

The background image shows a busy press conference or media event. Several people are seated in the foreground, many holding professional cameras and video equipment. The scene is dimly lit, with some blue light visible in the lower right corner. The overall atmosphere is one of a high-profile media gathering.

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Alma Media Corporation Q4 & FY 2007 Review

Kai Telanne, CEO
Teemu Kangas-Kärki, CFO
13.2.2008

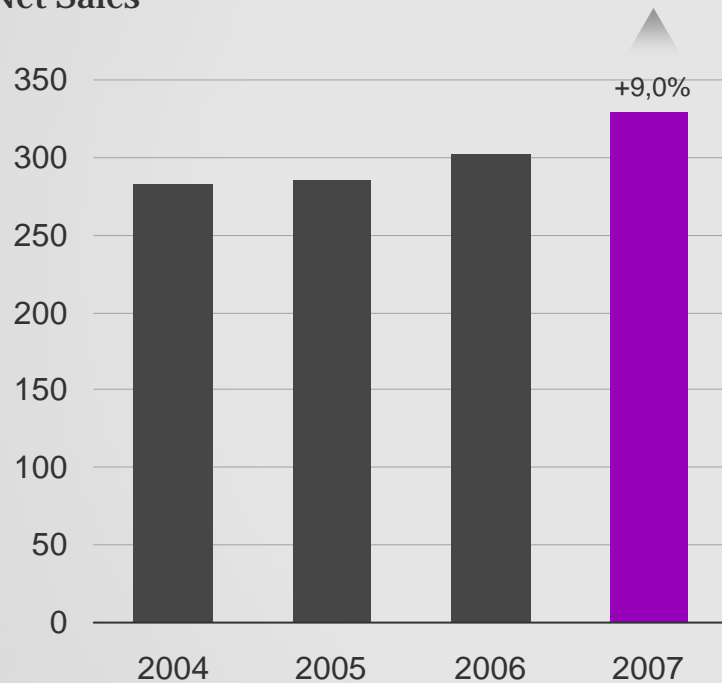
Highlights FY 2007

- 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

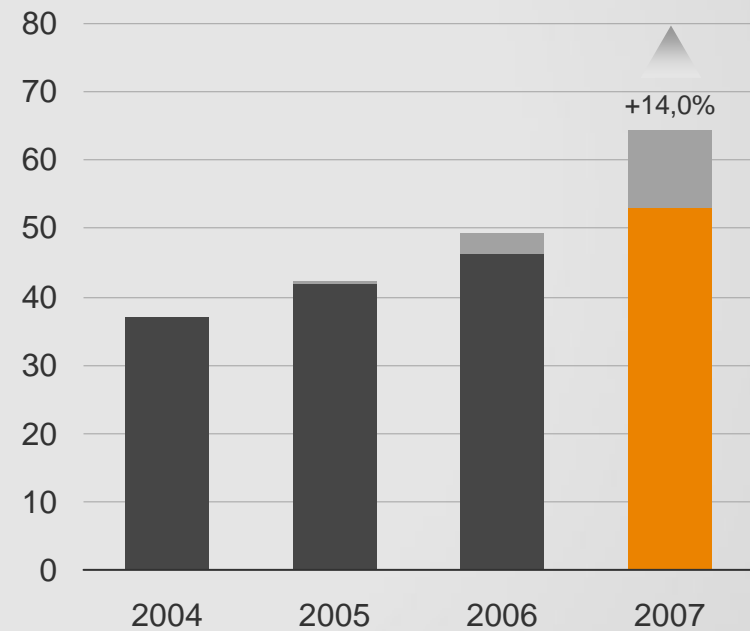


Key figures 2004-2007, MEUR

Net Sales



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A photograph of a diverse crowd of people at an outdoor event. Many individuals are wearing raincoats or hooded jackets, suggesting a rainy or overcast day. Several people in the foreground and middle ground have their hands raised, some in a celebratory gesture. The crowd is dense, and the overall atmosphere appears to be one of a public gathering or festival. The background is bright and slightly overexposed, possibly due to the weather or the camera's exposure.

Media Markets in Finland Q4 & FY 2007

Media advertising Alma Media vs. market Q4 2007

Change, %	Market Q4 07 *	Alma Media Q4 07
Newspapers	0,4	0,4**
Magazines	1,6	-
Television	8,3	-
Radio	1,2	-
Internet	27,7	43,5
TOTAL	3,9	5,7

Source:

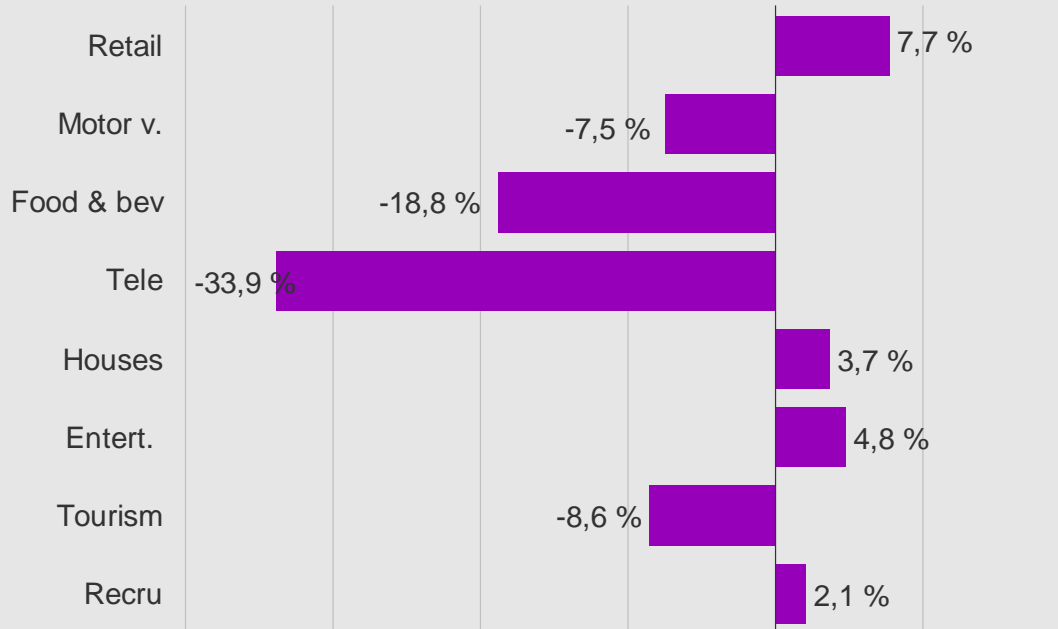
* TNS Media Intelligence

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



Most advertised branches Q4 2007

Newspapers Total



Adv. Sales Q4 07	MEUR
Retail	64
Motor vehicles	17
Food & beverages	1
Telecommunications	5
Houses and premises	12
Entertainment	7
Tourism and traffic	5
Recruiting	11
Other	49
Media sales total	171



Media advertising Alma Media vs. market Q1-Q4 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:

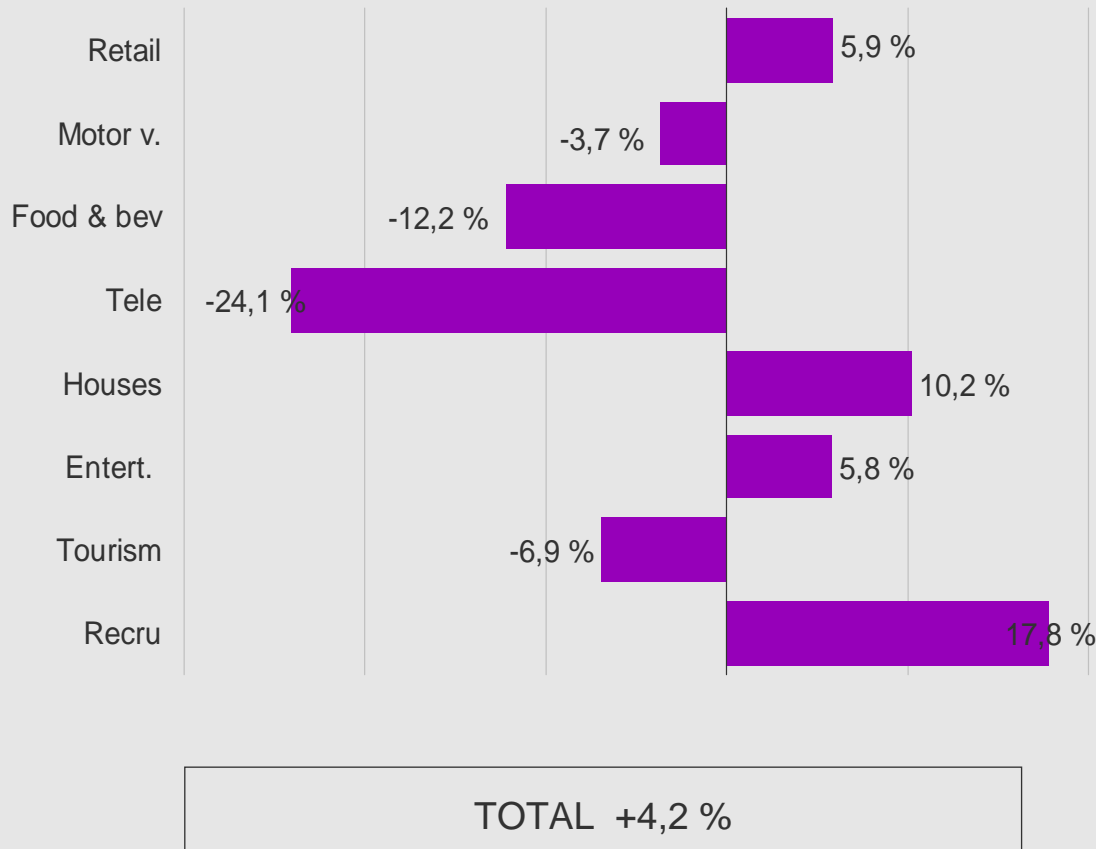
* TNS Media Intelligence

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Kauppalehti and Etuovi.com print



Most advertised branches Q1-Q4 2007

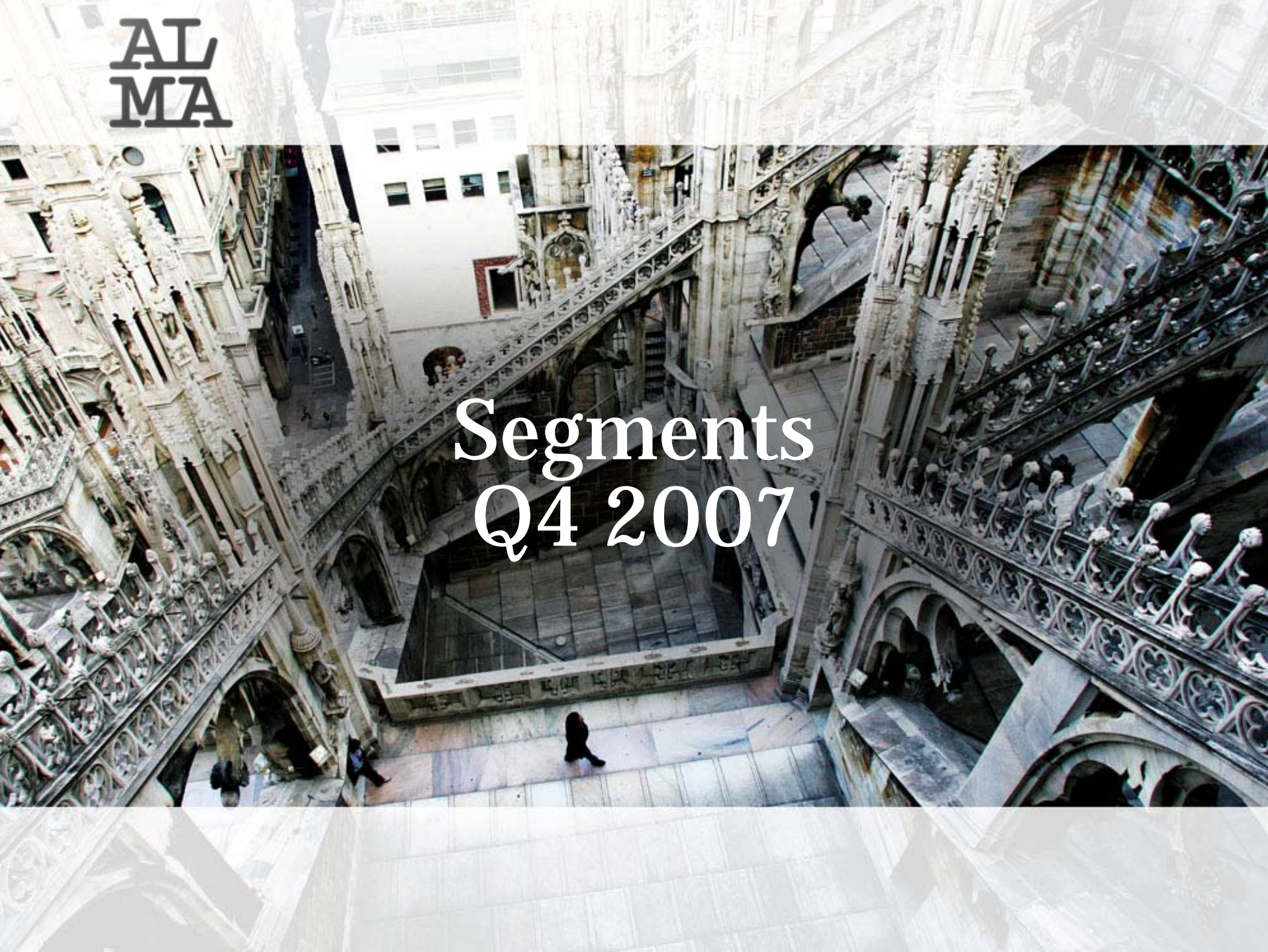
Newspapers Total



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

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Segments Q4 2007



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



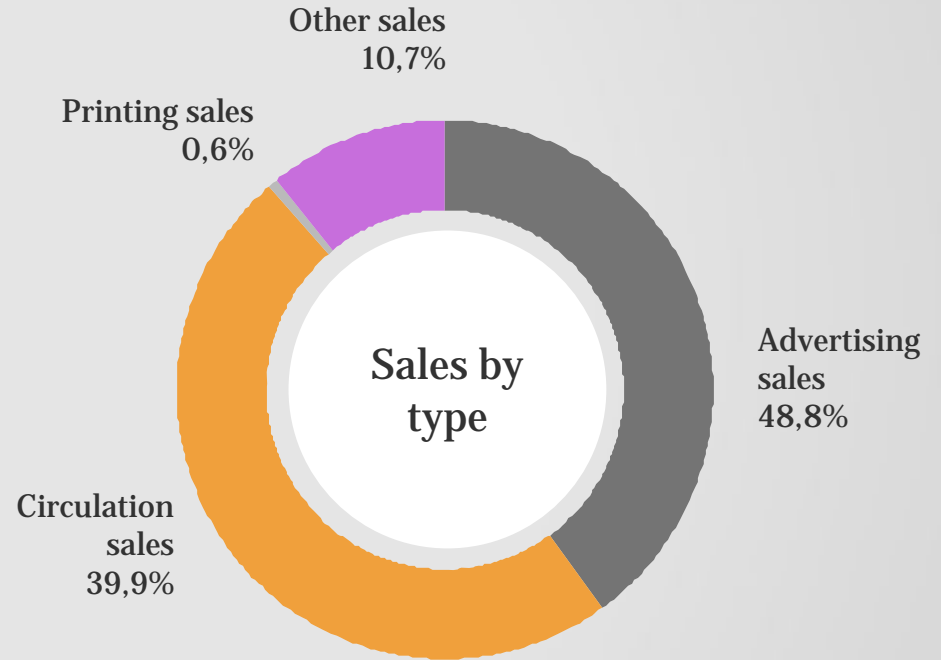
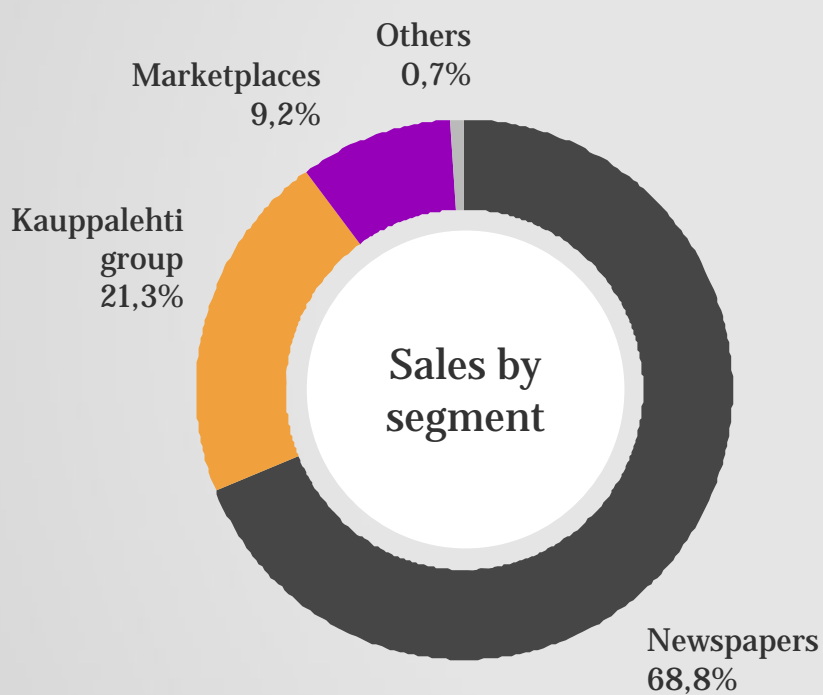


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Financial Review FY 2007 & Q4

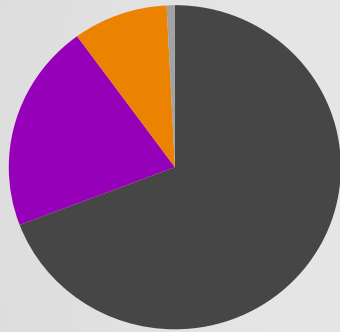
Sales breakdown 2007, MEUR

Total Sales 328,9 EUR Million



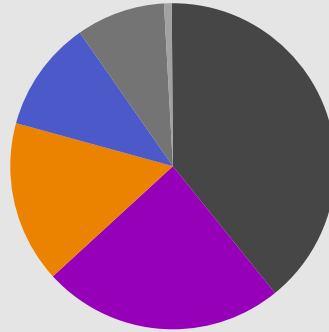
Net sales break down 2007, MEUR

Alma Media
328,9



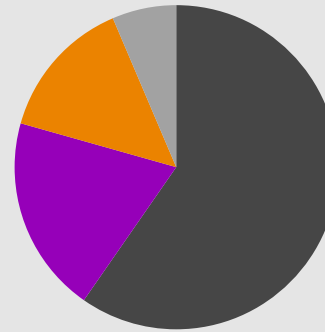
- Newspapers 68,8%
- Kauppalehti Group 21,3%
- Marketplaces 9,2%
- Others 0,7%

Newspapers
230,6



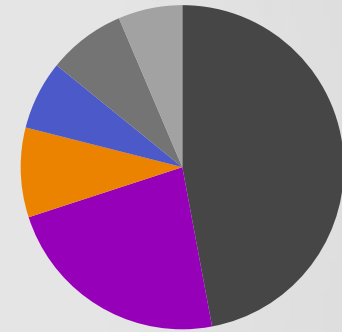
- Aamulehti 39,2%
- Iltalehti 24,0%
- Northern Newsp. 16,0%
- Satakunnan Kansa 11,0%
- Local Newsp. 9,0%
- Printing Sales, Ext. 0,8%

Kauppalehti Group
70,1



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

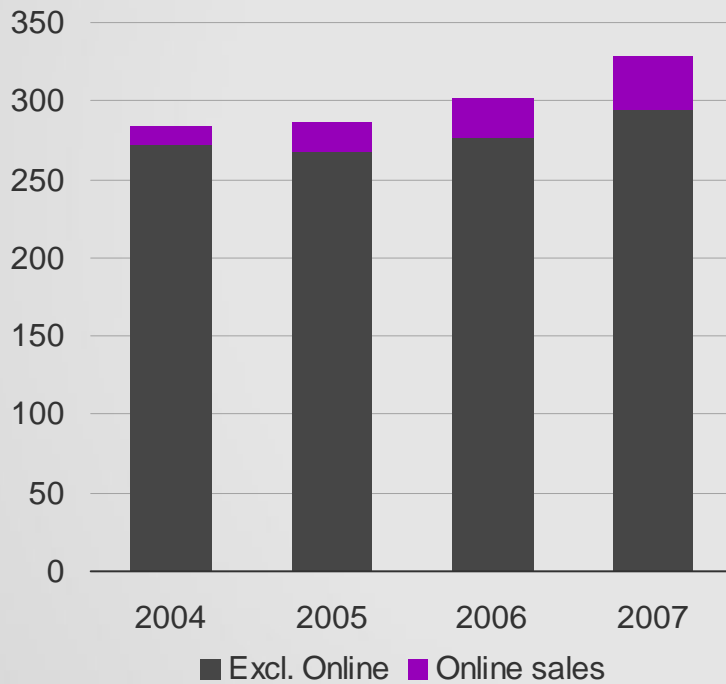
Marketplaces
30,9



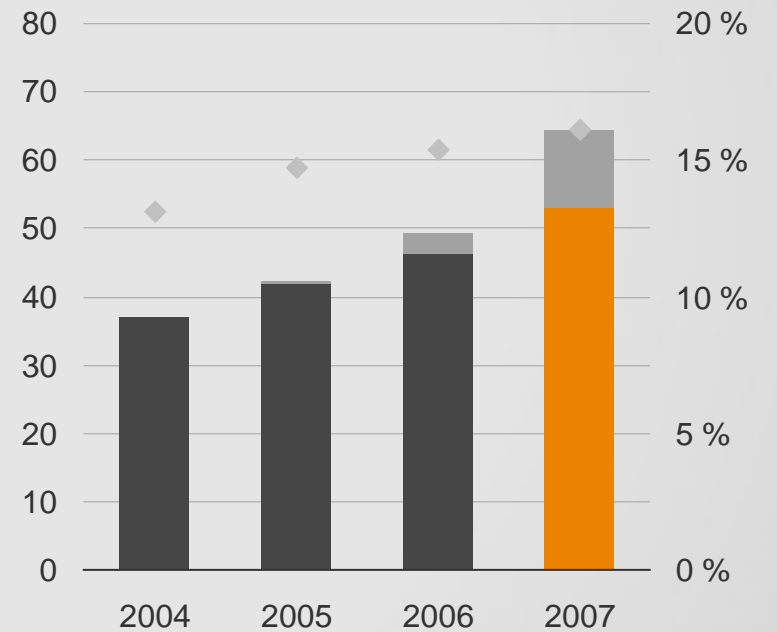
- Etuovi 47,0%
- Monster 23,1%
- Autotalli 8,9%
- Mascus 6,9%
- City24 7,8%
- Bovision+ 6,3%

Key figures 2004-2007, MEUR

Net Sales



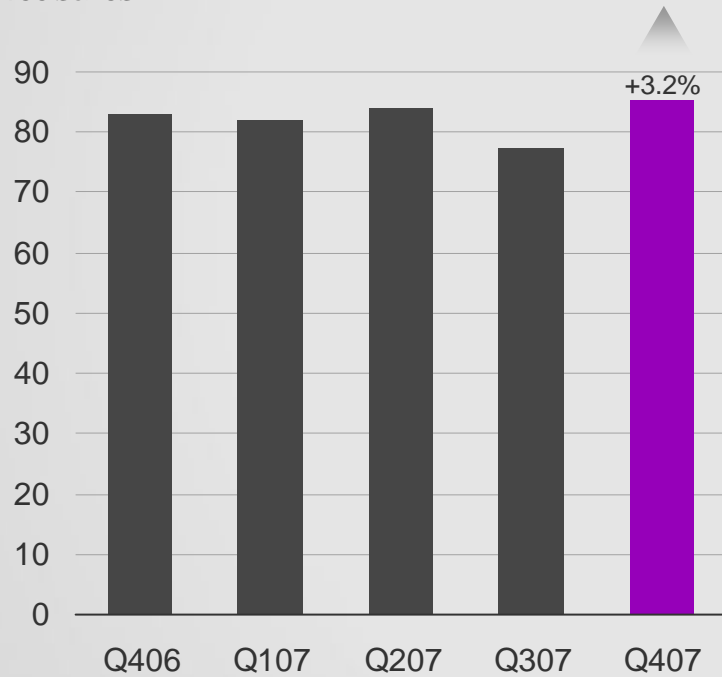
EBIT



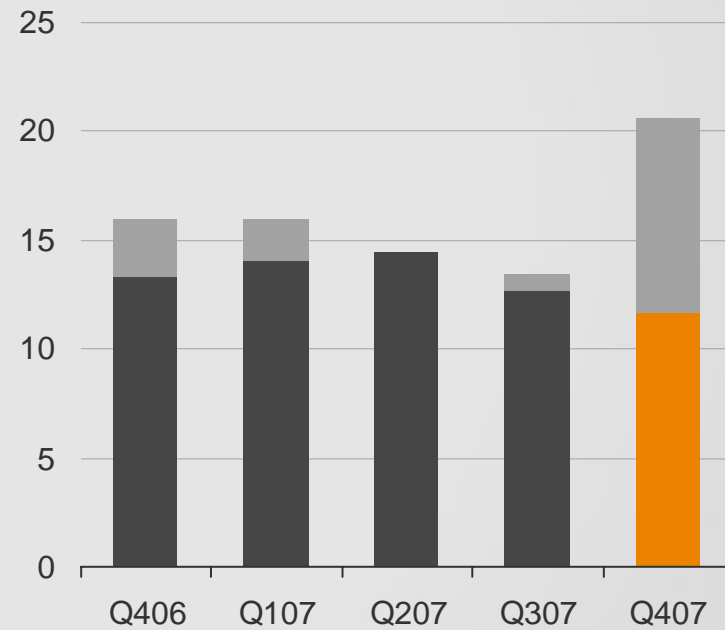
EBIT %

Key figures 2007, MEUR

Net sales

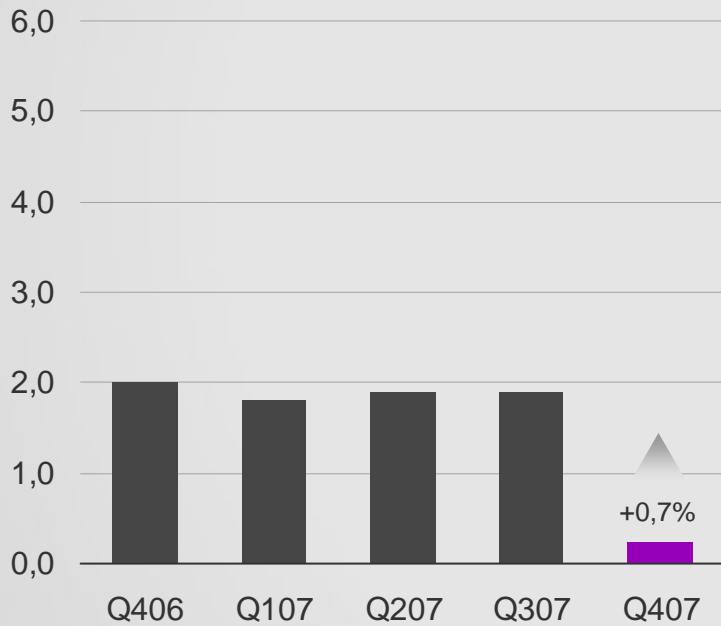


EBIT

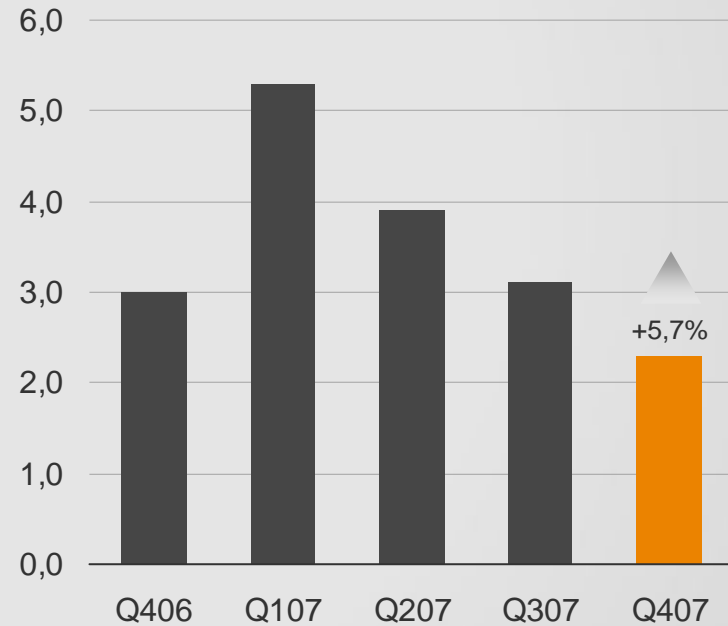


Net sales change by type, MEUR

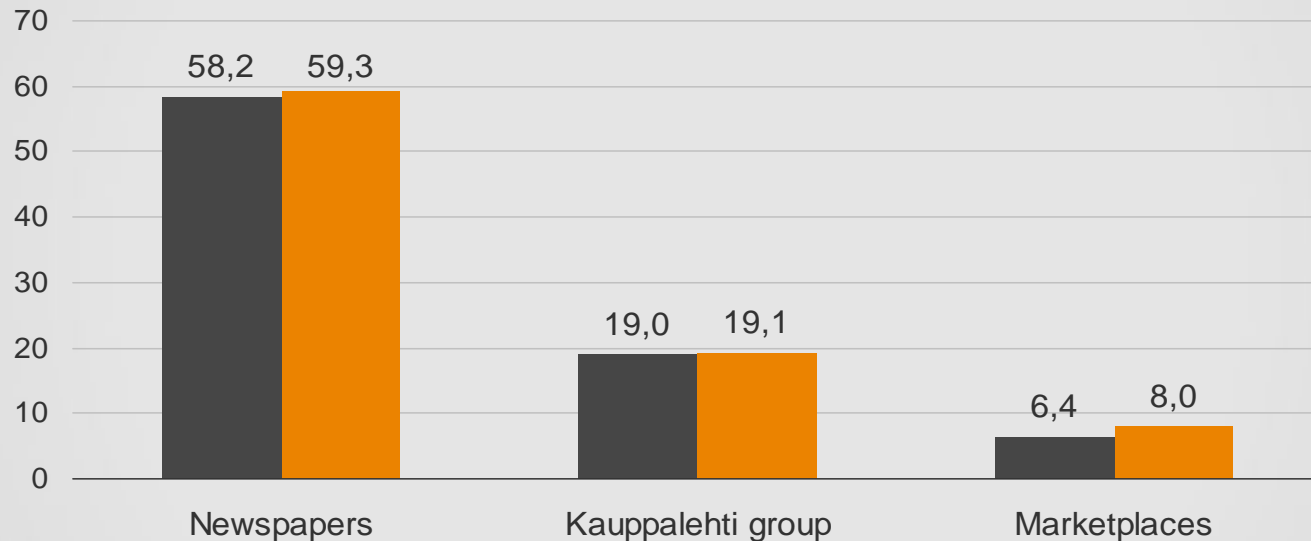
Circulation



Advertising



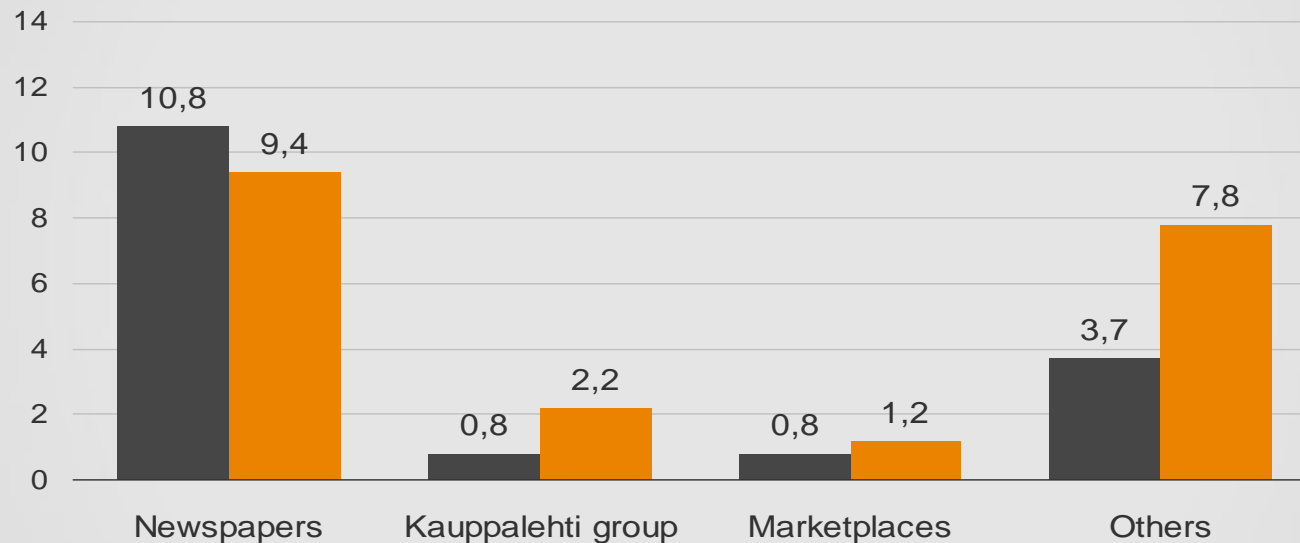
Net Sales Q4 2007 by business area, MEUR



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

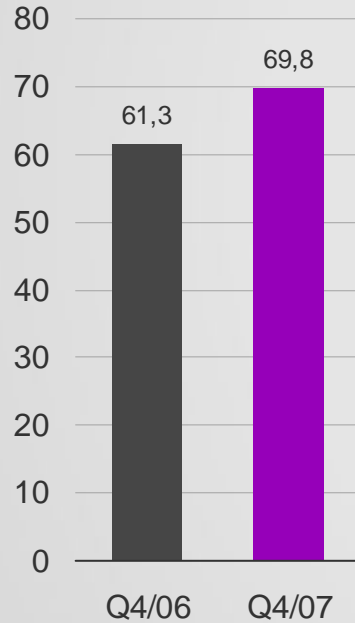


EBIT% Q406	18,5	4,0	11,8	n/a
EBIT% Q407	15,8	11,7	15,0	n/a

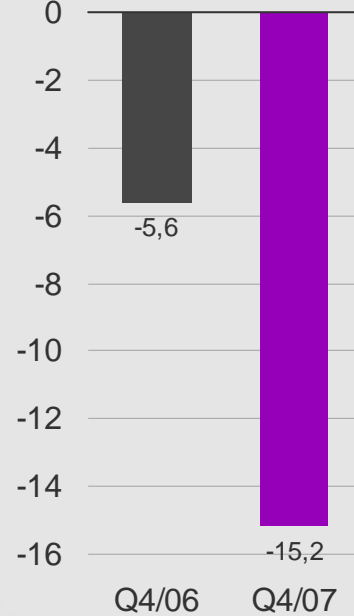
■ EBIT Q4 2006 ■ EBIT Q4 2007

Key ratios in 2007

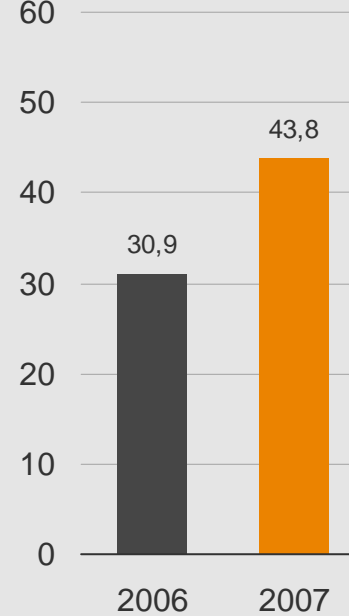
Equity ratio, %



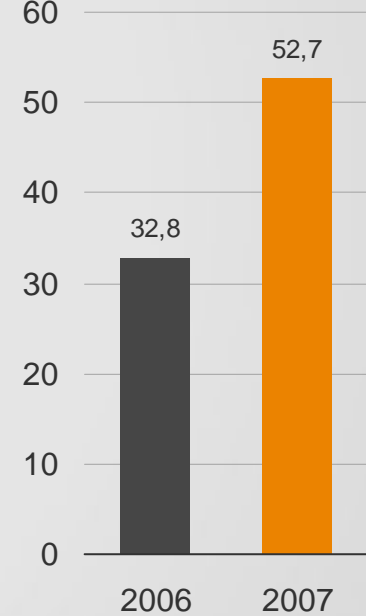
Gearing, %



ROE %

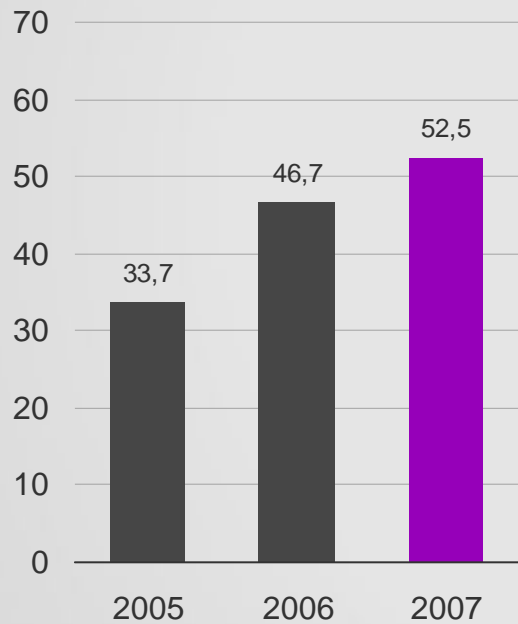


ROI %

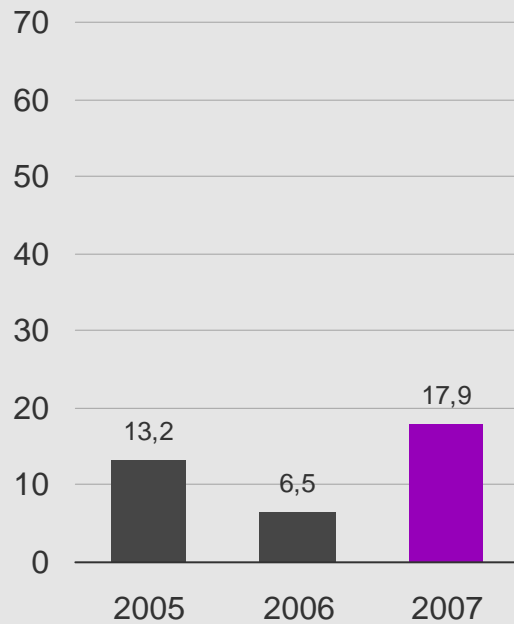


Key figures on cash basis, MEUR

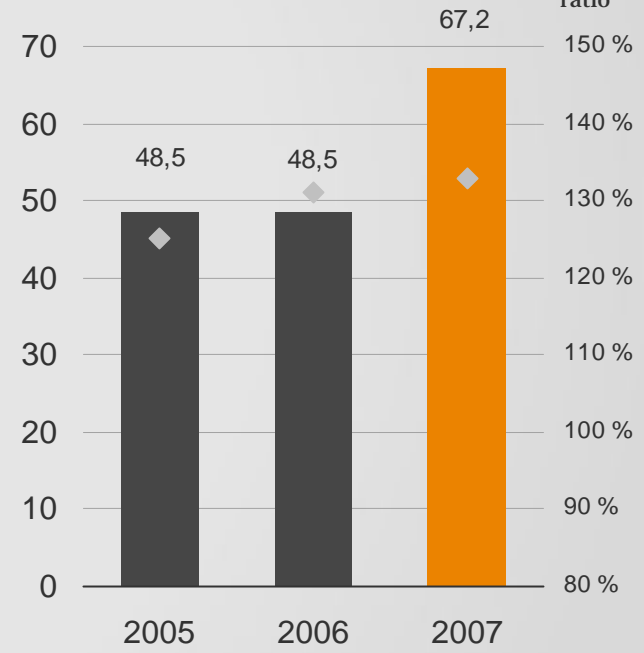
Operating cash flow



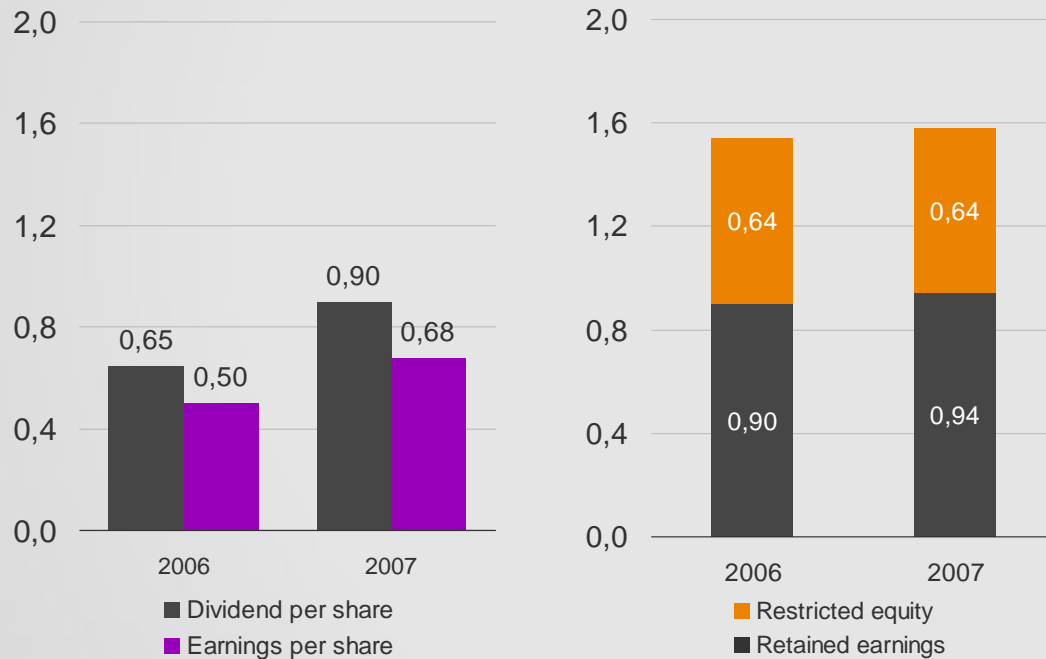
Net cash (Net debt)



Dividend



DPS and RE per share, EUR



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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.





Thank You!

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