

Sanoma - **One of the Leading Media Companies** **in Europe**

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Carnegie Nordic Large Cap Seminar

Stockholm 3 March 2009



The Sanoma Group

Net Sales EUR 3,030 million • EBIT EUR 296 million* • Personnel 18,168**



Successful Integration

Steps to a Leading Media Company

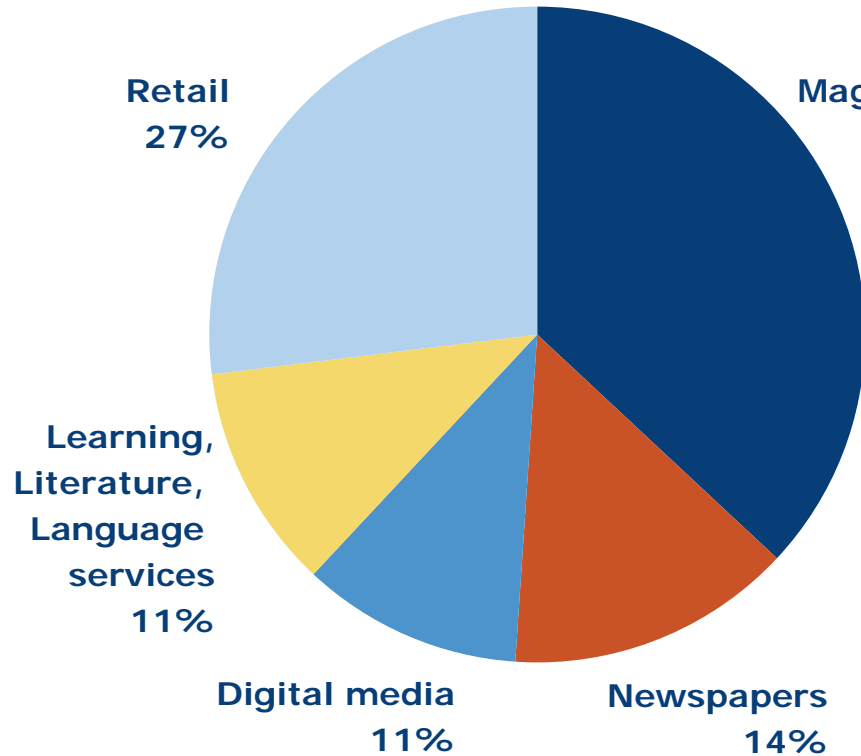
- 1999:** Sanoma and WSOY merged and SanomaWSOY (Sanoma since 1 October 2008) listed on the Helsinki Stock Exchange
- 2001:** CIG Acquisition
Magazine Division with activities in 9 countries
- 2003:** Rautakirja merged into SanomaWSOY
- 2004:** Malmberg Acquisition
Educational publisher, leading in the Netherlands and Belgium
- 2005:** Independent Media Acquisition
Magazine publisher, with activities in Russia and Ukraine
- 2008:** SanomaWSOY becomes Sanoma



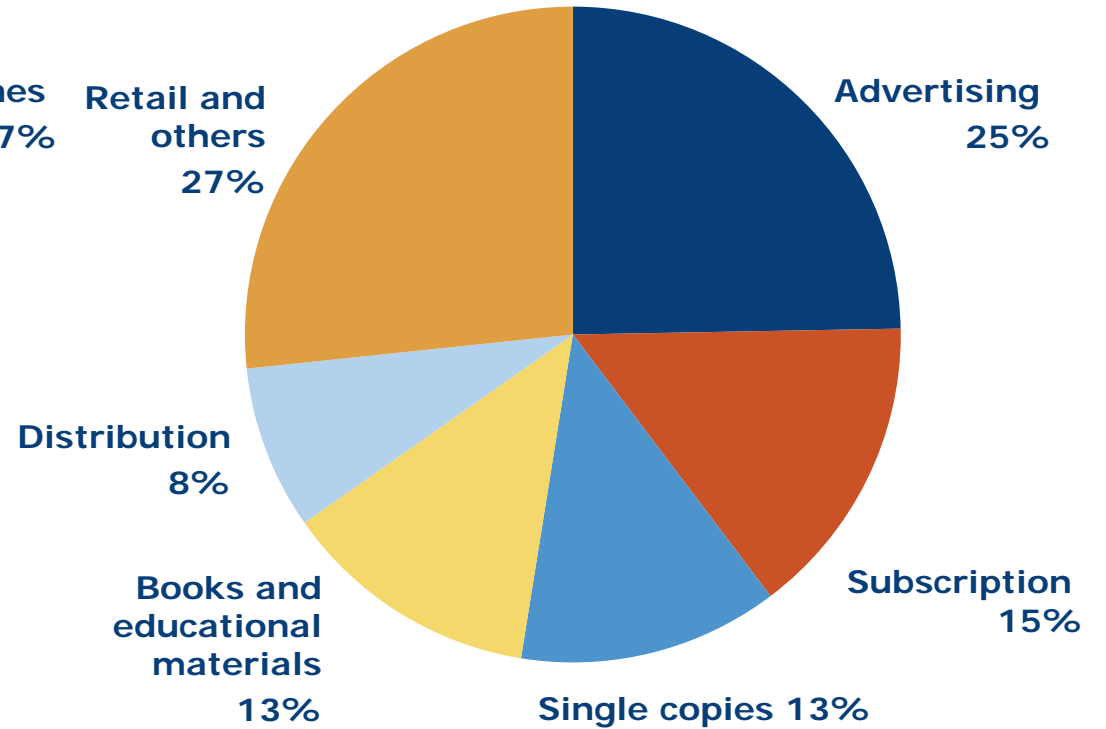
Balanced Portfolio

of B2C and B2B Products and Services

Net Sales Breakdown
by Products and Services



Net Sales Breakdown
by Type of Revenue Source



Strategic Objectives

Our goal is

- To be one of the leading media companies in Europe, with a focus on sustainable growth and profitability

Our Strategic Objectives are

- To be the market leader in chosen businesses and markets
- To maintain a balanced business portfolio of B2C and B2B products and services – Focus areas being:
 - **Magazines:** We will continue to grow in print and digital media
 - **Newspapers:** We will actively develop our business to maintain our profitability and to ensure controlled migration to online
 - **Learning and Language services:** We will grow via further internationalisation and entering new segments
 - **Online:** We will strongly develop and expand our online assets
- To investigate opportunities to internationalise our TV operations
- To maximise our strategic position in retail



Good Sales Development in 4Q08

- Net sales at previous year's record level
- Advertising market reacted at the end of the year strongly to general economic uncertainty
- Impairment in magazine operations in CEE countries and Russia
- Forecasting advertising in 2009 difficult
- Divisions' measures to improve cost-effectiveness

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with a focus on sustainable growth and profitability

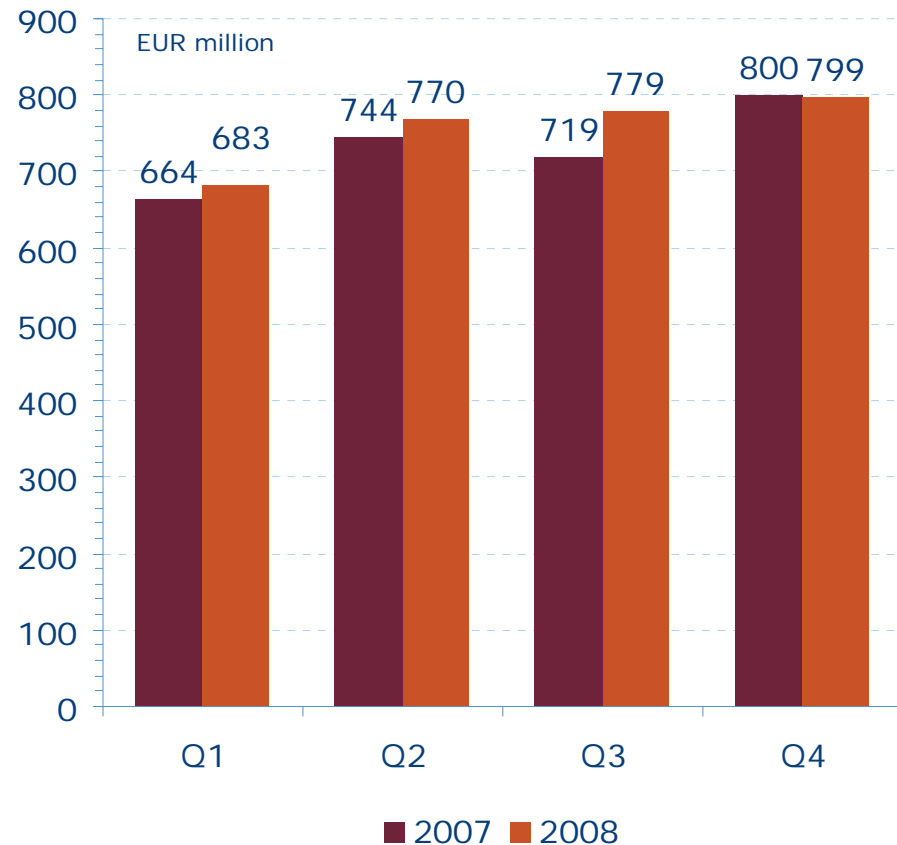
Solid Performance

EUR million	10–12/2008	10–12/2007	1–12/2008	1–12/2007
Net sales	798.7	799.6	3,030.1	2,926.3
Operating profit excl. non-recurring items	49.0	63.4	295.7	305.2
% net sales	6.1	7.9	9.8	10.4
Operating profit	-28.8	68.3	236.3	343.8
Earnings/share, EUR	-0.39	0.32	0.72	1.47
Cash flow from operations/share, EUR	0.59	0.67	1.56	1.38
Dividend/share, EUR **			0.90	1.00
Average number of employees *			18,168	16,701

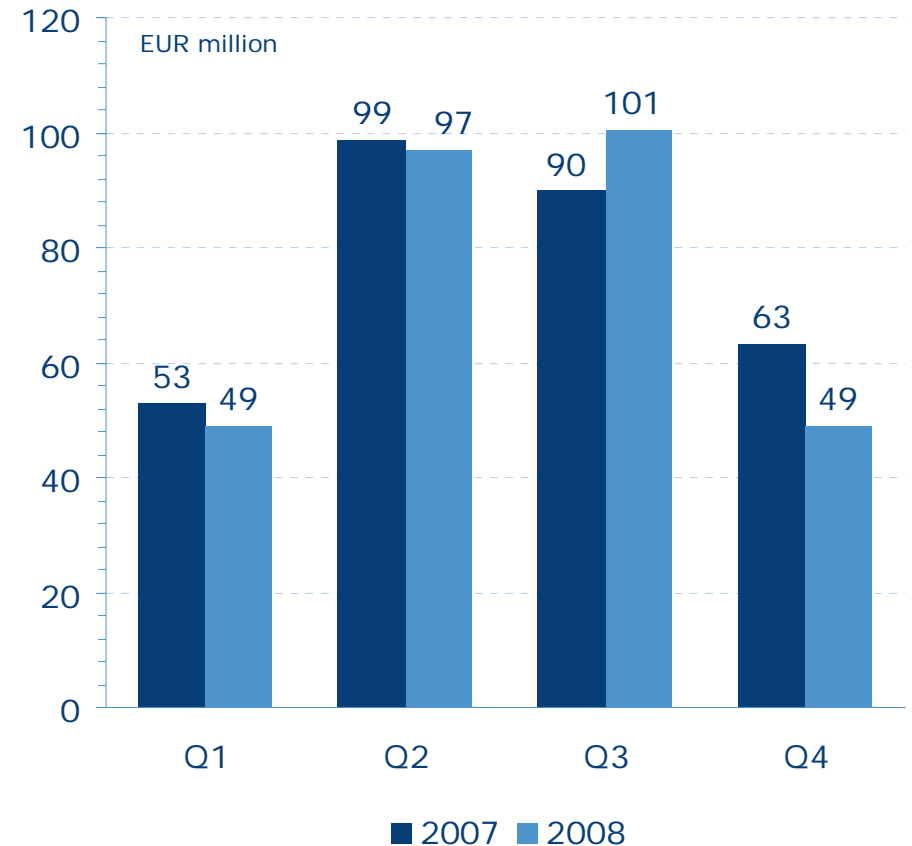
- Net sales increased in Magazines, Learning & Literature, Entertainment and Trade
- Operating profit grew in Learning & Literature and Entertainment

Quarterly Development

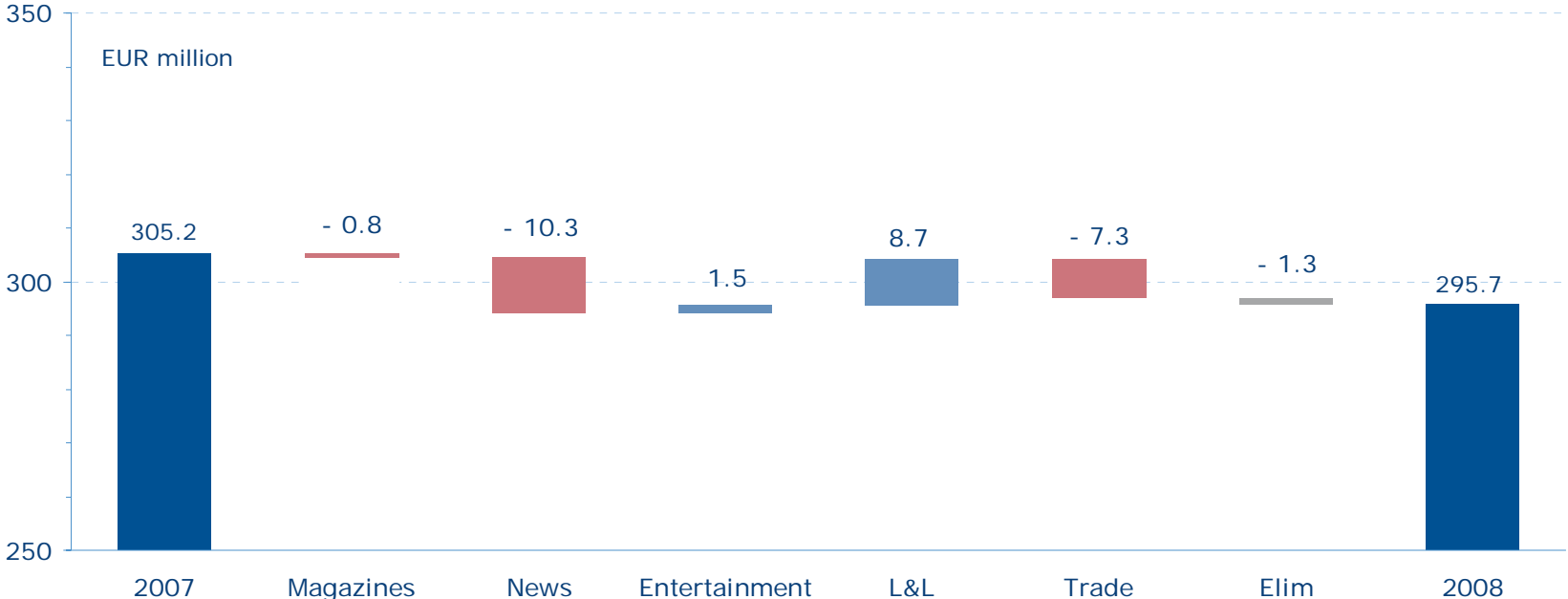
Net sales



Operating profit excl. non-recurring items



EBIT Excluding Non-recurring Items



- Magazines: Profitability at the previous year’s level
- News: Decrease of classified advertising and tabloid market as well as investments in digital business
- Entertainment: Growth of broadcast operations and the positive development of Welho
- Learning & Literature: New educational publishing business in Poland
- Trade: Investments in kiosks and press distribution in Russia and Romania, decrease of distribution volumes in the Netherlands and launch costs of online bookstore

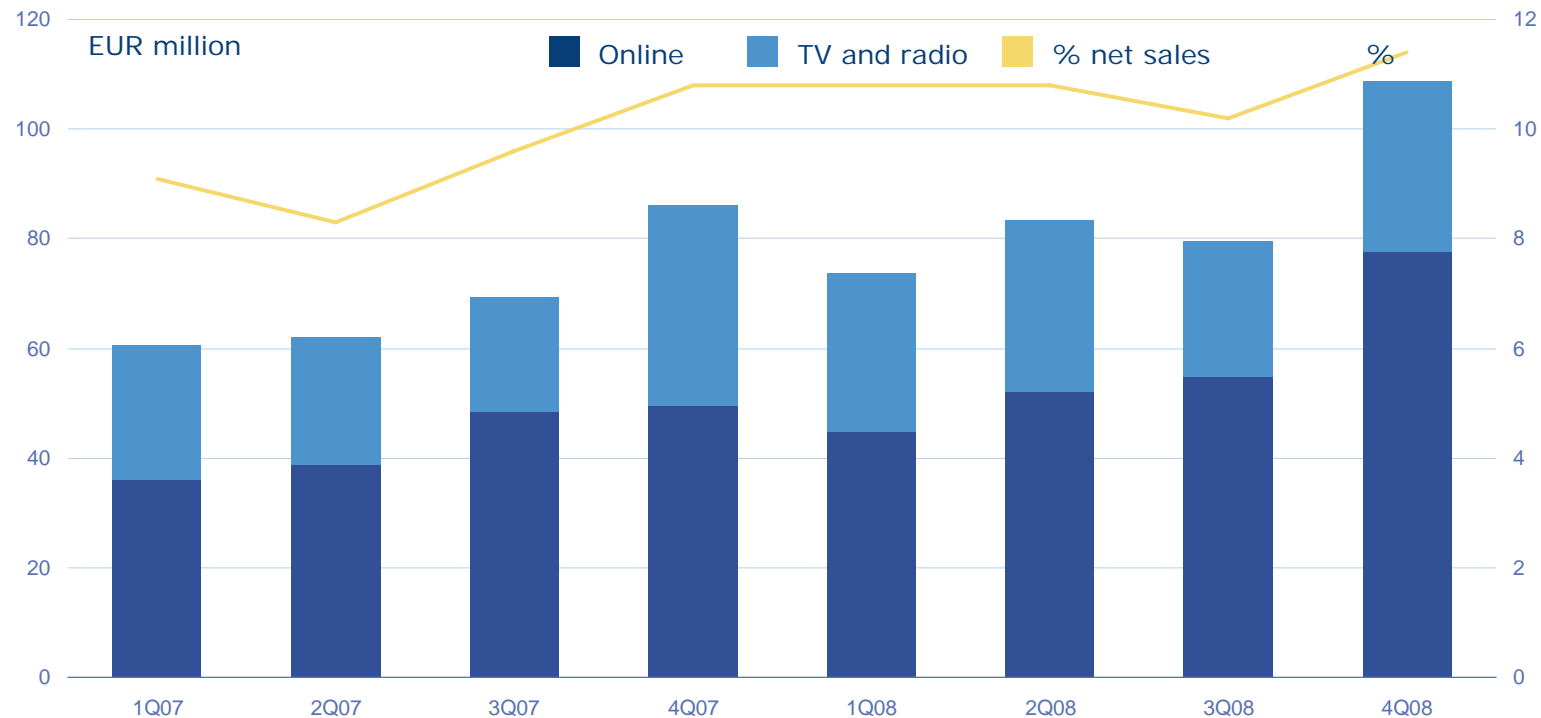


Advertising Sales 25% of Net Sales

- The growth of advertising sales clearly slowed down in main operating countries

	1-12/2008	1-12/2007
Sanoma Magazines	33%	30%
Sanoma News	53%	53%
Sanoma Entertainment	52%	54%
The Group	25%	24%

Digital Business Increases



- Digital business (excl. TV and radio) 10% of net sales in Sanoma's media business
- Online business continued to grow strongly
- TV advertising in Finland strongest in the second and fourth quarter

Strong Financial Position

EUR million	31.12.2008	31.12.2007
Balance sheet total	3,278.7	3,192.3
Equity ratio, %	40.0	45.4
Net gearing, %	78.5	58.2
Interest-bearing liabilities	1,082.6	881.4
Interest-bearing net debt	971.6	793.3
Cash and cash equivalents	110.9	88.1

- Favourable long term credit facility
- Net debt/EBITDA 2.1
- Strong cash flow
- Steady and high dividend yield

Outlook for 2009

- Net sales expected to decrease somewhat
- Operating profit excluding non-recurring items estimated to decline from the previous year
 - In 2008, operating profit excluding non-recurring items was EUR 295.7 million. The Group's financial expenses are expected to decrease, and, as a result, Sanoma's net result for 2009 is expected to decrease less than its operating profit.
- In the first quarter of 2009, development is expected to be significantly weaker than in the full-year due to especially decreasing newspaper advertising affecting the Sanoma News division and currency exchange rate fluctuations and the growth of seasonal educational publishing business impacting the Sanoma Learning & Literature division.

Investment Highlights

- 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
- Market leader in chosen businesses and segments
- Strong cash generator, investing in growth areas of media
- Limited advertising market exposure – only 25% of net sales coming from advertising
- Good dividend payer – over half of Group result distributed





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