

Full Year Result 2008

President and CEO Hannu Syrjänen

10 February 2009



Good Sales Development in 4Q08

- Net sales at previous year's record level
- Advertising market reacted at the end of the year strongly to general economic uncertainty
- Impairment in magazine operations in CEE countries and Russia
- Forecasting advertising in 2009 difficult
- Divisions' measures to improve cost-effectiveness

Our goal is to be one of the leading media companies in Europe,
with a focus on sustainable growth and profitability

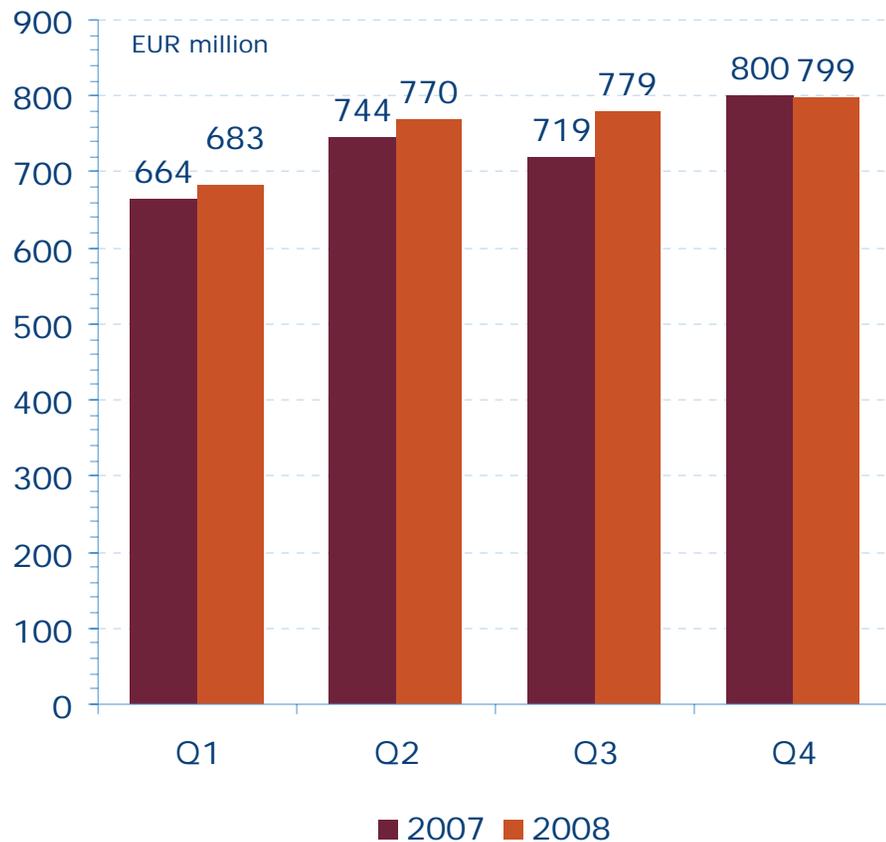
Solid Performance

EUR million	10–12/2008	10–12/2007	1–12/2008	1–12/2007
Net sales	798.7	799.6	3,030.1	2,926.3
Operating profit excl. non-recurring items	49.0	63.4	295.7	305.2
% net sales	6.1	7.9	9.8	10.4
Operating profit	-28.8	68.3	236.3	343.8
Earnings/share, EUR	-0.39	0.32	0.72	1.47
Cash flow from operations/share, EUR	0.59	0.67	1.56	1.38
Dividend/share, EUR**			0.90	1.00
Average number of employees *			18,168	16,701

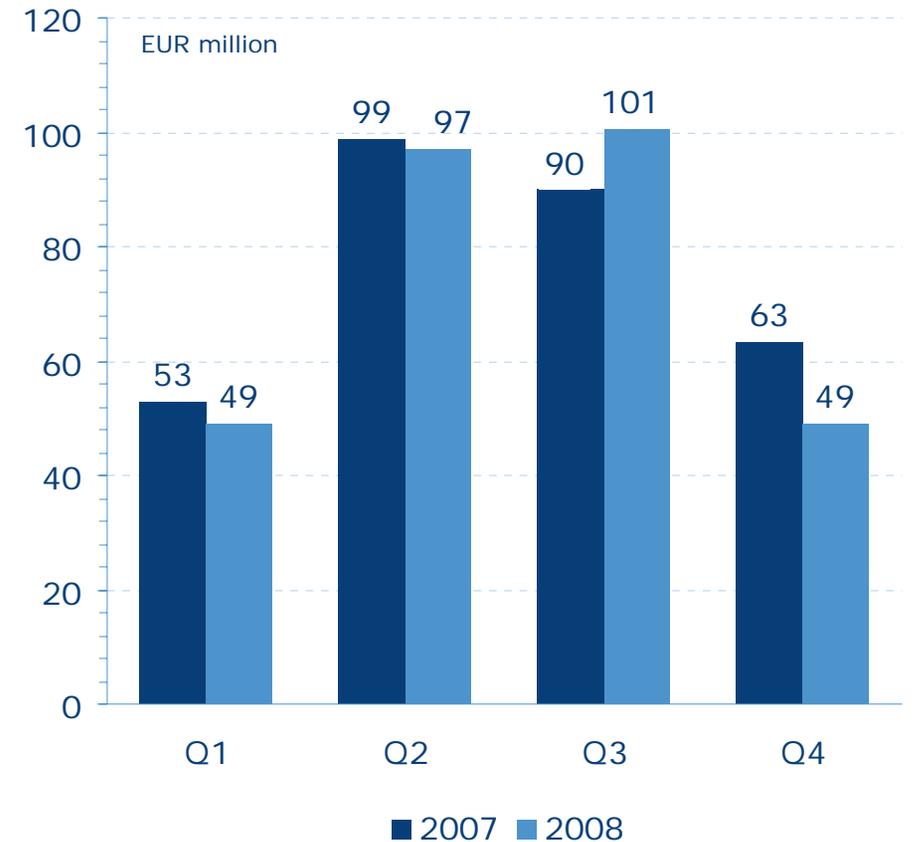
- Net sales increased in Magazines, Learning & Literature, Entertainment and Trade
- Operating profit grew in Learning & Literature and Entertainment

Quarterly Development

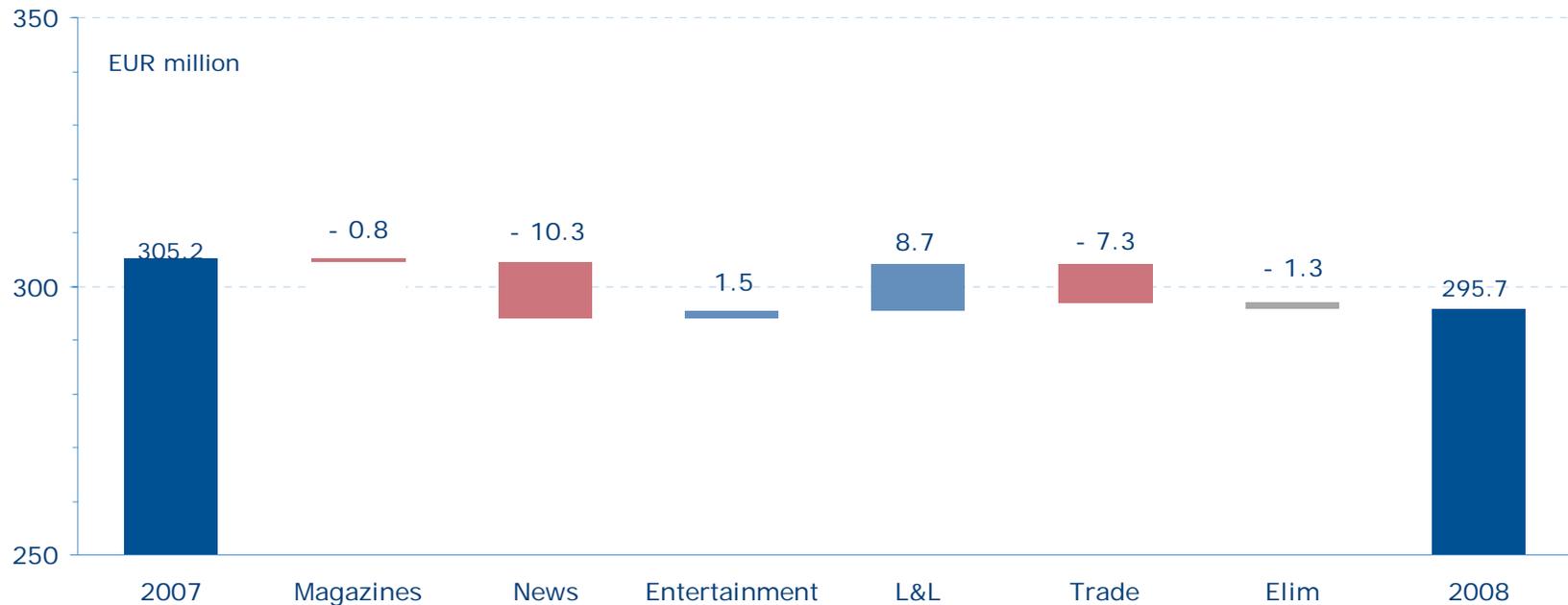
Net sales



Operating profit excl. non-recurring items



EBIT Excluding Non-recurring Items



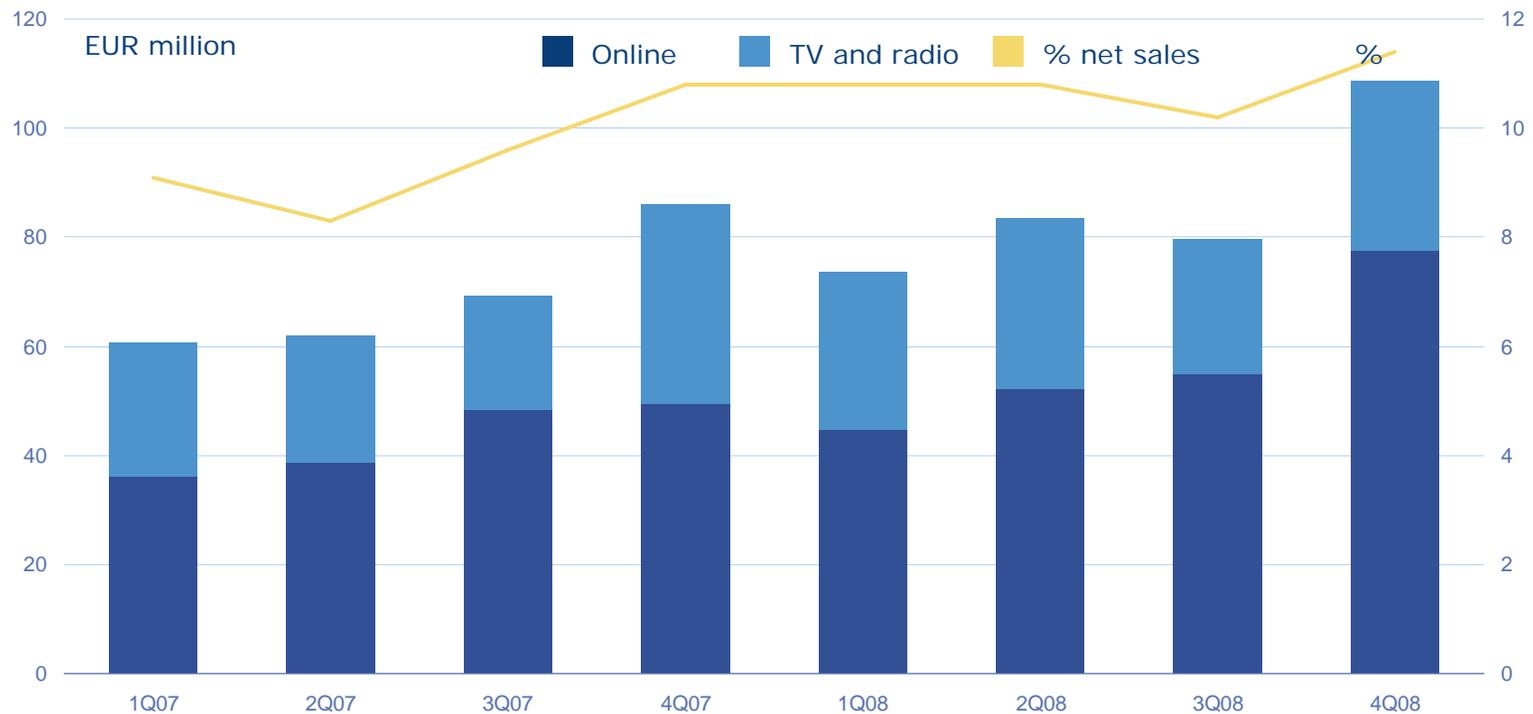
- Magazines: Profitability at the previous year's level
- News: Decrease of classified advertising and tabloid market as well as investments in digital business
- Entertainment: Growth of broadcast operations and the positive development of Welho
- Learning & Literature: New educational publishing business in Poland
- Trade: Investments in kiosks and press distribution in Russia and Romania, decrease of distribution volumes in the Netherlands and launch costs of online bookstore

Advertising Sales 25% of Net Sales

- The growth of advertising sales clearly slowed down in main operating countries

	1-12/2008	1-12/2007
Sanoma Magazines	33%	30%
Sanoma News	53%	53%
Sanoma Entertainment	52%	54%
The Group	25%	24%

Digital Business Increases



- Digital business (excl. TV and radio) 10% of net sales in Sanoma's media business
- Online business continued to grow strongly
- TV advertising in Finland strongest in the second and fourth quarter

Strong Financial Position

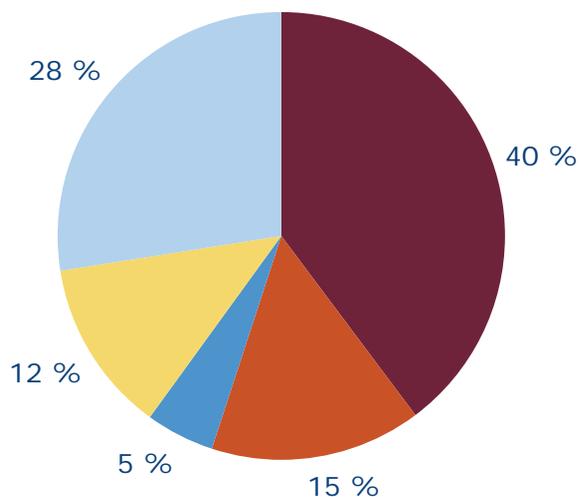
EUR million	31.12.2008	31.12.2007
Balance sheet total	3,278.7	3,192.3
Equity ratio, %	40.0	45.4
Net gearing, %	78.5	58.2
Interest-bearing liabilities	1,082.6	881.4
Interest-bearing net debt	971.6	793.3
Cash and cash equivalents	110.9	88.1

- Favourable long term credit facility
- Net debt/EBITDA 2.1
- Strong cash flow
- Steady and high dividend yield

Balanced Entity

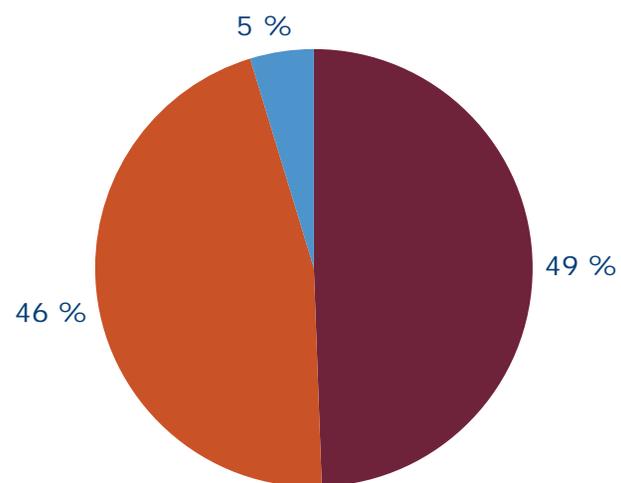
Net sales

By division



■ Magazines ■ News ■ Entertainment ■ Learning & Literature ■ Trade

By geographic area



■ Finland ■ Other EU countries ■ Other countries

The Netherlands 22%
CEE + Russia and Ukraine 20%

Key Events 4Q08

Launches

- Home deco magazine Villa Design, Romania
- Women's monthly magazine Harper's Bazaar, Ukraine
- National Geographic Traveler, Romania
- Innovative women's magazine Flow, Holland
- Playhouse Disney for pre-schoolers, Holland
- RUN for runners, Slovakia
- Women's weekly Story, Slovenia

Acquisitions

- Increased holding in Hungarian educational publisher NTK to 96%
- Belgian educational publisher Van In acquired publisher specialised on traffic safety



Outlook for 2009

- Net sales expected to decrease somewhat
- Operating profit excluding non-recurring items estimated to decline from the previous year
 - In 2008, operating profit excluding non-recurring items was EUR 295.7 million. The Group's financial expenses are expected to decrease, and, as a result, Sanoma's net result for 2009 is expected to decrease less than its operating profit.
- In the first quarter of 2009, development is expected to be significantly weaker than in the full-year due to especially decreasing newspaper advertising affecting the Sanoma News division and currency exchange rate fluctuations and the growth of seasonal educational publishing business impacting the Sanoma Learning & Literature division.

Sanoma Today



Sanoma's Strategy

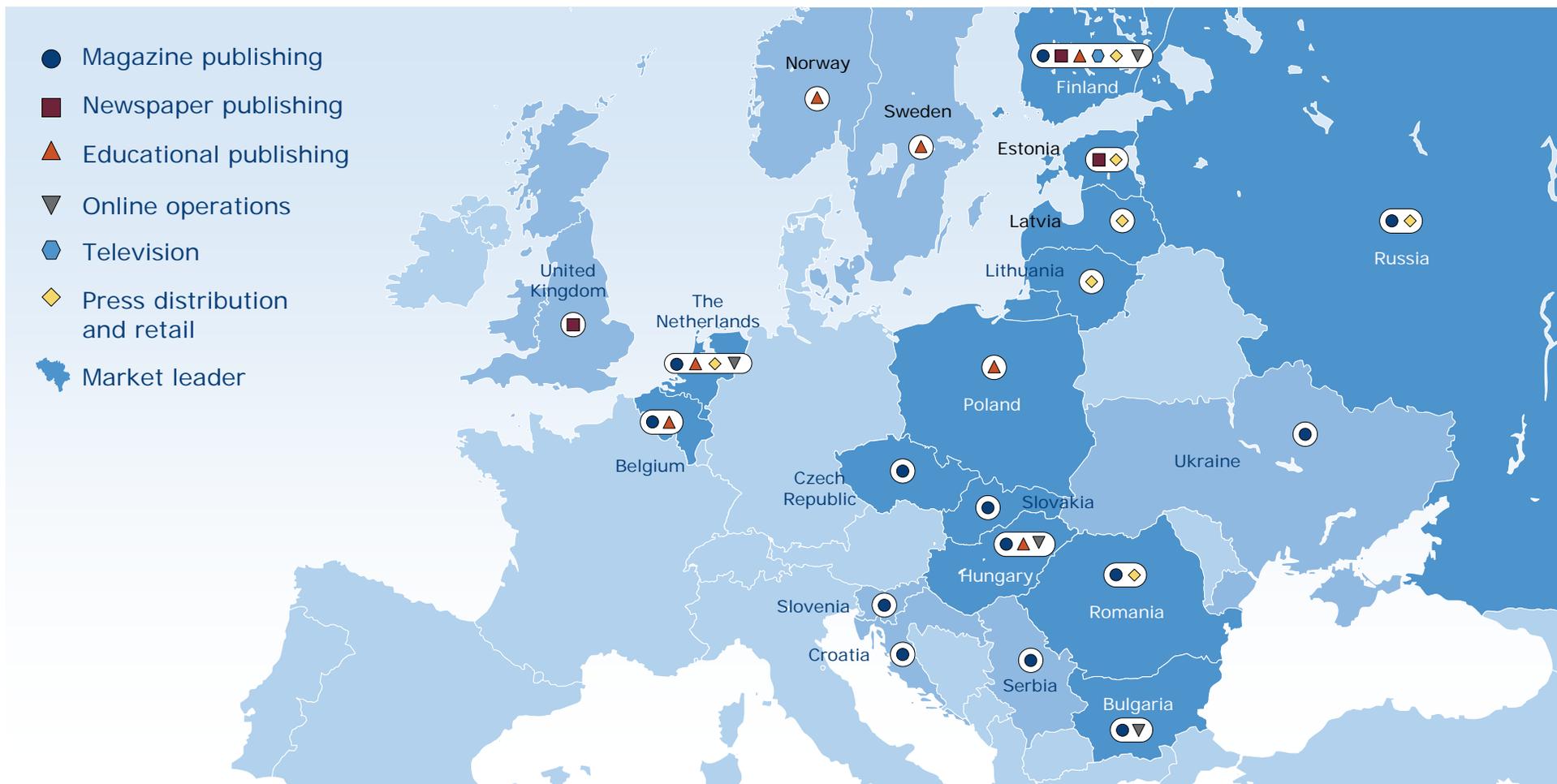
Our goal is

- To be one of the leading media companies in Europe, with a focus on sustainable growth and profitability

Our Strategic Objectives are

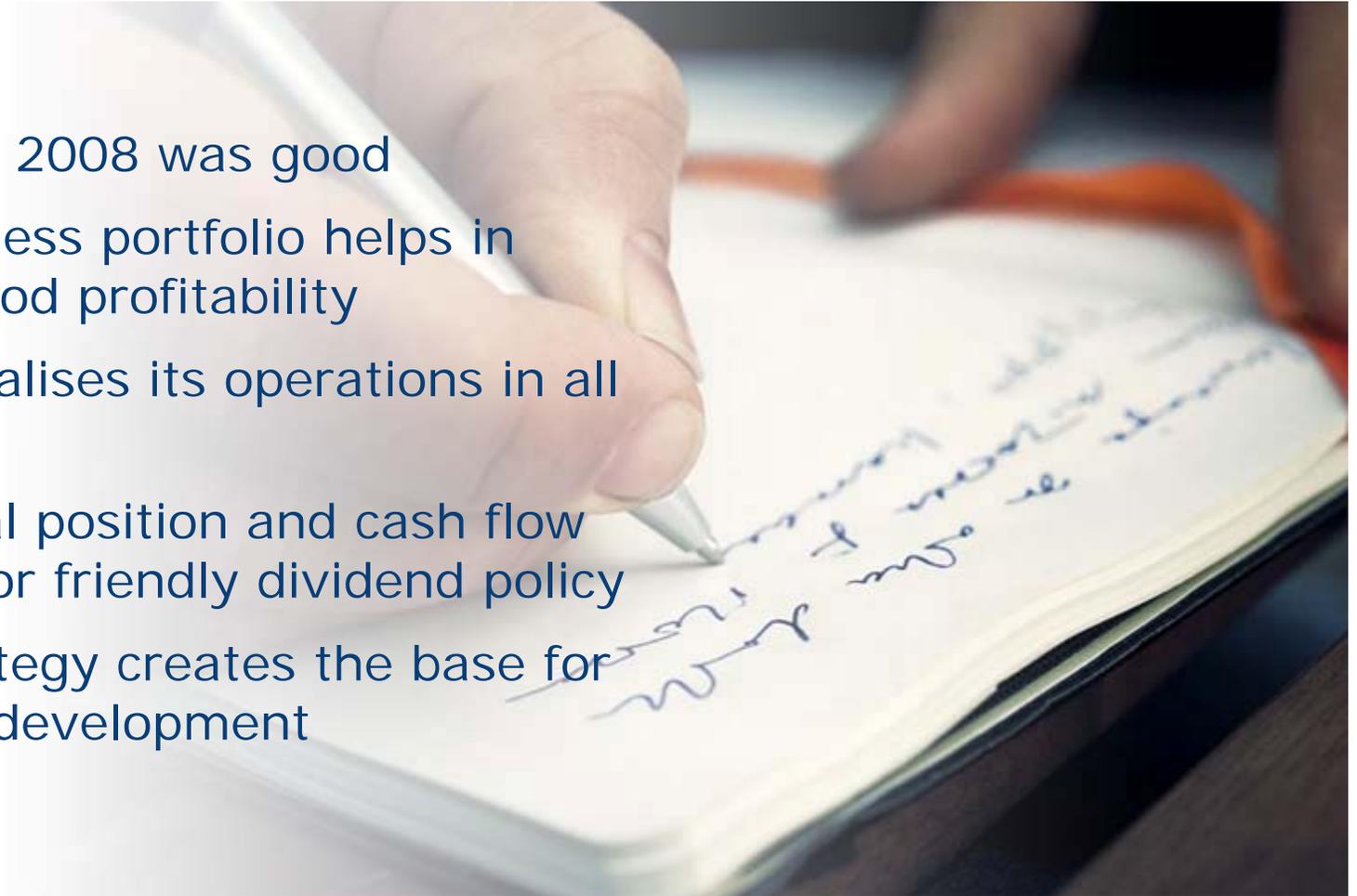
- To be the market leader in chosen businesses and markets
- To maintain a balanced business portfolio of B2C and B2B products and services – Focus areas being:
 - **Magazines**: We will continue to grow in print and digital media
 - **Newspapers**: We will actively develop our business to maintain our profitability and to ensure controlled migration to online
 - **Learning and Language services**: We will grow via further internationalisation and entering new segments
 - **Online**: We will strongly develop and expand our online assets
- To investigate opportunities to internationalise our TV operations
- To maximise our strategic position in retail

Market Leader In Chosen Segments



Summary

- Sanoma's year 2008 was good
- Balanced business portfolio helps in keeping the good profitability
- Sanoma rationalises its operations in all businesses
- Strong financial position and cash flow enables investor friendly dividend policy
- Refreshed strategy creates the base for the long-term development





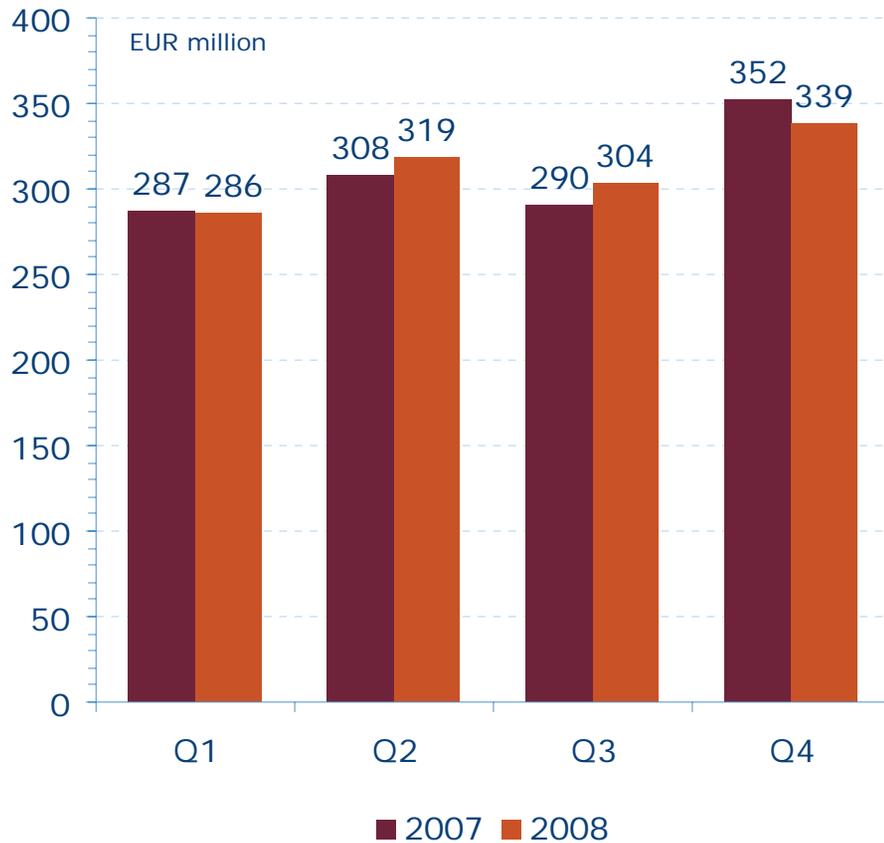
Inspires, Informs and Connects

Non-Recurring Items Per Quarter in 2008 and 2007 (EUR million)

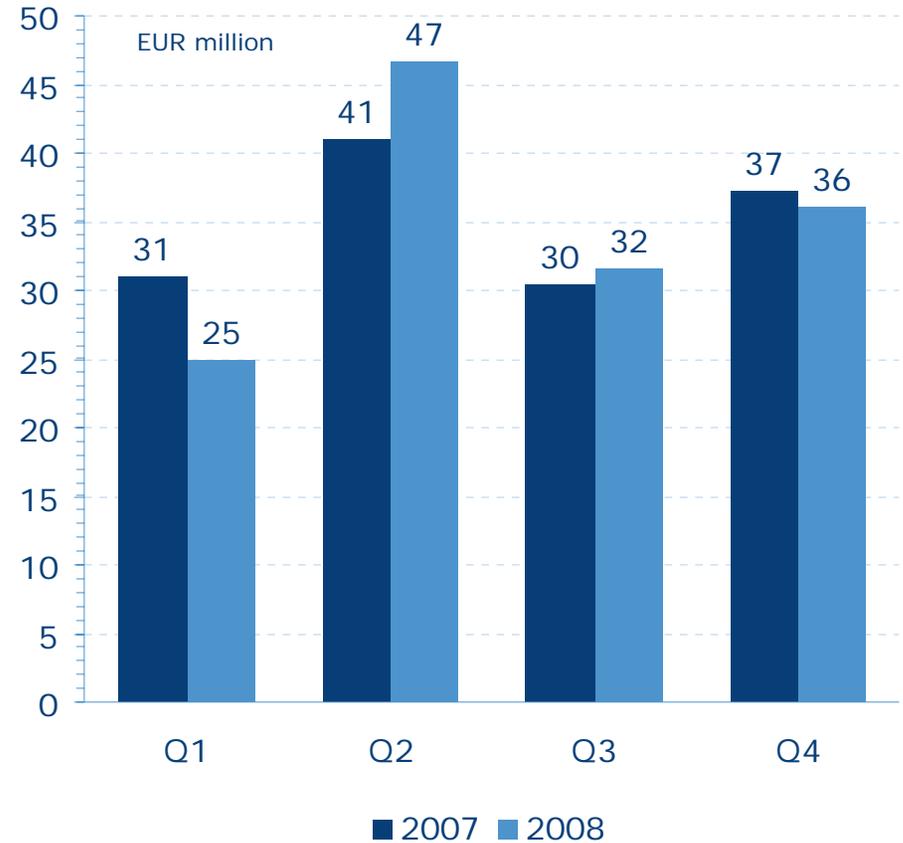
Division	1Q08	2Q08	3Q08	4Q08	1Q07	2Q07	3Q07	4Q07
Magazines	23.5 (RCV)			7.0 (online assets) -83.7 (impairment)	1.2 (magazines)	20 (magazines)		
News								
Entertainment								
Learning & Literature			-6.5 (multivo lume & year book)	-1.1 (multivolume & year book)				
Trade							-1.7 (press distribution)	4.9 (multi-purpose arena + real estates)
Sanoma Corporation		1.5 (real estates)				14.2 (real estates)		
Sanoma Group total	23.5	1.5	-6.5	-77.8	1.2	34.2	-1.7	4.9

Sanoma Magazines

Net sales



Operating profit excl. non-recurring items



Sanoma Magazines

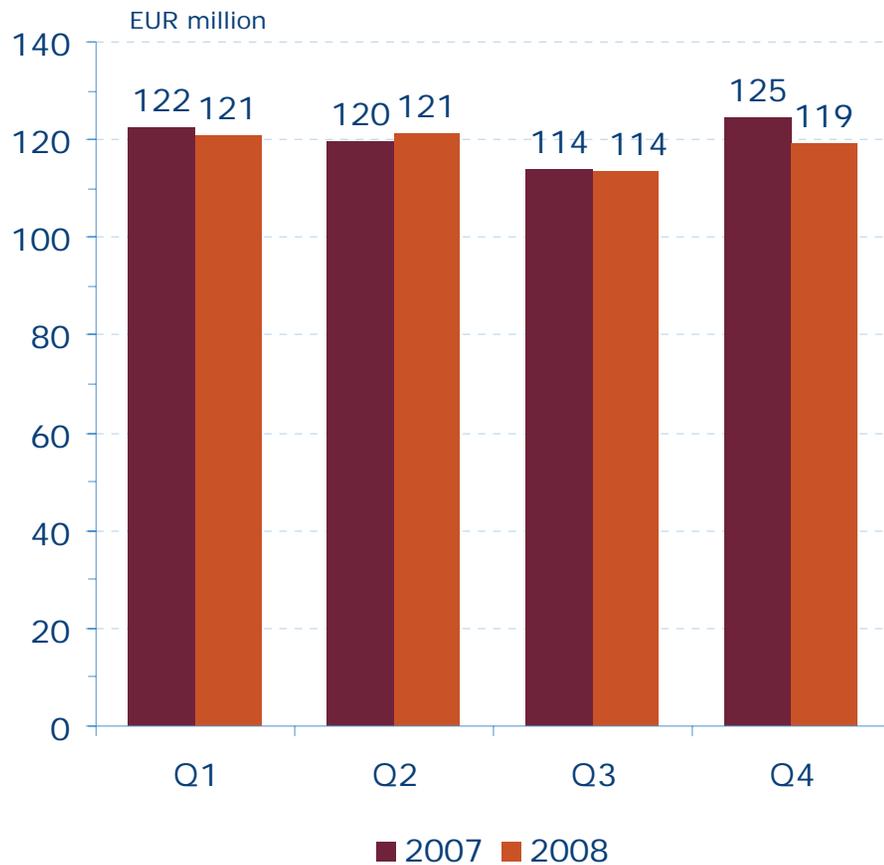
Key figures

EUR million	10–12/2008	10–12/2007	1–12/2008	1–12/2007
Net sales	338.9	352.4	1,246.8	1,238.1
Sanoma Magazines Netherlands	143.9	154.2	515.7	539.8
Sanoma Magazines International	82.4	83.2	306.7	283.4
Sanoma Magazines Belgium	59.8	60.1	223.2	216.6
Sanoma Magazines Finland	53.9	56.0	205.6	202.8
Eliminations	-1.1	-1.2	-4.3	-4.6
Operating profit excluding non-recurring items	36.1	37.2	138.9	139.7
% of net sales	10.6	10.5	11.1	11.3
Operating profit	-40.6	37.2	85.7	160.9
% of net sales	-12.0	10.5	6.9	13.0
Capital expenditure			26.8	20.6
Average number of employees *			5,731	5,169

Outlook for 2009: Net sales and operating profit excluding non-recurring items are expected to remain somewhat below the previous year's level.

Sanoma News

Net sales



Operating profit excl. non-recurring items



Sanoma News

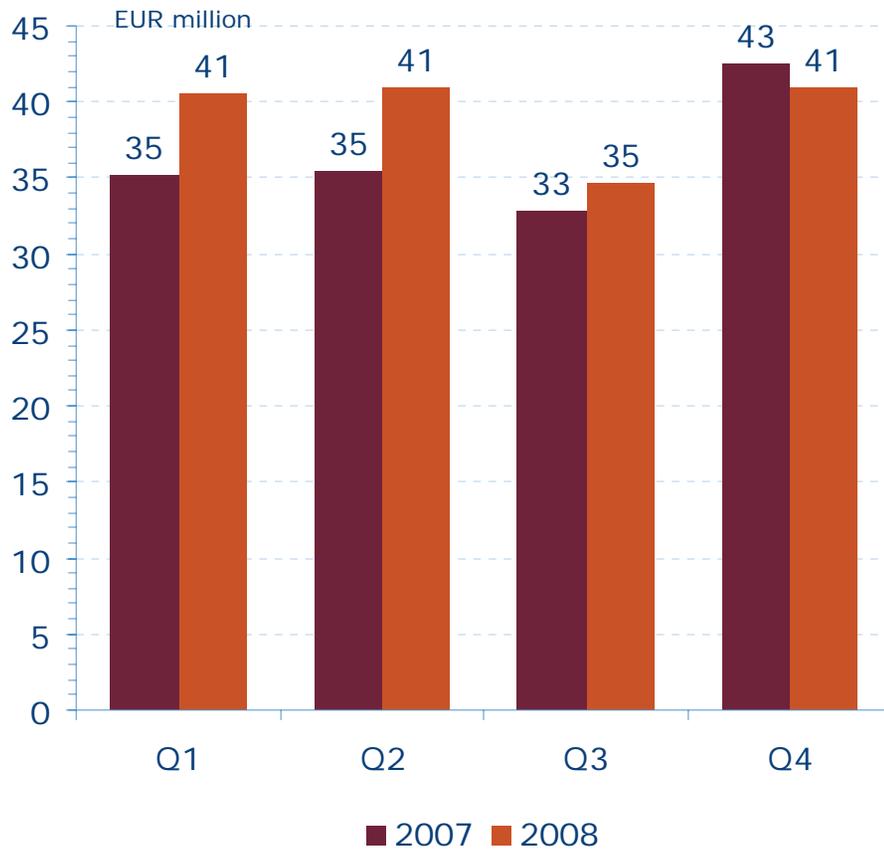
Key figures

EUR million	10-12/2008	10-12/2007	1-12/2008	1-12/2007
Net sales	119.2	124.6	474.7	480.8
Helsingin Sanomat	68.6	72.4	279.5	278.9
Ilta-Sanomat	21.9	23.6	91.0	94.8
Other publishing	24.6	25.9	92.4	97.5
Others	38.9	39.1	152.5	152.6
Eliminations	-34.8	-36.4	-140.7	-143.0
Operating profit excluding non-recurring items	9.4	13.6	57.3	67.6
% net sales	7.9	10.9	12.1	14.1
Operating profit	9.4	13.6	57.3	67.6
% net sales	7.9	10.9	12.1	14.1
Capital expenditure			19.6	17.7
Average number of employees *			2,491	2,411

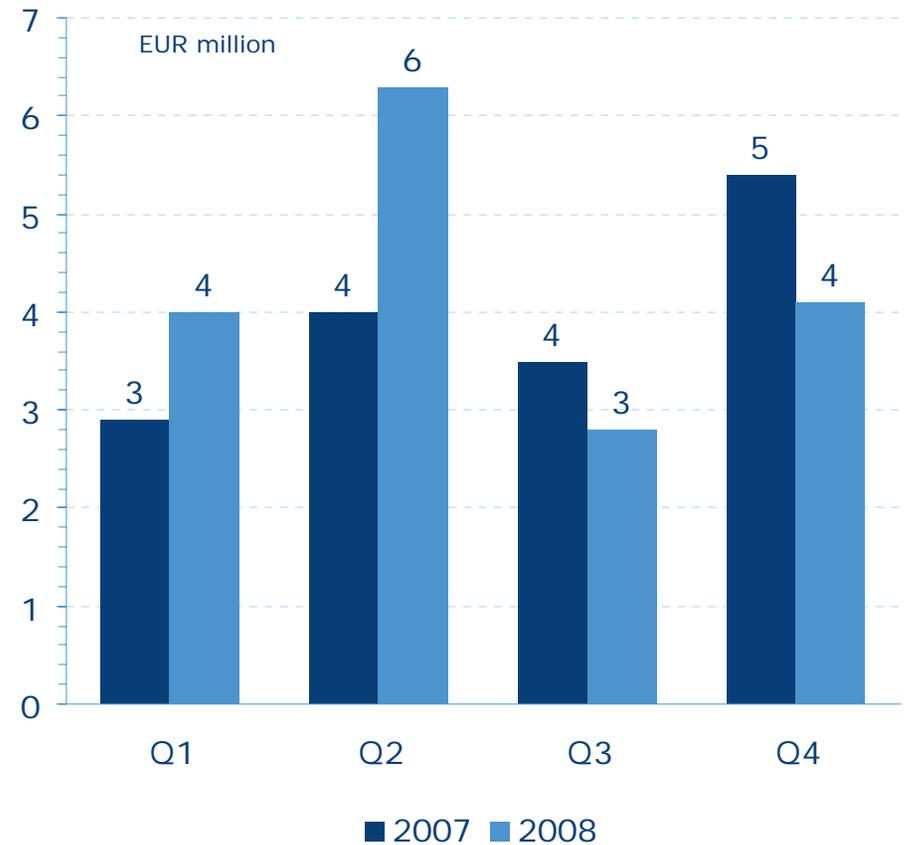
Outlook for 2009: Net sales and operating profit excluding non-recurring items are estimated to decline clearly from the previous year due to the decline of the advertising market.

Sanoma Entertainment

Net sales



Operating profit excl. non-recurring items



Sanoma Entertainment

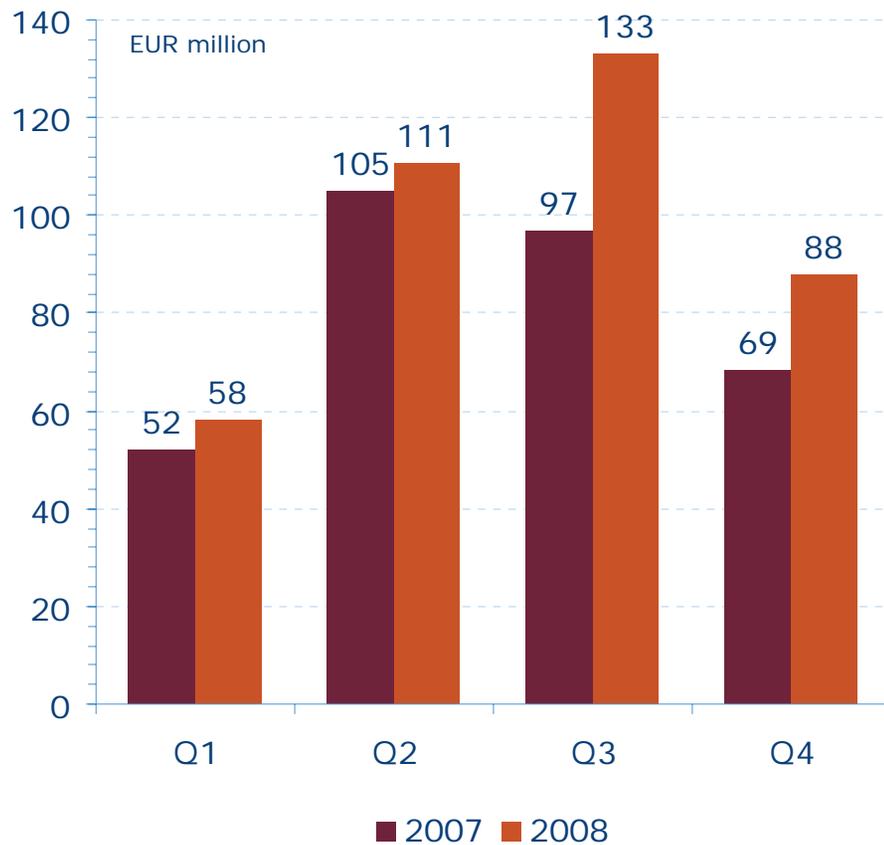
Key figures

EUR million	10-12/2008	10-12/2007	1-12/2008	1-12/2007
Net sales	41.0	42.5	157.1	146.0
TV and radio	23.8	26.5	88.9	83.2
Others	17.9	16.2	69.4	63.6
Eliminations	-0.6	-0.2	-1.1	-0.8
Operating profit excluding non-recurring items	4.1	5.4	17.3	15.8
% net sales	10.0	12.6	11.0	10.8
Operating profit	4.1	5.4	17.3	15.8
% net sales	10.0	12.6	11.0	10.8
Capital expenditure			13.5	14.8
Average number of employees *			482	457

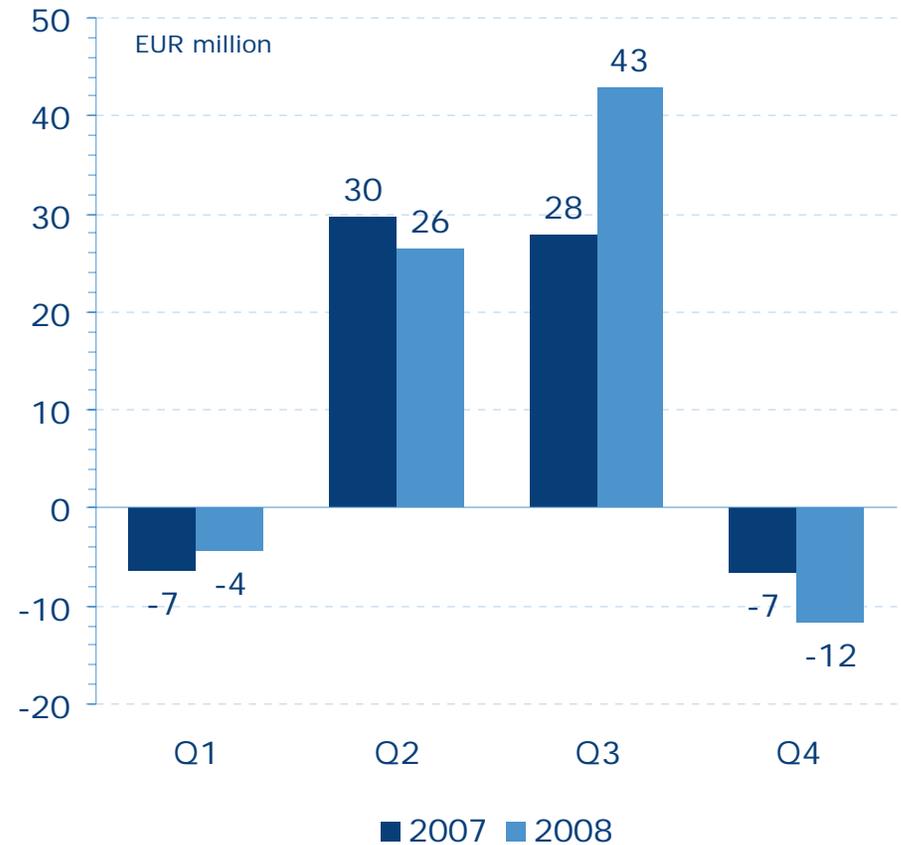
Outlook for 2009: Net sales and operating profit excluding non-recurring items are expected to be at the previous year's level.

Sanoma Learning & Literature

Net sales



Operating profit excl. non-recurring items



Sanoma Learning & Literature

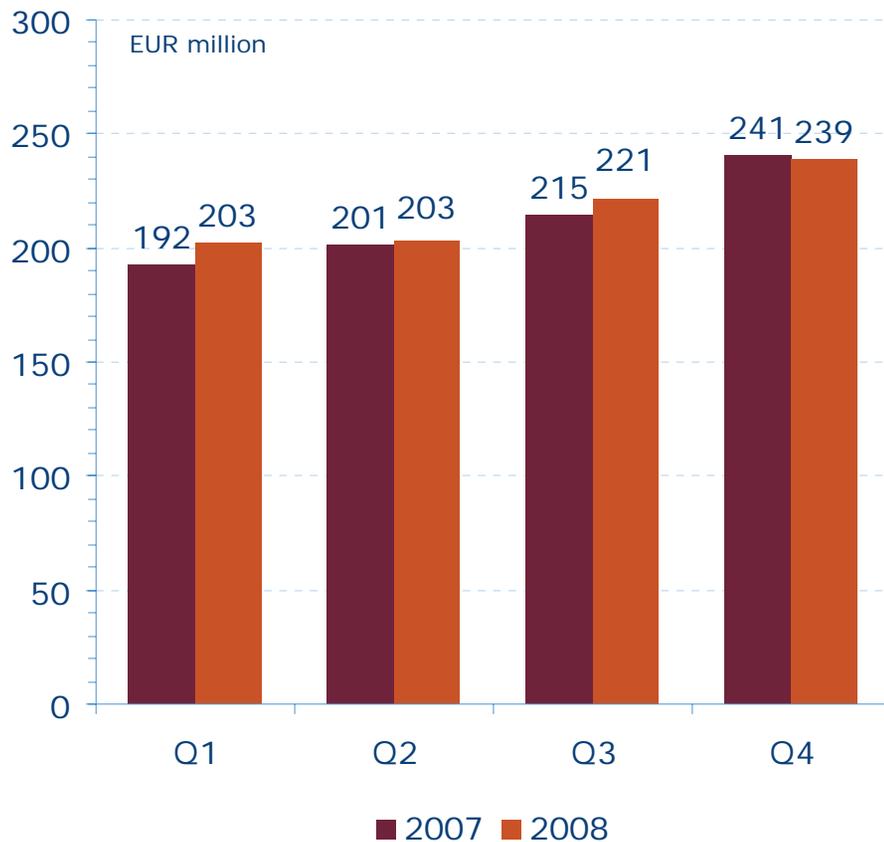
Key figures

EUR million	10-12/2008	10-12/2007	1-12/2008	1-12/2007
Net sales	88.0	68.5	390.0	322.5
Educational publishing	48.1	30.6	259.4	197.7
Publishing	33.3	29.6	104.2	97.3
Others	12.3	14.0	49.8	51.1
Eliminations	-5.7	-5.7	-23.3	-23.7
Operating profit excluding non-recurring items	-11.6	-6.6	53.2	44.5
% net sales	-13.2	-9.7	13.6	13.8
Operating profit	-12.7	-6.6	45.6	44.5
% net sales	-14.4	-9.7	11.7	13.8
Capital expenditure			15.6	7.7
Average number of employees *			2,737	2,345

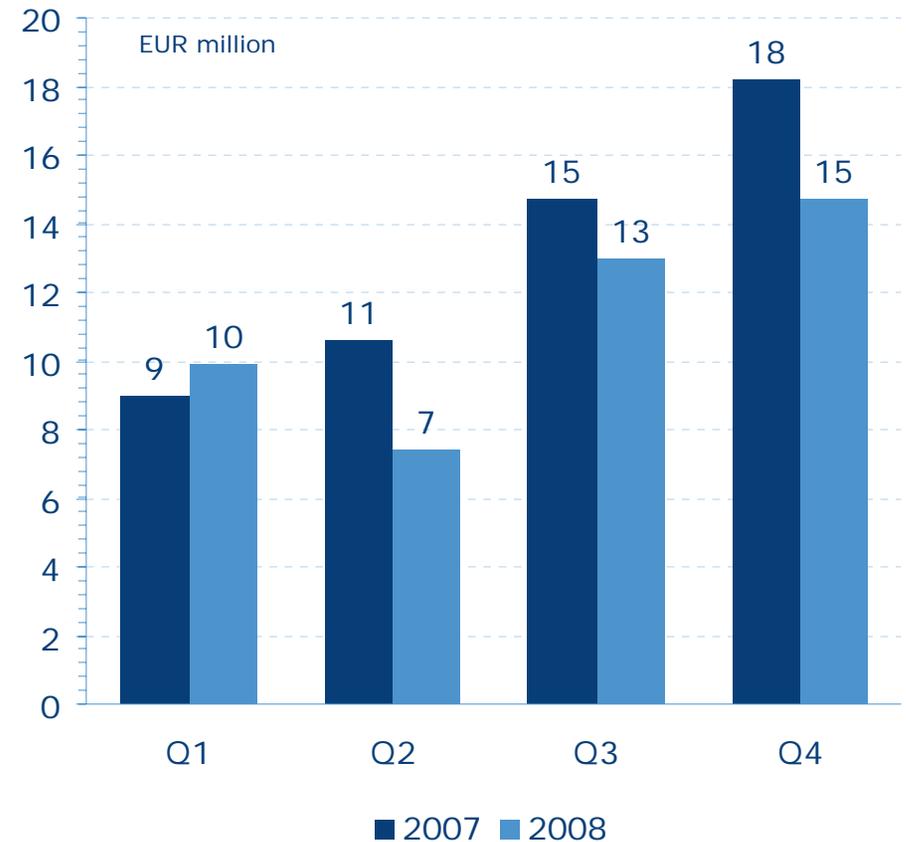
Outlook for 2009: Net sales and operating profit excluding non-recurring items are estimated to decrease slightly from the previous year's level. The development of net sales and operating profit is also strongly affected by the exchange rates of Sanoma Learning & Literature's operating countries.

Sanoma Trade

Net sales



Operating profit excl. non-recurring items



Sanoma Trade

Key figures

EUR million	10-12/2008	10-12/2007	1-12/2008	1-12/2007
Net sales	239.3	241.1	866.6	849.3
Kiosk operations	108.6	103.8	409.4	385.5
Press distribution	61.3	66.5	241.5	245.5
Bookstores	47.3	50.0	139.2	140.3
Movie operations	26.7	25.5	94.3	85.5
Others	0.0	1.1	0.0	10.4
Eliminations	-4.5	-5.8	-17.8	-18.0
Operating profit excluding non-recurring items	14.7	18.2	45.1	52.4
% net sales	6.2	7.5	5.2	6.2
Operating profit	14.7	23.1	45.1	55.6
% net sales	6.2	9.6	5.2	6.5
Capital expenditure			33.8	28.4
Average number of employees *			6,633	6,234

Outlook for 2009: Net sales and operating profit excluding non-recurring items are expected to be at the previous year's level.