

8 February 2011

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 2010 were EUR 437,991,008.17, of which the profit for the financial year 2010 is EUR 87,891,855.79. Including the fund for non-restricted equity of EUR 203,310,013.83 the distributable funds amounted to 641,301,022.00 at 31 December 2010.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 5 April 2011 that a dividend of EUR 1.10 per share shall be paid from the distributable earnings of the Parent Company.

Dividend shall be paid to shareholders registered in the Company's register of shareholders held by Euroclear Finland Ltd on the record date of the payment of the dividend, 8 April 2011. The Board of Directors proposes that the dividend shall be paid on 15 April 2011.

The proposed dividend is in line with the Company's profit distribution policy and it significantly exceeds the minority dividend required by law.

The Board of Directors proposes that EUR 258,349,355.87 be left to the retained earnings and a sum of EUR 550,000.00 be reserved for charitable donations to be used at the Board's discretion and that the dividend be paid in accordance with the aforesaid.

Helsinki, 8 February 2011

Sanoma Corporation

Board of Directors