

8 February 2016

Proposed Board members for Sanoma Corporation in 2016 for the term that will end at the Annual General Meeting 2019**Anne Brunila**

born 1957, a Finnish citizen, Ph. D. (Econ.), Helsinki School of Economics (Finland), Ph.D. (Econ.) h.c., Lappeenranta University of Technology (Finland)

Sanoma Board member since 2013. Chairman of the Audit Committee.

Independent of the company and major shareholders.

Professor of Practice, Hanken School of Economics (Finland). Executive Vice President, Corporate Relations and Strategy and Member of the Management Team of Fortum 2009–2012. President and CEO of the Finnish Forest Industries Federation 2006–2009, Director General in the Finnish Ministry of Finance 2003-2006, several positions in the Bank of Finland 1991-1999, Economic Advisor in the European Commission 2000-2002.

Key board memberships:

Sampo Plc (Finland), KONE Plc (Finland), Stora Enso Oyj (Finland)

Other board memberships or positions of trust:

The Board of Aalto University Foundation (Chairman), the Research Institute of the Finnish Economy ETLA, the Finnish Business and Policy Forum EVA.

**Antti Herlin**

born 1956, a Finnish citizen, Doctor h.c. (Econ.) (The State University of Economics and Finance of St. Petersburg), Doctor h.c. (Econ.) (Helsinki School of Economics), Doctor h.c (Art and Design) (University of Art and Design Helsinki), Doctor h.c. (Tech.) (The Aalto University schools of technology)

Chairman of the Board of Sanoma since 2013. Board member since 2010. Chairman of the Executive Committee.

Independent of the company.

Chairman of the Board of KONE Corporation since 2003. Vice Chairman of KONE Corporation 1996–2003 and CEO 1996–2006.

Key board memberships:

KONE Corporation (Finland) (Chairman), Holding Manutas Oy (Finland) (Chairman), Ilmarinen Mutual Pension Insurance Company (Finland) (Supervisory Board) (Vice Chairman), Security Trading Oy (Finland) (Chairman), Thorsvik Invest Oy (Finland) (Chairman)

Other board memberships or positions of trust:

The Federation of Finnish Technology Industries (Finland), Confederation of Finnish Industries (Finland), KONE Corporation Centennial Foundation (Finland) (Chairman), Tiina & Antti Herlin Foundation (Finland) (Chairman)

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Mika Ihamuotila

born 1964, a Finnish citizen, Ph.D. (Econ.)

Sanoma board member since 2013. Member of the Human Resources Committee.

Independent of the company and major shareholders.

Chairman of the Board and CEO of Marimekko Corporation since 2015. President and CEO of Marimekko Corporation 2008–2015. President and CEO of Sampo Bank Plc 2001–2007, President and CEO of Mandatum Bank Plc 2000–2001, Executive Director of Mandatum Bank Plc 1998–2000, Partner of Mandatum & Co Ltd 1994–1998. Visiting scholar of Yale University (USA) 1992–1993.

Key board memberships: Rovio Entertainment Ltd (Finland)