

The background of the slide features a photograph of several athletes in motion, their forms silhouetted against a bright, warm sunset sky. The athletes are captured in various stages of a running stride, conveying a sense of speed and competition. The overall color palette is dominated by the oranges, yellows, and reds of the setting sun, with the dark silhouettes providing a strong contrast.

The winning team in newspaper and online media

Teemu Kangas-Kärki, CFO
Alma Media Corporation

SEB Enskilda Nordic Small & Mid Cap Seminar
Copenhagen 9th January 2008

A European print and online media company

A map of Europe is shown in the background, with the company's operational regions highlighted in orange. These regions include the United Kingdom, Ireland, France, Germany, Austria, Italy, Spain, Portugal, Greece, and Turkey. The rest of Europe and surrounding areas are shown in grey.

Newspapers

Regional dailies,
local newspapers and
free sheets.
National afternoon
newspaper

Kauppalehti Group

Specializes in producing
business information

Marketplaces

Consists of classified
print and online
services

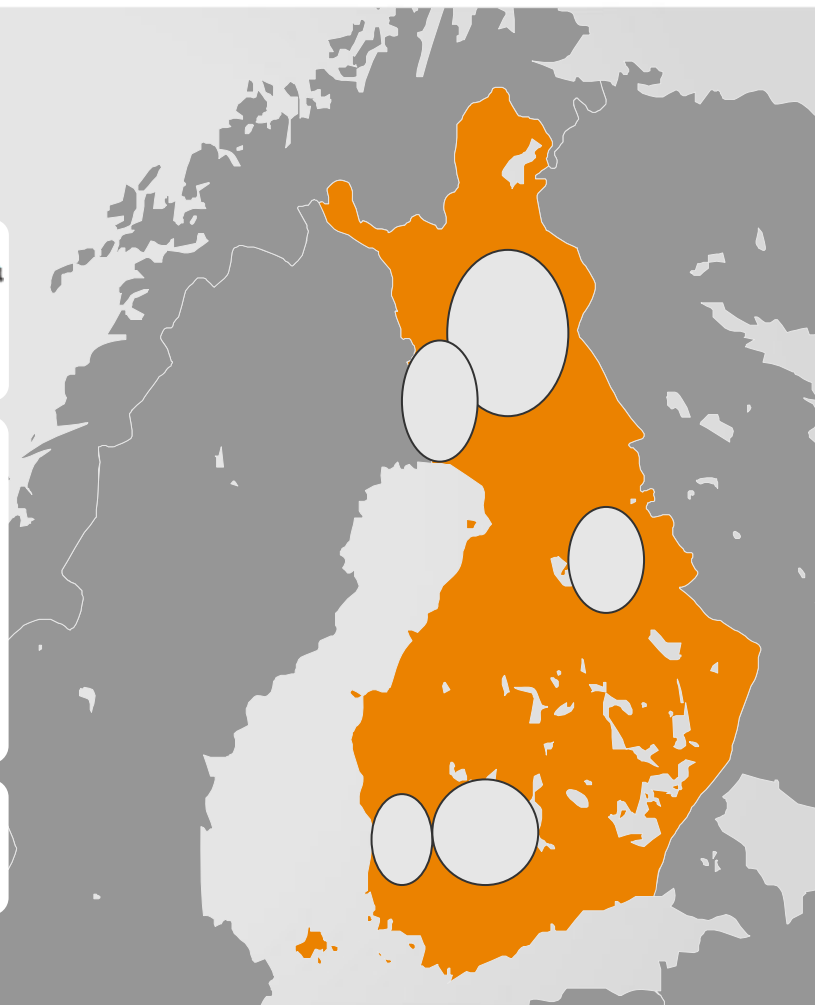
**Net sales 2006:
302 MEUR**

**EBIT 2006:
49 MEUR
16 %**

**Market Cap
850 MEUR
(12/2007)**

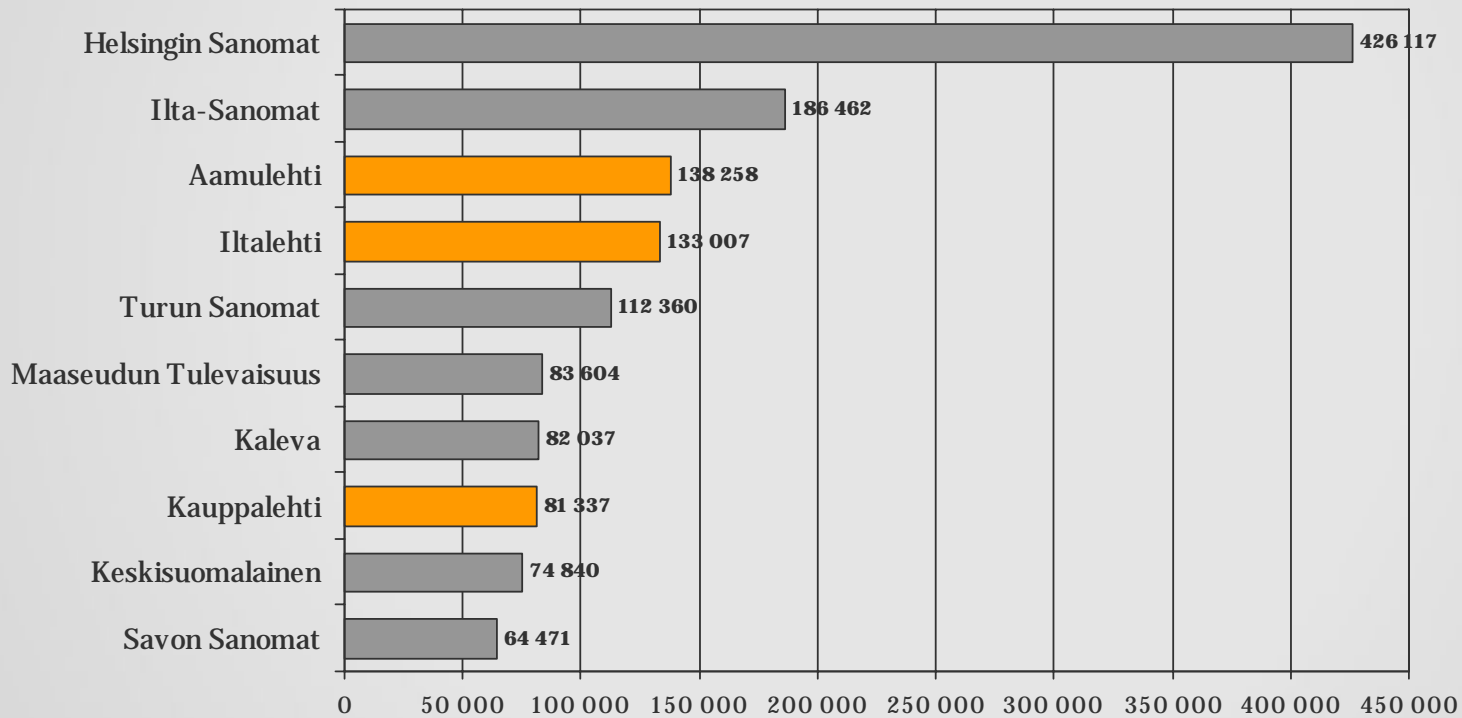
Print titles in Finland

<p>AAMULEHTI</p> <p>Hervanman Sanomat</p> <p>KMV-LEHTI</p> <p>KOILLIS-HÄME</p> <p>Kurun Sanomat</p> <p>Nokian-Uutiset</p> <p>Suur-Keuruu</p> <p>:tori Tampereen kaupunkilehti</p> <p>VALKEAKOSKEN SANOMAT</p> <p>VEKKARI</p>	<p>SK SATAKUNNAN KANSA</p> <p>KANKAANPÄÄN SEUTU</p> <p>Merikarvia</p> <p>Sydän-Satakunta</p> <p>Uutismarkku</p> <p>Jokilaakso</p> <p>PORIN SANOMAT</p>	<p>POHJOLAN SANOMAT</p> <p>KS KOKKOLAN SANOMAT</p> <p>HELMi KOKKOLAN LEHTI</p> <p>Eteläinen OULUN</p> <p>PYHÄJOKISEUTU</p> <p>Raahelainen</p> <p>RS RAAHEN SEUTU</p> <p>VIESKALAINEN</p>	<p>Lapin Kansan</p> <p>Rovaniemi</p> <p>KOILLIS-LAPPI</p> <p>KAINUUN SANOMAT</p> <p>Koti-Kajaani</p> <p>Kuhmolainen</p> <p>KURIIRI</p> <p>SOTKAMO LEHTI</p> <p>Ylä-Kainuu</p> <p>ILTALEHTI</p> <p>Kaupparehti</p>
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Top 10 newspapers in Finland

Circulation in 2006



Online brands

Real estate:

ETUOVI.COM

Jobs:



Cars:

autotalli.com

Heavy machinery:

.MASCUS

General classified:

mikko.fi

Real estate:

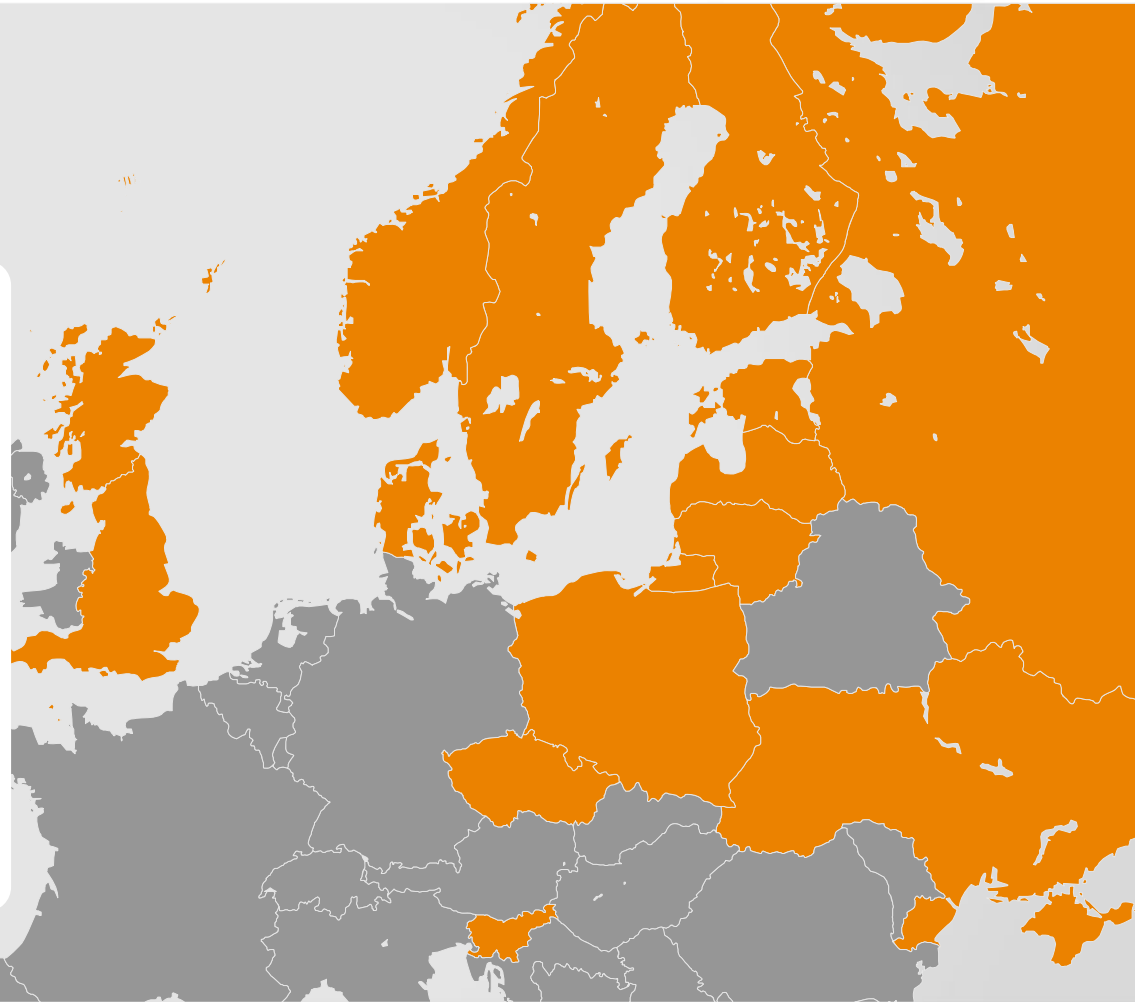
city24
bovision.se

Cars:

Motors24.ee

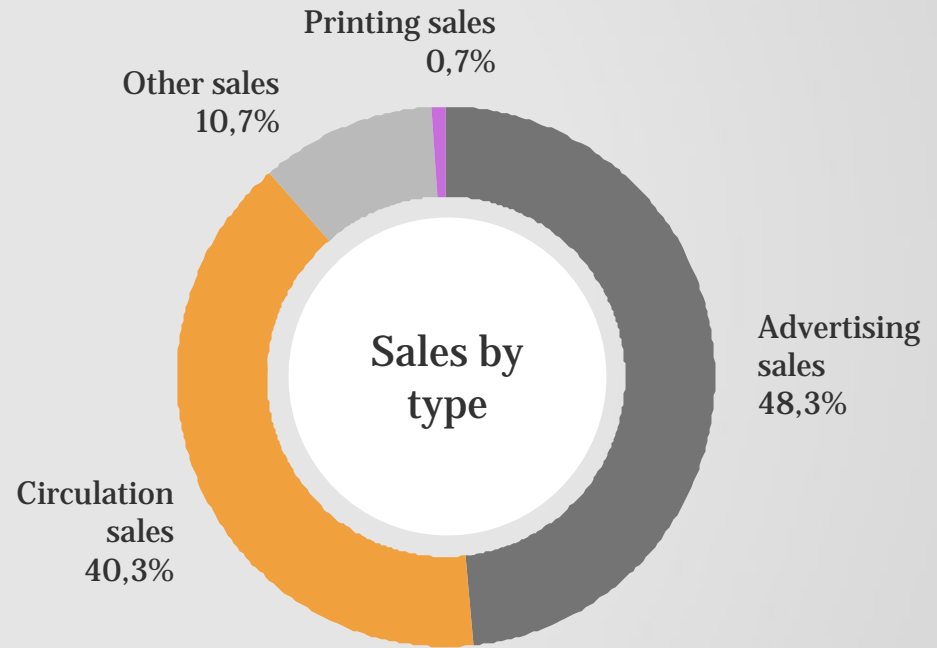
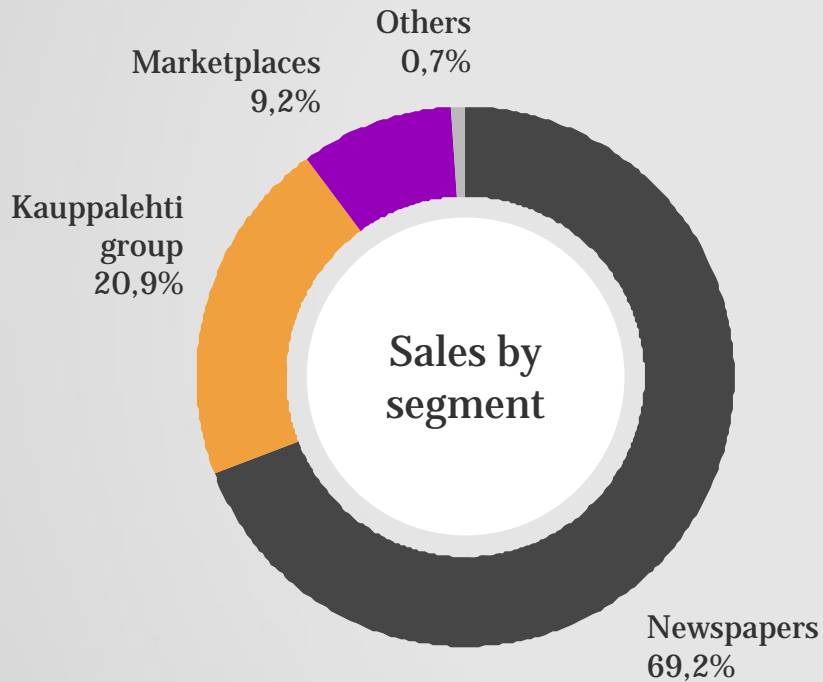
Heavy machinery:

.MASCUS



Sales breakdown Q1- Q3 2007, MEUR

Total Sales 243,4 EUR Million





Media markets in Finland



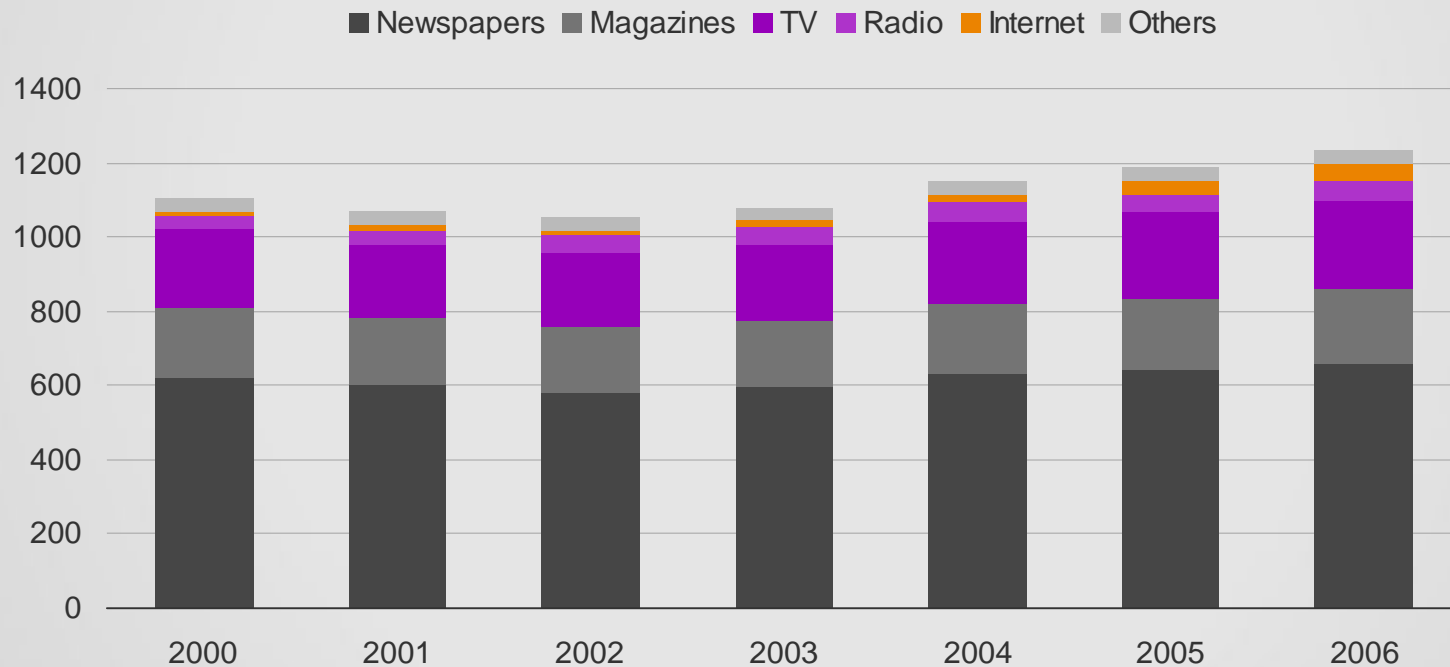
Newspapers are a solid business

- Steady reader base on Alma Media's regionals
 - 97 % of regional newspapers on subscriber basis
 - 85 to 93 % of regional paper subscriptions are standing orders
 - demographic profile in line with the population
 - average readership coverage 70 %
 - early home delivery by 6.30 a.m.
- Total circulation of 600 000+ copies reaches more than 2 million readers (share of circulation 18 %)



Newspapers dominate the Finnish media market

Advertising expenditure in Finland 2006, MEUR



Media advertising Alma Media vs. Market

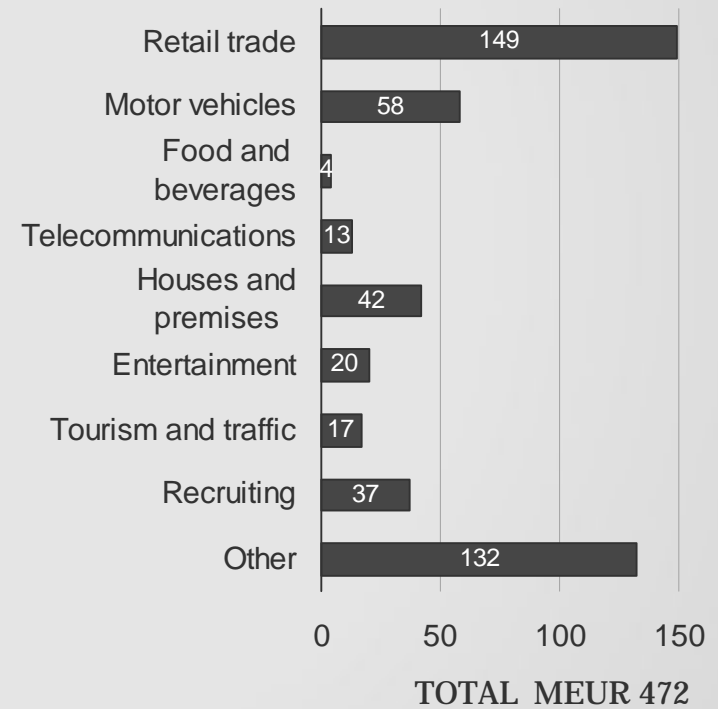
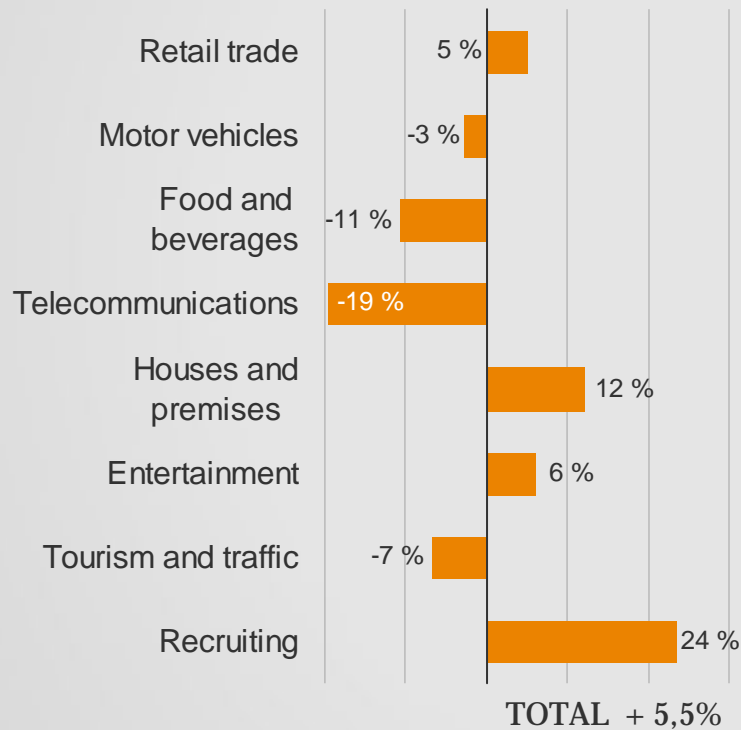
Q1-Q3 2007

Change, %	Market Q1-Q3 07*	Alma Media Q1-Q3 07*
Newspapers	5,5	6,6**
Magazines	2,6	-
Television	7,7	-
Radio	3,6	-
Internet	22,6	35,3
Total	6,3	11,6

Most advertised branches Q1-Q3 2007

Newspapers total

Adv. Volumes Q1-Q3/07



A photograph of several soccer players in silhouette, captured in motion on a field. The background is a bright, hazy sunset or sunrise, creating a warm, golden glow. The players are positioned across the frame, with one player on the left running towards the center, and others in the middle ground. A soccer ball is visible on the ground near the center. The overall mood is energetic and dynamic.

Strategy

Media scene is transforming

- Online will become the third main media as media consumption changes
- Media scene fragmentation supports printed newspapers
- Competition from outside traditional media scene
- Information overload favours journalism
 - Interactivity
 - Community & local news
 - Do this –journalism
 - Entertainment



Company statements

Mission

Values

Vision

Strategy



- To promote individual freedom and well-being

- Freedom and pluralism of journalism
- Team play

- The winning team in newspaper and online media

- Chaining operations
- Constant improvement and renewal
- Internationalization
- Mergers & Acquisitions

Strategy implementation examples

Chaining

Quality improvement

Content sharing

Cross-promotion

Operational efficiency

Renewal

Online development

Constant layout improvement

Content development with RISC monitoring

International expansion

Marketplaces (classified print and online) as spearhead

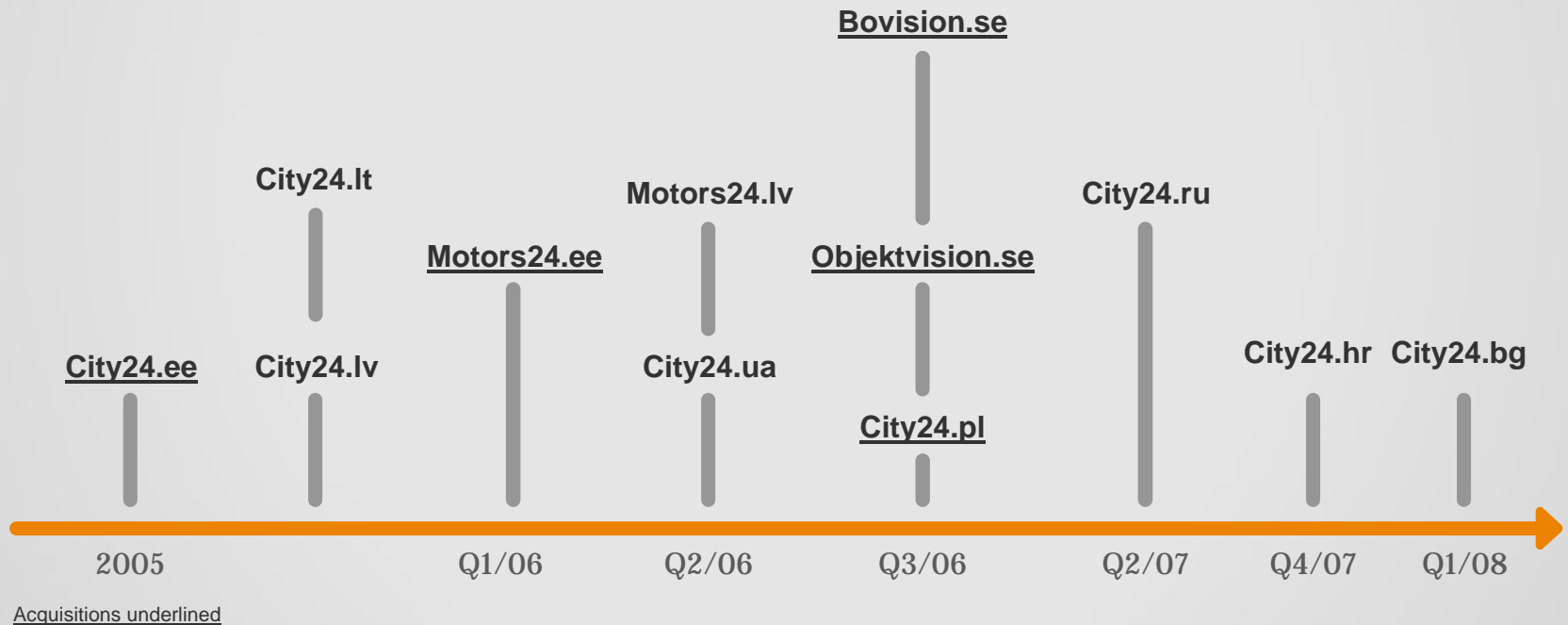
Real estate (City 24) start-ups in Russia, Croatia, Bulgaria

M&A

New classified businesses to Marketplaces

Finnish newspaper consolidation

Marketplaces international expansion

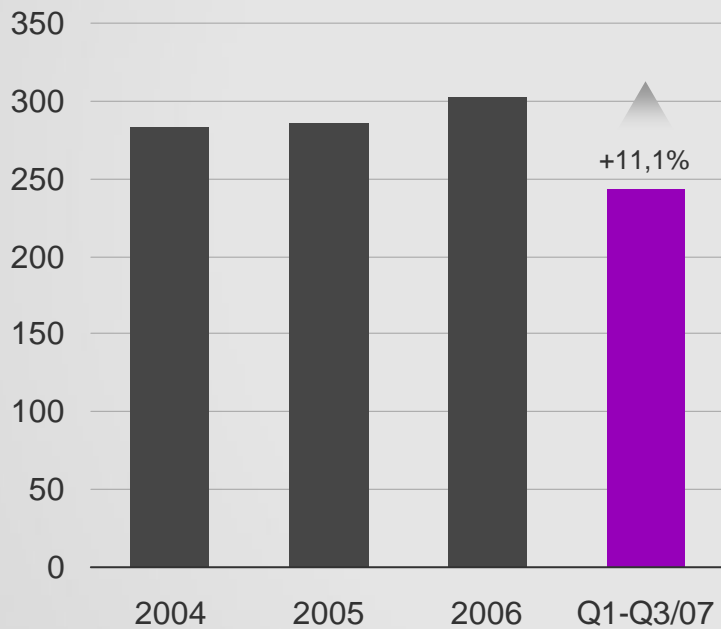




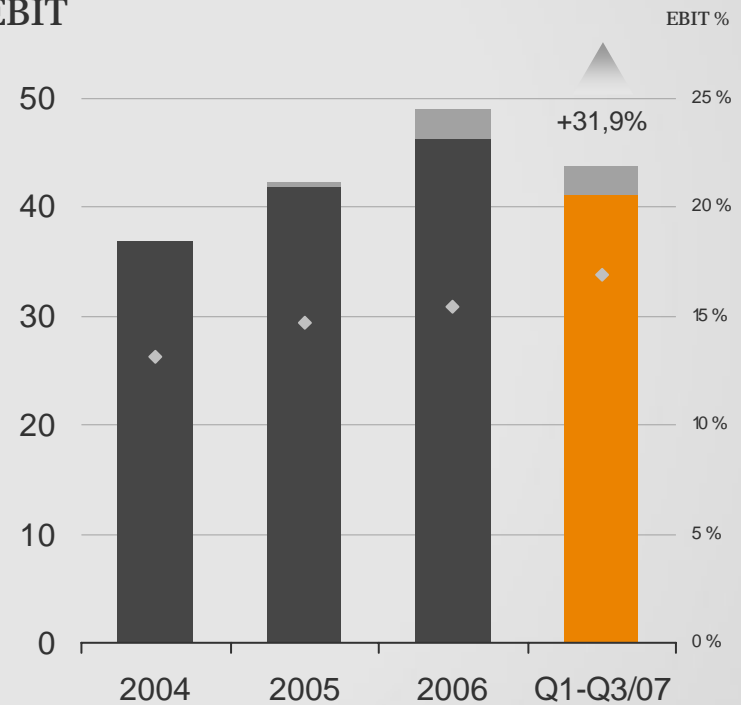
Financial Review Q1- Q3/07

Key figures 2004-2007/Q1-Q3, MEUR

Net Sales

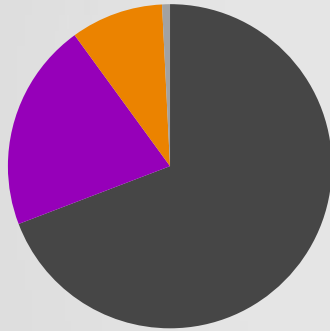


EBIT

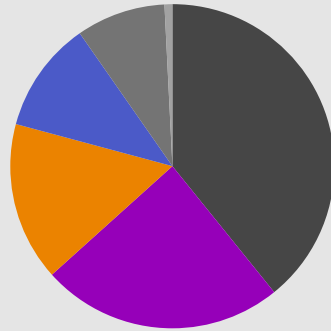


Net sales break down 2007 Q1-Q3, MEUR

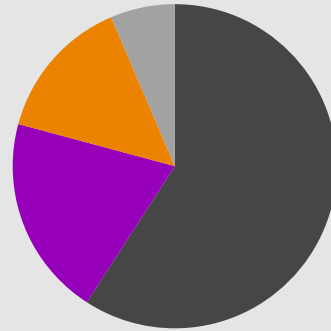
Alma Media
243,4



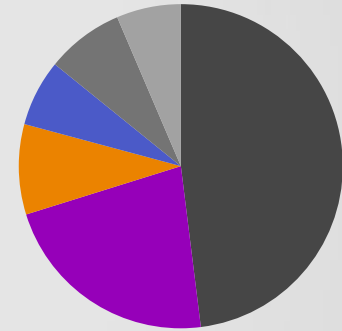
Newspapers
171,4



Kauppalehti Group
51,0



Marketplaces
22,9



- Newspapers 69,2%
- Kauppalehti Group 20,9%
- Marketplaces 9,2%
- Others 0,7%

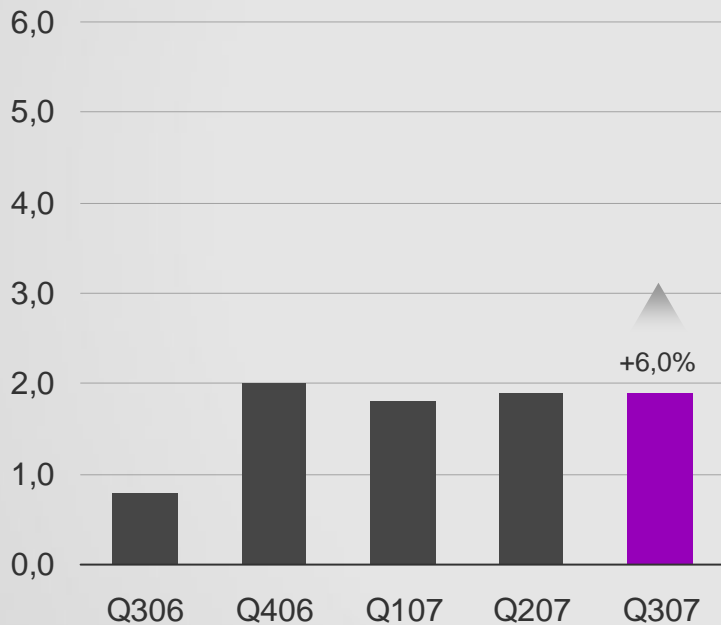
- Aamulehti 39,0%
- Iltalehti 24,3%
- Northern Newsp. 15,8%
- Satakunnan Kansa 11,0%
- Local Newsp. 8,9%
- Printing Sales, Ext. 1,0%

- Kauppalehti 59,1%
- Lehdentekijät 20,0%
- Kauppalehti 121 14,4%
- BNS 6,5%

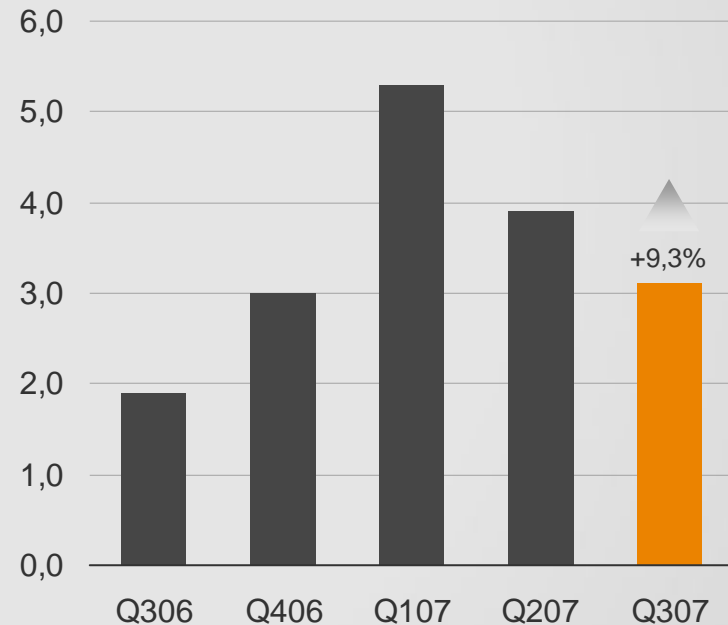
- Etuovi 48,1%
- Monster 22,1%
- Autotalli 9,0%
- Mascus 6,7%
- City24 7,7%
- Bovision+ 6,4%

Net sales change by type, MEUR

Circulation

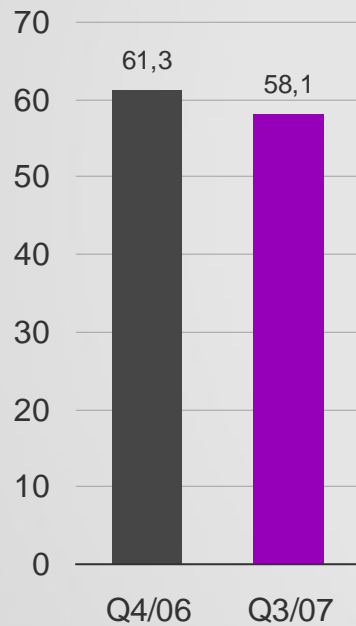


Advertising

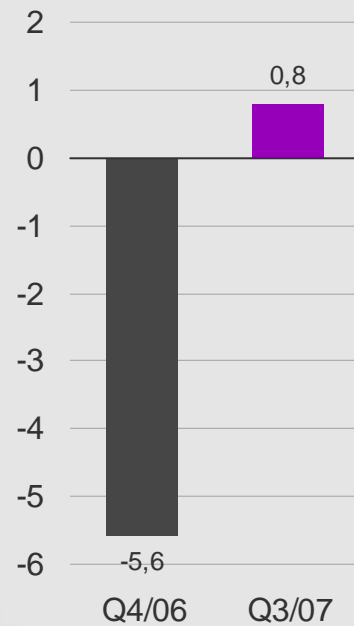


Key ratios in Q3 2007

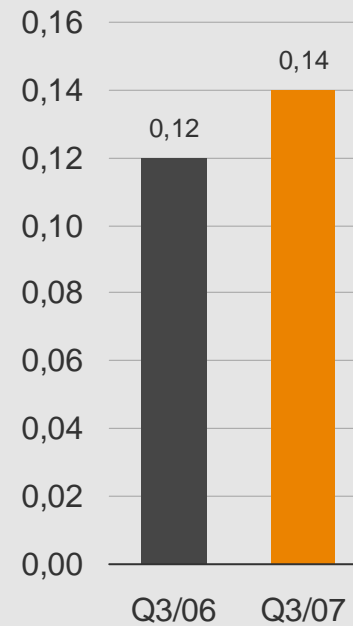
Equity ratio, %



Gearing, %



EPS



Equity per share



Thank You!

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