

s a n o m a

Sanoma: An innovative and agile learning and media company

We impact the lives of millions of people every day

Rob Kolkman, President & CEO
Pörssi-ilta, Helsinki, 5 March 2024



s a n o m a

We are a leading European K12 learning company and #1 digital media company in Finland

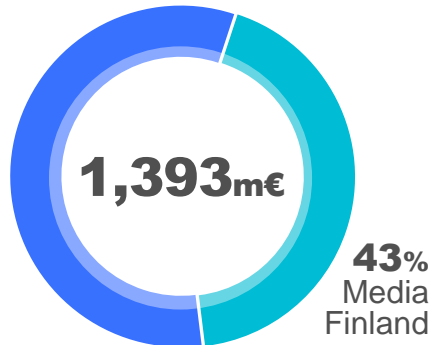


Sanoma at a glance

Net sales

FY 2023

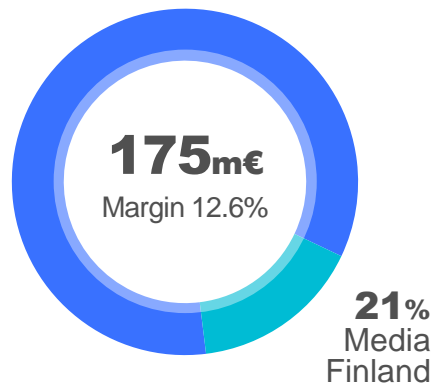
57%
Learning



Operational EBIT excl.PPA

FY 2023

79%
Learning



A leading European K12 learning company

- Size doubled in the past five years resulting from M&A and organic growth
- Serving approx. 25 million students
- Leading positions in key markets
- Stable and resilient K12 market
- High barriers to entry

Net sales **795m€**

Operational EBIT excl. PPA **148m€**,
corresponding to **18.7%**

#1 digital media company in Finland

- Leading Finnish media brands in News & feature, Entertainment and B2B marketing solutions
- 900k subscriptions with paid for digital, out of 2.7m households in Finland
- Print advertising <10% of net sales

Net sales **598m€**

Operational EBIT excl. PPA **40m€**,
corresponding to **6.7%**

Sanoma Group

Net debt / Adj. EBITDA

2.8

Equity ratio

42.5%

Free cash flow

105m€

Free cash flow per share

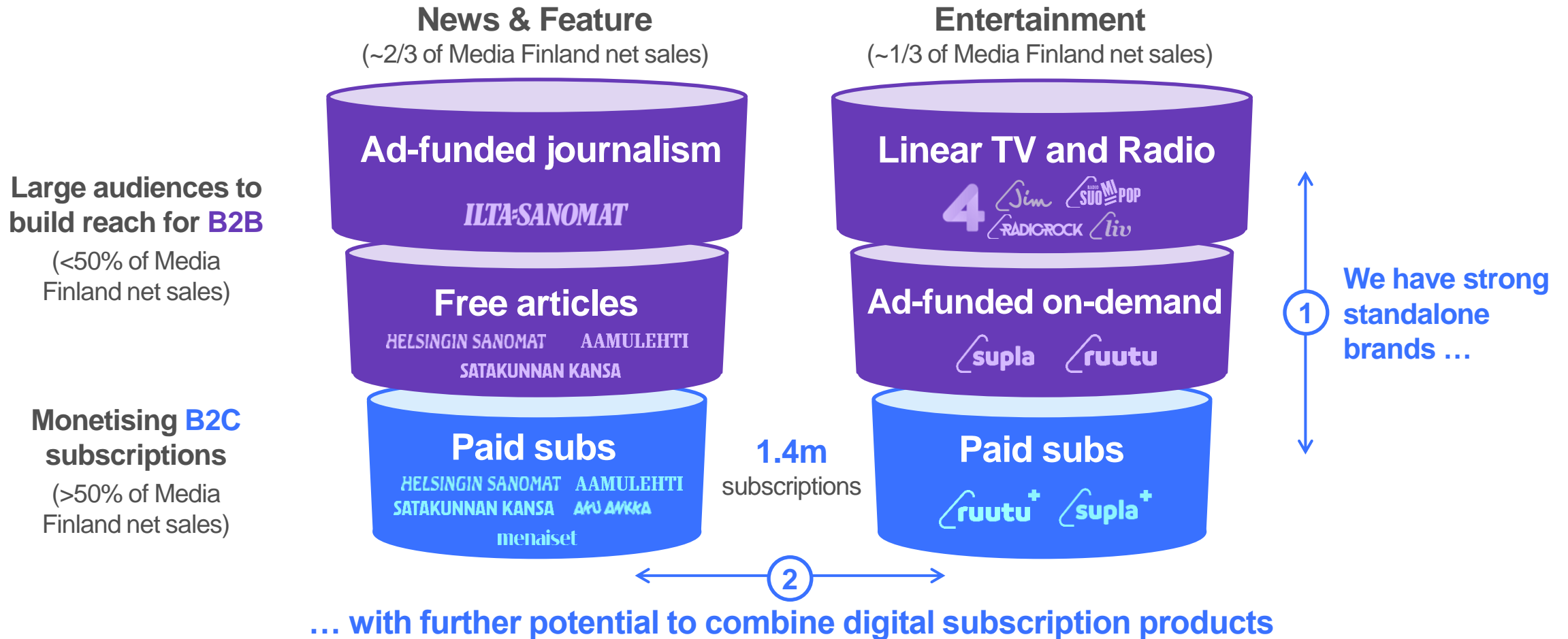
0.64€

Dividend per share

0.37€

We are Finland's #1 digital media company reaching 97% of all Finns every week

Strong portfolio of independent and complementing brands with substantial digital synergies



We are a leading European K12 learning company

- **We focus on K12**, which is primary, secondary and vocational education (ie. 6–18 year-olds)
- **Teachers and schools are our primary customers, and we provide them with everything they need**
 - Teachers are key decision-makers on which learning content to use
 - They typically change learning materials every 4–8 years
 - In our operating countries, learning content is largely publicly funded and typically represents 1–3% of public education spend
- **Our learning content has a positive impact on learning outcomes**

Supporting about
25
million students

Different blended offerings reflect the different stages of our markets

Blended learning is the preferred solution for teachers

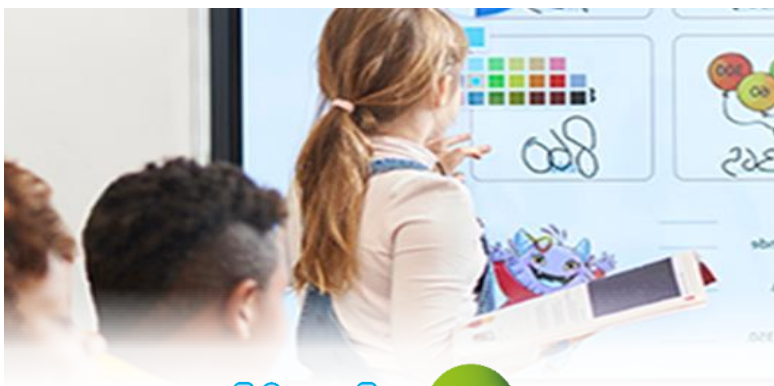
Print

Different levels of blended learning

Digital



Print book with digital version



Print book with digital version and exercise platform



Print and digital fully blended adding distinctly different parts of the learning experience

Teacher materials on how to teach blended learning

Sanoma represents a unique sustainability profile

We have a unique sustainability profile...

Intrinsic positive impact of both business in the lives of millions of people every day combined with ambitious targets and solid ESG performance

... and ambitious climate targets

- Our emission reduction targets were validated by Science Based Targets initiative (SBTi) in November 2023
- SBTi targets by 2030
 - Own operations absolute Scope 1 and 2 GHG emissions -42%
 - Supply chain absolute Scope 3 GHG emissions -38%
- SBTi targets and developing inclusive learning solutions also linked into the pricing of our 300m€ RCF

Scope 3 categories included in the target are purchased goods and services, fuel and energy related activities, and upstream transportation and distribution, base year for all targets 2021



Solid position and clear path to meet our long-term financial targets

Increasing profitability

Improving cash flow generation

Strengthening the balance sheet

Long-term financial targets

Learning

Organic growth	2–5%
Operational EBIT margin excl. PPA	> 23% (from 2026 onwards)

Media Finland

Organic growth	+/- 2%
Operational EBIT margin excl. PPA	12–14%

Sanoma Group

Net debt / Adj. EBITDA	< 3.0
Equity ratio	35–45%
Dividend policy	Increasing dividend, 40–60% of annual free cash flow *





Our purpose
Through learning
and media, we
have a positive
impact on the lives
of millions of people
every day

s a n o m a

Key takeaways

- Aiming for the Group's net sales to be over 2bn€ by 2030, with at least 75% coming from the learning business
 - Continued focus on M&A in Learning
- Learning achieving its long-term profitability target of 23% by 2026, supported by our increased scale
- Dividend continues to be an important part of our equity story, payout ratio 40–60% of free cash flow

s a n o m a

Thank You!