

Sanoma -

One of the Leading Media Companies
in Europe

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SEB TMT Seminar
23 September 2010



The Sanoma Group

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



Magazines
Online business

Share of
the Group's
net sales: 39%



Newspapers
Online business

15%



TV and radio
Casual gaming

5%



Learning
Business services
Literature & other

12%



Kiosks
Trade services
Bookstores
Movie operations

29%

Share of
the Group's
EBIT*: 46%

17%

8%

18%

11%

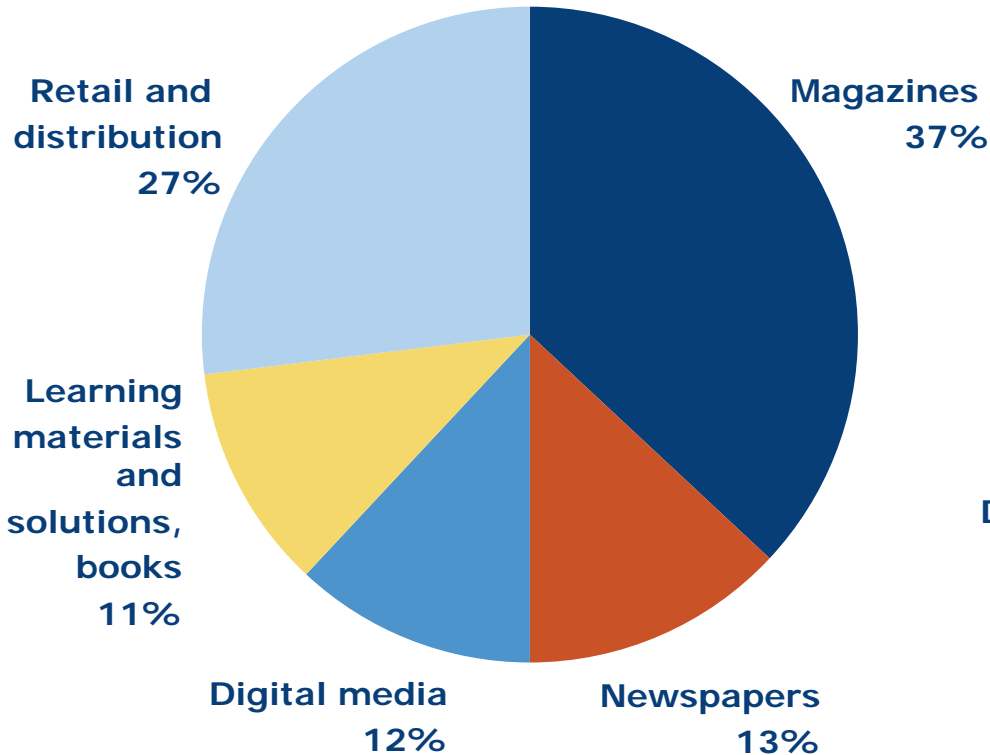


* Excluding non-recurring items
** At the end of 2009, full-time equivalents

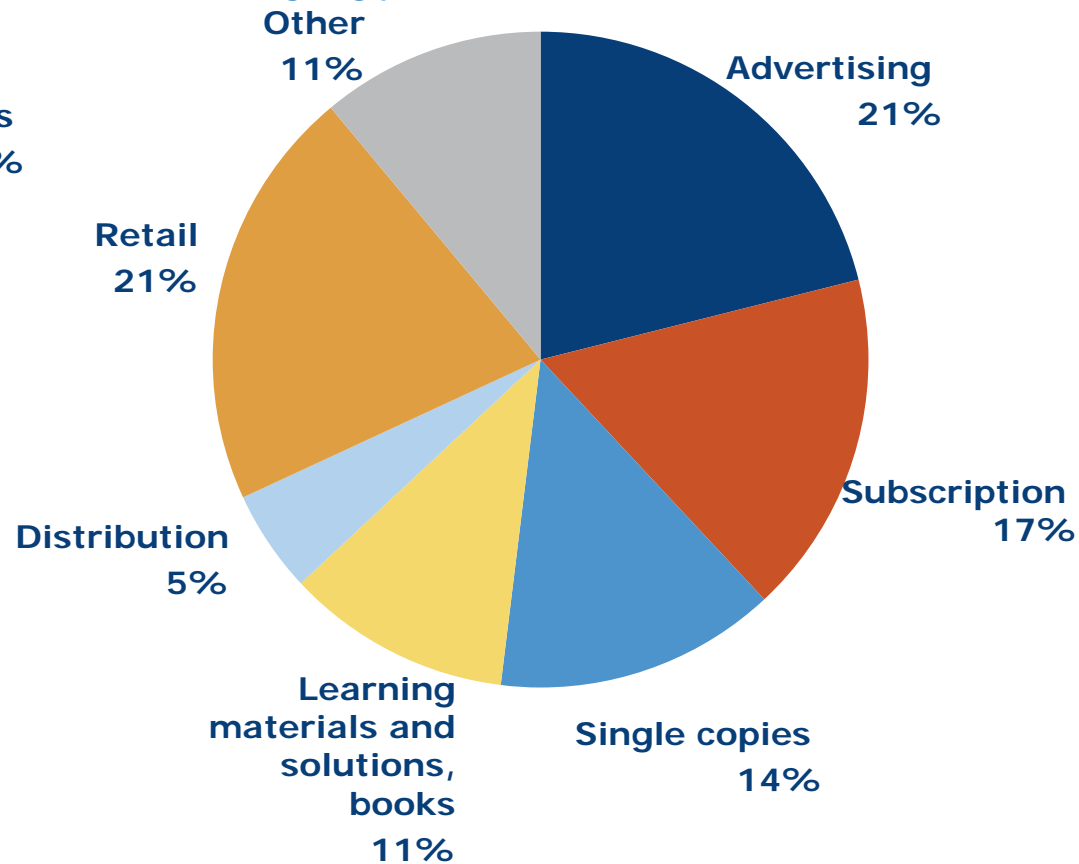
Balanced Portfolio

of B2C and B2B products and services

Net Sales Breakdown by Products and Services

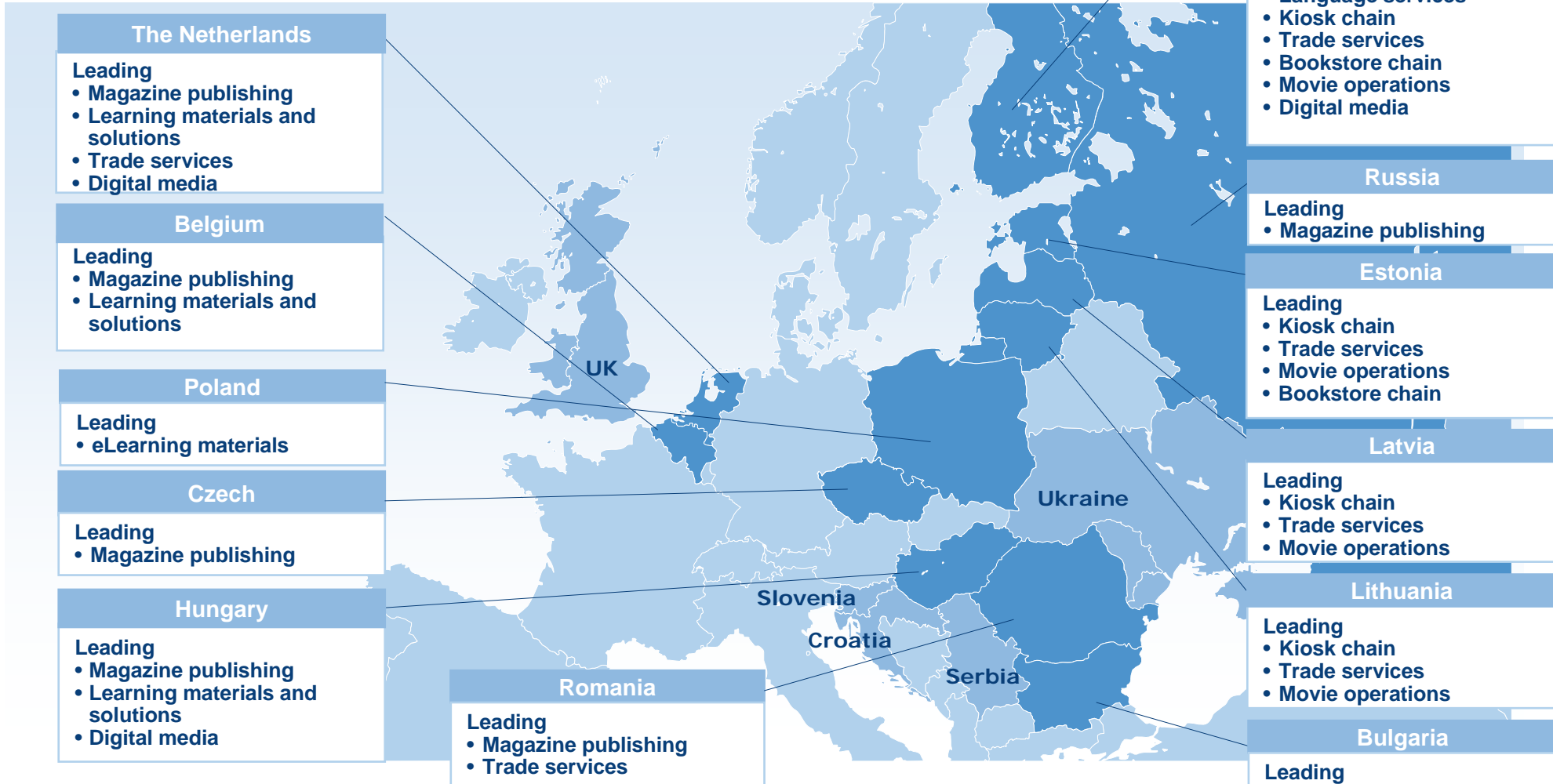


Net Sales Breakdown by Type of Revenue Source



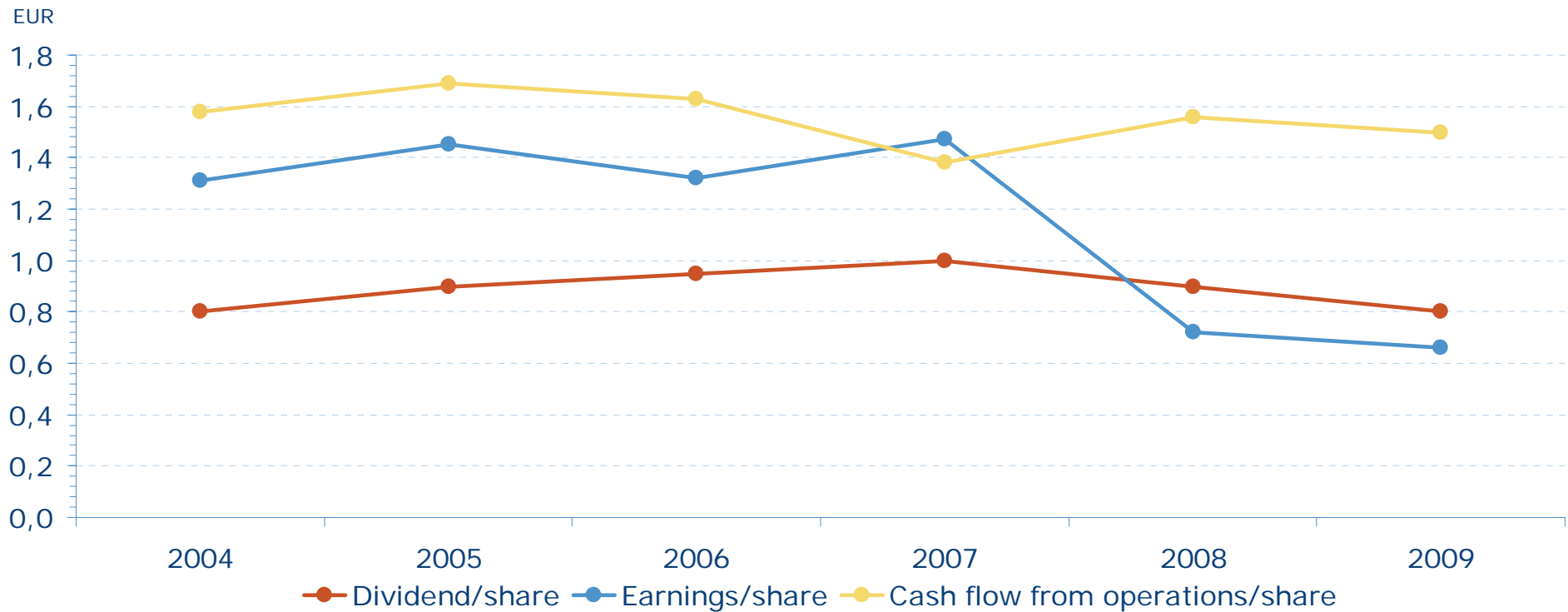
Leading Market Positions

In chosen segments



Good Dividend Payer

Over half of group result after taxes distributed in dividends



- Cash flow from operations very stable over the years
- Dividend payout impacted by both earnings/share and cash flow from operations/share

2Q10 Result



Growing Sales And Operational Efficiency

Advertising markets picking up



Second quarter

- Net sales back on the growth track (+3%)
- Operating profit excluding non-recurring items continue to improve (+11%)
- Advertising markets picking up
 - online and job advertising soaring (+36% and +57% in June in Finland)
- Expenses under control
 - total expenses: +0.6%
 - personnel expenses: -1%
 - advertising and marketing: +3%
 - paper costs: -14%

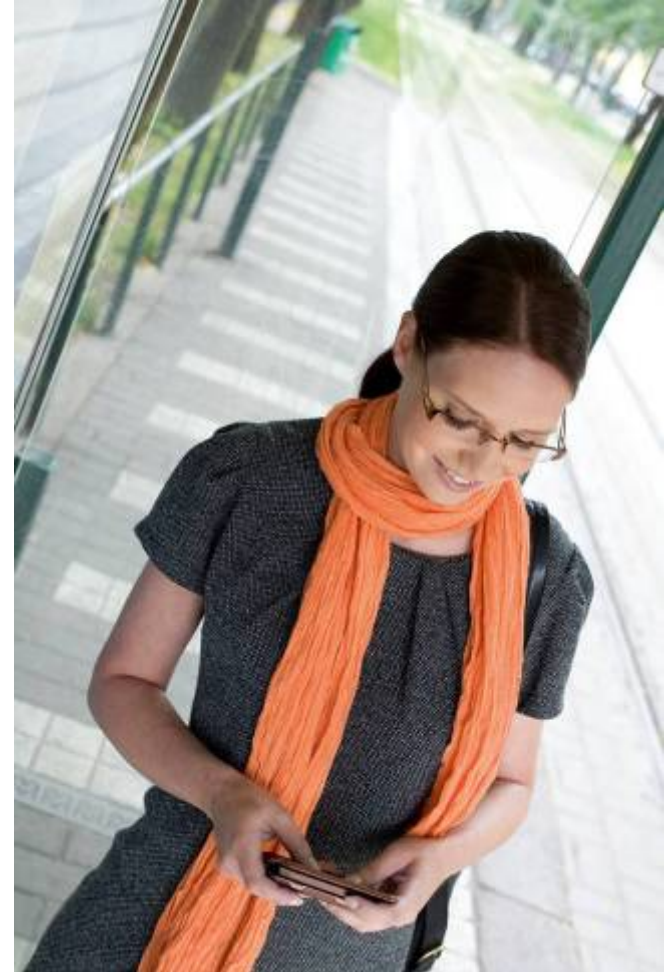
First half

- Strong development of cash flow from operations: EUR 60.0 million (EUR 7.5 million in 2009)
- Focus on maintaining good cash flow and improving efficiency also in the second half of 2010
- Group outlook unchanged despite the negative effect of Welho and Humo transactions

Key Events in Q2

Welho transaction

- Divestment of cable TV operator Welho to DNA
 - enterprise value EUR 200 million
 - non-recurring capital gain EUR 179.4 million
 - improves Sanoma's EPS by EUR 1.11 in 2010
- Investing EUR 200 million in DNA and becoming its second largest owner with a 21% stake
- Forming a strong national telecommunication operator with significant positions in fixed and mobile communications as well as in TV
 - #1 TV operator, #3 broadband operator, #3 mobile operator
- Long-term strategic ownership
 - convergence of media and telecommunication
 - participation in developing the industry



Strong Q2

EUR million	4–6/2010	4–6/2009	Ch %	1–6/2010	1–6/2009
Net sales	715.4	697.2	2.6	1,353.3	1,333.2
EBIT excluding non-recurring items	80.3	72.5	10.7	115.9	95.8
% net sales	11.2	10.4		8.6	7.2
EBIT	261.0*	65.1	300.7	301.4*	86.1
Earnings/share, EUR	1.45	0.27	440.2	1.61	0.32
Cash flow from operations/share, EUR	0.14	0.10	36.9	0.37	0.05
Number of employees (FTE)**	16,332	17,309	-5.6		

* Includes the non-recurring capital gain of EUR 179.4 million from the sale of Welho
 ** At the end of the period

Outlook for 2010 Unchanged



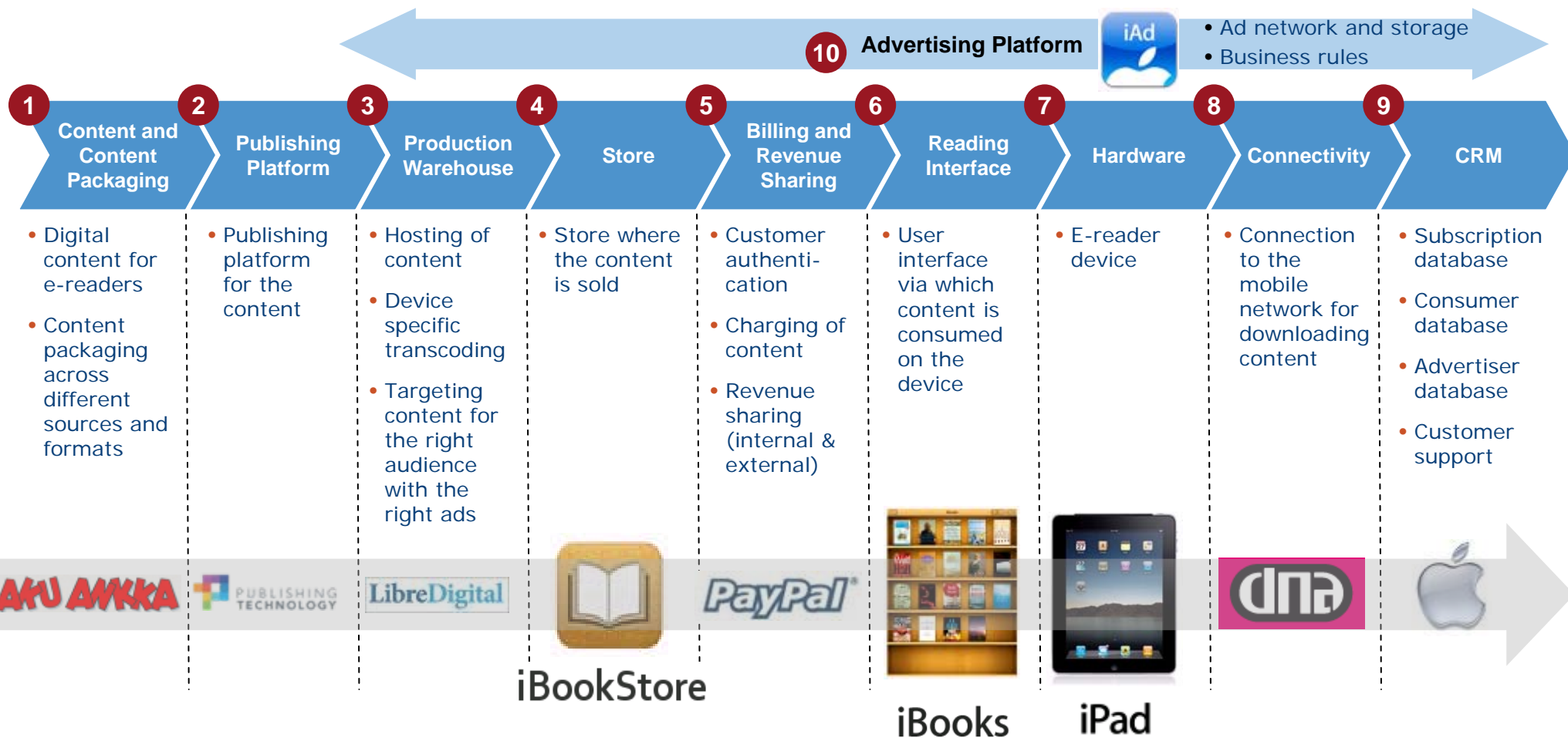
- **Net sales** are expected to **grow**
- **Operating profit** excluding non-recurring items is estimated to **improve slightly**
 - in 2009, operating profit excluding non-recurring items was EUR 229.5 million
- The outlook takes into account the effect of Humo and Welho transactions
 - estimated negative impact on 2010 EBIT excluding non-recurring items is some EUR 12 million
- The outlook is based on the assumption that the advertising markets in the Group's main operating countries grow slightly

Looking into the future



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

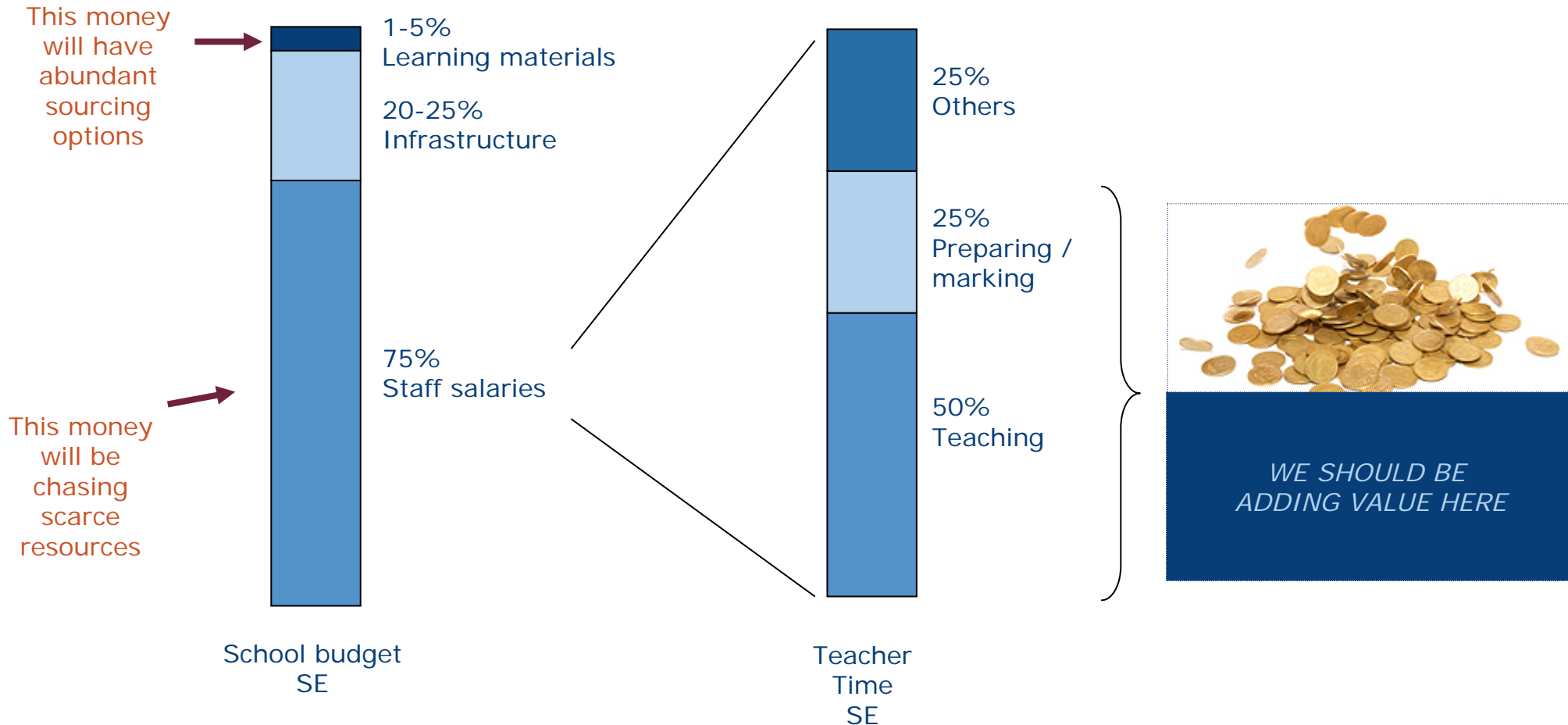
Digital Media Ecosystem Value Chain



..to be prepared for the new media game



In learning, we will “follow the money” to grow



We need to re-position to solutions to create value for customers

- Basic approach to value creation: provide solutions for scarcity
 - Content likely to become increasingly abundant
 - Teachers' time is likely to become scarce
 - demography
 - interest in profession
 - funding for education under pressure
 - move to personalised learning
 - demands for professionalisation and accountability
- ➔ We will help the problem of teacher scarcity to create value for schools and profits Sanoma



Solutions for



scarcity

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



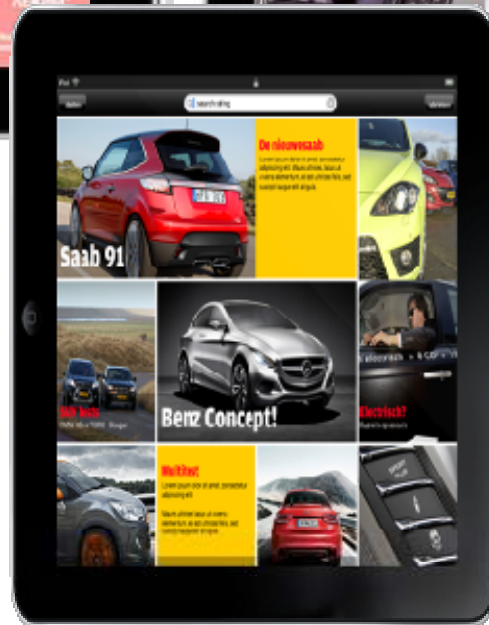
Games

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

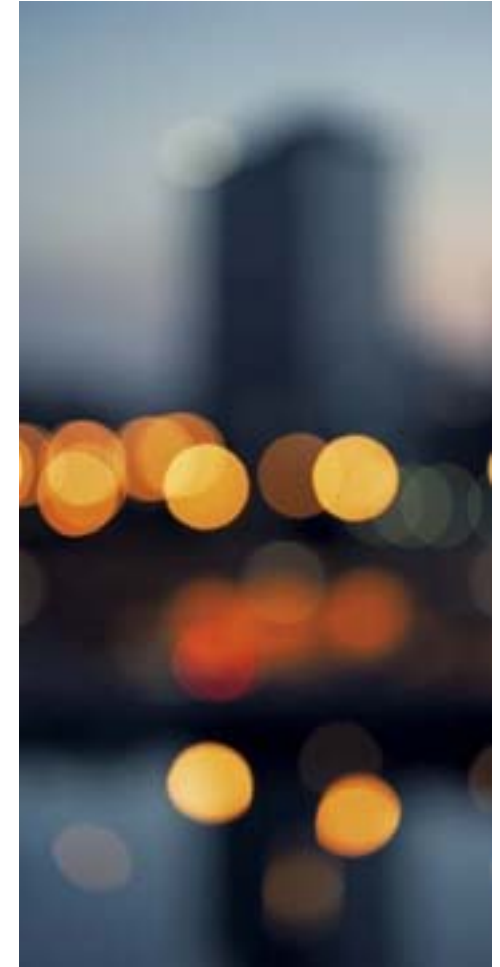


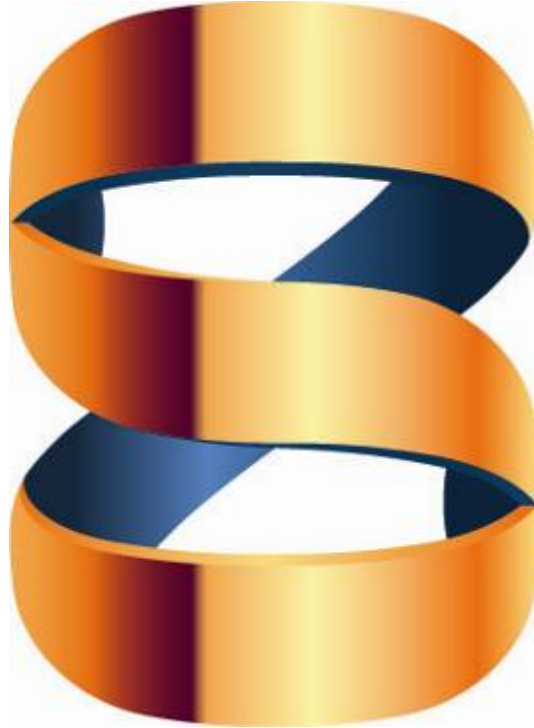
Many of our media already have apps waiting for the devices to arrive



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
- Strong cash generator, investing in growth areas of media
- Good dividend payer – over half of Group result after taxes distributed





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