



# SanomaWSOY Education and Books

CEO Jacques Eijkens  
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**SanomaWSOY**

SanomaWSOY Education and Books

# The SanomaWSOY Group

Group Net Sales M€ 2,926 • Group EBIT M€ 344 • Group Personnel 19,587

## Rautakirja

- Net sales M€ 849.3
- EBIT M€ 55.6 (6.5%)

Press distribution, Kiosk operations,  
Bookstores, Movie theatres

## SWelcom

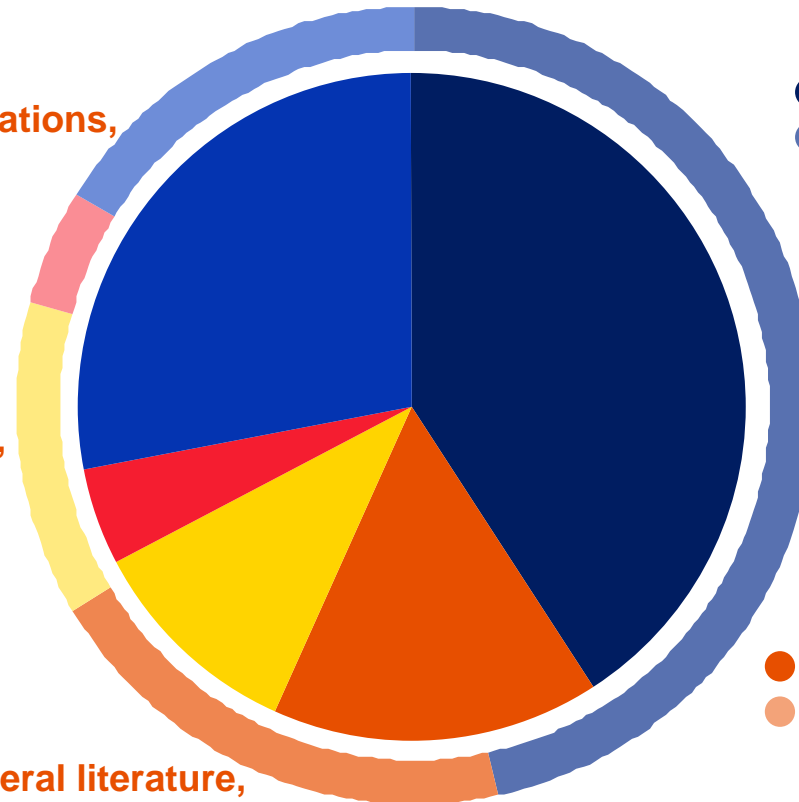
- Net sales M€ 146.0
- EBIT M€ 15.8 (10.8%)

Commercial TV, Cable TV,  
Broadband, Radio

## SanomaWSOY Education and Books

- Net sales M€ 322.5
- EBIT M€ 44.5 (13.8%)

Educational publishing, General literature,  
Business information and services



## Sanoma Magazines

- Net sales M€ 1,238.1
- EBIT M€ 160.9 (13.0%)

Magazine publishing,  
Online operations

## Sanoma

- Net sales M€ 480.8
- EBIT M€ 67.6 (14.1%)

Newspaper publishing,  
Online operations

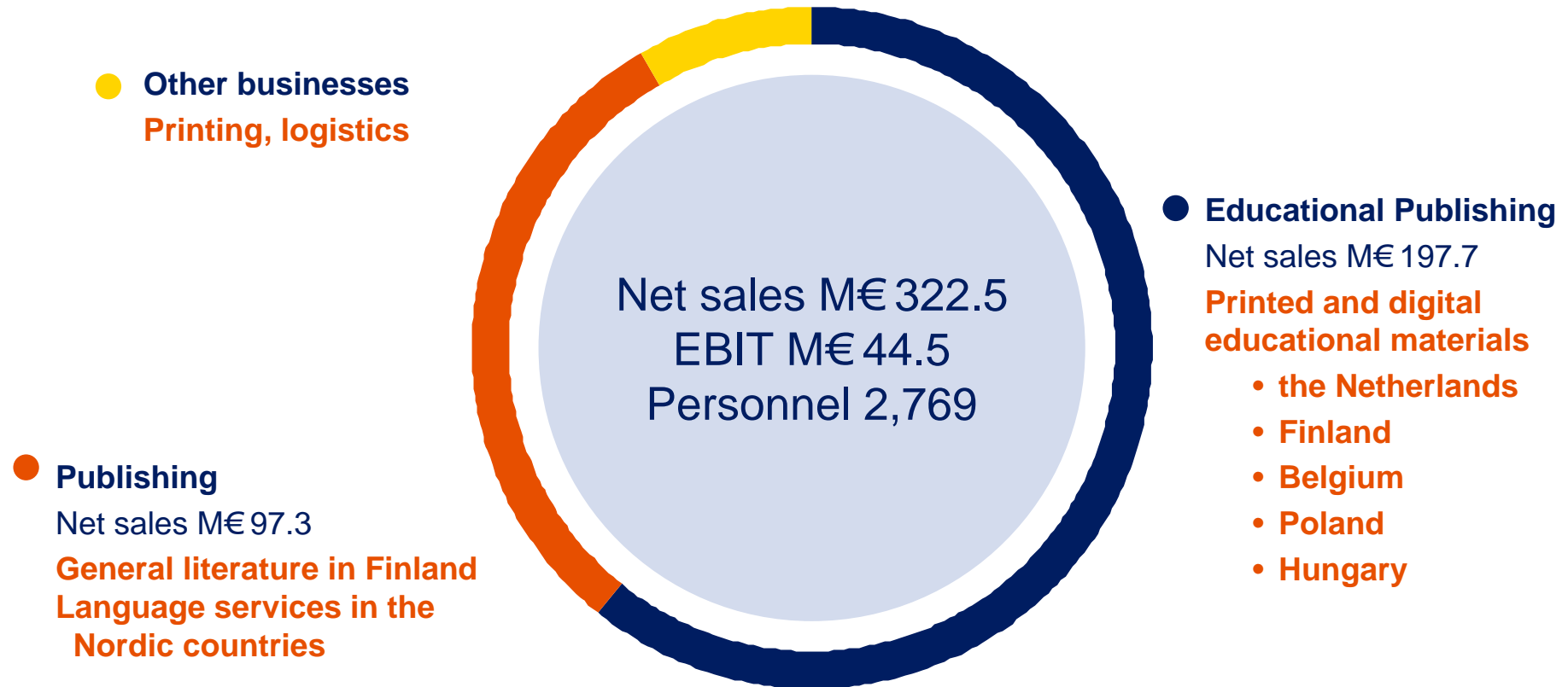
# SanomaWSOY Education and Books

## In Brief

- Profile
  - International educational publisher
  - Leading Finnish general literature publisher
  - Establishing a international language services provider
  - Approximately 2,800 employees
- Mission
  - Develop our businesses towards preferred suppliers of mixed media products and services, meeting the needs of all of our customers
- Financial highlights
  - 2007 sales: EUR 323 million, EBIT margin: 13.8%

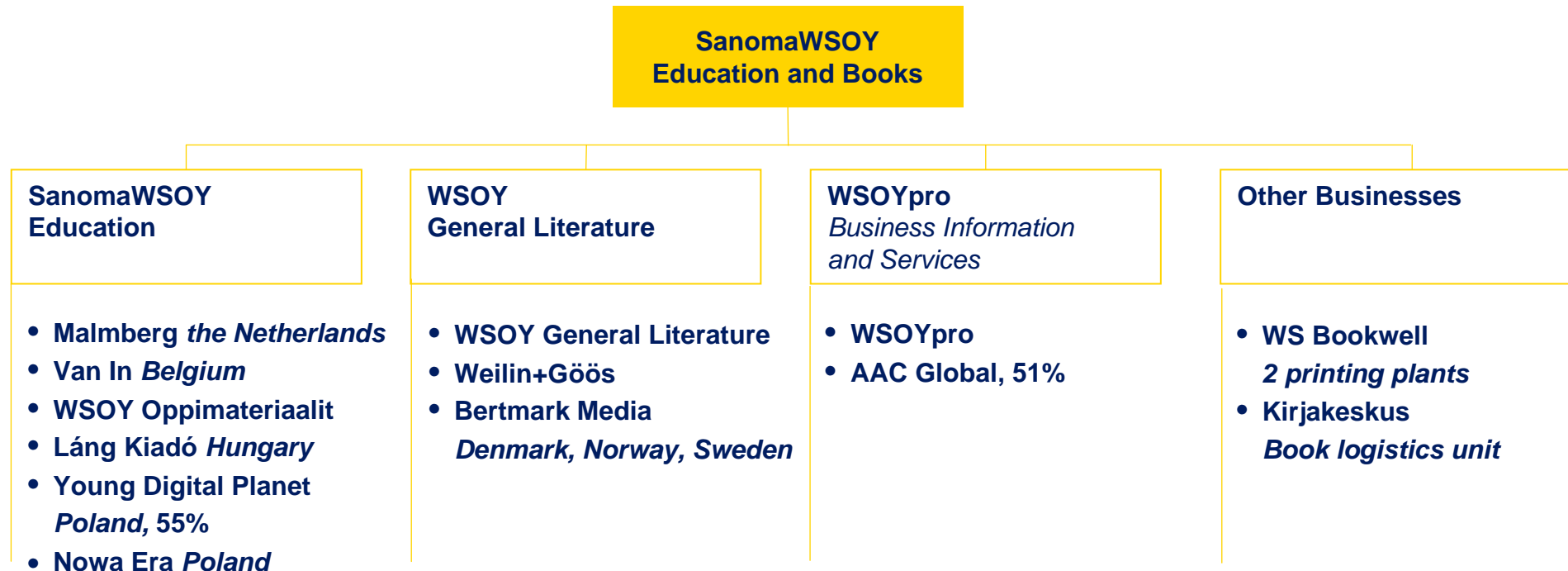
# SanomaWSOY Education and Books

Significant European Educational Publisher, Strong Nordic Positions in Literature Publishing and Language Services



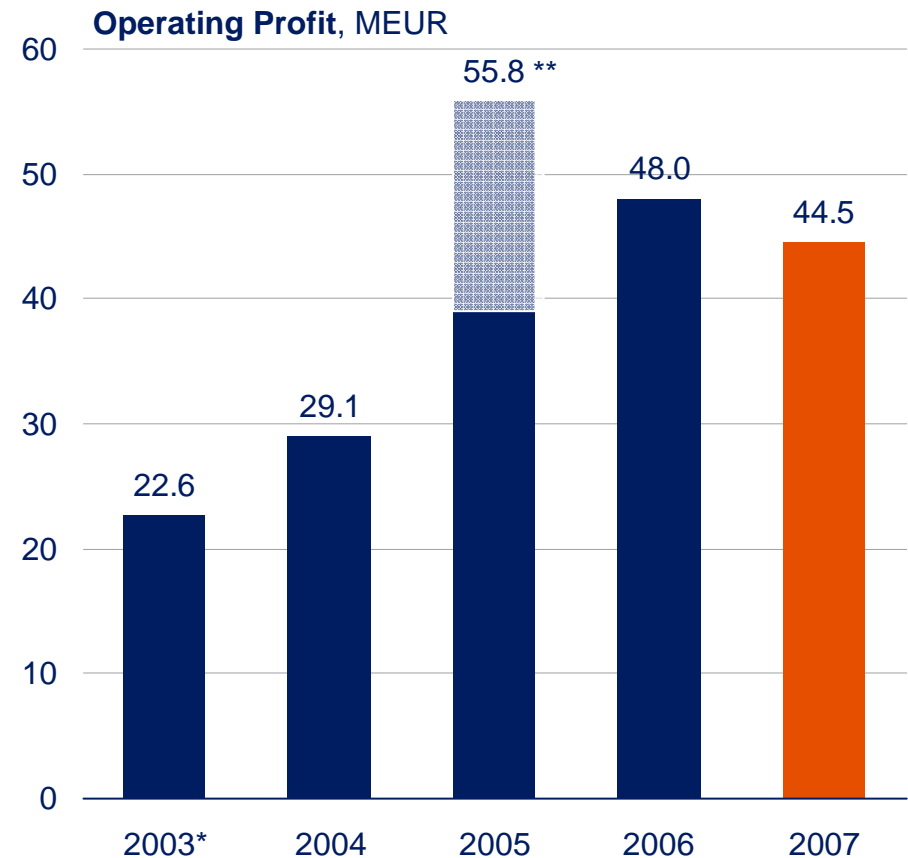
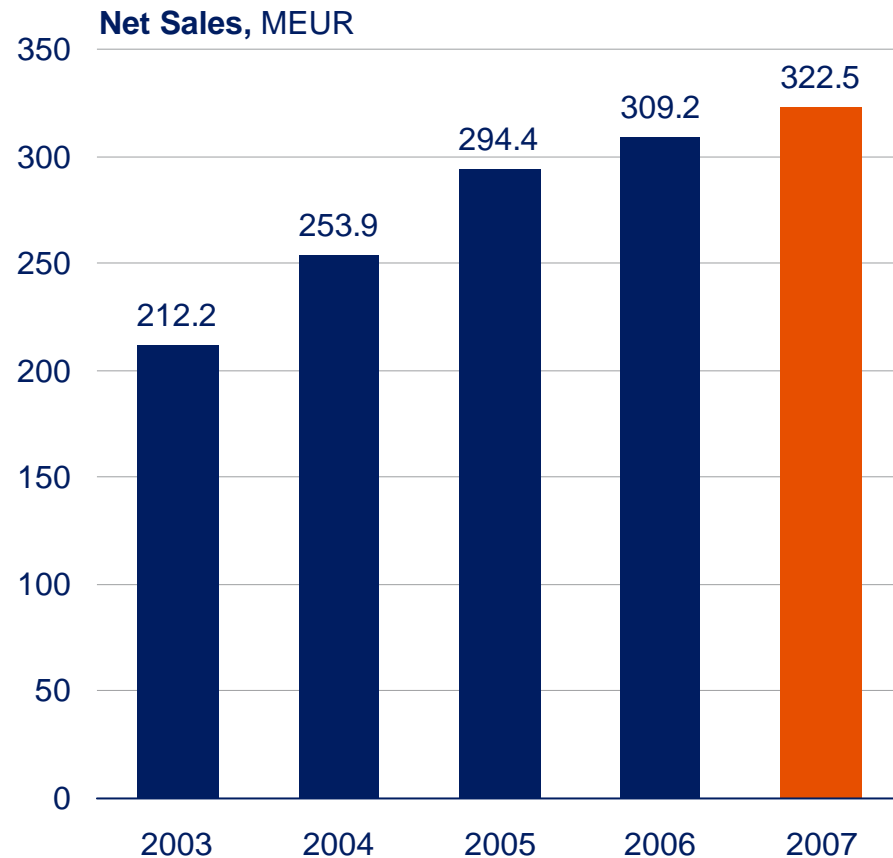
# SanomaWSOY Education and Books

Significant European Educational Publisher and  
Finland's Leading Book Publisher



# SanomaWSOY Education and Books

Significant European Educational Publisher and  
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# SanomaWSOY Education & Books

## Faces Key Changes

- **Focus on growth and divestments**

- Acquisitions in Education and Language services
- Divestments in non core (diaries, printing)

- **At a start of transition**

- Focus on three businesses
- Focus on growth (organic and by acquisition)
- Focus on excellence

- **Our industry is changing**

- Content combined with technology
  - Value added feature
  - Customer centricity
- New business models
  - Print to online
  - Products and services
- Newcomers
  - Free content providers
  - New players



SanomaWSOY Education

# SanomaWSOY Education

## In Brief

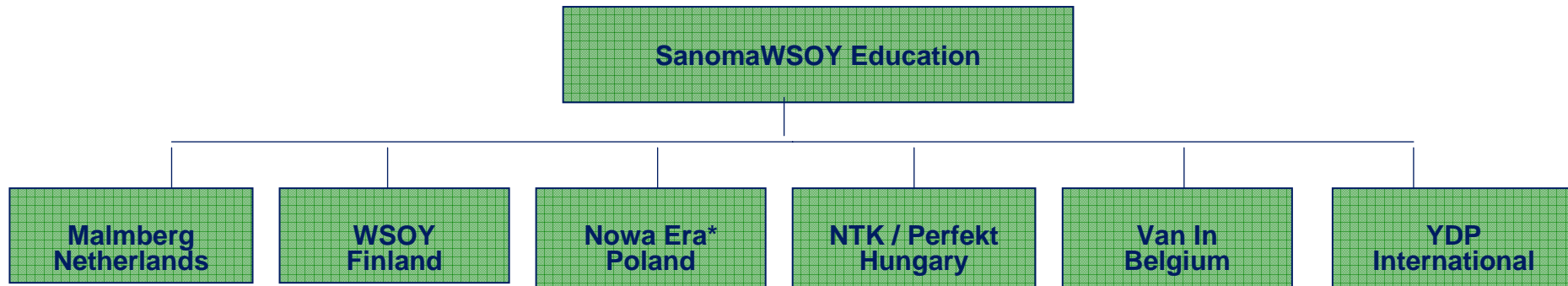
- Profile
  - International educational publisher
  - Leading positions in the Netherlands, Finland, Belgium, Hungary, Poland and internationally in eLearning
  - Approximately 1,300 employees
- Financial highlights
  - 2007 sales EUR 197.7 million
- Vision
  - Enable and support customers, enhancing education by making learning processes attractive and effective



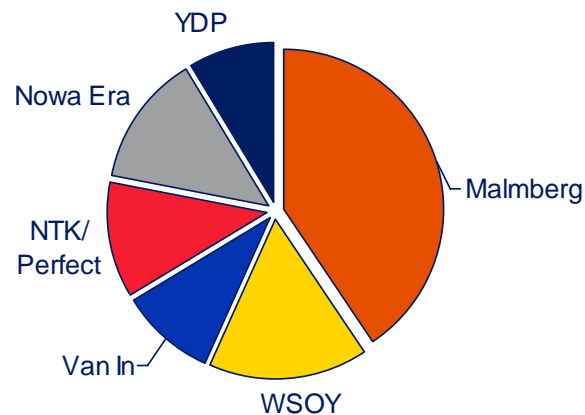


# The Business is Well-Balanced

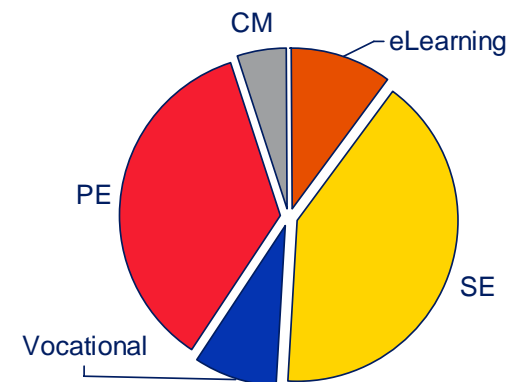
## And Strongly Focused on K-12 Markets



**Net Sales per Country**

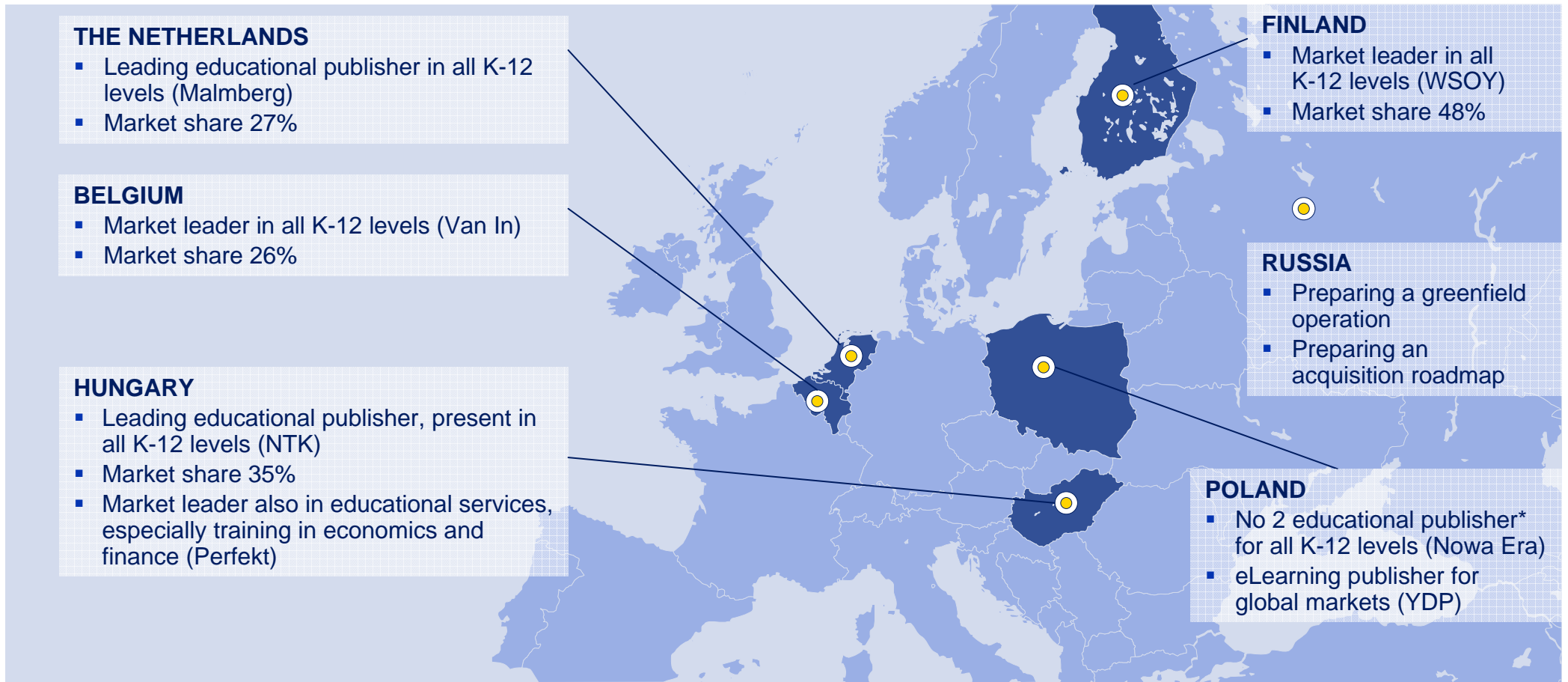


**Net Sales per PMC**



# SanomaWSOY Education

## Building Geographical Positions in SanomaWSOY Core Markets



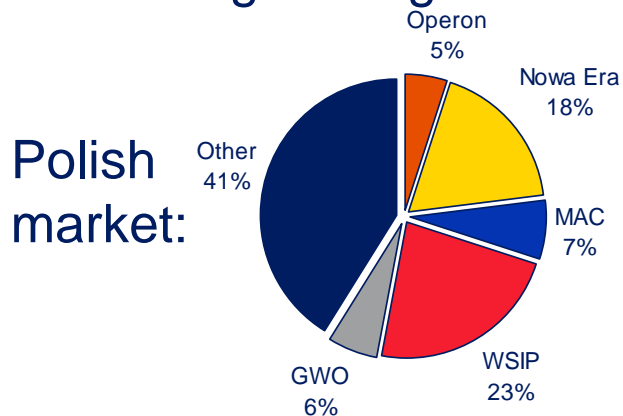
# Nowa Era

## Our Latest Acquisition



- High quality player in the Polish educational market:
  - Proven growth track record
  - Market challenger and innovation capacity
  - Excellent financial performance
  - Strong management team

- Key positions in:
  - All levels of Primary and Secondary Education
  - Outstanding positions in integrated subjects, sciences, history and humanistic
  - ICT has been strong driver behind market share gains



# European Market Environment

## Good and Solid Perspectives

- European educational publishing market still unconsolidated (no big players)
- Local content, but global platforms
- Education has great growth potential:
  - Education top priority in Europe, catch up investments especially in CEE countries
  - ICT main driver behind growth
    - eLearning increases the market
    - Internet based services
  - Modularisation of educational solutions (sharing of concepts, assets and technology)



# Key Market Drivers

## Implication to Our Strategy

### Market drivers

- Curriculum changes
- Declining demographics
- Use of ICT in learning processes
- Accountability for schools
- Fragmentation in demand
- Education key in EU policy



### Strategic implications

- Ongoing anticipation in core portfolio
- Customer value through extended learning solutions
- ICT products and services to support attractivity and effectivity
- Implement assessment tools and solutions
- Excellence in internal processing
- Leverage intra group concepts and models

# Our Strategy

## Adding Value Driving our International Business

- Create strong core positions
  - Basis for continuous further growth
- Target specific adjacent segments
  - Build out core markets, creating new business opportunities
- Leverage scale & know-how internationally
  - Build the Value Leveraging Platform, achieving synergies, statistically an operationally
- Our acquisition priorities
  - Main focus on current and new CEE Countries
  - Anticipate interesting other European opportunities

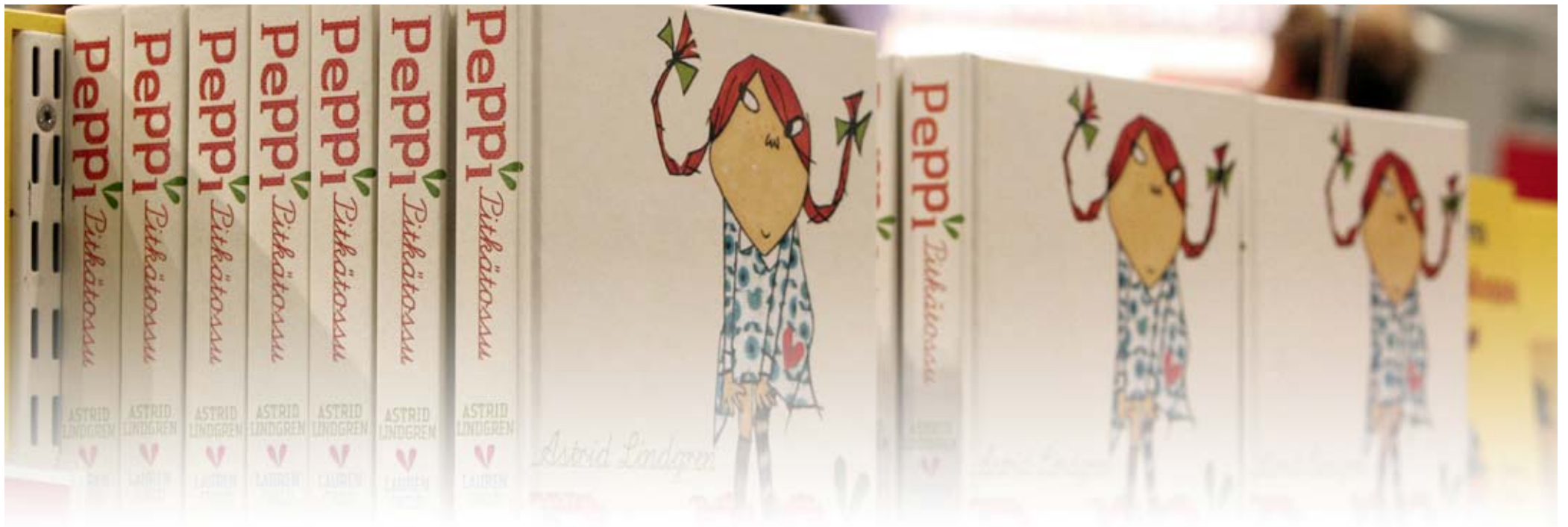


# SanomaWSOY Education

## Our Aims and Challenges

- Continue our growth rate, maintain high EBIT margin
- Leadership in our core markets
- Local focus, European scale
- More depth and breadth in our offerings
- Strong organisational qualities





WSOY Publishing

# WSOY Publishing

## In Brief

- Profile
  - Leading Finnish general literature publisher
  - Growing international language services provider
  - Approximately 1,000 employees
- Financial highlights
  - 2007 sales EUR 97.3 million
- Vision
  - To be a forerunner in Finnish literature market and language services market



# WSOY Publishing

Market leader in the Finnish Literature Publishing Market and Runner up in the Language Services Market

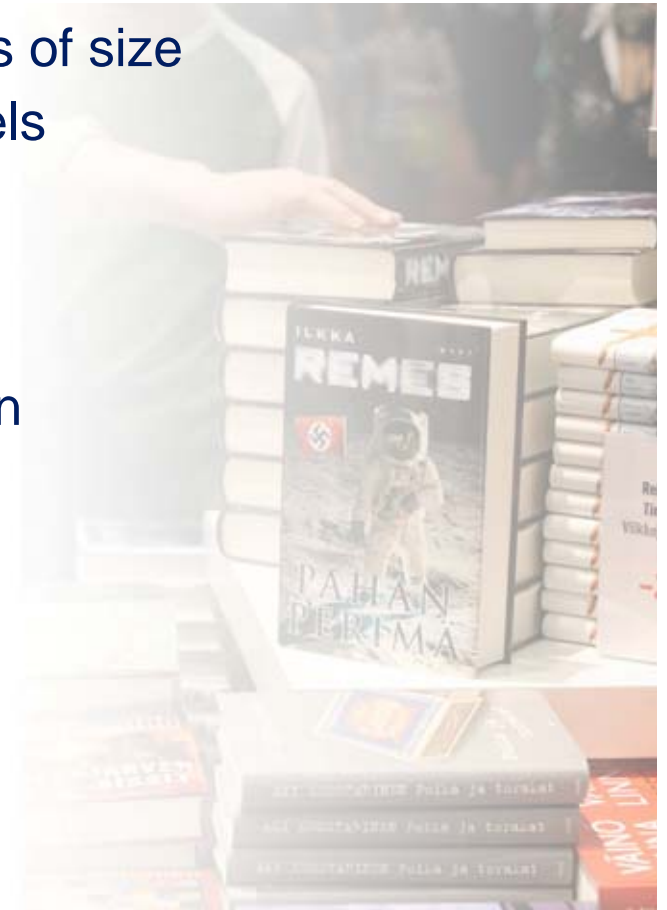
- WSOY is one of the most appreciated product brands in Finland in the fields of general literature and business information
- Language services is growing internationally: latest acquisition The Works, Sweden
- In 2007: 520 new books and 67 electronic products



# Publishing Market Environment

## Solid and Opening Perspectives

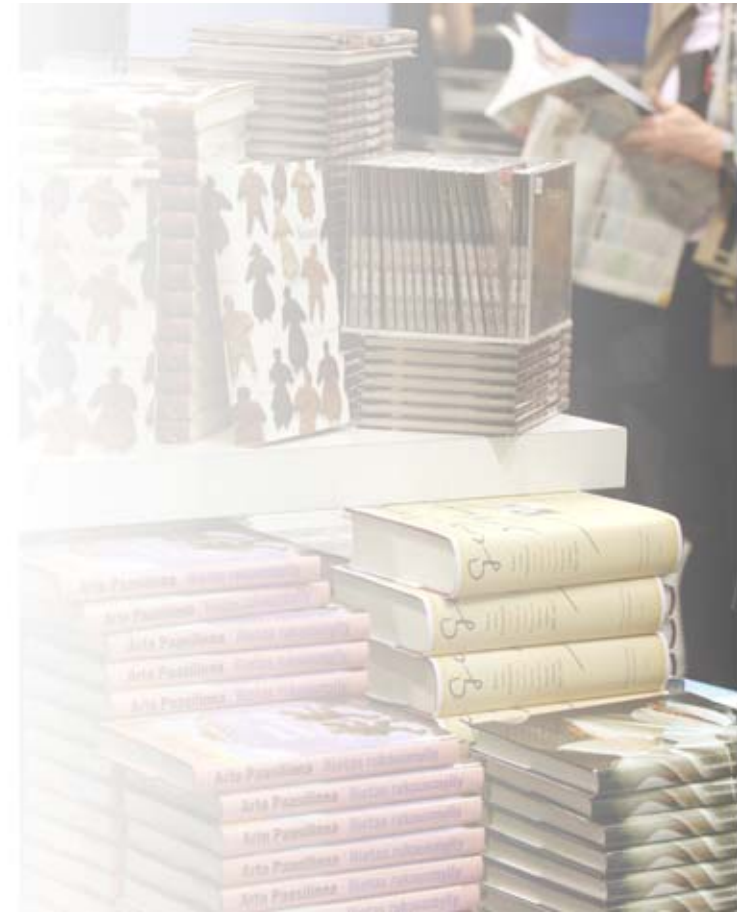
- The Finnish general literature market is stable in terms of size
  - increasing role of internet: new distribution channels
- International languages services market is rapidly changing and growing in a fragmented market
  - growing importance of international communication
  - technology and key account strategy distinctive



# Our Strategy

## Operational Excellence and Building the Language Services Platform

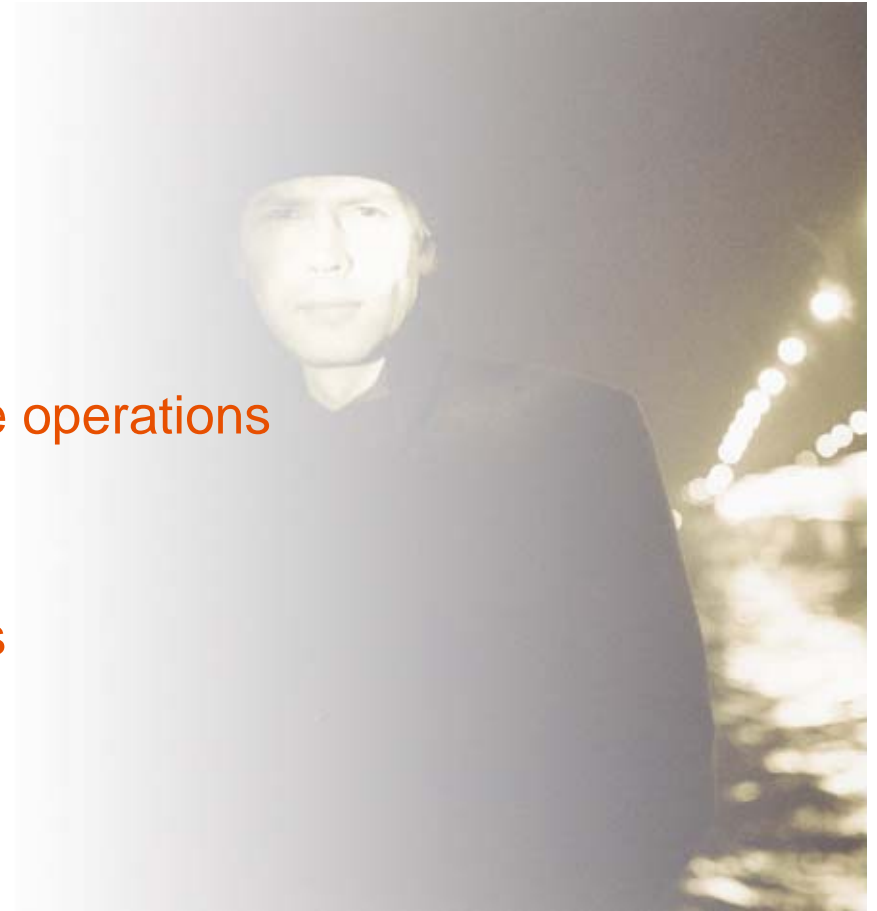
- In General Literature:  
to ensure the sustainable profitability  
by increasing operational efficiency and sales
- In Language Services:  
to build a strong international position
  - by acquisitions (focus on CEE and Russia)
  - by building a Value Leveraging Platform



# WSOY Publishing

## Our Aims and Challenges

- Growth, profitability and market leadership
  - Best products
  - Taking advantage of digitalisation
- Truly answering customers' needs
  - In publishing, sales, marketing and online operations
- Forerunner
  - The most attractive authors and concepts
  - Efficient processes
  - Best opportunities for our people





Content for your life.