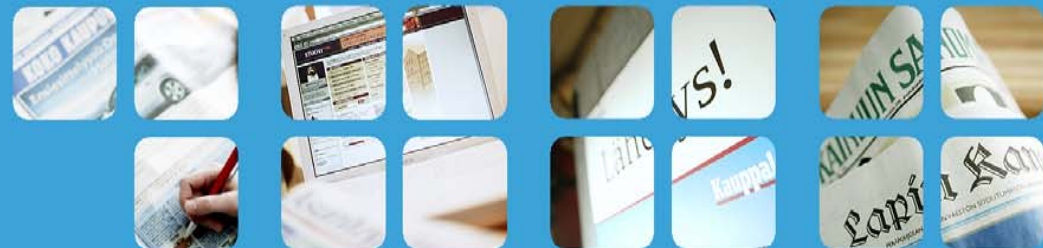


ALMA | MEDIA

Summary

Kai Telanne, CEO

Alma Media Capital Markets Day
12th September 2007





Strategy

Chaining of operations

Acquisitions

Constant renewal

**International
expansion**



The way forward for Alma Media 1/2

- Constant renewal of the newspaper business in Finland
 - Maintain constant content development for the improved reading experience both on print and in online
 - Investing in new breed of newspaper online services
 - Staying in a good position to enhance newspaper business consolidation in Finland



The way forward for Alma Media 1/2

- Continue Marketplaces expansion to South and East of Finland
 - Keep dominating position in chosen vertical marketplaces in Finland
 - Launch new challenger services in Finland (such as mikko.fi)
 - Roll-out of proven online services to high growth potential countries in Eastern Europe and former CIS countries
 - Build Russian expertise to build new greenfield services around City 24 in Moscow
 - Constant search for acquisition targets mainly outside of Finland

Thank You!

