



Alma Media Strategy update

Kai Telanne, President & CEO

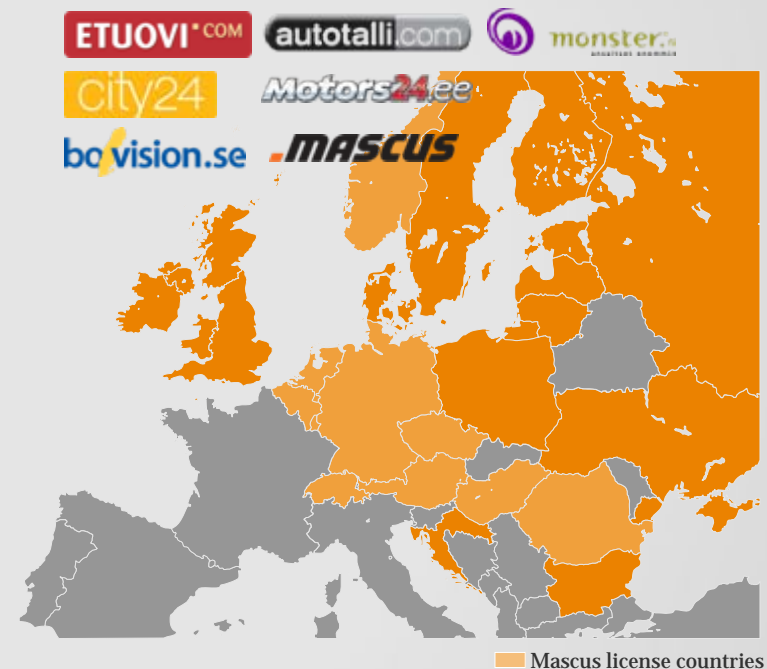
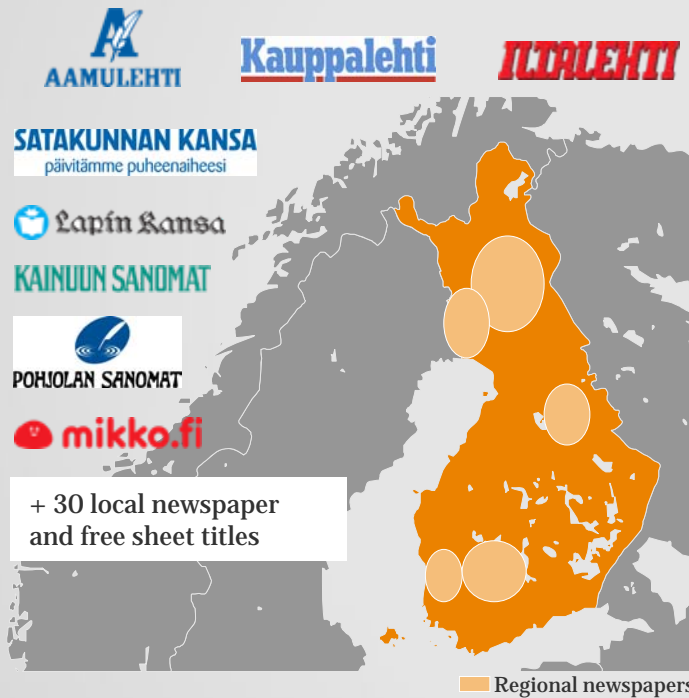
Alma Media Capital Markets Day in Helsinki
November 6, 2008

Presentation structure

- Review of operations and strategy
- Media market and Alma Media's market position
- Strategy going forward
- Alma Media & economic downturn
- M&A outlook



Finnish Newspapers, European Online Classified



Net sales 2007: 329 MEUR - - EBIT-% 2007 : 19.6 % - - Listed in OMX Helsinki (ALN1V, Mid Cap), 100 % free float

Implementing the strategy

Constant renewal

Product development

Content development

Chaining

Content sharing

Cross-promotion

Internationalisation

Classified as spearhead

City24 & Mascus

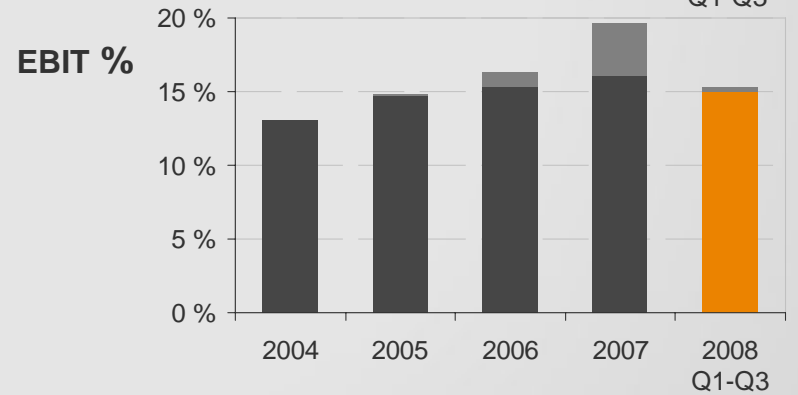
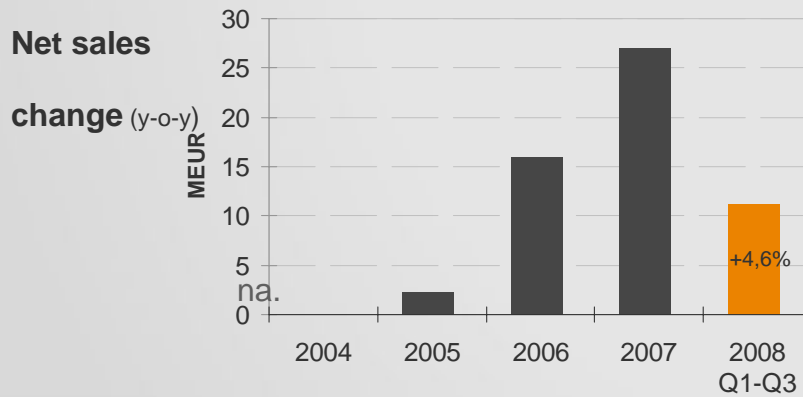
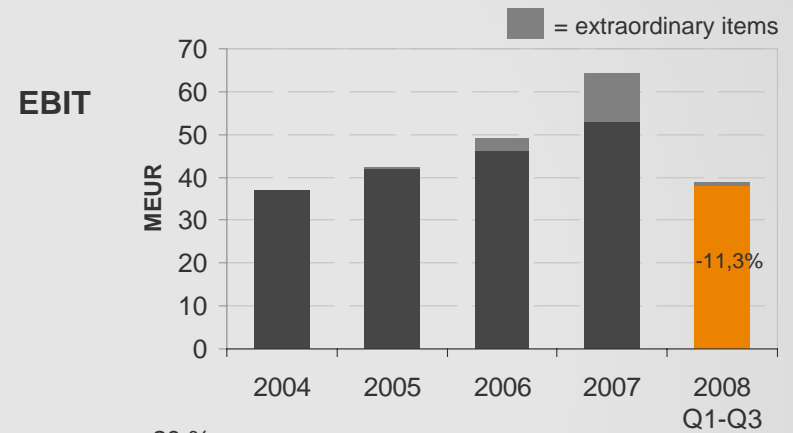
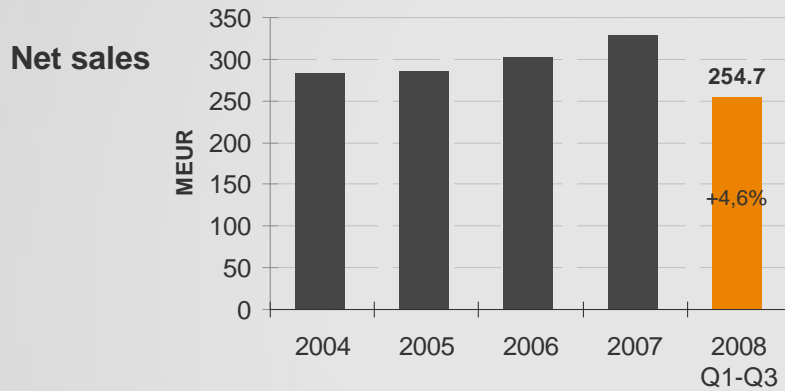
M & A

Classified in CE Europe

Finnish consolidation

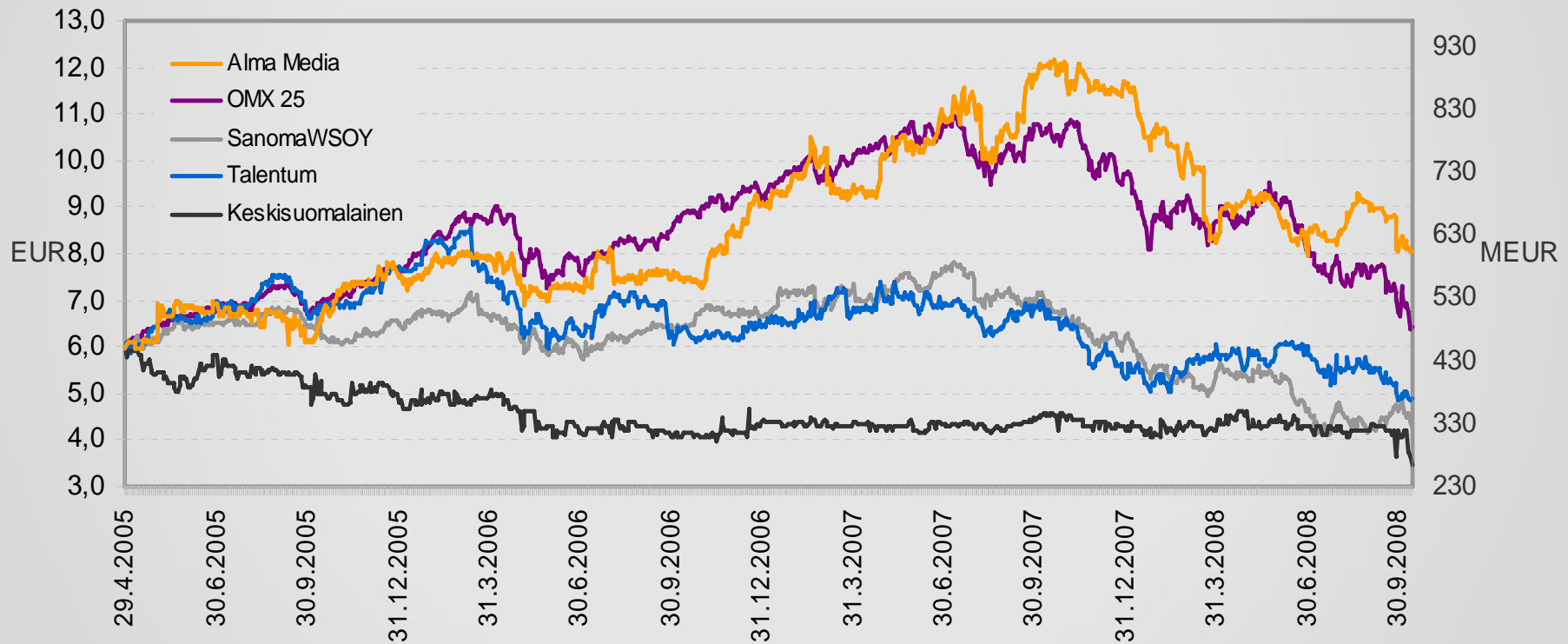


Key figures 2004-2008/Q3





The prices of media company shares and Alma Media's market cap

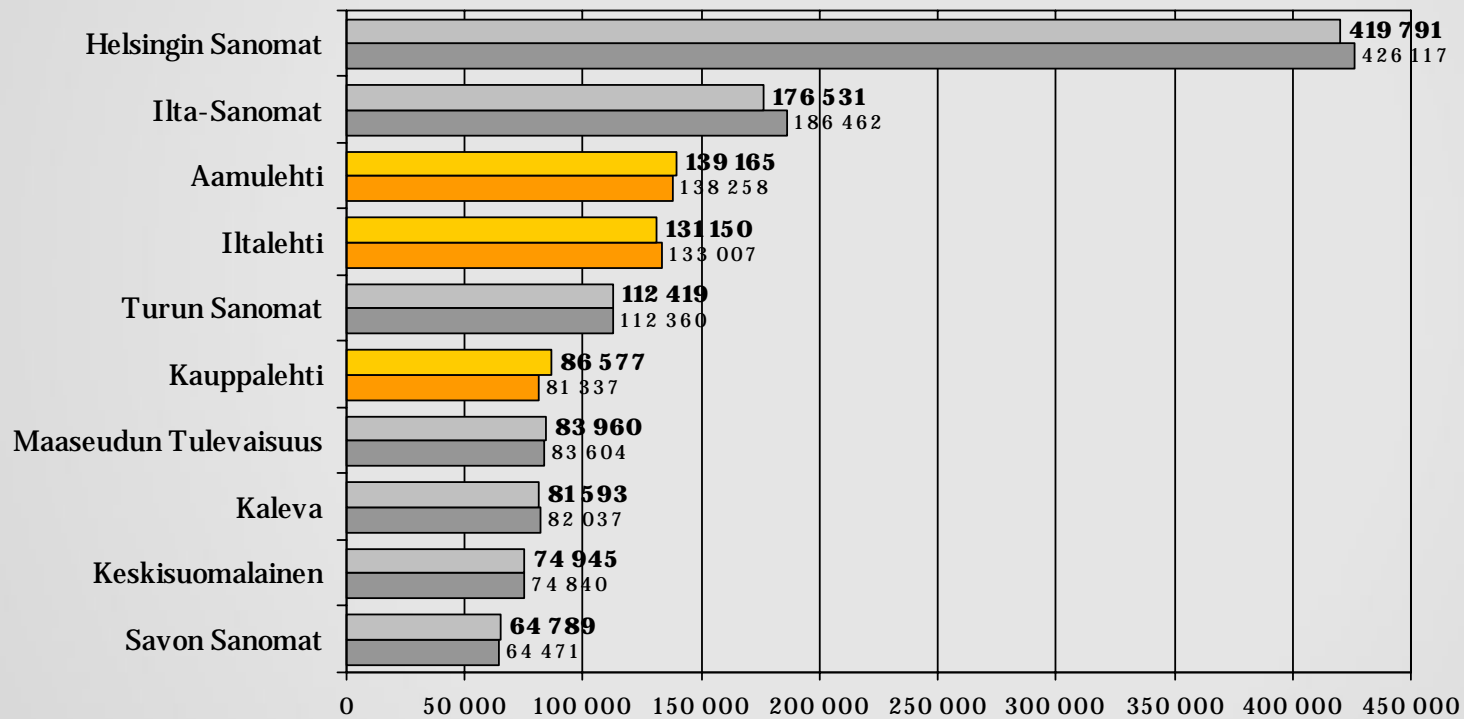


A close-up photograph of a swimmer in a pool. The swimmer is wearing blue goggles and has their mouth open, splashing water. The water is a vibrant blue color. The swimmer's skin is wet and glistening.

Finnish media market and Alma Media's market position

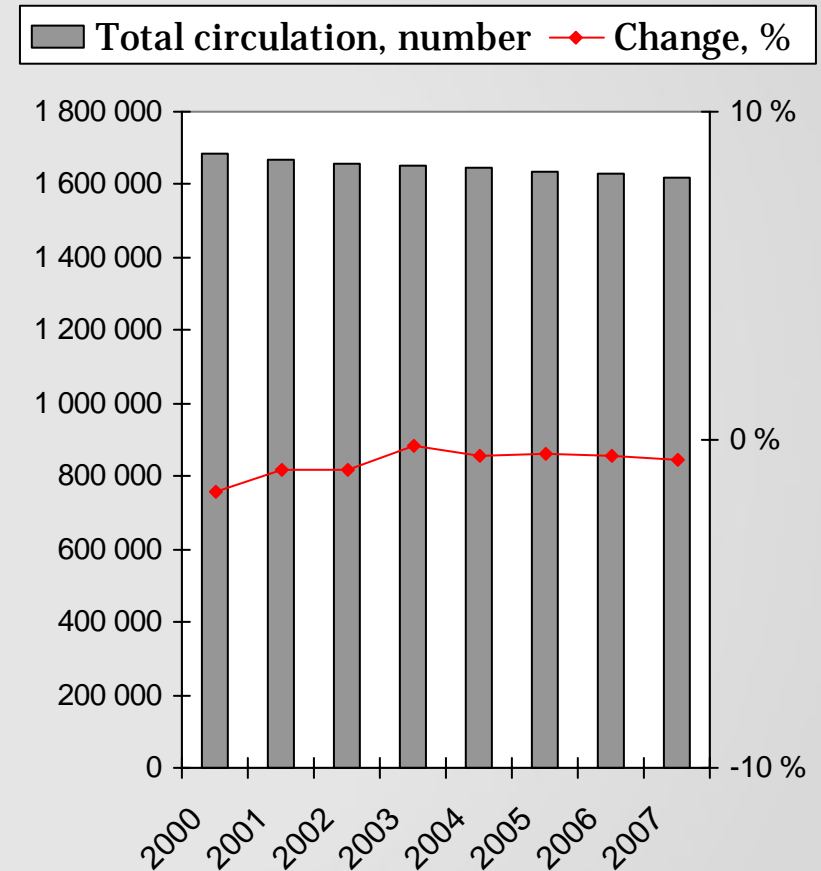
Top 10 newspapers in Finland

Circulation in 2007 and 2006



Total circulation of Daily newspapers

- The total circulation of 7-day dailies is about 1.6 million copies. During 2000-2008 it has fallen by 66.000 copies (-3.9 %).
- During 2007 the total circulation fell by 9.870 copies (-0.6 %)

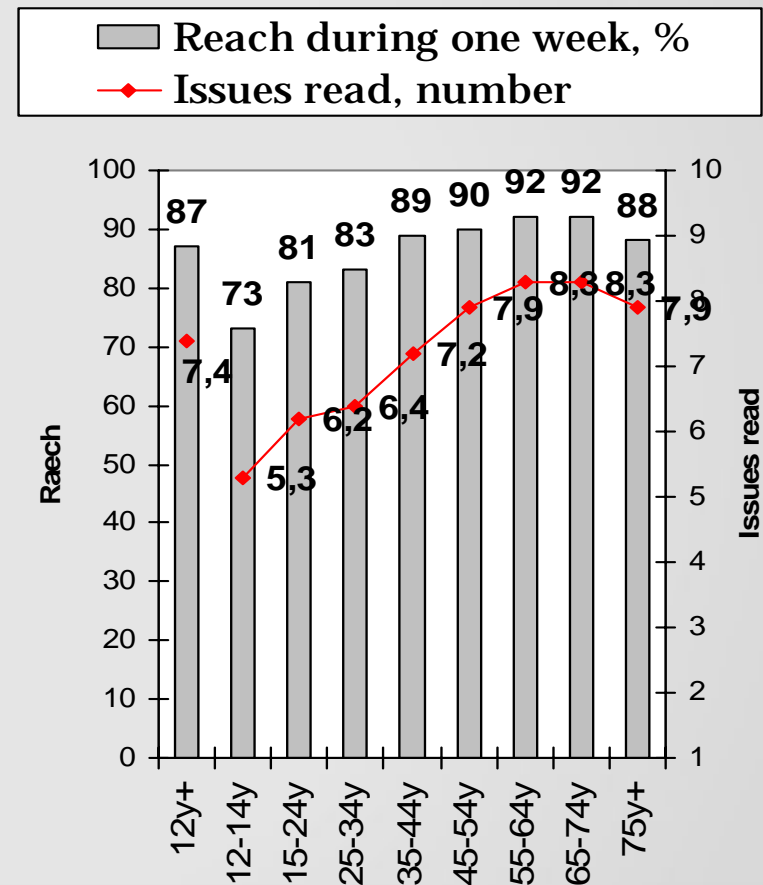


Source: Circulation audit

Daily newspapers: Reach and issues read

- **During one week 87 % of Finnish people read a 7-day daily newspaper (3.8 million people).**

Compared to 2006, there is one more paper in the package.



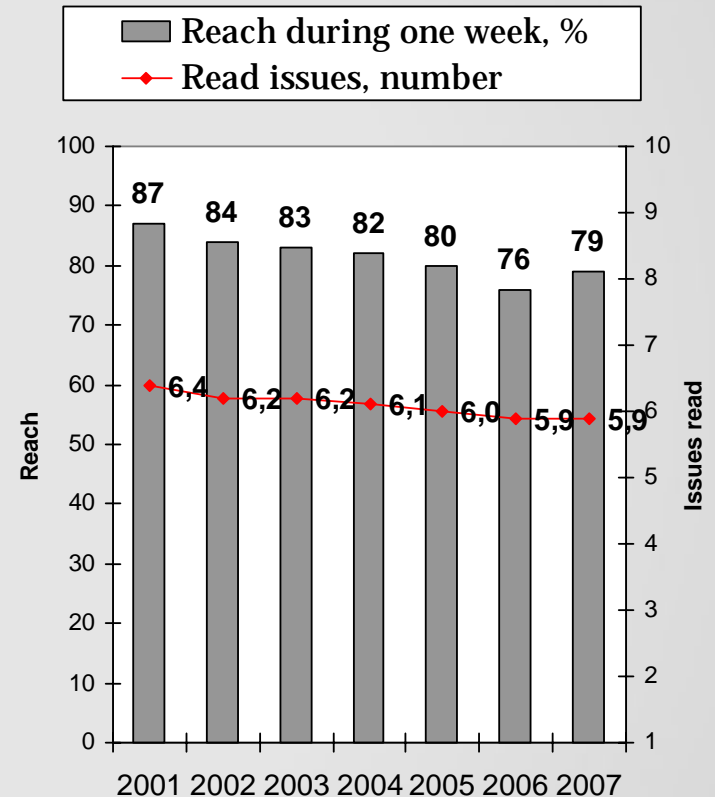
Reach development

population: 15 – 24 – year-olds

- 81% of young people read 7-day newspapers in a week (National Media Survey KMT 2007).

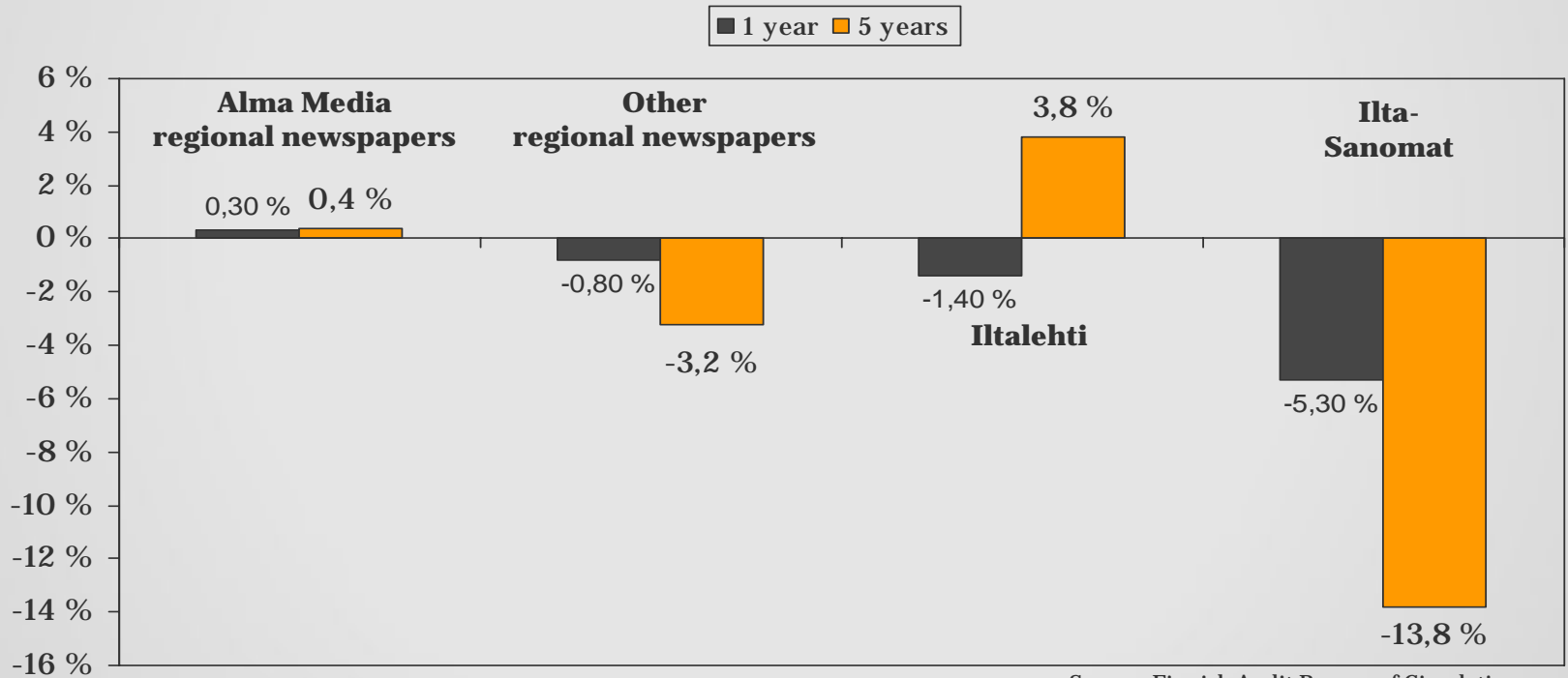
KMT autumn 07/spring 08:
Reach 78%
Issues 5.8

The 27 original papers in Kärkimedia



Circulation development 2002-2007

Change 2007/2006 and 2007/2002



Source: Finnish Audit Bureau of Circulations

SUOMEN WEB-SIVUSTOJEN VIIKKOLUVUT (WEEKLY SITE RANKINGS)

[Liity TNS Metrix-mittaukseen](#) |

[TNS Gallupin online-mittaus ja yksityisyyden suoja](#) |

[Vanha tulospalvelu](#) |

Viiikkoluvut

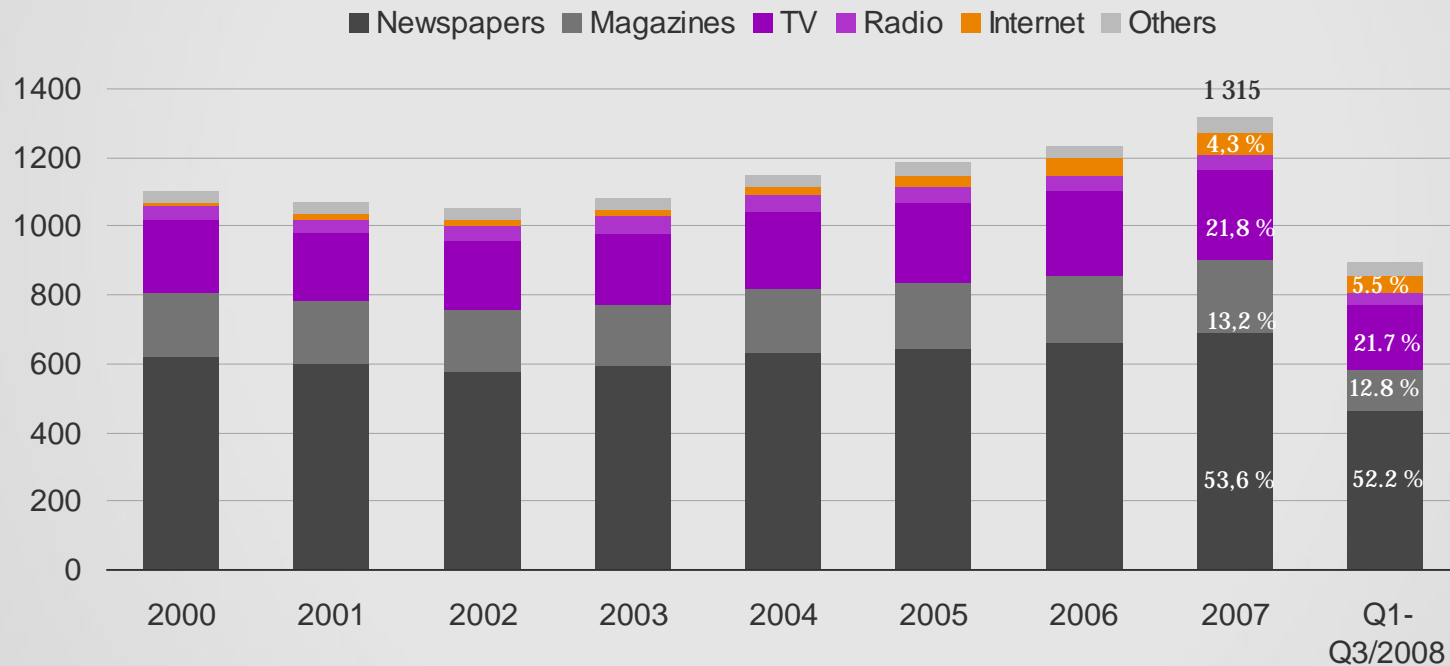
Viikko:

Kategoria:

	Site	Browsers	Browsers%	Sess	Sess%	PI	PI%	Freq
1	± Iltalehti	1652269	0,7 ↑	8768842	-1,2 ↓	47160332	-3,3 ↓	5,3
2	± Ilta-Sanomat	1578317	0,7 ↑	8293241	-0,1 ↓	34033982	-4,3 ↓	5,3
3	± MTV3	1483619	-1,7 ↓	6805049	-1,0 ↓	44204864	-1,2 ↓	4,6
4	YLE	1225689	-12,8 ↓	4266036	-6,0 ↓	36309158	-33,8 ↓	3,5
5	± Suomi24.fi	1168739	0,5 ↑	4533538	-0,7 ↓	64276537	-2,8 ↓	3,9
6	MSN/Windows Live Messenger	1130806	2,6 ↑	8334661	8,8 ↑	11832165	9,5 ↑	7,4
7	± Helsingin Sanomat	1121797	-3,0 ↓	4006237	-1,9 ↓	17301945	-3,1 ↓	3,6
8	MSN.fi	949572	1,4 ↑	4720129	-0,1 ↓	10598907	0,7 ↑	5,0
9	± IRC-Galleria	860793	-2,0 ↓	5691585	-1,8 ↓	293502268	-2,6 ↓	6,6
10	Windows Live Hotmail (suomenkielinen)	832267	3,3 ↑	3235042	2,5 ↑	13987537	4,7 ↑	3,9
11	Eniro.fi	625054	3,3 ↑	1247255	2,9 ↑	6448200	1,7 ↑	2,0
12	± Plaza	556157	2,8 ↑	1844366	1,1 ↑	8763951	-1,5 ↓	3,3
13	Telkku.com	542923	1,6 ↑	2638126	0,4 ↑	15967558	1,1 ↑	4,9
14	± NettiX	529717	-1,3 ↓	1744321	-2,3 ↓	26335973	-1,9 ↓	3,3
15	Sub.fi	486595	-10,2 ↓	2239431	-11,6 ↓	13826562	-19,8 ↓	4,6
16	± Kauppa-lehti.fi	484721	-3,6 ↓	1981601	0,3 ↑	14009244	-1,3 ↓	4,1
17	± Huuto.net	454612	-4,3 ↓	1543523	-3,8 ↓	33122074	-4,6 ↓	3,4
18	± Taloussanomat	447549	4,1 ↑	1253882	0,9 ↑	4013707	2,4 ↑	2,8
19	Etuovi.com	332961	-1,2 ↓	804857	-1,7 ↓	12225034	-0,4 ↓	2,4
20	± Oikotie.fi	309406	-0,7 ↓	614535	-2,4 ↓	6778356	-3,6 ↓	2,0
21	020300200.com	250465	-5,9 ↓	297719	-6,8 ↓	618562	-7,7 ↓	1,2
22	Vuodatus.net	220926		519772		2401464		2,4
23	Nelonen.fi	201566	-5,9 ↓	360442	-1,3 ↓	2368718	14,0 ↑	1,8
24	Aamulehti	185893	3,3 ↑	412596	0,2 ↑	1466491	4,9 ↑	2,2
25	± Keltainen Pörssi	184317	-2,2 ↓	331069	-1,6 ↓	3887134	-2,7 ↓	1,8
26	Suomen Yritysopas	180795	-0,5 ↓	209369	-1,3 ↓	460919	-1,8 ↓	1,2
27	City.fi	174257	5,3 ↑	386969	3,6 ↑	7737230	0,3 ↑	2,2

Newspapers dominate the Finnish ad market

Advertising expenditure in Finland, MEUR





Advertising sales growth Q1-Q3 2008

Alma Media vs. market

Change, %	Market Q1-Q3 08 *	Alma Media Q1-Q3 08 **
Newspapers	-1.1	3.6
Magazines	2.0	-
Television	6.1	-
Radio	6.4	-
Internet	27.5	30.8
TOTAL	2.7	7.1

* Source: TNS Media Intelligence

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

Strategy going forward

Company statements

Mission

Values

Vision

Strategy



- To promote individual freedom and wellbeing

- Freedom and pluralism of journalism
- Team play

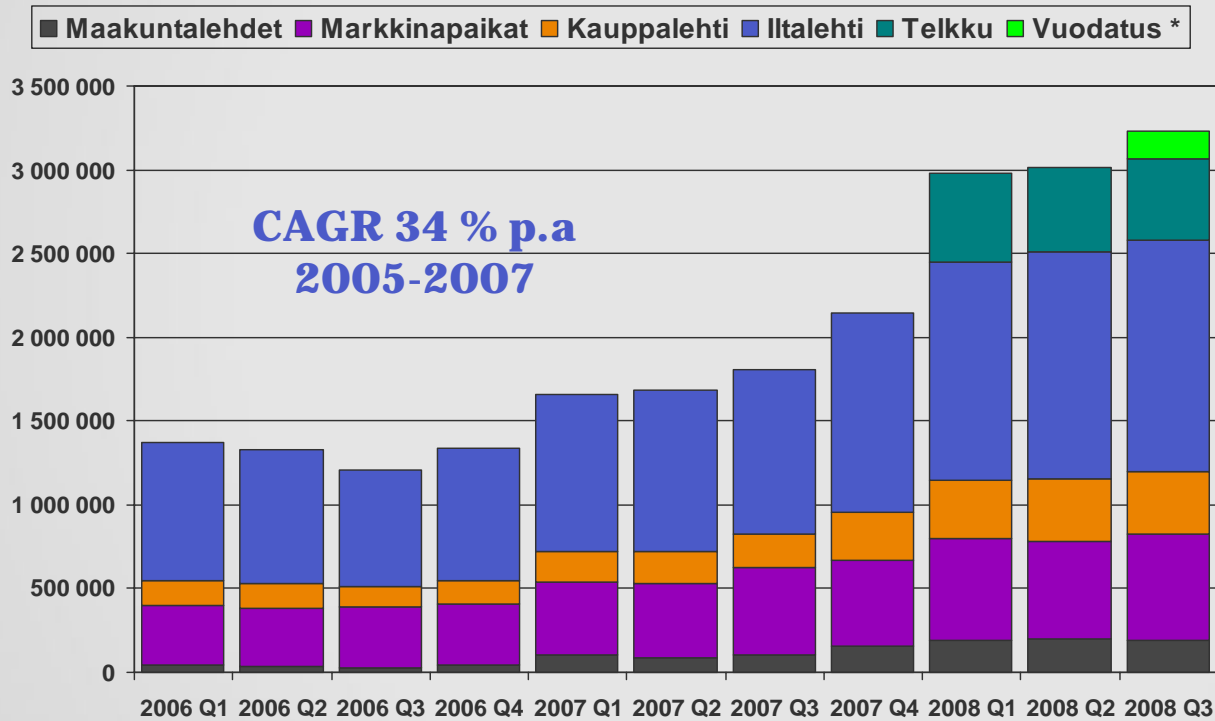
- The winning team in newspaper and online media

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



The Hybrid Media

Online visitor development 2006 - 2008



Source: TNS Metrix

Satakunnan Kansa and Northern Newspapers followed by TNS Metrix since Q1/2007. SPS papers not followed by TNS.

* Vuodatus.net test week in June 2008

On line development areas

ONLINE MEDIA

News, editorial content

- Develop print+online hybrid
- Create or acquire new thematic services

SEARCH SERVICES

Search and use of information

- Partnership strategy
- Company search

USER MEDIA

Reader and user created content

- Introduce communality in present services
- Create or acquire new communality-oriented consumer services

INFORMATION SERVICES

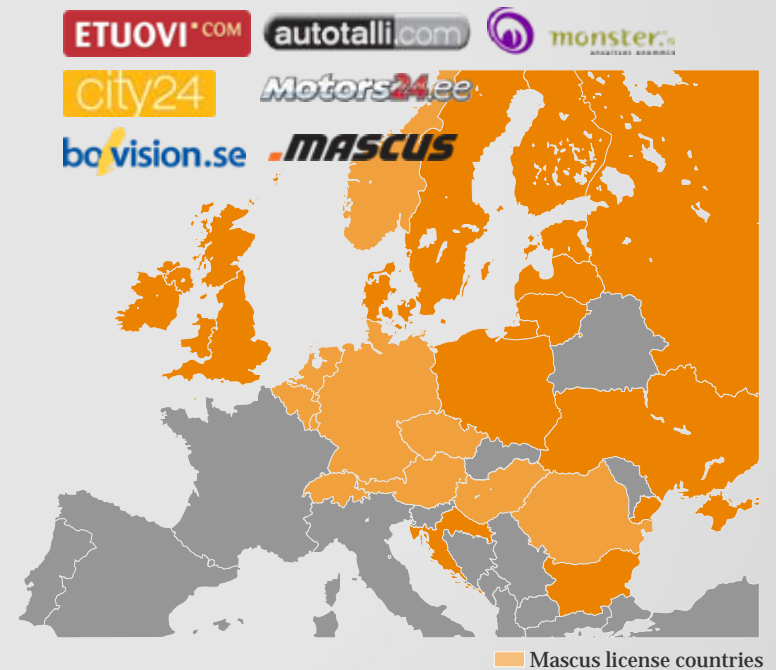
Useful content

- Create or acquire new information services
- Internationalisation

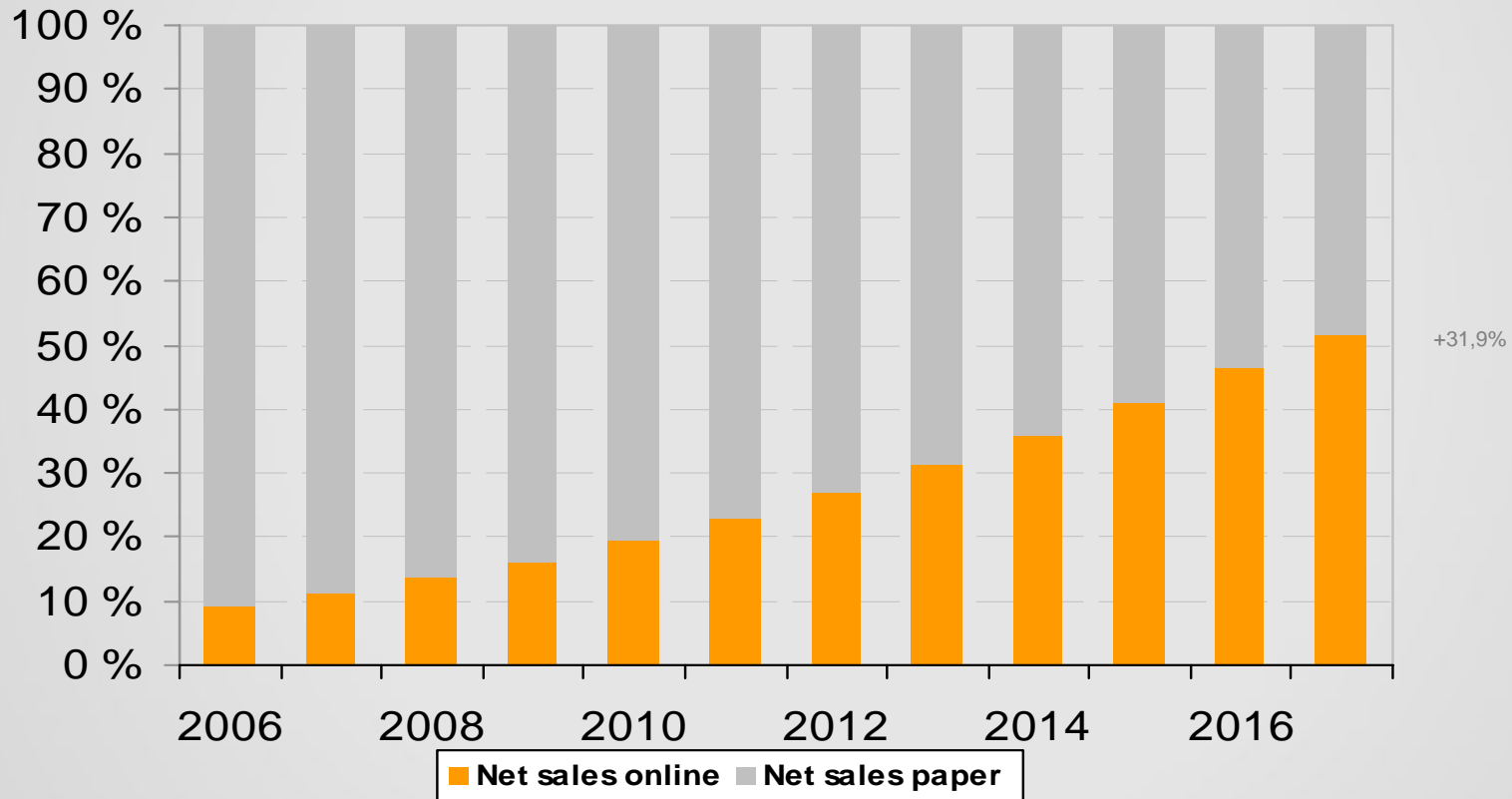


Online drives European expansion

- Our market leader position in Finland is the source of know-how in developing our international services



Online will grow into a major business

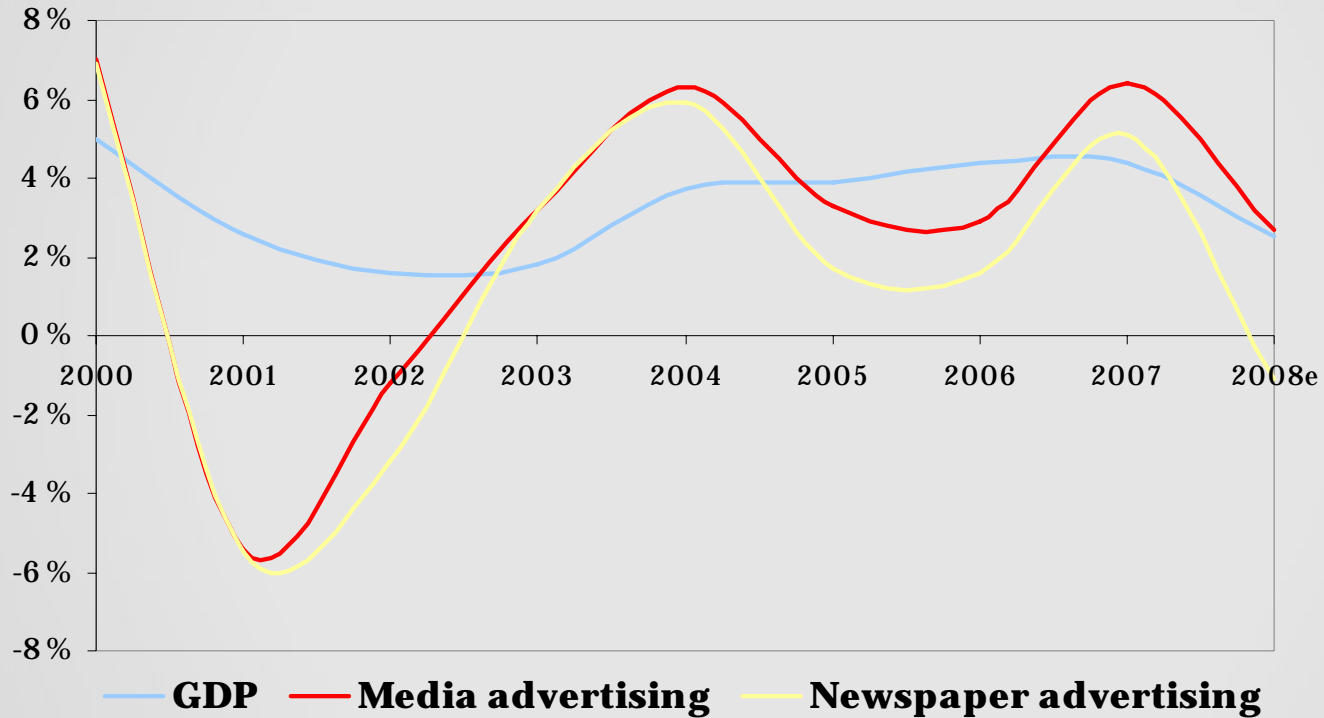


NB. For illustrative purposes only.
 Assumptions: newspapers' organic
 growth 5 %, online business
 growth 30 % (CAGR).

An elderly man with white hair and glasses, wearing a light blue shirt and suspenders, is standing in a kitchen. He is holding a black tablet device and looking at it intently. The kitchen has teal cabinets and a white refrigerator. On the wall, there is a clock and a calendar. In the foreground, there are several clear plastic containers on a table, some containing food. The text "Alma Media & the economic downturn" is overlaid in white on the image.

Alma Media
&
the economic downturn

GDP and advertising sales development



Source: TNS Gallup (2008:1-9, GDP growth estimate 2008: 2.5 %)

Customer statements

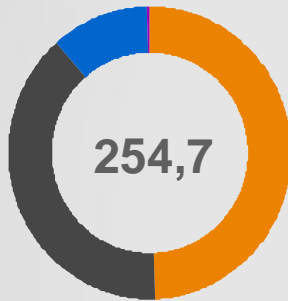
According to the Advertising Barometer 2009 survey, advertisers are confident about next year and have no intention to cut their spending.

Of the respondents, 43% plan to increase advertising and 10% plan to decrease it. This gives a change balance of +33 %.

Out of media types, the various forms of digital advertising top the growth list.

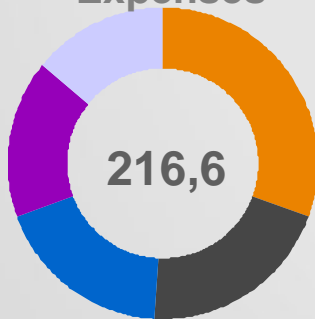
Sales and expenses break down Q1-Q3 2008, MEUR

Sales



- Advertising sales (49,4%)
- Circulation sales (39,2%)
- Other sales (11,1%)
- Printing sales (0,3%)

Expenses



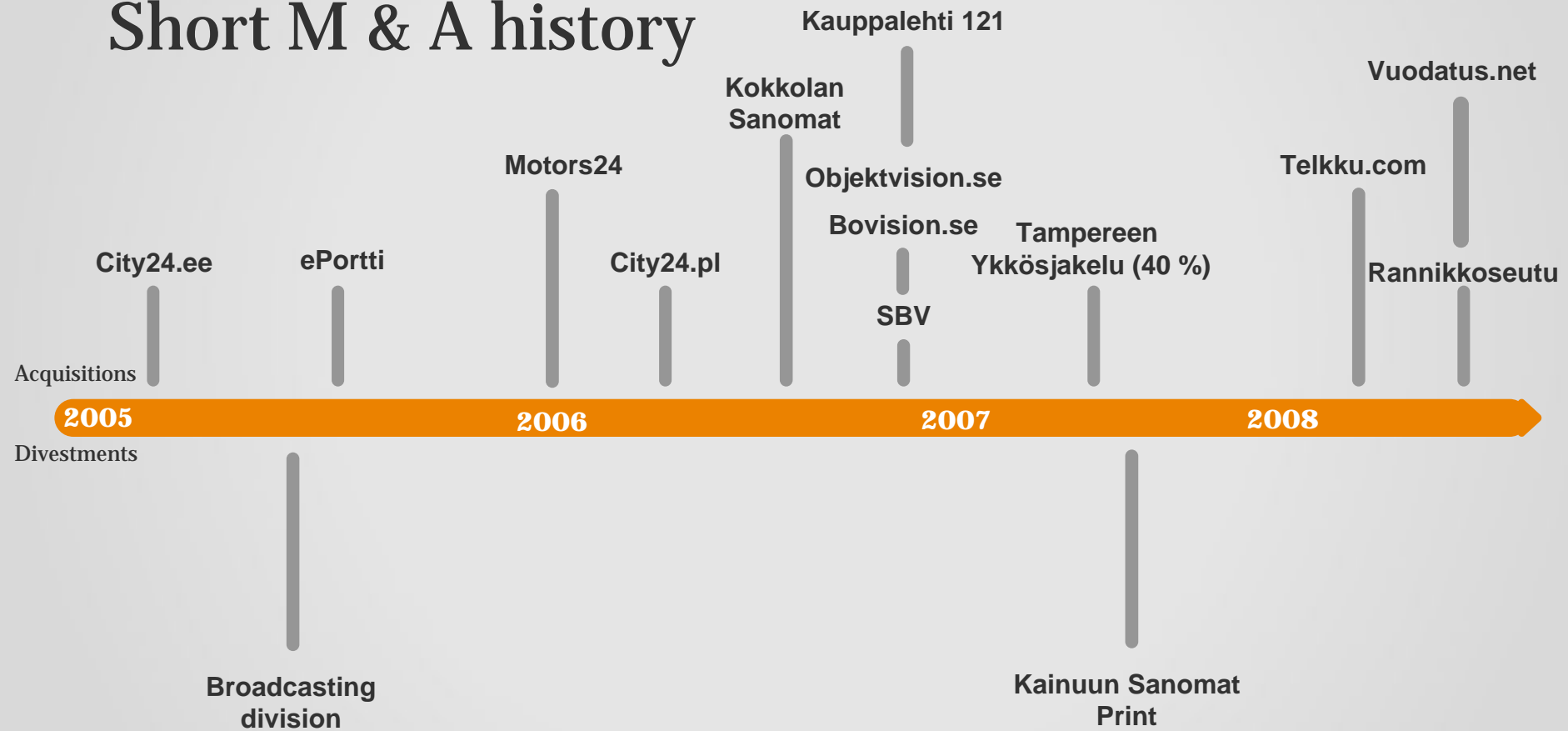
- Content (30,5%)
- Distribution (20,3%)
- Printing (18,7%)
- Sales & Marketing (16,3%)
- General & Admin (14,2%)

Sensitivity analysis

Factor (Full year impact)	Change (%-point)	Impact on EBIT, MEUR
Media advertising	+1	1,3
Wages and salaries	+1	-0,9
Distribution cost	+1	-0,4
Paper prices	+1	-0,1
Aveg. interest rate	+1	-0,2

Opportunities in M&A?

Short M & A history



AL
MA

Your questions, please!