

**Programme for Sanoma's Capital Markets Day on 12 October 2009**

- 9:30 Registration and coffee
- 10:00 Sanoma's Portfolio Strategy**  
President and CEO Hannu Syrjänen, Sanoma Group
- 10:20 Magazines+  
Capturing Consumer Where Ever They Are**  
President and CEO Eija Ailasmaa, Sanoma Magazines
- 11:00 Coffee
- 11:20 Sanoma News – on the Bridge to the Future**  
President Mikael Pentikäinen, Sanoma News
- 12:00 Buffet lunch and discussion
- 13:00 Reinventing Television**  
President Anu Nissinen, Sanoma Entertainment
- 13:40 Growing Expert in Learning and Language Solutions**  
CEO Jacques Eijkens, Sanoma Learning & Literature
- 14:20 Coffee
- 14:40 Maximising Opportunities in Retail**  
President and CEO Timo Mänty, Sanoma Trade
- 15:20 Solid Financial Position, Improving Efficiency**  
CFO Kim Ignatius, Sanoma Group
- 16:00 Closing of the seminar