.8	-7.3
Earnings/share, EUR	1.32	1.45	-9.3
Cash flow from operations/share, EUR	1.63	1.69	-3.5
Dividend/share, EUR **	0.95	0.90	
Market capitalisation, EUR million	3,521.8	3,121.5	12.8
Personnel under employment contract, average	18,434	16,885	9.2

The SanomaWSOY Group

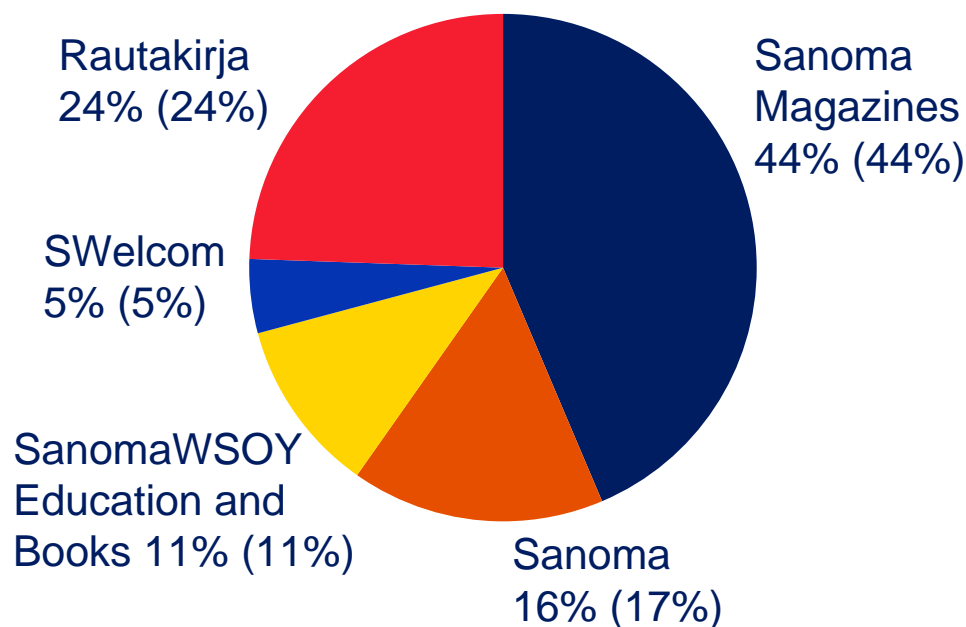


Net Sales by Division and by Geographic Area

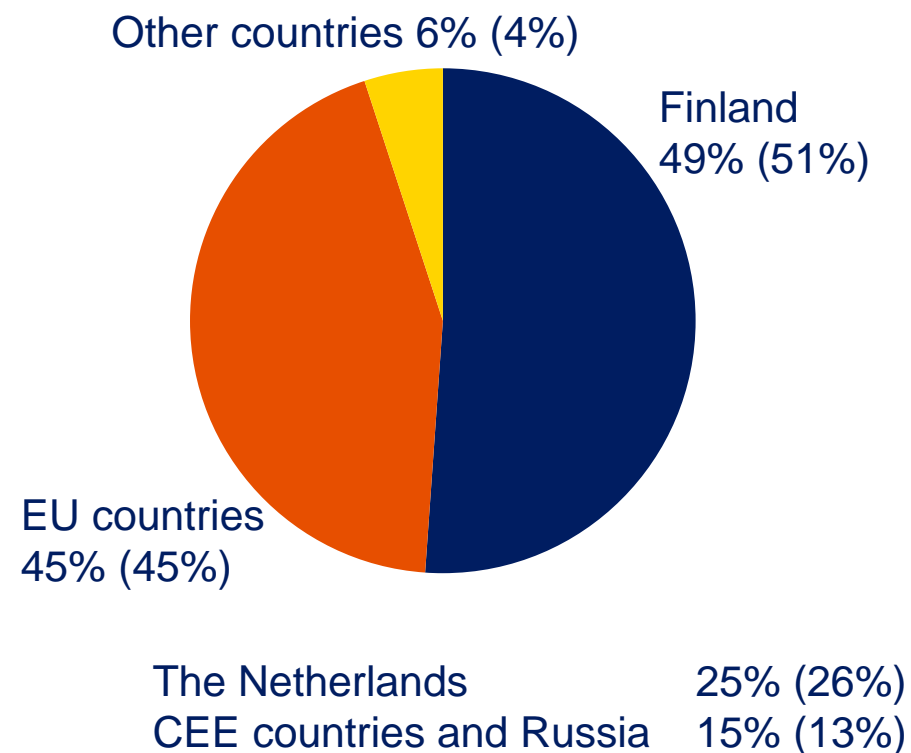
1-12/2006 (1-12/2005)

Net sales EUR 2,742.1 million

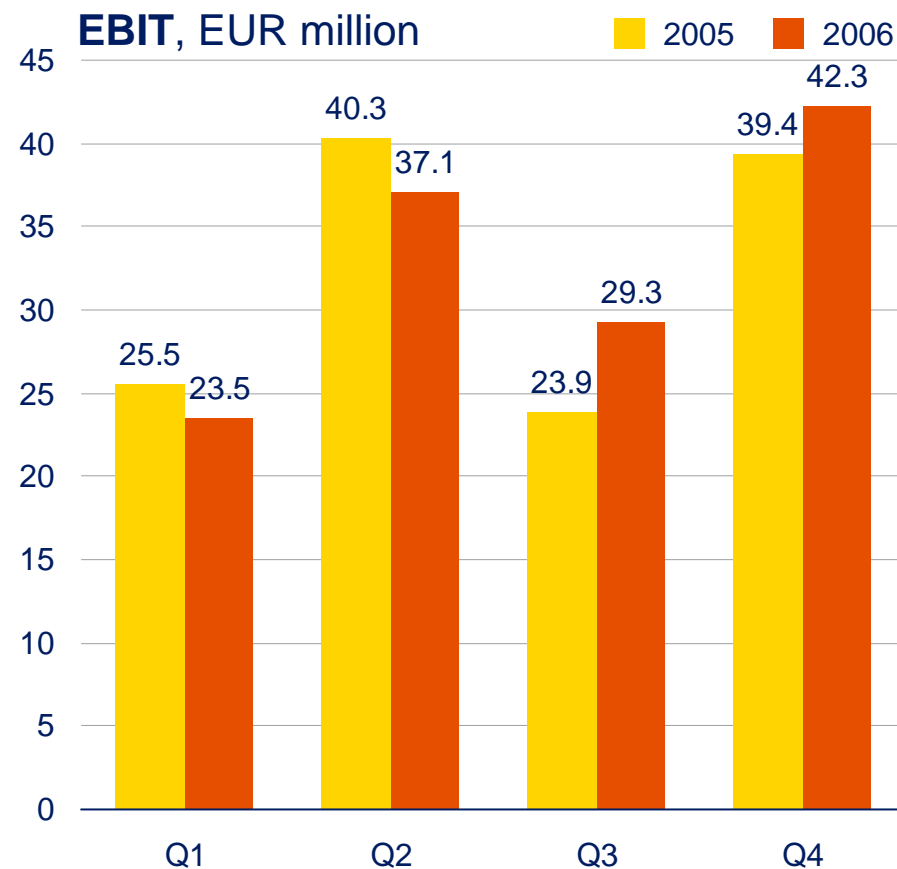
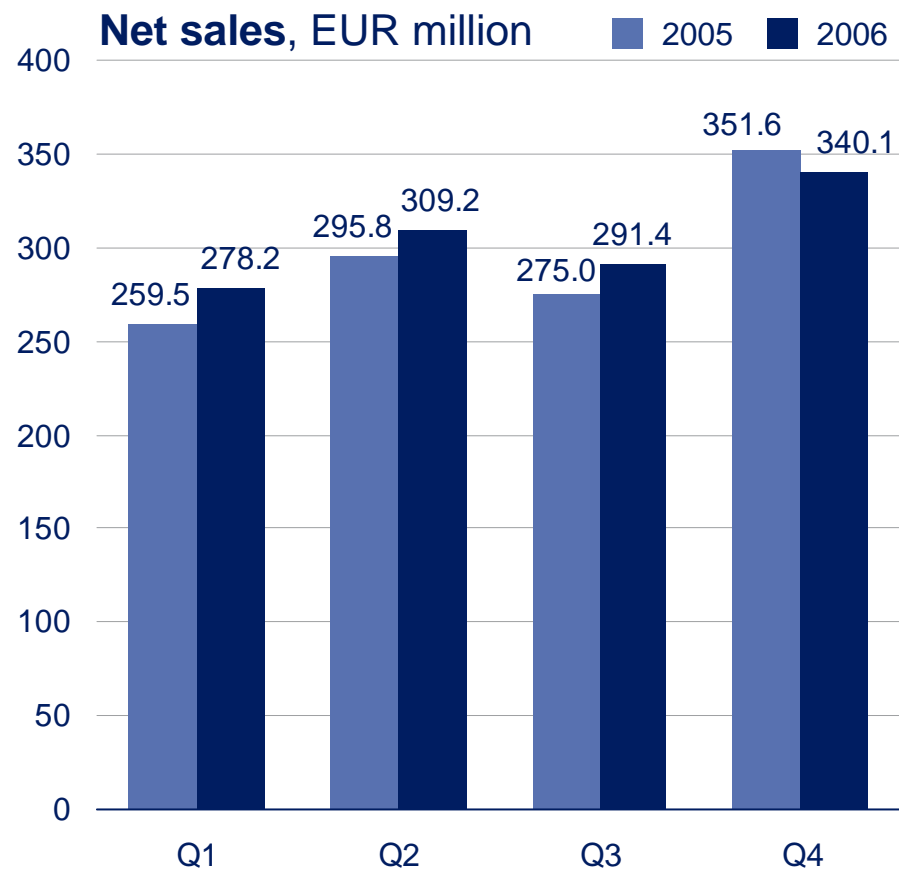
By Division



By geographic area



Sanoma Magazines



Sanoma Magazines Key Developments

Acquisitions

- EPN International, publisher of home and decoration magazines
- Wegener Golf, publisher of golf titles
- eStranky.cz, website producer
- Kieskeurig.nl, product and price comparison site

Launches

- The most significant one: women's weekly Gloria (Russia)
- Others include: SmartMoney (Russia), Moete Dete (Bulgaria), Sara (Finland), National Geographic (Russia), National Geographic (Serbia), Casa si Gradina (Romania), HELLO V.I.P.! (Hungary), Story (Bulgaria), National Geographic Kids (Hungary)

Appointments

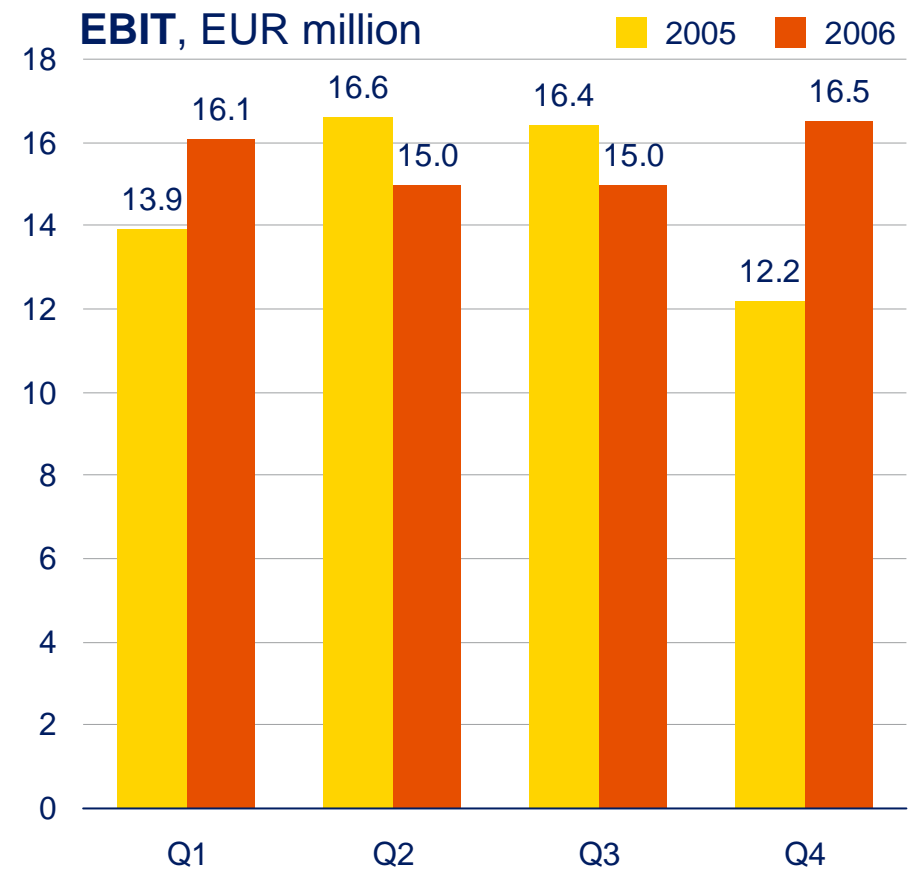
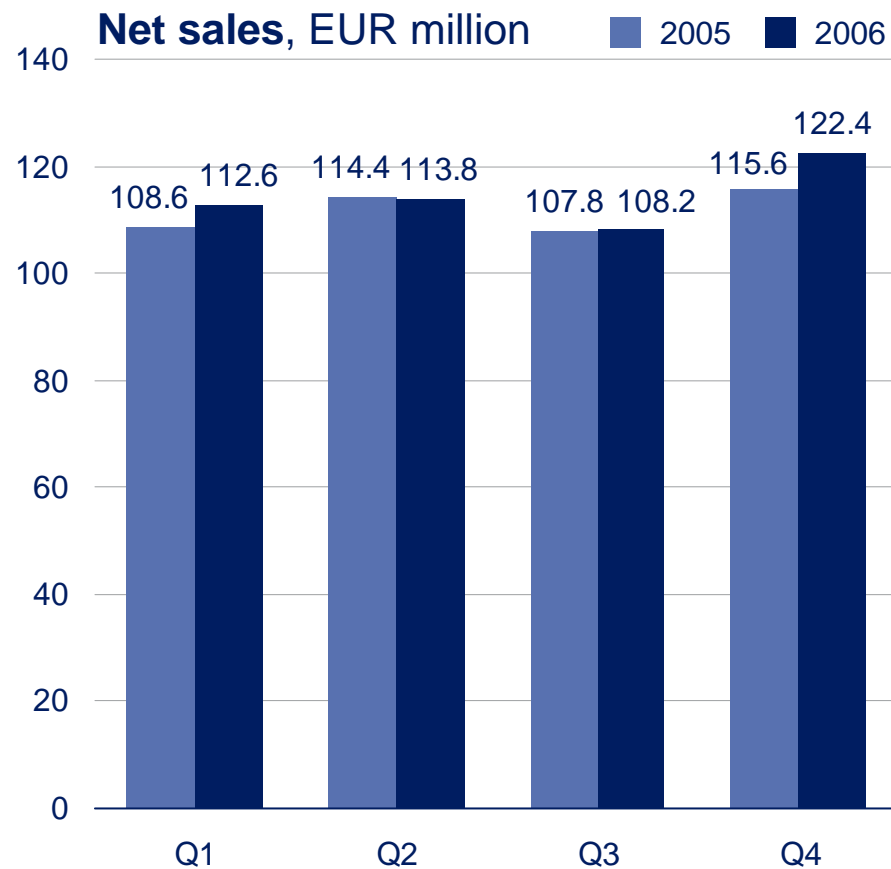
- Sanoma Uitgevers: Dick Molman as CEO, Paul Molenaar as COO, Online and New Media Innovation, and Henk Scheenstra as COO Print
- Sanoma Magazines Belgium: Aimé Van Hecke as CEO

In 2007

- Investments in print and digital business continue



Sanoma



Sanoma

Key Developments

Newspaper brands reach more people than ever

- Helsingin Sanomat: 1.1 million readers, over 700,000 unique weekly visitors
- Ilta-Sanomat: some 1 million readers, nearly 1 million unique weekly visitors

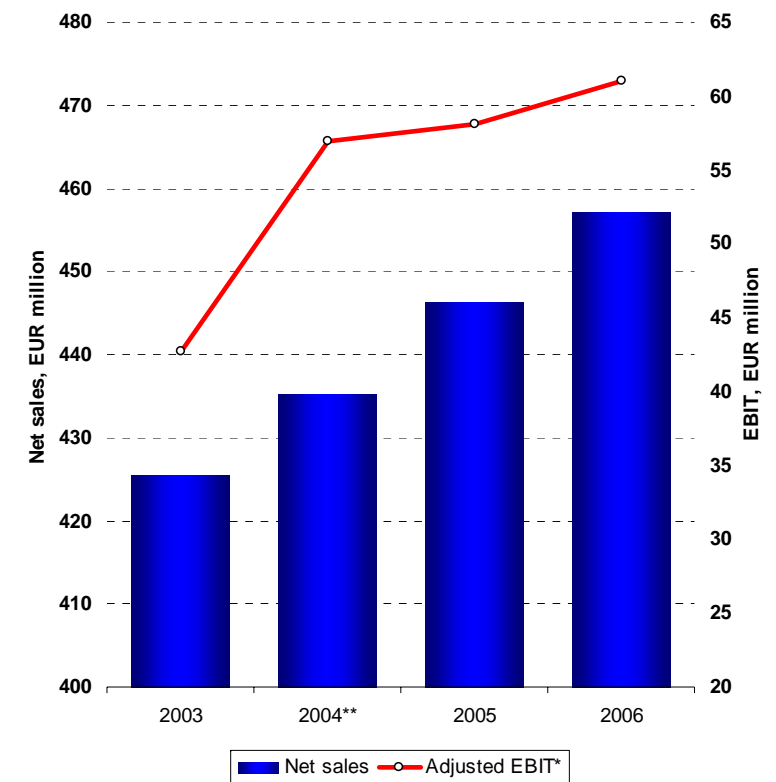
Investments in digital business

- Establishing Sanoma Digital business unit
- Taloussanomat strengthens its online presence
- Heavy investments in free sheets
 - Acquisition of the Finnish operations of Metro
- Price increase of Ilta-Sanomat

In 2007

- Investments in digital business continue
- Further rationalisation of operations

Net sales and adjusted EBIT*, EUR million

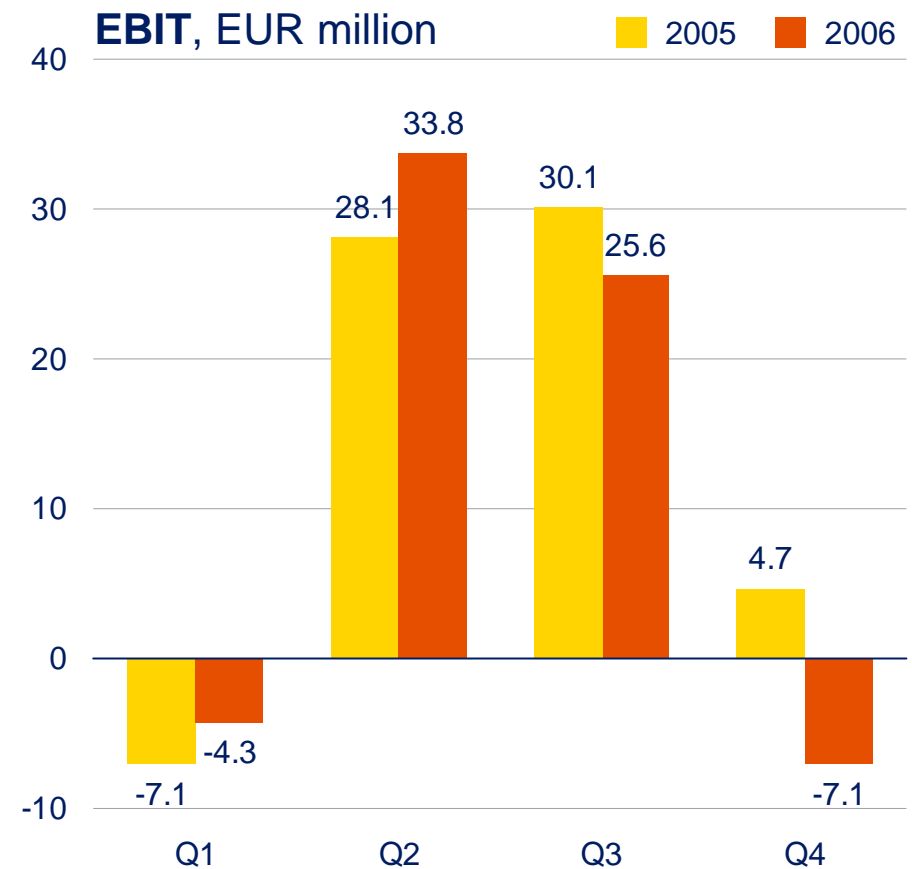
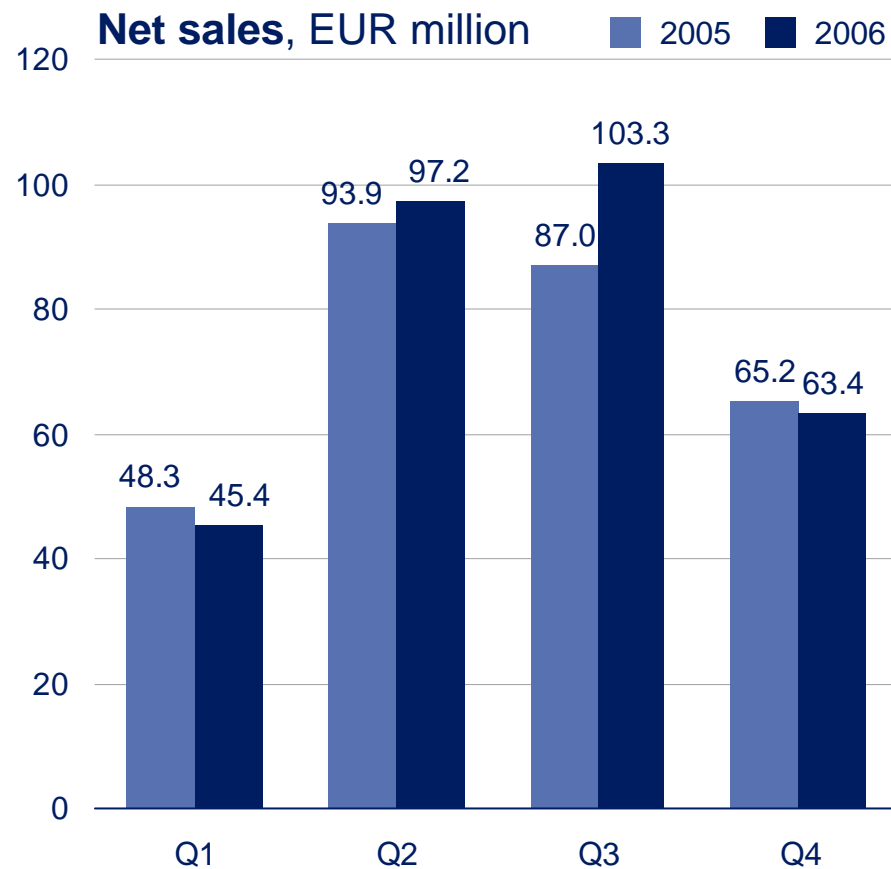


* EBIT has been adjusted with major non-recurring capital gains

** From 2004 EBIT is according to IFRS

Hannu Syrjänen | 8.2.2007 | 8

SanomaWSOY Education and Books



SanomaWSOY Education and Books Key Developments

Acquisitions

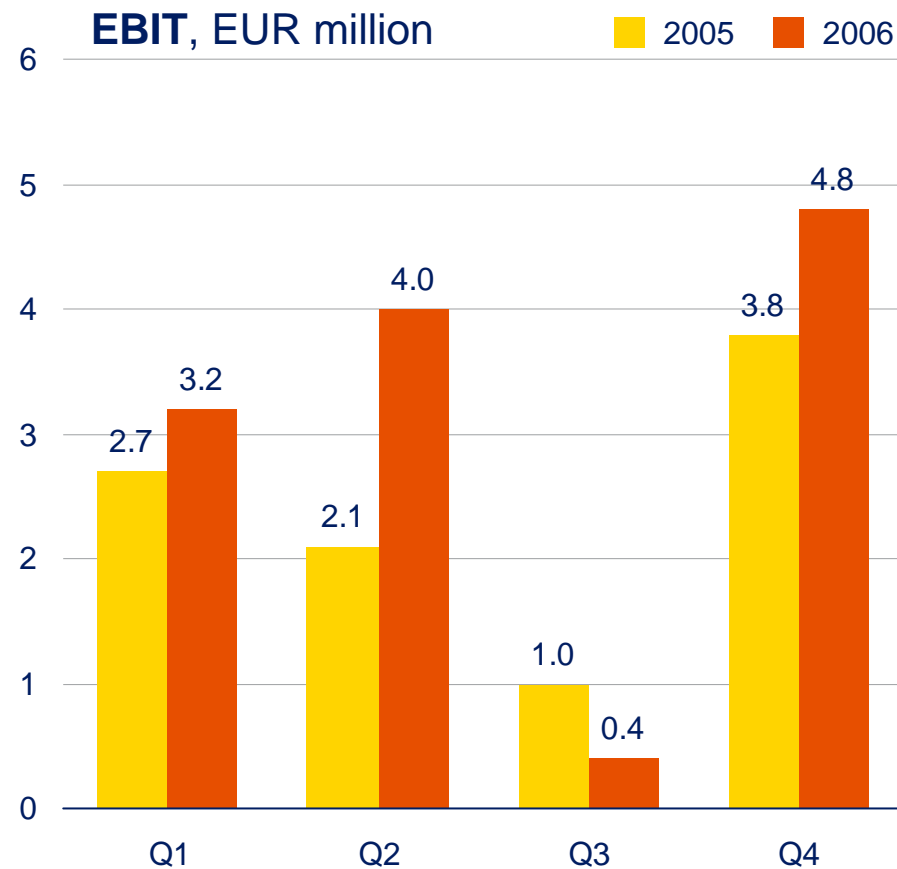
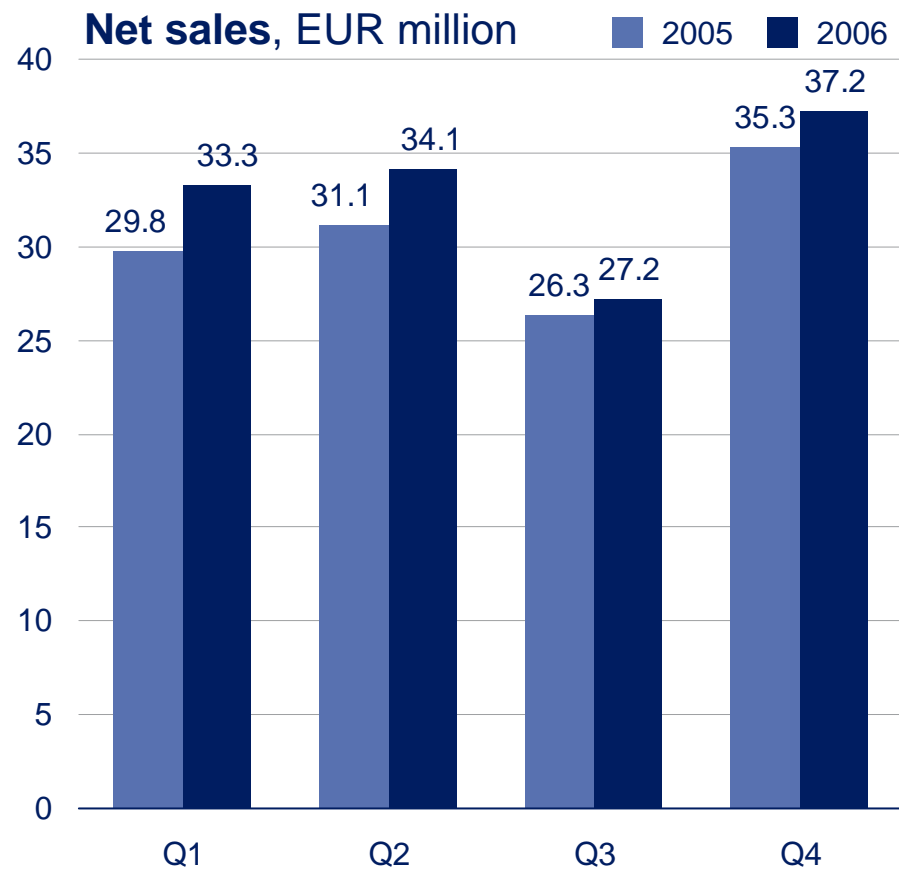
- Láng, the leading Hungarian educational publishing and training company
- Aromedia and LDC, Dutch career orientation and study consulting companies
- AAC Global, provider of language services
 - AAC gained a significant translation and documentation contract
- Finlandia Junior Prize for WSOY's children's book *Keinulauta*
- Remes the best seller of domestic fiction

In 2007

- Expansion of educational publishing continues



SWelcom



SWelcom

Key Developments

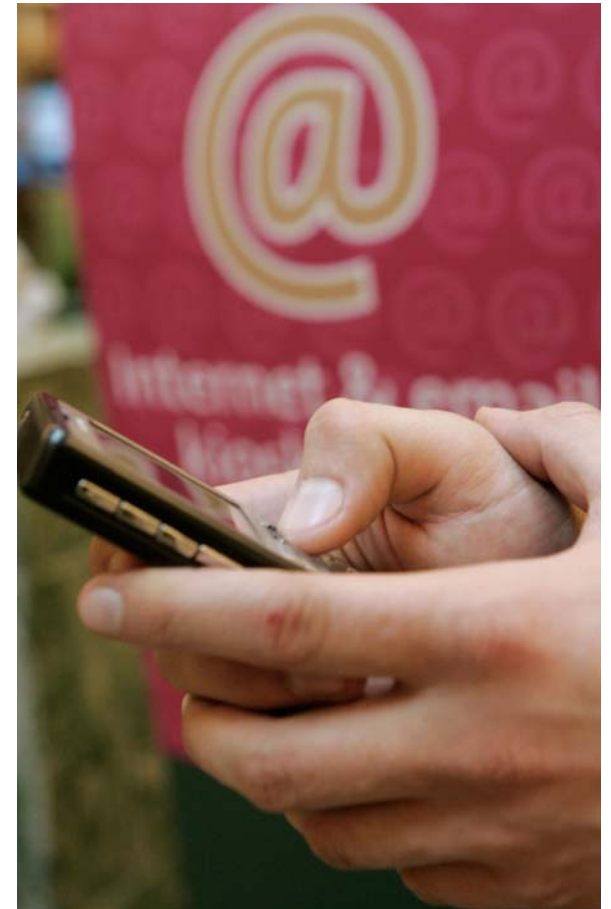
- Nelonen's share of TV advertising in Finland grew to 31.4%
- Significant growth in broadband and pay TV services, over 300,000 households connected to Welho's cable network
 - New services: WLAN hotspots in Helsinki, PCTV service enabling watching TV via pc, first in Finland to offer HDTV for its customers
- New licence for a digital pay TV channel

After the review period

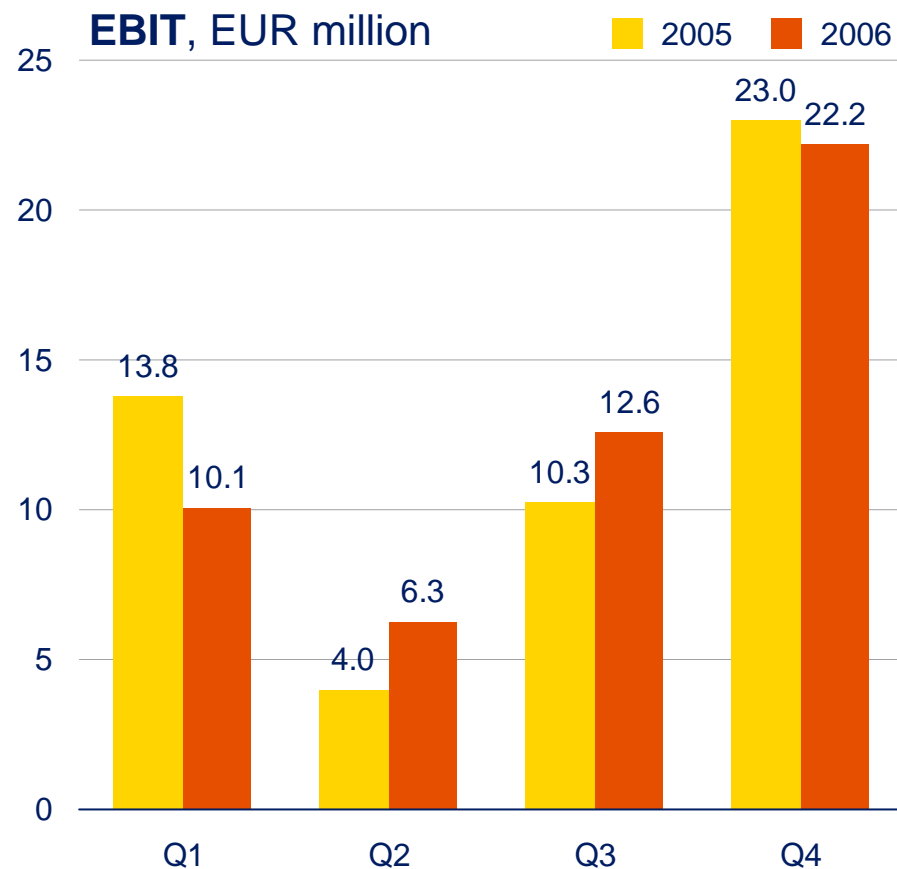
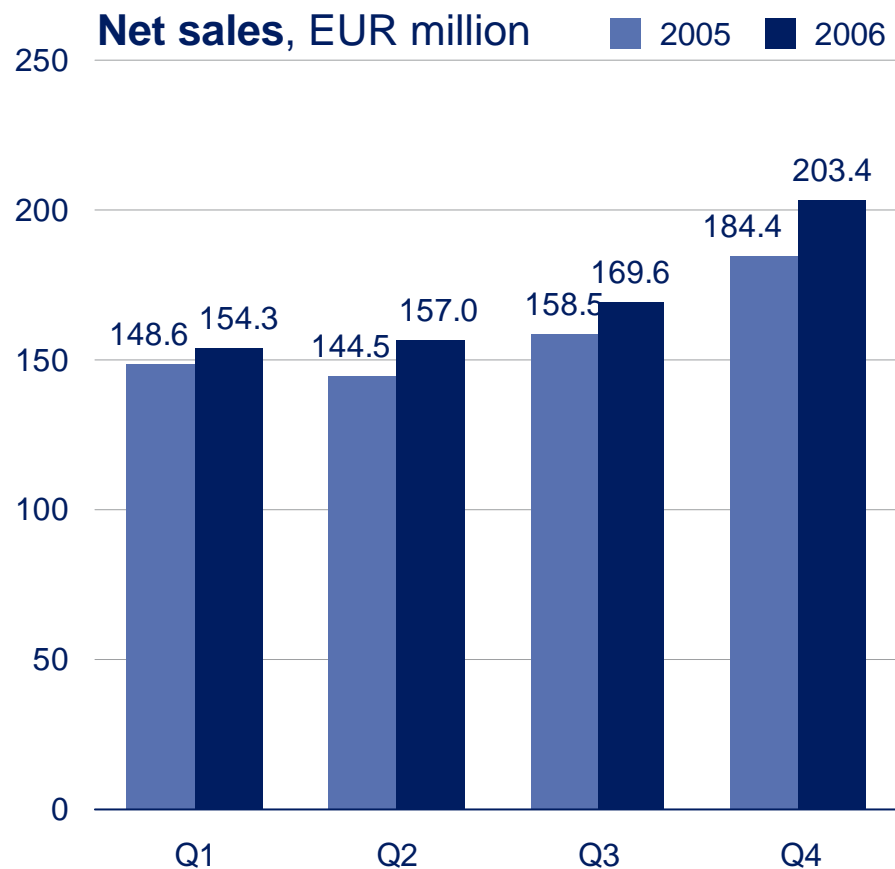
- Two new commercial radio stations (Radio Rock, Radio Aalto)
- New, free-to-air TV channel JIM starting on February 26

In 2007

- Current excellent portfolio enables investments in new businesses



Rautakirja



Rautakirja

Key Developments

- All businesses successful
- Integration of Lietuvos Spauda kiosk chain
- Increased customer volumes in kiosk operations
 - New POS system in Finland
- Centralising press distribution
 - Aldipress transferred to Rautakirja from Jan 1, 2007
- Bookstore chains in Finland and Estonia expanded
 - A total of 60 stores in Finland and 7 in Estonia
- 2006 best year ever for movie theatres

In 2007

- Integration of Aldipress, expansion of press distribution



Group's Outlook for 2007

Outlook:

- Net sales to increase more than in the previous year
- Operating profit excluding the major non-recurring capital gains to improve

- In 2006, operating profit excluding these capital gains totalled EUR 288.2 million



Committed to Future