



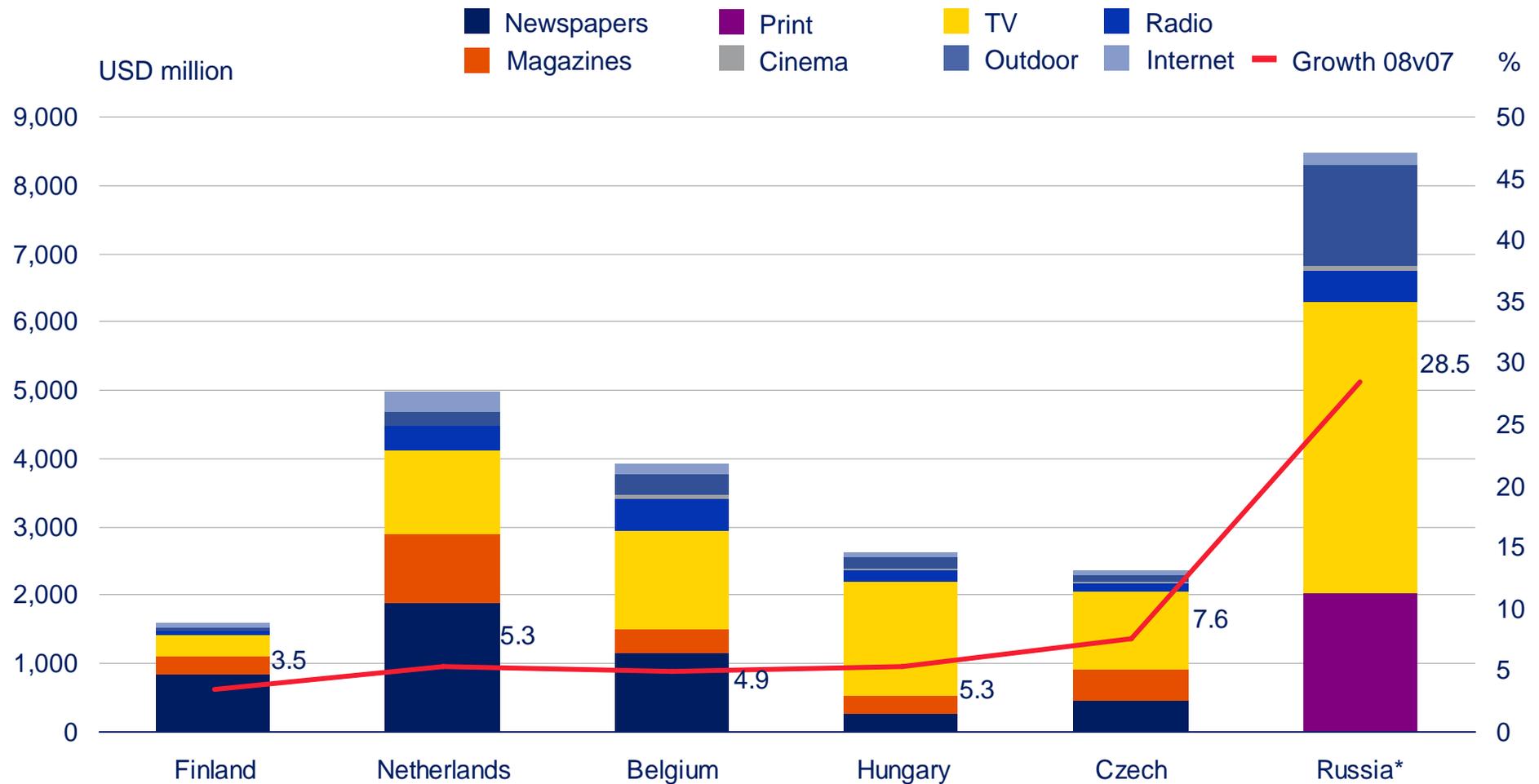
Interim Report 1–6/2007

President and CEO Hannu Syrjänen

Conference Call
2 August 2007

Advertising Sales in Europe

2007, USD million



Key Developments (1/2)

- Magazine launches
 - Mind Magazine, the Netherlands
 - fashion magazine Grazia, Russia
 - women's magazine Marie Claire, Hungary
 - women's magazine TYA!, Bulgaria
 - food magazine Prekvapeni v Kuchyni, Czech
 - health magazine Diabetik, Slovenia
 - lifestyle magazine Gala Style, Croatia
 - fashion magazine Grazia (announcement), the Netherlands
- Online launches
 - weblog NuJij.nl, the Netherlands
 - fashion and beauty website Styletoday.nl, the Netherlands
- Digital media acquisitions
 - meeting place for schoolmates Schoolbank.nl, the Netherlands
 - travel website vakantie.nl, the Netherlands
 - marketplace for vehicles auto24.ee (20%), Estonia
 - TV production company Jok Foe (50%), Belgium
 - sport TV channels Urheilukanava and Urheilu+kanava in Finland (majority)



URHEILUKANAVA

Key Developments (2/2)

- Divestment of puzzle magazines in the Netherlands
- Hungarian educational publisher Láng fully owned by SanomaWSOY Education
- SWelcom the 3rd largest commercial radio operator in Finland, Radio Rock market leader in its target group
- Kiosk operations expanded to Russia, first kiosks opened in June
- Strong movie year continues, new multiplex in Lithuania

After the review period

- Acquisition of Polish educational publisher Nowa Era*



* Subject to the approval of Polish antitrust officials

Key Figures

EUR million	1-6/2007	1-6/2006	Ch %	1-12/2006
Net sales	1,408.0	1,311.7	7.3	2,742.1
Operating profit	186.9	138.4	35.1	292.5
% net sales	13.3	10.6		10.7
Operating profit excluding major non-recurring capital gains	151.5	136.8	10.8	288.2
% net sales	10.8	10.4		10.5
Balance sheet total	3,256.6	3,037.7	7.2	3,132.2
Capital expenditure	43.2	33.0	30.8	81.9
Equity ratio, %	42.7	38.7		45.0
Gearing, %	71.5	90.0		59.2
Interest-bearing liabilities	1,020.7	1,069.0	-4.5	863.9
Net debt	930.8	993.2	-6.3	782.4
Earnings/share, EUR	0.80	0.60	32.5	1.32
Cash flow from operations/share, EUR	0.25	0.25	1.3	1.63
Market capitalisation	3,877.7	2,999.3	29.3	3,521.8
Personnel *	19,267	17,958	7.3	18,434

Sanoma Magazines 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 *	5,532	5,140	7.6	5,302

* Personnel under employment contract, average

Sanoma 1-6/2007

EUR million	1-6/2007	1-6/2006	Ch %	1-12/2006
Net sales	242.2	226.4	6.9	457.1
Helsingin Sanomat (daily newspaper)	140.3	133.0	5.4	267.3
Ilta-Sanomat (quality tabloid)	48.3	45.6	5.7	92.2
Other publishing	48.8	42.3	15.5	87.3
Others	76.4	73.9	3.4	145.6
Eliminations	-71.7	-68.5	4.7	-135.2
Operating profit	36.8	31.1	18.4	62.7
% net sales	15.2	13.7		13.7
Operating profit excluding major non-recurring capital gains	36.8	29.5	25.1	61.0
% net sales	15.2	13.0		13.3
Balance sheet total	514.4	491.3	4.7	526.6
Capital expenditure	9.2	8.2	12.8	16.5
Personnel *	2,679	2,650	1.1	2,672

* Personnel under employment contract, average

SanomaWSOY Education and Books 1-6/2007

EUR million	1-6/2007	1-6/2006	Ch %	1-12/2006
Net sales	157.0	142.5	10.2	309.2
Educational publishing	98.4	85.0	15.8	187.7
Publishing	47.1	46.2	1.9	96.0
Others	22.9	20.1	14.3	43.3
Eliminations	-11.4	-8.7	30.5	-17.8
Operating profit	23.3	29.5	-21.0	48.0
% net sales	14.8	20.7		15.5
Operating profit excluding major non-recurring capital gains	23.3	29.5	-21.0	48.0
% net sales	14.8	20.7		15.5
Balance sheet total	638.2	566.0	12.8	598.2
Capital expenditure	2.9	5.3	-44.2	8.9
Personnel *	2,748	2,197	25.1	2,455

SWeIcom 1-6/2007

EUR million	1-6/2007	1-6/2006	Ch %	1-12/2006
Net sales	70.6	67.4	4.7	131.8
TV and radio	40.4	40.2	0.3	76.5
Others	30.6	27.5	11.5	56.0
Eliminations	-0.4	-0.3	32,7	-0.6
Operating profit	6.9	7.2	-4.6	12.5
% net sales	9.8	10.7		9.5
Operating profit excluding major non-recurring capital gains	6.9	7.2	-4.6	12.5
% net sales	9.8	10.7		9.5
Balance sheet total	164.5	148.3	10.9	158.6
Capital expenditure	7.4	3.9	89.7	15.2
Personnel *	473	438	8.1	437

Rautakirja 1-6/2007

EUR million	1-6/2007	1-6/2006	Ch %	1-12/2006
Net sales	393.7	367.5	7.1	799.9
Kiosk operations	186.2	176.6	5.4	369.1
Press distribution	117.2	108.3	8.3	223.6
Bookstores	52.7	52.7	0.1	138.9
Entertainment	45.4	35.7	27.2	81.7
Eliminations	-7.9	-5.8	35.5	-13.4
Operating profit	19.5	18.5	5.7	54.7
% net sales	5.0	5.0		6.8
Operating profit excluding major non-recurring capital gains	19.5	18.5	5.7	54.7
% net sales	5.0	5.0		6.8
Balance sheet total	548.1	500.4	9.5	586.9
Capital expenditure	11.9	8.0	48.1	23.1
Personnel *	7,750	7,461	3.9	7,496

* Personnel under employment contract, average

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 and net sales grew by 4.6%



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