



an

Full-Year Result  
2024

d

s

o

m

# Increased operational EBIT and strong free cash flow improvement

## Q4 2024

- The Group's net sales amounted to EUR 241.5 million (2023: 253.4). Excluding the impact of the divestment of the exam preparation business Stark in January 2024, Learning's net sales were stable. In Media Finland, the net sales decrease was attributable to lower TV and print advertising sales and divestments, while subscription sales continued to grow. The Group's organic net sales development was -2% (2023: -2%).
- Operational EBIT excl. PPA was relatively stable in both businesses. The Group's operational EBIT excl. PPA amounted to EUR -27.3 million (2023: -27.0).
- EBIT amounted to EUR -46.9 million (2023: -51.4) and items affecting comparability (IACs) to EUR -10.6 million (2023: -14.3). The IACs mainly consisted of restructuring expenses related to strategic development costs, incl. Program Solar. Purchase price allocation adjustments and amortisations (PPAs) amounted to EUR 9.0 million (2023: 10.1).
- Operational EPS was stable at EUR -0.21 (2023: -0.22).
- EPS was EUR -0.26 (2023: -0.29).
- On 31 October 2024, Sanoma announced that it will repurchase maximum 720,000 own shares (0.44% of the total number of shares) to be used as a part of its incentive programme.

## FY 2024

- The Group's net sales amounted to EUR 1,344.8 million (2023: 1,392.9). In Learning, net sales were mainly impacted by the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium and the divestment of the exam preparation business Stark. Lower sales in Spain were largely offset by growth in other learning content markets. In Media Finland, net sales declined slightly due to small divestments in the beginning of the year, while lower advertising sales were mostly offset by continued growth in subscription sales. The Group's organic net sales development was -2% (2023: 2%), being -2% in Learning and -1% in Media Finland.

- The Group's operational EBIT excl. PPA improved to EUR 180.0 million (2023: 175.4). Earnings were relatively stable in Learning and grew in Media Finland driven by lower paper costs and continuing efficiency improvement.
- EBIT improved to EUR 81.8 million (2023: 51.7). IACs amounted to EUR -61.5 million (2023: -82.3) and mainly consisted of costs related to Program Solar as well as impairments largely related to the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium. PPAs amounted to EUR 36.7 million (2023: 41.3).
- Operational EPS improved to EUR 0.46 (2023: 0.39).
- EPS was EUR 0.19 (2023: -0.03).
- Free cash flow improved significantly and amounted to EUR 145.3 million (2023: 105.1). The improvement was mainly driven by lower investments in prepublication assets, partially resulting from Program Solar, and TV programme rights as well as higher reported EBIT.
- Net debt/Adj. EBITDA improved to 2.2 (2023: 2.8), being within the long-term target level of 'below 3.0'.
- The Board proposes a dividend of EUR 0.39 per share (2023: 0.37) for the year 2024, corresponding to 44% of the free cash flow. The dividend will be paid in three equal instalments in May, September and November.
- On 5 September 2024, Sanoma issued a EUR 150 million 3-year social bond. In accordance with Sanoma's Social Bond Framework, published on 2 September 2024, the funds will be used to finance or refinance expenditures aimed at improving access to essential education services.
- On 28 August 2024, Sanoma announced that the Supreme Administrative Court has rejected Sanoma's application for permission to appeal the administrative court's decision regarding the value added tax (VAT) payment decision given by the Finnish Tax Adjustment Board related to the tax audits at Sanoma Media Finland Oy for the years 2015–2018. The decision had no impact on Sanoma's financials or free cash flow, as the VAT claim has been paid in 2021 and booked in Sanoma's result in Q2 2023.
- On 17 April 2024, the Annual General Meeting decided that a dividend of EUR 0.37 per share (2023: 0.37) shall be paid for 2024 in three instalments. The first instalment of EUR 0.13 was paid on 26 April, the second instalment of EUR 0.13 on 24 September and the third instalment of EUR 0.11 on 12 November.
- In January 2024, Sanoma announced two small divestments: Stark in Learning and Netwheels in Media Finland.

## Outlook for 2025

In 2025, Sanoma expects that the Group's reported net sales will be EUR 1.28–1.33 billion (2024: 1.34). The Group's operational EBIT excl. PPA is expected to be EUR 170–190 million (2024: 180).

The outlook is based on the following assumptions:

- Demand for learning content will be relatively stable across the Group's main operating markets.
- The advertising market in Finland will be relatively stable.

## Alternative performance measures and discontinued operations

Sanoma presents certain financial performance measures on a non-IFRS basis as alternative performance measures (APMs). Sanoma considers that these alternative performance measures provide useful and relevant supplemental information to the management and investors on Sanoma's financial performance, financial position or cash flows. Some APMs exclude certain non-operational or non-cash valuation items affecting comparability (IACs) and are provided to reflect the underlying business performance and to enhance comparability between reporting periods. The APMs should not be considered as a substitute for performance measures in accordance with IFRS.

Definitions of key IFRS indicators and APMs are available on p. [31](#). Reconciliations are available on p. [16](#).



## Key indicators

EUR million	Q4 2024	Q4 2023	Change	FY 2024	FY 2023	Change
Net sales	241.5	253.4	-5%	1,344.8	1,392.9	-3%
Operational EBITDA 1)	23.5	27.8	-16%	360.8	358.3	1%
Margin 1)	9.7%	11.0%		26.8%	25.7%	
Operational EBIT excl. PPA 2)	-27.3	-27.0	-1%	180.0	175.4	3%
Margin 2)	-11.3%	-10.7%		13.4%	12.6%	
EBIT	-46.9	-51.4	9%	81.8	51.7	58%
Result for the period	-40.3	-44.6	10%	40.6	4.1	900%
Free cash flow	68.6	70.5	-3%	145.3	105.1	38%
Equity ratio 3)				45.0%	42.5%	
Net debt				568.5	639.7	-11%
Net debt / Adj. EBITDA				2.2	2.8	-21%
Operational EPS, EUR 1)	-0.21	-0.22	2%	0.46	0.39	18%
EPS, EUR	-0.26	-0.29	9%	0.19	-0.03	816%
Free cash flow per share, EUR	0.42	0.43	-3%	0.89	0.64	38%
Dividend per share 4)				0.39	0.37	5%
Average number of employees (FTE)				4,820	5,119	-6%
Number of employees at the end of the period (FTE)				4,648	5,017	-7%

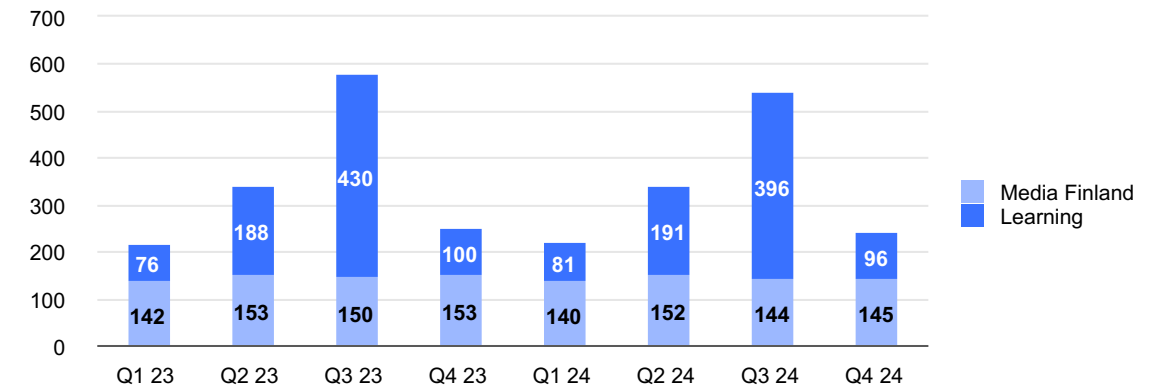
1) Excluding IACs

2) Excluding IACs and purchase price allocation adjustments and amortisations (PPAs)

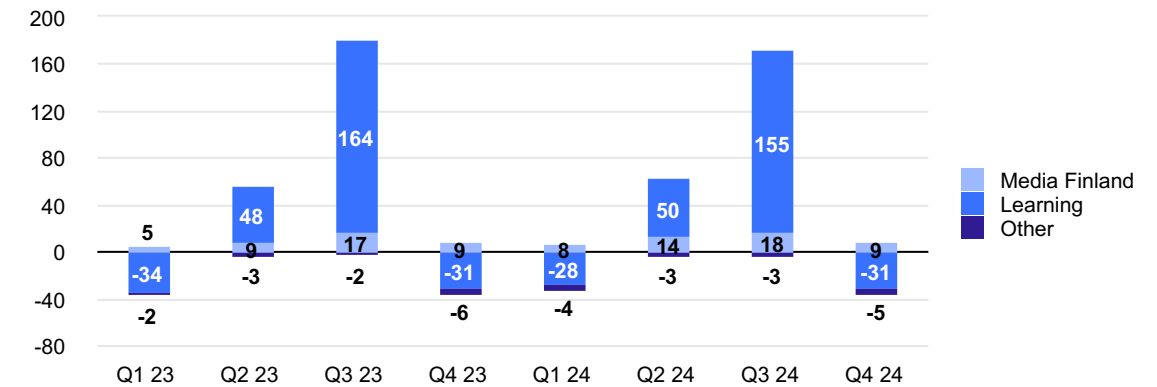
3) Advances received included in the formula of equity ratio were EUR 162.5 million in FY 2024 (2023: 153.8).

4) 2024 is a proposal of the Board of Directors to the AGM.

## Net sales, m€



## Operational EBIT excl. PPA, m€



## President and CEO Rob Kolkman:

"In 2024, we made good progress on our strategic focus areas of increasing the profitability of Learning and Media Finland and deleveraging the Group's balance sheet. We also continued building on the long-term strengths of both businesses. As a result, our operational EBIT excl. PPA increased and our free cash flow improved strongly – by EUR 40 million or 38% – from the previous year.

During the year, we have strengthened our digital offering in both Learning and Media. Examples of this in Learning include successful launches of the new Sanoma platform in Italy, the eduVULCAN platform in Poland and the itslearning development project with several German states. Across Media Finland, we have renewed our way of working to be even more customer focused and to bring new digital propositions faster to the market. Examples of these include the launches of Ilta-Sanomat (IS) Extra, a subscription-based digital tabloid, and +Kaikki, a bundle subscription including all Media Finland's digital consumer products.

We continued to move forward with our AI initiatives and launched new services empowered by generative AI, with a strong emphasis on its responsible use and human oversight. In Learning, we concluded multiple AI pilots across our markets, including AI driven survey tool and text-to-speech implementation in tests. The development of AI tools and services also progressed in journalism, driven, for example, by the HS-IS (Helsingin Sanomat - Ilta-Sanomat) AI Lab delivering services like news summaries and news bots. In audio, generative AI was used, for example, for weather reports and DJ slots.

In Learning, net sales decreased driven by the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium and the divestment of Stark. In the learning content business, growth in other learning content markets, in particular Poland and the Netherlands, more than offset the decline of net sales in Spain that resulted from the lower curriculum cycle.

Program Solar is now materially complete, with more than 80% of the actions taken by the end of 2024 in line with our original plan. The first impacts of the program were already visible in our 2024 free cash flow through a lower cost base and lower investments. Supported by our increased scale and Program Solar, we are on track to reach Learning's long-term profitability (operational EBIT margin excl. PPA) target of 23% by 2026.

In Media Finland, both digital subscription and digital advertising sales continued to develop positively. Growth in digital subscriptions was driven by the SVOD service Ruutu+, where the subscription base reached its all-time-high. The digital news media subscriptions are developing favourably, driven especially by Helsingin Sanomat (HS). Digital advertising continued to grow despite the fact that the overall demand for advertising weakened slightly towards the end of the year. We are happy to see the results of the continued improvement in operational efficiency and lower paper costs in the increased profitability.

The deleveraging of our balance sheet took a major step forward during the year. Our net debt and leverage improved year-on-year and Net debt / Adjusted EBITDA was well within the long-term target of < 3.0. We also refinanced a key part of our external loan portfolio by issuing a EUR 150 million 3-year Social Bond in September.

The Board proposes a dividend of EUR 0.39 (2023: 0.37) per share, corresponding to 44% of the 2024 free cash flow. This proposal reflects our ability to deliver increasing free cash flow and it balances the capital use between the dividend, which continues to be an important part of our equity story, and the continued deleveraging of the balance sheet.

We have a unique sustainability profile as learning and media have a positive impact on the lives of millions of people every day. To support the purpose of our businesses, we have set ambitious targets for sustainability aspects in which we have the biggest impact and we performed well against these targets in 2024. The Employee Experience Index (EEI) was relatively stable at 7.4 (2023: 7.5), being close to our long-term target level. Sustainability targets related to data, privacy & AI, employee engagement and climate are also linked to the executive management's short-term incentives. Our full sustainability performance will be included in the Sustainability Report, prepared for the first time according to European Sustainability Reporting Standards (ESRS) and to be published as part of the Report of the Board of Directors in week 14 (starting 31 March 2025).

Our Outlook for 2025 indicates lower net sales and relatively stable operational EBIT excl. PPA compared to 2024. In Learning, we expect growth in most of our learning content businesses to more than offset the impact of the last year of the lower cycle in Spain, while the discontinuation of low-value contracts in the Dutch distribution business will continue. In Finland, we expect the advertising market to be relatively stable and modest growth in subscriptions to continue.

Our focus remains on increasing our profitability and free cash flow, while the upcoming curriculum renewals in our major learning markets, particularly Poland and Spain, are expected to accelerate organic growth from 2026 onwards. In Media Finland, we are continuing and accelerating our successful digital transformation. We aim to also expand through value-creating M&A in K12 learning services, while being committed to meeting our leverage and equity ratio targets and paying an increasing dividend, equal to 40–60% of our annual free cash flow.

I would like to extend my warmest thanks to all Sanoma employees for their excellent work in delivering these good results and for their strong commitment and passion in supporting our customers. We are in a great position to continue on our strategic path, to grow and further strengthen our business, improve our performance, and create value for all our stakeholders. I am looking forward to a successful 2025."

## Financial review Q4 2024

### Net sales by SBU

EUR million	Q4 2024	Q4 2023	Change
Learning	96.5	100.4	-4%
Media Finland	145.0	153.1	-5%
Other operations and eliminations	0.0	0.0	-36%
<b>Group total</b>	<b>241.5</b>	<b>253.4</b>	<b>-5%</b>

Net sales decreased in both businesses and the Group's net sales amounted to EUR 241.5 million (2023: 253.4). In Learning, the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium and the divestment of the exam preparation business Stark in January 2024 had an impact on net sales. In Media Finland, the net sales decline was attributable to lower TV and print advertising sales and divestments, while subscription sales continued to grow. The Group's comparable net sales development was -2% (2023: -2%).

### Operational EBIT excl. PPA by SBU

EUR million	Q4 2024	Q4 2023	Change
Learning	-30.6	-30.6	0%
Media Finland	8.5	9.2	-8%
Other operations and eliminations	-5.2	-5.7	8%
<b>Group total</b>	<b>-27.3</b>	<b>-27.0</b>	<b>-1%</b>

Operational EBIT excl. PPA was negative according to the annual pattern of the learning business, amounting to the previous year's level at EUR -27.3 million (2023: -27.0). Earnings were relatively stable in both Learning and Media Finland despite the impact of the divestments. Expenses in Other operations were steady across cost categories.

### IACs, PPAs and reconciliation of operational EBIT excl. PPA

EUR million	Q4 2024	Q4 2023
<b>EBIT</b>	<b>-46.9</b>	<b>-51.4</b>
<b>Items affecting comparability (IACs)</b>		
Restructuring expenses	-9.5	-9.3
Of which related to Program Solar	-2.1	-4.2
Impairments	-1.1	-5.0
<b>IACs total</b>	<b>-10.6</b>	<b>-14.3</b>
<b>Purchase price allocation adjustments and amortisations (PPAs)</b>	<b>-9.0</b>	<b>-10.1</b>
<b>Operational EBIT excl. PPA</b>	<b>-27.3</b>	<b>-27.0</b>

A detailed reconciliation on SBU level is presented on p. [16](#)

EBIT improved to EUR -46.9 million (2023: -51.4). The IACs amounted to EUR -10.6 million (2023: -14.3). They were mostly related to strategic development costs, including Program Solar, technology transformation costs and integration costs of recent acquisitions. PPAs amounted to EUR 9.0 million (2023: 10.1).

Net financial items amounted to EUR -7.3 million (2023: -7.0) as the impact of the higher average interest rate of external loans was mitigated by a lower amount of external debt.

Result before taxes amounted to EUR -54.1 million (2023: -58.1). Income taxes were positive at EUR 13.9 million (2023: 13.5). The result for the period was EUR -40.3 million (2023: -44.6).

Operational earnings per share decreased to EUR -0.21 (2023: -0.22) and earnings per share to EUR -0.26 (2023: -0.29).

## Financial review FY 2024

### Net sales by SBU

EUR million	FY 2024	FY 2023	Change
Learning	764.2	795.2	-4%
Media Finland	580.9	597.8	-3%
Other operations and eliminations	-0.2	-0.2	-32%
<b>Group total</b>	<b>1,344.8</b>	<b>1,392.9</b>	<b>-3%</b>

Net sales decreased in both businesses and the Group's net sales amounted to EUR 1,344.8 million (2023: 1,392.9). In Learning, net sales declined mainly due to the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium and the divestment of the exam preparation business Stark. The net sales decline in Spain, visible in the third quarter, was offset by growth in other learning content businesses, in particular in Poland and the Netherlands. In Media Finland, the net sales decline was mainly driven by small divestments in the beginning of the year, while lower advertising sales were mostly offset by continued growth in subscription sales. The Group's comparable net sales development was -2% (2023: 2%), amounting to -2% in Learning and -1% in Media Finland.

### Operational EBIT excl. PPA by SBU

EUR million	FY 2024	FY 2023	Change
Learning	146.9	148.4	-1%
Media Finland	47.5	39.8	19%
Other operations and eliminations	-14.4	-12.9	-12%
<b>Group total</b>	<b>180.0</b>	<b>175.4</b>	<b>3%</b>

Operational EBIT excl. PPA improved to EUR 180.0 million (2023: 175.4). In Learning, earnings were relatively stable. The adverse earnings impact related to the lower sales in Spain was offset by the positive impact of lower paper costs and price increases across learning content businesses. The divestment of Stark had a minor adverse impact on earnings. In Media Finland, strong earnings improvement was mainly driven by lower paper costs and continuing efficiency enhancement. Costs in Other operations increased mainly due to higher hosting and other technology costs as well as incentive provisions.

### IACs, PPAs and reconciliation of operational EBIT excl. PPA

EUR million	FY 2024	FY 2023
<b>EBIT</b>	<b>81.8</b>	<b>51.7</b>
<b>Items affecting comparability (IACs)</b>		
Restructuring expenses	-37.6	-37.6
Of which related to Program Solar	-17.0	-21.8
Impairments	-29.0	-13.3
Capital gains/losses	5.2	4.6
VAT claims for years 2015–2018 and 2019–2021		-35.9
<b>IACs total</b>	<b>-61.5</b>	<b>-82.3</b>
<b>Purchase price allocation adjustments and amortisations (PPAs)</b>	<b>-36.7</b>	<b>-41.3</b>
<b>Operational EBIT excl. PPA</b>	<b>180.0</b>	<b>175.4</b>

A detailed reconciliation on SBU level is presented on [p.16](#)

EBIT improved to EUR 81.8 million (2023: 51.7), driven by lower IACs and improved operational earnings. The IACs amounted to EUR -61.5 million (2023: -82.3). The restructuring expenses were at the previous year's level and were mostly related to strategic development costs, including Program Solar, and integration costs of recent acquisitions. The impairments were largely related to the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium. The comparison period included a EUR 36 million booking related to VAT claims in Media Finland. PPAs amounted to EUR 36.7 million (2023: 41.3).

Net financial items increased to EUR -33.4 million (2023: -30.5) as a result of higher interest rates for external loans. The impact was partially mitigated by lower amount of external debt. The average interest rate of external loans was 4.8% (2023: 3.6%).

Result before taxes improved to EUR 48.4 million (2023: 20.6). Income taxes amounted to EUR -7.8 million (2023: -16.5). Result for the period was EUR 40.6 million (2023: 4.1).

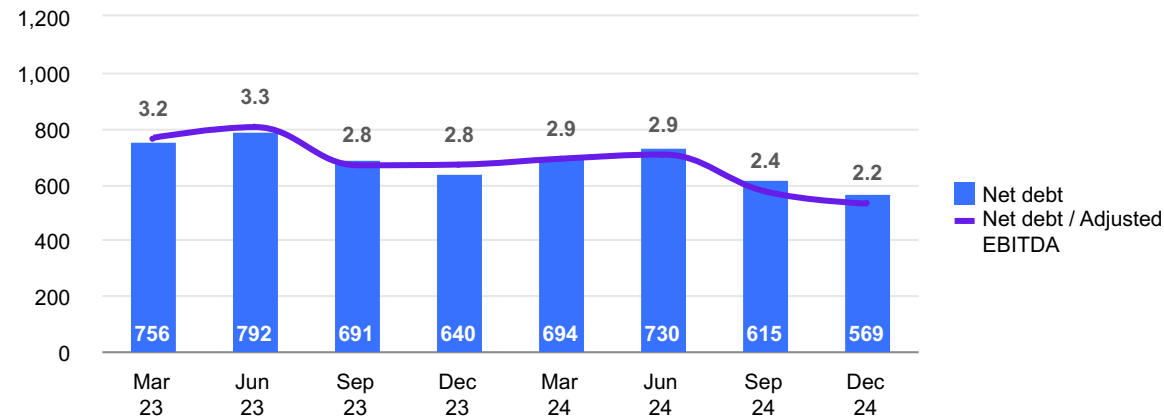
Operational earnings per share increased to EUR 0.46 (2023: 0.39) and earnings per share to EUR 0.19 (2023: -0.03).

## Financial position

At the end of December 2024, net debt amounted to EUR 568.5 million (2023: 639.7). Net debt to adjusted EBITDA ratio improved to 2.2 (2023: 2.8), being within the long-term target of below 3.0. Supported by the strong cash flow development during the year and in line with the seasonality of the learning business, the Group's net debt decreased not only compared to the previous year but also compared to the end of September 2024. In September 2024, Sanoma issued a EUR 150 million 3-year social bond and used part of the funds to prepay a EUR 100 million term loan related to the acquisition of Santillana due in December 2024. The issuance of the Social Bond in September, together with the extension of the maturity of the majority of Sanoma's EUR 300 million committed Revolving Credit Facility (RCF) to November 2027, significantly extended the average maturity of Sanoma's external debt (more information on p. 27). At the end of December 2024, the RCF was fully unused. Equity ratio was 45.0% (2023: 42.5%), being within the long-term target range of 35–45%.

At the end of December 2024, the Group's equity totalled EUR 771.7 million (2023: 799.4) and the consolidated balance sheet amounted to EUR 1,879.1 million (2023: 2,036.6).

### Net debt, m€

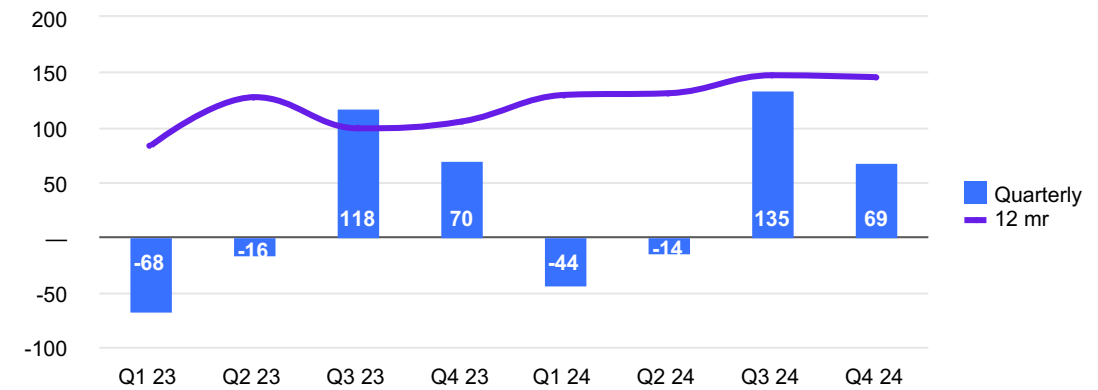


## Cash flow

The Group's free cash flow improved to EUR 145.3 million (2023: 105.1) or EUR 0.89 per share (2023: 0.64). The improvement was driven by higher operational results as well as lower investments in prepublication assets, partially resulting from Program Solar, and TV programme rights. The impact of higher financial expenses paid was more than offset by lower taxes paid, partially due to phasing between years.

Capital expenditure included in the Group's free cash flow decreased to EUR 37.7 million (2023: 43.1). The capital expenditure mainly consisted of growth investments in digital platforms and ICT in Learning as well as investments in technology and adapting offices to the hybrid way of working in Media Finland.

### Free cash flow, m€





## Progress in Program Solar in Learning

On 26 October 2023, Sanoma announced that Sanoma Learning's operational EBIT margin excl. PPA is expected to reach its long-term target level of 23% in 2026 (2023: 18.7%), supported by the new process and efficiency improvement program, Solar. Annual operational efficiencies from Program Solar are estimated to amount to approx. EUR 55 million from 2026 onwards. The implementation of Solar is materially completed, with 80% of the initiatives taken by the end of 2024, as indicated earlier.

The costs related to the program are estimated to be approx. EUR 45 million and are mainly related to restructuring expenses. The costs of the program are treated as IACs and are booked in Learning's result. The majority of Solar-related costs occurred during 2023–2024. The costs of the program, treated as IACs, amounted to EUR 17 million in 2024 and EUR 22 million in 2023. The remainder of the costs are expected to occur in 2025. All organisational optimisation actions are subject to works council negotiations and other local legal procedures.

## Learning

Sanoma Learning is one of the global leaders in K12 education, serving about 25 million students across Europe. Our learning products and services enable teachers to develop the talents of every child to reach their potential. We offer printed and digital learning materials as well as digital learning and teaching platforms for K12, i.e. primary, secondary and vocational education, and we aim to continue to grow our business in Europe and beyond. We develop our methodologies based on deep teacher and student insight and truly understanding their individual needs. By combining our educational technologies and pedagogical expertise, we create learning products and services with the highest learning impact.

### Key indicators

EUR million	Q4 2024	Q4 2023	Change	FY 2024	FY 2023	Change
Net sales	96.5	100.4	-4%	764.2	795.2	-4%
Operational EBITDA 1)	-4.3	-5.5	21%	241.5	237.6	2%
Operational EBIT excl. PPA 2)	-30.6	-30.6	0%	146.9	148.4	-1%
Margin 2)	-31.7%	-30.5%		19.2%	18.7%	
EBIT	-43.9	-51.1	14%	59.1	70.6	-16%
Capital expenditure	7.2	10.2	-29%	30.3	33.8	-10%
Average number of employees (FTE)				2,612	2,849	-8%

1) Excluding IACs

2) Excluding IACs of EUR -5.9 million in Q4 2024 (2023: -12.2), EUR -57.4 million in FY 2024 (2023: -43.4) as well as PPA adjustments and amortisations of EUR 7.4 million in Q4 2024 (2023: 8.2), EUR 30.4 million in FY 2024 (2023: 34.5).

Full reconciliation of operational EBITDA and operational EBIT excl. PPA is presented in a separate table on p. 16.

### Net sales by country

EUR million	Q4 2024	Q4 2023	Change	FY 2024	FY 2023	Change
The Netherlands	28.9	26.8	8%	220.8	218.7	1%
Poland	20.8	18.7	11%	139.2	125.7	11%
Spain	13.8	13.0	6%	135.6	152.4	-11%
Italy	8.7	10.4	-17%	105.5	104.7	1%
Finland	9.0	8.2	9%	59.4	60.9	-2%
Belgium	5.9	8.1	-27%	64.1	82.1	-22%
Other countries and eliminations 1)	9.4	15.1	-38%	39.6	50.8	-22%
Net sales total	96.5	100.4	-4%	764.2	795.2	-4%

1) Other countries include Sweden, Norway, France, Germany, Denmark and the UK.

The learning business has, by its nature, an annual cycle with strong seasonality. Most net sales and earnings are accrued during the second and third quarters, while the first and fourth quarters are typically smaller in net sales and loss-making. Shifts of single orders between quarters may have a material impact when comparing quarterly net sales and earnings on a year-on-year basis, and therefore year-to-date figures typically provide a more comprehensive picture of Learning's business performance and development than quarterly figures.

### Q4 2024

Net sales of Learning decreased slightly and amounted to EUR 96.5 million (2023: 100.4). In addition to the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium, the divestment of the exam preparation business Stark at the beginning of 2024 had a EUR -5 million impact on net sales. Learning content sales were stable.

Operational EBIT excl. PPA was stable and amounted to EUR -30.6 million (2023: -30.6). Favourable development in business mix and variable costs was offset by the impact of the Stark divestment.

EBIT amounted to EUR -43.9 million (2023: -51.1). IACs were EUR -5.9 million (2023: -12.2) and mainly consisted of costs related to Program Solar and technology transformation. PPAs were EUR 7.4 million (2023: 8.2).

Capital expenditure amounted to EUR 7.2 million (2023: 10.2) and mainly consisted of growth investments in digital platforms and ICT.

### FY 2024

Net sales of Learning decreased to EUR 764.2 million (2023: 795.2). The decrease was mainly attributable to the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium. The net sales decline in Spain during the third quarter was offset by growth in other learning content businesses, in particular in Poland and the Netherlands. Comparable net sales development was -2% (2023: 6%). Divestment of the exam preparation business Stark at the beginning of 2024 had a EUR -14 million impact on net sales.

Operational EBIT excl. PPA was stable and amounted to EUR 146.9 million (2023: 148.4), while the corresponding margin improved to 19.2% (2023: 18.7%). The adverse earnings impact related to the lower sales in Spain and the divestment of Stark was offset by the positive impact of lower paper costs and price increases across learning content businesses.

EBIT amounted to EUR 59.1 million (2023: 70.6). IACs increased to EUR -57.4 million (2023: -43.4) and mainly consisted of impairments, which were largely related to the planned discontinuation of low-value distribution contracts in the Netherlands and Belgium as well as costs related to Program Solar. PPAs were EUR 30.4 million (2023: 34.5).

Capital expenditure amounted to EUR 30.3 million (2023: 33.8) and mainly consisted of growth investments in digital platforms and ICT.

## Media Finland

Sanoma Media Finland is the leading cross-media company in Finland, reaching 96% of all Finns weekly. 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, such as Helsingin Sanomat, Iltä-Sanomat, Aamulehti, Me Naiset, Aku Ankka, Nelonen, Ruutu, Supla and Radio Suomipop. For advertisers, we are a trusted partner with insight, impact and reach.

### Key indicators

EUR million	Q4 2024	Q4 2023	Change	FY 2024	FY 2023	Change
Net sales	145.0	153.1	-5%	580.9	597.8	-3%
Operational EBITDA 1)	32.7	38.6	-15%	132.5	132.4	0%
Operational EBIT excl. PPA 2)	8.5	9.2	-8%	47.5	39.8	19%
Margin 2)	5.9%	6.0%		8.2%	6.7%	
EBIT	3.6	5.1	-29%	38.2	-8.4	557%
Capital expenditure	2.8	1.9	47%	7.2	8.6	-16%
Average number of employees (FTE)				2,109	2,144	-2%

1) Excluding IACs

2) Excluding IACs of EUR -3.3 million in Q4 2024 (2023: -2.3), EUR -3.0 million in FY 2024 (2023: -41.3) as well as PPA adjustments and amortisations of EUR 1.6 million in Q4 2024 (2023: 1.8), EUR 6.3 million in FY 2024 (2023: 6.8).

Full reconciliation of operational EBITDA and operational EBIT excl. PPA is presented in a separate table on p. 16.

### Net sales by category

EUR million	Q4 2024	Q4 2023	Change	FY 2024	FY 2023	Change
Print	63.2	69.4	-9%	251.1	272.8	-8%
Non-print	81.8	83.7	-2%	329.9	325.0	1%
<b>Net sales total</b>	<b>145.0</b>	<b>153.1</b>	<b>-5%</b>	<b>580.9</b>	<b>597.8</b>	<b>-3%</b>

EUR million	Q4 2024	Q4 2023	Change	FY 2024	FY 2023	Change
Advertising sales	58.5	63.0	-7%	214.8	219.2	-2%
Subscription sales	64.1	63.4	1%	254.3	246.0	3%
Single copy sales	9.1	9.4	-3%	37.0	38.3	-3%
Other	13.4	17.3	-23%	74.8	94.3	-21%
<b>Net sales total</b>	<b>145.0</b>	<b>153.1</b>	<b>-5%</b>	<b>580.9</b>	<b>597.8</b>	<b>-3%</b>

Other sales mainly include festivals and events, marketing services, event marketing, custom publishing, books and printing services.

### Q4 2024

Net sales of Media Finland decreased to EUR 145.0 million (2023: 153.1). Advertising sales declined as lower sales in TV and newsprint advertising were only partially offset by continued, although slightly slower, growth in digital. Subscription sales were stable. Continued growth in SVOD service Ruutu+ and digital news media subscription sales was driven by price increases and supported by solid volume development. The decline in other sales was attributable to small divestments in the beginning of the year and lower external printing sales.

According to the Finnish Advertising Trends survey for December 2024 by Kantar TNS, the advertising market in Finland declined by 6% year-on-year on a net basis in the fourth quarter. Advertising declined by 16% in newspapers, 10% in magazines, 2% in online (excluding search and social media), 3% in radio and 2% in TV.

Operational EBIT excl. PPA amounted to EUR 8.5 million (2023: 9.2). The adverse earnings impact of lower advertising sales was mostly offset by positive earnings impact from B2C and cost benefits across cost categories.

EBIT amounted to EUR 3.6 million (2023: 5.1). The IACs were EUR -3.3 million (2023: -2.3) and consisted of strategic development costs. PPAs were EUR 1.6 million (2023: 1.8).

Capital expenditure amounted to EUR 2.8 million (2023: 1.9) and consisted of investments in adapting offices to the hybrid way of working and technology.

### FY 2024

Net sales of Media Finland declined slightly and amounted to EUR 580.9 million (2023: 597.8). Advertising sales declined slightly as lower sales in TV and newsprint advertising were not fully offset by continued growth in digital. Subscription sales continued to increase, especially driven by growth in the SVOD service Ruutu+ and price increases across the product portfolio. The decline in other sales was attributable to the recent small divestments, lower number of events held compared to the previous year and lower external printing sales. Comparable net sales development was -1% (2023: -3%).

According to the Finnish Advertising Trends survey for December 2024 by Kantar TNS, the advertising market in Finland declined by 3% year-on-year on a net basis in 2024. Advertising grew by 1% in TV and 1% in online excluding search and social media (3% including search and social media), but decreased by 18% in newspapers, 10% in magazines and 2% in radio.

Operational EBIT excl. PPA improved and amounted to EUR 47.5 million (2023: 39.8). The corresponding margin improved to 8.2% (2023: 6.7%). Strong earnings improvement was mainly driven by lower paper costs and continuing efficiency enhancement.

EBIT improved to EUR 38.2 million (2023: -8.4) as a result of higher operational earnings and lower IACs. The IACs decreased to EUR -3.0 million (2023: -41.3) as the comparison period included a booking of EUR 36 million VAT claims. PPAs were EUR 6.3 million (2023: 6.8).

Capital expenditure amounted to EUR 7.2 million (2023: 8.6) and consisted of investments in technology and adapting offices to the hybrid way of working.

## Personnel

In January–December 2024, the average number of employees in full-time equivalents (FTE) was 4,820 (2023: 5,119). The average number of employees (FTE) per SBU was as follows: Learning 2,612 (2023: 2,849), Media Finland 2,109 (2023: 2,144) and Other operations 100 (2023: 125). The number of employees declined as a result of certain restructuring actions, including Program Solar, across the Group and small divestments.

At the end of December 2024, the number of employees (FTE) of the Group decreased to 4,648 (2023: 5,017).

Employee benefit expenses amounted to EUR 395.0 million (2023: 405.4).

## Executive Management Team

In 2024, Sanoma's Executive Management Team consisted of the following members: Rob Kolkman, President and CEO; Alex Green, CFO, and Pia Kalsta, CEO of Media Finland.

## Acquisitions and divestments

On 18 January 2024, Sanoma announced that it will divest its majority holding in Netwheels Oy to Alma Media. Net sales of the divested business were approx. EUR 8 million in 2023 and the company employed 29 people who were transferred to the buyer at completion. The transaction was completed at the end of January.

On 8 January 2024, Sanoma announced it had divested Stark, an exam preparation business in Germany, which it acquired with the Italian K12 learning content business from Pearson in August 2022. Net sales of the divested business were approx. EUR 14 million in 2023 and the company employed 56 people who were transferred to the buyer with the divestment.

Information on acquisitions and divestments conducted in 2023 and earlier is available at [www.sanoma.com/en/investors/sanoma-as-an-investment/](http://www.sanoma.com/en/investors/sanoma-as-an-investment/).

## Events after the reporting period

On 20 January 2025, Sanoma announced that it had acquired a portfolio of learning materials for secondary and vocational education from Finnish publisher Edita Oppiminen Oy, which had made a decision to discontinue its learning material publishing business. The acquired product offering complements Sanoma's current product portfolio for secondary and vocational education in Finland. In 2024, pro forma net sales of the acquired portfolio amounted to approx. EUR 4 million. No employees transferred from the seller to Sanoma with the transaction.

On 15 January 2025, the Shareholders' Nomination Committee proposed to the Annual General Meeting 2025 that the number of the members of the Board of Directors is set at nine. The Nomination Committee also proposed that Pekka Ala-Pietilä, Klaus Cawén, Julian Drinkall, Rolf Grisebach, Anna Herlin, Sebastian Langenskiöld and Eugenie van Wiechen are re-elected

as members of the Board of Directors. Mika Ihmuotila informed that he does not stand for re-election to the Board. Consequently, the Nomination Committee proposed that Jannica Fagerholm and Timo Lappalainen be elected as new members of the Board. In addition, the Shareholders' Nomination Committee has proposed that Pekka Ala-Pietilä is elected as the Chair and Klaus Cawén as the Vice Chair of the Board of Directors. The proposed Board members have all given their consent to being elected. The term of all the Board members ends at the end of the Annual General Meeting 2026. The Shareholders' Nomination Committee also proposed that the monthly remuneration and meeting fees payable to the members of the Board of Directors remain unchanged, while the meeting fees of the members of the Board Committees are to be increased by EUR 1,000 / meeting for the Committee chairs and by EUR 500 / meeting for the Committee members. Essential biographical information on all Board member candidates is available at [sanoma.com](http://sanoma.com).

## Events during the reporting period

On 5 September 2024, Sanoma issued a EUR 150 million 3-year social bond. The bond matures on 13 September 2027. It carries a fixed annual interest of 4.000% and had an issue price of 99.872%. The offering was allocated to over 40 investors. In accordance with Sanoma's Social Bond Framework, published on 2 September 2024, the funds will be used to finance or refinance expenditures aimed at improving access to essential education services.

On 28 August 2024, Sanoma announced that the Supreme Administrative Court had rejected Sanoma's application for permission to appeal the administrative court's decision regarding the value added tax (VAT) payment decision given by the Finnish Tax Adjustment Board related to the tax audits at Sanoma Media Finland Oy for the years 2015–2018. The decision had no impact on Sanoma's financials or free cash flow, as the VAT claim has been paid in 2021 and booked in Sanoma's result in Q2 2023.

On 19 June 2024, Sanoma announced the composition of its Shareholders' Nomination Committee. The four largest shareholders have appointed the following members to the Shareholders' Nomination Committee: Juhani Mäkinen (Vice Chair of the Board, Jane and Aatos Erkkö Foundation), Antti Herlin (Chair of the Board, Holding Manutas), Robin Langenskiöld (3rd largest shareholder in Sanoma) and Rafaela Seppälä (4th largest shareholder in Sanoma). At its meeting on 19 June 2024, the Committee elected Juhani Mäkinen as Chair of the Committee and invited Pekka Ala-Pietilä, Chair of Sanoma's Board of Directors, to serve as an expert on the Committee.

## Sustainability

Sanoma will publish its Sustainability Report 2024 as part of the Report of the Board of Directors during week 14, which starts on 31 March 2025.

In October 2024, Sanoma's score in the Sustainalytics Risk Rating declined to 11.3, mainly due to methodology changes. It had improved to 10.4 in March 2024.

In October 2024, Sanoma's score in the ISS ESG Corporate Rating improved to Prime B- (earlier C+) and Sanoma is now among the leaders in its industry.

On 5 September 2024, Sanoma issued a EUR 150 million Social Bond, which was also the first corporate social bond in Finland (more information on p. 11).

On 2 September 2024, Sanoma launched a Social Bond Framework that is applicable for the issuance of social bonds. The funds Sanoma raises through the issuance of social bonds will be used to finance or refinance expenditures aimed at improving access to essential education services. The framework was developed in accordance with the International Capital Market Association's (ICMA) Social Bond Principles 2023, confirmed in a Second Party Opinion provided by ISS-Corporate. According to ISS-Corporate, the framework will contribute to the advancement of UN SDG 4 Quality Education and is consistent with Sanoma's Sustainability Strategy.

In August 2024, Sanoma's score in the annual S&P Global Corporate Sustainability Assessment improved to 51 out of 100 (earlier 44). Sanoma is now ranked in the top three per cent within its industry.

On 7 June 2024, Sanoma announced that it has invested in renewable electricity production in Finland. In total 2,125 solar panels were installed on the roofs of Sanomatalo in Helsinki and the printing house in Tampere during June–July 2024. The annual output of the panels is approx. 700 MWh. The investment supports both Sanoma's aim of using only fossil-free energy and reducing indirect Scope 2 emissions from its own operations.

On 3 May 2024, Sanoma celebrated International Press Freedom Day.

On 5 March 2024, Sanoma published its annual Sustainability Report as part of the Annual Report 2023. The Sustainability Report is compiled according to the Global Reporting Initiative (GRI) Standards. The report also includes reporting according to the Sustainability Accounting Standard Board (SASB) and Task Force on Climate-related Financial Disclosures (TCFD) as well as Sanoma's Human Rights Statement. In addition, the Report of the Board of Directors includes reporting according to the Non-Financial Reporting (NFR) Directive and the EU Taxonomy for sustainable activities. A limited assurance engagement was conducted on selected material economic, social and environmental sustainability indicators in accordance with the International Standard on Assurance Engagements (ISAE) 3000 (Revised) by PricewaterhouseCoopers, an independent third party.

In February 2024, Sanoma was awarded the leadership level score of A- in the global CDP Climate Change rating for the second consecutive year. In addition, Sanoma maintained a solid CDP Forest rating of B. CDP scoring is considered the gold standard of corporate environmental transparency and varies on a scale from A to D-.

### Key ESG Ratings

Rating	Sanoma score	Scale (low to high)	Change to previous scoring	Rating within industry	Last update
MSCI ESG rating	AA	CCC to AAA	Unchanged	Above industry average level	Q3 2022
ISS Corporate Rating	Prime B-	D to A+	Improved	Among the highest decile in the industry	Q4 2024
Sustainalytics Risk Rating	11.3	100–0	Declined by 0.9	Above industry average level	Q4 2024
CDP Climate Change and Forest	Climate A - Forest B	D- to A	Unchanged	Among industry leaders in climate	Q1 2024
S&P Global Corporate Sustainability Assessment (CSA)	51/100	0–100	Improved by 7 points	Among top 3% in the industry	Q3 2024
Upright Net Impact	+72%	from limitless negative % to +100%	Unchanged	Among highest decile in the industry	Q1 2025

## Share capital and shareholders

At the end of December 2024, Sanoma's registered share capital was EUR 71.3 million (2023: 71.3), and the total number of shares was 163,565,663 (2023: 163,565,663), including 349,690 (2023: 298,045) of its own shares. Sanoma's own shares represented 0.2% (2023: 0.2%) of all shares and votes. The number of outstanding shares excluding Sanoma's own shares was 163,215,973 (2023: 163,267,618).

In March 2024, Sanoma delivered a total of 214,554 (2023: 89,850) of its own shares (without consideration and after taxes) as part of its long-term share-based incentive plans.

Sanoma had 24,315 (2023: 24,466) registered shareholders at the end of December 2024.

## Acquisition of own shares

On 31 October, Sanoma announced that it starts to repurchase the company's own shares on the basis of the authorisation given by the 2024 Annual General Meeting. The shares shall be repurchased to be used as part of Sanoma's incentive programme. The maximum number of shares to be acquired is 720,000, corresponding to 0.44% of the total number of



shares. The maximum sum to be used for the repurchase is EUR 5.9 million. The shares shall be acquired in public trading on Nasdaq Helsinki Ltd. at the market price prevailing at the time of purchase. The share repurchase started on 1 November 2024, and will end by 30 June 2025, at the latest. By 31 December 2024, Sanoma had acquired a total of 275,899 of its own shares.

## Share trading and performance

At the end of December 2024, Sanoma's market capitalisation was EUR 1,251.9 million (2023: 1,134.7) with Sanoma's share closing at EUR 7.67 (2023: 6.95). In January–December 2024, the volume-weighted average price of Sanoma's share on Nasdaq Helsinki Ltd. was EUR 6.90 (2023: 7.58), with a low of EUR 6.27 (2023: 5.91) and a high of EUR 7.80 (2023: 10.30).

In January–December 2024, the cumulative value of Sanoma's share turnover on Nasdaq Helsinki Ltd. was EUR 80 million (2023: 166). The trading volume of 12 million shares (2023: 22) equalled an average daily turnover of 46,400 shares (2023: 87,200). The traded shares accounted for some 7% (2023: 13%) of the average number of shares. Sanoma's share turnover, including alternative trading venues, CBOE DXE, Turquoise and Frankfurt, was 14 million shares (2023: 26). Nasdaq Helsinki represented 83% (2023: 83%) of the share turnover. (Source: Euroland, Nasdaq Helsinki)

## Decisions of the Annual General Meeting

Sanoma Corporation's Annual General Meeting (AGM) was held on 17 April 2024 in Helsinki. For the purposes of expanding the opportunities for shareholders' participation, the opportunity was reserved for the shareholders to exercise their rights by voting in advance.

The meeting adopted the Financial Statements, the Report of the Board of Directors and the Auditor's Report for the year 2023 as well as discharged the members of the Board of Directors and the President and CEO from liability for the financial year 2023. In addition, the meeting made an advisory decision on the adoption of the Remuneration Report of the governing bodies.

The AGM resolved that a dividend of EUR 0.37 per share shall be paid. The dividend shall be paid in three instalments. The first instalment of EUR 0.13 per share was paid to a shareholder who was registered in the shareholder register of the Company maintained by Euroclear Finland Oy on the dividend record date 19 April 2024. The payment date was 26 April 2024.

The second instalment of EUR 0.13 per share was paid to a shareholder who was registered in the shareholder register of the Company on the dividend record date 17 September 2024. The payment date for the instalment was 24 September 2024.

The third instalment of EUR 0.11 per share was paid to a shareholder who was registered in the shareholder register of the Company on the dividend record date 5 November 2024. The payment date for the instalment was 12 November 2024.

The AGM resolved that the number of the members of the Board of Directors shall be set at eight. Pekka Ala-Pietilä, Julian Drinkall, Rolf Grisebach, Anna Herlin, Mika Ihamuotila, Sebastian Langenskiöld and Eugenie van Wiechen were re-elected as

members, and Klaus Cawén was elected as a new member of the Board of Directors. Pekka Ala-Pietilä was elected as the Chair of the Board and Klaus Cawén as the Vice Chair. The term of all Board members ends at the end of the AGM 2025.

The AGM resolved that the remuneration payable to the members of the Board of Directors remains unchanged. The monthly remunerations are EUR 12,000 for the Chair of the Board of Directors, EUR 7,000 for the Vice Chair of the Board of Directors, and EUR 6,000 for the members of the Board of Directors.

The meeting fees of the Board of Directors are:

- For Board members who reside outside Finland: EUR 1,000 / Board meeting where the member was present;
- For members of the Board of Directors who reside in Finland: No separate fee is paid for attending Board meetings
- For the Chairs of Board of Directors' Committees: EUR 3,500 / Committee meeting participated in;
- For Committee members who reside outside Finland: EUR 2,500 / Committee meeting where the member was present and EUR 1,500 / Committee meeting participated in; and
- For Committee members who reside in Finland: EUR 1,500 / Committee meeting participated.

The meeting fees of the Shareholders' Nomination Committee remain unchanged and are:

- For the Chair of the Shareholders' Nomination Committee: EUR 3,500 / Committee meeting participated in;
- For members of the Shareholders' Nomination Committee who reside outside Finland: EUR 2,500 / Committee meeting where the member was present and EUR 1,500 / Committee meeting participated in; and
- For members of the Shareholders' Nomination Committee who reside in Finland: EUR 1,500 / Committee meeting participated in.

The AGM appointed audit firm PricewaterhouseCoopers Oy as the Auditor and the Sustainability Auditor of the Company with Tiina Puukkonieni, Authorised Public Accountant, Authorised Sustainability Auditor (ASA), as the Auditor with principal responsibility and responsible Sustainability Auditor. The Auditor and Sustainability Auditor shall be reimbursed against an invoice approved by the Company.

The AGM authorised the Board of Directors to decide on the repurchase of a maximum of 16,000,000 of the Company's own shares (approx. 9.8% of all shares of the Company) in one or several instalments. The shares shall be repurchased with funds from the Company's unrestricted shareholders' equity, and the repurchases shall reduce funds available for distribution of profits. The authorisation will be valid until 30 June 2025 and it terminates the corresponding authorisation granted by the AGM 2023. The shares shall be repurchased to develop the Company's capital structure, to carry out or finance potential corporate acquisitions or other business arrangements or agreements, to be used as a part of the Company's incentive programme or to be otherwise conveyed further, retained as treasury shares, or cancelled.

The AGM authorised the Board of Directors to decide on the issuance of new shares and the conveyance of the Company's own shares held by the Company (treasury shares) and the issuance of option rights and other special rights entitling to shares as specified in Chapter 10, Section 1 of the Finnish Companies Act. Option rights and other special rights entitling to shares as specified in Chapter 10, Section 1 of the Finnish Companies Act may not be granted as part of the Company's incentive programme. The Board will be entitled to decide on the issuance of a maximum of 16,000,000 new shares (approx. 9.8% of all shares of the Company) as well as conveyance of a maximum of 21,000,000 treasury shares held by the Company in one or several instalments. The issuance of shares, the conveyance of treasury shares and the granting of option rights and other special rights entitling to shares may be done in deviation from the shareholders' pre-emptive right (directed issue). The authorisation will be valid until 30 June 2025 and it will replace the corresponding authorisation granted by the AGM 2023.

## Seasonal fluctuation

Seasonal fluctuations in both Learning and Media Finland influence the Group's net sales and EBIT. The learning business has, by its nature, an annual cycle with strong seasonality. Most net sales and earnings are accrued during the second and third quarters, while the first and fourth quarters are typically loss-making. Shifts of single orders between quarters may have a material impact when comparing quarterly net sales and earnings on a year-on-year basis, and thus year-to-date figures typically provide a more comprehensive picture of Learning's business performance and development.

In the media business, net sales and earnings are particularly affected by the development of advertising. Advertising sales are influenced, for example, by the number of newspaper and magazine issues published each quarter, which varies annually. TV advertising in Finland is usually strongest in the second and fourth quarters. The events business in Finland is typically focused on the second and third quarters.

## Significant near-term risks and uncertainties

Sanoma is exposed to numerous risks and opportunities that may arise from its own operations or the changing operating environment in the short or long term. Sanoma divides its key risks into four main categories: strategic, operational, non-financial and financial risks. A comprehensive overview of significant risks that could have a negative impact on Sanoma's business, performance, or financial status are described in the Report of the Board of Directors, part of the Annual Report 2023, on pages 142–150, and in the listing prospectus of the EUR 150 million Social Bond, on pages 1–15. These risks still apply. The main updates and the most significant near-term risks and uncertainties are summarised in each Interim Report and are described below. The Annual Report 2024, including an updated risk review as part of the Report of the Board of Directors, will be published in week 14, which starts on 31 March 2025.

The general economic and political conditions in Sanoma's operating countries and overall industry trends could influence Sanoma's business activities and operational and financial performance. In Media Finland, these risks are typically associated with advertising demand and consumer spending. The demand for advertising derived from printed media and FTA TV has been in decline in recent years as advertisers shift to digital channels, and this trend is expected to continue.

The media markets in which the Group operates are highly competitive and include many regional, national and international companies. Competition is affected by the level of consolidation within the Group's markets as well as by the development of alternative distribution channels, especially for digital products and services offered by the Group. Competition may arise from large international media companies entering new geographic markets or expanding the distribution of their products and services to new distribution channels. Risks may arise if competitors are faster than the Group to adopt new technologies, such as generative AI and alternative forms of media or digital destinations, catering to both consumer and advertiser needs. Consolidation within relevant markets may increase existing competition or give rise to new entrants in the market. In Learning, there is a similar risk stemming from large international media companies, digital entrants, educational technology companies, open educational resources, user-generated content or digital tools.

Data is an increasingly essential part of Sanoma's products and services in both Learning and Media Finland. Sanoma is exposed to potential data breaches resulting from unauthorised or accidental loss of, or access to, personal data managed by Sanoma or by third parties processing data on Sanoma's behalf. In addition, Sanoma is subject to privacy laws, such as the General Data Protection Regulation (GDPR). Non-compliance with them, or potential inadequacy of the data protection processes and practices may cause problems, difficulties or additional costs for Sanoma.

Changes in education or digital platforms-related regulation could have a material effect on Sanoma's commercial propositions, technology or content investment needs, or financial performance. The introduction or delay, pace, scope and timing of changes in education related legislation, or their reflections in public educational spending, in the markets in which Sanoma operates – most notably in Poland or Spain, but potentially also other markets – may also influence the performance of Learning as a whole. Legislation related to learning is typically country-specific, which limits the magnitude of the said risk at the Group level.

Changes in the geopolitical situation globally, including but not limited to the continuing wars and unrest in Ukraine and the Middle East, could have an impact on the demand of the Group's products and services and the availability and price of the key supplies used by the Group or cause a disruption in the global financial markets that would have an impact on the Group.

Sanoma's planned cost management actions include Program Solar in Learning, which is expected to bring annual EUR 55 million benefits from 2026 onwards. Failure in implementing the cost savings actions related to Program Solar may have an impact on Sanoma's financial performance in the coming years. At the end of 2024, the implementation of Solar was materially completed, with 80% of the initiatives taken.

The Group's interest rate risk is mainly related to changes in the reference rates and loan margins of floating rate loans in its loan portfolio. Thus, a significant rise in interest rates would lead to an increase in financial expenses. A failure to manage interest rate risk may have an adverse effect on the Group's financial performance and position. In September 2024, Sanoma issued a EUR 150 million fixed-rate 3-year Social Bond, which reduced the interest rate sensitivity of the external debt portfolio.

Changes in taxation, as well as in the interpretation of tax laws and practices applicable to Sanoma's products and services or their distribution, e.g. VAT, may have an effect on the Group's operations or its financial performance. Sanoma booked a total net amount of EUR 31 million of VAT claims for the years 2015–2018 and 2019–2021 concerning the treatment of VAT on

certain magazines that were printed in multiple locations in Europe and processed in and distributed through a centralised logistics centre in Norway, as IACs in Media Finland's result in 2023. In August 2024, the Supreme Administrative Court rejected Sanoma's application for permission to appeal the decision regarding the years 2015–2018. Thus, it will not give a resolution to the company's appeal. A decision regarding 2019–2021 is still pending. The VAT regulations have changed as of 1 July 2021 and, thus, further claims related to the matter are not expected.

At the end of December 2024, Sanoma's consolidated balance sheet included EUR 1,455.9 million (2023: 1,532.7) of goodwill, immaterial rights and other intangible assets. The majority of these are related to the learning business. In accordance with IFRS, instead of goodwill being amortised regularly, it is tested for impairment on an annual basis or more frequently if there is any indication of impairment. Changes in business fundamentals could lead to further impairment, thus impacting Sanoma's equity and equity-related ratios. Further, as Sanoma's strategic aim is to grow through acquisitions, material amounts of goodwill, immaterial rights and other intangible assets might be recorded on Sanoma's balance sheet in connection with the completions of acquisitions and may be impaired in the future. In January–December 2024, impairments of other intangible assets amounted to EUR 28.8 million (2023: 1.2) and mainly related to the discontinuation of low value distribution contracts in the Netherlands and Belgium. The impairment losses on goodwill, immaterial rights and other intangible assets totalled EUR 32.9 million (2023: 10.7).

## Dividend proposal

On 31 December 2024, Sanoma Corporation's distributable funds were EUR 338 million, of which profit for the year made up EUR -1 million. Including the fund for non-restricted equity of EUR 210 million, the distributable funds amounted to EUR 548 million. The Board of Directors proposes to the Annual General Meeting that:

- A dividend of EUR 0.39 per share shall be paid for the year 2024. The dividend shall be paid in three equal instalments. The first instalment of EUR 0.13 per share shall be paid to a shareholder who is registered in the shareholders' register of the company maintained by Euroclear Finland Ltd on the dividend record date 2 May 2025. The payment date for this instalment is 9 May 2025. The record date for the second instalment of EUR 0.13 per share will be decided by the Board of Directors in September, and the estimated payment date will be in September 2025. The record date for the third instalment of EUR 0.13 per share will be decided by the Board of Directors in October, and the estimated payment date will be in November 2025.
- The amount left in equity shall be EUR 484 million.

According to its dividend policy, Sanoma aims to pay an increasing dividend, equal to 40–60% of the annual free cash flow. When proposing a dividend to the AGM, the Board of Directors looks at the general macro-economic environment, Sanoma's current and target capital structure, Sanoma's future business plans and investment needs, as well as both the previous year's cash flows and expected future cash flows affecting capital structure.

## Financial reporting in 2025

Sanoma will publish the following financial reports during 2025:

Interim Report 1 January–31 March 2025	Tuesday, 29 April 2025
Half-Year Report 1 January–30 June 2025	Wednesday, 30 July 2025
Interim Report 1 January–30 September 2025	Thursday, 30 October 2025

Sanoma's Financial Statements and Directors' Report for 2024 will be published during week 14, which starts on 31 March 2025. The Annual General Meeting 2025 is planned to be held on Tuesday, 29 April 2025 in Helsinki.

Helsinki, 10 February 2025

Board of Directors  
Sanoma Corporation

Reconciliation of operational EBIT excl. PPA

EUR million	Q4 2024	Q4 2023	FY 2024	FY 2023
<b>EBIT</b>	<b>-46.9</b>	<b>-51.4</b>	<b>81.8</b>	<b>51.7</b>
<b>Items affecting comparability (IACs) and PPA adjustments and amortisations</b>				
<b>Learning</b>				
Impairments	-0.7	-4.1	-28.6	-10.1
Capital gains/losses			-0.4	
Restructuring expenses	-5.2	-8.1	-28.3	-33.3
PPA adjustments and amortisations	-7.4	-8.2	-30.4	-34.5
<b>Media Finland</b>				
Impairments		-0.9		-3.2
Capital gains/losses			5.6	1.6
Restructuring expenses	-3.3	-1.4	-8.6	-3.8
VAT claims for years 2015–2018 and 2019–2021				-35.9
PPA adjustments and amortisations	-1.6	-1.8	-6.3	-6.8
<b>Other operations</b>				
Impairments	-0.4		-0.4	
Capital gains/losses				2.9
Restructuring expenses	-1.0	0.2	-0.7	-0.6
<b>Items affecting comparability (IACs) and PPA adjustments and amortisations total</b>	<b>-19.6</b>	<b>-24.4</b>	<b>-98.2</b>	<b>-123.7</b>
<b>Operational EBIT excl. PPA</b>	<b>-27.3</b>	<b>-27.0</b>	<b>180.0</b>	<b>175.4</b>
Depreciation of buildings and structures	-6.4	-8.1	-26.4	-27.9
Depreciation of rental books	-0.9	-1.1	-3.9	-7.4
Amortisation of film and TV broadcasting rights	-14.9	-16.8	-55.2	-58.9
Amortisation of prepublication rights	-13.0	-12.9	-46.4	-42.5
Other depreciations, amortisations and impairments	-16.7	-19.2	-79.0	-57.8
Items affecting comparability in depreciation, amortisation and impairments	1.1	3.3	30.1	11.6
<b>Operational EBITDA</b>	<b>23.5</b>	<b>27.8</b>	<b>360.8</b>	<b>358.3</b>

Items affecting comparability (IACs) in results of associated companies

EUR million	Q4 2024	Q4 2023	FY 2024	FY 2023
<b>Media Finland</b>				
Fair value remeasurement of previously held equity interest				-1.0

### Reconciliation of operational EPS

EUR million	Q4 2024	Q4 2023	FY 2024	FY 2023
<b>Result for the period attributable to the equity holders of the Parent Company</b>	<b>-40.3</b>	<b>-44.7</b>	<b>40.5</b>	<b>3.3</b>
Accrued interest on the hybrid bond net of tax	-2.4	-2.4	-9.6	-7.6
Items affecting comparability	10.6	14.3	61.5	83.3
Tax effect of items affecting comparability	-2.5	-2.5	-16.5	-14.6
Non-controlling interests' share of items affecting comparability	-0.1		-0.1	
<b>Operational result for the period attributable to the equity holders of the Parent Company</b>	<b>-34.6</b>	<b>-35.2</b>	<b>75.8</b>	<b>64.4</b>
Weighted average number of shares on the market	163,345,949	163,267,618	163,413,155	163,253,094
<b>Operational EPS</b>	<b>-0.21</b>	<b>-0.22</b>	<b>0.46</b>	<b>0.39</b>

### Reconciliation of net debt

EUR million	31 Dec 2024	31 Dec 2023
Non-current financial liabilities	367.8	249.4
Current financial liabilities	88.0	301.4
Non-current lease liabilities	104.1	124.8
Current lease liabilities	29.7	30.0
Cash and cash equivalents	-21.1	-65.9
<b>Net debt</b>	<b>568.5</b>	<b>639.7</b>

### Reconciliation of adjusted EBITDA

EUR million	FY 2024	FY 2023
12-month rolling operational EBITDA	360.8	358.3
Impact of acquired and divested operations	0.0	0.1
Impact of programming rights	-53.2	-64.9
Impact of prepublication rights	-46.1	-55.3
Impact of rental books	-3.7	-8.7
<b>Adjusted EBITDA</b>	<b>257.9</b>	<b>229.5</b>

### Reconciliation of comparable net sales growth

EUR million	Q4 2024	Q4 2023	FY 2024	FY 2023
<b>Group</b>				
Net sales	241.5	253.4	1,344.8	1,392.9
Impact of acquired and divested operations		-7.3	-3.0	-27.3
<b>Comparable net sales</b>	<b>241.5</b>	<b>246.2</b>	<b>1,341.9</b>	<b>1,365.5</b>
Comparable net sales growth	-2%	-2%	-2%	2%
<b>Learning</b>				
Net sales	96.5	100.4	764.2	795.2
Impact of acquired and divested operations		-4.6		-14.1
<b>Comparable net sales</b>	<b>96.5</b>	<b>95.8</b>	<b>764.2</b>	<b>781.1</b>
Comparable net sales growth	1%	-1%	-2%	6%
<b>Media Finland</b>				
Net sales	145.0	153.1	580.9	597.8
Impact of acquired and divested operations		-2.6	-3.0	-13.3
<b>Comparable net sales</b>	<b>145.0</b>	<b>150.4</b>	<b>577.9</b>	<b>584.6</b>
Comparable net sales growth	-4%	-3%	-1%	-3%



Income statement by quarter

EUR million	Q1 2024	Q2 2024	Q3 2024	Q4 2024	FY 2024	Q1 2023	Q2 2023	Q3 2023	Q4 2023	FY 2023
<b>NET SALES</b>	<b>220.9</b>	<b>342.4</b>	<b>540.0</b>	<b>241.5</b>	<b>1,344.8</b>	<b>217.8</b>	<b>341.3</b>	<b>580.3</b>	<b>253.4</b>	<b>1,392.9</b>
Other operating income	9.2	5.0	6.8	7.4	28.3	7.3	5.5	6.0	6.7	25.6
Materials and services	-65.8	-98.4	-195.5	-74.6	-434.3	-73.5	-101.9	-227.8	-83.9	-487.0
Employee benefit expenses	-98.1	-99.0	-99.2	-98.7	-395.0	-97.2	-102.6	-104.2	-101.4	-405.4
Other operating expenses	-43.8	-53.3	-56.5	-61.8	-215.4	-43.0	-87.9	-50.1	-58.1	-239.0
Share of results in joint ventures	0.3	0.2	0.3	0.1	0.9	0.2	0.2	0.3	0.0	0.7
Depreciation, amortisation and impairment losses	-54.1	-53.7	-78.9	-60.8	-247.6	-54.7	-55.1	-57.9	-68.2	-235.9
<b>EBIT</b>	<b>-31.4</b>	<b>43.2</b>	<b>116.9</b>	<b>-46.9</b>	<b>81.8</b>	<b>-43.1</b>	<b>-0.5</b>	<b>146.7</b>	<b>-51.4</b>	<b>51.7</b>
Share of results in associated companies	-0.1	0.0	0.0	0.0	0.0	-1.0	0.0	0.0	0.4	-0.6
Financial income	2.0	0.7	2.1	2.0	6.8	2.4	6.2	-0.3	0.4	8.6
Financial expenses	-8.8	-11.4	-10.8	-9.3	-40.3	-8.8	-14.4	-8.4	-7.4	-39.1
<b>RESULT BEFORE TAXES</b>	<b>-38.3</b>	<b>32.5</b>	<b>108.3</b>	<b>-54.1</b>	<b>48.4</b>	<b>-50.6</b>	<b>-8.7</b>	<b>138.0</b>	<b>-58.1</b>	<b>20.6</b>
Income taxes	10.8	-8.1	-24.3	13.9	-7.8	10.8	-2.5	-38.3	13.5	-16.5
<b>RESULT FOR THE PERIOD</b>	<b>-27.6</b>	<b>24.4</b>	<b>84.0</b>	<b>-40.3</b>	<b>40.6</b>	<b>-39.8</b>	<b>-11.2</b>	<b>99.7</b>	<b>-44.6</b>	<b>4.1</b>
<b>Result attributable to:</b>										
Equity holders of the Parent Company	-27.7	24.5	83.9	-40.3	40.5	-40.0	-11.4	99.3	-44.7	3.3
Non-controlling interests	0.1	0.0	0.0	0.0	0.1	0.2	0.2	0.3	0.1	0.8
<b>Earnings per share for result attributable to the equity holders of the Parent Company:</b>										
Earnings per share, EUR	-0.18	0.14	0.50	-0.26	0.19	-0.25	-0.08	0.59	-0.29	-0.03
Diluted earnings per share, EUR	-0.18	0.14	0.50	-0.26	0.19	-0.25	-0.08	0.59	-0.29	-0.03

**Net sales by SBU**

EUR million	Q1 2024	Q2 2024	Q3 2024	Q4 2024	FY 2024	Q1 2023	Q2 2023	Q3 2023	Q4 2023	FY 2023
Learning	81.1	190.6	395.9	96.5	764.2	76.3	188.0	430.4	100.4	795.2
Media Finland	139.9	151.9	144.1	145.0	580.9	141.5	153.4	149.9	153.1	597.8
Other operations and eliminations	-0.1	-0.1	0.0	0.0	-0.2	-0.1	-0.1	0.0	0.0	-0.2
<b>Total</b>	<b>220.9</b>	<b>342.4</b>	<b>540.0</b>	<b>241.5</b>	<b>1,344.8</b>	<b>217.8</b>	<b>341.3</b>	<b>580.3</b>	<b>253.4</b>	<b>1,392.9</b>

**EBIT by SBU**

EUR million	Q1 2024	Q2 2024	Q3 2024	Q4 2024	FY 2024	Q1 2023	Q2 2023	Q3 2023	Q4 2023	FY 2023
Learning	-38.5	36.3	105.2	-43.9	59.1	-43.8	33.1	132.4	-51.1	70.6
Media Finland	10.5	9.6	14.5	3.6	38.2	1.5	-29.5	14.6	5.1	-8.4
Other operations and eliminations	-3.4	-2.7	-2.8	-6.6	-15.4	-0.7	-4.1	-0.3	-5.5	-10.5
<b>Total</b>	<b>-31.4</b>	<b>43.2</b>	<b>116.9</b>	<b>-46.9</b>	<b>81.8</b>	<b>-43.1</b>	<b>-0.5</b>	<b>146.7</b>	<b>-51.4</b>	<b>51.7</b>

**Operational EBIT excl. PPA by SBU**

EUR million	Q1 2024	Q2 2024	Q3 2024	Q4 2024	FY 2024	Q1 2023	Q2 2023	Q3 2023	Q4 2023	FY 2023
Learning	-27.6	49.8	155.2	-30.6	146.9	-33.5	48.3	164.3	-30.6	148.4
Media Finland	7.7	13.7	17.6	8.5	47.5	5.1	8.7	16.8	9.2	39.8
Other operations and eliminations	-3.8	-2.6	-2.8	-5.2	-14.4	-2.3	-3.3	-1.7	-5.7	-12.9
<b>Total</b>	<b>-23.7</b>	<b>61.0</b>	<b>170.0</b>	<b>-27.3</b>	<b>180.0</b>	<b>-30.7</b>	<b>53.7</b>	<b>179.4</b>	<b>-27.0</b>	<b>175.4</b>

## Interim report (unaudited)

### **Accounting policies**

Sanoma Group prepares its Interim Report in accordance with IAS 34 'Interim Financial Reporting' while adhering to related IFRS standards and interpretations applicable within the EU on 31 December 2024. The accounting policies of the Interim Report, the definitions of key indicators as well as the explanations of use and definitions of Alternative Performance Measures (APMs) are available in the Annual Report 2023. All figures have been rounded and consequently the sum of individual figures can deviate from the presented sum figure. Key figures have been calculated using exact figures.

**Consolidated income statement**

EUR million	Q4 2024	Q4 2023	FY 2024	FY 2023
<b>NET SALES</b>	<b>241.5</b>	<b>253.4</b>	<b>1,344.8</b>	<b>1,392.9</b>
Other operating income	7.4	6.7	28.3	25.6
Materials and services	-74.6	-83.9	-434.3	-487.0
Employee benefit expenses	-98.7	-101.4	-395.0	-405.4
Other operating expenses	-61.8	-58.1	-215.4	-239.0
Share of results in joint ventures	0.1	0.0	0.9	0.7
Depreciation, amortisation and impairment losses	-60.8	-68.2	-247.6	-235.9
<b>EBIT</b>	<b>-46.9</b>	<b>-51.4</b>	<b>81.8</b>	<b>51.7</b>
Share of results in associated companies	0.0	0.4	0.0	-0.6
Financial income	2.0	0.4	6.8	8.6
Financial expenses	-9.3	-7.4	-40.3	-39.1
<b>RESULT BEFORE TAXES</b>	<b>-54.1</b>	<b>-58.1</b>	<b>48.4</b>	<b>20.6</b>
Income taxes	13.9	13.5	-7.8	-16.5
<b>RESULT FOR THE PERIOD</b>	<b>-40.3</b>	<b>-44.6</b>	<b>40.6</b>	<b>4.1</b>
<b>Result attributable to:</b>				
Equity holders of the Parent Company	-40.3	-44.7	40.5	3.3
Non-controlling interests	0.0	0.1	0.1	0.8
<b>Earnings per share for result attributable to the equity holders of the Parent Company:</b>				
Earnings per share, EUR	-0.26	-0.29	0.19	-0.03
Diluted earnings per share, EUR	-0.26	-0.29	0.19	-0.03

**Statement of comprehensive income**

EUR million	Q4 2024	Q4 2023	FY 2024	FY 2023
<b>Result for the period</b>	<b>-40.3</b>	<b>-44.6</b>	<b>40.6</b>	<b>4.1</b>
<b>Other comprehensive income:</b>				
<b>Items that may be reclassified subsequently to profit or loss</b>				
Change in translation differences	-0.4	2.4	-0.4	1.7
<b>Items that will not be reclassified to profit or loss</b>				
Defined benefit plans	-1.5	10.8	4.8	15.7
Income tax related to defined benefit plans	0.3	-2.2	-1.0	-3.2
<b>Other comprehensive income for the period, net of tax</b>	<b>-1.7</b>	<b>11.0</b>	<b>3.5</b>	<b>14.2</b>
<b>TOTAL COMPREHENSIVE INCOME FOR THE PERIOD</b>	<b>-41.9</b>	<b>-33.6</b>	<b>44.1</b>	<b>18.3</b>
<b>Total comprehensive income attributable to:</b>				
Equity holders of the Parent Company	-41.9	-33.7	44.0	17.5
Non-controlling interests	0.0	0.1	0.1	0.8

**Consolidated balance sheet**

EUR million	31 Dec 2024	31 Dec 2023
<b>ASSETS</b>		
Property, plant and equipment	37.4	40.3
Right-of-use assets	123.1	144.2
Investment property	2.9	2.9
Goodwill	809.8	812.2
Other intangible assets	646.1	720.5
Equity-accounted investees	3.5	3.6
Other investments	2.9	2.8
Deferred tax receivables	3.8	5.5
Non-current receivables	32.6	31.4
<b>NON-CURRENT ASSETS, TOTAL</b>	<b>1,662.2</b>	<b>1,763.4</b>
Inventories	45.0	53.5
Income tax receivables	8.2	13.9
Contract assets	0.9	0.5
Trade and other receivables	141.7	139.4
Cash and cash equivalents	21.1	65.9
<b>CURRENT ASSETS, TOTAL</b>	<b>216.9</b>	<b>273.2</b>
<b>ASSETS, TOTAL</b>	<b>1,879.1</b>	<b>2,036.6</b>
<b>EQUITY AND LIABILITIES</b>		
<b>EQUITY</b>		
Share capital	71.3	71.3
Treasury shares	-3.0	-4.1
Fund for invested unrestricted equity	209.8	209.8
Other equity	343.4	370.8
Total equity attributable to the equity holders of the Parent Company	621.4	647.7
Hybrid bond	149.1	149.1
Non-controlling interests	1.1	2.6
<b>EQUITY, TOTAL</b>	<b>771.7</b>	<b>799.4</b>

EUR million	31 Dec 2024	31 Dec 2023
Deferred tax liabilities	100.1	116.0
Pension obligations	2.7	3.4
Provisions	4.5	2.0
Financial liabilities	367.8	249.4
Lease liabilities	104.1	124.8
Contract liabilities	1.1	0.8
Trade and other payables	2.7	2.5
<b>NON-CURRENT LIABILITIES, TOTAL</b>	<b>583.0</b>	<b>498.9</b>
Provisions	5.7	12.3
Financial liabilities	88.0	301.4
Lease liabilities	29.7	30.0
Income tax liabilities	1.2	0.6
Contract liabilities	160.4	151.9
Trade and other payables	239.4	242.1
<b>CURRENT LIABILITIES, TOTAL</b>	<b>524.4</b>	<b>738.3</b>
<b>LIABILITIES, TOTAL</b>	<b>1,107.4</b>	<b>1,237.2</b>
<b>EQUITY AND LIABILITIES, TOTAL</b>	<b>1,879.1</b>	<b>2,036.6</b>



Changes in consolidated equity

EUR million	Equity attributable to the equity holders of the Parent Company							
	Share capital	Treasury shares	Fund for invested unrestricted equity	Other equity	Total	Hybrid bond	Non-controlling interests	Equity, total
<b>Equity at 1 Jan 2023</b>	<b>71.3</b>	<b>-5.2</b>	<b>209.8</b>	<b>419.2</b>	<b>695.1</b>		<b>7.0</b>	<b>702.1</b>
Comprehensive income for the period				17.5	17.5		0.8	18.3
Share-based compensation				3.4	3.4			3.4
Shares delivered		1.1		-1.1				
Dividends				-60.4	-60.4		-0.7	-61.1
Acquisitions and other changes in non-controlling interests				1.7	1.7		-4.5	-2.8
Interest on hybrid bond				-9.6	-9.6			-9.6
Issuance of hybrid bond (net of issuance costs)						149.1		149.1
<b>Equity at 31 Dec 2023</b>	<b>71.3</b>	<b>-4.1</b>	<b>209.8</b>	<b>370.8</b>	<b>647.7</b>	<b>149.1</b>	<b>2.6</b>	<b>799.4</b>
<b>Equity at 1 Jan 2024</b>	<b>71.3</b>	<b>-4.1</b>	<b>209.8</b>	<b>370.8</b>	<b>647.7</b>	<b>149.1</b>	<b>2.6</b>	<b>799.4</b>
Comprehensive income for the period				44.0	44.0		0.1	44.1
Purchase of treasury shares		-1.9			-1.9			-1.9
Share-based compensation				1.7	1.7			1.7
Shares delivered		3.0		-3.0				
Dividends				-60.5	-60.5			-60.5
Acquisitions and other changes in non-controlling interests							-1.5	-1.5
Interest on hybrid bond				-9.6	-9.6			-9.6
<b>Equity at 31 Dec 2024</b>	<b>71.3</b>	<b>-3.0</b>	<b>209.8</b>	<b>343.4</b>	<b>621.4</b>	<b>149.1</b>	<b>1.1</b>	<b>771.7</b>

**Consolidated cash flow statement**

EUR million	FY 2024	FY 2023
<b>OPERATIONS</b>		
Result for the period	40.6	4.1
Adjustments		
Income taxes	7.8	16.5
Financial income and expenses	33.4	30.5
Share of results in equity-accounted investees	-0.9	-0.1
Depreciation, amortisation and impairment losses	247.6	235.9
Gains/losses on sales of non-current assets	-6.6	-6.0
Other adjustments	6.0	7.3
Adjustments, total	287.3	284.1
Change in working capital	8.2	48.3
Acquisitions of broadcasting rights, prepublication costs and rental books	-102.9	-128.9
Dividends received	1.0	0.6
Interest paid and other financial items	-37.1	-26.4
Taxes paid	-14.1	-33.6
<b>Cash flow from operations</b>	<b>183.0</b>	<b>148.2</b>
<b>INVESTMENTS</b>		
Capital expenditure	-37.7	-43.1
Operations acquired	-0.8	-0.4
Proceeds from sale of tangible and intangible assets	3.0	9.3
Operations sold	5.6	3.5
Loans granted	0.0	0.0
Interest received	2.1	2.2
<b>Cash flow from investments</b>	<b>-27.8</b>	<b>-28.5</b>
<b>Cash flow before financing</b>	<b>155.2</b>	<b>119.6</b>

EUR million	FY 2024	FY 2023
<b>FINANCING</b>		
Proceeds from issue of hybrid bond (net of issuance costs)		148.9
Purchase of treasury shares	-1.9	
Change in loans with short maturity	37.4	-69.7
Drawings of other loans	249.2	0.6
Repayments of other loans	-380.3	-76.2
Payment of lease liabilities	-31.9	-31.1
Acquisitions of non-controlling interests		-7.1
Interest paid on hybrid bond	-12.0	
Dividends paid	-60.5	-61.1
<b>Cash flow from financing</b>	<b>-199.9</b>	<b>-95.8</b>
<b>CHANGE IN CASH AND CASH EQUIVALENTS ACCORDING TO CASH FLOW STATEMENT</b>	<b>-44.7</b>	<b>23.9</b>
Effect of exchange rate differences on cash and cash equivalents	0.0	0.3
<b>Net change in cash and cash equivalents</b>	<b>-44.7</b>	<b>24.1</b>
Cash and cash equivalents at the beginning of the period	65.1	41.0
Cash and cash equivalents at the end of the period	20.5	65.1
<b>FREE CASH FLOW (Cash flow from operations - Capital expenditure)</b>	<b>145.3</b>	<b>105.1</b>

At the end of December 2024, cash and cash equivalents in the cash flow statement include cash and cash equivalents less bank overdrafts of EUR 0.6 million (2023: 0.8).

## Segment information

Sanoma reports two operating segments, which are its two strategic business units Sanoma Learning and Sanoma Media Finland. This is aligned with the way Sanoma manages the businesses.

Sanoma Learning is one of the global leaders in K12 education, serving about 25 million students across Europe. Our learning products and services enable teachers to develop the talents of every child to reach their potential. We offer printed and digital learning materials as well as digital learning and teaching platforms for K12. i.e. primary, secondary and vocational education, and we aim to continue to grow our business in Europe and beyond. We develop our methodologies based on deep teacher and student insight and truly understanding their individual needs. By combining our educational technologies and pedagogical expertise, we create learning products and services with the highest learning impact.

Sanoma Media Finland is the leading cross-media company in Finland, reaching 96% of all Finns weekly. 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, such as Helsingin Sanomat, Ilta-Sanomat, Aamulehti, Me Naiset, Aku Ankka, Nelonen, Ruutu, Supla and Radio Suomipop. For advertisers, we are a trusted partner with insight, impact and reach.

In addition to the Group eliminations, the column other operations/eliminations includes non-core operations, head office functions and items not allocated to segments. Segment assets do not include cash and cash equivalents, interest-bearing receivables, tax receivables or deferred tax receivables. Transactions between segments are based on market prices.

### Segment information 1 January–31 December 2024

EUR million	Learning	Media Finland	Other operations/eliminations	Total
External net sales	764.2	580.7		1,344.8
Internal net sales		0.2	-0.2	
<b>Net sales, total</b>	<b>764.2</b>	<b>580.9</b>	<b>-0.2</b>	<b>1,344.8</b>
<b>EBIT</b>	<b>59.1</b>	<b>38.2</b>	<b>-15.4</b>	<b>81.8</b>
<b>Operational EBIT excl. PPA</b>	<b>146.9</b>	<b>47.5</b>	<b>-14.4</b>	<b>180.0</b>
Share of results in associated companies		0.0		0.0
Financial income			6.8	6.8
Financial expenses			-40.3	-40.3
<b>Result before taxes</b>				<b>48.4</b>
Income taxes				-7.8
<b>Result for the period</b>				<b>40.6</b>
<b>Segment assets</b>	<b>1,659.7</b>	<b>338.9</b>	<b>-152.5</b>	<b>1,846.0</b>

### Segment information 1 January–31 December 2023

EUR million	Learning	Media Finland	Other operations/eliminations	Total
External net sales	795.2	597.7		1,392.9
Internal net sales	0.0	0.2	-0.2	
<b>Net sales, total</b>	<b>795.2</b>	<b>597.8</b>	<b>-0.2</b>	<b>1,392.9</b>
<b>EBIT</b>	<b>70.6</b>	<b>-8.4</b>	<b>-10.5</b>	<b>51.7</b>
<b>Operational EBIT excl. PPA</b>	<b>148.4</b>	<b>39.8</b>	<b>-12.9</b>	<b>175.4</b>
Share of results in associated companies		-0.6		-0.6
Financial income			8.6	8.6
Financial expenses			-39.1	-39.1
<b>Result before taxes</b>				<b>20.6</b>
Income taxes				-16.5
<b>Result for the period</b>				<b>4.1</b>
<b>Segment assets</b>	<b>1,745.2</b>	<b>376.5</b>	<b>-170.5</b>	<b>1,951.3</b>

## Net sales

### Disaggregation of revenue

In the following table, revenue is disaggregated by primary geographical market, major products/services lines and timing of revenue recognition. The table also includes a reconciliation of the disaggregated revenue with the Group's two operating segments, which are also its strategic business units.

#### Disaggregation of revenue 1 January–31 December 2024

EUR million	Learning	Media Finland	Other operations/ eliminations	Total
Finland	59.4	580.9	-0.2	640.1
The Netherlands	220.8			220.8
Poland	139.2			139.2
Spain	135.6			135.6
Italy	105.5			105.5
Belgium	64.1			64.1
Other companies and eliminations	39.6			39.6
<b>Primary geographical markets</b>	<b>764.2</b>	<b>580.9</b>	<b>-0.2</b>	<b>1,344.8</b>
Learning solutions	634.2			634.2
Advertising		214.8	-0.2	214.6
Subscription		254.3	0.0	254.3
Single copy		37.0		37.0
Other	130.0	74.8	-0.1	204.7
<b>Major product lines/services</b>	<b>764.2</b>	<b>580.9</b>	<b>-0.2</b>	<b>1,344.8</b>
Recognition at a point-in-time	608.3	149.9	-0.2	758.0
Recognition over-time	155.8	431.0		586.8
<b>Timing of revenue recognition</b>	<b>764.2</b>	<b>580.9</b>	<b>-0.2</b>	<b>1,344.8</b>

#### Disaggregation of revenue 1 January–31 December 2023

EUR million	Learning	Media Finland	Other operations/ eliminations	Total
Finland	60.9	597.8	-0.2	658.5
The Netherlands	218.7			218.7
Poland	125.7			125.7
Spain	152.4			152.4
Italy	104.7			104.7
Belgium	82.1			82.1
Other companies and eliminations	50.8			50.8
<b>Primary geographical markets</b>	<b>795.2</b>	<b>597.8</b>	<b>-0.2</b>	<b>1,392.9</b>
Learning solutions	660.4		0.0	660.4
Advertising		219.2	-0.1	219.1
Subscription		246.0	0.0	246.0
Single copy		38.3		38.3
Other	134.7	94.3	0.0	229.0
<b>Major product lines/services</b>	<b>795.2</b>	<b>597.8</b>	<b>-0.2</b>	<b>1,392.9</b>
Recognition at a point-in-time	655.5	178.9	-0.2	834.2
Recognition over-time	139.7	419.0		558.7
<b>Timing of revenue recognition</b>	<b>795.2</b>	<b>597.8</b>	<b>-0.2</b>	<b>1,392.9</b>

### Changes in property, plant and equipment and right of use assets

EUR million	31 Dec 2024	31 Dec 2023
Carrying amount at 1 Jan	184.5	205.7
Increases	24.8	39.2
Acquisitions of operations		0.1
Decreases	-4.6	-5.6
Disposal of operations	-0.1	
Depreciation for the period	-42.2	-48.7
Impairment losses for the period	-1.9	-7.0
Exchange rate differences and other changes	0.0	0.7
<b>Carrying amount at the end of the period</b>	<b>160.5</b>	<b>184.5</b>

### Changes in other intangible assets

EUR million	31 Dec 2024	31 Dec 2023
Carrying amount at 1 Jan	720.5	739.0
Increases	130.0	156.1
Acquisitions of operations		2.0
Decreases		-0.1
Disposal of operations	-0.9	
Depreciation for the period	-170.6	-169.6
Impairment losses for the period	-32.9	-8.4
Exchange rate differences and other changes	-0.1	1.5
<b>Carrying amount at the end of the period</b>	<b>646.1</b>	<b>720.5</b>

### Maturity of financial liabilities

EUR million	2025	2026	2027	2028	2029	2030–	Total
Loans from financial institutions	60.9	126.9	103.2				291.1
Bonds	6.0	6.0	156.0				168.0
Commercial paper programmes	37.5						37.5
Lease liabilities	28.7	26.8	26.2	35.8	6.6	9.8	133.9
Other interest-bearing liabilities	0.0						0.0
Trade payables and other liabilities 1)	99.6						99.6
Derivatives							
Inflow (-)	-16.7						-16.7
Outflow (+)	16.6						16.6
<b>Total</b>	<b>232.6</b>	<b>159.7</b>	<b>285.4</b>	<b>35.8</b>	<b>6.6</b>	<b>9.8</b>	<b>730.0</b>

1) Trade payables and other liabilities do not include accrued expenses and advances received.

## Acquisitions and divestments

### Acquisitions in 2024

No acquisitions were conducted during 2024.

### Impact of business acquisitions on Group's assets and liabilities

EUR million	FY 2024	FY 2023
Property, plant and equipment		0.0
Right-of-use assets		0.1
Intangible assets		2.0
Other non-current assets		0.0
Other current assets		3.3
<b>Assets, total</b>		<b>5.4</b>
Non-current liabilities		-2.3
Current liabilities		-2.5
<b>Liabilities, total</b>		<b>-4.8</b>
Fair value of acquired net assets		0.6
Acquisition cost		1.6
Fair value of previously held interest		0.2
Fair value of acquired net assets		-0.6
<b>Goodwill from the acquisitions</b>		<b>1.2</b>

### Acquisitions of non-controlling interests

EUR million	FY 2024	FY 2023
Acquisition cost		2.8
Book value of the acquired interest		1.1
<b>Impact on consolidated equity</b>		<b>-1.7</b>

### Cash paid to obtain control, net of cash acquired

EUR million	FY 2024	FY 2023
Acquisition cost		1.6
Cash and cash equivalents of acquired operations		-1.5
Decrease (+) / increase (-) in acquisition liabilities	0.8	0.2
<b>Cash paid to obtain control, net of cash acquired</b>	<b>0.8</b>	<b>0.4</b>
Acquisition cost		2.8
Decrease (+) / increase (-) in acquisition liabilities		4.3
<b>Cash paid on acquisitions of non-controlling interests</b>		<b>7.1</b>



#### Divestments in 2024

On 2 April 2024, Sanoma divested Valopilkku to Fonecta Group. Valopilkku is one of Finland's best-known taxi booking applications with users all over Finland.

On 31 January 2024, Sanoma divested its majority holding in Netwheels Oy to Alma Media. Netwheels Oy offers car sales software as a service (SaaS) to a large corporate customer base in the automotive industry in Finland. Sanoma Media Finland Oy held a total of 55.8% in Netwheels. In 2023, net sales of Netwheels Oy were approx. EUR 8 million and it employed 29 people, who were transferred to the buyer with the divestment.

On 2 January 2024, Sanoma divested Stark, an exam preparation business in Germany, which it acquired with the Italian K12 learning content business from Pearson in August 2022. The buyer was the original founder of the business, Mr. Stark. In 2023, Stark's net sales were approx. EUR 14 million and the company employed 56 people, who were transferred to the buyer with the divestment.

#### Impact of divestments on Group's assets and liabilities

EUR million	FY 2024	FY 2023
Property, plant and equipment	0.0	
Goodwill	2.3	
Other intangible assets	0.9	
Inventories	0.2	
Trade and other receivables	2.7	
Cash and cash equivalents	6.6	
<b>Assets, total</b>	<b>12.8</b>	
Deferred tax liabilities	0.0	
Financial liabilities	-0.4	
Trade and other payables	-4.5	
<b>Liabilities, total</b>	<b>-5.0</b>	
Derecognised non-controlling interest	-1.5	
Net assets	6.3	
Sales price	12.2	1.6
Transaction fees paid	-0.7	
<b>Net result from sale of operations</b>	<b>5.2</b>	<b>1.6</b>

#### Cash flow from sale of operations

EUR million	FY 2024	FY 2023
Sales price	12.2	1.6
Cash and cash equivalents of divested operations	-6.6	
Decrease (+) / increase (-) in receivables from divestment		1.9
<b>Cash flow from sale of operations</b>	<b>5.6</b>	<b>3.5</b>

**Contingent liabilities**

EUR million	31 Dec 2024	31 Dec 2023
<b>Contingencies for own commitments</b>		
Pledges	0.8	0.9
Other items	24.3	24.3
Contingencies for own commitments total	25.1	25.2
<b>Other commitments</b>		
Royalties	0.5	0.5
Commitments for acquisitions of intangible assets (film and TV broadcasting rights included)	46.0	40.7
Other items	95.1	90.6
Other commitments total	141.6	131.8
<b>Total</b>	<b>166.7</b>	<b>157.0</b>

**Derivative instruments**

EUR million	31 Dec 2024	31 Dec 2023
<b>Fair values</b>		
<b>Currency derivatives</b>		
Forward contracts (positive fair values)	0.1	0.0
Forward contracts (negative fair values)		0.0
<b>Nominal values</b>		
<b>Currency derivatives</b>		
Forward contracts	16.6	9.7

The fair value of the foreign currency forward contracts is determined using forward exchange market rates at the balance sheet date.

**Disputes and litigations**

On 8 June 2023, Sanoma announced that the Administrative Court had rejected the company's appeal concerning the VAT payment decisions regarding the tax audits at Sanoma Media Finland Oy for the years 2015–2018. The case concerned the treatment of VAT on certain magazines that were printed in multiple locations in Europe, and processed in and distributed through a centralised logistics centre in Norway.

Based on the decision from the Finnish Tax Adjustment Board on 29 April 2021, Sanoma paid EUR 25 million of VAT, penalties and interests in July 2021 in order to avoid further interest accumulation. Sanoma considered this payment to be a deposit with the tax authority while the dispute was ongoing, and consequently reported the amount paid as a receivable. On August 2021, the tax authorities made an ex officio decision on a corporate income tax adjustment as a consequence of value added tax adjustment and refunded EUR 3 million of corporate income tax to Sanoma. Sanoma considered this refund to be a liability towards the tax authority while the dispute was ongoing, and consequently reported the amount received as a liability. According to the Administrative Court's decision on 8 June 2023, and pursuant to the Tax Assessment Procedure Act, no tax will be refunded to Sanoma. The Supreme Administrative Court has rejected Sanoma's application for permission to appeal the administrative court's decision regarding the VAT payment decision given by the Finnish Tax Adjustment Board. Thus, the Supreme Administrative Court will not give a resolution to the company's appeal. Based on the Supreme Administrative Court's decision, the administrative court's negative decision will hold. The decision has no impact on Sanoma's financials or free cash flow as the VAT claim has been paid in 2021 and booked in Sanoma's result in Q2 2023.

On 16 December 2022, Sanoma announced that it had received similar payment decisions based on the tax audits for the years 2019–2021. Based on the payment decisions, Sanoma paid EUR 11 million of VAT, penalties and interest in December 2022 in order to avoid interest accumulation. Sanoma considered this payment to be a deposit with the tax authority, and reported the amount paid as a receivable. In March 2023, the tax authorities made an ex officio decision on a corporate income tax adjustment as a consequence of value added tax and refunded EUR 2 million of corporate income tax to Sanoma. Sanoma considered this refund to be a liability towards the tax authority, and reported the amount received as a liability. Sanoma has appealed the decisions to the Finnish Tax Adjustment Board, where the process is still ongoing.

Based on the Administrative Court's decision given on 8 June 2023, the VAT claims for both the years 2015–2018 and 2019–2021 amounting to EUR 36 million were booked as other operating expenses in Q2 2023 result and a positive EUR 5 million adjustment to the income taxes. The VAT regulations changed on 1 July 2021 so further tax audits related to the matter are not expected.

## Definitions of key indicators

KPI	Definition	Reason to use
Comparable (or organic) net sales (growth)	= Net sales (growth) adjusted for the impact of acquisitions and divestments	Complements reported net sales by reflecting the underlying business performance and enhancing comparability between reporting periods
Items affecting comparability (IACs)	= Gains/losses on sale, restructuring incl. transaction and integration costs of acquisitions or efficiency programme expenses and impairments that exceed EUR 1 million	Used to reflect the underlying business performance and enhances comparability between reporting periods
Operational EBITDA	= EBIT + depreciation, amortisation and impairments – IACs	Measures the profitability before non-cash based depreciation and amortisation, reflects the underlying business performance and enhances comparability between reporting periods
Purchase price allocation adjustments and amortisations (PPAs)	= Purchase price allocation amortisations and cost impact of the inventory fair value adjustments	A component used in the calculation of KPIs (incl. operational EBIT excl. PPA)
Operational EBIT excl. PPA	= EBIT – IACs – Purchase price allocation adjustments and amortisations (PPAs)	Measures the profitability excl. acquisition-related PPA adjustments and amortisations, reflects the underlying business performance and enhances comparability between reporting periods
Equity ratio, %	= $\frac{\text{Equity total}}{\text{Balance sheet total} - \text{advances received}} \times 100$	One of Sanoma's long-term financial targets, measures the relative proportion of equity to total assets
Free cash flow	= Cash flow from operations – capital expenditure	Basis for Sanoma's dividend policy
Free cash flow / share	= $\frac{\text{Free cash flow}}{\text{Weighted average number of shares on the market}}$	Basis for Sanoma's dividend policy

KPI	Definition	Reason to use
Net debt	= Interest-bearing liabilities (short or long-term liabilities which have separately determined interest cost) – cash and cash equivalents	Measures Sanoma's net debt position
Net debt / Adj. EBITDA	= $\frac{\text{Net debt}}{\text{Adjusted EBITDA}}$ The adjusted EBITDA used in this ratio is the 12-month rolling operational EBITDA, where acquired operations are included and divested operations excluded, and where programming rights and prepublication rights have been raised above EBITDA on the basis of cash flow	One of Sanoma's long-term financial targets, provides investors information on Sanoma's ability to service its debt
Net financial items	= Financial income – financial expenses	Measures Sanoma's net financing cost
EPS	= $\frac{\text{Result for the period attributable to the equity holders of the Parent Company} - \text{tax adjusted interest on hybrid loan}}{\text{Weighted average number of shares on the market}}$	Measures Sanoma's result for the period per share
Operational EPS	= $\frac{\text{Result for the period attributable to the equity holders of the Parent Company} - \text{tax adjusted interest on hybrid loan} - \text{IACs} - \text{tax effect of IACs} - \text{non-controlling interests' share of IACs}}{\text{Weighted average number of shares on the market}}$	In addition to EPS, reflects the underlying business performance and enhances comparability between reporting periods

s a n o m a

Sanoma Corporation

Visiting address:

Töölönlahdenkatu 2

00100 Helsinki

Finland

tel. +358 105 1999

[sanoma.com](https://www.sanoma.com)

