

A photograph of a person's hands resting on a large, textured red ball on a cobblestone street. The person is wearing a dark jacket and a watch. The background shows a cobblestone street and a person's legs in dark pants and shoes.

Alma Media – the winning team in hybrid media

Kai Telanne, President and CEO, Alma Media Corporation
26 August 2009

Contents

- Alma Media and the business strategy
- Hybrid media – what's that?
- The Finnish media market (H1 2009)
- Alma Media's tender offer for all Talentum shares
- Appendix: Financials Q2 2009



Newspapers and online media in Finland

AAMULEHTI
 Hervannan Sanomat
 Janakkalan Sanomat
JÄMSÄN SEUTU
 KMV-LEHTI
 Nokian-Uutiset
 Suur-Keuruu
:tori
 VALKEAKOSKEN
 SANOMAT
VEKKARI

Lapin Kansa
 Rovaniemi
KOILLIS-LAPPI

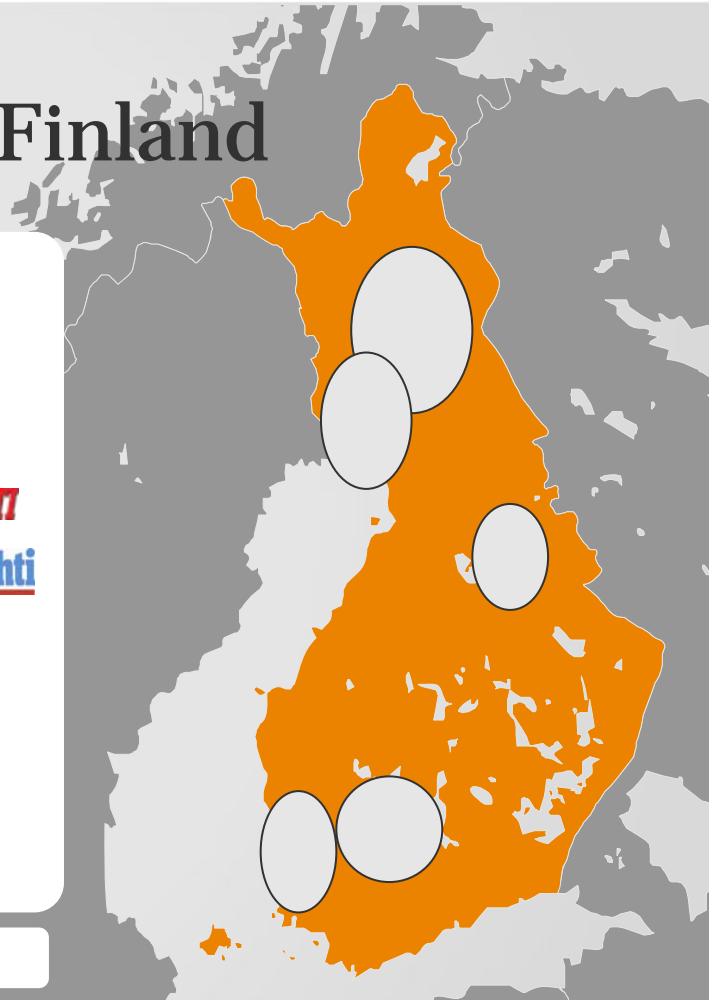
POHJOLAN SANOMAT
KS
 Kuhmolainen
HELMi
 OULUN
Eteläinen
 PYHÄJOKISEUTU
 RAAHEN SEUTU
 Raahelainen
SOTKAMO
 VIESKALAINEN
 Ylä-Kainuu

SATAKUNNAN KANSA
Jokilaakso
 KANKAANPÄÄN
SEUTU
 Merikarvia
 PORIN SANOMAT
 Rannikkoseutu
 Sydän-Satakunta
 Uutismarkku

KAINUUN SANOMAT
Koti-Kajaani
KURIIRI

ILTALEHTI
Kauppalehti

+ online services complementing the printed papers



International marketplaces

Finland

Home trading:

ETUOVI.COM

VUOKRAOVI.COM

Recruiting:

monster.fi

Car trading:

autotalli.com

Heavy machinery:

.MASCUS

Consumer classifieds:

mikko.fi

Other countries

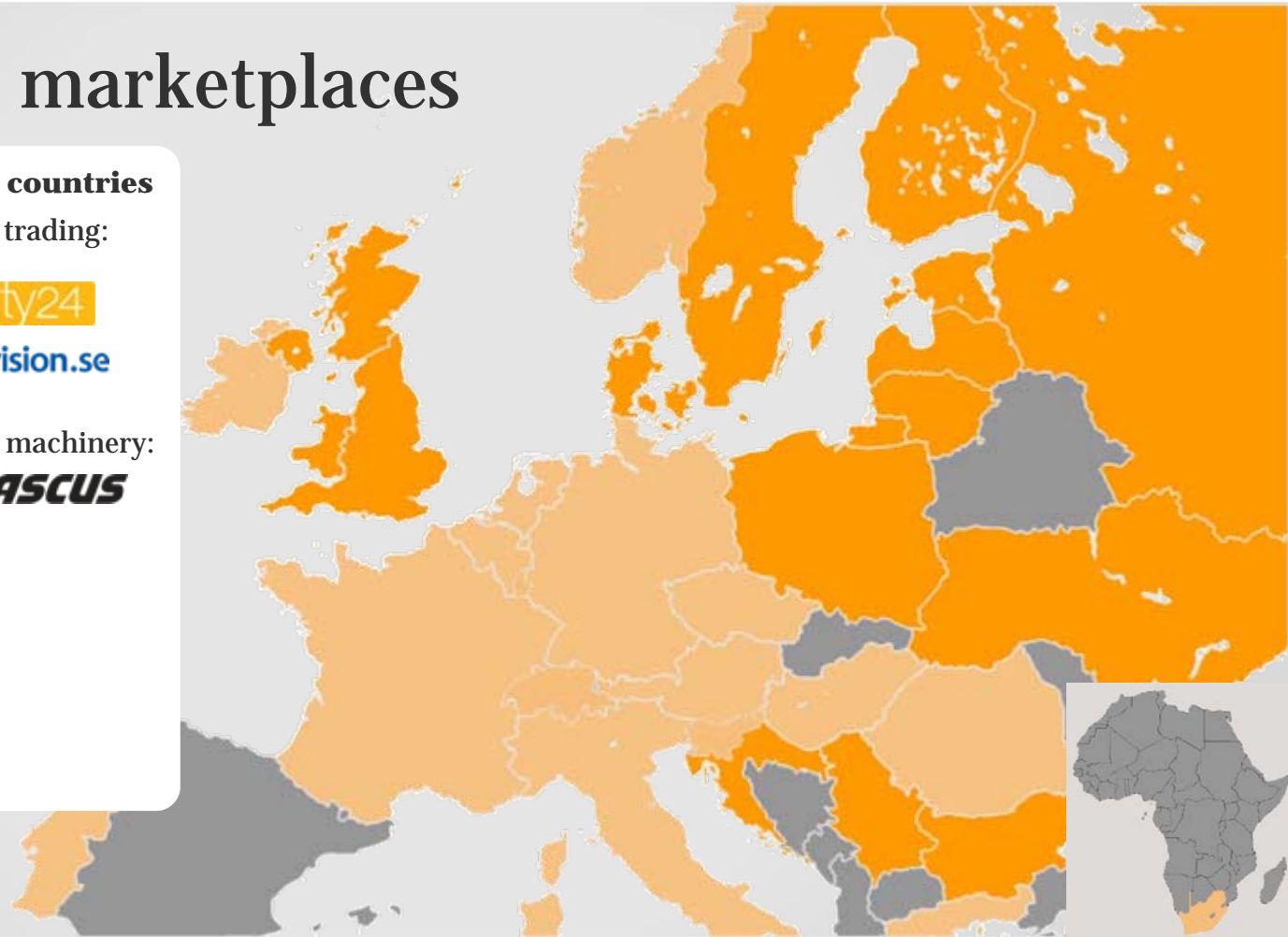
Home trading:

city24

bovision.se

Heavy machinery:

.MASCUS



 Mascus licence offices.

As of 1 April 2009 also in Australia, Canada, Slovakia and New Zealand.

Cornerstones of the business strategy

CHAINING OF OPERATIONS

Systematic cooperation and joint projects create competitive advantage

RENEWAL

Transformation from a stand-alone newspaper to a combination of printed and online media

INTERNATIONALISATION

Spearheaded by Marketplaces
Focus on market areas with strong growth

MERGERS AND ACQUISITIONS

Industry consolidation in Finland
International growth

Online media; key development areas

ONLINE MEDIA

News, editorial content:

- Hybrid media approach (printed & online media)
- 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 social networking features in present services
- Create or acquire new social networking-oriented consumer services

INFORMATION SERVICES

Useful content:

- Create or acquire new information services
- Internationalisation

A young boy in a blue soccer jersey is jumping in the air with his arms raised, celebrating. He is wearing a blue jersey with white stripes on the sleeves and white shorts with blue stripes. In the foreground, another young boy in a black soccer jersey is looking towards him. The background shows a grassy field and a building with windows.

Hybrid media - what's that?

Hybrid media – the key features

- Combination of a printed newspaper and an online media
- Differentiation of contents is crucial – a printed newspaper and an online service are different in nature
 - E.g. Iltalehti develops its printed version towards a daily magazine, while its online service focuses on fast news production
- In the future, online media may contain new consumer services
 - Online shopping, social media etc.



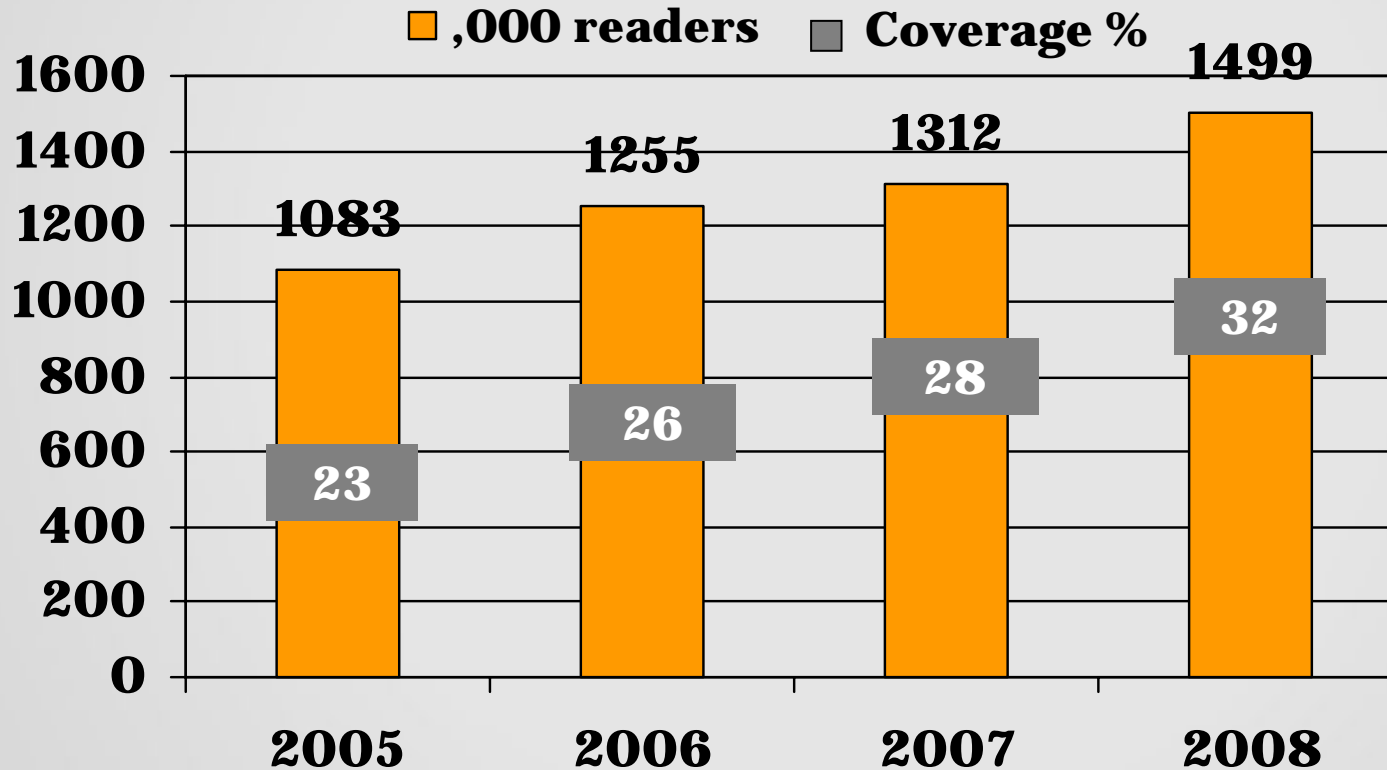
Case: Iltalehti, a pioneer in hybrid media

- The market for afternoon papers is in a downward trend
 - Circulation of the printed paper decreases by 5 to 6% annually
 - Simultaneously, online services have strengthened significantly
- The trend is driven by the swift and strong change in media consumption - news are more and more often consumed via internet
- In order to succeed, it is presumed that
 - The newspaper is transformed to a "daily magazine"
 - The medium has a strong online position that enables growing advertising revenues
 - The cost structure and cost levels will be adjusted
 - The medium will likely have new revenues, e.g. online trading commissions



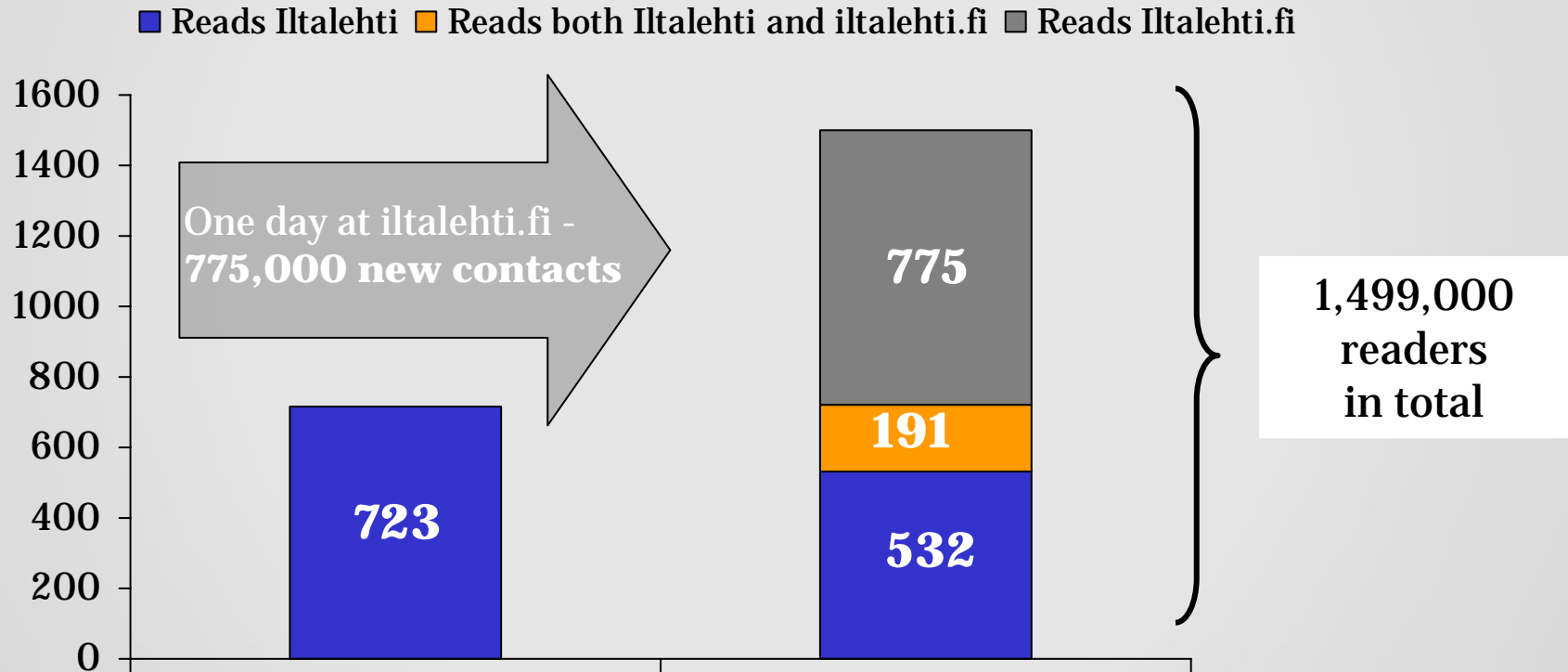
Iltalehti + Iltalehti.fi – a growing medium

Reach in one day with the combination



Source: TNS Atlas Jan-Sep 2005, 2006, 2007 and 2008, TNS Gallup Oy. Population +10 yrs

Iltalehti and Iltalehti.fi reach 1.5 million Finns a day



The Finnish media market H1 2009



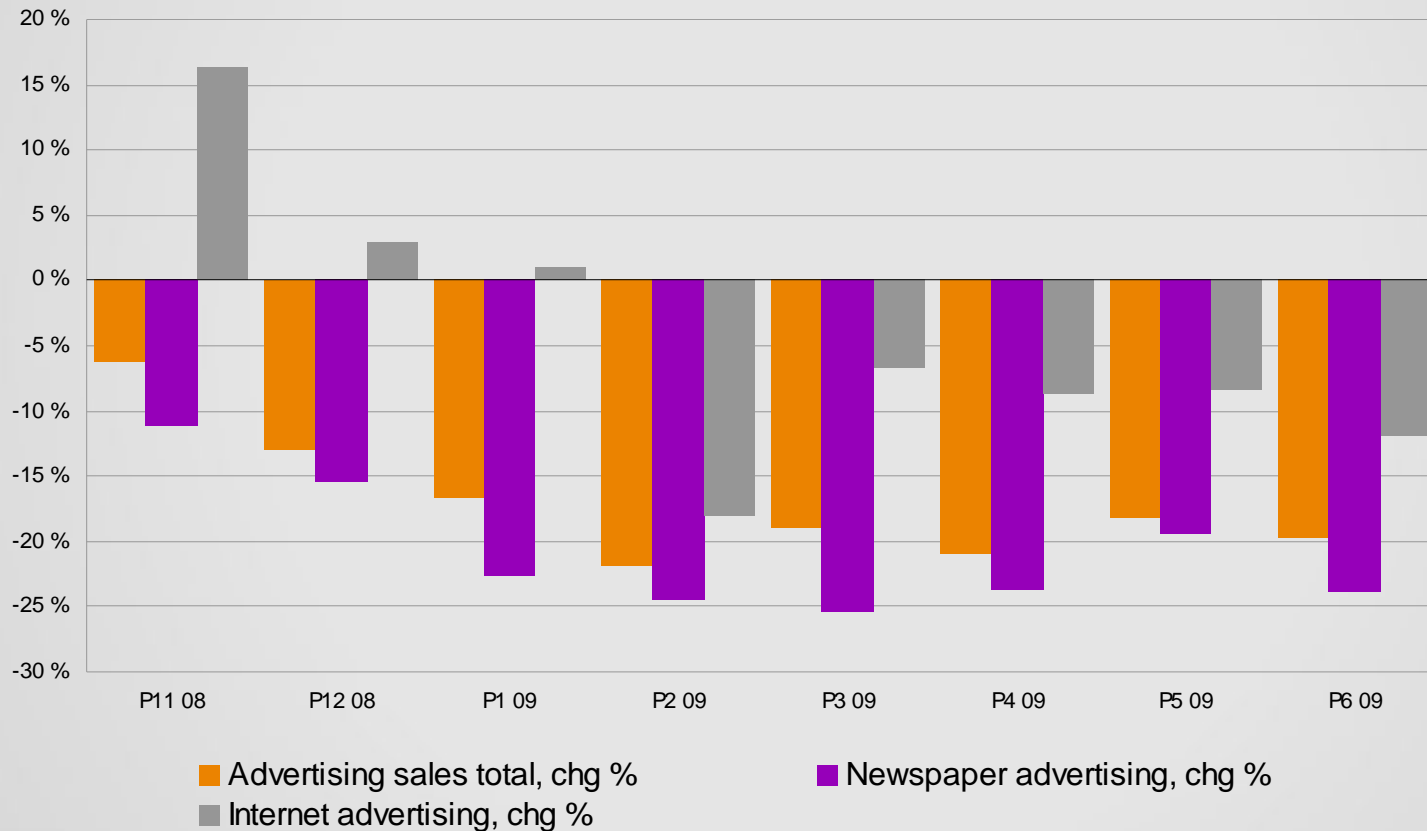
Advertisers overreact to economic cycles



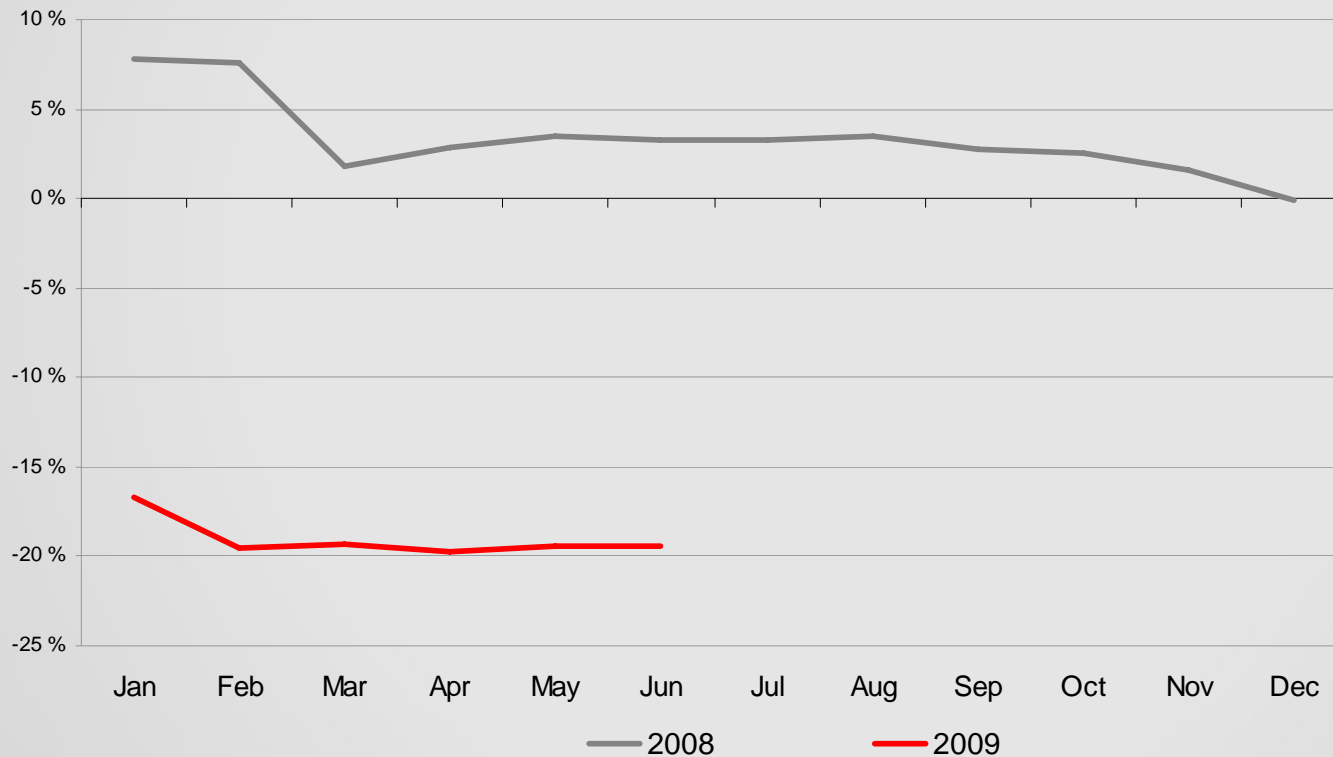
Sources: Statistics Finland, Advisory Board of Advertising

Advertising sales change P11/2008 - P6/2009

Total markets, Finland

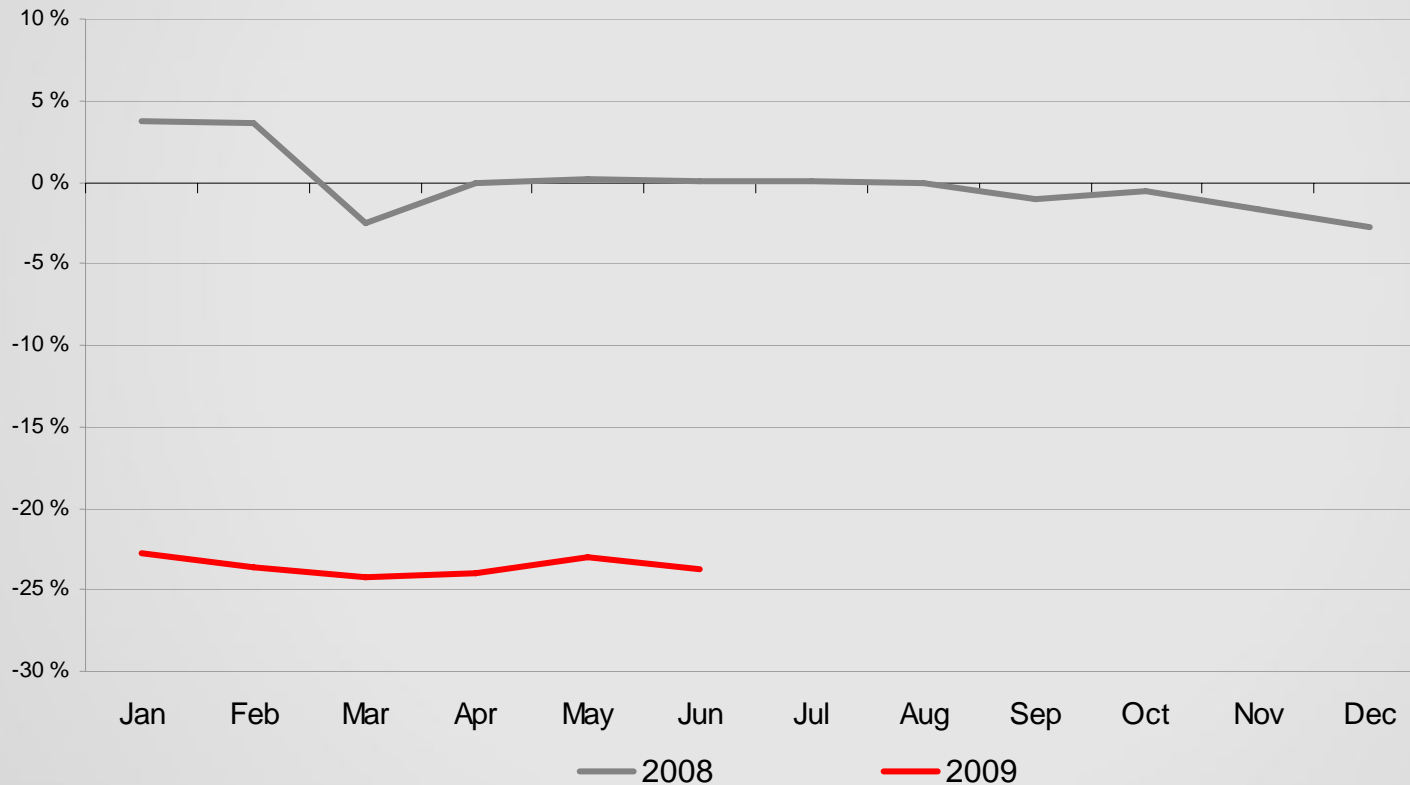


Advertising sales, total YTD change from previous year, %

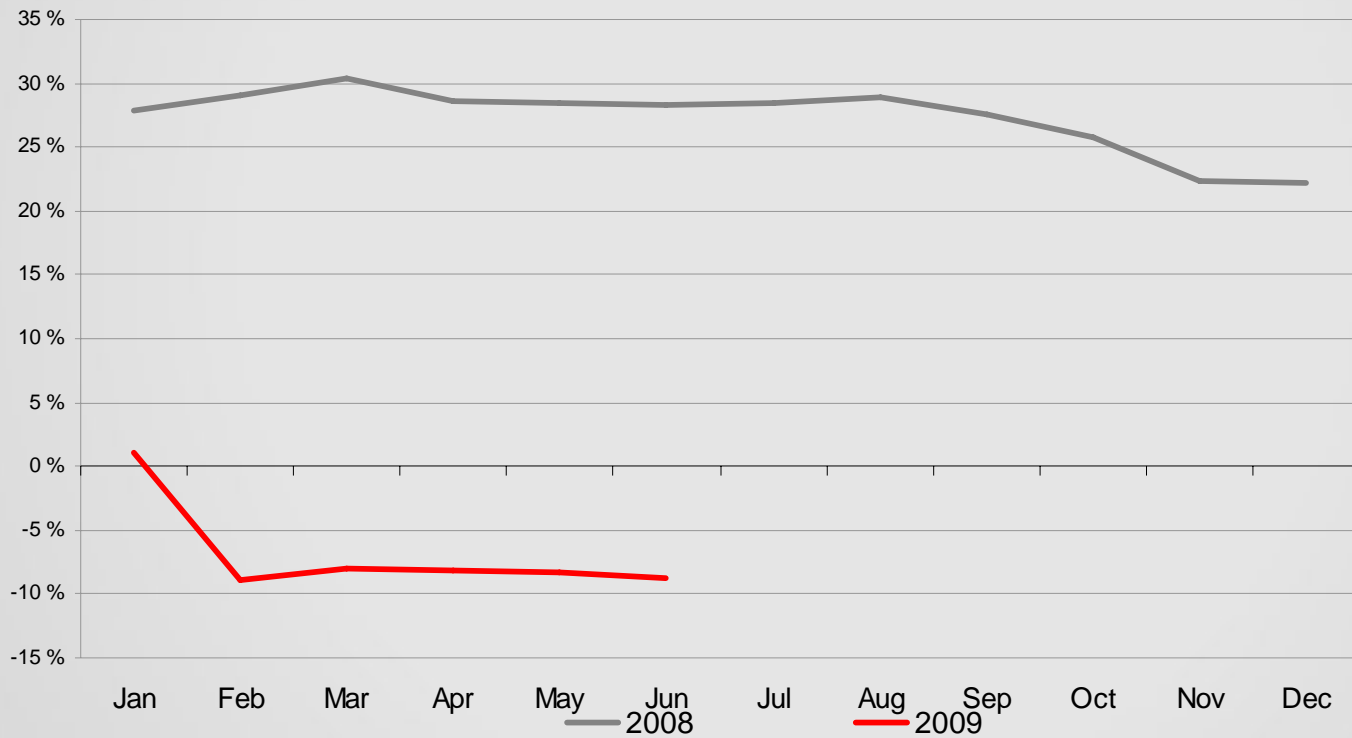


Advertising sales, newspapers

YTD change from previous year, %



Advertising sales, internet YTD change from previous year, %



Advertising sales change Q1-Q2 2009

Alma Media vs. market

Change, %	Market Q1-Q2 09 *	Alma Media Q1-Q2 09
Newspapers	-23,0	-19,2 **
Magazines	-24,0	-
Television	-13,0	-
Radio	-3,2	-
Internet	-8,8	-6,7
TOTAL	-19,4	-17,3

* Source: TNS Media Intelligence

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

Advertising sales change Q2 2009

Alma Media vs. market

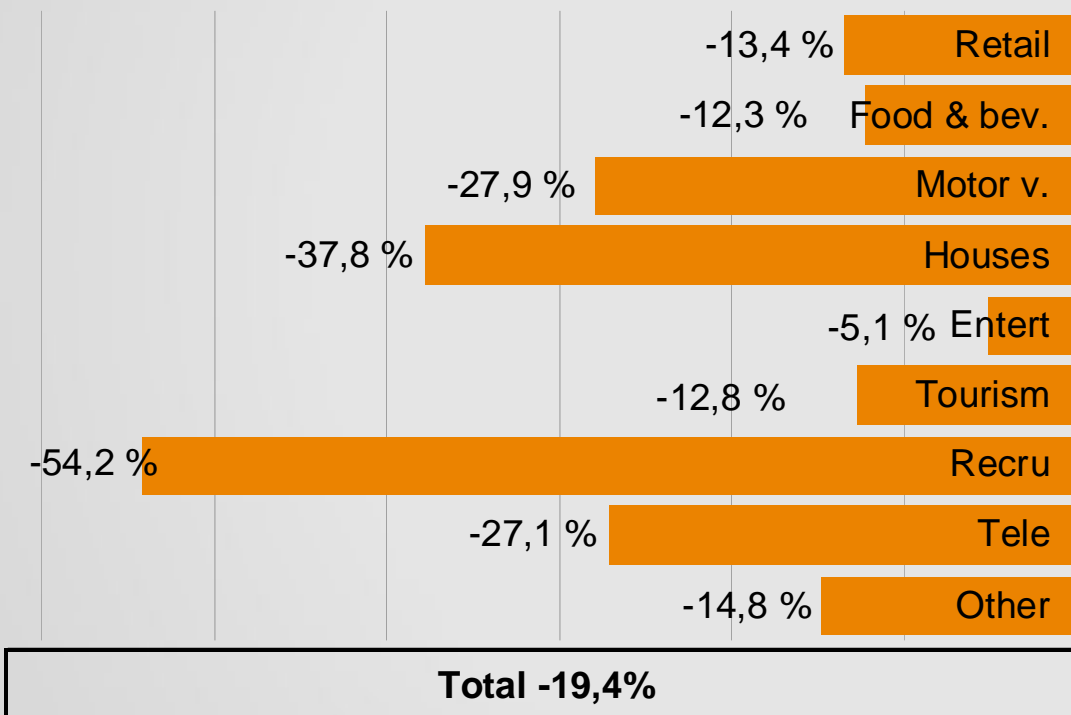
Change, %	Market Q2 09 *	Alma Media Q2 09
Newspapers	-22.8	-18.7 **
Magazines	-28.0	-
Television	-12.4	-
Radio	-7.3	-
Internet	-9.6	-8.9
TOTAL	-19.6	-17.6

* Source: TNS Media Intelligence

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

Advertising by branch Q1-Q2 2009

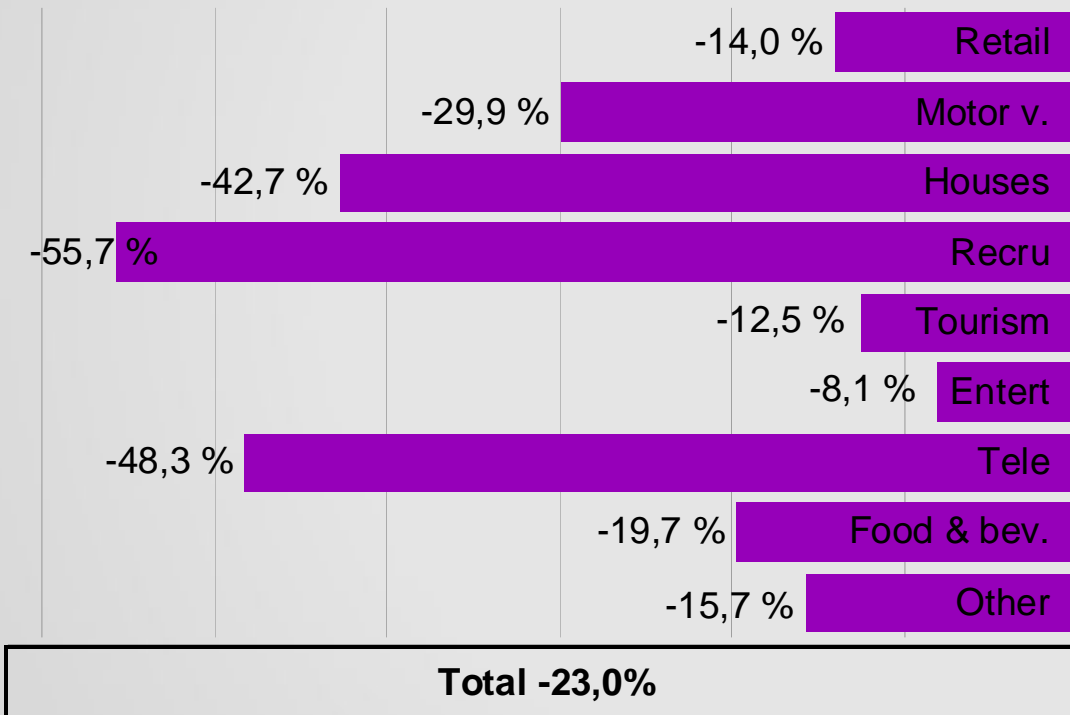
Change from Q1-Q2 2008, estimate



Advertising in Q1-Q2 09	MEUR
Retail	125
Food & beverages	49
Motor vehicles	46
Houses and premises	22
Entertainment	21
Tourism and traffic	20
Recruiting	19
Telecommunications	16
Other	191
Total	510

Advertising by branch Q1-Q2 2009

Newspapers, change from Q1-Q2 2008



Advertising in Q1-Q2 09	MEUR
Retail	98
Motor vehicles	27
Houses and premises	16
Recruiting	12
Tourism and traffic	10
Entertainment	10
Telecommunications	5
Food & beverages	3
Other	72
Total	251



Alma Media's
mandatory tender offer
for all Talentum shares



Background and key facts of the tender offer

- Alma Media acquired on 10 Aug 2009 in total 375,000 shares in Talentum Oyj for EUR 1.85 per share
- Consequently, Alma Media's holding in Talentum exceeded three tenths of the voting rights and Alma Media was obliged to launch a mandatory tender offer for all shares in Talentum
- The offered price in the mandatory tender offer is EUR 1.85 in cash
- The tender offer is subject only to the obtaining of necessary regulatory approvals
- The tender offer is not dependent on reaching a certain ownership limit



More information on the tender offer

- Alma Media offers to acquire all outstanding shares in Talentum through the Tender Offer.
- The offered cash consideration (EUR 1.85) corresponds the value of Talentum's shares held by Alma Media in Alma Media's consolidated balance sheet.
- Tentative schedule:
 - 19 Aug: Disclosure of the Offer document, Offer period commenced
 - on or about 15 Sep: Offer period to end
 - on or about 16 Sep: Announcement on the preliminary result of the Tender Offer
 - on or about 18 Sep: Announcement on the final result of the Tender Offer
 - On or about 21 Sep: Completion date

Tender offer a natural step for a long-term shareholder

- Alma Media Talentum's principal shareholder since 2001
- Talentum has been developed into a focused professional media company – the businesses of the companies complement each other well
- Talentum's current market value corresponds to Alma Media's view on the company's valuation level
- Exceeding the 30% ownership limit and the consequent obligation to launch a tender offer supports Alma Media's long term holding strategy





Consolidation essential in the change of the media industry

The combined Alma Media-Talentum would:

- create a larger media company with higher market value and growth potential; also potential for improved shareholder value
- complement the companies' product ranges
- create a firm basis for expanding businesses to new market areas
- provide stronger resources to business development and internationalisation
- stabilise Talentum's more cyclical business model and improve the company's possibilities to implement a solid dividend policy

Combined Alma Media-Talentum as a media group

- 12 mths combined rolling net sales would have been appr. 400 MEUR, operating profit before extraordinary items appr. 45 MEUR (according to the latest reported rolling 12 month period)
- The combined business of would include:
 - ✓ 35 newspapers with their online services
 - ✓ Nine online marketplaces
 - ✓ 17 journals for professionals
 - ✓ Professional literature
 - ✓ Training and seminar business
 - ✓ Telesales (support function for publishing operations)
 - ✓ More than 3,500 employees in 10 countries





A good opportunity for Talentum shareholders

- The price offered EUR 1.85 per share:
 - represents a 6.3% premium over the closing price of the share on 7 August 2009 (EUR 1.74) and appr. a 13.6% premium over the 3-month volume-weighted average trading price of talentum's share (EUR 1.63)
 - corresponds with the average target price of analysts following the company
- Talentum share has a very low liquidity; average daily volume only appr. 31,000 shares, 0.07 % of the total number of shares
- Taking into consideration the business prospects disclosed by Talentum, the liquidity of the share as well as Talentum's ownership structure, Alma Media considers the offer price good
- The combination would create a larger media company with higher market value and growth potential; as well as potential for improved shareholder value

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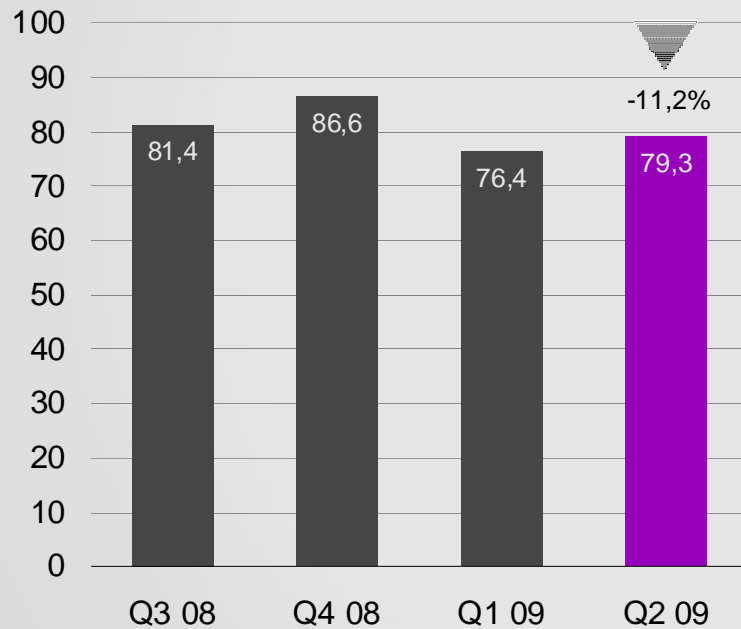
Thank you!

A photograph of a crowd of people holding colorful umbrellas in the rain. The umbrellas are in various colors, including purple, green, black, and a large orange one in the foreground. The scene is outdoors, and the background is slightly blurred, showing a building and trees. The text "Appendix: Financials Q2 2009" is overlaid in white serif font on the right side of the image.

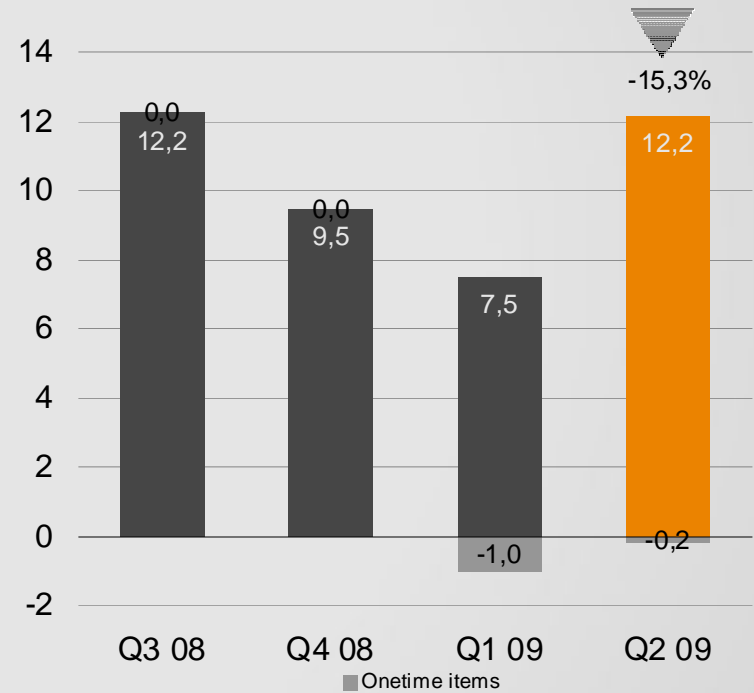
Appendix: Financials Q2 2009

Key figures Q2 2009, MEUR

Net sales, MEUR

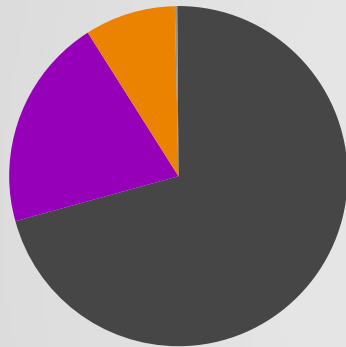


EBIT, MEUR



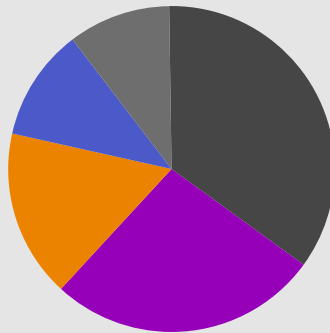
Net Sales Q2/2009, MEUR

Alma Media total
79,3 MEUR



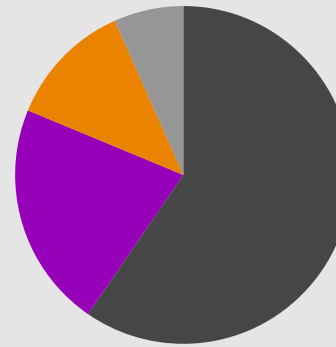
- Newspapers 70,6% (56,0m€)
- KL-Group 20,1% (16,0m€)
- Marketplaces 8,9% (7,1m€)
- Others 0,4% (0,3m€)

Newspapers
57,1 MEUR



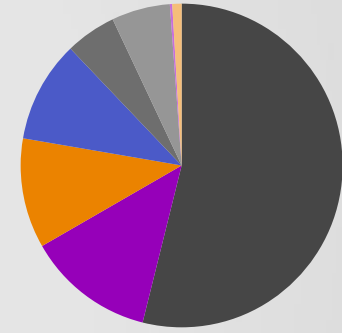
- Aamulehti 34,9% (19,9m€)
- Iltalehti 26,8% (15,3m€)
- P-S Media 16,5% (9,4m€)
- SK 11,3% (6,5m€)
- SPS 10,4% (5,9m€)

Kauppalehti-Group
16,0 MEUR



- Kauppalehti 59,6% (9,7m€)
- Lehdentekijät 21,5% (3,5m€)
- KL 121 12,4% (2,0m€)
- BNS 6,5% (1,1m€)

Marketplaces
7,0 MEUR

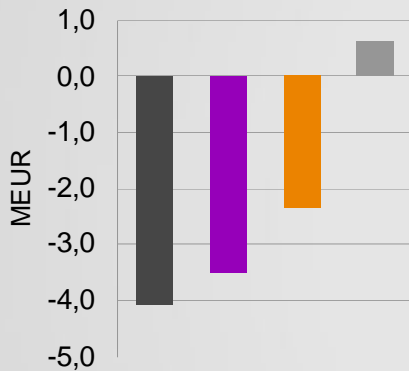


- Etuovi.com 53,9% (3,8m€)
- monster 12,7% (0,9m€)
- Autotalli 10,9% (0,8m€)
- Mascus 10,1% (0,7m€)
- City24 5,4% (0,4m€)
- Bovision+ 5,9% (0,4m€)
- Motors 0,2% (0,0m€)
- Mikko 0,8% (0,1m€)

excl. intra-group sales

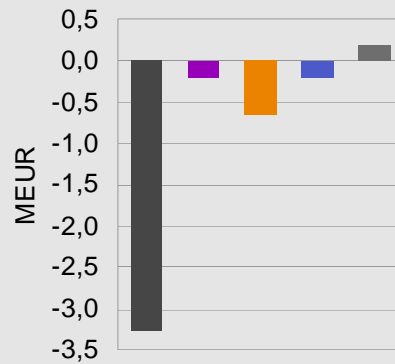
Net Sales change Q2/2009 vs Q2/2008, MEUR

Alma Media total
-10,0 MEUR (-11,2 %)



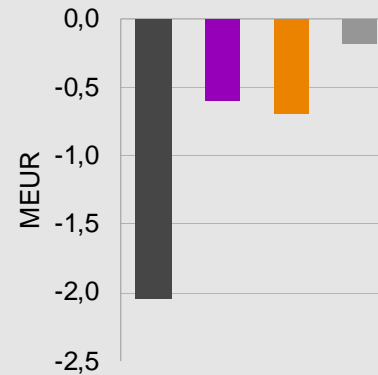
- Newspapers -4,1 MEUR (-6,7 %)
- KL-Group -3,5 MEUR (-17,9 %)
- Marketpl. -2,3 MEUR (-25,0 %)
- Others 0,6 MEUR (+17,1 %)

Newspapers
-4,1 MEUR (-6,7 %)



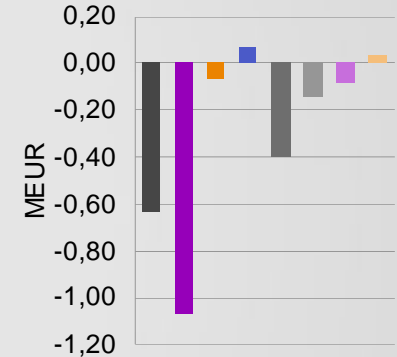
- Aamulehti -3,3 MEUR (-12,7 %)
- Iltalehti -0,2 MEUR (-1,3 %)
- P-S Media -0,7 MEUR (-6,4 %)
- SK -0,2 MEUR (-3,0 %)
- SPS 0,2 MEUR (+2,9 %)

Kauppalehti-Group
-3,5 MEUR (-17,9 %)



- KL -2,1 MEUR (-17,5 %)
- LT Group -0,6 MEUR (-14,7 %)
- KL 121 -0,7 MEUR (-25,7 %)
- BNS -0,2 MEUR (-14,5 %)

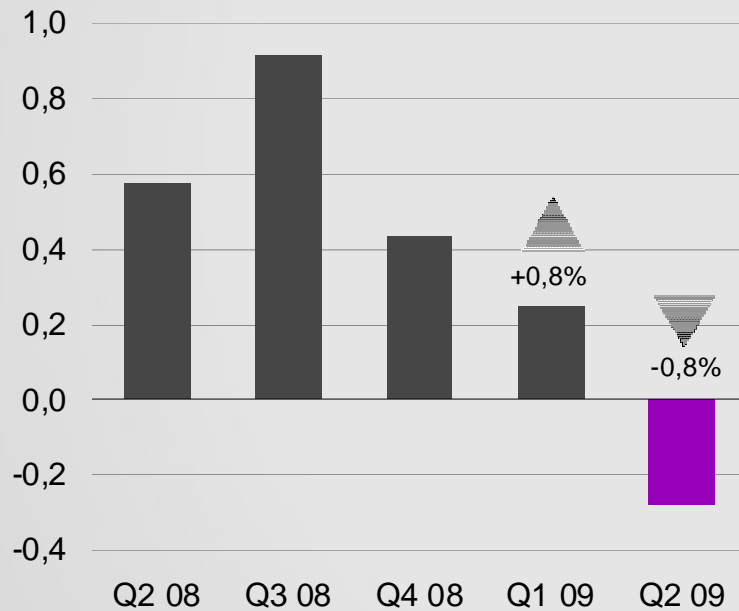
Marketplaces
-2,3 MEUR (-25,0 %)



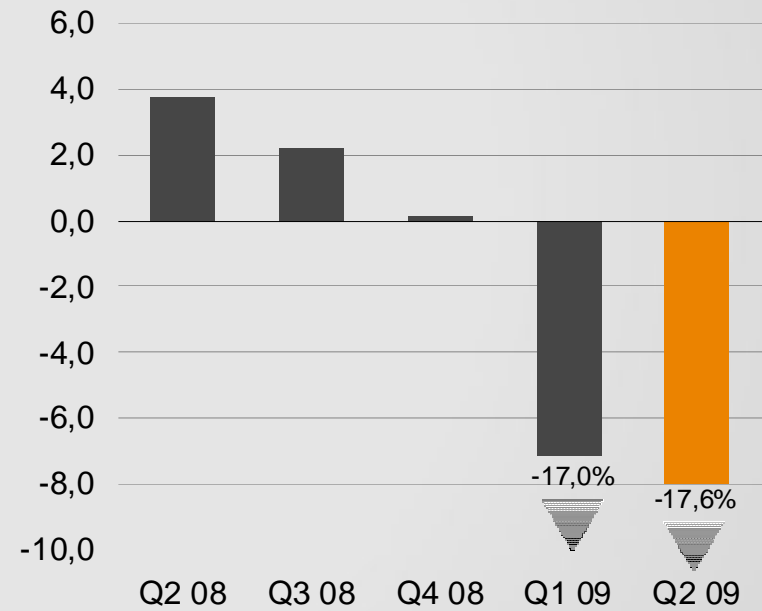
- Etuovi.com -0,6 MEUR (-14,2 %)
- monster -1,1 MEUR (-54,3 %)
- Autotalli -0,1 MEUR (-8,0 %)
- Mascus 0,1 MEUR (+10,6 %)
- City24 -0,4 MEUR (-51,1 %)
- Bovision+ -0,1 MEUR (-25,7 %)
- Motors -0,1 MEUR (-83,3 %)
- Mikko 0,0 MEUR (+119,7 %)

Net sales change by type

Circulation, MEUR

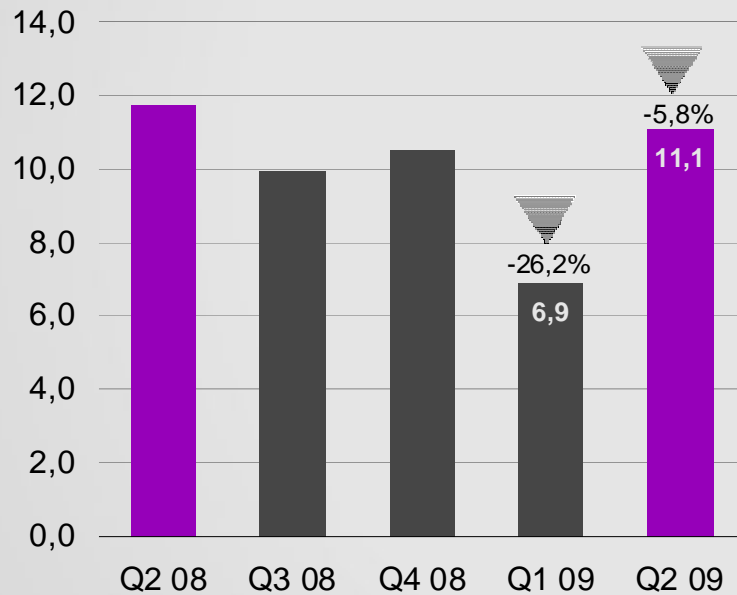


Advertising, MEUR

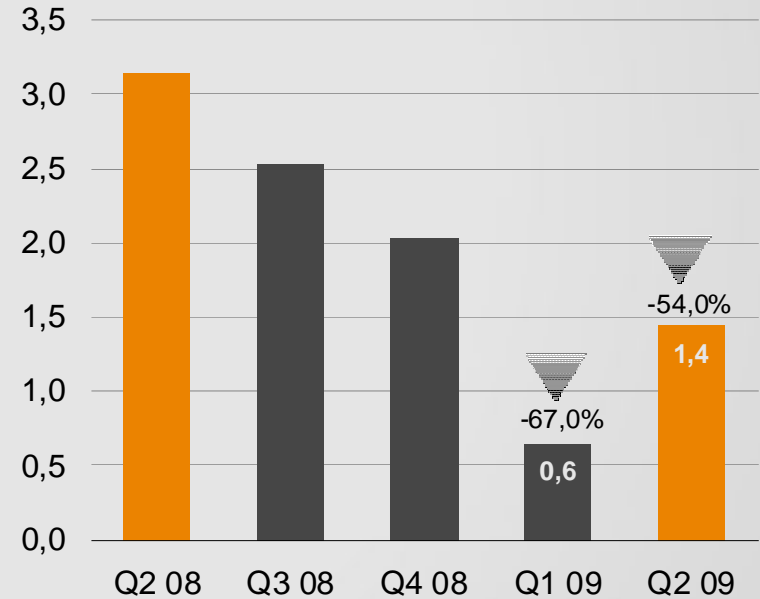


EBIT by segment

Newspapers, MEUR

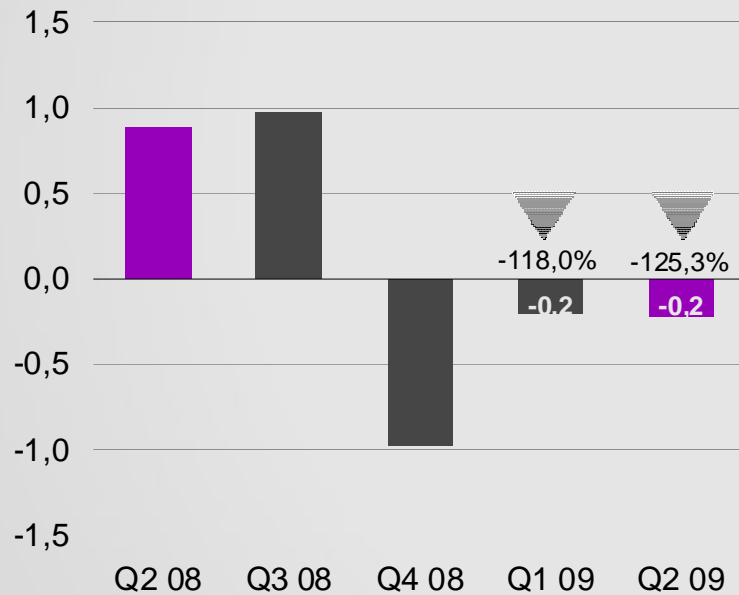


Kauppalehti Group, MEUR

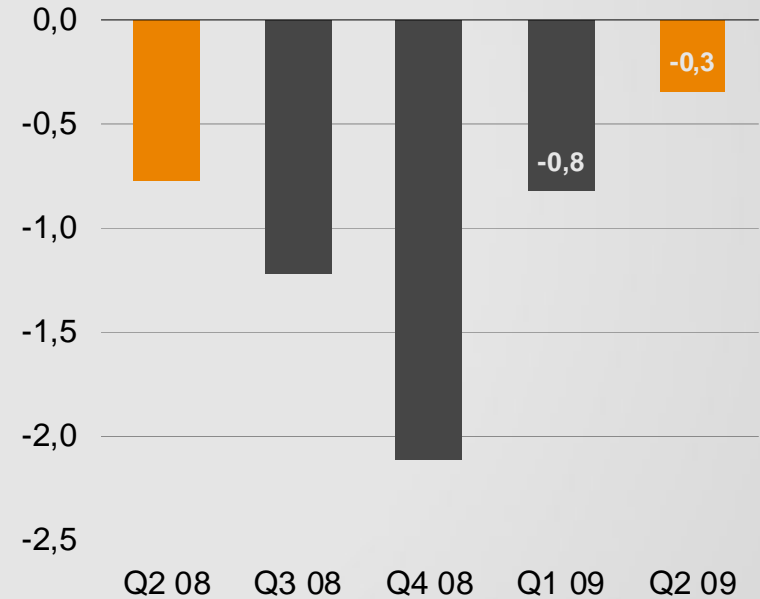


EBIT by segment

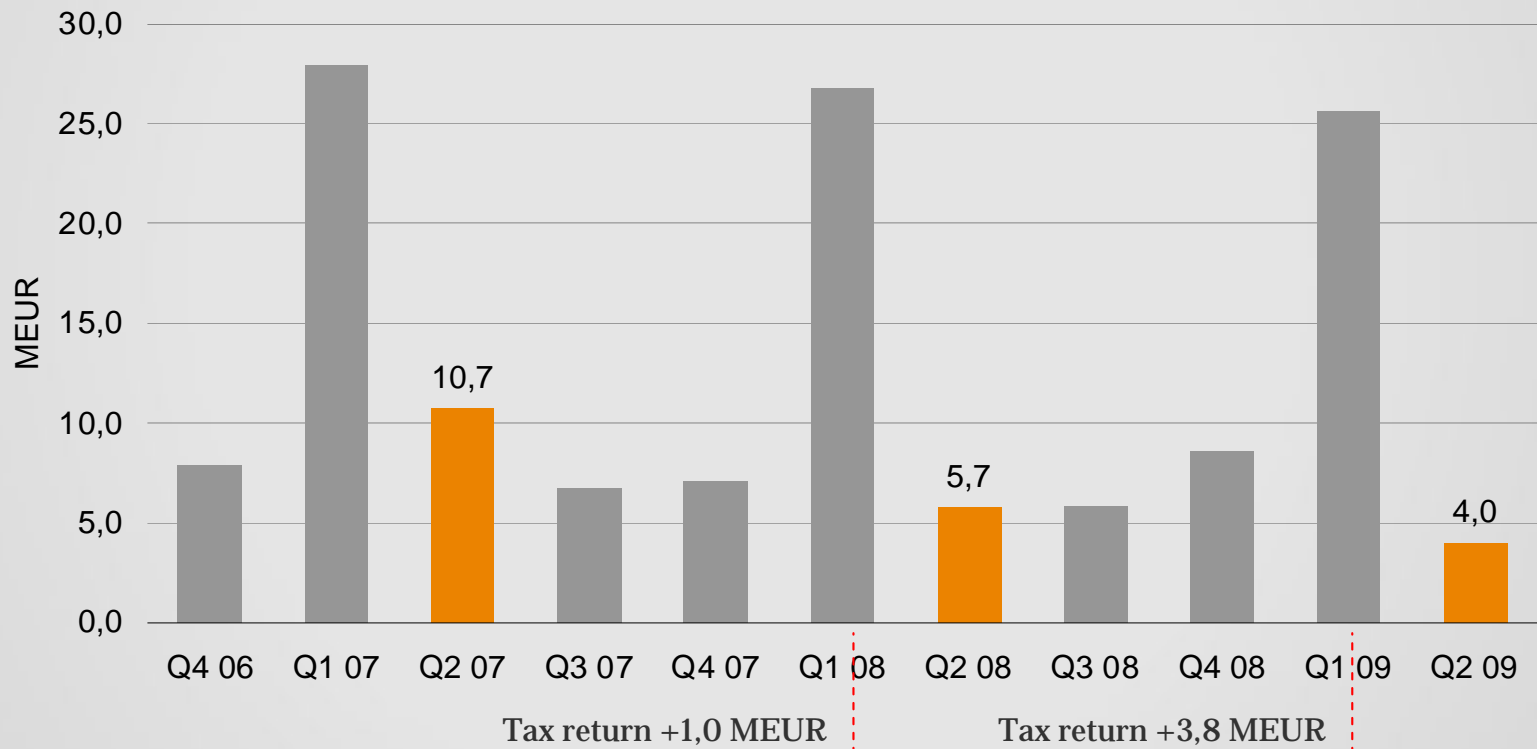
Marketplaces, MEUR



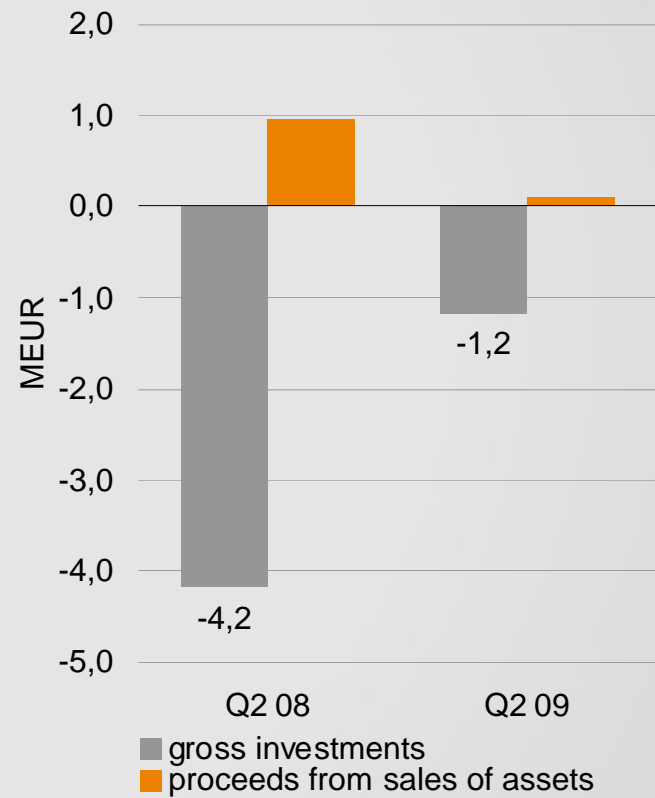
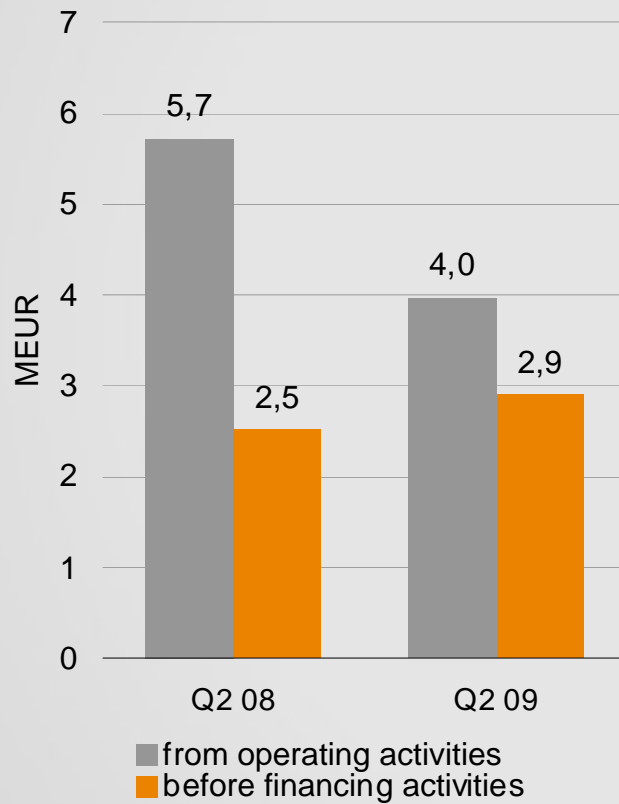
Other, MEUR



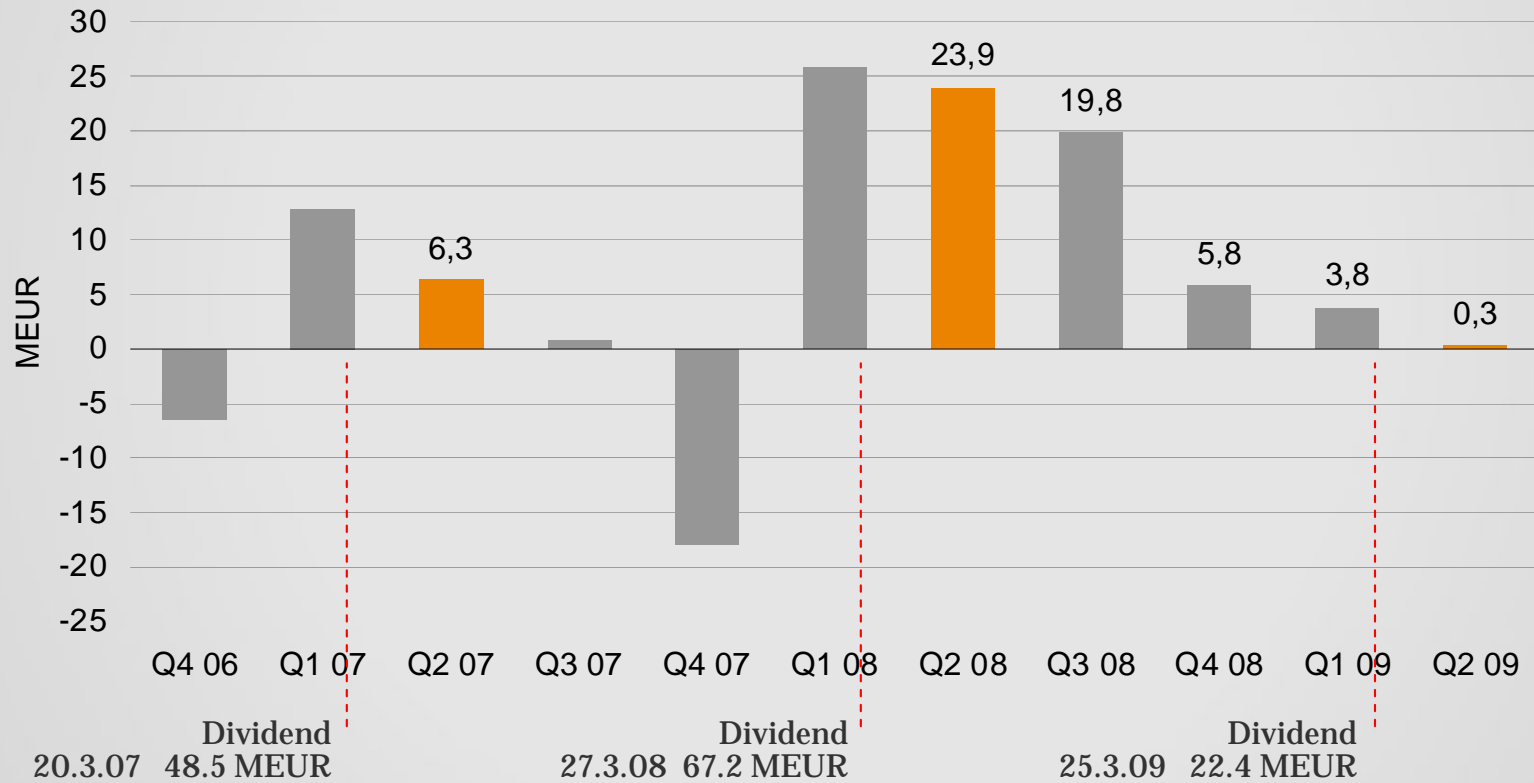
Cash flow from operating activities



Cash flow and investments



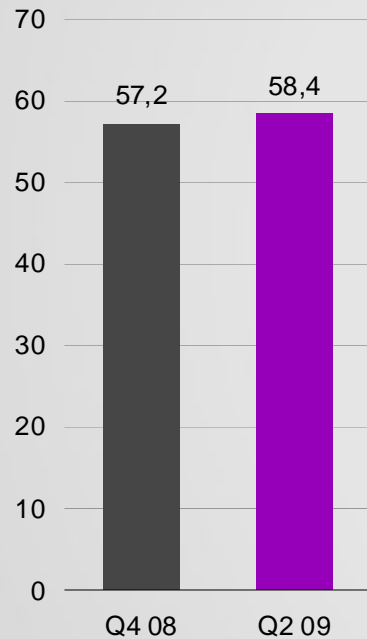
Net debt, MEUR





Key ratios in Q2 2009

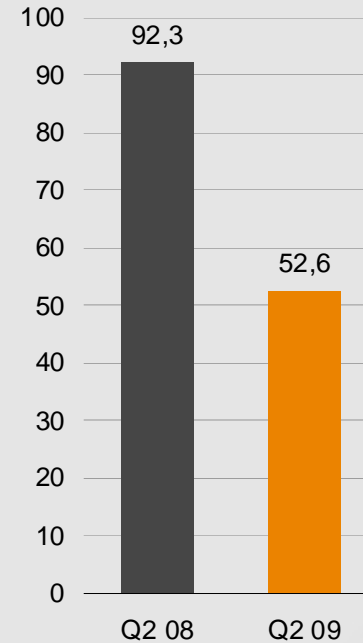
Equity ratio, %



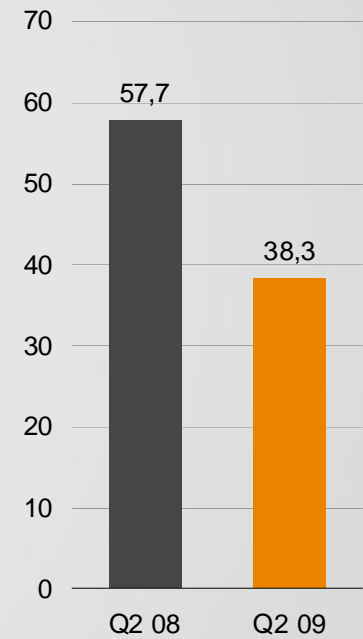
Gearing, %



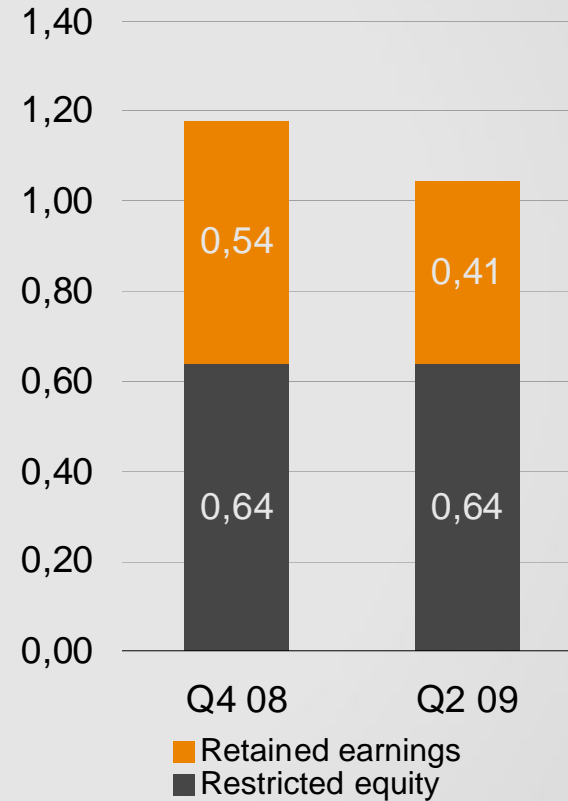
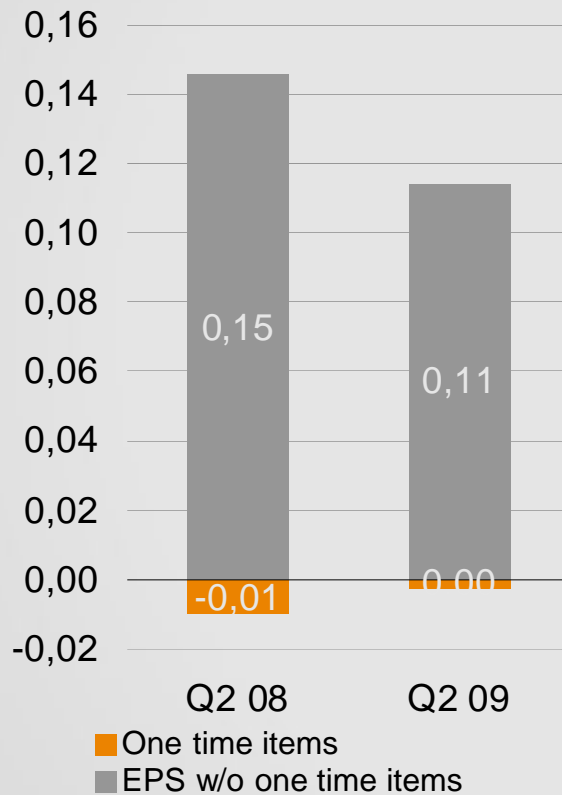
ROE%



ROI%



EPS and shareholders' equity per share



Outlook for 2009 (issued on 23 July 2009)

- Alma Media expects that the comparable net sales and operating profit will be lower than in 2008 due to the reduced advertising sales.
- In the third quarter, net sales and operating profit will be lower than in Q3 /2009.

