

Power of Attorney

I give the power of attorney to _____,

identity number _____, to vote on my behalf with my shares at the Annual General Meeting of Sanoma Corporation to be held on 8 April 2015 at 14.00 at Conference Centre of Messukeskus, Helsinki, Expo and Convention Centre (Messuaukio 1, 00520 Helsinki, Finland).

Place and date

Signature

Name with block letters