

DESCRIPTION OF THE FILE

Personal Data Act (523/1999) Sections 10 and 24

Date of Drafting 28 February 2012

1. Registrar	Sanoma Corporation Ludviginkatu 6-8 FI-00100 Helsinki Finland Tel. +358 105 1999
2. Responsible/contact person	Office Manager, Legal Specialist Kirsi Vainio Sanoma Corporation Ludviginkatu 6-8 FI-00100 Helsinki FINLAND Tel. +358 10 519 5055 E-mail: kirsi.vainio@sanoma.com
3. Name of the register	Register for Annual General Meeting 2012 of Sanoma Corporation
4. The purpose for processing the personal data/the purpose for the use of the register	<p>The purpose for use of this register is to enable shareholders of Sanoma Corporation to register for the Annual General Meeting. The technical provider of the service is Euroclear Finland Ltd. Personal data is required in order to verify the person's identity, shareholding and his/her right to attend the Annual General Meeting.</p> <p>The company will not disclose the collected data for commercial purposes and the use of the register ends after the Annual General Meeting on 3 April 2012.</p>
5. Content of the register	When a shareholder registers via the Internet, Euroclear Finland Ltd takes care of the technical implementation of data collection. The telecommunications connection from the user's browser to the server of Euroclear Finland Ltd is encrypted with SSL. The following identifying information may be collected through this service: name, personal identification code, address, telephone number, email address and book-entry account number.
6. Regular sources of information	<p>When registering via the Internet, the shareholder enters data about himself/herself.</p> <p>By a given personal identity number, the system compares the data given with the shareholder register of Sanoma Corporation maintained by Euroclear Finland Ltd and extracts the ownership information from the shareholder register. When making the authorisation, the shareholder enters also the necessary personal data of the proxy representative.</p> <p>When registering by other means, the registrar shall enter shareholder's personal information and information on holdings in to the systems maintained by Euroclear Finland Ltd.</p>
7. Regular destinations of disclosed data or transferring of the data or information outside EU or ETA	The data will not be disclosed or transferred.

<p>8. The principles how the data register is secured</p>	<p>A. Manual register The manual data shall be stored in an area with restricted access, available only for the authorised persons.</p> <p>B. Electronic register Euroclear Finland Ltd shall be responsible for the maintenance of the register. The connection from a user's browser to the server of Euroclear Finland Ltd is encrypted with SSL technology. Technical data protection is being used in the application, by which the entered information shall remain unchanged and is available only for the authorised persons.</p>
<p>9. Right of access and realisation of the right of access</p>	<p>The shareholder shall have the right of access, after having supplied sufficient search criteria, to the data on her/himself in the personal data file or to a notice that the file contains no such data. The registrar shall at the same time provide the data subject with information of the regular sources of data in the file, on the uses for the data in the file and the regular destinations of disclosed data.</p> <p>The shareholder who wishes to have access to the data on her/himself, as referred to above, shall make a request to this effect to the contact person in charge at Sanoma Corporation by a personally signed or otherwise comparably verified document.</p> <p>Requests for the right of access shall be directed to Kirsi Vainio; please see the contact details above.</p>
<p>10. Rectification and realisation of the rectification</p>	<p>Everyone has the right to request rectification of invalid register information.</p> <p>If the mistake can be corrected by Euroclear Finland Oy, the registrar transmits the correction requests to Euroclear Finland Oy. The registrar cannot revise for example the faulty information which has come from the Account Operator.</p> <p>The rectification request should be made in writing and with sufficient details. Requests for rectification shall be directed to Kirsi Vainio; please see the contact details above, at the latest on 28 March 2012 at 16.00.</p>