

7 February 2018

Proposal for the use of the profit shown on the balance sheet and the payment of dividend

The distributable earnings of the Parent Company according to the balance sheet of the Parent Company at 31 December 2017 were EUR 462,256,473.59 of which the profit for the financial year 2017 is EUR 156,880,443.18. Including the reserve for invested unrestricted equity of EUR 209,767,212.33 the distributable funds amounted to EUR 672,023,685.92 at 31 December 2017.

Sanoma Corporation's Board of Directors proposes to the Annual General Meeting of 22 March 2018 that a dividend of EUR 0.35 per share shall be paid from the distributable earnings of the Parent Company.

The dividend shall be paid in two instalments. The first instalment of EUR 0.20 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 26 March 2018. The payment date proposed by the Board of Directors for this instalment is 4 April 2018.

The second instalment of EUR 0.15 per share shall be paid in November 2018. The second instalment 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, which, together with the dividend payment date, shall be decided by the Board of Directors in its meeting scheduled for 23 October 2018. The estimated dividend record date for the second instalment would then be 25 October 2018 and the dividend payment date 1 November 2018.

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

The Board of Directors proposes that EUR 614,536,485.52 be left in the shareholders' equity and a sum of EUR 350,000 be reserved for charitable donations to be used at the Board of Directors' discretion and that the dividend be paid in accordance with the aforesaid.

In Helsinki, 7 February 2018

Sanoma Corporation

Board of Directors