

PROXY FORM

Annual General Meeting of Sanoma Corporation 2020

I/We, the undersigned, being shareholder(s) of Sanoma Corporation, hereby appoint _____, or his/her order, as our proxy to attend and vote on our behalf with all shares we hold at the Annual General Meeting of Sanoma Corporation convened to be held on 25 March 2020 at 14:00 EET.

Voting Instructions:

To direct your proxy to vote with respect to the proposed resolutions, please indicate the manner in which your proxy is to vote by checking (X) the appropriate box below. **If you do not check any boxes below, your proxy will vote for the decision proposals contained in the notice to the Annual General Meeting.**

| | Resolution item | For | Against | Abstain |
|-----|--|--------------------------|--------------------------|--------------------------|
| 7. | Adoption of the Financial Statements | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. | Resolution on the use of the profit shown on the balance sheet and the payment of dividend | <input type="checkbox"/> | | <input type="checkbox"/> |
| 9. | Resolution on the discharge of the members of the Board of Directors and the President and CEO from liability | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. | Consideration of the remuneration policy of the governing bodies | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. | Resolution on the remuneration of the members of the Board of Directors | <input type="checkbox"/> | | <input type="checkbox"/> |
| 12. | Resolution on the number of members of the Board of Directors | <input type="checkbox"/> | | <input type="checkbox"/> |
| 13. | Election of the Chairman, the Vice Chairman and the members of the Board of Directors | <input type="checkbox"/> | | <input type="checkbox"/> |
| 14. | Resolution on the remuneration of the Auditor | <input type="checkbox"/> | | <input type="checkbox"/> |
| 15. | Election of Auditor | <input type="checkbox"/> | | <input type="checkbox"/> |
| 16. | Authorising the Board of Directors to decide on the repurchase of the Company's own shares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. | Authorising the Board of Directors to decide on issuance of shares, option rights and other special rights entitling to shares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Place and date _____ / _____ 2020

Signature

Signature

Printed name of the shareholder

Printed name of the shareholder

When you have completed and signed this proxy form, please return it to Sanoma Corporation, AGM, P.O. Box 60, 00089 Sanoma, Finland or by email as a PDF file to grouplegalaffairs@sanoma.com on 24 March 2020 at 4 p.m. at the latest. You may also bring this proxy to Sanomatalo (Töölönlahdenkatu 2, Helsinki) to lobby personnel prior to the aforementioned dead line.