

Board of Directors

Jaakko Rauramo, born 1941, M.Sc. (Eng),
Chairman & CEO of SanomaWSOY Corporation
President & CEO of SanomaWSOY between 1999 and 2001. Served as President of Sanoma Corporation between 1984 and the creation of SanomaWSOY in 1999. Joined Sanoma in 1966, elected to the Board in 1979, and served as General Manager at Sanomaprint, General Manager of the Newspaper Division, and as Sanoma's Executive Vice President.

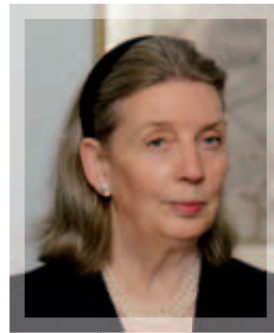
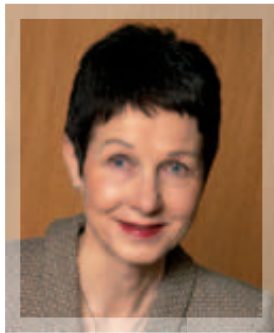
Scientific Information (Finland) (chairman).
Owns 824 SanomaWSOY Series B shares.
Member of the Board of Directors of SanomaWSOY Corporation since 1999.

Sari Baldauf, born in 1955, M.Sc. (Business Administration)
Serves as Executive Vice President and General Manager of Networks, Nokia Corporation and a member of the Nokia Group Executive Board. Previously served as Executive Vice President of Nokia APAC, President of Nokia Telecommunications, Cellular Systems and Vice President of Business Development of Telenokia.

Board memberships: Foundation for Economic Education and International Youth Foundation.

Owns 7,000 SanomaWSOY Series B shares.

Member of the Board of Directors of SanomaWSOY Corporation since 2003.



Board memberships: Metso Corporation (Finland), Stiftelsen Svenska Dagbladet (Sweden), the Scandinavian International Management Institute Foundation (Denmark), the European Publishers Council, Reuters Founders Share Company Limited (United Kingdom) (trustee), Helsingin Sanomat Centennial Foundation and Jane and Aatos Erkkö Foundation (Finland). Also a member of the Delegation of the Finnish Central Chamber of Commerce (Finland), the Helsinki Chamber of Commerce (Finland), the Honorary Delegation of the Student's Union of the Helsinki University of Technology (Finland) and the International Council of the Museum of Television & Radio (New York) (International Councilor).

Owns 2,452 SanomaWSOY Series A shares and 42,449 Series B shares, 10 note units of SanomaWSOY's Convertible Capital Notes 2001, 100,000 2001B and 100,000 2001C warrants.

Member of the Board of Directors of SanomaWSOY Corporation since 1999, chairman since 2001.

Paavo Hohti, born 1944, Ph.D., Professor,
Vice Chairman of the Board

Serves the Finnish Cultural Foundation. Served as Vice Chairman of WSOY's Supervisory Board between 1994 and 1999 and a member between 1991 and 1994.

Board memberships: The Tapio Wirkkala – Rut Bryk Foundation (Finland) (chairman), Huhtamäki Corporation (Finland) (vice chairman), Werner Söderström Corporation's Literature Foundation (Finland) (chairman), the Foundation for the Finnish Institute in Athens (Finland), the Foundation of the Finnish Institute in Rome (Finland) (chairman), the Valamo Foundation (Finland), and the Finnish Society for

Robert Castrén, born 1957, B.Sc. (Econ)

Serves as Sales & Marketing Director at UPM-Kymmene Corporation. Held various marketing positions with UPM-Kymmene Corporation and its predecessor, Kymmene Oy, since 1991. Prior to that, he worked for Finnmap and Lamco Paper Sales. Served at Sanoma Corporation's Board as a member between 1994 and 1999 and as Vice Chairman between 1999 and 2002.

Owns 7,040 SanomaWSOY Series A shares and 13,172 Series B shares.

Member of the Board of Directors of SanomaWSOY Corporation since 2001.

Jane Erkkö, born 1936

Served on the Board of Sanoma Corporation between 1990 and 1999 and on that of Helsinki Media Company Oy as Vice Chairman between 1995 and 1999.

Board memberships: American Scandinavian Foundation (USA) (overseas trustee), and Jane and Aatos Erkkö Foundation (Finland) (vice chairman).

Owns 43,808 SanomaWSOY Series A shares and 200,024 Series B shares.

Member of the Board of Directors of SanomaWSOY Corporation since 1999.

Kyösti Järvinen, born 1933, B.Sc. (Econ)

Served in various positions in Kansallis Banking Group's and Merita Bank Plc's domestic and international operations between 1956 and 1996.

Board memberships: The Kalevala Society (Finland).

Member of the Board of Directors of SanomaWSOY Corporation since 1999.

Seppo Kievari, born 1943, *President, Sanoma Corporation and Publisher, Helsingin Sanomat until 31 March 2004*
Served Sanoma since 1966 e.g. as Senior Editor-in-Chief of Helsingin Sanomat, Executive Vice President of Sanoma Corporation, publisher of Sanoma's newspapers.

Board memberships: Sanoma Corporation (Finland), Lehtikuva Oy (Finland) (chairman), Startel Oy (Finland) (chairman), the Finnish News Agency (Finland) (chairman), the Finnish Newspapers' Association (Finland) (chairman), Kymen Lehtimedia Oy (Finland) (chairman), WAN (World Association of Newspapers), Federation of the Finnish Media Industry (Finland), Hämeen Sanomat Oy (Finland), ENPA (European Newspaper Publishers' Association), the Helsingin Sanomat Centennial Foundation (Finland) (chairman), and the Päivälehti Archives Foundation (Finland) (vice chairman).

Owns 5,000 SanomaWSOY Series B shares, 30,000

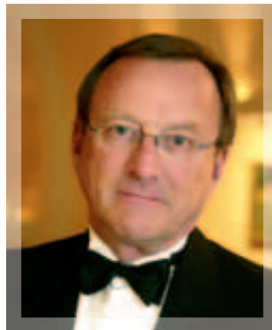
(Finland), Finnish Scouts Foundation (Finland) (member of the Supervisory Board). Also a member of the council of National Voluntary Defence Support Association (Finland), Research Foundation of the University of Helsinki (Finland), the Helsinki Chamber of Commerce (Finland), Foundation Institutum Romanum Finlandiae (Finland), and Value Creating Management of Media Companies-program/INSEAD (member of Advisory Board).

Owns 20,000 SanomaWSOY Series B shares, 5 note units of SanomaWSOY's Convertible Capital Notes 2001, 50,000 2001A, 50,000 2001B and 50,000 2001C warrants.

Member of the Board of Directors of SanomaWSOY Corporation since 2001.

Sakari Tamminen, Born 1953, *M.Sc. (Econ)*

Served Metso since 1999 first as Senior Vice President and CFO and later as Executive Vice President and CFO and



2001A, 30,000 2001B and 20,000 2001C warrants.

Member of the Board of Directors of SanomaWSOY Corporation since 2003.

Robin Langenskiöld, born 1946, *B.Sc. (Econ)*

Served as a member of Sanoma Corporation's Board of Directors between 1990 and 1999 and that of Helsinki Media Company Oy between 1995 and 1999.

Board memberships: Pentra Oy (Finland).

Owns 1,119,604 SanomaWSOY Series A shares and 6,577,712 Series B shares.

Member of the Board of Directors of SanomaWSOY Corporation since 1999.

Hannu Syrjänen, born 1951, *B.Sc. (Econ), Master of Laws, President & COO, SanomaWSOY Corporation*

Served Rautakirja from 1989 as Vice President and Executive Vice President & Deputy CEO before being appointed President & CEO in 1998. Previously served as Vice President at the TS Group, Vice President at Wihuri Oy and Managing Director of Finnish Lawyers' Publishing Oy.

Board memberships: Sanoma Corporation (Finland) (chairman), SWelcom Oy (Finland) (chairman), Werner Söderström Corporation (Finland) (chairman), Rautakirja Oy (Finland) (chairman), Federation of the Finnish Media Industry (Finland) (chairman), Ilmarinen Mutual Pension Insurance Company (Finland) (chairman), The Confederation of Finnish Industry and Employers (Finland), District International AB (Sweden) (chairman), Indoor Group Oy (Finland), Pro Kirja Oy (Finland), the National Board of Economic Defence (Finland), the Graphic Industry Pool (Finland) (chairman), Foundation for Economic Education

Deputy to the President and CEO. Began at Rautaruukki as Senior Executive Vice President and Deputy to the President on 22 April 2003 and as President on 1 January 2004.

Previously served as Executive Vice President & CFO and Senior Vice President and Chief Financial and Accounting Officer of Rauma, as Vice President, Finance of Rauma-Repola Engineering Industry and as Financial Manager of Rosenlew.

Board memberships: Lemminkäinen Corporation (Finland), Kuusakoski Oy (Finland), the Finnish Foundation for Share Promotion, Association of Finnish Steel and Metal Producers, Confederation of Finnish Industry and Employers (since 2004) and Sampo Life Insurance Company Limited (Finland) (member of the Supervisory Board). Also a member of the delegation of Foundation of the Finland-France Institution (Finland), the consultative committee of the major customers of Pohjola Group (Finland), the Advisory Council of the Major Customers, Finland-function of Nordea Bank, and Vuorimiesyhdistys – Bergsmannaföreningen ry (Miner Association).

Member of the Board of Directors of SanomaWSOY Corporation since 2003.

The share ownership information shown on pages 40–41 refers to 31 January 2004.

A complete list of SanomaWSOY's insider holdings, updated monthly, can be found at www.sanomawsoy.fi. Further information about Board of Directors can be found on pages 32–35, Corporate governance.