

Power of Attorney

I give the power of attorney to _____,

identity number _____, to vote on my behalf with my shares at the Annual General Meeting of Sanoma Corporation to be held on 9 April 2014 at 14.00 at the Congress Wing of Messukeskus, the Helsinki Exhibition & Convention Centre (Messuaukio 1, Helsinki, Finland).

Place and date

Signature

Name with block letters