

6 February 2012

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

The distributable earnings of the Parent Company according to the balance sheet of the Parent Company at 31 December 2011 were EUR 336,508,657.08, of which the profit for the financial year 2011 is 77,567,049.61 EUR. Including the fund for non-restricted equity of EUR 203,324,188.83 the distributable funds amounted to 539,832,845.91 at 31 December 2011.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 3 April 2012 that a dividend of EUR 0.60 per share shall be paid from the distributable earnings 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, 10 April 2012. The Board of Directors proposes that the dividend shall be paid on 17 April 2012.

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

The Board of Directors proposes that EUR 441,595,590.11 be left in the shareholders' equity and a sum of EUR 550,000 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, 6 February 2012

Sanoma Corporation

Board of Directors