

## About Sanoma Group

In a rapidly changing media landscape, Sanoma wants to offer its customers unique solutions both in media and learning. In consumer media, Sanoma has the ambition to build strong media positions in its core markets. After the SBS acquisition, Sanoma is a leading media player in the Netherlands, Belgium and Finland, and number two in Hungary. Combining strong magazine brands and excellent online positions with the TV assets enables Sanoma to create a next generation media offering to advertisers and consumers.

Sanoma inspires, informs and connects. As a diversified media group, we bring information, experiences, education and entertainment to millions of people every day. We make sure that quality content and interesting products and services are easily available and meet the demands of our readers, viewers and listeners. We offer a challenging and interesting work environment for nearly 20,000 people in over 20 countries throughout Europe. In 2010, the Group's net sales totalled EUR 2.8 billion and EBIT excluding non-recurring items was EUR 245 million. Sanoma shares are listed on the NASDAQ OMX Helsinki. The President & CEO of the Sanoma Group is Mr Harri-Pekka Kaukonen.

## About Sanoma Media

Sanoma Media is the international consumer media division of the Sanoma Group. Sanoma Media develops leading market positions in chosen media segments in 18 countries across the European continent. Through operating companies in 12 countries,\* we combine the power of hundreds of magazines, online and mobile media, and radio and television channels to create social and economic value for consumers and advertisers.

Sanoma Media believes that media should be inspiring and enjoyable, and that they should service consumers where, when and how they want. Because consumers love our work, we are able to excel at creating media brands that transcend their category, and connect advertisers with large and receptive well-defined groups of consumers.

Sanoma Media's staff of approximately 5,350 people realised total net sales of EUR 1.3 billion in 2010. EBIT excluding non-recurring items was EUR 146 million. The President & CEO of Sanoma Media is Mrs Eija Ailasmaa.

\* Belgium, Bulgaria, Czech Republic, Finland, Hungary, The Netherlands, Serbia, Slovakia, Slovenia, Romania, Russia and Ukraine.

## About Sanoma Media – Belgium

Sanoma Magazines Belgium has achieved a leading position in magazines with local brands and international licenses in both Flanders and Wallonia. The company is particularly strong in women's weeklies, RTV/news magazines and glossies.

Sanoma Magazines Belgium is the 5<sup>th</sup> largest media group in Belgium. With the print portfolio, the company reaches 47% of the Belgian population, or 4.3 million people. The magazine market share in the Dutch-speaking north of the country (Flanders) is 47%, in the French-speaking south of the country the share is 24%. Sanoma Magazines Belgium (SMB) is also active in niche publishing through EPN International and has its own custom publishing department SQILLS. SMB has a share of 51% in the HUMO N.V. and a share of 25% in DESERT FISHES N.V. (TV production company Woestijnvis). In online and mobile media Sanoma Digital Belgium is building a portfolio based on magazine websites as well as online-only services like price comparison website Kieskeurig. The qualitative and innovative content of our 19 websites daily reaches a selective target of 17% of the Belgian internet population (12+).

In 2010 Sanoma Magazines Belgium generated net sales of EUR 208.3 million. In May 2011, Sanoma Magazines Belgium and Sanoma Digital Belgium will change their name into Sanoma Media Belgium. The CEO of Sanoma Media Belgium is Mr Aimé Van Hecke.

## About Sanoma Media – Netherlands

Sanoma Media is with its magazines, custom media, events, websites, mobile sites and apps the largest media company based on reach in the Netherlands. With its media portfolio Sanoma Media reaches about 90% of the Dutch population (13+) and 80% of all internet users (13+) in the Netherlands. Readers and visitors with whom Sanoma Media has had a close relationship for generations.

Sanoma has an extensive portfolio with over a 100 different brands including AutoWeek, Donald Duck, delicious., Flow, Kieskeurig.nl, Libelle, Margriet, NU.nl, Viva, Vrouwonline.nl, SchoolBANK.nl and Startpagina.nl.

In 2010 Sanoma Media Netherlands and its subsidiaries generated net sales of EUR 490.4 million. Revenue from online and mobile media exceeds 15%. The CEO of Sanoma Media Netherlands is Mr Dick Molman.

### Operational Indicators

Facts & Figures	Sanoma Media	Sanoma Media - Belgium	Sanoma Media - Netherlands
<b>Revenue 2010</b>	€ 1,299.6 million	€ 208.3 million	€ 490.4 million
<b>Portfolio</b>	<ul style="list-style-type: none"> <li>Magazine titles: 279</li> <li>Websites: 200+</li> <li>Mobile apps: 60+</li> <li>Tablet apps: 15+</li> <li>TV channels: 10</li> <li>Radio channels: 2</li> </ul>	<ul style="list-style-type: none"> <li>Magazine titles: 25</li> <li>Websites: 19</li> <li>Online shops: 2</li> <li>Mobile apps: 4</li> <li>Tablet apps: 2</li> <li>Events: 7</li> </ul>	<ul style="list-style-type: none"> <li>Magazine titles: 70</li> <li>Websites: 114</li> <li>Mobile sites: 18</li> <li>Mobile apps: 30</li> <li>Tablet apps: 6</li> <li>Events: 6</li> </ul>
<b>Market share readers market (Q3, 2010)</b>		38%	42%
<b>Reach magazines (2010)</b>		47% (Belgium, 12+), 4.3 million people	60% (Netherlands, 13+), 8.2 million people
<b>Reach online and mobile media (2010)</b>		17% (online audience, 12+), 1.1 million people	69% (Netherlands, 13+), 9.4 million people. Online audience: 80% (13+)
<b>Top 5 magazines (average sold circulation 2010)</b>	1. <b>COSMOPOLITAN</b> (RUS)	1. <b>Libelle</b>	1. <b>libelle</b>
	2. <b>libelle</b> (NL)	2. <b>HUMO</b>	2. <b>Donald Duck</b>
	3. <b>Donald Duck</b> (NL)	3. <b>story</b>	3. <b>margriet</b>
	4. <b>AKU ANKKA</b> (FIN)	4. <b>TeVe BLAD</b>	4. <b>LINDA.</b>
	5. <b>margriet</b> (NL)	5. <b>Flair</b>	5. <b>Story</b>
<b>Top 5 digital media (average visitors/month 2010)</b>	1. <b>nu.</b> (NL)	1. <b>HUMO</b>	1. <b>nu.</b>
	2. <b>VBOX7.com</b> (BUL)	2. <b>KIESKEURIG</b>	2. <b>Startpagina</b>
	3. <b>АБВ</b> (BUL)	3. <b>zappy baby</b>	3. <b>web-log.nl</b>
	4. <b>Startpagina</b> (NL)	4. <b>libelle</b>	4. <b>KIESKEURIG</b>
	5. <b>web-log.nl</b> (NL)	5. <b>Flair</b>	5. <b>AutoWeek</b>
<b>Number of employees (FTE, February 2011)</b>	5,356	460	1,584