Investor Presentation

May 2017

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Sanoma Nowadays
(pro forma 2016 excluding SBS)

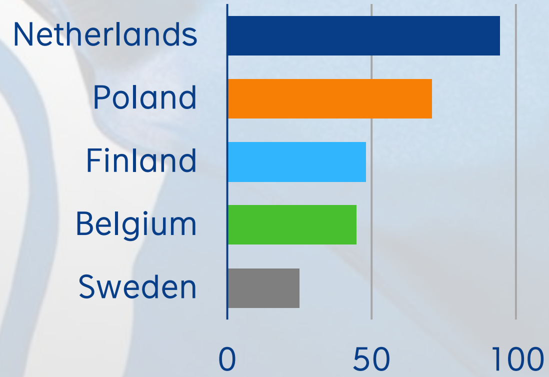
Net sales
EUR 1,407 million

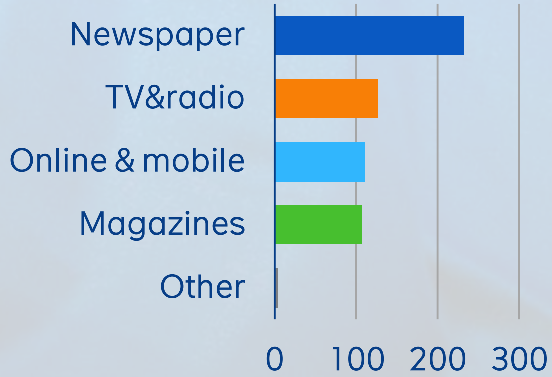
Non-print sales
38% (EUR 540 million)

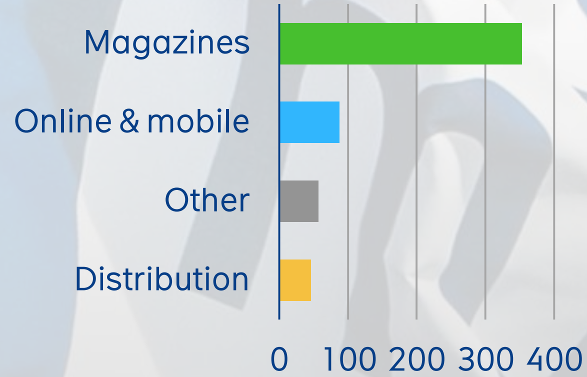
Operational EBIT margin
Above **10%**

Three Strategic Business Units

	Learning	Media Finland	Media BeNe
Net sales	**EUR 280 million**	**EUR 580 million**	**EUR 540 million**
Non-print sales	**54%** (EUR 150 million)	**42%** (EUR 240 million)	**27%** (EUR 140 million)
Operational EBIT margin	Around **20%**	Around **9%**	Around **13%**







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Sanoma Learning

A leading learning company in Northern Europe

- Leading positions in countries with some of world's best educational systems: The Netherlands, Poland, Finland, Belgium and Sweden
- Solutions that drive higher learning outcomes, engagement and efficiencies
- Forerunning digital learning company with scalable technologies
- Focus on technologies, the best talents and local relationships

Our methods save teachers 8 hours/week, improve learning outcomes and engagement of students

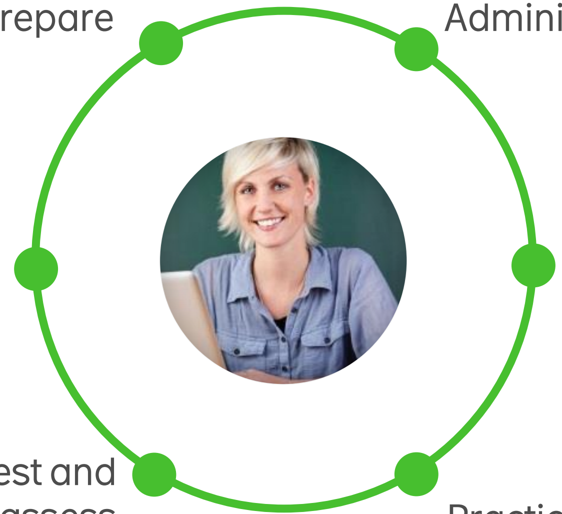
We enable learning impact*:

Learning outcomes — **95%**

Student engagement — **85%**

Better efficiency for teachers — **8hrs/ week**

By supporting key activities in the teaching and learning cycle



With comprehensive learning solutions

- Instruction
- Teacher guides
- Exercising
- Analytics
- Platform & Distribution
- Services

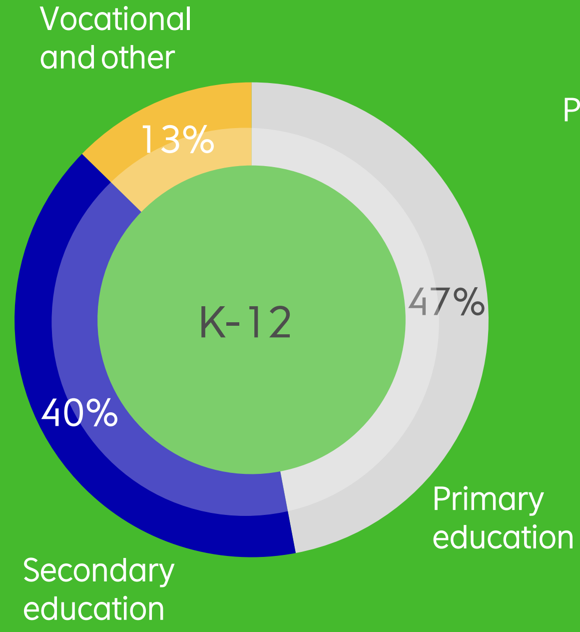
* Based on a survey of 4,700 teachers. 95 % reported that Sanoma Learning materials help them in enabling pupils to realise their learning objectives; 85 % reported that these methods help to engage pupils with their learning.

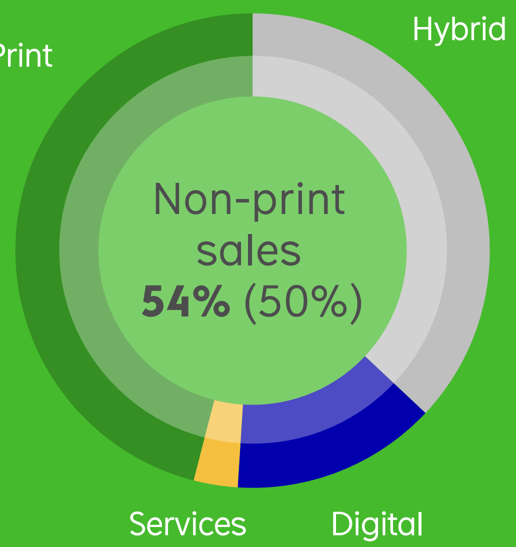
Solid financial performer and a leading digital player in Northern European markets

Key figures

EUR million	2016	2015
Net sales	283	280
Organic growth	-2.5%	-4.0%
Operational EBITDA*	95	83
%	33.7%	29.7%
Operational EBIT	57	45
%	20.1%	15.9%
Employees (FTE)	1,439	1,507

Composition of net sales 2016





* Prepublication costs are booked as amortisations below EBITDA

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Sanoma Media Finland

Leading media company in Finland

- Leading position and strong brands in all media platforms:
  - Fully integrated TV business with growing viewership
  - Leading news player in print and online with a hybrid offering
  - Reaching 97% of Finns every week
- Unique offering and solutions to advertisers
- Solid track record on digital transformation

Strong brands in all media platforms

Engaging consumer oriented content

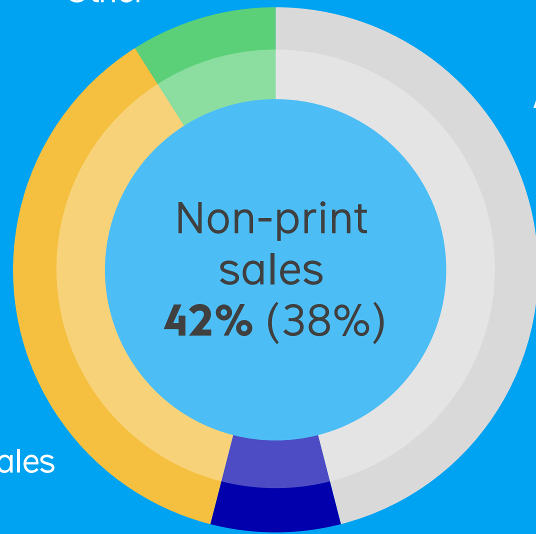
#1 in news	#2 in television	#1 in audio	#1 in Magazines	#1/2 in classifieds
NEWS				
HS, ILTA-SANOMAT	4, jim, liv, RUUTU	Radio Suomipop, LOOP, supla, RADIO ROCK	kodin kuvalehti, et, menaiset, AKU ANKKA	OIKOTIE
50%	20%	5%	20%	5%

Improving profitability in Media Finland

Key figures

EUR million	2016	2015
Net sales	**581**	573
Organic growth	**0.7%**	-4.1%
Operational EBITDA	**143**	117
%	**24.7%**	20.4%
Operational EBIT	**50**	13
%	**8.5%**	2.3%
Employees (FTE)	**1,718**	1,863

Composition of net sales 2016



* Other sales mainly include printing and marketing services, custom publishing, event marketing and books.
** TV programme and prepublication costs are booked as amortisations below EBITDA

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Sanoma Media BeNe

Profitable market leader in the Netherlands and Belgium

- Market leader in magazine print and online domain
  - Sanoma's magazines reach 7.5 million readers every month
  - 10 strong cross-media brands in Women, Home & Deco and Kids & Teens domains; 6 out of TOP 10 brands in the Netherlands are published by Sanoma
- #1 local online player in reach in NL market reaching 9.7 million unique visitors monthly
- Strong position in B2B marketing , improved offering through use of data

Creating value through strong media brands

flow — **International mindfulness & lifestyle brand**

DONALD DUCK — **#2 magazine of NL in reach**

Margriet — **Strong Women brand with > 1m reach**

libelle — **Largest Dutch women brand**

Auto Week — **Biggest Automotive magazine in NL**

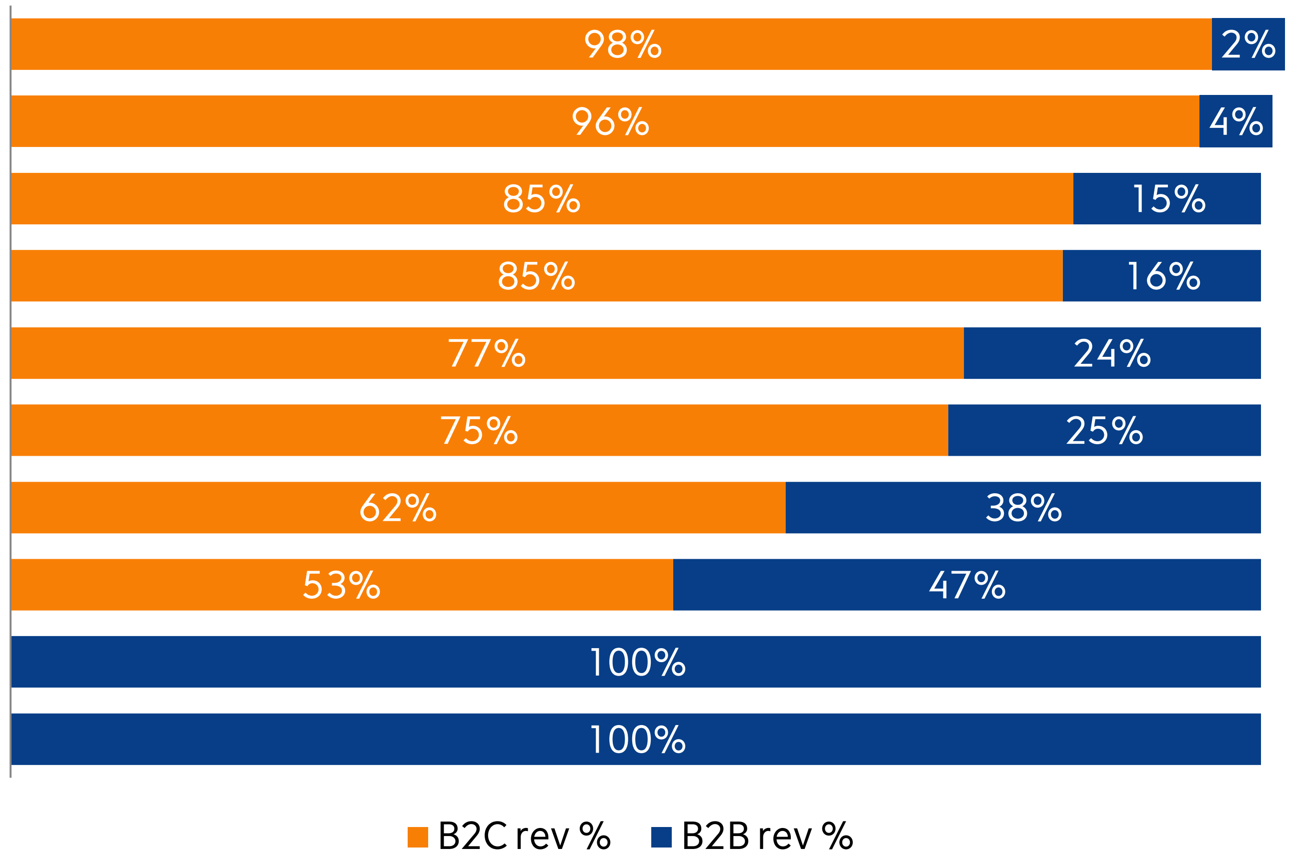
vtwonen.nl — **360 Home Deco brand**
With e-commerce, print, TV and an event with >80k visitors

LINDA. — **Upcoming women brand**
Even showing growth in circulation

Ouders van nu — **Largest parent brand in NL**
Strong online and ecommerce focus

FASHIONCHICK — **Large online Fashion storefront**
Strong engagement with millennials

nu.nl — **Online Pure-player, 100% B2B revenue**

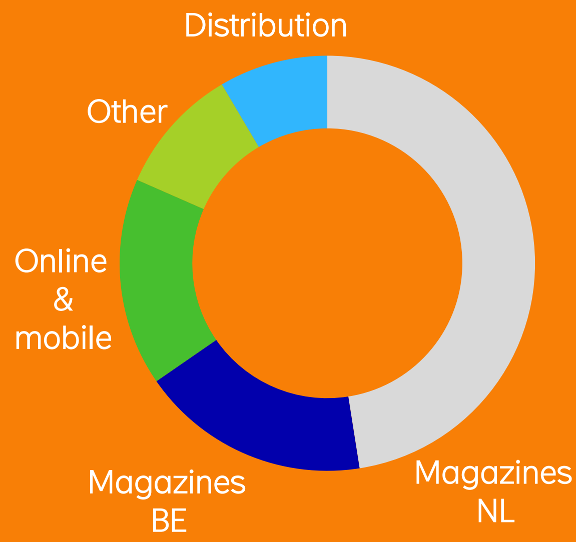


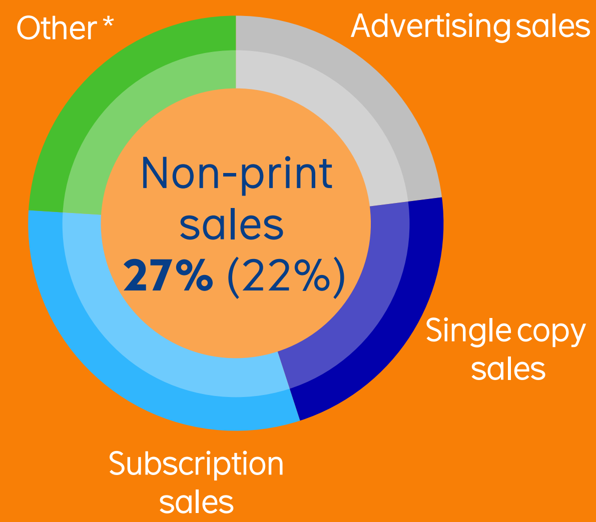
Solid performance

Key figures, pro forma excl. SBS

EUR million	2016	2015
Net sales	**544**	597
Organic growth	**1.1%**	0.6%
Operational EBITDA	**87**	76
%	**16.0%**	12.8%
Operational EBIT	**70**	55
%	**12.9%**	9.3%
Employees (FTE)	**1,288**	1,517

Composition of net sales, 2016 excl. SBS





* Other sales mainly include press distribution, custom publishing, events, books, e-Commerce and marketing services.

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Focus on our Strongholds

Businesses where we have or can reach a leading position

Learning:

- Create top line growth in existing and adjacent markets
- Further process improvements driving profitability and cash flow increase
- Potential for highly synergetic bolt-on acquisitions

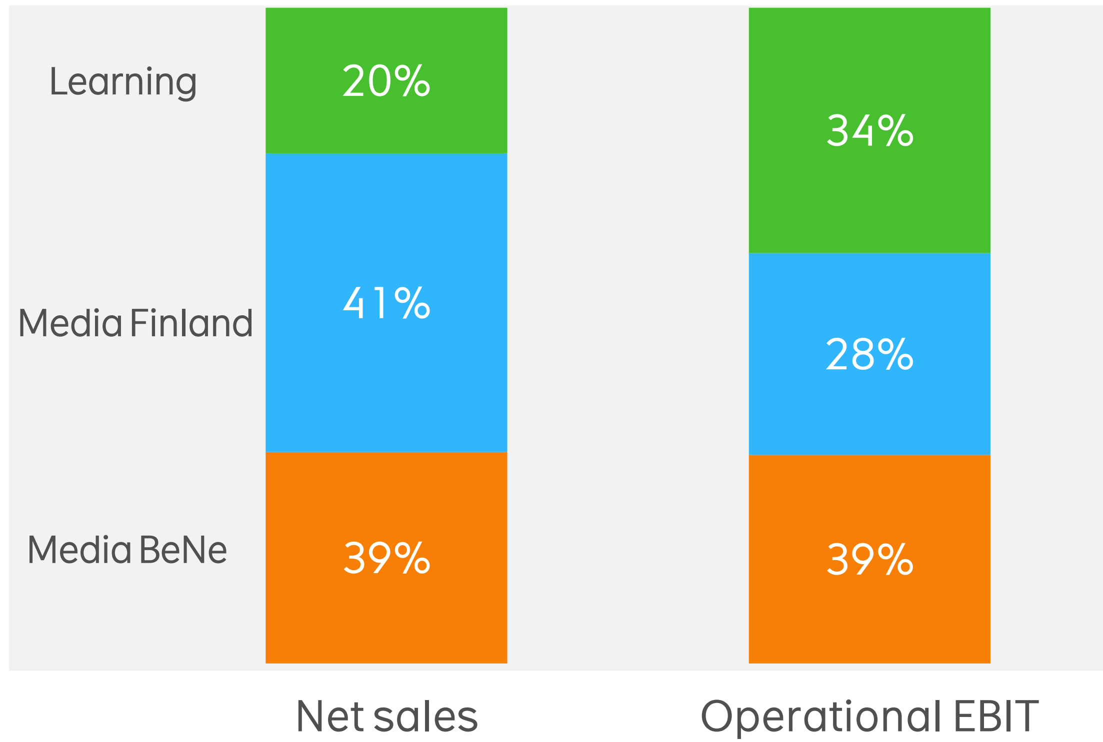
Media Finland

- Developing our cross media operations offering unique reach and targeting opportunities to our customers
- Continuing building the digital offering
- Improving processes and systems driving efficiencies and increases in profitability

Media Bene

- Expanding the large media brands across media segments into events, digital video and e-commerce
- Continue improving profitability through cost innovations
- Active portfolio management, attractive cash flow generation

Sanoma pro forma 2016 excl. SBS



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What you can expect Sanoma to be going forward

Continued customer focus : three distinct businesses with lean Group-office

Increase in Profitability and Cash Flow through operational improvement and cost innovations

Growth by highly synergetic bolt-on acquisitions in our stronghold businesses

Resulting in:

- Improved profitability
- Increasing cash flow and dividend
- Equity ratio and leverage on long term target

Continued Performance Improvement

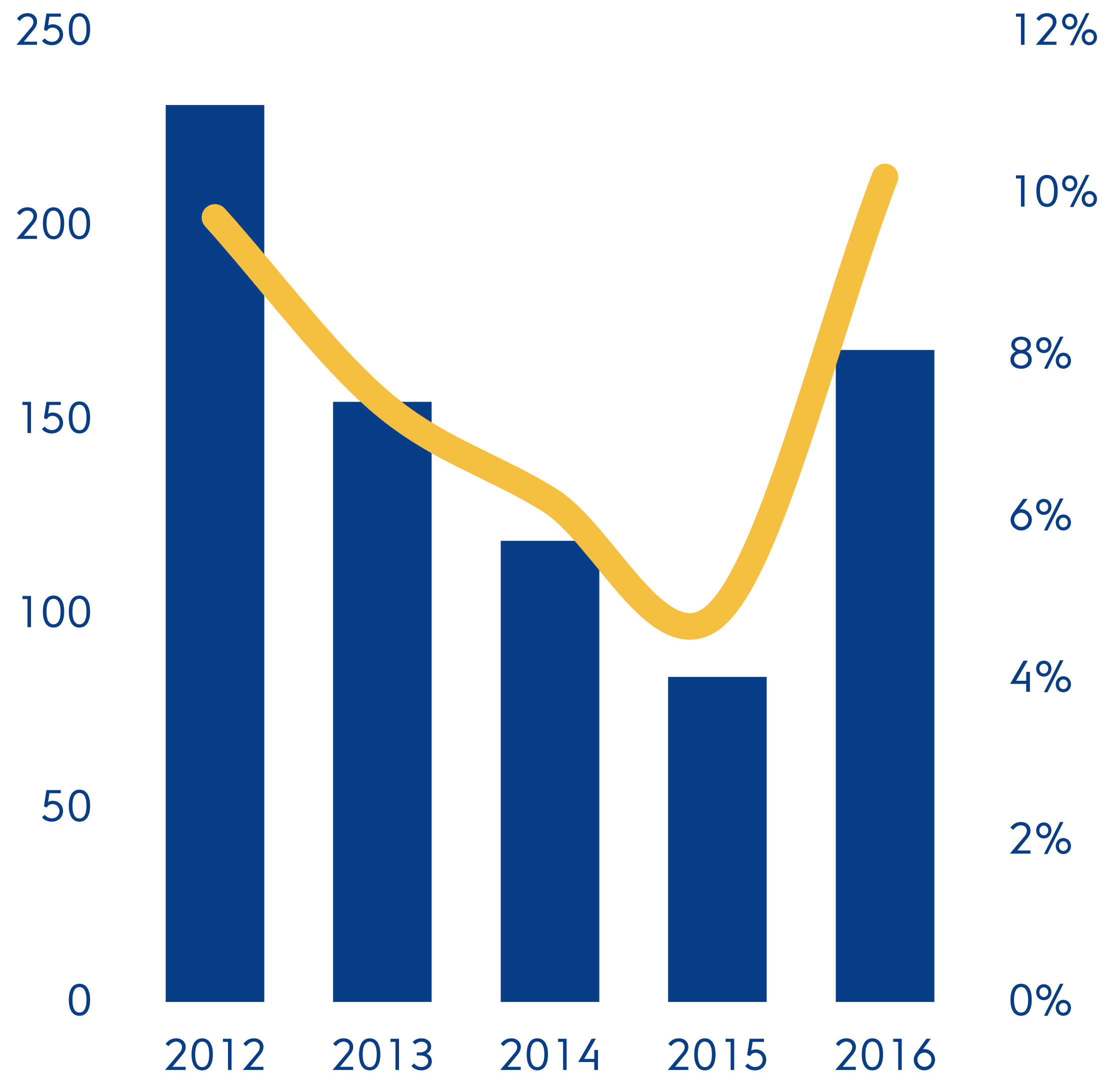
Outlook for 2017:

Net sales, adjusted for structural changes including SBS divestment, will be stable and operational EBIT margin will be above 10%

In long term, we aim at:

- Improved profitability and cash flow
- Increasing dividend
- Equity ratio 35%–45%
- Leverage (net debt / adj. EBITDA) below 2.5

Operational EBIT margin development, %



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Sanoma as an investment:

Strongholds – leading market positions
Ensures competitiveness even in changing markets

Stable net sales
'Build and Buy' incl. highly synergetic bolt-on acquisitions

Improved profitability
Process and business improvements

Strong cash flow
Financial and strategic flexibility

Growing dividend
40–60% of annual cash flow from operations less capital expenditure

Q1 2017 Highlights

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Highlights of Q1 2017

- Operational EBIT improved to EUR 11 million (2016: 2) mainly due to cost innovations and one-off corrections
- Organic net sales reduced by 2% due to decreased single copy sales and timing difference in Learning in seasonally small quarter
- Divestment of SBS, Dutch FTA TV business:
  - Strategic focus on strongholds
  - Write-down already in Q1 results as asset is 'held for sale'
- Outlook improved on 10 April:
  - Net sales adjusted for structural changes expected to be stable
  - Operational EBIT margin to be **above** 10%

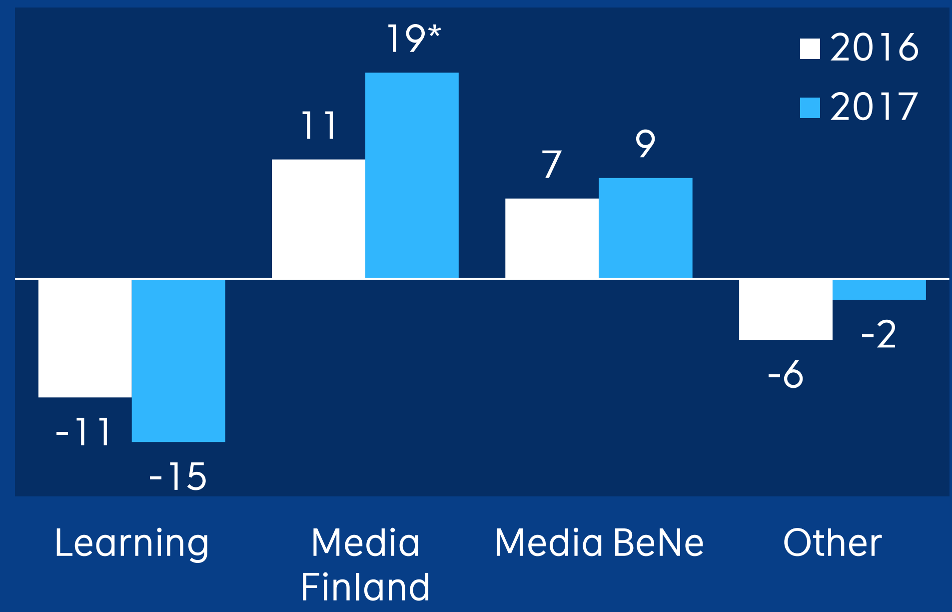
Sanoma Q1 2017:

Continuous performance improvement

EUR million	Q1/2017	Q1/2016
Net sales	**344**	353
Organic growth	**-2.4%**	-0.1%
Operational EBITDA**	**82**	73
%	**24.0%**	20.8%
Operational EBIT	**11**	2
%	**3.3%**	0.5%
Operational EPS (EUR)	**0.02**	-0.04
Employees (FTE)	**5,188**	5,379

Q1 Operational EBIT

EUR million



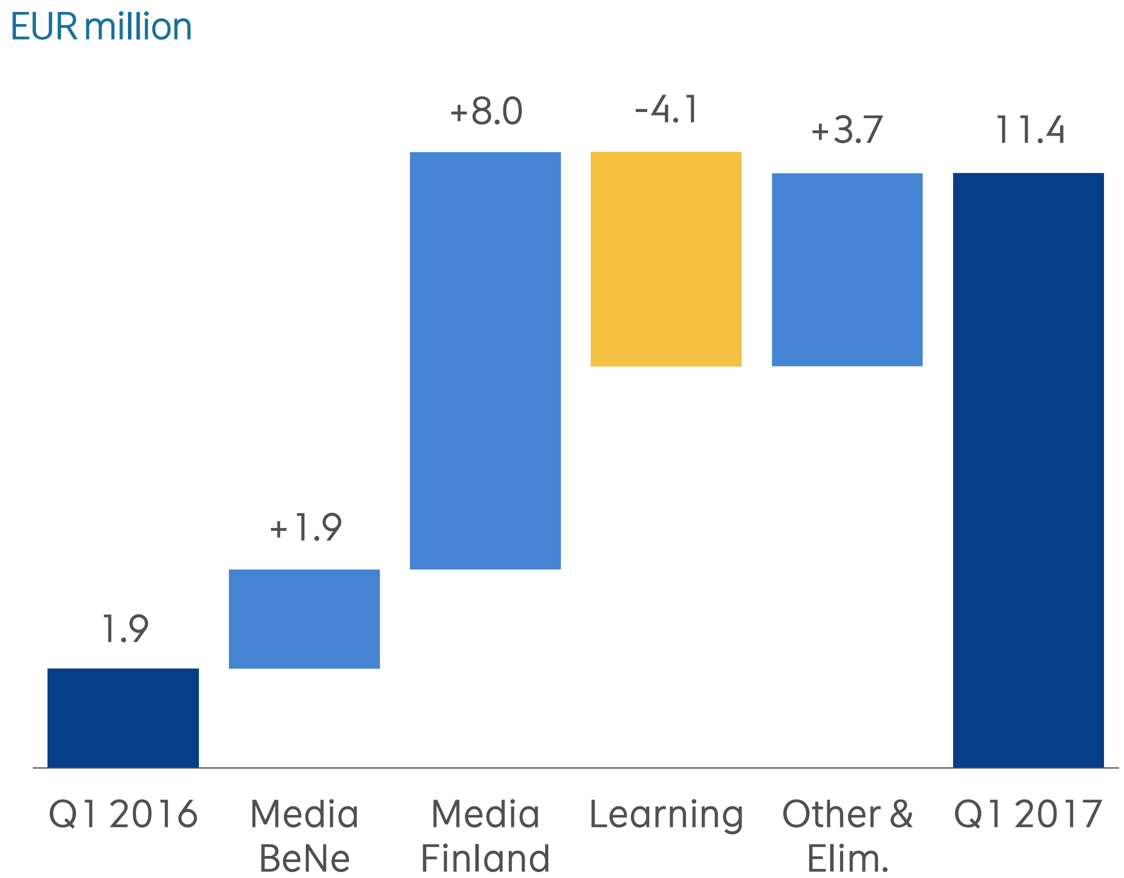
* Includes one-off corrections totalling EUR 4.4 million

** TV programme and prepublication costs are booked as amortisations below EBITDA

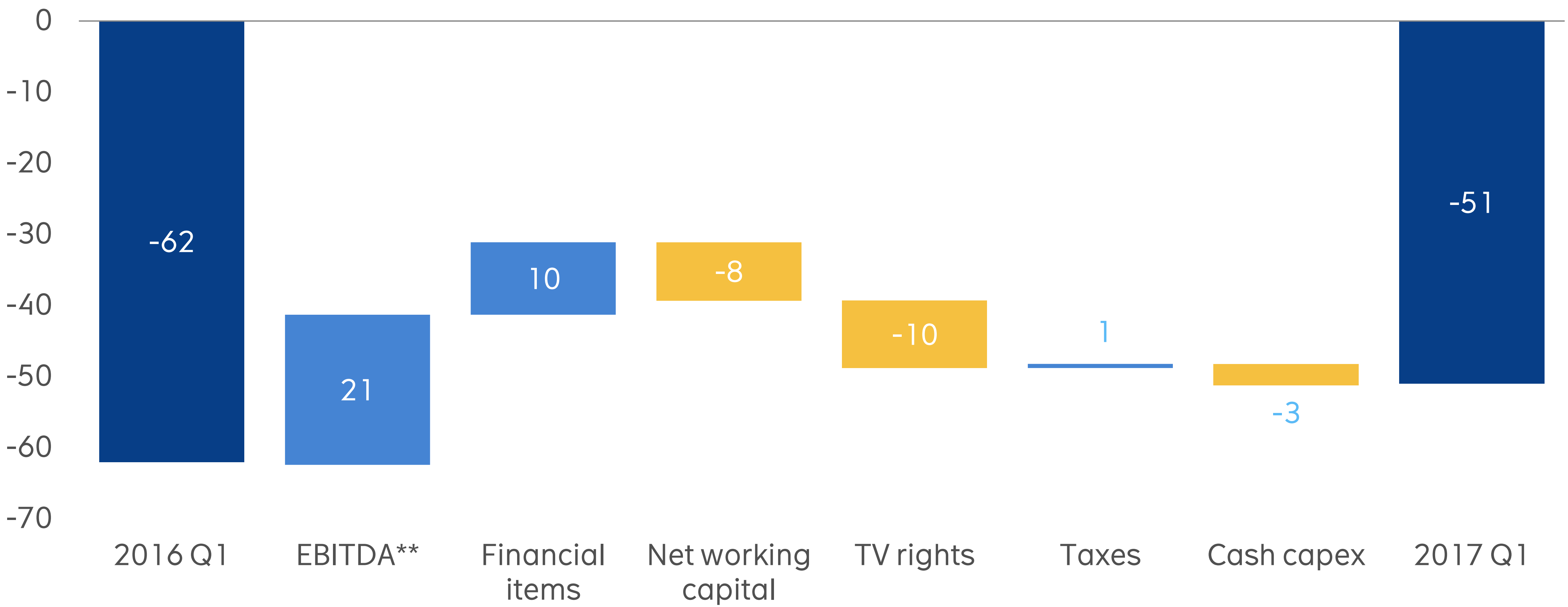
Operational EBIT Improved Significantly

Q1/2017

Media BeNe:	+ Cost innovations - Higher seasonal loss in SBS - Lower sales
Media Finland:	+ One-off corrections (EUR 4.4 million) + Cost innovations + Improved sales mix
Learning:	- Lower sales - New methods in Poland - Higher depreciation and amortisation related to earlier investments - Consolidation of De Boeck
Other:	+ Cost innovations, timing differences + Changes in internal allocations



Free cash flow* improved



* Free cash flow = cash flow from operations less capex
** EBITDA adjusted for SBS, capital gains/losses of businesses and share of results of JV's

Media Advertising Markets

Netherlands	Q1/16	FY/16	Preliminary estimate on Q1/17*
Magazines	-8%	-7%	-7%
TV	+6%	-2%	-3%
Online*	+10%	+10%	+7%
Total market*	**+4%**	**+3%**	**+3%**

Finland	Q1/16	FY/16	Q1/17*
Newspapers	-6%	-4%	-14%
Magazines	-11%	-9%	-11%
TV	-2%	-1%	-6%
Radio	+15%	+3%	+4%
Online*	+5%	+13%	+7%
Total market*	**-1%**	**+1%**	**-5%**

Sanoma's outlook for 2017 is based on the assumption of the advertising market development in Finland and the Netherlands being in line with that of 2016

*Source: NL: Sanoma estimates, incl. online search. FI: TNS Gallup. Quarterly figures excl. online search, Full year numbers in Finland are based on a larger amount of data than quarterly numbers and include online search. Total market in both countries includes other smaller categories such as cinema and outdoor advertising.

SBS transaction

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Announcement April 10:

Sanoma Divests SBS to Talpa

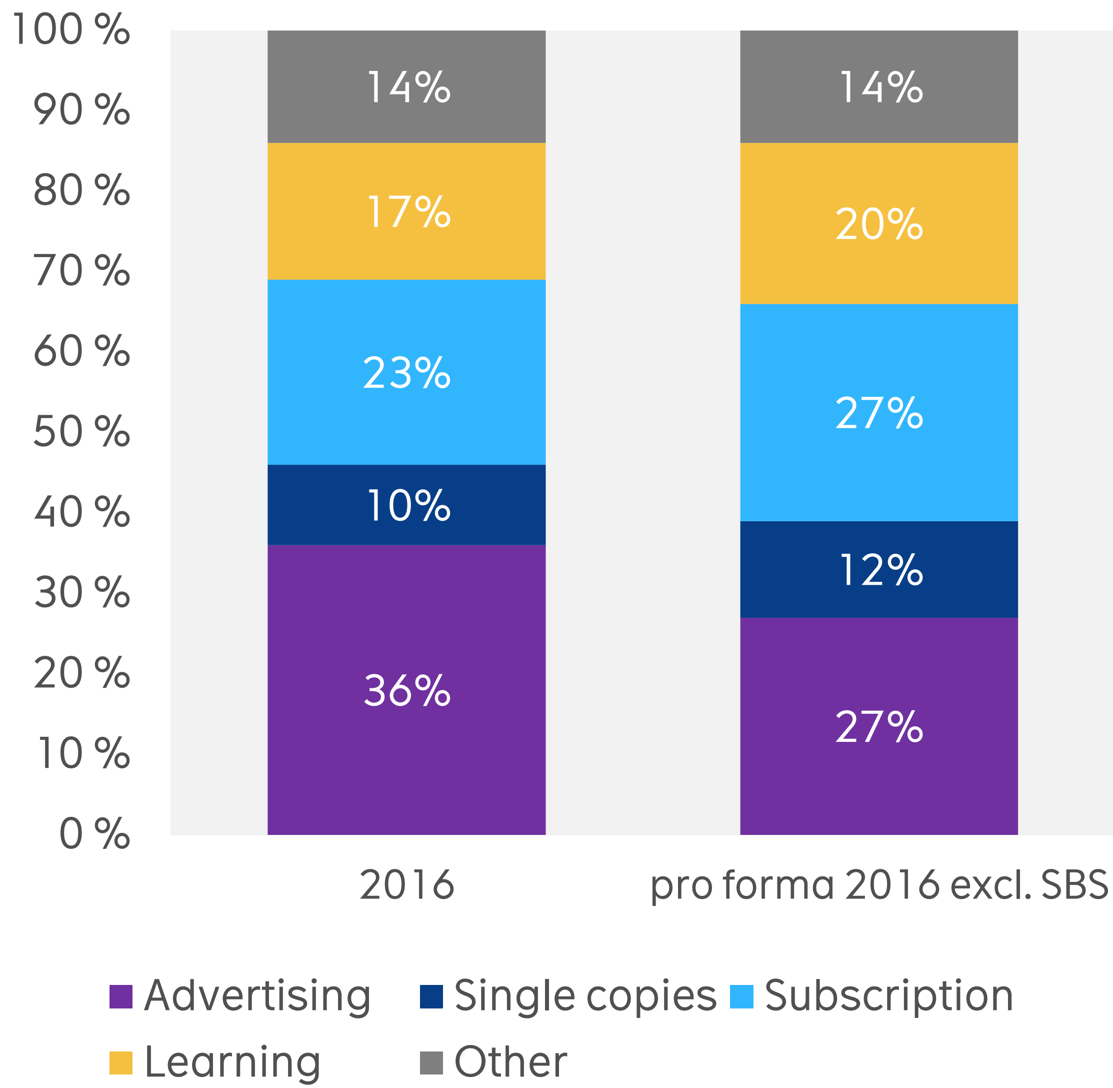
- SBS is #3 free-to-air TV business in the Dutch market with four TV channels (SBS 6, NET 5, SBS 9 and Veronica)
- Sanoma to receive a net cash consideration of EUR 237 million for its 67% stake and 100% ownership of the TV guide business Veronica Uitgeverij
  - Implies a 12.6x 2016 EV/EBITDA multiple for SBS
- Talpa Holding, the media business owned by John de Mol, controls the leading radio business in the Netherlands and already has a 33% stake in SBS
- Transaction subject to closing conditions, including customary regulatory approvals with closing expected in Q3 – 2017
- SBS is ‘held for sale’ already in our Q1 accounts

Sanoma post SBS transaction

- Improved financial and strategic flexibility to grow and create value in stronghold businesses
  - Reduced leverage with Net debt / adj. EBITDA to decrease from 3.2 to 2.5x (pro forma 2016)
  - Full ownership of all remaining businesses increases transparency and agility
- Full control of Veronica Uitgeverij to drive attractive synergy with existing portfolio
- More balanced composition of net sales reducing exposure to more volatile advertising revenue

More balanced composition of net sales

Group net sales 2016, pro forma excl. SBS



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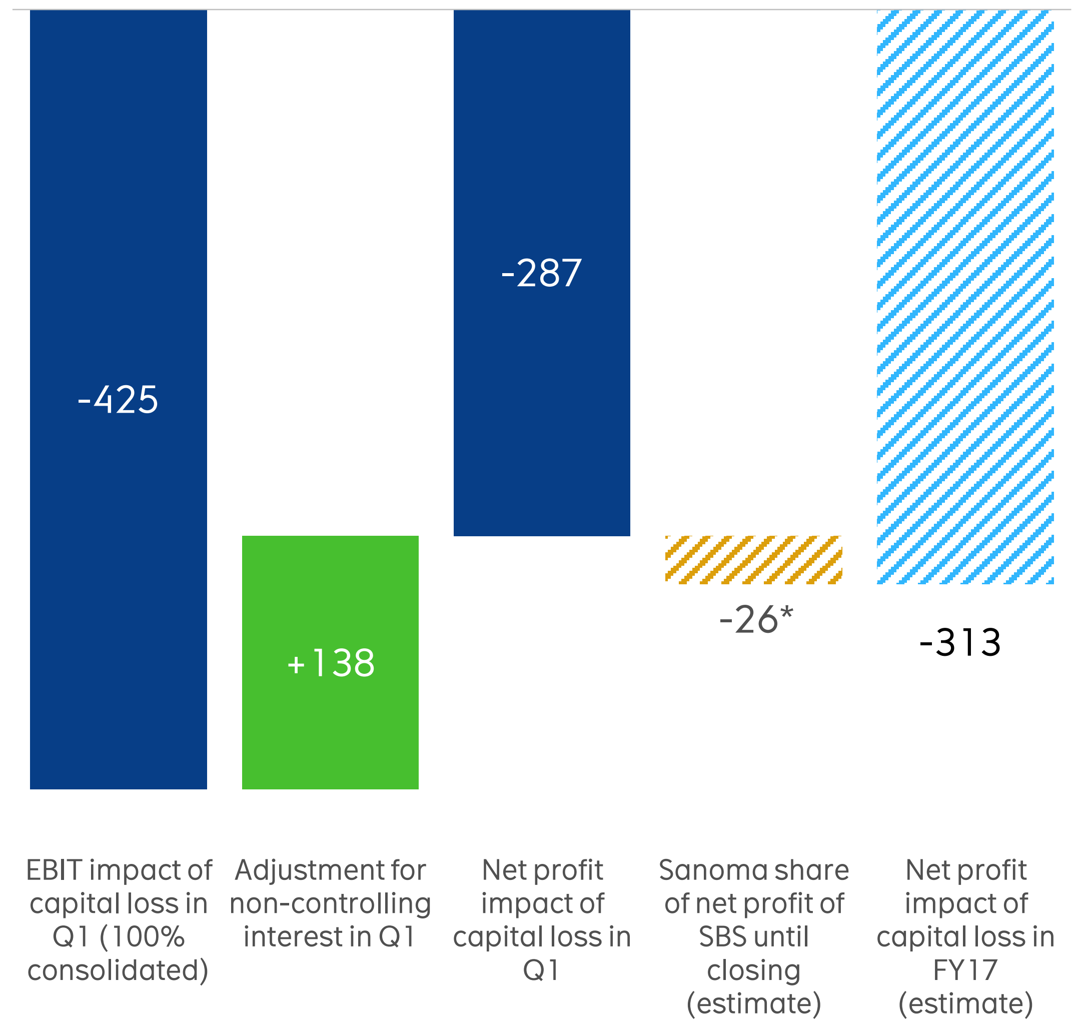
Financial impacts of SBS divestment

- Following the announcement, all assets and liabilities relating to SBS are classified as held for sale in accordance with IFRS5 resulting in a non-cash capital loss for Sanoma
  - Goodwill decreases to EUR 947 million (from EUR 1,663 million)
- The net impact on Sanoma's Q1 reported net profit amounts to EUR -287 million.
- The full year impact to Sanoma's reported 2017 net result is estimated at EUR -313 million as previously indicated
  - The further projected increase is explained by net profit generation of SBS from announcement to closing, which increases the book equity value of SBS and therefore the total capital loss at completion

Capital loss related to SBS, Q1 and FY estimate



* Sanoma share of profits is improved by the discontinuation of depreciation and amortisation for an asset held for sale classification and subsequently written-off to fair value according to IFRS 5

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Financials

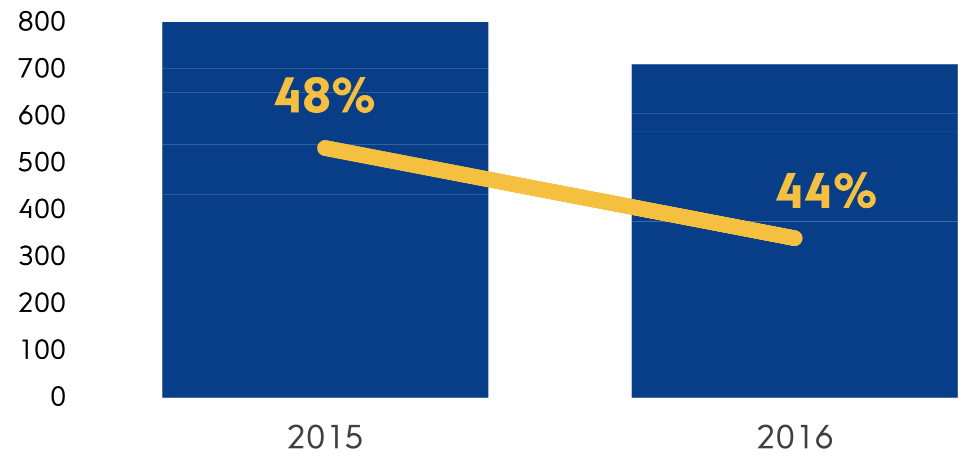
Income Statement

EUR million	1-3/2017	1–3/2016	1–12/2016
Net sales	**343.8**	**353.1**	**1,639.1**
Operational EBITDA	**82.4**	**73.5**	**452.4**
Depreciation and amortisations	**-71.0**	**-71.6**	**-284.6**
Amortisations related to TV programme rights	-51.3	-51.4	-180.9
Amortisations related to prepublication rights	-5.8	-5.2	-20.4
Other amortisations and depreciation	-14.0	-15.1	-83.3
Operational EBIT	**11.4**	**1.9**	**167.9**
Items affecting comparability	-427.3	1.2	28.7
Operating profit	**-415.9**	**3.1**	**196.6**
Total financial items	-6.6	-8.7	-37.0
Result before taxes	**-422.4**	**-5.5**	**157.2**
Income taxes	-0.7	5.4	-41.2
Result for the period	**-423.0**	**-0.1**	**116.0**
Result attributable to:			
Equity holders of the parent company	-285.1	0.0	110.8
Non-controlling interests	-137.9	-0.1	5.2
Earnings per share	**-1.76**	**-0.01**	**0.65**
Operational EPS	**0.02**	**-0.04**	**0.51**

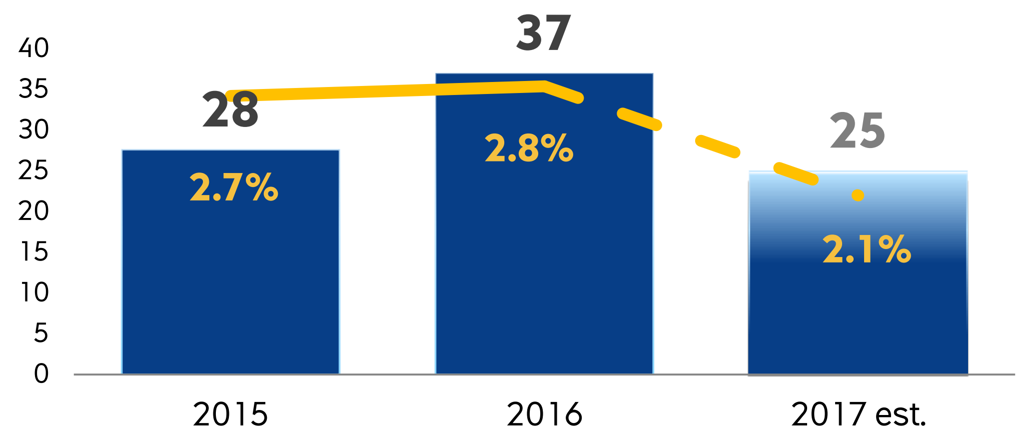
Continuous profitability improvement through cost innovation

- Continuous profitability improvement through process and cost innovation
- Discontinuing unprofitable businesses and activities
- Highly synergetic bolt-on acquisitions
- Continued deleveraging will have positive effect on operational EPS going forward

Reported operational fixed costs, EUR million
% of net sales



Net financial expenses, EUR million
Average interest rate*, %



* Average interest of interest-bearing net liabilities including derivatives at the year end.

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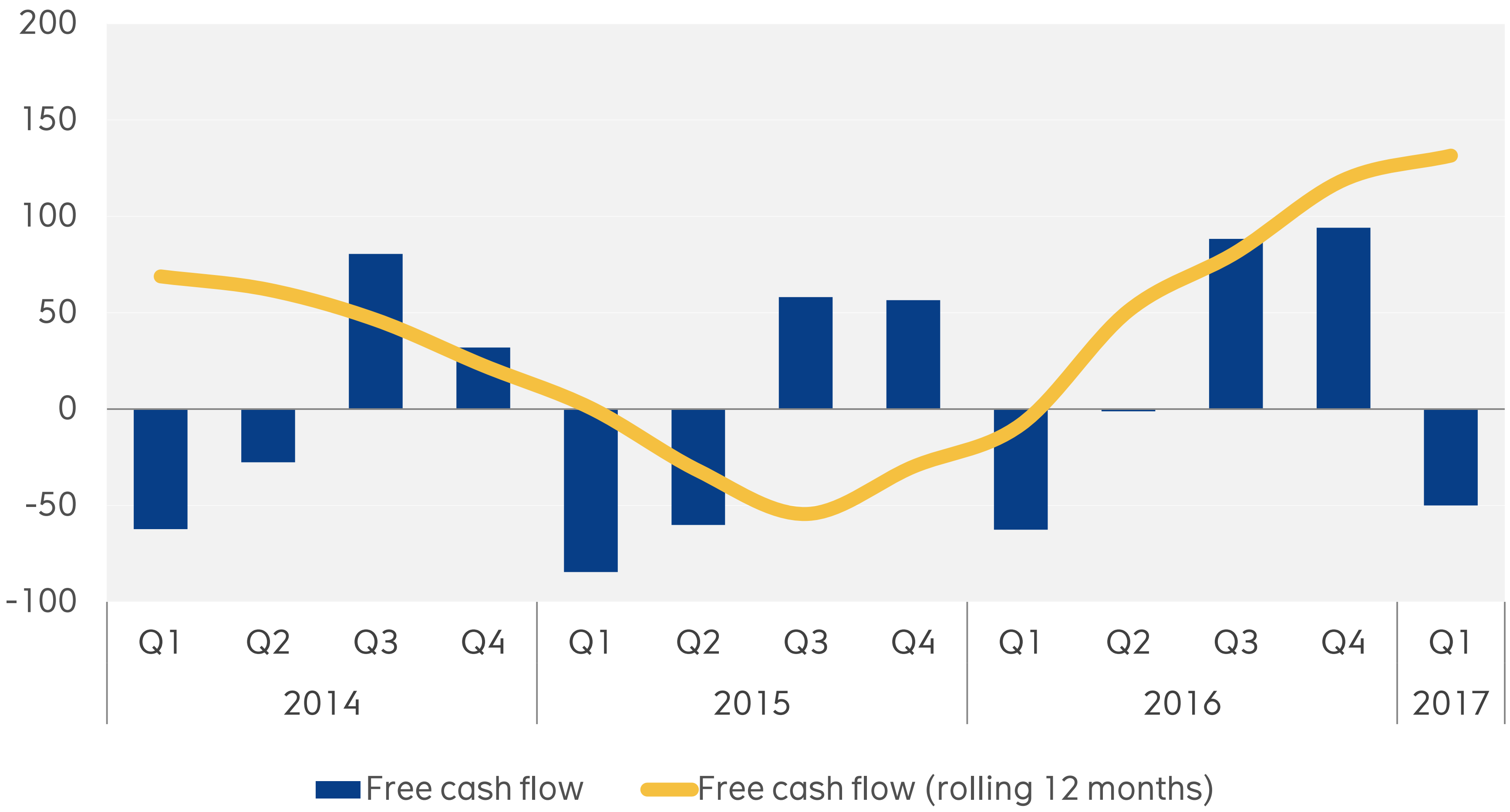
Improving Free Cash Flow and Dividends

New dividend policy as of February 2016: an increasing dividend, equal to 40-60% of FCF



What to expect in 2017:

- Net financial items around EUR 25 million (2016: 37)
- Cash capex around EUR 40 million (2016: 34)
- Change in working capital slightly negative (change in 2016 +27 MEUR)

Free cash flow = Cash flow from operations less cash capex

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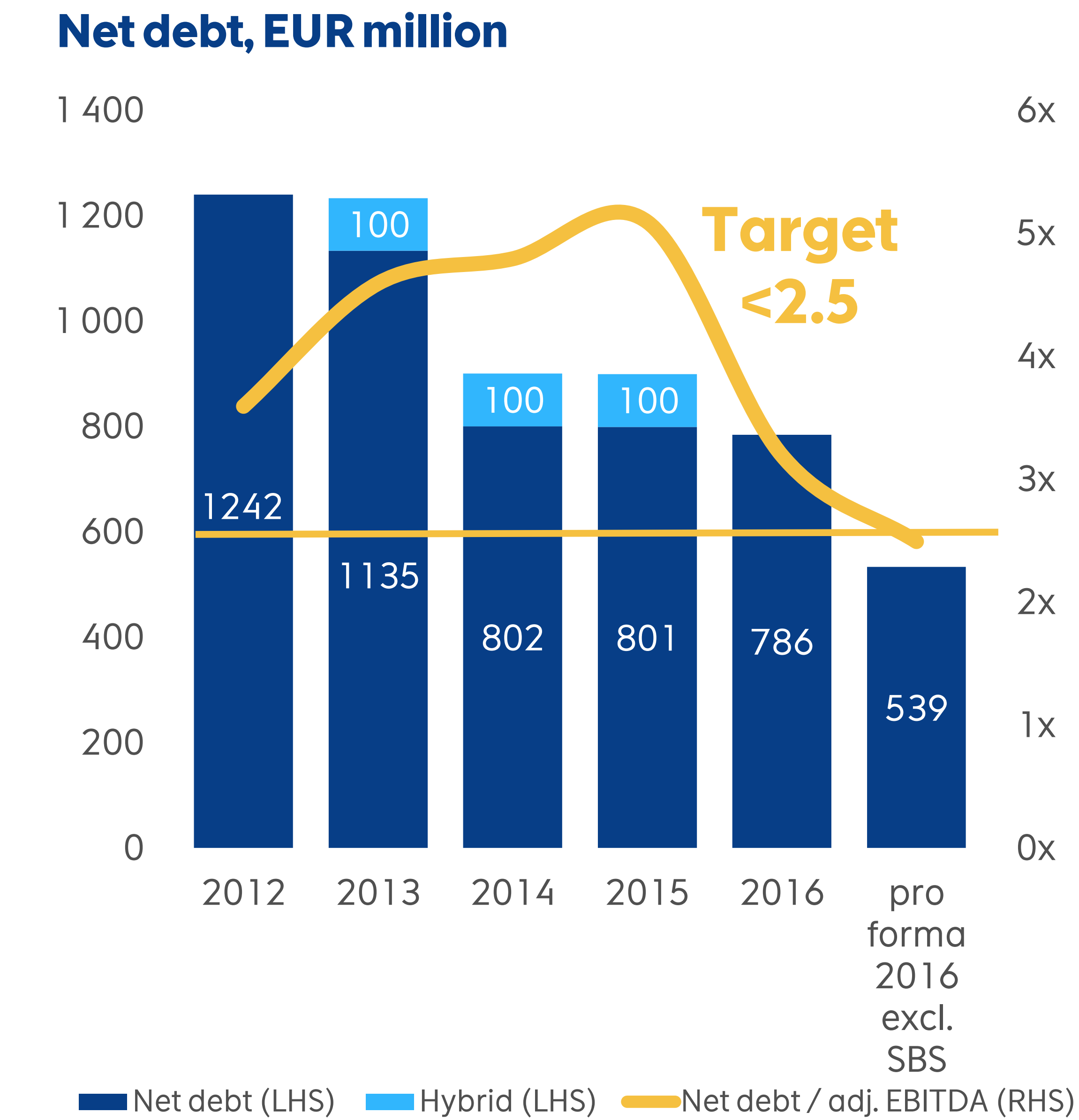
Significant debt reduction in recent years

- The divestment of SBS will improve the leverage ratio going forward
- Net debt / adj. EBITDA in 2016 would have been 2.5x (reported 3.2x), **equal to long term target level**
- Equity ratio: 27.4% (39.3%) at the end of March due to the write off related to SBS asset held for sale classification
- Equity ratio only temporarily low – cash flow generation will bring this back to target range 35 - 45% by end of 2018



* Adjusted EBITDA: 12-month rolling operational EBITDA, where acquired operations are included and divested operations excluded, and where programming rights and prepublication rights have been raised above EBITDA on cash-flow basis

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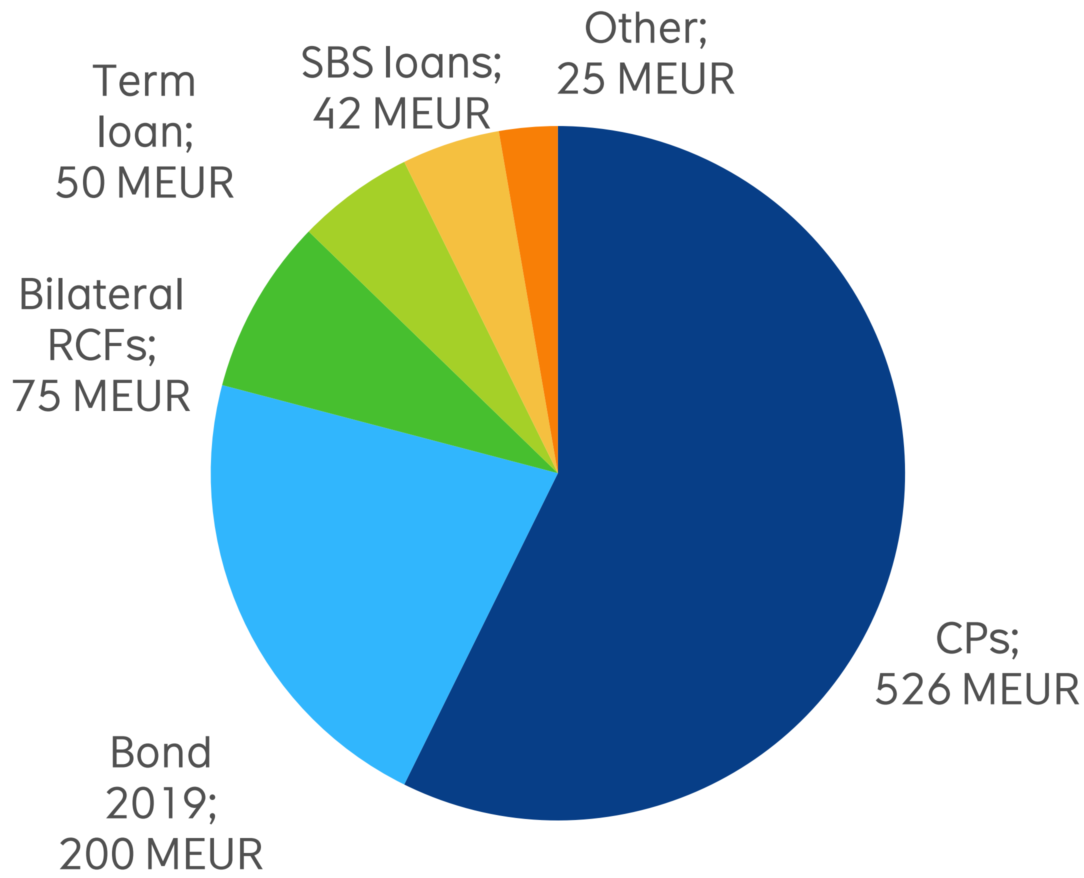
Increasingly efficient funding structure

- The main funding sources are commercial papers, bank facilities and the bond
- The proceeds of the SBS divestment of EUR 237 million will be used to repay bank loans and commercial papers
- The syndicated RCF will be reduced from EUR 500 to EUR 400 million at SBS closing
- Commercial papers remain a cost efficient funding tool ; financing costs estimated to decrease significantly
- The committed undrawn facilities will be used for general corporate purposes and for possible small bolt-on acquisitions

Debt structure as of 31 March 2017, EUR million
(Including SBS loans)



Sanoma had EUR 530 million undrawn committed back up facilities available at the end of March

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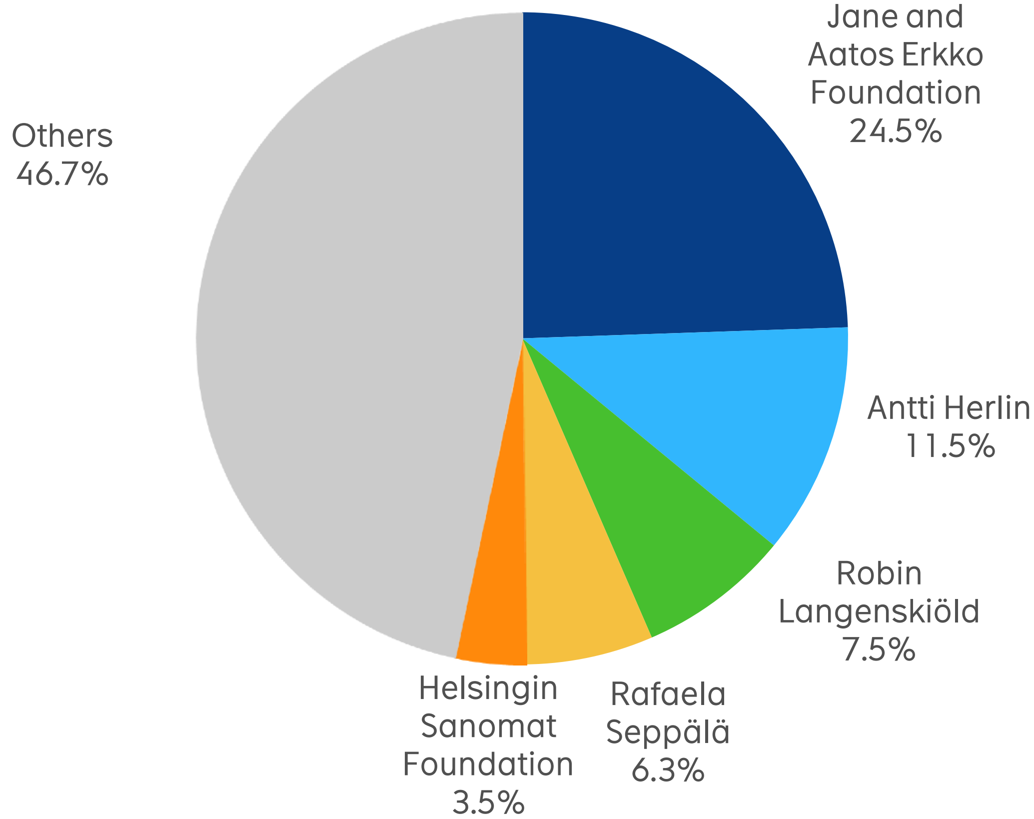
Sanoma – Largest Shareholders

30 April 2017	% of shares and votes
1. Jane and Aatos Erkko Foundation	24.46
2. Antti Herlin (Holding Manutas Oy: 11.47%, personal: 0.02%)	11.49
3. Robin Langenskiöld	7.54
4. Rafaela Seppälä	6.31
5. Helsingin Sanomat Foundation	3.50
6. Ilmarinen Mutual Pension Insurance Company	2.19
7. Foundation for Actors' Old-Age Home	1.23
8. Alex Noyer	1.22
9. The State Pension Fund	1.17
10. Lorna Auboin	1.14
Foreign ownership in total*	**17.3%**
Total number of shares	**162,812,093**
Total number of shareholders	**21,780**

Institutional investors: around 70% of shares

Private investors: around 30% of shares

*Including nominee registered shareholders



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