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Investor Presentation

September 2017

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Sanoma Nowadays (2016 excluding SBS)

Net sales
EUR 1,407 million

Non-print sales
38% (EUR 540 million)

Operational EBIT margin
Above **10%**

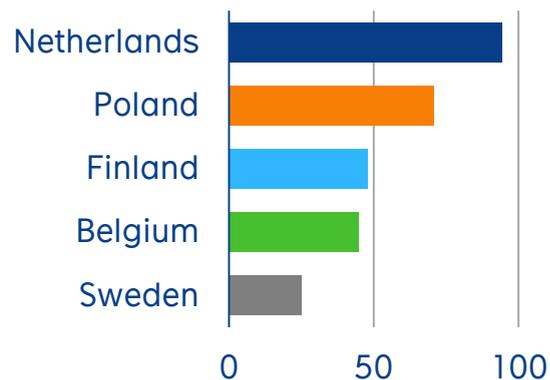
Three Segments

Learning

EUR 280 million

54% (EUR 150 million)

Around **20%**

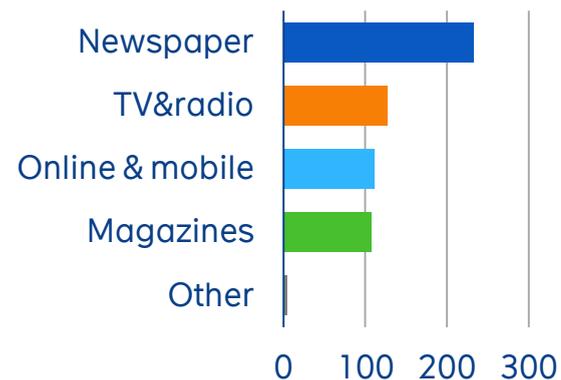


Media Finland

EUR 580 million

42% (EUR 240 million)

Around **9%**

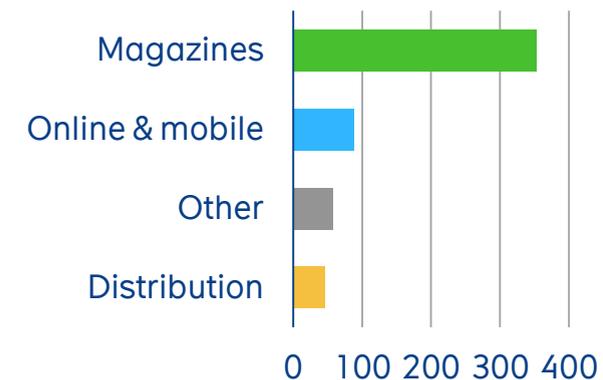


Media BeNe

EUR 540 million

27% (EUR 140 million)

Around **13%**



Sanoma Learning

A leading learning company in Northern Europe

- Leading positions in countries with some of world's best educational systems: The Netherlands, Poland, Finland, Belgium and Sweden
- Solutions that drive higher learning outcomes, engagement and efficiencies
- Forerunning digital learning company with scalable technologies
- Focus on technologies, the best talents and local relationships

Our methods save teachers 8 hours/week, improve learning outcomes and engagement of students

We enable learning impact*:

Learning outcomes

95%

Student engagement

85%

Better efficiency for teachers

8hrs/
week

By supporting key activities in the teaching and learning cycle



With comprehensive learning solutions

- Instruction
- Teacher guides
- Exercising
- Analytics
- Platform & Distribution
- Services

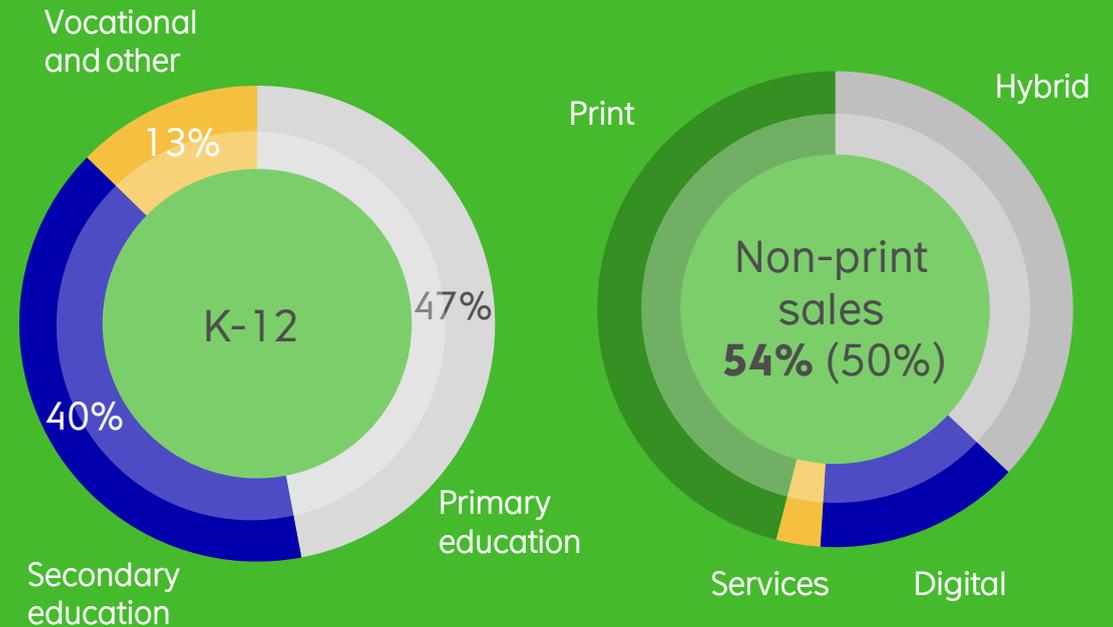
* Based on a survey of 4,700 teachers. 95 % reported that Sanoma Learning materials help them in enabling pupils to realise their learning objectives; 85 % reported that these methods help to engage pupils with their learning.

Solid financial performer and a leading digital player in Northern European markets

Key figures

EUR million	2016	2015
Net sales	283	280
Organic growth	-2.5%	-4.0%
Operational EBITDA*	95	83
	33.7%	29.7%
Operational EBIT	57	45
	20.1%	15.9%
Employees (FTE)	1,439	1,507

Composition of net sales 2016



* Prepublication costs are booked as amortisations below EBITDA

Sanoma Media Finland

Leading media company in Finland

- Leading position and strong brands in all media platforms:
 - Fully integrated TV business with growing viewership
 - Leading news player in print and online with a hybrid offering
 - Reaching 97% of Finns every week
- Unique offering and solutions to advertisers
- Solid track record on digital transformation

Strong brands in all media platforms

Engaging consumer oriented content

#1
in news



HS
ILTA-SANOMAT

50%

#2
in television



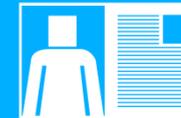
20%

#1
in audio



5%

#1
in Magazines



20%

#1/2
in classifieds



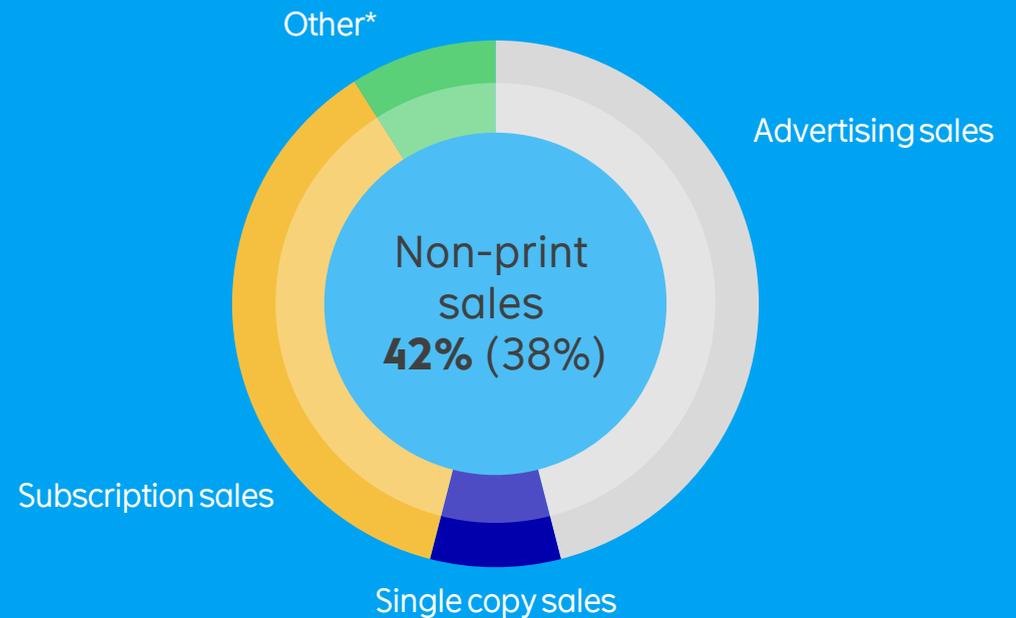
5%

Improving profitability in Media Finland

Key figures

EUR million	2016	2015
Net sales	581	573
Organic growth	0.7%	-4.1%
Operational EBITDA	143	117
	24.7%	20.4%
Operational EBIT	50	13
	8.5%	2.3%
Employees (FTE)	1,718	1,863

Composition of net sales 2016



* Other sales mainly include printing and marketing services, custom publishing, event marketing and books.

** TV programme and prepublication costs are booked as amortisations below EBITDA

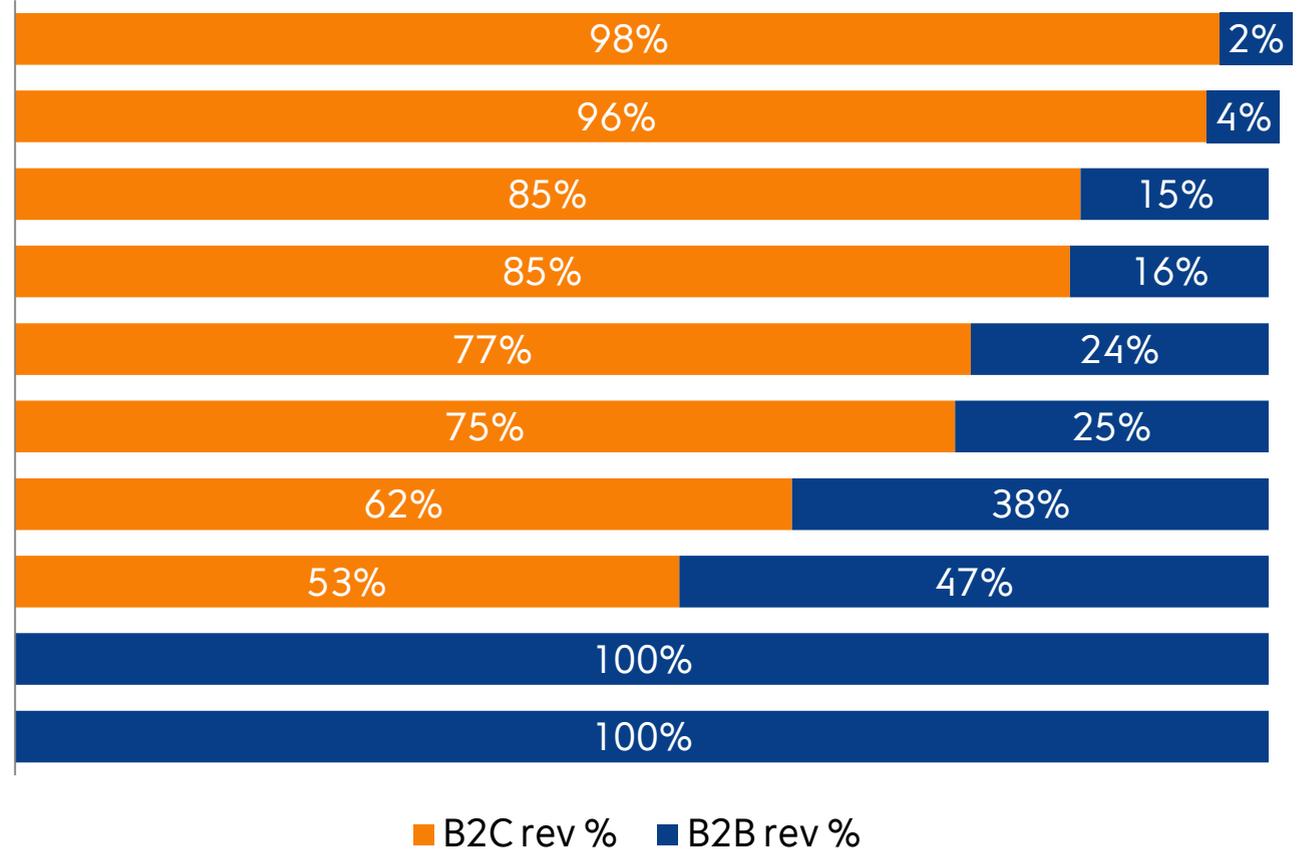
Sanoma Media BeNe

Profitable market leader in the Netherlands and Belgium

- Market leader in magazine print and online domain
 - Sanoma's magazines reach 7.5 million readers every month
 - 10 strong cross-media brands in Women, Home & Deco and Kids & Teens domains; 6 out of TOP 10 brands in the Netherlands are published by Sanoma
- #1 local online player in reach in NL market reaching 9.7 million unique visitors monthly
- Strong position in B2B marketing , improved offering through use of data

Creating value through strong media brands

flow	International mindfulness & lifestyle brand
DONALD DUCK	#2 magazine of NL in reach
Margriet	Strong Women brand with > 1m reach
libelle	Largest Dutch women brand
Auto Week	Biggest Automotive magazine in NL
vtwonen.nl	360 Home Deco brand With e-commerce, print, TV and an event with >80k visitors
LINDA.	Upcoming women brand Even showing growth in circulation
Ouders van nu	Largest parent brand in NL Strong online and ecommerce focus
FASHIONCHICK	Large online Fashion storefront Strong engagement with millennials
nu	Online Pure-player, 100% B2B revenue

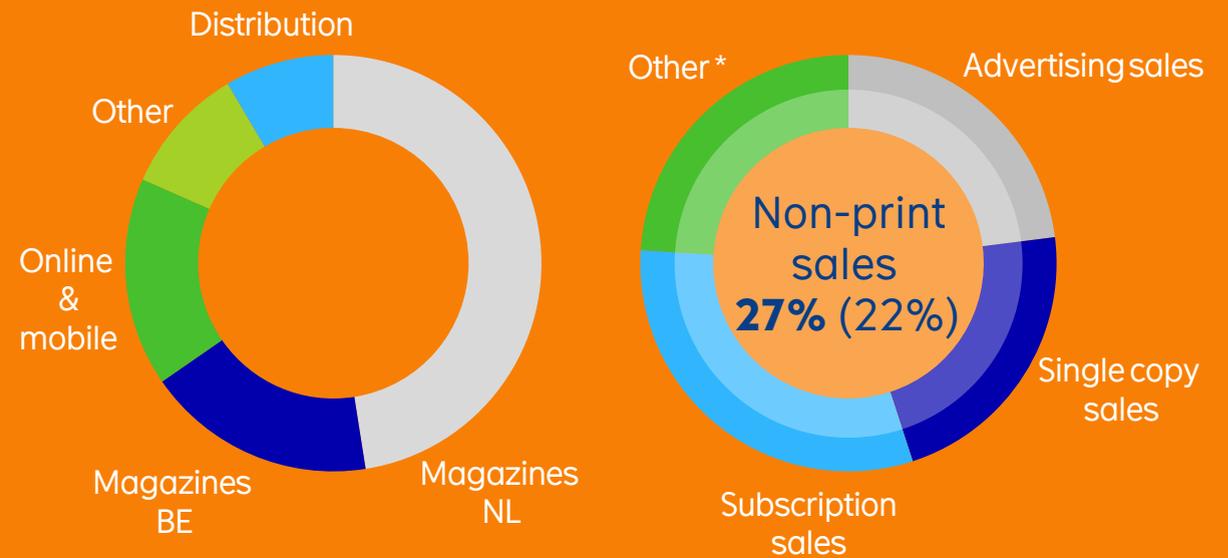


Solid performance

Key figures, pro forma excl. SBS

EUR million	2016	2015
Net sales	544	597
Organic growth	1.1%	0.6%
Operational EBITDA	87	76
	16.0%	12.8%
Operational EBIT	70	55
	12.9%	9.3%
Employees (FTE)	1,288	1,517

Composition of net sales, 2016 excl. SBS



* Other sales mainly include press distribution, custom publishing, events, books, e-Commerce and marketing services.

Focus on our Strongholds

Businesses where we have or can reach a leading position

Learning:

- Create top line growth in existing and adjacent markets
- Further process improvements driving profitability and cash flow increase
- Potential for highly synergetic bolt-on acquisitions

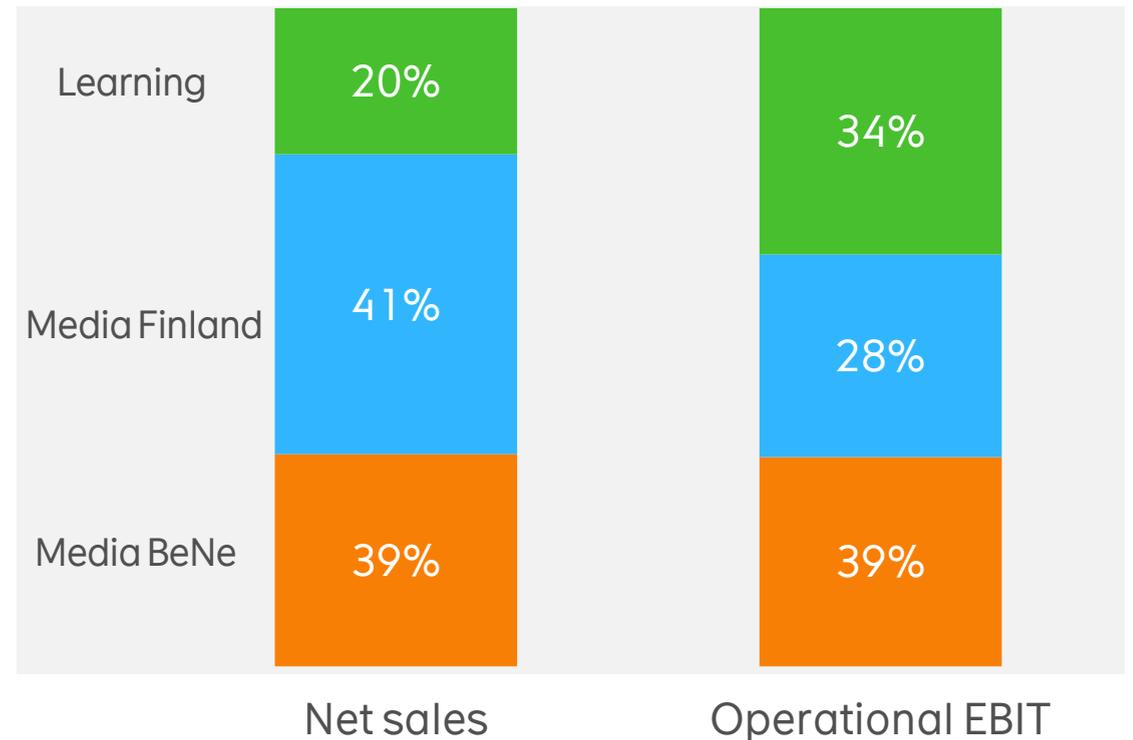
Media Finland

- Developing our cross media operations offering unique reach and targeting opportunities to our customers
- Continuing building the digital offering
- Improving processes and systems driving efficiencies and increases in profitability

Media Bene

- Expanding the large media brands across media segments into events, digital video and e-commerce
- Continue improving profitability through cost innovations
- Active portfolio management, attractive cash flow generation

Sanoma 2016 excl. SBS



What you can expect Sanoma to be going forward



Continued customer focus :

three distinct businesses with lean Group-office

Increase in Profitability and Cash Flow

through operational improvement and cost innovations

Growth by highly synergetic bolt-on acquisitions in our stronghold businesses

Resulting in:

- Improved profitability
- Increasing cash flow and dividend
- Equity ratio and leverage on long term target

Continued Performance Improvement

Outlook for 2017:

Net sales, adjusted for structural changes including SBS divestment, will be stable and operational EBIT margin will be above 10%

In long term, we aim at:

Improved profitability and cash flow

Increasing dividend

Equity ratio 35%–45%

Leverage (net debt / adj. EBITDA)
below 2.5

Sanoma as an investment:

Strongholds – leading market positions

Ensures competitiveness even in changing markets

Stable net sales

'Build and Buy' incl. highly synergetic bolt-on acquisitions

Improved profitability

Process and business improvements

Strong cash flow

Financial and strategic flexibility

Growing dividend

40–60% of annual cash flow from operations less capital expenditure

Q2 2017 Highlights

Highlights of Q2 2017

- **Q2 in line with expectations:**

- Operational EBIT stable at EUR 78.8 million (2016: 78.6), adjusted for SBS
- Improved profitability in Media Finland and the Dutch print and online portfolio
- Increased costs related to creating new learning methods in Poland
- Reported operational EBIT EUR 82 million (2016: 87)

- Organic net sales at EUR 382 million (2016: 388), adjusted for SBS

- Operational EPS in the first six months up to EUR 0.35 (2016: 0.28), adjusted for SBS

- Divestment of SBS, Dutch FTA TV and acquisition of Veronica Magazine closed on 19 July, in all aspects in line with earlier announcement

- **Outlook unchanged:**

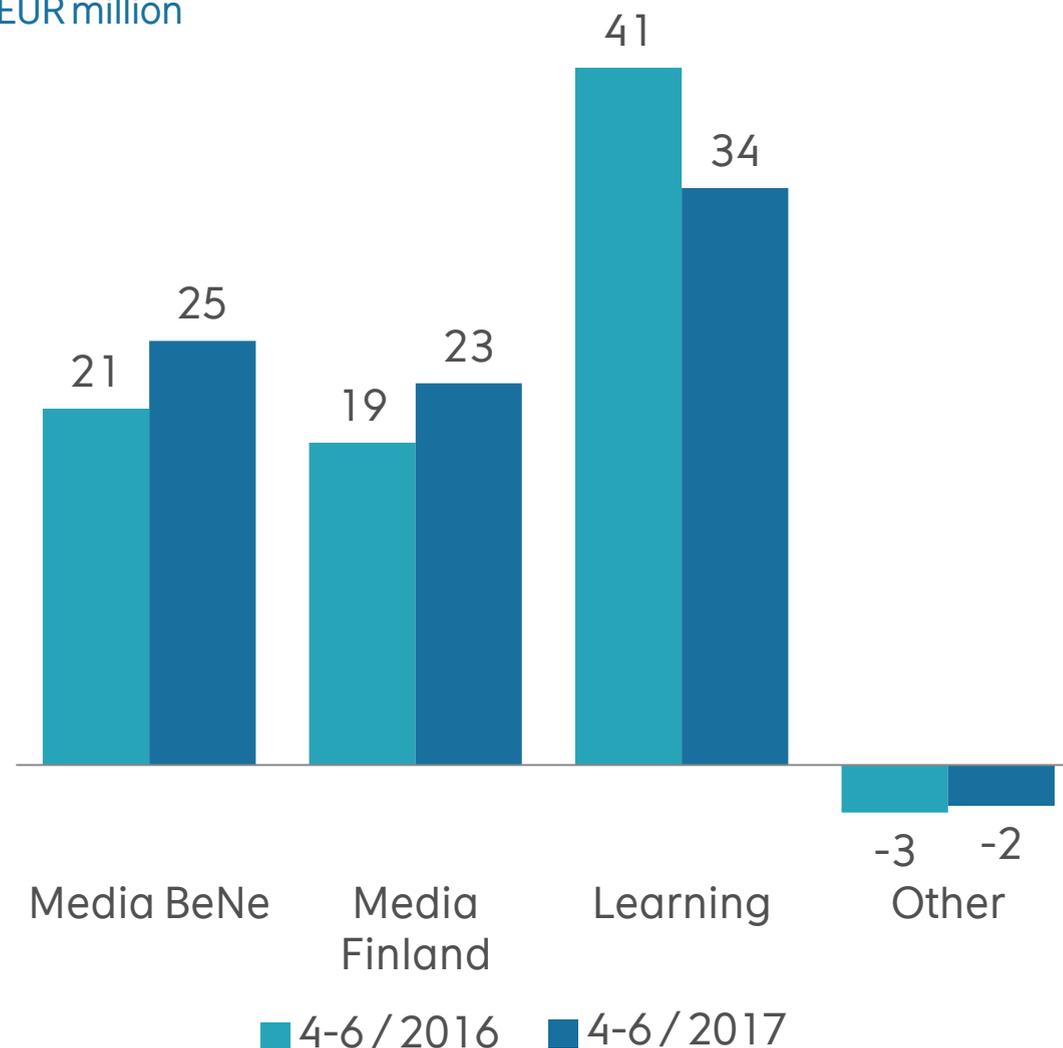
- Net sales, adjusted for structural changes, expected to be stable
- Operational EBIT margin to be above 10%

Sanoma Q2 2017: Operational EBIT adjusted for SBS stable

Sanoma Group EUR million	Q2/17	Q2/16
Net sales	441	450
Net sales adjusted for SBS	382	388
Organic growth	-2.0%	1.7%
Organic growth adjusted for SBS	-1.5%	2.4%
Operational EBIT	82	87
Operational EBIT adjusted for SBS	79	79

Q2 Comparable operational EBIT, adjusted for the SBS transaction

EUR million

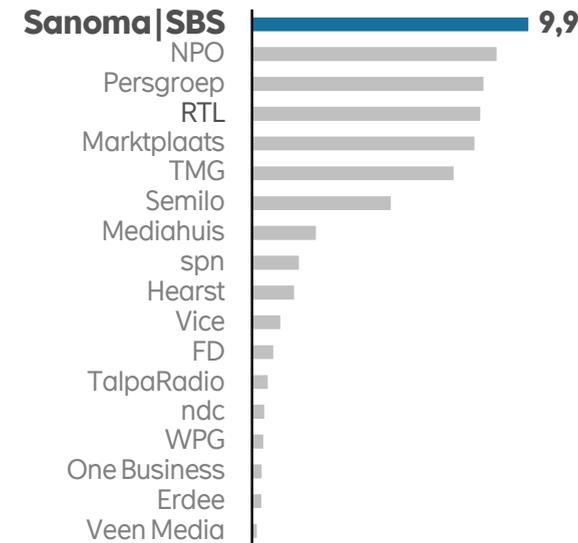


Media BeNe Q2

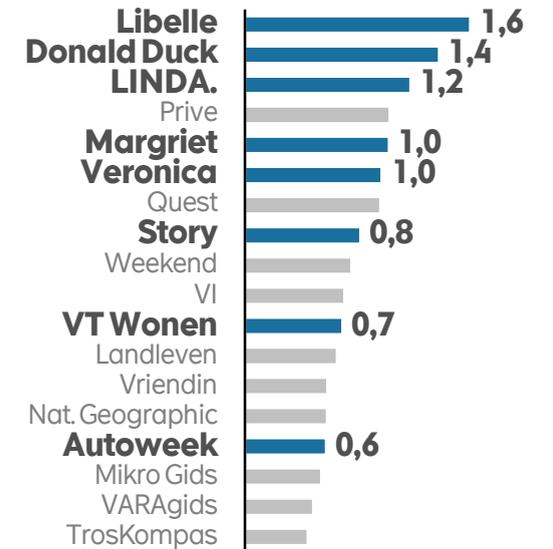
Improved profitability in Dutch print and online portfolio

- Organic net sales -1% adjusted for SBS
- Operational EBIT improved by 15%, adjusted for SBS
 - Cost innovations in print and online portfolio
 - NU.nl reaching all time high in reach in May
- Recognised with AMMA award (by B2B customers) as the best media company in the Netherlands

#1 in Digital reach
(million people)



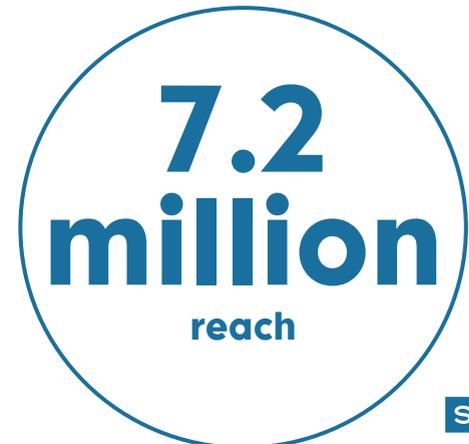
#1 in Magazine reach
(million people)



Source: s NOBO May 2017,
NOMHY1 2017

■ Competition ■ Sanoma

NU.nl all time high reach in May:



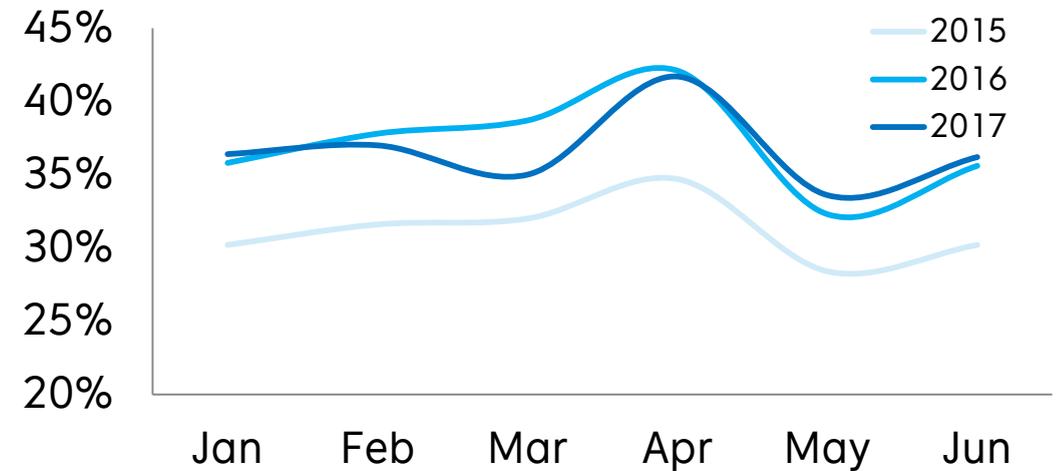
Media Finland Q2

Profitability continued to improve

- Organic net sales decreased by 2%
 - Subscription sales performing well, esp. increased number of subscribers paying for digital content
 - Digital advertising sales grew by 14%
 - Print and TV advertising sales affected by the negative market trends
- Operational EBIT up by 19% due to cost innovations
- Sanoma Baltics, operating online market places in Estonia, divestment closed in April

Nelonen TV viewing share

Commercial TV (10-44 years)



Helsingin Sanomat subscribers paying for digital content



Learning Q2

Costs to create new methods affecting results

- Sales increased by 3%
 - Strong performance in Finland
 - Consolidation of De Boeck in Belgium
 - Lower sales in the Netherlands and Sweden, expected to be partially recovered in Q3
- Operational EBIT decreased as expected
 - Costs related to creating new methods in Poland
 - Increased depreciation and amortisation
 - Strong operational performance in Finland
- All of the newly developed methods for the Polish educational reform now approved by the Ministry of Education

Number of users in digital learning platforms



Q2 2017
vs.
Q2 2016:
+30%

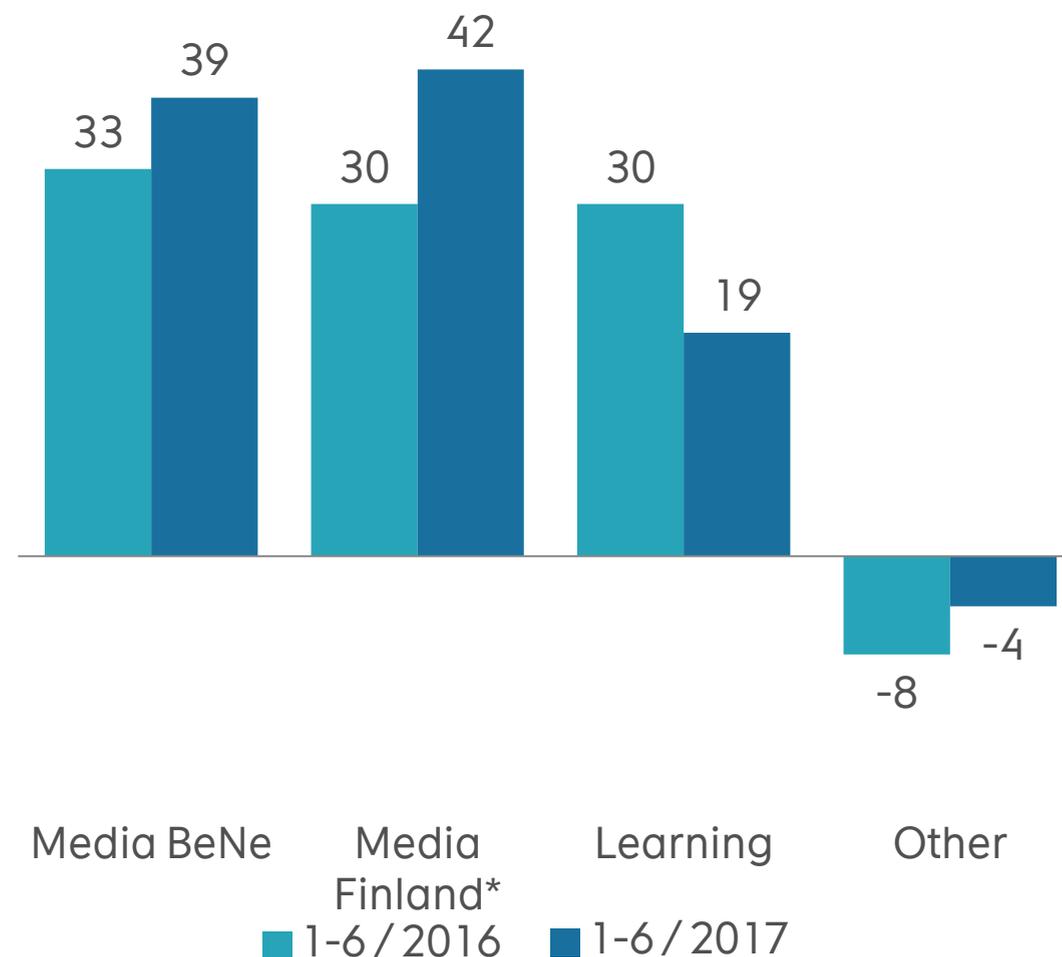
Sanoma H1 2017: Operational EBIT increased

Sanoma Group EUR million

	H1/17	H1/16
Net sales	785	803
Net sales adjusted for SBS	679	691
Operational EBIT	93	89
Operational EBIT adjusted for SBS	95	85
Cash flow from operations	-43	-48
Cash flow from operations adjusted for SBS	-43	-49
Operational EPS	0.34	0.28
Operational EPS adjusted for SBS	0.35	0.28

H1 Comparable operational EBIT, adjusted for the SBS transaction

EUR million



* Includes one-off corrections related to changes in accounting estimates, amounting to EUR 4.4 million in Q1

Q2 Comparable Operational EBIT Stable, adjusted for SBS

Media BeNe:

- + Cost innovations in print and online portfolio
- Slightly lower print sales

Media Finland:

- + Cost innovations, e. g. in distribution
- + Growth in digital sales (+14%)

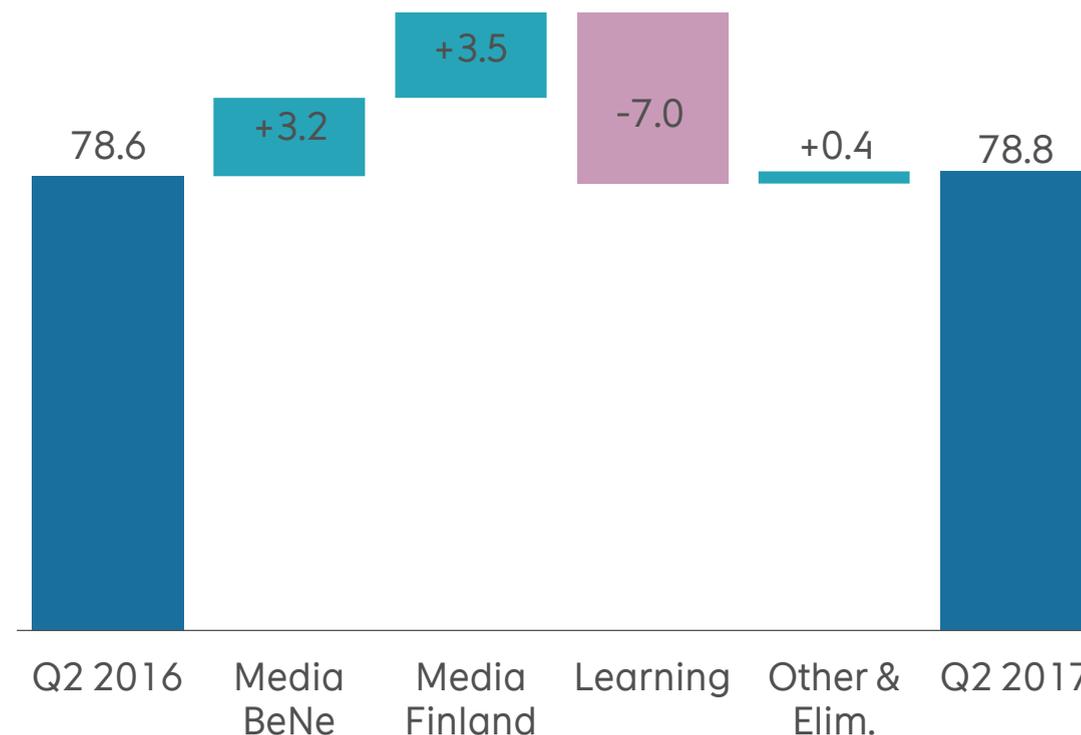
Learning:

- + Improved performance in Finland and Belgium
- Costs related to creating new methods in Poland (around EUR 4 million)
- Higher depreciation and amortisation related to earlier investments
- Lower sales in the Netherlands and Sweden

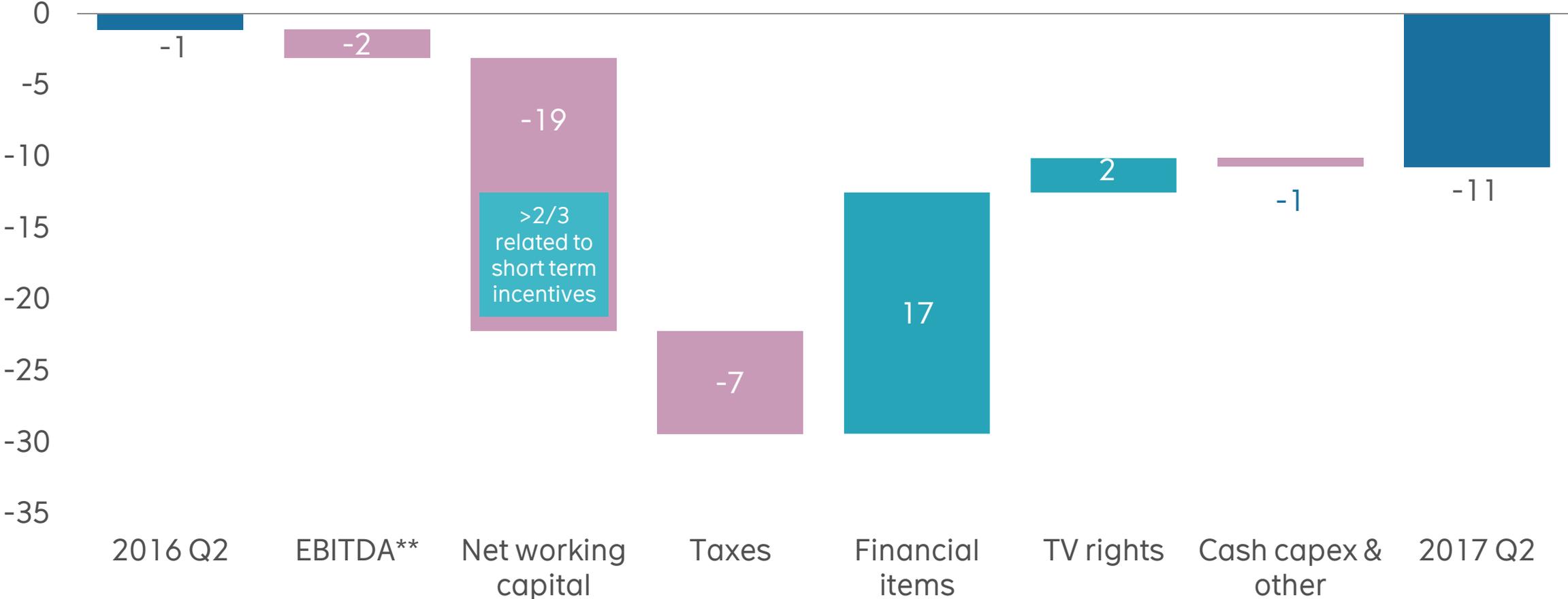
Other:

- + Changes in internal allocations bringing more of the costs into the operating units

EUR million



Q2 Reported free cash flow* lower due to working capital and taxes



* Free cash flow = cash flow from operations less capex

** EBITDA adjusted for capital loss related to SBS, capital gains/losses of businesses and share of results of JV's, and the impact of Dutch pension settlement in 2016

Media Advertising Markets

Netherlands*	Q1/16	Q2/16	FY/16	Q1/17	Preliminary estimate on Q2/17*
Magazines	-8%	-8%	-7%	-10%	-12%
TV	+6%	-2%	-2%	-5%	-6%
Online*	+10%	+14%	+11%	+7%	+8%
Total market*	+4%	+4%	+3%	+3%	+3%

Finland	Q1/16	Q2/16	FY/16	Q1/17	Q2/17*
Newspapers	-6%	-5%	-4%	-9%	-12%
Magazines	-11%	-10%	-9%	-7%	-12%
TV	-2%	-4%	-1%	-6%	-7%
Radio	+15%	+3%	+3%	+4%	+0%
Online*	+5%	+18%	+13%	+8%	+1%
Total market*	-1%	-1%	+1%	-3%	-5%

Sanoma's outlook for 2017 is based on the assumption of the advertising market development in Finland and the Netherlands being in line with that of 2016

*Source: NL: Sanoma internal estimates, incl. online search. FI: TNS Gallup. Quarterly figures excl. online search, Full year numbers in Finland are based on a larger amount of data than quarterly numbers and include online search. Total market in both countries includes other smaller categories such as cinema and outdoor advertising.

SBS transaction

Sanoma Divests SBS to Talpa

Closed on July 19, 2017

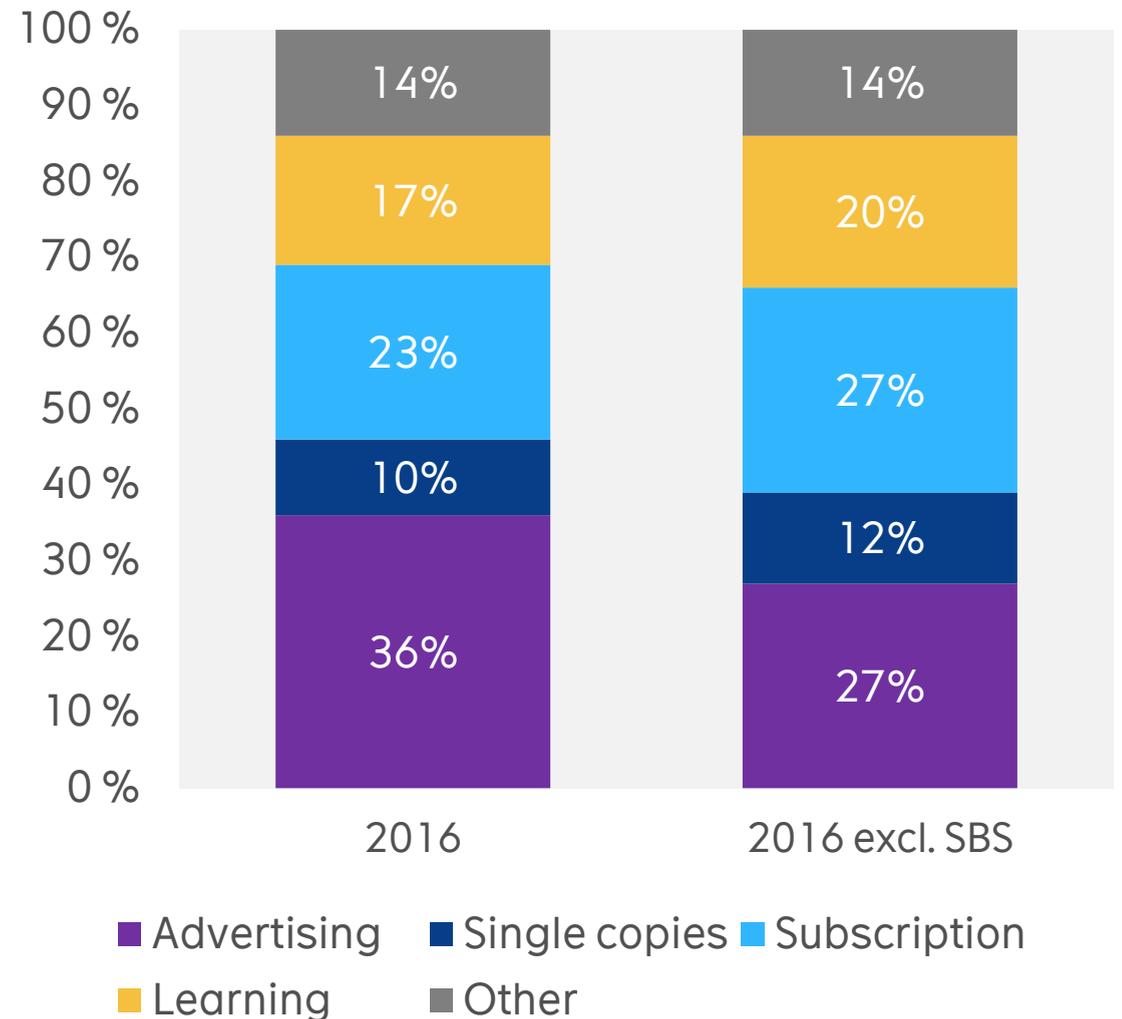
- SBS is #3 free-to-air TV business in the Dutch market with four TV channels (SBS 6, NET 5, SBS 9 and Veronica)
- Sanoma received a net cash consideration of EUR 237 million for its 67% stake and 100% ownership of the TV guide business Veronica Uitgeverij
- Following the announcement, all assets and liabilities relating to SBS are classified as held for sale in accordance with IFRS5 in Q1 and Q2 reporting
 - Resulting in a non-cash capital loss for Sanoma of EUR 308 million in 2017
 - Goodwill decreases to EUR 947 million (from EUR 1,663 million)

Sanoma post SBS transaction

- Improved financial and strategic flexibility to grow and create value in stronghold businesses
 - Reduced leverage with Net debt / adj. EBITDA to decrease from 3.2 to 2.5x (pro forma 2016)
 - Full ownership of all remaining businesses increases transparency and agility
- Full control of Veronica Uitgeverij to drive attractive synergy with existing portfolio
- More balanced composition of net sales reducing exposure to more volatile advertising revenue

More balanced composition of net sales

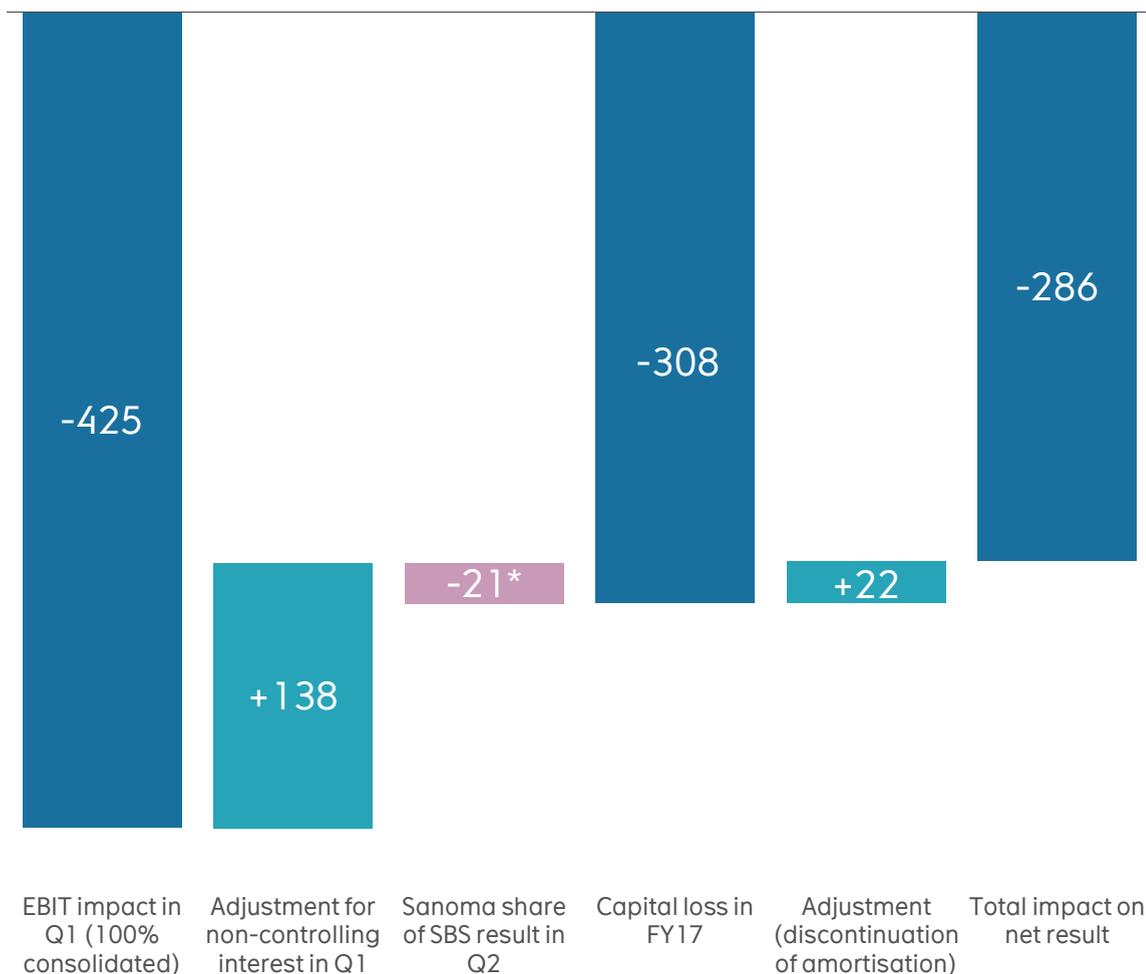
Group net sales 2016 excl. SBS



Financial impacts of the SBS transaction

- In accordance with IFRS5, all assets and liabilities relating to SBS were classified as held for sale resulting in a non-cash capital loss of EUR -308 million
- Total impact on net result is EUR -286 million
 - Q1: EUR -425 million for 100% consolidation and related item of EUR 138 million for non-controlling interest
 - Q2: Net capital loss of EUR -21 million and net of EUR 22 million as an item affecting comparability due to discontinuation of amortisation
- Equity ratio: 29.0% (2016: 41.7%) at the end of June due to the write off related to SBS asset held for sale classification in Q1

Impact of the SBS transaction on net result



* Sanoma share of profits is improved by the discontinuation of depreciation and amortisation for an asset held for sale classification and subsequently written-off to fair value according to IFRS 5

Financials

Reported Income Statement

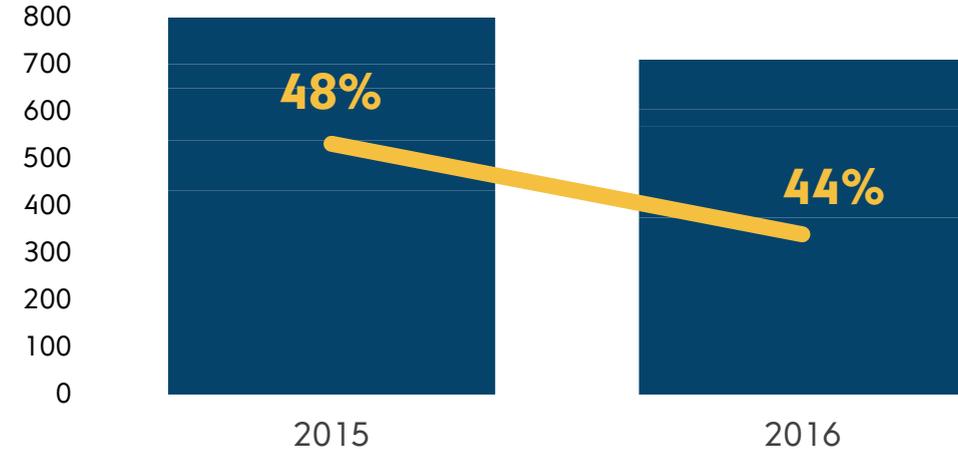
EUR million	4-6/2017	4-6/2016	1-6/2017	1-6/2016	1-12/2016
Net sales	441.4	449.7	785.2	802.8	1,639.1
Operational EBITDA	148.0	153.0	230.4	226.4	452.4
Operational EBIT	81.7	86.9	93.1	88.8	167.9
Items affecting comparability	-4.2	54.8	-431.4	56.0	28.7
Operating profit	77.6	141.7	-338.3	144.7	196.6
Total financial items	-4.5	-9.0	-11.0	-17.7	-37.0
Result before taxes	74.0	132.5	-348.3	127.0	157.2
Income taxes	-23.2	-35.6	-23.9	-30.2	-41.2
Result for the period	50.8	96.9	-372.2	96.8	116.0
Result attributable to:					
Equity holders of the parent company	49.7	93.8	-235.3	93.8	110.8
Non-controlling interests	1.1	3.1	-136.8	3.0	5.2
Earnings per share	0.31	0.57	-1.45	0.56	0.65
Operational EPS	0.32	0.32	0.34	0.28	0.51

Continuous profitability improvement through cost innovation

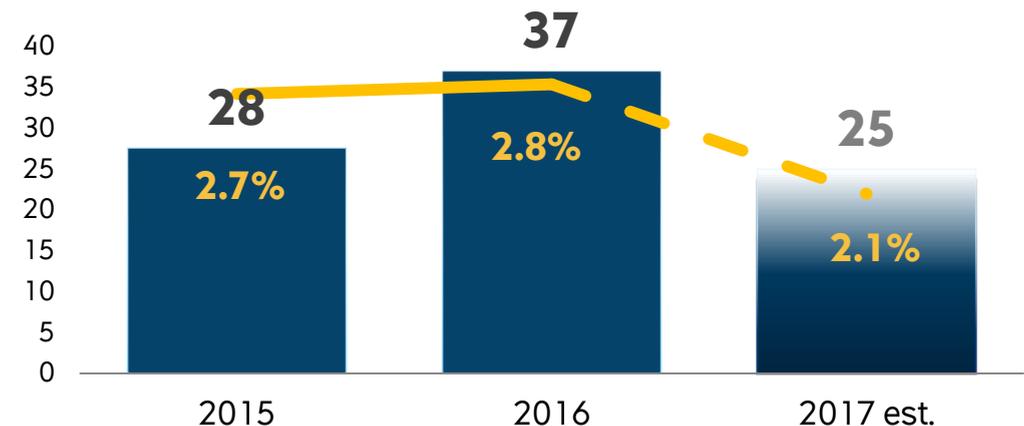
- Continuous profitability improvement through process and cost innovation
- Discontinuing unprofitable businesses and activities
- Highly synergetic bolt-on acquisitions

- Continued deleveraging will have positive effect on operational EPS going forward

Reported operational fixed costs, EUR million % of net sales



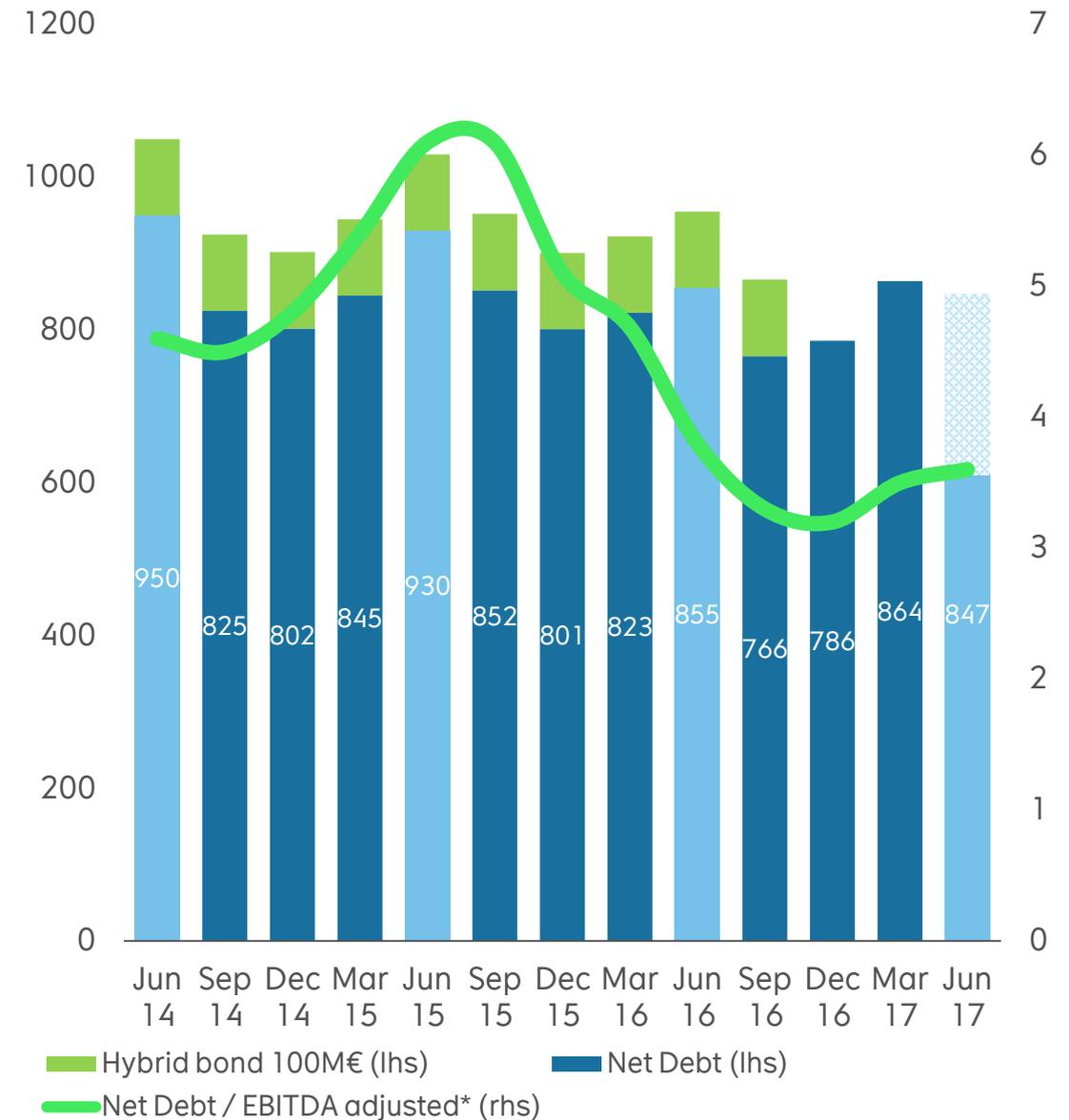
Net financial expenses, EUR million Average interest rate*, %



* Average interest of interest-bearing net liabilities including derivatives at the year end.

Deleveraging continues

- Net debt/EBITDA adjusted* 3.6 times (2016: 3.8)
- Net debt: EUR 847 million (2016: 855)
- The divestment of SBS will improve the leverage ratio going forward
- Continued improvement of cash flows and deleveraging will have positive effect on operational EPS going forward

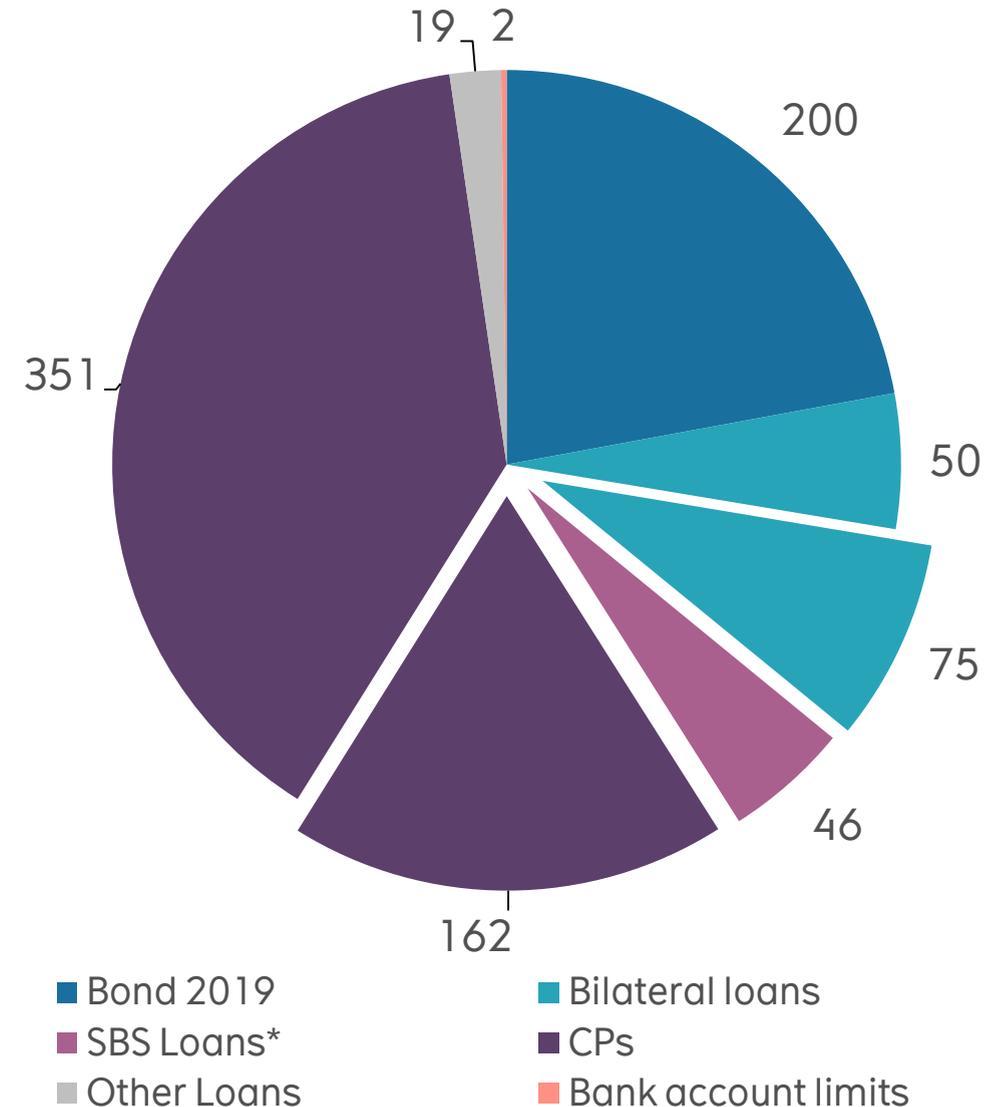


* EBITDA adjusted: 12-month rolling operational EBITDA, where acquired operations are included and divested operations excluded, and where programming rights and prepublication rights have been raised above EBITDA on cash-flow basis

Lower Financing Costs

- EUR 200 million of Bond 2017 repaid in March, using commercial paper and bank financing
- Net financial items YTD EUR -11.0 million (2016: -17.7)
- Average interest rate during H1 down to 2.0% (2016: 2.8%)
- Proceeds from the SBS divestment (EUR 237 million) will be used to repay commercial paper debt and bilateral loans

Debt structure as of 30 June 2017, EUR 897 million



*Following the closing of the SBS transaction, SBS loans not part of Sanoma's debt portfolio

Sanoma – Largest Shareholders

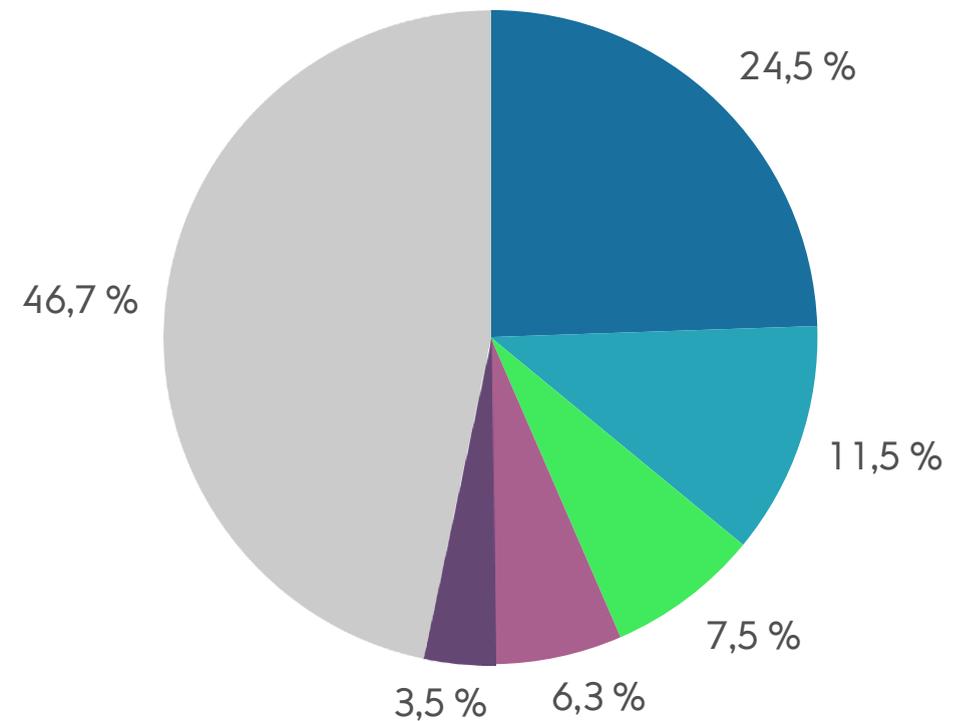
30 June 2017

	% of shares and votes
1. Jane and Aatos Erkkö Foundation	24.46
2. Antti Herlin (Holding Manutas Oy: 11.47%, personal: 0.02%)	11.49
3. Robin Langenskiöld	7.54
4. Rafaela Seppälä	6.31
5. Helsingin Sanomat Foundation	3.50
6. Ilmarinen Mutual Pension Insurance Company	2.19
7. Foundation for Actors' Old-Age Home	1.23
8. Alex Noyer	1.19
9. The State Pension Fund	1.14
10. Lorna Auboin	1.14
Foreign ownership in total*	17.50%
Total number of shares	162,812,093
Total number of shareholders	21,281

Institutional investors: around 70% of shares

Private investors: around 30% of shares

*Including nominee registered shareholders



■ Jane and Aatos Erkkö Foundation ■ Antti Herlin
■ Robin Langenskiöld ■ Rafaela Seppälä
■ Helsingin Sanomat Foundation ■ Others

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