



SanomaWSOY's Growth businesses

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The SanomaWSOY Group

- Finnish newspaper publisher Sanoma and book publisher WSOY merged in 1999 and listed on the Helsinki Stock Exchange
- The leading Nordic media group
 - net sales EUR 2,742 million in 2006
 - personnel 18,434
- 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



The SanomaWSOY Group

Group Net Sales M€ 2,742 • Group EBIT M€ 292 • Group Personnel 18,434

Rautakirja

- Net sales M€ 684.3
- EBIT M€ 51.3 (7.5%)

Press distribution, Kiosk operations, Bookstores, Movie theatres

SWelcom

- Net sales M€ 131.8
- EBIT M€ 12.5 (9.5%)

Commercial TV, Cable TV, Broadband, Radio

SanomaWSOY Education and Books

- Net sales M€ 309.2
- EBIT M€ 48.0 (15.5%)

Educational publishing, General literature, Business information and services

Sanoma Magazines

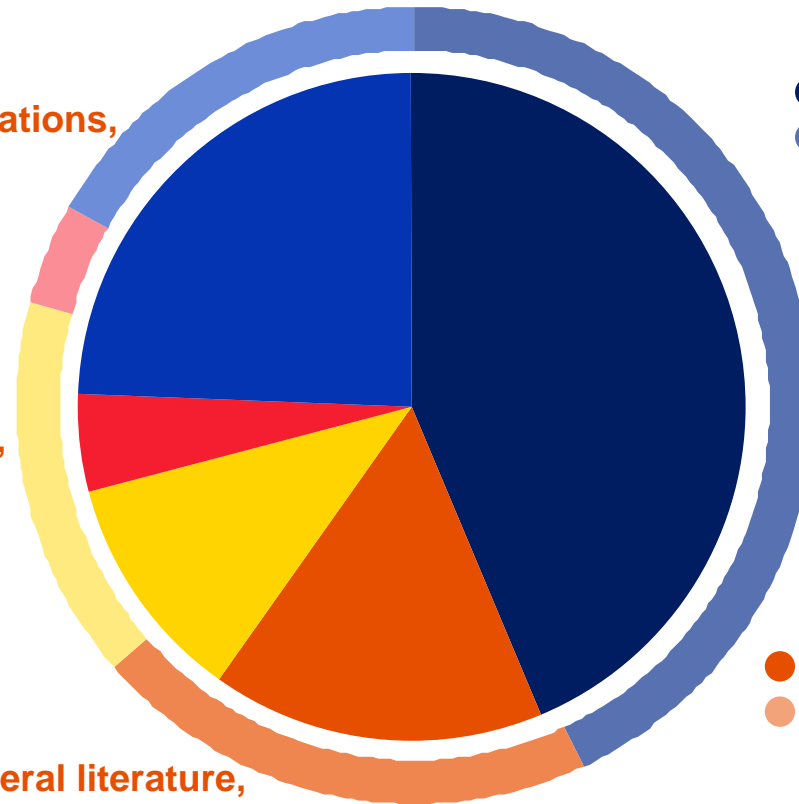
- Net sales M€ 1,218.9
- EBIT M€ 132.2 (10.8%)

Magazine publishing, Online operations

Sanoma

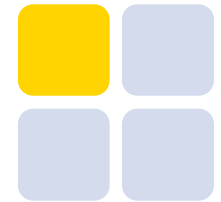
- Net sales M€ 457.1
- EBIT M€ 62.7 (13.7%)

Newspaper publishing and printing, Online operations



Our Growth Areas

Share of net sales, 2006



Magazines



41%

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

Educational publishing



7%

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

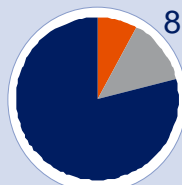
Digital media



9%

- Includes TV, online access, digital content, online advertising, and eCommerce, and radio
- 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

Businesses in CEE Countries and Russia

Operations in CEE Countries and Russia

Personnel in CEE + Russia 6,271*

Estonia: kiosks, press distribution, bookstores, movie theatres, online operations

Latvia: kiosks, press distribution, and movie theatres

Lithuania: kiosks, press distribution, and movie theatres

Russia: magazines, kiosks, and press distribution

Poland: eLearning business

Czech Republic: magazines

Slovakia: magazines

Hungary: magazines, educational publishing, and online operations

Ukraine: magazines

Slovenia: magazines

Croatia: magazines

Serbia: magazines

Bulgaria: magazines

Romania: magazines, press distribution



Why CEE and Russian Markets?

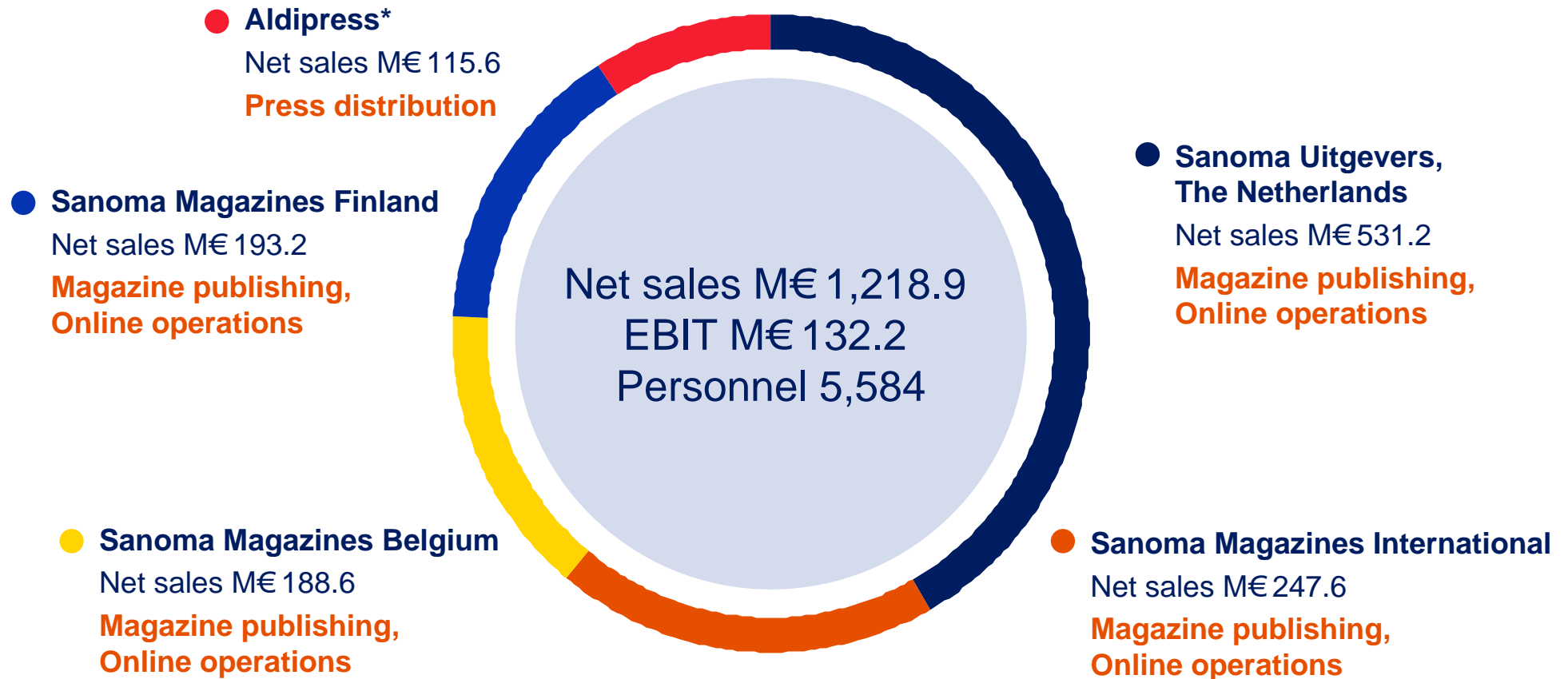
- Rapidly growing economy and media market
- In Russia growing middle class and increasing spending power within this group
- Not that big established players
- Possibility to expand business to other CIS countries
- Press distribution is underdeveloped/bottleneck in many CEE countries
- Post acquisition synergies in field of printing, paper buying and transferring concepts, knowledge, and business ideas



Magazine Publishing

Sanoma Magazines

European Magazine Publisher with a Strong Focus on Interactivity



Sanoma Magazines

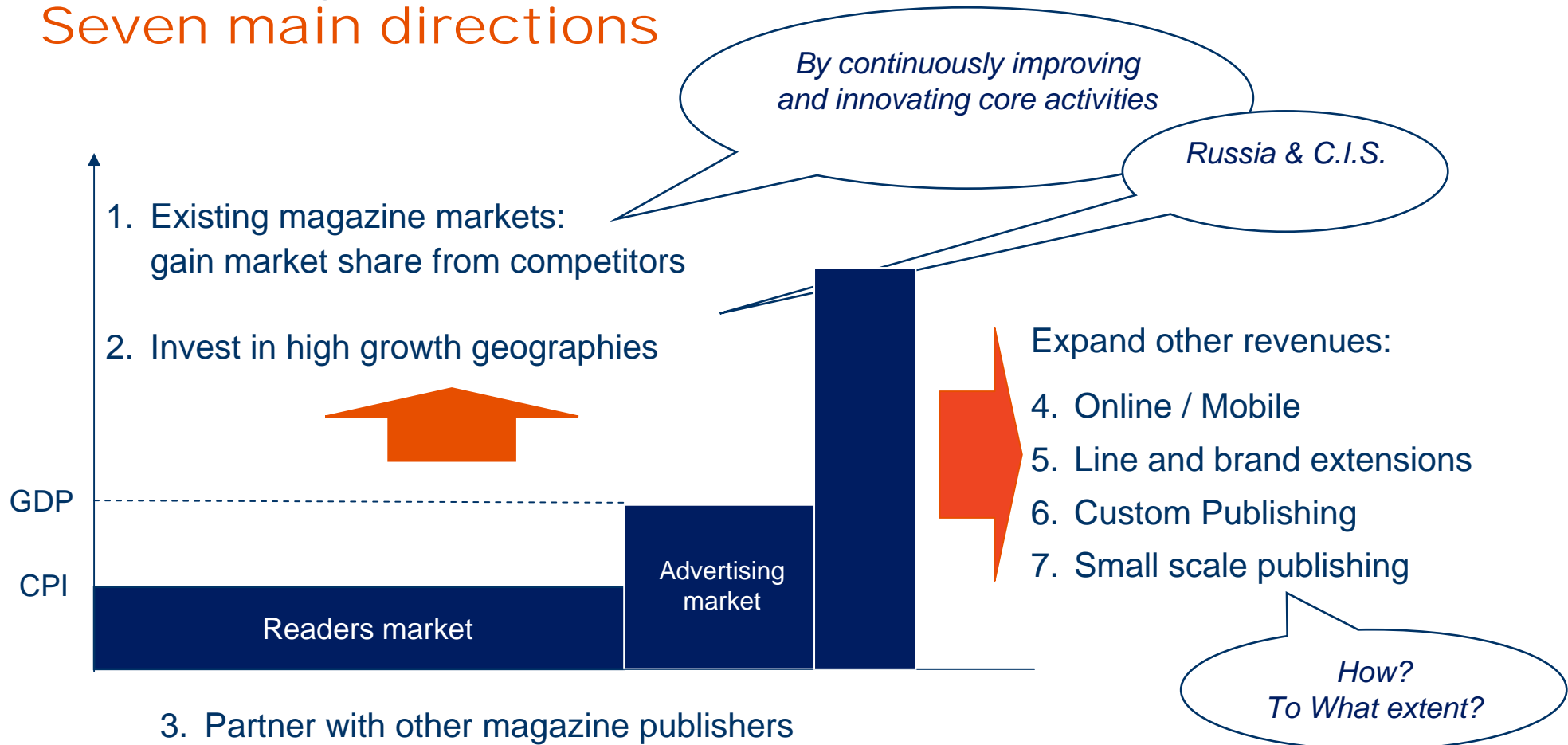
European Magazine Publisher with a Strong Focus on Interactivity

- One of Europe's leading magazine publishers
- 307 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 (8 countries)
- Preferred license partner:
 - Cosmopolitan (11 countries), Elle, Donald Duck, National Geographic (6 countries)...
- Increasing digital operations (ilse Media)
 - Search engines, web portals, virtual communities, news services, ...



The Way We Will Grow

Seven main directions

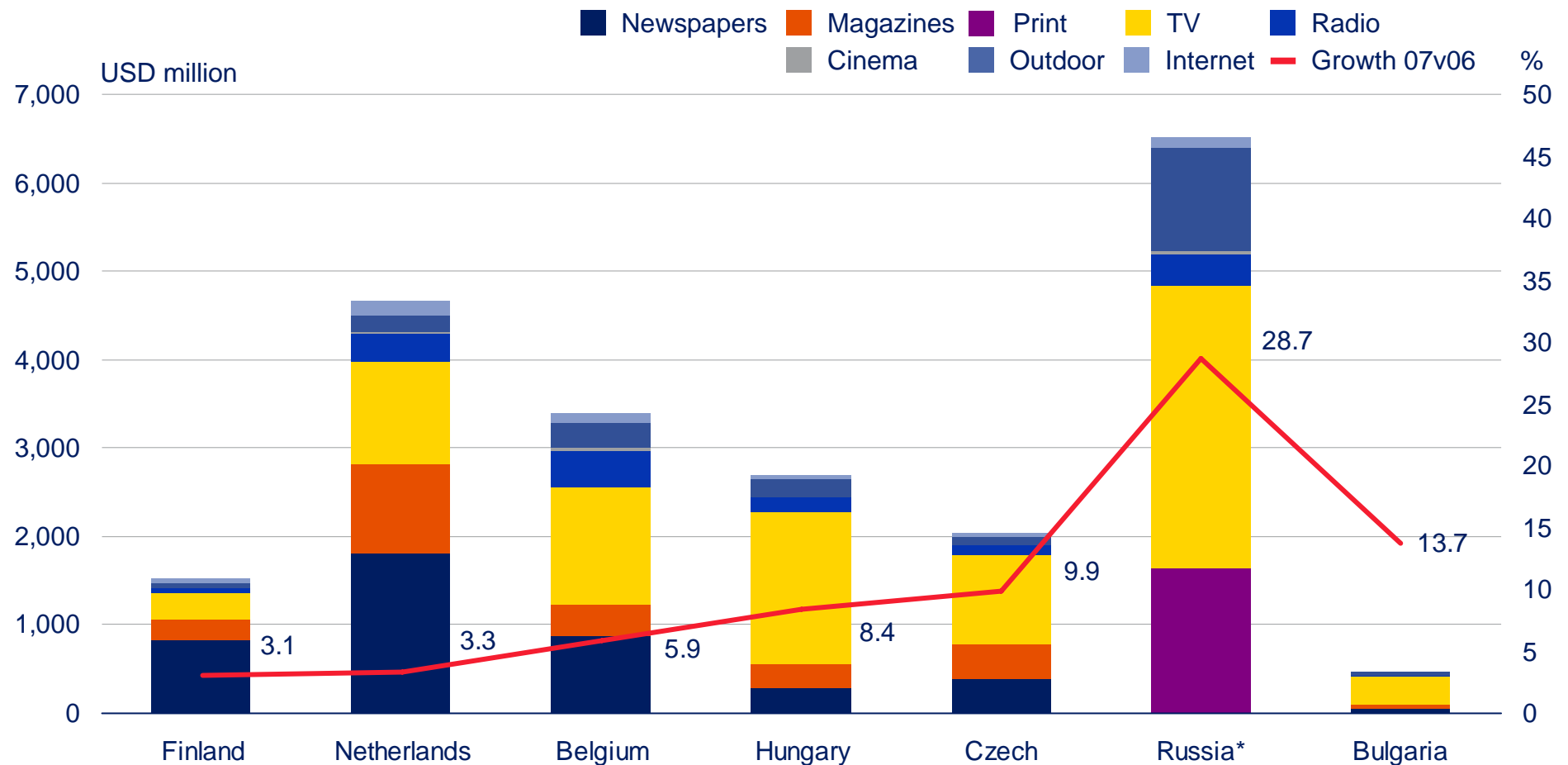




Media Market

Advertising Market in Europe

2006, USD million

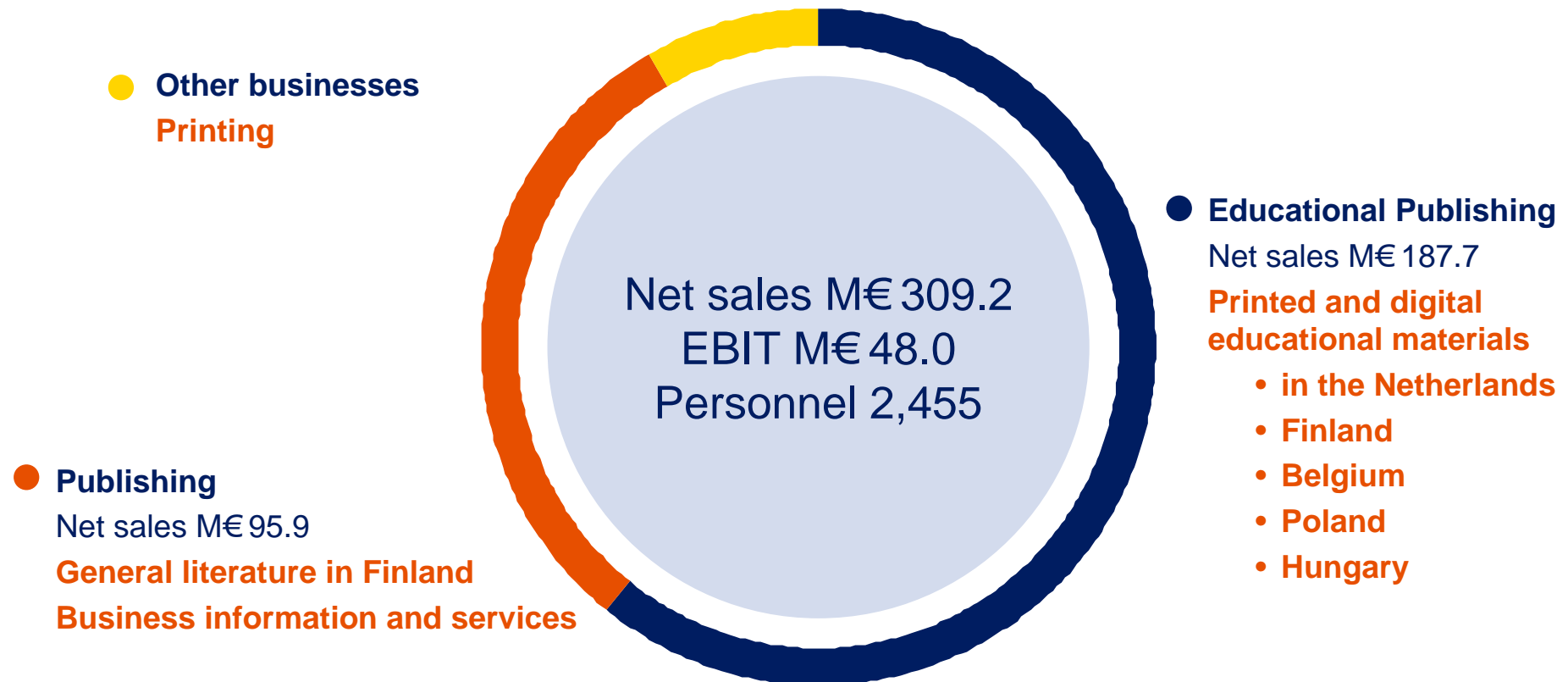




Educational Publishing

SanomaWSOY Education and Books

Significant European Educational Publisher and Finland's
Leading Book Publisher



SanomaWSOY Education and Books

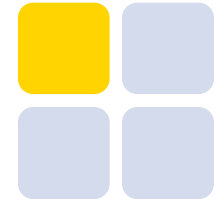
Significant European Educational Publisher and Finland's Leading Book Publisher

- 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
- Increasing offering of business information and services including language training and services

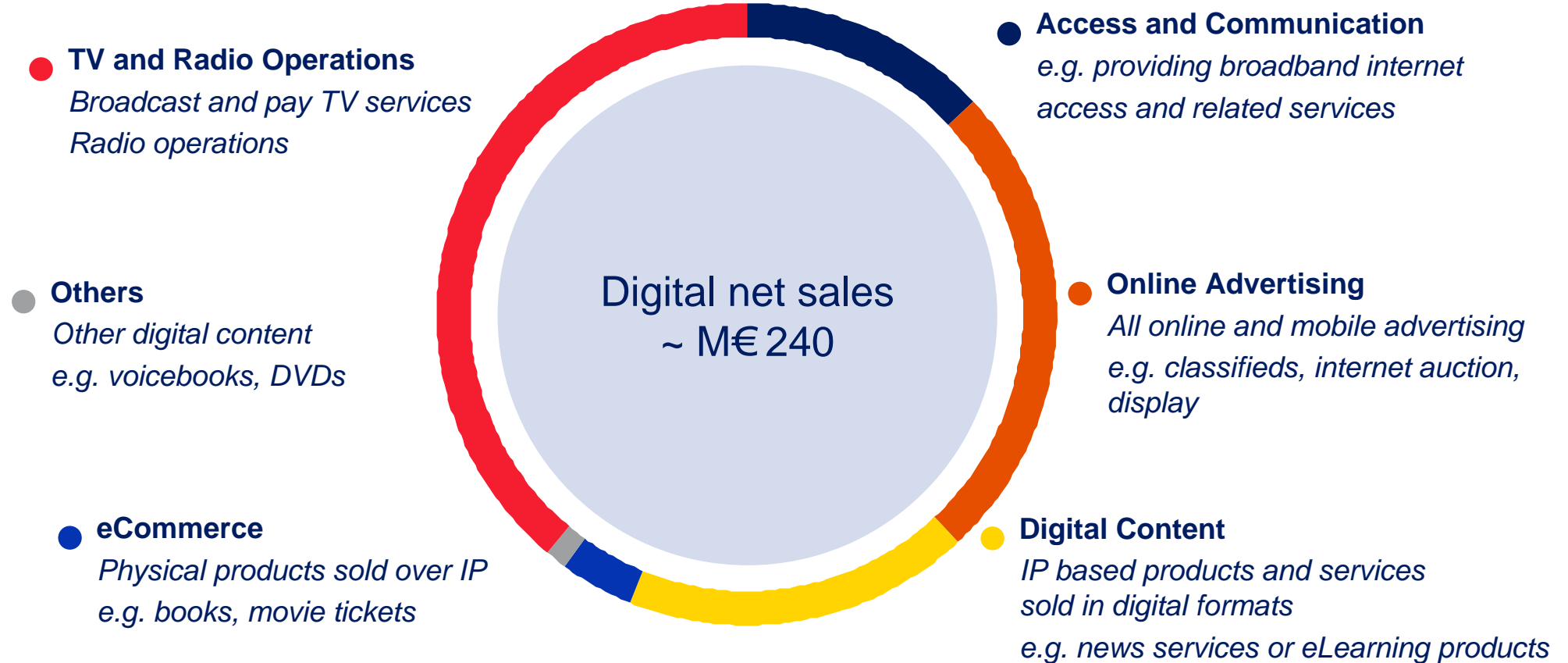


A hand holding a smartphone in front of a blurred red background with a white logo. The text "Digital Business" is overlaid on the image.

Digital Business



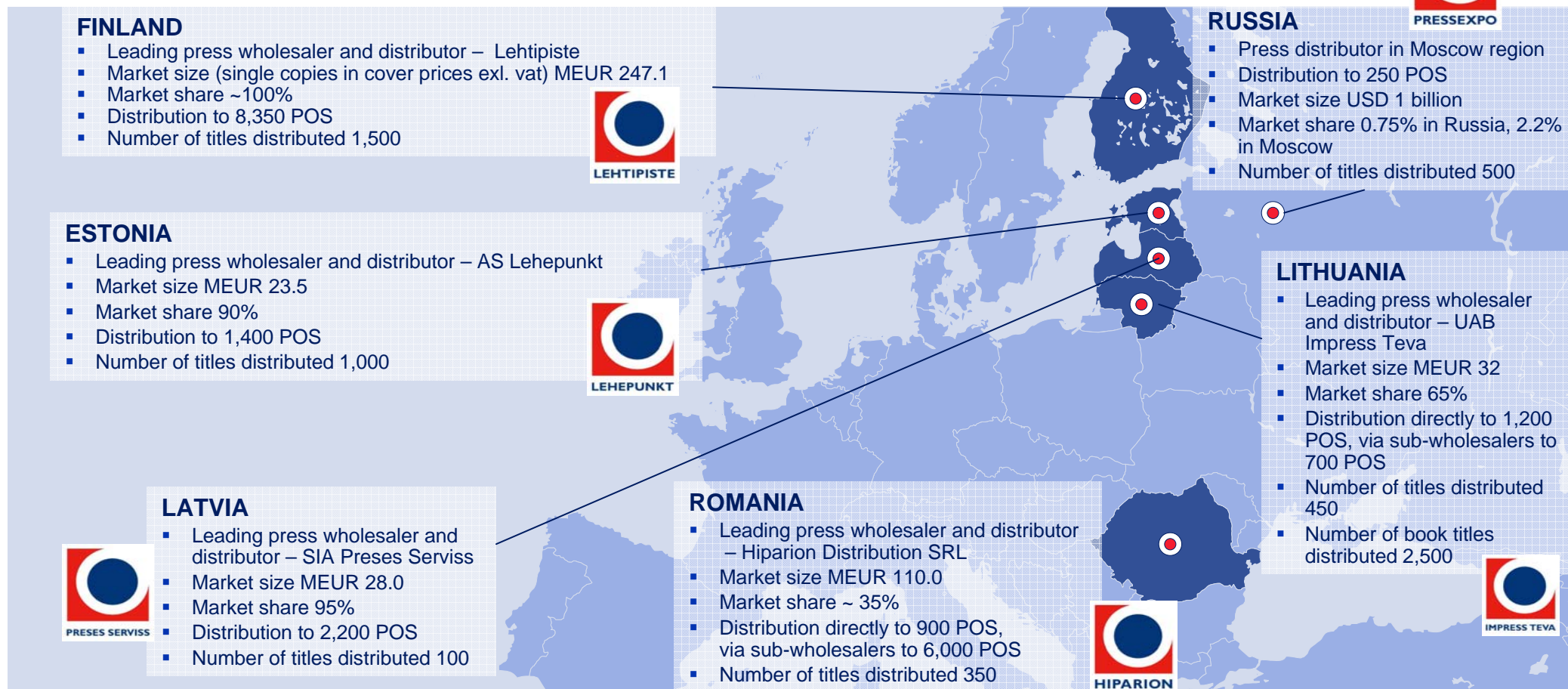
Digital Business in SanomaWSOY



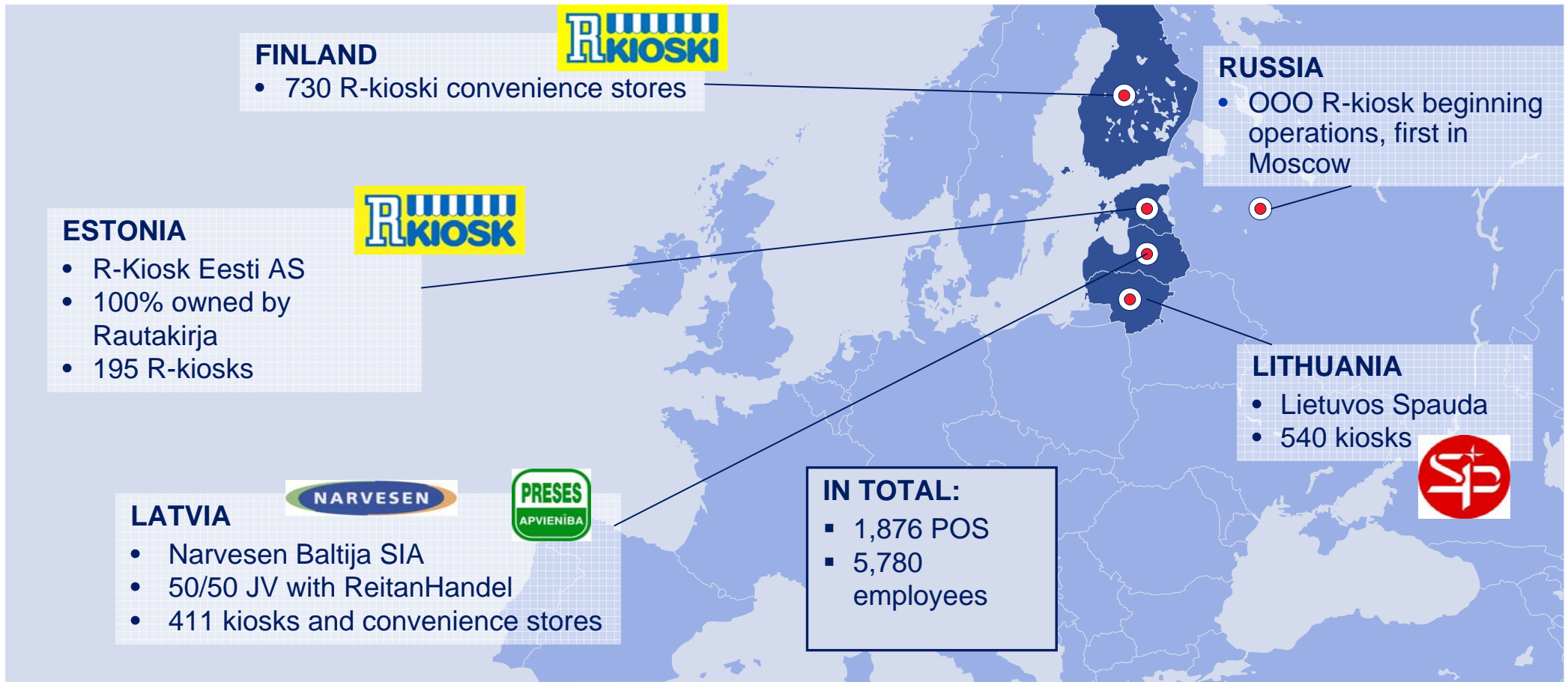


Press distribution

Press Distribution Markets



Kiosk Operation Markets



Press Distribution

Challenges of the Russian Market

- Division of the market amongst the Russian players
- There are also development-minded Russian operators in press retail and distribution
- Nationalism vs. foreign investors?
- Statistic validity/credibility of data – challenges to valuation
- Differences of culture and of the negotiation culture
- Choosing/getting the right local partners
- Political climate
- Legislation and its development



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