

6 February 2017

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 2016 were EUR 333,842,470.50 of which the loss for the financial year 2016 is EUR 57,624,066.07. Including the fund for non-restricted equity of EUR 203,324,188.83 the distributable funds amounted to EUR 537,166,659.33 at 31 December 2016.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 21 March 2017 that a dividend of EUR 0.20 per share shall be paid from the distributable earnings of the Parent Company.

The dividend shall be paid to shareholder registered in the Company's register of shareholders held by Euroclear Finland Ltd on the record date of the payment of the dividend, 23 March 2017. The Board proposes that the dividend shall be paid on 30 March 2017.

The proposed dividend is in line with the Company's profit distribution policy.

The Board of Directors proposes that EUR 504,349,940.13 be left in the shareholders' equity and a sum of EUR 350,000 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, 6 February 2017

Sanoma Corporation

Board of Directors