



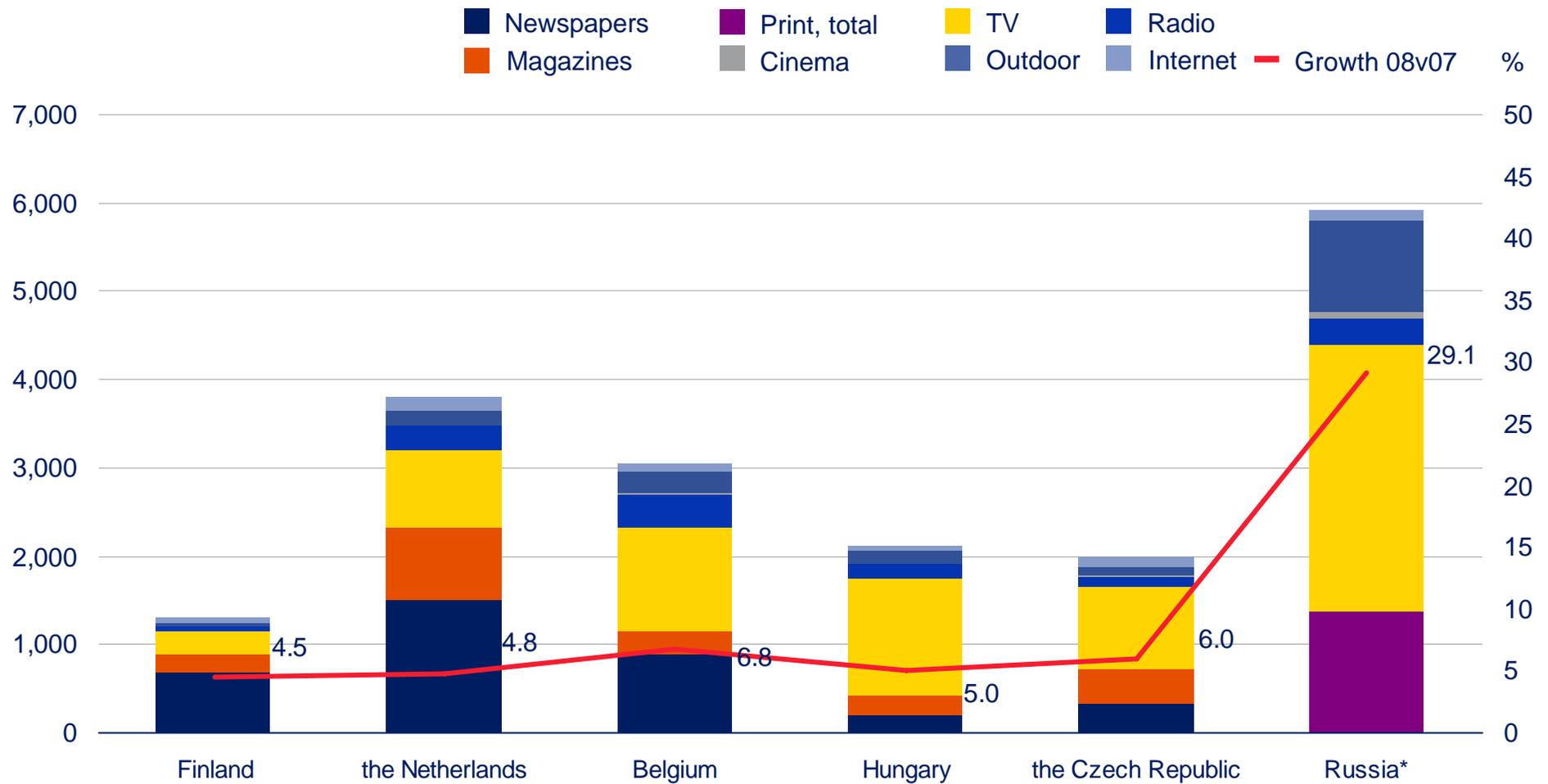
FY 2007 Result

President and CEO Hannu Syrjänen

Conference call
7 February 2008

Advertising Market in Europe

2007, EUR million



Key Events

Active development of business portfolio

- 22 magazine launches, renewals of free sheets
- Over 30 digital launches and acquisitions, including four new TV channels and two radio channels in Finland
- New movie theatres and bookstores
- Acquisition of the Polish educational publisher Nowa Era (closing estimate in 1Q08)
- Acquisition in language services
- Kiosk operations expanded to Russia, as well as acquisitions of kiosk and press distribution operations in Russia
- Divestments of puzzle magazines and multipurpose arena



Key Figures

EUR million	1–12/2007	1–12/2006	Ch %
Net sales	2,926.3	2,742.1	6.7
Operating profit	343.8	292.5	17.5
% net sales	11.7	10.7	
Operating profit excluding major non-recurring capital gains	303.5	288.2	5.3
% net sales	10.4	10.5	
Balance sheet total	3,192.3	3,132.2	1.9
Capital expenditure	90.5	81.9	10.5
Return on equity (ROE), %	18.6	17.7	
Return on investment (ROI), %	15.9	14.3	
Equity ratio, %	45.4	45.0	
Gearing, %	58.2	59.2	
Interest-bearing liabilities	881.4	863.9	2.0
Net debt	793.3	782.4	1.4
Earnings/share, EUR	1.47	1.32	11.9
Cash flow from operations/share, EUR	1.38	1.63	-15.3
Dividend/share, EUR *	1.00	0.95	5.3
Market capitalisation	3,196.2	3,521.8	-9.2
Average number of employees	19,587	18,434	6.3

Sanoma Magazines 1-12/2007

EUR million	1-12/2007	1-12/2006	Ch-%
Net sales	1,238.1	1,155.9	7.1
Sanoma Magazines Netherlands	539.8	531.2	1.6
Sanoma Magazines International	283.4	247.6	14.5
Sanoma Magazines Belgium	216.6	188.6	14.8
Sanoma Magazines Finland	202.8	193.2	4.9
Eliminations	-4.6	-4.7	-2.1
Operating profit	160.9	128.8	25.0
% of net sales	13.0	11.1	
Operating profit excluding major non-recurring capital gains	139.7	126.2	10.7
% of net sales	11.3	10.9	
Balance sheet total	1,937.5	1,910.0	1.4
Capital expenditure	20.6	16.5	24.9
Return on investment (ROI), %	12.4	10.8	
Average number of employees	5,623	5,302	6.1

Sanoma 1-12/2007

EUR million	1-12/2007	1-12/2006	Ch-%
Net sales	480.8	457.1	5.2
Helsingin Sanomat	278.9	267.3	4.3
Ilta-Sanomat	94.8	92.2	2.8
Other publishing	97.5	87.6	11.4
Other	152.6	145.6	4.8
Eliminations	-143.0	-135.6	5.5
Operating profit	67.6	62.7	8.0
% of net sales	14.1	13.7	
Operating profit excluding major non-recurring capital gains	67.6	61.0	10.9
% of net sales	14.1	13.3	
Balance sheet total	445.0	526.6	-15.5
Capital expenditure	17.7	16.5	7.2
Return on investment (ROI), %	19.7	17.9	
Average number of employees	2,716	2,672	1.6

SanomaWSOY Education and Books 1-12/2007

EUR million	1-12/2007	1-12/2006	Ch-%
Net sales	322.5	309.2	4.3
Educational publishing	197.7	187.7	5.3
Publishing	97.3	96.0	1.4
Other	51.1	43.3	18.1
Eliminations	-23.7	-17.8	32.9
Operating profit	44.5	48.0	-7.3
% of net sales	13.8	15.5	
Operating profit excluding major non-recurring capital gains	44.5	48.0	-7.3
% of net sales	13.8	15.5	
Balance sheet total	585.0	598.2	-2.2
Capital expenditure	7.7	8.9	-13.5
Return on investment (ROI), %	10.4	12.7	
Average number of employees	2,769	2,455	12.8

SWelcom 1-12/2007

EUR million	1-12/2007	1-12/2006	Ch-%
Net sales	146.0	131.8	10.7
TV and radio	83.2	76.5	8.8
Other	63.6	56.0	13.5
Eliminations	-0.8	-0.6	27.9
Operating profit	15.8	12.5	26.6
% of net sales	10.8	9.5	
Operating profit excluding major non-recurring capital gains	15.8	12.5	26.6
% of net sales	10.8	9.5	
Balance sheet total	168.2	158.6	6.0
Capital expenditure	14.8	15.2	-2.4
Return on investment (ROI), %	14.2	12.3	
Average number of employees	501	437	14.6

Rautakirja 1–12/2007

EUR million	1–12/2007	1–12/2006	Ch-%
Net sales	849.3	799.9	6.2
Kiosk operations	385.5	369.1	4.5
Press distribution	245.5	223.6	9.8
Bookstores	140.3	138.9	1.0
Entertainment	95.9	81.7	17.4
Eliminations	-18.0	-13.4	34.5
Operating profit	55.6	54.7	1.6
% of net sales	6.5	6.8	
Operating profit excluding major non-recurring capital gains	50.7	54.7	-7.3
% of net sales	6.0	6.8	
Balance sheet total	565.0	586.9	-3.7
Capital expenditure	28.4	23.1	22.7
Return on investment (ROI), %	20.9	20.1	
Average number of employees	7,886	7,496	5.2

Group's Outlook for 2008

Outlook

- Net sales to grow in line with the previous year
- Operating profit excluding the major non-recurring capital gains continues to improve

- In 2007, operating profit excluding the major non-recurring capital gains totalled EUR 303.5 million and net sales grew by 6.7%



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