

ADVANCE VOTING FORM

Sanoma Corporation's Annual General Meeting on 17 April 2024

With this form, I/we authorize Innovatics Ltd (“**Innovatics**”), the advance voting service provider for Sanoma Corporation’s Annual General Meeting 2024, to register my/our votes with the shares I/we own/represent in certain items on the agenda of Sanoma Corporation’s Annual General Meeting 2024.

I/we understand that voting in advance by submitting this form requires that the shareholder has at least one valid Finnish book-entry account or equity savings account. In turn, holders of nominee registered shares shall vote in advance through their account manager. The number of advance votes is confirmed on the Finnish record date of the Annual General Meeting (eight business days before the Meeting) based on the holding in the book-entry account. A shareholder whose shares are registered on their personal Finnish book-entry account or equity savings account is registered in the shareholders’ register of Sanoma Corporation.

The personal information provided on this form is used to identify the shareholder through a comparison to information in the book-entry system, as well as to confirm the shareholding on the record date of the Annual General Meeting. The personal information will be stored in Innovatics’s database for general meetings for the relevant company’s use, and information will not be used for any other purposes or for any other general meetings.

Shareholder’s name	
Date of birth or Business ID (Y-tunnus)	
Phone number and/or e-mail address	
Name of the proxy representative or legal representative	
Date of birth of the proxy representative or legal representative, as applicable	
Name of assistant, if any	

Please note that you may vote in advance also electronically at the address www.sanoma.com.

Voting in advance using this form:

I/we authorize Innovatics to register my/our votes with the shares I/we own/represent in each of the items of the agenda of the meeting as indicated with a cross (X) below.

If no advance votes have been indicated below, or if there is more than one advance vote on the same item, or if other text or markings other than a cross (X) have been used to indicate an advance vote, or if a shareholder has voted “Against/No” on an agenda item that requires a counterproposal (e.g. agenda item 13), this means that the shareholder's shares are not taken into consideration in the item in question. The

shareholder's shares are not considered as shares represented at the meeting and the votes are not counted as cast votes with regard to the item in question.

If advance votes are given as a representative of an entity (incl. estate), the legal representative of the entity or a person authorized by the entity must provide necessary documents to prove the right to represent the entity (e.g. trade register extract or board resolution). Such documents are requested to be attached to this advance voting form. If the documents are not submitted during the advance voting period or they are otherwise incomplete, the shares of the entity will not be included as shares represented at the Annual General Meeting.

It is recommended that a Finnish book-entry account or equity savings account holder votes in advance electronically at the address www.sanoma.com. In a situation where a shareholder has voted in advance both electronically and via this advance voting form and/or in person during the Annual General Meeting, the most recent votes will be taken into account.

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Matters to be resolved on at Sanoma Corporation’s Annual General Meeting 2024:

Agenda items 7 to 17 cover proposals of the Board of Directors, the Shareholders’ Nomination Committee and shareholders of Sanoma Corporation to the Annual General Meeting in accordance with the notice of the meeting. The option “For/Yes” means that the shareholder is in favour of approving the proposal. The option “Against/No” means that the shareholder objects to the acceptance of the proposal. By voting in advance it is not possible to submit a counterproposal to the Annual General Meeting or demand a voting. “Abstain from voting” means giving an empty vote and shares are considered to be represented in the meeting, which is meaningful in resolutions requiring qualified majority (e.g. agenda items 16–17). In qualified majority items all shares represented at the meeting are taken into account and abstentions thus have the same effect as votes Against/No. Therefore, abstaining from voting affects the voting result. Shareholders should be aware of this, especially if giving a vote against is not their intention.

	Resolution item	For/Yes	Against/No	Abstain from voting
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"/>	<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 Report 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, Board Committees and the Shareholders’ Nomination Committee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.	Resolution on the number of the members of the Board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.	Election of the members of the Board of Directors, the Chair and the Vice Chair of the Board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.	Resolution on the remuneration of the Auditor and the Sustainability Auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.	Election of the Auditor and the Sustainability Auditor	<input type="checkbox"/>	<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"/>

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Place and date	
Signature	
Name in block letters	

To be returned in a completed and signed form either by email to agm@innovatics.fi or by regular mail to Innovatics Ltd, AGM / Sanoma Corporation, Ratamestarinkatu 13 A, FI-00520 Helsinki. **The delivery must be received by 11 April 2024 at 16.00 EET at the latest.**