

SAMPO PLC

STOCK EXCHANGE RELEASE
22 March 2004 at 9.00 a.m.

SAMPO COMMENCES FINANCING ARRANGEMENTS FOR IF TRANSACTION

The Board of Directors of Sampo plc has today decided to launch on the international capital markets a EUR 600 million callable subordinated notes, eligible for inclusion in the capital adequacy calculation. Sampo seeks listing of the above notes for public trading in the London Stock Exchange.

With these arrangements Sampo will to fund the If transaction announced on 11 February 2004 and strengthen the company's capital structure. Marketing of the loan will commence today. The presentation material used in investor meetings is available at www.sampo.fi/ir.

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