



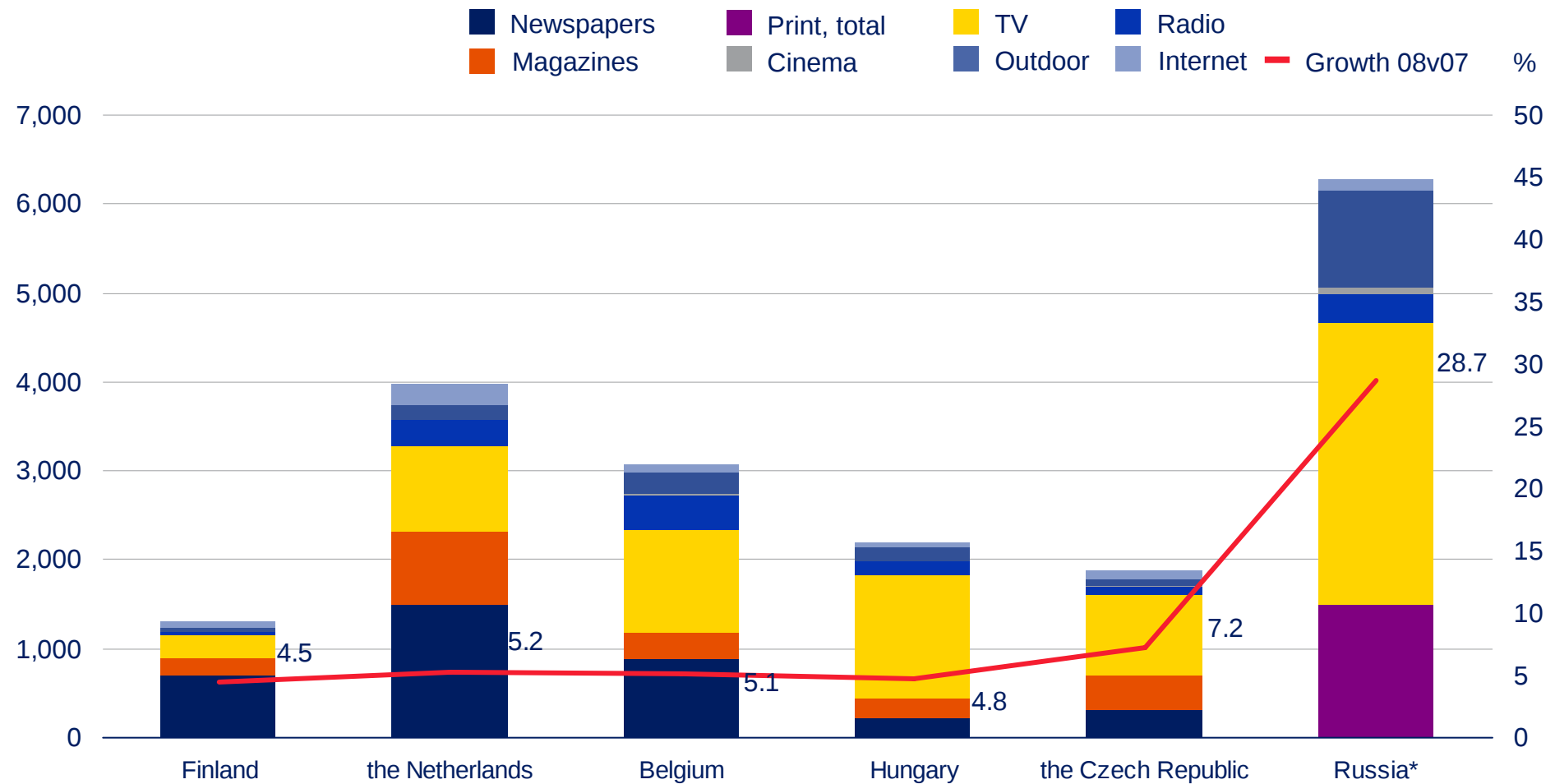
Interim Report 1–9/2007

**President and CEO
Hannu Syrjänen**

Conference call
31 October 2007

Advertising Market in Europe

2007, EUR million



Key Developments 3Q2007 (1/2)

Acquisitions

- Educational publisher Nowa Era, Poland
- Press distributor Press Point International and kiosk operator HDS CIS, Russia
- Language service company The Works, Sweden

Digital media acquisitions

- TV channels Urheilukanava and Urheilu+kanava, Finland
- Ticket service Mr Ticket.nl (40%), the Netherlands
- Online publisher CE Media Online, the Czech Republic
- Online quiz portal Älypää, Finland
- Croportal.net, Croatia



Key Developments 3Q2007 (2/2)

- Magazine launches
 - Fashion magazine Grazia, the Netherlands
 - Fashion and beauty magazine Harper's Bazaar, Romania
 - NG Traveller, Russia
 - Men's magazine Esquire, Romania
 - Women's magazine Sensa, Croatia
- Digital media launches
 - Pay TV channel KinoTV, Finland
 - Consumer information portal Kirakat.hu, Hungary
 - Hot from the US (Disney's top series on Nelonen Web TV)
 - Online game portal Pelikone.fi, Finland
 - Combined online service of several free sheets Vartti.fi, Finland
 - User-generated content platform Maakjezo.nl, the Netherlands



Key Figures

EUR million	1–9/2007	1–9/2006	Ch %	1–12/2006
Net sales	2,126.7	1,999.8	6.3	2,742.1
Operating profit	275.5	218.5	26.1	292.5
% net sales	13.0	10.9		10.7
Operating profit excluding major non-recurring capital gains	240.1	214.3	12.0	288.2
% net sales	11.3	10.7		10.5
Balance sheet total	3,283.0	3,181.8	3.2	3,132.2
Capital expenditure	57.6	51.4	12.2	81.9
Equity ratio, %	44.0	39.9		45.0
Gearing, %	65.0	79.6		59.2
Interest-bearing liabilities	968.6	1,066.9	-9.2	863.9
Net debt	879.8	947.5	-7.2	782.4
Earnings/share, EUR	1.16	0.96	20.6	1.32
Cash flow from operations/share, EUR	0.71	0.78	-9.1	1.63
Market capitalisation	3,599.9	3,243.7	11.0	3,521.8
Personnel *	19,470	18,277	6.5	18,434

Sanoma Magazines 1-9/2007

EUR million	1-9/2007	1-9/2006	Ch %	1-12/2006
Net sales	885.7	831.7	6.5	1,155.9
Sanoma Magazines Netherlands	385.6	382.8	0.7	531.2
Sanoma Magazines International	200.3	175.7	14.0	247.6
Sanoma Magazines Belgium	156.4	136.7	14.4	188.6
Sanoma Magazines Finland	146.8	140.1	4.7	193.2
Eliminations	-3.3	-3.7	-9.9	-4.7
Operating profit	123.8	86.8	42.5	128.8
% net sales	14.0	10.4		11.1
Operating profit excluding major non-recurring capital gains	102.6	84.2	21.8	126.2
% net sales	11.6	10.1		10.9
Balance sheet total	1,900.9	1,798.0	5.7	1,910.0
Capital expenditure	14.0	11.8	18.4	16.5
Personnel *	5,577	5,241	6.4	5,302

Sanoma 1–9/2007

EUR million	1–9/2007	1–9/2006	Ch %	1–12/2006
Net sales	356.2	334.7	6.4	457.1
Helsingin Sanomat (daily newspaper)	206.5	195.9	5.4	267.3
Ilta-Sanomat (quality tabloid)	71.2	68.4	4.0	92.2
Other publishing	71.6	62.8	14.1	87.6
Others	113.5	108.8	4.3	145.6
Eliminations	-106.6	-101.2	5.3	-135.6
Operating profit	54.1	46.1	17.2	62.7
% net sales	15.2	13.8		13.7
Operating profit excluding major non-recurring capital gains	54.1	44.5	21.6	61.0
% net sales	15.2	13.3		13.3
Balance sheet total	525.9	501.4	4.9	526.6
Capital expenditure	11.4	11.3	1.0	16.5
Personnel *	2,715	2,679	1.4	2,672

SanomaWSOY Education and Books

1-9/2007

EUR million	1-9/2007	1-9/2006	Ch %	1-12/2006
Net sales	254.0	245.8	3.3	309.2
Educational publishing	167.1	162.3	2.9	187.7
Publishing	67.7	65.3	3.8	96.0
Others	37.1	31.3	18.5	43.3
Eliminations	-17.9	-13.1	37.1	-17.8
Operating profit	51.2	55.1	-7.1	48.0
% net sales	20.1	22.4		15.5
Operating profit excluding major non-recurring capital gains	51.2	55.1	-7.1	48.0
% net sales	20.1	22.4		15.5
Balance sheet total	655.9	588.7	11.4	598.2
Capital expenditure	4.8	6.9	-30.6	8.9
Personnel *	2,754	2,353	17.0	2,455

SWelcom 1–9/2007

EUR million	1–9/2007	1–9/2006	Ch %	1–12/2006
Net sales	103.4	94.6	9.3	131.8
TV and radio	56.7	53.6	5.7	76.5
Others	47.3	41.5	14.1	56.0
Eliminations	-0.6	-0.5	12.1	-0.6
Operating profit	10.4	7.7	35.6	12.5
% net sales	10.1	8.1		9.5
Operating profit excluding major non-recurring capital gains	10.4	7.7	35.6	12.5
% net sales	10.1	8.1		9.5
Balance sheet total	171.9	145.5	18.2	158.6
Capital expenditure	10.0	7.9	26.3	15.2
Personnel *	488	439	11.1	437

Rautakirja 1–9/2007

EUR million	1–9/2007	1–9/2006	Ch %	1–12/2006
Net sales	608.2	567.0	7.3	799.9
Kiosk operations	281.7	268.1	5.1	369.1
Press distribution	178.9	164.8	8.6	223.6
Bookstores	90.4	89.9	0.6	138.9
Entertainment	69.4	53.7	29.2	81.7
Eliminations	-12.2	-9.4	29.2	-13.4
Operating profit	32.5	32.2	0.8	54.7
% net sales	5.3	5.7		6.8
Operating profit excluding major non-recurring capital gains	32.5	32.2	0.8	54.7
% net sales	5.3	5.7		6.8
Balance sheet total	540.4	535.2	1.0	586.9
Capital expenditure	16.3	12.5	30.7	23.1
Personnel *	7,847	7,492	4.7	7,496

Group's Outlook for 2007

Outlook

- Net sales to increase more than in the previous year
- Operating profit excluding the major non-recurring capital gains to improve
- In 2006, operating profit excluding these capital gains totalled EUR 288.2 million and net sales grew by 4.6%



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