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# IR @ Alma Media

## Key elements of Alma Media IR story

- **Strong/leading brands** and market position in chosen areas
- **Steady cash flow** from core newspaper business allow profitable growth and development of new businesses
- Continuous product **renewal**
- Investing in new growth opportunities in **online media and Eastern Europe**
- Effectiveness and **responsibility** in operations

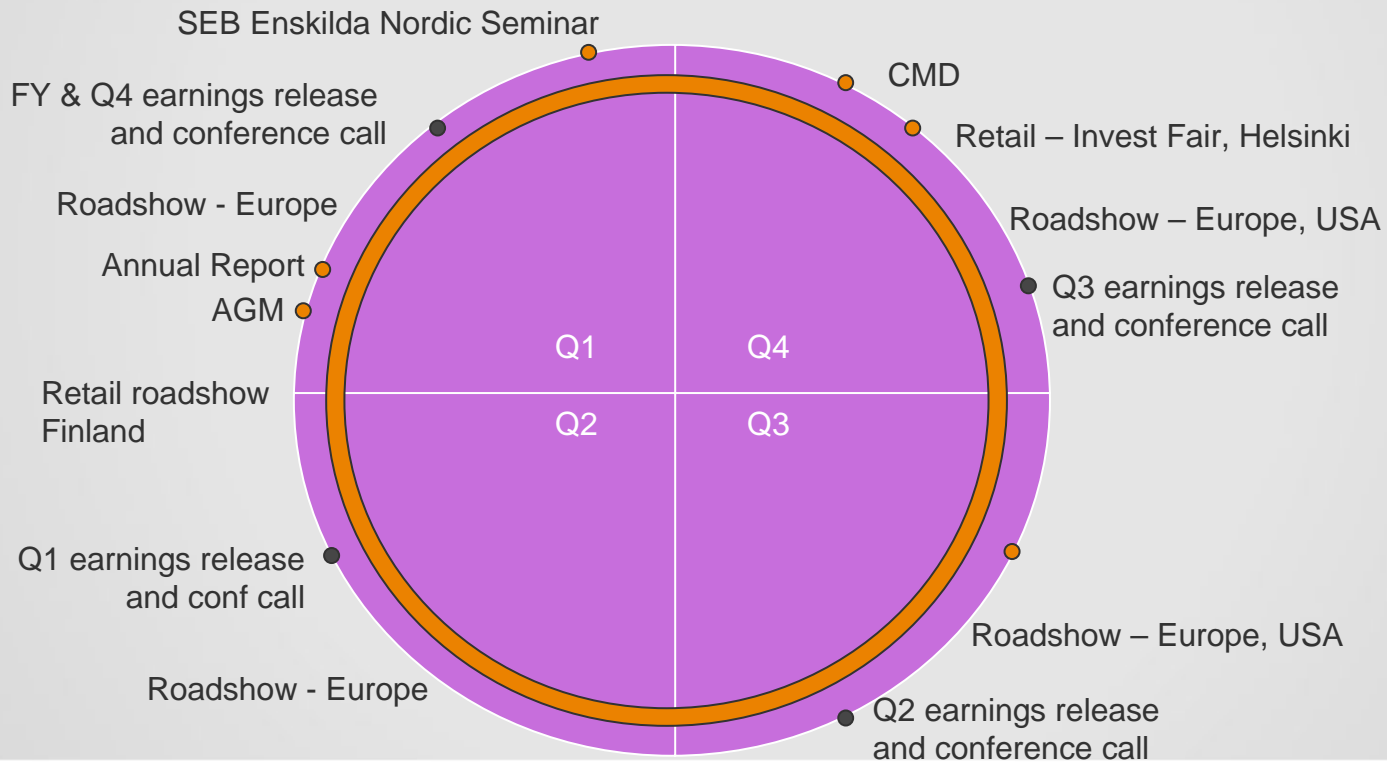


## IR activities

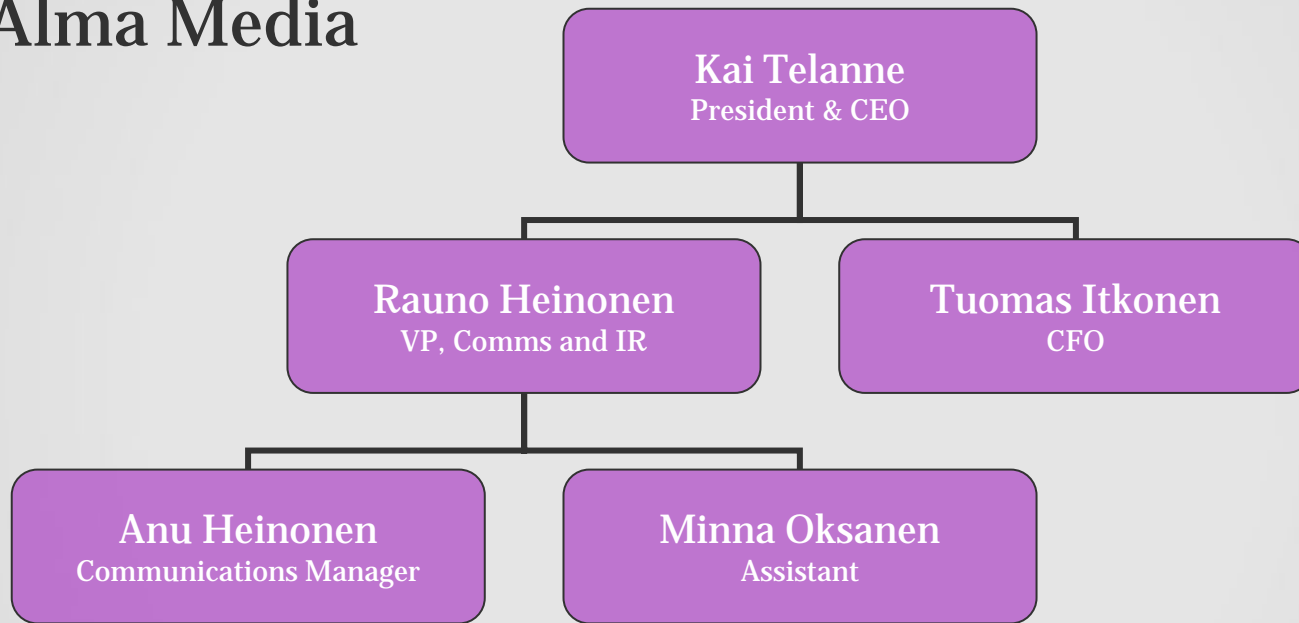
- Roadshows after each quarter
- One-on-one meetings per request
- Conf calls with investors and analysts
- Presentations @ conferences and other events
- Capital Markets Day organised annual
- Participating Retail investor events in Finland



# Scheduled IR activities



## IR team at Alma Media



## IR activities & roles

Earnings conferences	One-on-Ones Conf calls	Industry events	Roadshows	CMD	Retail investor events
CEO CFO VP, IR	CFO VP, IR	CEO <u>or</u> CFO VP, IR	CFO VP, IR	CEO Mgmt team	CEO Comms manager

