



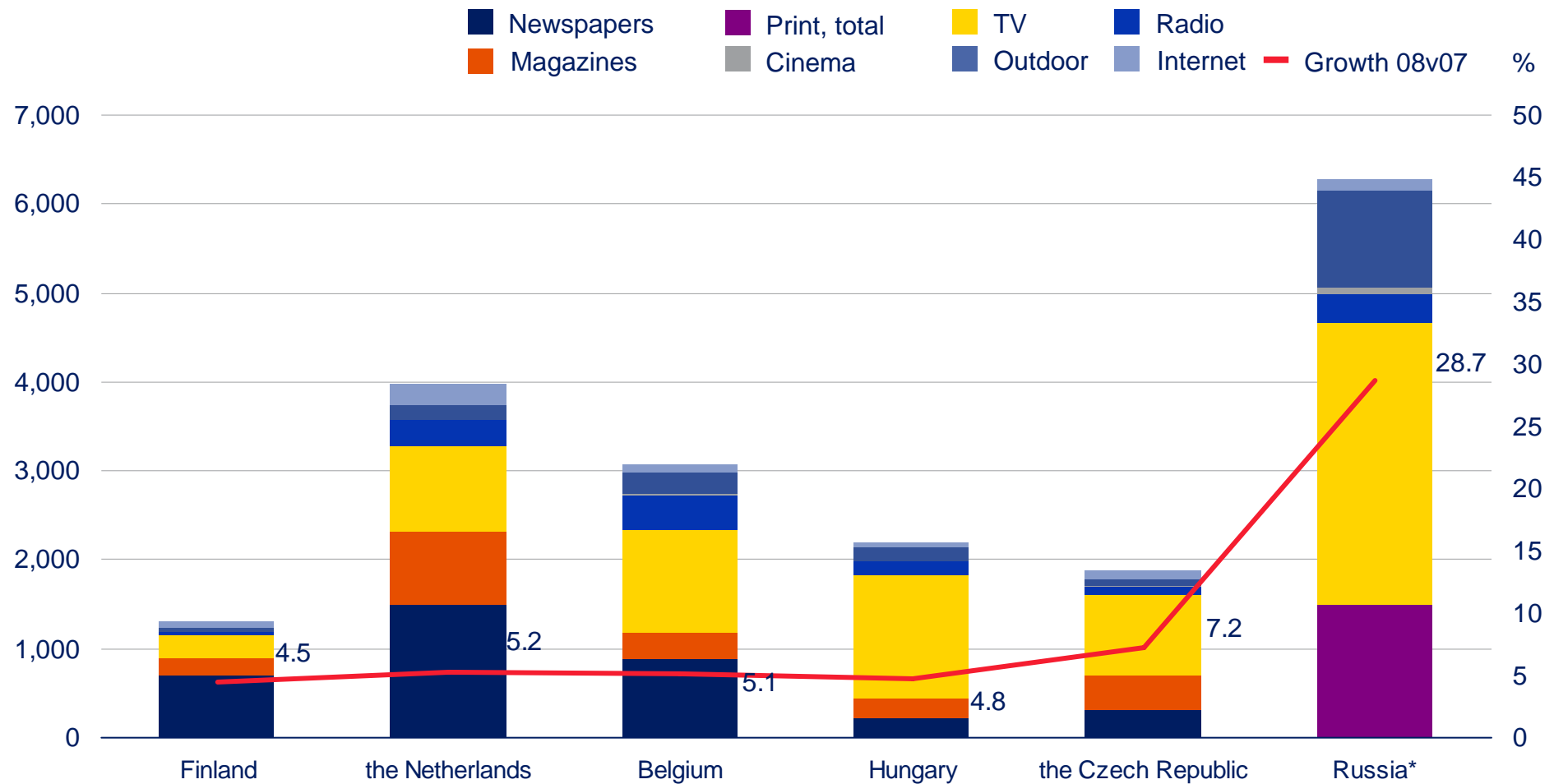
# Interim Report 1–9/2007

**President and CEO  
Hannu Syrjänen**

Conference call  
31 October 2007

# Advertising Market in Europe

## 2007, EUR million



# Key Developments 3Q2007 (1/2)

## Acquisitions

- Educational publisher Nowa Era, Poland
- Press distributor Press Point International and kiosk operator HDS CIS, Russia
- Language service company The Works, Sweden

## Digital media acquisitions

- TV channels Urheilukanava and Urheilu+kanava, Finland
- Ticket service Mr Ticket.nl (40%), the Netherlands
- Online publisher CE Media Online, the Czech Republic
- Online quiz portal Älypää, Finland
- Croportal.net, Croatia



# Key Developments 3Q2007 (2/2)

- Magazine launches
  - Fashion magazine Grazia, the Netherlands
  - Fashion and beauty magazine Harper's Bazaar, Romania
  - NG Traveller, Russia
  - Men's magazine Esquire, Romania
  - Women's magazine Sensa, Croatia
- Digital media launches
  - Pay TV channel KinoTV, Finland
  - Consumer information portal Kirakat.hu, Hungary
  - Hot from the US (Disney's top series on Nelonen Web TV)
  - Online game portal Pelikone.fi, Finland
  - Combined online service of several free sheets Vartti.fi, Finland
  - User-generated content platform Maakjezo.nl, the Netherlands



# Key Figures

<b>EUR million</b>	<b>1–9/2007</b>	<b>1–9/2006</b>	<b>Ch %</b>	<b>1–12/2006</b>
Net sales	<b>2,126.7</b>	1,999.8	6.3	2,742.1
Operating profit	<b>275.5</b>	218.5	26.1	292.5
% net sales	<b>13.0</b>	10.9		10.7
Operating profit excluding major non-recurring capital gains	<b>240.1</b>	214.3	12.0	288.2
% net sales	<b>11.3</b>	10.7		10.5
Balance sheet total	<b>3,283.0</b>	3,181.8	3.2	3,132.2
Capital expenditure	<b>57.6</b>	51.4	12.2	81.9
Equity ratio, %	<b>44.0</b>	39.9		45.0
Gearing, %	<b>65.0</b>	79.6		59.2
Interest-bearing liabilities	<b>968.6</b>	1,066.9	-9.2	863.9
Net debt	<b>879.8</b>	947.5	-7.2	782.4
Earnings/share, EUR	<b>1.16</b>	0.96	20.6	1.32
Cash flow from operations/share, EUR	<b>0.71</b>	0.78	-9.1	1.63
Market capitalisation	<b>3,599.9</b>	3,243.7	11.0	3,521.8
Personnel *	<b>19,470</b>	18,277	6.5	18,434

# Sanoma Magazines 1-9/2007

EUR million	1-9/2007	1-9/2006	Ch %	1-12/2006
Net sales	<b>885.7</b>	831.7	6.5	1,155.9
Sanoma Magazines Netherlands	<b>385.6</b>	382.8	0.7	531.2
Sanoma Magazines International	<b>200.3</b>	175.7	14.0	247.6
Sanoma Magazines Belgium	<b>156.4</b>	136.7	14.4	188.6
Sanoma Magazines Finland	<b>146.8</b>	140.1	4.7	193.2
Eliminations	<b>-3.3</b>	-3.7	-9.9	-4.7
Operating profit	<b>123.8</b>	86.8	42.5	128.8
% net sales	<b>14.0</b>	10.4		11.1
Operating profit excluding major non-recurring capital gains	<b>102.6</b>	84.2	21.8	126.2
% net sales	<b>11.6</b>	10.1		10.9
Balance sheet total	<b>1,900.9</b>	1,798.0	5.7	1,910.0
Capital expenditure	<b>14.0</b>	11.8	18.4	16.5
Personnel *	<b>5,577</b>	5,241	6.4	5,302

# Sanoma 1–9/2007

EUR million	1–9/2007	1–9/2006	Ch %	1–12/2006
Net sales	<b>356.2</b>	334.7	6.4	457.1
Helsingin Sanomat (daily newspaper)	<b>206.5</b>	195.9	5.4	267.3
Ilta-Sanomat (quality tabloid)	<b>71.2</b>	68.4	4.0	92.2
Other publishing	<b>71.6</b>	62.8	14.1	87.6
Others	<b>113.5</b>	108.8	4.3	145.6
Eliminations	<b>-106.6</b>	-101.2	5.3	-135.6
Operating profit	<b>54.1</b>	46.1	17.2	62.7
% net sales	<b>15.2</b>	13.8		13.7
Operating profit excluding major non-recurring capital gains	<b>54.1</b>	44.5	21.6	61.0
% net sales	<b>15.2</b>	13.3		13.3
Balance sheet total	<b>525.9</b>	501.4	4.9	526.6
Capital expenditure	<b>11.4</b>	11.3	1.0	16.5
Personnel *	<b>2,715</b>	2,679	1.4	2,672

# SanomaWSOY Education and Books 1-9/2007

EUR million	1-9/2007	1-9/2006	Ch %	1-12/2006
Net sales	<b>254.0</b>	245.8	3.3	309.2
Educational publishing	<b>167.1</b>	162.3	2.9	187.7
Publishing	<b>67.7</b>	65.3	3.8	96.0
Others	<b>37.1</b>	31.3	18.5	43.3
Eliminations	<b>-17.9</b>	-13.1	37.1	-17.8
Operating profit	<b>51.2</b>	55.1	-7.1	48.0
% net sales	<b>20.1</b>	22.4		15.5
Operating profit excluding major non-recurring capital gains	<b>51.2</b>	55.1	-7.1	48.0
% net sales	<b>20.1</b>	22.4		15.5
Balance sheet total	<b>655.9</b>	588.7	11.4	598.2
Capital expenditure	<b>4.8</b>	6.9	-30.6	8.9
Personnel *	<b>2,754</b>	2,353	17.0	2,455



# SWeIcom 1-9/2007

EUR million	1-9/2007	1-9/2006	Ch %	1-12/2006
Net sales	<b>103.4</b>	94.6	9.3	131.8
TV and radio	<b>56.7</b>	53.6	5.7	76.5
Others	<b>47.3</b>	41.5	14.1	56.0
Eliminations	<b>-0.6</b>	-0.5	12.1	-0.6
Operating profit	<b>10.4</b>	7.7	35.6	12.5
% net sales	<b>10.1</b>	8.1		9.5
Operating profit excluding major non-recurring capital gains	<b>10.4</b>	7.7	35.6	12.5
% net sales	<b>10.1</b>	8.1		9.5
Balance sheet total	<b>171.9</b>	145.5	18.2	158.6
Capital expenditure	<b>10.0</b>	7.9	26.3	15.2
Personnel *	<b>488</b>	439	11.1	437

# Rautakirja 1–9/2007

EUR million	1–9/2007	1–9/2006	Ch %	1–12/2006
Net sales	<b>608.2</b>	567.0	7.3	799.9
Kiosk operations	<b>281.7</b>	268.1	5.1	369.1
Press distribution	<b>178.9</b>	164.8	8.6	223.6
Bookstores	<b>90.4</b>	89.9	0.6	138.9
Entertainment	<b>69.4</b>	53.7	29.2	81.7
Eliminations	<b>-12.2</b>	-9.4	29.2	-13.4
Operating profit	<b>32.5</b>	32.2	0.8	54.7
% net sales	<b>5.3</b>	5.7		6.8
Operating profit excluding major non-recurring capital gains	<b>32.5</b>	32.2	0.8	54.7
% net sales	<b>5.3</b>	5.7		6.8
Balance sheet total	<b>540.4</b>	535.2	1.0	586.9
Capital expenditure	<b>16.3</b>	12.5	30.7	23.1
Personnel *	<b>7,847</b>	7,492	4.7	7,496

# Group's Outlook for 2007

## Outlook

- Net sales to increase more than in the previous year
- Operating profit excluding the major non-recurring capital gains to improve
  
- In 2006, operating profit excluding these capital gains totalled EUR 288.2 million and net sales grew by 4.6%



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