

Programme for the CMD on 5 October 2007

- 9:30 Registration and coffee
- 10:00 **Opening of the seminar**
President and CEO Hannu Syrjänen, SanomaWSOY
- 10:15 **Sanoma Magazines' growth strategy**
President and CEO Eija Ailasmaa, Sanoma Magazines
- 10:45 Coffee
- 11:00 **ilse media, the leading Dutch online publisher**
President Paul Molenaar, ilse media / COO, Sanoma Uitgevers
- 11:45 Buffet lunch and discussion
- 13:00 **Living images**
President Tapio Kallioja, SWelcom
- 13:45 **Sanoma going digital**
President Mikael Pentikäinen, Sanoma
- 14:15 Coffee
- 14:45 **Digital opportunities in the educational market**
CEO Jacques Eijkens, SanomaWSOY Education
- 15:15 **The leading virtual learning environment in Finland**
President Salla Vainio, WSOY Educational
- 15:45 **Closing of the seminar**
CFO Matti Salmi, SanomaWSOY