24 March 2004 at 4.45 p.m.

CHANGES IN THE OWNERSHIP OF SAMPO PLC

Sampo plc (business code 0142213-3) has today received a disclosure under chapter 2, section 9 of the Securities Markets Act, according to which the Finnish government and Varma Mutual Pension Insurance Company (business code 0533297-9) have made the following share transaction:

Varma has acquired from the Finnish government 44,336,000 A shares of Sampo plc, which represent eight (8) per cent of all of Sampo's A shares. After the transaction, the holdings of the parties are as follows:

Finnish government

Share type	No. of shares	% of share capital	% of votes
A shares	179,280,080	32.35	32.07
B shares	-	-	-
Total	179,280,080	32.35	32.07

Varma Mutual Pension Insurance Company

Share type	No. of shares	% of share capital	% of votes
A shares	86,462,285	15.60	15.47
B shares	-	-	-
Total	86,462,285	15.60	15.47

Sampo's share capital comprises 554,201,215 shares, of which 553,001,215 are A shares and 1,200,000 are B shares. Each A share entitles its holder to one (1) vote and each B share to five (5) votes. Thus, the total number of votes produced by all shares is 559,001,215 votes .

SAMPO PLC

Jarmo Salonen Head of Investor Relations tel. +358 10 516 0030

For more information, please contact:

Jarmo Salonen, Head of Investor Relations, tel. 010 516 0030

Hannu Vuola, Head of Group Communications, tel. +358 (0)10 516 0040. 010 516 0040

Distribution:
Helsinki Exchanges
Principal news media
www.sampo.fi/english
Financial Supervision Authority