

SANOMA GRI INDEX 2017

GRI UNIVERSAL STANDARDS

Standard	Disclosure	Performance 2017	Links	Notifications
GRI 101	Foundation			
GRI 102	General Disclosures			
	Organization			
102-1	Name of the organization	Sanoma Corporation		
102-2	Activities, brands, products, and services	Sanoma is a front running media and learning company impacting the lives of millions every day. We provide consumers with engaging content, offer unique marketing solutions to business partners and enable teachers to excel at developing the talents of every child. Sanoma Media BeNe includes the Dutch consumer media operations and the press distribution business Aldipress. We have a leading cross media portfolio with strong brands and market positions in magazines, news, events, custom media, e-commerce, websites and apps. Through combining content and customer data, we develop successful marketing solutions for our clients. In total, Sanoma Media BeNe reaches over 12 million consumers every month. Sanoma Media Finland is the leading media company in Finland. We provide information, experiences, inspiration and entertainment through multiple media platforms: newspapers, TV, radio, events, magazines, online and mobile channels. We have leading brands and services, like Aku Ankka, Me Naiset, Helsingin Sanomat, Oikotie, Ilta-Sanomat, Nelonen, Radio Suomipop and Ruutu. Sanoma's brands reach almost all Finns every day. For advertisers, we are a trusted partner with insight, impact and reach. Sanoma Learning is one of Europe's leading learning companies, serving some 10 million pupils and one million teachers. Through our multi-channel learning solutions we help to engage pupils in achieving good learning outcomes, and support the effective work of the professional teachers in primary, secondary and vocational education. Through our local companies, we contribute to some of the world's best-performing education systems including Poland, the Netherlands, Finland, Belgium and Sweden.	https://sanoma.com/about-us/our-businesses/ https://mediabene.sanoma.com/ https://sanoma.fi/en/ https://learning.sanoma.com/	
102-3	Location of headquarters	Töölönlahdenkatu 2, Helsinki, Finland		
102-4	Locations of operations	Finland, the Netherlands, Poland, Belgium and Sweden		
102-5	Ownership and legal form	Parent company Sanoma Corporation is public company registered in Finland. Sanoma Corporation is listed at Nasdaq Helsinki. Ownership information is updated monthly at Sanoma's website.	https://sanoma.com/investors/share/major-shareholders/	
102-6	Markets served	Sanoma is a front running media and learning company operating in Finland, the Netherlands, Poland, Belgium and Sweden,		
102-7	Scale of the organization	In 2017, Sanoma's net sales totalled EUR 1.4 billion and it employed more than 4,400 professionals.		
102-8	Information on employees and other workers	Reported in the Statement of Non-financial Information 2017	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Pages 7-9
102-9	Supply chain	To provide products and services to its customers, Sanoma co-operates with a vast number of material and service suppliers. Five largest categories of purchases are transportation and distribution services, raw materials and supplies, royalties, printing and paper and they make up approx. 80% of all material and service purchases. In 2017, costs of materials and services totalled EUR 453 million (2016: EUR 467 million).	https://sanoma.com/wp-content/uploads/2018/02/Financial-Statements-2017.pdf	Note 9, p. 41

102-10	Significant changes to the organization and its supply chain	Reported on Sanoma's website	https://sanoma.com/investors/financials/divestments-and-acquisitions/	
102-11	Precautionary principles or approach	The precautionary principles and approach are taken into account in accordance with statutory requirements.		
102-12	External initiatives			
102-13	Memberships in associations	EPC, ACT, EMMA, FEP, EGTA, ENPA, INP/EPF, EK, Finnmedia		
Strategy				
102-14	Statement from senior decision-maker	Reported in the Financial Statements, Directors' Report and Statement of Non-Financial Information for 2017	https://sanoma.com/wp-content/uploads/2018/02/Financial-Statements-2017.pdf	Annual reviews of the Chairman of the Board of Directors and the President and CEO (pages 3-4)
102-15	Key impacts, risks, and opportunities	Reported in the Financial Statements and Directors' Report, Corporate Governance Statement, and Non-Financial Statement for 2017.	https://sanoma.com/wp-content/uploads/2018/02/Financial-Statements-2017.pdf	Page 17
			https://sanoma.com/wp-content/uploads/2018/02/Corporate-Governance-Statement-2017.pdf	Pages 8-10
			https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Pages 4-5
Ethics and integrity				
102-16	Values, principles, standards, and norms of behavior	We think and work according to our values: We always look ahead. We are eager to know what is around the corner. We share, and urge others to share views, opinions and experiences. We engage, involve, and activate people with things that matter to them. We make it happen and aim to create an impact every day. Sanoma Code of Conduct together with the Corporate Governance Framework is the umbrella for all policies, and outlines how Sanoma conducts its business in an ethical and responsible manner. Sanoma Supplier Code of Conduct sets out the ethical standards and responsible business principles suppliers are required to comply with in their dealings with Sanoma.	https://sanoma.com/about-us/ https://sanoma.com/wp-content/uploads/2017/11/code_of_conduct_2017-04-25.pdf https://sanoma.com/wp-content/uploads/2017/11/Sanoma-Supplier-Code-of-Conduct.pdf	
Governance				
102-18	Governance structure	Reported in the Corporate Governance Statement 2017	https://sanoma.com/wp-content/uploads/2018/02/Corporate-Governance-Statement-2017.pdf	Pages 2-8
		Reported in the Statement of Non-financial Information 2017	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Page 4

Stakeholder engagement				
102-40	List of stakeholder groups	Sanoma's main stakeholders are consumers, customers, investors and bankers as well as employees.		
102-41	Collective bargaining agreements	2017: approx. 65% (2016: 67)		
102-42	Identifying and selecting stakeholders	Our main stakeholders are consumers, customers, the investment community and employees. Consumers include readers, listeners, viewers and pupils.		
		Customers include business partners (advertisers), teachers, educational establishments and governmental stakeholders.		
		The investment community includes our current and potential shareholders as well as credit investors and analysts.		
102-43	Approach to stakeholder engagement	Active and open engagement with stakeholders is important to Sanoma. Stakeholder relationships are conducted with confidentiality, integrity and fairness. Engagement with financial stakeholders complies with Sanoma's Disclosure Policy and listed company rules and regulations.		
102-44	Key topics and concerns raised	We have defined our key corporate social responsibility themes by conducting a materiality assessment, where through a series of discussions, surveys and/or workshops with different stakeholders, we have identified relevant sustainability issues for Sanoma.		
		Key topics and concerns raised by our stakeholders include environmental management, supply chain management, promoting democracy, impact of data privacy, learning and content impact, ethical journalism as well as talent and diversity management.		
Reporting practice				
102-45	Entities included in the consolidated financial statement	Reported in the Financial Statements 2017	https://sanoma.com/wp-content/uploads/2018/02/Financial-Statements-2017.pdf	Page 23
102-46	Defining report content and topic boundaries	Reported in the Statement of Non-financial Information 2017	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Page 2
102-47	List of material topics	Reported in the Statement of Non-financial Information 2017	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Page 2
102-48	Restatement of information	Sanoma announced on 16 January 2018 an intention to divest its Belgian women's magazine portfolio. The divested business was consequently classified as Discontinued operations in the Financial Statements 2017. Unless otherwise stated, the information presented in this Statement for 2017, including corresponding information for 2016, covers both Continuing and Discontinued operations, and thus the scope of this Statement differs from the scope of Financial Statements 2017.	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Page 2
		In 2016 CSR Report, GHG emissions for indirect energy (Scope 2 emissions) were by mistake reported under direct GHG emissions (Scope 1).		
102-49	Changes in reporting	No significant changes		Reporting according to the GRI Standards.
102-50	Reporting period	1 January 2017 - 31 December 2017		
102-51	Date of most recent report	15 March 2017		
102-52	Reporting cycle	Annual		
102-53	Contact point for questions regarding the report	cr@sanoma.com , ir@sanoma.com		

102-54	Claims of reporting in accordance with the GRI Standards	This report has been prepared in accordance with the GRI Standards Core option.
102-55	GRI content index	
102-56	External assurance	Self-assessment has been made, no external assurance.

<https://sanoma.com/corporate-responsibility/>

GRI 103 Management Approach

103-1	Explanation of the material topics and their boundaries	Reported in the Statement of Non-financial Information 2017	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Page 2
103-2	Management approach and its components	Reported in the Statement of Non-financial Information 2017	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Page 4
103-3	Evaluation of the management approach	Reported in the Statement of Non-financial Information 2017	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Pages 4, 6 and 9

GRI 200 Economic performance

201-1	Direct economic value generated and distributed	Reported in the Financial Statements 2017	https://sanoma.com/wp-content/uploads/2018/02/Financial-Statements-2017.pdf	Page 18
		Reported in the Statement of Non-financial Information 2017	https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf	Page 10
201-3	Defined benefit plan obligations and other retirement plans	Reported in the Financial Statements 2017	https://sanoma.com/wp-content/uploads/2018/02/Financial-Statements-2017.pdf	Note 8, page 37
201-4	Financial assistance received from government	Non-material financial assistance received for training in Finland (Sanoma Academy).		

GRI 300	Environmental performance
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301-1	Materials used by weight or volume		2017	2016	2015
		Newsprint paper	41,300	42,000	50,200
		Magazine paper and books	71,500	68,200	90,900
		Paper use total (tons)	112,800	110,200	141,100

Includes paper used in Sanoma's own printing facilities and paper acquired for externally printed products.

302-1	Energy consumption within the organization		2017	2016	2015
	Electricity consumption (MWh)		30,718	32,067	44,230

305-2	Energy indirect (Scope 2) GHG emissios		2017	2016	2015
	GHG emissions (Scope 2) (tCO2/e)		8,479	8,404	10,980

An average emission multiple of EU 28 countries has been used to calculate the Group's emissions.

GRI 400	Social performance
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404-3	Percentage of employees receiving regular performance and career development reviews	98 %
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<https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf>

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405-1	Diversity of governance bodies and employees	Gender distribution of all employees in 2017 Women 60% Men 40% Gender distribution of the Board of Directors in 2017 Women 33% Men 67%
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<https://sanoma.com/wp-content/uploads/2018/02/Statement-of-Non-Financial-Information-2017.pdf>

Page 8, employees

Gender distribution of the Board of Directors in 2017
 Women 33%
 Men 67%

<https://sanoma.com/wp-content/uploads/2018/02/Corporate-Governance-Statement-2017.pdf>

Pages 3-4, governance bodies

Gender distribution of the Executive Management Team in 2017
 Women 40%
 Men 60%