

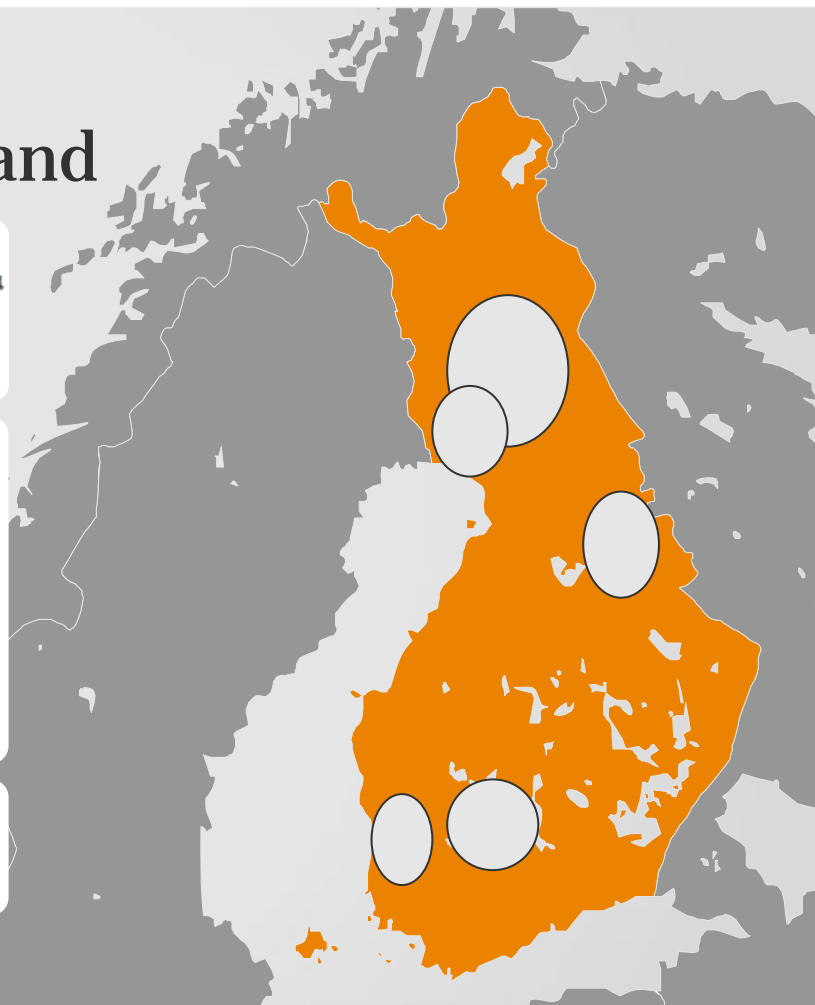
The background of the slide is a photograph of several soccer players in motion on a field. The scene is captured in silhouette against a bright, warm sunset sky, with the sun low on the horizon, creating a golden glow. The players are in various stages of a run or pass, with their forms dark against the bright background. The overall mood is energetic and dynamic.

The winning team in newspaper and online media

Alma Media Corporation
Roadshow in New York 29. – 30.11.2007

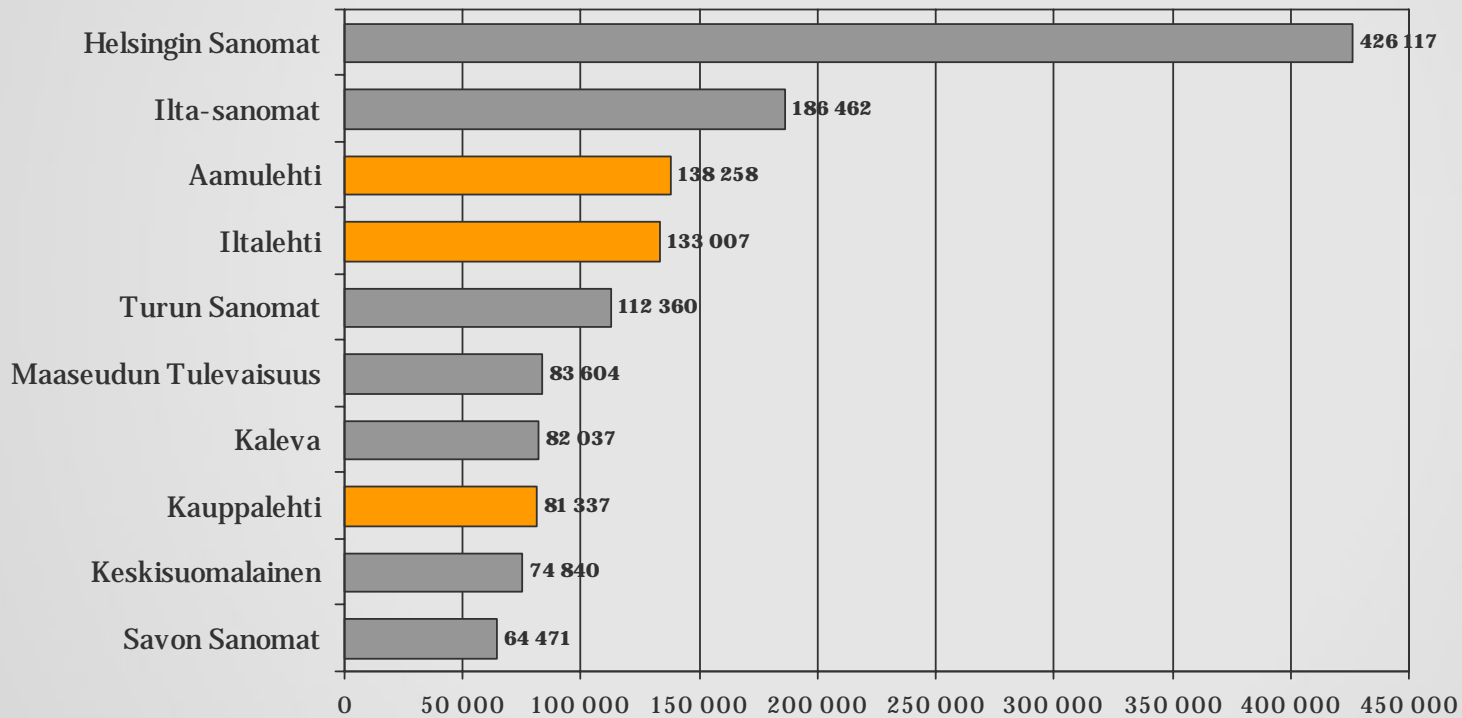
Print and online media in Finland

<p>AAMULEHTI Hervannan Sanomat KMV-LEHTI KOILLIS-HÄME Kurun Sanomat Nokian-Uutiset Suur-Keuruu :tori VALKEAKOIVEN SANOMAT VEKKARI</p>	<p>SK SATAKUNNAN KANSAA KANKAANPÄÄN SEUTU Merikarvia Sydän-Satakunta Uutismarkku Jokilaakso PORIN SANOMAT</p>	<p>POHJOLAN SANOMAT KS KIRKKOLAN SANOMAT HELMi Eteläinen OULUN PYHÄJOKISEUTU Raahelainen RS RAAHEN SEUTU VIESKALAINEN</p>	<p>Lapin Kansaa Rovaniemi KOILLIS-LAPPI KAINUUN SANOMAT Koti-Kajaani Kuhmolainen KURIRI SOTKAMO Ylä-Kainuu ILTALEHTI Kauppalehti</p>
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Top 10 newspapers in Finland

Circulation in 2006

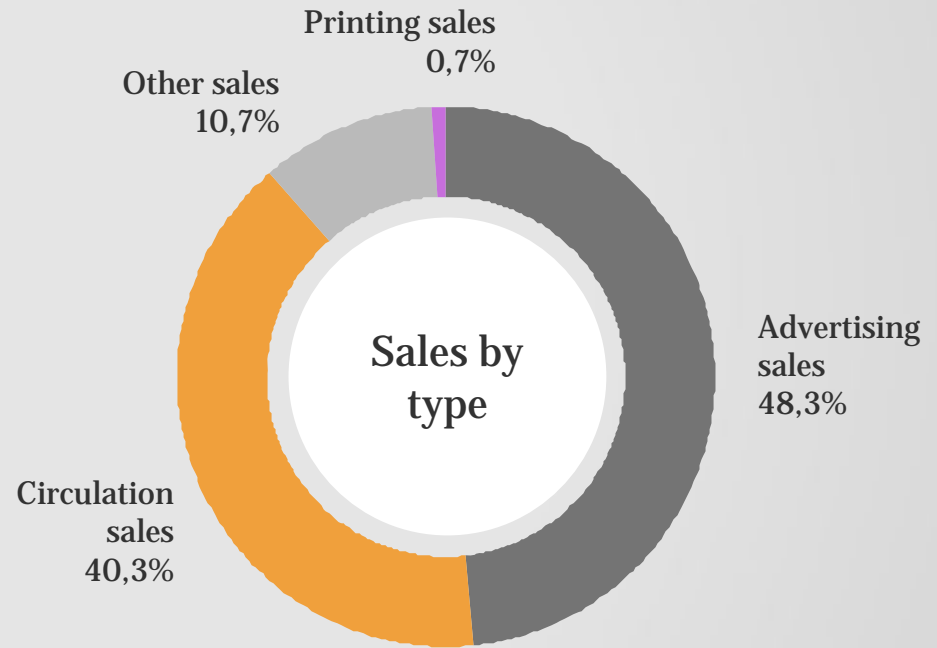
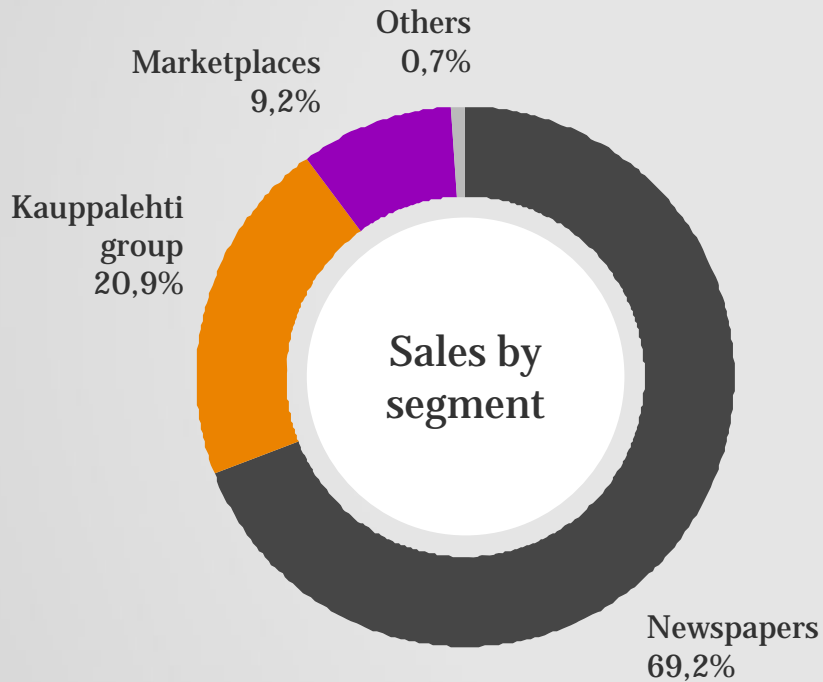


Online marketplaces in Europe



Sales breakdown Q1- Q3 2007, MEUR

Total Sales 243,4 EUR Million



Media markets in Finland



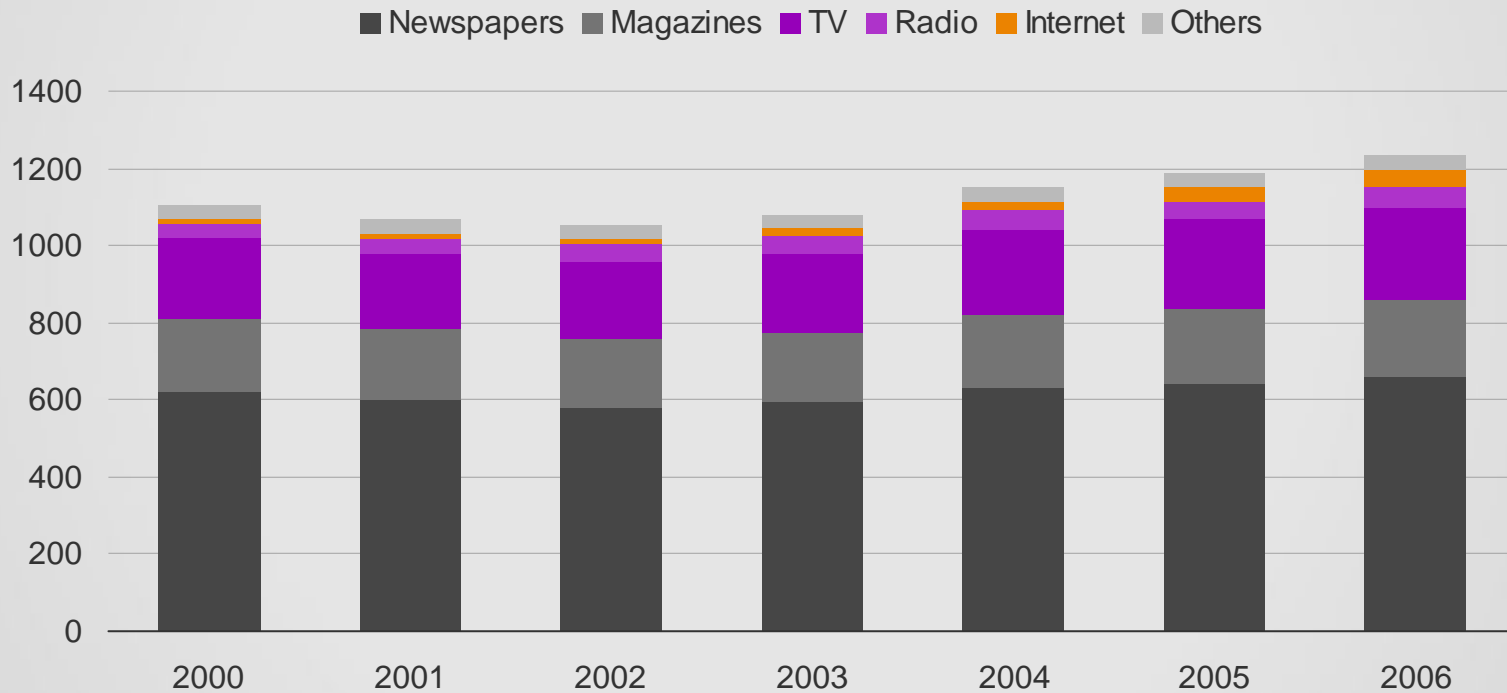
Newspapers are a solid business

- 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

Media expenditure in Finland 2006, MEUR



Media advertising Alma Media vs. Market

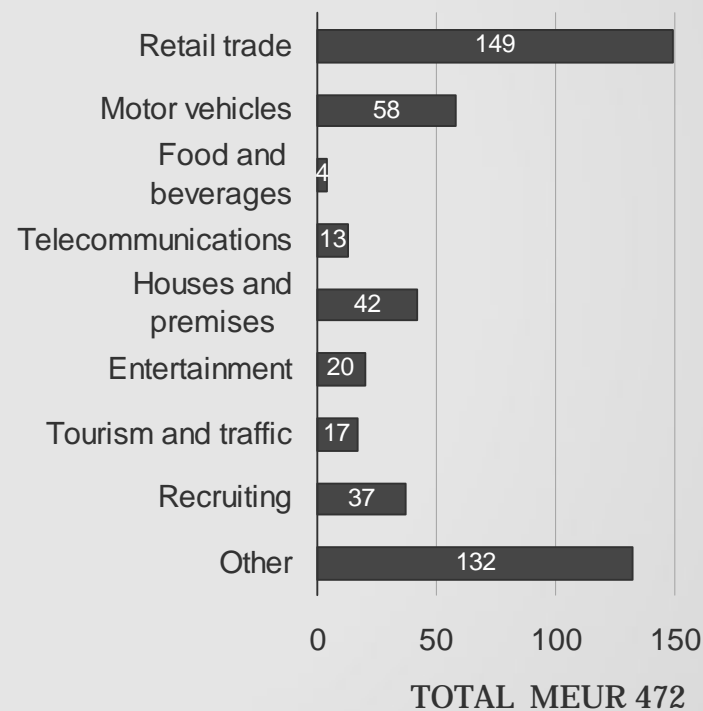
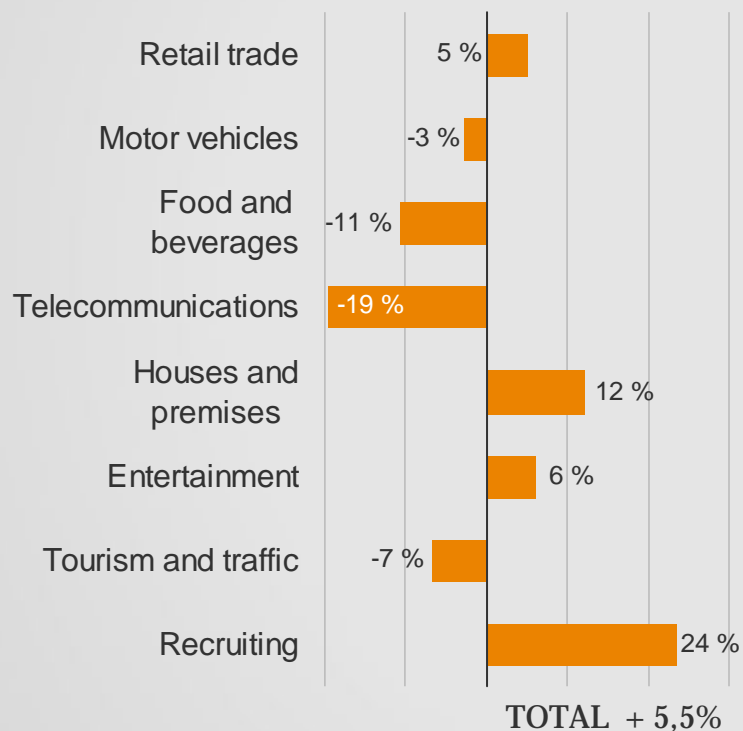
Q1-Q3 2007

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 showing the silhouettes of several soccer players in motion on a field. The background is a bright, hazy sunset or sunrise, creating a warm, golden glow. The players are captured in various dynamic poses, suggesting a game in progress. The overall mood is energetic and focused.

Strategy

Media trends

- information overload
 - the best content provider will prevail
- media scene fragmentation continues with digital broadcasting
 - newspapers' reach and coverage gains even more importance
- share of online advertising will increase
 - Alma Media has currently 1.7 million weekly online users
- globalization and localization
 - chaining enables superior local news coverage



Company statements

Mission

Values

Vision

Strategy



- To promote individual freedom and well-being

- Freedom and pluralism of journalism
- Team play

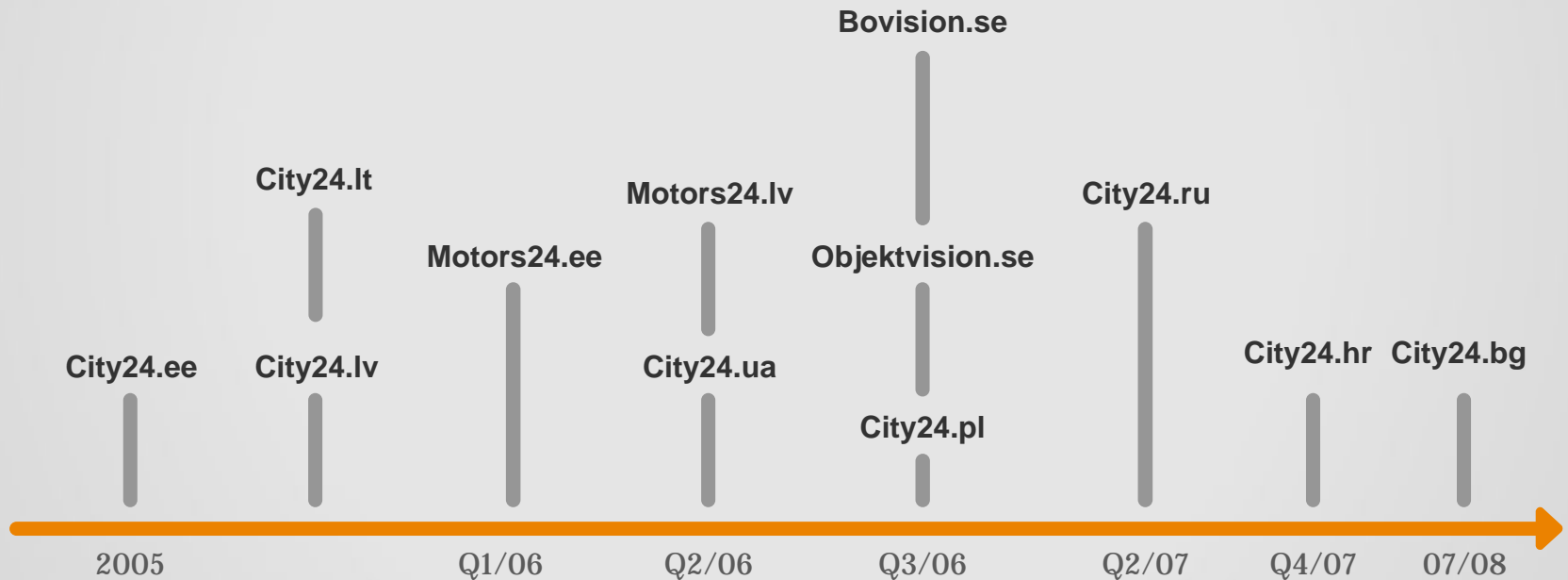
- The winning team in newspaper and online media

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

Strategy implementation 2005-2007

- Chaining of operations
 - Quality of content improved in newspapers
 - Cross-promotion also for online traffic
 - Continuous improvement
- Renewal
 - Constant renewal of newspapers editorial content structure
 - Investments in online services: project Salsa,
- Acquisitions
 - Acquiring new businesses to Marketplaces
 - Finnish newspaper consolidation inevitable over time
- Internationalization
 - Acquisitions and greenfield start-ups using Marketplaces business as spearhead

Marketplaces international expansion



Alma Media Q3 / 2007

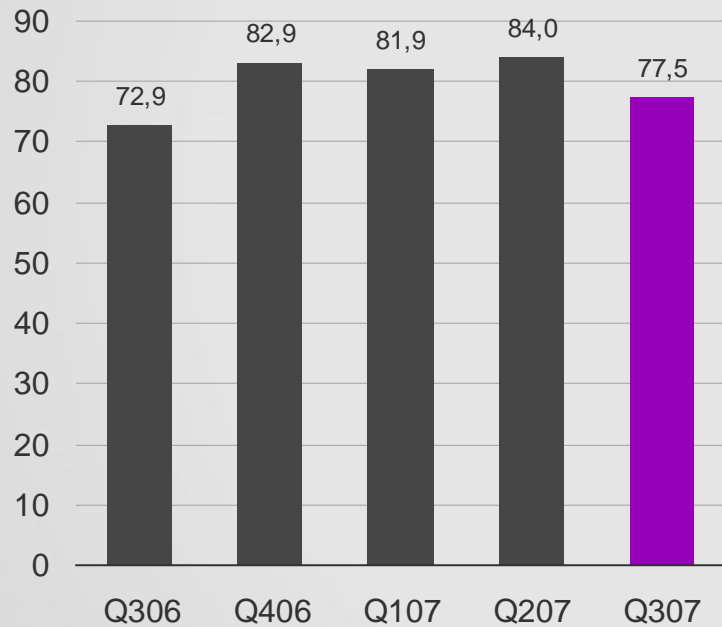
Highlights Q3/07

- Good growth in media market continued in Finland
- Alma Media's Newspapers maintained strong performance
 - Media sales grew more than market
 - EBIT level at 18.9 %
- Kauppalehti's online sales supported EBIT improvement
- Marketplaces net sales grew by 30 %, EBIT at good level

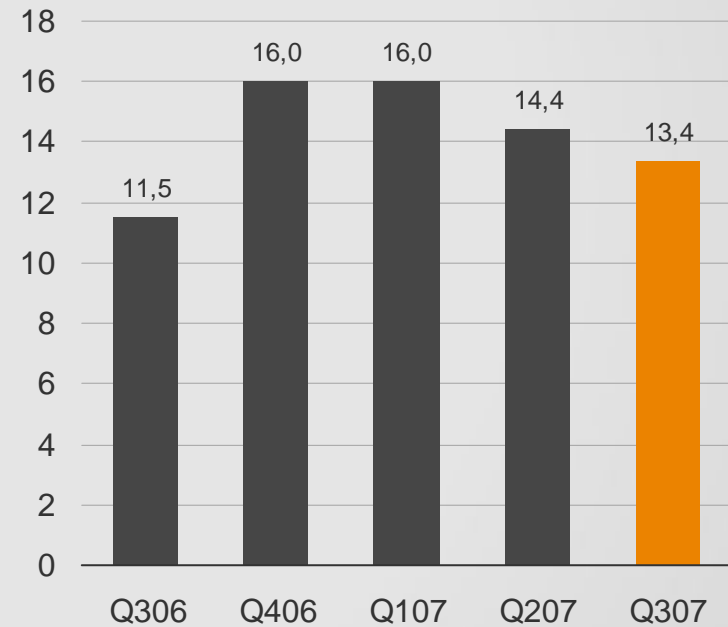


Highlights Q3/07

Net sales, MEUR



EBIT, MEUR



Newspapers Q3/07

- Net sales rose 5.3 % to 55.0 MEUR
 - Media sales up 6.9 %
 - Aamulehti and Iltalehti keeping up good growth in media sales
 - Local newspapers growth slowed down clearly
 - Circulation sales up 5.1 %
 - Iltalehti's market share grew to 42.6 %, + 2 %-points in Q3 falling markets
 - Cover price increase in 11/2006 has still a positive impact
- Operating profit at good 18.9 %
- Online media performed successfully
 - Aamulehti.fi reaching new weekly visitors record, Iltalehti.fi continuing strong





Kauppalehti Group Q3/07

- Kauppalehti Group increased its net sales by 3.9 % to 15.5 MEUR
 - Net sales of small business units (121, Lehdentekijät) developing well, as well as online sales (ePortti)
- B-to-b media sales weak in Q3
 - Good sales development in Kauppalehti Optio and Kauppalehti Online
- EBIT-% level improved to 10.0 % by cost savings and good online sales
- Kauppalehti Online gaining more visitors
 - During 2007, more than 100.000 new weekly visitors to the site
 - New record of 294.000 weekly visitors reached early October

Marketplaces Q3/07

- Net sales during Q3 rose to 7.6 MEUR, up 1.7 MEUR from Q3/06
- Domestic operations up 27.6 %
 - Monster.fi and Etuovi.com keeping up strong performance
 - New Mikko.fi service launched
- Foreign operations up 40.8 %
 - City 24 in Estonia: strong net sales growth and good profitability
 - Russian City 24 service was opened
- Operating profit at 16.7 % of net sales
 - Investments (Mikko.fi) and expansion to new markets will be visible in profit development during Q4 and 2008

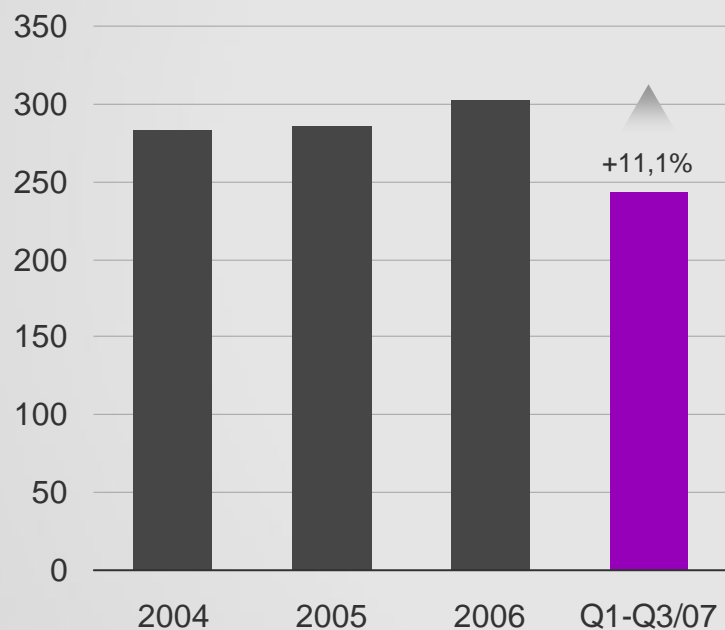




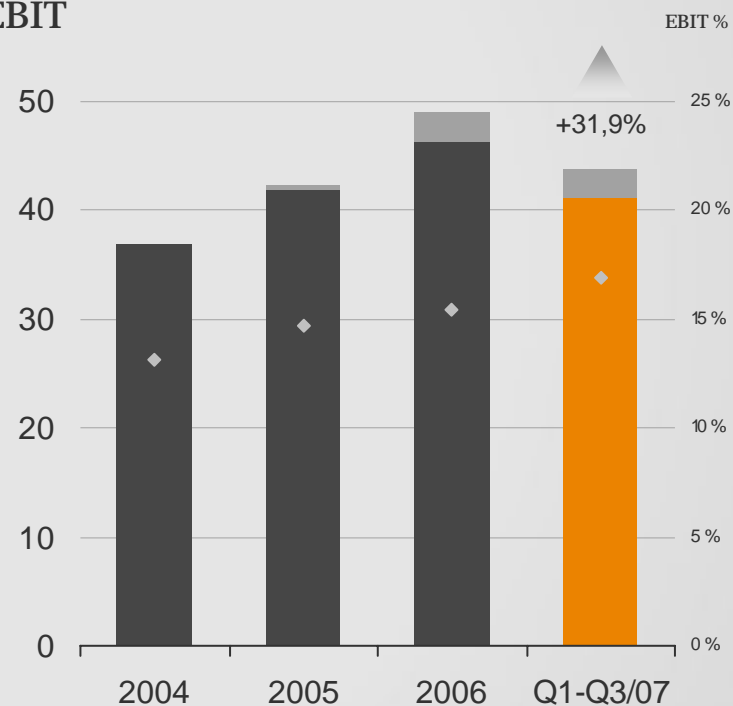
Financial Review Q1- Q3/07

Key figures 2004-2007/Q1-Q3, MEUR

Net Sales



EBIT



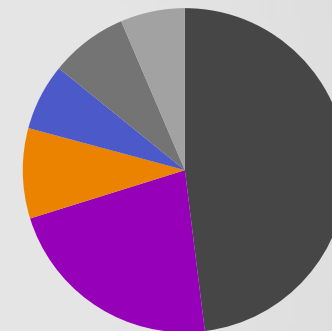
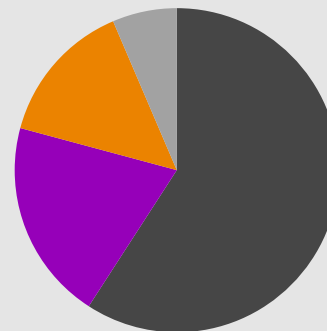
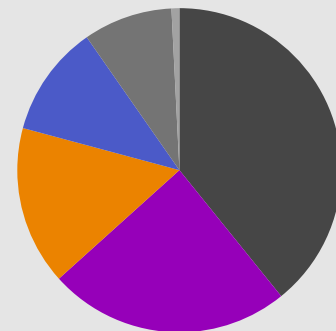
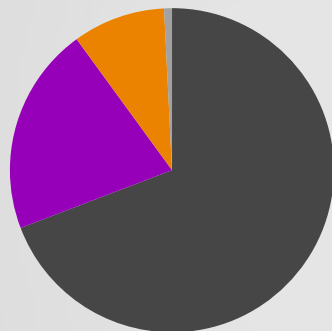
Net sales break down 2007 Q1-Q3, MEUR

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%

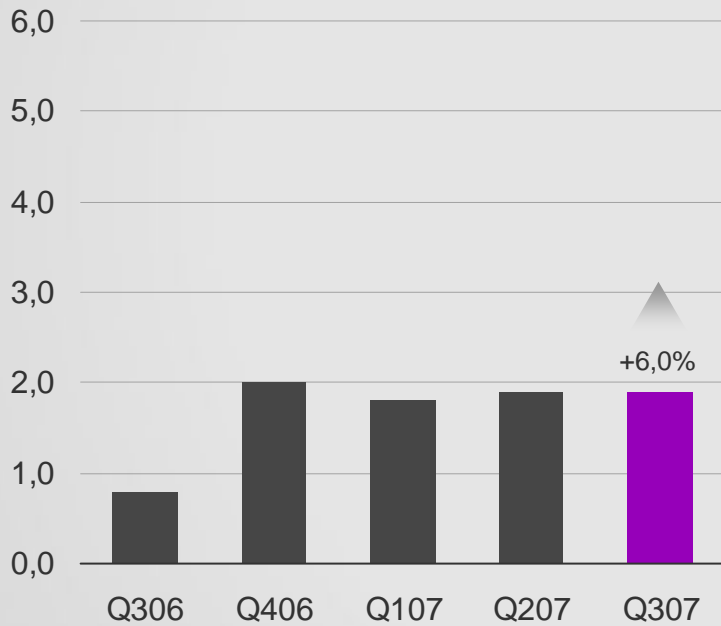
- Aamulehti 39,0%
- Iltalehti 24,3%
- Northern Newsp. 15,8%
- Satakunnan Kansa 11,0%
- Local Newsp. 8,9%
- Printing Sales, Ext. 1,0%

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

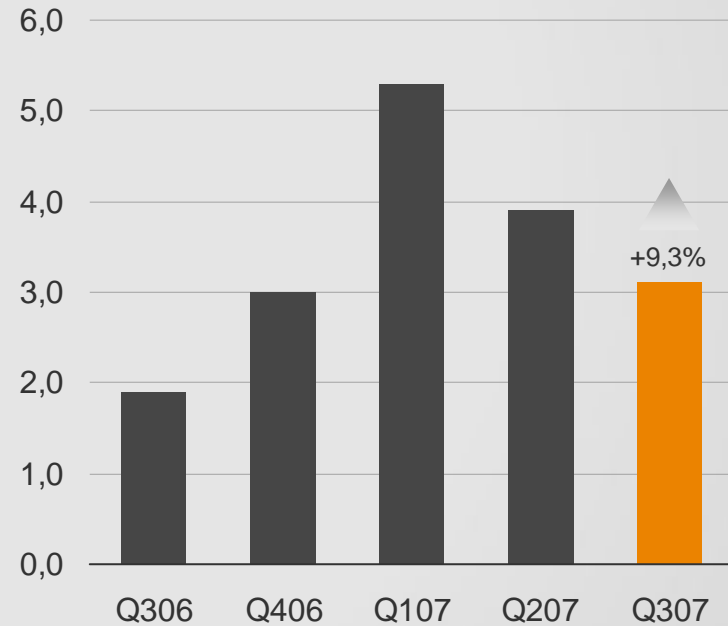
- Etuovi 48,1%
- Monster 22,1%
- Autotalli 9,0%
- Mascus 6,7%
- City24 7,7%
- Bovision+ 6,4%

Net sales change by type, MEUR

Circulation

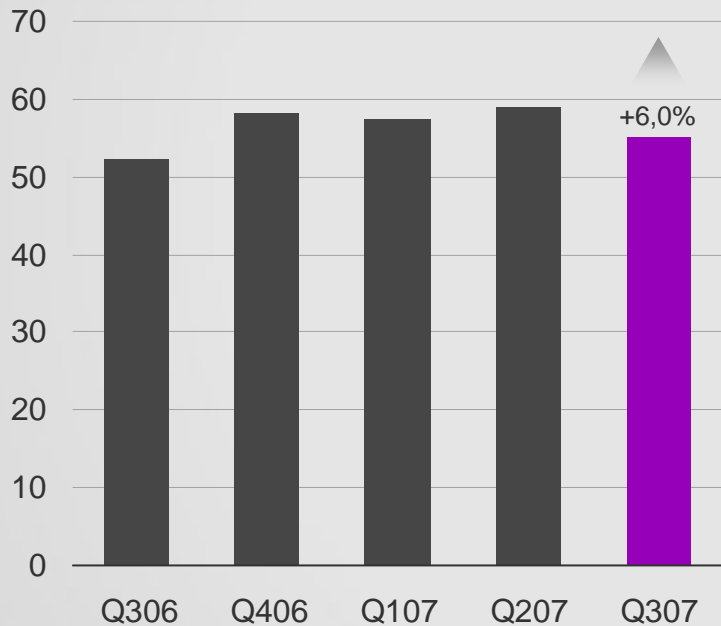


Advertising

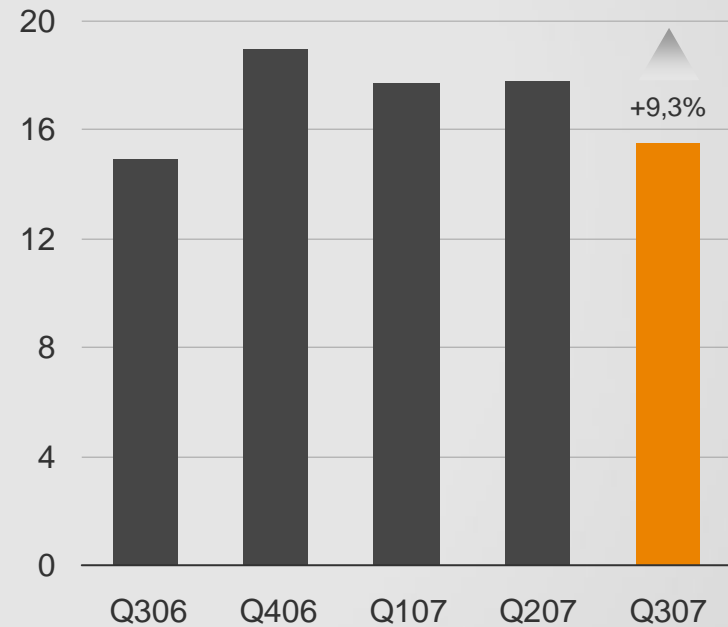


Net sales by segment, MEUR

Newspapers

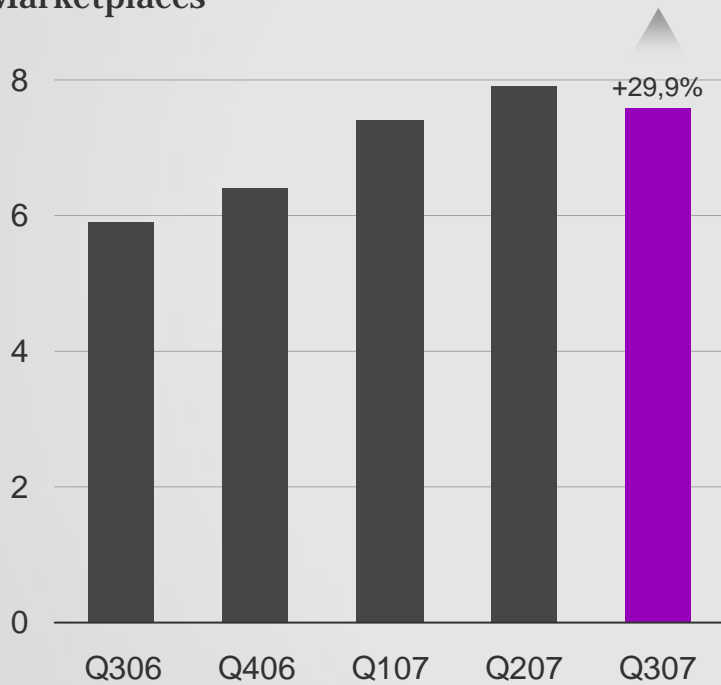


Kauppalehti Group

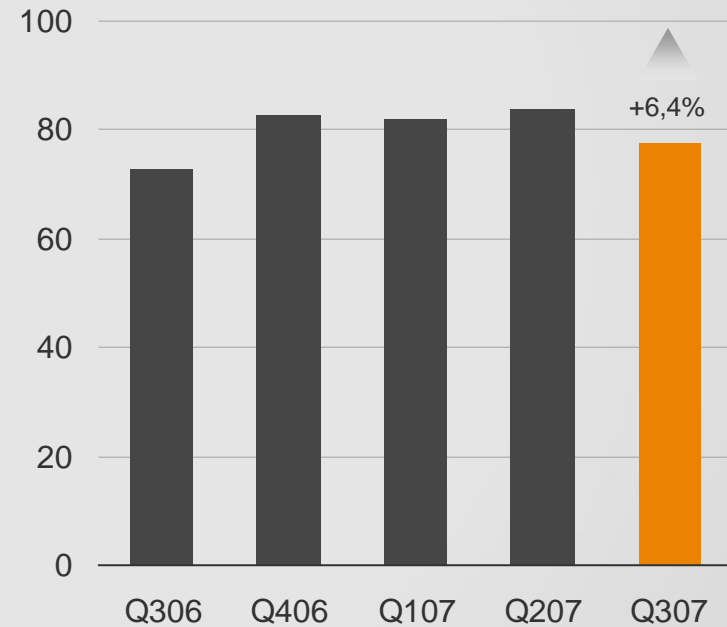


Net sales by segment, MEUR

Marketplaces

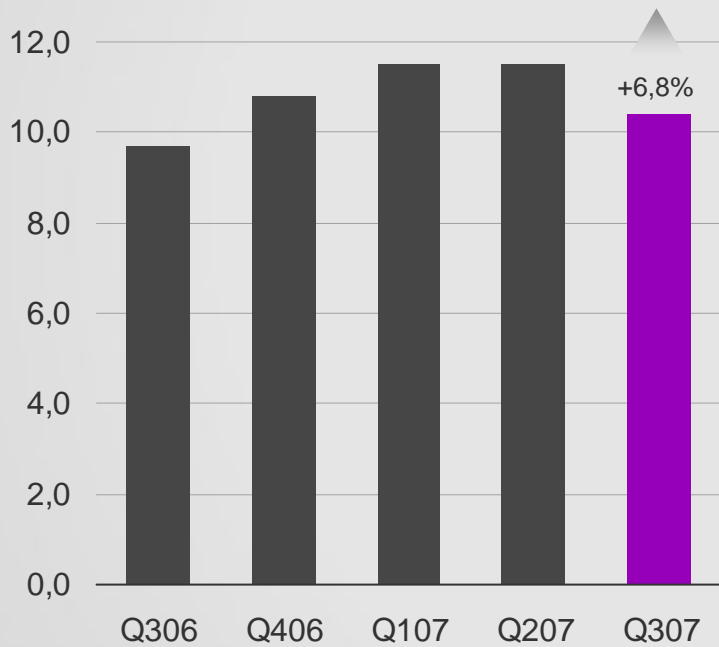


Alma Media

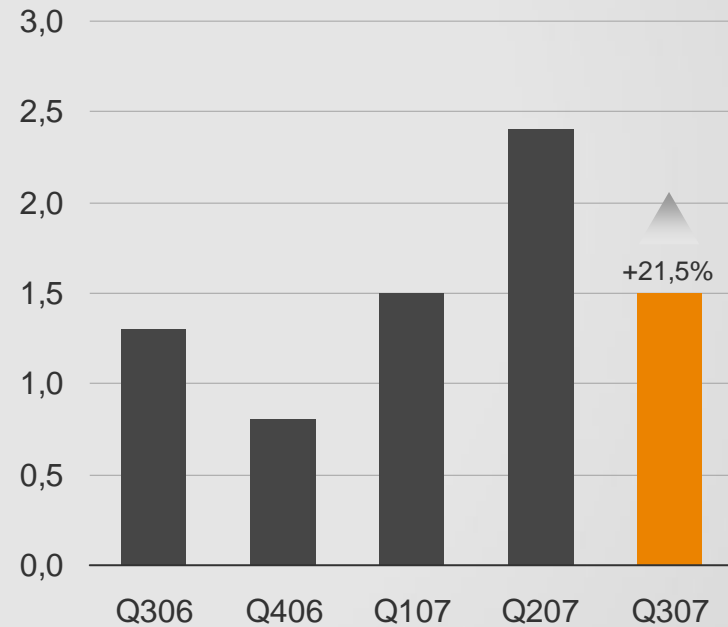


EBIT by segment, MEUR

Newspapers

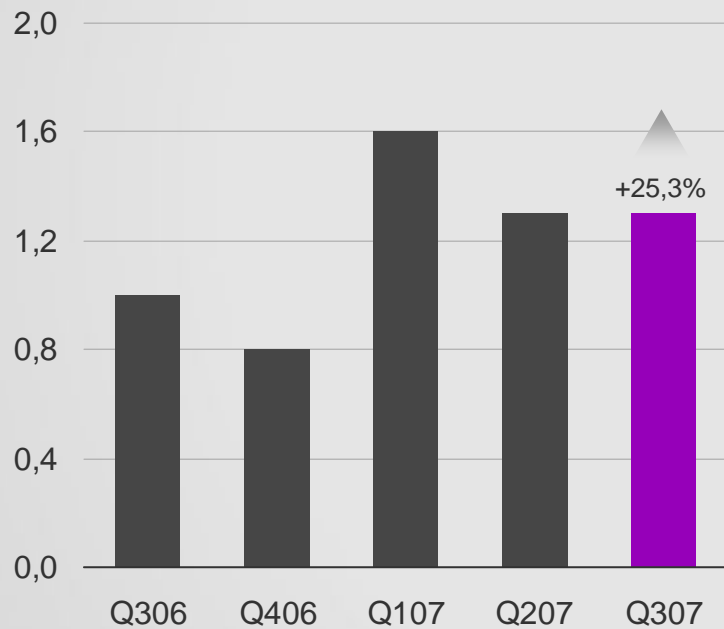


Kauppalehti Group

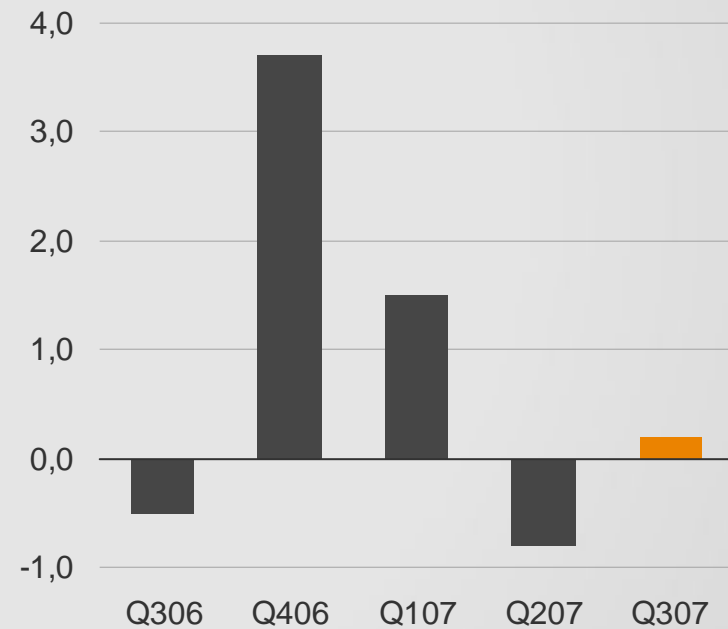


EBIT by segment, MEUR

Marketplaces

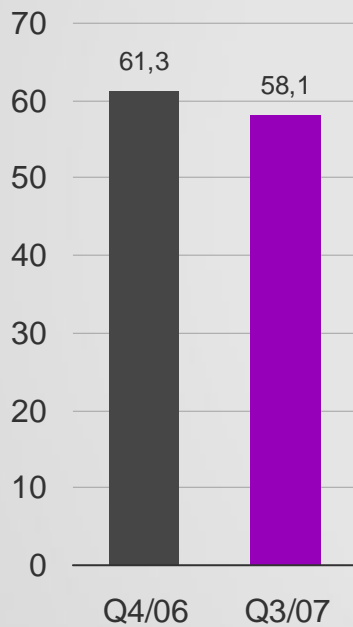


Others

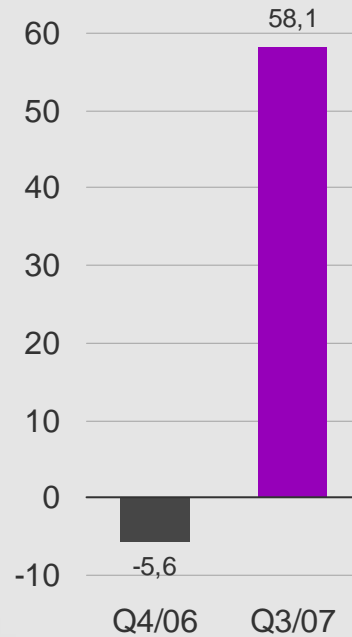


Key ratios in Q3 2007

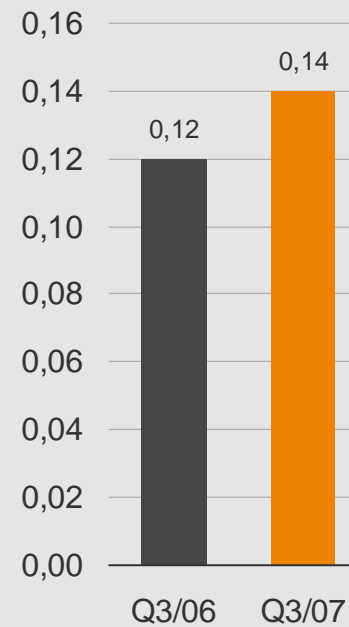
Equity ratio, %



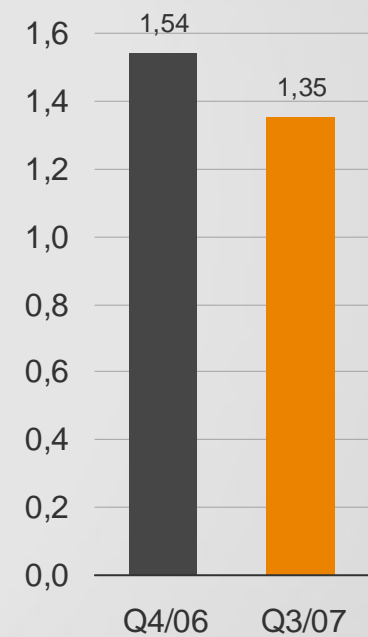
Gearing, %



EPS



Equity per share



Outlook 2007

Outlook for the rest of 2007

- Alma Media keeps unchanged its forecast on the development of its key indicators during 2007:
 - The Group's net sales and operating profit will grow from 2006
- The Finnish media market will continue to grow during the last quarter of the year, but the growth will slow down.



Thank You!

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