

11 February 2010

Proposal for the use of the profit shown on the balance sheet and the payment of dividend

The distributable funds of the Parent Company according to the balance sheet of the Parent Company as at 31 December 2009 were EUR 668,843,833.72, of which the profit for the financial year 2009 is EUR 145,016,807.65.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 8 April 2010 that a dividend of EUR 0.80 per share shall be paid from the distributable funds of the Parent Company.

Dividend shall be paid to shareholders registered in the Company's register of shareholders held by Euroclear Finland Ltd on the record date of the payment of the dividend, 13 April 2010. The Board of Directors proposes that the dividend shall be paid on 20 April 2010.

The proposed dividend is in line with the Company's profit distribution policy and it significantly exceeds the minority dividend required by law.

The Board of Directors proposes that EUR 538,890,318.52 shall be left to the retained earnings and a sum of EUR 500,000.00 shall be reserved for charitable donations to be used at the Board's discretion and that the dividend be paid in accordance with the aforesaid.

Helsinki, 11 February 2010

Sanoma Corporation

Board of Directors