

9 February 2021

Proposal for the use of the profit shown on the balance sheet and the payment of dividend

The distributable earnings of the Parent Company according to the balance sheet of the Parent Company at 31 December 2020 were EUR 313,371,937.32 of which the profit for the financial year 2020 is EUR 39,560,876.16. Including the reserve for invested unrestricted equity of EUR 209,767,212.33 the distributable funds amounted to EUR 523,139,149.65 at 31 December 2020.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 13 April 2021 that a dividend of EUR 0.52 per share shall be paid from the distributable earnings of the Parent Company.

The dividend shall be paid in two instalments. The first instalment of EUR 0.26 per share shall be paid to a shareholder who is registered in the shareholder register of the Company maintained by Euroclear Finland Ltd on the dividend record date 15 April 2021. The payment date proposed by the Board of Directors for this instalment is 22 April 2021.

The second instalment of EUR 0.26 per share shall be paid in November 2021. The second instalment shall be paid to a shareholder who is registered in the shareholder register of the Company maintained by Euroclear Finland Ltd on the dividend record date, which, together with the dividend payment date, shall be decided by the Board of Directors in its meeting scheduled for 26 October 2021. The dividend record date for the second instalment would then be on or about 28 October 2021 and the dividend payment date on or about 4 November 2021.

The proposed dividend is in line with the Company's profit distribution policy.

The Board of Directors proposes that EUR 437,660,072.93 be left in the shareholders' equity and a sum of EUR 700,000 be reserved for charitable donations to be used at the Board of Directors' discretion and that the dividend be paid in accordance with the aforesaid.

In Helsinki, 9 February 2021

Sanoma Corporation

Board of Directors