

8 February 2016

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 2015 were EUR 407,694,675.75 of which the loss for the financial year 2015 is EUR 100,646,025.37. Including the fund for non-restricted equity of EUR 203,324,188.83 the distributable funds amounted to EUR 611,018,864.58 at 31 December 2015.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 12 April 2016 that a dividend of EUR 0.10 per share shall be paid from the distributable earnings of the Parent Company.

The dividend shall be paid to shareholder registered in the Company's register of shareholders held by Euroclear Finland Ltd on the record date of the payment of the dividend, 14 April 2016. The Board proposes that the dividend shall be paid on 21 April 2016.

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

The Board of Directors proposes that EUR 594,460,655.28 be left in the shareholders' equity and a sum of EUR 350,000 be reserved for charitable donations to be used at the Board's discretion and that the dividend be paid in accordance with the aforesaid.

Helsinki, 8 February 2016

Sanoma Corporation

Board of Directors