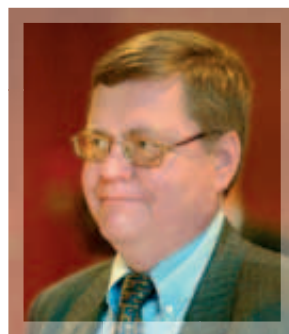
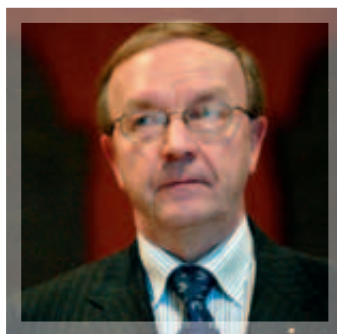


Management Group

Owns 80 SanomaWSOY Series A shares, 6,000 series B shares, 30,000 2001A, 30,000 2001B and 30,000 2001C warrants.

Aarno Heinonen, born 1944, M.Sc. (Econ), Senior Vice President, Administration and Finance, SanomaWSOY Corporation, until 31 March 2004. Served as CFO and Executive Vice President of Werner Söderström Corporation between 1987 and 1999. Previously served as CFO of Veitsiluoto Oy and as Auditing Manager and CFO at the Huhtamäki Group.

Board memberships: All SanomaWSOY's Real Estate Companies (chairman), Werner Söderström Corporation (Finland), Sanoma Corporation (Finland), the Media Employers Association (Finland), the Finnish Employers Manage-



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: See entry on pages 40–41.

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.

Eija Ailasmaa, born 1950, M.Pol.Sc., President & CEO, Sanoma Magazines B.V.

Served as President of Sanoma Magazines Finland Oy and Helsinki Media Oy between 2000 and 2002, as Executive Vice President and General Manager, Magazines at Helsinki Media Company Oy between 1998 and 2000. Previously served as Vice President, Publishing at Sanoma Corporation's Sanomaprint and Helsinki Media Company Oy, as Editor-in-Chief of the family magazine Kodin Kuvalehti, and in various editorial positions at Ilta-Sanomat.

Board memberships: Sanoma Magazines B.V. (the Netherlands) (chairman of the Management Board), Sanoma Magazines Finland Corporation (chairman of the Board), Hansaprint Oy (Finland), R.C.V. Entertainment B.V., Sanoma Budapest Kiadóí Részvénytársaság, Sanoma Magazines Belgium N.V. and Uitgevers Maatschappij N.V.

ment Development Institute (Finland), Vapo Oy (Finland) (chairman), and the Economic Research Foundation of the Communication Industry (Finland) (vice chairman).

Owns 200 SanomaWSOY Series A shares, 5,040 Series B shares, 30,000 2001A, 30,000 2001B and 10,000 2001C warrants.

Nils Ittonen, born 1954, B.Sc. (Econ), Senior Vice President, Group Treasury and Asset Management, SanomaWSOY Corporation

Joined Sanoma in 1977 and served in various positions, including as Vice President, Asset Management at Sanoma Corporation and as CFO of Sanoma Inc. (USA), and Crafton Graphic Co (USA).

Board memberships: Rautakirja Oy (Finland) (vice chairman), SWelcom Oy (Finland), Sanoma Magazines Finland Corporation (Finland), Oy Asipex Ab (Finland), and Jane and Aatos Erkko Foundation (Finland).

Owns 50,000 SanomaWSOY Series B shares, 30,000 2001A, 30,000 2001B warrants and 30,000 2001C warrants.

Erkki Järvinen, born 1960, M.Sc. (Econ), President & CEO, Rautakirja Oy

Served Rautakirja as Senior Vice President, Kiosk Operations since 1997. Previously served as Marketing Manager and Head of Marketing at Vaasamills and as Managing Director of Siljans Knäcke AB in Sweden when they were part of the Cultor Group, and as Product and Marketing Manager for

Oy Karl Fazer Ab's Fazer Bakeries.

Board memberships: Rautakirja Oy (Finland), Rautakirja's Pension Foundation (Finland) (chairman), Finnkino Oy (Finland) (chairman), Suomalainen Kirjakauppa (Finland) (chairman), JHC Arena Holding Oy (Finland), IBA (International Book and Press Retailers Association), Narvesen Baltija SIA (Latvia), Baltic Cinema SIA (Latvia) (chairman of the Supervisory Board), AS MPDE (Estonia) (chairman of the Supervisory Board), UAB Vingio kino teatras (Lithuania) (chairman of the Supervisory Board), R-Kiosk Eesti AS (Estonia) (chairman of the Supervisory Board), AS Lehepunkt (Estonia) (chairman of the Supervisory Board), Jokerit HC Oyj (Finland), Confederation of Service Industries, and the Helsinki Chamber of Commerce (Vantaa section) (Finland).

Owns 30,000 2001B and 30,000 2001C warrants.

(Finland) (chairman), 2ndhead Oy (Finland) (chairman), Suomen Urheilutelevisio Oy (Finland), the Association of Commercial Television of Finland (Finland) (chairman), and SSH Communications Security Oyj (Finland).

Owns 1,600 SanomaWSOY Series B shares, 30,000 2001A, 30,000 2001B and 30,000 2001C warrants.

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, and the Publisher of Sanoma's newspapers.

Board memberships: See entry on pages 40–41.

Owns 5,000 SanomaWSOY Series B shares, 30,000 2001A, 30,000 2001B and 20,000 2001C warrants.



Jorma Kaimio, born 1946, *Ph.D., Docent in Classical Philology at the Universities of Helsinki and Turku, President, Werner Söderström Corporation*

Served as WSOY's Literary Director and Deputy President between 1991 and September 2000. Prior to joining WSOY, he served as Managing Director of the Academic Bookstore, and as a Research Fellow and Lecturer at the University of Helsinki.

Board memberships: Werner Söderström Corporation (Finland), Ajasto Osakeyhtiö (Finland) (chairman), Weilin+Göös Oy (Finland) (chairman), Bertmark Media AB (Sweden) (chairman), Helsingin yliopiston Holding Oy (Finland), Licentia Oy (Finland) (chairman), the WSOY Literary Foundation (Finland) (secretary), the Lauri Jäntti Foundation (Finland), The Finnish Book Publishers Association (Finland) (deputy chairman), and the delegation of the Valamo Foundation (Finland).

Owns 14,480 SanomaWSOY Series B shares, 30,000 2001A, 30,000 2001B and 30,000 2001C warrants.

Tapio Kallioja, born 1948, *M.Sc. (Eng), President, SWelcom Oy*

Joined Sanoma in 1984. Served as Vice President of Sanoma's Eurocable Group and New Media Group and President of Helsinki Telset Oy and Helsinki Television Ltd., and as President of Helsinki Media Company Oy.

Board memberships: SWelcom Oy (Finland), Helsinki Television Ltd. (Finland) (chairman), Oy Ruutunelonen Ab

Kerstin Rinne, born 1950, *LL.B., Master of Laws (trained on the bench), Senior Vice President, Group Legal Affairs and Planning, SanomaWSOY Corporation*

Joined Sanoma in 1980. Served as Vice President, Legal Affairs between 1984 and 1999. In addition to Legal Affairs, Rinne has been responsible for e.g. corporate planning, information services, and administration at various points. Previously worked e.g. as Attorney for the law offices Silkko & Ståhlberg, H. Hedman, and Rinne & Talikka.

Board memberships: Sanoma Corporation (Finland) (vice chairman), Werner Söderström Corporation (Finland), SWelcom Oy (Finland) (vice chairman), Sanoma Finance AG (Switzerland) (chairman), the HYY Group (HYY Group Ltd, Kaivopiha Ltd, HYY Real Estate Division) (Finland). Also a member of the Delegation of the Nordic Lawyers Meetings, the Information Society Council and the Corporate Affairs Group of the European Publishers Council.

Owns 1,199 SanomaWSOY Series B shares, 30,000 2001A, 30,000 2001B and 30,000 2001C warrants.

New Management Group members as of 1 April 2004 on the next page.

Mikael Pentikäinen, born 1964, M.Sc. (Agriculture and Forestry), President, Sanoma Corporation as of 1 April 2004. Served Finnish News Agency as Editor-in-Chief and President since 1999. Previously served as Editor-in-Chief of Etelä-Saimaa between 1996 and 1999 and as editor in political news of Helsingin Sanomat between 1992 and 1996.

Board of memberships: Sanoma Corporation as of 1 April 2004.

Owns 30,000 2001C warrants.

Matti Salmi, born in 1950, M.Sc. (Econ.), Senior Vice President, Finance and Administration, SanomaWSOY Corporation as of 1 April 2004

Served Rautakirja since 1988 as Senior Vice President,



Corporate Finance and Administration. Previously served as Vice President, Finance at Suomen Tupakka Oy and as Controller at British American Tobacco Ltd.

Board memberships: Commercial Employers Association KTL (Finland), Narvesen Baltija SIA (Latvia), Baltic Cinema SIA (Latvia), Finnkino Oy (Finland), Eurostrada Oy (Finland), Suomalainen Kirjakauppa Oy (Finland), AS MPDE (Estonia), AS Megapanus (Estonia), Foodstop Oy (Finland), UAB Vingio kino teatras (Lithuania), AS Lehepunkt (Estonia), R-Kiosk Eesti AS (Estonia), Jokerit HC Oy (Finland). Also a member of the consultative committee of KTL/Federation of Finnish Commerce and Trade KKL and the Association of Pension Foundations in Finland ESY.

Owns 12,000 2001B and 30,000 2001C warrants.

The share ownership information shown on pages 42–44 refers to 31 January 2004. A complete list of SanomaWSOY's insider holdings, updated monthly, can be found at www.sanomawsoy.fi.

Pictures

Lehtikuva: Marja Airio, Jaakko Avikainen, Matti Björkman, Sari Gustafsson, Martti Kainulainen, Kimmo Mäntylä, Jussi Nukari, Pekka Sakki, Heikki Saukkomaa, Markku Ulander, Niina Vuorinen, Tor Wennström

Radim Beznoska, Juhani Niiranen, Samuli Pulkkinen