



SanomaWSOY

November 2006

SanomaWSOY

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The SanomaWSOY Group

- Finnish newspaper publisher Sanoma and book publisher WSOY merged in 1999 and listed in the Helsinki Stock Exchange
- The leading Nordic media group
 - net sales EUR 2,622 million in 2005
 - personnel 16,885
- One of Europe's largest magazine and educational publishers
- Wide, extremely strong media portfolio in Finland, focused approach internationally
- Leading media assets in the chosen markets with strong cash generation, combined with fast growing digital businesses
- Excellent position in the attractive Central Eastern European (CEE) countries and Russia

Our Mission and Vision

Information, Education and an Easier and Happier Life

Our Mission

Our mission is to be the market leader in satisfying people's need for information and education and for an easier and happier life.

Media Company of Opportunities

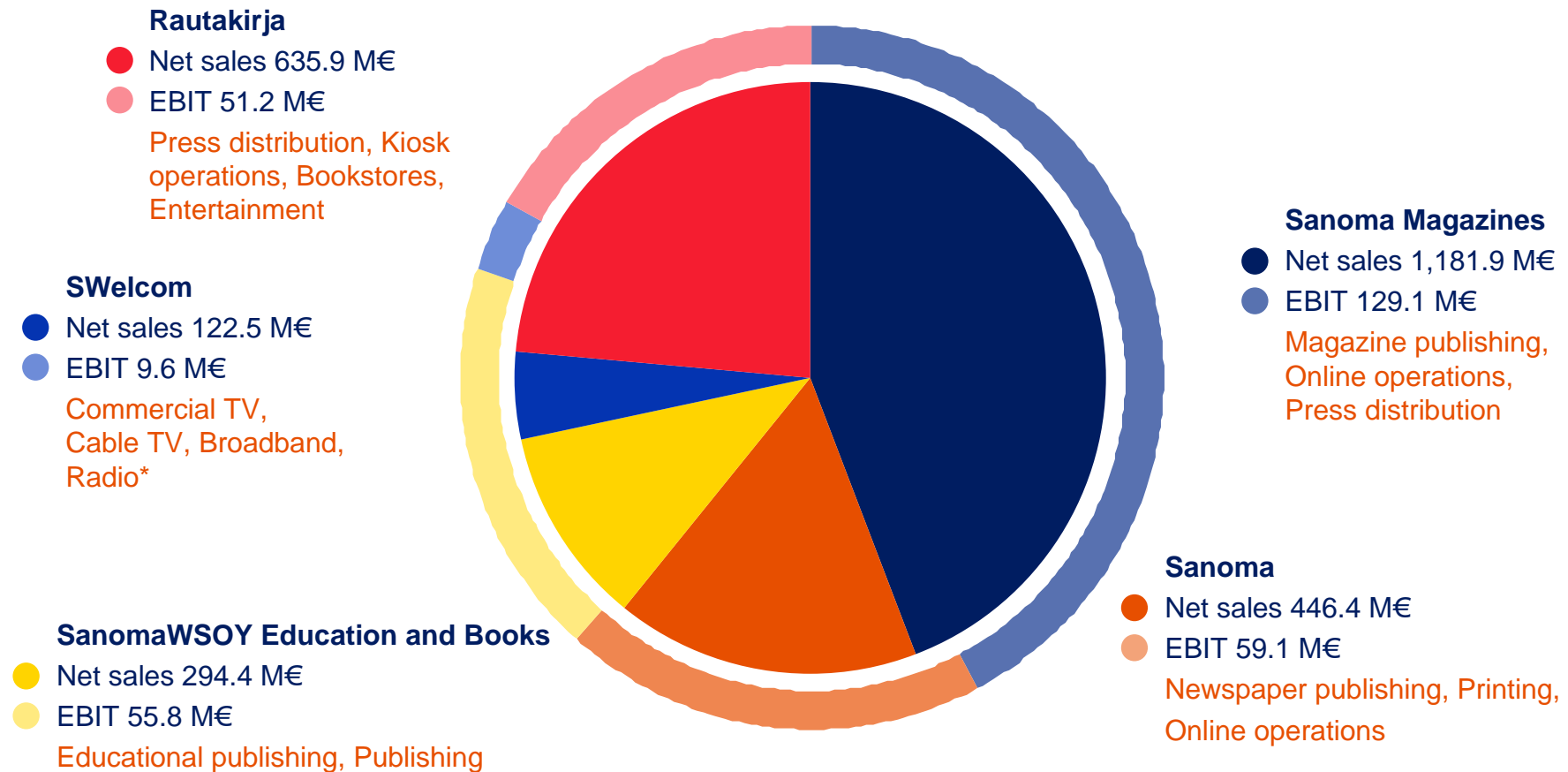
Our Vision

Our vision is to be the media company of opportunities and operational excellence.

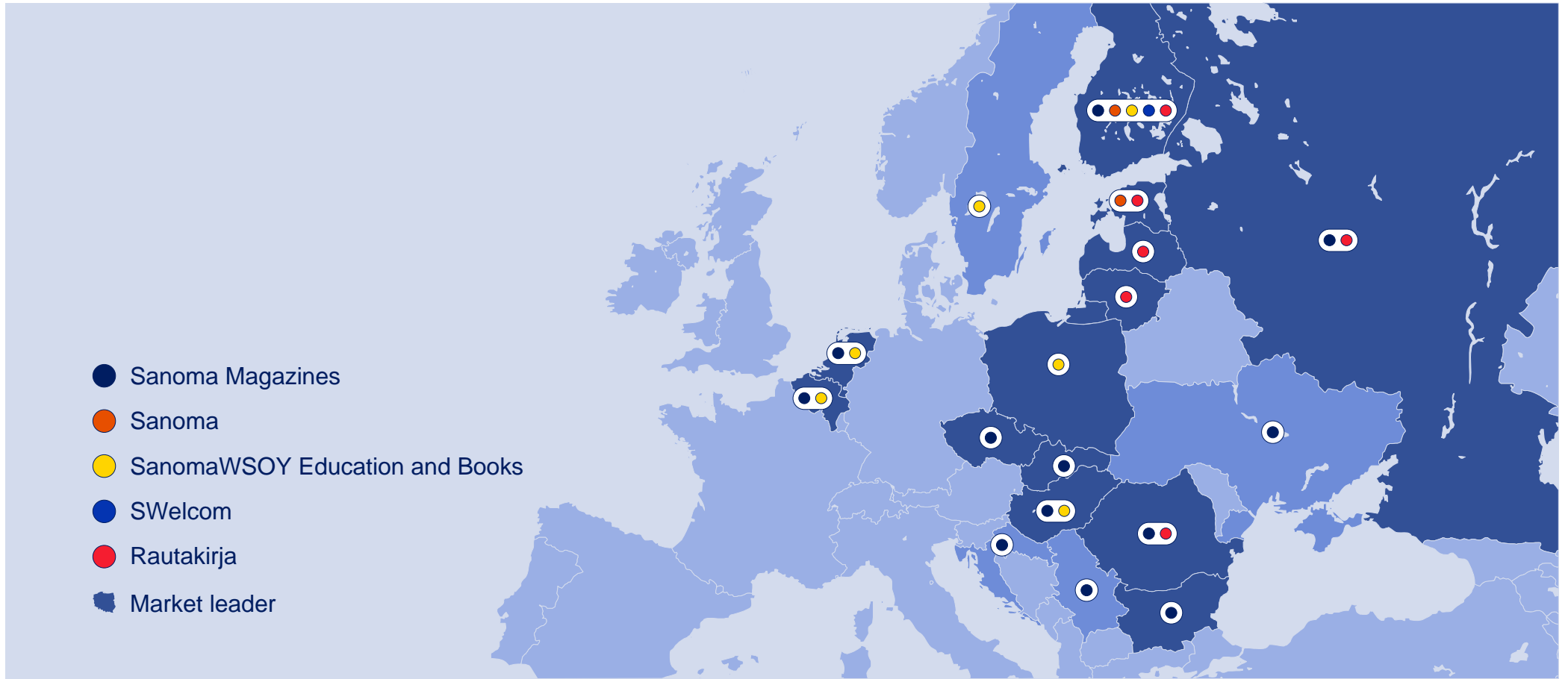


The SanomaWSOY Group

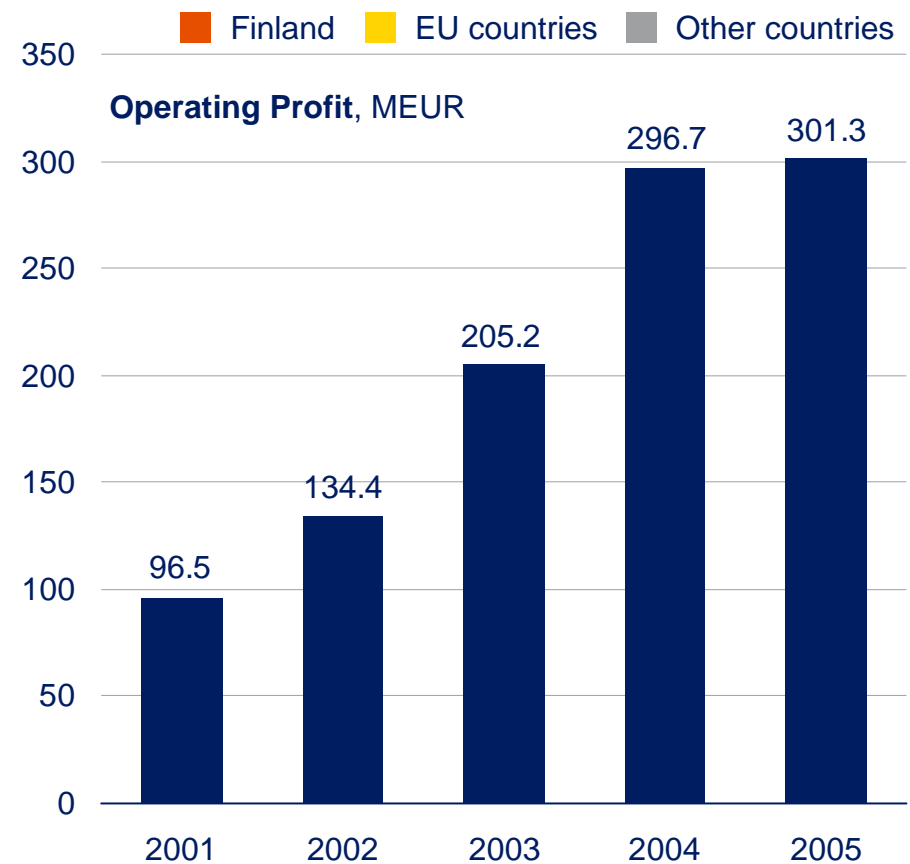
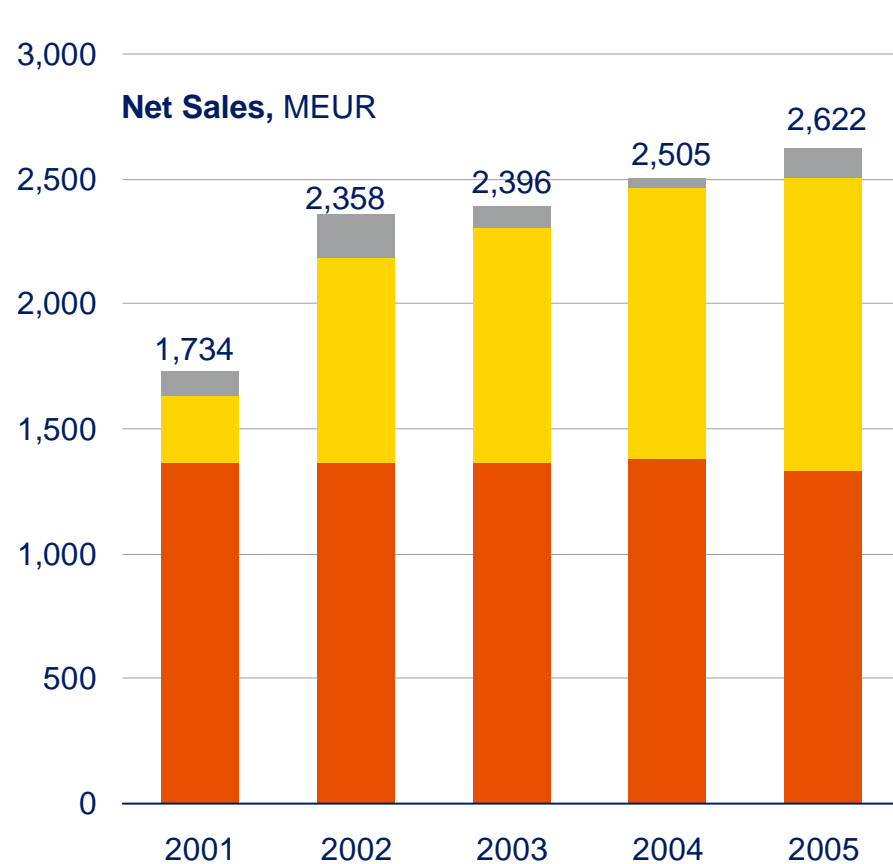
Group Net Sales M€ 2,622 • Group EBIT M€ 301.1 • Group Personnel 16,885



Truly European Media Group



Sustained Growth and Profitability



NOTE: The number of EU countries has increased. Figures 2000–2003 according to FAS. Since 2004 according to IFRS. Net sales of 2003 are not comparable with the earlier years due to changes in accounting practices.

Key Figures

EUR million	1–9/2006	1–9/2005	Ch %	1–12/2005
Net sales	1,999.8	1,887.3	6.0	2,622.3
Operating profit	218.5	221.6	-1.4	301.3
% of net sales	10.9	11.7		11.5
Operating profit excluding major non-recurring capital gains	214.3	200.2	7.0	269.1
% of net sales	10.7	10.6		10.3
Balance sheet total	3,181.3	2,919.8	9.0	2,972.0
Capital expenditure	51.4	51.5	-0.3	93.8
% of net sales	2.6	2.7		3.6
Equity ratio, %	39.9	38.5		41.3
Gearing, %	79.5	90.1		72.8
Interest-bearing liabilities	1,066.9	1,013.2	5.3	928.7
Net debt	947.5	953.1	-0.6	843.8
Earning/share, EUR	0.96	1.00	-3.6	1.45
Cash flow from operations/share, EUR	0.78	0.89	-12.0	1.69
Equity/share, EUR *	7.34	6.73	9.0	7.28
Market capitalisation	3,243.7	3,303.4	-1.8	3,121.5
Personnel**	18,277	16,773	9.0	16,885

Financial targets

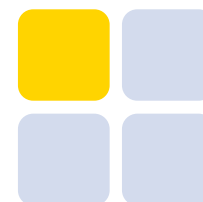
Growth and
profitability



Way of doing

Market leadership

Strategy



Strategic Focus Areas

Growth and profitability

- Expansion in growth markets (digital media, CEE, Russia and other CIS countries)
- Efficiency efforts in all businesses (shared services and more efficient ICT-enabled processes, well targeted cost cutting in low growth businesses)
- Value-adding consolidation
- Controlled increase of investments in digital media at optimal pace and to optimal extent



Strategic Focus Areas

Market Leadership

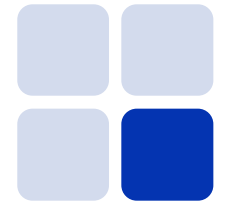


- Value-adding market leadership in chosen businesses and markets
- One of the leading European magazine and educational publishers



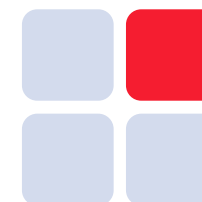
Strategic Focus Areas

Way of Doing



- Respect for local cultures
- Customer-driven product and service development
- Result-oriented, talented, and cooperative people
- Fast and flexible processes
- Group-wide cooperation, optimal use of the Group's scale and scope





Group's Financial Targets

To increase net sales at a rate faster than GDP growth in main operating countries

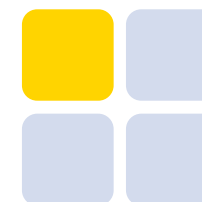
To increase digital business significantly

Group EBIT target is 12%

EBIT margin development (%)	2005	2005*	2004*
Sanoma Magazines	10.9	10.9	12.5
Sanoma	13.2	13.0	13.7
WSOY	19.0	13.4	11.5
SWelcom	7.8	7.8	8.2
Rautakirja	8.0	6.6	7.0
SanomaWSOY	11.5	10.3	10.8

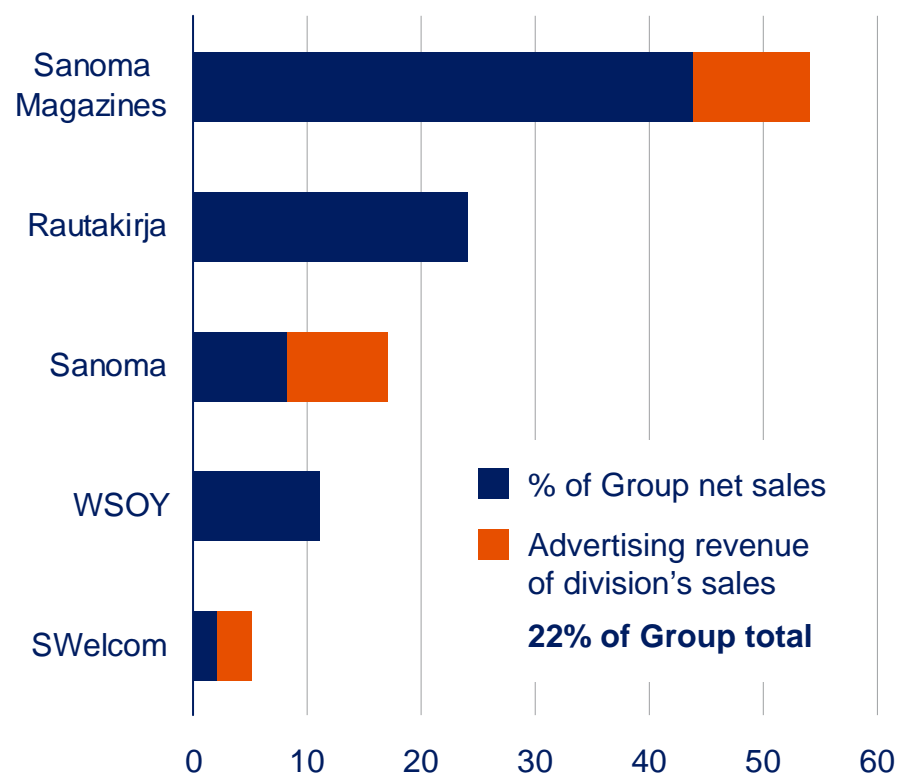
Other key ratios

- Annual capital expenditure < EUR 100 million (EUR 93.8 million in 2005)
- Equity ratio 30–50% (41.3% in 2005)
- Gearing < 100% (72.8% in 2005)
- Net debt/EBITDA < 3.5 (2.0 in 2005)

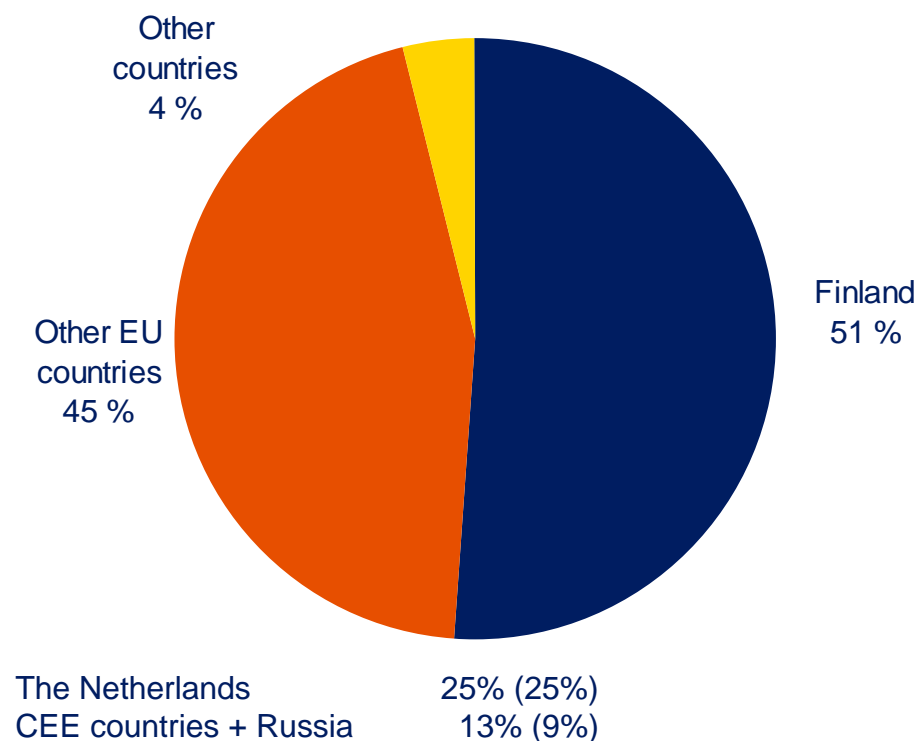


Balanced Composition of Net Sales

Divisional Net sales breakdown 2005*

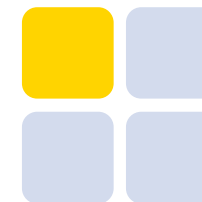


Geographic Net sales breakdown 2005*



Our International Businesses

Share of revenues, 2005



Magazines



43%

- Leading in consumer magazines in the Netherlands, Belgium, Finland, the Czech Republic, Hungary, Slovakia, Bulgaria, and Russia
- **Interesting new markets: CIS countries**

Educational publishing



6%

- Strong position in Finland, the Netherlands, Belgium, Hungary, and Poland
- **Interesting new markets: CEE countries**

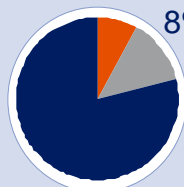
Digital media



6%

- Includes online, mobile, and TV operations
- Strong position in the Netherlands, Finland, and Hungary

Press distribution



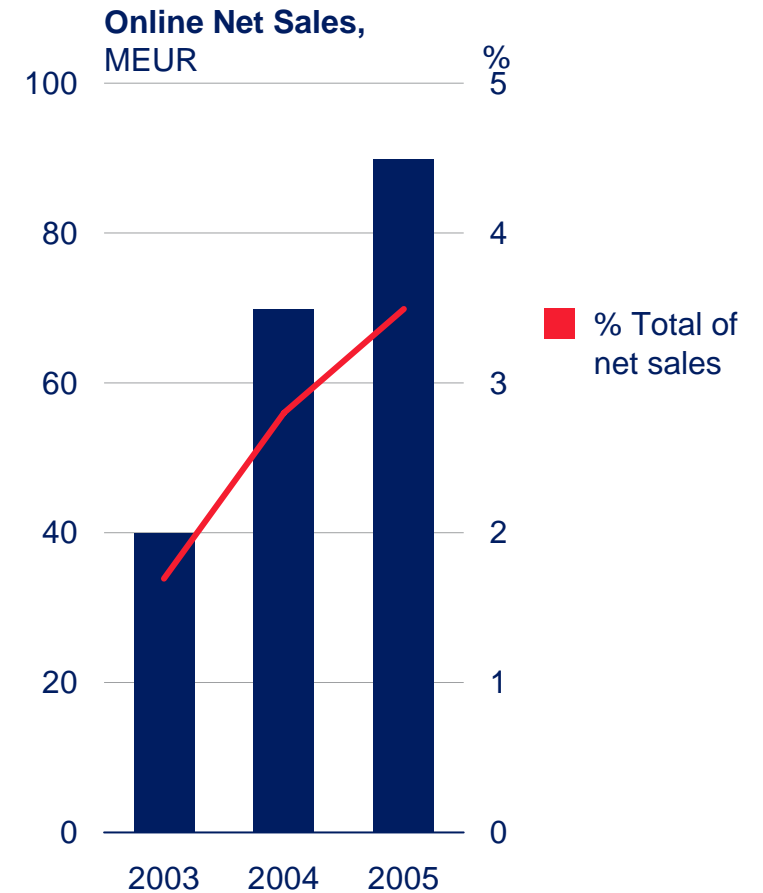
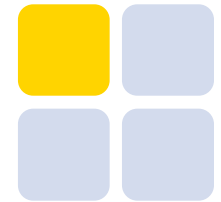
8%

13%*

- Leading in Finland, Estonia, Latvia, Lithuania, and the Netherlands
- Expanding in Romania and Russia
- **Interesting new markets: CEE countries**

Online Business

Some Examples

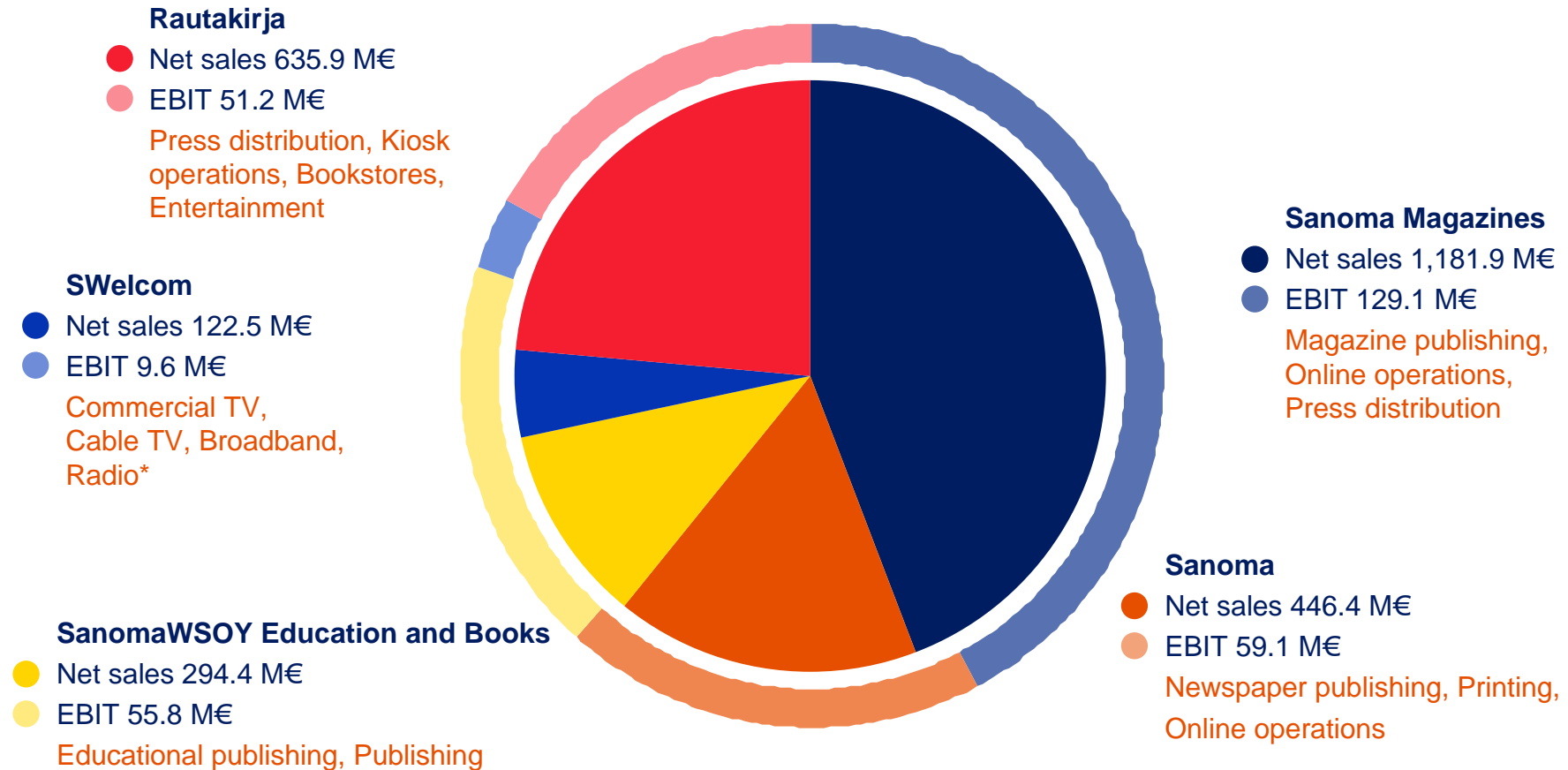




Divisions

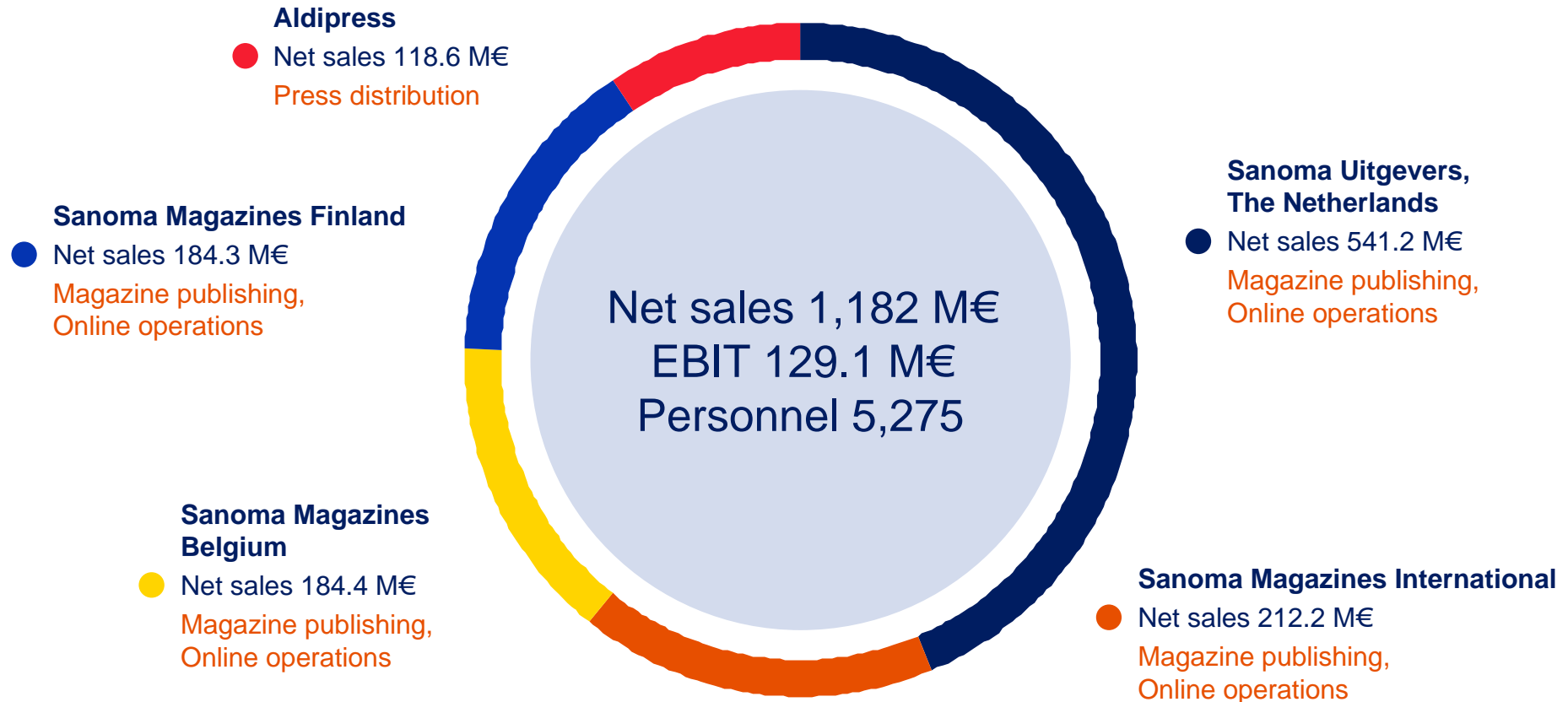
The SanomaWSOY Group

Group Net Sales M€ 2,622 • Group EBIT M€ 301.1 • Group Personnel 16,885



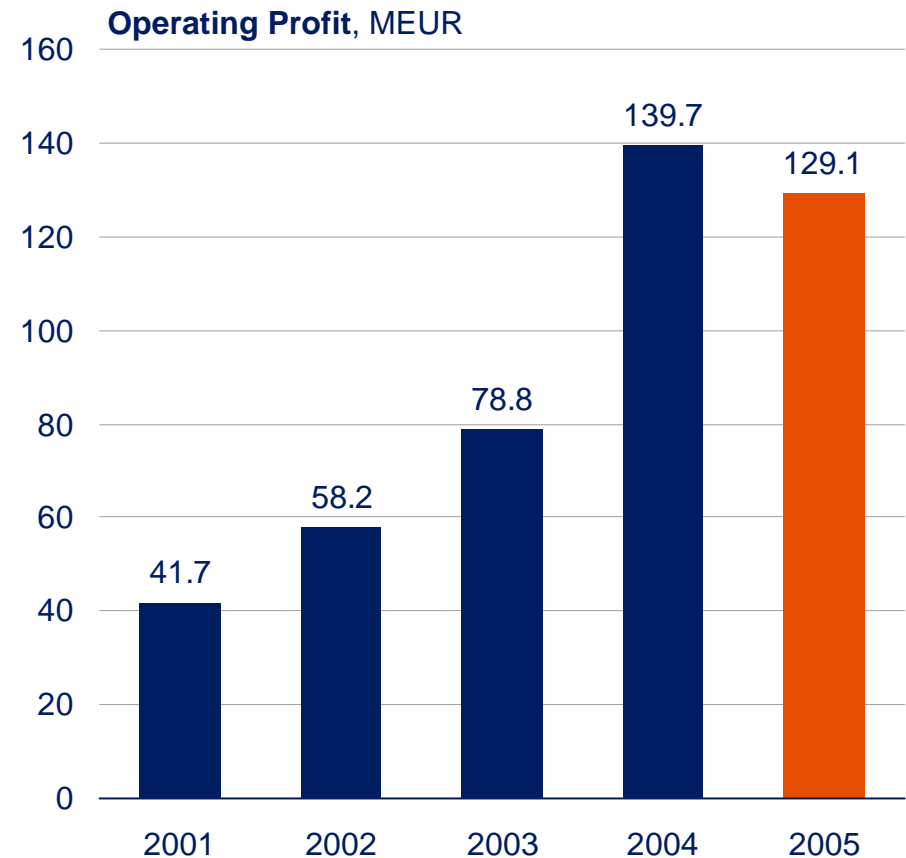
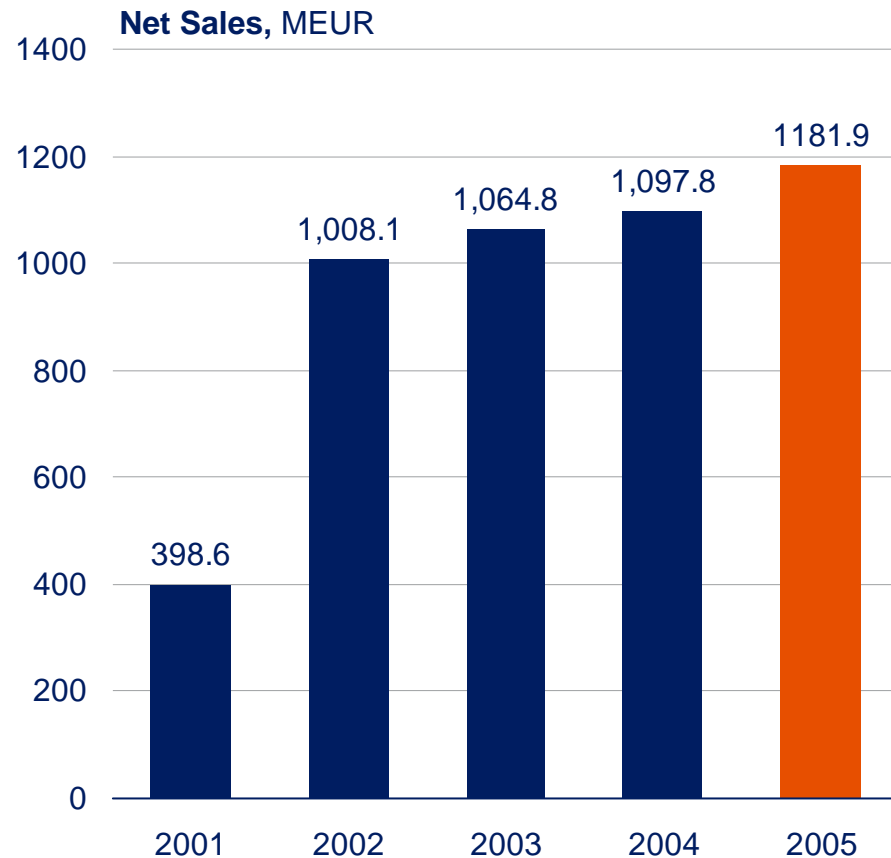
Sanoma Magazines

European Magazine Publisher with a Strong Focus on Interactivity



Sanoma Magazines

European Magazine Publisher with a Strong Focus on Interactivity



Sanoma Magazines

European Magazine Publisher with a Strong Focus on Interactivity

- One of Europe's leading magazine publishers
- 275 magazine titles for all segments
- Active in 13 countries
- Strong brand developer:
 - Libelle, Margriet, (NL)
 - Kodin Kuvalehti, ET, Me Naiset (FI)
 - Humo, Libelle, TeVe-Blad (BE)
 - Story (7 countries)
- Preferred license partner:
 - Cosmopolitan (8 countries), Elle, Donald Duck, National Geographic
- Increasing digital operations (ilse Media)
 - search engines, web portals, virtual communities, news services, ...



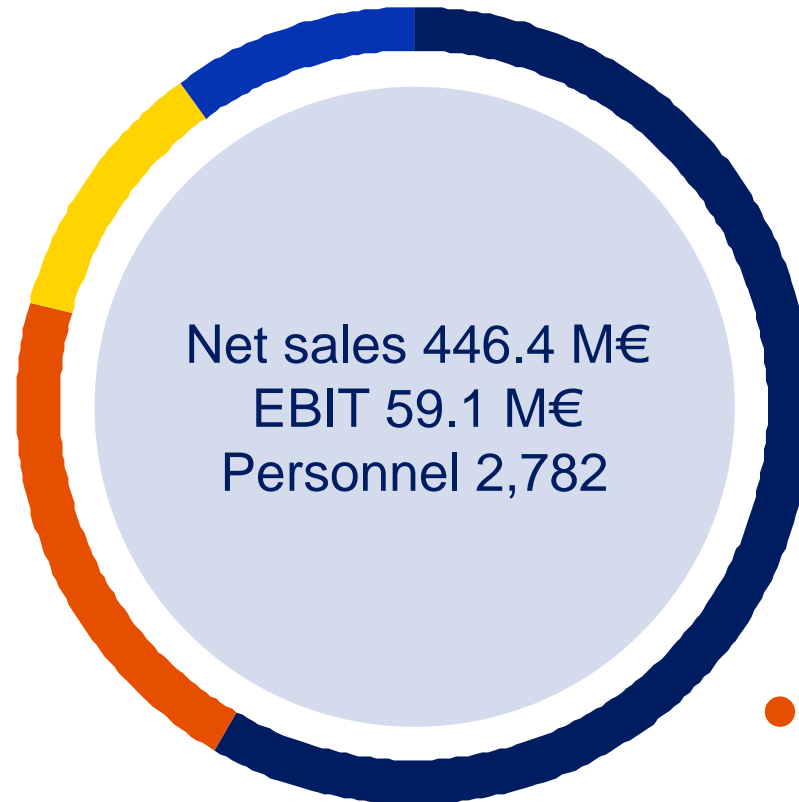
Sanoma

The Leading Newspaper Publisher in Finland

Other businesses:

- **Sanoma Business Services**
Business daily, news analysis and summary services
- Sanoma Kaupunkilehdet**
Free sheets
Newspaper printing

- **Sanoma Lehtimedia**
Net sales 48.0 M€
- **Regional newspapers**

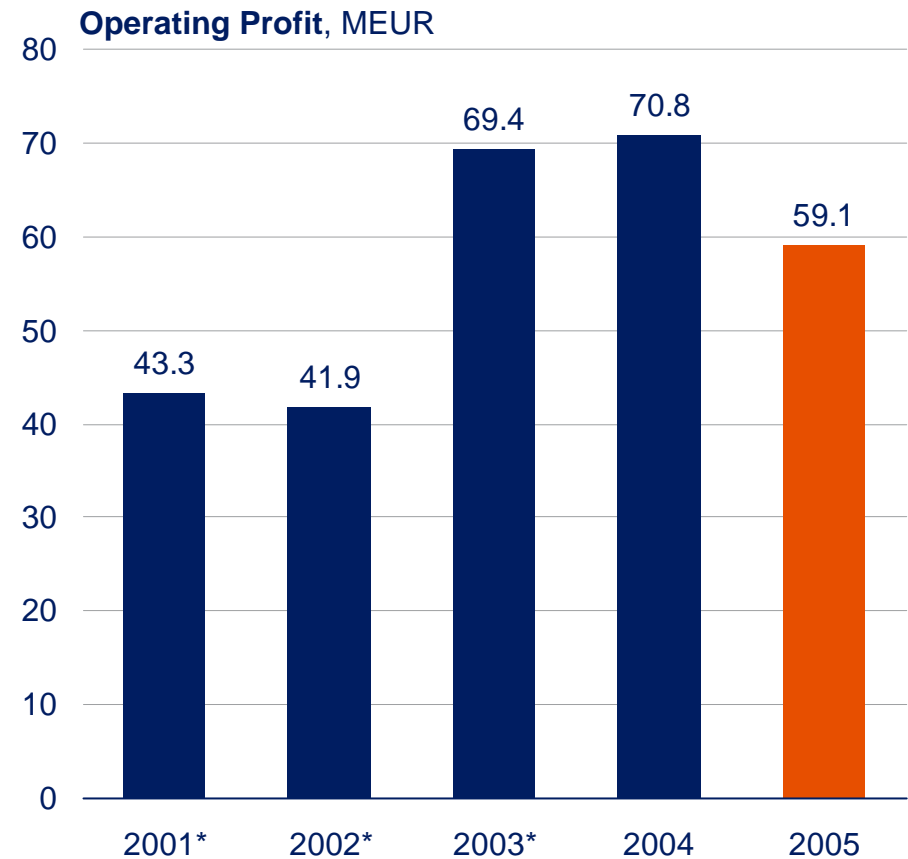
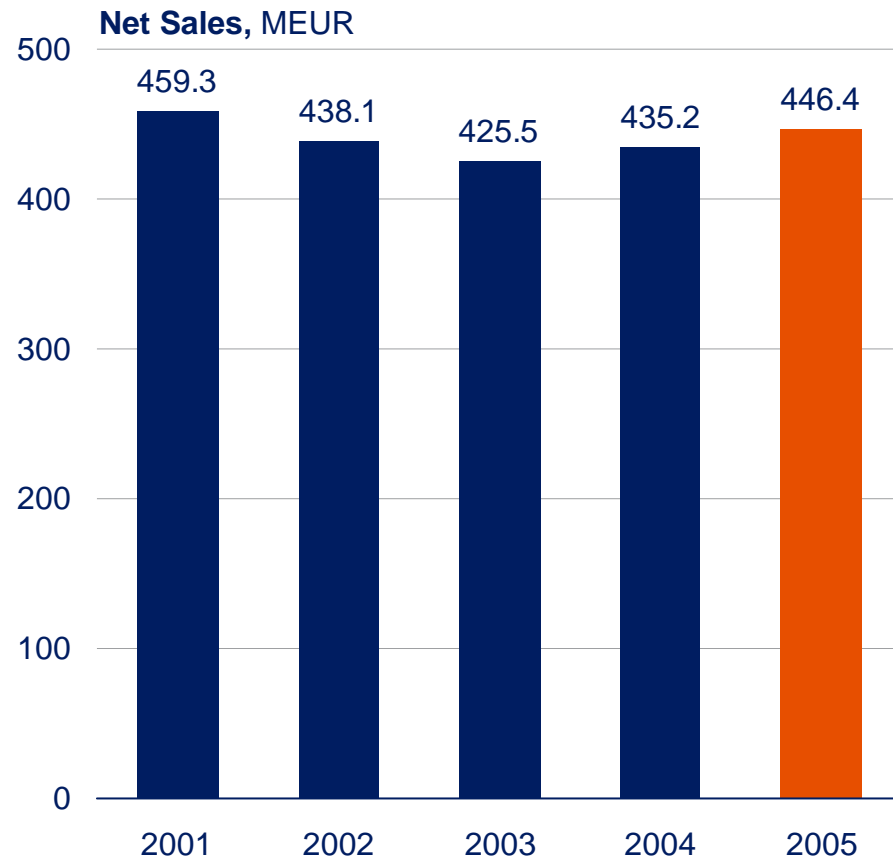


- **Helsingin Sanomat**
Net sales 261.1 M€
Finland's leading newspaper,
Online classified services,
Local radio station

- **Ilta-Sanomat**
Net sales 93.7 M€
Evening tabloid, Free-ad publication,
Online classified services

Sanoma

The Leading Newspaper Publisher in Finland



Sanoma

The Leading Newspaper Publisher in Finland

- Sanoma publishes 5 out of 7 Finland's most read newspapers and free sheets
 - Helsingin Sanomat – the largest morning paper in the Nordic region and the leading ad medium in Finland
 - Ilta-Sanomat – the leading tabloid in Finland
 - Metro, UL100, and Kaupunkilehti Vartti – Finland's 3 most read free sheets
- Leading online services
 - Oikotie.fi, Keltainenporssi.fi, Huuto.Net – the leading service entity for classified advertisements
 - Iltasanomat.fi, HS.fi – among the largest online services in Finland by the number of visitors



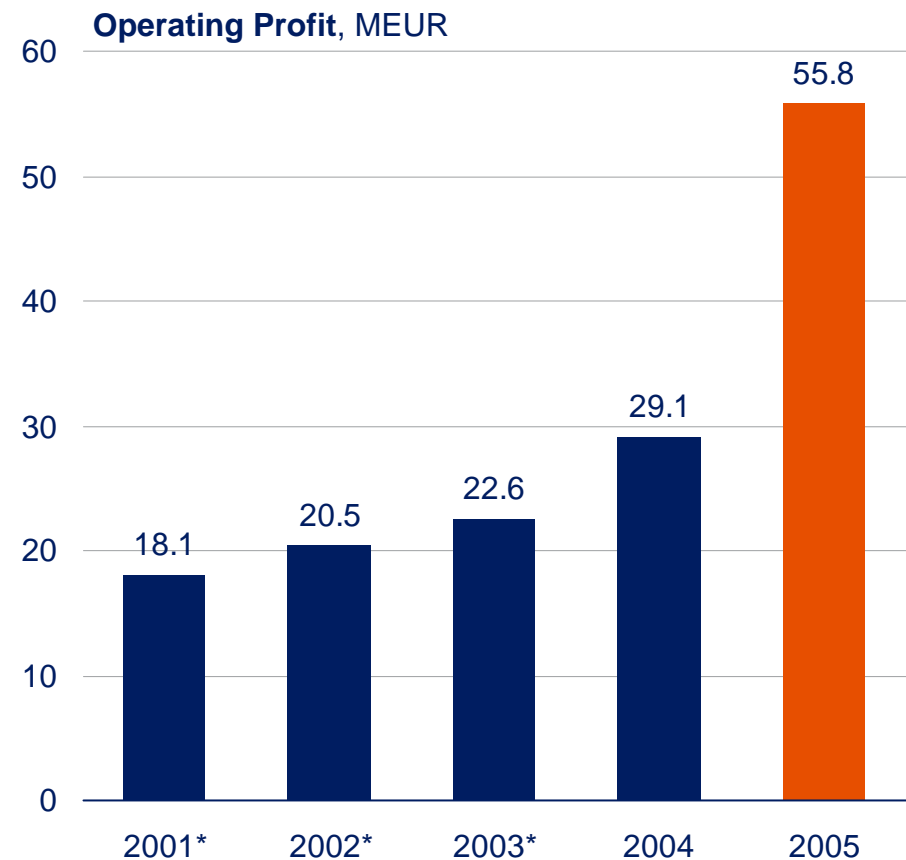
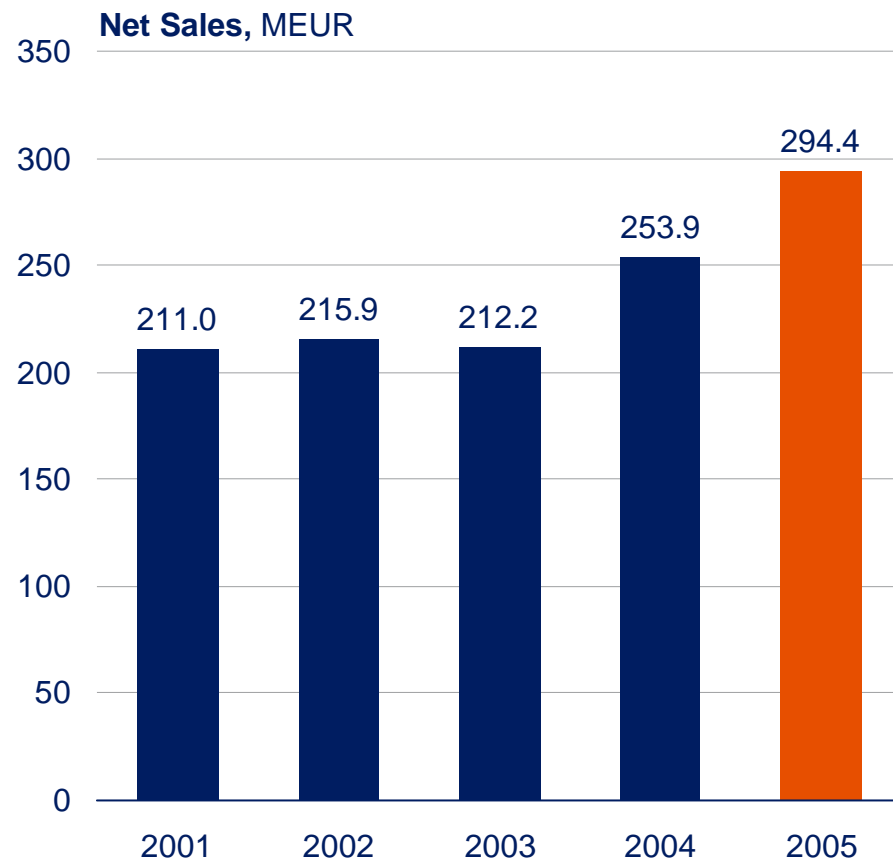
SanomaWSOY Education and Books

Significant European Educational Publisher and Finland's
Leading Book Publisher



SanomaWSOY Education and Books

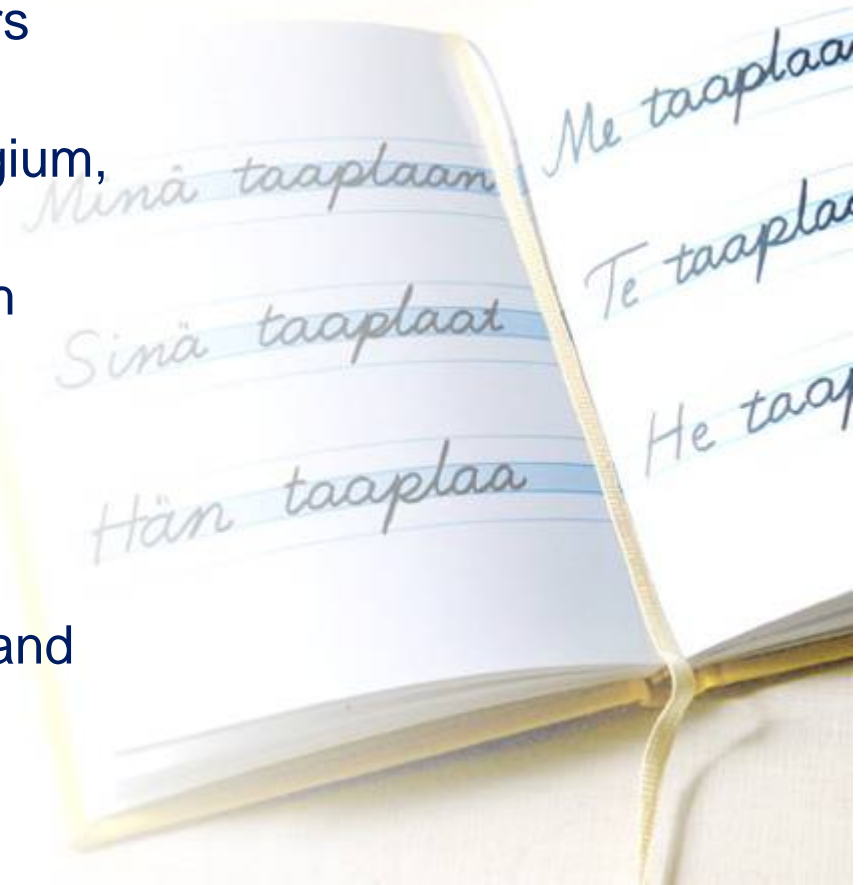
Significant European Educational Publisher and Finland's Leading Book Publisher



SanomaWSOY Education and Books

Significant European Educational Publisher and Finland's Leading Book Publisher

- One of Europe's largest educational publishers
 - leading positions in its present operating countries – Finland, the Netherlands, Belgium, Poland, and Hungary
 - optimizing the use of ICT to ensure growth
 - taking advantage of curriculum changes and modularization of content
 - expanding product portfolio with edutainment business
- The market leader in general literature in Finland



SWelcom

Electronic Media: TV and Broadband

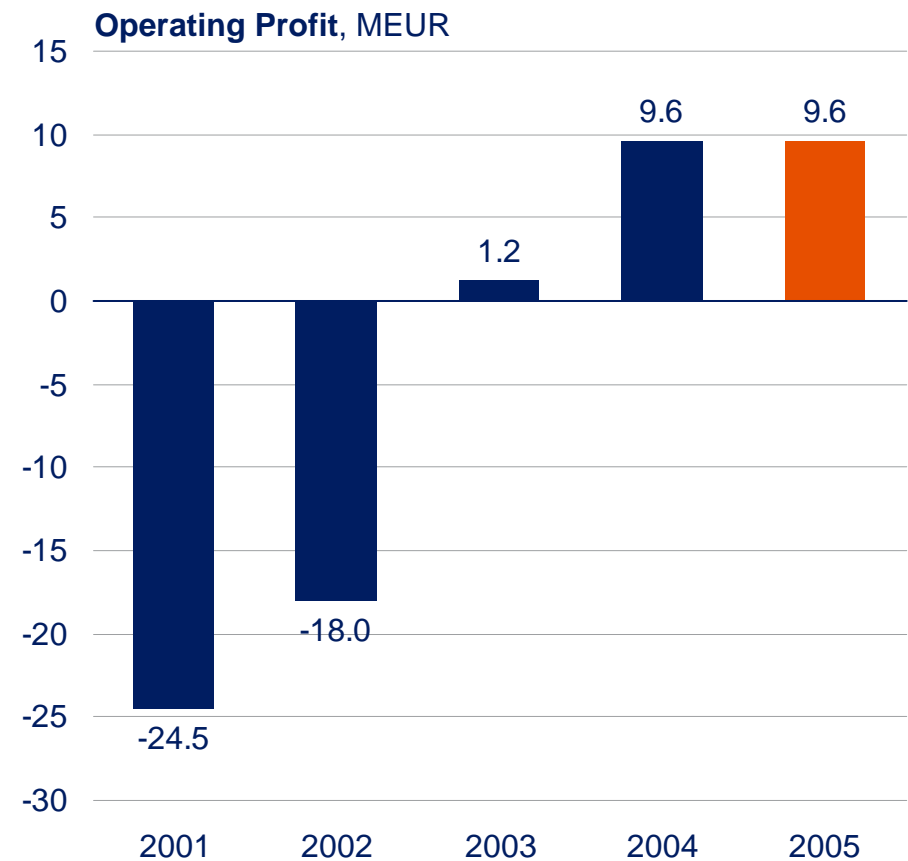
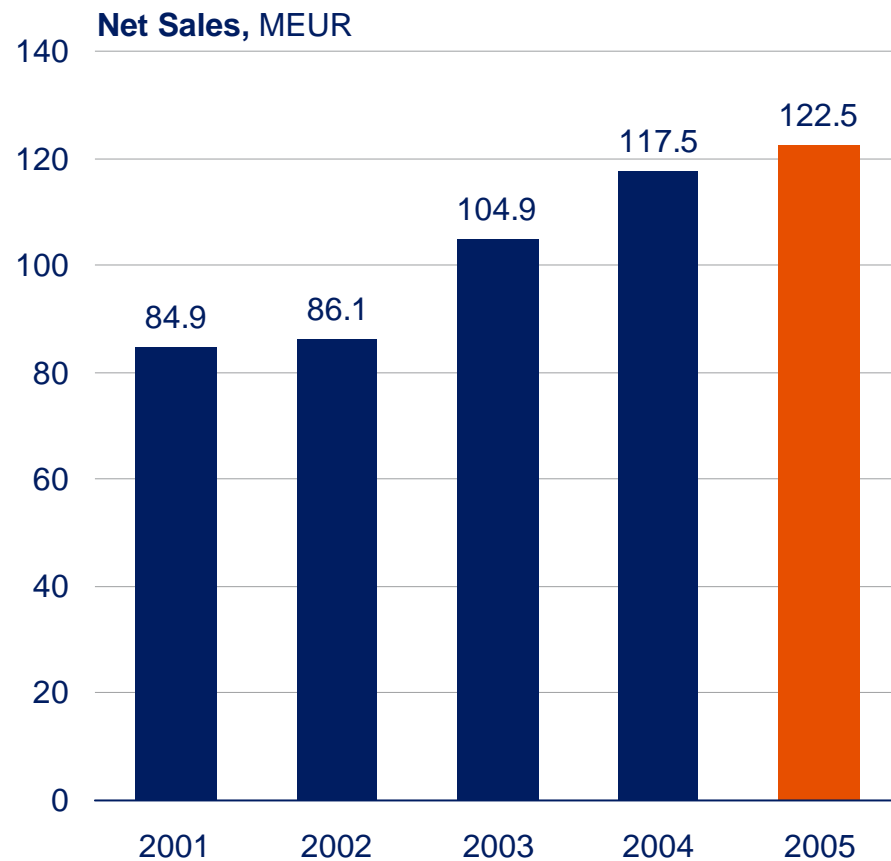
- **Other businesses**
Net sales 52.6 M€
WELHO
Broadband and
cable TV operations
Digital Services
Digital content and media
solutions
Production services*
- Radio****



- **Nelonen**
Net sales 71.5 M€
Commercial TV Channel

SWelcom

Electronic Media: TV and Broadband



SWelcom

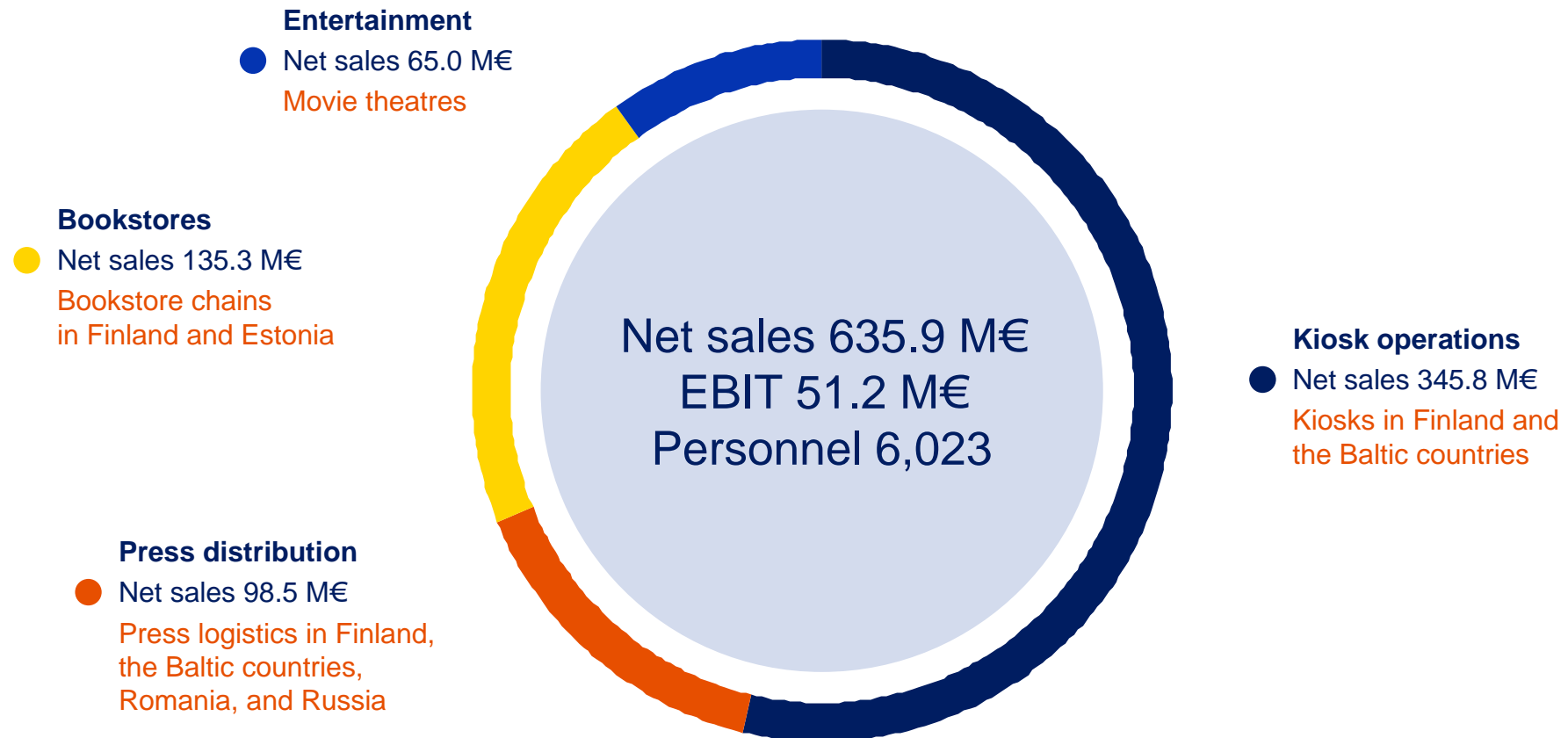
Electronic Media: TV and Broadband

- TV channel Nelonen – third-largest ad medium in Finland, targeted especially on city dwellers
 - 32% share of Finnish TV advertising (1–9/06)
- WELHO – Finland’s largest cable TV operator and a major provider of broadband services
 - Triple-play operator with TV, broadband and, VoIP services
 - 300,000 connected households, 44,000 cable TV customers, and 75,000 broadband customers (1–9/06)
- Radio operations starting in January 2007 with two semi-national radio licenses



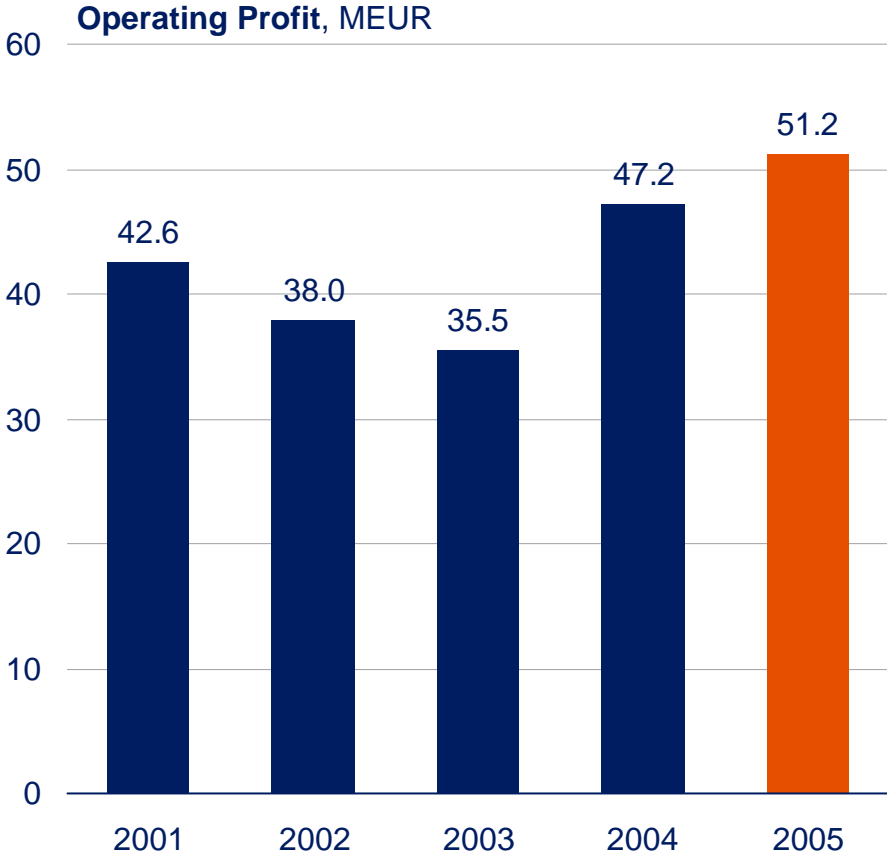
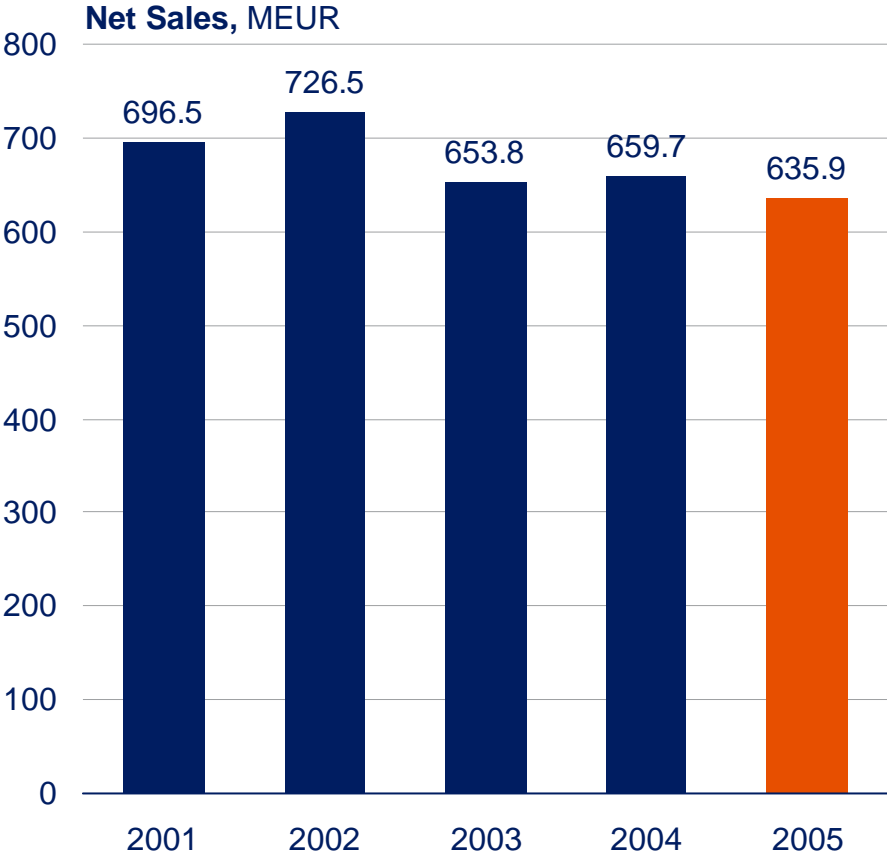
Rautakirja

Market Leader in Finland and the Baltic Countries



Rautakirja

Market Leader in Finland and the Baltic Countries



Rautakirja

Market Leader in Finland and the Baltic Countries

- The leading kiosk operator in Finland and the Baltic countries
 - with its more than 700 kiosks, R-kioski is one of Finland's most visited retail chains (around 120 million visits annually)
- The leading press distributor in Finland and the Baltic countries
 - operations also in Romania and Russia
- The leading bookstore chain in Finland and Estonia
- The leading movie theatre chain in Finland, Estonia, Latvia, and Lithuania



Investment Highlights

- The leading Nordic media group
- Wide, extremely strong media portfolio in Finland, focused approach internationally
- Leading media assets in the chosen markets with strong cash generation, combined with fast growing online businesses
- Excellent position in the fast growing media markets in Russia and CEE countries
- Active dividend policy:
over half of Group result after taxes paid in dividends



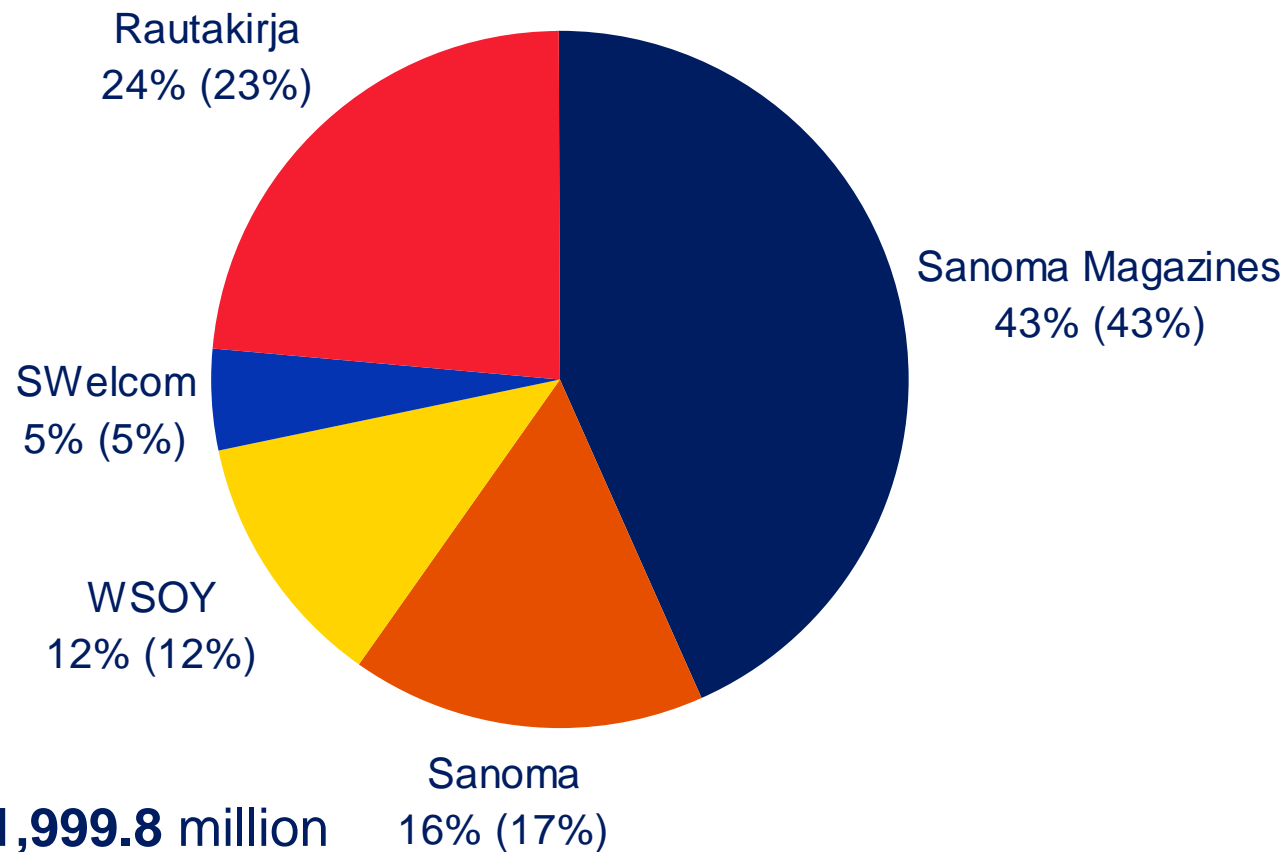


Appendix 1:

Results 1–9/2006

Net Sales by Division

1-9/2006 (1-9/2005)



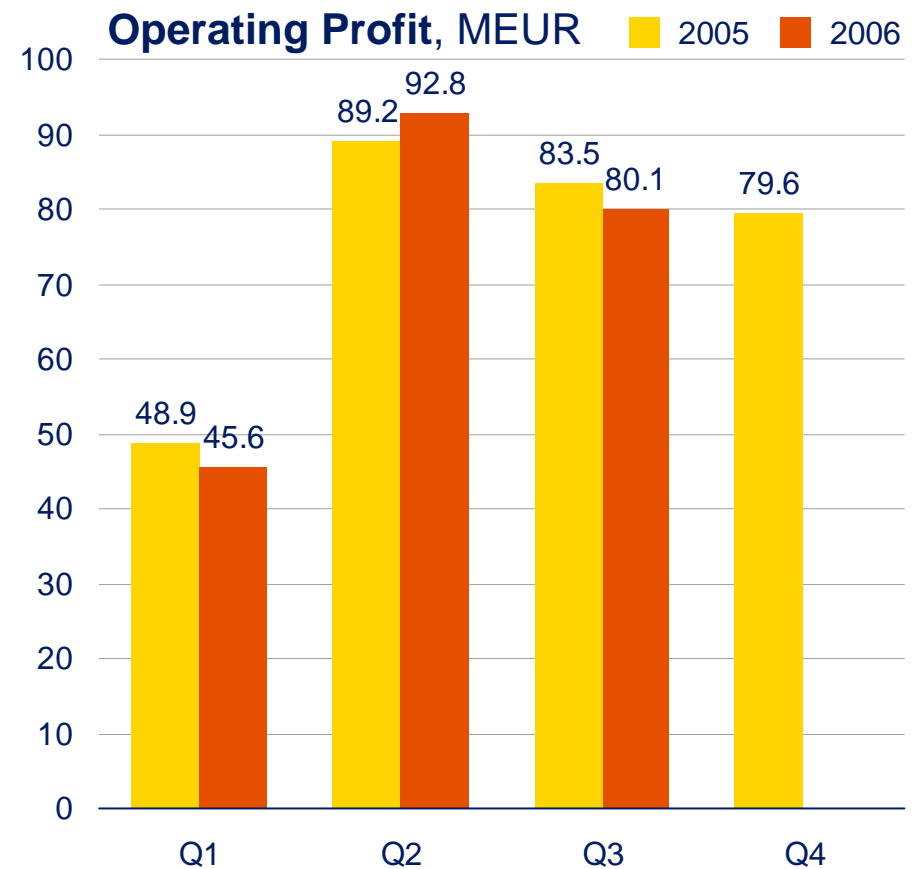
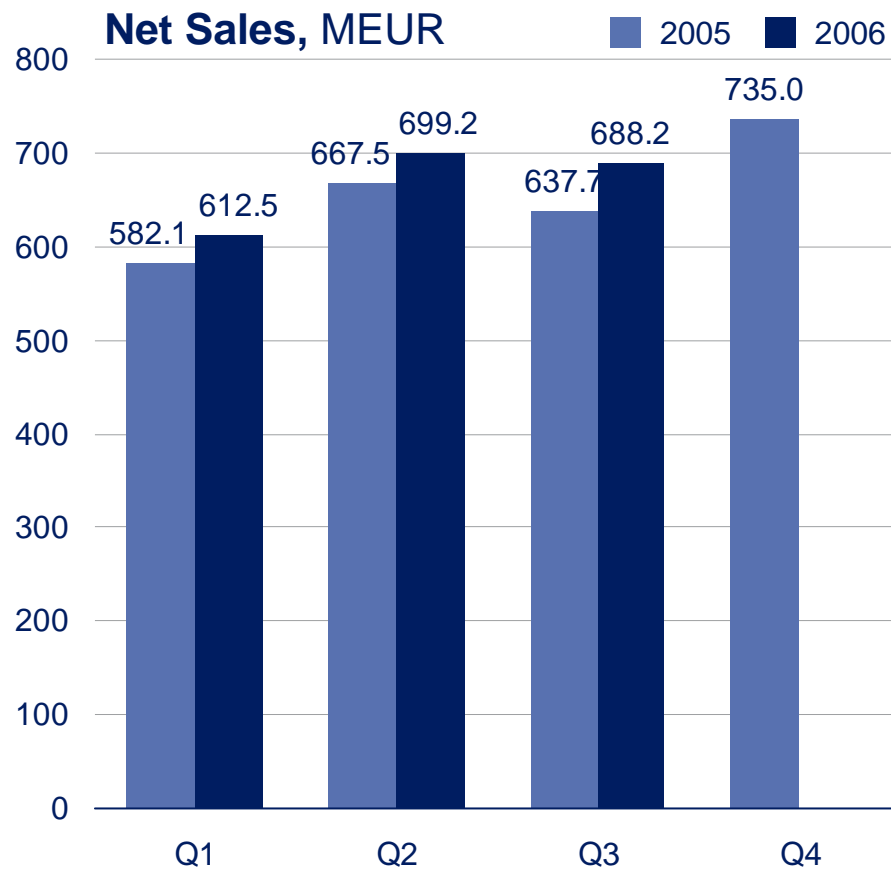
The SanomaWSOY Group

Key Figures

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Net debt	947.5	953.1	-0.6	843.8
Earning/share, EUR	0.96	1.00	-3.6	1.45
Cash flow from operations/share, EUR	0.78	0.89	-12.0	1.69
Equity/share, EUR*	7.34	6.73	9.0	7.28
Market capitalisation	3,243.7	3,303.4	-1.8	3,121.5
Personnel**	18,277	16,773	9.0	16,885

The SanomaWSOY Group

Net Sales and Operating Profit by Quarters



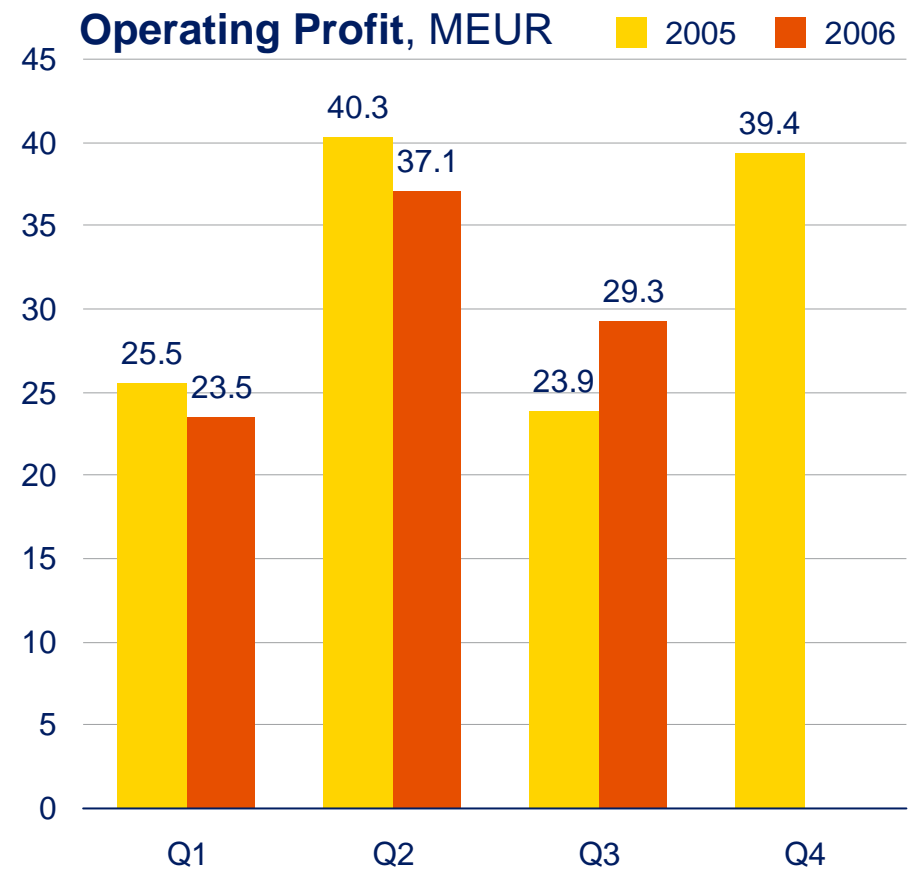
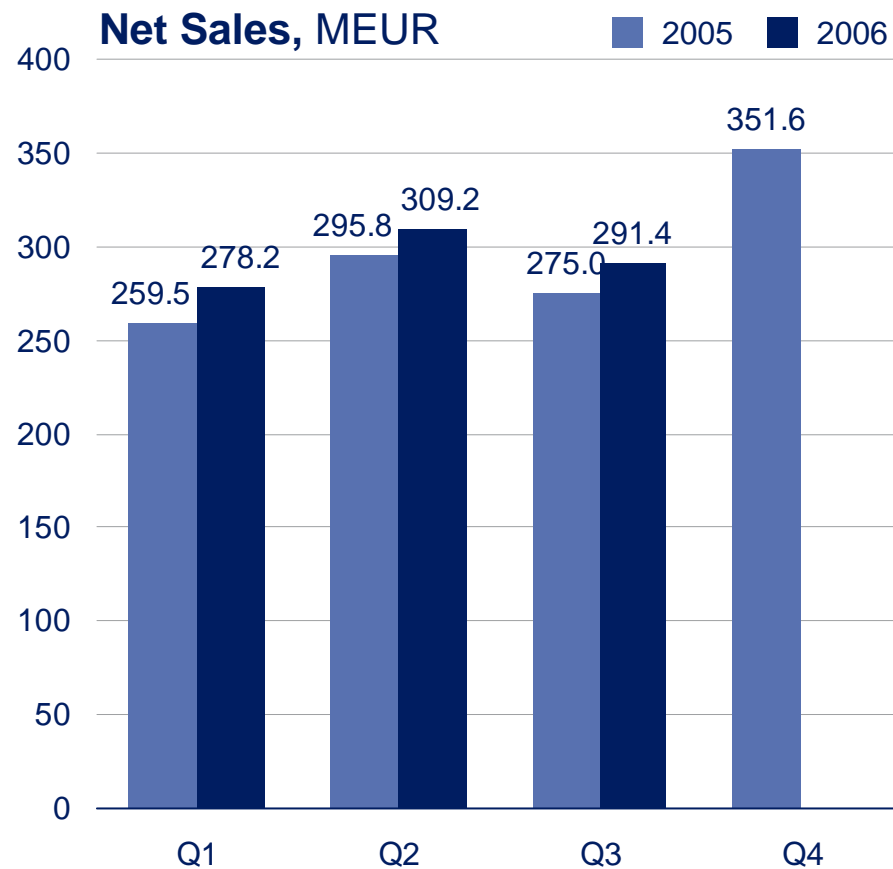
Sanoma Magazines

Key Developments

- Acquisitions
 - a leading Belgian niche publishing house EPN
 - a leading publisher of golf related publications Wegener Golf
 - a leading Dutch product and price comparison site Kieskeurig.nl
 - holding in the leading website creator in the Czech Republic eStranky.cz
- Launches
 - Story in Bulgaria
 - HELLÓ V.I.P.! in Hungary
 - Sara in Finland (in Oct)
 - Felderhof in the Netherlands
 - Casa si Gradina (Home and Garden) in Romania
 - Femeia di Azi in Romania
 - National Geography in Bulgaria
 - WellnessCafe.hu in Hungary
- Restyling of Libelle and Margriet
- Dick Molman appointed CEO of Sanoma Uitgevers



Sanoma Magazines



Sanoma Magazines

1-9/2006

EUR million	1-9/2006	1-9/2005	Ch %
Net sales	878.9	830.3	5.8
Sanoma Magazines Netherlands	382.8	375.8	1.9
Sanoma Magazines International	175.7	143.6	22.4
Sanoma Magazines Belgium	136.7	136.4	0.2
Sanoma Magazines Finland	140.1	131.8	6.4
Aldipress	86.2	86.9	-0.8
Eliminations	-42.7	-44.2	-3.3
Operating profit	89.9	89.7	0.2
% of net sales	10.2	10.8	
Operating profit excluding major non-recurring capital gains	87.3	89.7	-2.7
% of net sales	9.9	10.8	
Balance sheet total	1,870.5	1,662.3	12.5
Capital expenditure	12.7	12.2	4.5
Personnel under employment contract, average	5,523	5,142	7.4

Sanoma Key Developments

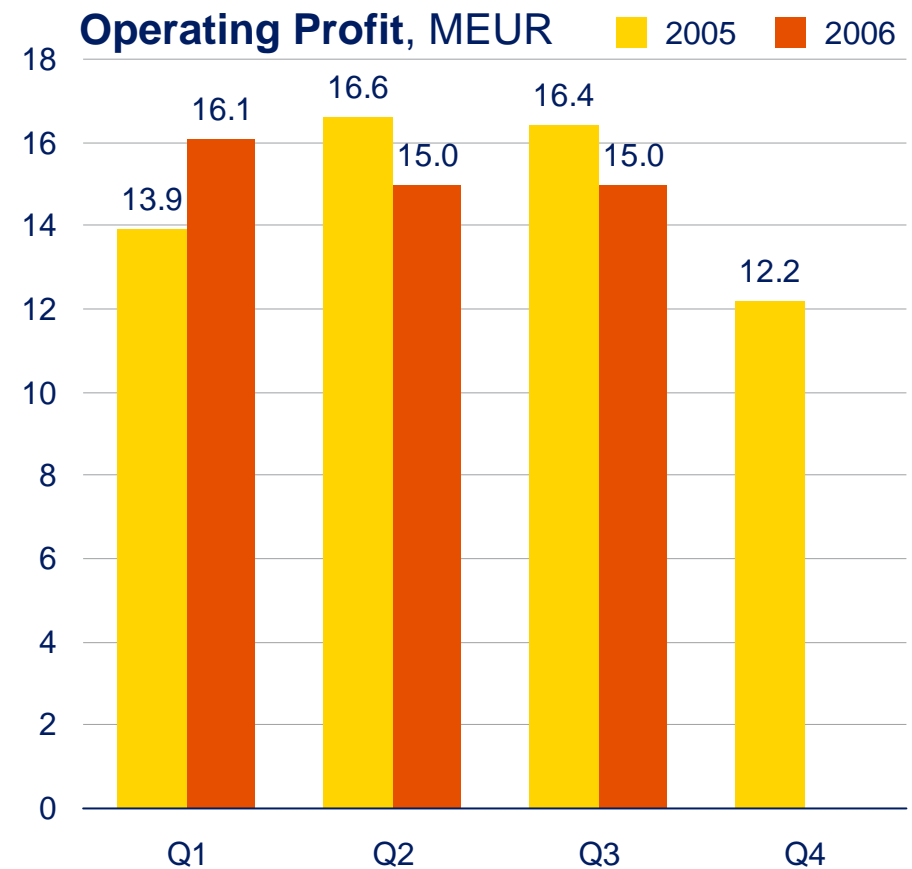
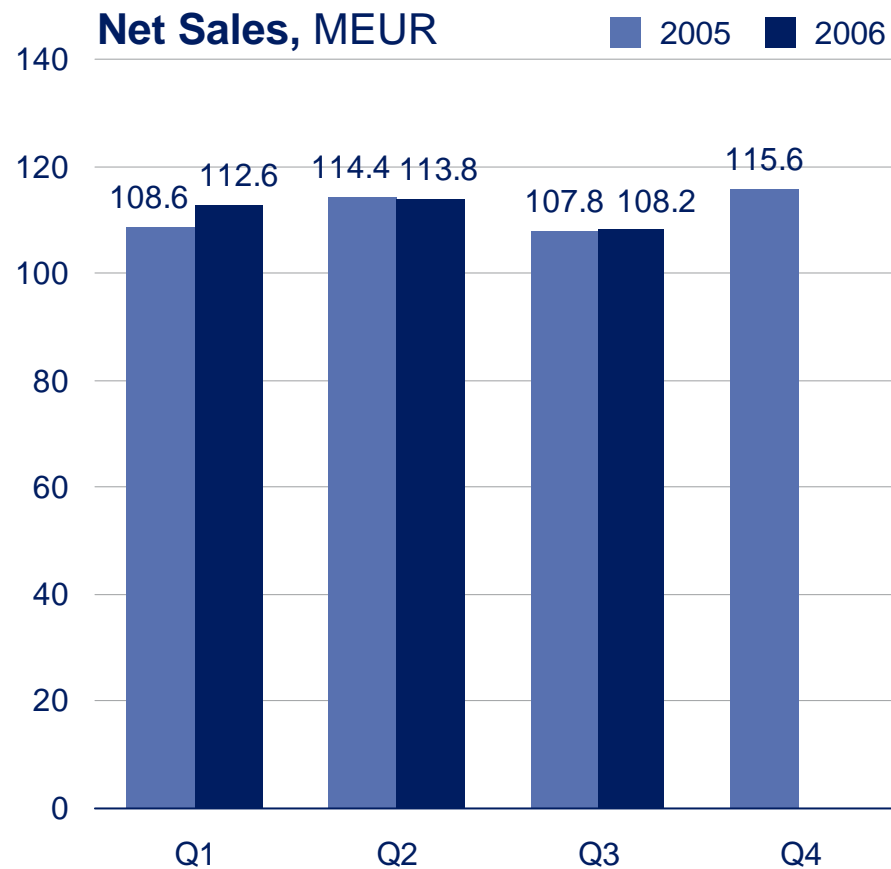
- Acquisition of free sheet Metro in Finland
- Taloussanomat strengthens its online presence
- Hannu Savola appointed Senior Editor-in-Chief of Ilta-Sanomat

After the review period

- Establishing Sanoma Digital business unit focusing on developing online products and services as well as online advertising sales



Sanoma



Sanoma

1-9/2006

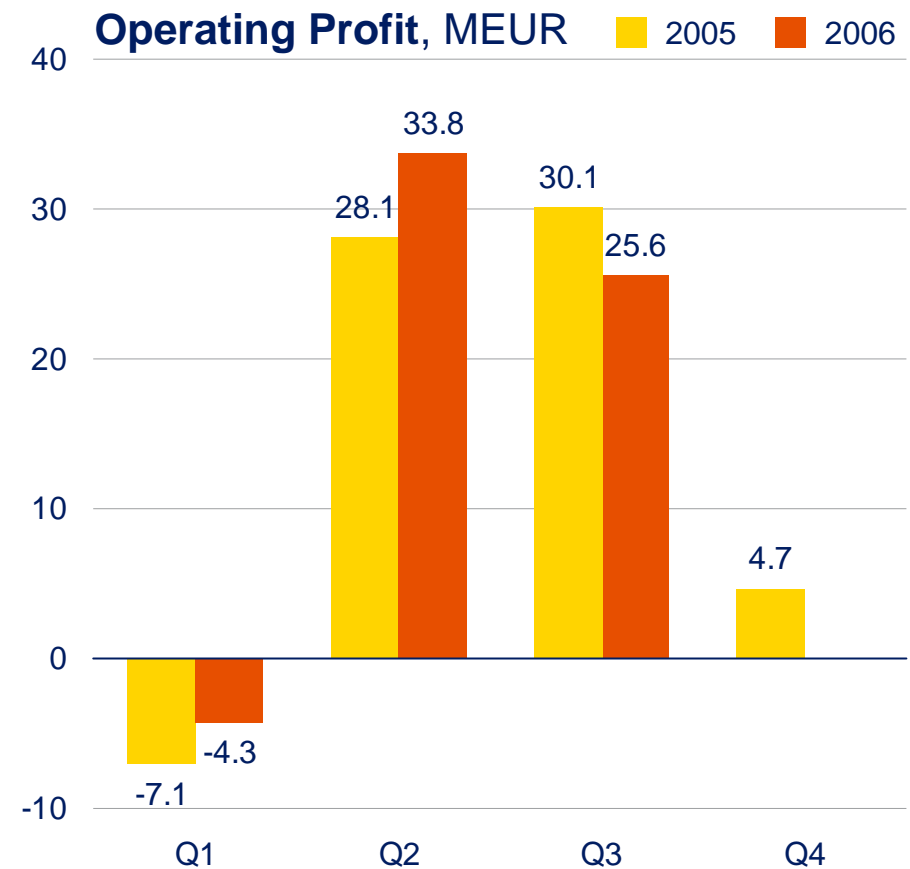
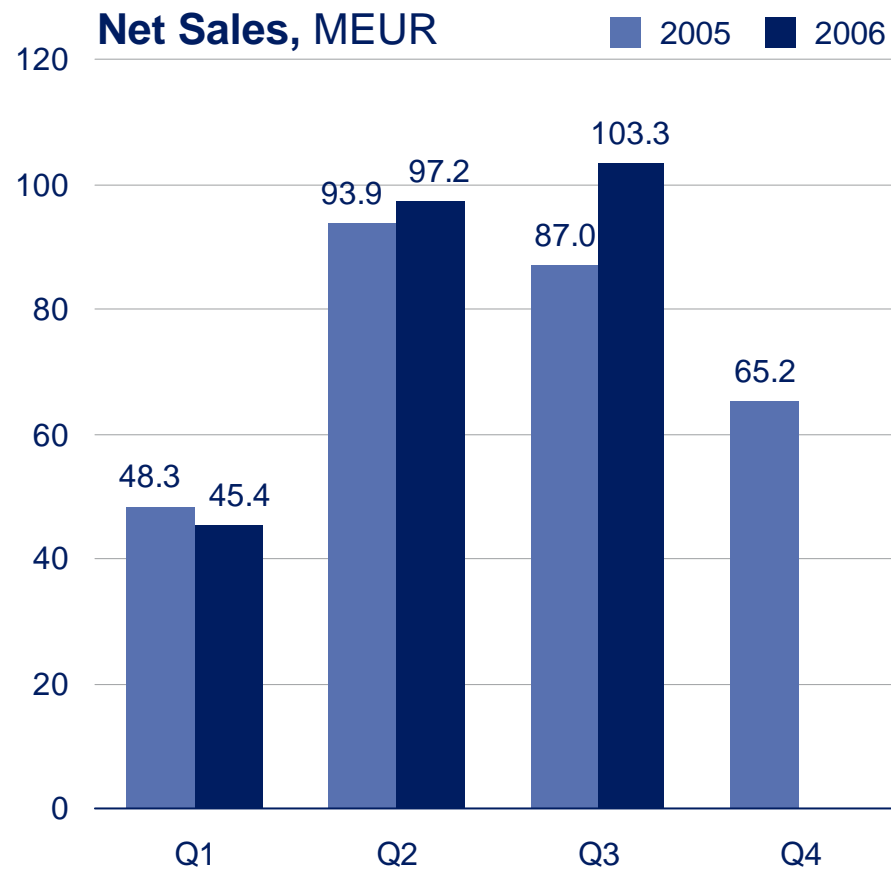
EUR million	1-9/2006	1-9/2005	Ch %
Net sales	334.7	330.8	1.2
Helsingin Sanomat	195.9	192.4	1.8
Ilta-Sanomat	68.4	70.8	-3.3
Sanoma Lehtimedia	33.6	35.7	-6.0
Others	138.0	128.2	7.6
Eliminations	-101.2	-96.4	5.1
Operating profit	46.1	46.9	-1.7
% of net sales	13.8	14.2	
Operating profit excluding major non-recurring capital gains	44.5	45.9	-3.1
% of net sales	13.3	13.9	
Balance sheet total	501.4	472.1	6.2
Capital expenditure	11.3	16.5	-31.9
Personnel under employment contract, average	2,679	2,814	-4.8

SanomaWSOY Education and Books Key Developments

- Malmberg acquired Aromedia and LDC Publicaties (career and study orientation and consultation companies in the Netherlands)
- Reorganisation of the Division
- Translation services as a new growth area



SanomaWSOY Education and Books



SanomaWSOY Education and Books

1-9/2006

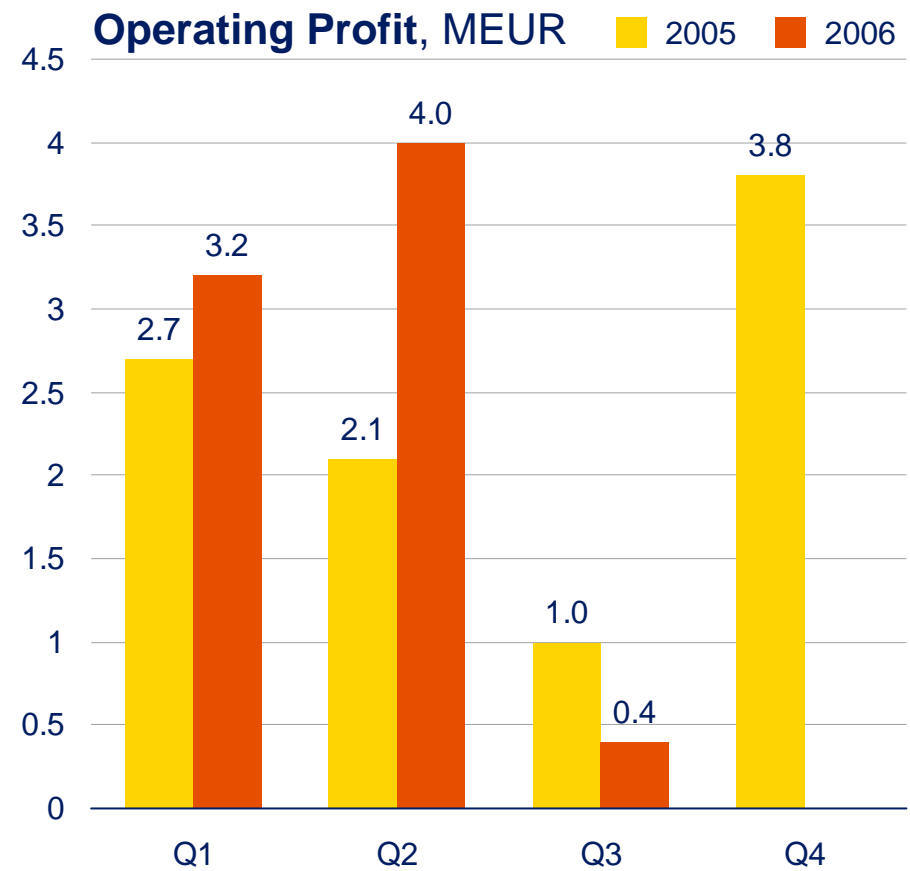
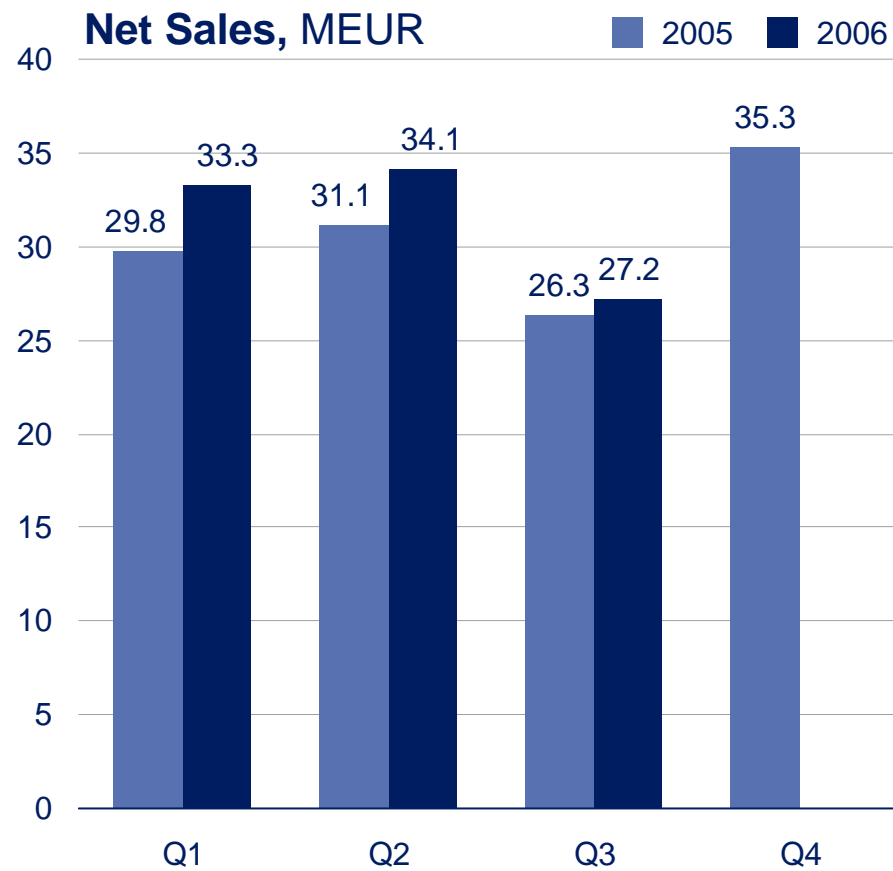
EUR million	1-9/2006	1-9/2005	Ch %
Net sales	245.8	229.1	7.3
Educational publishing	162.3	121.9	33.2
Publishing	65.2	59.5	9.5
Others	31.3	60.8	-48.5
Eliminations	-13.0	-13.0	-0.1
Operating profit	55.1	51.1	7.8
% of net sales	22.4	22,3	
Operating profit excluding major non-recurring capital gains	55.1	40.5	35.9
% of net sales	22.4	17.7	
Balance sheet total	588.7	507.7	15.9
Capital expenditure	6.9	5.5	26.0
Personnel under employment contract, average	2,353	2,420	-2.7

SWelcom Key Developments

- Launch of Nelonen Web TV
- Nelonen's volume deal with Buena Vista
- Welho's number of connected households exceeded 300,000
- Selection of Welho broadband and TV services available in R-kiosks
- Preparations for radio operations
- Welho launched a mobile voice over IP service
- Welho launched a PCTV service where TV channels can be watched on PC or on screens connected to PC
- Welho to install some 100 WLAN spots ("Hotspots") in the Helsinki region
- Divestment of Werne



SWelcom



SWelcom

1-9/2006

EUR million	1-9/2006	1-9/2005	Ch %
Net sales	94.6	87.2	8.5
Nelonen	53.6	49.9	7.4
Others	41.5	38.4	8.1
Eliminations	-0.5	-1.1	-54.0
Operating profit	7.7	5.8	32.4
% of net sales	8.1	6.6	
Operating profit excluding major non-recurring capital gains	7.7	5.8	32.4
% of net sales	8.1	6.6	
Balance sheet total	145.5	142.1	2.3
Capital expenditure	7.9	5.3	49.6
Personnel under employment contract, average	439	423	3.8

Rautakirja

Key Developments

Movie theatre operations

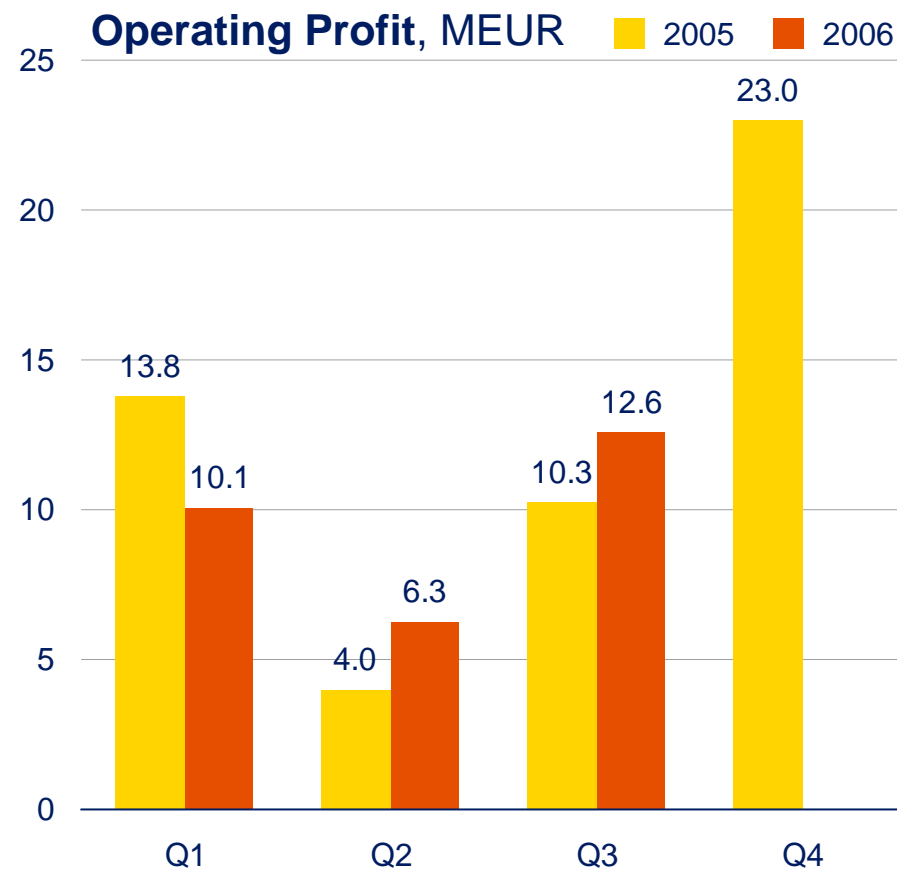
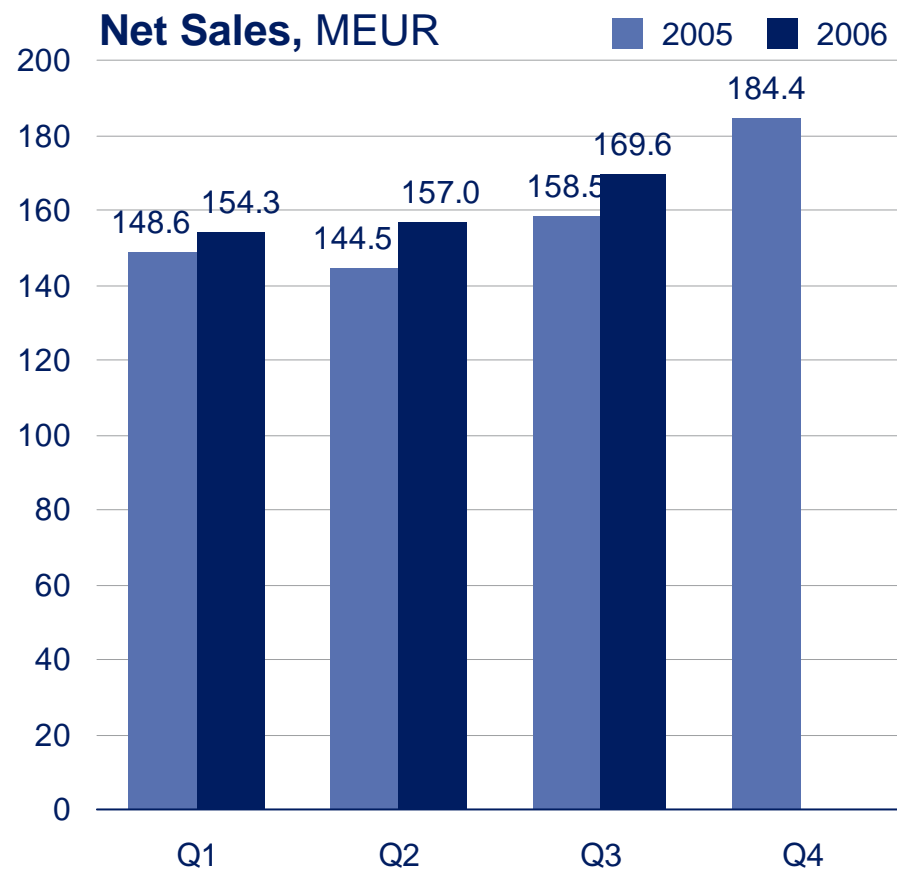
- The lease contract of a 3-screen movie theatre in Espoo
- New movie advertising agreement with Clear Channel

Bookstores

- New bookstore outlets in Lohja and Salo in Finland, Tallinn and Pärnu in Estonia
- Divestment of Library Sales



Rautakirja



Rautakirja

1-9/2006

EUR million	1-9/2006	1-9/2005	Ch %
Net sales	480.9	451.5	6.5
Kiosk operations	268.1	254.1	5.5
Press distribution	78.7	72.8	8.2
Bookstores	89.9	86.2	4.3
Entertainment	53.7	43.9	22.4
Others	0.0	2.6	-100.0
Eliminations	-9.4	-8.0	17.8
Operating profit	29.1	28.2	3.4
% of net sales	6.1	6.2	
Operating profit excluding major non-recurring capital gains	29.1	24.2	20.5
% of net sales	6.1	5.4	
Balance sheet total	423.5	381.8	10.9
Capital expenditure	11.6	11.7	-0.6
Personnel under employment contract, average	7,210	5,904	22.1

Group's Outlook for 2006

Outlook:

- Net sales to increase by around 4%
- Operating profit excluding the major non-recurring capital gains to improve
- In 2005, operating profit excluding these capital gains totalled EUR 269.1 million



Appendix 2:

About Media Markets

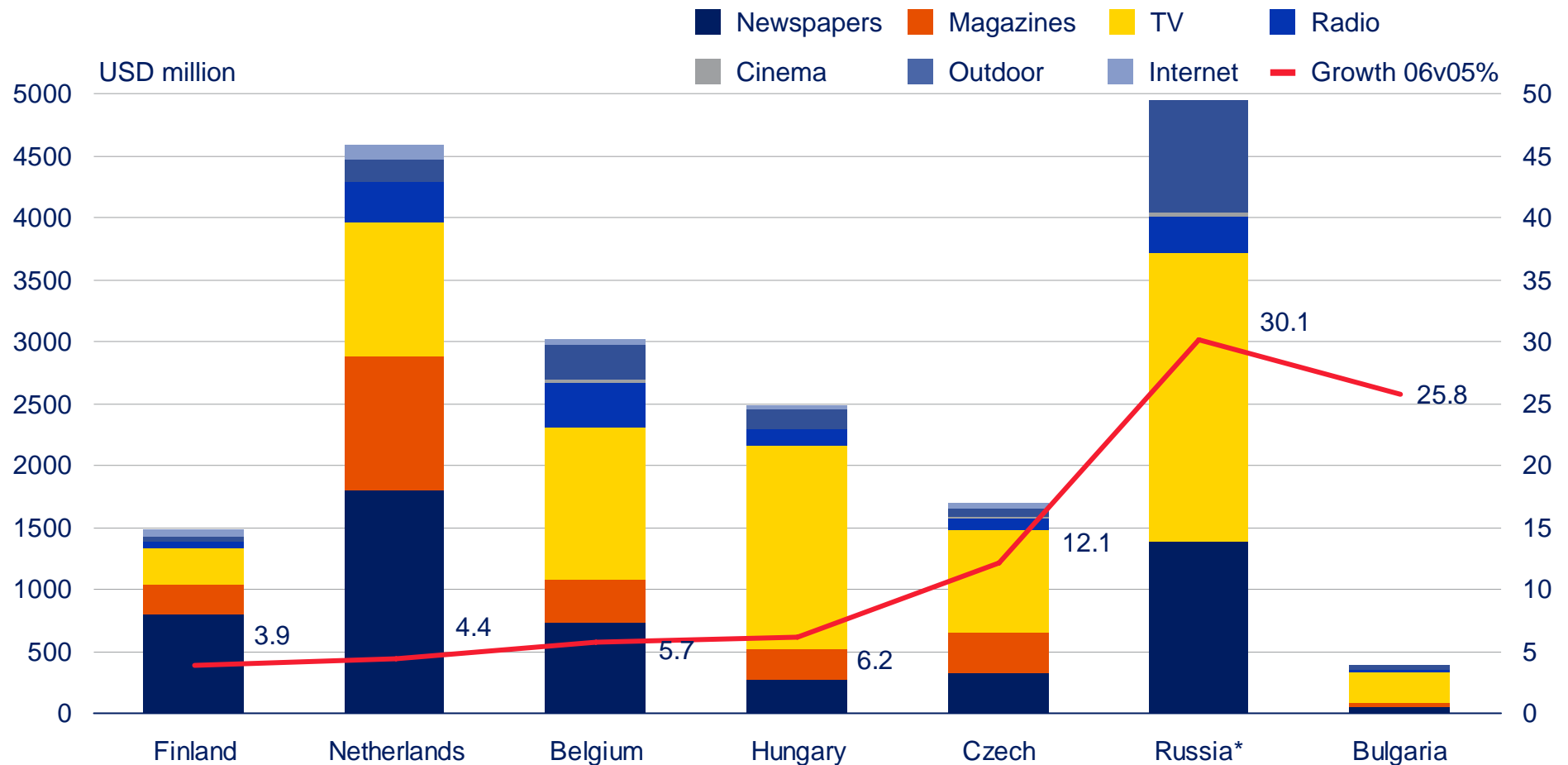
Media Trends

- Media consumption increases
- Development of technology
- Electronic communications increases
- Free content
- Media fragmentation
- Changing age structure affects on media behavior
- Globalisation and consolidation
- Communities and social media



Advertising Market in Europe

2005, USD million



Advertising Sales 2006–2008

EUR million	2006	CAGR 06–08,%	EUR million	2006	CAGR 06–08,%
Finland			Hungary		
Newspapers	662	2.5	Magazines	207	7.9
Magazines	198	1.8	Internet	32	22.0
TV	244	2.4	Total advertising	1,947	11.2
Internet	41	10.4	Russia		
Total advertising	1,232	2.8	Print Media	1,289	16.0
The Netherlands			Total advertising	5,120	29.2
Magazines	796	2.0			
Internet	126	22.5			
Total advertising	3,760	2.8			
Belgium					
Magazines	278	4.2			
Internet	85	30.6			
Total advertising	2,581	4.8			

Advertising Sales

In Finland, the Netherlands, and Belgium
Estimates for 2006, Current Prices

	Finland		The Netherlands		Belgium	
	MEUR	Change %	MEUR	Change %	MEUR	Change %
Newspapers	662	3.0	1,475	3.0	595	0.5
Magazines	198	2.1	796	2.1	278	-1.0
Television	244	5.6	929	6.1	1,039	5.9
Radio	47	0	268	3.1	324	11.9
Outdoor	39	5.4	159	5.3	232	8.0
Internet	41	24.2	126	29.9	85	54.5
Cinema	1.4	0	7	0	28	-2.8
Total	1,232	3.9	3,760	4.4	2,581	5.7

Advertising Sales

In Finland, the Netherlands, and Belgium
Estimates for 2007, Current Prices

	Finland		The Netherlands		Belgium	
	MEUR	Ch %	MEUR	Ch %	MEUR	Ch %
Newspapers	685	3.5	1,497	1.5	667	12.0
Magazines	202	2.0	808	1.5	286	3.0
Television	251	2.9	966	4.0	1,055	1.5
Radio	49	4.3	273	1.9	340	5.0
Outdoor	41	5.1	164	3.1	240	3.7
Internet	47	14.6	159	26.2	120	41.2
Cinema	1.4	0	7	0	28	1.7
Total	1,276	3.6	3,874	3.0	2,737	6.0

Advertising Sales

In Russia, Hungary, the Czech Republic, and Bulgaria
Estimates for 2006, Current Prices

	Russia		Hungary		The Czech Rep.		Bulgaria	
	MEUR	Ch %	MEUR	Ch %	MEUR	Ch %	MEUR	Ch %
Newspapers			198	0.9	326	14.0	52	10.0
Magazines			207	8.3	338	9.8	34	44.1
<i>Total print</i>	<i>1,289</i>	<i>18.0</i>						
Television	2,508	37.0	1,249	3.5	849	12.9	271	28.5
Radio	288	22.0	119	21.4	93	10.0	14	12.0
Outdoor	930	30.0	138	18.9	68	0.1	30	20.0
Internet	85	80.0	32	56.5	39	33.0	4	50.1
Cinema	21	35.0	5	-5.4	6	7.8		
Total	5,120	30.1	1,946	6.2	1,719	12.1	405	25.8

Advertising Sales

In Russia, Hungary, the Czech Republic, and Bulgaria
Estimates for 2007, Current Prices

	Russia		Hungary		The Czech Rep.		Bulgaria	
	MEUR	Ch %	MEUR	Ch %	MEUR	Ch %	MEUR	Ch %
Newspapers			215	8.9	355	9.0	55	5.0
Magazines			223	7.9	372	10.0	44	30.0
<i>Total print</i>	<i>1,495</i>	<i>16.0</i>						
Television	3,386	35.0	1,404	12.4	934	10.0	326	20.0
Radio	345	20.0	129	8.8	99	7.0	15	7.1
Outdoor	1,199	29.0	145	5.3	70	2.0	33	10.5
Internet	140	65.0	39	21.0	50	27.3	5	50.1
Cinema	30	40.0	5	6.7	6	6.0		
Total	6,595	28.8	2,160	11.0	1,886	9.7	478	18.0

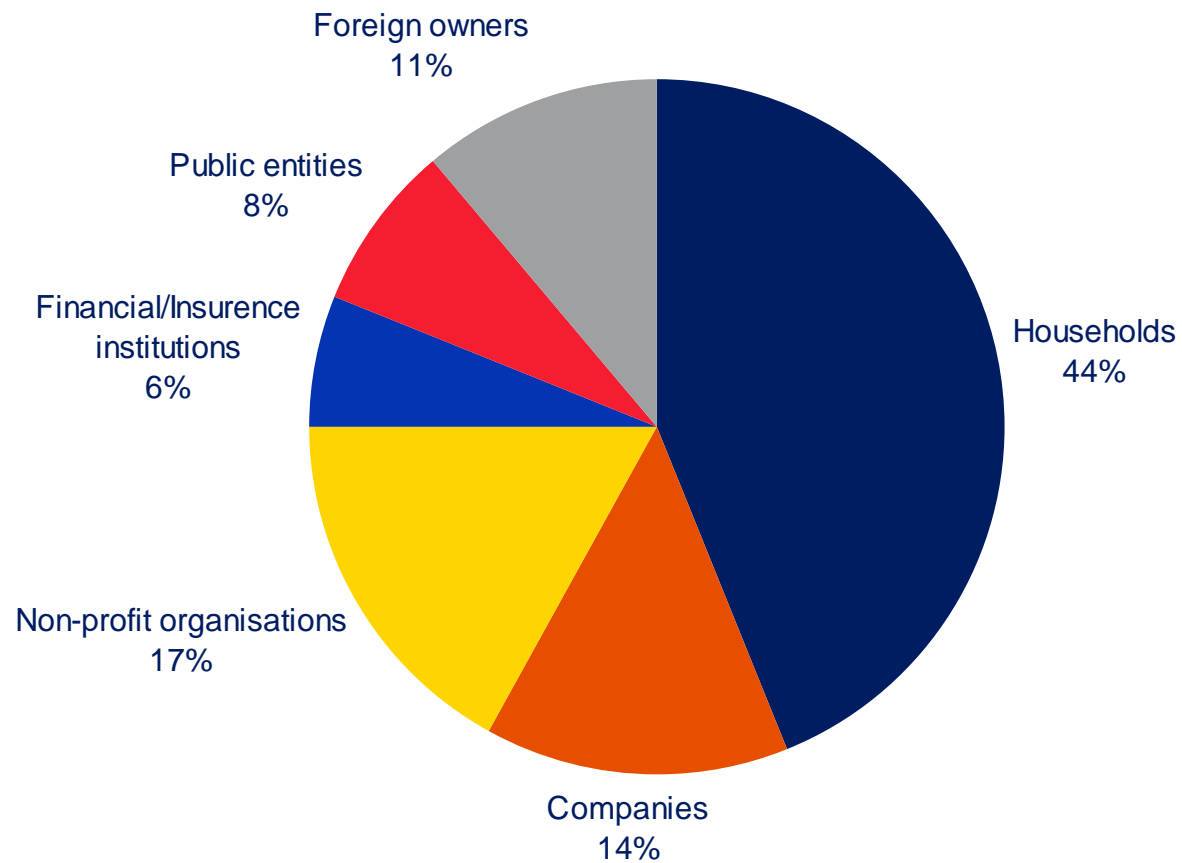


Appendix 3:

About Owners and Shares

Shareholders by Sectors

% of Shares and Votes



Largest Shareholders

October 31, 2006

% of shares and votes

Aatos Erkko	23.31
of which through Oy Asipex Ab	7.34
Robin Langenskiöld	7.63
Rafaela Seppälä	7.63
Helsingin Sanomat Centennial Foundation	3.17
Alfred Kordelin Foundation	2.57
Ilmarinen Mutual Pension Insurance Company	2.02
Sampo Life Insurance Company Limited	1.59
Foundation for Actors' Old-age-home	1.40
The WSOY's Literature Foundation	1.31
Varma Mutual Pension Insurance Company	1.19
Foreign ownership in total	10.7
Total number of shareholders: 16,585	shares: 160,789,343

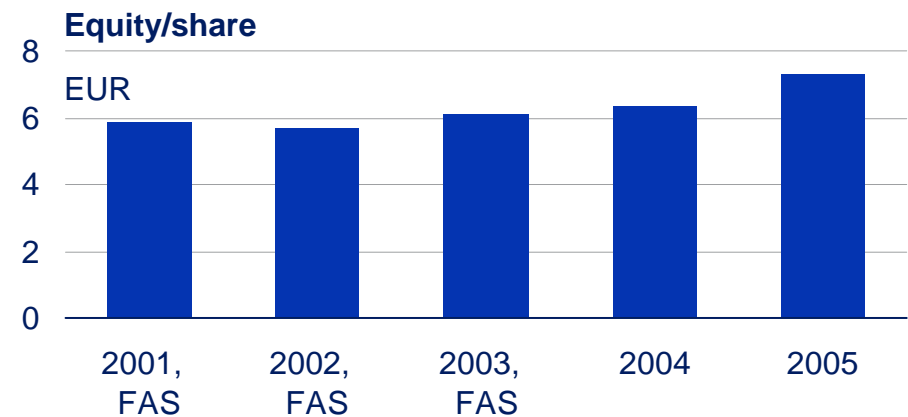
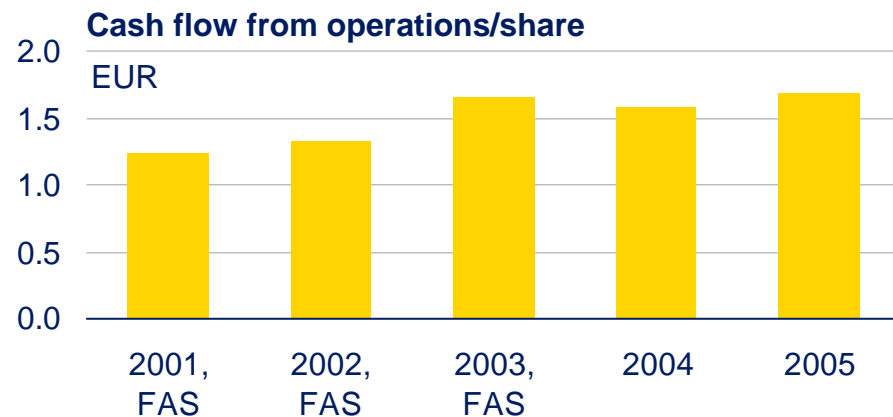
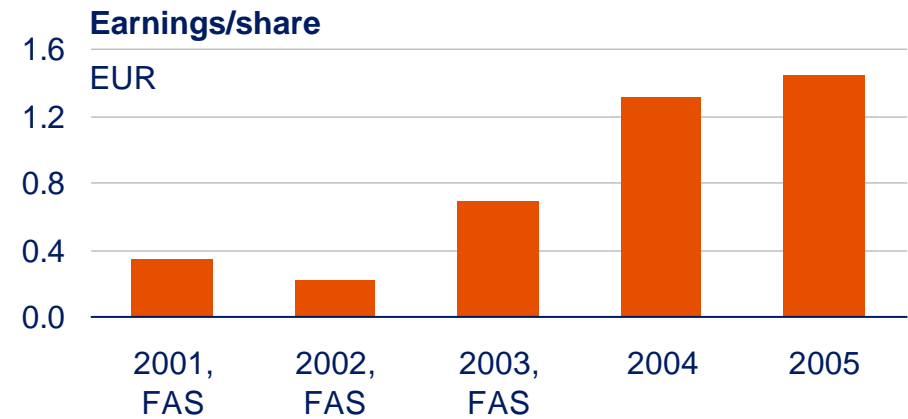
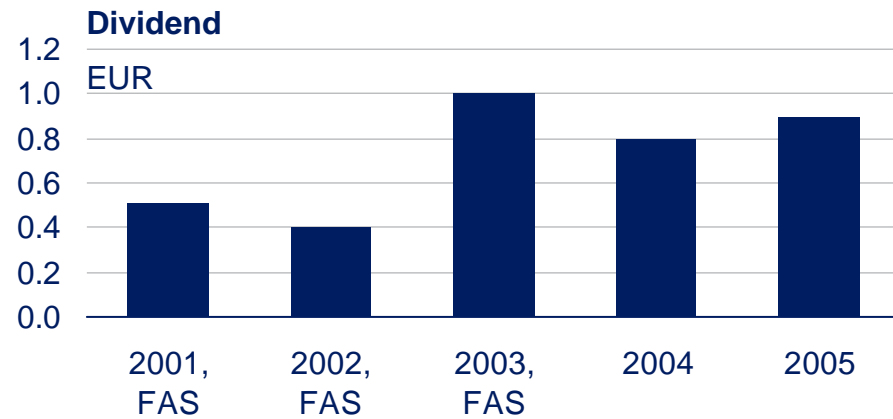
Institutional investors: 56% of shares

Private investors: 44% of shares

Active Dividend Policy

- SanomaWSOY conducts an active dividend policy and **pays out over half of Group result after taxes in dividends**
- Quoted on the Helsinki Stock Exchange, (Consumer Discretionary), since May 1, 1999
- AGM of April 3, 2006 decided on the combination of share series and on directed issue to the holders of Series A share in order to compensate the decrease in their voting rights.
 - One share series (SWS1V) as of April 7, 2006

Share-related Indicators



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