

GRI UNIVERSAL STANDARDS

Standard	Disclosure	Performance 2018	Links	Notifications
GRI 101	Foundation			
GRI 102	General Disclosures			
	Organization			
102-1	Name of the organization	Sanoma Corporation		
102-2	Activities, brands, products, and services	<p>Sanoma is a front running learning and media company impacting the lives of millions every day. We provide consumers with engaging content, offer unique marketing solutions to business partners and enable teachers to excel at developing the talents of every child.</p> <p>Sanoma Learning is a leading European learning company. We support over 1 million teachers in developing every pupil's talents to the maximum. Through our blended learning solutions, we help to engage pupils in achieving good learning outcomes and support the effective work of the professional teachers in primary, secondary and vocational education. Through our local companies, we contribute to some of the world's best-performing education systems including Poland, the Netherlands, Finland, Belgium and Sweden.</p> <p>Sanoma Media Finland is the leading media company in Finland, reaching 95% 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, like Helsingin Sanomat, Ilta-Sanomat, Me Naiset, Aku Ankka, Oikotie, Nelonen, Ruutu and Radio Suomipop. For advertisers, we are a trusted partner with insight, impact and reach.</p> <p>Sanoma Media Netherlands includes the Dutch consumer media operations, Home Deco media operations in Belgium and the press distribution business Aldipress. We have a leading cross media portfolio with strong brands and market positions in magazines, news, events, custom media, e-commerce, websites and apps. Through combining content and customer data, we develop successful marketing solutions for our clients. In total, Sanoma Media Netherlands reaches nearly 12 million consumers every month.</p>	<p>https://sanoma.com/about-us/our-businesses/</p> <p>https://learning.sanoma.com/</p> <p>https://sanoma.fi/en/</p> <p>https://sanoma.nl/en</p>	
102-3	Location of headquarters	Töölönlahdenkatu 2, Helsinki, Finland		
102-4	Locations of operations	Finland, the Netherlands, Poland, Belgium and Sweden		
102-5	Ownership and legal form	Parent company Sanoma Corporation is public company registered in Finland. Sanoma Corporation is listed at Nasdaq Helsinki. Ownership information is updated monthly at Sanoma's website.	https://sanoma.com/investors/share/major-shareholders/	
102-6	Markets served	Sanoma is a front running learning and media company operating in Finland, the Netherlands, Poland, Belgium and Sweden.		
102-7	Scale of the organization	In 2018, Sanoma's net sales totalled EUR 1.3 billion and it employed more than 4,400 professionals.		
102-8	Information on employees and other workers	Reported in the Board of Directors' report in the Annual Review 2018	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Pages 19 - 22
102-9	Supply chain	<p>To provide products and services to its customers, Sanoma co-operates with a vast number of material and service suppliers. Five largest categories of purchases are transportation and distribution services, raw materials and supplies, royalties, printing and paper and they make up approx. 80% of all material and service purchases.</p> <p>In 2018, costs of materials and services totalled EUR 466 million (2017: EUR 469 million).</p>	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Note 6, p. 63
102-10	Significant changes to the organization and its supply chain	Reported on Sanoma's website	https://sanoma.com/investors/financials/acquisitions-and-divestments/	
102-11	Precautionary principles or approach	The precautionary principles and approach are taken into account in accordance with statutory requirements.		

102-12	External initiatives	Climate Leadership Coalition CLC	https://clc.fi/en/2018/11/sanoma-corporation-professor-markku-kulmala-and-louis-blumberg-join-climate-leadership-coalition/	
102-13	Memberships in associations	EPC, ACT, EMMA, FEP, EGTA, ENPA, INP/EPF, EK, Finnmedia		
Strategy				
102-14	Statement from senior decision-maker	Annual reviews of the Chairman of the Board of Directors and the President and CEO	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Pages 6 - 9
102-15	Key impacts, risks, and opportunities	Reported in the Board of Directors' Report 2018	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Pages 23 - 25
		Risk management principles reported in the Corporate Governance Statement 2018	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Pages 124 - 125
Ethics and integrity				
102-16	Values, principles, standards, and norms of behavior	<p>We think and work according to our values: We always look ahead. We are eager to know what is around the corner. We share, and urge others to share views, opinions and experiences. We engage, involve, and activate people with things that matter to them. We make it happen and aim to create an impact every day.</p> <p>Sanoma Code of Conduct together with the Corporate Governance Framework is the umbrella for all policies, and outlines how Sanoma conducts its business in an ethical and responsible manner.</p> <p>Sanoma Supplier Code of Conduct sets out the ethical standards and responsible business principles suppliers are required to comply with in their dealings with Sanoma.</p>	<p>https://sanoma.com/about-us/</p> <p>https://sanoma.com/wp-content/uploads/2019/03/Code-of-Conduct-2018.pdf</p> <p>https://sanoma.com/wp-content/uploads/2017/11/Sanoma-Supplier-Code-of-Conduct.pdf</p>	
Governance				
102-18	Governance structure	Reported in the Corporate Governance Statement 2018	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Page 115
Stakeholder engagement				
102-40	List of stakeholder groups	Sanoma's main stakeholders are consumers, customers, investors and bankers as well as employees.		
102-41	Collective bargaining agreements	2018: approx. 72% (2017: 65; 2016: 67)		
102-42	Identifying and selecting stakeholders	<p>Our main stakeholders are consumers, customers, the investment community and employees.</p> <p>Consumers include readers, listeners, viewers and pupils.</p> <p>Customers include business partners (advertisers), teachers, educational establishments and governmental stakeholders.</p> <p>The investment community includes our current and potential shareholders as well as credit investors and analysts.</p> <p>Employees include own employees and freelancers.</p>		

102-43	Approach to stakeholder engagement	Active and open engagement with stakeholders is important to Sanoma. Stakeholder relationships are conducted with confidentiality, integrity and fairness. Engagement with financial stakeholders complies with Sanoma's Disclosure Policy and listed company rules and regulations.
102-44	Key topics and concerns raised	<p>Sanoma has defined its key corporate social responsibility themes and material topics by conducting a materiality assessment, including a series of discussions, surveys and/or workshops with different stakeholders, in 2015.</p> <p>The most recent stakeholder engagement survey was conducted among a group of current and potential investors as well as Sanoma management in September 2018. The survey validated the relevance of Sanoma's CSR themes. Based on the results, Sanoma has started a project to review and redefine material topics, targets and KPIs related to each theme, and will communicate on the progress in the near future.</p> <p>Key topics and concerns raised by the stakeholders in the survey were: free journalism and journalistic principles; reliability and quality of media content; role of media in free, fair and equal society; diversity and protection of children; childrens' access to (digital) learning materials; handling of customer data; cyber security; privacy; well-being, diversity, equal opportunities and equal pay for employees; tax footprint and transparency; attractiveness as an employer; climate change; environmental impacts of printing; and responsible marketing and advertising.</p>

Reporting practice

102-45	Entities included in the consolidated financial statement	Reported in the Financial Statements 2018	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Page 41
102-46	Defining report content and topic boundaries	In addition to this GRI Index for 2018, Sanoma has reported on its corporate responsibility in the Board of Directors' Report (part of Annual Review 2018). The scope of non-financial information in the Board of Directors' Report and in this GRI Index is the same as for the Financial Statements 2018 and covers the whole Sanoma Group.		
102-47	List of material topics	<p>Sanoma's CSR Agenda:</p> <p>Content impact: Providing media content for consumers to form their opinion</p> <p>Learning impact: Contributing to high learning results through educational content and services that motivate pupils</p> <p>Data and privacy: Insights created through analytics with consumer trust and privacy as a priority</p> <p>Compliance and Code of Conduct</p> <p>Environmental impacts: Use of paper and printing supplies, energy use as well as transportation and distribution of products</p> <p>Responsible employer: Equal opportunities, diversity, professional development, visible and transparent leadership, inspiring and motivating working culture</p> <p>Know your counterparty (KYC): Supplier Code of Conduct, anti-bribery and corruption</p>	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Page 19
102-48	Restatement of information	Sanoma announced on 16 January 2018 an intention to divest its Belgian women's magazine portfolio. The divested business was consequently classified as Discontinued operations in the Financial Statements 2017. 2017 figures have been restated accordingly.	https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf	Pages 28, 31-32
102-49	Changes in reporting	No significant changes		Reporting according to the GRI Standards.
102-50	Reporting period	1 January - 31 December 2018		
102-51	Date of most recent report	28 February 2018		
102-52	Reporting cycle	Annual		
102-53	Contact point for questions regarding the report	cr@sanoma.com , ir@sanoma.com		

102-54	Claims of reporting in accordance with the GRI Standards	This report has been prepared in accordance with the GRI Standards Core option.
102-55	GRI content index	
102-56	External assurance	Self-assessment has been made, no external assurance.

<https://sanoma.com/corporate-responsibility/>

GRI 103 Management Approach

103-1	Material topics and their boundaries	Reported in the Board of Directors' Report 2018
103-2	Management approach	Sanoma Value Creation Model
103-3	Evaluation	

https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf Pages 19-221
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GRI 200 Economic performance

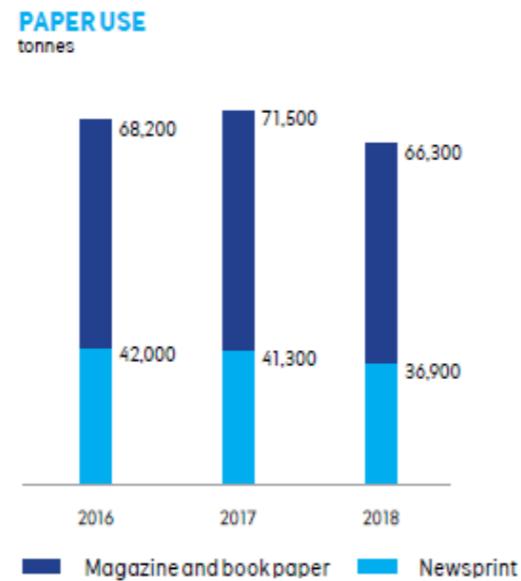
201-1	Direct economic value generated and distributed	Reported in the Financial Statements 2018
201-3	Defined benefit plan obligations and other retirement plans	Reported in the Financial Statements 2018
201-4	Financial assistance received from government	Not material

https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf Page 35

https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf Note 5, page 59

GRI 300 Environmental performance

301-1	Materials used by weight or volume
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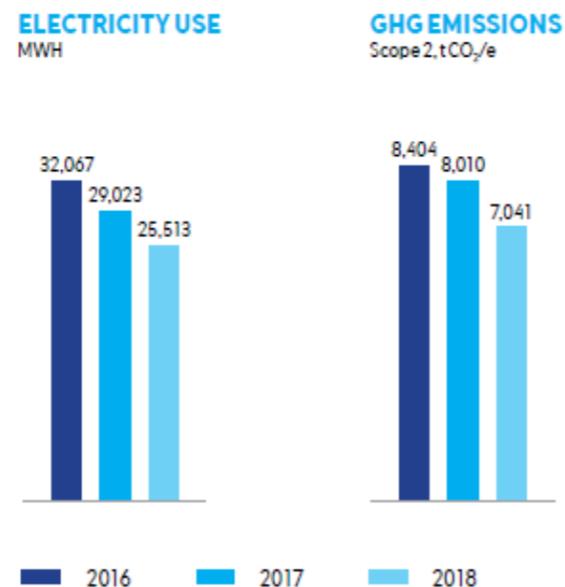


https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf

Includes paper used in Sanoma's own printing facilities and paper acquired for externally printed products.

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302-1 Energy consumption within the organization



https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf 2017 electricity use and emissions restated to exclude the discontinued operations in Belgium.

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305-2 Energy indirect (Scope 2) GHG emissions

https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf An average emission multiple of EU 28 countries has been used to calculate the Group's emissions. 2017 electricity use and emissions restated to exclude the discontinued operations in Belgium.

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GRI 400 Social performance

404-3 Percentage of employees receiving regular performance and career development reviews

90% (2017: 98%)

https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf

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405-1 Diversity of governance bodies and employees

MANAGEMENT AND PERSONNEL BY GENDER

	Women	Men
Board of Directors	33%	67%
Executive Management Team	40%	60%
All employees	59%	41%

https://sanoma.com/wp-content/uploads/2019/03/Sanoma_Annual_Review_2018.pdf

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