



Annual Report 2004

Contents

Key Events in 2004	5
CEO's Review	6
Strategy	8
Market Review	10
Services	14
Way of Working	15
Clients	16
Case Nokia	17
Case Omnitel	18
Case Finnmatkat	19
Case TMF	20
Case VR	21
Case University of Turku	22
Case Pfizer	23
Research and Development	24
Personnel	28
Social Responsibility	30
Corporate Governance	32
Board of Directors	34
Management Team	36
Information for Investors	38



Key Events in 2004

At Satama, the year 2004 was a time of profitable growth and active development of operations. Development focus areas in 2004 included development of Satama's offering in integrated digital marketing communications and transaction services, rich media competence, development of the Satama Unified Process delivery model and initiatives aimed at improving internal efficiency.

In January TeliaSonera chose Satama to be its lead agency for digital marketing services.

Satama restructured its organization to improve its growth and competitiveness. The organization change included the discontinuation of individual Country Managers. The new organization model was implemented in March.

Due to Satama's strong cash position, the Annual General Meeting decided on 25 March 2004 that the share premium fund be decreased by EUR 0.20 per share, and that the sum be distributed entirely to shareholders as return on invested tied to equity. The return on equity was made in August. The precise amount of the return was EUR 7,716,504.20.

Satama's company and trading codes were changed with the merging of the Helsinki and Stockholm exchanges. The new company code is SAI and the new trading code is SAI1V.

In June the Helsinki District Prosecutor gave a no prosecution decision in matters concerning Satama's IPO in March 2000 and a profit warning given later that spring. The Finnish Financial Supervision Authority appealed the decision, and in the beginning of 2005 the Office of the Prosecutor General announced that it would be reconsidering the charges.

In September Satama signed a long-term service agreement with telecommunications group Auria for the design and implementation of its digital services. In connection with the agreement, Satama acquired the project business of Auria subsidiary Kuulalaakeri Oy and opened an office in Turku.

In October Satama acquired the Finnish software developer Mind On Move. The company employs a staff of 14 and specializes in the design and production of mobile software.

Key clients during the year under review included: ABN AMRO, Audi, BMW Group, Factor 5, Finnmatkat, Inoa Suomi, KPN, Ministry of Agriculture and Forestry, Nokia, Pfizer, Reed Business Information, Sampo, S Group, Telia-Sonera, Vodafone, and the VR Group.

Satama initiated cooperation with new clients, including: Area, Auria, Finnair Catering, Lemcon, Mercuri International, Finnish Maritime Administration, MTV Benelux, Omnitel, Proximus, Saarioinen, SEFE, Star Tour, and TUI Nordic.

In addition to the above, Satama received several new clients with the acquisition of Kuulalaakeri Oy project business. These include: Finnish State Pilotage Enterprise, Nanso, Teleste, and the University of Turku.

KEY FIGURES	EUR 1 000	2004	2003	2002	2001	2000
Revenues		23 602	21 356	22 195	28 845	30 118
Operating profit/loss		1 256	-1 282	-1 589	-9 717	-16 951
Result		1 479	492	-10 440	-10 568	-23 090
Kassavarat		8 413	16 527	16 209	18 125	22 216
Equity-to-assets ratio %		76.3	81.7	83.8	78.5	76.4
Balance Sheet		19 617	26 947	24 801	39 268	54 212
Average personnel		281	254	279	388	414
Personnel at year-end		292	263	262	308	454

CEO's Review

Year of Breakthroughs

In terms of Satama Interactive's business – professional digital services – 2004 was a year of breakthroughs. Our client companies were forced to reassess their current operating approaches in order to survive in tightening international competition, where product lifecycles have become shorter and the requirements for operational efficiency have increased. With the onset of globalization and networking, success has become more dependent on the transfer of information in value networks between companies. At the same time, the number of consumers using the Internet and mobile services in their everyday routines has grown considerably, which in turn has expanded the user base of Satama's services.

Broadband Internet connections also gained a foothold in Northern European households, consequently increasing the amount of time people spent online. Client companies consider having an active online presence to be more important than ever before, and are thus increasing their investments in – among other things – digital marketing communications. Broadband also makes it possible to develop more versatile and advanced consumer transaction services.

Online shopping saw a real breakthrough in 2004. Online stores in Northern Europe and, particularly, the United States reported record growth: In Finland online shopping grew 25% since 2003, with 40% of consumers in the 15–74 age bracket reporting that they made online purchases. Travel and household goods were the growth drivers. In addition to online shopping more and more private purchase decisions are being made based on information obtained from the Internet, which is particularly sought when buying expensive items, such as electronics, cars or real estate.

Multimedia communications and pay-per-use mobile information and entertainment services are becoming more common in Finland as well as the rest of Northern Europe. Growth in the use of services has, however, been slower than that of new handsets. Even though a large percentage of Western European mobile phone owners have devices capable of sending either MMS messages, loading mobile games or browsing wireless websites, only some 13% actually use these wireless services regularly. This figure increases exponentially if mobile services ordered via text message, such as ring tones and logos or Finnish innovation, mobile tram ticket, are included.

I believe that these developments in consumer habits will have a positive impact on the demand for Satama services this year, and expect it to bring the desired growth in the digital solutions market as a counterweight to increasing competition.

Better Business Online for Satama Clients

In 2004 our client companies focused primarily on the updating and enhancement of services developed at the turn of the millennium. Satama's most important initiator of growth for the year under review was, indeed, the continuous development of client cooperation. We have systematically shaped our operating approaches and service offering to meet the changing needs of our clients, and made every effort to exceed our clients' expectations in all aspects of our operations.

These efforts have produced results: Several of our long-term clients, such as ABN Amro, TeliaSonera and Vodafone have expanded the scope of their cooperation with Satama, and we have been able to initiate cooperation with several new companies. Cooperation with our largest client, Nokia, also saw favorable progress in 2004. We began working with Nokia in the extremely interesting future mobile services development sector, among others.

With this in mind, I would also like to draw attention to tour operator Finnmatkat that belongs to the leading global tourism group TUI. The company has designated the Internet as its most important marketing channel, selling one-third of all its trips online. Satama has worked with Finnmatkat since the summer of 2003 and now our successful cooperation has also been noted in other TUI Group companies. At the end of 2004 we began work in Norway and at the corporate level in Scandinavia. Other new clients in the rapidly evolving tourism industry are Area and Finnair.

I am extremely pleased with the development of client cooperation at Satama's Amsterdam office. The office has successfully deepened its cooperation with key clients and completed numerous projects in other

Western and Eastern European countries. Good work is also evident in positive growth figures and clearly improved profitability – this is a small breakthrough in its own right.

Satama's international project completion record was, on the whole, strong for the year. In 2004 we completed over 1,000 projects in 23 countries around the world. Our position in the Nordic countries has been strengthened through cooperation with TeliaSonera and TUI, and cooperation with operator clients in Central Europe has expanded both in terms of content and geographical scope.

Our Strategy Produces Results

The most important breakthrough for Satama in 2004 was achieving profitable growth. Revenues increased by 10.5% to EUR 23.6 million (2003: EUR 21.4 million). Operations were solidly profitable, even though a quiet summer brought the entire year's result down to a merely satisfactory level. Satama's operating profit was EUR 1.3 million, which is 5.3% of revenues.

I consider the past year to be quite an achievement in such a challenging market situation as well as a demonstration of the fact that we have done the right things toward realizing our profitable growth strategy.

Profitable Growth Built Organically and Through Corporate Acquisitions

Over the long term, we will still strive to achieve significant growth and profitability, and a position as the most respected company in our industry in Europe. Achieving this ambitious goal will require our success in several different sectors.

In order to succeed and grow Satama must be an attractive employer for top international talent, and our people must be very satisfied in their work. According to a job satisfaction survey conducted in 2004, Satama is "more than just a job" to a majority of our staff, and our experts enjoy their work.

One of the most important keys to Satama's success is our ability to identify and acquire expertise critical to

future service development. On these developmental projects Satama experts play a role in the innovation and R&D process even before the client company has made its final decisions about whether to launch its product or service. During the year under review, we did work in the area with, for example, the BMW Group and Nokia.

In addition to organic growth, I feel that targeted acquisitions are crucial to the future success of Satama. At the end of 2004 we made two smaller corporate acquisitions. The first involved the signing of an outsourcing agreement with telecommunications company Auria in connection with which we acquired the project business of Kuulalaakeri and opened an office in Turku. This reinforced Satama's position on the expanding digital services outsourcing market and gave us a foothold in the southwestern Finland's market area. The other acquisition, Mind On Move, enhanced Satama's expertise in mobile applications and its position as a service provider in the telecommunications sector. The integration of both companies has gone according to plan. This year, we will continue to closely evaluate specific possibilities in our industry and make conservative acquisitions that both reinforce our competence in selected areas and support our strategy of aiming at profitable growth.

I would like to thank all our clients, partners, and staff for their cooperation in 2004. I hope that we will continue working together to develop services that help companies and communities do better business online.

Jan Sasse

CEO





"Satama's strategy aims at profitable growth. In the coming years, we intend to achieve significant growth organically and through conservative corporate acquisitions that are targeted on critical areas of expertise."

JAN SASSE
CEO
SATAMA INTERACTIVE

Strategy

Satama's mission is to help its clients do better business online: on the Internet, within restricted partner networks, in mobile networks, on digital television and other channels of the information society.

Better business means a clear competitive advantage and improved operational efficiency for the client. Satama possesses just the right tools to accomplish this mission: we understand our clients' businesses and their requirements, we know the needs and expectations of our service users, and we have the capability to combine these in high-quality design and technology. Our systematic and iterative working methods guarantee our clients concrete results quickly.

Satama's Vision Is to Be the Industry's Most Respected Company in Europe

In order to reach this ambitious goal, we must actively realize our strategy of profitable growth as well as innovatively develop our operations in several key areas. The positive development of client and personnel satisfaction, among other things, tells us that we're on the right track. In addition to reaching our own goals, Satama wants to be an industry pioneer and a good corporate citizen.

Profitable Growth Strategy

Satama's strategy aims at profitable growth. In the coming years, we intend to achieve significant growth organically and through conservative corporate acquisitions that are targeted on critical areas of expertise.

Satama is currently focusing on two areas of service development: interactive communications and interactive services. Satama's competitive edge in these areas is a deep understanding of the end-user and digital channels in terms of design and technology.

A new area in Satama's offering are services designed to help our clients in their product and service development. In this area, we work together with the client even before the final product or service launch decision is made. New consumer-oriented smart mobile products (such as wristop and car computers, and portable digital music storage/playback devices), which, in addition to their physical function, also have a service function, offer new possibilities in, for example, the development of multichannel service concepts. Making this sector a key business requires the ability to identify and acquire expertise critical to the development of future services.

A key element in realizing Satama's strategy is understanding the business needs of the client. Since

its founding, Satama has acquired deep expertise in the telecommunications sector. We have also systematically expanded our cooperation with other selected sectors. These are consumer and investment commodities, finance, public administration, tourism, and media.

An International Leader

Satama has an extensive international clientele as well as a strong position in Europe as a designer and provider of user-focused digital services. We also want to further increase our market share in Finland. Clients appreciate Satama particularly for our high quality services, ability to understand our client's business and target segment needs, as well as reliable delivery. For our key clients we are a long-term, strategic partner, and we continuously work to further improve our clients' satisfaction.

The continuous development of expertise through training and recruitment is one of the most important elements of the Satama strategy. We are an attractive employer known for its world-class talent. Most of our people think of Satama as being more than just a place to work, and we will continue to work toward further strengthening that feeling.

Satama participates actively in the development of society by, above all, working in cooperation with institutes of higher education and the public sector. We have found that, in addition to ensuring financial success and employee well being, we can have an impact on social development by sharing our expertise.

Market Review

Services offered by professional digital services companies can be divided into two main categories: digital marketing and communications solutions, and transaction services, such as advanced intranets, corporate portals, and trade solutions. Large IT corporations, whose competitive edge lies in their size and extensive technological expertise in operating systems, also actively produce transaction services. In marketing communications the competitors are advertising agencies. Their competitive advantage is their creative reputation in conventional media and the long-standing tradition of corporate marketing departments purchasing marketing communications services from advertising agencies.

The competitive situation in the professional digital services industry in Northern and Central Europe was challenging in 2004. The recession of 2001–2003 eased and demand began to rise by the end of the year 2004. Growth was accelerated by fundamental changes in consumer behavior as well as changes in companies' operating approaches brought about by the globalization and networking of corporations. Despite the increase in order volumes and client activity, competition has gotten tougher with the arrival of IT

companies and advertising agencies on the professional digital services market.

Satama Has a Strong Competitive Position

Satama, one of the market's pioneers, has an outstanding competitive position on the professional digital services playing field. Our personnel possess a wide range of expertise in all sectors required in digital service development: business development, design, and technology. This expertise forms the basis of Satama's ability to help the client achieve their business goals by combining high-quality design and functional technology to create a user focused service. In the production of self-service and transaction services we have specialized particularly in the development of complex content management systems, user interface design and the development of mobile services connected to these systems. In marketing communications services digital brand management, innovative online campaigns, multi-media demos, and digital services for events are our key areas of expertise.

Satama predicts that the years 2005–2006 will be a period of growth in professional digital services. The

importance of digital services for client companies has increased significantly during Satama's seven years of operation. An increasingly large percentage of purchase decisions, information searches, and communications are being made online. Digital services are also being used more frequently in enhancing distribution chain efficiency, store and event marketing, and internal communications. Furthermore, it can clearly be seen that companies' R&D units are considering the importance of digital services in the lifecycle of new products and services.

Fundamental Changes in Consumer Behavior

Growth in online trade and the spread of broadband connections was considerable during the year. Multi-media phones accounted for nearly half of all mobile devices in use and camera phones as well as portable hard drive music players were the choice of large user segments.

The adoption and utilization of more advanced IT solutions in our target market has itself increased the demand for services in our field. We feel that the increase in broadband connections is extremely significant. According to Nielsen/NetRatings, broadband already represents over 50% of all Internet connections in Europe. The faster transfer of data allows for the development and utilization of more advanced user interfaces, business models, and services. The increase in broadband connections also increases the amount of time users spend online. Finnish users with a broadband connection spend more than twice as much time online as users with a modem (TNS Gallup Oy: Online Trends, 2004).

During the year under review, online shopping made a real breakthrough within the general public. Online stores in Northern Europe and, particularly, the United States reported record growth. In Finland online shopping grew 25% since 2003, with 40% of the 15–74 age bracket making purchases online (TNS Gallup Oy: Online Trends, 2004). Tourism and household goods were the growth drivers in online sales. The online exchange of used

merchandise between private persons experienced even faster growth than conventional online shopping.

Multimedia communications and pay-per-use mobile information and entertainment services are becoming more common in Finland as well as the rest of Northern Europe. Growth in the use of services has, however, been slower than that of new handsets. Even though a majority of mobile phone users in Western Europe own devices that allow for wireless Internet services, such as sending MMS messages, downloading mobile games, or browsing wireless Internet websites, only some 13% actually use these services on a regular basis (Forrester Research, European Mobile Forecast: 2004 To 2009).

This figure increases exponentially, if mobile services ordered via text message, such as ring tones and logos, or a Finnish innovation, mobile tram tickets, are included.

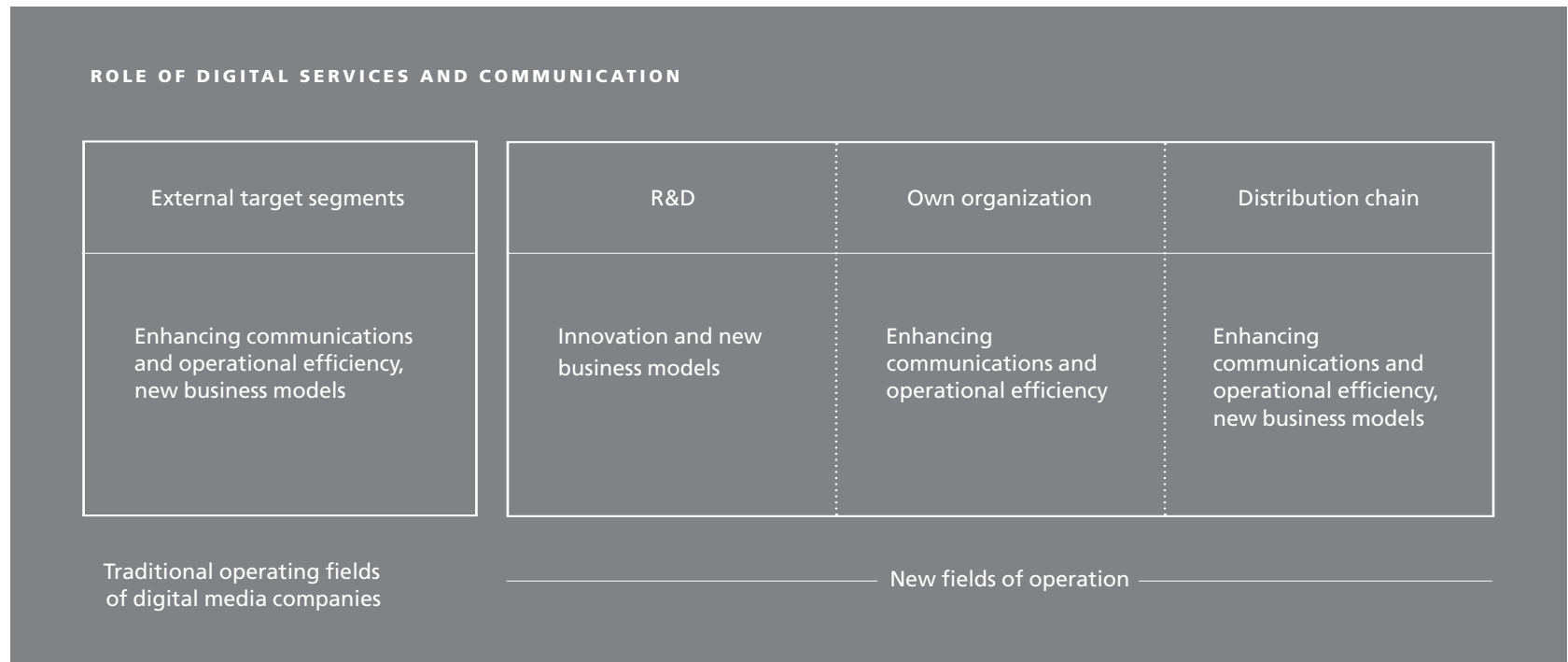
Consolidation Trend in Our Industry Continues

The year 2004 saw increasing activity in the area of alliances and mergers, particularly in Western Europe. Leading professional digital services companies are looking to gain market share and geographical reach with acquisitions. We also believe that different transnational alliances will gain more influence in the future. Networked players can offer wider competence

than local companies but on the other hand are more specialized and flexible than global IT services houses or advertising agencies which want to take their share on the professional digital service market.

Satama made two acquisitions in 2004. We will continue to closely evaluate specific possibilities in our industry and make conservative acquisitions that both reinforce our competence in selected areas and support our strategy of aiming at profitable growth.

Digital services are also being used more frequently in enhancing distribution chain efficiency, store and event marketing, internal communications, and product development.



Values

Satama's corporate culture emphasizes a client-focused approach – the focal point of our operations are clients and their business. Client-focus is the compass that guides our operations, from strategic planning to personnel skills development and the employment of individual experts. This is particularly evident in the Satama employees' attitude toward their work.

Satama's values – curiosity, respect, openness, and focus – are an integral part of our corporate culture. Satama employees strive to apply these values in every aspect of their work every day. In 2004, the values were evident in our operations in the following ways:

1. Curiosity

(curiosity in each client's business, continuous learning, finding the optimal solution)

In 2004 Satama established its Service Innovation Unit. It develops new service concepts and models, which Satama can use to provide its clients with assistance in the development of their own products and services, typically before the launch decision of the end product or digital service is even made.

Together with the client, Service Innovation Unit experts examine what kinds of new, user-friendly service concepts could be developed using and combining existing technologies.





2. Respect

(respect for the client, shareholder, company, co-workers, and industry)

Our job is to help our client do better business online. This requires that we understand our client's business and come up with a solution that best suits their specific needs.

We show respect for our client by constantly striving to improve our customer service. During the year under review, dozens of client managers, sales representatives, and other key client team members attended a five-day training program to learn how to further improve their customer service skills.

Services

The objective of digital services designed and produced by Satama is always to develop the client's business – increase sales, improve operational efficiency and reinforce client loyalty and user satisfaction. In our view this objective is best achieved by combining user-focused design and advanced technology in a way that supports the client's strategy. Satisfied users and a first-class digital service help our clients to achieve their business goals.

Communications and Marketing

The carefully considered utilization of digital channels is an effective way to improve communications and marketing. Precise targeting and interaction are the key strengths of digital media. These also offer a way to develop marketing communications that is longer lasting than conventional advertising: the client can use digital services 365 days a year. In Satama's view, the optimal benefit is achieved when marketing activities are integrated in digital and conventional media, thus capitalizing on the strengths of each media.

In marketing communications Satama offers the client a comprehensive service, including everything from strategic consulting to design and production. Our

services include digital brand development, digital direct marketing, mobile marketing, multimedia presentations, and services for stores, events, and trade fairs. We believe that by smartly combining creativity and an understanding of target segments the digital service will get existing clients and potential new target segments interested in new possibilities. When successful, this leads to increased sales and the establishment or deepening of client relationships.

Electronic Transactions

Electronic transactions are growing continuously. Companies see digital services as an opportunity to improve their operational efficiency while gaining a competitive edge. Corporate clients and consumers have grown to expect that services are available whenever they need them. Examples of self-service and transaction solutions are various internal services, such as electronic desktops and other next-generation intranet solutions, extranet solutions geared toward clients and other stakeholders outside the company, and self-service solutions, such as online shopping, preferred customer services, and online banking.

Satama helps its clients design and produce quality

transaction services, in which user-focused design and a high-level technology solution work in perfect harmony. Our strength in the design and production of self-service and transaction solutions lies particularly in user interface design, the production of complex content management systems and service-related mobile solutions. Satama's efficient project delivery and quality control model, and its iterative working approaches guarantee the effective completion of projects. In our view a highly functional transaction service strengthens the client relationship and commits the service user to the company brand.

Future Product and Service Development

A new area in the Satama offering involves service concepts designed to help the client in their own product and service development. In these projects, Satama works together with the client even before the final product or digital service launch decision is made. In addition to conventional online and mobile services, new consumer-oriented smart products (such as wristop computers) are becoming more and more common.

In addition to their physical function, smart products also have a service function. Satama's core area of expertise, user-focused service design, is therefore also needed in R&D projects. Satama's highly user-focused centric design methods, years of experience in both Internet and mobile service development, and our flexible organization capability in different development projects make Satama an attractive R&D partner for smart product developers.

Way of Working

Satama's services are bound together by clear strategic vision, solid technological expertise, and lively creative execution.

Business consulting at Satama is based on understanding our client's business needs and requirements. We focus on identifying the digital service's objectives and designing business models for the service. We help our clients in strategic decision-making and the development of digital services through, for example, research, and investment and profitability calculations. The goal is to create digital services that increase our client's sales and enhance the efficiency of their operations – in other words, help our client to do better business online.

Satama's technology expertise is focused on consulting, design, and implementation of state-of-the-art digital services. We rely on standards and technologies, which are compatible with our client's information security, while being sufficiently flexible to adapt to their evolving needs. The goal is to ensure continuity. Technology consulting also plays an important role in identifying the opportunities and limitations of various technologies, devices, and products.

The purpose of creative design is to solve the client's problem in an innovative way. User-focused research and design are the cornerstones of Satama's design services. The result should be a solution that differentiates, serves the client's needs, and is also functional and reliable in the long run.

Project Delivery

Satama's client-specific teams include experts in business consulting, creative design, and technology, who work under the direction of a professional project manager. A large number of our experts have been developing business-enhancing digital services for more than five years, which is a considerable length of time in such a young industry.

Satama employees work in accordance with a clearly-defined and effective project delivery and quality control model called the Satama Unified Process (SUP). The SUP guarantees that projects are effectively completed in accordance with the client's goals, on schedule, and on budget. Thanks to our iterative working approach, the client can assess and provide feedback on the results at an early stage in the process.

Service Development Model in Accordance with Client Needs

Depending on the client, the industry, and the needs, Satama can act as either the project's sole vendor or work in close cooperation with other service providers, such as management consultants, advertising agencies, and IT companies.

In some cases, it is more effective for the client to develop and maintain digital services on a contractual basis than to employ the traditional project delivery approach. To support their own service development, the client can contract special expertise or additional resources from Satama. In some cases, however, the most effective solution may be to outsource service development and personnel to Satama. Some of the advantages of outsourcing are reduced costs, access to wide-ranging expertise, accelerated service development, and consistent service quality.

Client-Focused Approach

Satama approaches the client's needs related to digital services from three directions:

- 1) What business objectives do the client and service have?
- 2) What technical solution is the most durable, cost-effective, and compatible with the client's existing systems?
- 3) How can the service's creative solution generate added value for the client and user?

Clients

Satama's client relationships are typically long-term partnerships based on the development of each client's business. Since its founding, Satama has established deep relationships with companies in the telecommunications and other key sectors. Working in close cooperation, we have been able to deepen our understanding of our clients' business needs in their respective sectors. This understanding plays a crucial role in our ability to help our clients do better business online.

Satama's clients are primarily leading companies or hard-charging challengers in sectors where digital services are an integral part of business or can be used to gain a competitive edge. Key client sectors include telecommunications, consumer and investment commodities, finance, public administration, tourism, and media.

Satama's clientele and range of operations is international. In 2004 we completed over 1,100 projects in 23 countries around the world. An effective international network of partners supports our own operations.

Clients appreciate Satama particularly for our high quality services, ability to understand the client's business and target segment needs, as well as reliable delivery. For our key clients, we are a long-term, strategic partner, and we continuously work to further improve our clients' satisfaction.

On the following pages you'll find examples of how our clients developed their business through the use of digital services in 2004.

Satama's client relationships are typically long-term partnerships based on the development of the client's business. Among our clients in 2004 were the following corporations and institutions.

INDUSTRY	SATAMA'S CLIENTS
Finance	ABN AMRO, FIM, Henki Sampo, If, Mandatum, Sampo Bank.
Public Administration	CIP (Dutch Police), INHOLLAND, Finnish Maritime Administration, Ministry of Agriculture and Forestry, Ministry of Foreign Affairs, University of Turku.
Consumer and Investment Commodities	Amer, Audi, BMW, Ekokem, Hewlett-Packard, Kone, OMG Harjavalta, Pfizer, Saarioinen, S Group, Suunto.
Tourism	Area, Finnair Catering, Finnmatkat, Star Tour, TUI Nordic, VR.
Media	A-lehdet, AlmaMedia, Factor 5, Inoa Suomi, MTV Benelux, Reed Elsevier, Talentum.
Telecommunications	Auria, KPN, Nokia, Omnitel, Orange, Proximus, TeliaSonera, Vodafone.

Case Nokia

Nokia and Satama

Satama works extensively with Nokia in online service development, marketing and market making services, and mobile service design. Last year Satama participated in a variety of projects, including the following:

- Majority of the cooperation centers around Nokia.com. Satama has participated in the service's development since 1997. Satama designs new service concepts throughout Nokia.com.
- Nokia and Satama's cooperation in digital marketing communications is extensive. One example from 2004 is the Nokia Snowboard World Cup website, which is oriented toward the global youth market. The high quality of the website's visual design was widely recognized in professional circles, with the American Flash technology developer Macromedia naming it "Site of the Day" in December 2004.
- Over the course of the year Satama has delivered several innovative mobile services relating to the marketing of smart phones and services. Satama also cooperates with Nokia in the research and development of future mobile services.



"Nokia is a true pioneer in developing digital services. Working closely with Nokia, Satama has the opportunity to test and apply the newest design methodologies and technologies. Our diverse projects are bound together by a unified approach: combining design and technology to create a user-focused digital service."

TIMO JULKUNEN
DIRECTOR
SATAMA INTERACTIVE

Case Omnitel

Lithuanian Reality TV and Satama

Lithuania's leading operator Omnitel and Nokia launched cooperation with the commercial television channel, LNK in fall 2004. Satama was enlisted to deliver innovative marketing for imaging phones and multimedia messaging on Lithuania's most popular reality TV show, Baras.

- In the Baras show 14 bartenders served drinks and lived their lives 24 hours a day at the bar from October to December 2004. Viewers were able to decide which of the show's stars got to stay and which had to go.
- The campaign's main goal was to increase the demand of imaging phones and to activate viewers to send MMS messages. Satama developed a number of digital services for the Baras show and seamlessly integrated its various campaign approaches into the program.
- Viewers were able to participate in the show by sending their own pictures and receiving MMS messages from the stars. Satama transferred viewer imaging messages in real time to the Satama MMS Board in the bar and on the Baras website.
- On the Satama designed website consumers could learn more about the stars, browse MMS messages sent by other viewers and check out the latest in imaging phones. The immensely popular website received over 560,000 hits.
- "The number of MMS messages sent via Omnitel more than doubled compared with previous levels. Some 70% of our active MMS customers used the show's interactive MMS services. This exceeded all our expectations," says Daumantas Zamalis, Marketing Director, Omnitel.



"The Baras campaign had a major effect on consumers' awareness of imaging phones. This campaign has supported us in reaching an important tipping point. After the campaign a majority of consumers preferred to purchase an imaging phone, and more than half of Nokia phones sold are now imaging phones."

SIMONAS SKUPAS
SALES MANAGER LITHUANIA
NOKIA CUSTOMER AND MARKET OPERATION

Case Finnmatkat



"One of our marketing and business development goals is to make as much of our operations digital as possible. The main challenge is to get customers online as active Web users, which requires from us a greater understanding of their needs. In this Satama has helped us very much."

PIIU PUKKILA
MARKETING DIRECTOR
FINNMATKAT



"Finnmatkat's investment in Web services is without compare; the company is a tourism industry pioneer as well as the undisputed leader in online sales of 17 World of TUI countries. Expansion of Satama and TUI cooperation indicates that there is demand for our expertise in the Nordic countries. The fact that concepts we develop in one country can often be tailored for other markets allows us to effectively support the business of our international clients."

KATRI HARRA-SALONEN
DIRECTOR
SATAMA INTERACTIVE

Satama and TUI

TUI is a leading global travel group. Satama has worked with TUI Group subsidiary Finnmatkat since 2003 mainly in the area of digital marketing communications. In 2004, the scope of cooperation was expanded to the Nordic level.

- The Internet is becoming Finnmatkat's most important sales and marketing channel: the number of monthly visitors to Finnmatkat's website (www.finnmatkat.fi) is over 300,000 and online booking accounts for approximately 30% of the company's total sales.
- Designed by Satama, innovative campaigns and value adding services attract also those who would not normally book a trip online to Finnmatkat's online holiday world. One of the services Satama delivered in 2004 is Finnmatkat Resort Finder (www.lomalinko.fi) that helps the user choose and book the holiday that best meets their needs and desires.
- Successful cooperation between Satama and Finnmatkat was also noticed by other TUI Group companies. In 2004, Satama began cooperation with Norway's leading tour operator, Star Tour.
- At the end of 2004 Satama also began a strategic level project with the TUI Nordic organization.

Case TMF

MTV Networks and Satama

TMF is a Dutch music television channel belonging to the MTV Networks. The TMF.nl website hosts a large youth community of approximately 350,000 registered members.

- As part of a total re-branding of the TV station, TMF wanted to take their website to the next level.
- The goal of the redesign was to increase interactivity and fully leverage the possibilities of broadband. In addition, TMF wanted to create more possibilities for advertisers to draw on the website's large user base.
- Created by Satama, the new site combines TV and the Internet and creates rich experiences to the critical audience. Simultaneously it creates new commercial opportunities for advertisers to interact with their target audience in a compelling environment.



"MTV Networks has always been a front-runner when it comes to digital media. Satama understands the online world and really helped us to create a compelling digital environment."

BRANCO SCHERER
MANAGER, DIGITAL MEDIA
MTV NETWORKS BENELUX



"The dramatic increase of broadband connections in European households has changed the way we see digital services. Users, particularly in the youth target group, expect rich experiences from their brands of choice. The revamped TMF website truly leverages the possibilities of broadband."

JACCO TER SCHEGGET
SALES DIRECTOR
SATAMA AMSTERDAM

Case VR



"Users have been extremely satisfied with our new ticket sales system. You might even say that it exceeded the expectations of travel agents, considering the very positive feedback we've received from our partners."

ANTTI JAATINEN
DIRECTOR, PASSENGER SERVICES
VR OSAKEYHTIÖ



"The manner in which VR takes users into consideration in its development projects is exemplary. Understanding the every-day behavior and needs of the users played a central role also in the this project. VR and Satama listened to the travel agents and ensured their commitment by involving the users in the development work from the very beginning."

ANNI RONKAINEN
DIRECTOR
SATAMA INTERACTIVE

VR and Satama

VR Group's key industries are freight and passenger traffic as well as the construction and maintenance of railway networks. Satama has worked in cooperation with VR since 2002 to develop the group's digital services.

- In the summer of 2004 VR opened its completely redesigned online ticket sales system for professional users, SoNet, which replaced the old, character-based system.
- VR wanted the new system to be versatile and flexible. In addition to domestic tickets, it was to allow users to make reservations and print out all types of group and international tickets, as well as sleeping and car berths. These requirements increased the complexity the project.
- VR chose Satama to be its partner in the design and implementation of the user interface. As a whole, the redesign was completed as a multivendor project.
- The goal was to develop a ticket sales system that was as user-focused as possible, which is why travel agents were included in the project already at the design phase. Satama designers tested prototypes with the future users at two different stages.
- The cooperation resulted in an intuitive, instructive user interface, which maintains its appearance and operating logic even when linking with external systems.
- The redesign has resulted in an over 30% increase in international ticket sales.
- The level of user satisfaction in SoNet has been outstanding.

Case University of Turku



"Expansion of our Web service will continue until the end of 2006, at which time all university faculties and special units should be integrated into the system."

MAIJA PALONHEIMO
COMMUNICATIONS MANAGER
UNIVERSITY OF TURKU



"As one of the most prestigious and largest science institutes in Finland, the University of Turku has an important role in society. With the launch of the revamped online service, the Internet has become an increasingly important channel for social influence for the university. I am proud that Satama can help the University of Turku to serve its stakeholders better online."

MARKO EDFELT
OPERATIONS MANAGER
SATAMA TURKU

University of Turku and Satama

The University of Turku is a multidisciplinary scientific university, which currently enrolls approximately 18,000 students and a staff of 3,000.

- Satama worked together with the university to develop its new online service (www.utu.fi), which was launched in the autumn of 2004. The revamped service facilitates the publication and maintenance of large volumes of online information. It is also a powerful tool for attracting prospective students and enhancing the social influence of researchers.
- In close cooperation with the client, Satama's Turku office developed the concept and delivered the specification and implementation of the content management system. The advanced and flexible technical solution and content structure allow for integration of potential future projects such as mobile communications solutions.
- The content structure was designed in accordance with user needs that were studied in the beginning of the project.

Case Pfizer



"We have a strong desire to be pioneers in using the Internet to communicate health-related information. This requires boldness and innovation – it is a question of how we can disseminate accurate, up-to-date health-related information in an attractive format. Contacts made via the Internet are often of a higher quality than in other marketing methods."

TARJA STENVALL
MARKETING DIRECTOR
PFIZER



"We have worked together in variety of interesting online business projects, in which Satama's wide knowledge and comprehensive approach have brought added value to the client. The pivotal challenge in the future will be to combine online business as an integral part of Pfizer – and in this we are well on the way."

PETRI POHJANOKSA
CLIENT MANAGER
SATAMA INTERACTIVE

Pfizer and Satama

Pfizer is an international pharmaceuticals corporation, which uses digital services to communicate health-related information to both consumers and physicians. Some 4,000 health center physicians represent one of Pfizer's most important target segments in Finland.

- Studies show that physicians have a very positive perception of digital services as a source of information. For consumers, the Internet is an excellent source of information, particularly in regards to conditions of a sensitive nature.
- New and innovative ways to reach and address the physicians are constantly being developed. The key issue is to build well-presented and informative pages. The reliability of the source is also emphasized.
- Pfizer has worked in cooperation with Satama since the summer of 2002. This cooperation has produced such things as the Pfizer.fi website, various campaigns targeted at physicians, an extranet service, and consumer websites containing health-related information. In the future, Pfizer's online investments will be further increased.

Research and Development

Continuous investment in research and development is one of the main requirements for success in Satama's rapidly growing field. Our clients must be able to rely on the fact that they will receive fresh insightful information to support their investment decisions and that our innovations will give them a competitive edge. At Satama, R&D is part of our project business in all business groups, particularly in our Service Innovation Unit that specializes in the development of future services, and in our subsidiary Mind On Move.

In 2004, Satama employees spent approximately 5% of their working time on research and development. R&D focus areas in 2004 included: Development of Satama's offering in integrated digital marketing communications and transaction services, rich media competence, development of the Satama Unified Process delivery model, and initiatives aiming at improving internal efficiency.

Service Innovation Unit

In 2004, Satama established its Service Innovation Unit. It develops new service concepts and models, which Satama can use to help clients in their product and service development. In these projects, Satama works

together with the client even before the final product or digital service launch decision is made.

The Service Innovation Unit has conducted R&D related to, for example, smart products and mobile services.

Satama's strong user-focused design methodology, long experience in both Internet and mobile service development, and our flexible approach to organizing in various R&D projects have made Satama an attractive R&D partner for developers of smart products and services.

Mind On Move

Satama Interactive subsidiary Mind On Move specializes in designing and implementing services for mobile devices and digital television.

Through research and development, Mind On Move strives to find technologies and to create software products, which make the implementation of mobile services and mobile marketing easier and more cost-effective. Throughout the year the company focused on developing its software products that enable the creation of downloadable mobile applications (Sidekick Service Assistant, Pulse Mobile Service Platform) as well as on the

development of its expertise in Symbian and Java/J2ME technologies.

The company has also invested in mobile marketing systems development (MOM Messenger) as well as discovering and developing new business opportunities in downloadable mobile applications. In addition to mobility, Mind On Move is developing products for use in digital television (MHP and ITV).

Research and development as part of the client's development process accounts for approximately two-thirds of Mind On Move's net sales. On these projects the company's experts work on the client's R&D team.

Case Mind On Move



“Mind On Move’s products and development services allow the customer to cost-effectively produce mobile services that are reliable and enjoyable to use – services the user will integrate into their daily routine.”

TEEMU ROPPONEN
MANAGING DIRECTOR
MIND ON MOVE



“Satama’s strong user-oriented design approach, long experience in Internet and mobile service development, and our flexible way of organizing on different types of projects has made Satama an attractive R&D partner for developers of smart products.”

MINNA HÄKKINEN
DIRECTOR, SERVICE INNOVATION
SATAMA INTERACTIVE

Sidekick Makes Mobile Application Development Faster

Satama subsidiary Mind On Move develops user-friendly information and entertainment applications for mobile phones. Users can access these downloadable applications from the phone menu as if they were one of the device’s built-in applications. Even though developing mobile applications is more demanding than creating WAP pages, they enable a richer user-experience and a considerably wider range of services. Moreover, the graphic interface provides an excellent platform for brand expression.

- Mind On Move has developed the Sidekick software platform, which makes the development of mobile applications considerably faster and more cost-effective.
- One example of a Sidekick-based solution is the Ski.fi application, which provides the user with up-to-date ski resort snow and weather conditions on their mobile phone. Another solution, the Telkku.com application, is an interactive TV-guide in the user’s mobile phone. Both applications are convenient for people on the move.
- Sidekick also makes it easier to create a ‘content market’ application, which offers an easy platform and user interface for buying mobile content such as wallpaper, games, videos, or ringtones.
- Jippii Mobile Entertainment is an example of a client for which Mind On Move provided this type of application. Jippii’s mobile application contains games, ringtones, wallpapers, and other content which the user can browse on their own phone. When the user finds something they like, they can buy it directly from the application. In 2004 a pilot version of the application was offered e.g. in Switzerland.

Values

3. Openness

(openness to change and new things, openness in communications, the courage to express our own opinions when working with clients)

Operational transparency plays a key role in living up to the principle of openness in client cooperation. Granted to Satama in 2003, the ISO quality management system certificate includes an annual audit to ensure that the standard is being observed. Satama subjects its operations to the scrutiny of an unbiased, outside auditor for its annual audit.

ISO-9001:2000 certification guarantees Satama's commitment to certain processes, which are linked to the development of daily routines at all levels: sales, delivery, and personnel. Because these processes are documented, our clients know what return they are getting on their investment.





4. Focus

(focusing on client needs, high-quality delivery, cost-effectiveness, and core expertise)

Satama's organization was restructured in the spring of 2004 to better meet the needs of a growing clientele and to enhance the company's ability to become even more client-focused. In the new structure work can be more effectively distributed between experts and client teams. This improves Satama's efficiency and the quality of its client deliveries.

Personnel

The most important capital for a professional services provider is a skilled and motivated staff. In order to succeed and grow Satama must be an attractive employer for top international experts, and our people must be very satisfied in their work. The key goal in Satama's human resources management is indeed to develop the company as a functional, professional workplace where personnel skills can be developed and the working environment is inspiring and innovative.

Of Satama's approximately three hundred employees a majority are based in Helsinki. Satama's Tampere and Amsterdam offices both employ staffs of around 30 and our Turku office around 10 professionals in digital service development. Satama personnel are very heterogeneous in terms of cultural, educational, and professional backgrounds, which adds spice to day-to-day operations. However, the goals that unite us all are clear – the constant desire to grow and be a top expert in the field, the desire to create practical and innovative solutions, and to help both the client and Satama succeed.

Challenges Motivate the Expert

In the summer of 2004 Satama conducted its company-wide Satama Vibes job satisfaction survey, whose results were comparable to a survey conducted two years

earlier. The survey response rate was 77%, which can be considered excellent. Survey responses were evenly distributed among the various personnel groups.

The survey results indicated a clearly positive trend in Satama employee job satisfaction: 75% of the respondents were either satisfied or very satisfied with their jobs, while two years earlier the percentage was significantly lower. Satama is more than just a job for a majority of the respondents. Three out of every four Satama employees are happy with and proud of their job, while four out of five would recommend Satama as an employer. Optimism among Satama employees has increased sharply.

According to the Vibes survey, Satama employees are most motivated by the ability to utilize their own expertise, adequate challenges, work well done, and a good working environment. The survey said that these motivational factors were also realized just as well as or better than two years earlier.

Client-Focused Employee Development

Satama's organization was restructured in the spring of 2004 to better meet the needs of a growing clientele and to enhance the company's ability to become even more

client-focused. The new organization allows for an even more effective distribution of work between experts and client teams. In terms of personnel management Satama is a company whose organizational model and human resources management processes also allow for rapid, controlled growth at the international level.

As a leader in its field, Satama stresses the importance of in-house training for competence development, on-the-job learning, tutoring, and mentoring. We also invest a great deal in the smooth transitioning in of new employees, where, for example, new personnel joining Satama by way of a corporate acquisition can be quickly integrated in its operations as part of a greater whole: Satama's integration of personnel coming from its corporate acquisitions made in 2004 went very smoothly.

The single most extensive project for developing expertise in 2004 involved the development of sales skills and other customer service skills. Dozens of client managers, sales representatives, and other key client team personnel participated together in a five-day training program. In 2004 training in technologies (e.g. Vignette, Symbian) and project delivery quality was also offered. A great deal of value was placed on in-house training at Satama, with the average grade given in course feedback regularly over 4 on a scale of 1–5.

Development Opportunities for Seasoned Staff

At Satama the challenges facing personnel development include career advancement opportunities within Satama for long-standing employees as well as recruiting for highly specialized areas.

Satama employs a large number of committed experts who have been with the company for over five years and have worked in the field of digital expert services for over seven years. This is an extremely long period of time in such a young industry, so these veterans have a lot of valuable information and experience to offer Satama clients. Satama has long espoused the importance of preserving the job motivation of key long-term employees for the benefit of the company and client cooperation. Bid and project work with new clients and fields as well as interesting development projects give the

more experienced Satama employees a chance to have new challenges in their work.

In addition to broad-based design and service development expertise, Satama's client projects occasionally require the services of highly specialized experts, whose recruitment can prove challenging. Satama ensures its high level of expertise in client projects primarily by providing its own experts with constant training. In order to fill the gaps during fluctuations in demand, we also maintain close, long-term relationships with subcontractors and partners.

Reputation as a Good Employer

Satama's tenth-place listing in the 2003 Best Employer competition raised its reputation as a good employer. Interest in Satama by industry professionals is evident in, for example, the over 1,800 job applications we received in 2004. Our employee turnover – 12% – is average in

the industry. Employees leaving the service of Satama have primarily been placed in top professional positions by their new employers. Like university alumni, contact is also maintained with these ex-Satama professionals. Our good employer reputation is also reflected in the fact that many who leave Satama find their way back.

In addition to the challenging client work, in-house opportunities for developing expertise, and international operations typical of an industry pioneer, Satama can also offer its employees an outstanding working spirit. Perhaps the best example of this is the employee-run and Satama-sponsored Body&Soul program, which, as the name says, provides stimulation for the body and soul: movies, exercise, and other activities.

DISTRIBUTION OF PERSONNEL

Nature of Employment	2004
Permanent, full time	89%
Permanent, part time	5%
Temporary, full time	4%
Temporary, part time	2%

Job Description

Invoicing	92%
Business development	37%
Creative design	31%
Technology	32%
Administrative	8%

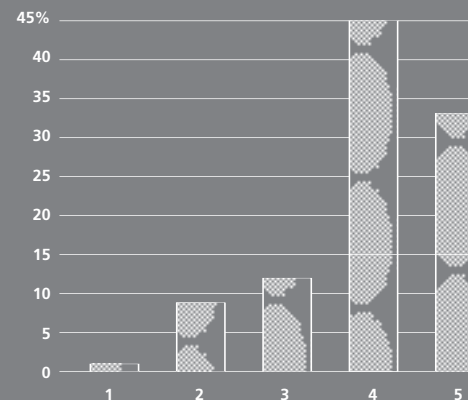
Gender Distribution

Male	71%
Female	29%

PERSONNEL SATISFACTION

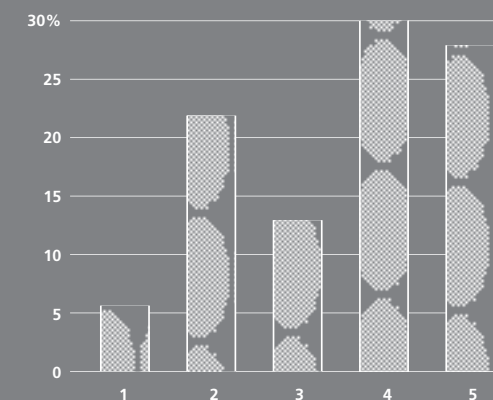
I am happy and proud to work at Satama

1 fully disagree, 5 fully agree



For me Satama means more than just a job

1 fully disagree, 5 fully agree



Social responsibility

Satama wants to be a responsible member of society. We have found that, in addition to ensuring financial success and employee well being, the best way for us to have an impact on social development is to share our expertise. In this endeavor our most important partners are institutes of art and science.

Cooperation with Universities and Athletes

For several years, Satama has worked in educational cooperation with the Helsinki School of Economics and University of Art and Design Helsinki. This cooperation takes the form of guest lectures delivered by Satama experts and the Helsinki School of Economics (HSE) IT Summer Program. We have also supported HSE instruction and research by sponsoring a five-year professorship in eBusiness. Wherever possible, Satama offers internships and opportunities for thesis work to students planning to work in the field.

As part of its social contribution, Satama also provides support for select cultural, athletic, and charitable organizations through its own work. We have produced websites for musicians (www.huskyrescue.co.uk) and athletes, thus helping talented Finns get ahead in

their careers. These often free-form projects (such as www.kallepalander.com and www.rovanpera.com) are also an excellent opportunity for Satama's own designers to further develop their skills and expression between corporate client projects.

ISO 9001 Certificate Guarantees the Quality of Deliverables

In every aspect of its operations Satama engages in responsible and ethically sustainable practices, which are constantly updated to meet ever-changing social needs. Our most important stakeholders in developing sustainable practices are our clients. We believe that when we concentrate all our efforts into producing value for our clients also the well being of our personnel increases.

During the last few years Satama has systematically developed the quality of its deliverables. For these efforts Satama has been granted the ISO 9001 quality management system certificate since 2003. In order to maintain the certification, Satama must subject its operations annually to the scrutiny of an unbiased, outside auditor. This guarantees that Satama's sales, delivery and competence development processes are predictable and

of high and uniform quality. To our clients, this means clear advantage.

Good Corporate Governance

We strive to maintain openness in communications with all our interest groups. In its administration Satama complies with recommendations for Corporate Governance made by the Helsinki Exchanges, the Central Chamber of Commerce, and the Confederation of Finnish Industries EK that specify good administrative practices for publically listed Finnish companies.

Case HSE



"We want to be involved in the development of our industry and the education of future movers and shakers"

ANTTI LEINO
CHIEF DESIGNER
SATAMA INTERACTIVE

Business Students Take Up New Media Studies

In 2004 Satama Interactive was an active participant in the Helsinki School of Economics IT Summer Program. The goal of the program was to provide students with theory along with personalized, practical experience in digital services. This was the fourth time that Satama was involved in the education of future business leaders.

- In addition to theory, the study program also included projects commissioned by companies. One of these was Satama's commission for a mobile service prototype, which was designed and executed by a four-student team for Satama's use. The objective of the study program was to give students the right skills for working on digital service development projects, whether in the role of provider, project manager, or buyer.
- Students, HSE, and Satama all found the Summer Program cooperation to be a fruitful experience. Satama's Chief Designer Antti Leino, who was responsible for the program's Content & Media entity, thought that the educational cooperation was a natural fit for Satama and a rewarding way to exercise their social responsibility.

Corporate Governance

Satama Interactive Oyj (Satama) is a publically listed company registered in Finland and headquartered in Helsinki. Satama's management complies with Finnish law and Articles of Association, according to which monitoring and management are divided between the Annual General Meeting, Board of Directors and CEO.

As of 1 July 2004 Satama has implemented the Corporate Governance Guidelines drafted by the HEX, the Central Chamber of Commerce, and the Confederation of Finnish Industries EK.

The text below is an abbreviation of Satama's corporate governance practices. We present the information stipulated in the guidelines in full on our investor website at <http://investors.satama.com/>.

Annual General Meeting

The Annual General Meeting (AGM) is held every year within six months from the end of the financial year; at Satama this is usually in March. The Board of Directors convenes the AGM and decides the time and venue of the meeting. The invitation to the AGM is announced to shareholders in at least two print publications designated by the AGM two months before the AGM at the earliest and 17 days before at the latest.

The AGM elects Satama's Board of Directors and auditors, decides on their compensation, and discharges the company's management from liability. Matters to be discussed at the AGM and the shareholders' right to attend are defined in Satama's Articles of Association and in the invitation to the AGM.

The Board of Directors will convene an Extraordinary General Meeting when it considers it necessary or when it is required by law.

Board of Directors

The Annual General Meeting elects three to eight members to Satama's Board of Directors. The term of office of the members of the Board expires at the close of the first AGM following their election. The Board of Directors elects a Chairman from among its members. Since 2004, Mr. Jussi Lämsä has acted as the Chairman of the Board.

The Board of Directors oversees Satama's management, the appropriate organization of operations and ensures that all accounting is in full compliance with the law and that the financial statements are drafted in compliance with applicable regulations. Satama's Board of Directors sets the company strategy and decides on other matters

of great importance, such as corporate acquisitions and major investments. The Board of Directors appoints the company CEO and sets his/her salary, benefits and terms of employment.

Chief Executive Officer

Satama's Chief Executive Officer is Mr. Jan Sasse. He is responsible for the company's operative management in accordance with legislation and the instructions provided by the Board of Directors, and under the Board's authority.

CEO Sasse is directly responsible for strategic planning, strategy implementation, and any investments they require, and for ensuring the legal compliance of the accounting practices and the reliable organization of asset management. He is also in charge of the practical organization of bookkeeping, accounting, and reporting. Furthermore, Satama's investor relations, communications, and marketing functions report directly to him.

The CEO supervises all decisions concerning executive level personnel as well as important operational decisions. He is also in charge of ensuring that the group's subsidiaries act in the interest of the parent company and follow the group strategy.

The Board of Directors approves the salary level offered to the CEO and to people reporting directly to the CEO, including grounds for bonuses and the allocation of option schemes.

The bonus paid to the CEO is determined annually. Target-setting is based on the company's results, sales targets, customer satisfaction, human resources development, and certain personal quality objectives. The salaries, bonuses, and fringe benefits paid to the CEO in 2004 totalled EUR 187,386. His share and option holdings are disclosed on Satama's investor website in the CEO's cv.

The period of notice of CEO Jan Sasse's service contract is six months. If the contract is terminated without the CEO's negligence, he will receive a severance pay equal to a 12-month salary. The CEO's right to retire is determined under the terms and conditions of the laws valid at each given time.

Operational Management

The CEO, assisted by a management team, is responsible for managing the business operations of Satama. The CEO's deputy is Mr. Risto Koivula, Chief Operating Officer. Mr. Koivula is a member of the management team where his responsibilities include Satama's competence development and the delivery process.

Satama's business operations that are managed from Finland are divided into three customer-focused business groups. The directors of the business groups are members of Satama's management team. Directors in charge of Satama Amsterdam's local business operations are not members of the group's management team, but they participate in the work of the extended management team.

The management team also includes the Chief Financial Officer and the directors in charge of development and service innovation.

The responsibilities of the management team include strategic planning and strategy implementation, business operations management, financial performance review, annual planning and discussing investments, acquisitions, and expansion or downsizing plans that are crucial for the group. The management team meets once a week.

Internal Control

The Annual General meeting, Board of Directors and the CEO share the responsibility of internal control and management. Internal control refers to all practices, systems, and procedures with which the company management aims to ensure efficient, economic, and reliable operations. Satama aims to increase its shareholder value within the framework set by legislation and social obligations.

Satama's Board of Directors is responsible for organizing the internal control framework. The Board approves the entire group's shared internal control guidelines and evaluates the status of the group's internal control at least once a year. The CEO, with the

assistance of the management team, is responsible for day-to-day business operations. The company's executive management is responsible for internal control, auditors for external audit, and internal auditors for internal audit.

Risk Management

Risk factors affecting Satama's business, financial performance, and market value can be divided into four main categories: Market and business risks, personnel-related risks, technological and information security risks, and financial risks. Satama protects itself against the negative impact of other risks with comprehensive insurance policies. The level of insurance coverage, insurance rates, and excess are audited every year together with the insurance company. Satama makes continuous operative risk assessments and makes every effort to protect itself as effectively as possible from the risk factors identified.

Internal Audit

The purpose of the internal audit is to systematically evaluate Satama's processes related to risk management and control, the company's operational management and decision-making as well as the development of these processes.

The Board of Directors is responsible for ensuring that the internal audit has been appropriately arranged and can be carried out independently. Internal audit services are currently purchased from an external, independent, professional, and sufficiently resourced service provider, Tuokko Tilintarkastus Oy (PKF International), selected by Satama's Board of Directors.

Auditors

According to the Articles of Association, Satama's auditors are elected at the Annual General Meeting. The auditor must be an auditing firm approved by the Finnish Central Chamber of Commerce. Satama's current auditing firm is PricewaterhouseCoopers Oy with Kari Miettinen, Authorized Public Accountant, as responsible auditor.

Insider Administration

Satama's insiders comply with the company's own Guidelines for Insiders, which are based on the insider guidelines provided in the rules of the Helsinki Exchanges.

The so-called "closed window" in Satama (the period prior to the publication of financial reports during which permanent insiders are prohibited from trading in securities) is 21 days. Satama's guidelines for Insiders require that permanent insiders notify the company's insider officer of their intention to trade securities in advance. The guidelines recommend that company shares be purchased for long-term investment and to time any share transactions so that they take place as soon as possible after the disclosure of interim reports and financial statements.

Satama's definition of insiders is more extensive than required by the Securities Market Act. Besides statutory insiders, other insiders include the Board of Directors of the parent company Talentum Oyj, members of Satama's management team, the CEO's secretary, and those people in Satama and the parent company Talentum in charge of financial administration, reporting and, communications who, owing to the nature of their work, regularly receive information that could materially affect the company's share price. Mr. Martti Ojala, Satama's Chief Financial Officer, is currently the company's insider officer. A register of insiders is maintained in the SIRE system of the Finnish Central Securities Depository Ltd.

The share and stock options holdings of permanent insiders are presented on Satama's investor website.

Board of Directors

According to the Articles of Association, the Annual General Meeting elects three to eight directors on Satama Interactive's Board of Directors. The majority of the directors must be independent of the company. The term of office of the members of the Board ends at the close of the first Annual General Meeting following their election.

In 2004, the Annual General Meeting elected five directors on Satama's Board. In compliance with the Articles of Association, the Board of Directors elected a chairman from among its members. Since 2004, Mr. Jussi Länsiö has acted as the Chairman of the Board.

Decisions regarding the compensation of Satama's Board of Directors are made at the Annual General Meeting. Members of the Board are not included in the company's share-based incentive schemes. Information on the Board of Directors' remuneration is displayed on Satama's investor website.

At Satama, a Charter of the Board, dated and approved by the Board on 17 June 2004, provides guidelines for the Board of Directors' work. It complements other regulations followed in the Board's activities, the

most important ones being the Finnish Companies Act, the Securities Market Act, and the company's Articles of Association. Furthermore, the company also complies with the rules of the Helsinki Exchanges, including the Corporate Governance Recommendation for Listed Companies published jointly by HEX Plc, the Central Chamber of Commerce, and the Confederation of Finnish Industries EK.

The Charter of the Board covers:

- Responsibilities of the Board of Directors
- The chairman's special duties
- Induction, independence, and assessment of the Board members
- Board meetings, meeting materials and minutes, and material to be delivered to members between meetings

The Board of Directors will update and amend the charter if necessary. They will review the charter after the next Annual General Meeting following their election.



Jussi Länsiö

Chairman of the Board, independent member of the board since 2004

Year of birth: 1952

Education: B.Sc (Econ.)

Main occupation: Full-time Board Professional

Primary Working Experience

Scottish & Newcastle Plc, Member of Management Team 2002–2003

Hartwall Oyj, CEO 1994–2003

Langnese-Iglo GmbH/Unilever Germany, Marketing Director 1992–1994

Jalostaja Oy Huhtamäki, CEO 1983–1992

Huhtamäki Oy, marketing and sales positions 1978–1983

Other Simultaneous Positions of Trust

Talentum Oyj, Chairman of the Board 2004–

Elisa Oyj, Member of the Board 2004–

Solifer-Polar Ab, Member of the Board 2004–

Lumene Oy, Chairman of the Board 2003–

Mezera Oy, Chairman of the Board 2000–

J.L. Westement Oy, Chairman of the Board 1998–

Ownership

Does not have ownership in Satama Interactive



Manne Airaksinen

Independent member of the board 2004
 Year of birth: 1966
 Education: Master of Laws
 Main occupation: Chief Adviser, Confederation of Finnish Industries EK

Primary Working Experience

Ministry of Justice Finland, Counsellor of Legislation 1993–2005
 University of Helsinki, The Institute of International Economic Law, researcher 1992–1993
 Headline Companies, lawyer 1990–1992
 Consultant 1992–
 Mr. Airaksinen has published several books on competition and corporate law, as well as published a wide selection of scientific articles on jurisprudential topics.

Other Simultaneous Positions of Trust

Talentum Oyj, Member of the Board 2003–

Ownership

Does not have ownership in Satama Interactive



Ami Hasan

Independent member of the board since 1997
 Year of birth: 1956
 Education: Graduate
 Main occupation: Chairman of the Board, Hasan & Partners Finland Oy

Primary Working Experience

Hasan & Partners Oy, CEO 1991–1999
 a/h/p Brindfors Oy, Chairman of the Board 1987–1991
 Mainostoimisto alakari/hasan/partners oy, CEO 1984–1987

Other Simultaneous Positions of Trust

Marketing Clinic Oy, Member of the Board 2004–
 Esaton Oy, Member of the Board 2000–
 Sibelius Academy Foundation, Member of the Board 1999–

Ownership

Owns 7 000 Satama Interactive shares



Samu Mielonen

Independent member of the board since 1997
 Year of birth: 1970
 Education: Master of Fine Arts
 Main occupation: CEO, Antimatter Design Oy

Primary Working Experience

The University of Art and Design, research and teaching positions 1996–2004
 Antimatter Design, Partner 1997–
 Interweb Design Oy, Partner 1995–1997

Other Simultaneous Positions of Trust

Antimatter Design Oy, Member of the Board 1998–

Ownership

Owns 166 500 Satama Interactive shares



Harri Roschier

Member of the Board since 2002
 Chairman of the Board 1997–2002
 Mr. Roschier is not an independent member of the board due to his position in Talentum Oyj.
 Year of birth: 1957
 Education: M.Sc. (Econ.)
 Main occupation: Talentum Oyj, Managing Director

Primary Working Experience

Oy Talentum Ab, Tekniikka&Talous magazine, Director 1991–1992
 Erikoislehdet Oy, Sport, Marketing Director 1989–1991
 Skimbaaja Ky, CEO 1983–1988

Other Simultaneous Positions of Trust

Rostek Oy, Chairman of the Board, 1998–
 Finnish Periodical Publishers' Association, Member of the Board 1996–
 Finnish Audit Bureau of Circulations, Member 1996–
 Ilmoittelun yhteisneuvosto IYN, Member 1996–
 Viestintätyöntantajat VTA, Member 1997–

Ownership

Owns 7 000 Satama Interactive shares

Management team



Jan Sasse

Chief Executive Officer
Year of birth: 1967
Education: M.Sc. (Econ)

Career Summary

Satama Interactive, CEO 10/2001–
Satama Interactive, Director of International
Operations 04/2001–10/2001
Satama Interactive, Country Manager, Germany
11/1999–04/2001
Arthur Andersen Business Consulting Oy, Senior
Manager 08/1996–11/1999
Arthur Andersen Management Beratung GmbH,
Senior Consultant 08/1995–08/1996
Arthur Andersen Oy, Senior 09/1991–08/1995
Kone Oyj, Business Controller 08/1989–04/1991

Ownership in Satama Interactive

Shares: 500
Year 2002 options: 275 087
Year 2003 options: 100 000



Tuomas Airisto

Director, Corporate Development
Year of birth: 1969
Education: M.Sc. (Econ)

Career Summary

Satama Interactive, Director, Corporate Devel-
opment 04/2004–
Satama Interactive, Director 01/2000–04/2004
Satama Interactive Oyj, Business Controller
10/1999–01/2000
Outokumpu Oyj, Controller 02/1997–10/1999
SVH Coopers & Lybrand Oy, Auditor
05/1994–02/1997

Ownership in Satama Interactive

Shares: 2000
Year 2002 options: 54 000
Year 2003 options: 50 000



Katri Harra-Salonen

Director
Year of birth: 1969
Education: M.Sc. (Eng)

Career Summary

Satama Interactive, Director 08/2000–
Satama Interactive, Consulting Competence
Leader 03/2000–08/2000
Satama Interactive, Senior Consultant
08/1999–03/2000
Gemini Consulting Oy, Senior Consultant
01/1999–07/1999
SIAR-Bossard, Consultant and Senior Consultant
03/1995–12/1998

Ownership in Satama Interactive

Shares 8 900
Year 2002 options: 50 000
Year 2003 options: 50 000



Minna Häkkinen

Director, Service Innovation
Year of birth: 1969
Education: BBA (Marketing)

Career Summary

Satama Interactive, Director, Service Innovation
04/2004–
Satama Interactive, Group Director
03/2000–03/2004
Satama Interactive, Key Account Manager
11/1997–02/2000
Computer 2000 Finland Oy, Product Group
Manager 03/1996–11/1997
Computer 2000 Finland Oy, Product Manager
11/1993–02/1996

Ownership in Satama Interactive

Shares: 9 539
Year 2002 options: 50 000
Year 2003 options: 100 000



Timo Julkunen

Director
Year of birth: 1969
Education: M.Sc. (Econ)

Career Summary

Satama Interactive, Director 01/2003–
Satama Interactive, Group Director
04/2001–01/2003
Satama Interactive, Key Account Manager
06/2000–04/2001
Satama Interactive, Project Manager
05/1999– 05/2000
Oy Radiolinja Ab, New Business Development
1998–1999
Safematic Oy, Business Developer 1996–1998

Ownership in Satama Interactive

Shares: 200
Year 2002 options: 52 000
Year 2003 options: 100 000



Risto Koivula

Chief Operating Officer
Year of birth: 1968
Education: M.Sc. (Eng)

Career summary

Satama Interactive, Chief Operating Officer
03/2004–
Satama Interactive, Country Manager, Finland
05/2000–03/2004
Satama Interactive, Chief Technology Officer
07/1998–05/2000
Otaverkko Oy, R&D Manager 03/1998–07/1998
Edita Oy, Head of Electronic Publications Unit
01/1996–03/1998
Edita Oy, Software Developer 5/1992–12/1995

Ownership in Satama Interactive

Shares: 2 500
Year 2002 options: 50 000
Year 2003 options: 100 000



Martti Ojala

Chief Financial Officer
Year of birth: 1952
Education: B.Sc. (Econ)

Career summary

Satama Interactive, CFO 11/1997–
Garantia Insurance Company, Director
05/1994–11/1997
Scribona Suomi Oy, CFO 05/1987–05/1994
Digital Equipment Corporation Oy, Sales
Executive 12/1985–05/1987
Digital Equipment Corporation Oy, Controller
02/1981–12/1985

Ownership in Satama Interactive

Shares: 120 000
Year 2002 options: 50 000
Year 2003 options: 50 000



Anni Ronkainen

Director
Year of birth: 1966
Education: M.Sc. (Econ)

Career summary

Satama Interactive, Director 04/2001–
Satama Interactive, Principle Consultant
08/2000–04/2001
Satama Interactive, Senior Consultant
09/1999–08/2000
Publicis-Törmä Oy, Group Account Director
01/1996–09/1999
Consumer Compass Oy, Research Manager,
Research Director 01/1992–01/1996

Ownership in Satama Interactive

Shares: 300
Year 2002 options: 52 000
Year 2003 options: 50 000

Information for Investors

Financial Information and Annual General Meeting in 2005

In 2005, Satama will release its quarterly reports as follows:

January–March 2005 on Wednesday, 27 April,
January–June 2005 on Thursday, 4 August, and
January–September 2005 on Wednesday, 26 October.

Satama's Annual General Meeting will be held on Wednesday 30 March 2005 at the company's headquarters on Henry Fordin katu 5, Helsinki.

Satama's stock exchange releases are posted on our investor website <http://investors.satama.com>. To order copies of the annual report and releases, or to inquire contact details of analysts following Satama, please telephone Pauliina Henttonen +358 207 581 532, or send e-mail to investors@satama.com. You can also register on our mailing lists at http://investors.satama.com/english/contact_us.html.

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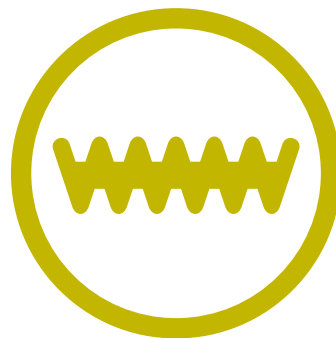
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Tel: +358 207 581 581
Fax: +358 207 581 895
Email: sales@mindonmove.com
Web: www.mindonmove.com



S A T A M A

Financial Statements 2004



3	_____	Report of the Board of Directors
5	_____	Income Statements
6	_____	Balance Sheets
7	_____	Cash Flow Statements
8	_____	Principles Used in Preparing the Financial Statements
9	_____	Notes to the Financial Statements
15	_____	Equity and Shareholders
17	_____	Key Ratios per Share
19	_____	Key Figures Depicting Economic Trends
19	_____	Calculation of Key Figures and Ratios
20	_____	Proposal for Profit Distribution
21	_____	Auditor's Report

Report of the Board of Directors for the fiscal year 1 January 2004 – 31 December 2004

General

In addition to the parent company Satama Interactive Oyj, the consolidated financial statements include wholly-owned subsidiaries Satama Finland Oy, Interweb Oy, Seiren Solutions Oy, Satama Deutschland GmbH, Satama UK Ltd, Satama Sverige AB, Satama Amsterdam B.V. and Mind on Move Oy that is a wholly-owned subsidiary of Satama Finland Oy. Satama Singapore Pte Ltd was dissolved on 17 June 2004. The consolidated financial statements combine all the subsidiaries.

In September Satama Finland Oy bought Kuula-laakeri Oy's project business and in October Mind on Move Oy, a mobile software and services company.

The parent company of Satama Interactive Oyj is Talentum Oyj with 60.05% ownership at the end of the fiscal year.

Revenue and Profit Development

Satama Interactive Group's (hereinafter Satama) revenues for the fiscal year 2004 were EUR 23.6 million (EUR 21.4 million). Satama's result was EUR 1.5 million (EUR 0.5 million). The parent company's revenues were EUR 2.5 million (EUR 2.6 million) and result EUR 1.5 million (EUR 1.2 million).

The operating profit for the reporting period is not affected by the one-time cost provision EUR 1.8 million made in June 2003. In 2004, EUR 0.6 million of the provision had been used to cover actualized costs. On 31 December 2004, the remaining restructuring provision was EUR 0.5 million.

Out of Satama's subsidiaries, the following have not engaged in business during 2004: Interweb Oy, Seiren

Solutions Oy, Satama UK Ltd, Satama Deutschland GmbH and Satama Sverige AB.

During the reporting period Satama Interactive Group has served its clients out of offices in Helsinki, Tampere, Turku and Amsterdam.

Satama Finland's revenues (Group Satama Finland and Mind on Move) in 2004 were EUR 19.9 million (EUR 18.6 million) and its operating profit was good. Satama is the market leader in Finland. Satama Amsterdam's revenues were EUR 3.9 million (EUR 2.6) million and it operated at a profit.

Financing and Solvency

At year-end, Satama's equity-to-assets-ratio was 76.3% (81.7%). Liquid funds were EUR 8.4 million (EUR 16.5 million), which is 43% (61%) of balance sheet total.

The Annual General Meeting decided on 25 March 2004 that the company's share premium fund be decreased by EUR 7,716,504.20 (EUR 0.2 per share) and that the sum be distributed entirely to shareholders as return on invested tied equity in relation to each shareholder's ownership in the company. Cash flow was EUR -8.1 million, out of which the return of equity constitutes EUR 7.7 million.

The Board of Directors and Auditors

Satama Interactive Oyj's Annual General Meeting, held on 25 March 2004, re-elected to the Board of Directors until the next Annual General Meeting Mr. Ami Hasan, Mr. Samu Mielonen and Mr. Harri Roschier. Mr. Manne Airaksinen and Mr. Jussi Länsiö were elected as new members. The Board of Directors

elected Mr. Länsiö as Chairman of the Board. The Authorized Public Accountant company PricewaterhouseCoopers Oy was re-elected as auditor. Mr. Kari Miettinen, CPA, has been serving as the auditor in charge. Mr. Jan Sasse is the CEO of Satama.

Personnel

The average number of personnel during the reporting period was 281 (254). The number of personnel at period-end was 292 (263), of whom 268 (237) were employed by the Finnish units and 24 (26) by Satama Amsterdam.

Investments

Satama's gross investments totaled EUR 1.5 million (EUR 0.4 million): EUR 0.1 million were used for intangible assets, EUR 0.4 million for tangible assets and EUR 1.4 million for acquisitions. Investments amounted to 6.3% (1.7%) of revenues.

Company Reviews

Parent Company (Satama Interactive Oyj)

The parent company includes corporate management and a unit that offers administrative services to the Group. The company does not do client production work.

Finland (Satama Finland Oy and Mind on Move Oy)

Satama Finland's revenues (Group Satama Finland and Mind on Move) were EUR 19.9 million (EUR 18.6

million) and its operating profit was good. Satama is the market leader in Finland.

In September Satama Finland bought Kuulalaakeri Oy's project business and in October Mind on Move Oy, a mobile software and services company that employs 14 persons.

Satama operates from its Helsinki, Tampere and Turku offices in Finland. During 2004, Satama's most significant clients included Amer, Findexa, Finnmatkat, Inoa Finland, the Ministry of Agriculture and Forestry, Nokia, Pfizer, S Group, Sampo Group, TeliaSonera and VR Group.

International Operations (Satama Amsterdam B.V.)

Satama Amsterdam's growth was strong in 2004. The revenues were EUR 3.9 million (EUR 2.6 million) and it operated at a profit.

Satama Amsterdam's most significant clients in 2004 included ABN AMRO, Audi Netherlands, BMW Group, CIP, KPN, Reed Business Information and Vodafone.

Changes in Capital Stock

At the end of fiscal year 2004, Satama Interactive Oyj had 38,582,521 shares outstanding and the registered share capital was EUR 811,139.28. During the reporting period there were no changes to the capital stock.

Partner Agreements

The company is not aware of any mutual partner agreements related to the operations or ownership of the company.

Shares Held by the Board of Directors and the CEO

The number of shares of Satama Interactive Oyj owned personally by the Board of Directors and the CEO and through companies controlled by them numbered 181,000 on 31 December 2004, which is 0.47% of the total number of shares and votes in the company. Members of the Board of Directors did not have Satama Interactive Oyj's stock options at the end of the reporting period. The CEO had 275,087 Satama Interactive 2002A stock options and 100,000 Satama Interactive 2003B stock options on 31 December 2004.

Adopting IAS/IFRS Accounting Standards

Satama has continued preparations for adopting the IFRS accounting standards. The standards will be adopted within the time period stipulated. Satama's financial statements will be prepared according to the international accounting standard as of the financial year that began on 1 January 2005.

During 2004, Satama has completed system updates, and revised its accounting and reporting procedures necessary for the adoption of IFRS accounting standards. Central changes caused by the adoption of the IFRS accounting standards will affect costs of the option programs, pension calculations, deferred taxes, and the change to impairment testing.

Outlook for the Future

Satama's revenues have been growing during the year in Finland and Amsterdam. With the increase of online

use and the growing importance of digital services Satama believes that the demand for Satama's services will continue to grow in 2005. Tough competition in the field may, however, slow down growth and result in lower profits. Satama's market position is strong and personnel's competence is high. On the basis of these strengths, as well as on the basis of improving internal efficiency and targeted acquisitions, Satama estimates that the growth that began in 2004 will continue in 2005, although at a more moderate pace. Satama expects its operations to remain profitable.

The Board of Directors Proposal for Distribution of Profit

Satama's board of directors will propose to the Annual General Meeting on 30 March 2005, that dividends from financial year 2004 should not be distributed and that the result of the fiscal year EUR 1,479,703.77 will be left in the shareholders' equity.

The Board of Directors proposes, that the Annual General Meeting of Shareholders authorize the Board of Directors to decide on an acquisition of own shares with such funds of the company, which are distributable as profit, in such a way that the company's own shares can be acquired to a maximum total quantity of 1,929,100, which is less than 5% of the company's share capital and of the total number of votes.

Income Statements

Income Statements		Group		Parent Company	
	Items	1.1.-31.12.2004	1.1.-31.12.2003	1.1.-31.12.2004	1.1.-31.12.2003
Revenues	1.	23 602 058.74	21 356 089.73	2 507 698.39	2 636 837.99
Other operating income	2.	11 838.86	44 966.70	11 306.07	12 355.78
Expenses:					
Materials and services	3.	3 140 810.28	2 253 364.62		
Personnel expenses	4.	14 111 541.71	12 955 065.36	1 086 035.48	1 156 236.11
Depreciations	5.	955 485.57	966 179.04	567 143.10	595 817.25
Other operating expenses	6.	4 150 238.45	6 508 626.94	968 595.65	2 735 628.52
		22 358 076.01	22 683 235.96	2 621 774.23	4 487 681.88
Operating profit/loss		1 255 821.59	-1 282 179.53	-102 769.77	-1 838 488.11
Financial income and expenses	7.	222 931.97	424 555.10	-193 705.51	-718 519.09
Profit/loss before extraordinary items, provisions and taxes		1 478 753.56	-857 624.43	-296 475.28	-2 557 007.20
Extraordinary items	8.			1 776 179.05	2 438 920.96
Profit/loss before provisions and taxes		1 478 753.56	-857 624.43	1 479 703.77	-118 086.24
Direct taxes	10.		1 349 191.01		1 350 000.00
Profit for the period		1 478 753.56	491 566.58	1 479 703.77	1 231 913.76

Balance Sheets

Assets		Group	Group	Parent Company	Parent Company
	Items	31.12. 2004	31.12. 2003	31.12. 2004	31.12. 2003
Fixed assets	11.				
Intangible assets		1 359 560.42	1 533 070.90	1 064 693.28	1 452 960.96
Goodwill on consolidation		773 147.55			
Tangible assets		400 219.94	469 885.42	99 434.98	169 161.52
Investments					
Investments in subsidiaries				3 589 757.54	3 589 757.54
Other investments		733 018.61	745 993.05	732 404.84	745 379.28
		3 265 946.52	2 748 949.37	5 486 290.64	5 957 259.30
Current assets					
Long-term receivables	13.	648 835.27	467 001.31	525 000.00	175 000.00
Deferred tax assets	13.	1 350 000.00	1 350 000.00	1 350 000.00	1 350 000.00
Short-term receivables	13.	5 938 612.76	5 853 436.16	847 788.89	285 732.01
Liquid securities		8 178 173.46	16 345 164.11	8 178 173.46	16 345 164.11
Cash and cash equivalents		235 105.42	182 005.05	522.53	1 128.29
		16 350 726.91	24 197 606.63	10 901 484.88	18 157 024.41
Total assets		19 616 673.43	26 946 556.00	16 387 775.52	24 114 283.71
Shareholders' equity and liabilities					
Shareholders' equity	14.				
Capital stock		811 139.28	811 139.28	811 139.28	811 139.28
Share premium fund		11 881 367.80	19 597 872.00	11 881 367.80	19 597 872.00
Translation difference (restricted)		-4 617.25	-534 107.37		
Retained profit		554 328.87	62 762.29	1 231 913.76	
Profit for the period		1 478 753.56	491 566.58	1 479 703.77	1 231 913.76
Translation difference (unrestricted)		148 475.15	674 460.05		
Exchange rate difference on consolidation		123.74	3 381.20		
		14 869 571.15	21 107 074.03	15 404 124.61	21 640 925.04
Liabilities					
Long-term liabilities	20.	200 000.00			
Short-term liabilities	20.	4 547 102.28	5 839 481.97	983 650.91	2 473 358.67
		4 747 102.28	5 839 481.97	983 650.91	2 473 358.67
Total shareholders' equity and liabilities		19 616 673.43	26 946 556.00	16 387 775.52	24 114 283.71

Cash Flow Statements

Cash flow from operations:	Group	Group	Parent Company	Parent Company
	1.1.-31.12.2004	1.1.-31.12.2003	1.1.-31.12.2004	1.1.-31.12.2003
Profit/loss before extraordinary items	1 478 753.56	-857 624.43	-296 475.28	-2 557 007.20
Adjustments:				
Planned depreciation	955 485.57	966 179.04	567 143.10	595 817.25
Unrealized exchange rate gains and losses		-94.51		-94.51
Financial income and expenses	-222 931.97	-424 460.59	193 705.51	718 613.60
Other adjustments	-3 091.74	-41 797.28	26 597.53	-11 140.85
Cash flow before change in working capital	2 208 215.42	-357 797.77	490 970.86	-1 253 811.71
Change in working capital				
Increase (-)/decrease (+) in short-term interest-free receivables	-85 176.62	-1 135 808.56	-1 914 847.40	245 028.57
Increase (-)/decrease (+) in short-term interest-free liabilities	-1 292 379.69	1 543 982.99	-562 411.73	681 752.68
Change in working capital	-1 377 556.31	408 174.43	-2 477 259.13	926 781.25
Cash flow from operations before financial items and taxes	830 659.11	50 376.66	-1 986 288.27	-327 030.46
Interest paid and payments for other financial expenses from operations	-49 017.15	5 501.61	-43 326.83	-53 236.86
Interest received from operations	288 263.08	385 147.96	271 724.54	377 283.15
Cash flow before extraordinary items	1 069 905.04	441 026.23	-1 757 890.56	-2 984.17
Cash flow from operations (A)	1 069 905.04	441 026.23	-1 757 890.56	-2 984.17
Cash flow from investments:				
Investments in tangible and intangible assets	-1 285 457.16	-258 696.20	-111 222.88	-155 601.88
Capital expenditure on other investments		10 237.29		
Loans granted	-100 000.00	-175 000.00	221 719.63	-417 683.70
Interest received from investments			172 672.29	33 208.09
Cash flow from investments (B)	-1 385 457.16	-423 458.91	283 169.04	-540 077.49
Cash flow from financing:				
New share issue		126 779.20		126 779.20
Short-term liabilities drawn			9 003 250.00	7 224 103.42
Short-term liabilities repaid			-9 755 799.74	-8 430 161.56
Long-term receivables increase/decrease	-81 833.96	173 348.72		
Other return of equity	-7 716 504.20		-7 716 504.20	
Group contribution received			1 776 179.05	2 438 920.96
Cash flow from financing (C)	-7 798 338.16	300 127.92	-6 692 874.89	1 359 642.02
Change in cash and cash equivalents (A+B+C) increase (+) / decrease (-)	-8 113 890.28	317 695.24	-8 167 596.41	816 580.36
Cash and cash equivalents at beginning of period	16 527 169.16	16 209 473.92	16 346 292.40	15 529 712.04
Cash and cash equivalents at end of period	8 413 278.88	16 527 169.16	8 178 695.99	16 346 292.40

Principles Used in Preparing the Financial Statements

Extent of the Consolidated Financial Statements and Accounting Principles

The company is part of the Talentum Group, whose parent company is Talentum Oyj, domiciled in Helsinki. Copies of Talentum's financial statements are available at the company's headquarters, Malminkatu 30, 00100 Helsinki.

In addition to the parent company, the consolidated financial statements include the wholly owned subsidiaries Interweb Oy, Seiren Solutions Oy, Satama Finland Oy, Satama Deutschland GmbH, Satama UK Ltd, Satama Sverige Ab, Satama Amsterdam B.V. and Mind on Move Oy that is a wholly-owned subsidiary of Satama Finland Oy. Satama Singapore Pte Ltd was dissolved on 17 June 2004. The consolidated financial statements combine all the subsidiaries.

All Group companies have been consolidated by using the acquisition cost method. The difference between the acquisition cost of the subsidiaries and shareholders' equity corresponding to the holding acquired was presented as goodwill on consolidation. Goodwill on consolidation is depreciated in ten years.

Intra group transactions, internal dividend payment and internal receivables, and payables were eliminated.

The income statements for the international subsidiaries have been translated into euros at the average rate of exchange of the fiscal year and balance sheets for the companies have been

translated into euros at the rate of exchange on the day the accounts were closed. Differences arising from translation of restricted and unrestricted shareholders' equity were presented as separate items in consolidated shareholders' equity.

Valuation Principles:

Valuation of Fixed Assets

Fixed asset items were entered in the balance sheet on the basis of direct acquisition costs less planned depreciation. The straight-line depreciation method was used on the basis of economic life.

Planned depreciation periods are the following:	Depreciation period
Intangible assets:	
Other long-term expenditure	
Software licenses	2–3 years
Renovation of premises	5–10 years
Goodwill	3 years
Goodwill on consolidation	10 years
Tangible assets:	
Machinery and equipment	
Computer hardware	2 years
Office furnishings	5 years

Write-downs on other shares and long-term loan receivables from subsidiaries have been entered under financial expenses.

Valuation of Liquid Assets

Securities under liquid assets were valued at acquisition cost or at the presumable sales price if

it is lower than the acquisition cost on the day the accounts were closed.

Expenditure on Research and Development and Long-Term Expenditure

Expenditure on research and development was entered as an annual expense during the year it was incurred.

Pensions

Pension expenses were entered according to the local legislation of each country. The pension security of personnel of the parent company and the other Finnish subsidiaries was provided by external pension insurance companies.

Deferred Tax Asset

The deferred tax asset is based on the estimate that Satama will in the near future make taxable income from which confirmed losses can be deducted.

Notes to the Financial Statements

9

Notes to the Income Statements

1. Revenues by business sector and geographical area	Group	Group	Parent Company	Parent Company
	2004	2003	2004	2003
Division by business sector				
Internet services	23 602 058.74	21 356 089.73	2 125.00	18 925.26
Group services			2 505 573.39	2 617 912.73
Total	23 602 058.74	21 356 089.73	2 507 698.39	2 636 837.99
Geographical division				
Finland	18 068 561.30	17 802 428.17	2 385 327.39	2 424 275.11
Europe	4 756 761.57	3 141 676.01	122 371.00	212 562.88
Other countries	776 735.87	411 985.55		
Total	23 602 058.74	21 356 089.73	2 507 698.39	2 636 837.99
2. Other operating income				
Rent	8 004.12	32 307.83	8 004.12	8 010.65
Other income	3 834.74	12 658.87	3 301.95	4 345.13
Total	11 838.86	44 966.70	11 306.07	12 355.78
3. Materials and services				
Materials (goods)				
Purchases during the fiscal period	334 542.30	104 477.39		
External services	2 806 267.98	2 148 887.23		
Total materials and services	3 140 810.28	2 253 364.62		
4. Personnel expenses				
Wages and salaries				
Board of Directors	73 000.00	57 500.00	73 000.00	57 500.00
Managing Directors	388 154.84	460 757.45		
Other wages and salaries	11 227 890.40	10 311 482.79	821 963.56	901 744.78
Pension expenses	1 715 670.94	1 448 616.03	134 604.76	151 307.83
Other mandatory personnel expenses	706 825.53	676 709.09	56 467.16	45 683.50
Total personnel expenses	14 111 541.71	12 955 065.36	1 086 035.48	1 156 236.11
Average number of employees	281	254	18	20
Number of employees at year end	292	263	18	19
5. Depreciation and write-downs				
Depreciation on tangible and intangible assets	935 661.27	966 179.04	567 143.10	595 817.25
Depreciation on consolidated goodwill	19 824.30			
Total depreciation and write-downs	955 485.57	966 179.04	567 143.10	595 817.25
6. Other operating expenses				
Other operating expenses of parent company, EUR 1.0 million, include restructuring provisions of EUR -0.6 million.				
Other operating expenses of Group, EUR 4.2 million does not include restructuring provisions.				

Notes to the Income Statements

7. Financial income and expenses	Group	Group	Parent Company	Parent Company
	2004	2003	2004	2003
Interest income from long-term investments				
From others		10 237.29		
Total	0.00	10 237.29		
Other interest and financial income				
From group companies			172 672.29	33 208.09
From others	284 923.56	390 103.86	268 934.02	368 150.26
Total	284 923.56	390 103.86	441 606.31	401 358.35
Interest income from long-term investments and other interest and financial income				
total	284 923.56	400 341.15	441 606.31	401 358.35
Write-downs on investments and return of write-downs				
Return of write-downs on investmentst				
Others		26 713.49		26 713.49
Write-downs on long-term investments				
From group companies			-571 719.63	-1 082 175.29
From others	-12 974.44		-12 974.44	
Total	-12 974.44	26 713.49	-584 694.07	-1 055 461.80
Interest and other financial expenses				
To group companies			-22 578.69	-63 777.71
To others	-49 017.15	-2 499.54	-28 039.06	-637.93
Total	-49 017.15	-2 499.54	-50 617.75	-64 415.64
Interest and other financial expenses				
total	-61 991.59	24 213.95	-635 311.82	-1 119 877.44
Total financial income and expenses	222 931.97	424 555.10	-193 705.51	-718 519.09
Foreign exchange difference (net) included in financial income and expenses	-51.21	135.54	0.00	116.21
8. Extraordinary items				
Extraordinary income				
Group contribution			1 776 179.05	2 438 920.96
Total			1 776 179.05	2 438 920.96
9. Provisions				
There were no appropriations				
10. Direct taxes				
Income taxes on extraordinary items			515 091.92	707 287.08
Income taxes on business operations		-808.99	-515 091.92	-707 287.08
Change in deferred tax asset		1 350 000.00		1 350 000.00
Total	0.00	1 349 191.01	0.00	1 350 000.00

Notes to the Balance Sheet

11a Fixed assets							
GROUP							
	Intangible assets			Goodwill on consolidation	Tangible assets	Investments	Total fixed assets
	Intangible rights	Goodwill	total	Goodwill on consolidation	Machinery and equipment	Shares other	
Acquisition cost 1.1.2004	4 226 217.72	5 236 943.89	9 463 161.61	14 053 594.95	6 681 765.58	2 146 695.68	32 345 217.82
Increases	61 407.17	259 000.00	320 407.17	792 971.85	373 770.73		1 487 149.75
Decreases					-12 863.84		-12 863.84
Acquisition cost 31.12.2004	4 287 624.89	5 495 943.89	9 783 568.78	14 846 566.80	7 042 672.47	2 146 695.68	33 819 503.73
Accumulated depreciation 1.1.2004	-2 693 146.82	-5 236 943.89	-7 930 090.71	-14 053 594.95	-6 211 880.16	-1 427 416.12	-29 622 981.94
Accumulated depreciation of decreases and transfers between items					11 171.25		11 171.25
Depreciation for the fiscal period	-476 609.96	-17 307.69	-493 917.65	-19 824.30	-441 743.62		-955 485.57
Accumulated depreciation 31.12.2004	-3 169 756.78	-5 254 251.58	-8 424 008.36	-14 073 419.25	-6 642 452.53	-1 427 416.12	-30 567 296.26
Accumulated return of decrease in value 1.1.2004						26 713.49	26 713.49
Write-downs for the fiscal period						-12 974.44	-12 974.44
Book value 31.12.2004	1 117 868.11	241 692.31	1 359 560.42	773 147.55	400 219.94	733 018.61	3 265 946.52

11b Fixed assets							
PARENT COMPANY							
	Intangible assets		Tangible assets		Investments		Total fixed assets
	Intangible rights	Machinery and equipment	Shares	Shares	Total		
			Group companies	Other			
Acquisition cost 1.1.2004	3 762 208.21	2 053 849.19	24 293 496.13	2 146 081.90	26 439 578.03		32 255 635.43
Increases	34 329.42	74 819.46					109 148.88
Decreases		-1 305.14					-1 305.14
Acquisition cost 31.12.2004	3 796 537.63	2 127 363.51	24 293 496.13	2 146 081.90	26 439 578.03		32 363 479.17
Accumulated depreciation and value adjustments 1.1.2004	-2 309 247.25	-1 884 687.67	-20 703 738.59	-1 427 416.11	-22 131 154.70		-26 325 089.62
Depreciation for the fiscal period	-422 597.10	-144 546.00					-567 143.10
Accumulated depreciation of decreases		1 305.14					1 305.14
Accumulated depreciation 31.12.2004	-2 731 844.35	-2 027 928.53	-20 703 738.59	-1 427 416.11	-22 131 154.70		-26 890 927.58
Accumulated return of decrease in value 1.1.2004				26 713.49	26 713.49		26 713.49
Write-downs for the fiscal period				-12 974.44	-12 974.44		-12 974.44
Book value 31.12.2004	1 064 693.28	99 434.98	3 589 757.54	732 404.84	4 322 162.38		5 486 290.64

Notes to the Balance Sheet

12. Investments			
Group companies	Domicile	Group holding %	Parent company holding %
Interweb Oy	Helsinki	100.00	100.00
Seiren Solutions Oy	Helsinki	100.00	100.00
Satama Finland Oy	Helsinki	100.00	100.00
Satama Amsterdam B.V.	Amsterdam	100.00	100.00
Satama Deutschland GmbH	Düsseldorf	100.00	100.00
Satama UK Ltd	London	100.00	100.00
Satama Sverige Ab	Stockholm	100.00	100.00
Mind on Move Oy	Helsinki	100.00	
Other Investments	Domicile	Group holding %	Parent company holding %
24/7 Real Media Inc.	USA	under 1%	under 1%
First Hop Oy	Helsinki	around 5.9%	around 5.9%

13. Receivables	Group 2004	Group 2003	Parent company 2004	Parent company 2003
Long-term receivables				
Receivables from group companies				
Loan receivables			250 000.00	
Loan receivables	275 000.00	175 000.00	275 000.00	175 000.00
Other receivables	373 835.27	292 001.31		
Total long-term receivables	648 835.27	467 001.31	525 000.00	175 000.00
Deferred tax assets	1 350 000.00	1 350 000.00	1 350 000.00	1 350 000.00
Short-term receivables				
Accounts receivable	4 858 304.25	5 251 271.36		
Receivables from group companies				
Accounts receivable	30 975.80	475.80	151 991.95	12 441.00
Other receivables			491 985.15	37 441.08
Deferred receivables	915.00	1 464.00		122 000.15
Total group companies	31 890.80	1 939.80	643 977.10	171 882.23
Other receivables	287 111.46	197 397.02	46 619.85	36 394.54
Deferred receivables				
Employees' Pension Act	219 612.73	150 359.68	108 195.88	38 876.72
Other deferred receivables	541 693.52	252 468.30	48 996.06	38 578.52
Total deferred receivables	761 306.25	402 827.98	157 191.94	77 455.24
Total short-term receivables	5 938 612.76	5 853 436.16	847 788.89	285 732.01

Notes to the Balance Sheet

14. Shareholders' equity	Group	Group	Parent company	Parent company
	2004	2003	2004	2003
Capital stock 1.1.04 / 1.1.03	811 139.28	802 410.79	811 139.28	802 410.79
Options 9.1.-3.2.03. registered 27.2.03		8 728.49		8 728.49
Capital stock 31.12.04 / 31.12.03	811 139.28	811 139.28	811 139.28	811 139.28
Share premium fund 1.1.04 / 1.1.03	19 597 872.00	31 868 926.58	19 597 872.00	31 868 926.58
Loss covered from previous periods 26.3.03		-12 389 105.29		-12 389 105.29
Options 9.1.-3.2.03. registered 27.2.03		118 050.71		118 050.71
Share premium fund decrease 25.8.04	-7 716 504.20		-7 716 504.20	
Share premium fund 31.12.04 / 31.12.03	11 881 367.80	19 597 872.00	11 881 367.80	19 597 872.00
Translation difference (restricted)	-4 617.25	-534 107.37		
Accumulated profits/losses 1.1.04 / 1.1.03	554 328.87	-12 326 343.00	1 231 913.76	-12 389 105.29
Loss covered from previous periods 26.3.03		12 389 105.29		12 389 105.29
Profit for the fiscal year 31.12.04 / 31.12.03	1 478 753.56	491 566.58	1 479 703.77	1 231 913.76
Exchange rate difference on consolidation	123.74	3 381.20		
Translation difference (unrestricted)	148 475.15	674 460.05		
Accumulated profits 31.12.04 / 31.12.03	2 181 681.32	1 232 170.12	2 711 617.53	1 231 913.76
Total shareholders' equity	14 869 571.15	21 107 074.03	15 404 124.61	21 640 925.04
15. Calculation of distributable shareholders' equity	Group	Group	Parent company	Parent company
	2004	2003	2004	2003
Retained earnings	554 328.87	62 762.29	1 231 913.76	
Profit for the fiscal year	1 627 228.71	1 166 026.63	1 479 703.77	1 231 913.76
Total	2 181 557.58	1 228 788.92	2 711 617.53	1 231 913.76
16. The Parent Company's capital stock consists of one series of shares				
17. Accumulated appropriations				
There were no accumulated appropriations				
18. Deferred tax liabilities and receivables				
Deferred tax assets				
From confirmed losses	1 350 000.00	1 350 000.00	1 350 000.00	1 350 000.00
19. Capital loans				
There were no capital loans				

Notes to the Balance Sheet

20. Liabilities	Group	Group	Parent company	Parent company
	2004	2003	2004	2003
Long-term liabilities				
Liability for the acquisition price	200 000.00			
Total long-term liabilities	200 000.00			
Short-term liabilities				
Advances received	140 989.69	1 102 429.66		
Accounts payable	560 817.32	380 555.72	63 324.09	54 417.85
Liabilities to group companies				
Accounts payable	268.80		2 293.56	22 704.44
Other liabilities			126 200.00	1 051 422.03
Total liabilities to the group companies	268.80	0.00	128 493.56	1 074 126.47
Other liabilities				
Other liabilities	979 114.78	979 659.64	76 720.89	46 801.42
Total other liabilities	979 114.78	979 659.64	76 720.89	46 801.42
Deferred liabilities				
Holiday pay liability, incl. employer contribution	1 808 869.24	1 503 016.46	145 200.70	144 038.13
Pension and mandatory social expenses	54 573.42	6 832.79		287.11
Restructuring reserve	451 996.36	1 046 398.15	442 071.88	1 035 937.67
Other deferred liabilities	550 472.67	820 589.55	127 839.79	117 750.02
Total deferred liabilities	2 865 911.69	3 376 836.95	715 112.37	1 298 012.93
Total short-term liabilities	4 547 102.28	5 839 481.97	983 650.91	2 473 358.67
21. Contingent liabilities	Group	Group	Parent company	Parent company
	2004	2003	2004	2003
Pledges given for own commitments				
Rent guarantees/liabilities	2 946 706.64	1 310 044.53	2 315 605.76	409 424.18
Other liabilities	1 204 968.40	1 113 480.46	754 522.99	754 522.98
Leasing liabilities				
To be paid in fiscal 2005	302 973.47	310 116.44	94 582.76	115 451.74
To be paid later	262 691.63	199 022.87	30 554.44	19 966.57
Pledges given on behalf of other companies belonging to the Group				
Rent guarantees/liabilities			134 676.99	314 246.31
Other guarantees/liabilities			336 064.97	336 077.04

Equity and Shareholders

Capital Stock and Options

The number of Satama Interactive shares on 31 December 2004 was 38,582,521 and the share capital was EUR 811,139.28. The book counter-value of a share is EUR 0.02 (not an accurate value). The company has one class of shares that have been listed on the Helsinki Exchanges' (HEX) NM-list since 2000.

The share subscription prices decreased by EUR 0.20 due to the decrease of Satama's share premium fund and return of equity conducted in August 2004.

No new shares were subscribed with the 800,000 stock options issued by the Annual General Meeting on 20 December 1999 in connection with to the acquisition of D'Animation Inc. in the United States. The subscription price was EUR 13 per share. The subscription period ended on 7 December 2004.

As decided by the Annual General Meeting on 16 February 2000, Satama Interactive stock options 2000A and B entitled their holders to subscribe for a maximum of 1,600,000 shares at

a book counter-value of EUR 0.02 between 15 December 2001 and 31 January 2004 (2000A) and between 15 December 2002 and 31 January 2004 (2000B). The subscription price of the shares was EUR 5.26 per share. No shares were subscribed with the warrants.

The Annual General Meeting of the company decided on 27 March 2002 to issue a personnel option program with 2,000,000 stock options titled Satama Interactive 2002A. The capital stock of Satama can, as a result of the subscriptions, increase by a maximum of 40,000 euros (not an accurate value) and the number of shares can increase by a maximum of 2,000,000 new shares. The subscription period for stock options Satama Interactive 2002A is 1 February 2004 – 1 February 2006. The share subscription price is EUR 0.63. No shares were subscribed with the stock options during the reporting period.

The Annual General Meeting of the company decided on 26 March 2003 to issue a personnel stock option program with 2,000,000 stock options. The capital stock of Satama can, as a

result of the subscriptions with the stock options, increase by a maximum of 42,046.98 euros and the number of shares by 2,000,000. Out of the stock option 1,000,000 are titled 2003B and 1,000,000 2003C. The subscription period for stock options 2003B is between 1 February 2005 and 1 February 2007 the subscription price is EUR 0.36. The subscription period for stock options 2003C will be between 1 February 2006 and 1 February 2008 and subscription price is EUR 1.11.

The Annual General Meeting on 25 March 2004 authorized the Board of Directors to decide to take out one or more convertible bond loans and/or to grant options and/or to increase the capital stock through a share issue in one or more issues so that the total increase in capital stock does not exceed EUR 162,227.85 and the maximum number of 7,716,504 new shares may be issued. The authorization includes an exception to the shareholders' pre-emptive right to subscribe for new shares. The authorization is valid until the next Annual General Meeting and had not been used as of 31 December 2004.

Shareholders

Division of share ownership. 31 December 2004	%	Shares
Private businesses	64.2	24 756 172
Financial institutions and insurance companies	4.8	1 852 100
Public sector entities	0.2	75 000
Non-profit making organizations	0.6	227 585
Households	23.6	9 114 133
Abroad	0.6	233 667
Registered in the name of a nominee	6.0	2 323 864
Total	100.0	38 582 521

Division of share ownership by size of holding. 31 December 2004				
Shares	No. of shareholders	Share of shareholders%	Total shares	Holding of shares %
1–1.000	6 345	82.4%	1 302 620	3.4%
1.001–10.000	1 202	15.6%	3 967 812	10.3%
10.001–100.000	135	1.8%	3 679 048	9.5%
more than 100.001	15	0.2%	29 633 041	76.8%
Total	7 697	100.0%	38 582 521	100.0%

Information on shareholders. 31 December 2004		
	No. of shares	Holding. % of shares
Talentum Oyj	23 170 000	60.1
OP-Suomi Kasvu Sijoitusrahasto	1 241 650	3.2
Hämäläinen Mika Kalevi	866 100	2.2
Sijoitusrahasto Alfred Berg Small Cap	583 300	1.5
C/o Commedia Oy	423 850	1.1
Liljeström Ulf Mikael	405 000	1.0
Randelin Marjut Monika	169 400	0.4
Mielonen Samu Mikael	166 500	0.4
Van Meerwijk Maarten	163 865	0.4
Ojala Martti Heikki	120 000	0.3
Registered in the name of a nominee	2 323 864	6.0

Partner agreements

The company is not aware of any mutual partner agreements related to the operations or ownership of the company.

Shares held by the Board of Directors and the CEO

The number of shares of Satama Interactive Oyj owned personally by the Board of Directors and the CEO and through companies controlled by them numbered 181,000 on 31 December 2004, which is 0.47% of the total number of shares and votes in the company.

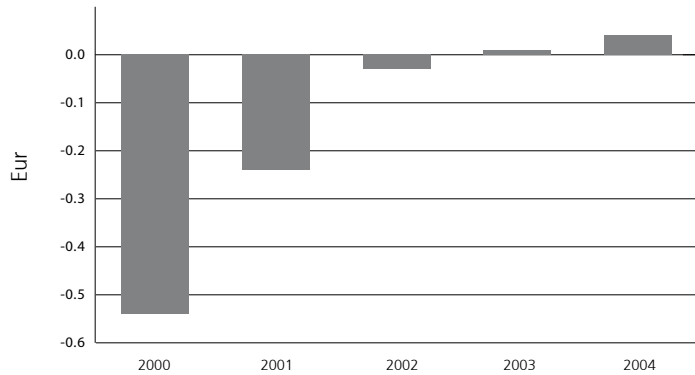
The CEO had 275,087 Satama Interactive 2002A stock options and 100,000 Satama Interactive 2003B stock options on 31 December 2004.

Key Ratios per Share

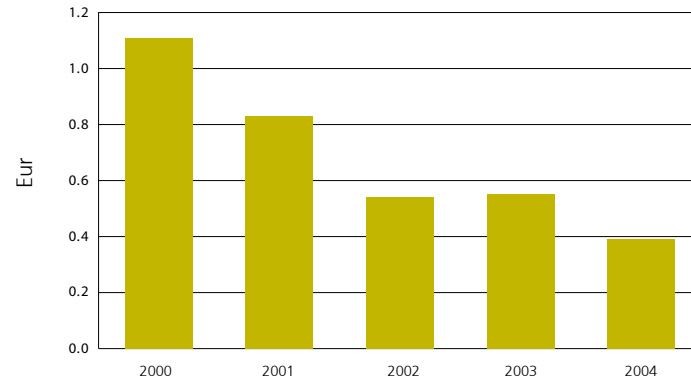
Key ratios per share	2004	2003	2002	2001	2000
Earnings per share	0.04	0.01	-0.03	-0.24	-0.54
Equity per share	0.39	0.55	0.54	0.83	1.11
Capital stock per share, including dilution	0.37	0.55	0.53	0.81	1.04
Dividend per share	-	-	-	-	-
Dividend/earnings %	-	-	-	-	-
Average number of share-issue adjusted shares during the fiscal year	38 582 521	38 547 787	37 376 507	37 262 793	35 662 395
Average number of share-issue adjusted shares during the fiscal year, adjusted for dilution	40 078 087	38 547 787	37 652 299	38 035 144	37 932 646
Number of share-issue adjusted shares on 31 December	38 582 521	38 582 521	38 209 641	37 262 793	37 249 393
Number of share-issue adjusted shares adjusted for dilution on 31 December	40 078 087	38 582 521	38 485 433	38 035 144	39 635 548
P/E-ratio	22.96	76.85	-19.70	-3.02	-2.32
Share prices during the fiscal year	2004	2003	2002	2001	2000*
Average price for the year	1.08	0.74	0.69	0.71	12.42
Lowest price for the year	0.81	0.42	0.49	0.29	0.99
Highest price for the year	1.35	1.08	0.90	1.50	25.05
Final price for the year	0.88	0.98	0.50	0.71	1.26
Market price	33 952 618.48	37 810 870.58	19 104 820.50	26 456 583.03	46 934 235.18
Trend in share trading:					
Trading	10 190 291.11	3 354 907.81	3 704 711.59	12 639 342.77	280 900 358.59
Trading, no. of shares	9 463 347	4 557 426	5 381 598	17 927 875	22 623 192
Trading %	24.5	11.8	14.4	48.1	63.4

* The company's share has been quoted on Helsinki Exchanges since 15 March 2000

Earnings Per Share

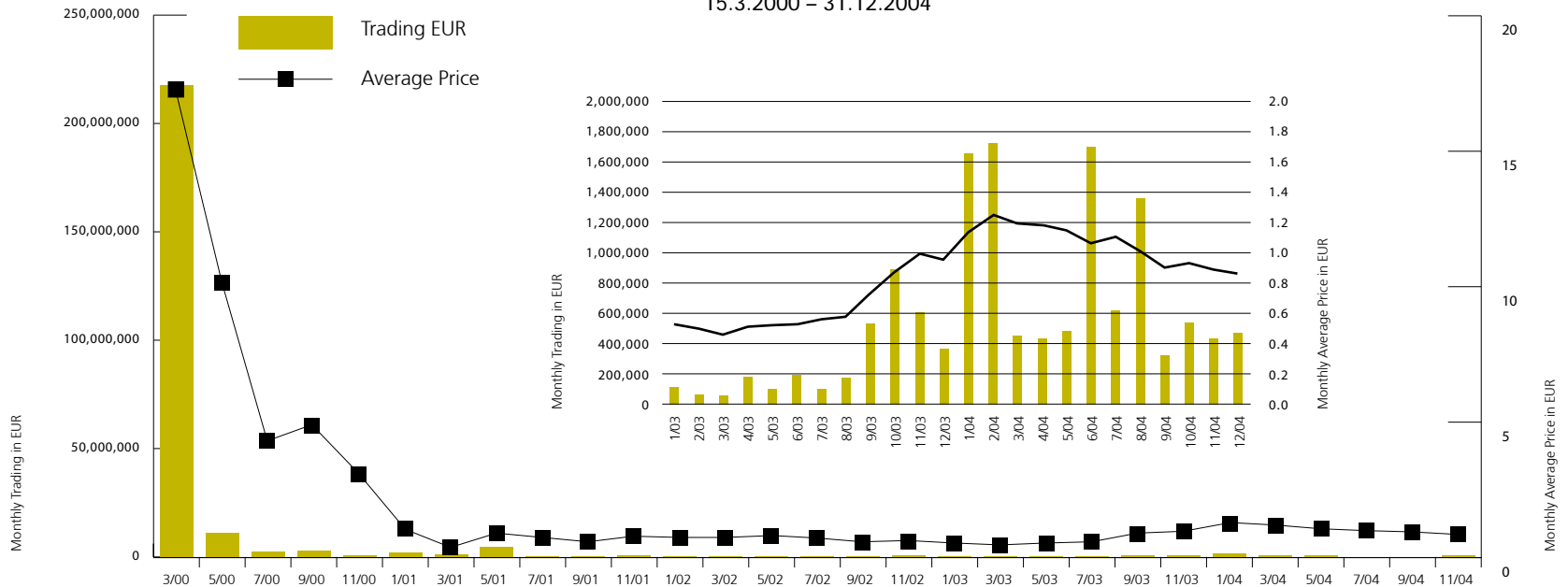


Equity Per Share



Trading in Shares and Average Price

15.3.2000 – 31.12.2004



Key Figures Depicting Economic Trends

The key figures depicting economic trends and those for shares were calculated in accordance with the decision of the Finnish Ministry of Finance (538/2002) and the guidelines of the State Accountancy Committee.

The key figures depicting economic trends	2004	2003	2002	2001	2000
Revenues	23 602 058.74	21 356 089.73	22 195 443.13	28 844 772.12	30 117 677.08
Operating profit/loss	1 255 821.59	-1 282 179.53	-1 589 176.55	-9 716 689.56	-16 950 504.79
as a % of revenues	5.3%	-6.0%	-7.2%	-33.7%	-56.3%
Profit/loss before extraordinary items	1 478 753.56	-857 624.43	-948 764.99	-8 756 701.43	-18 721 659.40
as a % of revenues	6.3%	-4.0%	-4.3%	-30.4%	-62.2%
Profit/loss before appropriations and taxes	1 478 753.56	-857 624.43	-10 439 850.38	-10 564 846.72	-22 470 947.21
as a % of revenues	6.3%	-4.0%	-47.0%	-36.6%	-74.6%
Profit/loss for the fiscal year	1 478 753.56	491 566.58	-10 439 850.38	-10 568 115.19	-23 090 030.68
as a % of revenues	6.3%	2.3%	-47.0%	-36.6%	-76.7%
Return on equity %	8.2%	2.4%	-3.7%	-24.3%	-95.5%
Return on investment %	8.5%	-4.1%	-3.7%	-24.1%	-68.5%
Equity to assets ratio %	76.3%	81.7%	83.8%	78.5%	76.4%
Gross investment	1 487 149.75	373 649.98	328 439.61	683 875.28	20 588 053.12
as a % of revenues	6.3%	1.7%	1.5%	2.4%	68.4%
Personnel at year end	292	263	262	308	454
Average number of personnel	281	254	279	388	414

Calculation of Key Figures and Ratios

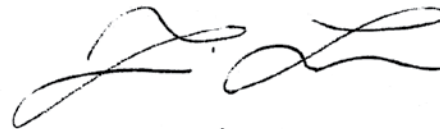
Return on equity % (ROE)	=	$\frac{\text{Profit/loss before extraordinary items - taxes}}{\text{Shareholders' equity (average for the year)}} \times 100$
Return on investment % (ROI)	=	$\frac{\text{Profit/loss before extraordinary items + interest expenses and other financial expenses}}{\text{Balance sheet total - interest-free liabilities (average for the year)}} \times 100$
Equity to assets ratio %	=	$\frac{\text{Shareholders' equity}}{\text{Balance sheet total - advances received}} \times 100$
Earnings/share (EPS)	=	$\frac{\text{Profit/loss before extraordinary items - taxes}}{\text{Number of issue-adjusted shares on average during the fiscal year}}$
Dividend/share	=	$\frac{\text{Dividend}}{\text{No. of issue-adjusted shares on the closing date}}$
Dividend/earnings %	=	$\frac{\text{Dividend per share}}{\text{Earnings per share (EPS)}} \times 100$
Equity/share	=	$\frac{\text{Shareholders' equity}}{\text{No. of issue-adjusted shares on the closing date}}$
P/E ratio	=	$\frac{\text{The issue-adjusted final trading price}}{\text{Earnings per share}}$
Market value of shares	=	No. of shares on the closing date x the final trading price

Proposal for Profit Distribution


Distributable shareholders' equity for the Parent Company is EUR 2,711,617.53 and for the Group EUR 2,181,557.58.

The Board of Directors proposes that no dividend be paid.

Signatures of the Board of Directors and CEO
Helsinki 11, February 2005



Jussi Länsiö
Chairman of the Board of Directors



Manne Airaksinen
Member of the Board of Directors



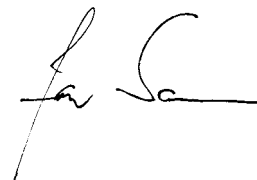
Ami Hasan
Member of the Board of Directors



Samu Mielonen
Member of the Board of Directors



Harri Roschier
Member of the Board of Directors



Jan Sasse
CEO

Auditor's Report

To the shareholders of Satama Interactive Oyj

We have audited the accounting, the financial statements and the corporate governance of Satama Interactive Oyj for the period 1 January – 31 December 2004. The financial statements, which include the report of the Board of Directors, consolidated and parent company income statements, balance sheets and notes to the financial statements, have been prepared by the Board of Directors and the Managing Director. Based on our audit we express an opinion on these financial statements and on corporate governance of the parent company.

We have conducted the audit in accordance with Finnish Standards on Auditing. Those

standards require that we perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by the management as well as evaluating the overall financial statement presentation. The purpose of our audit of corporate governance is to examine that the members of the Board of Directors and the Managing Director of the parent company have legally complied with the rules of the Companies' Act.

In our opinion the financial statements have been prepared in accordance with the Accounting

Act and other rules and regulations governing the preparation of financial statements. The financial statements give a true and fair view, as defined in the Accounting Act, of both the consolidated and parent company's result of operations as well as of the financial position. The financial statements with the consolidated financial statements can be adopted and the members of the Board of Directors and the Managing Director of the parent company can be discharged from liability for the period audited by us. The proposal by the Board of Directors regarding the distribution of retained earnings is in compliance with the Companies' Act.

Helsinki, 28 February 2005
PricewaterhouseCoopers Oy
Authorised Public Accountants



Kari Miettinen
Authorised Public Accountant

