

Definitions of key indicators

SanomaWSOY

Return on equity, % (ROE)	=	$\frac{\text{Profit before extraordinary items - taxes}}{\text{Shareholders' equity + minority interest (average of monthly balances)}} \times 100$
Return on investment, % (ROI)	=	$\frac{\text{Profit before extraordinary items + interest and other financial expenses}}{\text{Balance sheet total - non-interest-bearing liabilities (average of monthly balances)}} \times 100$
Equity ratio, %	=	$\frac{\text{Shareholders' equity + minority interest}}{\text{Balance sheet total - advances received}} \times 100$
Gearing, %	=	$\frac{\text{Interest-bearing liabilities - securities, cash and bank}}{\text{Shareholders' equity + minority interest}} \times 100$
Earnings / share (EPS)	=	$\frac{\text{Profit before extraordinary items - taxes +/- minority interest}}{\text{Average number of shares on the market, adjusted for share issues}}$
Cash flow / share	=	$\frac{\text{Cash flow from operations}}{\text{Average number of shares on the market, adjusted for share issues}}$
		Cash flow from operations includes cash flow from the Group's main operations according to the cash flow statement
Equity / share	=	$\frac{\text{Shareholders' equity at the end of the year}}{\text{Number of shares on the market, adjusted for share issues, on the balance sheet date}}$
Dividend / share	=	$\frac{\text{Total dividend distribution}}{\text{Number of shares, adjusted for share issues, on the balance sheet date}}$
Dividend / result, %	=	$\frac{\text{Dividend / share}}{\text{Earnings / share}} \times 100$
Market capitalisation	=	Number of shares on the market at the end of the year x share price on the last trading day of the year by share class
Effective dividend yield, %	=	$\frac{\text{Dividend / share}}{\text{Share price on the last trading day of the year}} \times 100$
P/E ratio	=	$\frac{\text{Share price on the last trading day of the year}}{\text{Earnings / share}}$

The 7,187,276 SanomaWSOY Series B shares held by subsidiary Tiikerijakelu Oy on the balance sheet date have been subtracted from the total number of shares on the market.