

6 February 2020

Proposal for the use of the profit shown on the balance sheet and the payment of dividend

The distributable earnings of the Parent Company according to the balance sheet of the Parent Company at 31 December 2019 were EUR 354,204,193.40 of which the loss for the financial year 2019 is EUR 62,274,165.95. Including the reserve for invested unrestricted equity of EUR 209,767,212.33 the distributable funds amounted to EUR 563,971,405.73 at 31 December 2019.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 25 March 2020 that a dividend of EUR 0.50 per share shall be paid from the distributable earnings of the Parent Company.

The dividend shall be paid in two instalments. The first instalment of EUR 0.25 per share shall be paid to a shareholder who is registered in the shareholder register of the Company maintained by Euroclear Finland Ltd on the dividend record date 27 March 2020. The payment date proposed by the Board of Directors for this instalment is 3 April 2020.

The second instalment of EUR 0.25 per share shall be paid in November 2020. The second instalment shall be paid to a shareholder who is registered in the shareholder register of the Company maintained by Euroclear Finland Ltd on the dividend record date, which, together with the dividend payment date, shall be decided by the Board of Directors in its meeting scheduled for 28 October 2020. The estimated dividend record date for the second instalment would then be on or about 30 October 2020 and the dividend payment date on or about 6 November 2020.

The proposed dividend is in line with the Company's profit distribution policy.

The Board of Directors proposes that EUR 482,113,144.23 be left in the shareholders' equity and a sum of EUR 350,000 be reserved for charitable donations to be used at the Board of Directors' discretion and that the dividend be paid in accordance with the aforesaid.

In Helsinki, 6 February 2020

Sanoma Corporation

Board of Directors