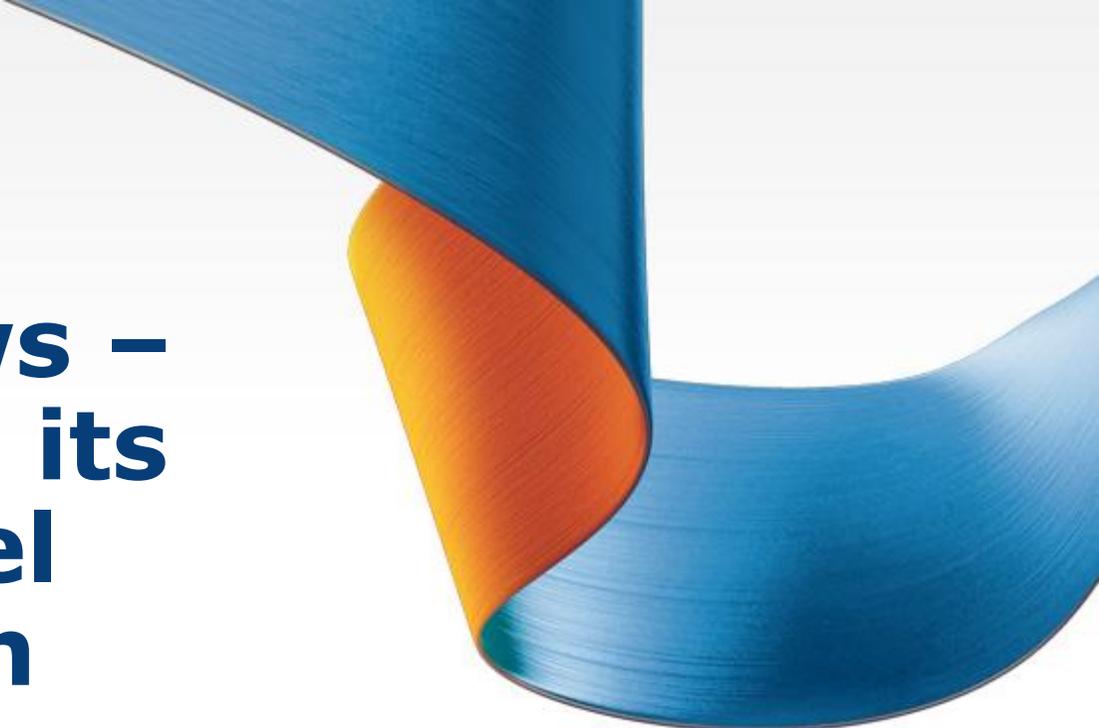


Sanoma News – continues on its multi-channel strategy path

Capital Markets Day 2012

Pekka Soini

CEO Sanoma News



Sanoma News' brands have unique relationship with almost every Finn

88 %

of all Finns

91 %

25-44-year-olds

95 %

of capital region

Most established media company in Finland

Well on track with digital transformation

- News publishes four out of five of Finland's most widely consumed newspapers
- News operates several of Finland's most popular online and mobile services
 - **Helsingin Sanomat** – the largest newspaper in the Nordic countries with a world-class print + digital bundling scheme
 - **Ilta-Sanomat** – leading quality tabloid and #1 mobile and #2 website in Finland
 - **Classifieds and online auction services** – Oikotie #1 in online recruitment and real estate and Huuto.net #1 auction service
 - **Metro** – #1 commuter free sheet



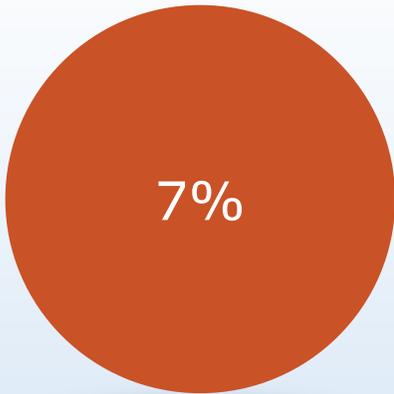
Helsingin Sanomat is uniquely positioned

Comparison to international peers

Helsingin Sanomat

Finland

(percentage is circulation per population)



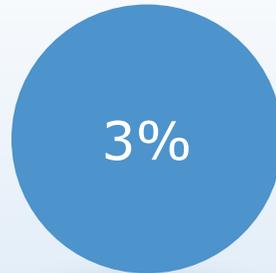
Population
5.3 million

Circulation
370,000

Dagens Nyheter

Sweden

(percentage is circulation per population)



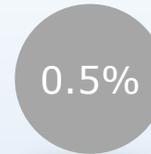
Population
9.1 million

Circulation
290,000

Frankfurter Allgemeine

Germany

(percentage is circulation per population)



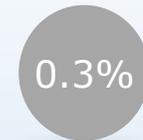
Population
81.3 million

Circulation
380,000

New York Times

USA

(percentage is circulation per population)



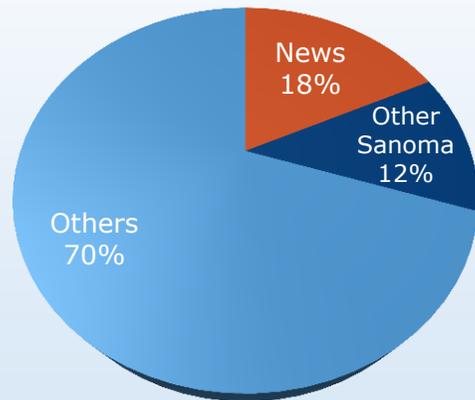
Population
313.8 million

Circulation
920,000

Leading player in Finnish media market

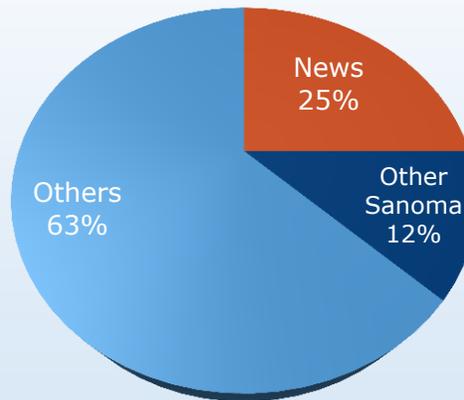
Market leader in total media market

Market share approx. 30% of which News more than half



Market leader in display advertising

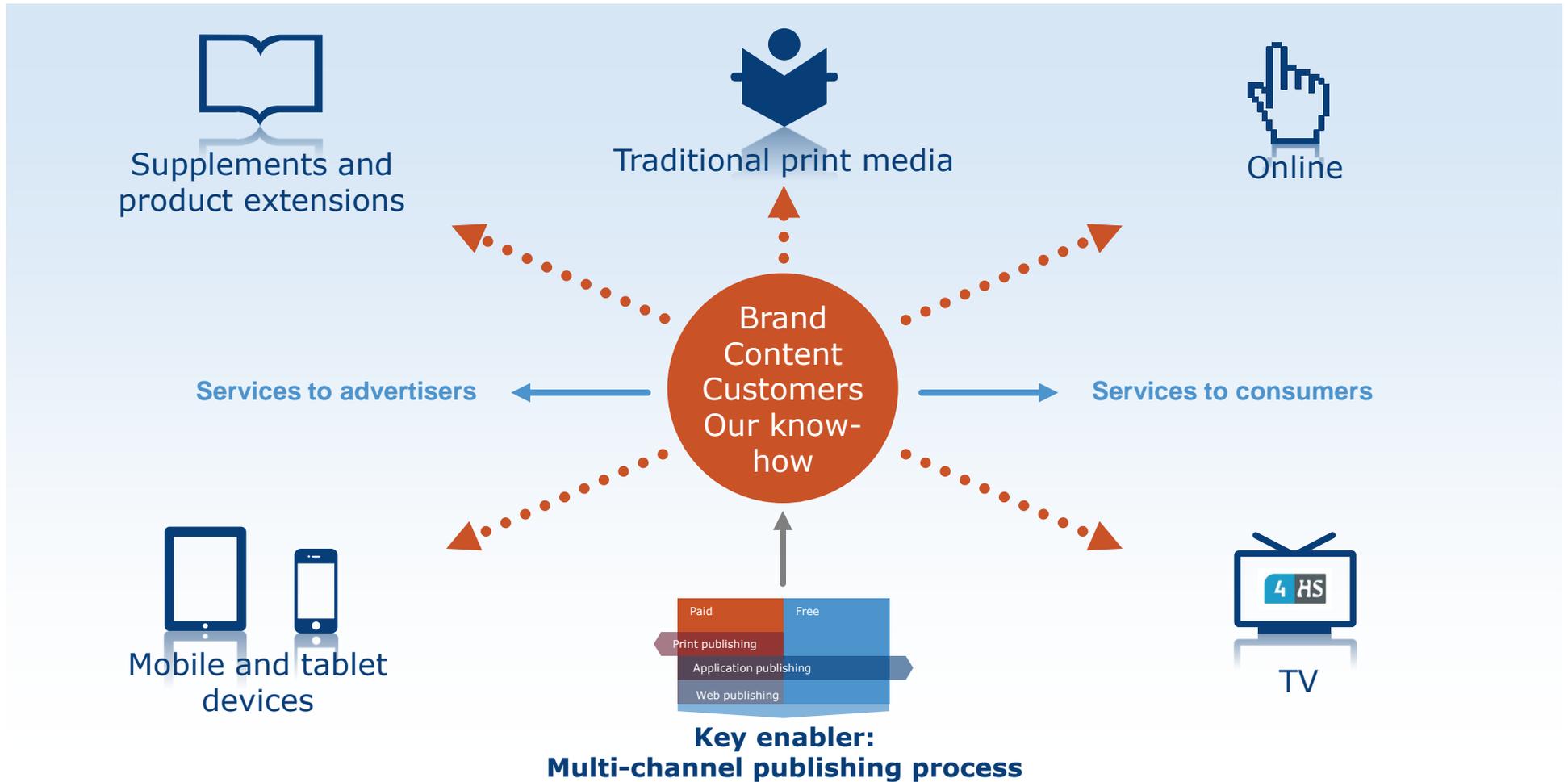
Market share approx. 37% of which News 3/4



6 Sanoma sites in Finland's top 20 in terms of visitors

Visitor ranking	Site
1	xxx
2	Ilta-Sanomat
3	xxx
4	Helsingin Sanomat
5	xxx
6	xxx
7	xxx
8	xxx
9	xxx
10	Taloussanomat
11	xxx
12	xxx
13	Oikotie.fi
14	xxx
15	xxx
16	xxx
17	Huuto.net
18	xxx
19	xxx
20	Nelonen

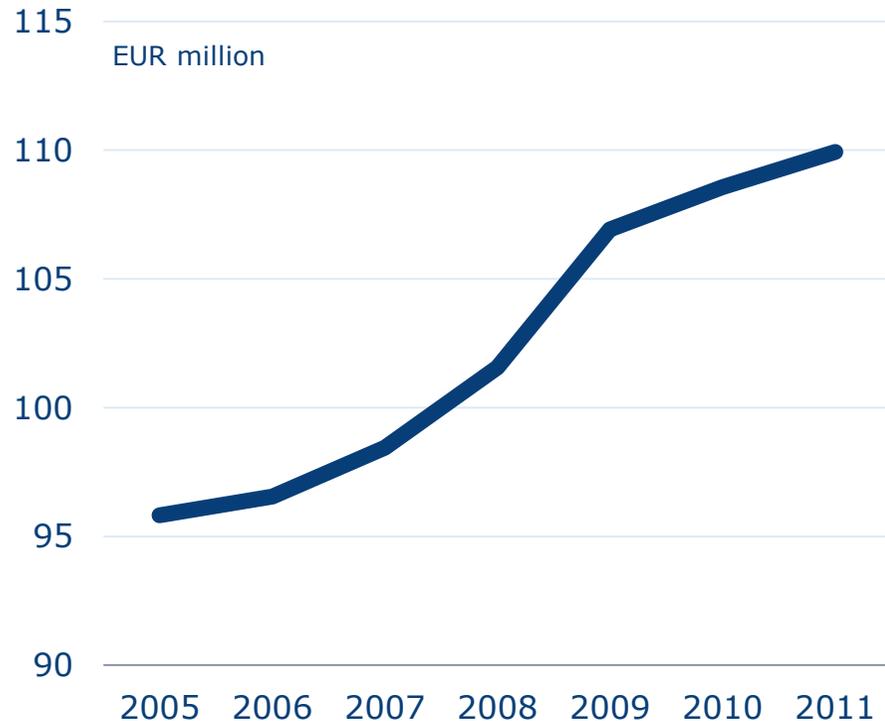
From platform based to multi-channel and cross-media



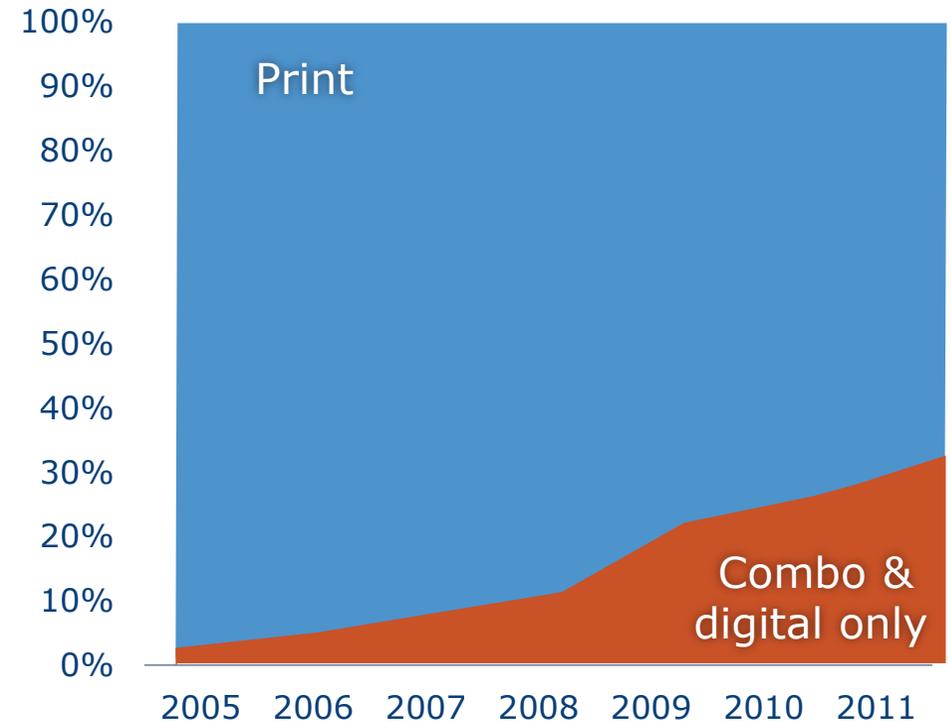
Increasing consumer revenues

Case Helsingin Sanomat

Consumer revenue



HS total subscriber base

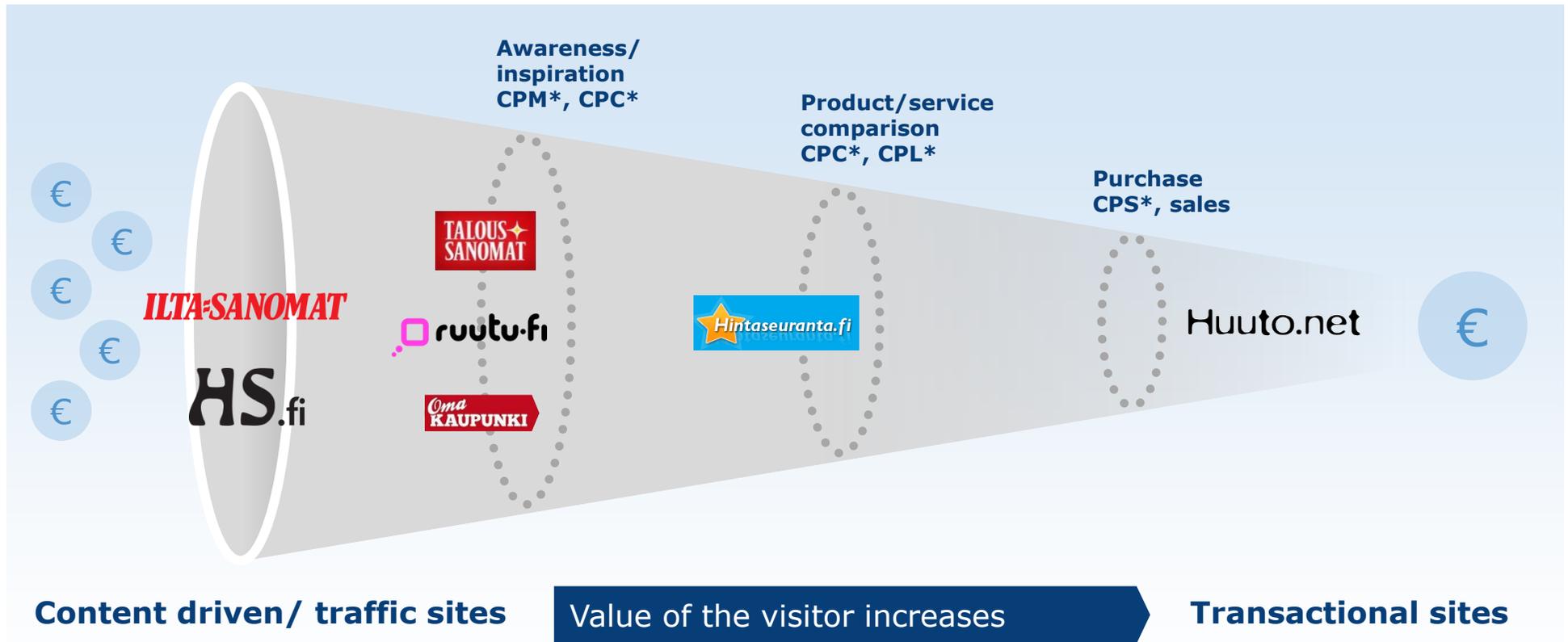


Market leader in selected digital domains

#1 or #2 in chosen domains



Funnel – framework for monetizing online visitors



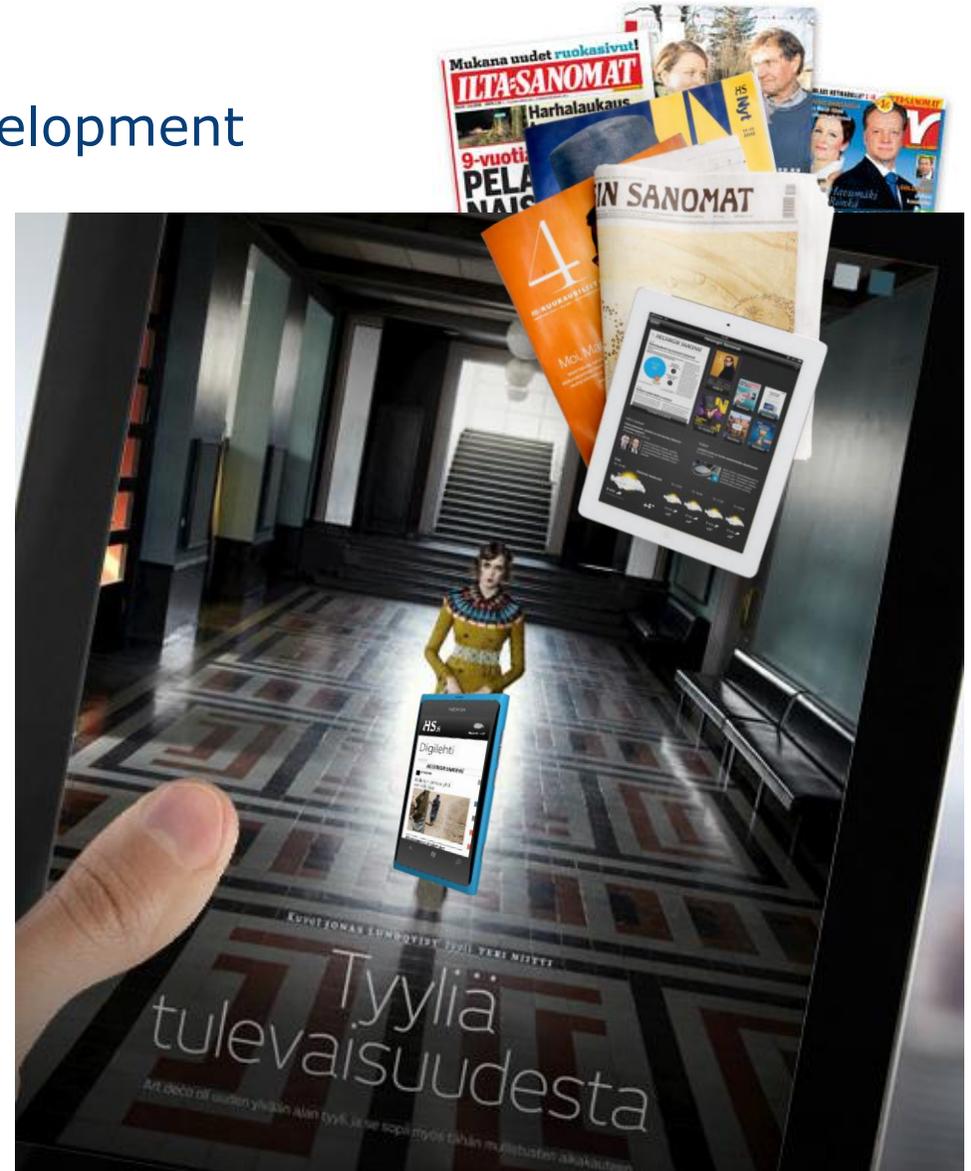
Competitive advantages:

- Number of visitors
- Web analytics know-how
- Efficient traffic funneling

Efficiency in focus

Without compromising product development

- Strong co-operation with Sanoma Media Finland adds value by bringing both revenue and efficiency
- Multi-channel operating model increases efficiency within the brands
- Focus on portfolio streamlining
- Looking for consolidation opportunities in the traditional media



Media offering of the future – even more tailored to customers' needs

Past



Present



+



+



+



Future



+



+



+



+





Important notice

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.

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