

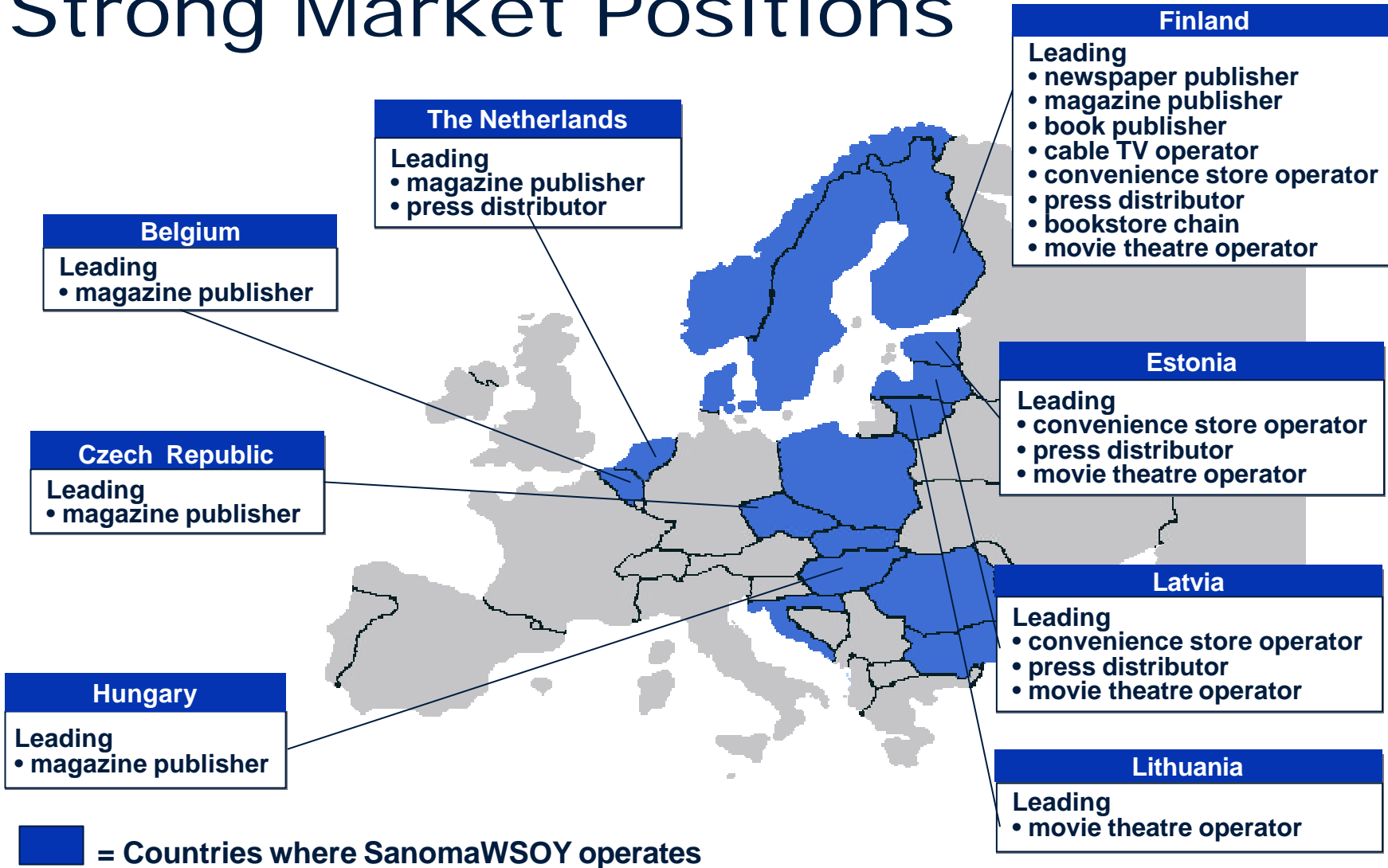


# Annual General Meeting

**Jaakko Rauramo**  
Chairman  
30 March 2004

Welcome to  
SanomaWSOY Corporation's  
Annual General Meeting of  
Shareholders.

# Strong Market Positions



# Largest media companies in Finland

<b>Net sales/ €million</b>	<b>2003</b>	
1. SanomaWSOY Group	2,434	
2. Alma Media Group	461	
3. YLE - Finnish Broadcasting Company	330	
4. TS Group Ltd	293	*
5. Otava Books and Magazines Group Ltd.	221	
6. Edita Group	171	
7. Talentum Group	113	
8. Keskisuomalainen Group	90	
9. A-lehdet Group	78	*
10. Ilkka Group	66	

\*Net sales of 2002

Sources : Annual reports , company releases

Y:Kalvot/JR04/tyhtiökokous3003

# Largest media companies in Nordic countries

<b>Net sales/ €million</b>		<b>2003</b>
1.	SanomaWSOY	Finland 2,434
2.	Bonnier AB	Sweden 2,059
3.	Egmont	Denmark 1,107
4.	Schibsted A/S	Norway 1,016
5.	Orkla Media	Norway 876
6.	MTG	Sweden 694
7.	Carl Allers Etablissement	Denmark 472
8.	Alma Media	Finland 460
9.	Sveriges Television	Sweden 421
10.	Danmarks Radio	Denmark 412 *

\* Net sales of  
2002

Exchange rates on  
31 Dec. 2003

Sources : Annual  
reports , company  
relelases

Y:Kalvot/JR04/yhtiökokous3003

# Largest newspapers in Nordic countries

Circulation		2003	Change-%
1.	Aftonbladet	Sweden 448,200	1.1
2.	Helsingin Sanomat	Finland 439,618	-0.4
3.	Verdens Gang	Norway 380,190	-2.6
4.	Dagens Nyheter	Sweden 368,100	-0.7
5.	Expressen*	Sweden 353,000	3.2
6.	Aftenposten (morgonutgav.)	Sweden 256,639	-2.4
7.	Göteborgs-Posten	Sweden 250,200	-1.0
8.	Ilta-Sanomat	Finland 198,693	-3.0
9.	Svenska Dagbladet	Sweden 186,400	0.8
10.	Dagbladet, Oslo	Norway 186,136	-2.6

\* Includes GT and Kvällsposten.

Sources : Finnish Audit Bureau of Circulation, Tidningsstatistik, Dansk Oplagsbulletin, Mediebedriftenes LAndforening

Y:Kalvot/JR04/yhtiökokous3003

# Largest media companies in Europe

<b>Media net sales (total net sales), €million</b>		<b>2002</b>	
<b>1.</b>	<b>Bertelsmann (DE)</b>	<b>7,162</b>	<b>(18,312)</b>
<b>2.</b>	<b>Vivendi Universal (FR)</b>	<b>6,085</b>	<b>(58,150)</b>
<b>3.</b>	<b>BskyB (UK)</b>	<b>4,506</b>	<b>(4,506)</b>
<b>4.</b>	<b>Lagardère (FR)</b>	<b>2,681</b>	<b>(13,216)</b>
<b>5.</b>	<b>TF1 (FR)</b>	<b>2,655</b>	<b>(2,325)</b>
<b>6.</b>	<b>Daily Mail and General Trust (UK)</b>	<b>2,589</b>	<b>(3,156)</b>
<b>7.</b>	<b>Axel Springer (DE)</b>	<b>2,253</b>	<b>(2,777)</b>
<b>8.</b>	<b>Mediaset (I)</b>	<b>2,162</b>	<b>(2,372) *</b>
<b>9.</b>	<b>Telefonica (S)</b>	<b>2,023</b>	<b>(31,053) *</b>
<b>10.</b>	<b>ProSieben Sat. 1 (DE)</b>	<b>1,803</b>	<b>(1,895)</b>
<b>11.</b>	<b>Trinity Mirror (UK)</b>	<b>1,711</b>	<b>(1,773)</b>
<b>12.</b>	<b>Heinrich Bauer Verlag (DE)</b>	<b>1,597</b>	<b>(1,752)</b>
<b>13.</b>	<b>JC Decaux (FR)</b>	<b>1,578</b>	<b>(1,578)</b>
<b>14.</b>	<b>Granada (UK)</b>	<b>1,459</b>	<b>(2,315)</b>
<b>15.</b>	<b>SanomaWSOY (FI)</b>	<b>1,461</b>	<b>(2,434)</b>

\* Net sales of  
2001

Source:  
ZenithOptimedia –  
Top European  
Media Companies  
2003

Y:Kalvot/JR04/tyhtiökokous3003

# Largest magazine publishers in Europe

8

## Magazine net sales, €million **2002**

1.	Hachette Filippachi Media	2,113
2.	Grüner + Jahr	± 1,860
3.	Heinrich Bauer Verlag	1,800
4.	Sanoma Magazines	1,008
5.	Hubert Burda Media	991



# Media Company of Opportunities

## Our mission

Our mission is to be the media company of opportunities and operational excellence.



SanomaWSOY –  
Content for your life.