

# Alma Media

## The winning team in newspaper and online media

Teemu Kangas-Kärki  
15.11.2006

ALMA | MEDIA





# Company statements

**Mission**

For individual freedom and well-being

**Values**

Freedom and pluralism of journalism  
Team play

**Vision**

The winning team  
in newspaper and online media

**Strategic choices**

Chaining Renewal	Internationalisation Mergers & Acquisitions
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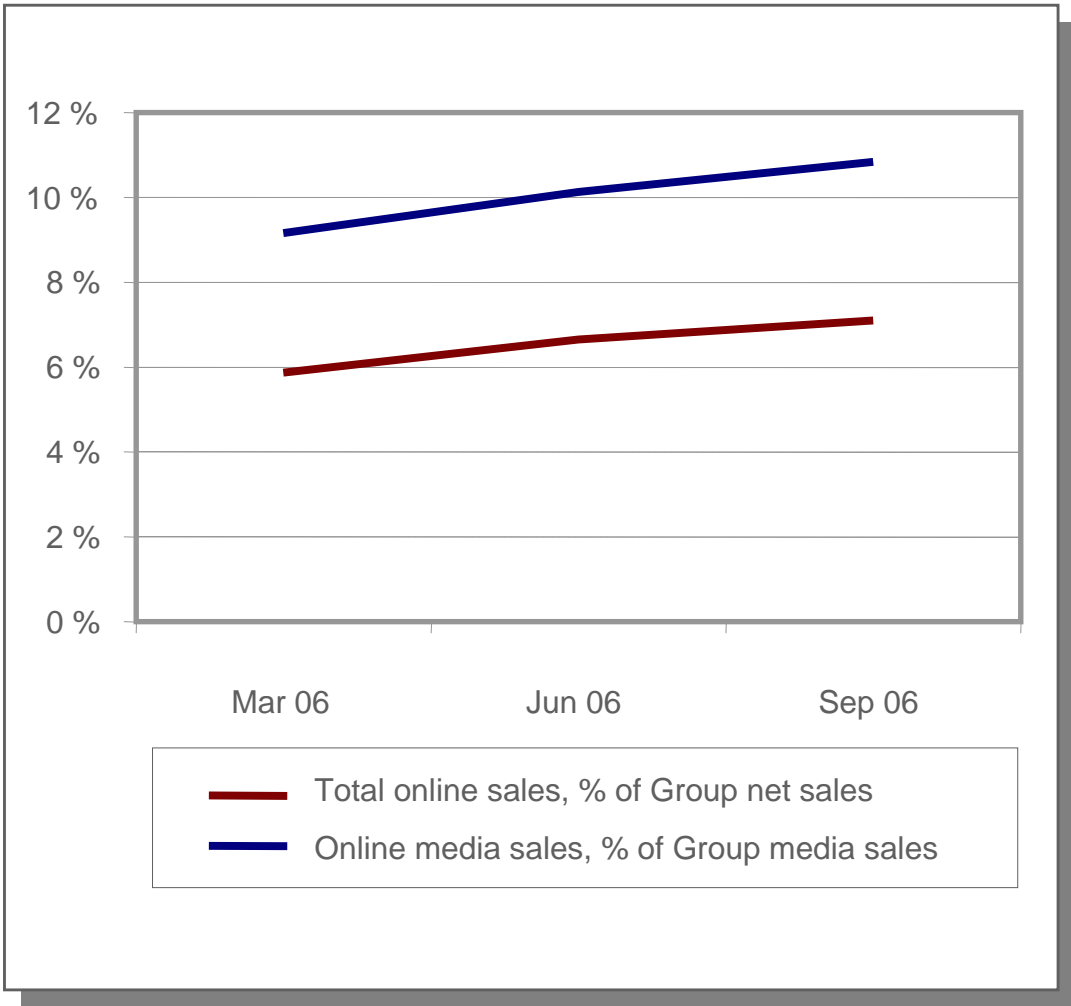
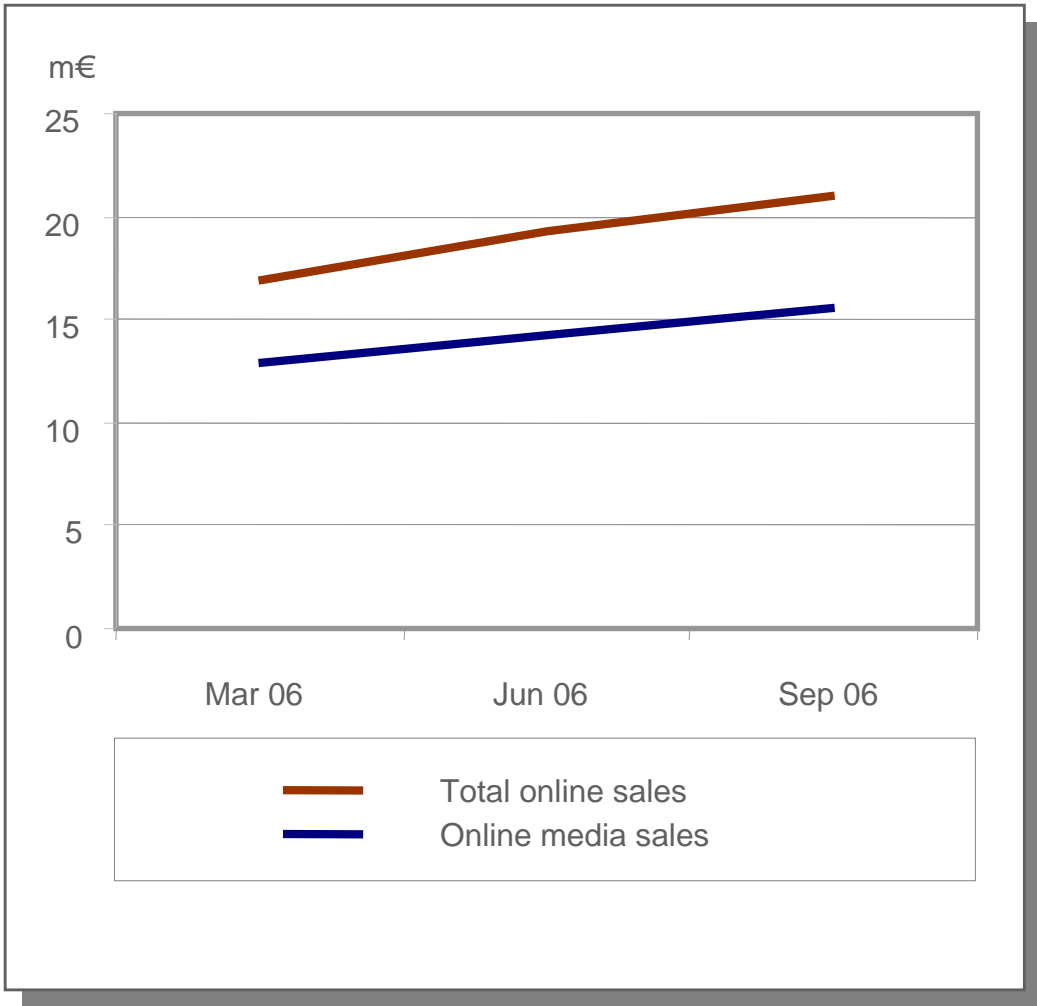


## Online media becomes stronger business in Alma Media

- Printed media continues to be a healthy business in Alma Media
  - Product development of printed newspapers
  - Chaining ensures profitability
  - Expansion of newspaper chain
- Online media's double-digit growth continues
  - Classified Marketplaces
  - Online business intelligence
  - Newspaper online services
  - Internationalization



# Total online sales & online media sales, rolling 12 months



# Alma Media Marketplaces

Raimo Mäkilä  
15.11.2006





## Vision of the online Marketplaces

- To be the market leader in real estate, used car, recruitment and heavy equipment marketplaces in Finland
- To create a European wide media on real estate and heavy equipment marketplaces
- To create an Eastern European wide media on used car market places



## Business rationale of the online marketplaces

### Superior media service offerings in high value product categories

- Car, real estate, recruitment, heavy equipment marketplaces
- High value product transactions justify higher media spending
- Focus on online marketplaces, supported by print products in brand development

### Benefits for the consumers

- Top of mind brand
- The biggest marketplace in terms of supply and quality content
- Superior usability

### Benefits for the advertisers

- The best supply of potential customers
- IT support for their own marketplaces
- The best customer service



# Products of the online Marketplaces

**bo vision.se**

**Gör din egen hemsida** - 500 MB bara 12:-

**10** år på nätet

**Sök bostad**

Ange en eller flera kommuner eller ett objektnummer ?

Snabbsökning:

**Medlemmar - logga in:**

Användarnamn:

Lösenord:

» Bli medlem  
» Glömt ditt lösenord?

**Ansutna företag**

» Företagservice  
» bovision.se  
» Om bovision.se  
» Kontakta oss

**Läs mer om vår tjänst. Klicka här!**

**Mäklare/Förmedlare**  
Sök efter mäklare/förmedlare. [Gå dit >>](#)

**Aktuella bolåneräntor, villor**

Långgivare	Rörig / 3 mån	2 år	5 år
SBAB	3,23	4,22	4,74
Nordea	3,15	4,23	4,77
SHB/Stadshypotek	3,33	4,19	4,73
AB Spintab	3,34	4,19	4,78
Kaupthing Bank	3,59	4,25	4,80
Landshypotek (jord/skog)	3,45	4,35	4,80
Danske Bolån	3,50	4,25	4,75
Länsförsäkringar	3,23	4,25	4,78
Ikanobanken	3,23	4,22	4,74
SalusAnsvar	3,23	4,22	4,74

Vilken bank ger dig lägst månadskostnad?  
[Klicka här!](#)

**Tjänster i bovision.se**

- Bostadslån
- BoPriset
- Heminredning
- Flyttchecklista
- Hantverkare
- Byta bostad

**Vill du ha en kostnadsfri värdering av din bostad?**

SKANDIA MÄKLARNA  
www.skandiamaklarna.se [KLICKA HÄR](#)

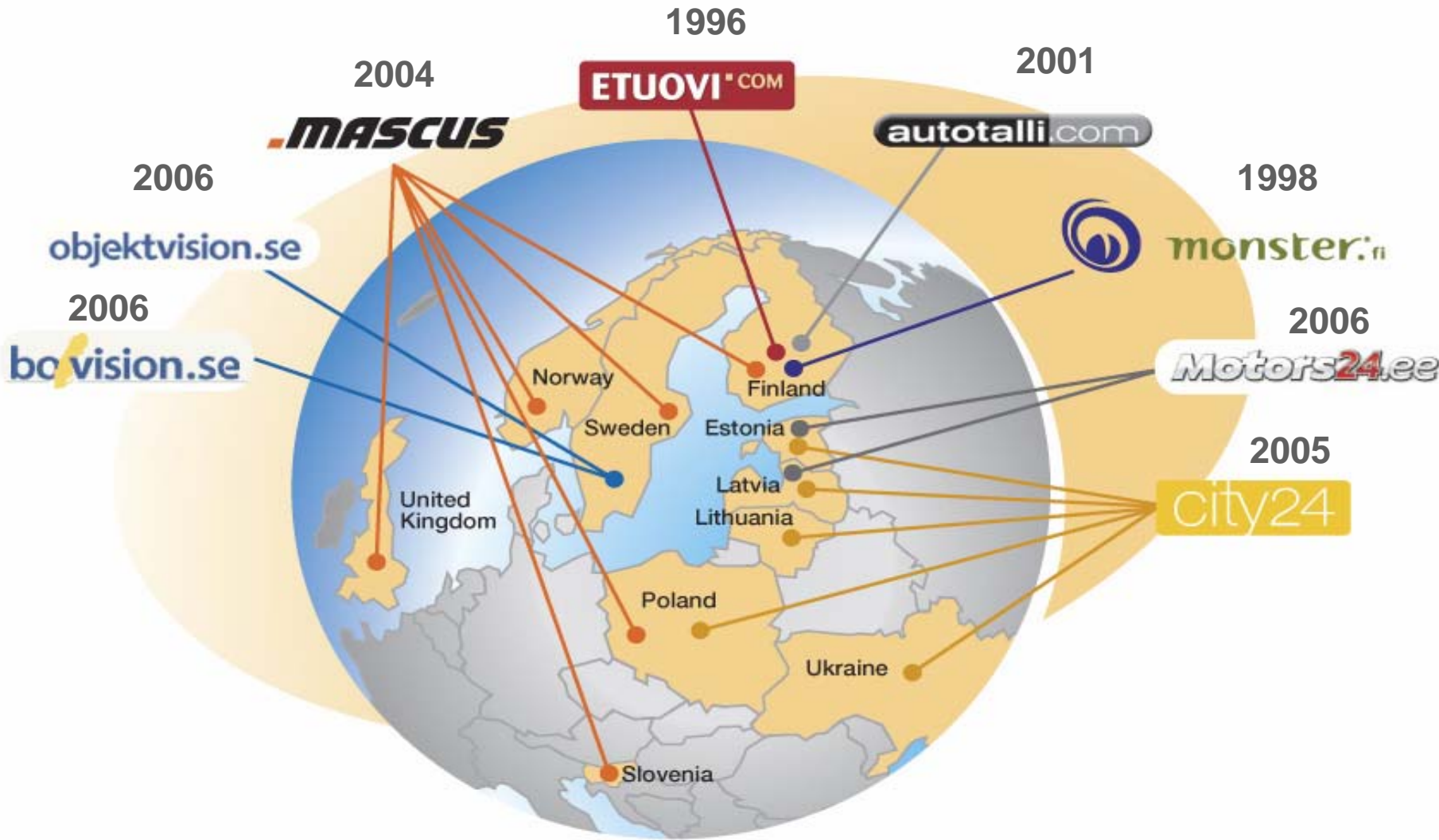
**VELUX**  
Fönster i tak

Address: <http://www.bovision.se/>

start | Microsoft P... | Bovision - Villor, ... | Vaihtoautot ja ... | Raimo Makla - I... | Contivity VPN C... | 17:40

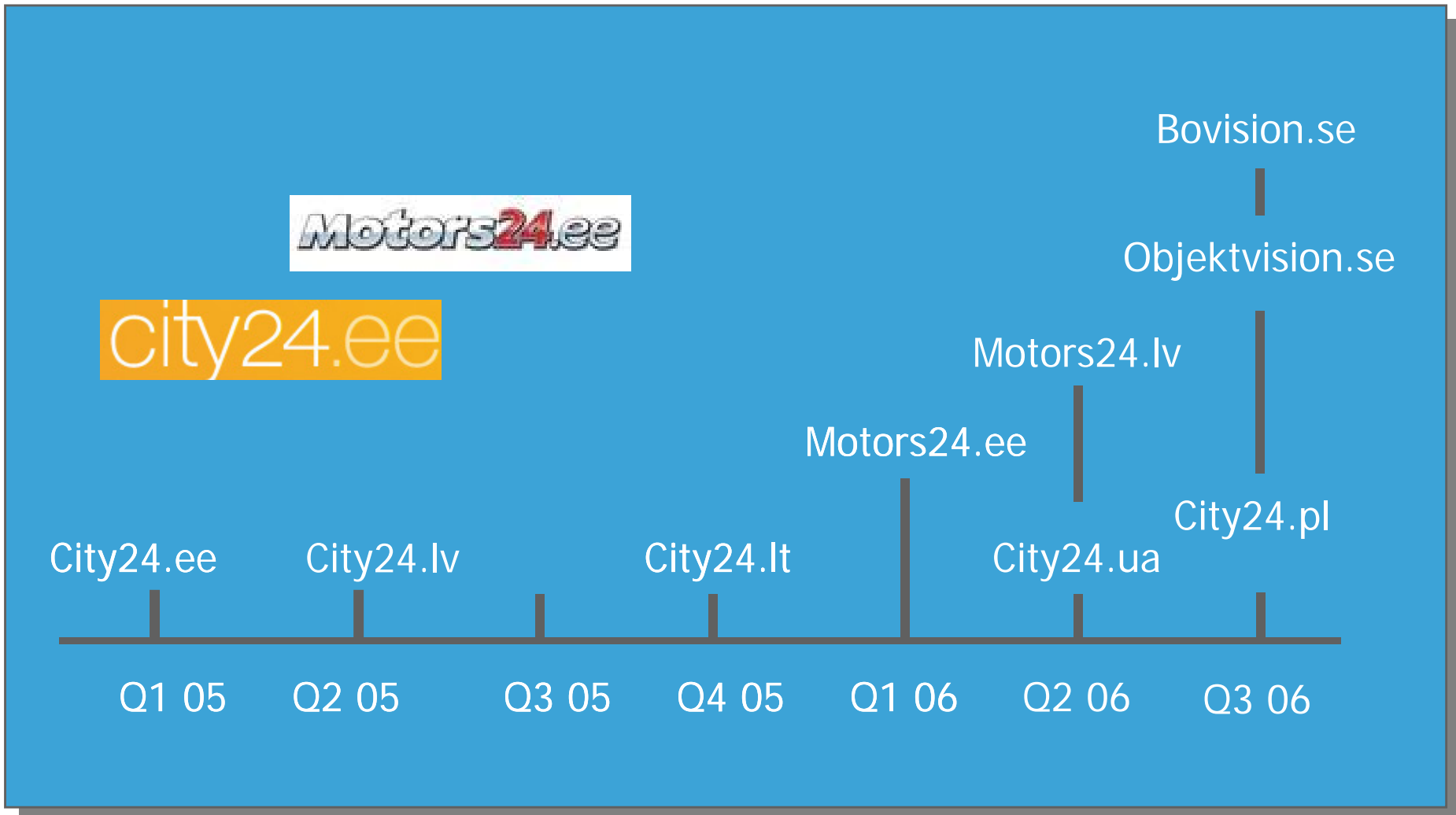


# Current operations in Europe



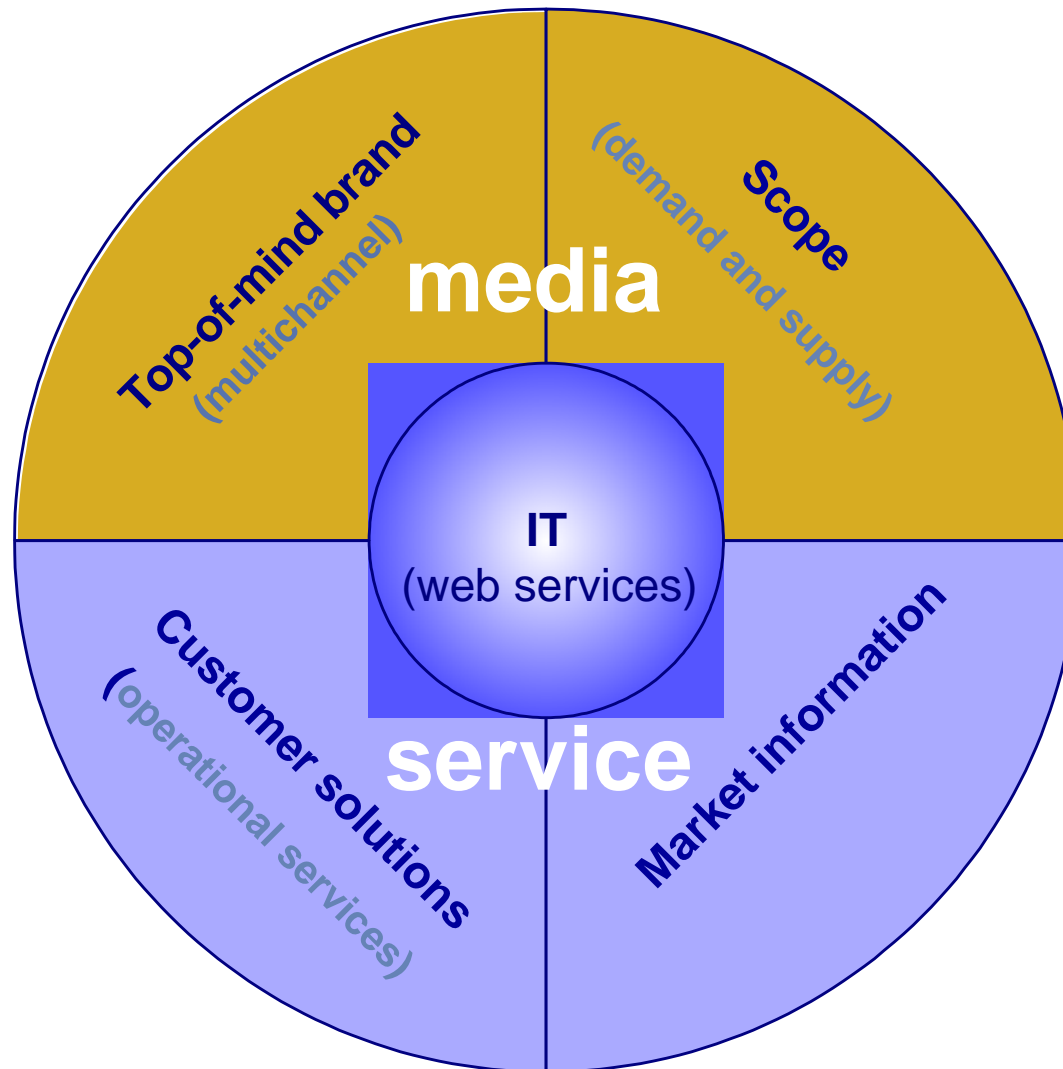


## Marketplaces expansion schedule until Q3/2006



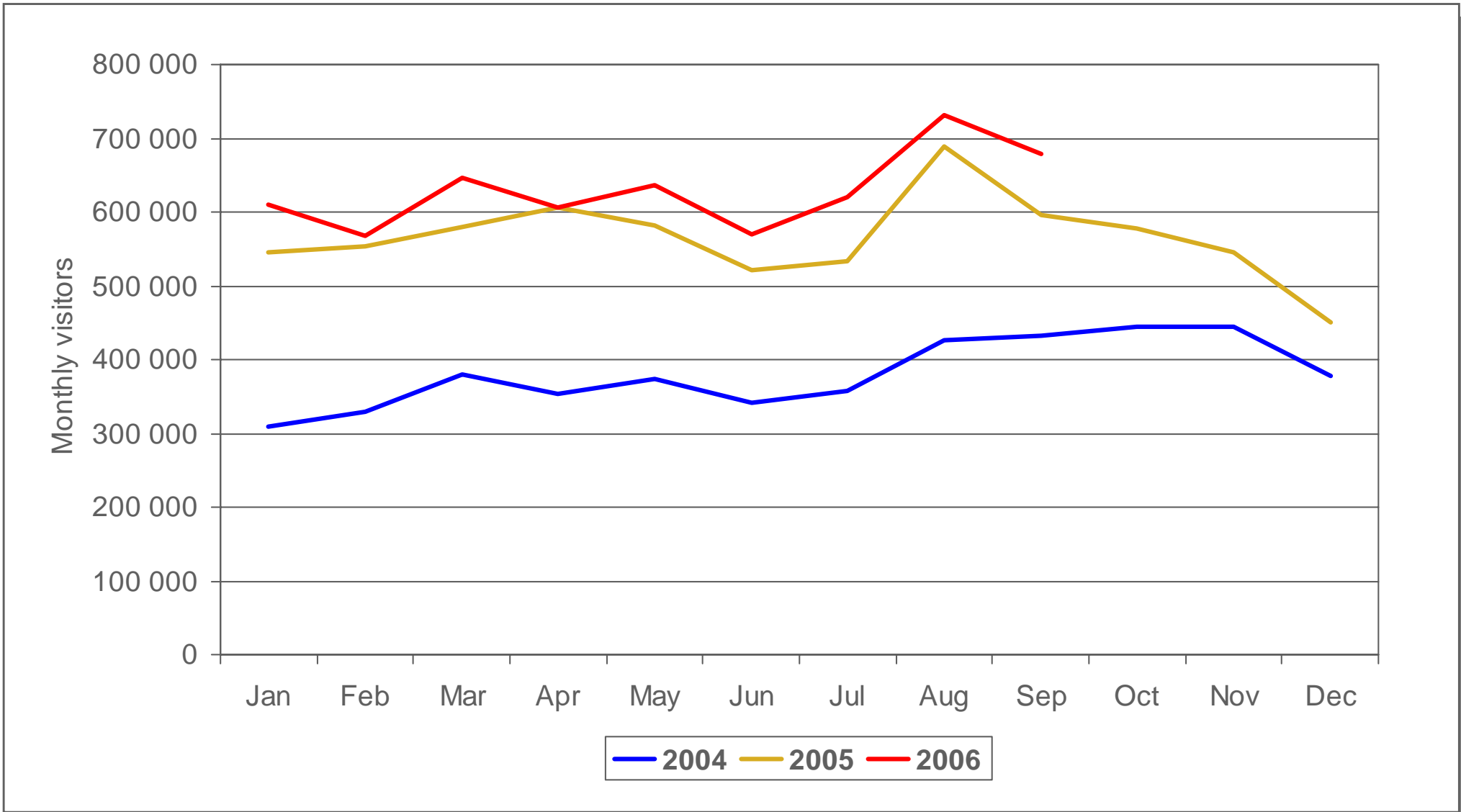


## Dimensions of the product offerings (Etuovi.com and Mascus.com)



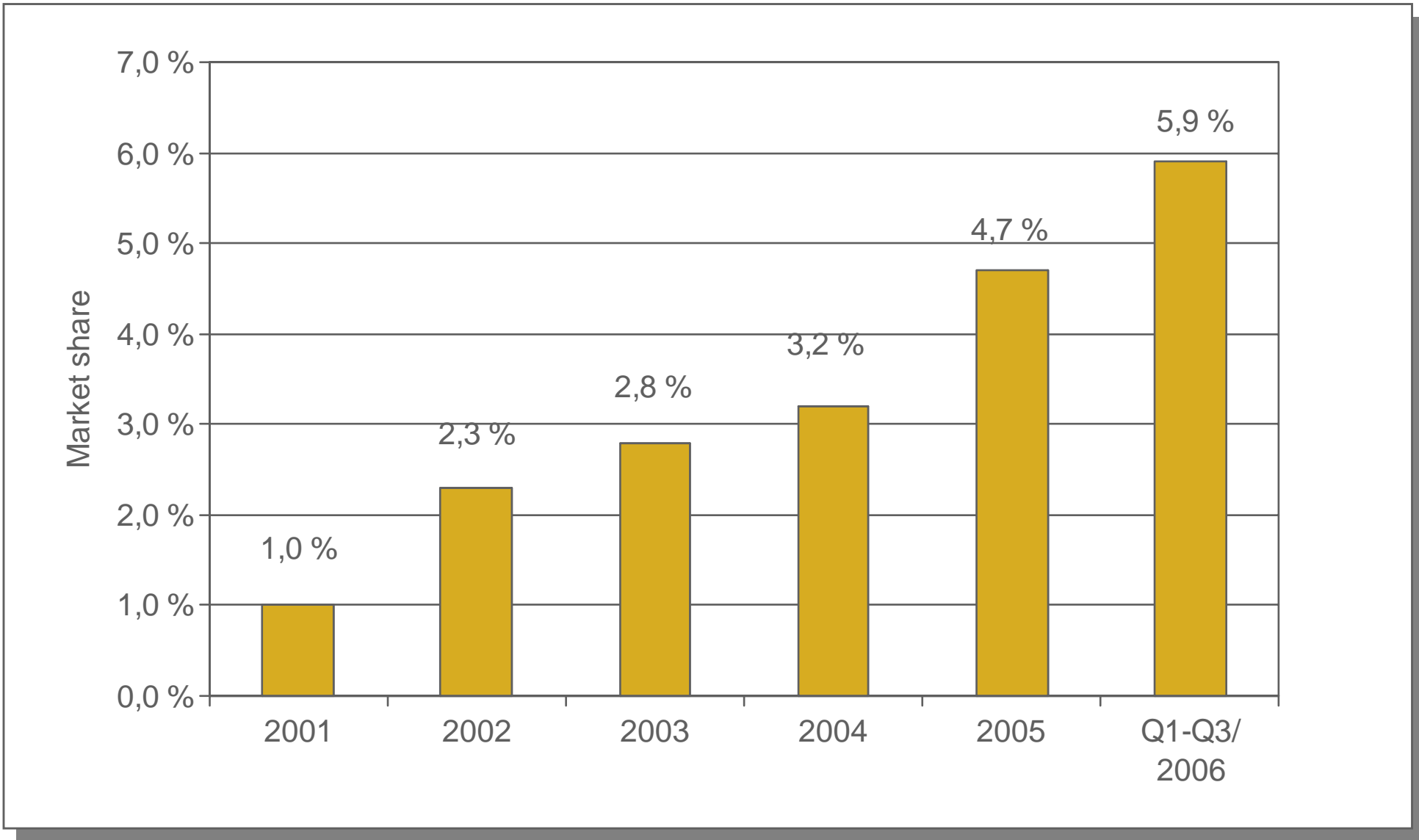


# Etuovi.com (real estate)





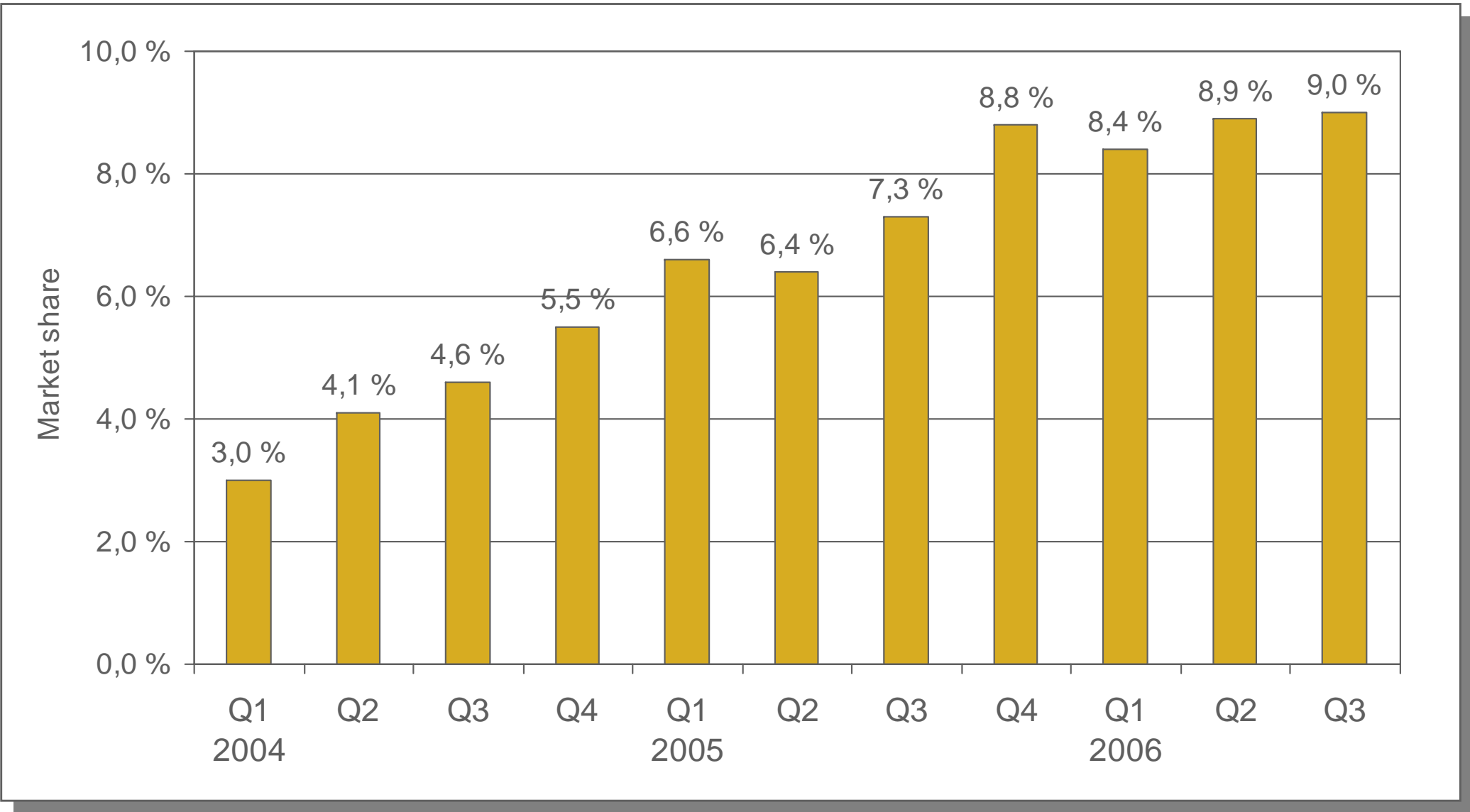
## Market share of Etuovi.com (total real estate classified market)





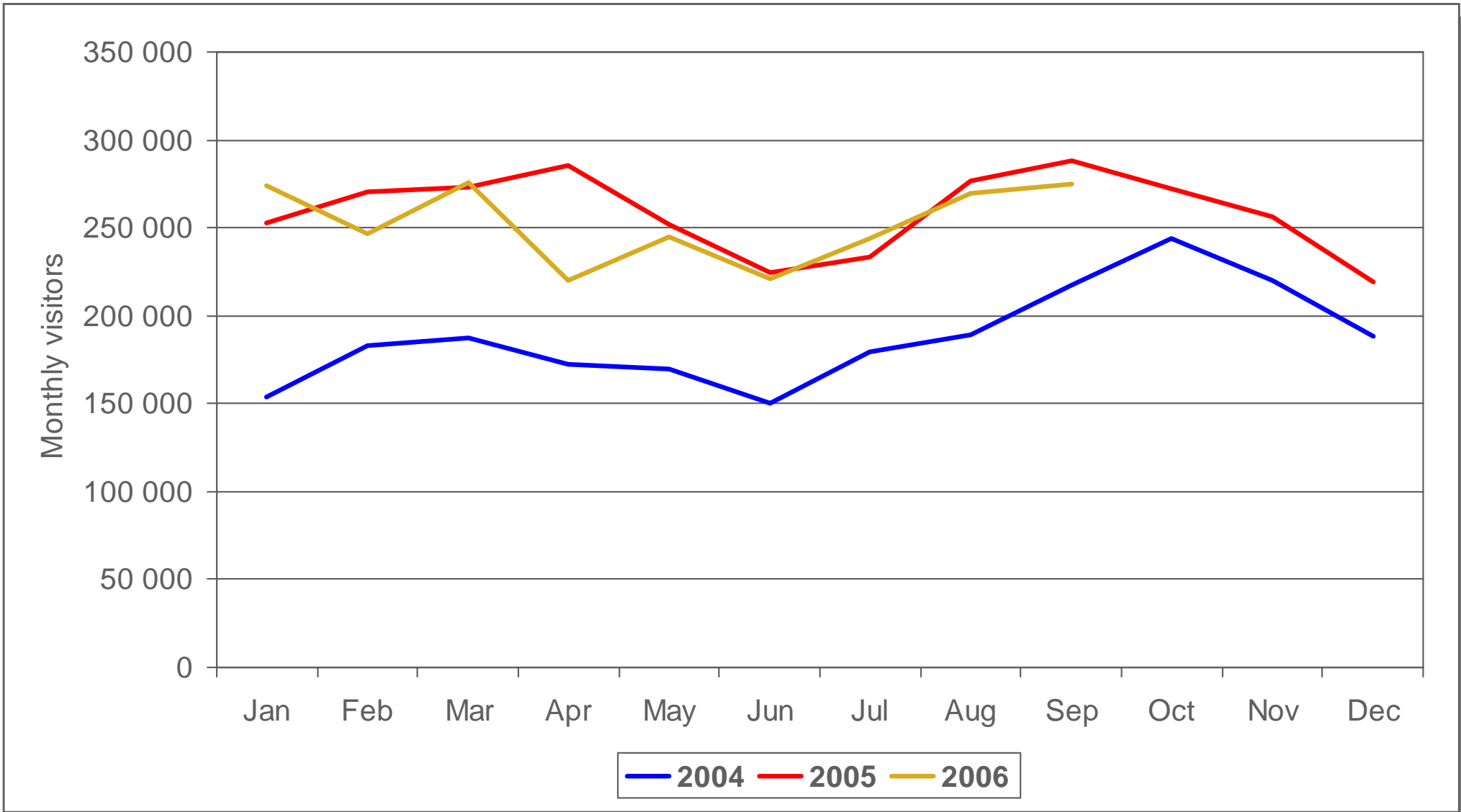


## Market share of Monster.fi (total recruitment classified market)



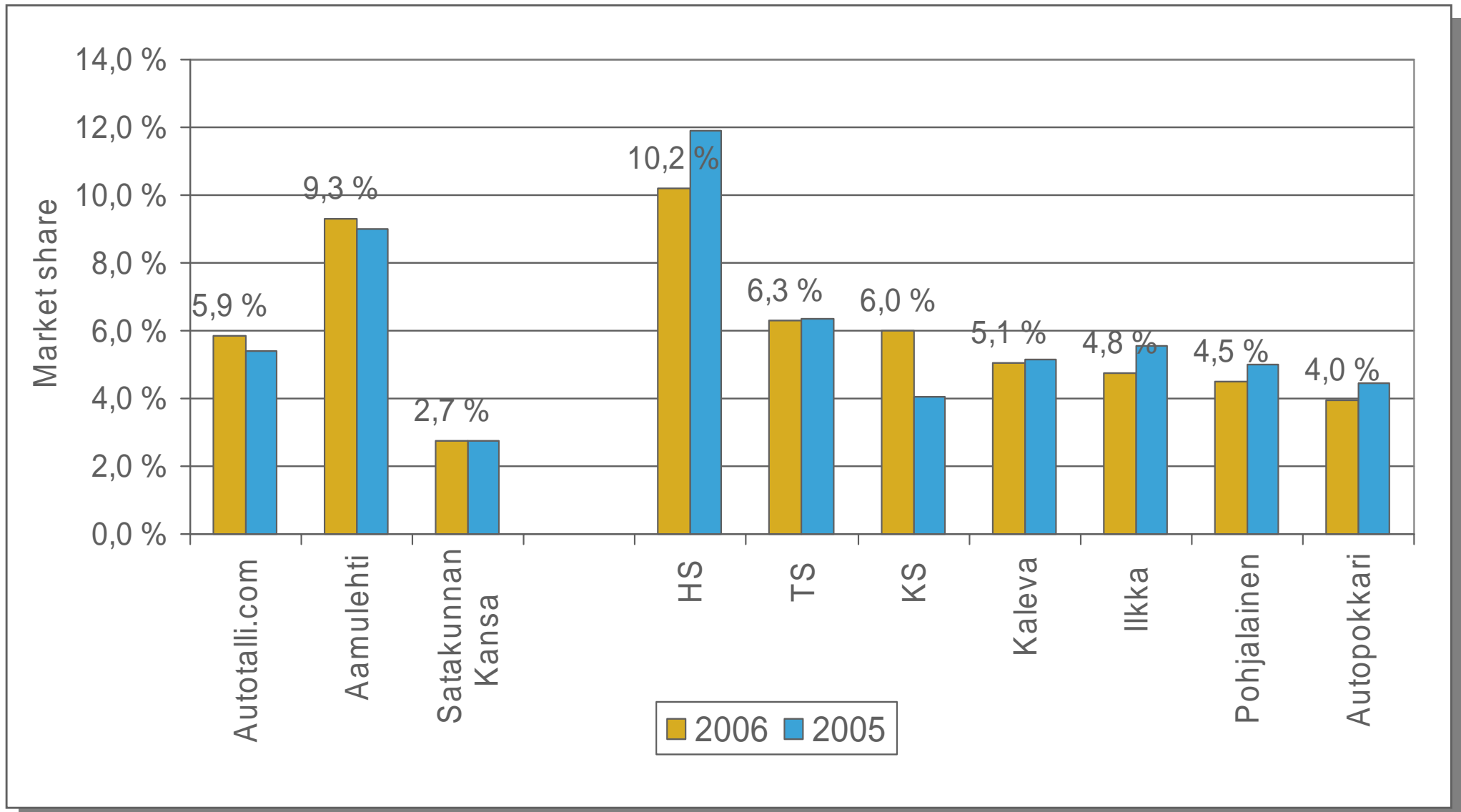


# Autotalli.com (cars)



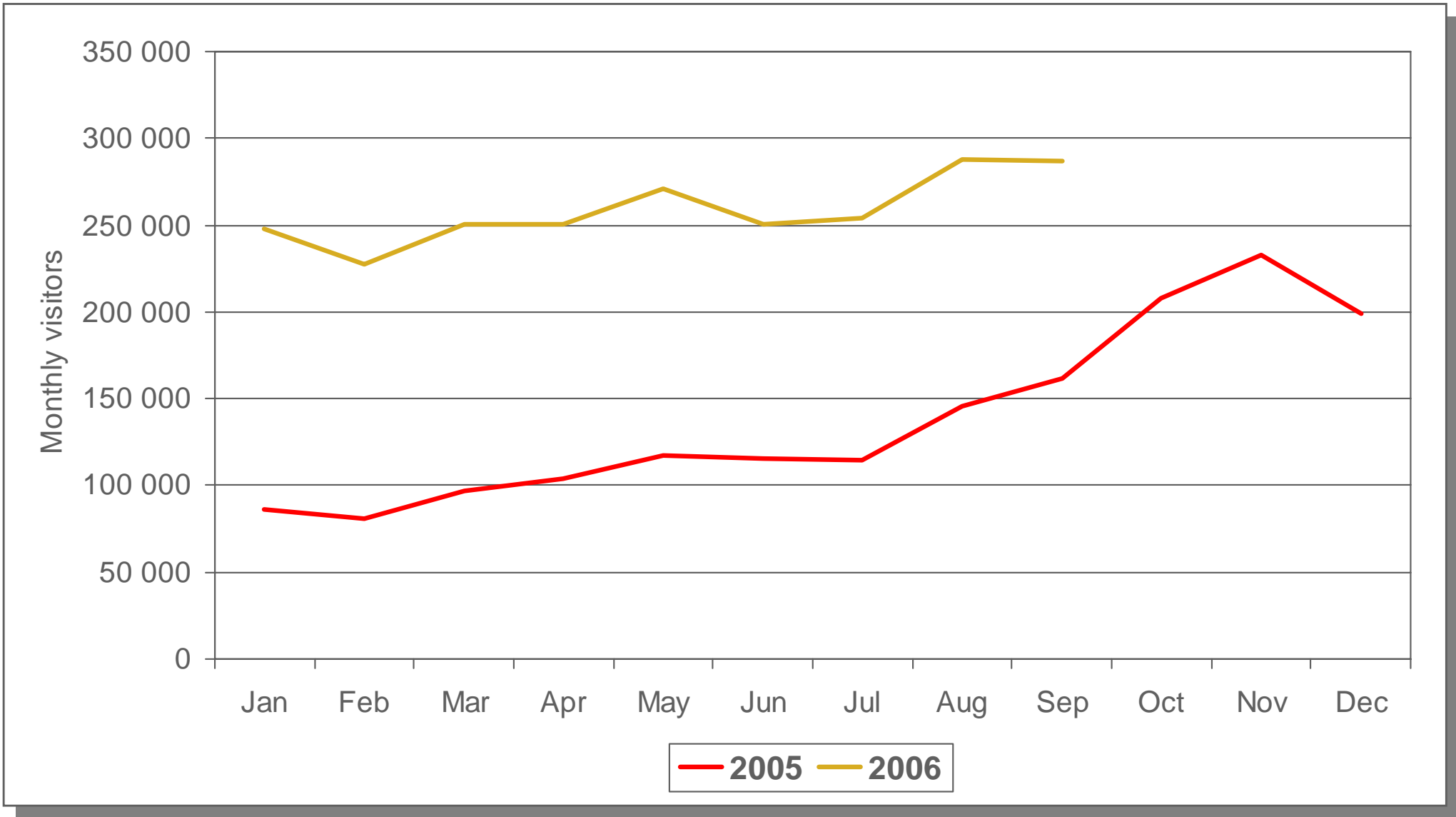


## Market share of Autotalli.com (total car classified market)



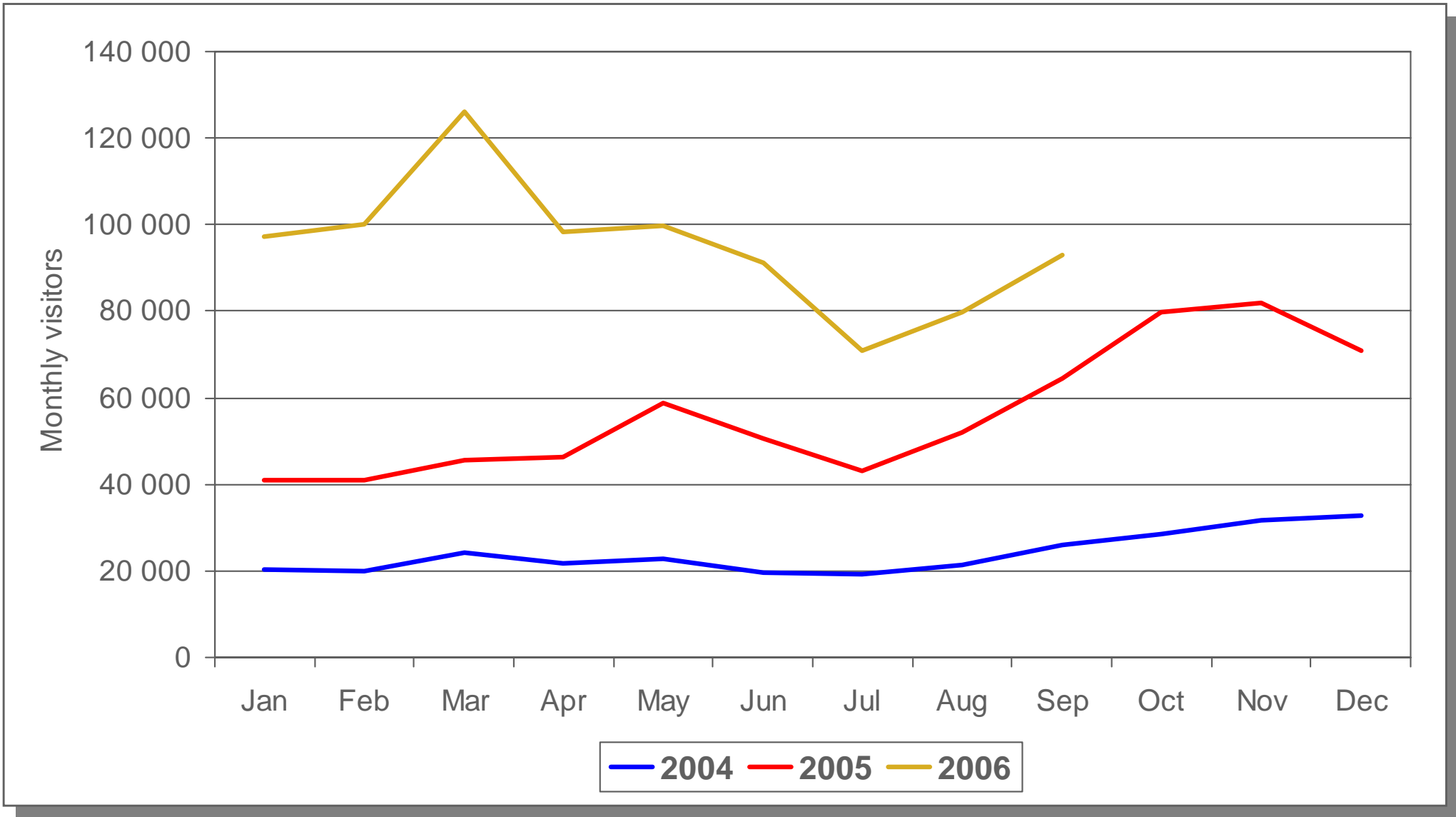


## City24 (real estate in the Baltics)





# Mascus.com (heavy equipment)



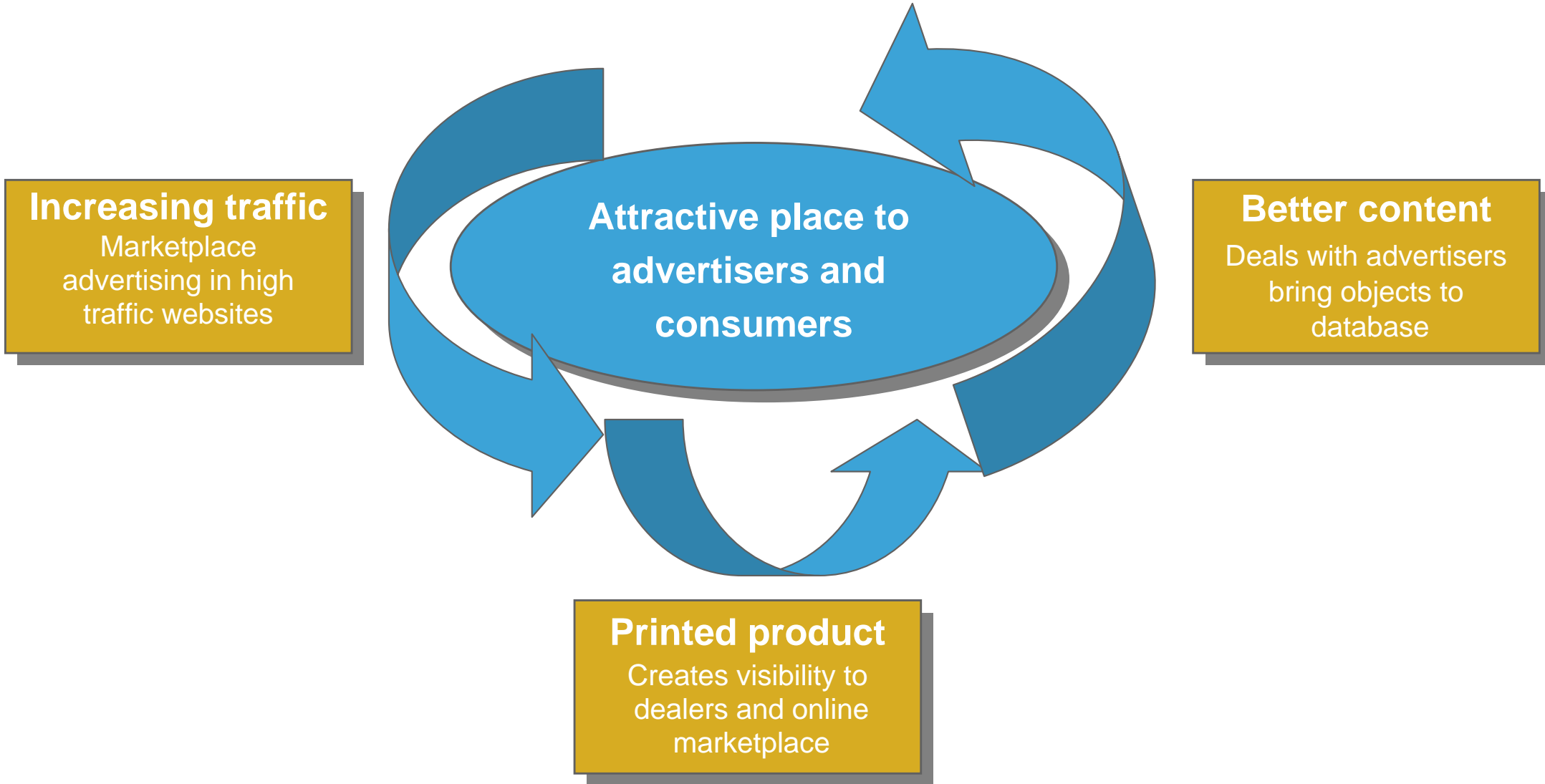


## Key success factors of the online Marketplaces

- Quality content (360° scenes, daily automatic data transfers)
- Cost per Click (CPC) pricing model (Etuovi, Autotalli)
- Growing internet advertising (broader target groups) > new customers
- Increasing volumes in new markets
- Customer need for more efficient marketing
- Tools for the customers' internal processes
- Cost effective model to enter the new markets



# Business model of the online marketplace





## Revenue model of the online marketplace

### Sources of income

- Customer fees
- Banner sales
- Platform sales
- Project sales

### Pricing model

- Cost per click (CPC)
- Monthly customer/user fee
- Fixed fee/time-based
- Project fee

