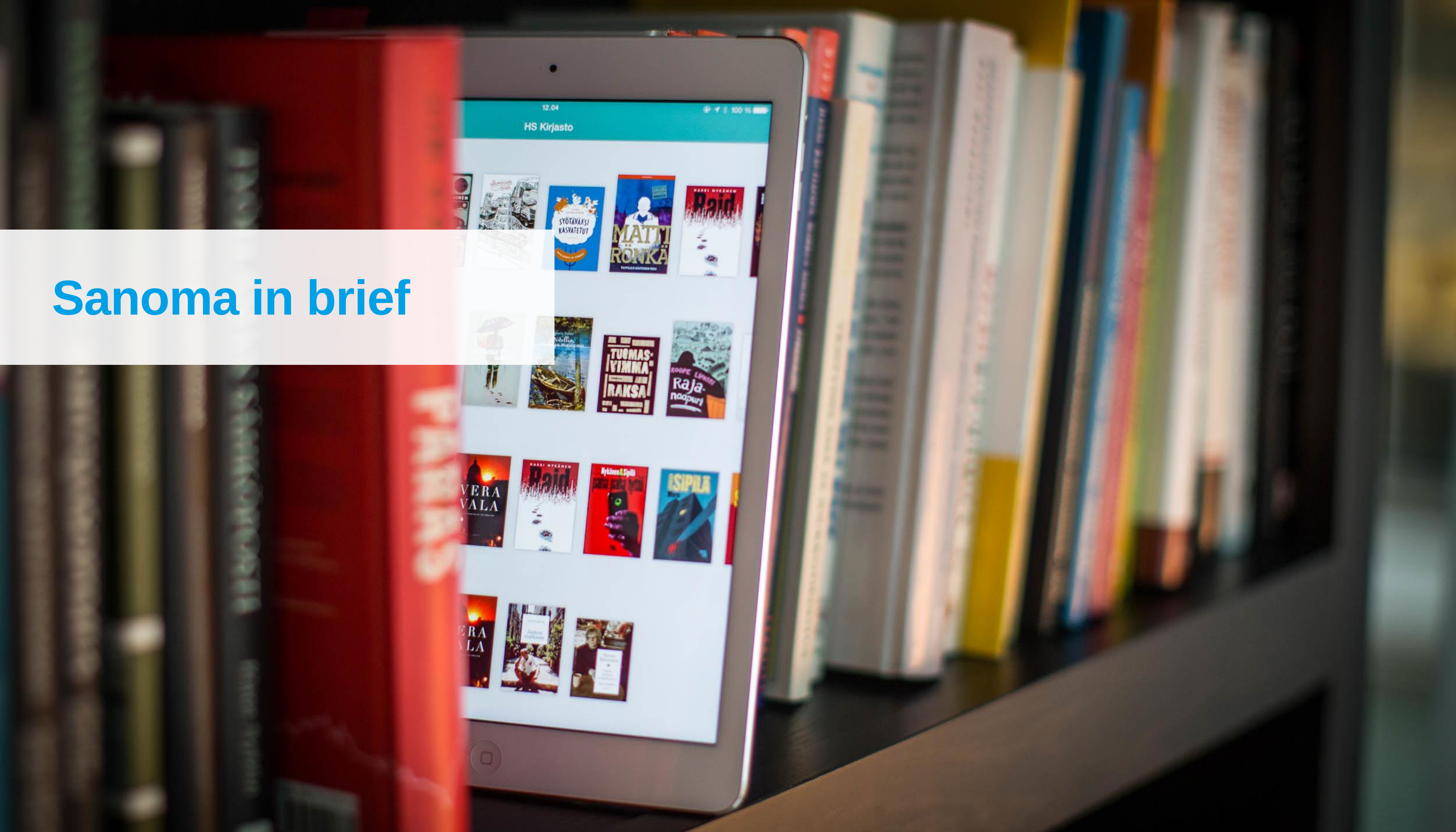
Roadshow presentation August-September 2018

Building on our solid base for selective growth

Sanoma in brief



Sanoma in 2017

NET SALES
EUR 1,327 million

NON-PRINT SALES
40%

OPERATIONAL EBIT MARGIN
13.6%

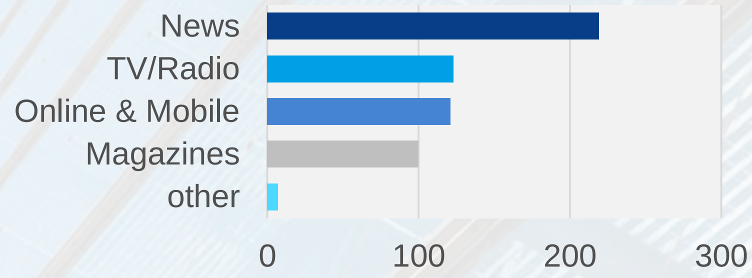
Media Finland

EUR 571 million

44% non-print

11.5% margin

Net sales 2017

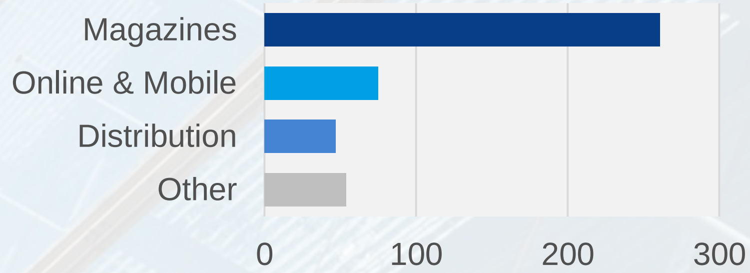


Media Netherlands

EUR 440 million

30% non-print

15.5% margin

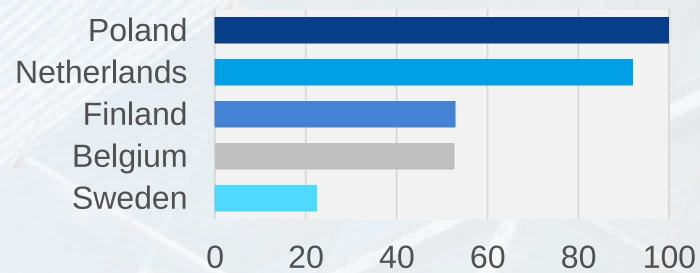


Learning

EUR 318 million

45% non-print

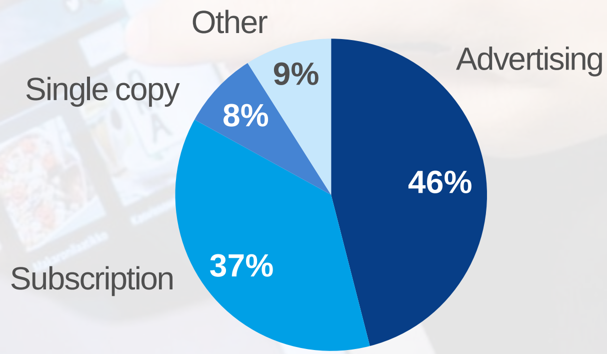
17.5% margin



Media Finland: Continuing to strengthen our market position

- Leading media company in Finland
- Information, experiences, inspiration and entertainment through multiple media platforms: newspapers, TV, radio, events, magazines, online and mobile channels
- Reaching 95% of all Finns weekly
- A trusted partner with insight, impact and reach for advertisers

Net sales splits 2017



Print	Non-print
56%	44%

Key figures 2017

MEUR	2017	2016
Net sales	**571**	581
Operational EBIT	**66**	50
Margin	**11.5%**	8.5%
Capex	**6**	5
Personnel (FTE)	**1,700**	1,800

Focus areas

- Improved competitiveness and profitability
- Strengthening positions in three areas:
  - Growing in entertainment
  - Transforming B2B offering and organization
  - Building on our unique position in the news media

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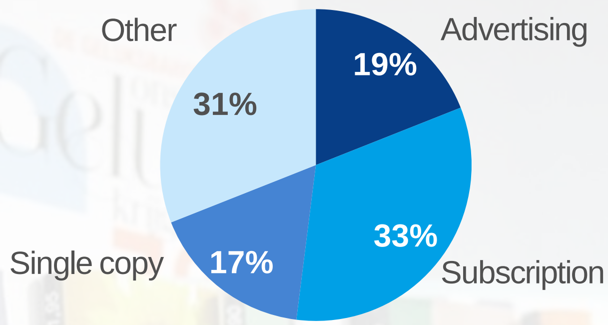
Media Netherlands: Focusing on profitability and cash flow generation

- Dutch consumer media operations and the press distribution business Aldipress
- Leading cross media portfolio with strong brands and market positions in magazines, news, digital, events and e-commerce
- Content and customer data combined to develop successful marketing solutions for our clients
- Reaching 12+ million consumers every month

Net sales splits 2017



Print	Non-print
60%	30%

Other 10%

Key figures 2017

MEUR	2017	2016
Net sales	**440**	459
Operational EBIT	**68**	67
Margin	**15.5%**	14.7%
Capex	**3**	2
Personnel (FTE)	**1,100**	1,200

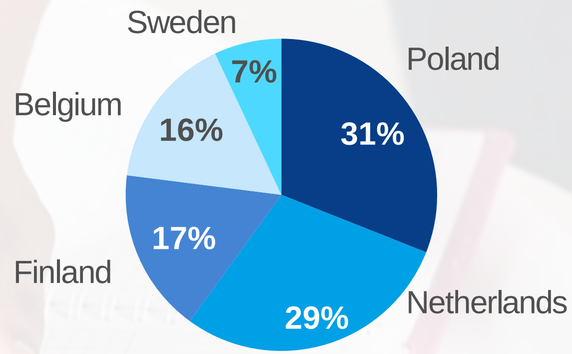
Focus areas

- Stable core business with >1.3m subscriptions
- NU.nl & data business will drive value creation through topline growth
- Strong profitability with 15.5% EBIT margin
- Increasing cash conversion as portfolio restructuring is now completed

Learning: Creating a European Champion in Learning

- Leading positions in countries with some of world's best educational systems
- Solutions that drive higher learning outcomes, engagement and efficiencies
- Scalable technologies to support leadership in the digital transformation
- A clear strategy to become a European champion

Net sales splits 2017



Print	Non-print
55%	45%
	of which app. ½ hybrid

Key figures 2017

MEUR	2017	2016
Net sales	**318**	283
Operational EBIT	**56**	57
Margin	**17.5%**	20.1%
Capex	**20**	18
Personnel (FTE)	**1,400**	1,400

Focus areas

- Organic growth in footprint markets
- Capturing synergies across borders
- Pursuing M&A in K12 and adjacent markets
  - Core business in current footprint markets
  - Adjacent business in current footprint markets
  - Core business outside current footprint markets

Strategy and financial targets

We are building on a solid base for selective growth

We have completed major portfolio changes

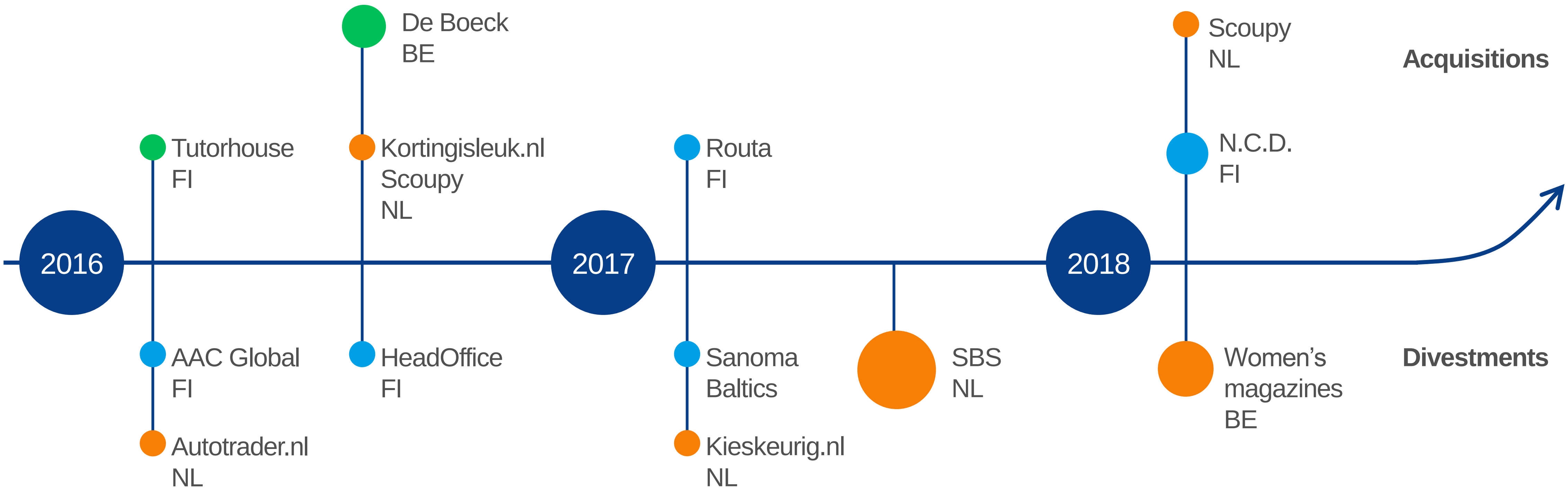
We continue to focus on our customers, profitability & cash flow…

… and increasingly focus on selective growth through M&A

Resulting in:

- Solid profitability
- Growing cash flow
- Increasing dividends
- Equity ratio and leverage within long-term target

Our major portfolio changes are now completed…

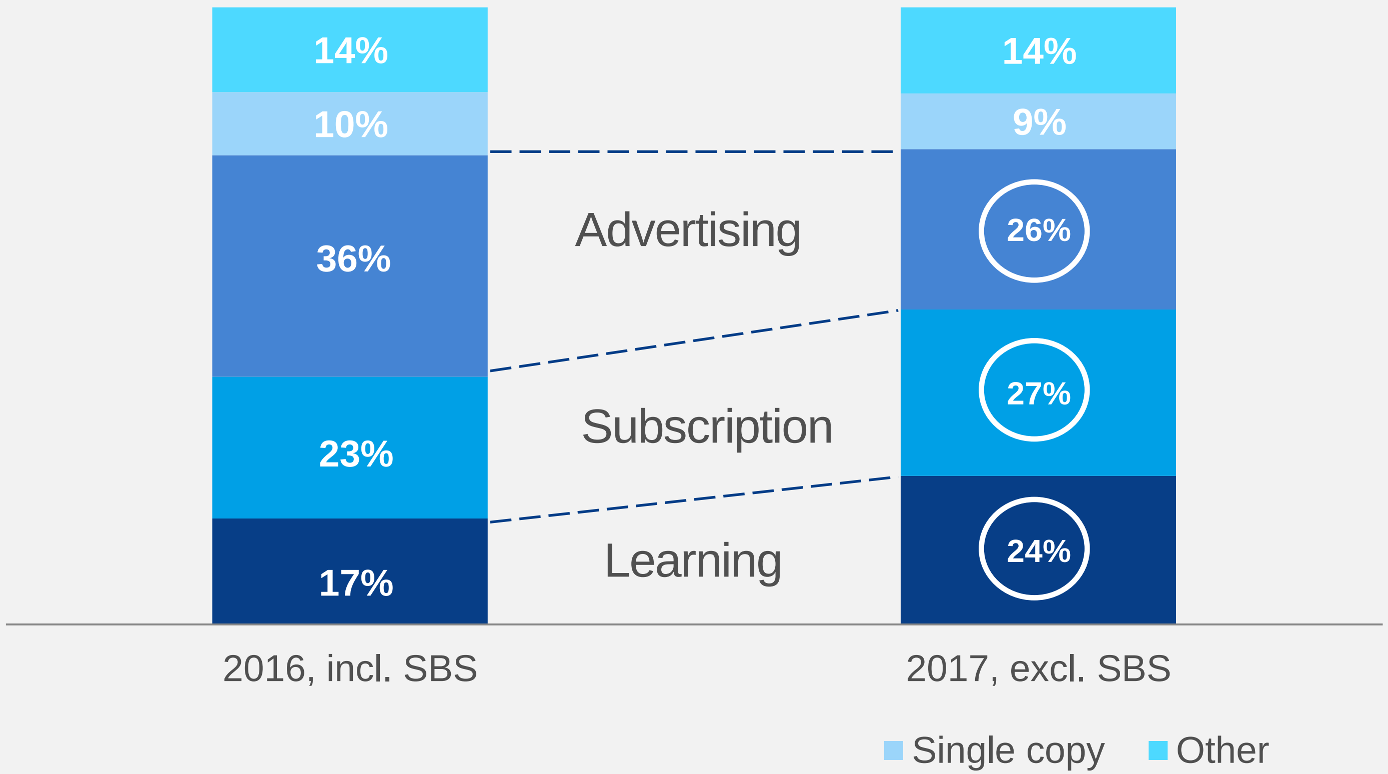


Media Finland Media Netherlands Learning

…resulting in a more balanced business portfolio

- Higher share of more stable subscription and learning sales
- Lower exposure to more volatile advertising sales
  - Finland 75% of the Group's advertising sales: MEUR 250
  - The Netherlands 25%: MEUR 80
- Overall focus on our stronghold positions in all segments we operate in

Group net sales by category



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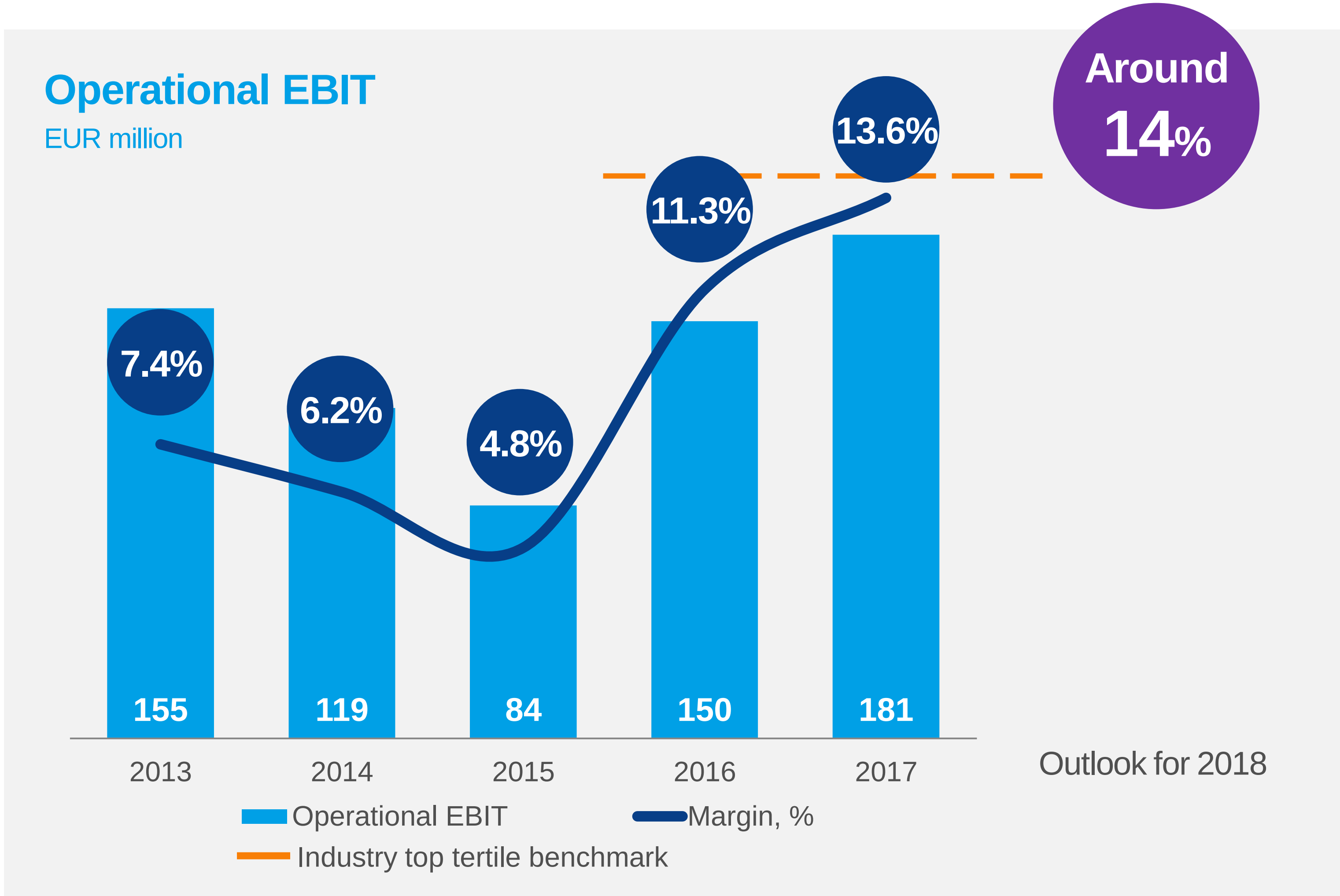
Our profitability has improved…

- Profitability continued to improve in 2017
  - Streamlined and more efficient operations
  - Divestments of Dutch TV operations SBS and Belgian women's magazine portfolio
  - Cost innovations
- Outlook for 2018 operational EBIT margin is around 14%
- EBIT margin is in line with the top tertile industry benchmark of 14% in 2017



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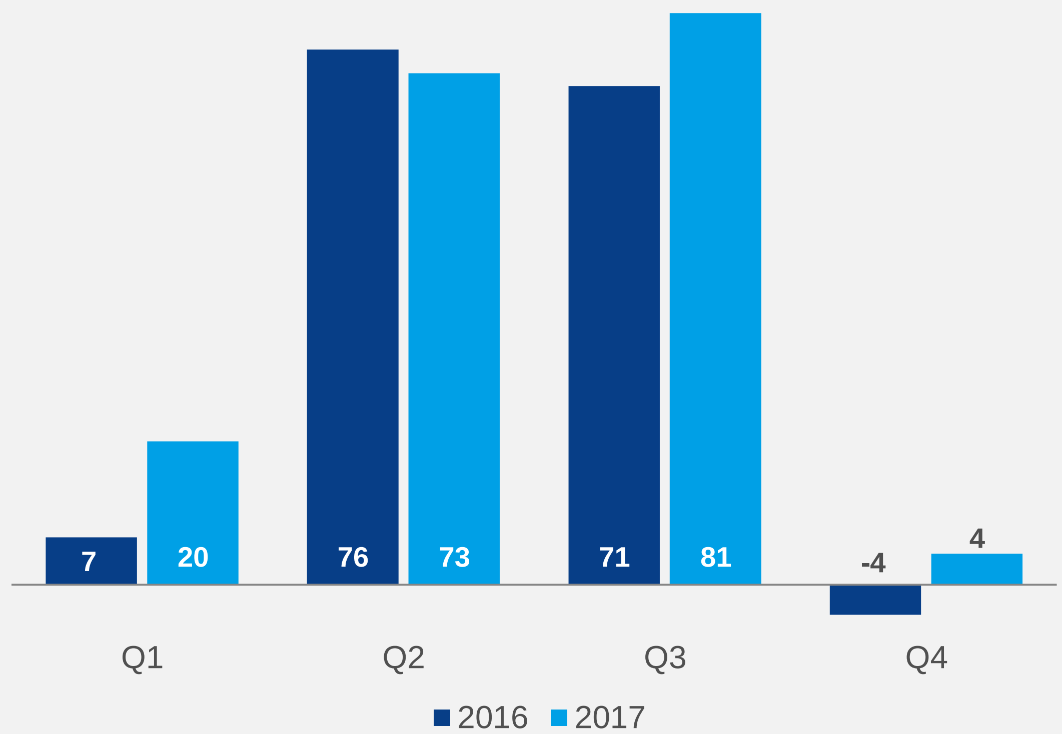
… and has a characteristic annual seasonality pattern

- Our quarterly financial performance is strongly affected by the seasonal pattern of the Learning business:
  - Q1 and Q4 are typically loss-making, while most of net sales and earnings are accrued during Q2 and Q3
- In 2018, we are experiencing a structural shift to later ordering in Learning mainly due to
  - Increasing share of digital learning methods
  - Optimisation of supply and inventories throughout the chain
  - Increased importance of Poland where deliveries are typically close to school start

Operational EBIT
EUR million



2016 figures not restated for IFRS 15

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Our leverage is at the long-term target level (< 2.5 net debt/adj. EBITDA)

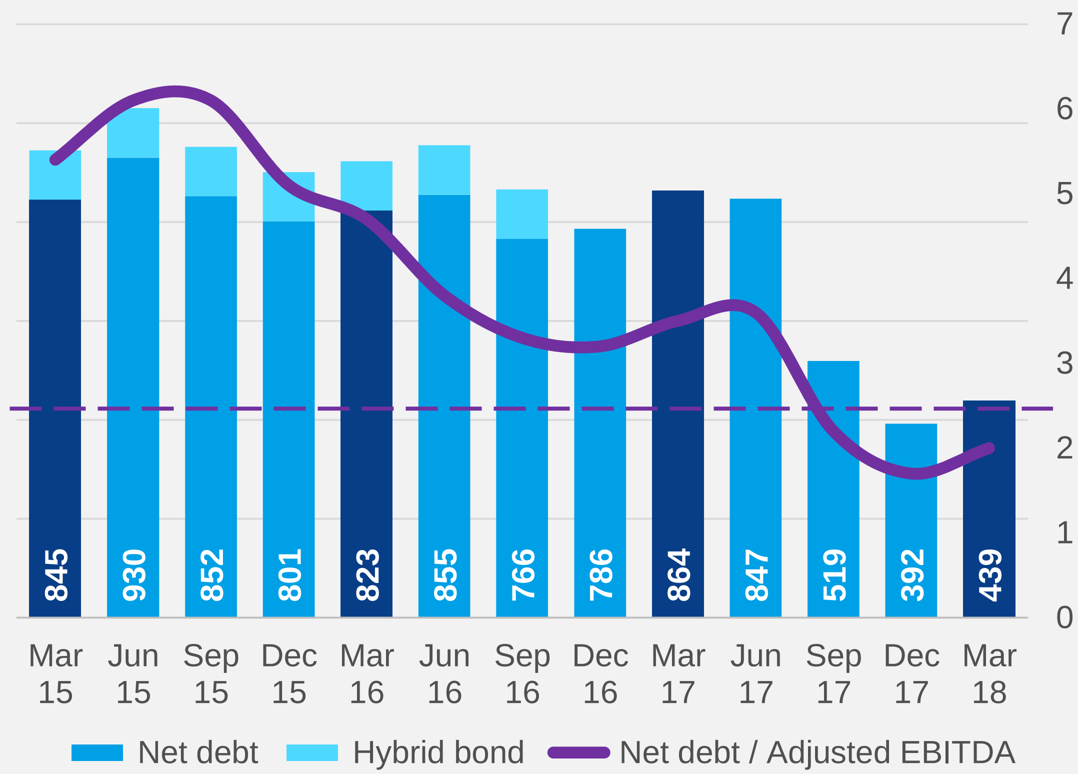
- Our leverage has decreased rapidly: Net debt / adjusted EBITDA from 3.6 at the end of Q1 2017 to **2.0** at the end of Q1 2018

- At the same time, net debt nearly halved to EUR **439** million

- Equity ratio **34.1%** at the end of Q1 2018
  - Long-term target 35-45%

Net debt is improving

EUR million



We are targeting a higher cash conversion

Our mid-term cash conversion * target is 60-70%

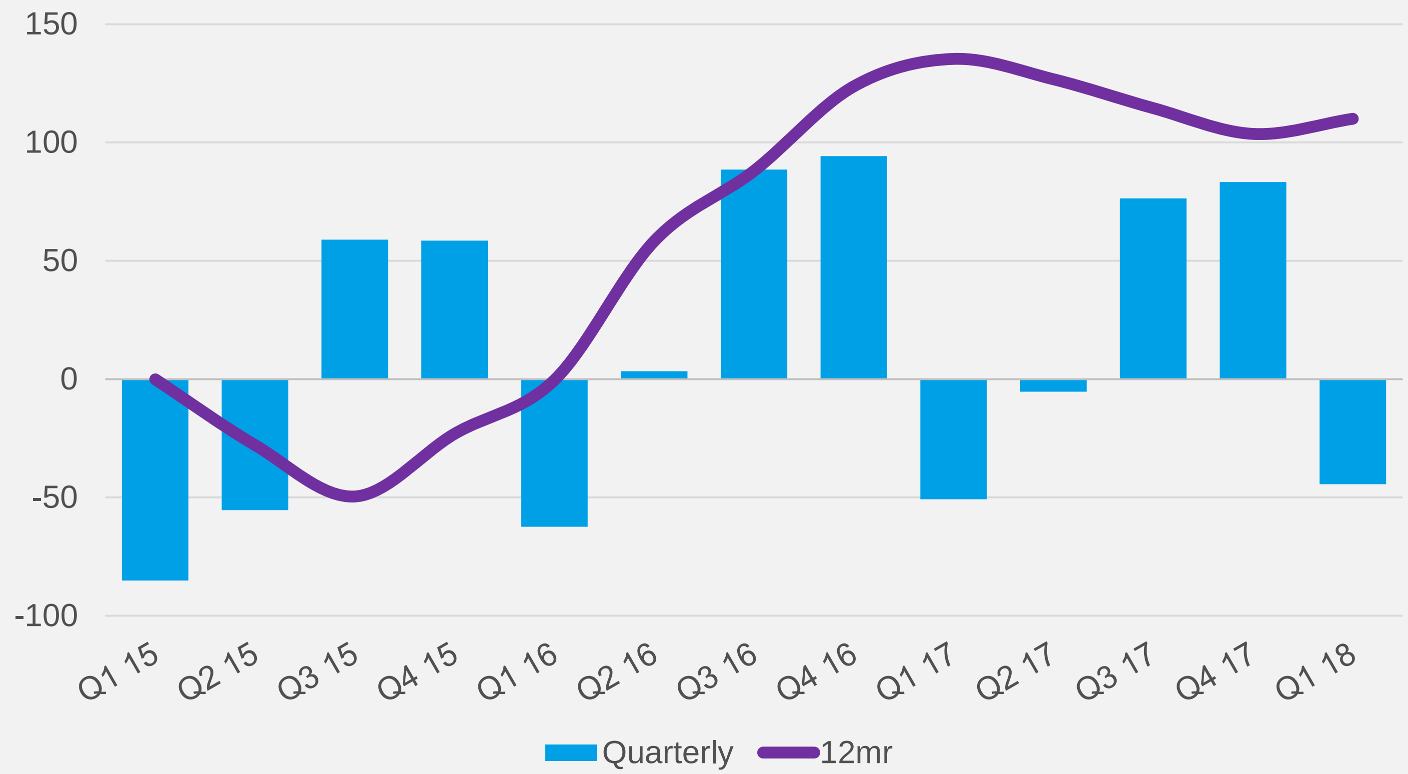
- In 2017, cash conversion approx. 50%

Assumptions for key cash flow elements for 2018

- Profitability improvement
- Lower net financing costs
- Lower IAC in continuing operations
- Stable working capital
- Stable capex

Free cash flow is increasing

EUR million



Free cash flow = Cash flow from operations less capital expenditure

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* Cash conversion = Free Cash Flow / EBITDA adjusted for non-operative items minus investments into TV program rights and prepublication assets

We expect headroom for acquisitions to increase to EUR 300-400 million…

- With our leverage at the target level (net debt / adj. EBITDA < 2.5), we estimate to have approx. EUR **300-400** million headroom for acquisitions in 2019, due to
  - Solid profitability
  - Improved free cash flow
  - Reduced leverage
- In addition, we have flexibility to temporarily exceed the leverage target level if we identify a major transaction fitting our M&A criteria

… with selective growth through M&A opportunities across all three businesses

- Synergistic bolt-on acquisitions
- Organic growth initiatives
- Active portfolio management

Learning

Three target areas

- Core business in current footprint markets
- Adjacent business in current footprint markets
- Core business outside current footprint markets

Media Finland

Three target areas

- Entertainment: Total TV strategy and live experiences
- News, feature & lifestyle: Aiming for growth in B2C
- B2B: Growth in value-added services and supporting SME companies

Media Netherlands

Target area

- Value creation through topline growth by increasing value of advertising

We are fully committed to our dividend policy

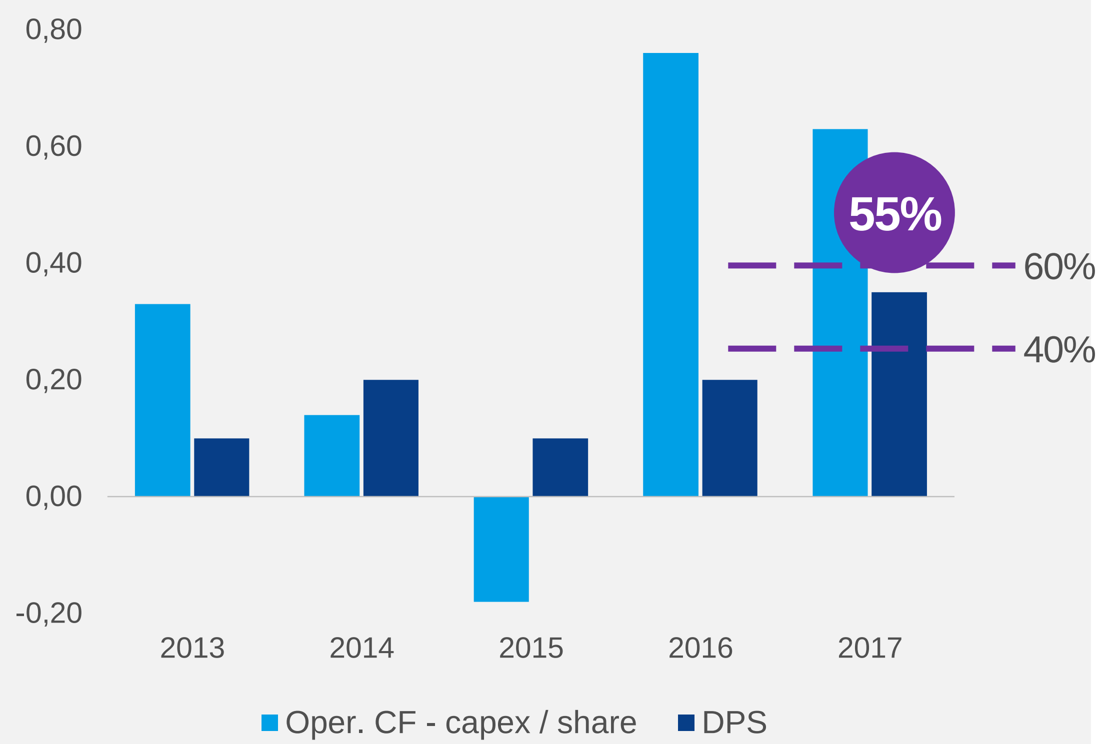
Dividend policy:

Sanoma aims to pay an increasing dividend, equal to 40–60% of annual cash flow from operations, after capital expenditure.

When proposing a dividend to the AGM, the Board of Directors will look at the general macro-economic environment, Sanoma's current and target capital structure, future business plans and investment needs as well as both previous year's cash flows and expected future cash flows affecting capital structure.

Progressive dividend

EUR



We continue to focus on our role in society

Content

- Journalistic content supporting freedom of speech and independent information gathering
- Local entertainment contributing to shared values and experiences
- Data assisting in serving relevant content to audiences while focus on ‘avoiding in creating an information bubble’

Learning

- Our modern learning methods supporting teachers in developing the full potential of every pupil
- Helping in building a strong foundation for a stable, productive and prosperous society
- Data being central to adaptive learning methods and measuring learning impact

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Solid performance and compliance in

Responsible data use / Talent and diversity management / Journalistic ethics / Privacy and security / Responsible business practices / Environmental management / Supply chain management

Q2 2018

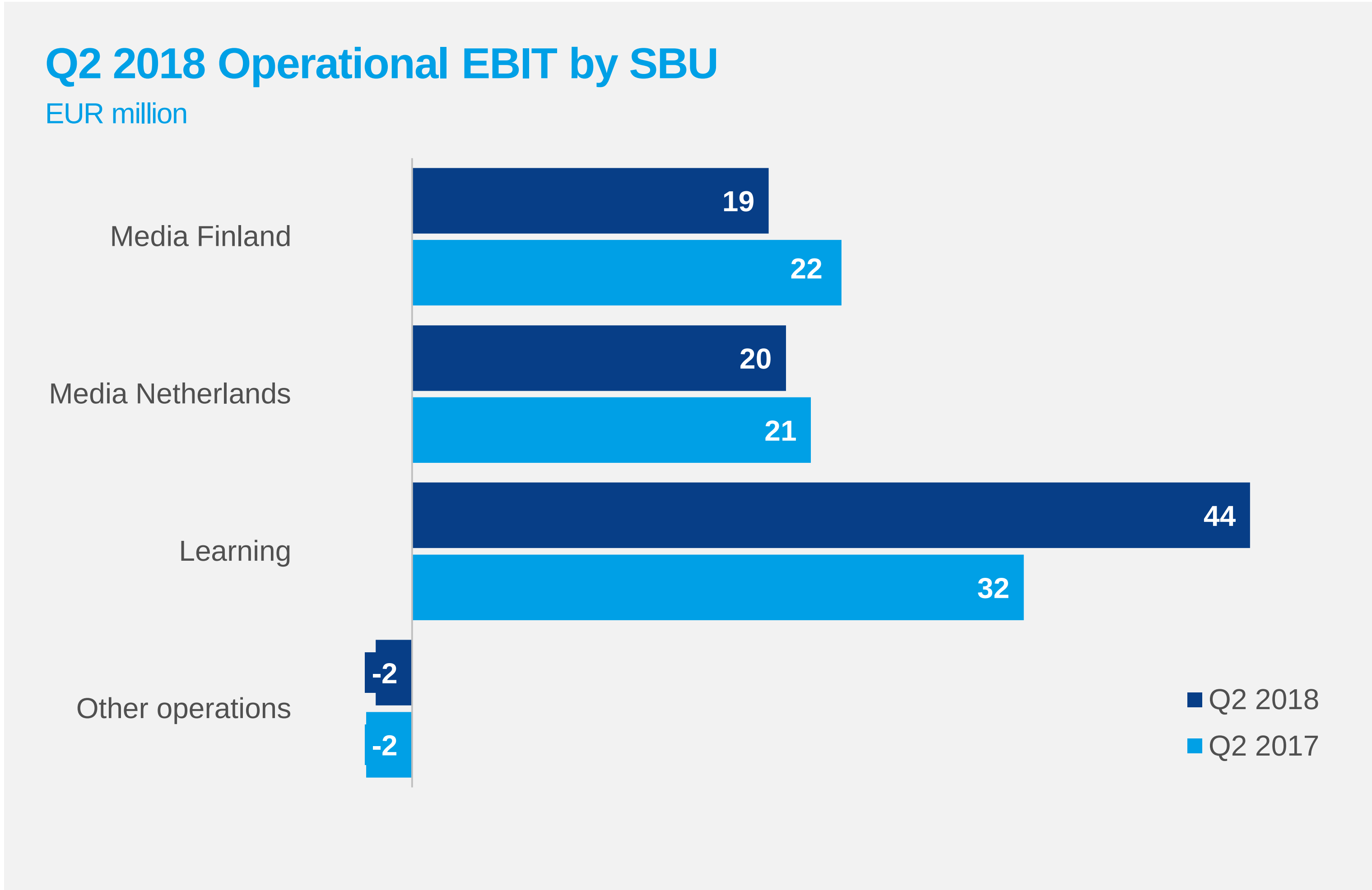
Highlights of Q2 2018

Net sales	Operational EBIT	Operational EPS	Free cash flow YTD
M€ 363	**M€ 80**	**€ 0.33**	**M€ -43**
(2017: 359)	(2017: 73)	(2017: 0.29)	(2017: -54)

- Strong growth in Learning with orders shifting from Q1 in the Netherlands and from Q3 in Belgium and Finland
- Divestment of the Belgian women's magazine portfolio was completed at the end of June
- Ownership in Finnish News Agency (STT) and Dutch data-driven marketing and cashback service Scoupy was increased in June
- Outlook for 2018 unchanged

Operational EBIT improved due to growth in Learning

- Operational EBIT of Media Finland declined
  - Lower print advertising sales
  - Print and pay TV subscription sales decreased
  - The festival and events business N.C.D. Production had a positive earnings impact
- Operational EBIT of Media Netherlands was stable
- Operational EBIT of Learning improved significantly as a result of topline growth following the phasing of business between quarters
- Costs of Other operations in line with Q2 17

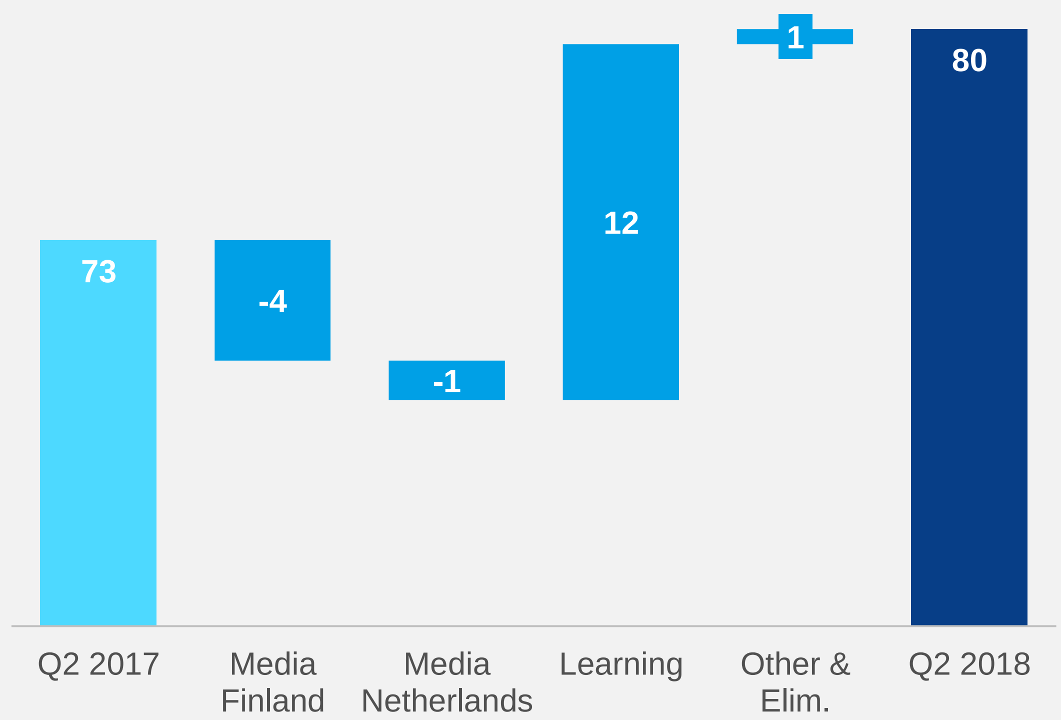


Strong improvement in profitability due to Learning…

Media Finland	+	Acquired festival and events business N.C.D. Production
	-	Soft print advertising sales
	-	Declining print subscriptions (magazines)
	-	Discontinuation of Liiga
Media Netherlands	+	Lower fixed costs due to streamlined operations post-divestments
	+	Strong performance of Scoupy
	-	Advertising sales
	-	Divestment of Kieskeurig.nl in June 17
Learning	+	Traditional spring orders shifting from Q1 to Q2 in the Netherlands
	+	Certain orders received already in Q2 instead of Q3 in Belgium and Finland

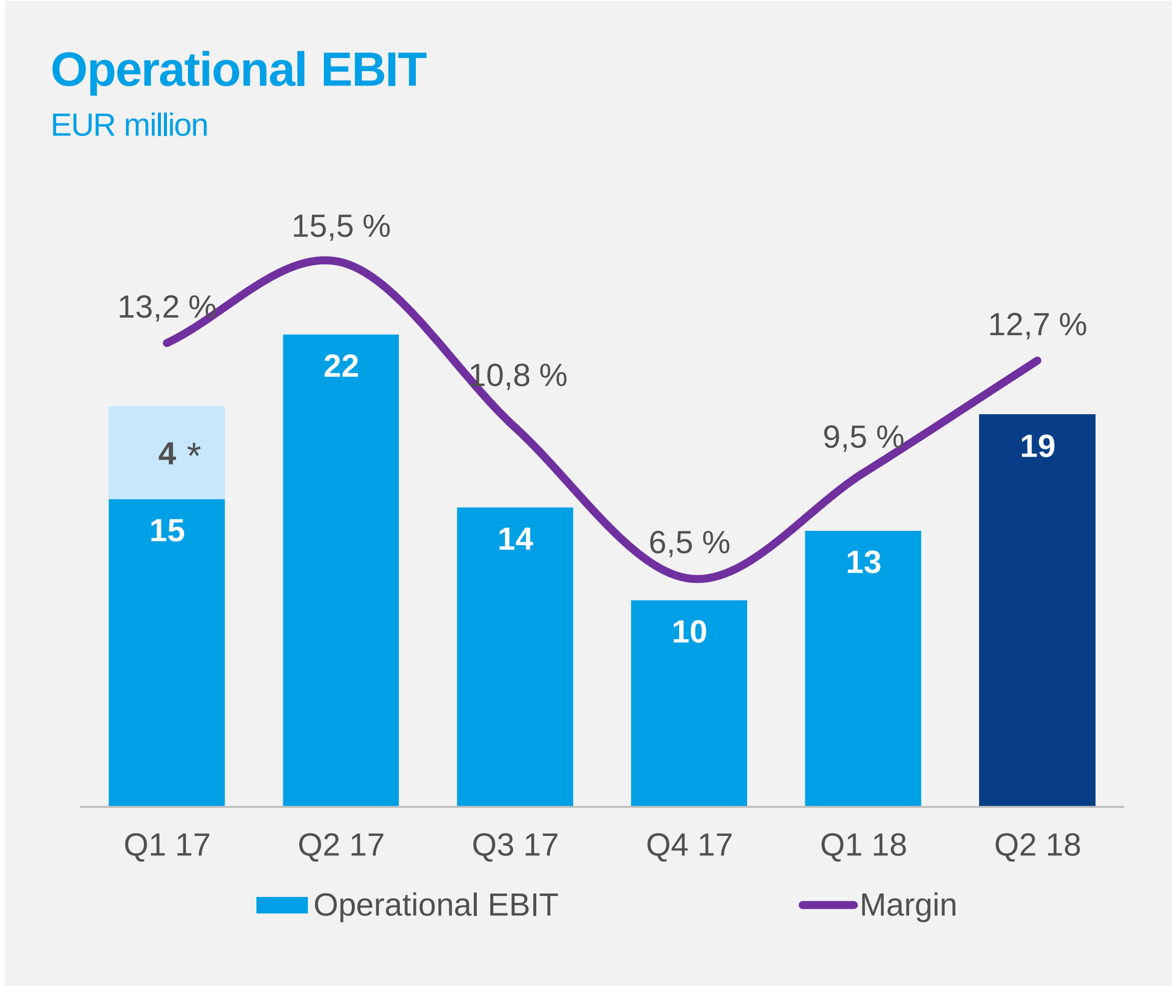
Operational EBIT Q2 18 vs. Q2 17 by SBU

EUR million



Media Finland: Performance supported by festival and events business

- Net sales stable at EUR 146 million (2017: 145)
  - Advertising sales as well as print and pay TV subscription sales decreased
  - Number of digital subscriptions grew significantly driven by HS and Ruutu
- Operational EBIT impacted by
  - Declining print advertising not fully compensated by increase in TV, radio and online advertising
  - Declining print subscriptions (magazines)
  - Discontinuation of Liiga
- Positive impact from the acquisition of N.C.D. Production both on net sales and earnings
- Ownership in the Finnish News Agency (STT) increased from 33% to 75%
  - Net sales EUR 12 million in 2017



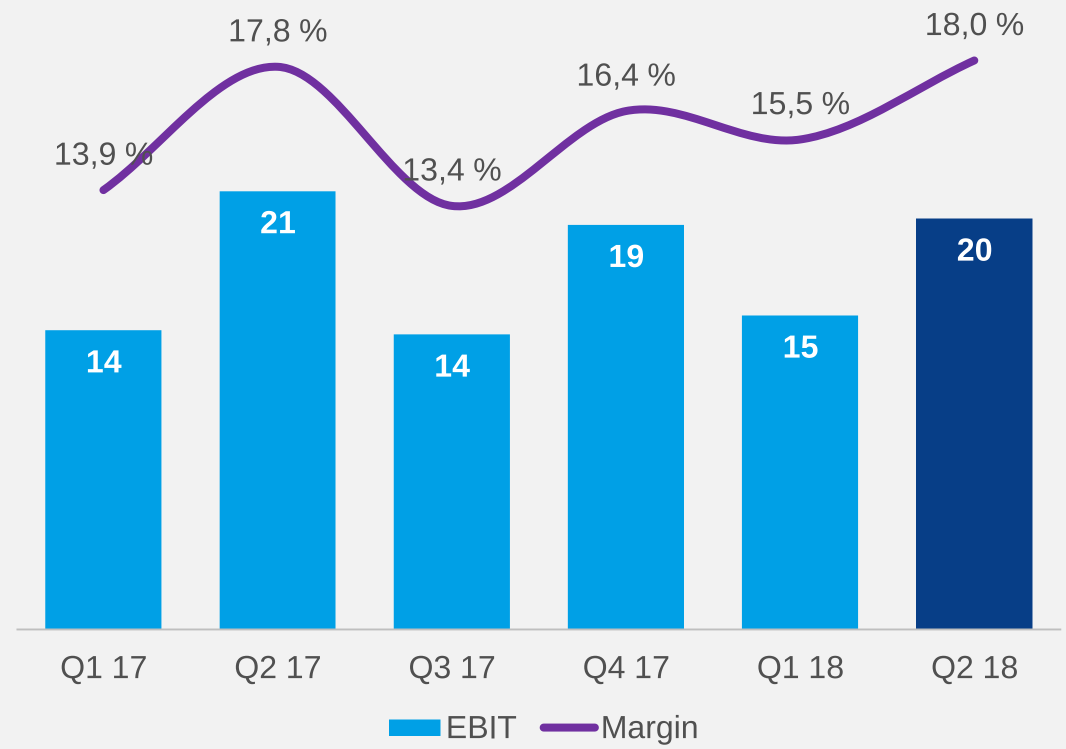
* EUR 4 million one-off correction

Media Netherlands: Solid profitability

- Net sales declined to EUR 108 million (2017: 117)
  - Stable circulation sales
  - Advertising sales declined inline with market with a further impact due to the divestment of the comparison site Kieskeurig.nl in Q2 17
  - Other sales declined due to fewer events
- Operational EBIT decreased slightly as the impact of lower net sales was largely compensated by
  - Benefits of streamlined organisation
  - Last year's cost innovations in fixed costs paying off
- Ownership in the data-driven marketing and cashback service Scoupy was increased to 95%
- Divestment of Belgian women's magazine portfolio completed at the end of June

Operational EBIT

EUR million



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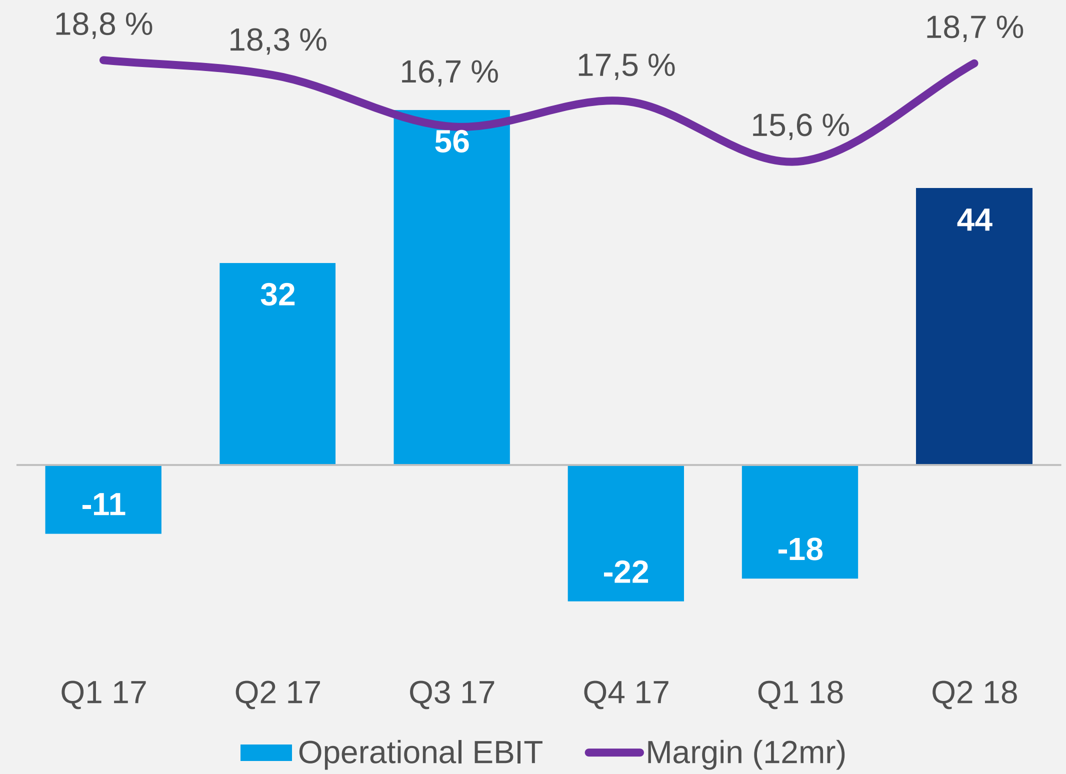
Learning: Strong quarter supported by phasing of business

- Net sales grew to EUR 108 million (2017: 98) driven by
  - Traditional spring orders shifting from Q1 received during Q2 in the Netherlands
  - Certain orders received already in Q2 instead of Q3 in Belgium and Finland
- Operational EBIT improved significantly as a result of topline growth

Operational EBIT

EUR million



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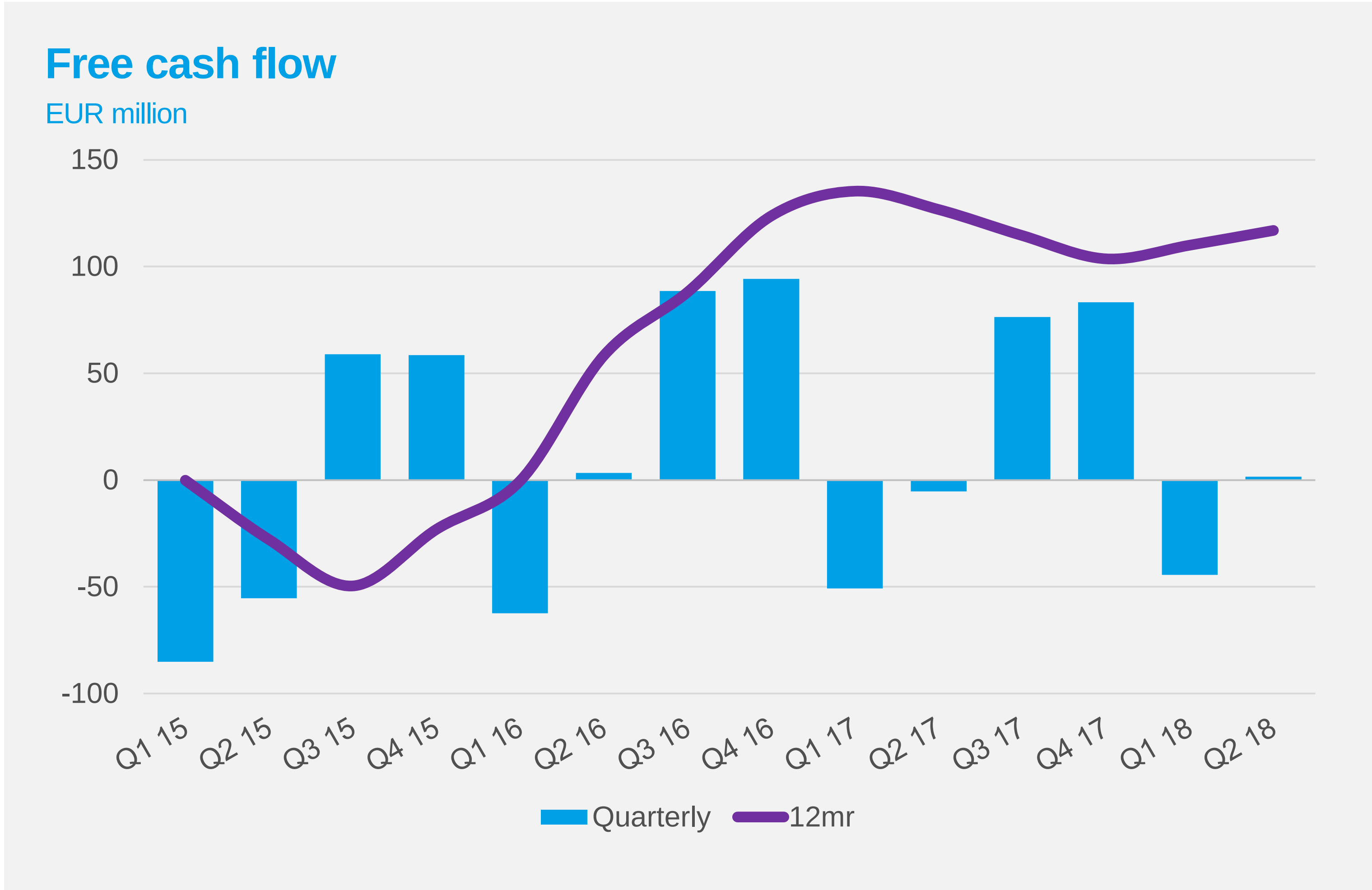
Free cash flow (12mr) continuing on a good level

- Free cash flow improved by EUR 10 million in H1 18 due to
  - \+ Lower net financial items
  - – Higher taxes as a result of real estate sale of Ludviginkatu in Helsinki in Q4 2017
- Divestment of Belgian women's magazine portfolio completed
  - – Cash consideration of EUR 24 million being received in parts (in cash flow from investments)
  - – Restructuring and transaction costs of EUR 18 million to be paid out in H2 18 (in cash flow from operations)
  - – For dividend calculation, the items related to the divestment will be excluded from the free cash flow



Free cash flow = Cash flow from operations less capital expenditure

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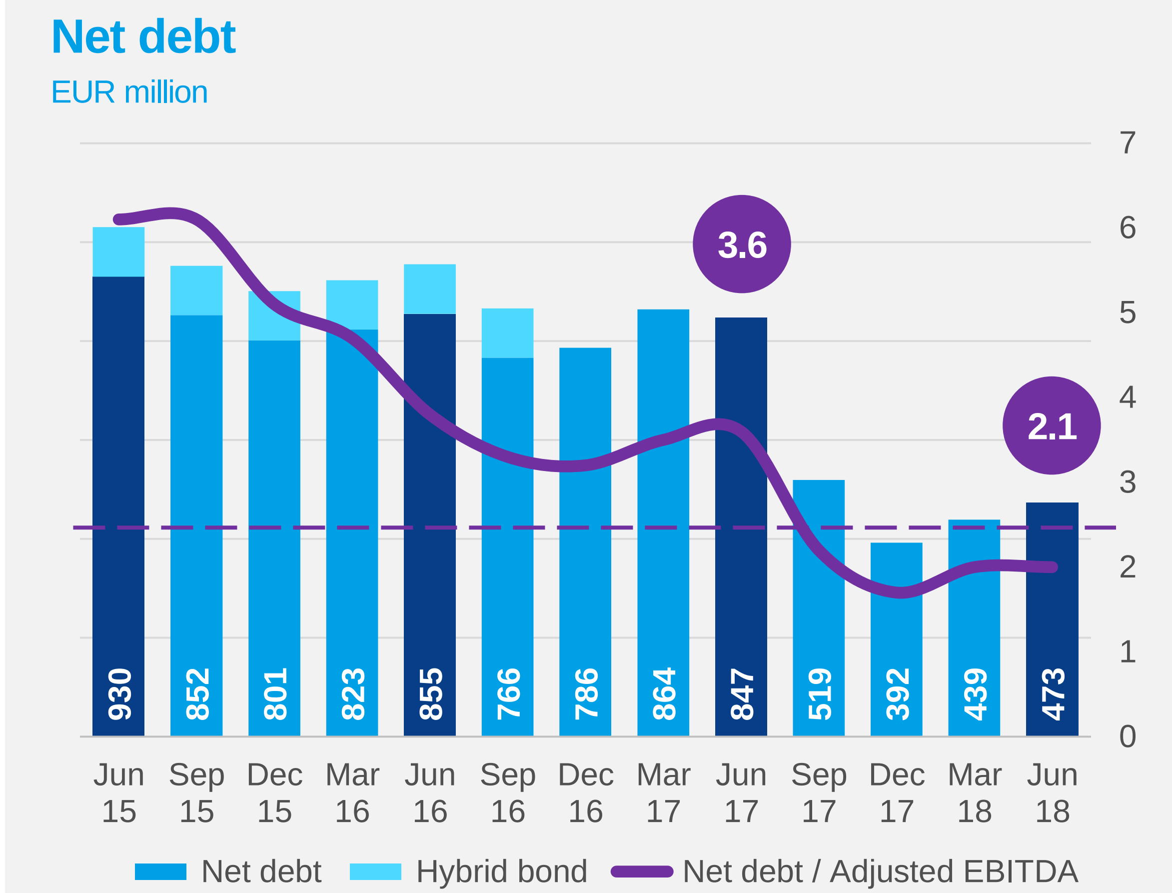
Net debt substantially lower vs. end of Q2 2017

- At the end of Q2 2018
  - Net debt to adjusted EBITDA at 2.1 (2017: 3.6)
  - Net debt EUR 473 million (2017: 847)
  - Equity ratio 36.6% (2017: 28.8)

- Net financial items EUR -6 million (2017: -5) in Q2 18 and EUR -9 million (2017: -11) in H1 18
  - Lower external debt
  - Repayment of EUR 200 million bond with 5% coupon rate in March 2017
  - Revaluation related to Scoupy

- Average interest rate 2.4% (2017: 2.0) in H1 18



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Outlook for 2018
(unchanged)

In 2018, Sanoma expects that the Group's

- **Consolidated net sales adjusted for structural changes will be slightly below 2017**
- **Operational EBIT margin will be around 14%.**

The outlook is based on an assumption of the consumer confidence and advertising markets in the Netherlands and Finland being in line with that of 2017.

Appendix

We adapt to a rapidly changing media landscape

1 Increasing time used on media though mostly mobile

- Constant growth in time spent
- Lower value mobile advertising model

2 Video is used more and more

- Requires different ‘story telling’ utilizing expertise from our media portfolio
- Having to constantly reduce production costs

3 Data is increasingly important

- Recommendations increase engagement of users
- Advertisers willing to pay for increased conversion
- News skill sets in organization and full compliance on security and privacy are required

4 The role of technology is expanding

- High user experience requirements
- Use of Machine Learning and AI in analysis and content production
- Increasing investments may lead to industry consolidation

5 Consumers’ willingness to pay for online is increasing

- Increases commercialization opportunities for us
- Online subscription news
- Subscription based VOD

6 Marketers are seeking efficiencies and impact by a balanced use of media channels

- Strength of traditional mass media in reaching new customers recognized again
- Value of curated media as safe environment for brands

Sanoma in 2017

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EUR 1,327 million

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Learning

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Media Finland

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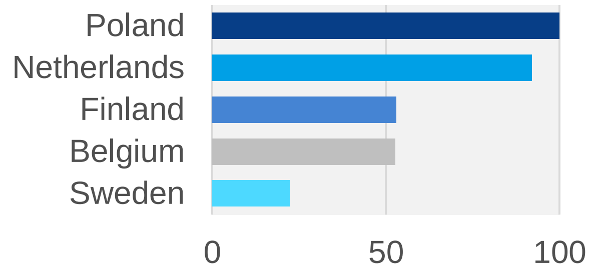
Media Netherlands

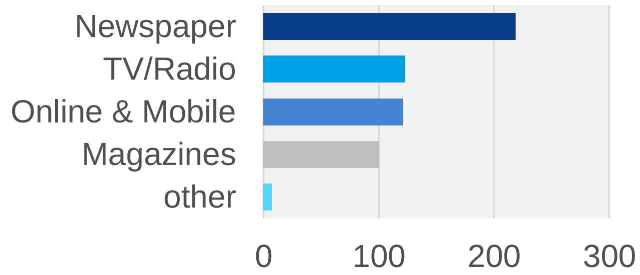
EUR 440 million

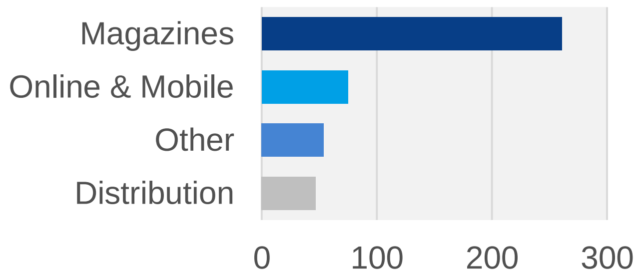
30%

15.5%

Net sales 2017







Group key figures 2017

Adjusted for the SBS divestment

EUR million	2017	2016
Net sales	**1,328.0**	1,322.3
Operational EBITDA	**328.5**	299.0
margin	**24.7%**	22.6%
Operational EBIT	**186.4**	149.6
margin	**13.5%**	11.3%
EBIT	**186.4**	198.6
Result for the period	**126.8**	110.2
Cash flow from operations	**140.9**	141.2
Capital expenditure	**34.7**	30.5
Average number of employees (FTE)	**4,526**	4,792

EUR	2017	2016
Operational EPS, continuing operations	0.71	0.46
Operational EPS *	0.74	0.47
EPS, continuing operations	0.76	0.67
EPS *	0.77	0.63
Cash flow from operations per share *	0.87	0.87

* Including continuing and discontinuing operations

Media Finland: Quarterly key figures

EUR million	Q2 18	Q1 18	Q4 17	Q3 17	Q2 17	Q1 17
Net sales	**146.2**	137.0	150.4	131.3	144.5	144.1
Operational EBITDA	**37.9**	35.8	35.3	35.5	42.1	42.9
Operational EBIT	**18.6**	13.1	9.8	14.2	22.4	19.0
margin	**12.7%**	9.5%	6.5%	10.8%	15.5%	13.2%
EBIT	**20.5**	11.6	8.2	13.5	30.5	19.6
Capital expenditure	**0.5**	1.8	0.5	3.0	1.9	1.0
Average number of employees (FTE)	**1,742**	1,709	1,744	1,755	1,744	1,719

Media Netherlands: Quarterly key figures

Q1-Q2 2017 adjusted for the SBS divestment

EUR million	Q2 18	Q1 18	Q4 17	Q3 17	Q2 17	Q1 17
Net sales	**108.4**	95.8	116.9	103.9	116.9	101.9
Operational EBITDA	**20.9**	16.3	21.9	16.0	22.9	16.4
Operational EBIT	**19.5**	14.9	19.2	14.0	20.8	14.2
margin	**18.0%**	15.5%	16.4%	13.4%	17.8%	13.9%
EBIT	**8.7**	16.9	14.2	11.3	15.9	14.2
Capital expenditure	**0.3**	0.9	0.4	0.2	0.3	1.3
Average number of employees (FTE)	**1,049**	1,054	1,132	1,144	1,172	1,183

Learning: Quarterly key figures

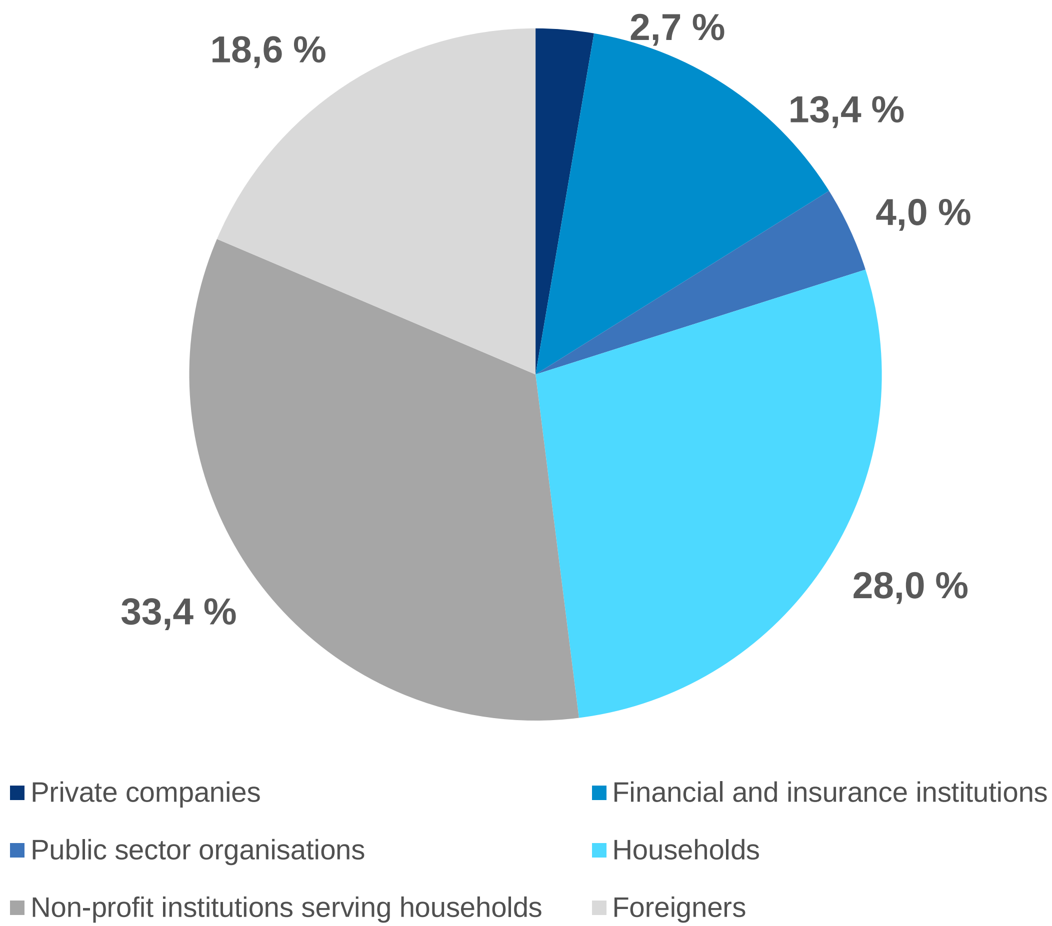
EUR million	Q2 18	Q1 18	Q4 17	Q3 17	Q2 17	Q1 17
Net sales	**108.3**	28.9	38.5	145.7	97.9	36.2
Operational EBITDA	**54.3**	-7.3	-7.2	66.1	41.8	-0.7
Operational EBIT	**43.7**	-18.0	-21.6	56.1	31.9	-10.9
margin	**40.3%**	-62.2%	-56.0%	38.5%	32.6%	-30.0%
EBIT	**42.2**	-18.4	-23.7	56.2	22.8	-11.4
Capital expenditure	**4.3**	3.5	6.0	4.1	5.2	3.3
Average number of employees (FTE)	**1,352**	1,353	1,401	1,413	1,430	1,442

Largest shareholders

Largest shareholders

30 June 2018	Number of shares	
1. Jane and Aatos Erkko Foundation	**39,820,286**	24.4%
2. Antti Herlin (Holding Manutas Oy: 11.91%, personal: 0.02%)	**19,506,800**	11.9%
3. Robin Langenskiöld	**12,273,371**	7.5%
4. Rafaela Seppälä	**10,273,370**	6.3%
5. Helsingin Sanomat Foundation	**5,701,570**	3.5%
6. Ilmarinen Mutual Pension Insurance Company	**3,572,220**	2.2%
7. Foundation for Actors' Old-Age Home	**2,000,000**	1.2%
8. Alex Noyer	**1,908,965**	1.2%
9. The State Pension Fund	**1,860,000**	1.1%
10. Lorna Auboin	**1,852,470**	1.1%
10 largest shareholders total	**98,769,052**	**60.4%**
Foreign holding *	**31,059,722**	**18.6%**
Other shareholders	**33,736,889**	**21.0%**
Total number of shares	**163,565,663**	**100.0%**
Total number of shareholders	**20,937**	

Holding by category



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*Including nominee registered shares

Overall advertising market declined by 3% in Finland in Q2 2018

Finnish measured media advertising markets

	Q2 18	Q1 18	Q4 17	Q3 17	Q2 17
Newspapers	**-13%**	-12%	-10%	-12%	-12%
Magazines	**-10%**	-7%	-1%	-9%	-12%
TV	**1%**	1%	-4%	-4%	-7%
Radio	**11%**	-4%	4%	8%	0%
Online	**3%**	7%	12%	10%	1%
Total market	**-3%**	**-2%**	**-1%**	**-2%**	**-5%**

Remarks on Q2 18 development

- Easter included in Q2 17 figures
- Election advertising included in 2017 figures (total market approx. -1% for Q2 18 excl. the elections in April 17)
- GDPR introduced on 25 May may have impacted online market growth negatively

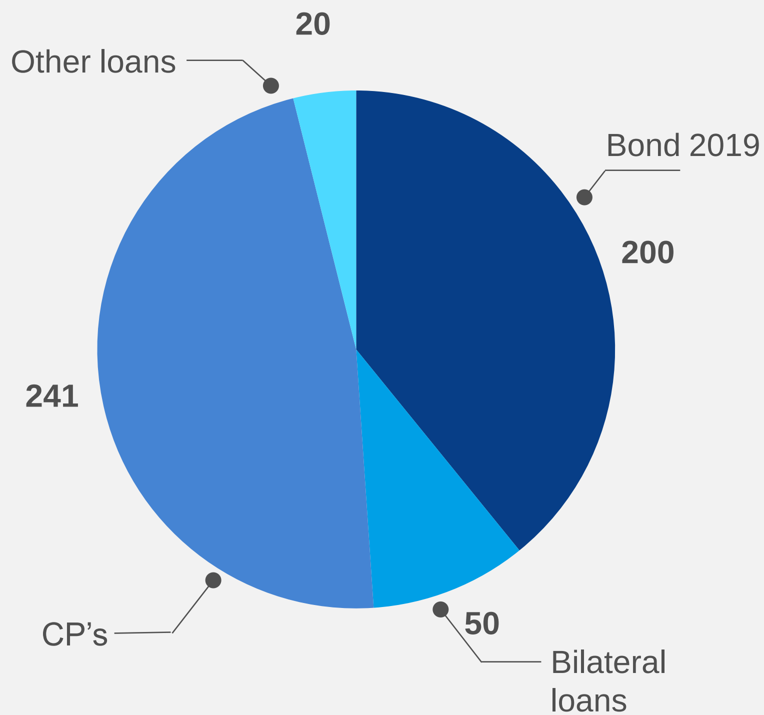
Source: Kantar TNS, Media Advertising Trends, March 2018. Online excl. search and social media.

We have a balanced debt portfolio and lower net financial expenses

- Next refinancing early 2019 for the EUR 300 million RCF
- The EUR 200 million bond will be repaid or refinanced depending on acquisition funding requirements
- Average interest rate decreased to **2.1%** in 2017 (2016: 2.8%)
- Net financial expenses decreased to EUR **23** million (2016: 37)
  - Further decrease in 2018

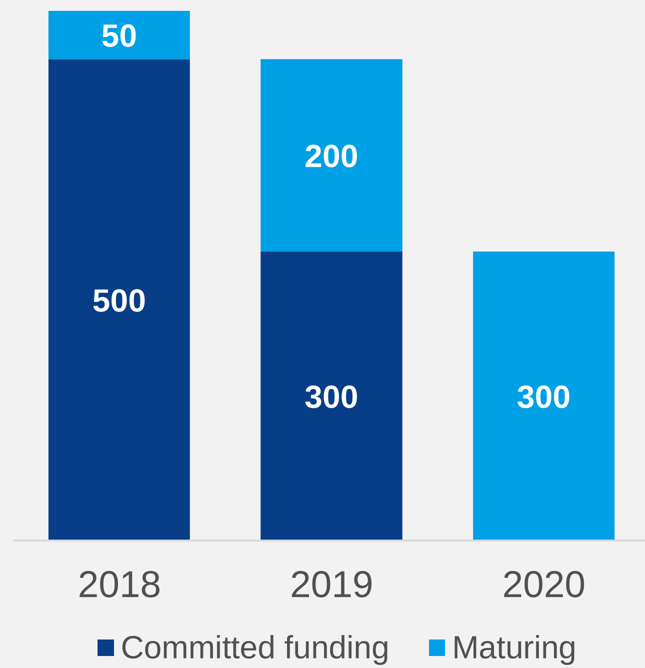
Debt structure

EUR million, 30June 2018



Maturity profile

EUR million, 30 Juner 2018



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Financial reporting in 2018

24 October Q3 2018 Interim Report

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Adjustments and restatements

- All 2016-2017 figures presented in this presentation are for continuing operations only.
  - Sanoma announced on 16 January 2018 the intention to divest its Belgian women's magazine portfolio. The divested business was consequently classified as Discontinued operations in 2017 financial reporting.
- All annual and quarterly figures for 2017 presented in this presentation have been restated to account for IFRS 15 standard.
  - Restated figures have been published as a stock exchange release on 29 March 2018.
- All income statement and balance sheet related Group and Media Netherlands figures for 2016-2017 are adjusted for the SBS divestment.
  - Sanoma divested the Dutch TV operations of SBS on 19 July 2017. SBS was consolidated in Sanoma's income statement until 30 June 2017 as part of Media Netherlands SBU. To enhance comparability between reporting periods, all income statement and balance sheet related key figures for 2016-2017 for the Group and for Media Netherlands are presented excluding SBS.
- More information on the adjustments and restatement is available on p. 3 of the Q2 2018 Interim Report.

Disclaimer

The information above contains, or may be deemed to contain, forward-looking statements. These statements relate to future events or future financial performance, including, but not limited to, expectations regarding market growth and development as well growth and profitability of Sanoma. In some cases, such forward-looking statements can be identified by terminology such as “expect,” “plan,” “anticipate,” “intend,” “believe,” “estimate,” “predict,” “potential,” or “continue,” or the negative of those terms or other comparable terminology. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Future results may vary from the results expressed in, or implied by, the forward-looking statements, possibly to a material degree. All forward-looking statements included herein are based on information presently available to Sanoma and, accordingly, Sanoma assumes no obligation to update any forward-looking statements, unless obligated to do so pursuant to an applicable law or regulation.

Nothing in this presentation constitutes investment advice and this presentation shall not constitute an offer to sell or the solicitation of an offer to buy any securities of Sanoma or otherwise to engage in any investment activity.

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