



SanomaWSOY's Internationalisation Strategy

Hannu Syrjänen
President & CEO
SanomaWSOY Corporation

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SanomaWSOY Today

SanomaWSOY

- The leading Nordic media group
 - net sales EUR 2,622 million in 2005
 - personnel 16,885
 - listed in Helsinki Stock Exchange
- One of Europe's largest magazine publishers and a significant European educational publisher
- Wide media portfolio in Finland, focused approach internationally
- Operates in over 20 countries, market leader in the chosen markets
- Targeting smaller and mid-sized markets
- Strong position in CEE countries

The SanomaWSOY Group

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

Rautakirja

- Net sales 635.9 M€
- EBIT 51.2 M€

Press distribution, Kiosk operations, Bookstores, Movie theatres

Sanoma Magazines

- Net sales 1,181.9 M€
- EBIT 129.1 M€

Magazine publishing, Online operations, Magazine distribution

Sanoma

- Net sales 446.4 M€
- EBIT 59.1 M€

Newspaper publishing and printing

SWelcom

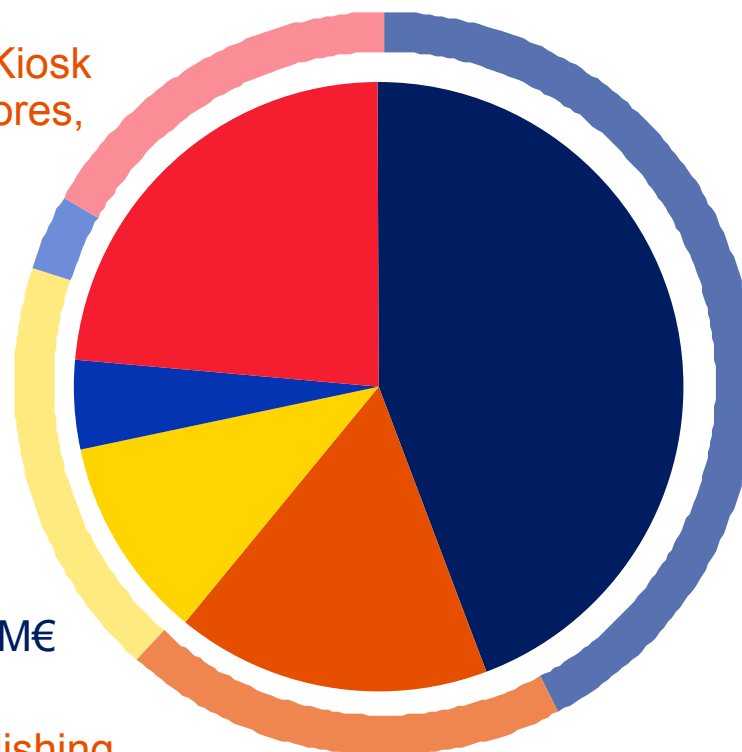
- Net sales 122.5 M€
- EBIT 9.6 M€

Commercial TV, Cable TV, broadband, and radio*

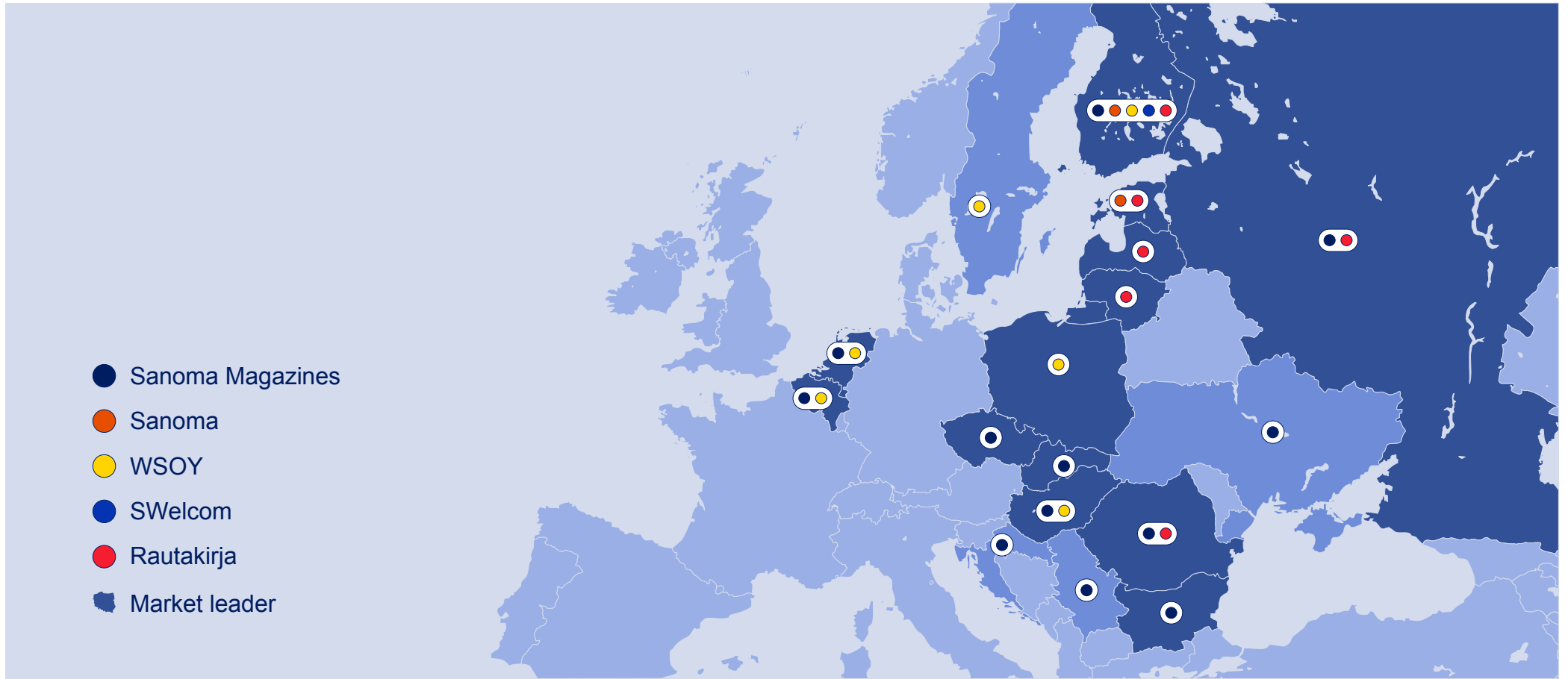
WSOY

- Net sales 294.4 M€
- EBIT 55.8 M€

Educational publishing, Publishing



Truly European Media Group



Our International Businesses

Share of Revenues, 2005



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



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

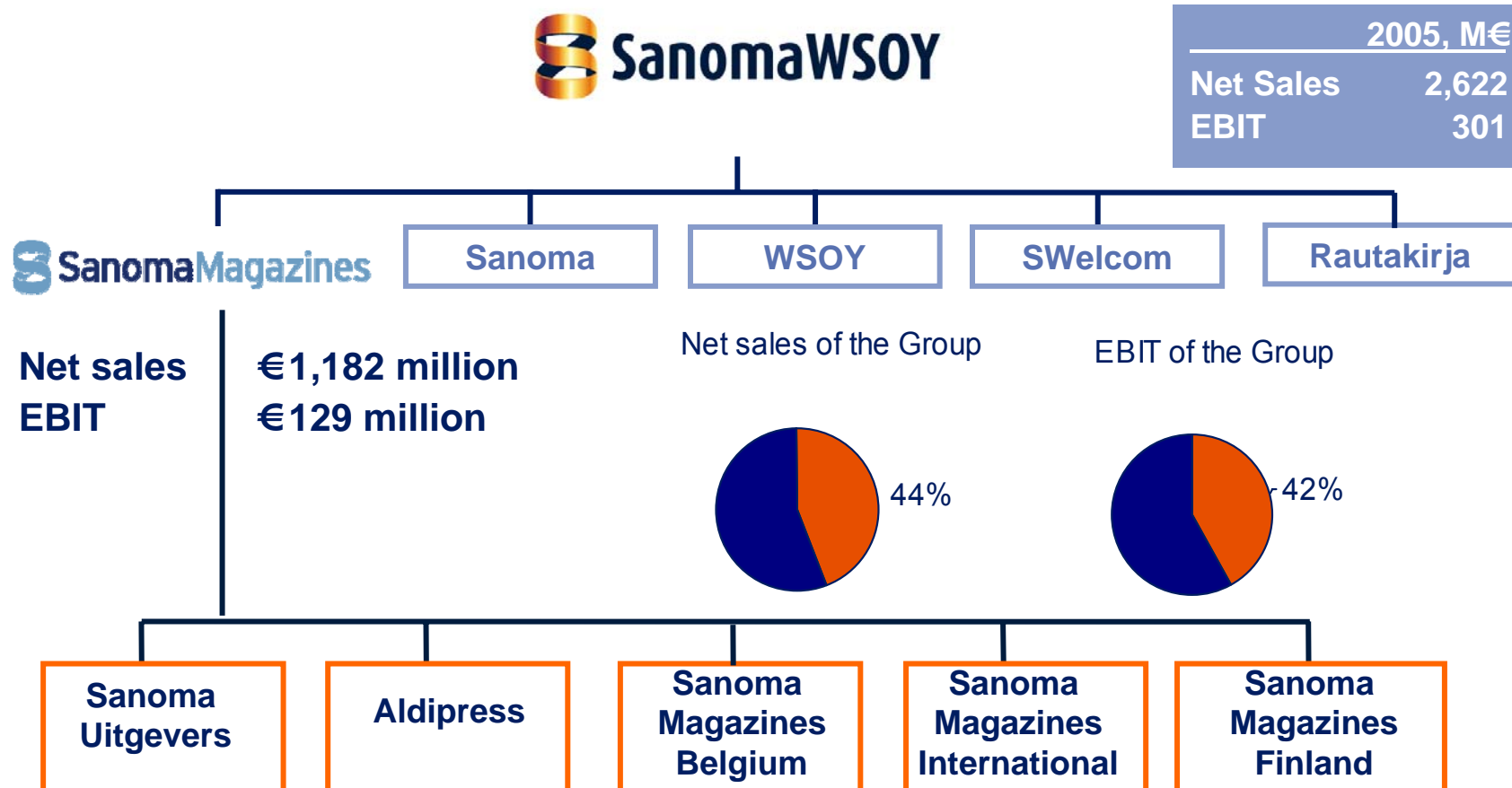


- Leading in Finland, Estonia, Latvia, Lithuania and the Netherlands
- Expanding in Romania and Russia
- Interesting new markets: CEE countries

Sanoma Magazines

Sanoma Magazines

As part of the SanomaWSOY Group

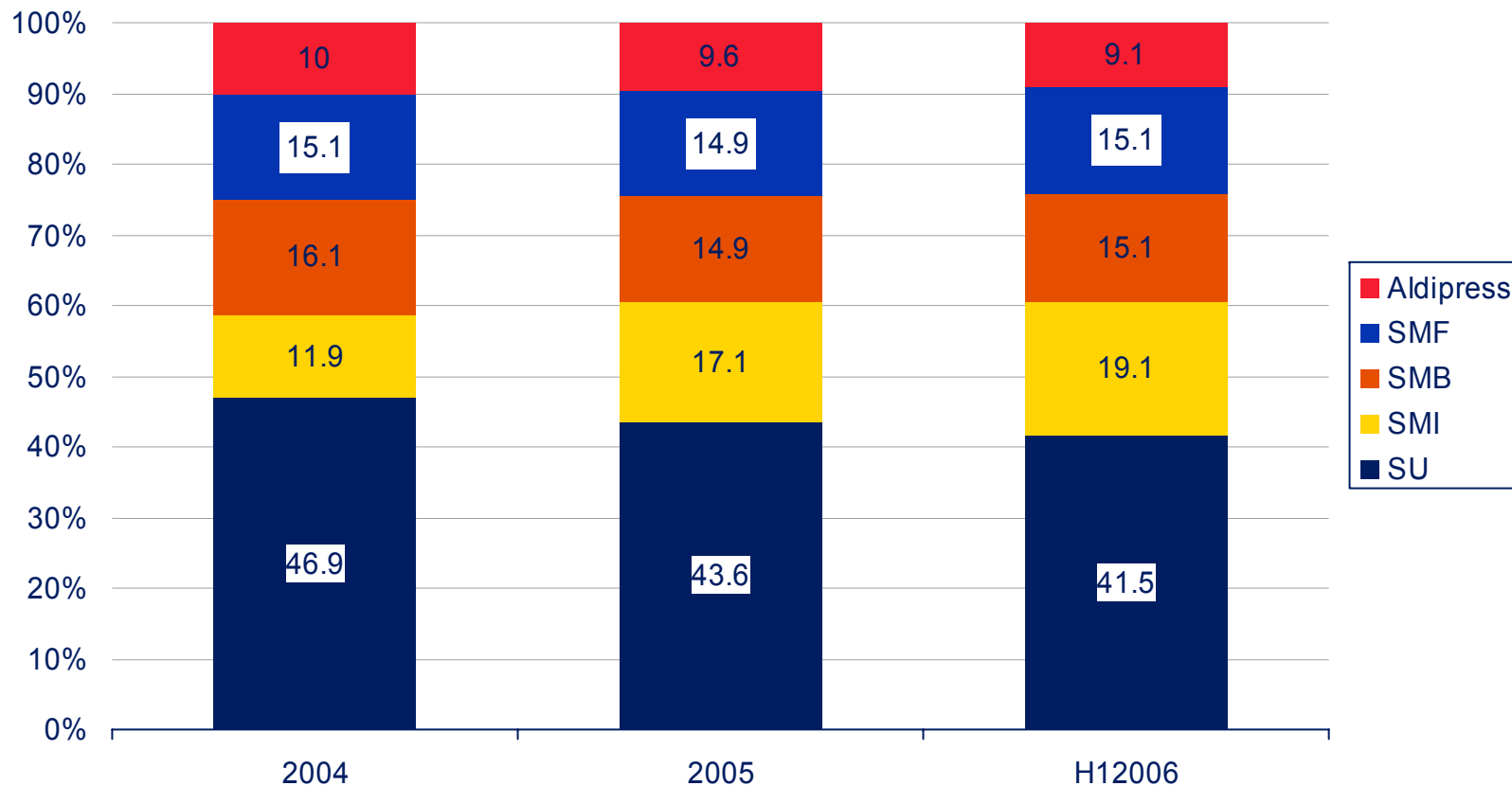


A Leading European Magazine Publisher

Magazine net sales / €million 2005

1.	Gruner + Jahr	2,439
2.	Hachette Filippachi Media	2,120 *
3.	Heinrich Bauer Verlag	1,704
4.	Sanoma Magazines	1,182
5.	Hubert Burda Media	956 **

Sanoma Magazines' Net Sales by Business



Businesses in CEE Countries and Russia

Operations in CEE Countries and Russia

Personnel in CEE + Russia 5,743

Estonia (985) kiosks, press distribution, bookstores and movie theatres

Latvia (585) kiosks, press distribution and movie theatres

Lithuania (1,314) kiosks, press distribution and movie theatres

Russia (1,219) magazines and press distribution

Poland (290) eLearning business

Czech (221) magazines

Slovakia (56) magazines

Hungary (570) magazines, educational publishing and internet services

The Ukraine magazines

Croatia (93) magazines

Serbia (28) magazines

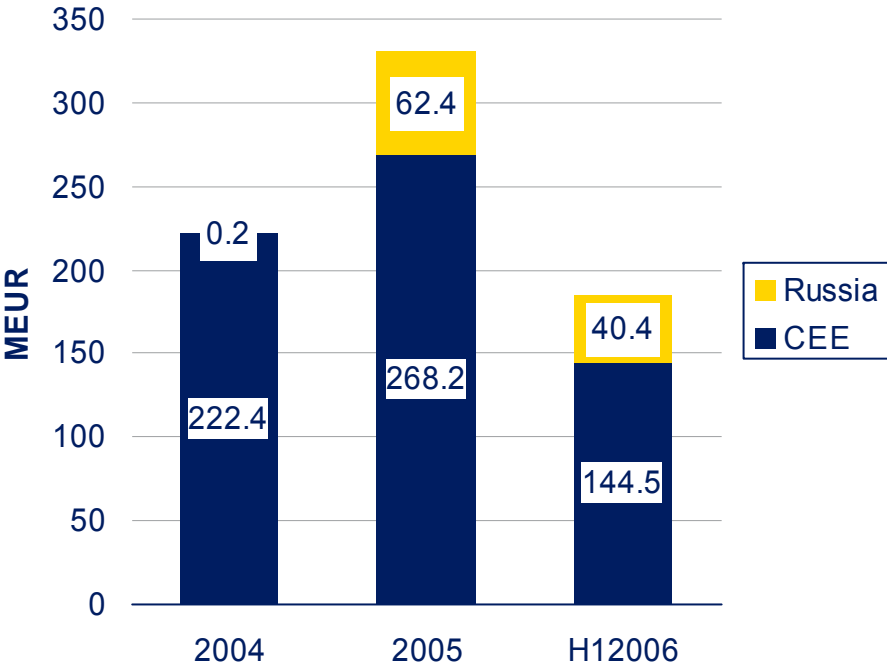
Bulgaria (91) magazines

Romania (291) magazines, press distribution

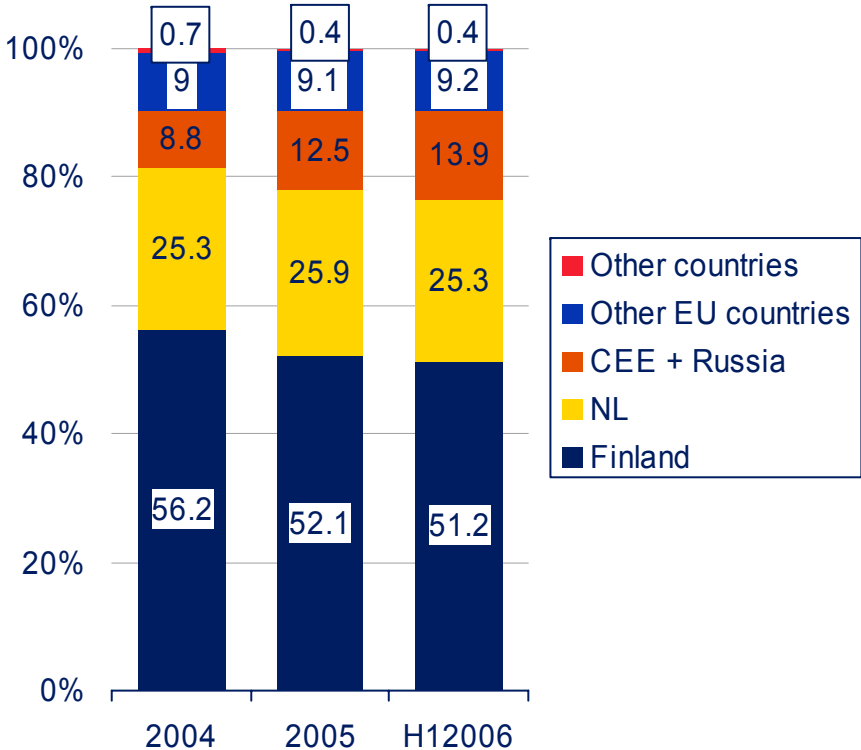


Net Sales Breakdown

Net sales in CEE countries and Russia



Net sales geographically



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
- a lot of potential for Rautakirja
- Post acquisition synergies in field of printing, paper buying and transferring concepts, knowledge, and business ideas

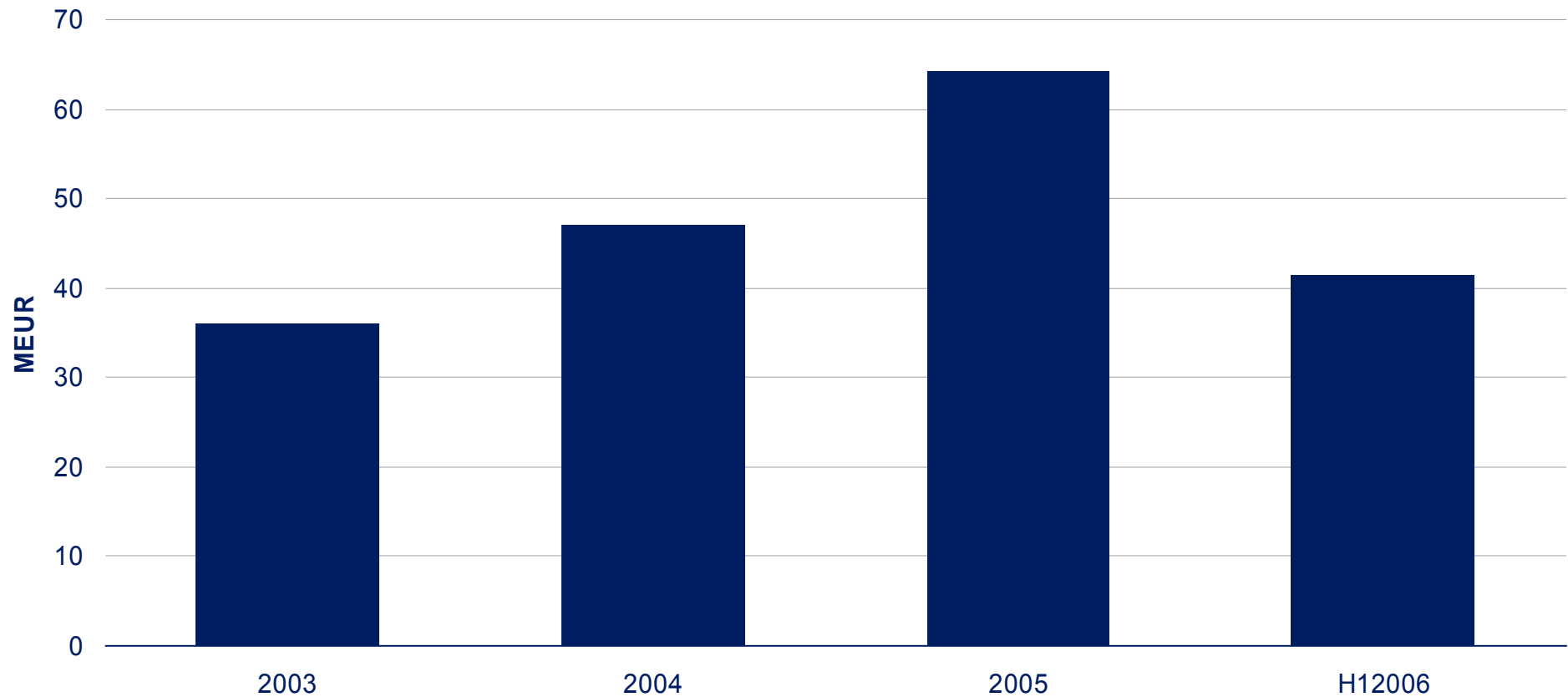
Why Independent Media? (1/2)

- Fits into SanomaWSOY's and Sanoma Magazines' strategy
- A strong interest in entering the Russian, Ukrainian and potentially other markets in Commonwealth of Independent States
 - the biggest market in Europe with a substantial growth potential in media
- Shared values with regard to publishing, employees and customers
 - a perfect combination
- Market leading position
- Diversified title portfolio
- Leading, well-known brand names

Why Independent Media? (2/2)

- Track record of successful magazine launches
- Robust financial performance
- Preferred license partner of international brands
- Platform for geographical expansion
- Building up a network in the regions
- Strong local management with international orientation

Independent Media's Net Sales



Future Plans in Russia

Future Plans in Russia

- Aggressive growth in magazines
- Further development of distribution
- Studying educational publishing possibilities



Committed to the Future