



Alma Media Q4 2007

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February – March 2008

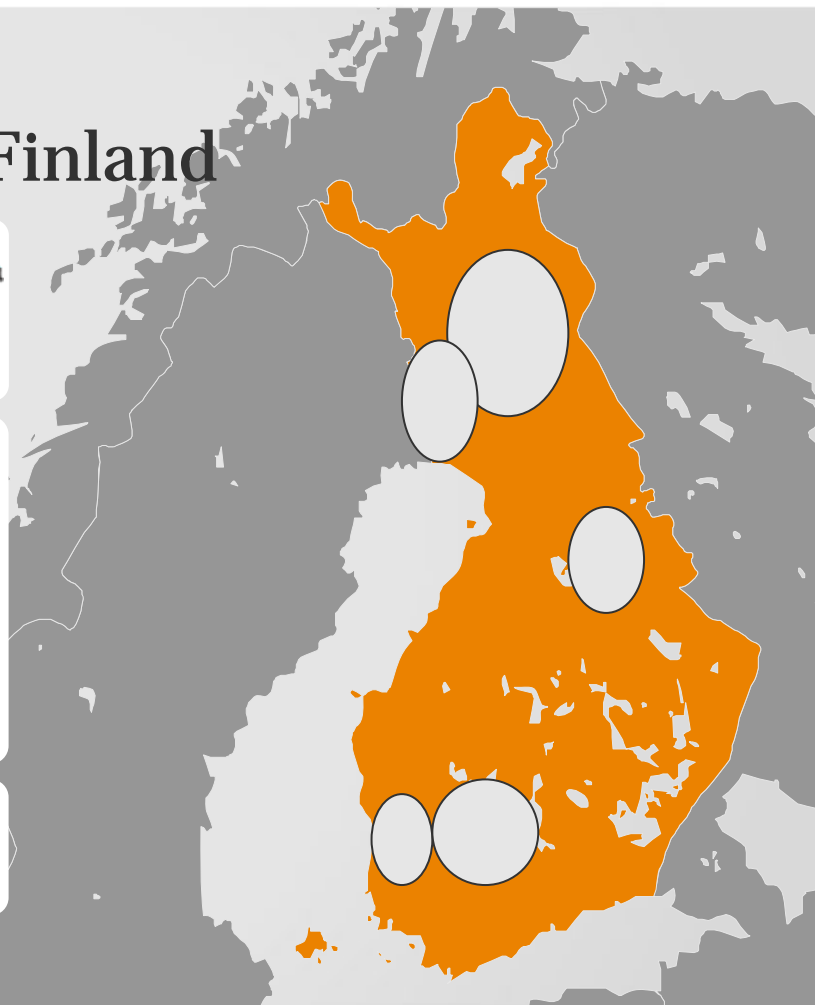
Presentation structure

- Alma Media in Brief
- Media Markets in Finland
- Alma Media's Strategy
- Q4 2007 Highlights
- Outlook for 2008
- Q4 2007 and FY2007 Financial Review



Alma Media – Newspapers in Finland

 AAMULEHTI Hervanman Sanomat KMV-LEHTI KOILLIS-HÄME Kurun Sanomat Nokian-Uutiset Suur-Keuruu :tori Tampereen kaupunkilehti VALKEAKOSKEN SANOMAT VEKKARI	 SATAKUNNAN KANSA KANKAANPÄÄN SEUTU Merikarvia Sydän-Satakunta Uutismarkku Jokilaakso PORIN SANOMAT	 POHJOLAN SANOMAT  KANSALLISEN KOKKOLAN SANOMAT  HELMI OULUN Eteläinen PYHÄJOKISEUTU Raahelainen  RAAHEN SEUTU VIESKALAINEN	 Lapin Kansa  Rovaniemi KOILLIS-LAPPI KAINUUN SANOMAT Koti-Kajaani Kuhmolainen KURIIRI SOTKAMO Ylä-Kainuu ILTALEHTI Kaupparehti
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Alma Media – Europe-wide Online Classified

Real estate:

ETUOVI.COM

Jobs:

 **monster**.fi
AMMATTILOUNTO

Cars:

autotalli.com

Heavy machinery:

MASCUS

General classified:

 **mikko**.fi

Real estate:

city24

bovision.se

Cars:

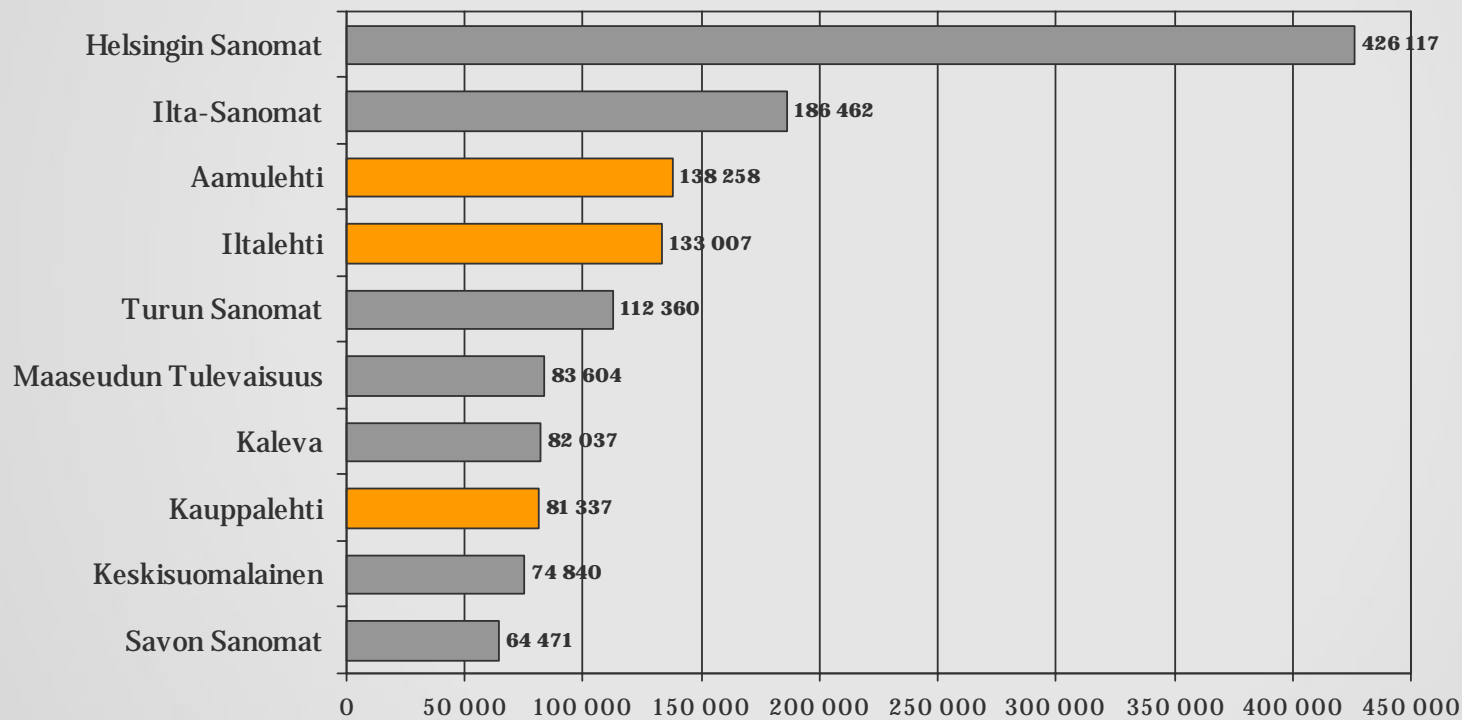
Motors24.ee

Heavy machinery:

MASCUS

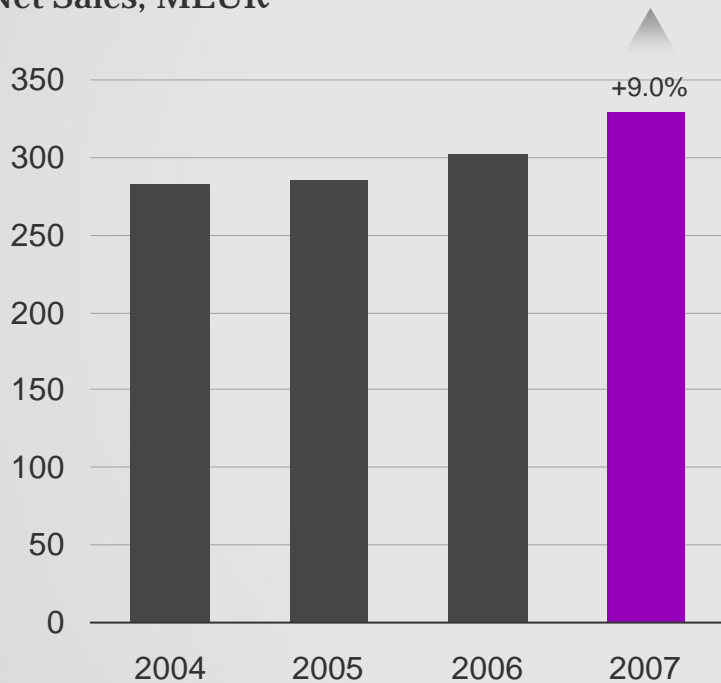
Top 10 newspapers in Finland

Circulation in 2006

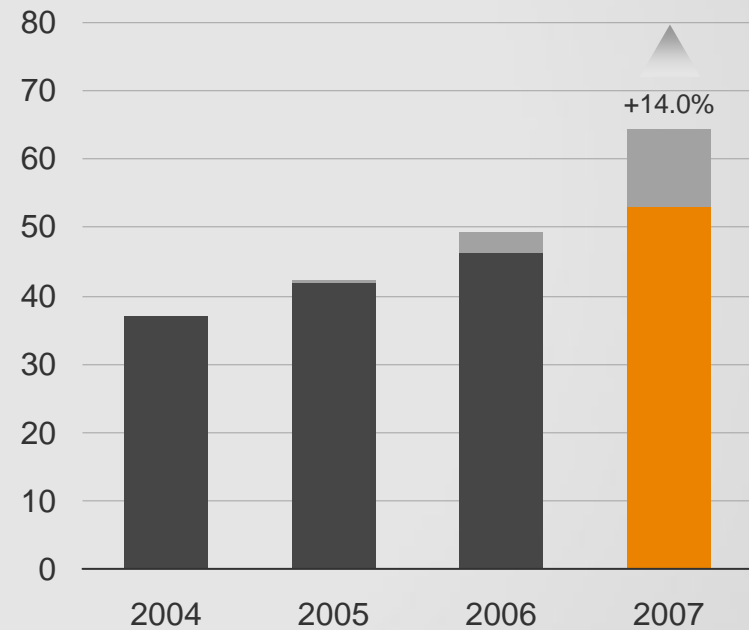


Alma Media key figures 2004-2007

Net Sales, MEUR

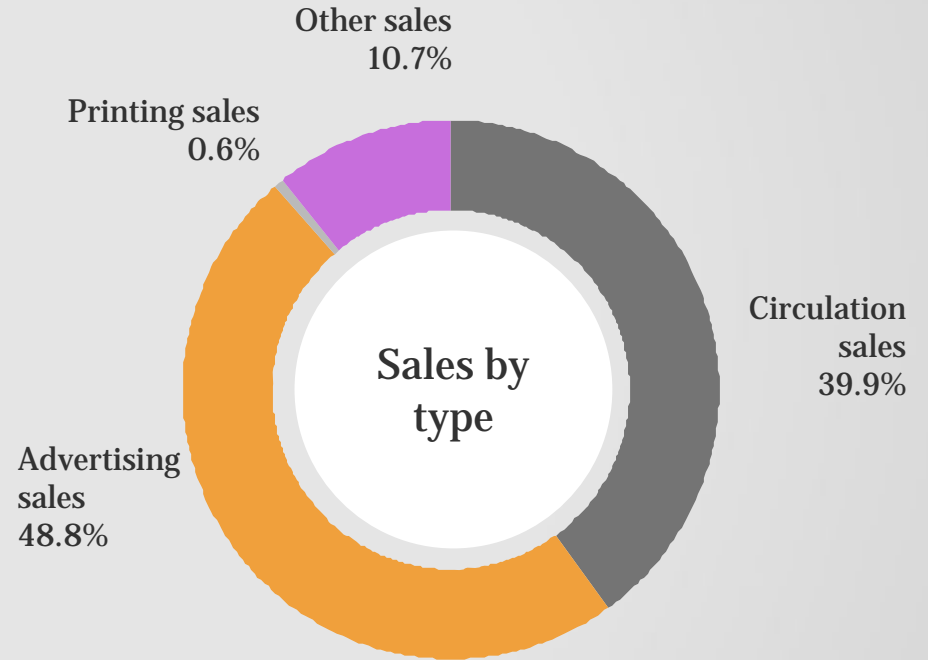
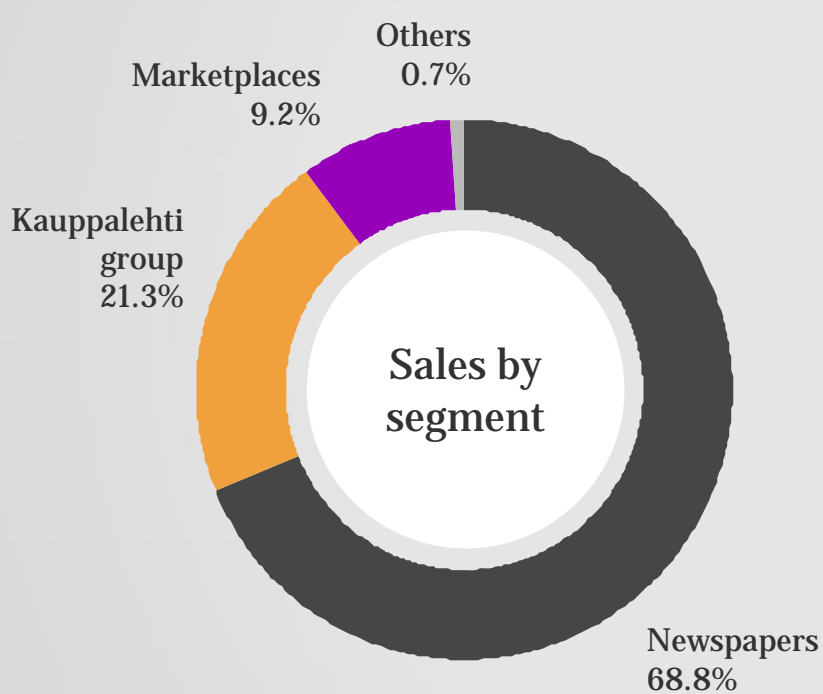


EBIT, MEUR

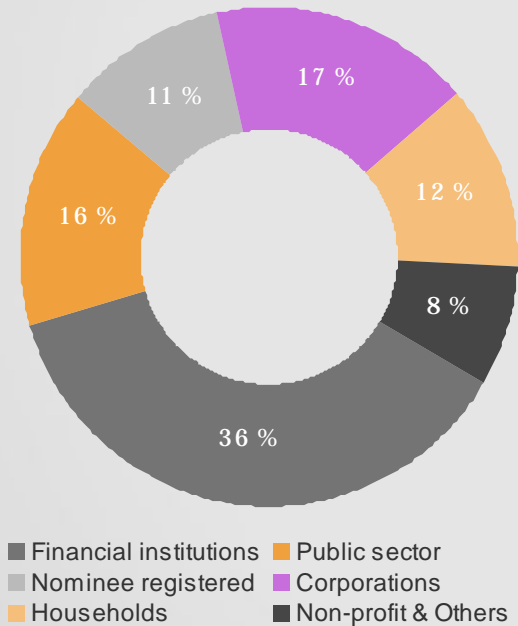


Sales breakdown 2007

Total Sales 328.9 EUR Million



Ownership structure, Jan 31 2008



Largest registered owners	% of shares / votes
1. Nordea Bank Limited	17.8
2. Oy Herttaässä Ab	10.2
3. Varma Mutual Pension Insurance Company	9.1
4. Sampo Life Insurance Company Limited	8.9
5. Kaleva Mutual Insurance Company	5.6
6. C. V. Åkerlund´s Foundation	4.1
7. Evli Bank Plc	3.7
8. Ilkka-Yhtymä Oyj	3.3
9. Ilmarinen Mutual Pension Insurance Company	2.6
10. Tapiola Mutual Pension Insurance Company	2.5



Media Markets in Finland Q4 & FY 2007

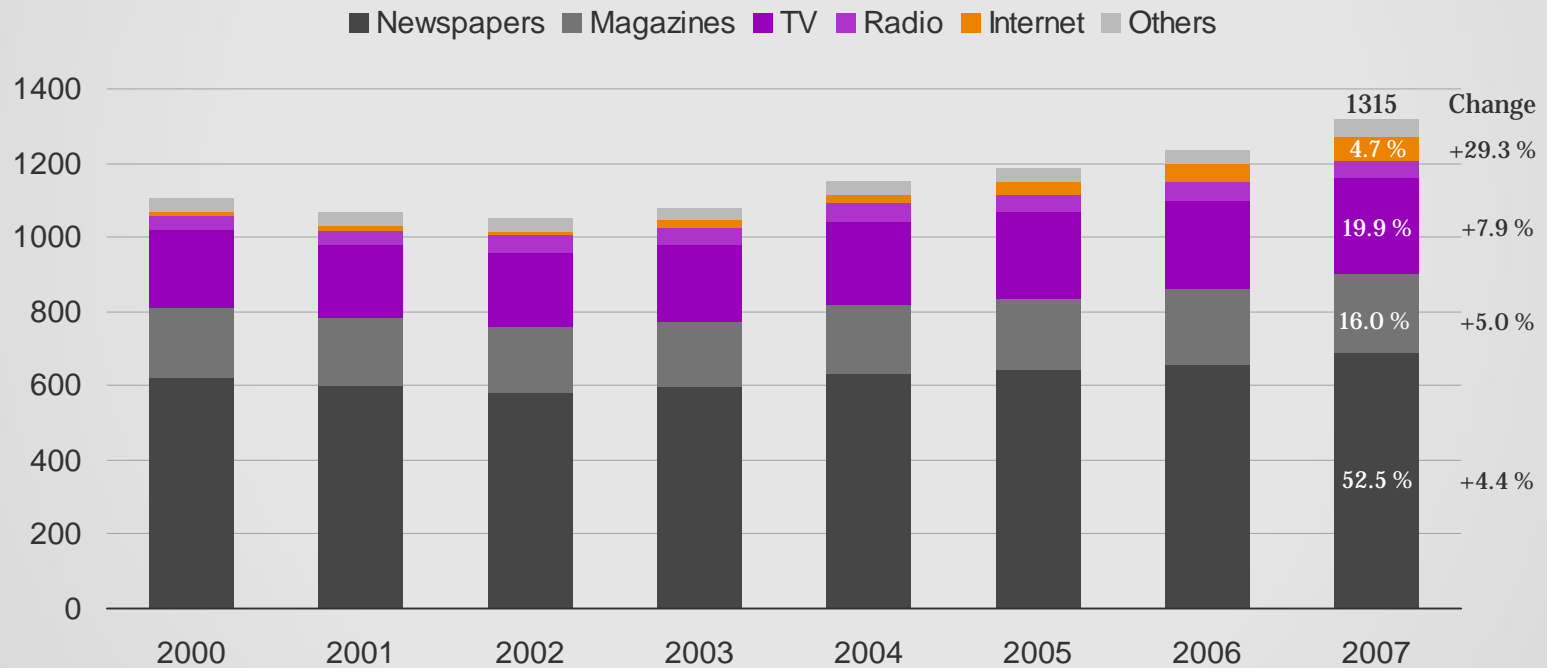
Newspapers are a solid business

- 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, MEUR



Media advertising Alma Media vs. market 2007

Change, %	Market Q1-Q4 07 *	Alma Media Q1-Q4 07
Newspapers	4,2	4,9**
Magazines	4,2	-
Television	7,9	-
Radio	3,0	-
Internet	24,0	37,5
TOTAL	6,0	10,0

Source:

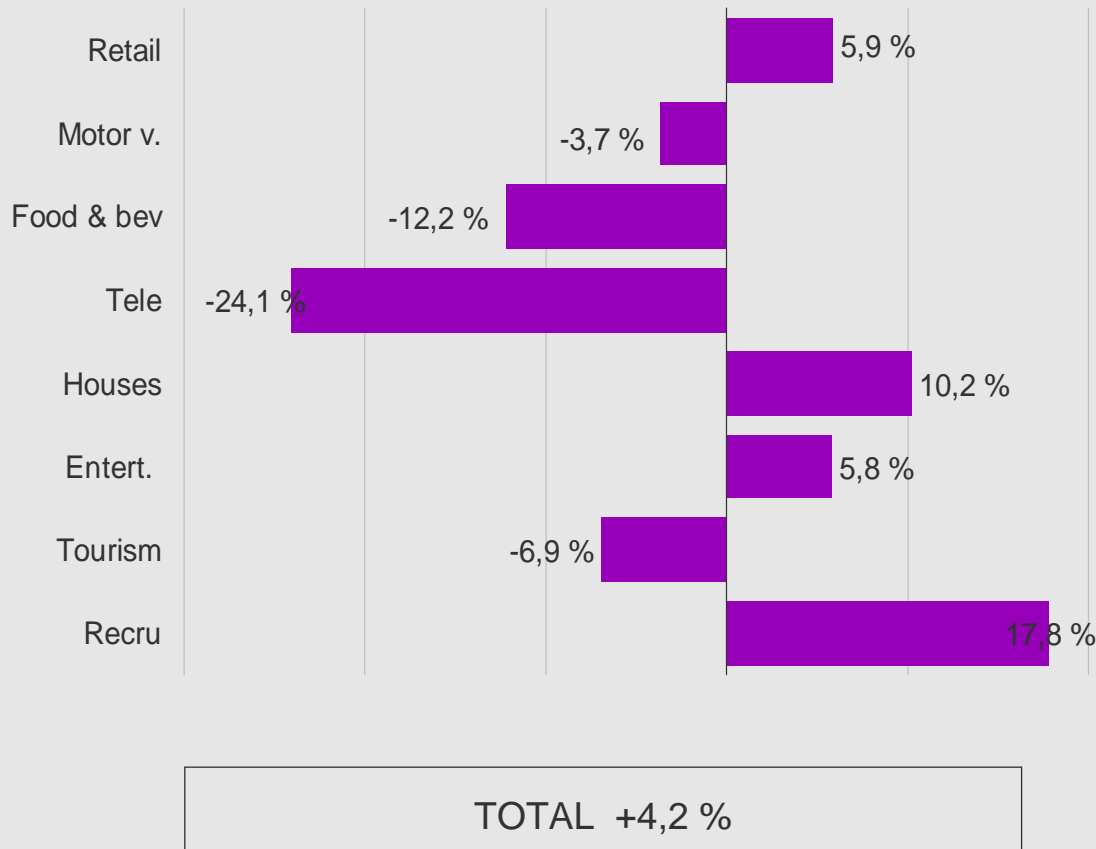
* TNS Media Intelligence

** Newspapers-segment (excl. online services),
Kauppalehti and Etuovi.com print



Most advertised branches 2007

Newspapers Total



Adv. Sales 1-12/ 07	MEUR
Retail	212
Motor vehicles	75
Food & beverages	5
Telecommunications	18
Houses and premises	54
Entertainment	26
Tourism and traffic	21
Recruiting	48
Other	181
Media sales total	640

A photograph of a paper mill interior. A large sheet of paper is moving through machinery, creating a sense of motion. The scene is dimly lit with warm, yellowish light. The word "Strategy" is overlaid in white text in the center of the image.

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

Implementing the strategy

Constant renewal

Product development

Content development

Chaining

Quality & content
improvement

Cross-promotion & traffic

International expansion

Classified as spearhead

Real estate (City24) start-ups
Mascus license deals

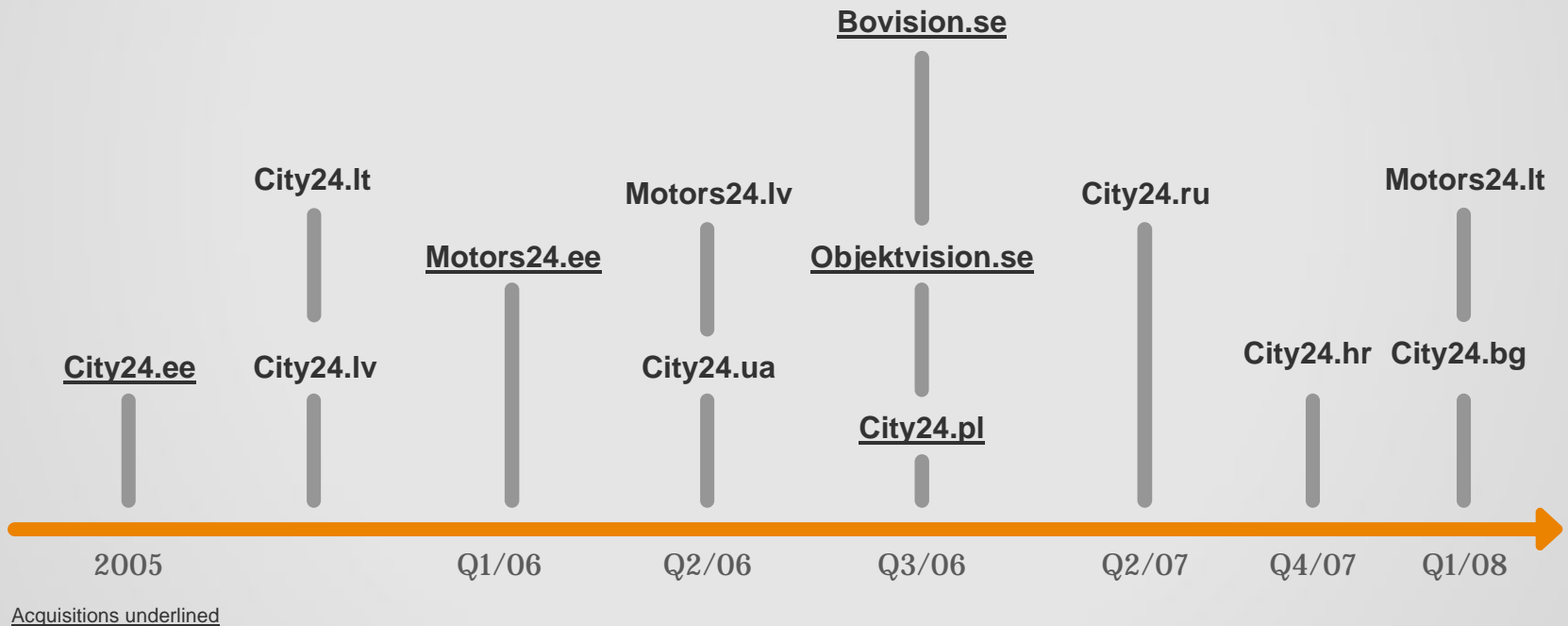
M&A

Targeting classified
businesses in CE Europe

Active role in Finnish
newspaper consolidation



Marketplaces international expansion



Alma Media Corporation Q4 & FY 2007

Highlights FY 2007

- A good year for Alma Media as a whole
- Advertising sales grew faster than market growth: 10 % vs. 6 %
- Newspapers' circulation sales developed well
- Kauppalehti steered to clearer waters after restructuring efforts
- Marketplaces in a good 34 % growth
- Dividend proposal of 0.90 EUR per share



Newspapers Q4/07

- Net sales grew 1.8 % to 59.3 MEUR
 - Media sales up 3.0 %
 - Tough comparables and local market differences
 - Iltalehti improved its media sales both from print and online
 - Circulation sales grew by 1.9 %
 - Aamulehti and Lapin Kansa performed well
 - Iltalehti's market share grew to 42.4 % (1 %-points) from the beginning of the year
- Operating profit at 9.4 MEUR, 15.8 % of net sales
 - Printing operation burdened profit level
- Online development project Salsa is proceeding according to plan



Kauppalehti Q4/07

- Kauppalehti Group net sales 19.1 MEUR (19.0 MEUR)
 - Net sales brought down by the discontinuation of Presso
 - Online businesses (ePortti and Kauppalehti.fi) and BNS grew well
- Kauppalehti circulation sales up 4.6 %
 - Circulation sales of the customer magazine down
- Media sales weaker than Q4 2006 (partly due to Presso)
 - Fluctuations continued: weak November, good December
- Profitability improved to 11.7 % of net sales
 - Kauppalehti products and BNS improving
 - The profitability of Lehdentekijät weakened clearly due to increasing competition



Marketplaces Q4/07

- Net sales grew 25.7 % to 8.0 MEUR
- Domestic growth 26.5 %
 - Monster.fi growing at almost 50 % rate
 - Mikko.fi service picking up online traffic
- Foreign operations up 22.9 %
 - City24 in Estonia: again good growth and profit
 - City24 expanded to Croatia, good start there
- Operating profit grew to 1.2 MEUR (0.8 MEUR)
 - Etuovi.com, Monster.fi and Estonian City24 were best performers
 - The new initiative Mikko.fi continues to have a negative impact of more than 1 MEUR to the profits of 2008



A close-up photograph of two hands shaking. The hands are weathered and aged, with visible wrinkles and veins. The person on the left is wearing a light-colored, possibly blue or grey, button-down shirt. The person on the right is wearing a grey and white checkered shirt. The background is dark and out of focus.

Outlook for 2008

Outlook for 2008

- Alma Media expects its net sales to increase from the previous year. The media market is expected to grow in 2008, but uncertainty will increase.
- The comparable operating profit for the full year should be at the level of the previous year. The operating profit at the beginning of the year may fall short of the previous year's figure.

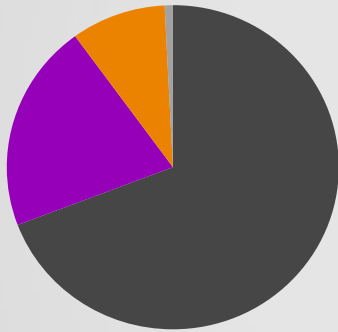




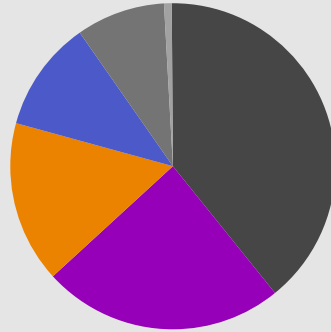
Financial Review FY 2007 & Q4

Net sales break down 2007, MEUR

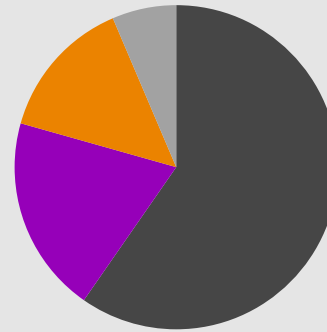
Alma Media
328,9



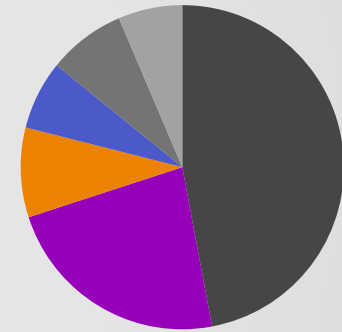
Newspapers
230,6



Kauppalehti Group
70,1



Marketplaces
30,9



- Newspapers 68,8%
- Kauppalehti Group 21,3%
- Marketplaces 9,2%
- Others 0,7%

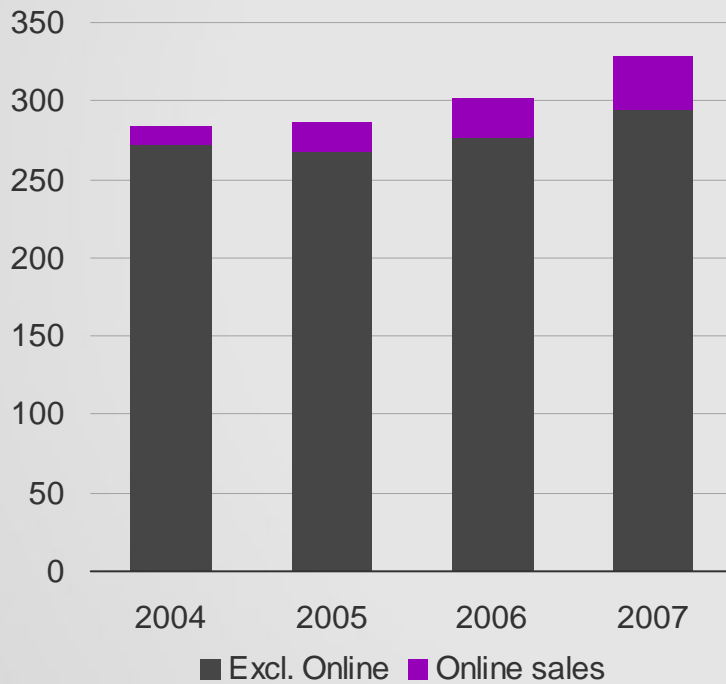
- Aamulehti 39,2%
- Iltalehti 24,0%
- Northern Newsp. 16,0%
- Satakunnan Kansa 11,0%
- Local Newsp. 9,0%
- Printing Sales, Ext. 0,8%

- Kauppalehti 59,6%
- Lehdentekijät 19,9%
- Kauppalehti 121 14,1%
- BNS 6,4%

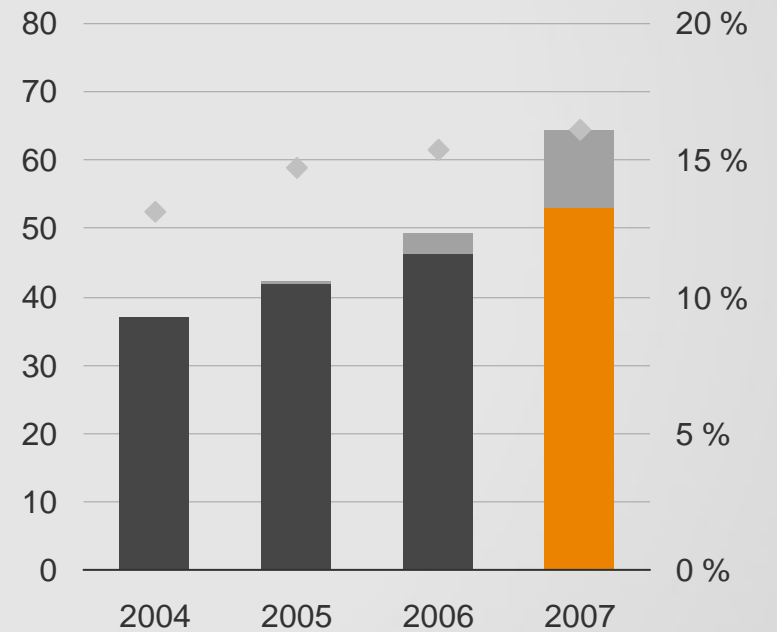
- Etuovi 47,0%
- Monster 23,1%
- Autotalli 8,9%
- Mascus 6,9%
- City24 7,8%
- Bovision+ 6,3%

Key figures 2004-2007, MEUR

Net Sales

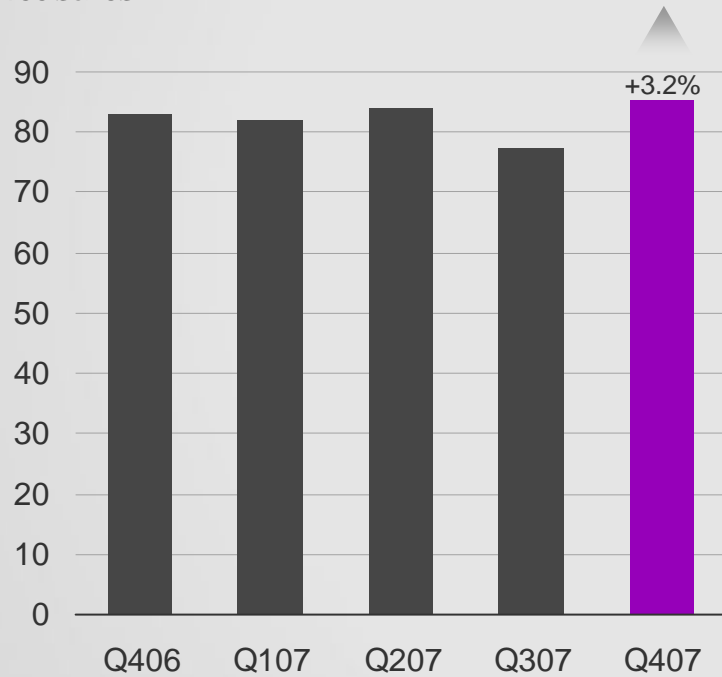


EBIT

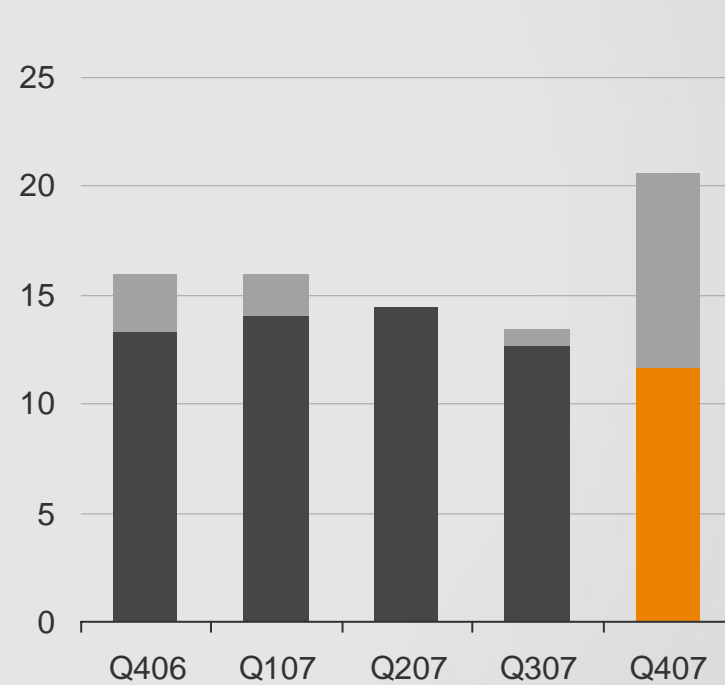


Key figures 2007, MEUR

Net sales

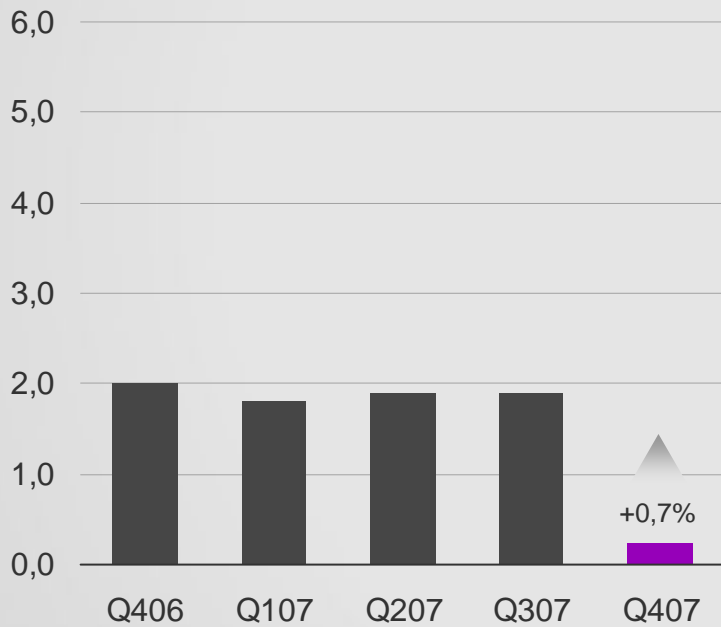


EBIT

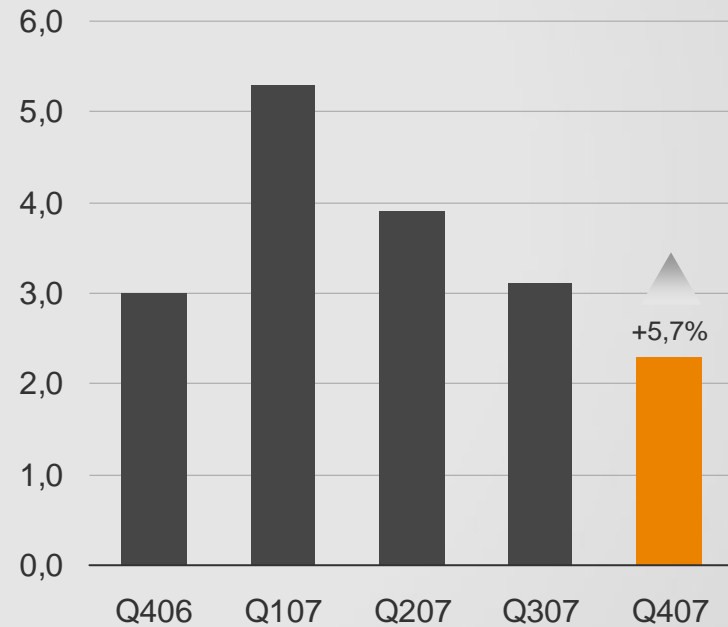


Net sales change by type, MEUR

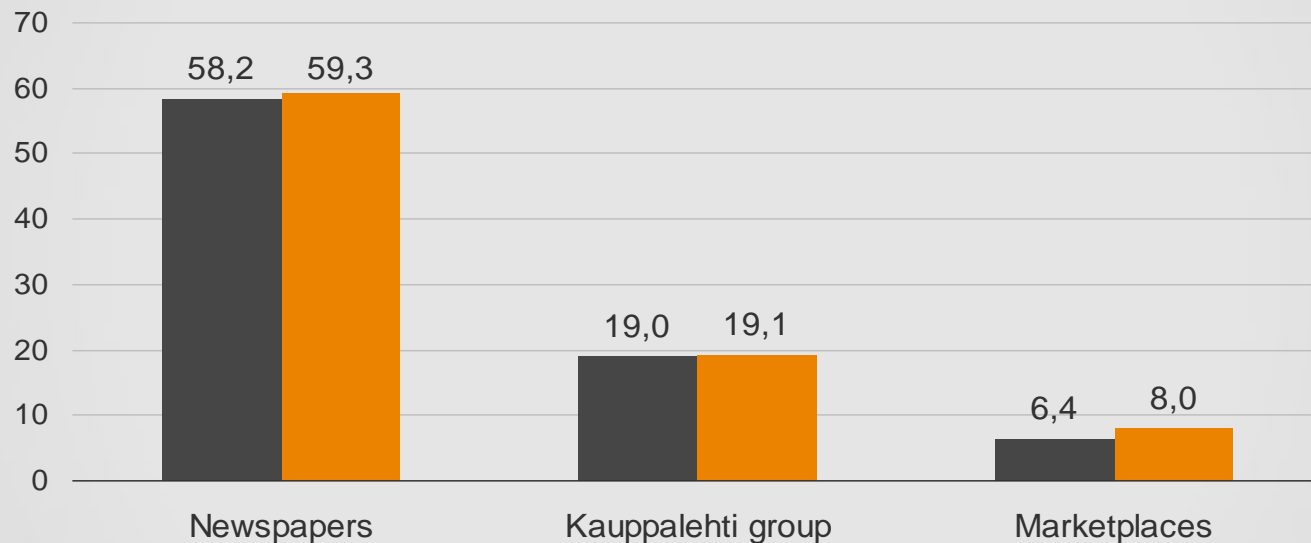
Circulation



Advertising



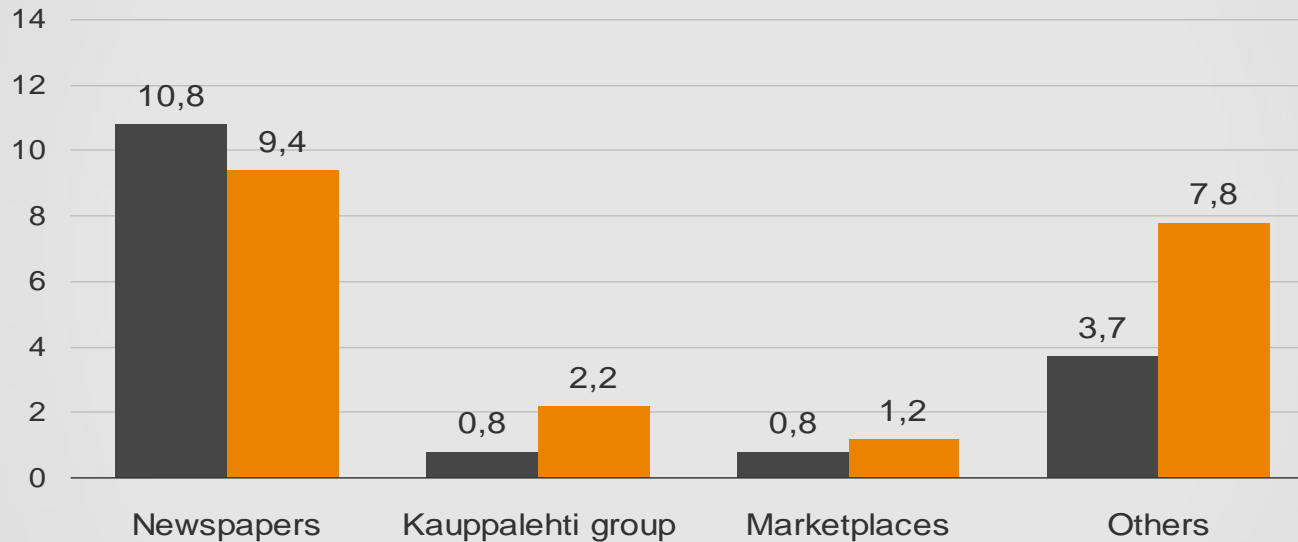
Net Sales Q4 2007 by business area, MEUR



NS Chg %	1,8	0,6	25,7
Circ Chg %	1,9	-3,8	-
Advert Chg%	3,0	-4,0	31,9

■ Net sales Q4 2006 ■ Net sales Q4 2007

EBIT: Q4 2007 by business area, MEUR

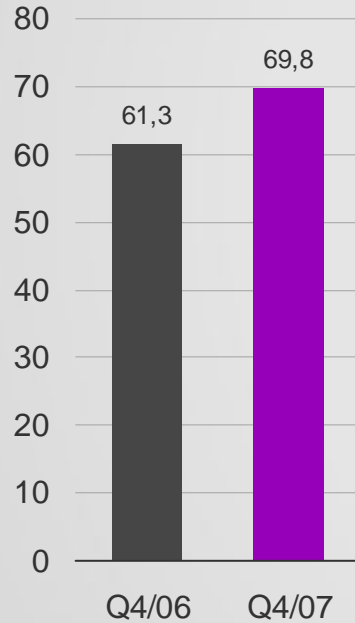


EBIT% Q406	18,5	4,0	11,8	n/a
EBIT% Q407	15,8	11,7	15,0	n/a

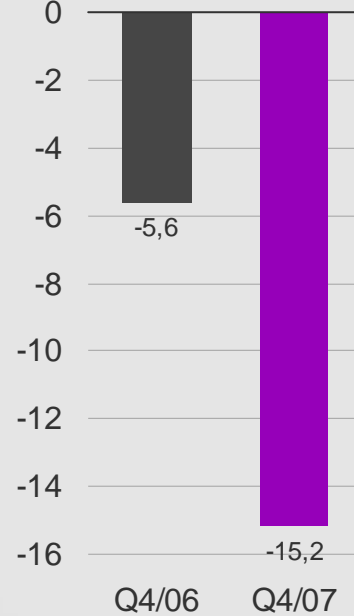
■ EBIT Q4 2006 ■ EBIT Q4 2007

Key ratios in 2007

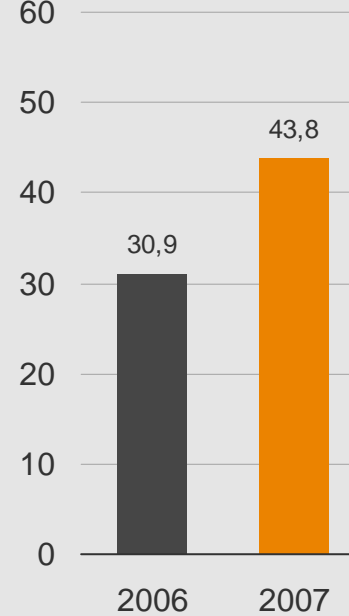
Equity ratio, %



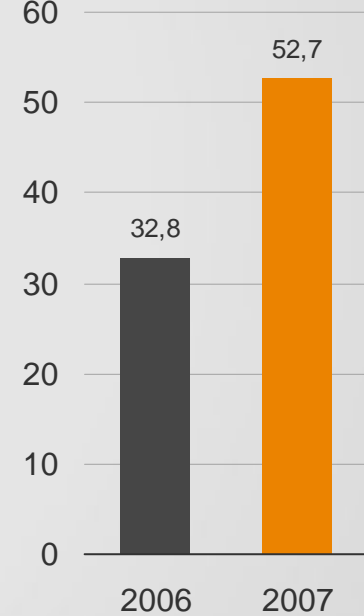
Gearing, %



ROE %

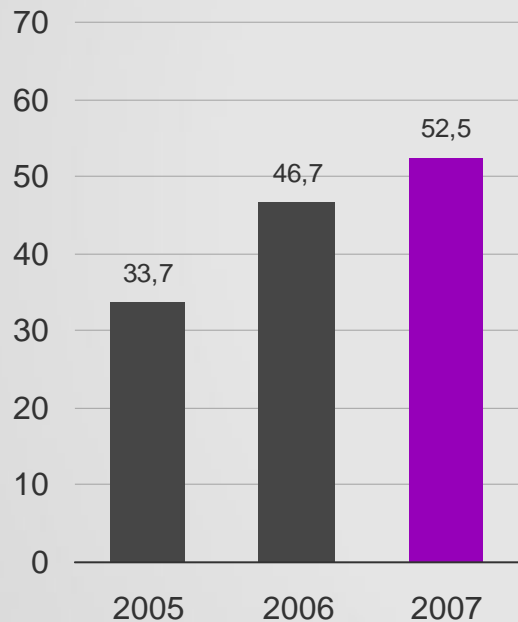


ROI %

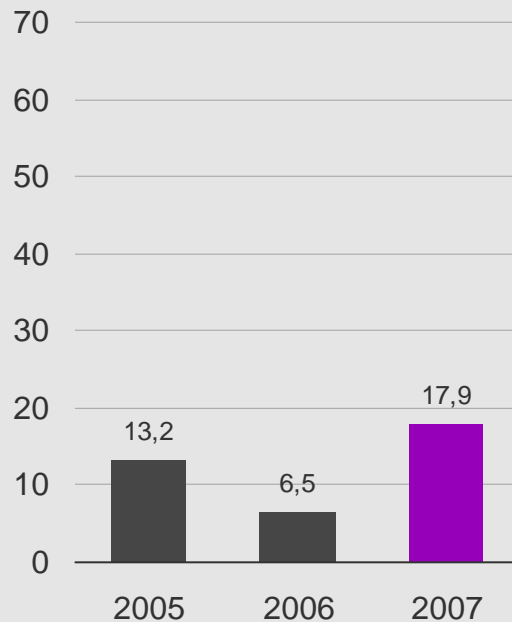


Key figures on cash basis, MEUR

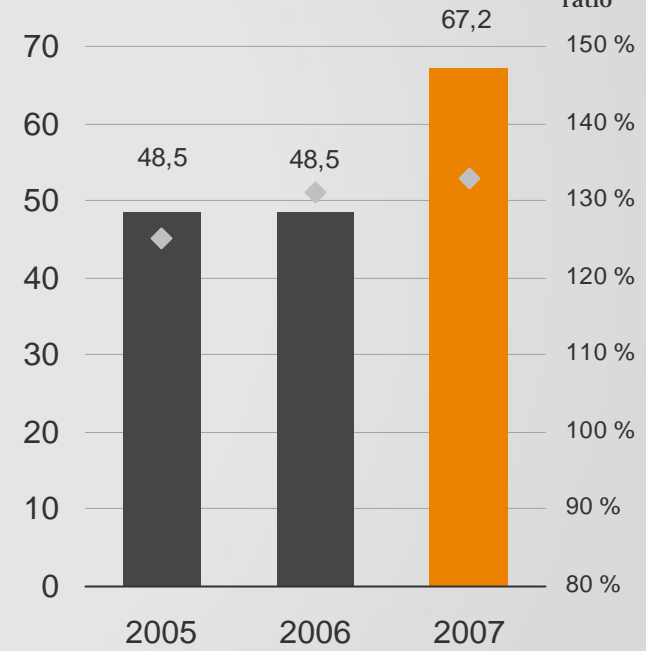
Operating cash flow



Net cash (Net debt)



Dividend



DPS and RE per share, EUR



Thank You!

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