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**Two focused and leading
businesses poised for
further growth**

Roadshow presentation
November–December 2021



Two focused and leading businesses poised for further growth

- We continue to grow Sanoma Learning, the leading European K12 learning business
- We are the leading cross-media company in Finland and continue our successful digital transformation
- We have 300-400m€ headroom for M&A and focus on growing our learning business further
- We pay a solid dividend
- Sanoma is a sustainable investment with learning and media having a positive impact on society

Our two focused and leading businesses in brief

LEARNING

Market leader in European K12 with strong digital footprint and benefits of scale

500m€

Net sales

19.2%

Oper. EBIT
margin excl.
PPA

~13%

Market share

>20m

students

- Best-in-class materials, blended methods and common digital platforms and technology across 11 European countries
- Successful expansion of Learning business footprint in recent years including Santillana in Spain, closed at end of 2020
- Long-term target: comparable net sales growth target 2-5% and 'above 23%' operational EBIT margin excl. PPA
- Increase value per student by moving towards a subscription model, with >50% subscription sales target by 2025 (2019: 25%) ensuring increasingly stable cash flows

MEDIA FINLAND

Finland's leading cross media company

563m€

Net sales

11.8%

Oper. EBIT
margin excl.
PPA

~50%

B2C revenue

97%

weekly reach

- Focus on news & feature, entertainment and B2B marketing solutions
- B2C revenue representing already over 50% of net sales, resulting in a more recurring revenue base
- Rapidly increasing digital subscriptions fueled by the corona
- Long-term targets: stable comparable net sales (+/-2%) and improving profitability (12-14%)
- Important role in Finnish society: independent journalism and local entertainment
- Alma Media's Finnish regional news media business acquired on 30 April 2020

We accelerated our transformation during 2020

≈ 800m€ invested

More than 400m€ new, highly profitable net sales acquired

**Four acquisitions
in K12 learning
services in 2019**

Iddink | Itslearning |
Clickedu | Essener

**Regional news
media business
in Finland**

**Santillana, leading
provider of K12
learning content
in Spain; closed on
31 December**

**Two focused,
leading
businesses
with solid
profitability and
cash flows**

ACQUISITIONS

DIVESTMENTS

**Media
Netherlands**

**Online classifieds
business Oikotie**

**300-400m€
headroom for
M&A**

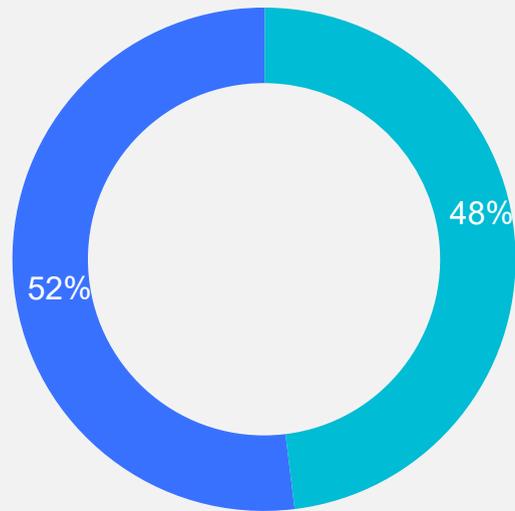
≈ 700m€ divestment proceeds received

≈ 400m€ net sales divested

Learning is now contributing close to 70% of Group earnings

We have a balanced net sales profile with...

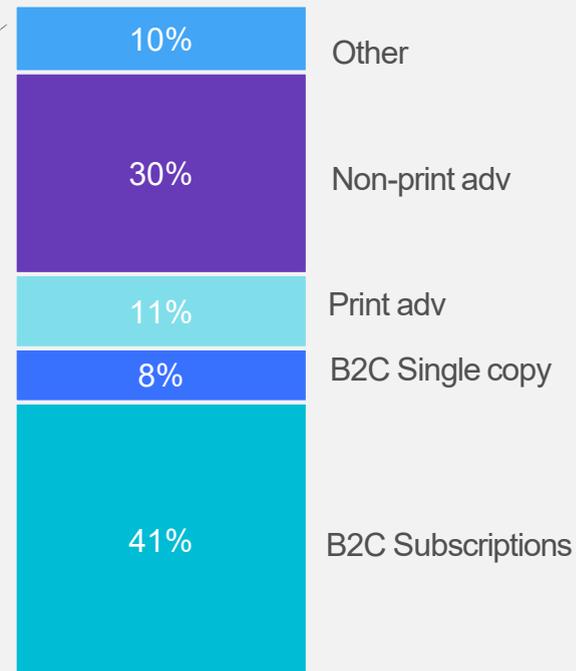
Net sales by SBU



Learning Media Finland

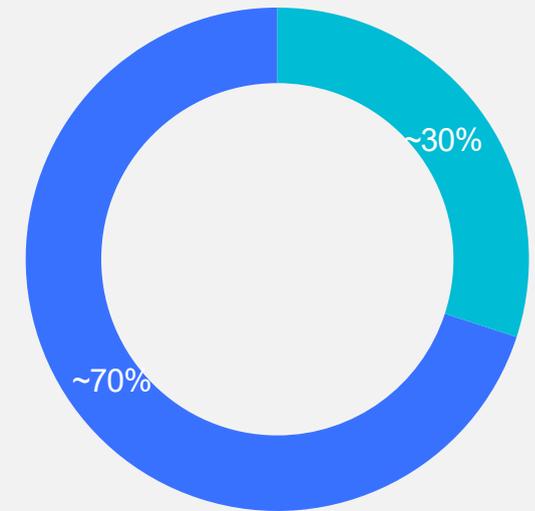
...B2C more than half of our media sales

Group net sales by category, %



Learning close to 70% of earnings

Operational EBIT excl. PPA by SBU



Learning Media Finland

Pro forma incl. Santillana Spain as presented in Sanoma's stock exchange release on 8 March 2021

SANOMA SUSTAINABILITY STRATEGY

Learning and media have a positive impact on society

1. INCLUSIVE LEARNING

We develop inclusive learning solutions that help all students to reach their potential

2. SUSTAINABLE MEDIA

We provide trusted Finnish journalism and inspiring entertainment, now and in the future

6. RESPONSIBLE BUSINESS PRACTICES

Good governance, ethical business practices and supply chain integrity are fundamental for us

3. TRUSTWORTHY DATA

We use the data you trust us with to make learning and media better

5. VITAL ENVIRONMENT

We aim for net-zero emissions in 2030 and build fact-based awareness of sustainability

4. VALUED PEOPLE

We promote equality and provide an inspiring workplace with excellent opportunities to develop



We are committed to develop sustainability and our reporting

AA

Solid ESG rating from MSCI on scale AAA-CCC

1

Highest Quality Score in ISS ESG rating's Governance category

9.8

Negligible ESG risk rating from Sustainalytics (scale 0-100)

73%

Net positive score on Upright impact analysis

CDP

Reporting on our climate action with Climate Disclosure Project

Aligned with UN SDGs

Sustainable Development Goals integrated into our strategy

Signatory of UN Global Compact

Committed to the Ten Principles of UN Global Compact

Science Based Targets

Committed to set emission reduction criteria according to SBTi

EU taxonomy eligible

Developing our reporting for the taxonomy

GRI

Annual third party assured reporting according to Global Reporting Initiative

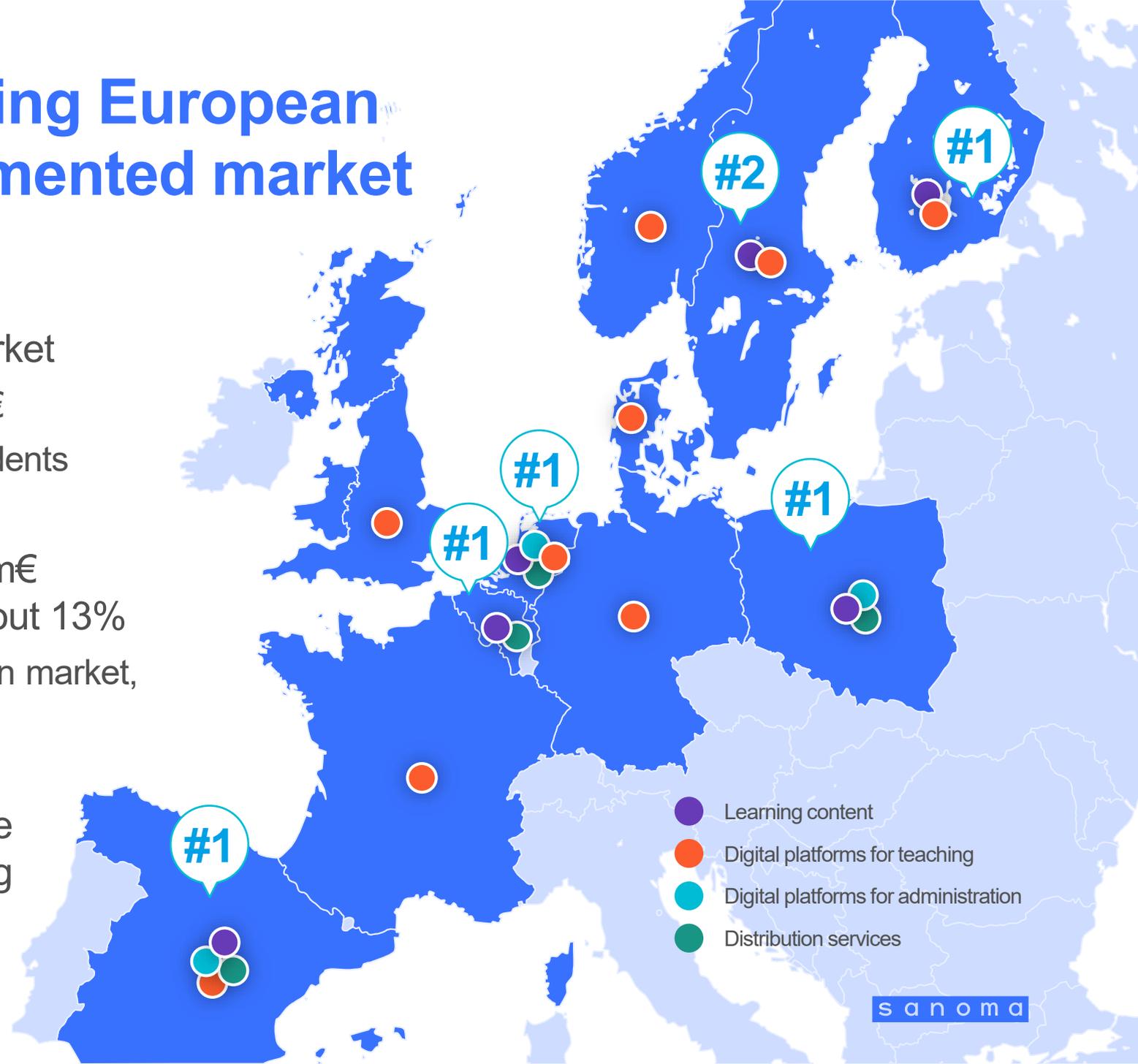
We continue to grow Sanoma Learning with strong focus on K12 learning services...

- **We focus on growing our K12 learning services**
 - K12 being primary, secondary and vocational education
 - Learning services being blended learning content (print & digital), digital platforms for teaching and administration as well as content distribution
 - High barriers to entry due to local nature of the business
 - Three growth levers: market share gains, expansion of services and M&A
- **We share our best-in-class digital platforms and our European footprint gives us unique benefits of scale**
 - Transitioning towards a subscription model
- **Long-term financial targets**
 - Operational EBIT margin excl. PPA above 23% over time including the acquisition of Santillana
 - Comparable net sales growth 2-5%



... and we are the leading European player in a highly fragmented market

- European K12 learning services market
 - Fragmented market of approx. 4-5bn€
 - Serving a total of about 75 million students
- Our annual net sales of around 600m€ represent a market share of only about 13%
 - Already leading player in the European market, serving over 20 million students
- Opportunity to increase market share in existing markets and by expanding into new markets



Strategic levers support our growth ambitions

Our growth levers

3

M&A: enter new geographies in K12 and expand our offering in existing markets

2-5% p.a. organic growth target

2

Increase value per student through extending offerings, Classroom as a Service

1

Grow market share by continuing to win in local markets

2020

Long term profitability* target of above 23% enables us to continue investing while delivering a solid cashflow

* Operational EBIT excluding PPA for the whole of Sanoma Learning

Greater integration of products and digital services creates shift towards attractive subscription model

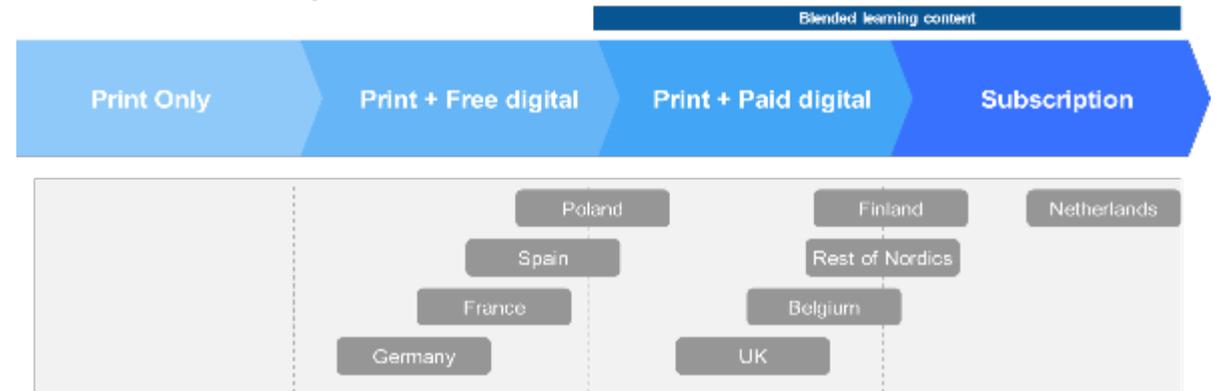
Greater benefits for all through subscription

- For students: more up-to-date materials, books can be retained, notes in books improves learning impact
- For schools: stable and predictable cost of learning materials
- For distributors: lower cost due to absence of return flows
- For publishers: reduced second-hand market, more efficient content creation and more stable sales and cash flows

The pace of this shift differs by country, but we aim to move to the subscription model across all our European markets

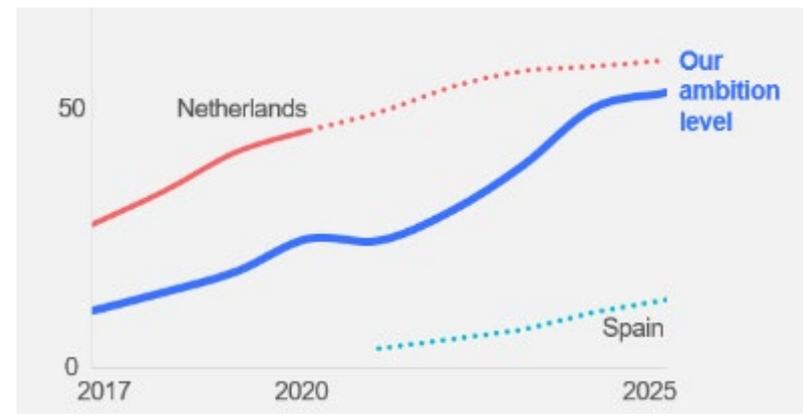
- Currently, subscription sales represent approx. 25% of our net sales
- Ambition supported by various initiatives to raise this to over 50% by 2025
- With countries at different stages of digitalisation the transition will take time

State of maturity of the various countries



Sanoma view of the state of maturity of the various countries

Share of subscription in net sales %



We continue to grow our learning business through M&A

- We have a well-developed pipeline and a good momentum for further acquisitions
 - Focus on European K12 learning services
 - Both learning content and digital platform businesses
 - Entering new geographies and expanding our offering in current markets
- We have increased our leverage target to **'below 3.0'**
 - Stable and predictable Learning business now close to 70% of Group earnings
- Our M&A headroom allows us to participate in the ongoing consolidation in the European K12 learning services market

M&A headroom

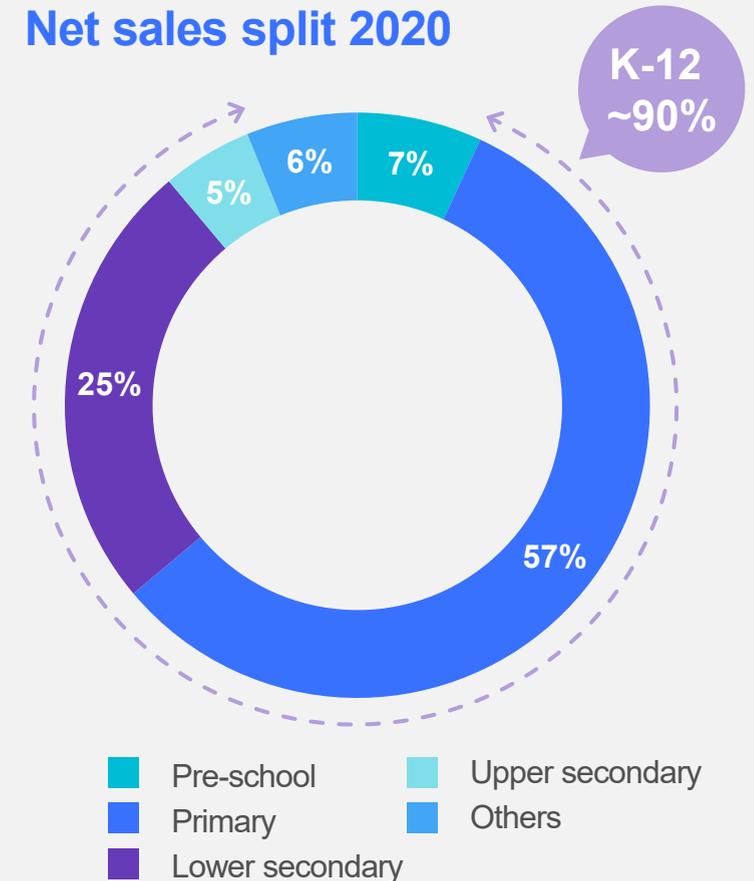
300-400m€

by 2022

Early closing and successful start of integration of Santillana

- Acquisition of Santillana, the leading provider of learning materials, primarily textbooks, for primary and secondary education in Spain, was closed on 31 December 2020
- Net sales of 106m€ and standalone operational EBIT 29m€ (margin 27%) in 2020 – somewhat lower sales expected in 2021, which is the last year of the current curriculum
 - Digitalisation in learning is starting – 3% of Santillana’s net sales were digital in 2020
- In 2020-2021, a typical cyclical decline in market demand for K-12 learning materials is expected ahead of the introduction of the new curriculum
 - Expected to result in lower net sales and earnings compared to 2019
 - New curriculum is expected to accelerate the demand in 2022-2023
- Strong seasonality in Santillana business: small and loss-making Q1 and Q4, vast majority of the business focused in Q3
- Strict lockdown measures and school closures in Spain due to the coronavirus pandemic had some impact on learning material demand in Q4
 - In case school closures are prolonged, it may also have an adverse impact on the business in 2021

Net sales split 2020



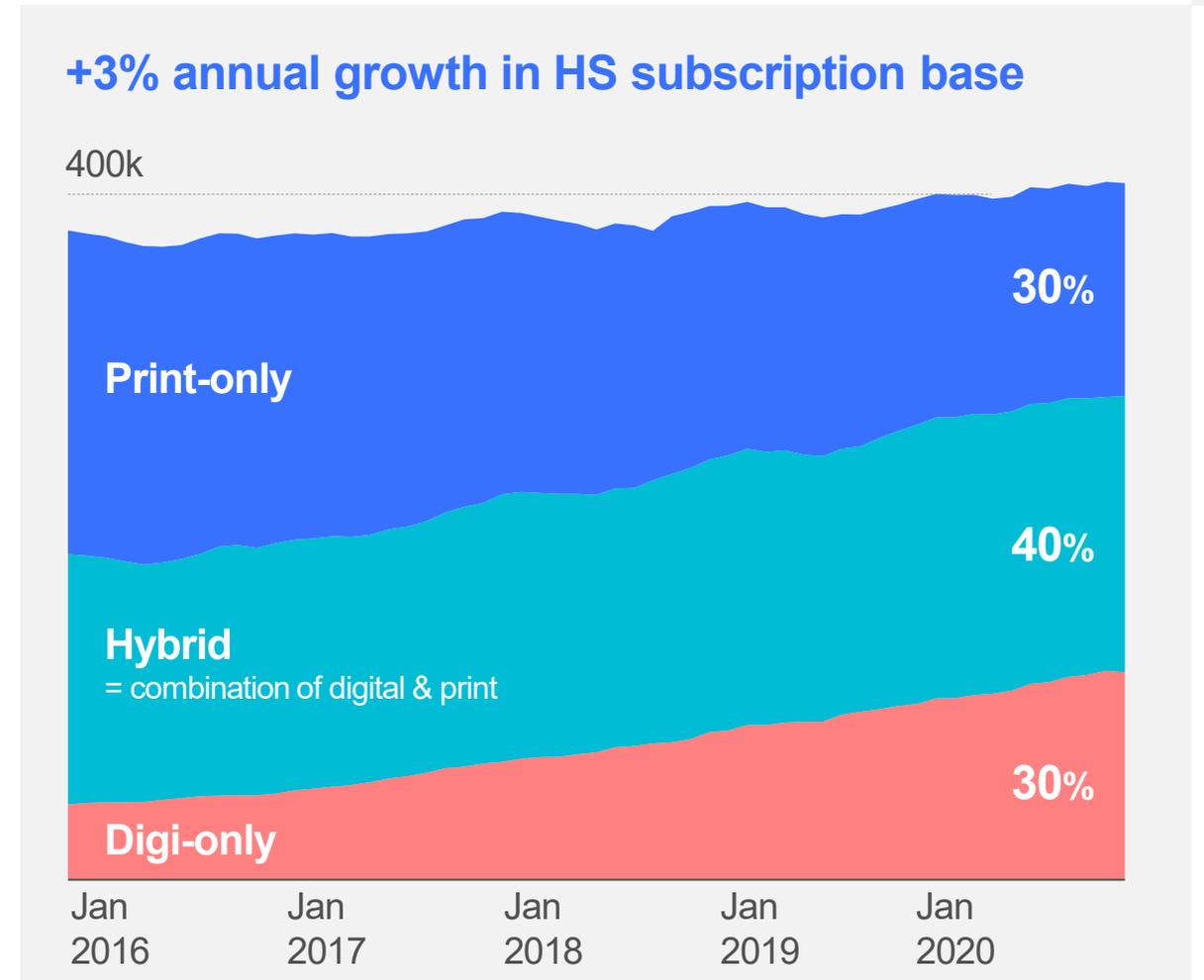
Sanoma is the leading media company in Finland successful in its digital transformation

- **Focused media company with scale**
 - **Focus: News & feature, entertainment and B2B marketing solutions**
 - Highly synergistic, bolt-on acquisitions could be considered
- **Increasing share of consumer income and subscriptions in both news and entertainment**
 - B2C sales now \approx 50% of total net sales (\approx 45% in 2016)
- **Proven track record of a successful digital transformation**
 - Helsingin Sanomat news subscriptions increasing for the 4th consecutive year, already above 400,000 – more than 70% generating digital income
 - Ruutu+ Video-on-Demand with more than 300,000 subscriptions
- **Solid performance towards long-term financial targets**
 - Stable comparable net sales growth +/-2%
 - Increasing operational EBIT margin excl. PPA 12-14%



Subscriptions growing for the fourth year in a row with strong growth in digital

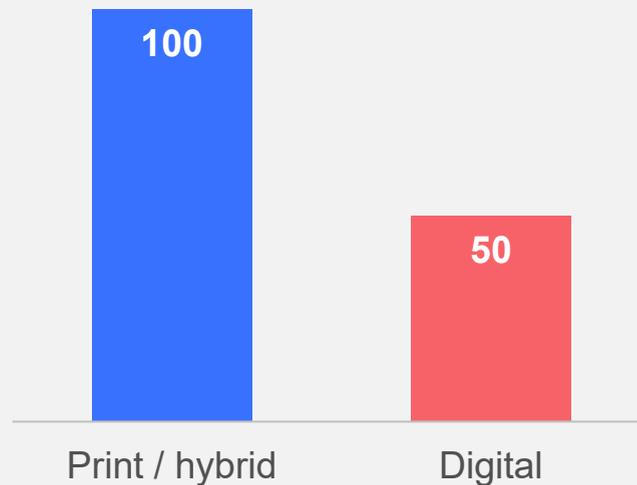
- HS total number of subscriptions over 400k
- Number of digital-only subscriptions well above 100k, 30% of total subscription base
 - Already more than 70% of all subscriptions include a paid digital component
 - Appealing digital experience has attracted younger audiences
- Future success in digital requires further scale
- New content areas support subscription growth
 - HS Business News to strengthen business reporting, successfully launched in March 2021
 - HS Kids News, successfully launched in August 2020



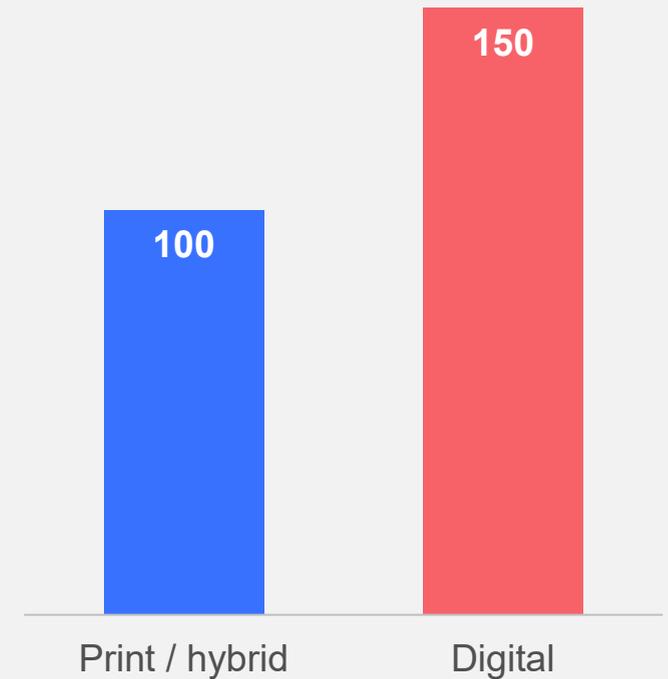
Digital transformation increases profit contribution per incremental subscriber, but reduces net sales

- Acquiring an additional subscriber for digital instead of printed news will
 - Generate 50% the net incremental sales due to lower consumer prices
 - Increase contribution by 50% due to absence of printing and especially distribution costs
- Active conversion of larger number of subscribers from print to digital would not create additional contribution due to
 - Consumer preference for print
 - Stranded costs related to printing and distribution
 - Potential loss of advertising revenues

Net sales per additional subscription¹ reduces...
Indexed



... but profit contribution increases¹
Indexed



¹ Excluding impact of digital transformation on advertising revenues

Our digital transformation is driven by a unique combination of success factors, shared between businesses

Success factors across our units



Solid dividend for our shareholders while growing through M&A

- A dividend of 0.52€ (2019: 0.50) per share is paid for 2020
 - Representing a total of approx. 85m€
- Paid in two parts
 - 0.26€ on 22 April
 - 0.26€ in November (record date tbc in October)

Dividend policy:

Sanoma aims to pay an increasing dividend, equal to 40–60% of annual free cash flow.

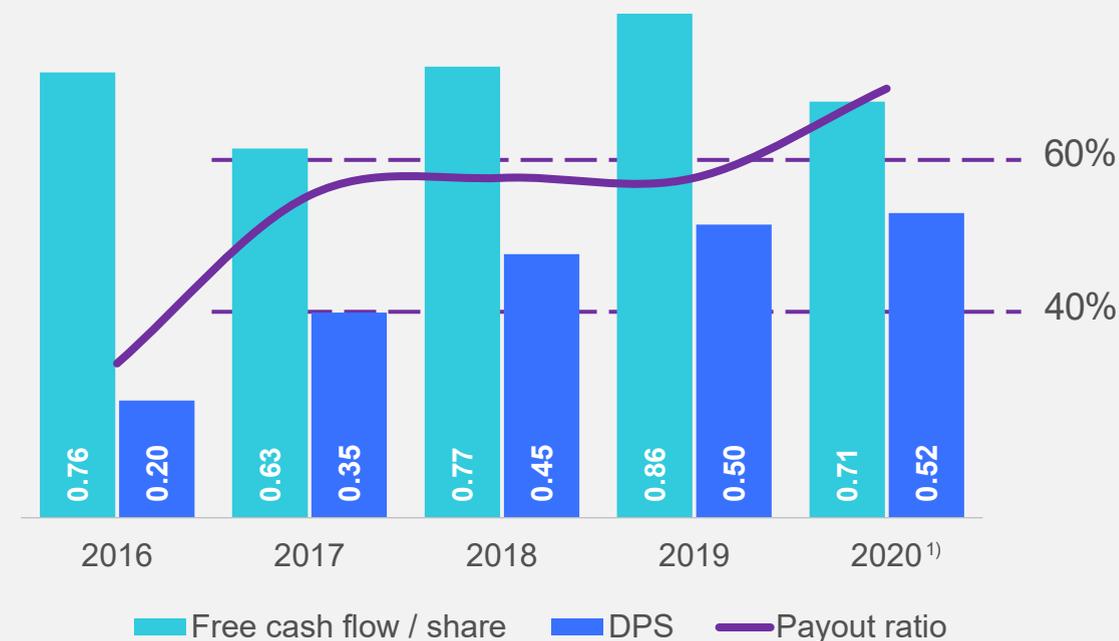
Dividend yield

3.6%

as of 31 December 2020

Dividend per share

€



¹⁾ FCF excl. free cash flow of the divested Media Netherlands, -22m€



Two focused and leading businesses poised for further growth

- We continue to grow Sanoma Learning, the leading European K12 learning business
- We are the leading cross-media company in Finland and continue our successful digital transformation
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- We pay a solid dividend
- Sanoma is a sustainable investment with learning and media having a positive impact on society

Q3 2021 Financials

Q1–Q3 2021: Strong net sales and operational earnings growth in both businesses

Net sales

999m€

(2020: 834)

Comparable net sales growth

8%

(2020: -6%)

Operational EBIT excl. PPA

203m€

(2020: 158)

Free cash flow

85m€

(2020: 65)

Net debt / Adj. EBITDA

2.5

(2020: 1.0)

- The Group's net sales grew by 20%
 - Learning: Santillana acquisition and strong organic growth of 6%
 - Media Finland: Acquisition of the regional news media business and organic growth of 10% driven by advertising, events and subscription sales
- Operational EBIT excl. PPA improved by 28% following the net sales growth
- Leverage improved compared to the end of June according to the seasonal pattern; above the previous year level due to the Santillana acquisition
- Profitability outlook for 2021 updated to 'around 15.5%' on 26 October, net sales outlook unchanged



Strong net sales growth during the high season...

- Net sales grew to 549m€ (2020: 433)
 - Net sales of Santillana contributed 90m€
 - Comparable growth was 6%
- Learning material sales grew driven by ongoing curriculum renewals especially in Poland and Finland and shift to subscription model in the Netherlands
 - In the Netherlands, shift to subscription model has accelerated even faster than expected
 - Share of subscription of learning material sales has increased to above 60% at the end of Q3 (end of 2020: 55%)
- Sales of digital learning platforms also grew by successfully attracting new customers

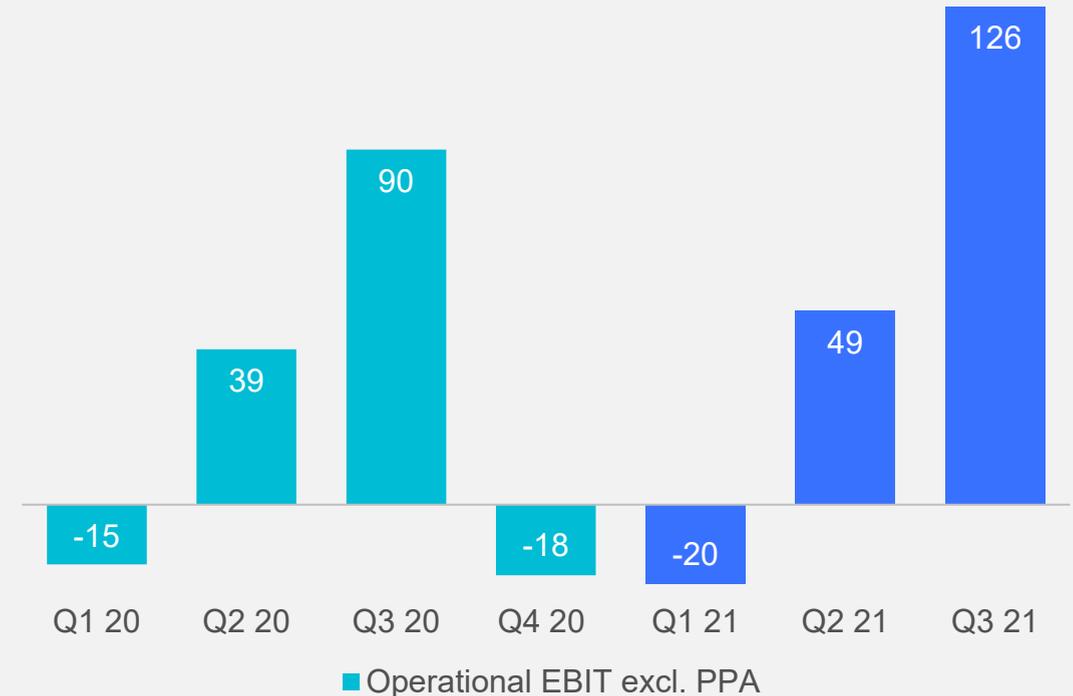


...and earnings improved

- Operational EBIT excl. PPA increased to 155m€ (2020: 114) following the net sales growth
 - Majority of the EBIT improvement resulted from Santillana
 - Strong organic growth also had a positive earnings impact
- As the learning business grows, Q1 and Q4 will become more loss-making due to typical seasonality in the learning market
 - Level of book returns ahead of the new curriculum in Spain still uncertain, partially because the pace and phasing of the educational reform in 2022–23 have not yet been decided by local authorities

Operational EBIT excl. PPA

m€

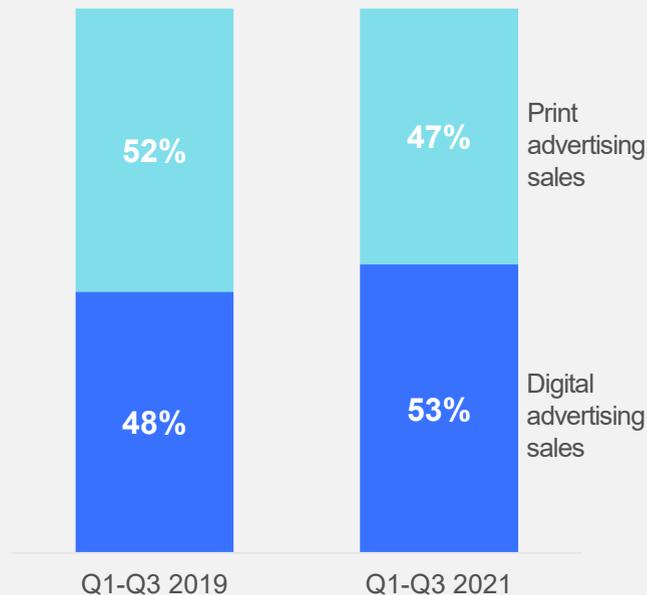


12-month rolling margin not reported due to incomparability caused by acquisitions

Net sales continued to grow in Q3...

- Net sales grew to 155m€ (2020: 141)
- Subscription sales grew by 1%, growth rate slowing down with diminishing impact of the pandemic
 - Number of HS subscriptions grew by 3% y-o-y, more than 70% of HS subscriptions generate digital revenues
 - Number of Ruutu+ subscriptions grew by 8%
- Comparable advertising sales grew by 3% y-o-y while being 4% below the 2019 level
 - Strong recovery seen during H2 2020
- Net sales of the events business were 13m€ (2020: 0), representing about 2/3 of the Q3 2019 level

Digital advertising sales exceeded the amount of print advertising sales in Q1–Q3 2021 *



* Print = Newspapers (incl. classifieds) and magazines, Digital = display and video; The comparison does not take into account eg. TV and radio advertising; 2021 includes regional news media

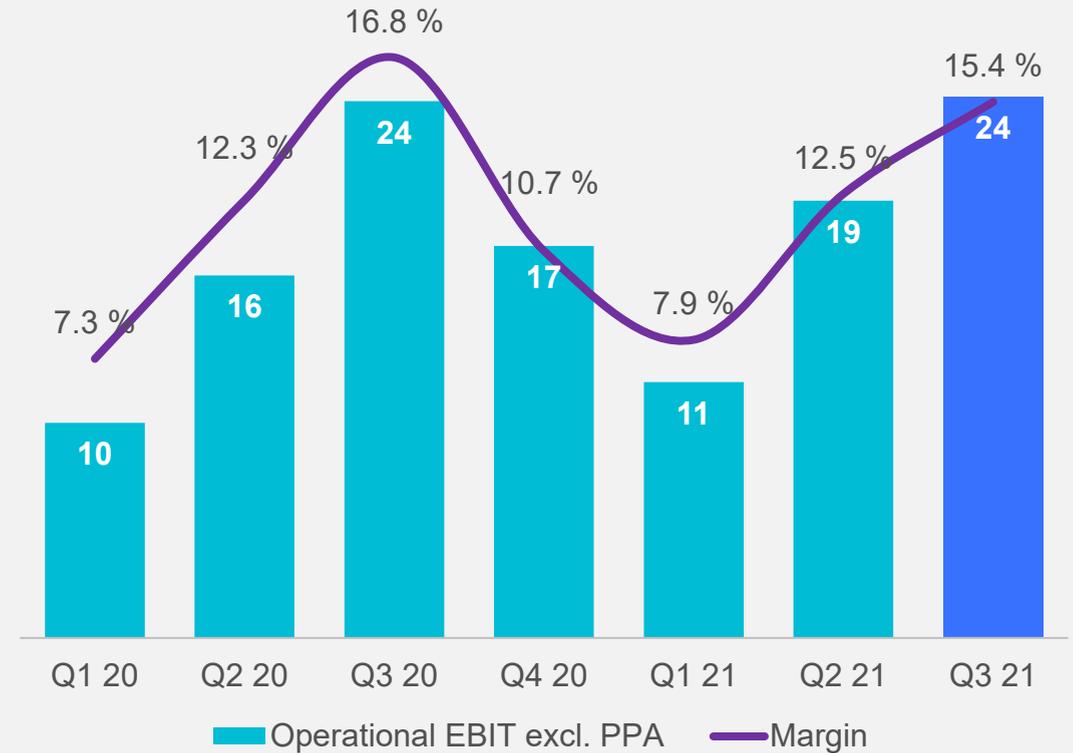


...while earnings were stable

- Operational EBIT excl. PPA was stable at 24m€ (2020: 24)
- Positive impact of net sales growth offset by normalising operating cost levels after the coronavirus pandemic

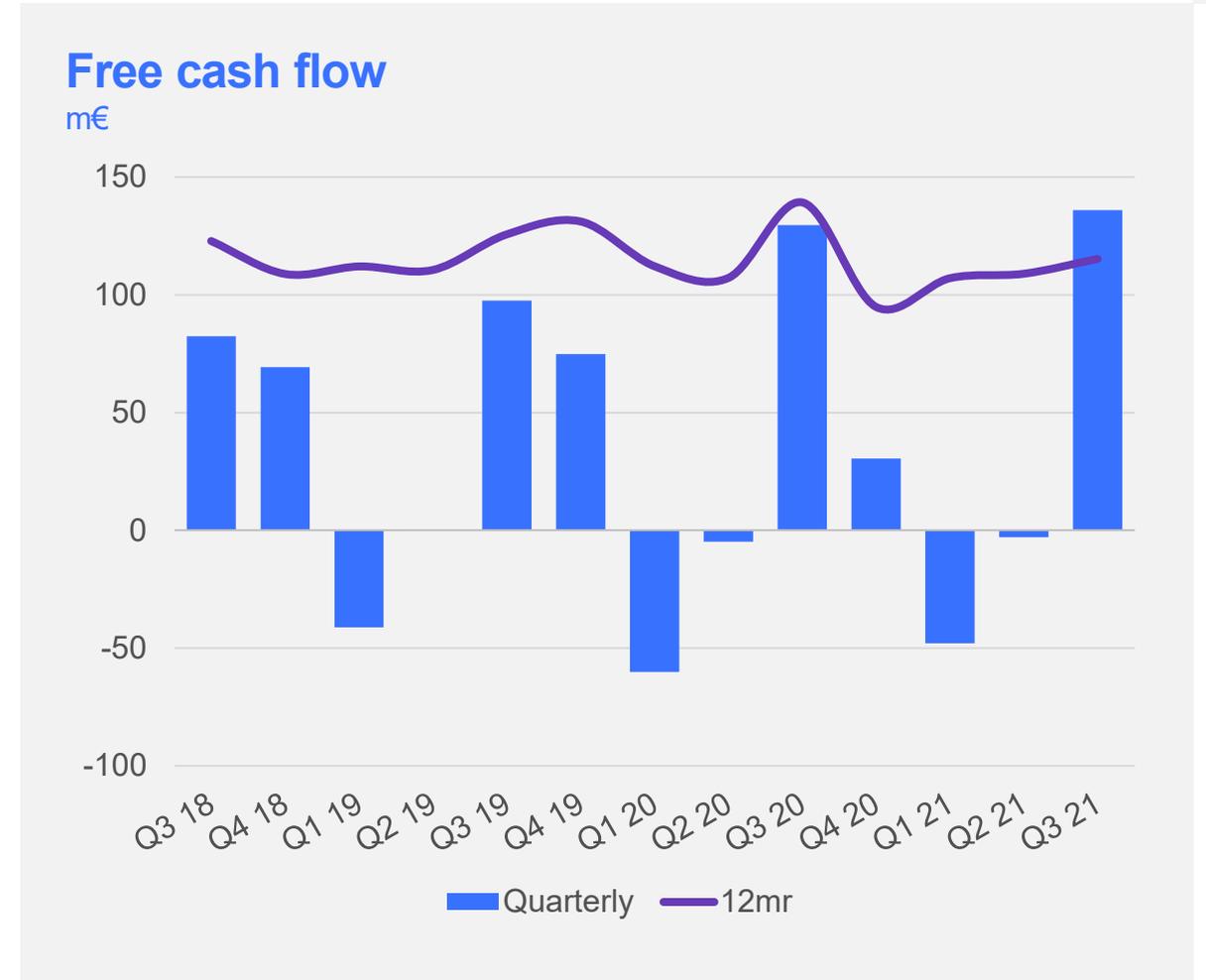
Operational EBIT excl. PPA

m€



Free cash flow improved

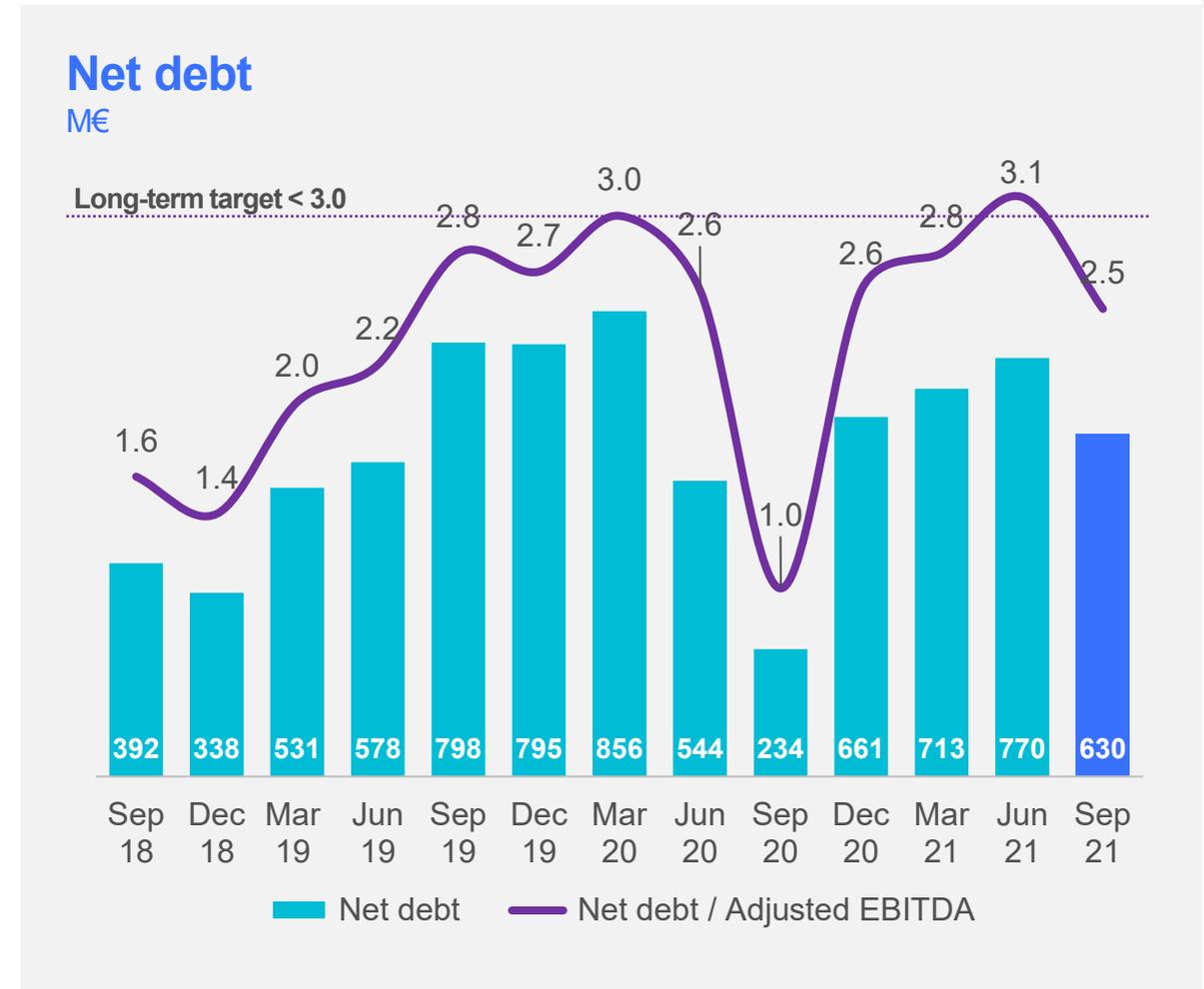
- YTD free cash flow improved to 85m€ (2020: 65)
 - + Improved EBITDA both in Learning and Media Finland
 - + Negative free cash flow of divested Media Netherlands in the comparison period
 - Pre-payment of the VAT claim
 - Higher prepublication and TV programming costs as well as working capital
 - Cash flow of Santillana still seasonally negative
- Taxes, penalties and interests of 25m€ related to the VAT claim on magazine distribution for 2015–2018 were paid on 1 July
 - Sanoma considers the claims completely unjustified and has appealed the decisions
 - Amount paid is reported as a receivable in Q3 21 financial reporting
 - Group's free cash flow will be adjusted for the payment for dividend calculation purposes



Free cash flow = Cash flow from operations less capital expenditure

Annual seasonal improvement in leverage

- Net debt / Adj. EBITDA was 2.5 (2020: 1.0)
- Equity ratio was 38.2% (2020: 48.5%)
- Net financial expenses increased to -3m€ (2020: -2) in Q3 2021
 - Higher amount of gross debt due to Santillana acquisition
 - Average interest rate of external loans increased to 1.1% (2020: 0.8%) at the end of September as a result of the 3-year 200m€ bond issued in March



Outlook for 2021 (updated on 26 October)

- In 2021, Sanoma expects that the Group's reported net sales will be 1.2–1.3bn€ (2020: 1.1).
- The Group's operational EBIT margin excluding PPA is expected to be around 15.5% (2020: 14.7%).

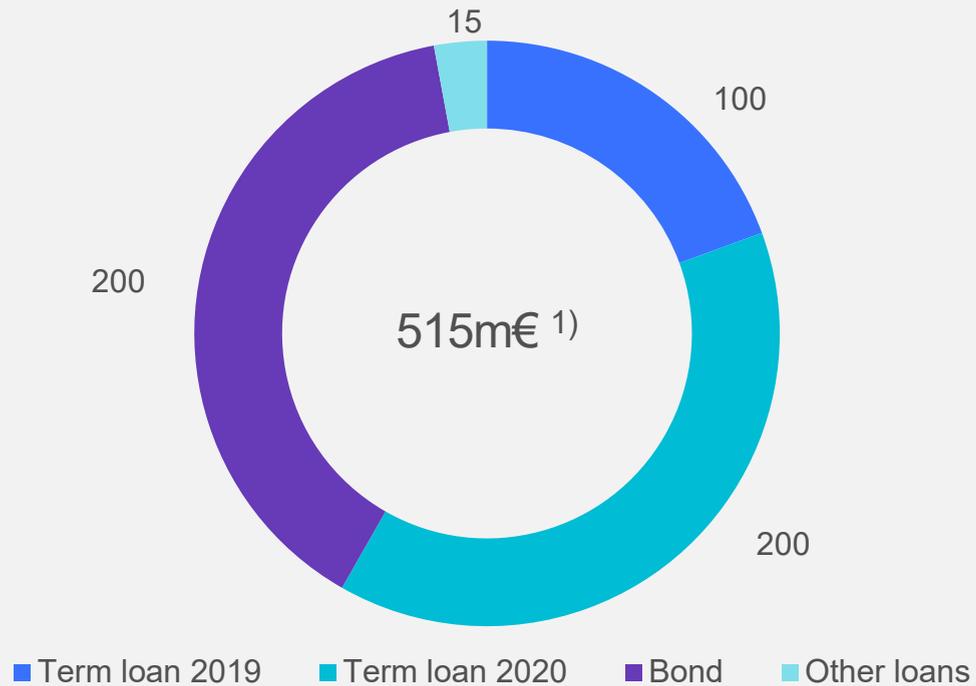
The updated outlook is based on the actual January–September 2021 performance and updated estimate for October–December 2021 of Sanoma's businesses, where the uncertainty caused by the coronavirus pandemic has decreased in events and B2B advertising compared to earlier in the year.



External debt portfolio on 30 September 2021

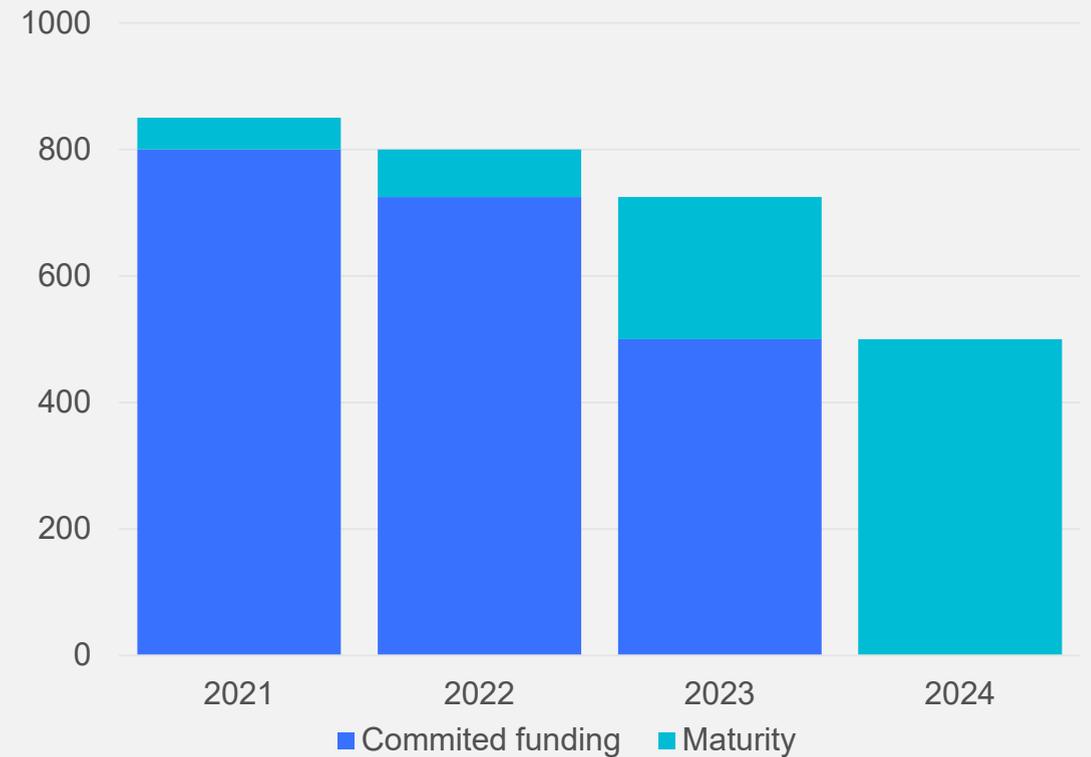
External debt structure ¹⁾

m€, 30 Sep 2021



Maturity profile 2021–2024

m€, 30 Sep 2021



¹⁾ Excl. IFRS 16 liabilities

Largest shareholders

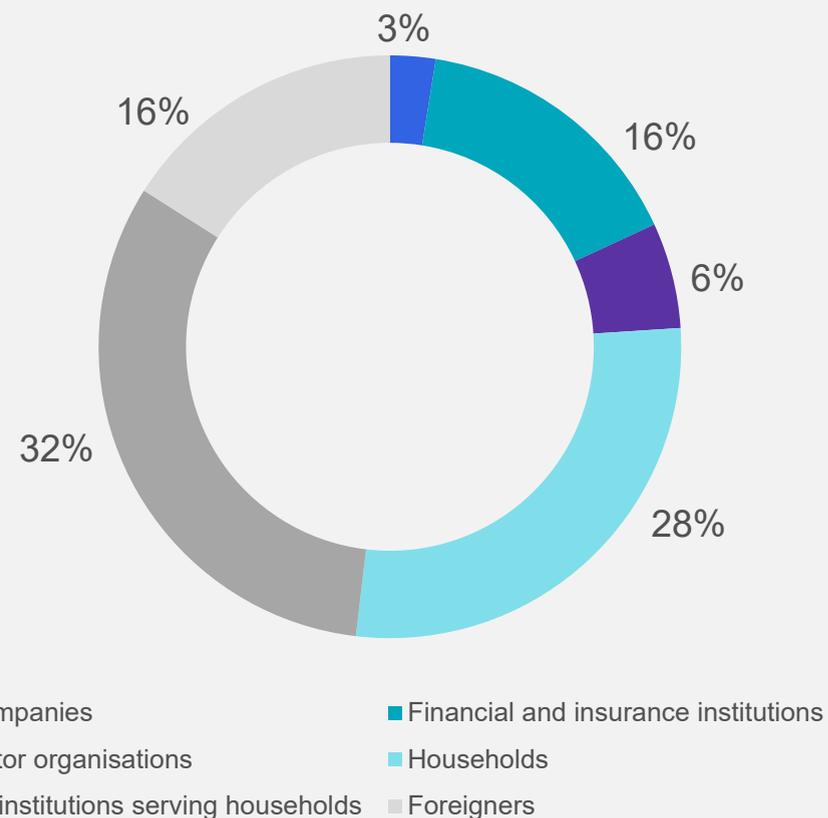
30 September 2021

Largest shareholders

	Number of shares	
1. Jane and Aatos Erkko Foundation	39,820,286	24.4%
2. Antti Herlin Holding Manutas Oy: 12.06% personal: 0.02%	19,761,800	12.1%
3. Robin Langenskiöld	12,273,371	7.5%
4. Rafaela Seppälä	10,273,370	6.3%
5. Helsingin Sanomat Foundation	4,701,570	2.9%
6. Ilmarinen Mutual Pension Insurance Company	4,514,800	2.8%
7. Alex Noyer	1,903,965	1.2%
8. Lorna Aubouin	1,852,470	1.1%
9. The State Pension Fund	1,760,000	1.1%
10. Foundation for Actors' Old-Age Home	1,700,000	1.0%
10 largest shareholders, total	98,561,632	60.3%
Foreign holding *	26,157,238	16.0%
Other shareholders	38,846,793	23.7%
Total number of shares	163,565,663	100.0%
Total number of shareholders	22,944	

* Including nominee registered shares

Holding by sector



We raised long-term targets for Learning's profitability and Group's leverage in December 2020

GROUP		Updated target	31 Dec 2020
Net debt / adj. EBITDA	below 3.0		2.6
Equity ratio	35-45%		37.4%
Dividend	Increasing dividend 40-60% of free cash flow		73%
LEARNING		Updated target	FY 2020
Comparable net sales development Operational EBIT margin excl. PPA	2-5% above 23%		5% 19.2%
MEDIA FINLAND			
Comparable net sales development Operational EBIT margin excl. PPA	+/-2% 12-14%		-10% 11.8%

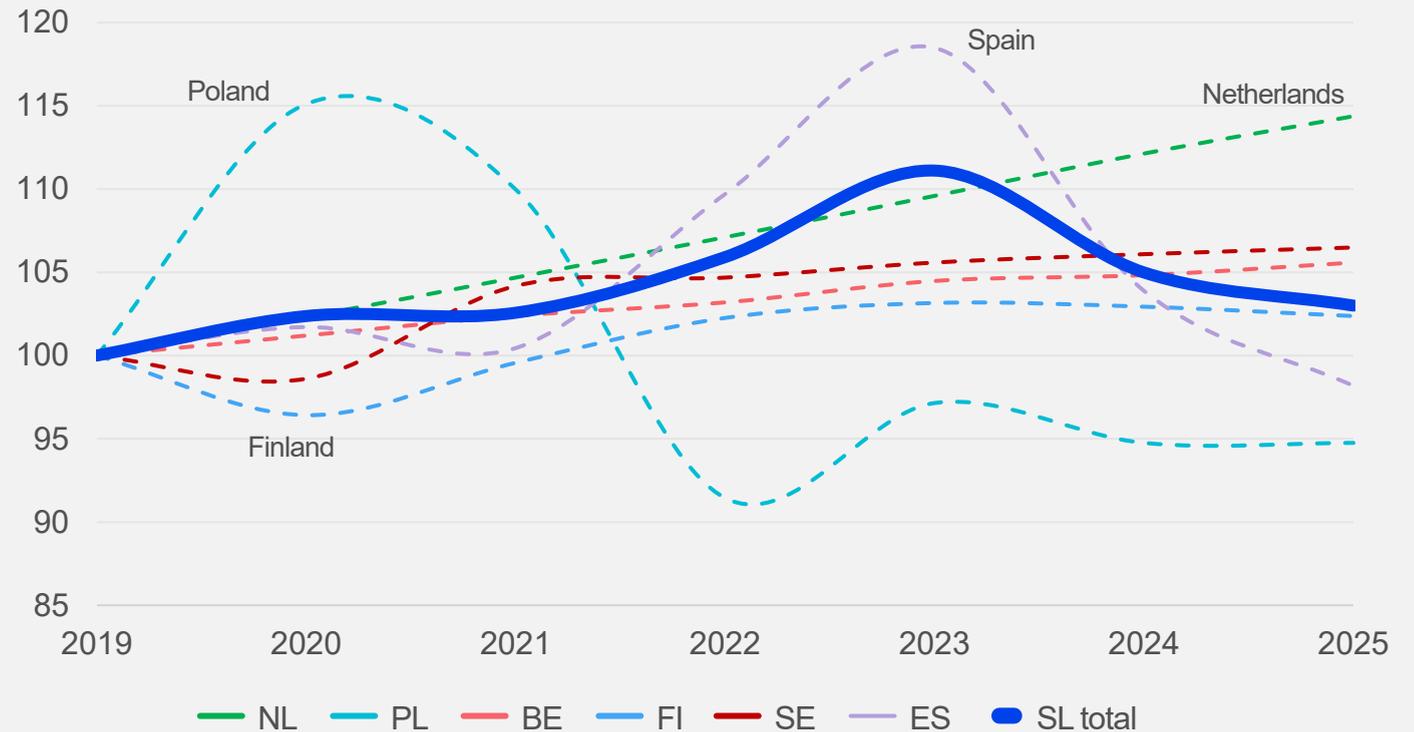


Appendix: Learning

In learning materials, modest market growth expected over the cycle

- In **Poland**, fluctuations due to the educational reform ending in 2020-2021
- In **Spain**, the LOMLOE reform is driving fluctuation in 2022-2024
- **Dutch** market will be modestly growing due to increased value per student
- In **Finland**, with the upper secondary reform of 2021 the market will rebound, similarly in Sweden

Value of K12 publishing market*



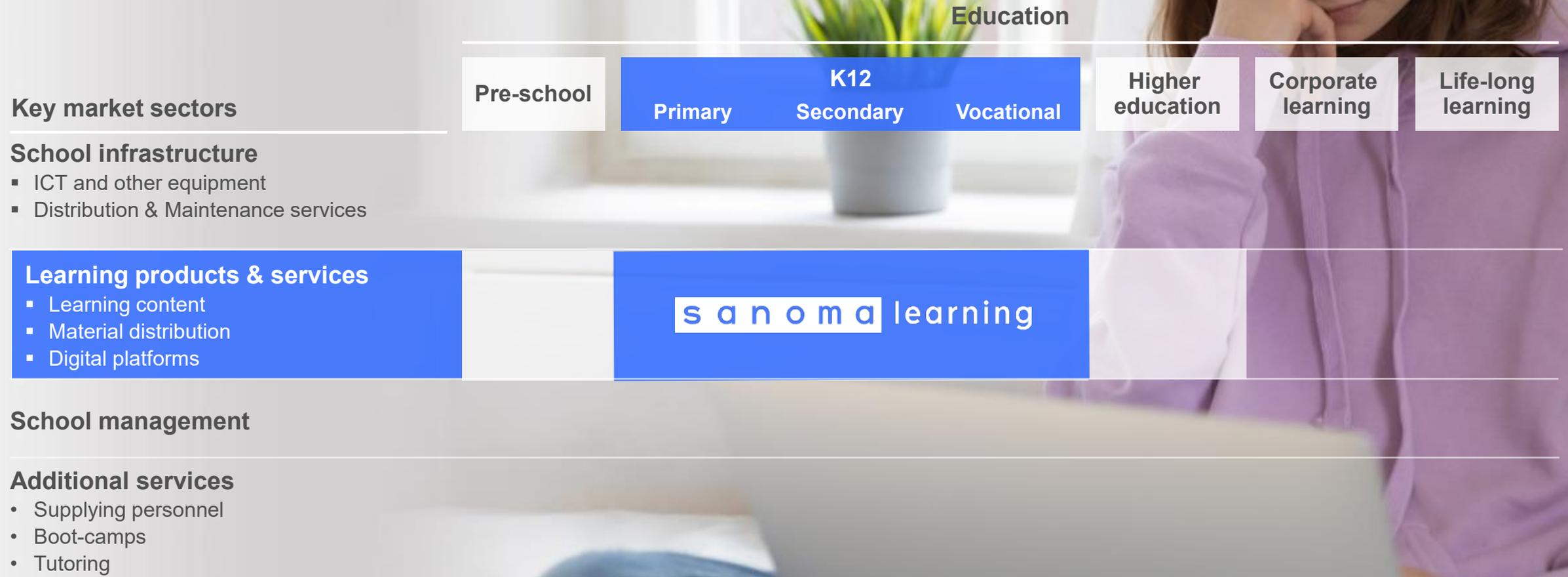


LEARNING:

Market leader in European K12 with strong digital footprint and benefits of scale

- Upgrading long-term profitability target to 'above 23%' operational EBIT margin excl. PPA
- Successfully executing on M&A strategy
- Increasing attractiveness due to conversion from single product to subscription model
- Best-in-class materials, blended methods and common digital platforms and technology
- Positive impact on society by better learning outcomes

We are a focused European provider of K12 learning products and services

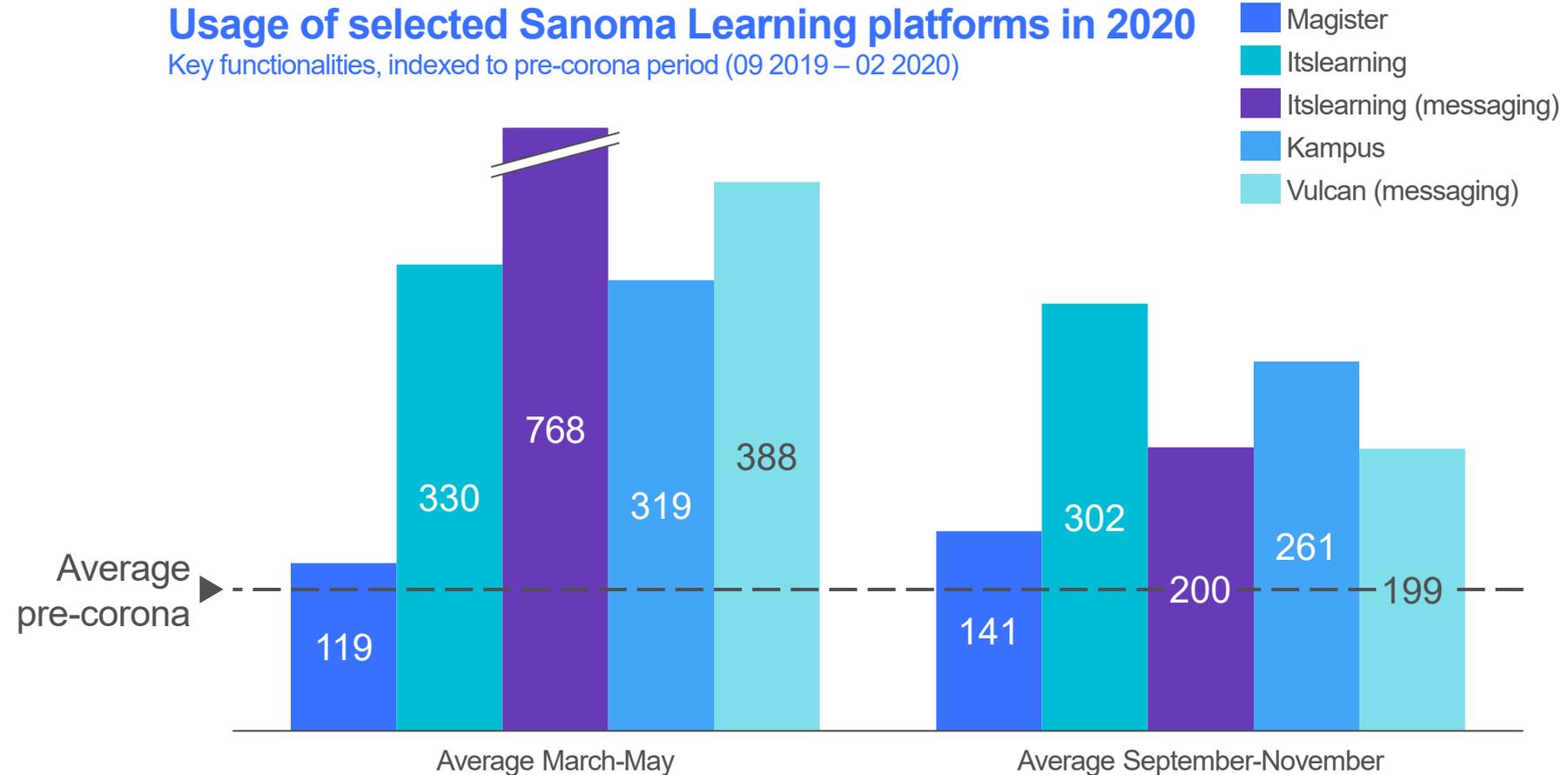


We have developed as a publisher of learning materials into an integrated provider...

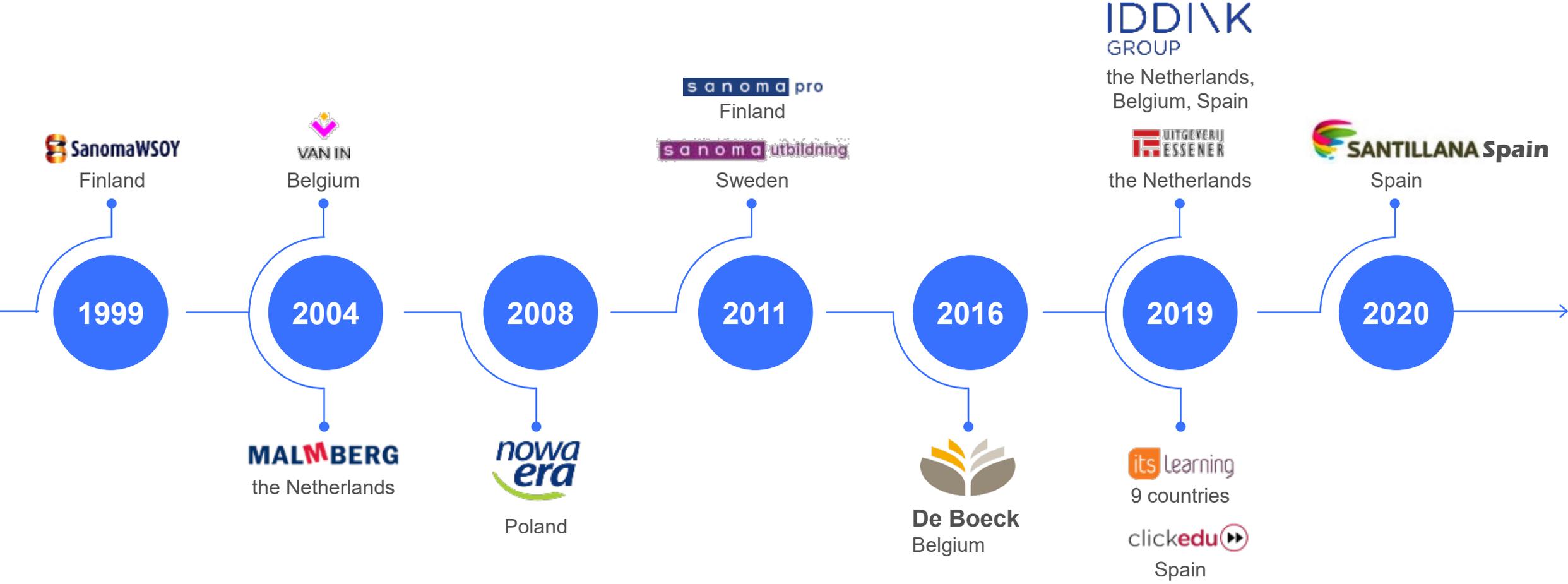
Learning products & services	Net sales share*	Commercial contact	
		Teachers	Administrators
Blended learning content	60%	 	<input checked="" type="checkbox"/>
Material distribution	25%	 	<input checked="" type="checkbox"/>
Digital platforms for teaching	5%	 	<input checked="" type="checkbox"/>
Digital platforms for administration	5%	 	<input checked="" type="checkbox"/>
Testing and analytics	5%		<input checked="" type="checkbox"/>

... with significant increase in usage on platforms supporting teachers during the corona pandemic

- Platforms performed well to deal with increased usage
- Previously less digitized markets like Poland have escalated to intense usage levels
- Integrations of MS Teams and Google for education supports teachers and students

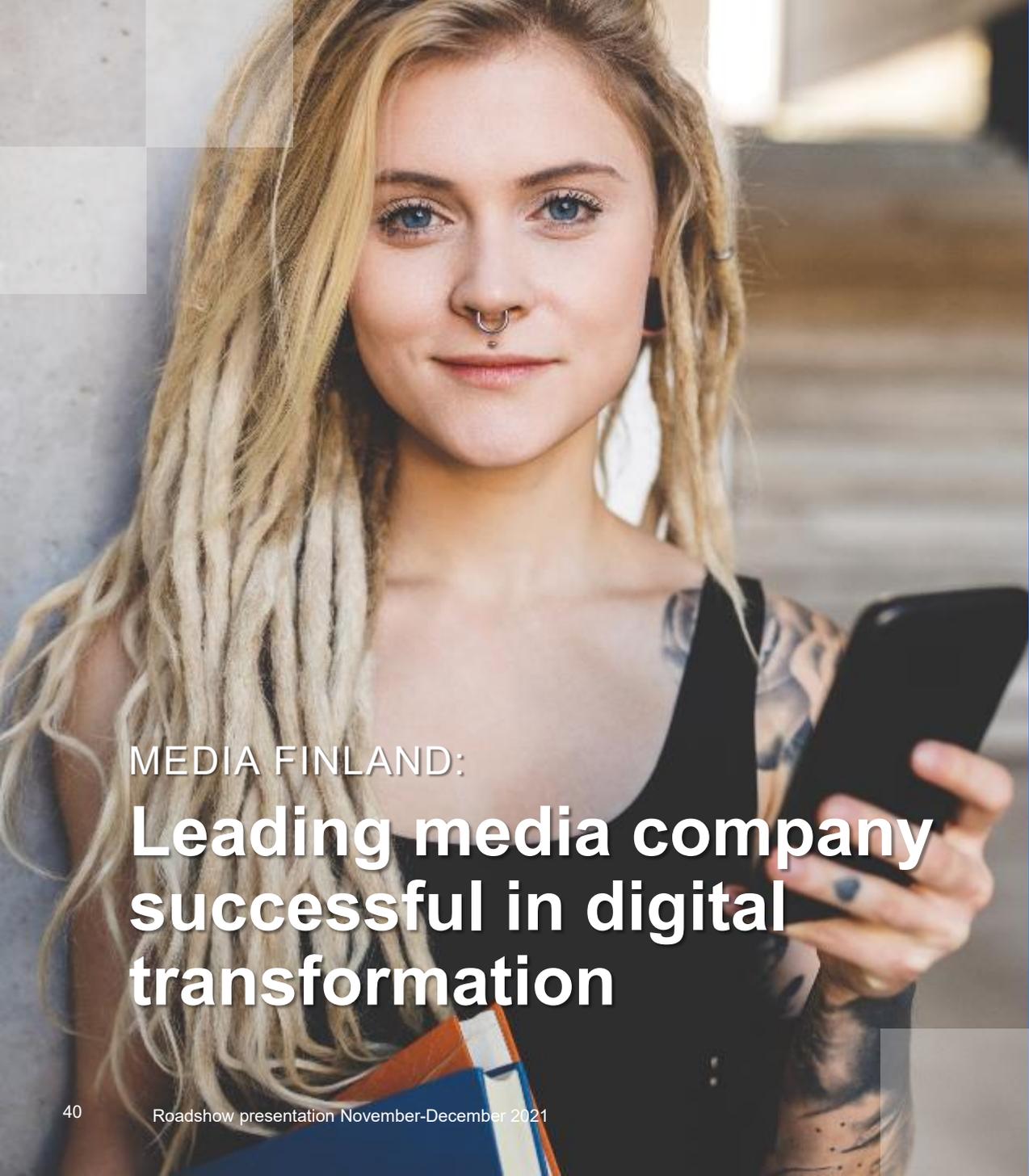


Sanoma Learning has been successfully built through M&A



Appendix: Media Finland





MEDIA FINLAND:

Leading media company successful in digital transformation

- Leading positions in news & features, entertainment and B2B marketing solutions
- Rapidly increasing digital subscriptions
- Stable net sales (+/-2%*) and improving profitability (12-14%*)
- Important role in Finnish society: independent journalism and local entertainment

We have leading positions in news & feature, entertainment and B2B marketing solutions



News & feature

- Sustainable demand
- Our strong history and position
- Proven track record in digital transformation

#1 in domestic,
independent journalism



Entertainment

- Increasing consumer revenue
- Unique combination of strengths across media types
- Important role in total advertising portfolio

#1 in domestic entertainment
with most attractive
brands and stars



B2B marketing solutions

- A unique, multimedia offering to build effective marketing solutions
- Strong digital advertising growth supported by improved data and targeting capabilities
- Strong sales organisation with superior knowledge of local market and customers

#1 marketing partner helping
companies to grow in Finland

In 2020, we continued to implement our digital transformation strategy

Strong digital growth

- ➔ Helsingin Sanomat (HS) **70% out of over 400k** subscriptions include a payable digital element (+8% YoY)
- ➔ Ruutu+ SVOD subscriptions over **300K** (+16% YoY)
- ➔ Ilta-Sanomat (IS) average weekly visits over **43M** (+17% YoY)

Focus on core business

- Combined News & Features organisation settled in and showing strategic benefits of close cooperation across the brands
- Integration of the acquired regional news media business proceeding according to plan
- Online classifieds business Oikotie divested to Schibsted

NEWS & FEATURE

#1 in Finnish journalism, further strengthened by acquired regional news media

Leading national and regional news media



IS

AAMULEHTI
SATAKUNNAN KANSA

TIEDE

menaiset

GIORGIAN
ruoka&viini

Focus on

- Growing digitally active subscription base
- Growing daily national reach

CASE REGIONAL MEDIA

Integration and synergy capture proceeding to plan

Background

- On 30 April 2020, Sanoma acquired Alma Media's regional news media business in Finland

Deal rationale

- Highly synergistic bolt-on acquisition
- Strengthening one of our strategic core businesses, news & feature
- Growing our digital subscription base
- Efficiency in shared operations
- Better financial returns on digital investments
- Supporting our long-term profitability target (12-14% operational EBIT margin excl. PPA)

Synergy realization on track to achieve full run rate net synergies of **13m€ by 2022**

Strong digital subscription growth of **46%** YoY

Integration proceeding well e.g. harmonised ways of working and IT systems

ENTERTAINMENT

We have leading positions in our selected areas

TV & video

Radio & audio

Live events

Our market positions

#1-2

#2

#1

ruutu Sim liv

4

Radio Suomipop **supla**

Radio Aalto helmi RADIO **RADIOROCK**

SuomiPop **FESTIVAALI**

HIMOS
JUHANNUS

ROCKFEST

TIKKURILAFestivaali

SOLARSOUND
FESTIVAL

WANAJA
FESTIVAL

B2B MARKETING SOLUTIONS

Increasingly stronger position also in the SME segment

SME (small and mid-size enterprise) customers – significant potential to grow

- Our market share in SME is relatively low (~15% vs. over 30% in large customers)
- Position further strengthened through regional news and regional radio acquisitions as well as digital offering
- Already large customer base and superior sales organisation

Large customers – grow market share

- Multimedia offering provides competitive advantage and supports market share growth

Market share per customer segment* 2020

Large customers

>30%

SME customers

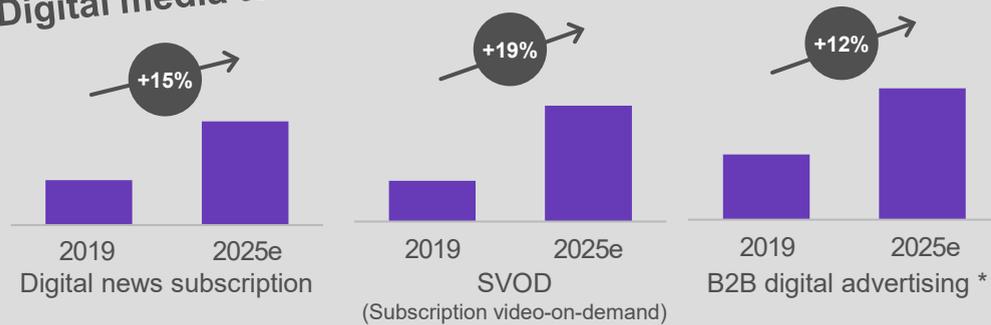
~15%

* Excluding digital international media companies

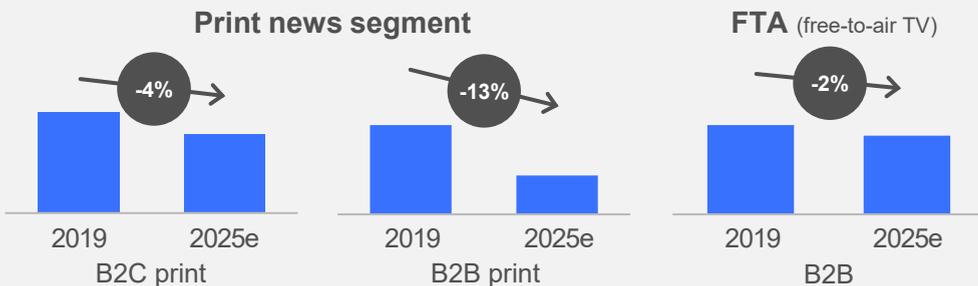
Long-term digital transformation of media continues – corona accelerating digital adoption both in B2C and B2B

Finnish media market outlook

Digital media to double



Traditional media to slowly decline



Market drivers long-term

- **Consumer willingness to pay** for high-quality news, video and audio on a subscription basis is growing
- **Increasing interest in lifestyle and feature** content if placed on news platforms
- **Transformation from linear TV to on-demand** continues with growth driven by increased penetration and stacking behavior
- **Advertising spend is shifting towards digital** and customer data is a prerequisite for selling digital advertising
- **FTA more resilient to traditional media decline** since FTA and digital complement each other well

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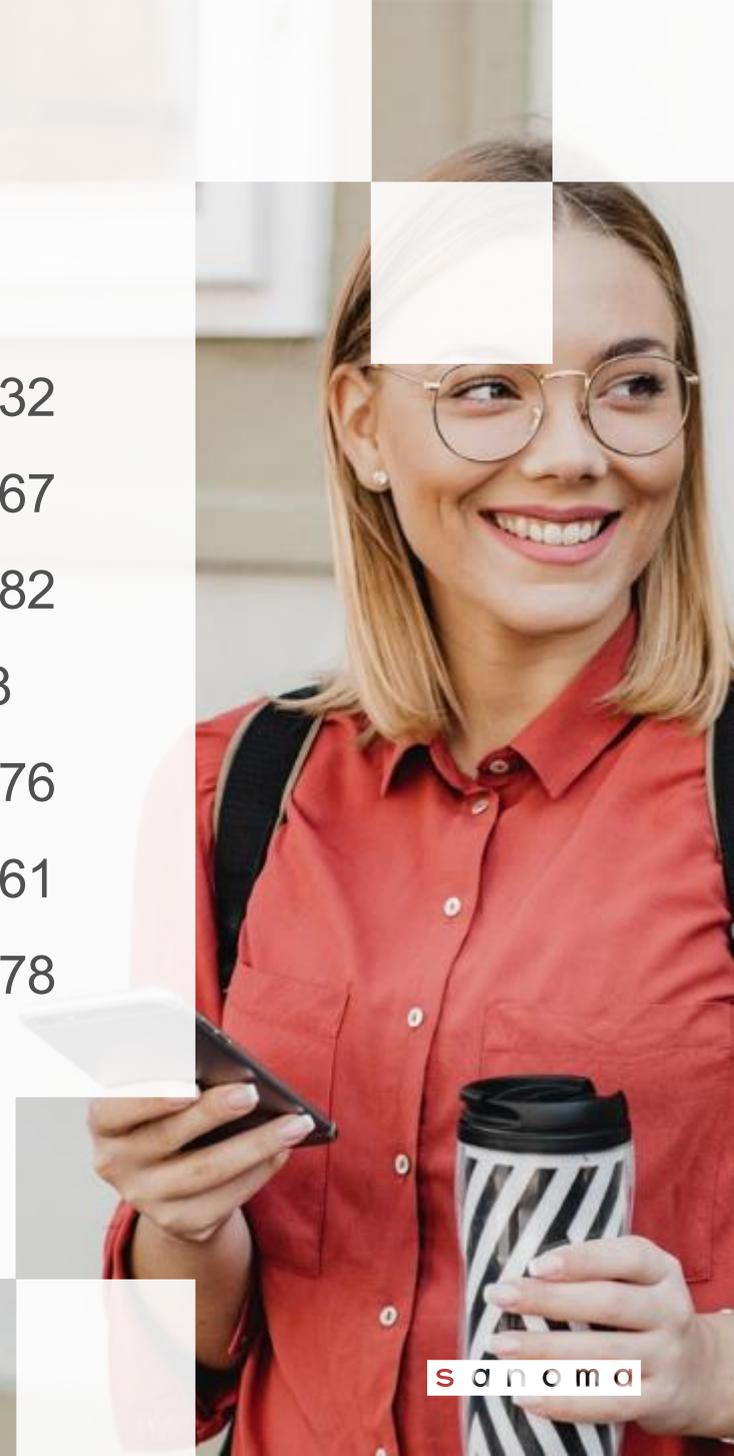
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Financial reporting in 2022

Full-Year Result 2021 11 February

Interim Report Q1 2022 29 April

Half-Year Report 2022 27 July

Interim Report Q3 2022 27 October

Financial Statements and
Directors' Report 2021 Week 9

AGM 2022 7 April

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