

# Sanoma Corporation

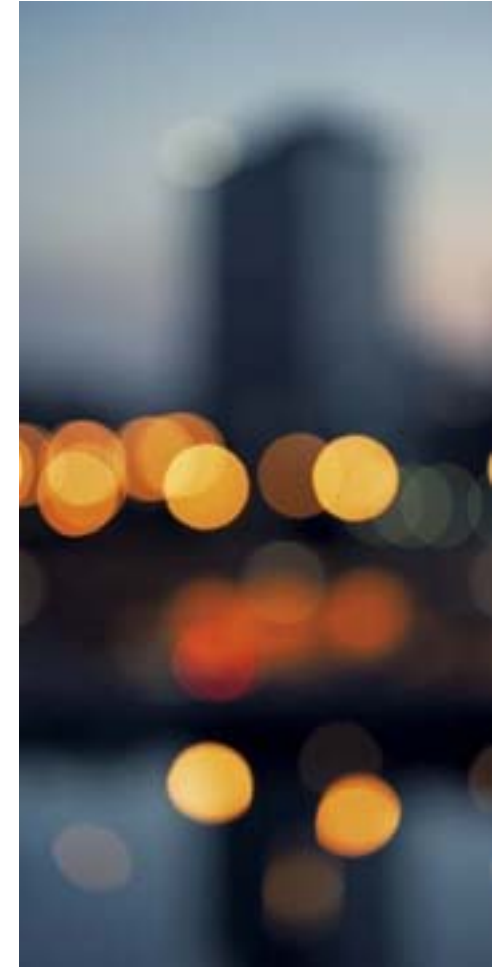
## Media & Portable Devices

Sven Heistermann  
Chief Strategy Officer  
Exane BNP Paribas event  
23 June 2010



# Sanoma - strong European media company

- One of the leading media companies in Europe, with a focus on sustainable growth and profitability
- Balanced portfolio of B2C and B2B products and services
- Magazines, news, learning solutions and online operations as focus areas
- Market leader in chosen businesses and segments
- Limited advertising market exposure – 23% of net sales coming from advertising
- Strong cash generator, investing in growth areas of media
- Good dividend payer – over half of Group result after taxes distributed



# Diversified media portfolio

Net sales EUR 2,768 million • EBIT EUR 230 million\* • Personnel 16,723\*\*



Magazines  
Online business



Newspapers  
Online business



TV and radio  
(Broadband internet)  
Casual gaming



Learning  
Language services  
Literature & other



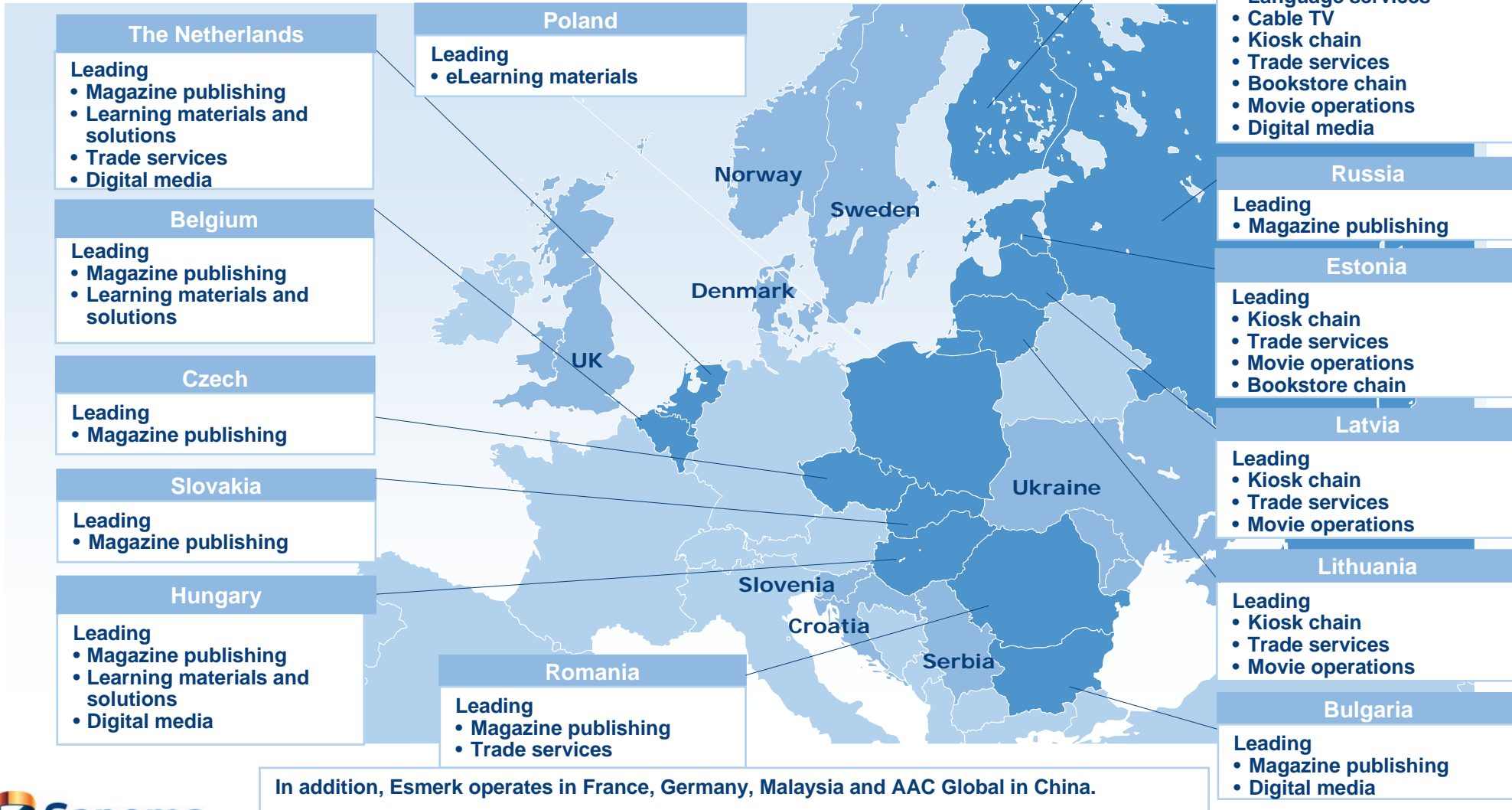
Kiosks  
Trade services  
Bookstores  
Movie operations



\* Excluding non-recurring items  
\*\* At the end of 2009, full-time equivalents

# Operates in over 20 countries

Leading in chosen segments



**Looking into the future**



*“I have seen the future -  
and it’s covered in  
greasy fingerprints”*

# The convergence of media looks more evident than ever before



*"Content will certainly get richer as radio, books, Internet, TV, newspapers all go online. I challenge you: I do not believe 10 years from now people will know the difference between a magazine, a newspaper, and a TV show. I just don't think most people will really know the difference."*

- Steve Ballmer 2008

# All content types area coming to one device, and one app

A Magazine?



News



Magazine articles



Videos



Games



# Beyond the iPad, we see a whole avalanche of new devices entering the market



# While there certainly are opportunities, not much has been proven yet

- New tablets are creating new opportunities
  - New user moments, new experiences
  - New opportunities for advertising – promising for both engagement and mobile ecommerce
  - Increasing consumer willingness to pay
- However much is yet to be proven
  - Market is evolving quickly, with few set standards
  - The iPad is yet to be launched in many of our countries
  - Device prices need to come down in order to create a penetration that offers significant financial impact



# Sanoma is exploiting existing capabilities, and building new ones..



- Brands
- Market position
- Rights
- Financial means
- Capabilities
- etc



- Text
- Photography
- Illustrations
- Context
- +
- Audio
- Video
- Interaction
- Real-time
- Databases
- ...



## Sales:

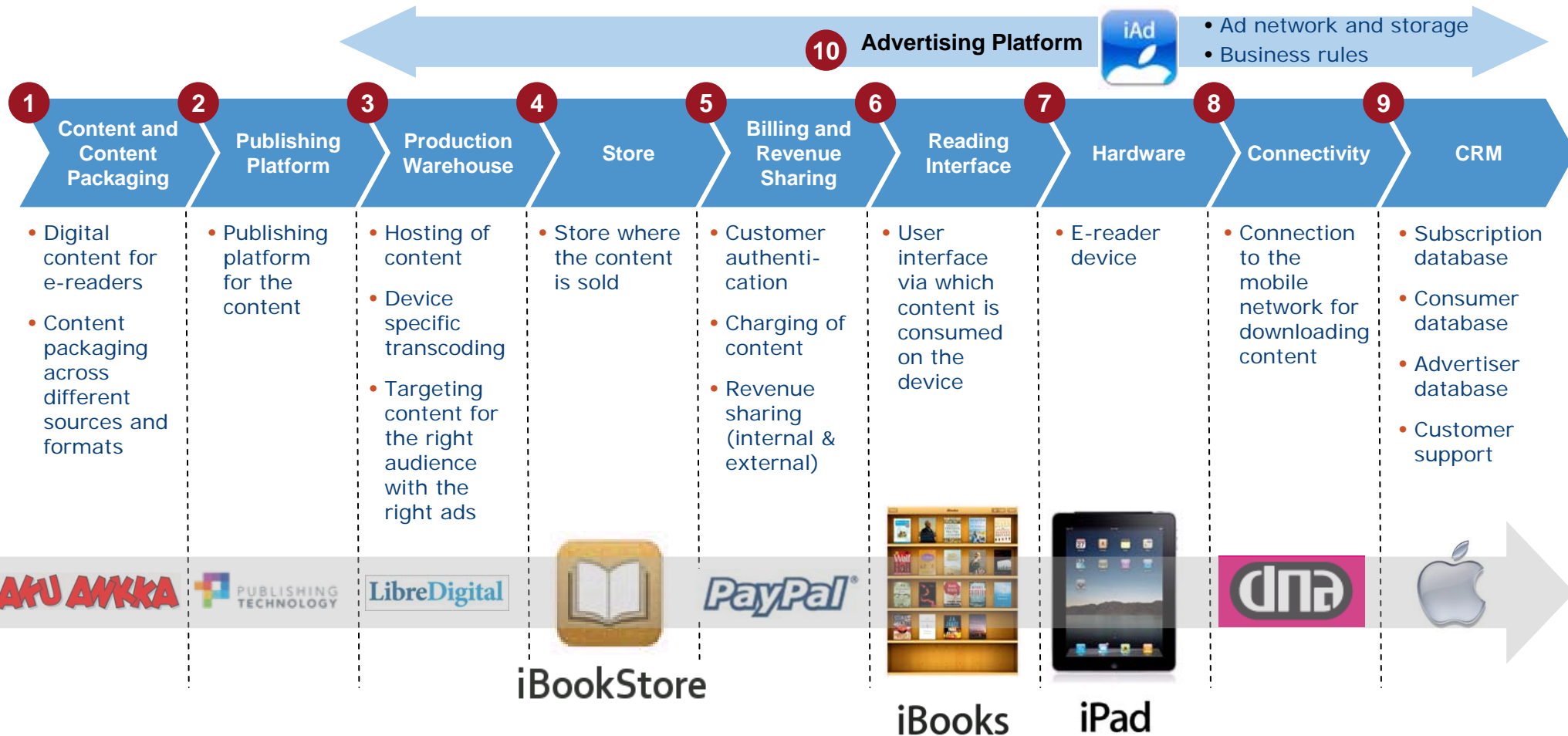
- Affiliate deals
- Performance-based
- Multi media knowledge

## Marketing:

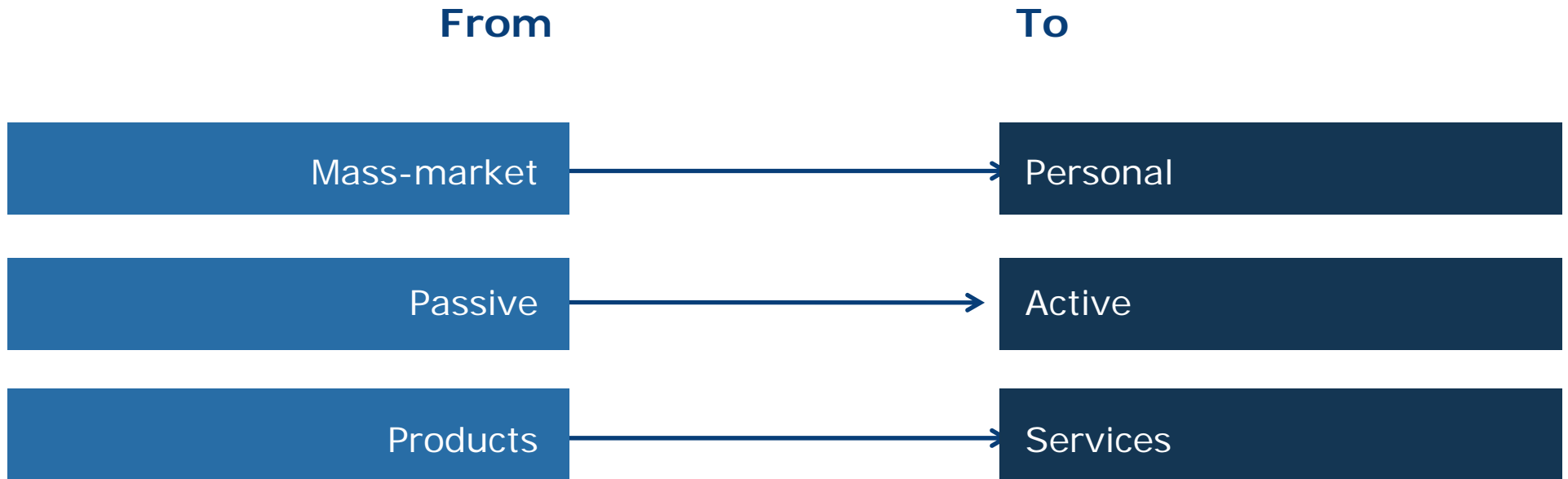
- Pricing models
- Consumer insights

# We are also looking into our options regarding the new value chain...

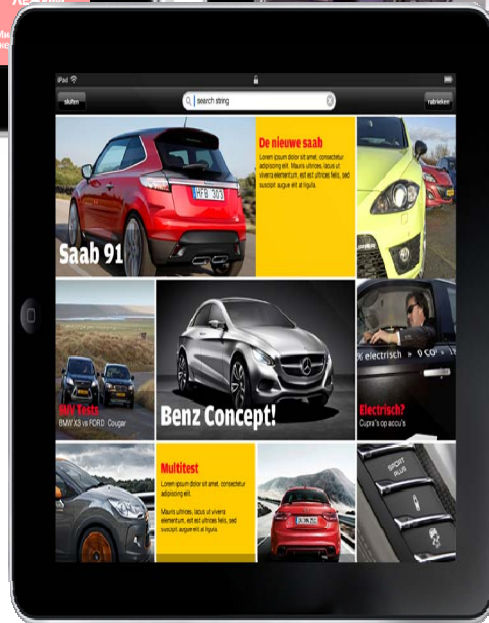
## Digital Media Ecosystem Value Chain

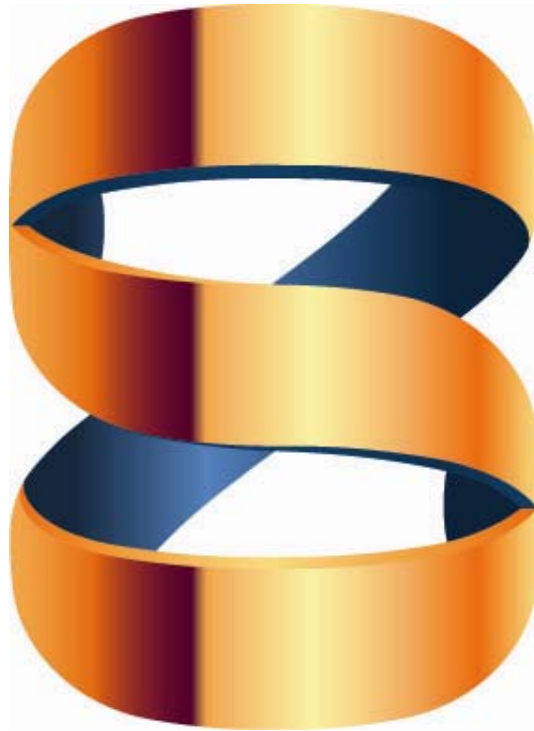


# ..to be prepared for the new media game



# Many of our media already have apps waiting for the devices to arrive





**Inspires, Informs and Connects**