



Alma Media navigating the media transformation

Tuomas itkonen, CFO and Rauno Heinonen, IRO
Roadshow in Paris, September 2011

Presentation topics

- Alma Media in brief
- Market conditions
- Key financials 2010 and Q2 2011
- Living the media transformation
- Strategy navigating forward
- Q & A



Alma Media in brief

AL
MA

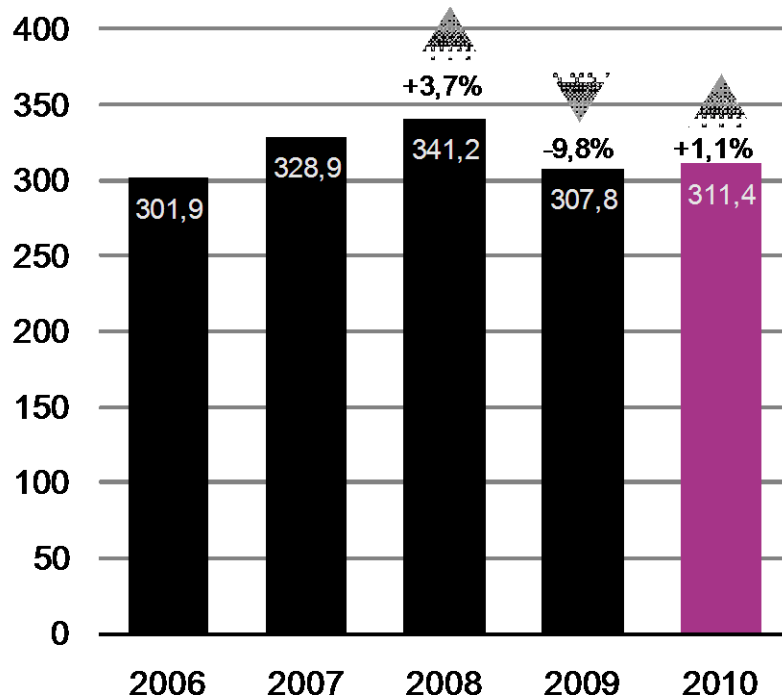
Leading publishing and digital brands in Finland



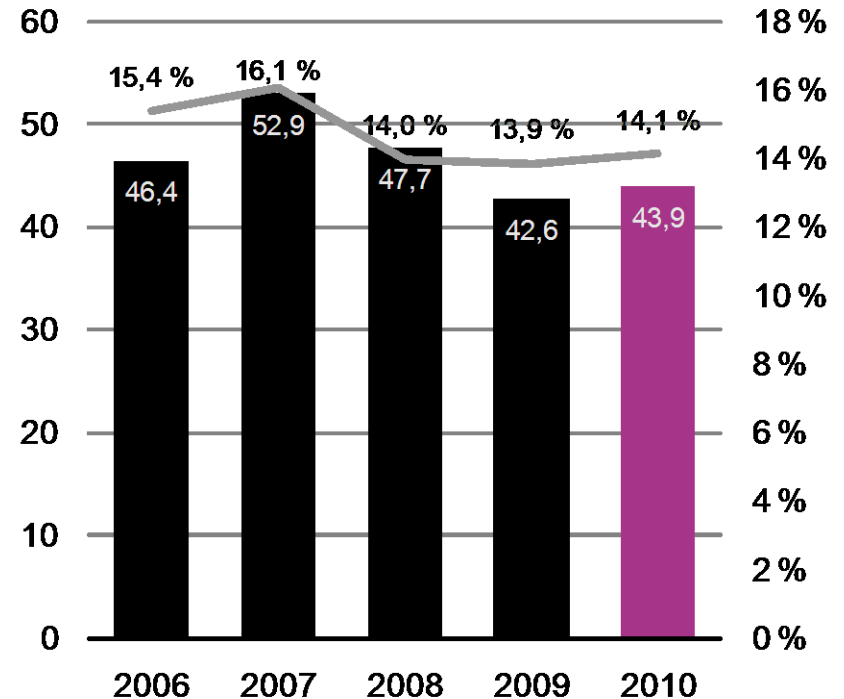
Key figures 2006 - 2010, MEUR

w/o onetime items

Net sales, MEUR



EBIT, MEUR & %



Finnish media landscape

Share of advertising per media group (in 2010, % / MEUR; Advertiser's Council)

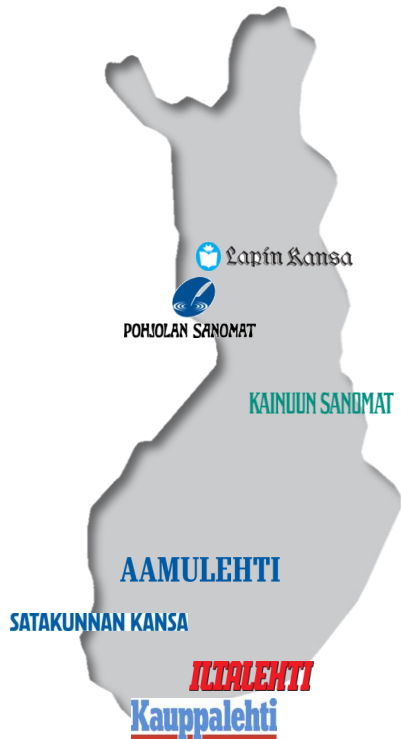
Newspapers	36.1	485.6
Television	19.7	265.9
Online media	15.3	206.2
Magazines	11.4	153.6
Free sheets	5.4	73.1
Directories (print)	5.1	69.1
Radio	3.9	52.0
Outdoor and movies	3.1	41.4
Total	100	1,346.9



Largest newspaper publishers in Finland (by 2010 revenues)

1. Sanoma News
2. Alma Media
3. TS Group
4. Keski-suomalainen
5. Pohjois-Karjalan Kirjapaino
6. Suomen Lehtiyhtymä
7. Kaleva Kustannus
8. Ilkka Group

Leading Finnish media group



Leading newspapers

Newspapers

(b. 1846)

1/5
of the print
advertising market

1.5 million
people read Alma's
newspapers

33 %
reach of population

74.4 %
Share of net sales
(Q2 2011)

Digital

(b. 1996)

1/3
of the online
advertising market
(display and classified)

5.2 million
visitors /week

Everybody?

17.6 %
Share of net sales
(Q2 2011)



Top-of-mind digital brands

79 %
Combined total reach

Sources: National Media
Survey,
TNS Gallup, Alma Media

A person wearing a striped beanie, a green jacket, and dark boots is walking away from the camera on a dirt path. They are carrying a black bucket in their right hand and a red bucket in their left. In the background, there is a rustic log cabin with a wooden door and a window, surrounded by tall evergreen trees. The scene is set in a forest with a mossy ground and a stone fire pit in the foreground.

Market conditions

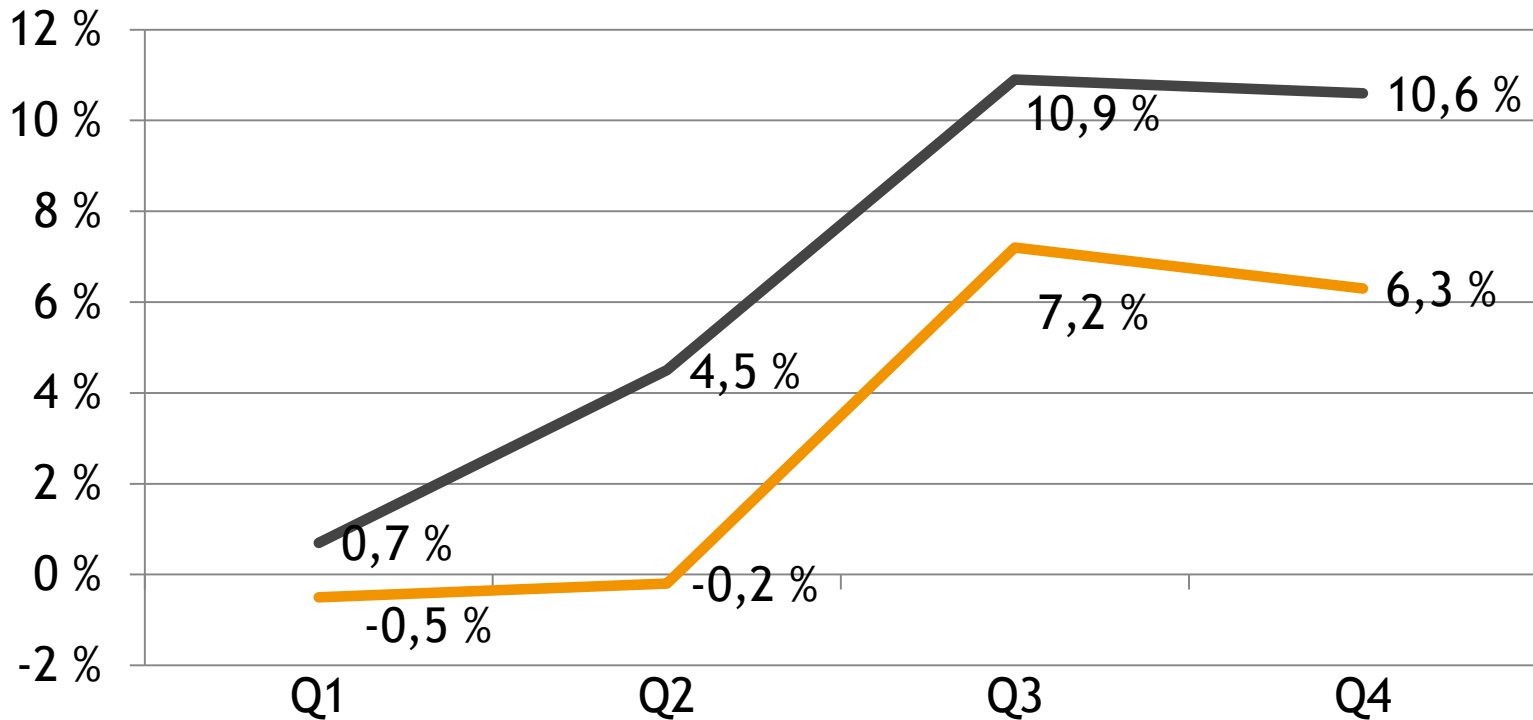
2010 was a very good year for tv and internet

Change in advertising 2010 vs. 2009

newspapers	3,1 %
magazines	- 2,6 %
television	12,0 %
radio	7,0 %
internet	33,4 %
<hr/>	
change total	6,9 %

Newspaper advertising grew only H2 / 2010

Change from 2009

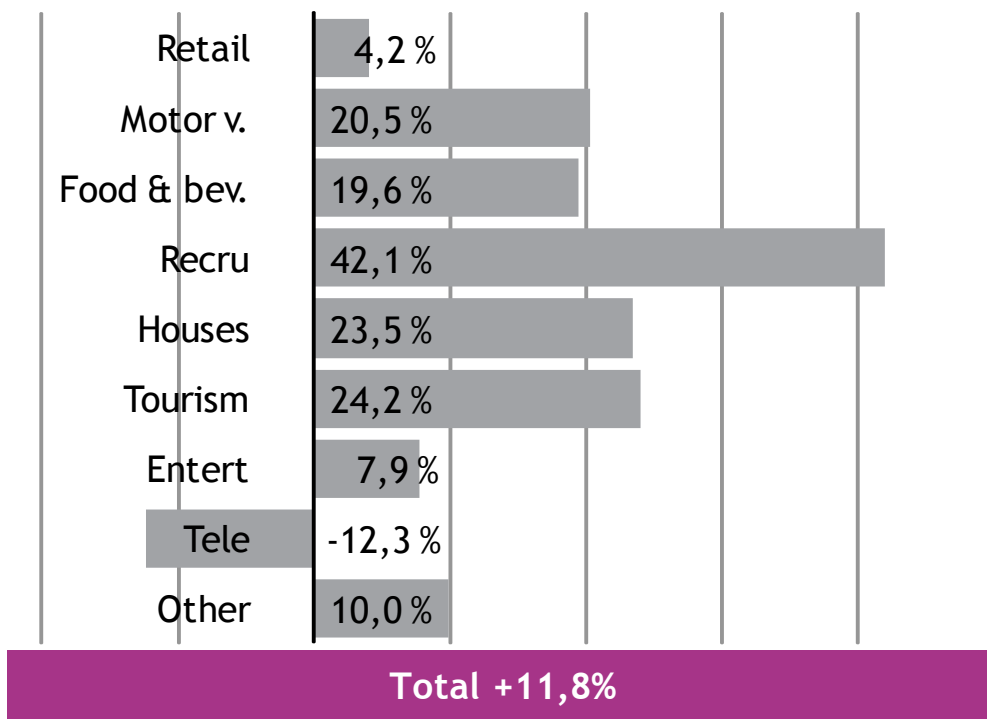


— Advertising — Newspaper advertising

Including city papers and free sheets. Source : TNS Media Intelligence

Advertising by branch 1-7 / 2011

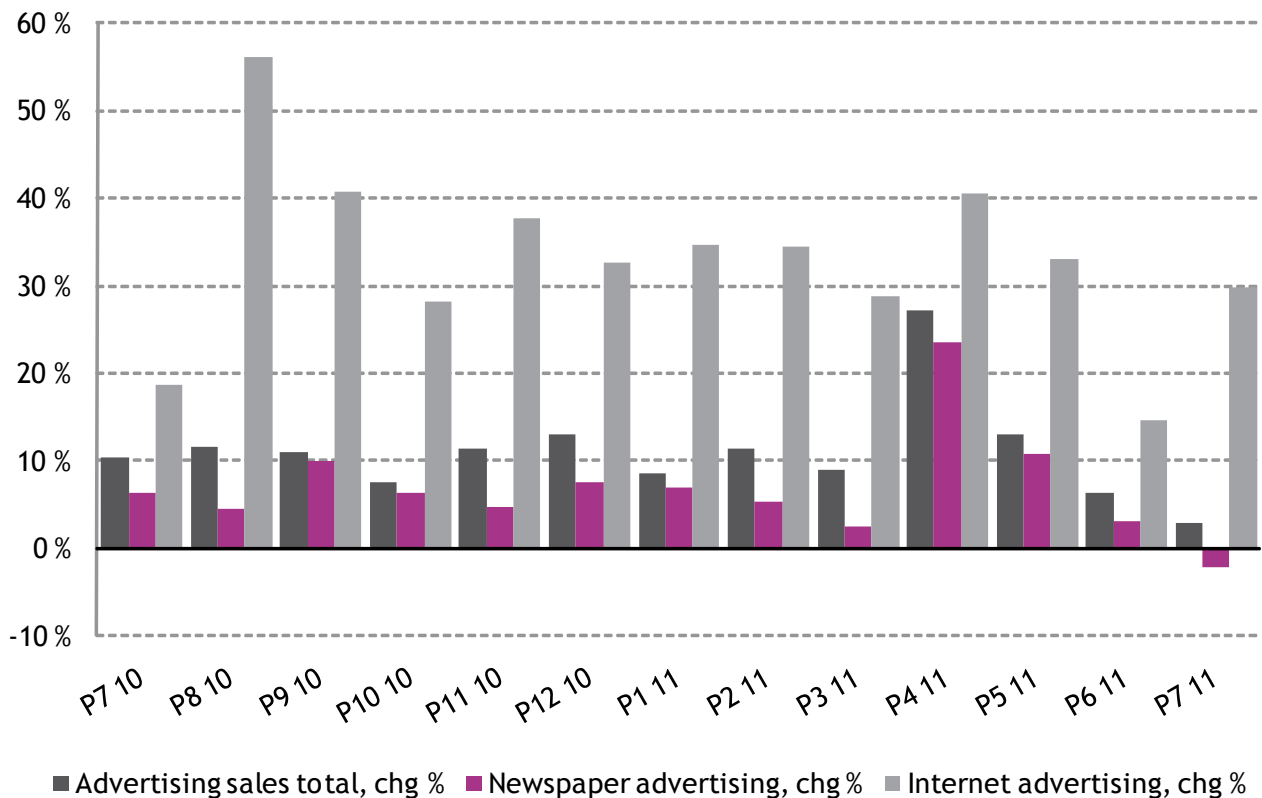
Total market; change from 1-7 2010



Advertising in 1-7 11	MEUR
Retail	145
Motor vehicles	66
Food & beverages	63
Recruiting	32
Houses and premises	29
Tourism and traffic	27
Entertainment	26
Telecommunications	20
Other	243
Total	650

Source: TNS Media Intelligence

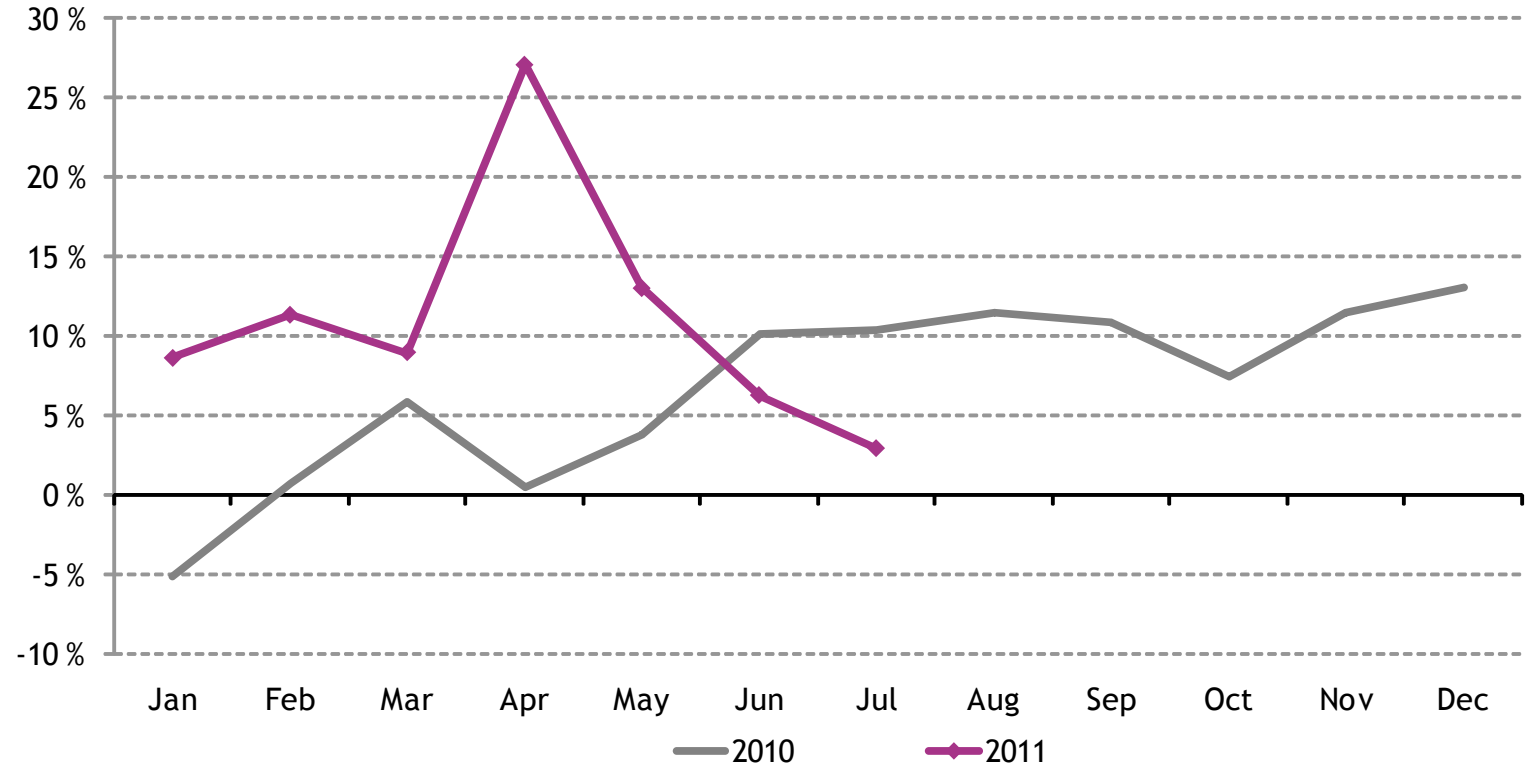
Advertising sales change 7/2010 - 7/2011



Source: TNS Media Intelligence

Advertising sales, total

Periodic change from previous year, %

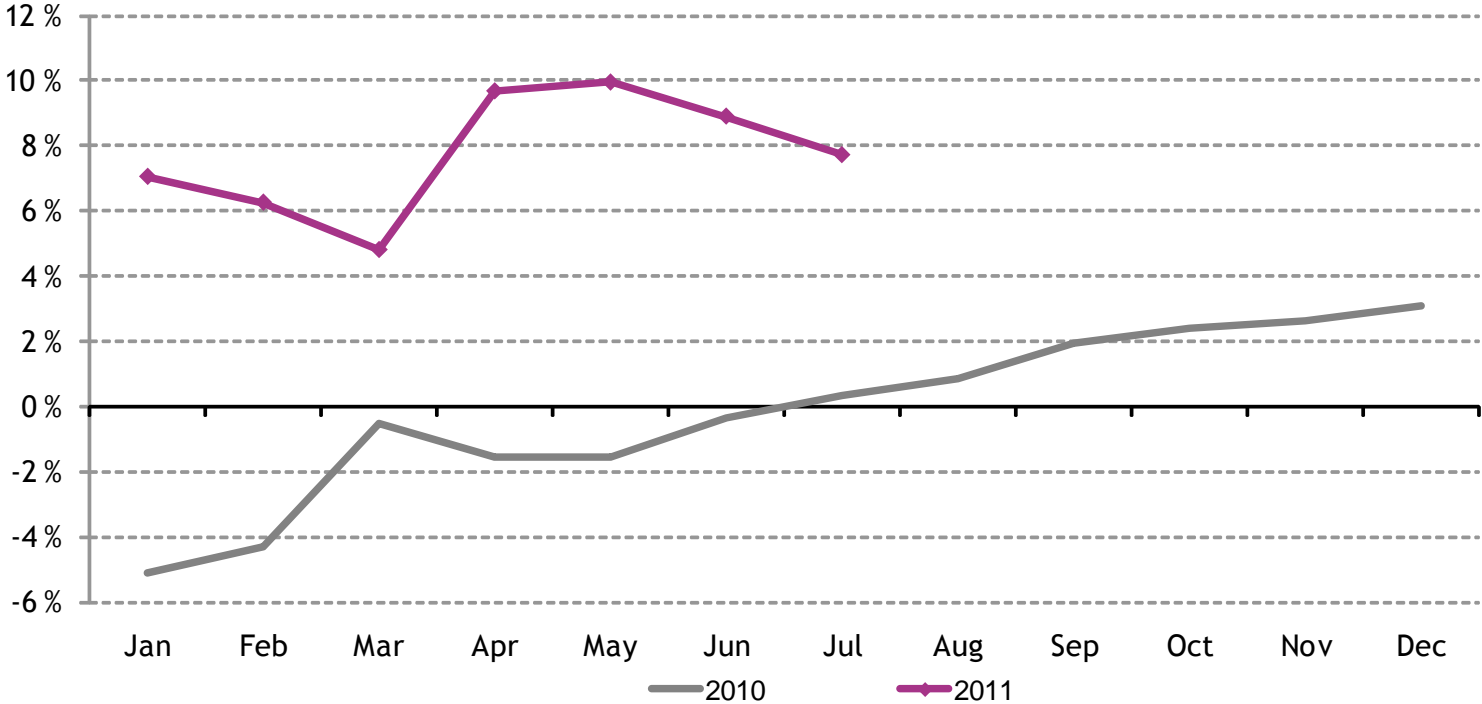


Source: TNS Media Intelligence



Advertising sales, newspapers total*

YTD change from previous year, %

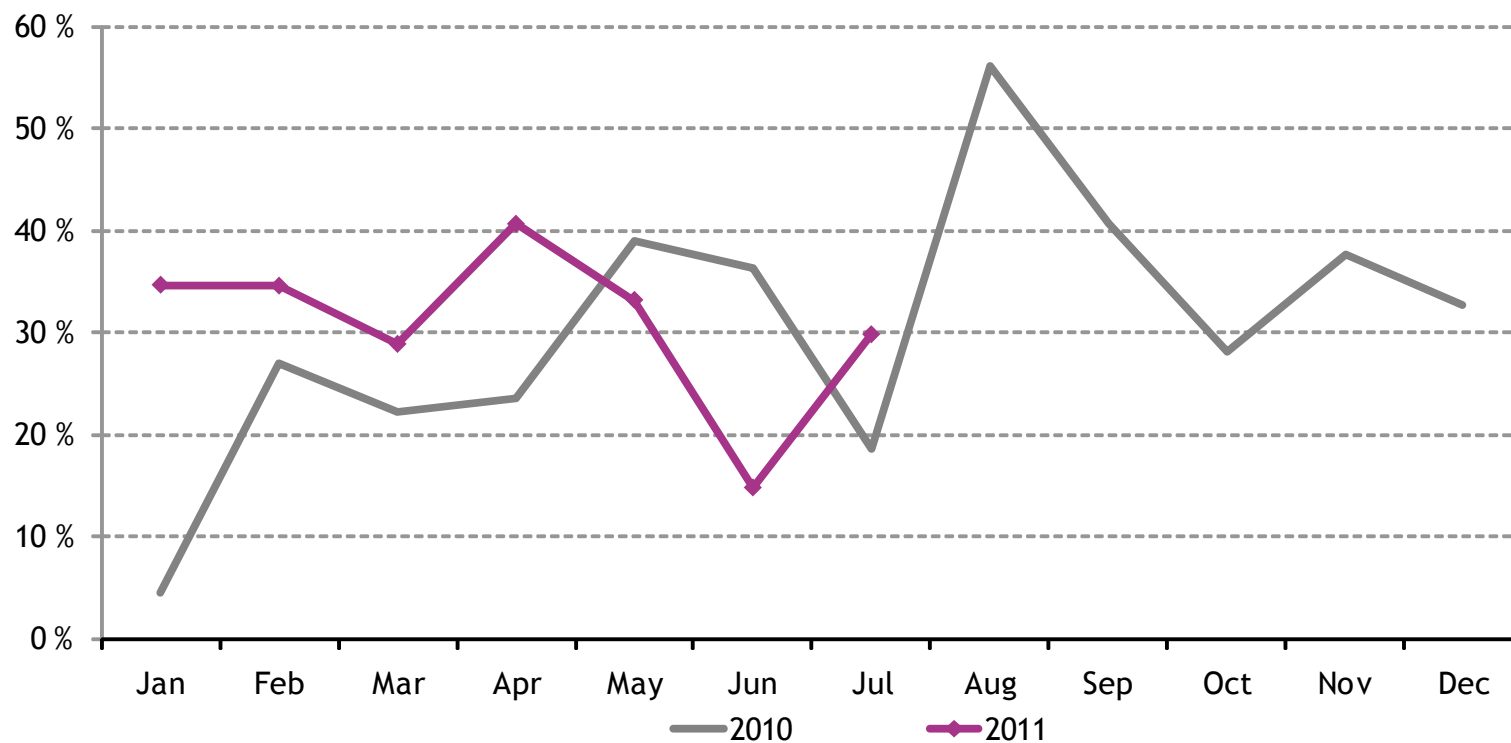


Source: TNS Media Intelligence
* Newspapers, local and free issue papers



Advertising sales, internet

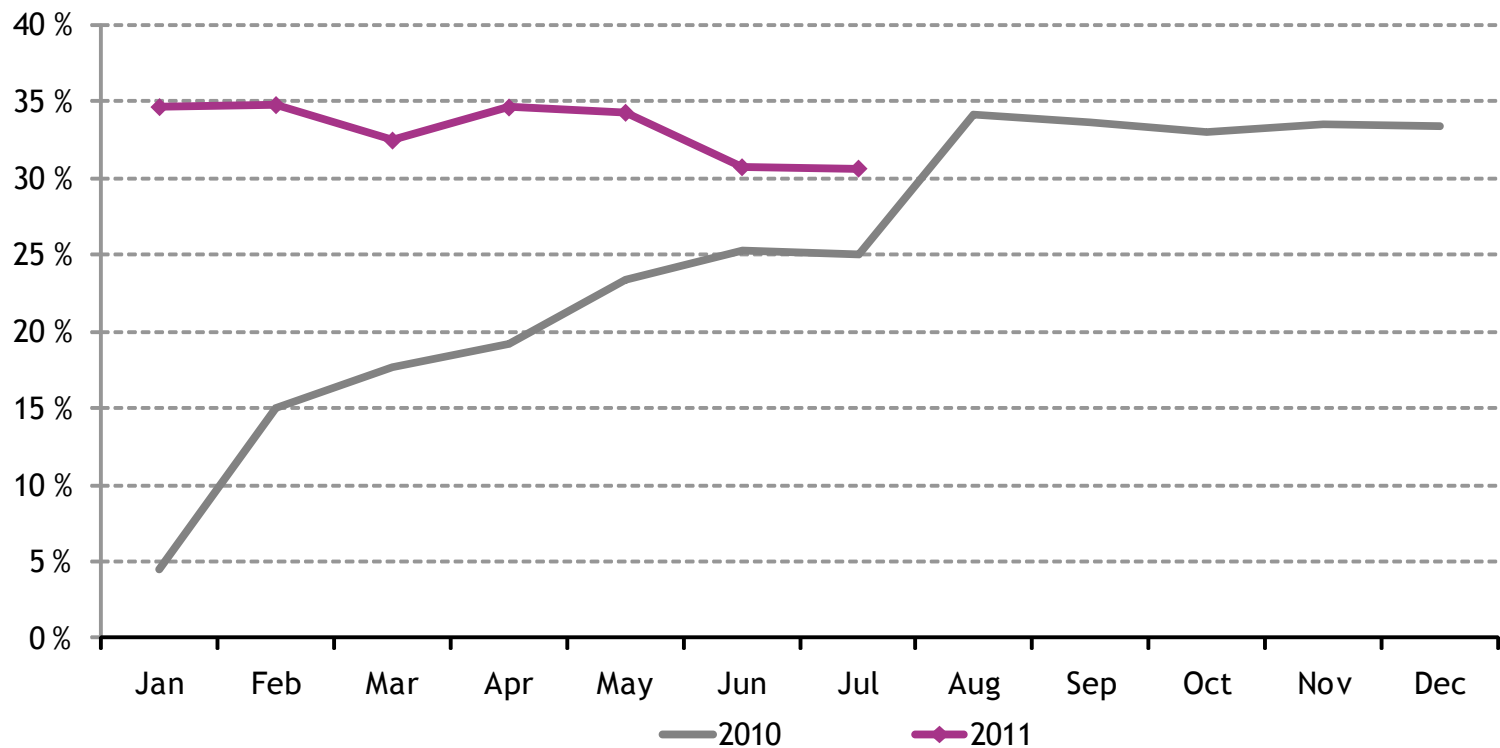
Periodic change from previous year, %



Source: TNS Media Intelligence

Advertising sales, internet

YTD change from previous year, %



Source: TNS Media Intelligence



Alma Media Q2 2011



Highlights Q2 2011

- Revenue amounted to MEUR 82.7 (78.7), up 5.1%.
 - Advertising sales grew 10.8% to MEUR 42.7 (38.6).
 - Online advertising sales increased 19.6% and amounted to MEUR 11.3 (9.4).
 - Advertising sales in the printed media increased 8.1% to MEUR 31.2 (28.9).
 - Circulation revenue declined by 1.4% while content and service revenue grew 2.6%.
- The share of digital products and services rose to MEUR 14.6 (12.7) and represented 17.6% (16.1%) of the total revenue.
- Total expenses excl. non-recurring items grew 5.1% and totalled MEUR 71.2 (67.7).
- Operating profit excl. non-recurring items was MEUR 11.5 (11.3), representing 14.0% (14.3 %) of the revenue.

Newspapers

- Revenue grew to MEUR 57.9 (55.4), up 4.5%.
 - Advertising revenue increased 9.5% (0.5%) to MEUR 30.0 (27.4).
 - Advertising sales in the printed media grew 8.8% (declined 3.3%).
 - Online advertising sales grew 15.4% (50.4)%.
 - Circulation revenue declined by 1.7% to MEUR 26.8 (27.2) mainly due to the decrease in the single-copy sales of Iltalehti.
- Total expenses excl. non-recurring items were MEUR 48.8 (46.5).
- Operating profit excl. non-recurring items was MEUR 9.2 (9.2), representing 15.8% (16.5%) of the revenue.
- Iltalehti.fi broke the Finnish visitor record (3.3 million unique browsers in week 20/2011).
- The local newspapers published by Suomen Paikallissanomat Oy began to appear also in Apple's iPad tablets.

Kauppalehti Group

- Revenues grew to MEUR 15.0 (14.4), up 3.8%.
 - Circulation revenue stood at MEUR 3.5 (3.5), remaining at the level of the comparison period.
 - Advertising sales grew 5.0% (12.9%). Online advertising sales grew 6.9% (29.1%).
 - Content and service revenue grew to MEUR 6.7 (6.4).
- Total expenses amounted to MEUR 13.0 (11.9).
- Operating profit excl. non-recurring items was MEUR 2.0 (2.5), representing 13.1% (17.3%) of the revenue.
- Since June, Kauppalehti has been available also on iPad.
- Alma 360 Custom Media won new customers in the challenging market conditions.

Marketplaces

- Revenues grew to MEUR 9.5 (8.2), up 16.1%.
 - revenue growth was driven by the strong growth in the demand for advertising for recruitment and online advertising for housing.
- Total expenses remained at the level of the comparison period and stood at MEUR 8.0 (8.3).
- Operating profit excl. non-recurring items was MEUR 1.6 (-0.1), representing 16.3% (-1.5%) of the revenue.
- During the review period, the company launched
 - a new technical platform for Autotalli.com
 - a dedicated section for holiday homes in Vuokraovi.com
 - the BeKnown service of Monster.fi, aimed for professional networking in the social media.

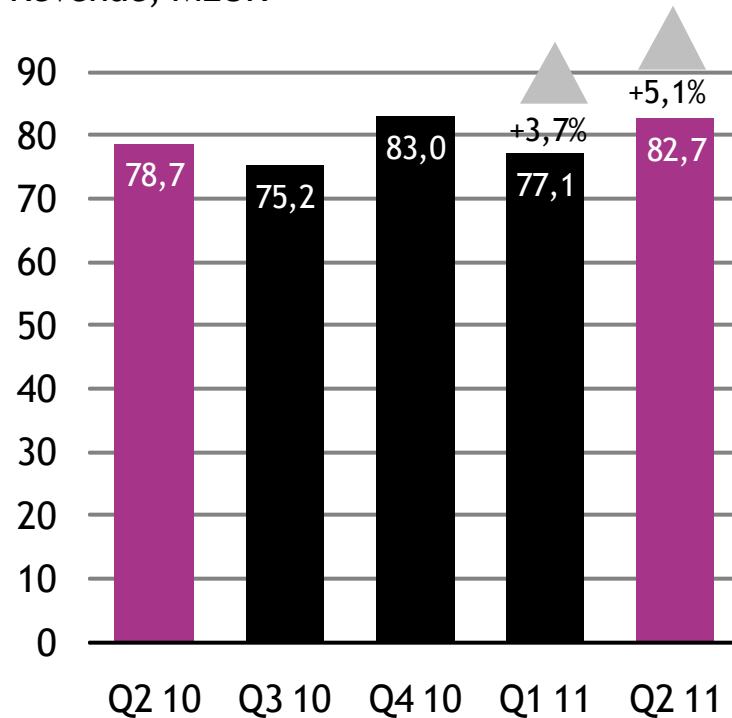
Other operations

- Revenue amounted to MEUR 20.7 (19.3), of which external revenue MEUR 1.3.
- Investment to renew the Tampere printing facility proceeds as planned.
 - The finishing system to be delivered by Ferag AG (Switzerland).
- The statutory personnel negotiations related with the development and rationalising programme at the printing and distribution operations were completed in June.
 - Alma Manu will reduce its workforce by 54 full-time work years and will close down its printing operations in the city of Pori until January 2012.
- The early morning delivery of Lapin Kansa will be transferred to Alma Manu as of January 17, 2012.

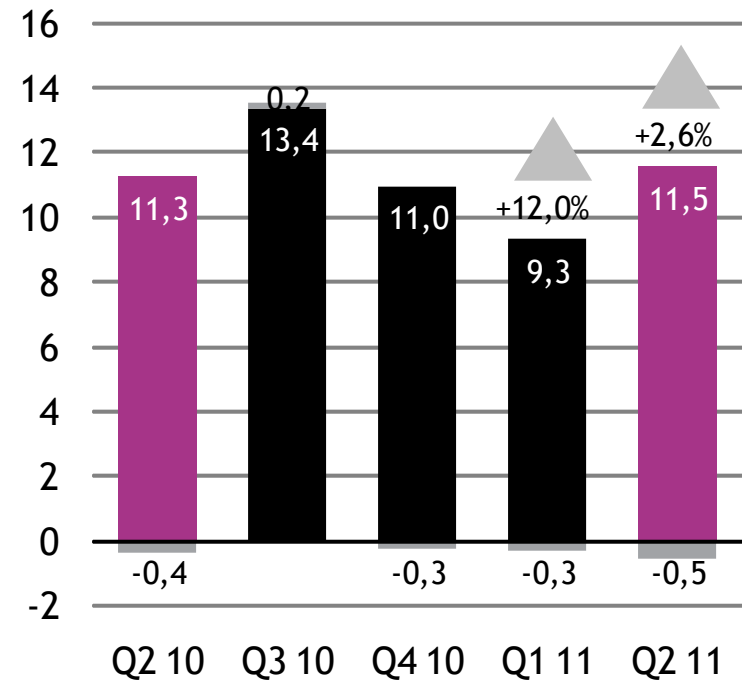
Key figures Q2 2011, MEUR

IFRS

Revenue, MEUR



EBIT, MEUR

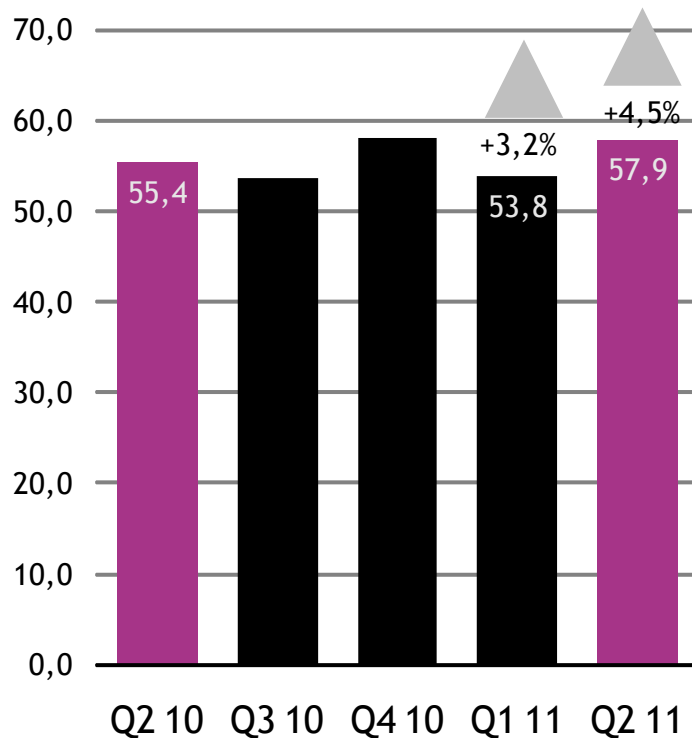


■ Onetime items

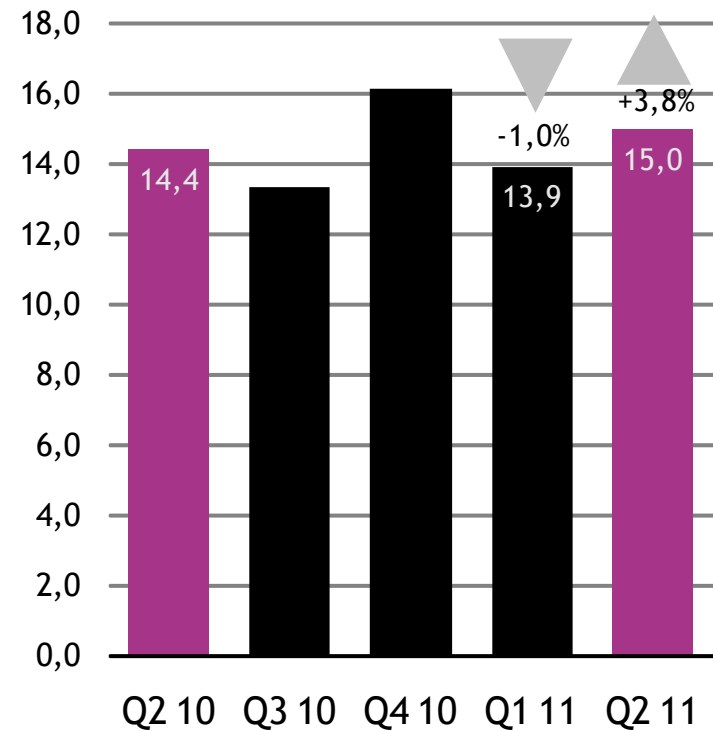
Revenue by segment, MEUR

w/o onetime items

Newspapers, MEUR & %



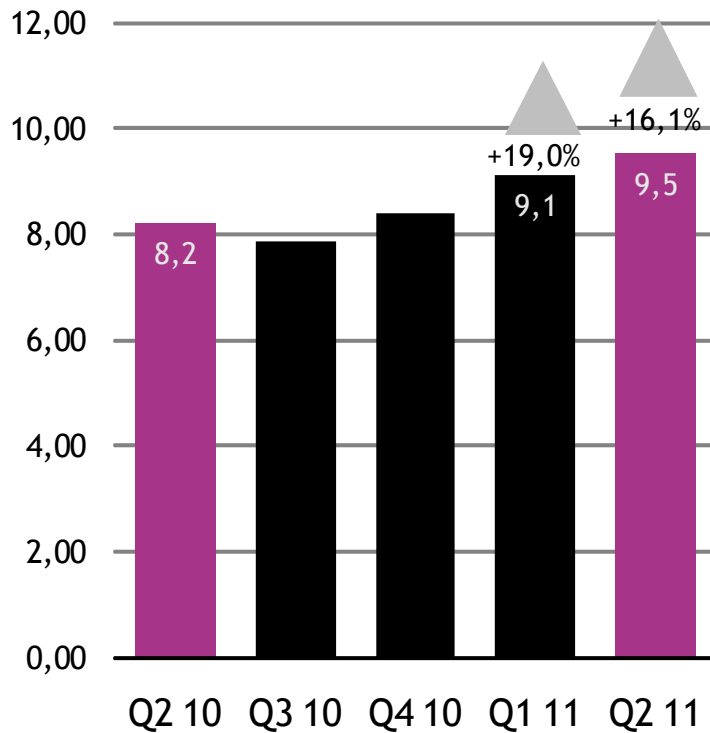
Kauppalehti Group, MEUR & %



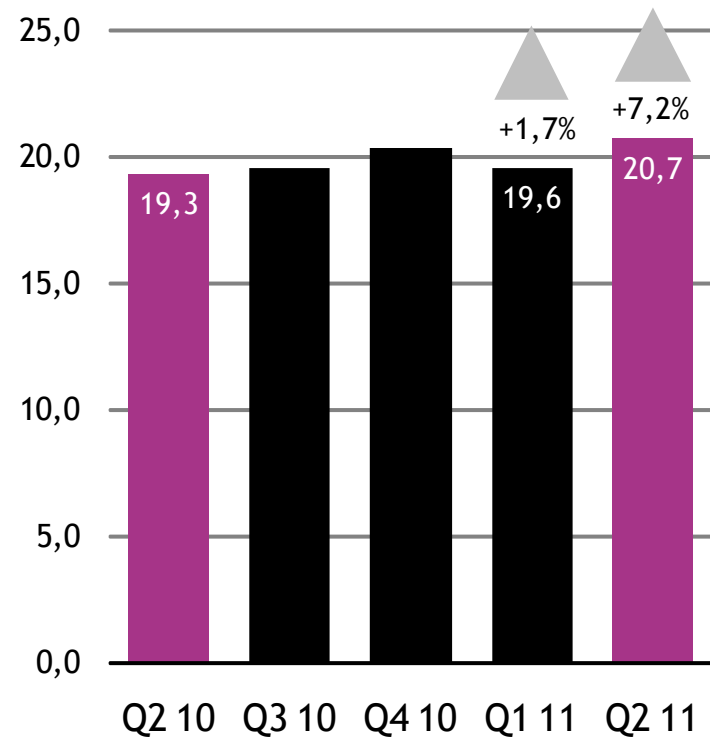
Revenue by segment, MEUR

w/o onetime items

Marketplaces, MEUR & %



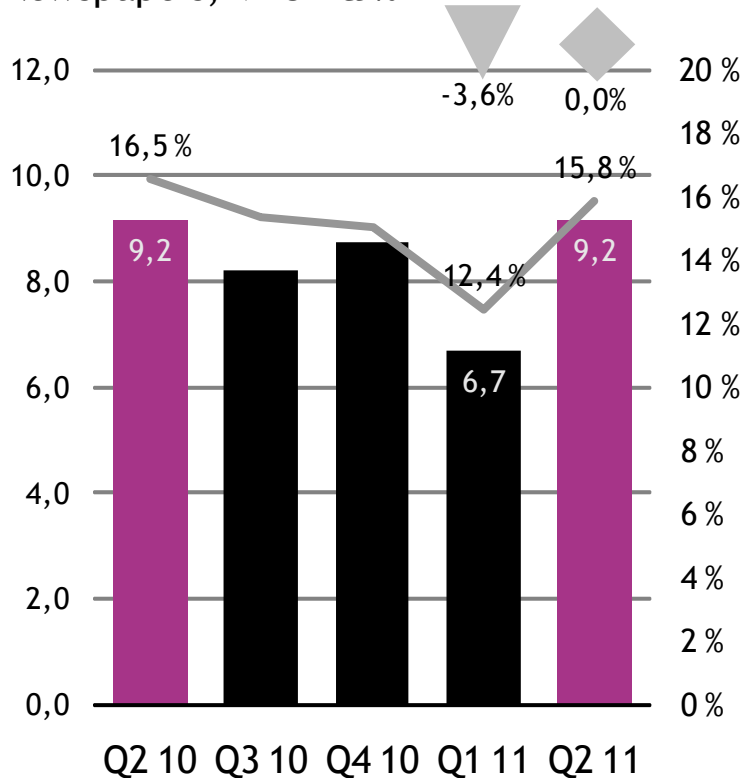
Other, MEUR



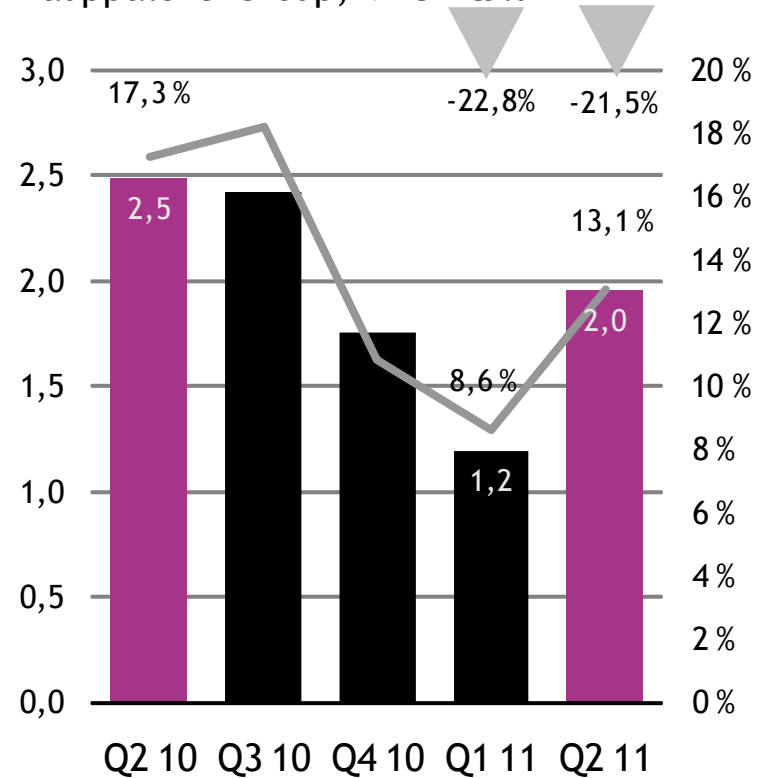
EBIT by segment, MEUR

w/o onetime items

Newspapers, MEUR & %



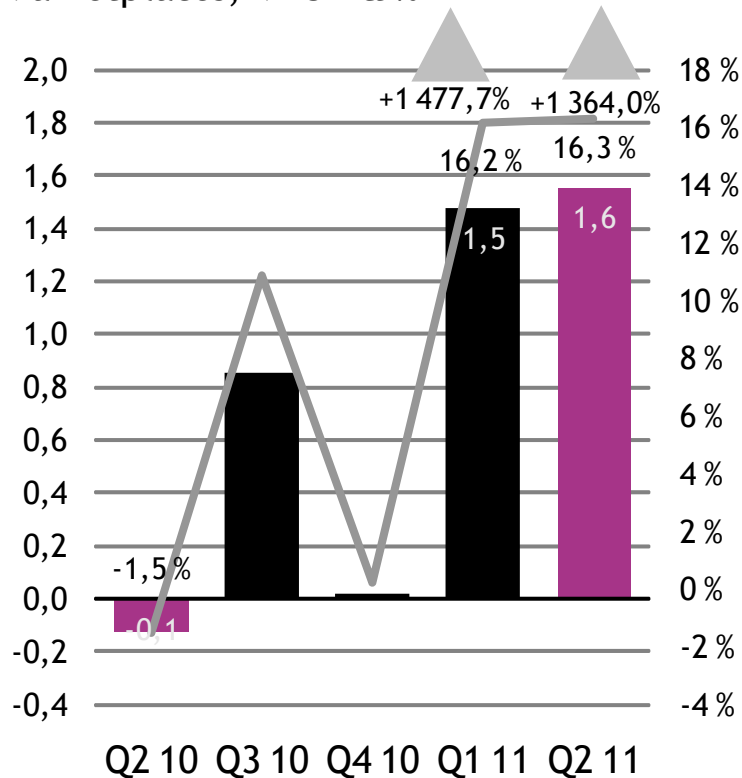
Kauppaliehti Group, MEUR & %



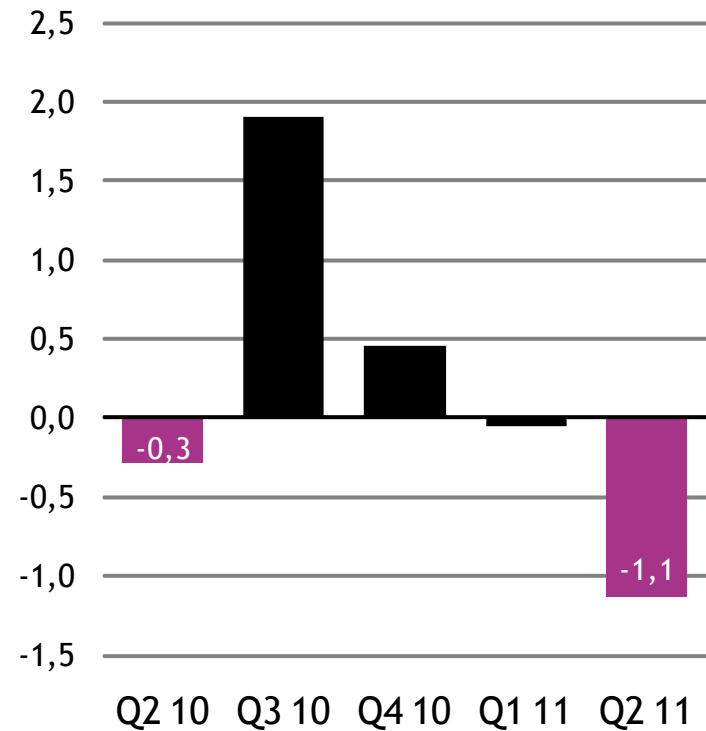
EBIT by segment, MEUR

w/o onetime items

Marketplaces, MEUR & %

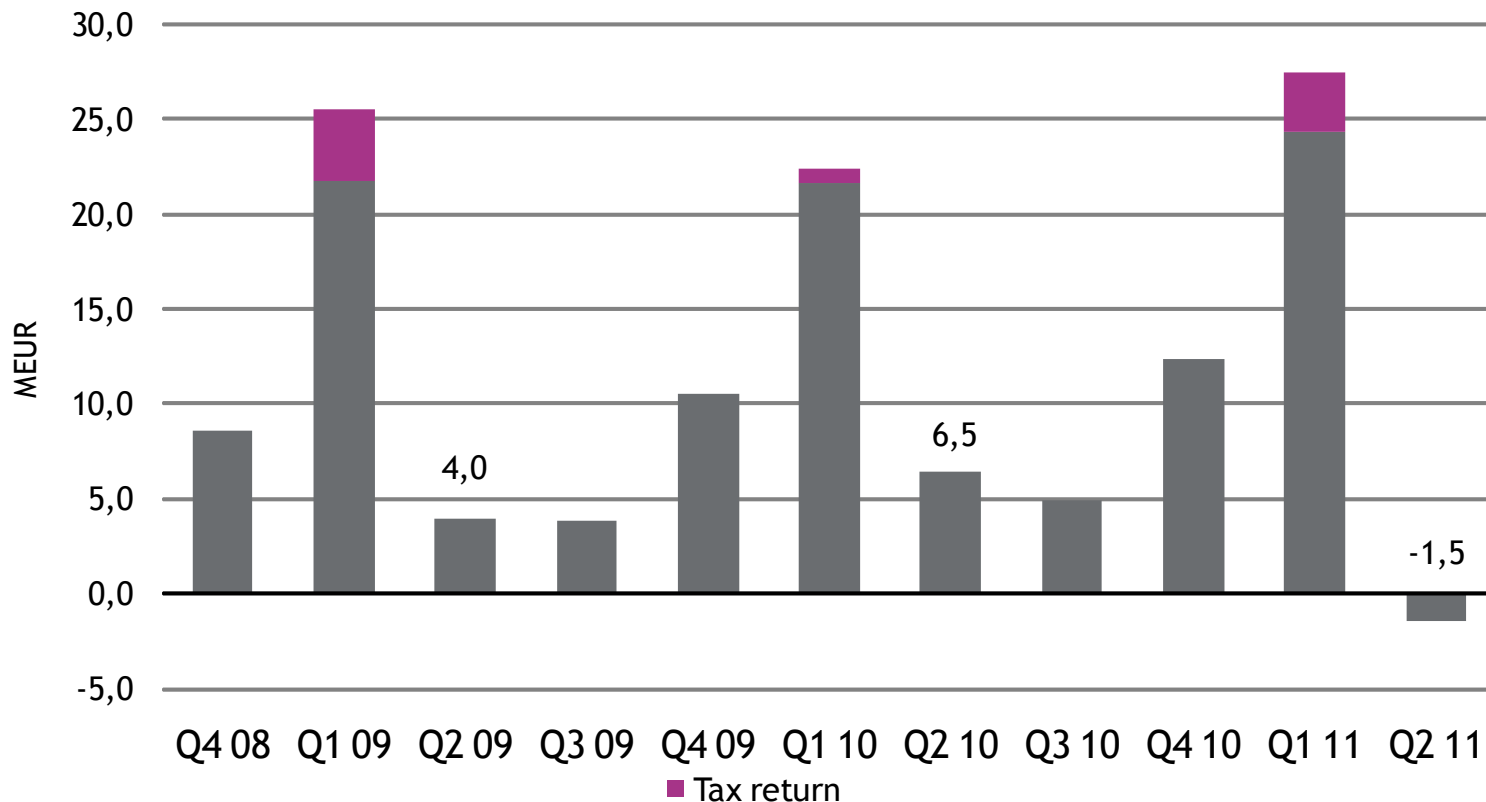


Other, MEUR



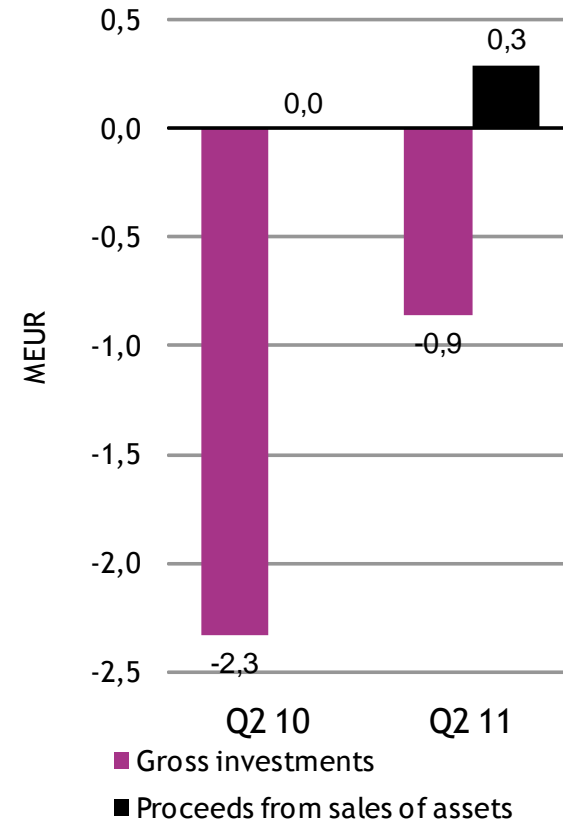
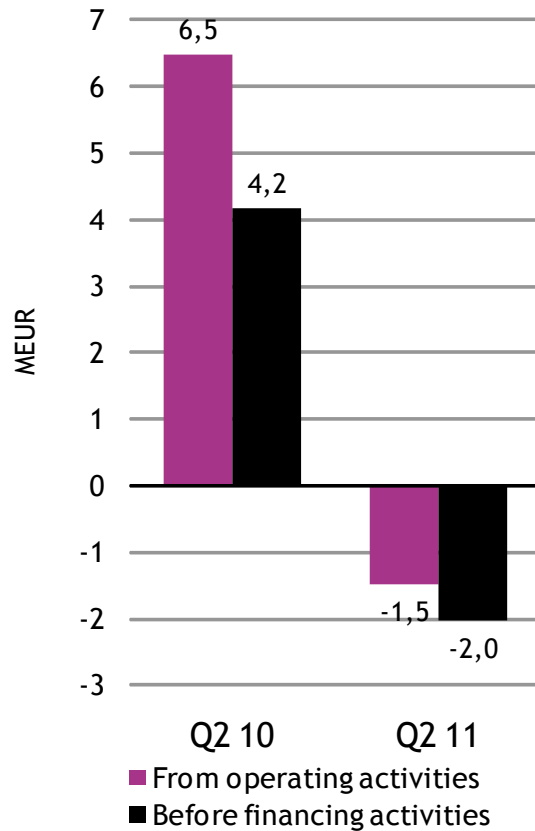
Cash flow from operating activities, MEUR

IFRS

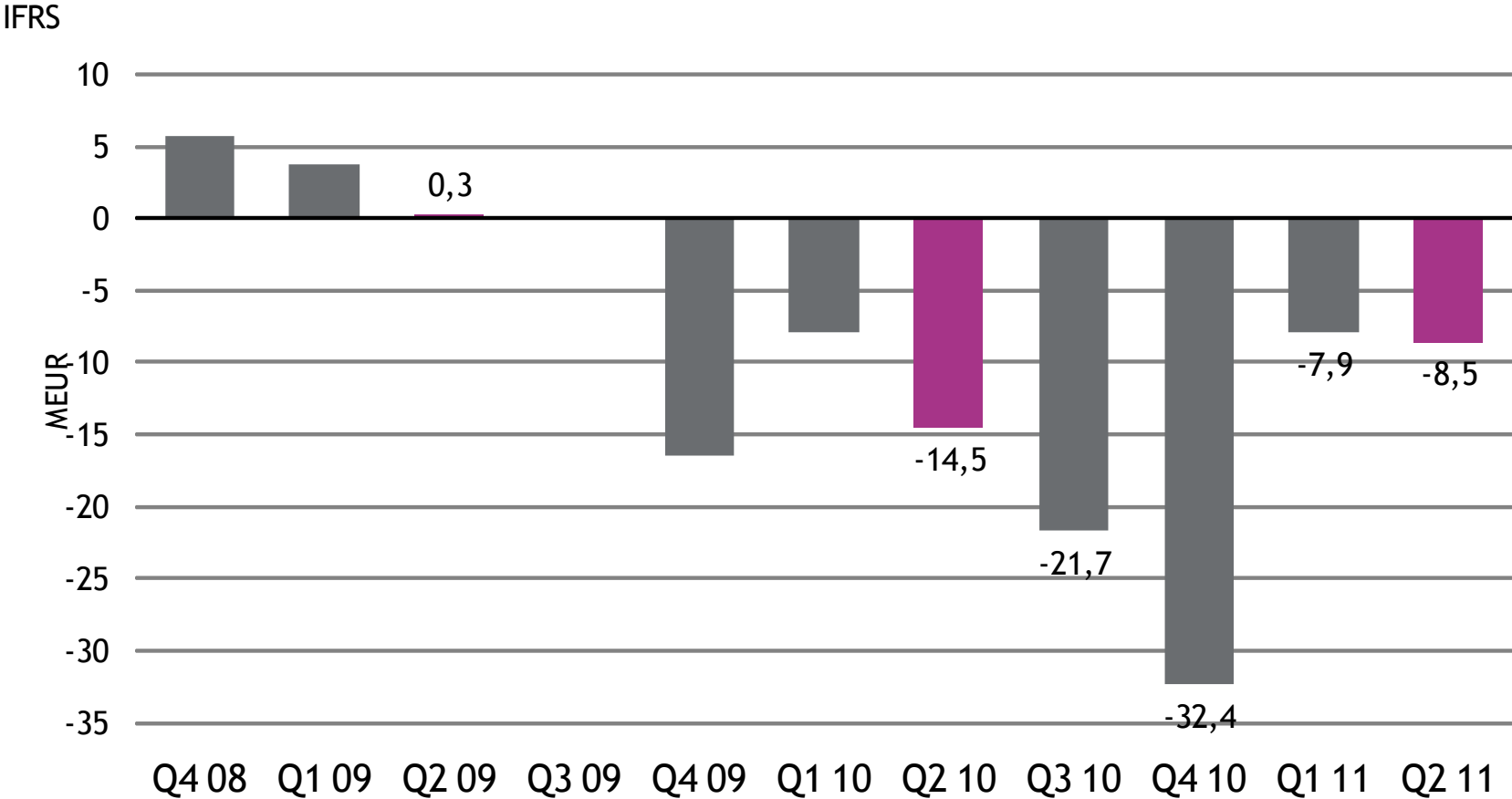


Cash flow and investments, MEUR

IFRS



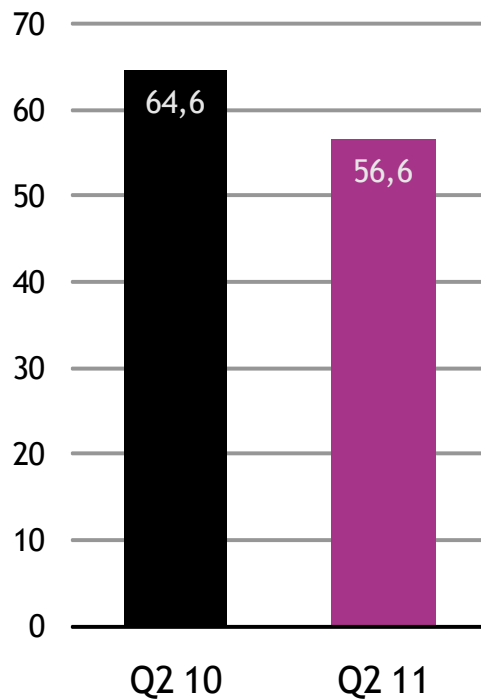
Net debt, MEUR



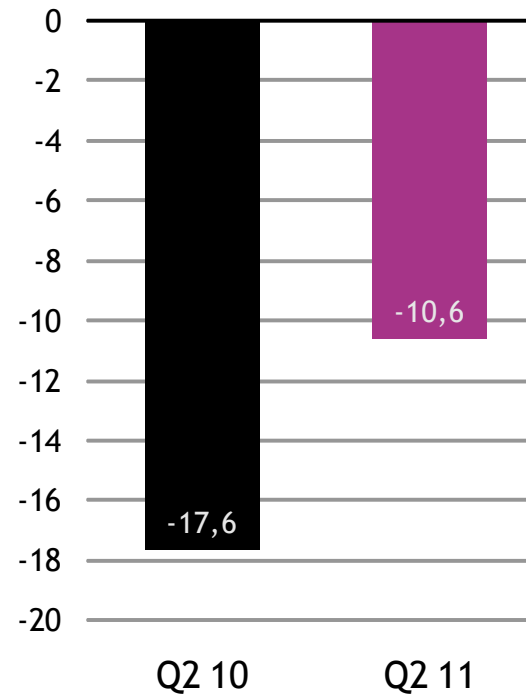
Key ratios

IFRS

Equity ratio, %



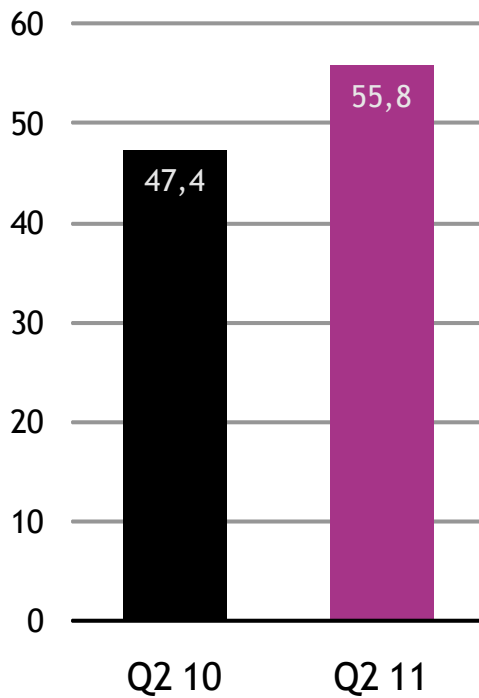
Gearing, %



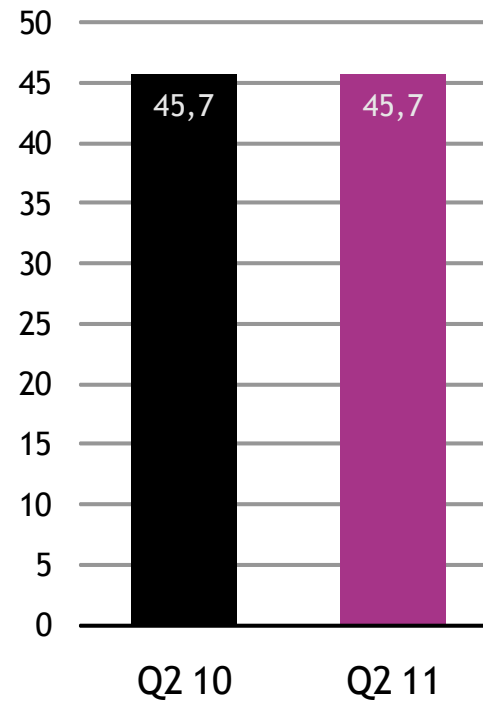
Key ratios

IFRS

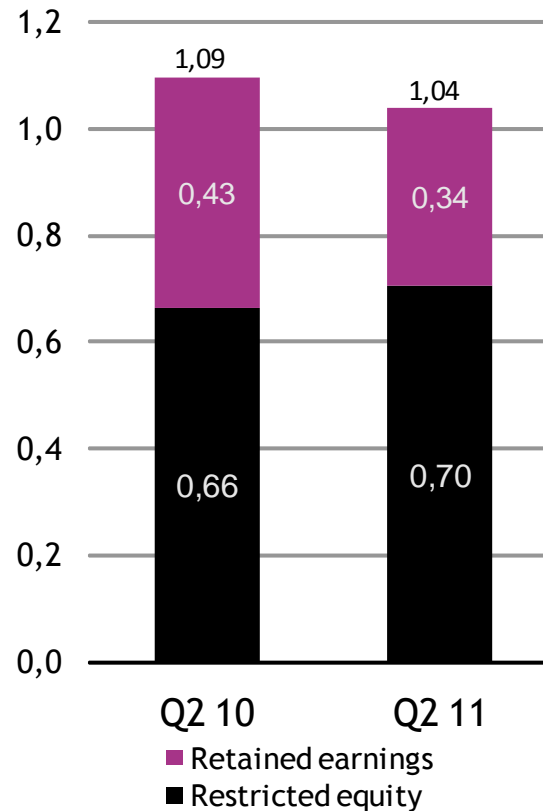
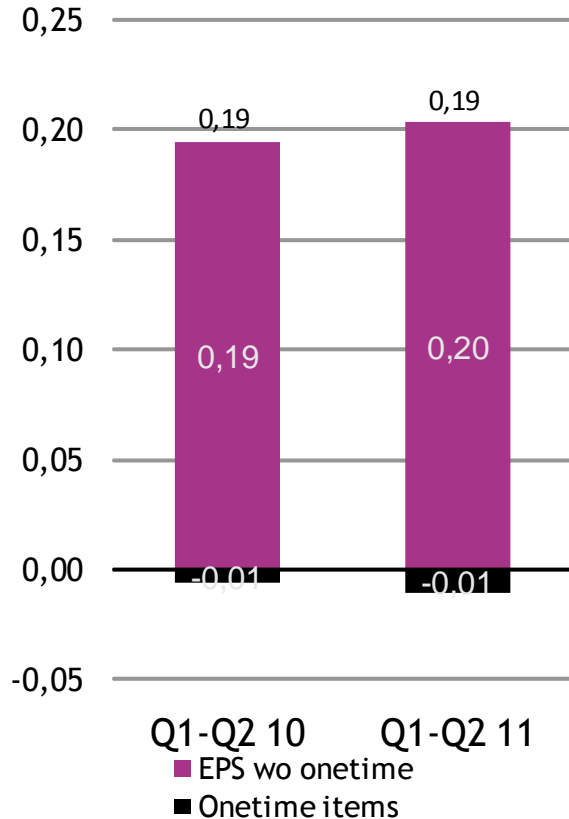
ROE%



ROI%



EPS and shareholders' equity per share



Balance sheet

IFRS

MEUR	Q2 2011	Q2 2010
Intangibles and goodwill	40,9	39,9
Tangibles	25,2	29,9
Associated companies	33,9	31,2
Inventory	1,1	0,9
Receivables	41,7	29,8
Cash	23,2	18,8
Assets	166,1	150,5
Equity	80,8	82,2
Reserves-obligatory	1,2	0,5
Pension liabilities	2,6	2,9
Ib debt	14,7	4,3
Non-Ib debt	43,4	37,3
Advances received	23,4	23,3
Equity and liabilities	166,1	150,5

Profit and loss

w/o onetime items

MEUR	Q2 2011	Q2 2010	Chg	Chg %	Q1-Q2 2011	Q1-Q2 2010	Chg	Chg %
Circulation sales	30,3	30,7	-0,4	-1,4 %	61,0	61,4	-0,4	-0,6 %
Advertising sales	42,7	38,6	4,2	10,8 %	80,4	73,4	7,0	9,6 %
Advertising sales, print	31,2	28,9	2,3	8,1 %	57,9	55,3	2,5	4,6 %
Advertising sales, online	11,3	9,4	1,8	19,6 %	22,1	17,6	4,4	25,1 %
Other sales	9,7	9,5	0,2	2,6 %	18,5	18,4	0,1	0,5 %
Revenue	82,7	78,7	4,0	5,1 %	159,8	153,1	6,7	4,4 %
Other operating income	0,0	0,3	-0,2	-89 %	0,1	0,3	-0,2	-76,2 %
Total expenses	71,2	67,7	3,5	5,1 %	139,0	133,8	5,2	3,9 %
EBIT	11,5	11,3	0,3	2,6 %	20,9	19,6	1,3	6,6 %
EBIT %	14,0 %	14,3 %			13,0 %	12,8 %		

Outlook on July 22, 2011

- Alma Media estimates that its full-year revenue and operating profit excluding non-recurring items will grow from the 2010 levels.
- Revenue in 2010 totalled MEUR 311.4, operating profit excluding non-recurring items MEUR 43.9 and operating profit was MEUR 43.4.

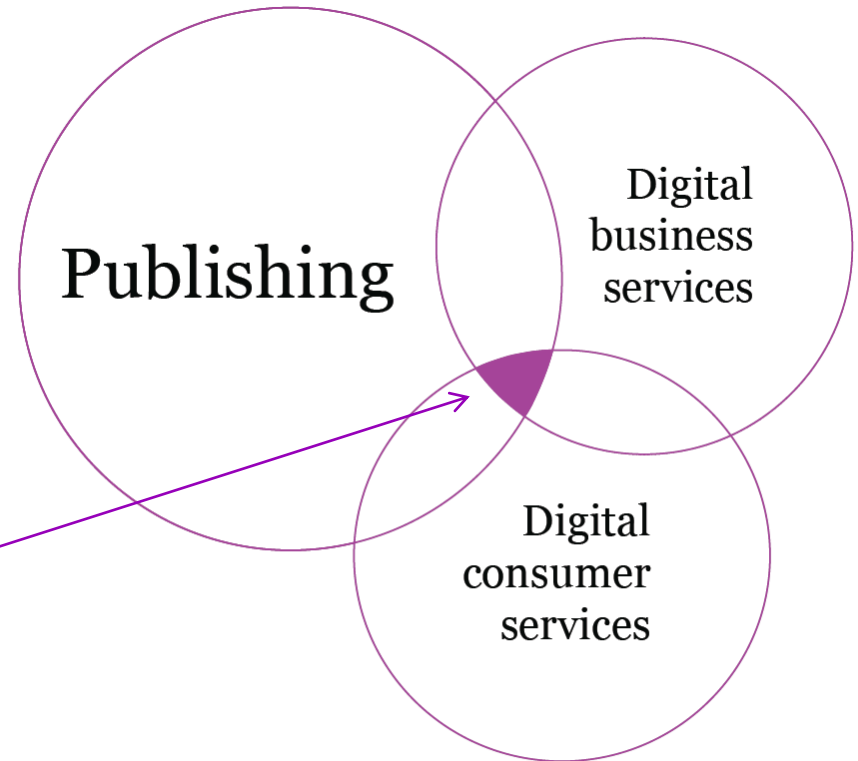


Strategy navigating forward

Strategy forward

Strategic goals:

- Increasing revenue from digital consumer and business services through both organic growth and acquisitions.
- Strengthening existing products and services.
- Aggressively driving the remodeling of publishing brands into multimedia brands.
- Developing common core: expertise, management, organisation and steering systems to support growth and business renewal



Publishing going digital: case Iltalehti

1980-
2005



ILTALEHTI

2005 -



ILTALEHTI ILTALEHTI.fi



Kotikokki.net



ILTALEHTI ilona



Telkku.com



ILTALEHTI TV Jätti



**HELPOP
ILTALEHTI-RISTIKOT**



VUODATUS NET



ILTALEHTI nettiv



neffit



GAMELI

2011 →

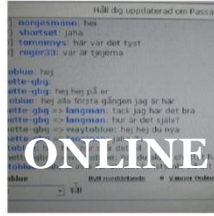
The largest online media in Finland.

- over 2.3 million weekly visitors.
- over 50 % of advertising income from online.

Publishing going digital: case Kauppalehti



Business models for publishing



Content for a reader

Local content
News analysis
Debate
Usefulness
Entertainment
Content by professionals

Fast news
Topical issues
Entertainment
Web TV, video
Services
Content by professionals and users

News in brief - right now

Location-based and other services

Rich-media e-newspaper

Various services

Alma Media future business model

Subscription fees
Single copy sales

Freemium
Micro/nano payments

Paid for

Subscription-based
Single issue sales

Packages for subscribers

Advertising income

Digital services: case Marketplaces



Real estate

ETUOVI.COM

VUOKRAOVI.COM

city24

bovision.se



Jobs

monster.fi



Cars & Machinery

MASCUS

autotali.com

Strategy forward:

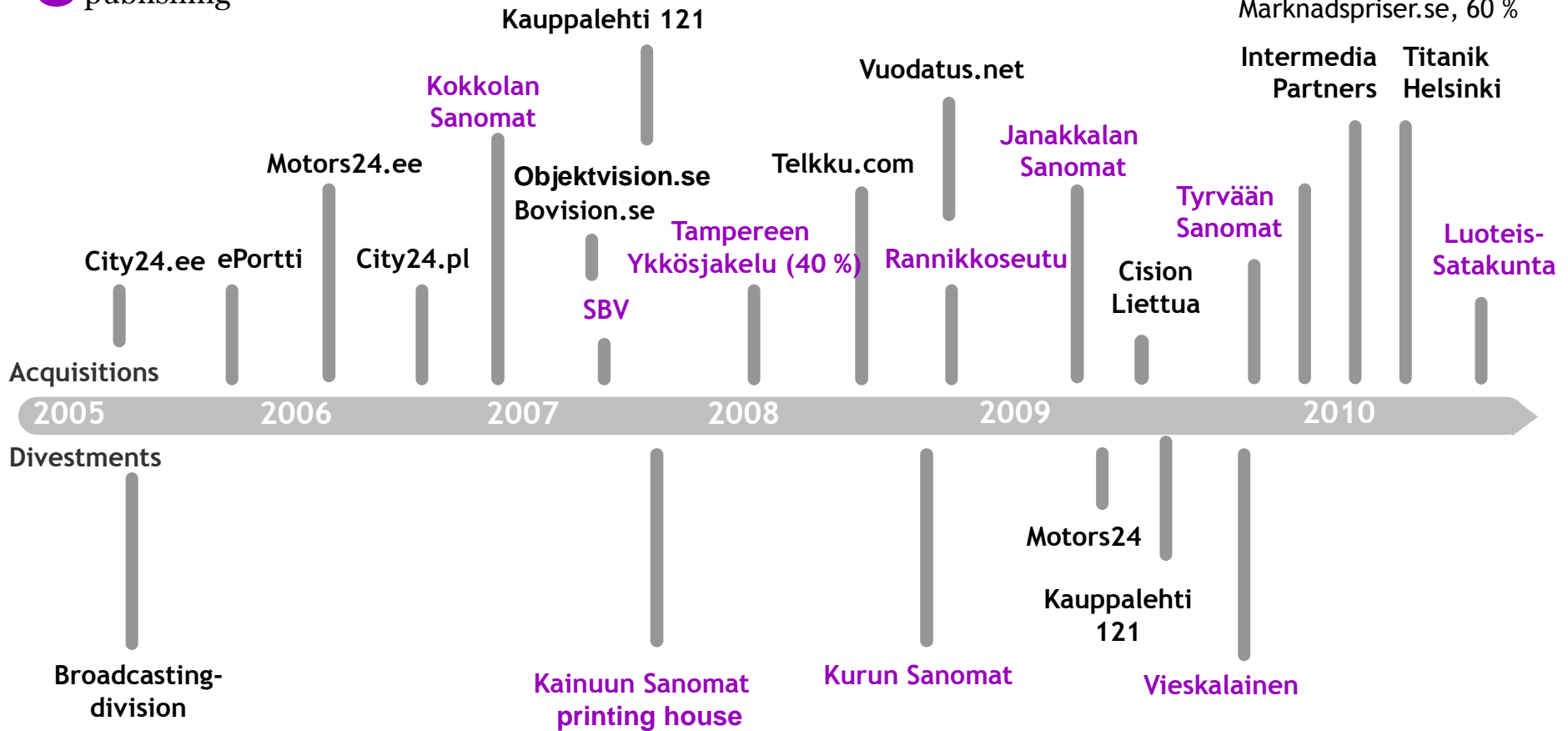
Build value-adding services for consumers and business customers

Add C-to-C features to existing services

Acquisitions for renewal and growth

- online services
- publishing

In 2010 also:
 Arena Interactive, 35 %
 Kotikokki.net, 40 % -> 65 %
 Kateetti Oy, 24 %
 Marknadspriser.se, 60 %



Shareholding and share facts

Investor calendar

- Q3 2011 results Oct 28

Share facts

- Nasdaq OMX Helsinki (Nordic Mid-Cap) ALN1V; ALN1V FH (Bloomberg); ALN1V.HE (Reuters)
- ISIN code FI009013114
- Number of shares: 75,129,523
- Share capital EUR 45,077,713.80
- Non-Finnish shareholding approx. 7.5 %

www.almamedia.fi/investors

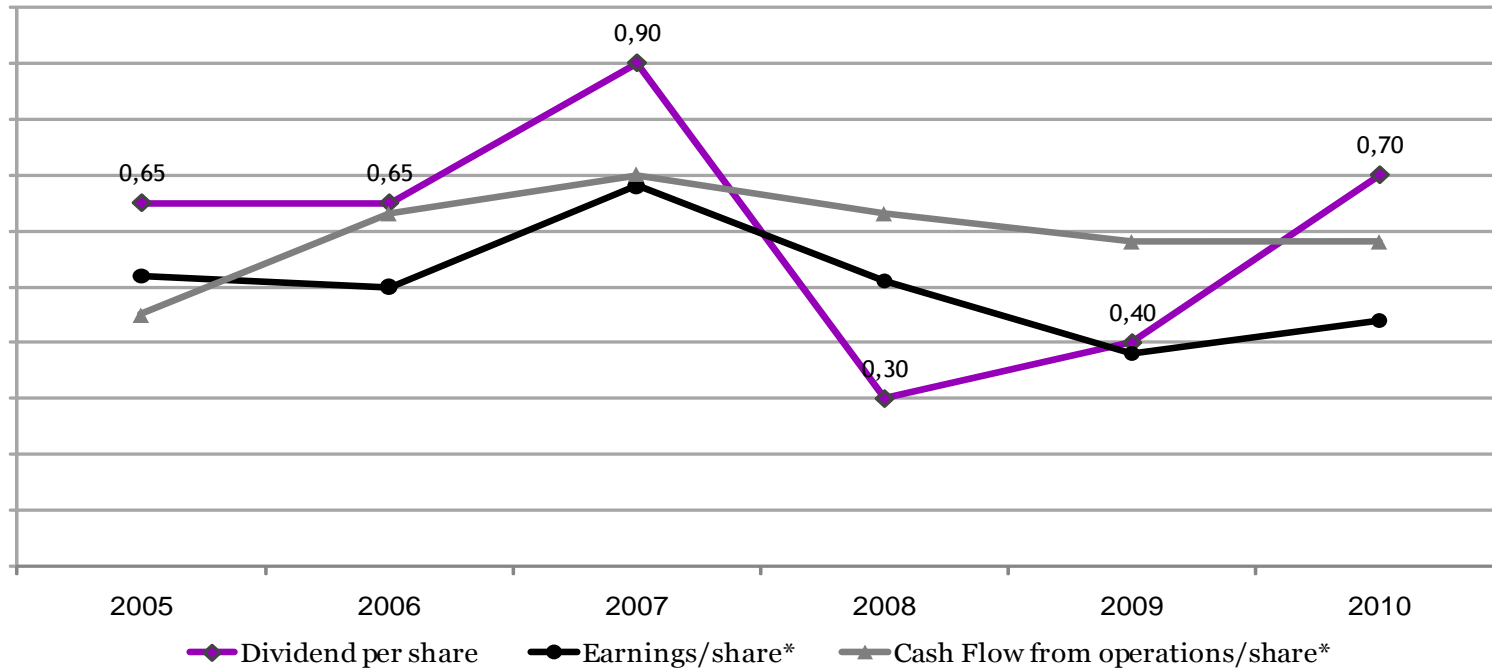
IR contact: Rauno Heinonen, tel. +358 40 861 9345

Main shareholders

July 30, 2011

	% of shares and voting rights
1. Ilkka-Yhtymä Oyj	29.79
2. Varma Mutual Pens. Insurance	9.54
3. Mandatum Life	8.74
4. Kaleva Publishing Oy	6.25
5. Kaleva Mutual Pens. Insurance	5.54
6 C.V. Åkerlund foundation	4.53
7. Oy Herttaässä Ab	3.41
8. Tapiola Mutual Pens. Insurance	2.45
9. Ilmarinen Mutual Pension Insurance	1.18
10. Veljesten Viestintä Oy	1.13

Value creation through dividends



* continuing operations

Dividends and effective dividend yields						
	2005	2006	2007	2008	2009	2010
Dividend, eur	0.65	0.65	0.90	0.30	0.40	0.70
Effective dividend yield	8.5%	7.0%	7.7%	6.1%	5.3 %	8.5 %

vision

Alma Media is the most exciting provider of information, service and experiences. The company sets the stage for the future of media.



Thank you!