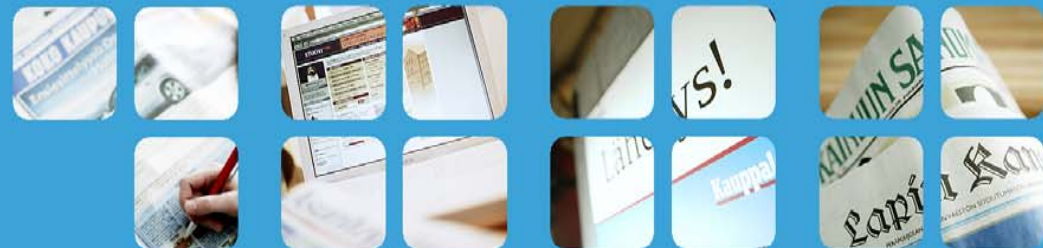


# The Winning Team in Newspaper and Online Media

Kai Telanne, CEO

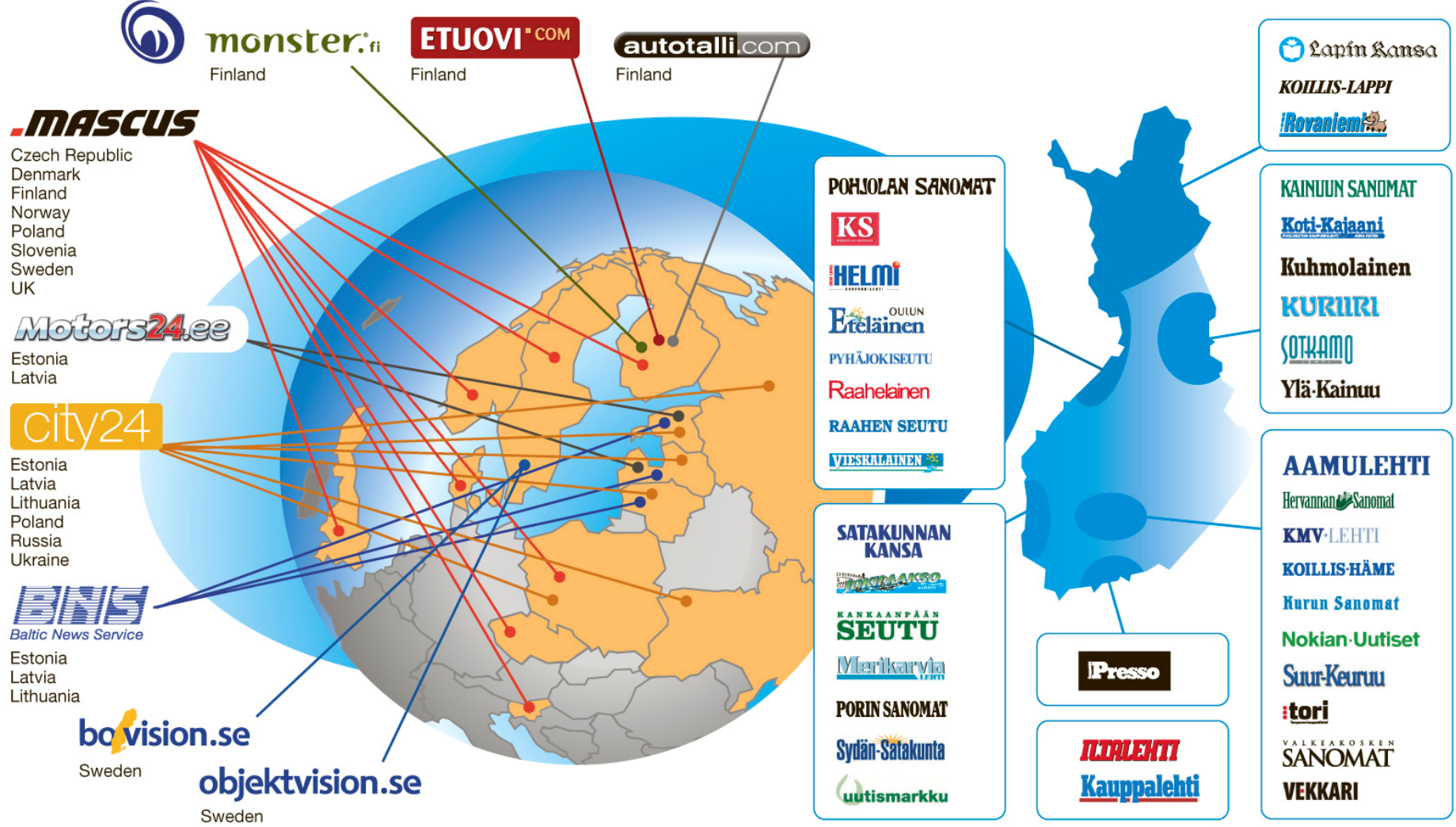
Alma Media Capital Markets Day  
12th September 2007

ALMA | MEDIA





# Newspapers in Finland, online media in Europe



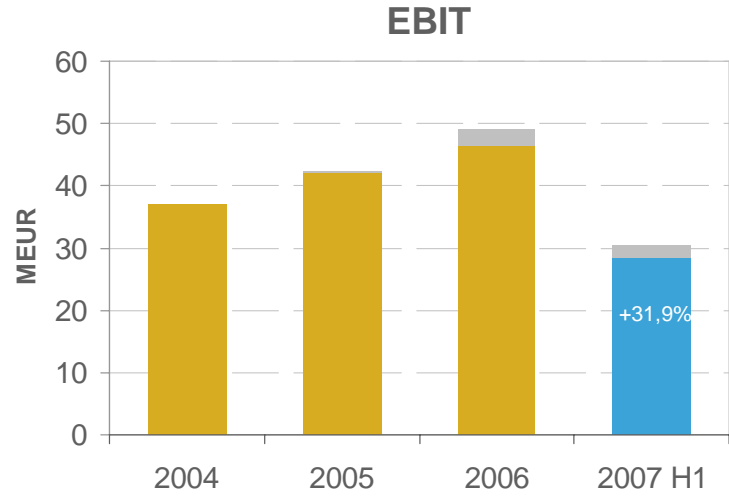
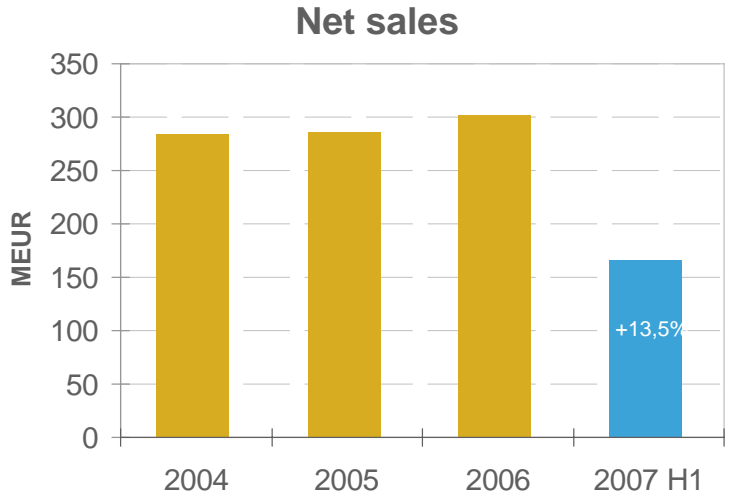


## Clear focus and chained operations

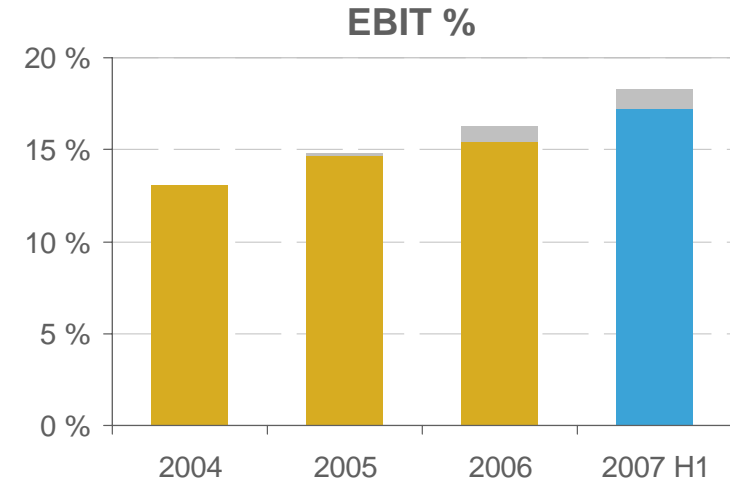
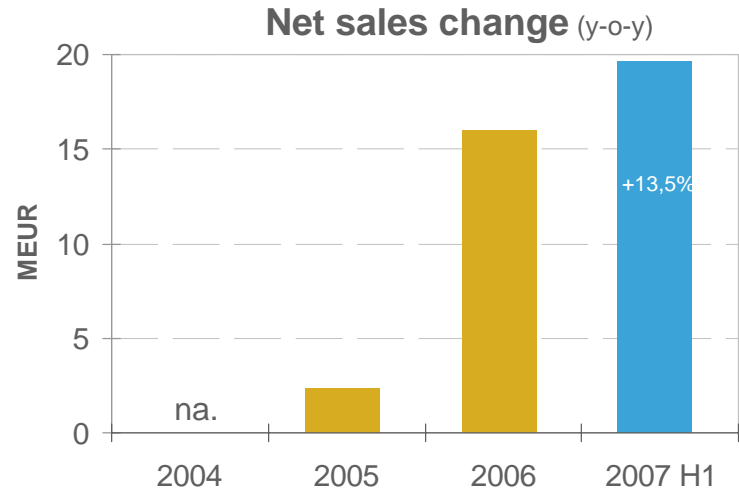
- Since 2005 focus has been on two businesses
  - Newspapers (local, regional, freesheet, tabloid and business)
  - Online media (classified marketplaces and online newspapers)
- Chaining business operations as key operative strength
  - Utilizing all talents around the company
  - Better quality AND efficiency leading to continuous profit improvement
  - Wider and deeper resources for newspaper and online service development



# Key figures 2004-2007/H1



■ = extraordinary items



# Media Markets and Alma Media







## Media advertising Alma Media vs. market Jan-Jul 2007

Change, %	Market Jan-Jul 07 *	Alma Media Jan-Jul 07
Newspapers	6,5	7,0**
Magazines	2,7	-
Television	6,1	-
Radio	3,9	-
Internet	22,0	34,3
<b>TOTAL</b>	<b>6,5</b>	<b>12,4</b>

Source:

\* TNS Gallup Oy Adex

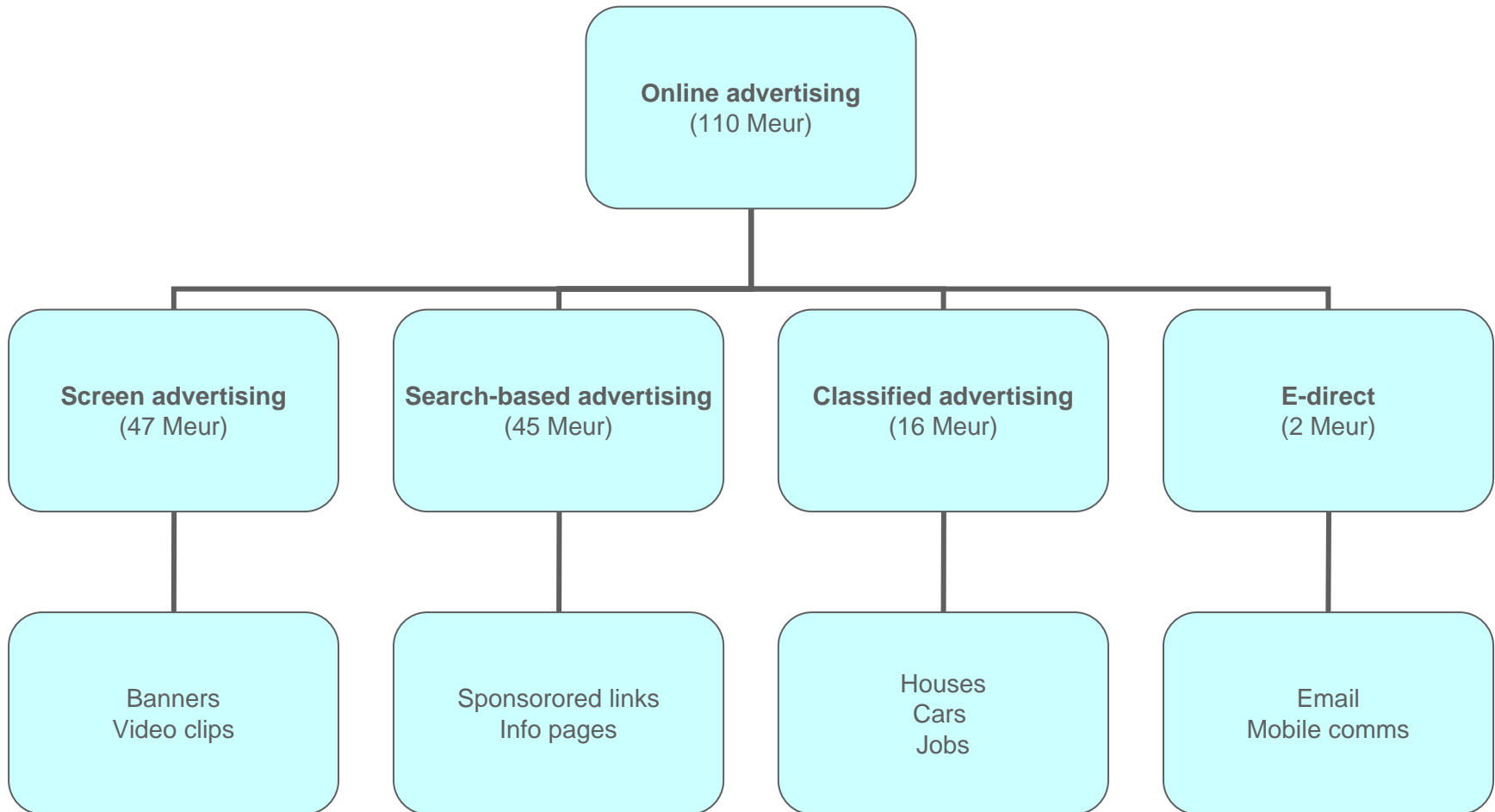
\*\* Newspapers-segment (excl. online services),  
Kauppalehti and Etuovi.com print

# Online Advertising in Finland





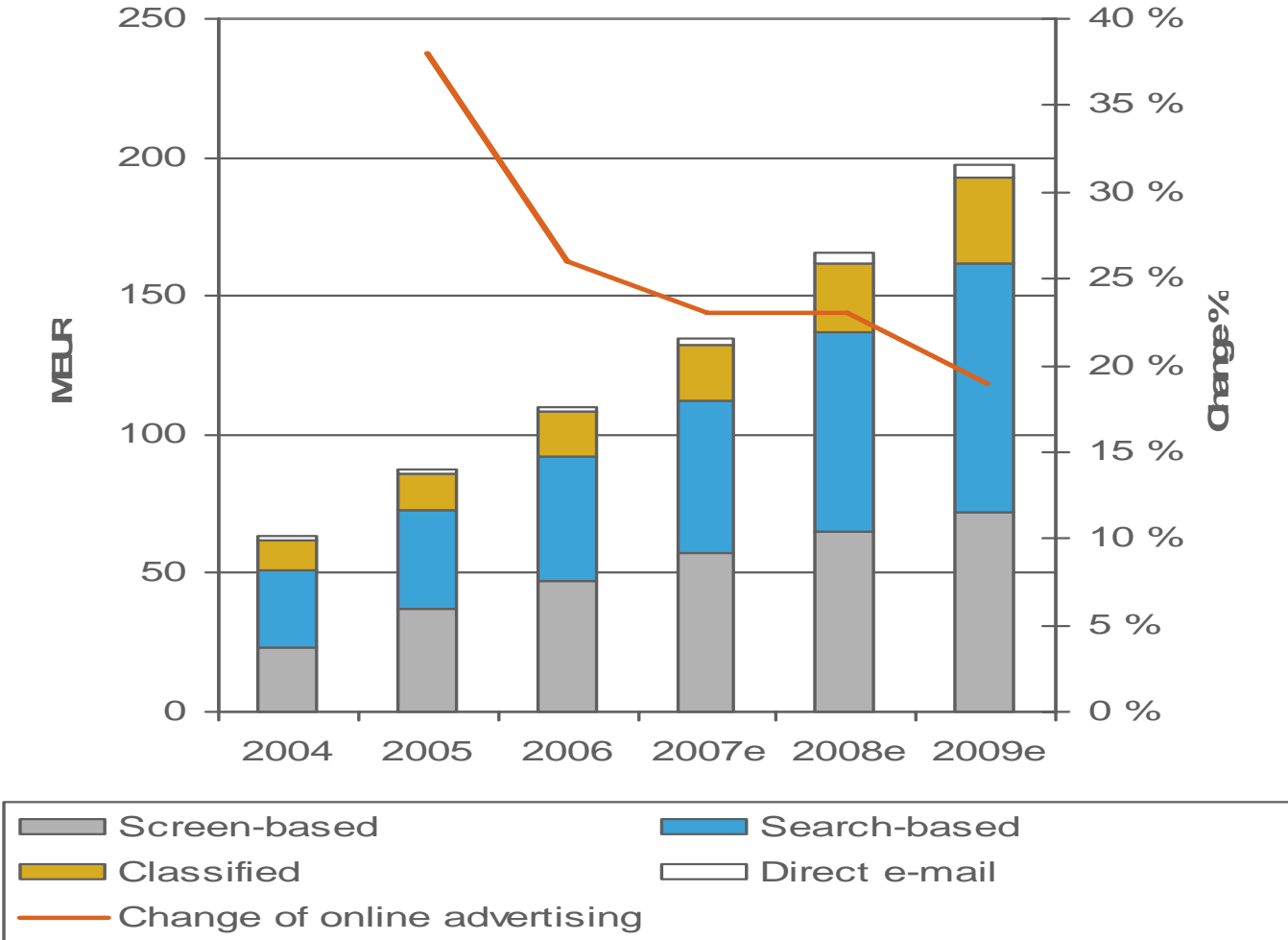
# Online advertising market in Finland 2006



Sources: TNS Gallup, IAB Finland, Alma Media

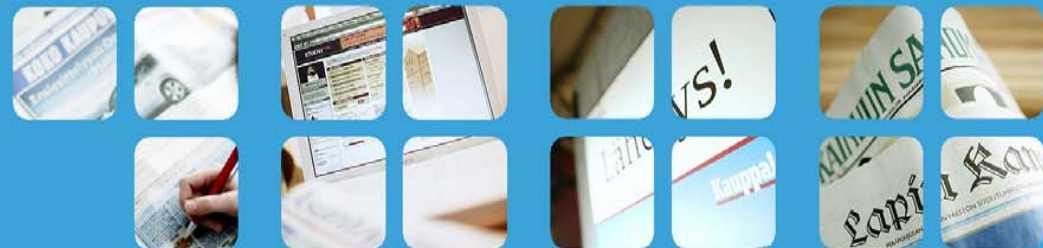


# The development of Online advertising in Finland



Sources: TNS Gallup, IAB Finland, Alma Media

# Online Advertising in Europe and Scandinavia



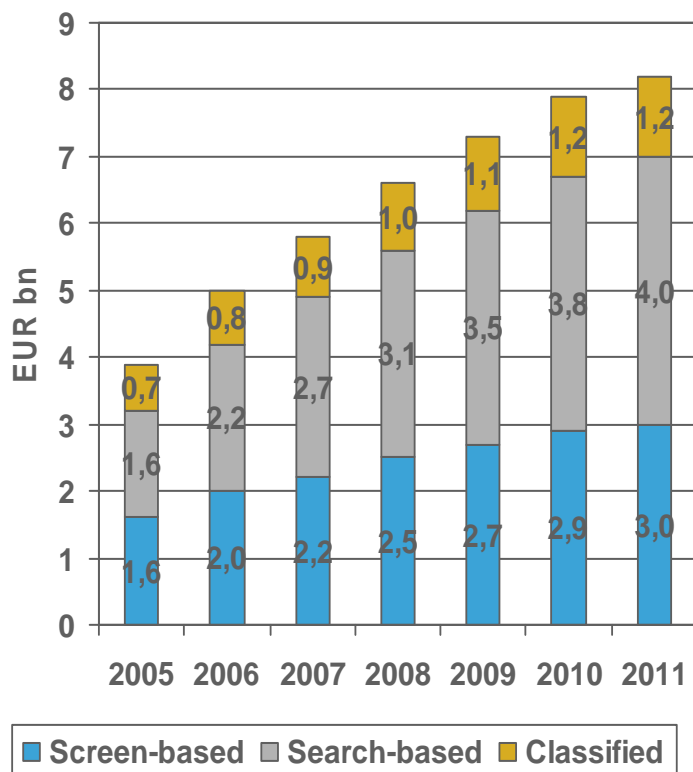


# Online advertising in Europe and Scandinavia

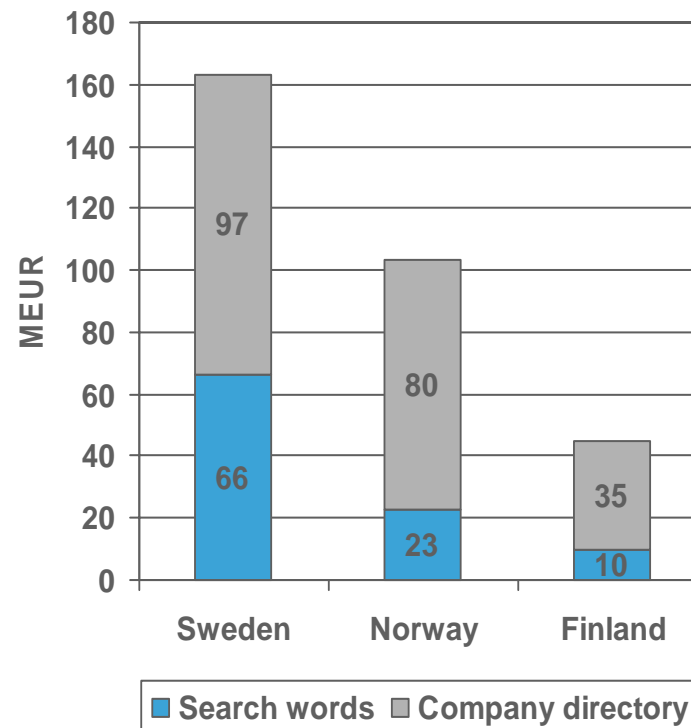
Search-based advertising has already passed screen-based advertising in Europe.

Finland is 3 years behind Sweden and 2 years behind Norway in development.

## Online advertising in Europe



## Search-based online advertising in 2006



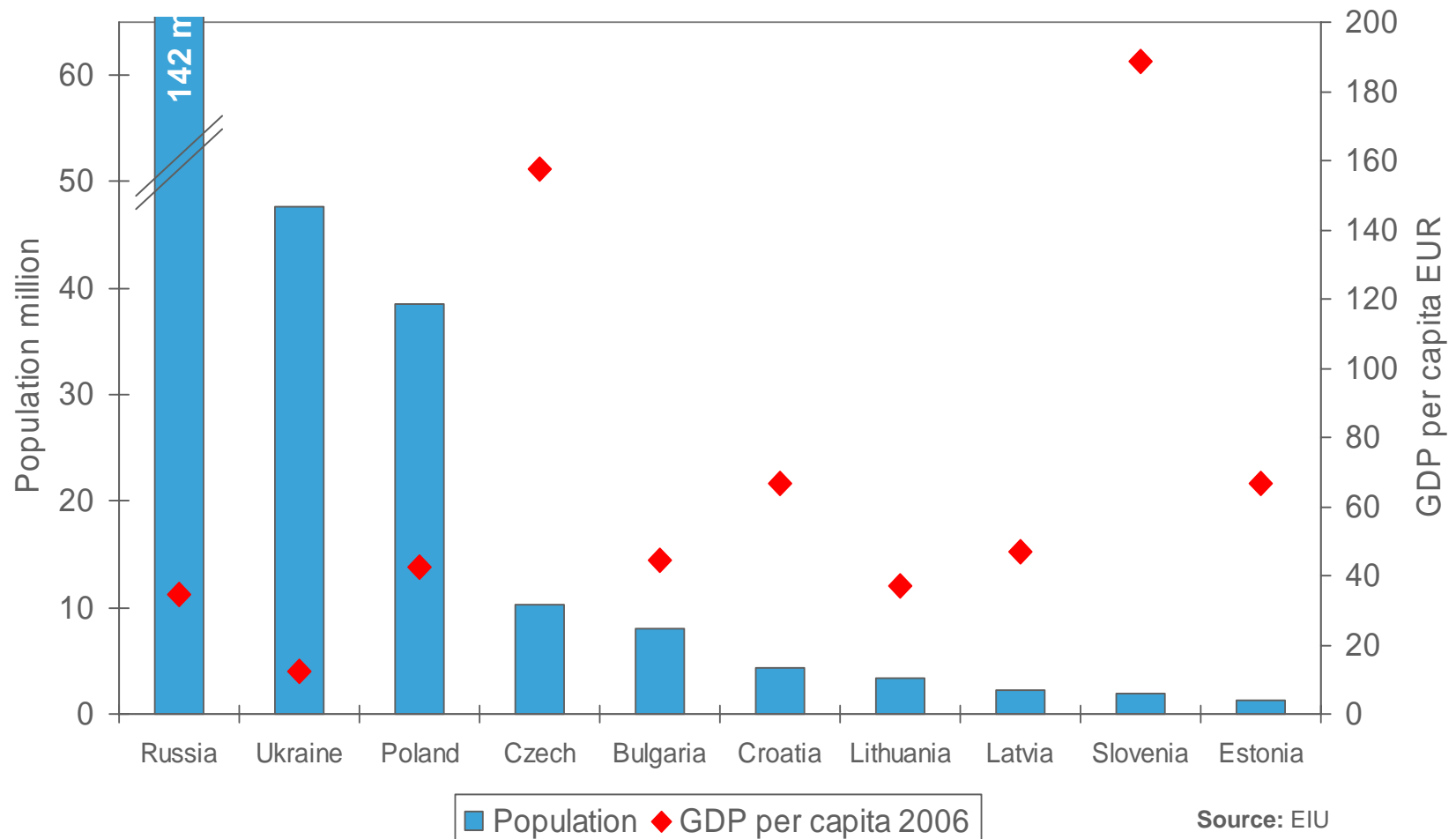
# Media Markets in Eastern Europe





## Alma Media Marketplaces planned presence 12/07

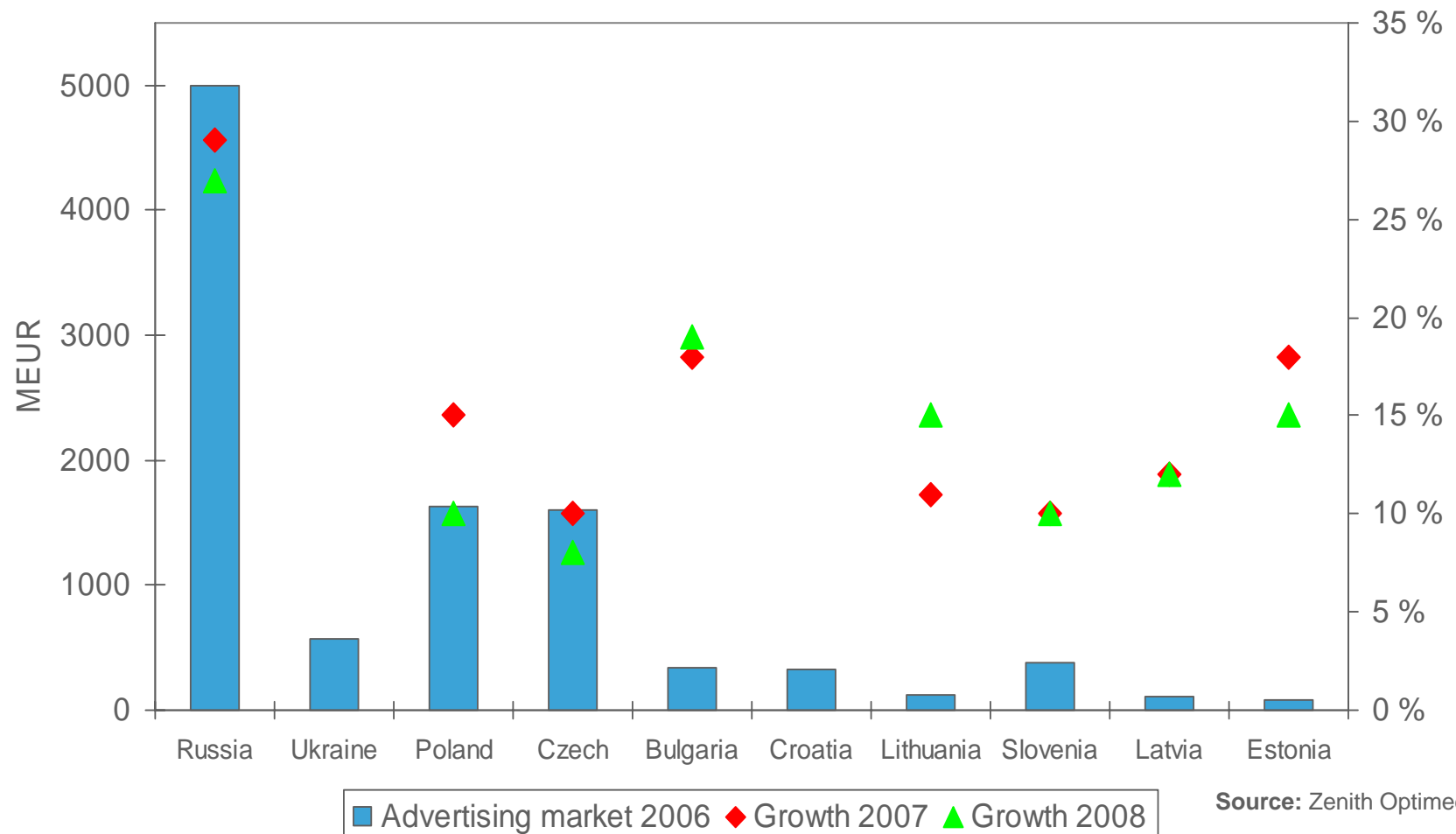
Very diverse economies ranging from vast, modest income Russia to very small but prosperous Slovenia. GDP growth expectations 2007-2011 CAGR 7-12%.





## Media markets

Wide range in size, Russia in a category of its own. TV countries with exceptions of Estonia and Latvia. Growth expectations 2007-2008 double digit, Russia almost 30 % p.a.

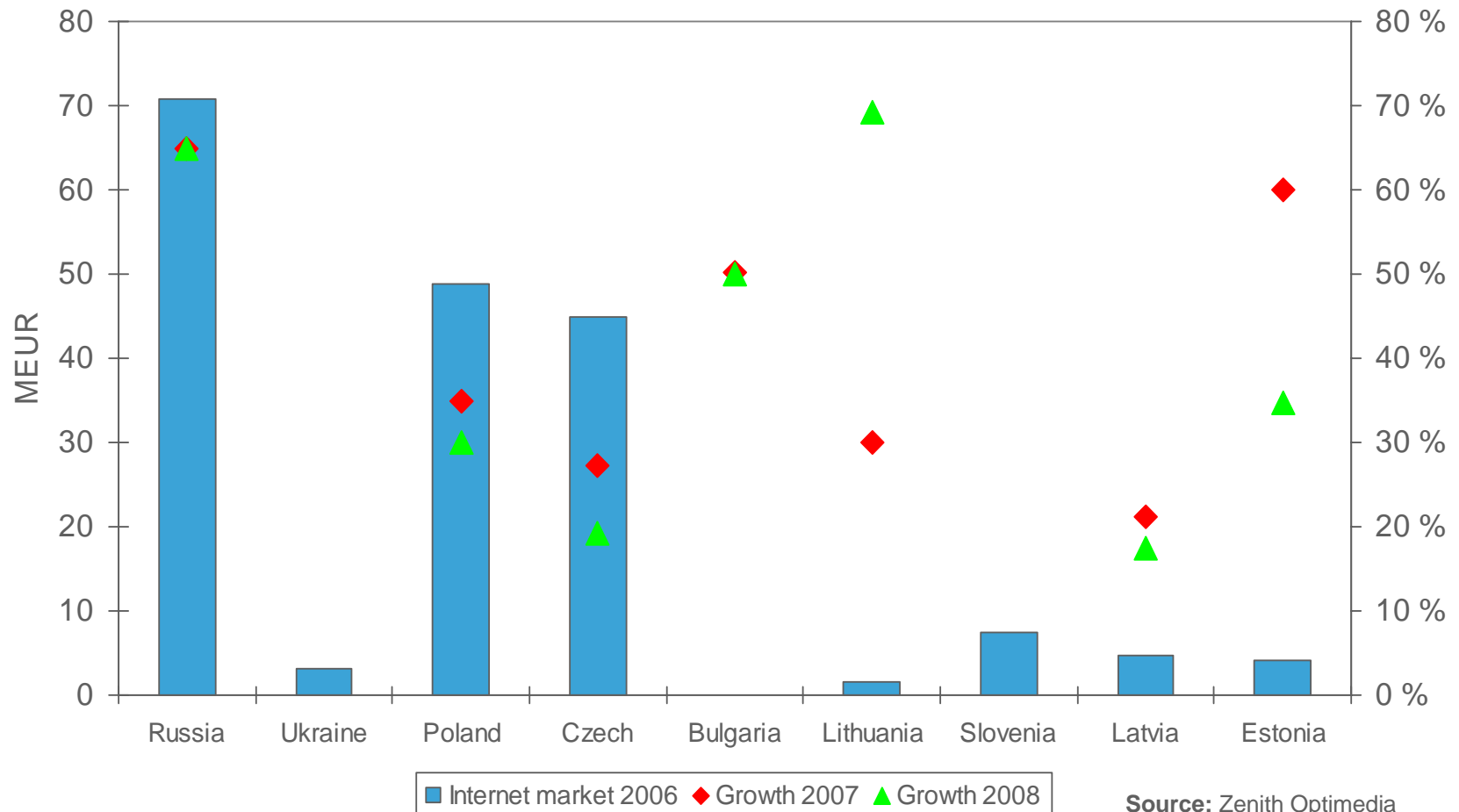




# Online Media Market

Very limited and unreliable information available

Growth expectations in online media exceed total market growth in all countries, strongest in Russia.



# Strategy



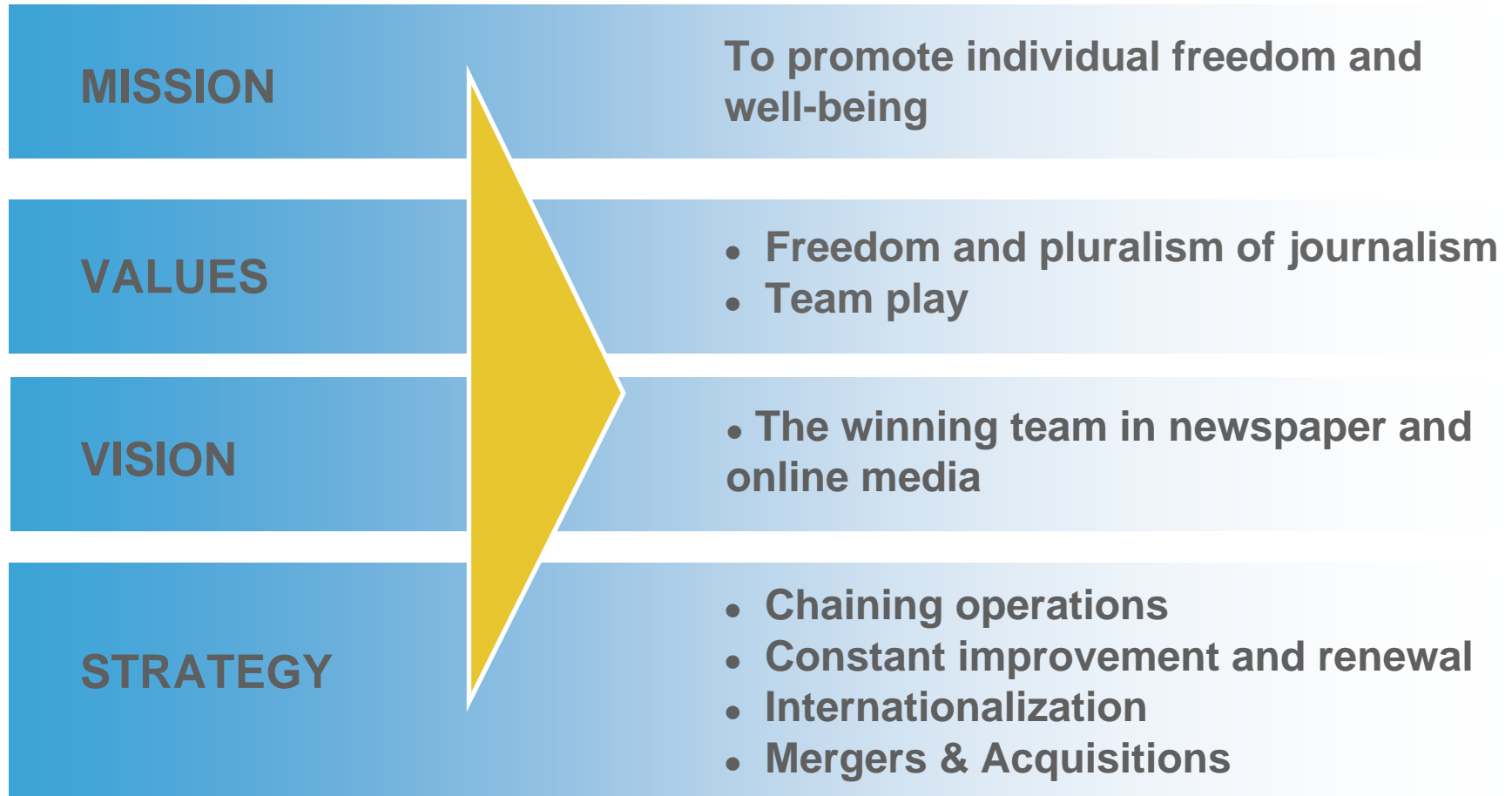


# Media trends

- **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 1.5 million weekly online users
- **globalization and localization**
  - chaining enables superior local news coverage



# Company statements





# Strategy implementation

- Chaining of operations
  - Quality of content improved in newspapers
  - Continuous improvements in efficiency
- Renewal
  - Constant renewal of newspapers editorial content
  - Investments in online services: [iltalehti.fi](http://iltalehti.fi), regional newspapers, [mikko.fi](http://mikko.fi) etc.
- Acquisitions
  - Acquiring new businesses to Marketplaces
  - Enhancing Finnish newspaper consolidation
- Internationalization
  - Acquisitions and greenfield start-ups using Marketplaces as spearhead



# Q & A

