



Sanoma 1–9/2009

President and CEO Hannu Syrjänen

6 November 2009

Ready for Upturn

- Restructuring and cost savings to continue
 - Operating expenses cut down in Jan–Sept by 6.7%
 - The amount of personnel reduced markedly
 - Effects on personnel costs visible later
 - Restructuring non-recurring costs so far EUR 17.1 million
- Developing operations further
- Weak signals on the market, but no clear turn around
- Focus areas for online operations defined



Profitable Quarter

EUR million	7-9/2009	7-9/2008	Ch %	1-9/2009	1-9/2008	Ch %	1-12/2008
Net sales	701.1	778.6	-9.9	2,034.4	2,231.4	-8.8	3,030.1
Operating profit excluding non- recurring items	84.5	100.5	-15.9	180.2	246.6	-26.9	295.7
% of net sales	12.0	12.9		8.9	11.1		9.8
Operating profit	77.1	94.0	-18.0	163.1	265.2	-38.5	236.3
Earnings/share, €	0.30	0.37	-19.7	0.62	1.10	-44.2	0.72
Cash flow from operations/share, €	0.70	0.74	-5.5	0.74	0.97	-23.0	1.56
Number of employees at the end of the period *				16,998	18,693	-9.1	18,453
Average number of employees *				17,507	18,031	-2.9	18,168

Key Events Q3

Structural changes

- Jonge Gezinnen closed down Felicitas hostess organisation
- Malmberg divested its educational magazines

Products and acquisitions

- New pay TV channel package, Welho Mix, offering extensive customisation
- Sanoma Budapest acquired Olcsobbat.hu comparison site
- Sanoma Magazines renewed a women's weekly Margriet in the NL

Other

- Number of newspaper and magazine readers grew in Finland – Helsingin Sanomat and Me Naiset strengthened their positions
- World Association of Newspapers awarded Ilta-Sanomat's supplement of Obama



After the review period

- Sanoma Games launched a sports fantasy game, Coach LeMat, in Sweden in co-operation with Swedish Hockey league

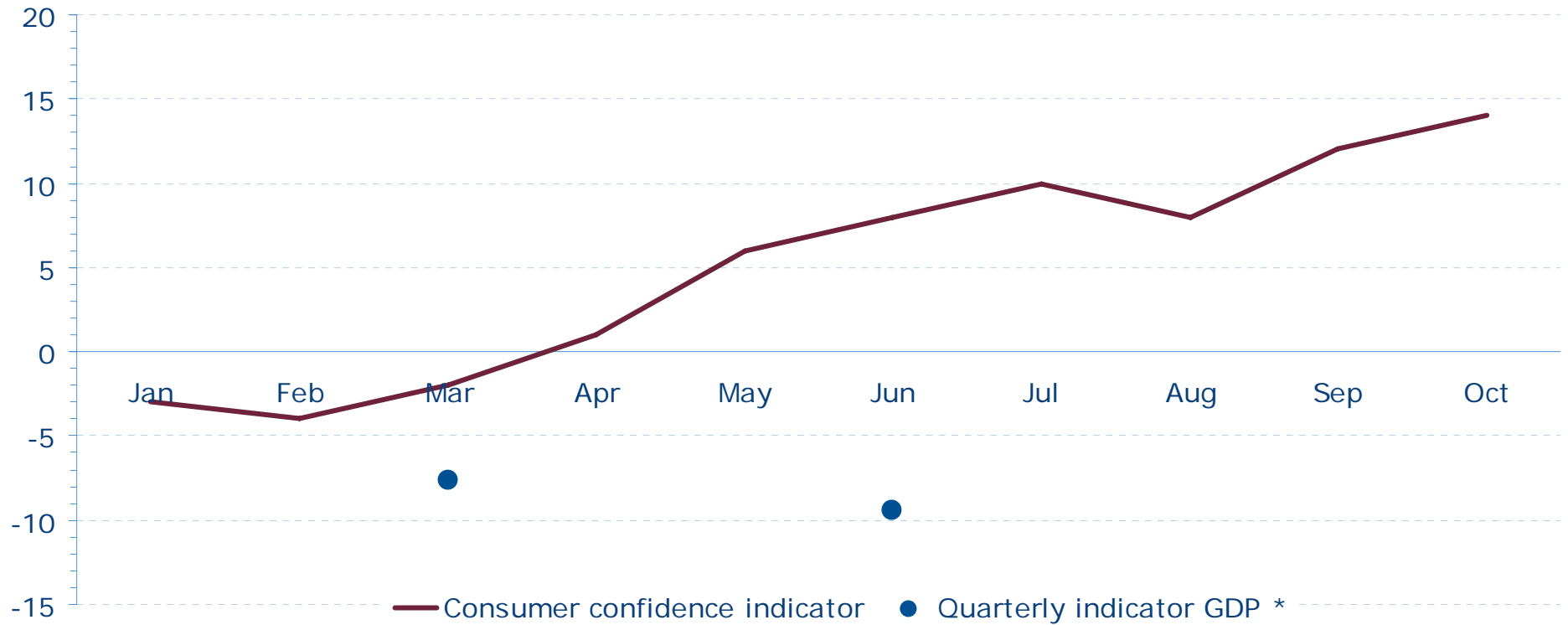


Streamlining Continues

- Structural changes and adaptation
 - Redesigning Sanoma News' editorial and marketing processes and reducing the number of personnel
 - Renewing Sanoma Magazines Belgium's organisation
 - Combining Sanoma Trade's Estonian operations
 - Renewing Sanoma Uitgevers' organisation; print/online operations
 - Restructuring Sanoma Learning & Literature's multi-volume books and integrating language service operations
 - Operating expenses decreased by 6.7% so far
- Target to have operating expenses in 2009 clearly below the level of 2008.

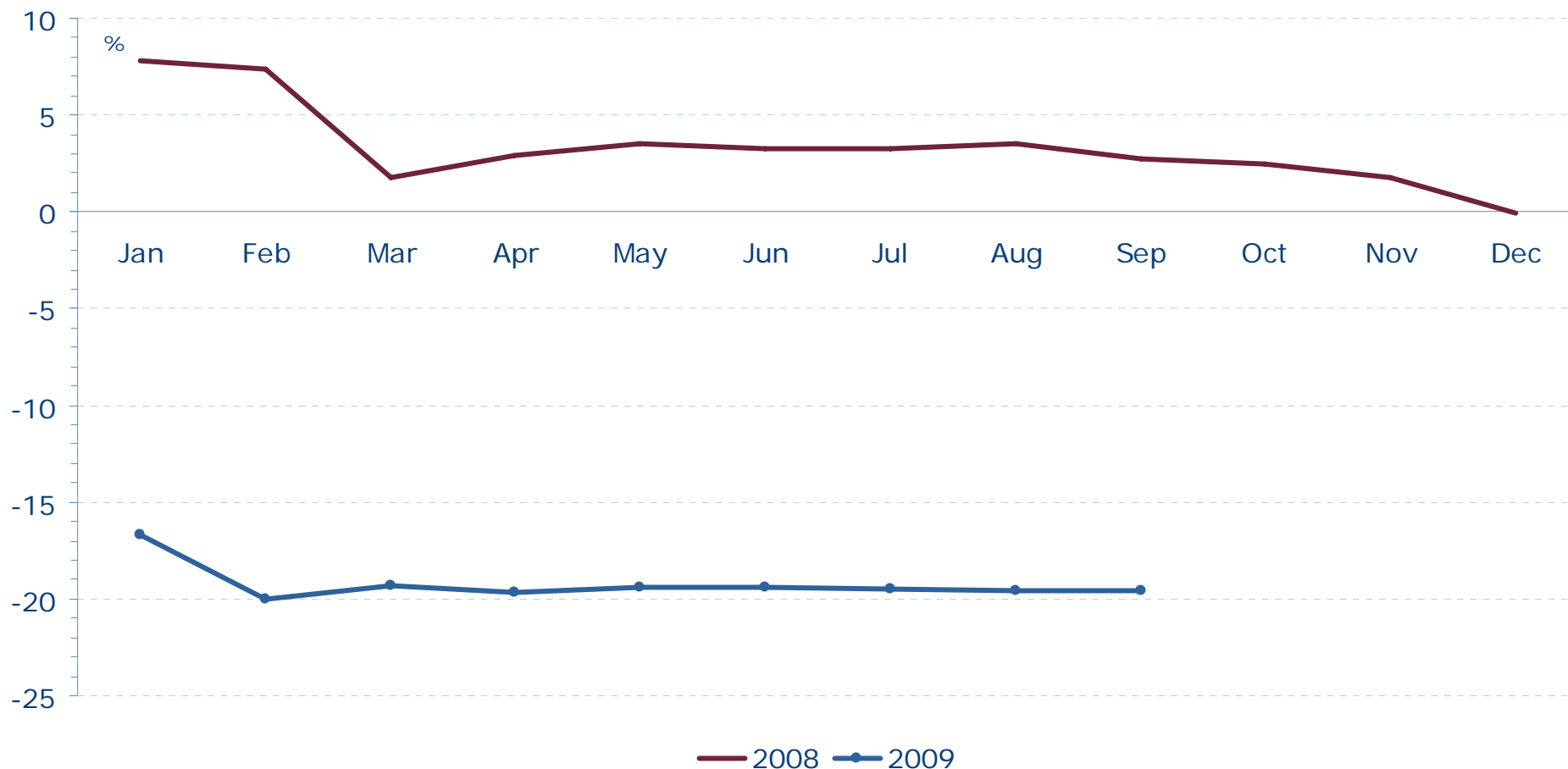


Main Economic Indicators Finland



Advertising Market Contraction Stabilised in Finland

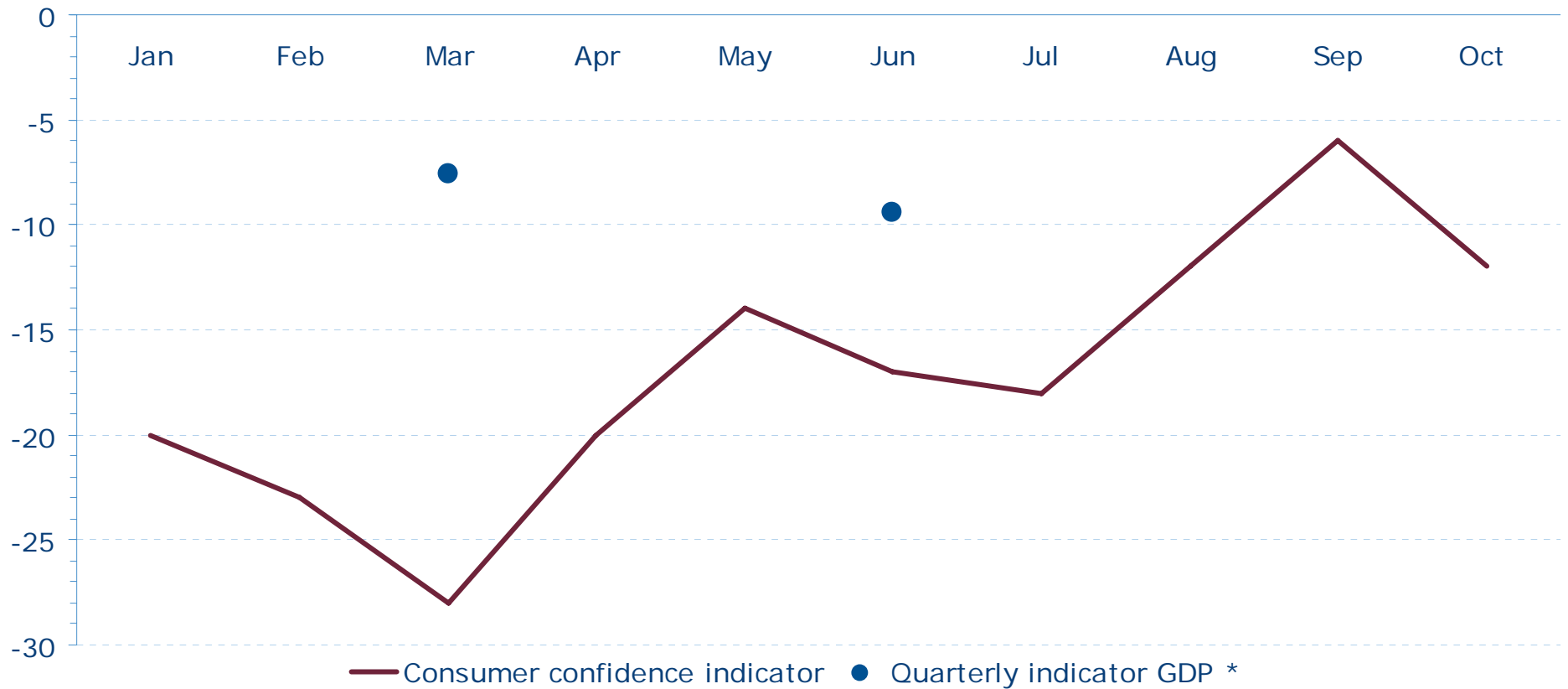
Monthly cumulative change, %



Change compared to the previous year
Source: TNS Gallup Oy

Main Economic Indicators

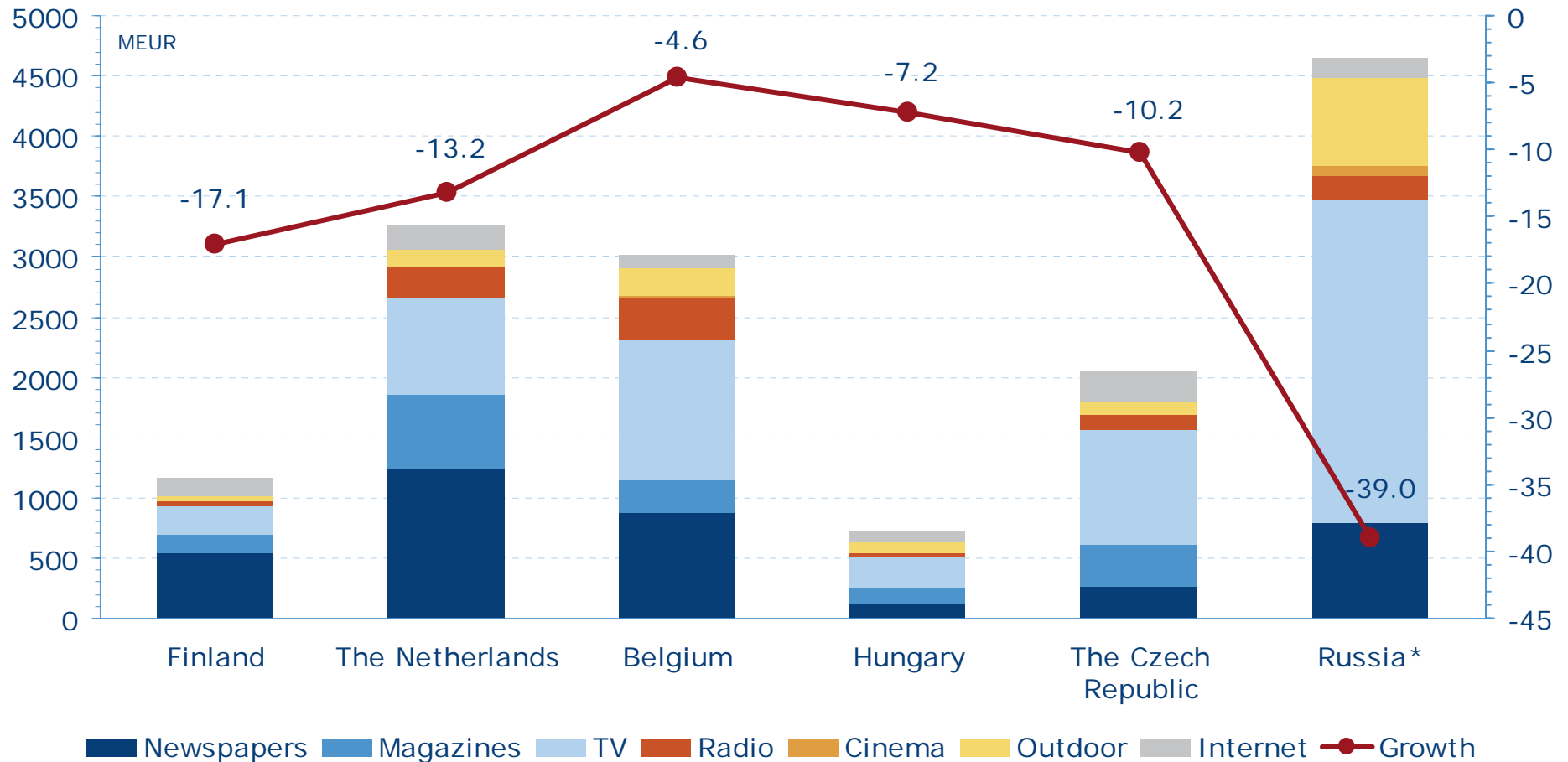
The NL



Sources: Statistics Netherlands, European Commission: Business and Consumer Survey Results.

Advertising Market in Europe

Estimates for 2009, Current Prices



* In Russia, total print figure includes advertising in newspapers and magazines
Source: ZenithOptimedia, October 2009 (exchange rates as of 22 Oct 2009)

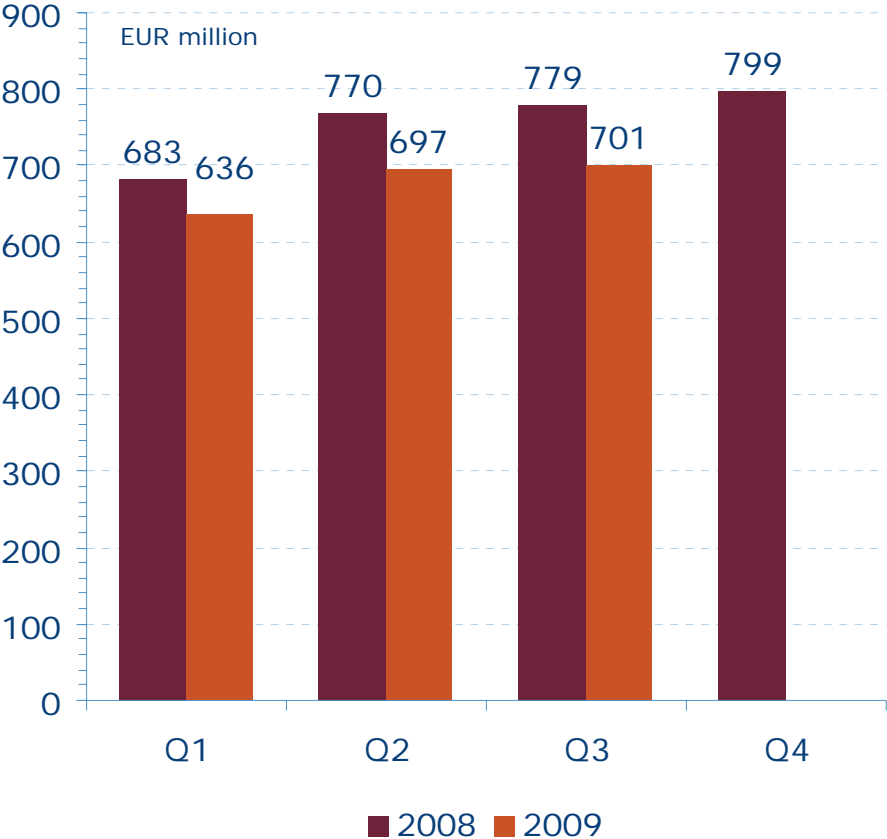
Outlook for 2009 Unchanged

- Net sales are expected to decrease
- Operating profit excluding non-recurring items will clearly decline from the previous year.
 - In the comparable year of 2008, operating profit excluding non-recurring items was EUR 295.7 million.
 - The Group's interest expenses are expected to decrease markedly, and as a result, Sanoma's net result for 2009 is expected to decrease less than its operating profit.

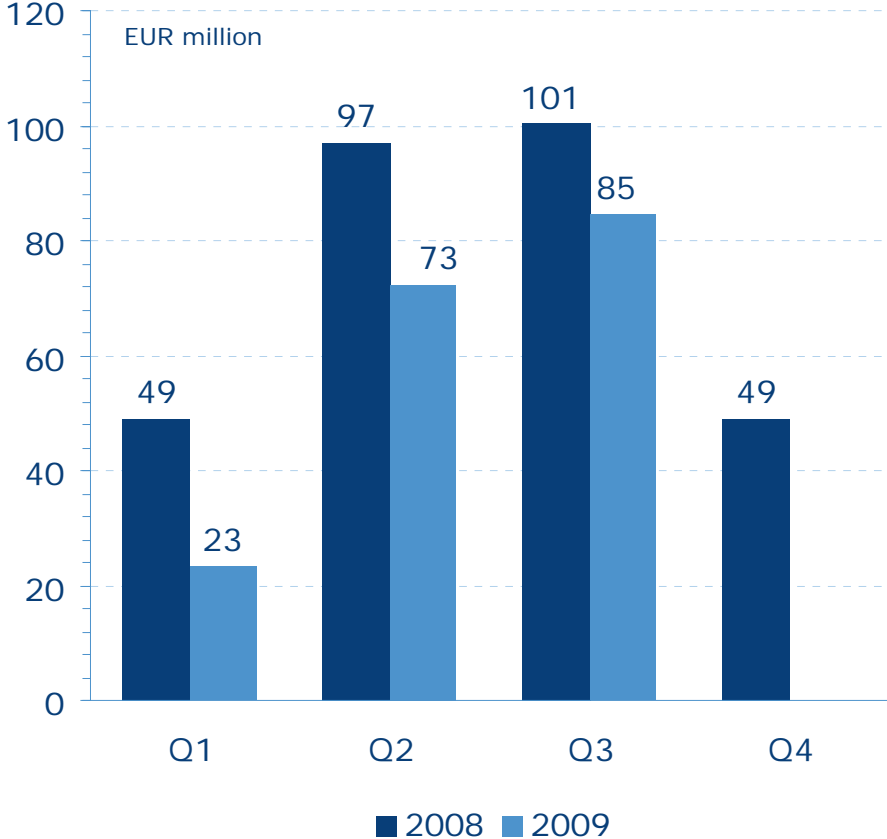


Improved Profitability in Q3

Net sales

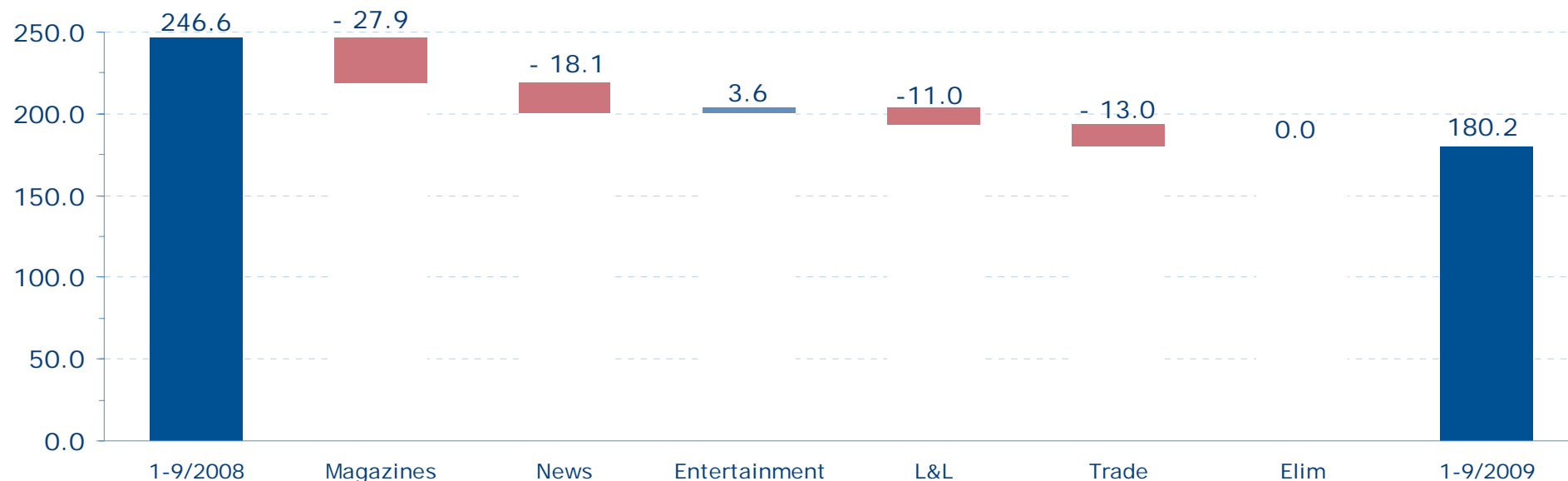


EBIT excluding non-recurring items



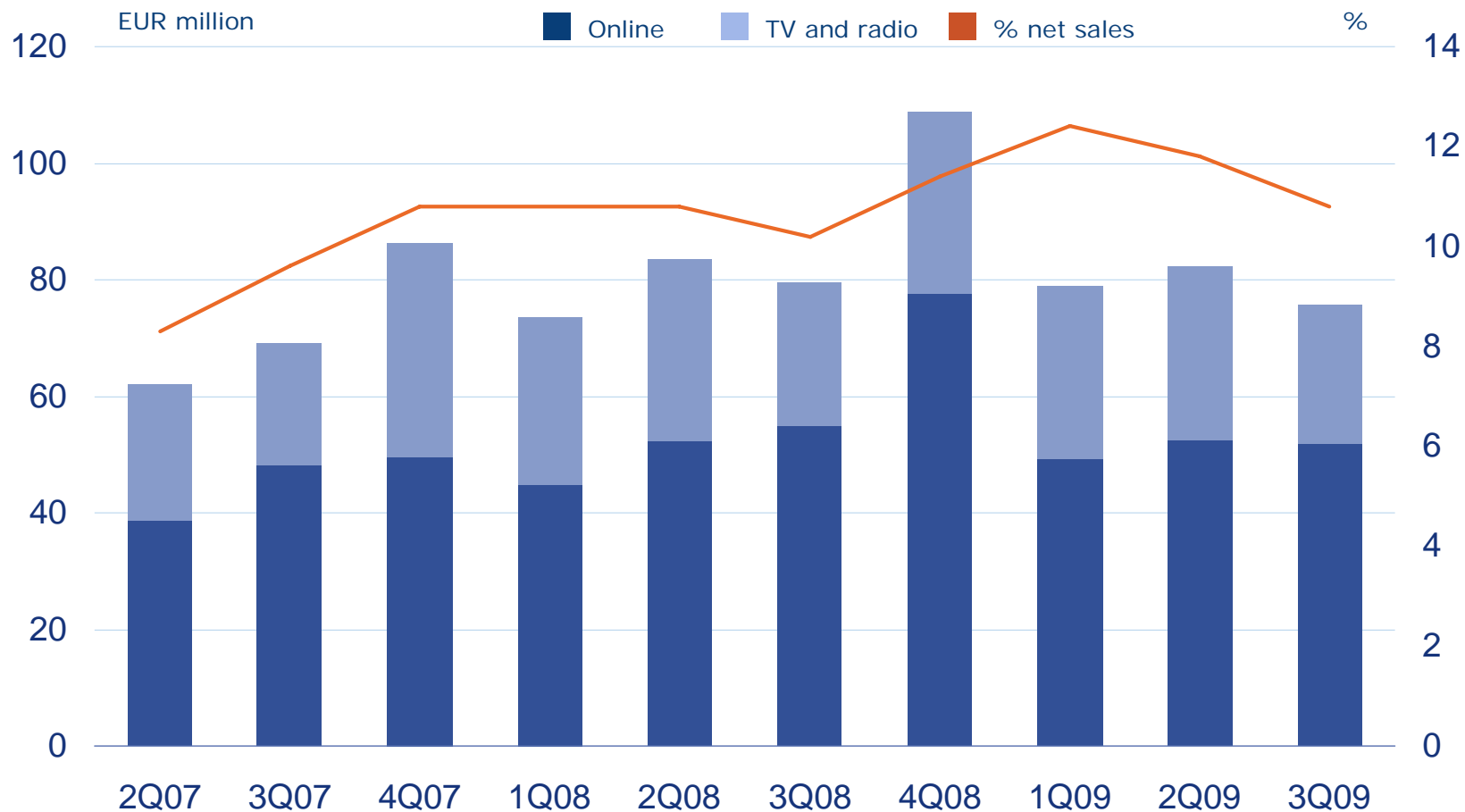
EBIT Excluding Non-recurring Items

EUR million



- Magazines: decline in advertising and single copy sales in SU and SMI
- News: decline in advertising sales, especially in classified ads
- Entertainment: positive development in TV and broadband operations
- Learning & Literature: Nowa Era, decline in sales in language services and training, currency translations
- Trade: decrease of sales in kiosk and movie operations in the Baltic countries, investments in Russia and Romania, declining press distribution and bookstore sales

Decline in Advertising Visible Also on Digital Sales



Stable Financial Position

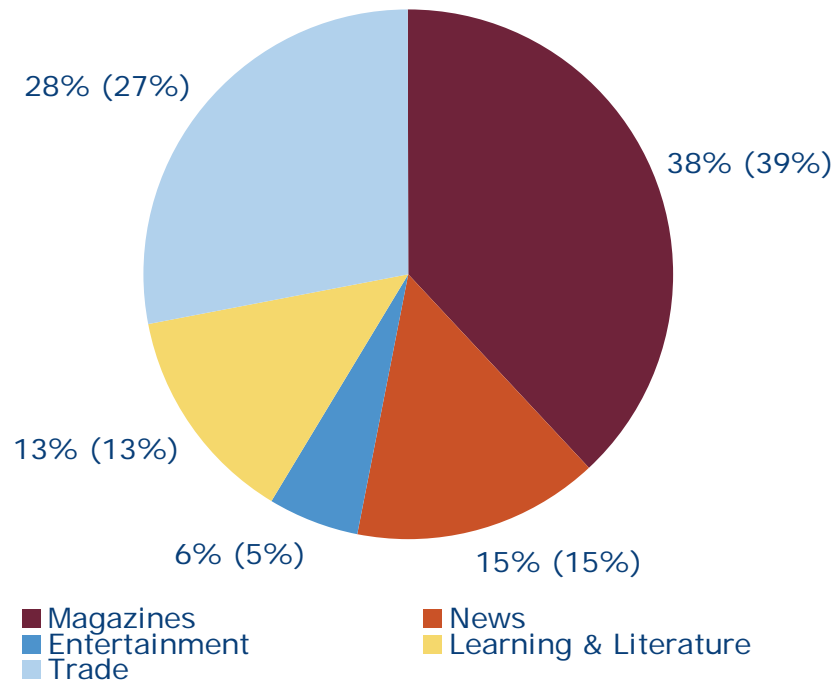
EUR million	30.9.2009	30.9.2008	31.12.2008
Balance sheet total	3,186.0	3,649.1	3,278.7
Equity ratio, %	39.4	39.0	40.0
Net gearing, %	90.3	75.9	78.5
Interest-bearing liabilities	1,133.4	1,326.7	1,082.6
Interest-bearing net debt	1,067.0	1,021.5	971.6
Cash and cash equivalents	66.4	305.1	110.9

- Favourable long term credit facility
- Net debt/EBITDA 2.8

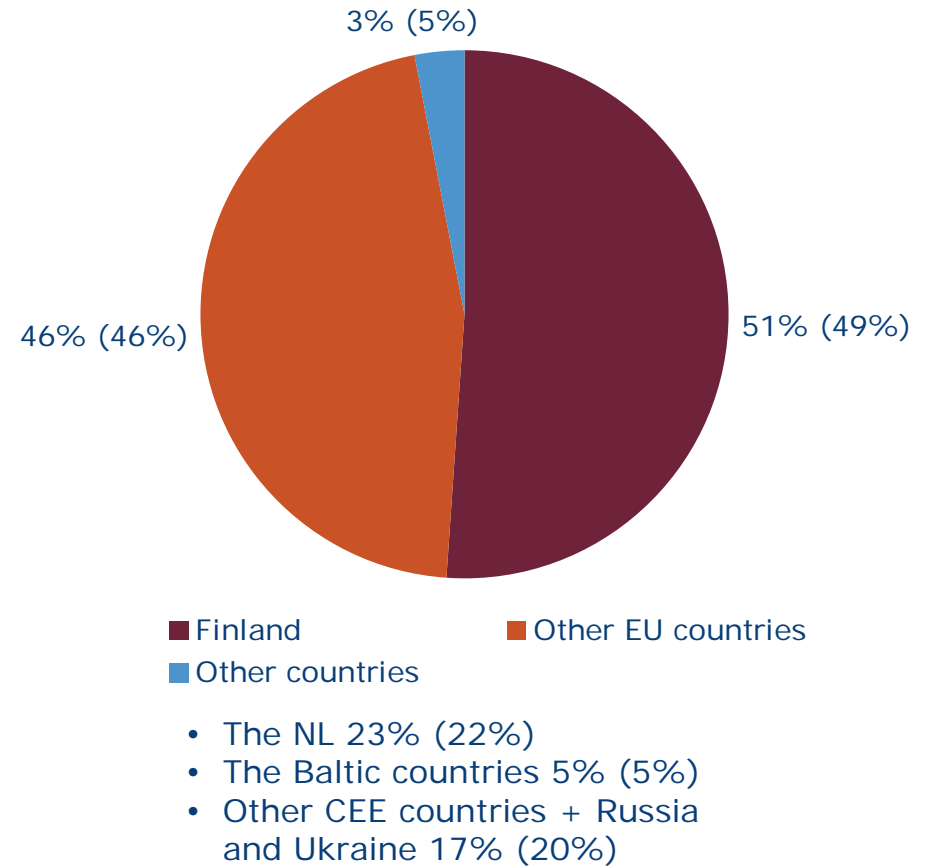
Balanced Business Portfolio

Net sales 1-9/2009

By division



By geographic area



Sanoma's Strategy

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

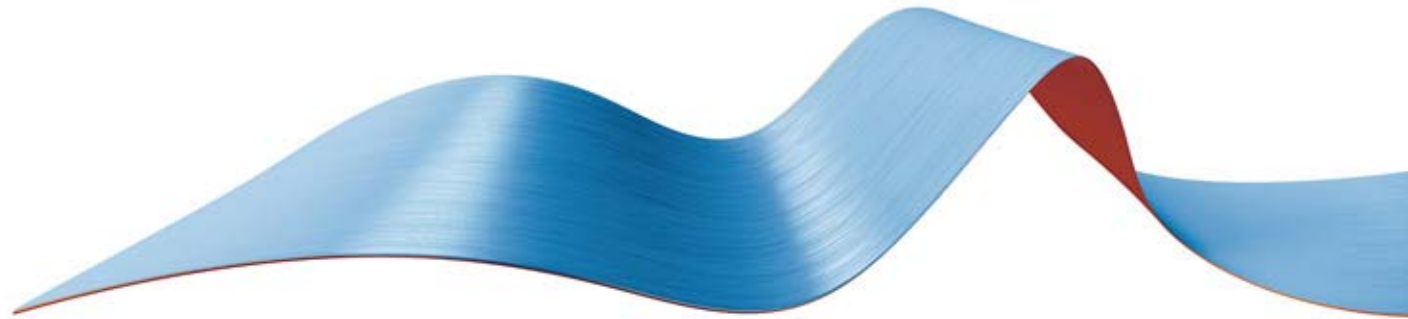
- To be the market leader in chosen businesses and markets
- To maintain a balanced business portfolio of B2C and B2B products and services – Focus areas being:
 - **Magazines:** We will continue to grow in print and digital media
 - **Newspapers:** We will actively develop our business to maintain our 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

Online Strategy

- Target: Double our online revenue by 2012
- Method: systematic innovation, R&D and acquisitions
- Focus areas
 - transactional comparison and classified sites
 - casual gaming
 - verticals
- Geographic focus in
 - Central and Eastern Europe
 - Western Europe (to complement existing portfolio)
- Organisation
 - Future Media Team (media divisions' presidents)
 - Online Execution Team (implementation)
 - Innovation teams (thematic teams as growth drivers)

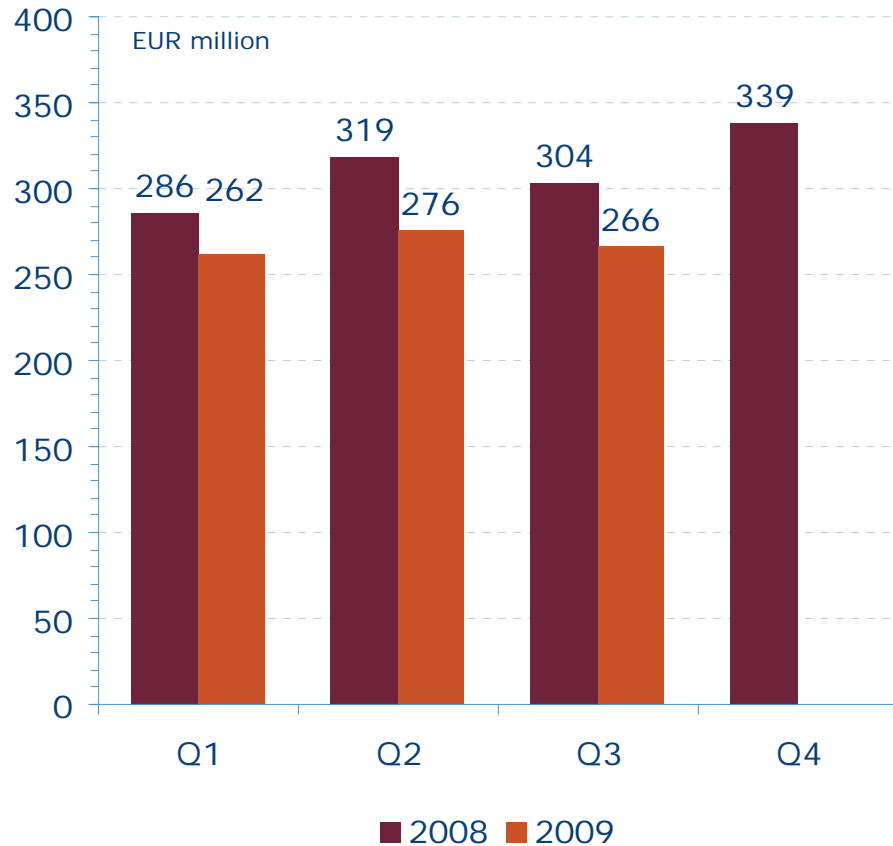


Inspires, Informs and Connects

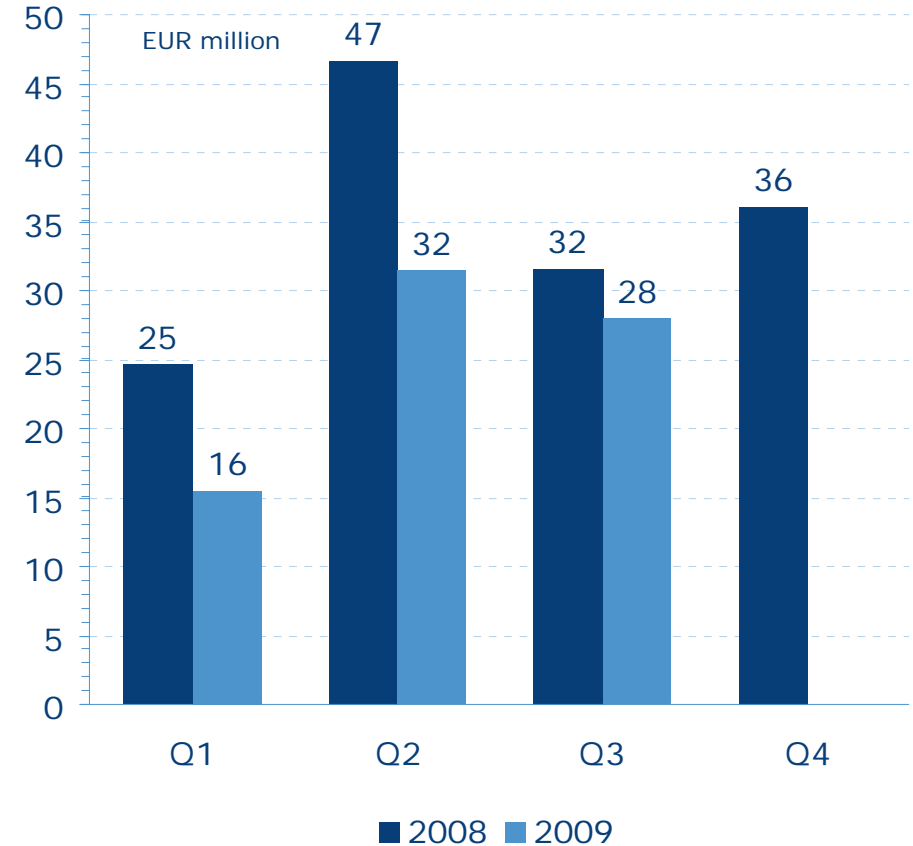


Sanoma Magazines

Net sales



EBIT excluding non-recurring items



Sanoma Magazines

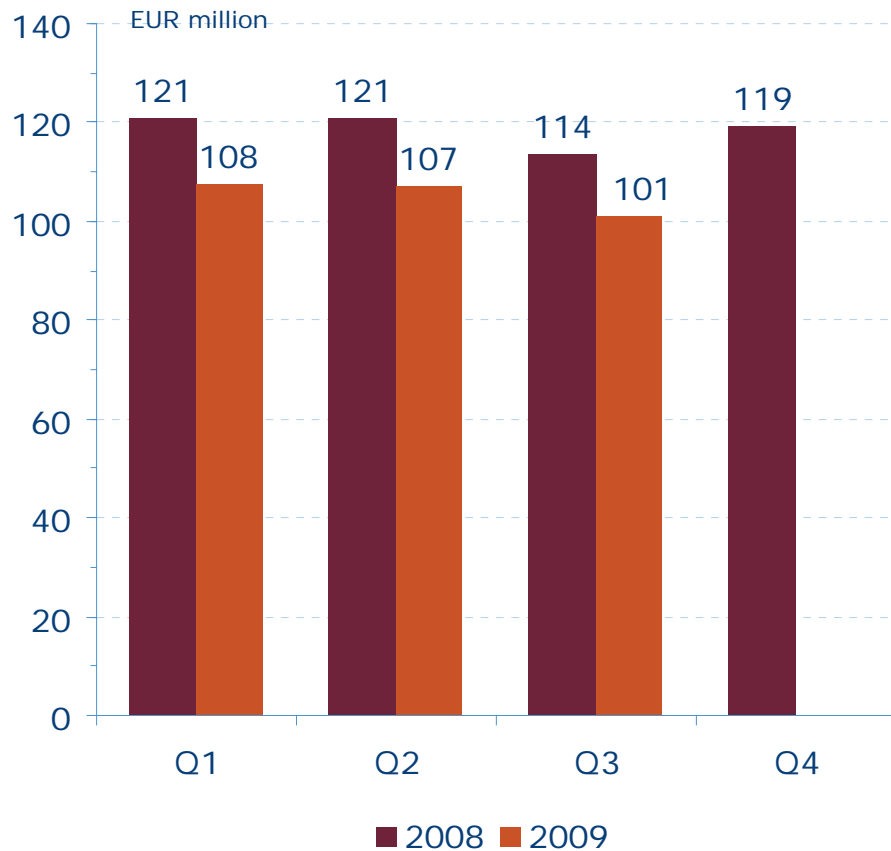
Key figures

EUR million	1–9/2009	1–9/2008	Ch %	1–12/2008
Net sales	804.2	907.9	-11,4	1,246.8
Sanoma Magazines Netherlands	354.5	371.7	-4.6	515.7
Sanoma Magazines International	152.8	224.3	-31.9	306.7
Sanoma Magazines Belgium	154.8	163.3	-5.2	223.2
Sanoma Magazines Finland	145.3	151.7	-4.3	205.6
Eliminations	-3.3	-3.2	2.6	-4.3
Operating profit excluding non-recurring items	75.0	102.8	-27.1	138.9
% of net sales	9.3	11.3		11.1
Operating profit	68.9	126.3	-45.5	85.7
Capital expenditure	17.8	19.9	-10.7	26.8
Average number of employees (FTE)	5,521	5,668	-2.6	5,731

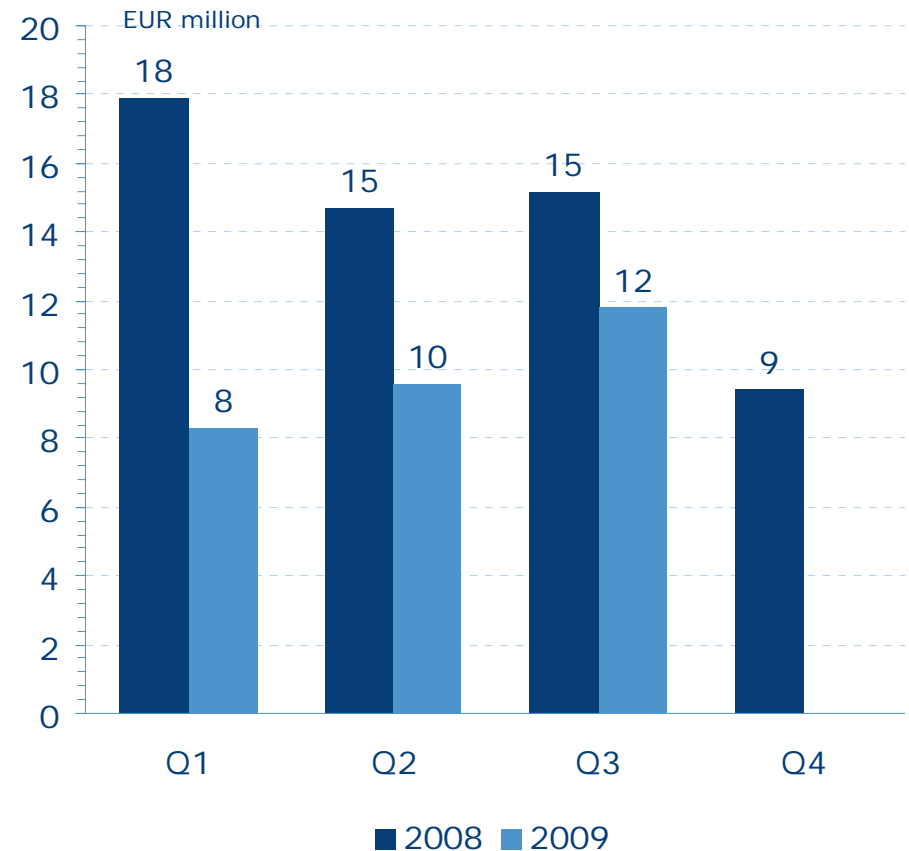
Outlook for 2009: Net sales are expected to decrease and it is estimated that operating profit excluding non-recurring items will be clearly below the previous year's level.

Sanoma News

Net sales



EBIT excluding non-recurring items



Sanoma News

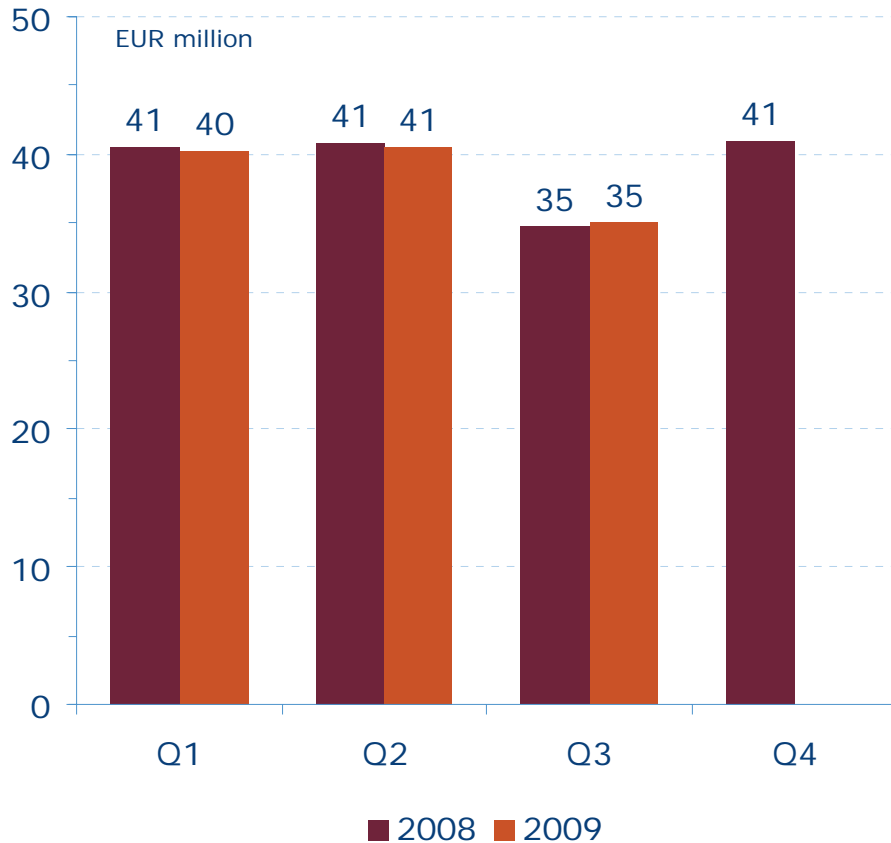
Key figures

EUR million	1-9/2009	1-9/2008	Ch %	1-12/2008
Net sales	316.0	355.5	-11.1	474.7
Helsingin Sanomat	176.3	210.9	-16.4	279.5
Ilta-Sanomat	57.9	63.0	-8.1	83.2
Other publishing	68.0	72.4	-6.1	98.2
Other businesses	107.1	111.8	-4.2	150.1
Eliminations	-93.3	-102.7	-9.1	-136.2
Operating profit excluding non-recurring items	29.8	47.9	-37.8	57.3
% of net sales	9.4	13.5		12.1
Operating profit	21.4	47.9	-55.4	57.3
Capital expenditure	8.0	13.5	-40.5	19.6
Average number of employees (FTE)	2,431	2,504	-2.9	2,491

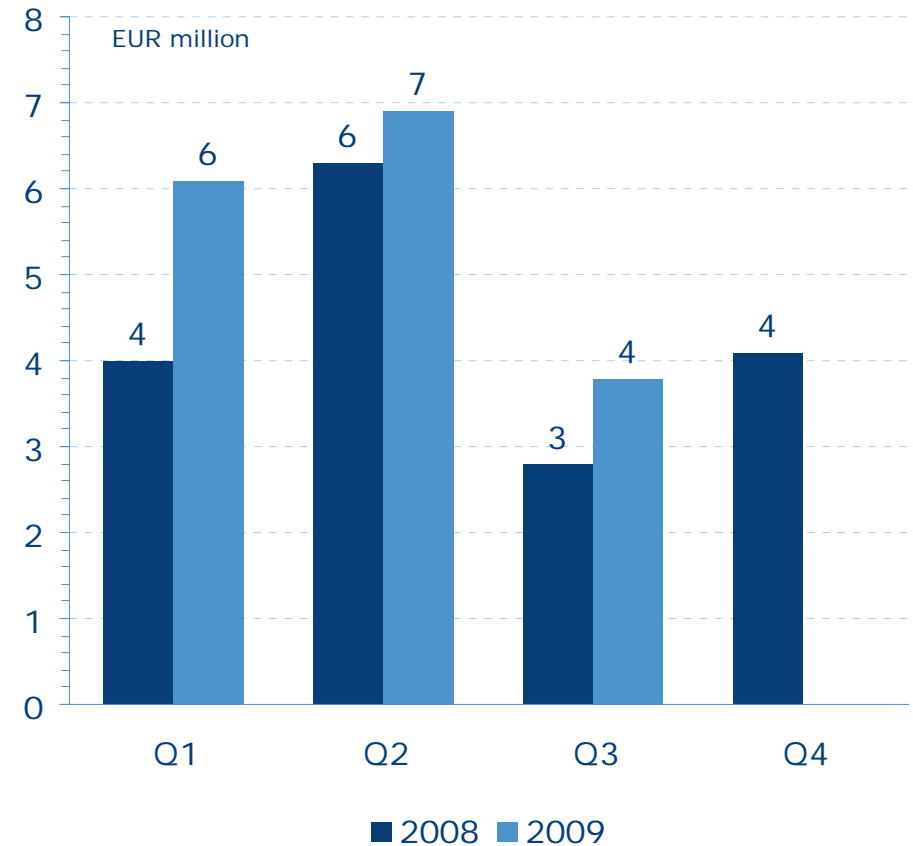
Outlook for 2009: Net sales are estimated to decrease clearly and operating profit excluding non-recurring items will lessen markedly from previous year.

Sanoma Entertainment

Net sales



EBIT excluding non-recurring items



Sanoma Entertainment

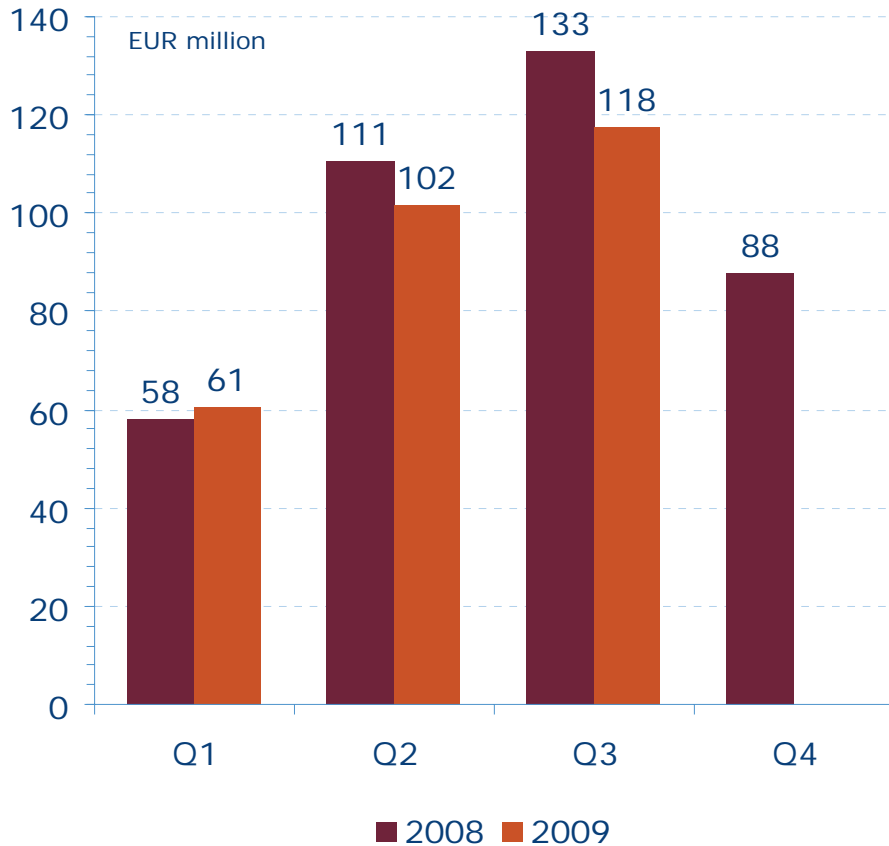
Key figures

EUR million	1–9/2009	1–9/2008	Ch %	1–12/2008
Net sales	115.9	116.1	-0.1	157.1
TV and radio	64.5	65.1	-0.9	88.9
Other businesses	52.4	51.5	1.8	69.4
Eliminations	-1.0	-0.5	95.9	-1.1
Operating profit excluding non-recurring items	16.8	13.2	27.1	17.3
% of net sales	14.5	11.4		11.0
Operating profit	16.8	13.2	27.1	17.3
Capital expenditure	6.1	9.4	-35.1	13.5
Average number of employees (FTE)	474	478	-0.9	482

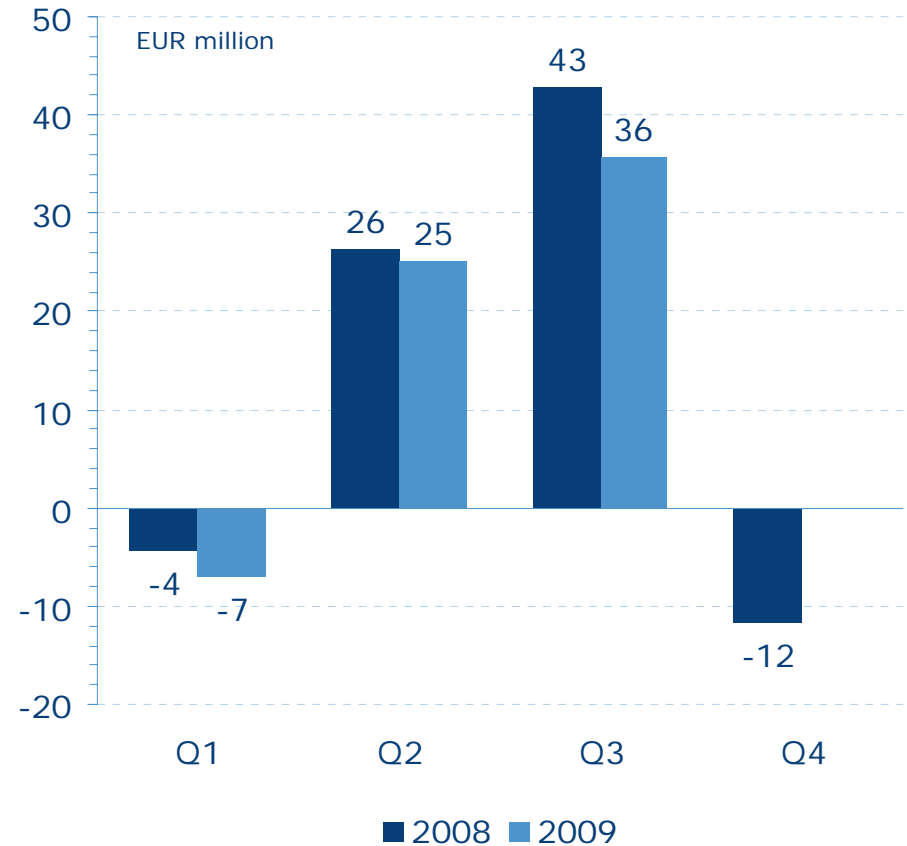
Outlook for 2009: Net sales are expected to be at previous year's level and operating profit excluding non-recurring items is expected to increase clearly.

Sanoma Learning & Literature

Net sales



EBIT excluding non-recurring items



Sanoma Learning & Literature

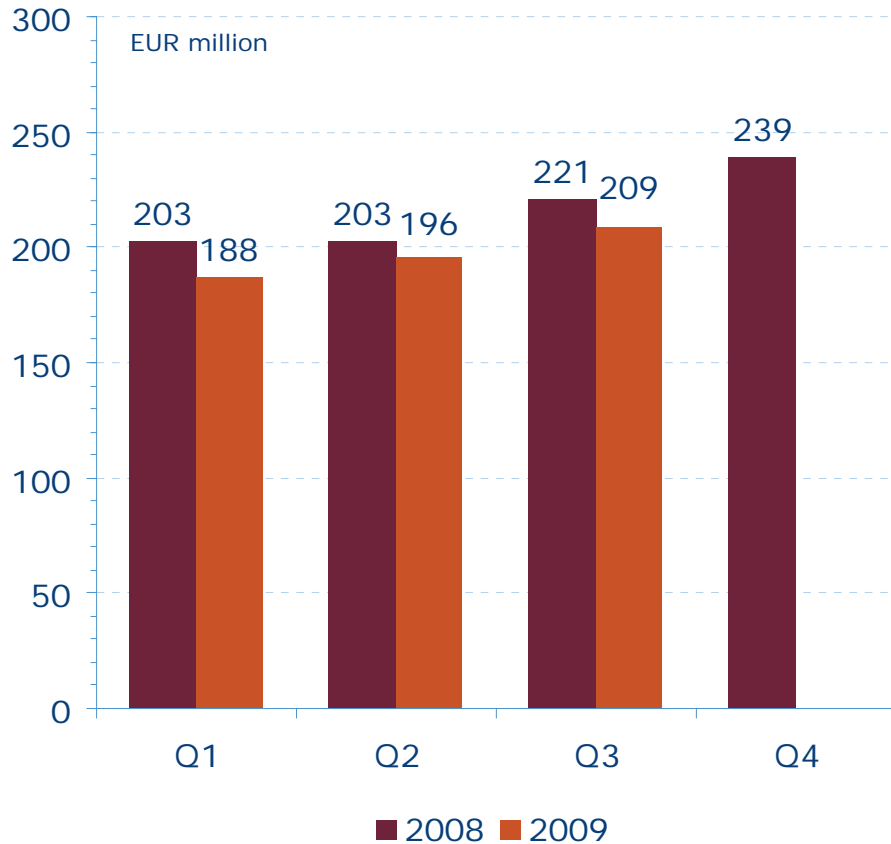
Key figures

EUR million	1–9/2009	1–9/2008	Ch %	1–12/2008
Net sales	280.4	302.0	-7.1	390.0
Learning	206.4	221.1	-6.6	273.3
Language services	21.2	19.5	8.8	28.8
Literature and other businesses	60.9	71.5	-14.8	101.2
Eliminations	-8.1	-10.1	-19.6	-13.3
Operating profit excluding non-recurring items	53.8	64.8	-16.9	53.2
% of net sales	19.2	21.5		13.6
Operating profit	51.2	58.3	-12.1	45.6
Capital expenditure	9.8	10.9	-9.9	15.6
Average number of employees (FTE)	2,801	2,684	4.3	2,737

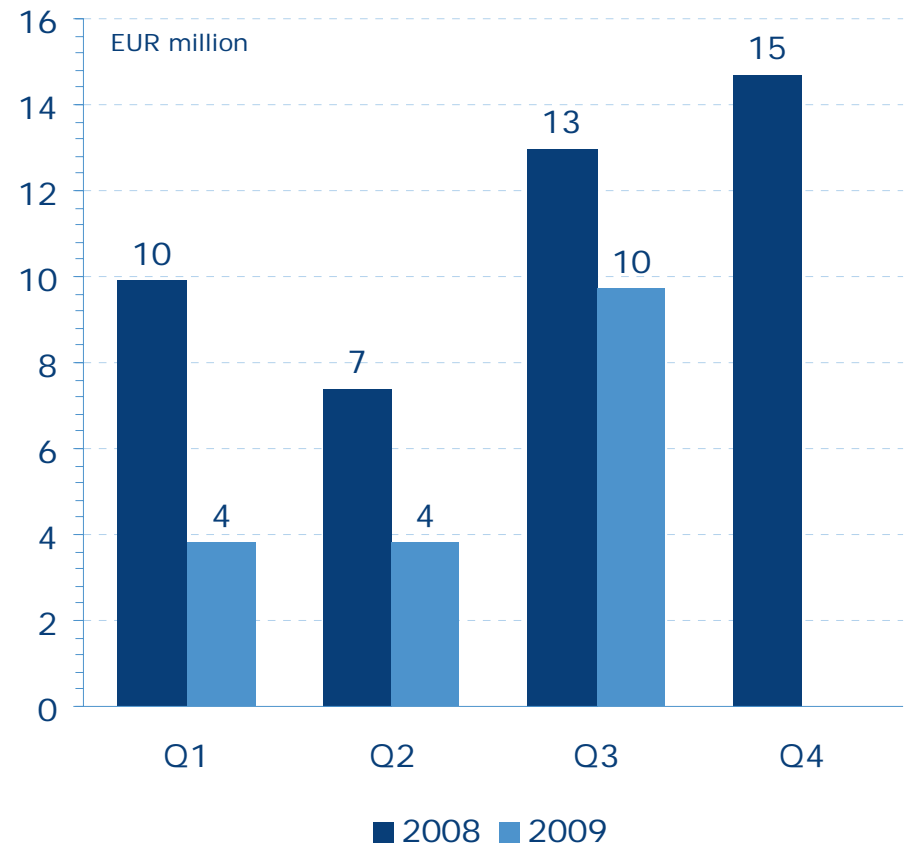
Outlook for 2009: Net sales and operating profit excluding non-recurring items will decrease from the previous year's level.

Sanoma Trade

Net sales



EBIT excluding non-recurring items



Sanoma Trade

Key figures

EUR million	1-9/2009	1-9/2008	Ch %	1-12/2008
Net sales	592.6	627.3	-5.5	866.6
Kiosk operations	298.3	300.9	-0.8	409.4
Press distribution	163.1	180.2	-9.5	241.5
Bookstores	78.8	91.9	-14.3	139.2
Movie operations	64.4	67.6	-4.8	94.3
Eliminations	-12.0	-13.3	-9.8	-17.8
Operating profit excluding non-recurring items	17.3	30.4	-42.9	45.1
% of net sales	2.9	4.8		5.2
Operating profit	17.3	30.4	-42.9	45.1
Capital expenditure	19.3	23.2	-16.7	33.8
Average number of employees (FTE)	6,201	6,598	-6.0	6,633

Outlook for 2009: Net sales are expected to decrease somewhat and operating profit excluding non-recurring items to decrease markedly.