

# Invitation to Sanoma's Capital Markets Day 2017

Sanoma Corporation is pleased to invite interested analysts, institutional investors and bankers to its Capital Markets Day in Helsinki on **Thursday, 4 May 2017**. The event will be held at Sanomatalo (Töölönlahdenkatu 2) in Helsinki.

The purpose of the day is to provide you with an update on Sanoma's three businesses and their strategies going forward. Key topics will be:

- Sanoma Media Finland: Key drivers of the transformation
- Sanoma Media Belgium/Netherlands: Growing the strong brands
- Sanoma Learning: Growth and transformation in learning markets.

We provide short presentations, product demo's and we will give you ample opportunity to discuss with the executive management team consisting of Pia Kalsta (CEO Sanoma Media Finland), Peter de Mönnink (CEO Sanoma Media BeNe) and John Martin (CEO Sanoma Learning) as well as Markus Holm (Group CFO & COO) and Susan Duinhoven (Group CEO) during the day.

The day will start at 10:00 am and end at approximately 3:00 pm. The presentations will be held in English, and related presentation materials will be available on Sanoma's website at [sanoma.com/investors](http://sanoma.com/investors) after the event.

**To register**, please email [ir@sanoma.com](mailto:ir@sanoma.com) by **18 April 2017** and let us know:

- your contact details i.e. email address and phone number
- any dietary requirements for the lunch

A detailed programme and other additional information will be sent to the attendees by email. Sanomatalo is located 35–45 minutes' drive from the airport of Helsinki. For more information, please contact IR Manager Anssi Imppola, [anssi.imppola@sanoma.com](mailto:anssi.imppola@sanoma.com) or tel. +358 40 8320128.

We look forward to seeing you!

Markus Holm  
CFO & COO, Sanoma

**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.

With companies operating in Finland, the Netherlands, Belgium, Poland and Sweden, our net sales totalled EUR 1.6 billion and we employed more than 5,000 professionals in 2016. The Sanoma shares are listed on Nasdaq Helsinki.