



Sanoma - Transforming Sanoma

September 2011

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Sanoma Transforming Sanoma

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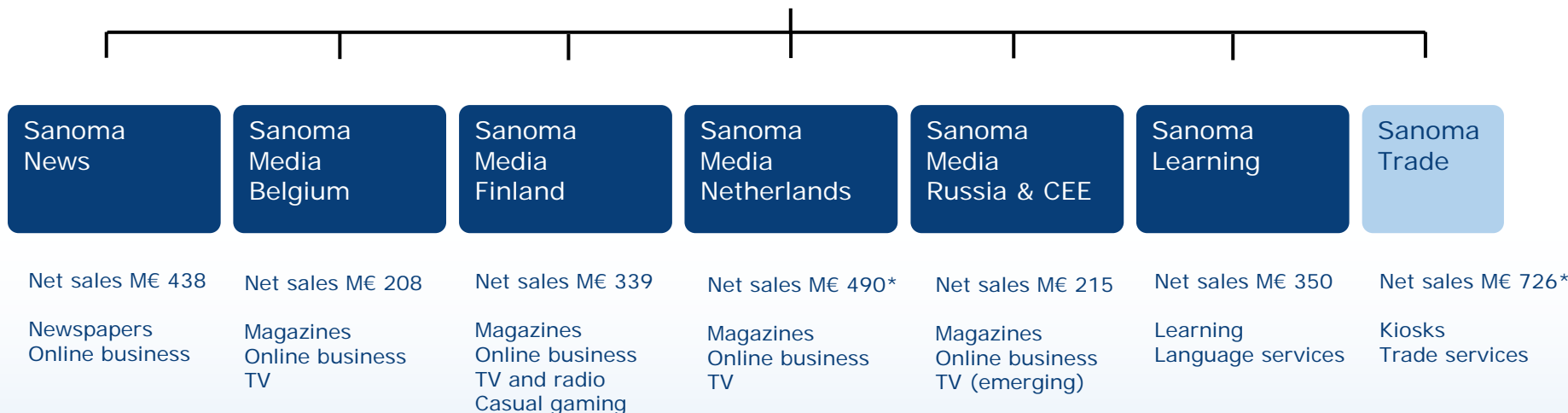
Sanoma in brief

- One of the leading media companies in Europe
- Focusing on consumer media and learning
- Market leader in chosen businesses and markets
- Strong cash generator
- Good dividend payer



Focusing on media and learning

2010*: Net sales EUR 2,761 million • EBIT EUR 245 million** • Personnel 15,405 (FTE)



* Several changes to reported figures due to structural changes
 ** Excluding non-recurring items

Market leadership based on strong brands, excellent content and loyal customers

#1 media company
in the Netherlands and Finland

#2 TV player in the
Netherlands and Finland

#1 newspaper publisher
in Finland

#2 media company
in Hungary

Among the top 2
magazine publishers
in all its 12 markets of
operation

Among the top 5
magazine publishers
in Europe

#3 TV player
in Belgium

#6 educational
publisher in Europe

Among the top 2
educational players in all
its 6 markets of operation



SANOMAT

nök lapja

COSMOPOLITAN

Startpagina
alles op een rijtje

metro

kodin
kuvalehti

moustique

R kioski

5

R
RAUTAKIRJA

VAN IN
APOLLO

ETELÄ-SAIMAA

NEMZETI TANKÖNYVKIADÓ
a Sanoma company

MALMBERG

Donald Duck

4 Nelonen

aac global
a Sanoma company

Vartti

perfekt
a Sanoma company

PRINTCENTER

Young Digital Planet
Educational Publishing

KOESKEURIG

NARVESEN

nowa era

aalto

ruutu.fi

HUMO

HELSINGIN SANOMAT

liv MeNaiset

margriet Kymen Sanomat

SBS libelle LINDA.
TIJDSCHRIFT VAN HET JAAR!

vijf TV WSOYpro ILTA-SANOMAT

nu

Flair
esMERK
a Sanoma company

kielainen
PORSSI

oikotie.fi

ET TALOUS-SANOMAT

JIM

SBS

Sanoma

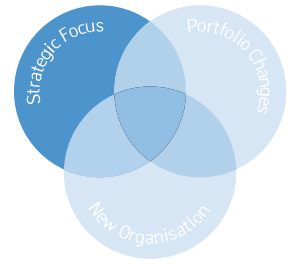
Our environment is changing rapidly

- Technology ...
 - changes the way our customers consume media
 - enables advertisers to target their audiences in a new way
 - shifts the focus in learning from curricula to learning outcome
- New competitors...
 - have entered the scene and captured big growth opportunities
 - are agile and fast executors
- The recent recession...
 - has speeded up structural changes towards digital media
 - strengthened the mega-trend: From mass media to highly personalised offerings
- Regulatory pressure...
 - is increasing, e.g. VAT change in Finland



Response 1: Strategic focus

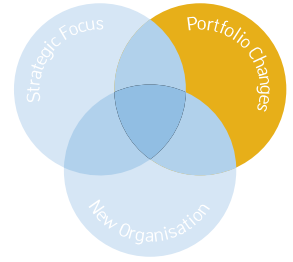
Responding to the changing media and learning landscape



- Further deepening our consumer and customer understanding
- Accelerating the speed of digital transition
- Fostering innovation
- Improving the efficiency of our operations

Response 2: Portfolio changes

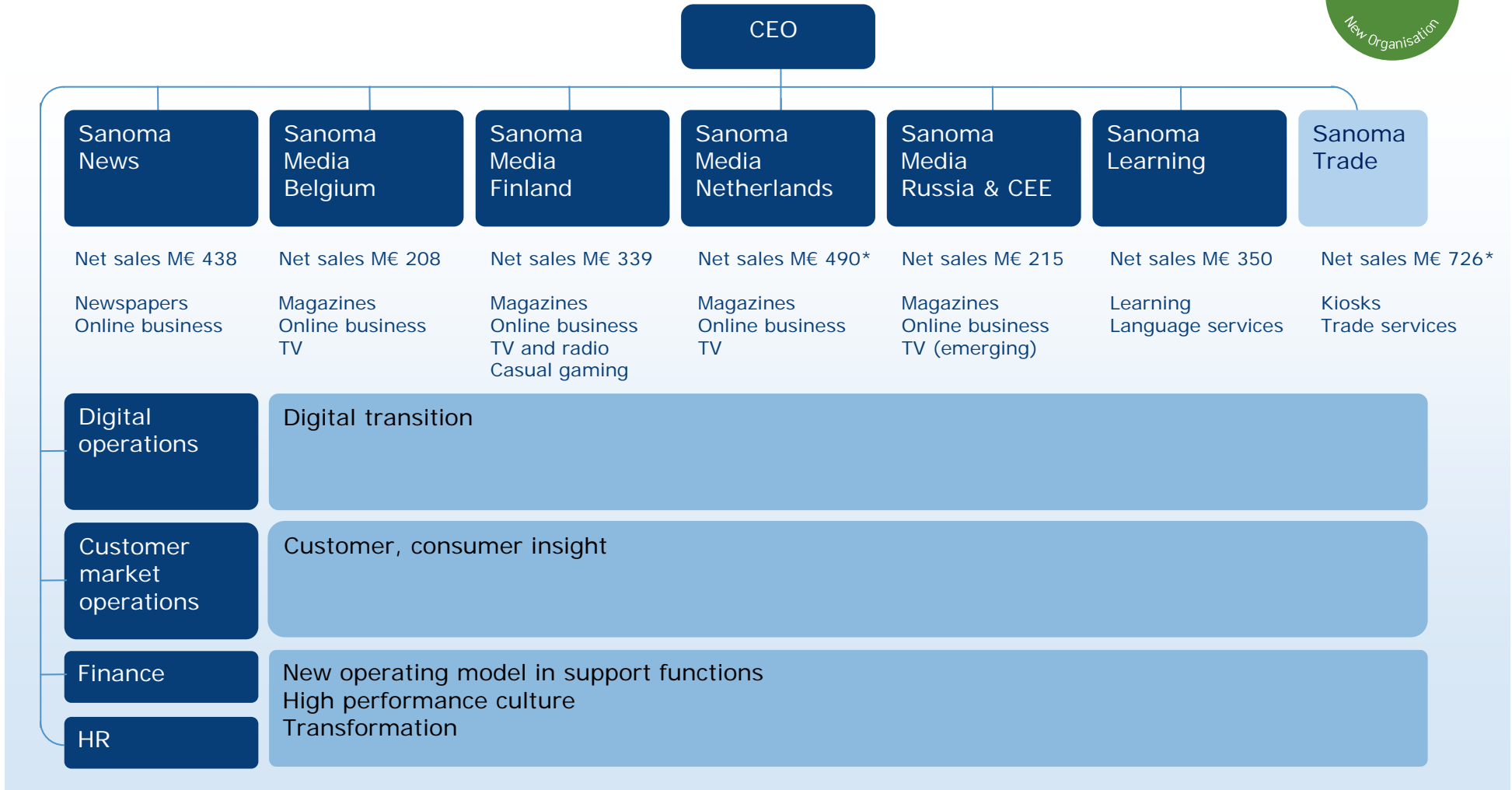
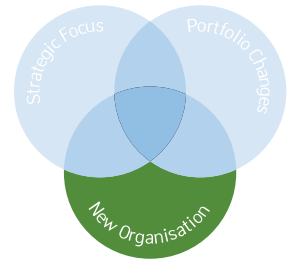
Focus on consumer media and learning



- Media
 - acquisition of SBS TV operations to strengthen our position in the core markets
- Learning
 - entry to Sweden and further strengthening of our position in Finland
 - divestment of general literature in Finland
- Trade
 - divestment of movie operations
 - divestment of kiosk and press distribution operations in Russia and Romania
 - divestment of bookstores in Finland
 - looking into the possibility of divesting other Trade assets

Response 3: New organisation

Seven strategic business units, four corporate functions



Year of restructuring and refocusing

Towards One Sanoma

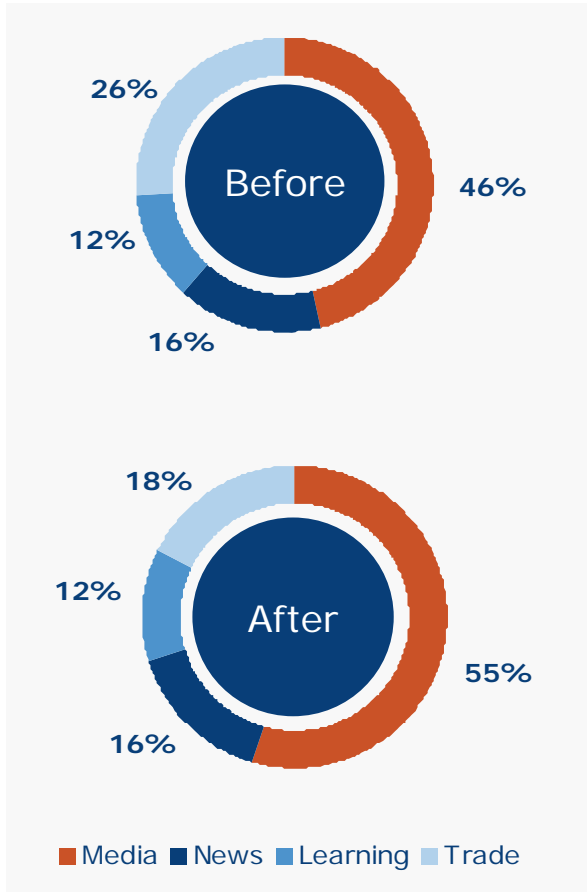


→ Goal: Improved performance & clearly faster growth than in the recent years

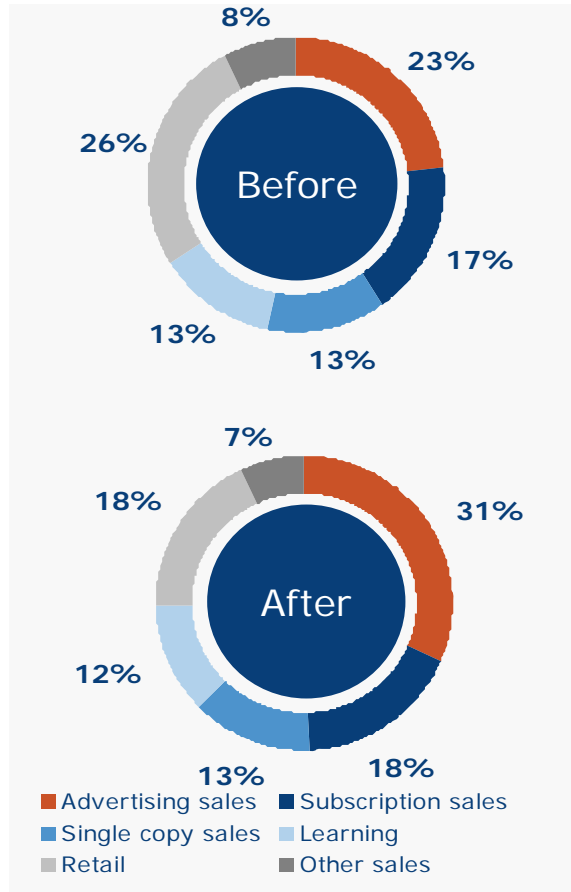
How does Sanoma look like after all this?

2010 Pro forma* net sales

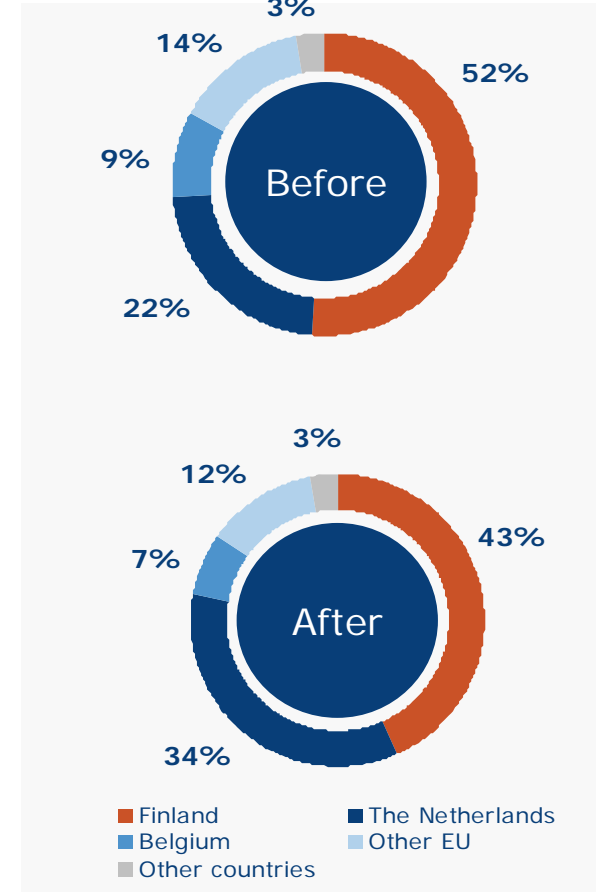
by operating segment



by type of sales



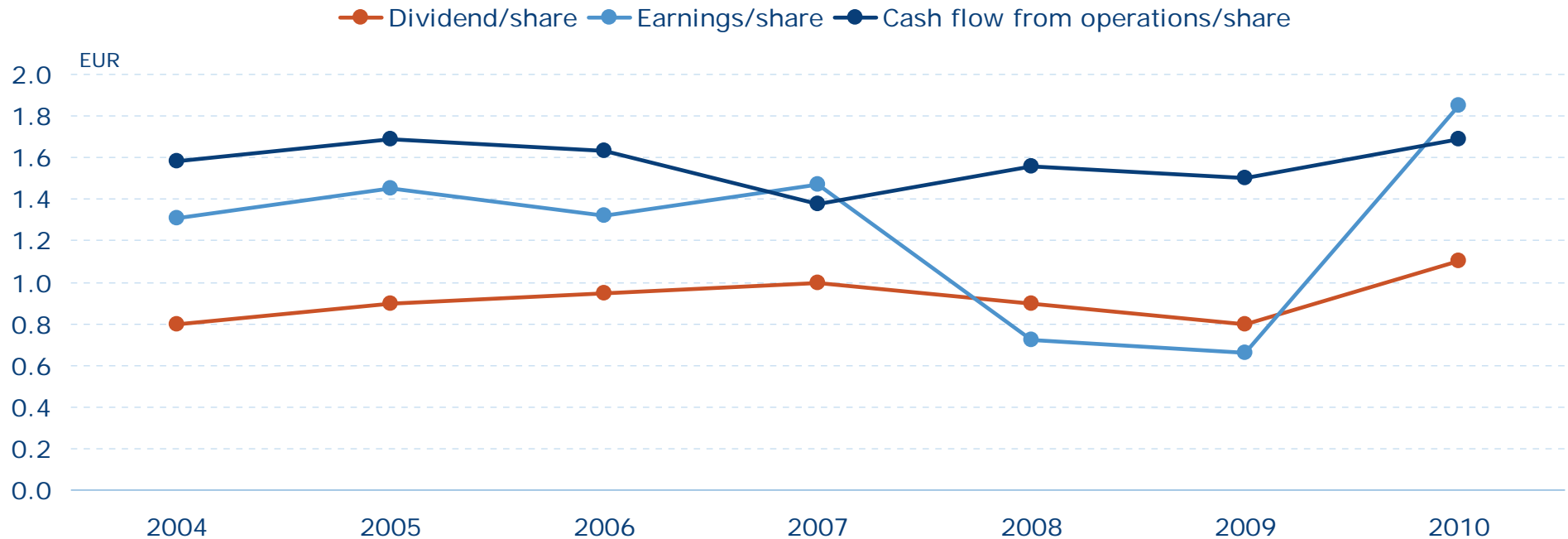
by geographic area



* Net sales split after the transactions of SBS, movie operations, bookstores, Trade's Romanian operations, Welho, Humo, learning in Finland and Sweden as well as general literature

High dividend yield – based on solid cash generation

Dividend yield of 6.8% in 2010



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

Investment highlights

- One of the leading media companies in Europe
- Focusing on consumer media and learning
- Market leader in chosen businesses and markets
- Strong cash generator
- Good dividend payer

Appendix 1

SBS Acquisition

SBS acquisition in a nutshell

- Acquisition of SBS free-to-air TV operations in the Netherlands and Belgium from ProSiebenSat.1
- Prominent partners: Talpa Media in the Netherlands, and Corelio and Wouter Vandenhoute & Erik Watté in Belgium
- Sanoma becomes a leading media player in the Netherlands and considerably strengthens its media position in Belgium
- Total enterprise value EUR 1,225 million
- Transaction was closed in the end of July

Expanding Sanoma's digital footprint

Strategic rationale behind the SBS acquisition

- Transaction in line with Sanoma's strategy to focus on consumer media and learning solutions
- Strategic repositioning of Sanoma's consumer media business in the Netherlands and Belgium
 - gaining strong multimedia position: a leading media position in the Netherlands and considerably stronger position in Belgium
 - extending mass-media reach through FTA TV
 - combining TV with Sanoma's magazine and online assets provides a platform for digital growth
- Strong stand-alone value in FTA TV
 - clear rebound after financial downturn, robust outlook in the future
 - growth in non-linear channels provides additional value for advertisers
- Unique opportunity in FTA TV

Value creation

SBS TV operations + programming expertise from our partners + Sanoma's strong brands, high-class know-how from print, online and TV operations

= the next generation media offering for consumers and advertisers

- Improved FTA offering in the acquired TV channels
- Future digital business opportunities and new services and solutions across media, e.g. non-linear TV platforms and vertical themes
- Cross-promotion and cross-media concepts

The logo for vijf TV, featuring the word "vijf" in a purple, lowercase, sans-serif font with a small "TV" in a smaller font to its upper right.The logo for Veronica, featuring the word "VERONICA" in a blue, serif font with a wavy underline.



SBS financials

Summary

SBS Netherlands and Belgium

EUR million, 2010

Revenue*	404
EBIT*	110
HQ	Amsterdam
Employees (2010)	646

Netherlands

TV + TV Magazines



Revenue	316
HQ	Amsterdam, Hilversum
Employees (2010)	538

Belgium

TV



Revenue	88
HQ	Brussels
Employees (2010)	108

SBS Netherlands 2010

Net sales EUR 316 million

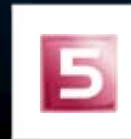
#2 TV player*

27% share of the Dutch TV advertising market



Three TV channels

- SBS 6 (family oriented, 12% prime time viewing share)
- Net5 (women oriented, 6% prime time viewing share)
- Veronica (men oriented, 6% prime time viewing share)



Two TV guides

- Veronica Magazine (leading TV guide, circulation 850k copies)
- TotaalTV (circulation 70k copies)



SBS Belgium 2010

Net sales EUR 88 million

#3 TV player in Belgium, #2 in the Flemish market

27% share of the Belgian TV advertising market



Two TV channels

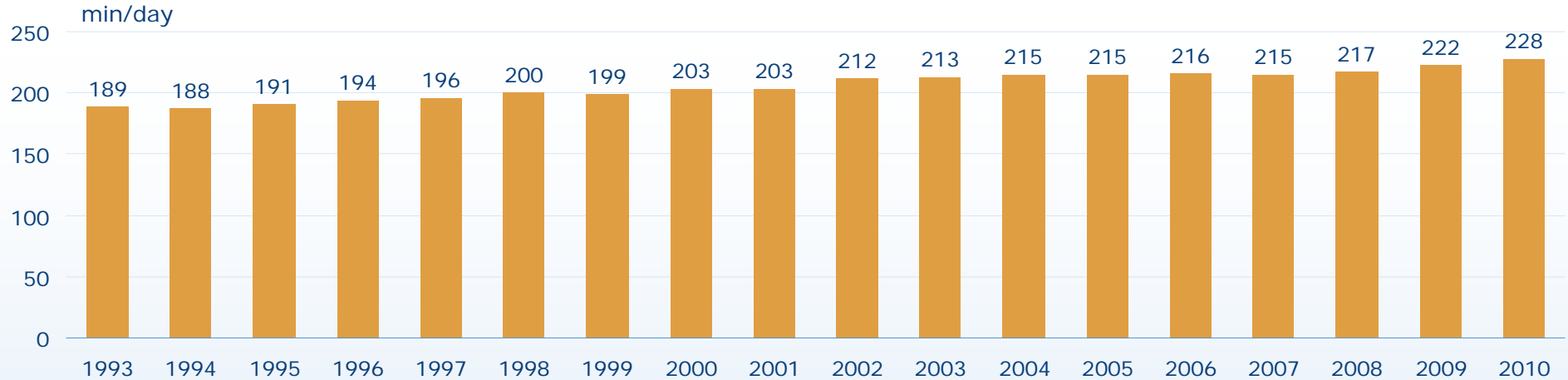
- VT4 (young family oriented, local content, 11% prime time viewing share)
- VIJFTV (women oriented, 5% prime time viewing share)

vijf^{TV}

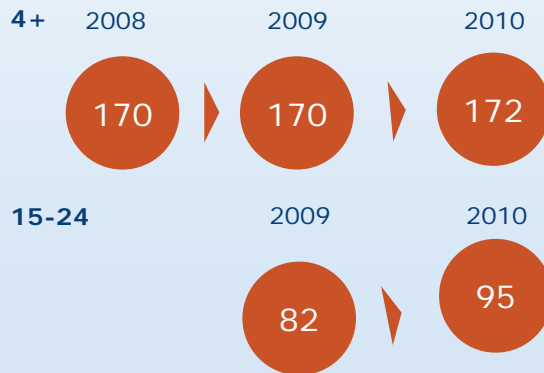


TV viewing stronger than ever...

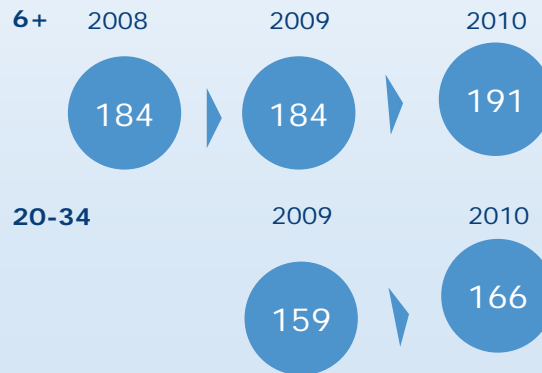
Average daily viewing time per individual in Western Europe



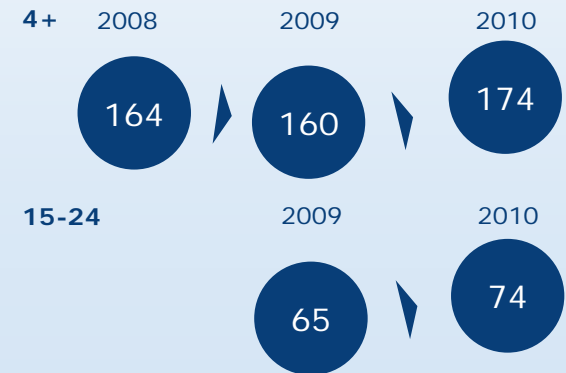
Average daily viewing time in Finland



Average daily viewing time in the Netherlands



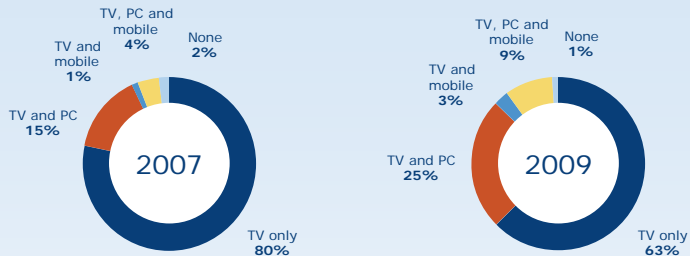
Average daily viewing time in Belgium



...at the same time TV viewing is changing

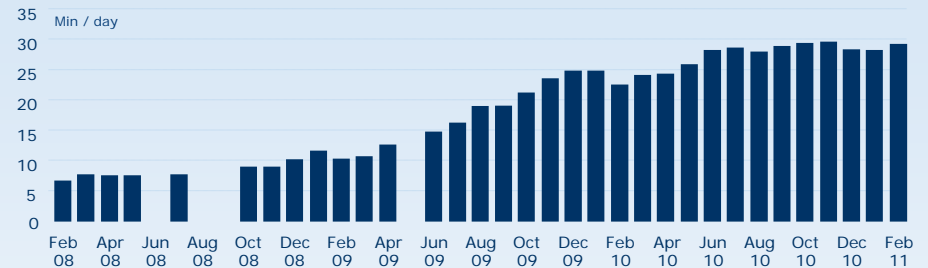
Multiscreen TV audience is growing fast

European TV use by screen type (% of viewers)



Time spent viewing online videos keeps on growing

Time spent viewing online video by average viewer in the US



Connected TVs bring online and linear television together



New converged services in the value chain



Sanoma's TV operations in other countries

- Sanoma Media operates a successful selection of TV channels
- In Finland, Nelonen Media operates three free-to-air TV channels
 - Nelonen (the second-largest commercial channel, reaching 3.8 million Finns weekly)
 - Liv (a lifestyle channel for women)
 - Jim (aimed at urban adults)
- Nelonen Media also has five pay-TV channels
 - Nelonen Pro 1 and Nelonen Pro 2 (sports)
 - Nelonen Kino (movies and TV series)
 - Nelonen Maailma (documentaries)
 - Nelonen Perhe (family programming)
- Ruutu.fi (online catch-up TV service)
- In Hungary, Sanoma Media operates two TV channels - Story4 and Story5

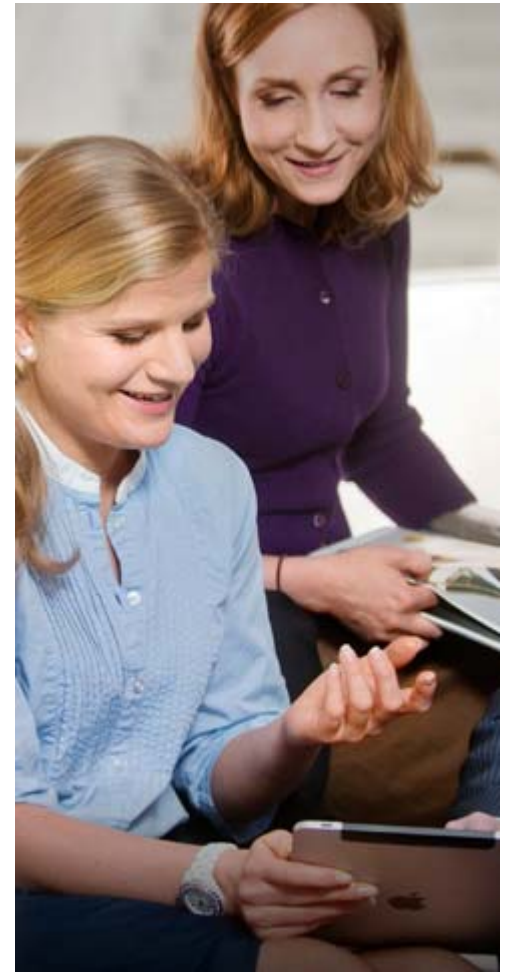


Appendix 2

2Q11 Result

Q2 in a nutshell

- Net sales EUR 689.7 million (EUR 715.4 million in 2010)
 - net sales adjusted for structural changes +2%
- Advertising sales +7%
- Circulation sales -1%
- Operating profit excl. non-recurring items EUR 72.6 million (EUR 80.3 million)
- Group's outlook 2011 downgraded on 29 July
- New structure and organisation for speeding up digital transition and growth



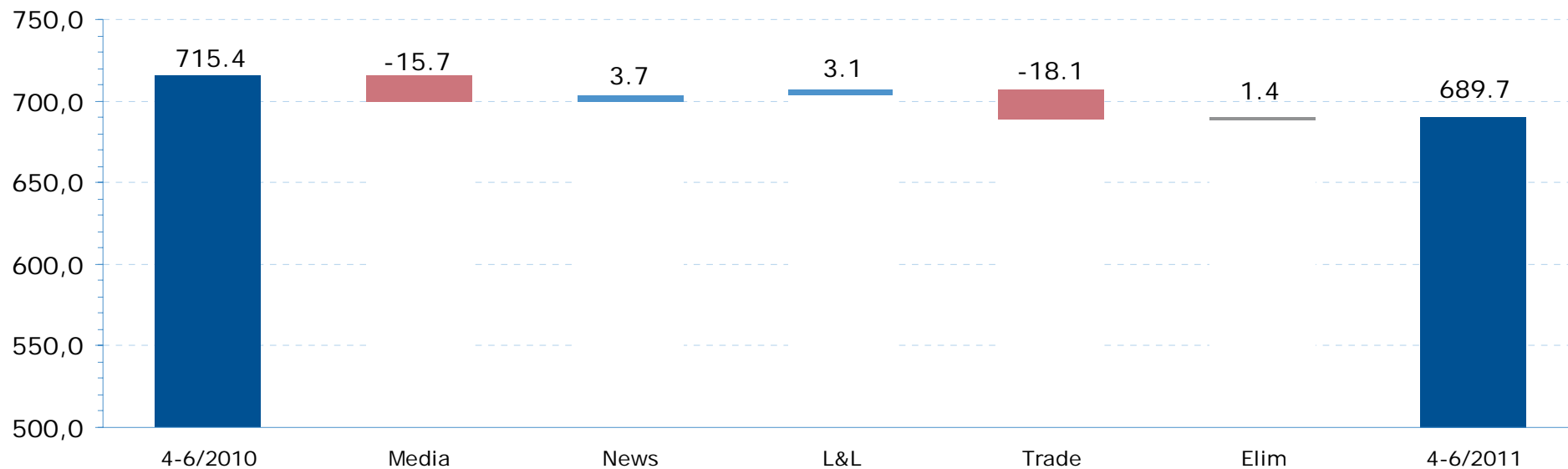
Divestment of operations visible

EUR million	4–6/2011	4–6/2010	Ch %	1–12/2010
Net sales	689.7	715.4	-3.6	2,761.2
EBIT excluding non-recurring items	72.6	80.3	-9.6	245.4
% net sales	10.5	11.2		8.9
EBIT	121.3	261.0	-53.5	392.7
Earnings/share, EUR	0.60	1.45	-58.6	1.85
Cash flow from operations/share, EUR	0.02	0.14	-84.1	1.69
Number of employees (FTE)*	14,233	16,332	-12.9	15,405

Net sales

News and Learning improved in Q2

EUR million

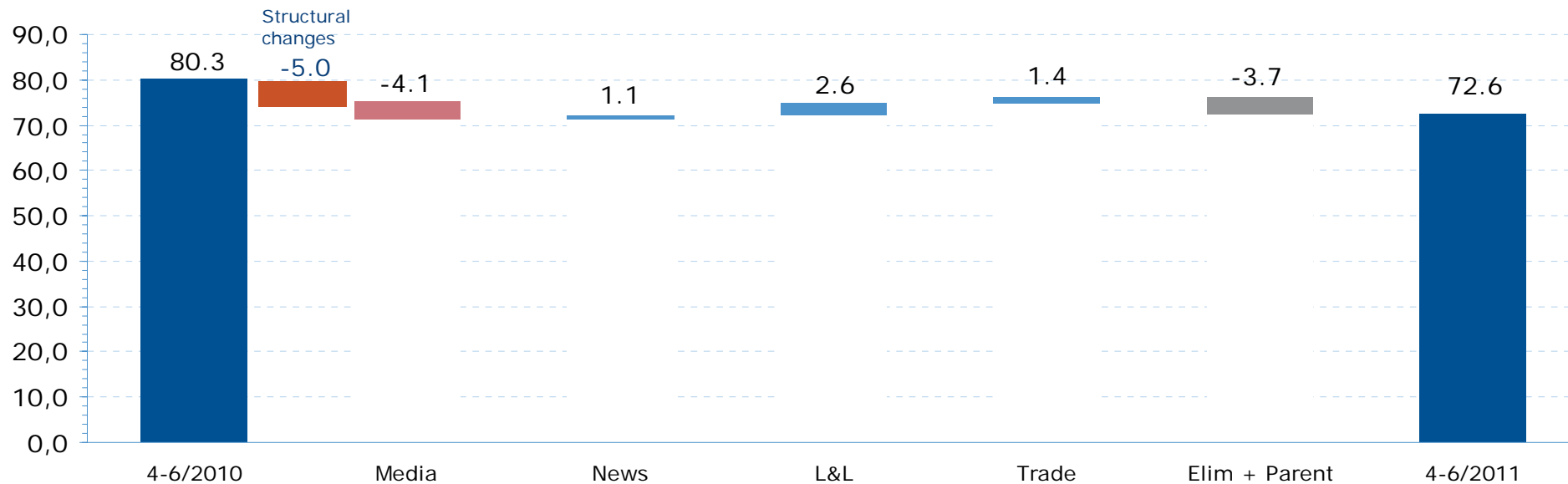


- Media: Adjusted for structural changes sales +1%, excellent performance of the Finnish broadcasting operations
- News: Increased advertising sales, both in print and online
- Learning & Literature: Higher sales in Learning, structural changes (Esmerk)
- Trade: Structural changes, decreased bookstore sales

EBIT excl. non-recurring items

News, Learning and Trade improved in Q2

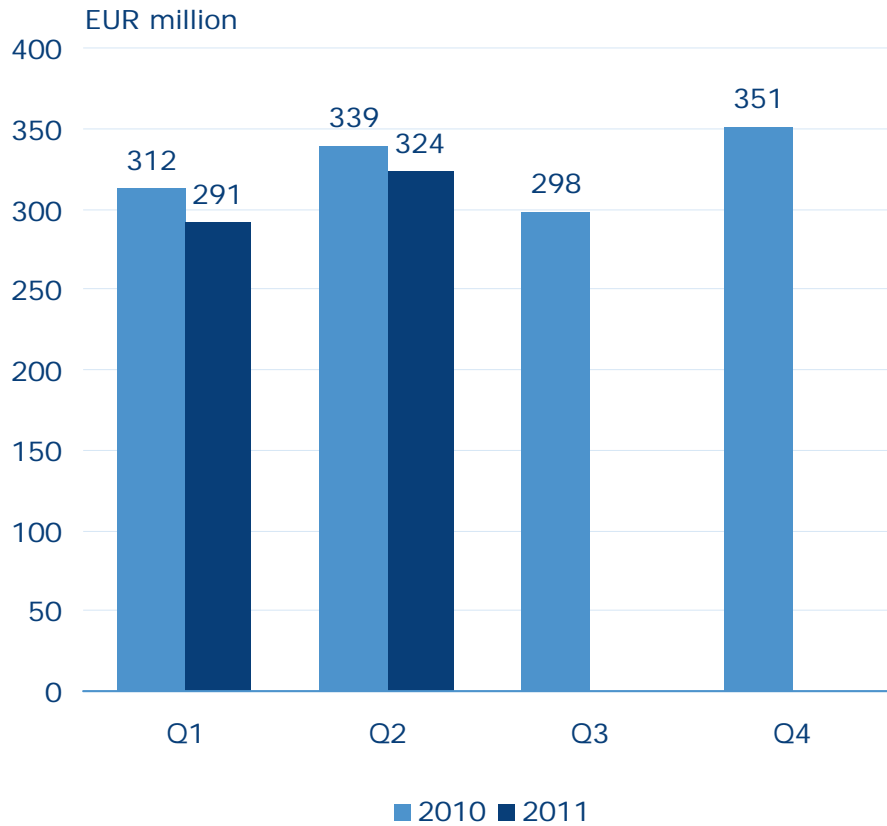
EUR million



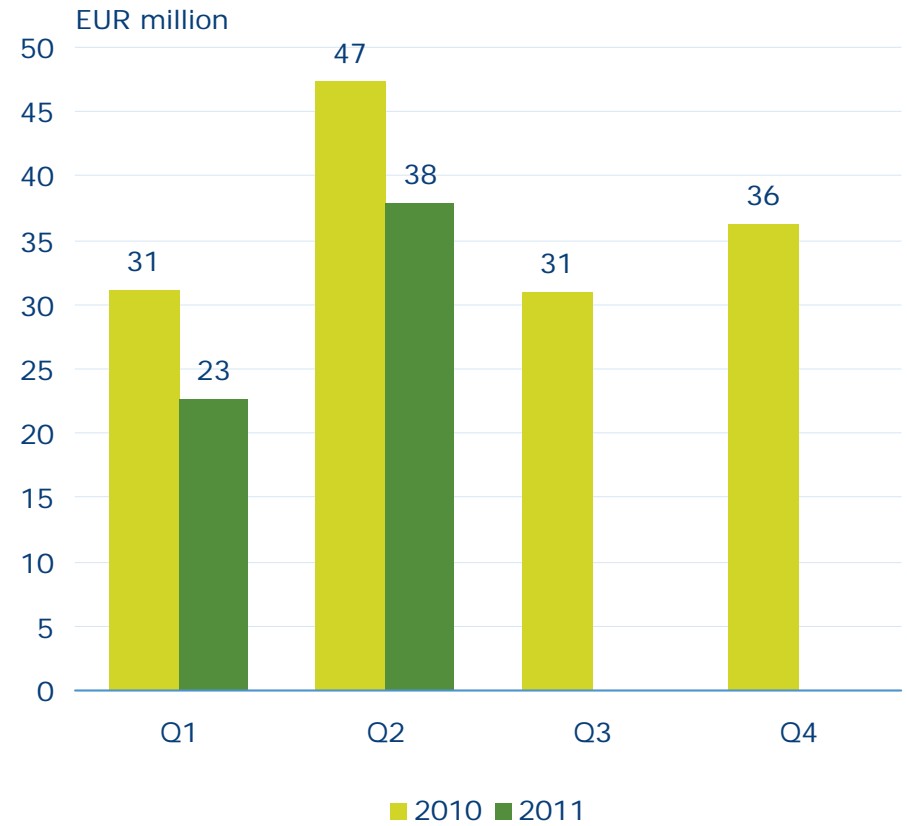
- Media: Decreased circulation sales, changing market environment and increasing costs, excellent performance of the Finnish broadcasting operations → leading to increased amortisation of programming costs
- News: Increased advertising sales, both in print and online
- Learning & Literature: Higher sales in Learning
- Trade: Efficiency improvements, stopping of customer volume decrease in kiosk operations
- Parent: Increased costs related to Group's development programmes

Media

Net sales



EBIT excluding non-recurring items



Media

Key figures

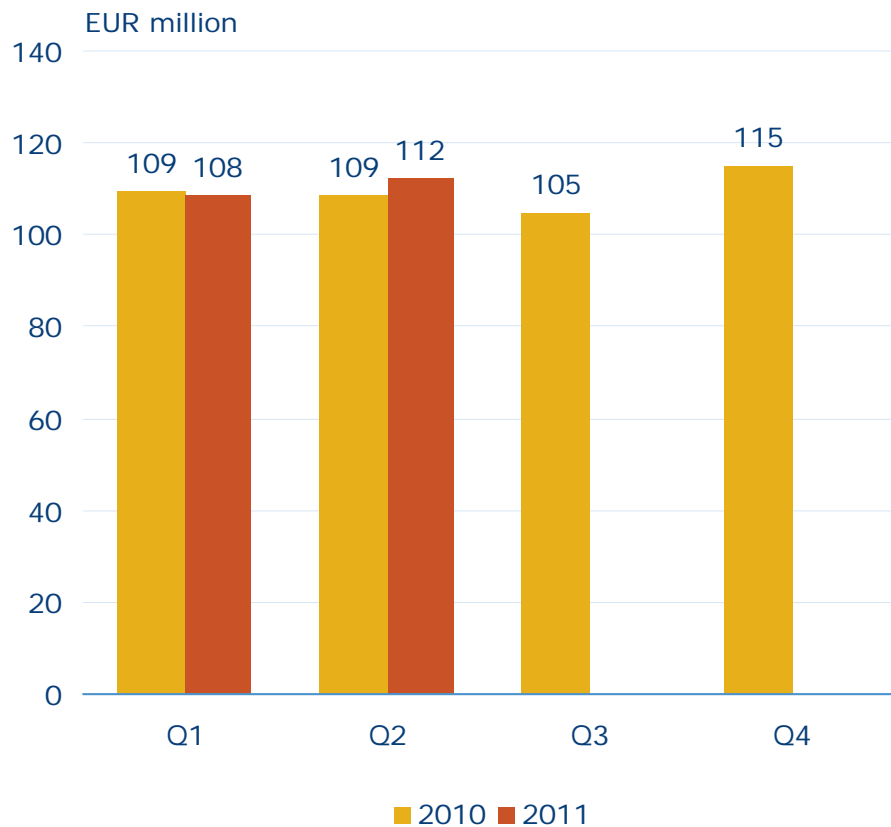
EUR million	4-6/ 2011	4-6/ 2010	Ch %	1-12/ 2010
Net sales	323.7	339.4	-4.6	1,299.6
The Netherlands	130.6	128.0	2.0	490.4
Finland	79.4	91.7	-13.5	339.3
The CEE countries	54.3	54.3	-0.1	214.9
Belgium	48.7	52.3	-6.8	208.3
Other businesses and eliminations	10.7	13.0	-17.9	46.7
EBIT excluding non-recurring items	37.9	47.3	-19.9	145.8
% of net sales	11.7	13.9		11.2
Number of employees (FTE)*	5,449	5,711	-4.6	5,419

Outlook for 2011

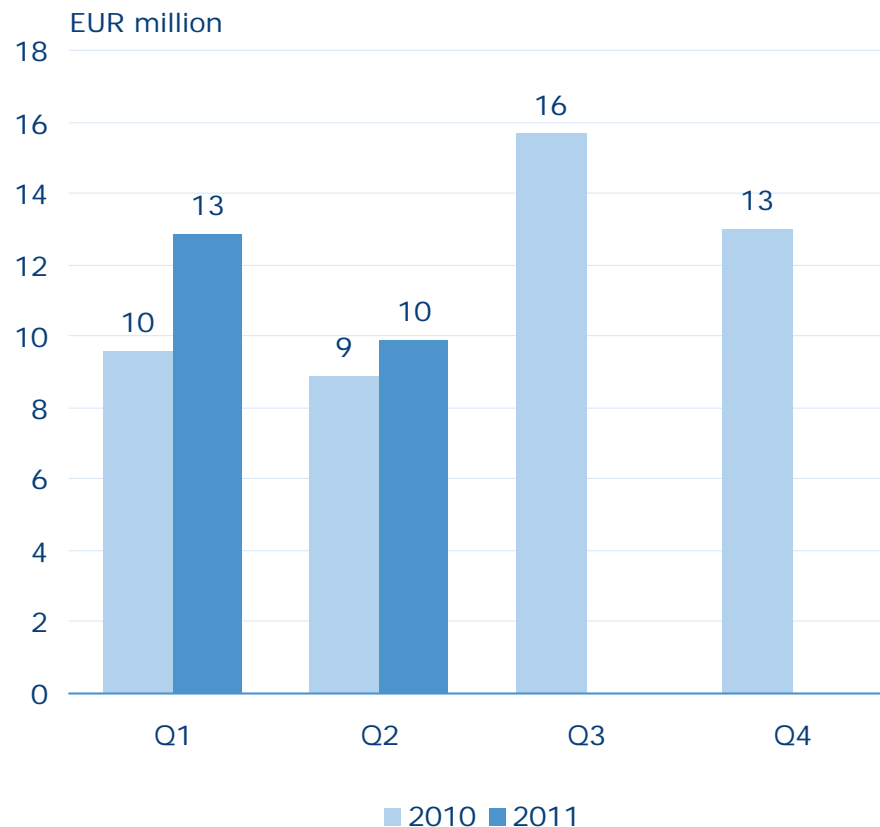
Following the later than estimated closing of the SBS acquisition and the weakening outlook of printed magazine operations, it is estimated that Sanoma Media's net sales will increase somewhat and operating profit excluding non-recurring items will decrease clearly.

News

Net sales



EBIT excluding non-recurring items



News

Key figures

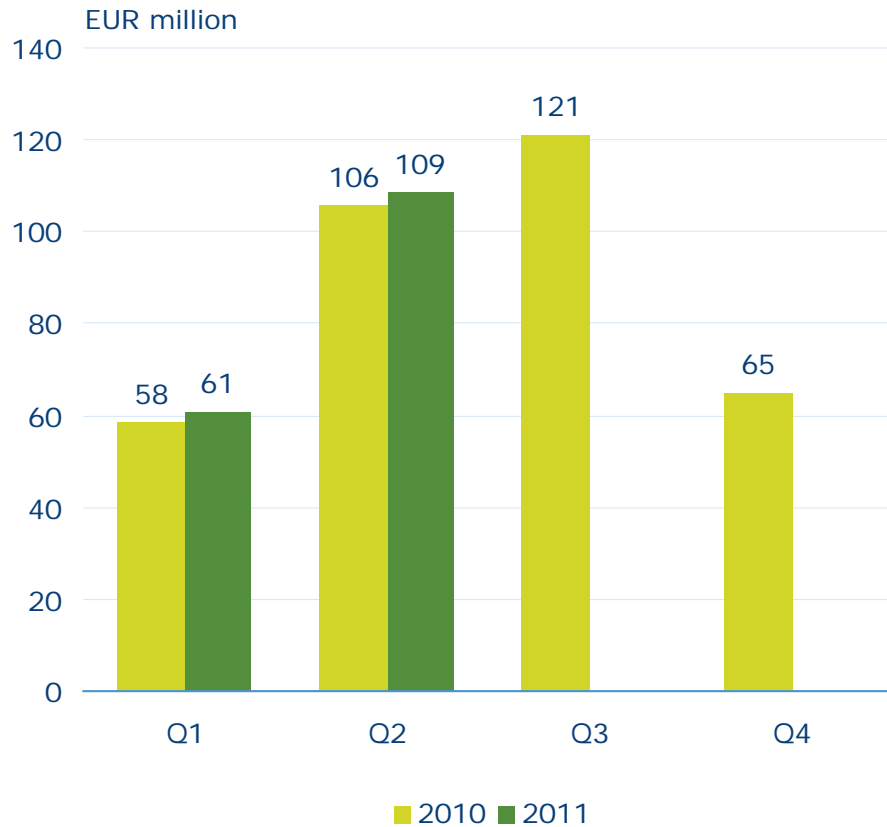
EUR million	4–6/ 2011	4–6/ 2010	Ch %	1–12/ 2010
Net sales	112.2	108.5	3.4	437.6
Helsingin Sanomat	61.2	56.7	7.8	235.4
Ilta-Sanomat	22.2	20.7	7.4	83.3
Other publishing	25.0	25.6	-2.7	99.5
Other businesses and eliminations	3.9	5.5	-28.8	19.4
EBIT excluding non-recurring items	9.9	8.9	12.0	47.2
% of net sales	8.8	8.2		10.8
Number of employees (FTE)*	2,199	2,360	-6,8	2,016

Outlook for 2011

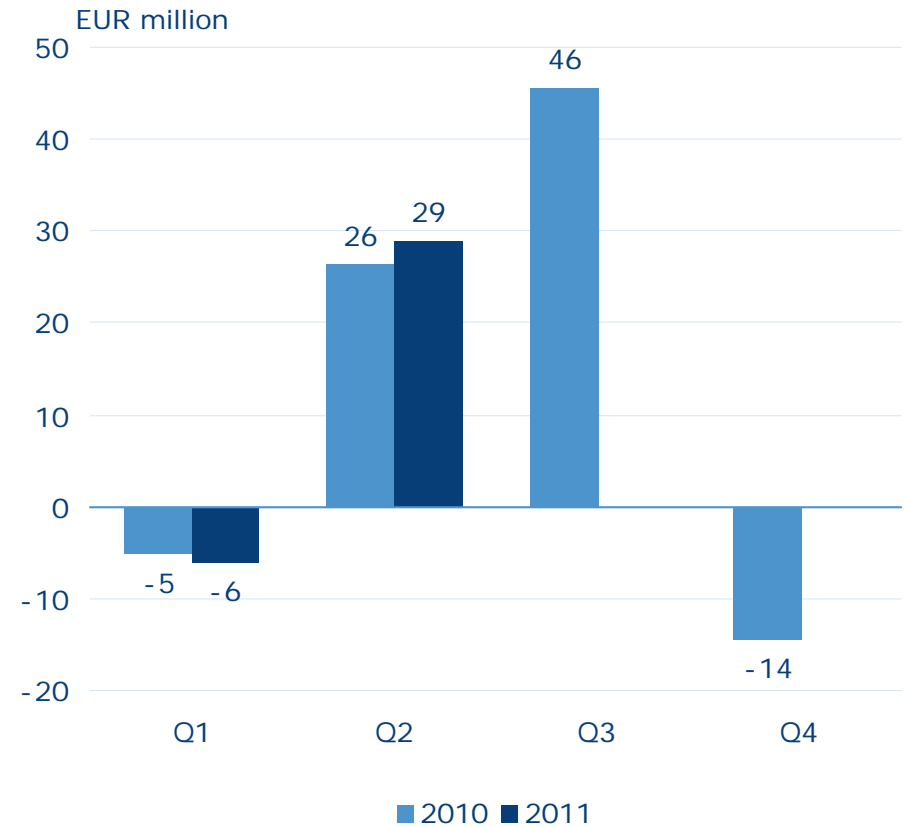
Net sales are estimated to be at the previous year's level due to the divestments made in 2010 and operating profit excluding non-recurring items is expected to improve slightly.

Learning

Net sales



EBIT excluding non-recurring items



Learning

Key figures

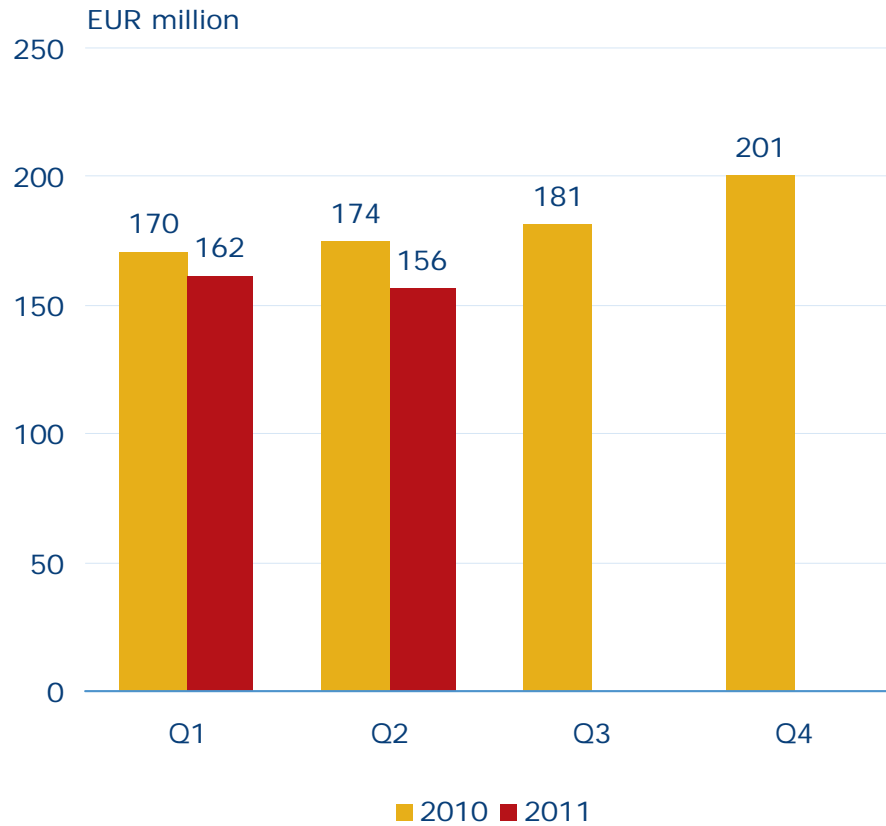
EUR million	4–6/ 2011	4–6/ 2010	Ch %	1–12/ 2010
Net sales	108.6	105.5	2.9	350.1
Learning	87.4	85.0	2.8	249.3
Language services	8.1	6.2	31.5	27.1
Literature and other businesses	15.1	17.2	-12.3	83.6
Eliminations	-2.1	-2.9	28.8	-9.9
EBIT excluding non-recurring items	29.0	26.4	9.7	52.6
% of net sales	26.7	25.0		15.0
Number of employees (FTE)*	2,627	2,583	1.7	2,656

Outlook for 2011

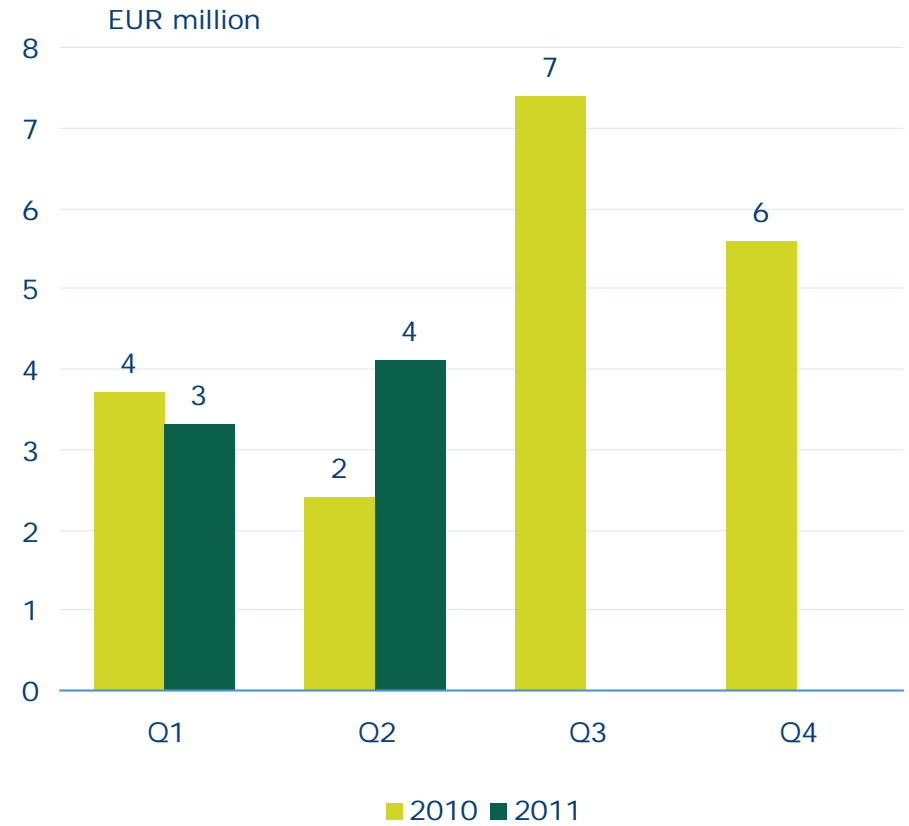
Following the transaction with Bonnier, it is estimated that the net sales of Sanoma Learning & Literature in 2011 will be at the previous year's level and operating profit excluding non-recurring items will decrease somewhat. Learning business has a strong seasonality within the year, the first and fourth quarter being typically loss-making. For general literature, on the other hand, the fourth quarter is typically the strongest one. Due to this seasonality, this transaction with Bonnier will lower Sanoma Learning & Literature's fourth quarter result in 2011.

Trade

Net sales



EBIT excluding non-recurring items



Trade

Key figures

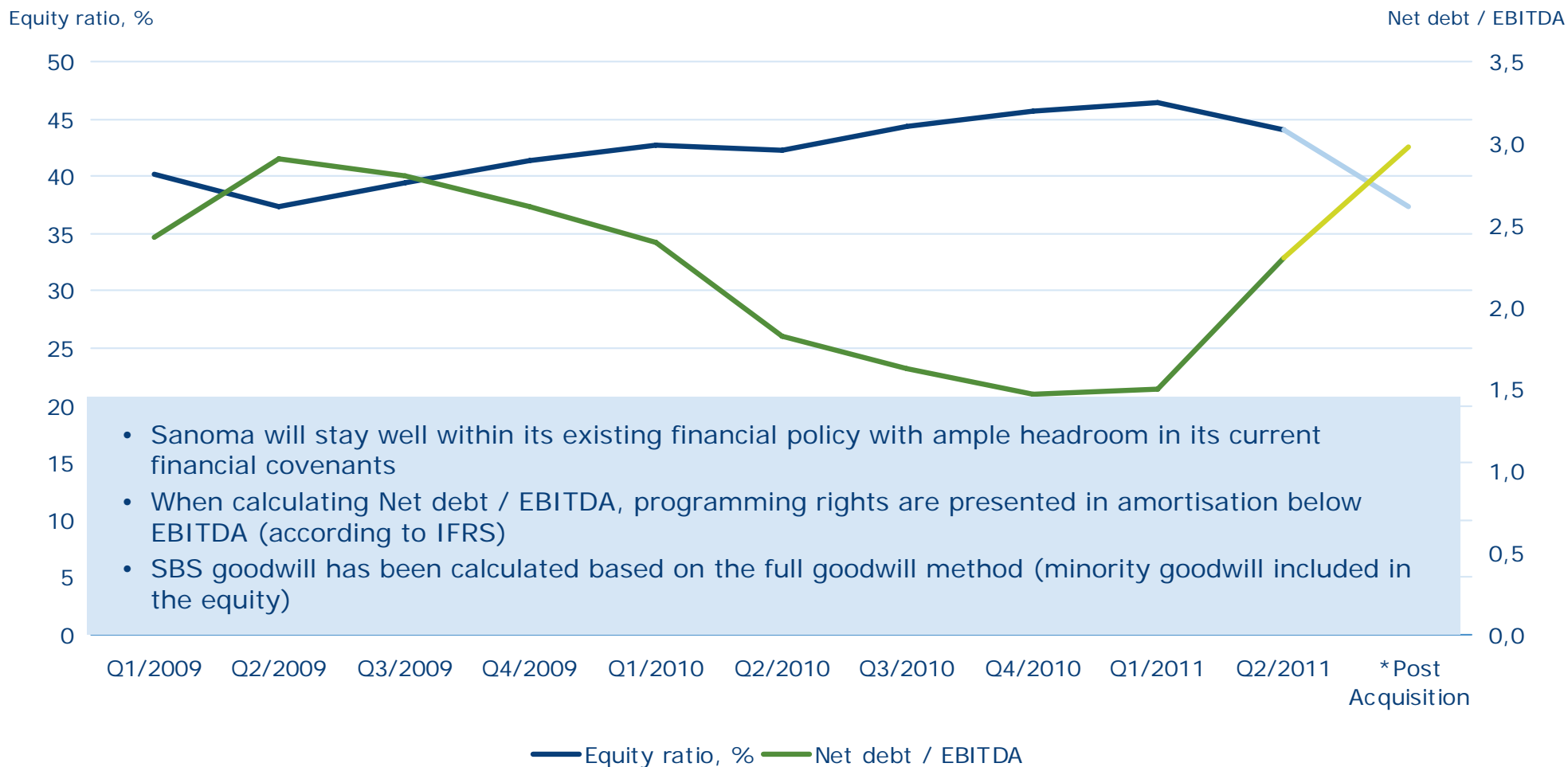
EUR million	4-6/ 2011	4-6/ 2010	Ch %	1-12/ 2010
Net sales	156.3	174.4	-10.4	726.3
Kiosk operations	102.3	104.9	-2.5	398.4
Trade services	31.1	33.8	-8.0	131.3
Bookstores	18.8	19.9	-5.1	120.6
Movie operations	6.5	19.9	-67.2	90.0
Eliminations	-2.4	-4.0	39.0	-14.0
EBIT excluding non-recurring items	4.1	2.4	70.7	19.1
% of net sales	2.6	1.4		2.6
Number of employees (FTE)*	3,771	5,527	-31.8	5,149

Outlook for 2011

Following the divestment of the movie operations and the Romanian operations, it is estimated that Sanoma Trade's net sales in 2011 will decrease, but operating profit excluding non-recurring items will be at the previous year's level.

SBS transaction – financing and capital structure

Development of financial covenant ratios



The effect of SBS transaction to Sanoma's outlook for 2011

- In 2010, net sales of SBS were EUR 404 million*, EBIT EUR 110 million*
- Annual effects
 - preliminary amortisation on purchase price allocations
 - trade names EUR 7 million/year (amortised during 20 years)
 - customer and distribution relations EUR 4 million/year (amortised over 12 to 20 years)
 - yearly amortisation of capitalised finance costs EUR 2 million
- First year effects
 - transaction costs EUR 10 million
 - preliminary amortisation on purchase price allocations
 - order backlog EUR 32 million (amortised during 2011)
- Closed on 29 July 2011



Outlook for 2011

The Sanoma Group's

→ Net sales are expected to **be at the previous year's level** and

→ Operating profit excluding non-recurring items is expected to **decrease somewhat** in 2011

→ In 2010, operating profit excluding non-recurring items was EUR 245.4 million

Appendix 3

Seven strategic business units
focusing on consumer media and learning

Successful Integration

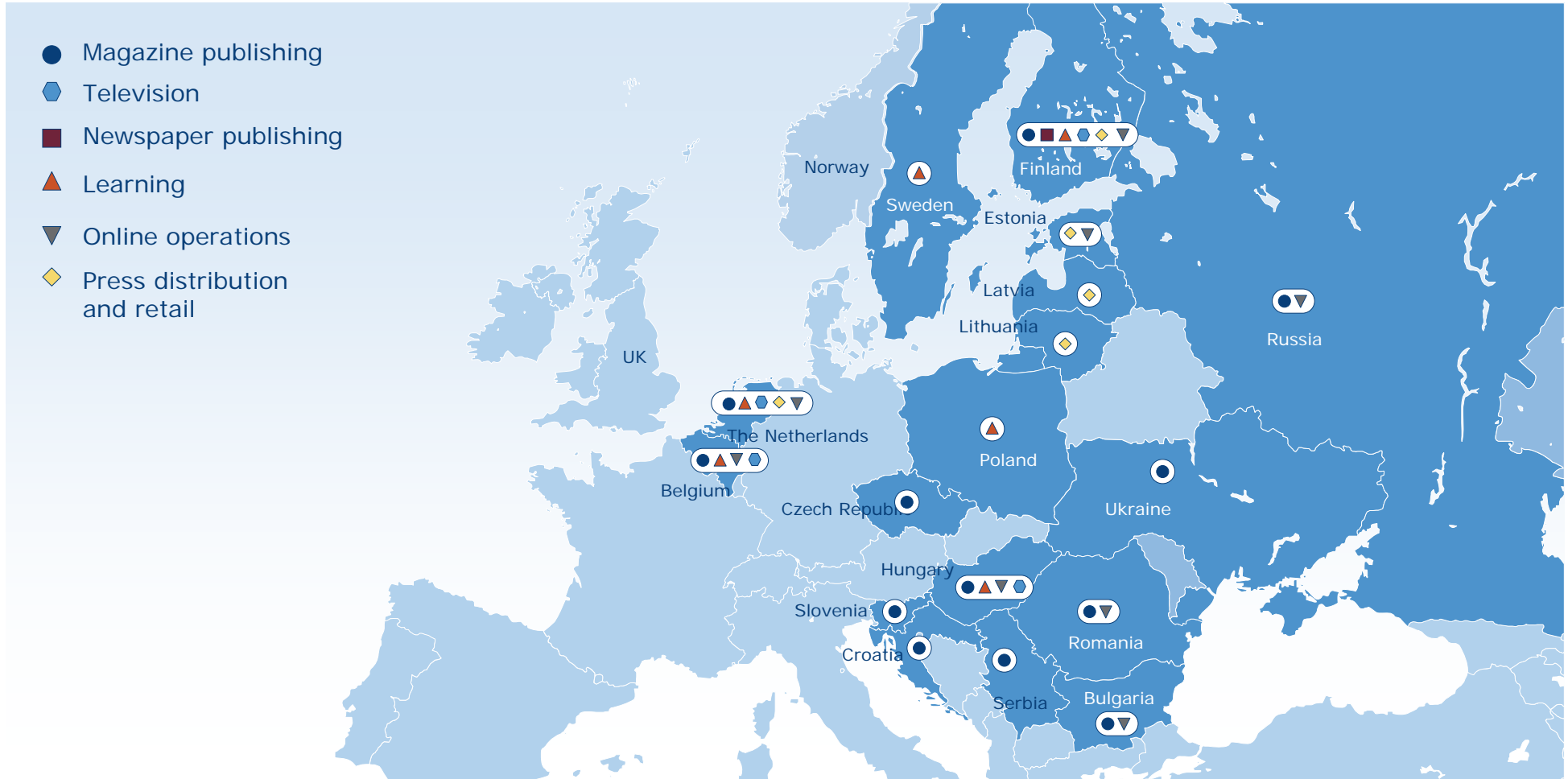
Steps to a leading media company

- 1999:** Sanoma and WSOY merged and listed on the Helsinki Stock Exchange
- 2001:** VNU Consumer Information Group acquisition Magazine division with operations in nine countries
- 2003:** Rautakirja merged into Sanoma
- 2004:** Malmberg and Van In acquisition Leading educational publishers in the Netherlands and Belgium
- 2005:** Independent Media acquisition Leading magazine publisher in Russia
- 2010:** Acquisition of a 21% share of DNA Finnish telecommunications company
- 2011:** Acquisition of SBS free-to-air TV assets in the Netherlands and Belgium with prominent local partners



Operations in over 20 countries

- reaching out to 290 potential customers

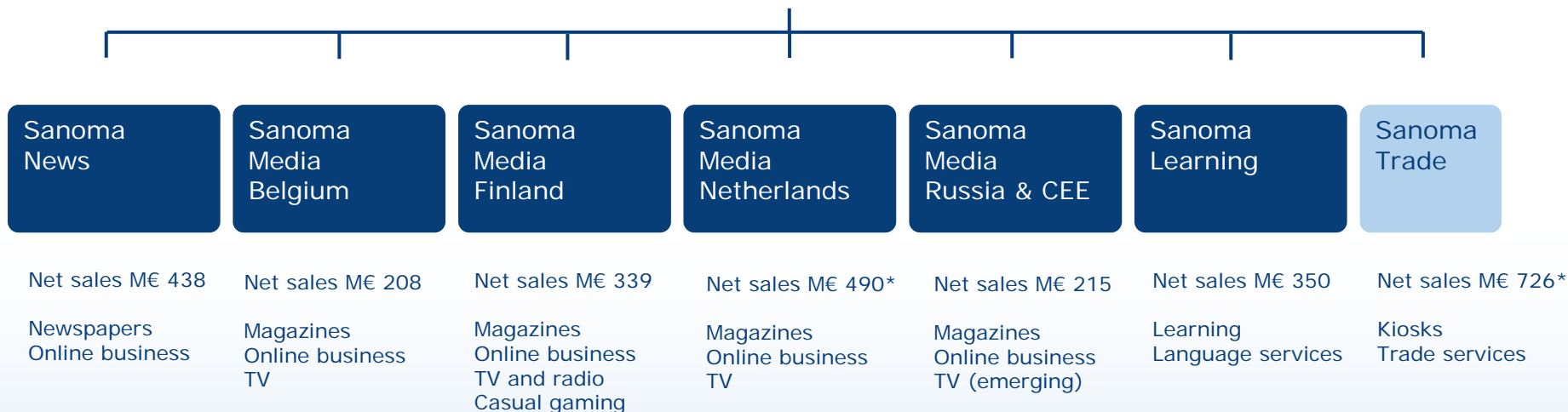


In addition, Esmerk operates in Finland, UK, Sweden, Germany, France, Russia and Malaysia.
AAC operates in Finland, Sweden, Denmark, Norway, UK, Russia and China.

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6 September 2011

Focusing on media and learning

2010*: Net sales EUR 2,761 million • EBIT EUR 245 million** • Personnel 15,405 (FTE)



* Several changes to reported figures due to structural changes
 ** Excluding non-recurring items

Sanoma News

- Net sales 2010: EUR 438 million
- Helsingin Sanomat and Ilta-Sanomat are the leading newspapers in Finland
- Metro and Vartti are the leading free sheets in Finland
- Etelä-Saimaa, Kouvolan Sanomat and Kymen Sanomat are the leading regional papers
- Digital media, a growth area:
 - Market leader in online classified ad services (Huuto.net, Keltainen Pörssi and Oikotie) – in addition in Estonia and Latvia
 - Iltasanomat.fi the second largest online newspaper in Finland
 - Strong internet news service Taloussanomat.fi
- Printing plants at five locations
- Sanoma News, former Sanoma Corporation, was established in 1889



Sanoma Media Belgium

- Net sales 2010: EUR 208 million
- Operates in both the Dutch and French speaking markets
- Market leader in women's magazines and TV titles (Libelle, TeVe-Blad, Story)
- Has a number of popular internet sites in Belgium
- 33% of De Vijver
 - Free-to-air TV channels TV4 and vijfTV
 - Weekly magazine Humo
 - TV production company Desert Fishes



Sanoma Media Finland

- Net sales 2010: EUR 339 million
- Over 40 quality titles and a readership of over 3 million
 - Finland's number-one publisher of children's and juvenile publications
 - Popular titles include Aku Ankka (Donald Duck), Kodin Kuvalehti, ET-lehti, Me Naiset
- No 2 commercial TV player in Finland
 - Commercial TV channel Nelonen complemented with five other TV channels and two radio channels in Finland
 - Nelonen Media's share of TV advertising is 33%
 - Online TV service Ruutu.fi is one of our strongest-growing online services



Sanoma Media Netherlands

- Net sales 2010: EUR 490 million
- Has an extensive portfolio with over a 100 different brands in print, TV and online
- Is the dominant player in the Dutch magazine market
 - Libelle, Margriet, LINDA., Donald Duck, Story, Veronica magazine
- No 2 commercial TV player in the Netherlands
 - SBS6, NET5 and Veronica together have 27% share of the TV advertising
- Has a rich online portfolio of 180 websites
 - Grazia.nl, NU.nl, Startpagina.nl, Styletoday.nl, Vrouwonline.nl, Weblog.nl and many more
 - Developing actively mobile applications



Sanoma Media Russia & CEE

- Net sales 2010: EUR 215 million
- Operates in nine markets: Bulgaria, Croatia, the Czech Republic, Hungary, Romania, Russia, Serbia, Slovenia and Ukraine
- Publishes over 140 consumer magazines mainly targeted at women
 - Cosmopolitan, Men's health, Harper's Bazaar, National Geographic
- Online and mobile media products include both magazine websites and independent online services
- Two cable TV channels in Hungary
 - Story4 and Story5

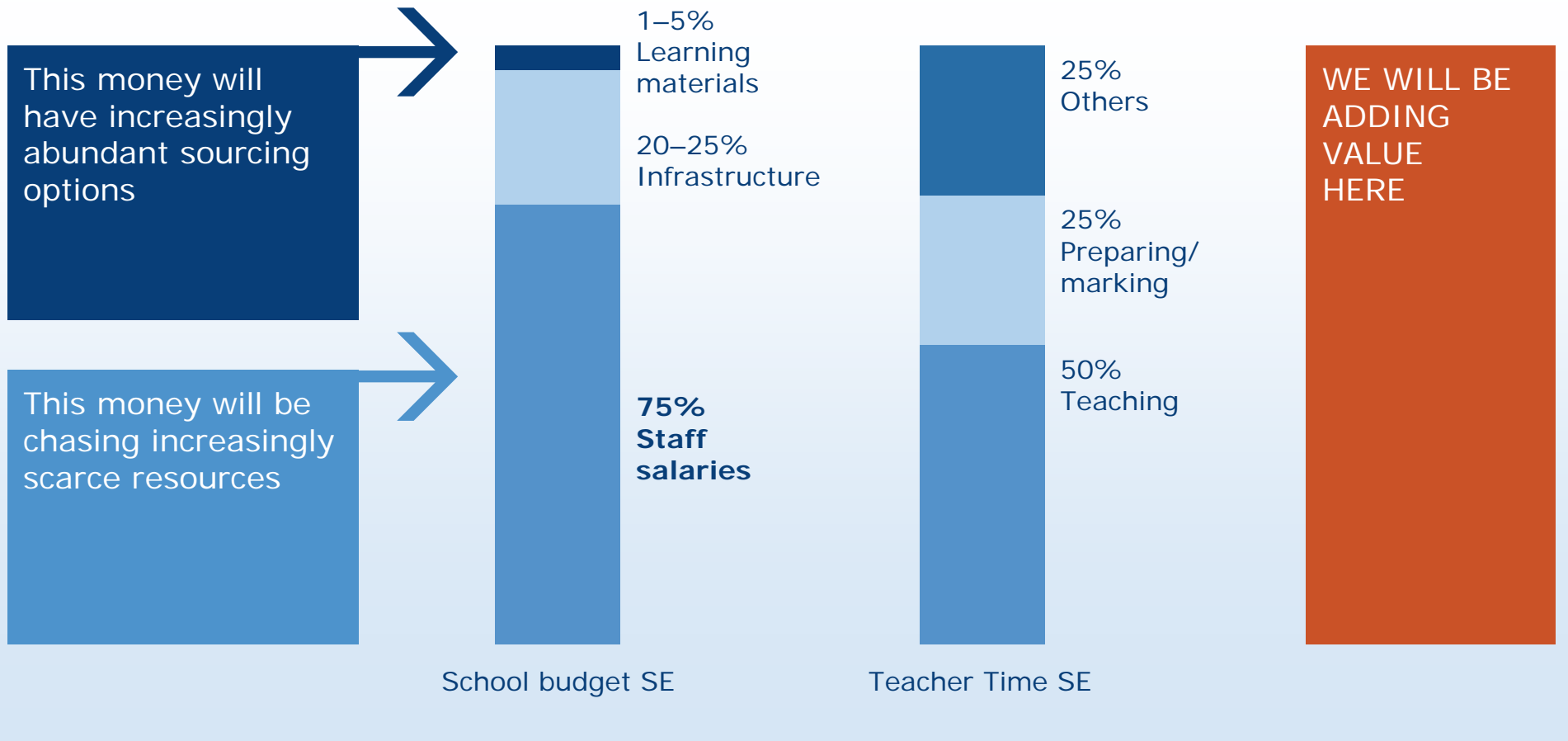


Sanoma Learning

- Net sales 2010: EUR 350 million
- One of Europe's largest providers of learning materials and solutions operating in Finland, Hungary, Belgium, the NL, Poland, Russia
- Leading language service provider in the Nordic countries
- Business information provider Esmerk operating in Finland, France, Germany, Malaysia, Russia, Sweden and UK
- In 2010, publishing over 1,238 new educational titles
- The roots of our educational publishing goes back to the 19th century
 - Van In 1833, Malmberg 1885



Helping teachers to manage their workflow



Sanoma Trade

- Net sales 2010: EUR 726 million
 - Several divestments since, including movie theatre and bookstore operations
- Sanoma Trade is the market leader
 - in kiosk operations and trade services in Finland
- Finland's largest trade services organisation Lehtipiste supplies newspapers and magazines to more than 8,000 outlets
- Rautakirja was established in 1910 as a distribution organisation for magazines and newspapers



Appendix 4

About owners and coverage

Largest shareholders

31 Aug 2011

% of shares and votes

Aatos Erkko (of which through Oy Asipex Ab: 7.25%)	23.02
Robin Langenskiöld	7.54
Rafaela Seppälä	7.17
Antti Herlin (Holding Manutas Oy: 3.51%, Security Trading 0.60%)	4.13
Helsingin Sanomat Foundation	3.50
Ilmarinen Mutual Pension Insurance Company	2.77
Alfred Kordelin Foundation	1.94
Varma Mutual Insurance Company	1.55
Foundation for Actors' Old-age-home	1.38
Svenska litteratursällskapet i Finland r.f.	1.35

Foreign ownership in total **7.7**

Total number of shares **162,810,593**

Total number of shareholders **26,901**

Institutional investors: 53% of shares

Private investors: 47% of shares

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