

Alma Media

January 1 – June 30, 2005

Raimo Mäkilä

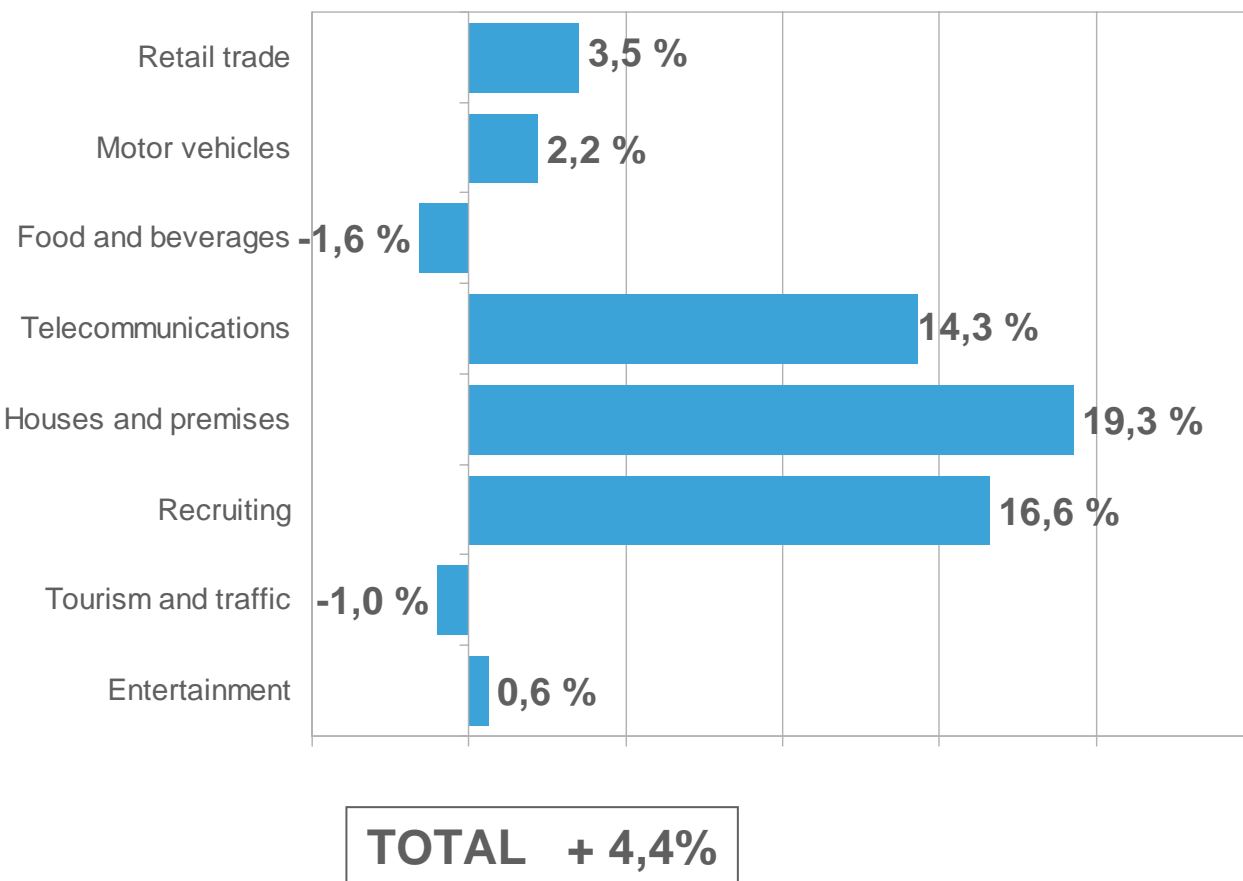


Market





Most advertised branches: January – June 2005



Adv. volumes 1-6/05	MEUR
Retail trade	122
Motor vehicles	55
Food and beverages	46
Telecommunications	37
Houses and premises	26
Recruiting	23
Tourism and traffic	23
Entertainment	23
Others	192
TOTAL	547

Source: TNS Gallup Oy Adex

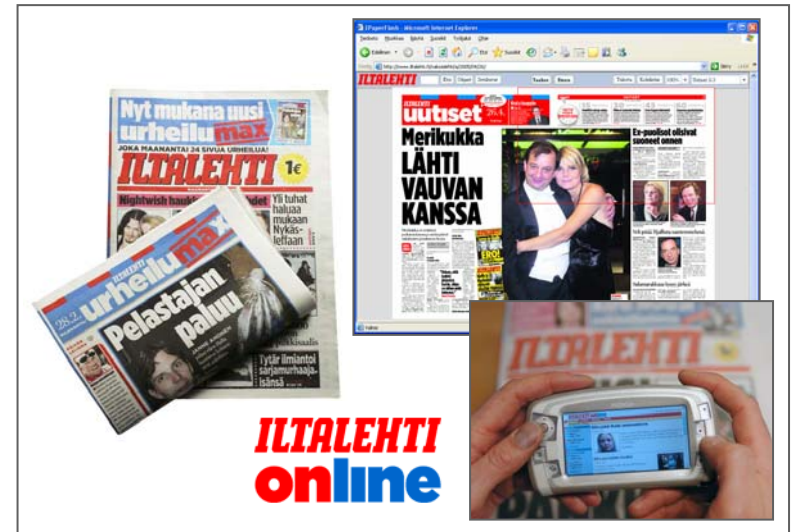
Business areas Q205





Newspapers Q205

- Net sales 54.9 (54.7) MEUR
 - Circulation sales +3 %
 - Advertising sales +5 %
 - Newspapers, especially free-sheets, gained advertising market share
 - Iltalehti, Aamulehti and Satakunnan Kansa were top three performers
 - Good quarter for Iltalehti Online
 - Contract printing sales 2.0 (3.6) MEUR, -44%
- EBIT 9.8 (9.1) MEUR
 - EBIT-% 17.9 (16.6)



Total afternoon newspaper market declined. Iltalehti gained market share in circulation and increased its advertising sales.



No major effects caused by Finnish paper mills lockout.

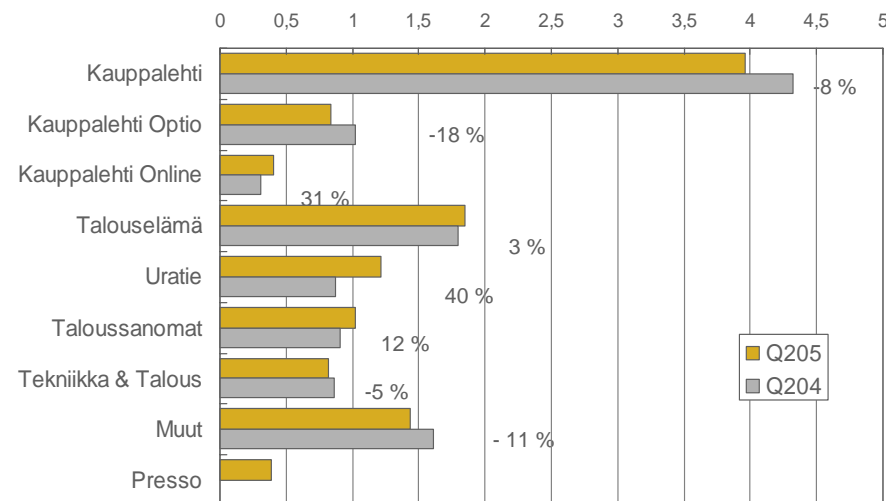


Kauppalehti Group Q205

- Net sales up to 13.1 (12.4) MEUR
 - B-B advertising sales declined 5% in business paper Kauppalehti
 - Presso's effect on EBIT was -0.5 MEUR as planned
 - Circulation in line with the targets
 - Advertising sales behind target
 - Action plans to speed up advertising sales and streamline operations are under execution
- EBIT 0.9 (2.3) MEUR
 - Acquisition of ePortti (online services) and direct marketing joint venture, will be included in Q3 figures



Focus in Kauppalehti business paper advertising sales



B-to-B advertising volumes dropped temporarily during Q2

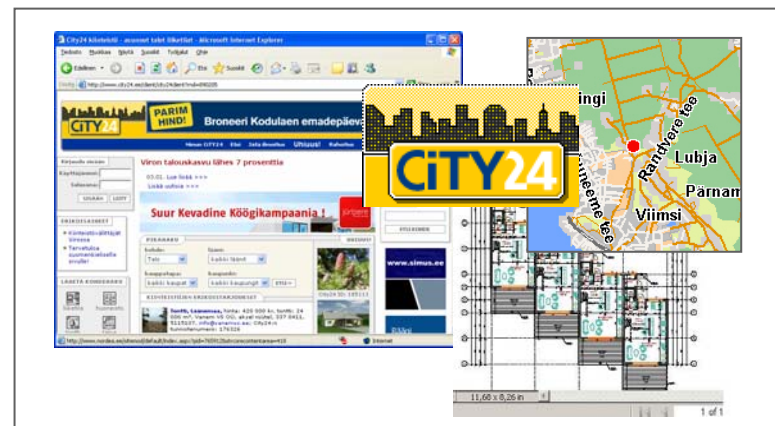


Marketplaces Q205

- Net sales up to 6.0 (5.6) MEUR
 - Classified services up +26%
 - Monster.fi +92%
 - Autotalli.com +88%
 - Etuovi.com online +27%, Etuovi.com newspaper +5%, City24.ee +64%
 - monster.fi increased its market share from 4% to 7% during H105
- EBIT 0.1 (0.0) MEUR
 - City24 service was launched in Latvia in May 2005, expansion to Lithuania during Q3



Strong growth continues, especially in recruitment services and motor vehicles.

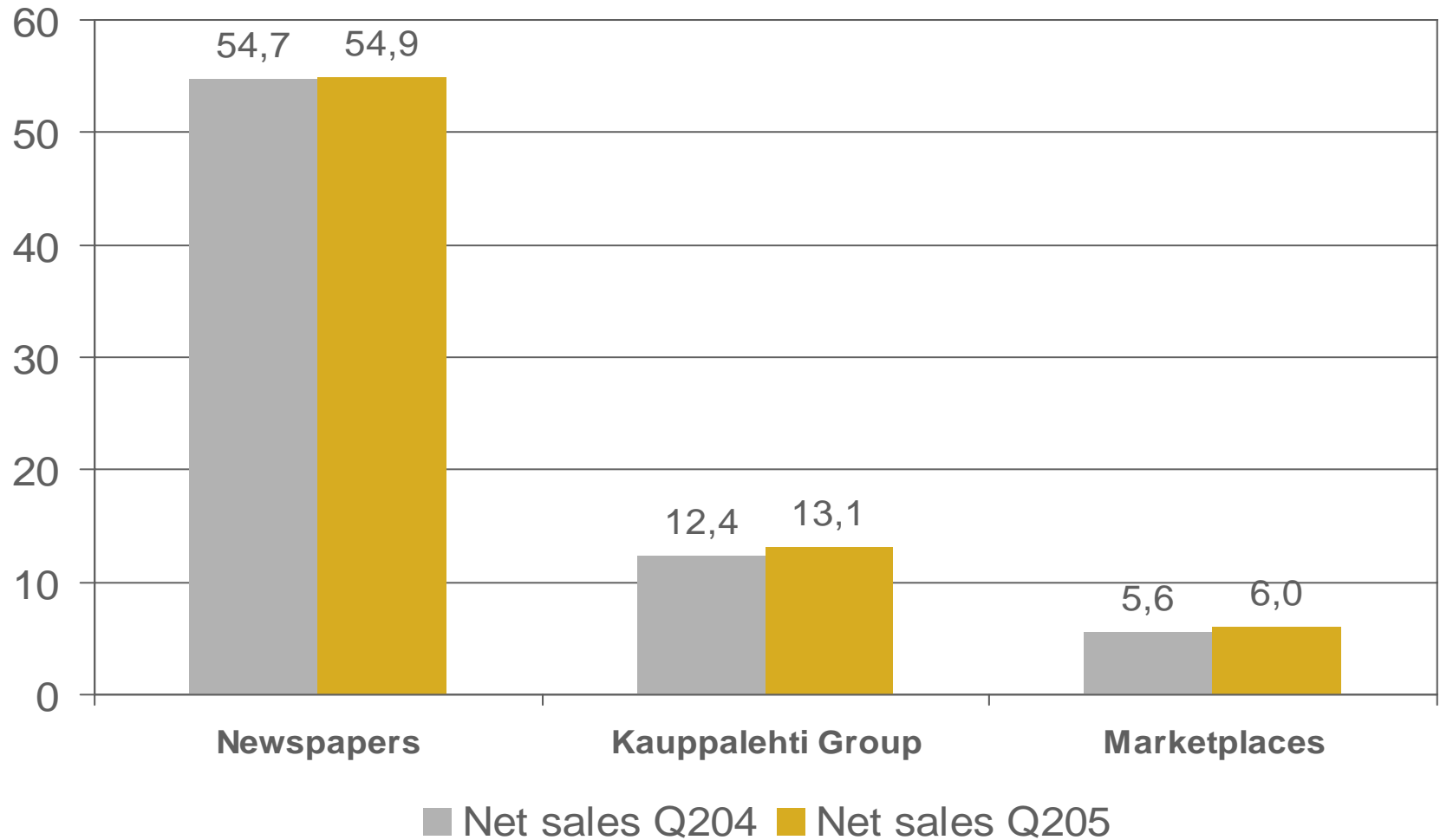


The printed version of City24 service was launched in Tallinn in May.



Net Sales Q2 by business area, MEUR

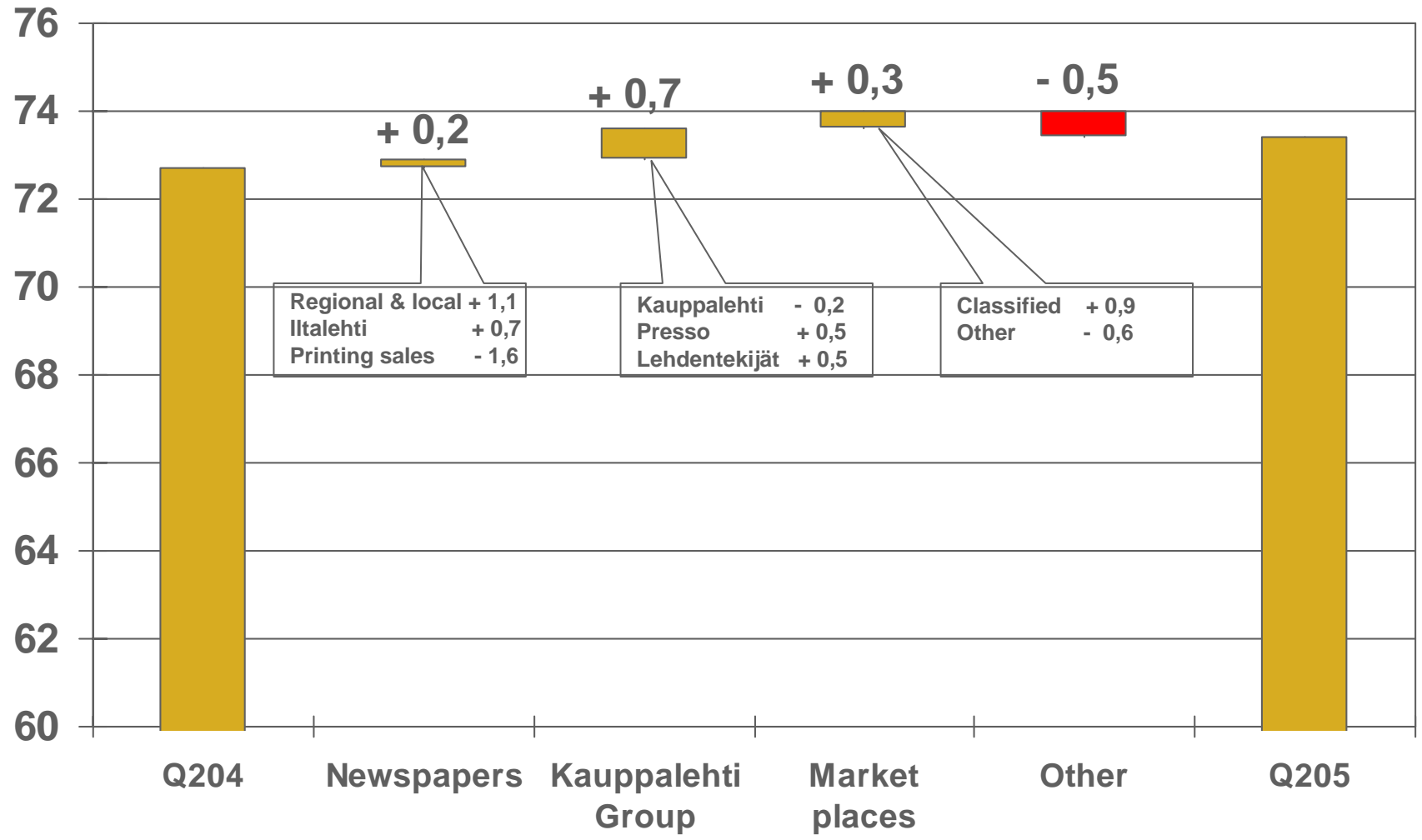
Ongoing operations





Net sales chg by business area, MEUR Q204 vs. Q205

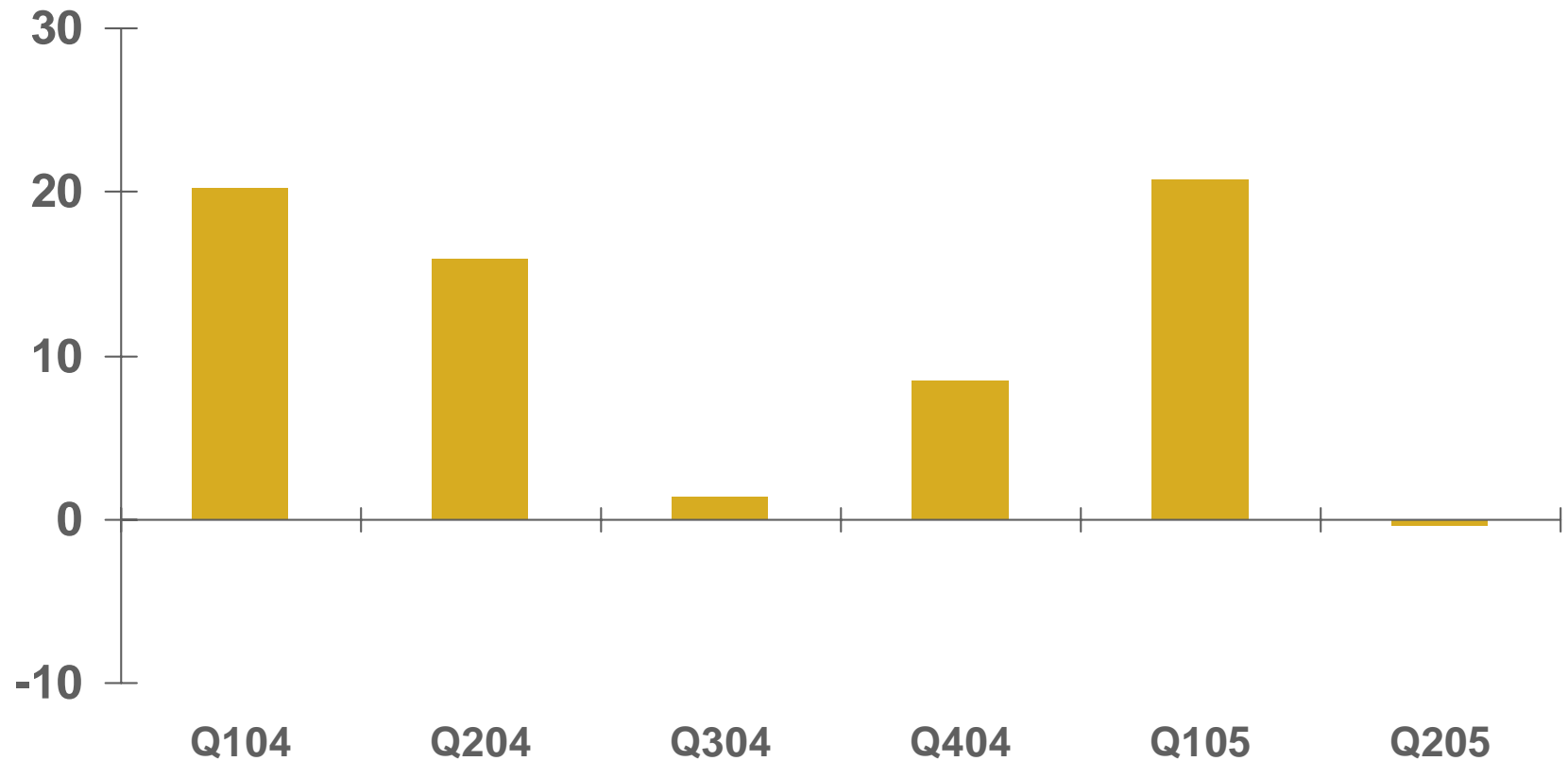
Ongoing operations





Cash flow from operating activities Q104-Q205, MEUR

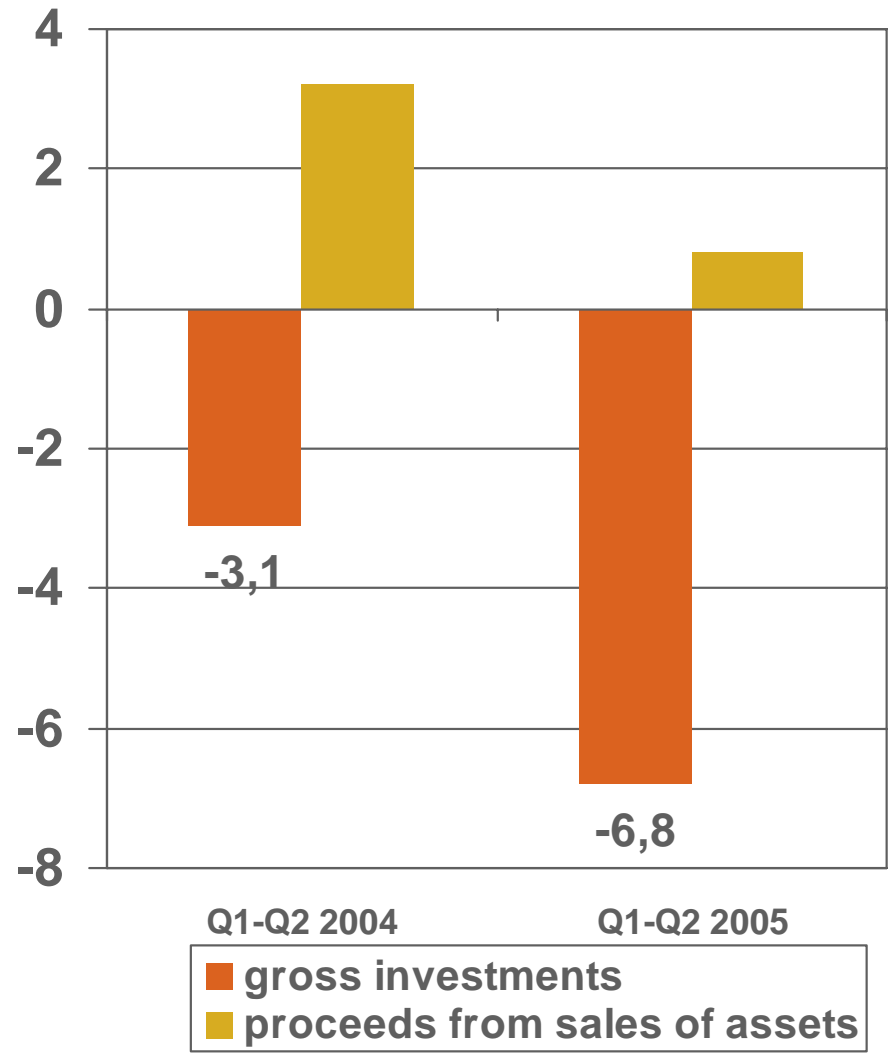
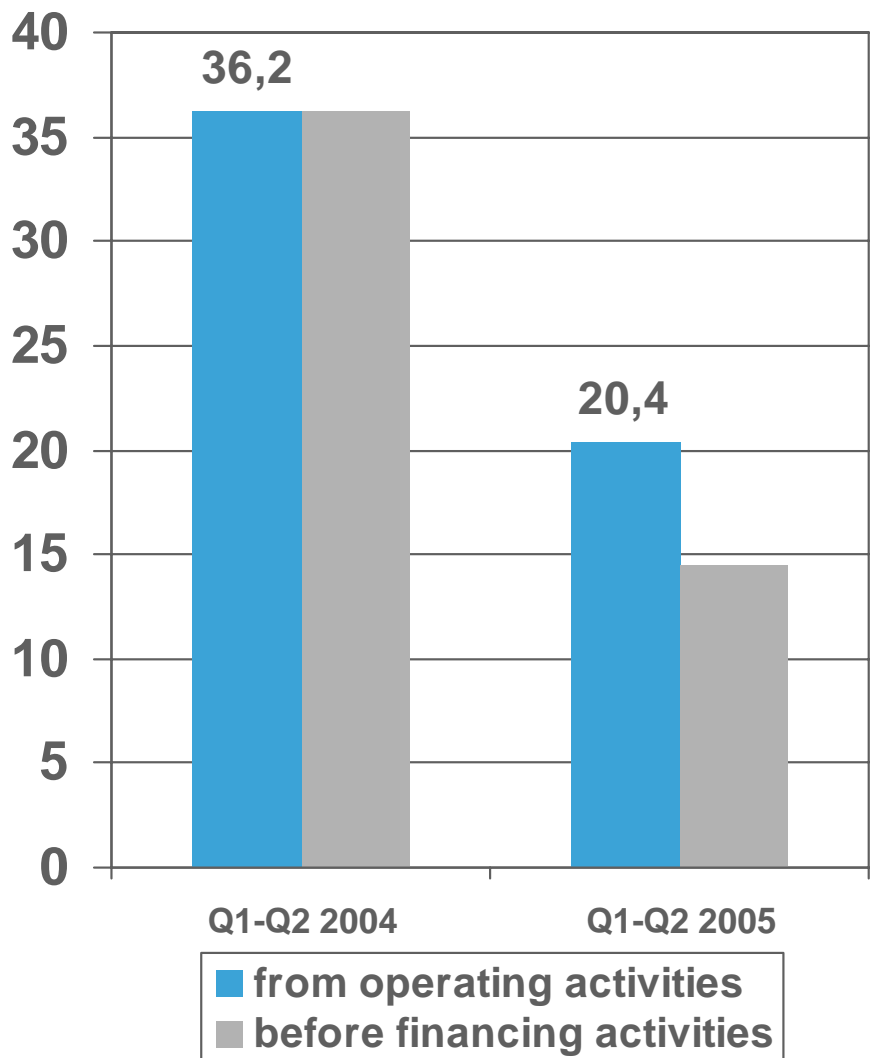
Ongoing operations





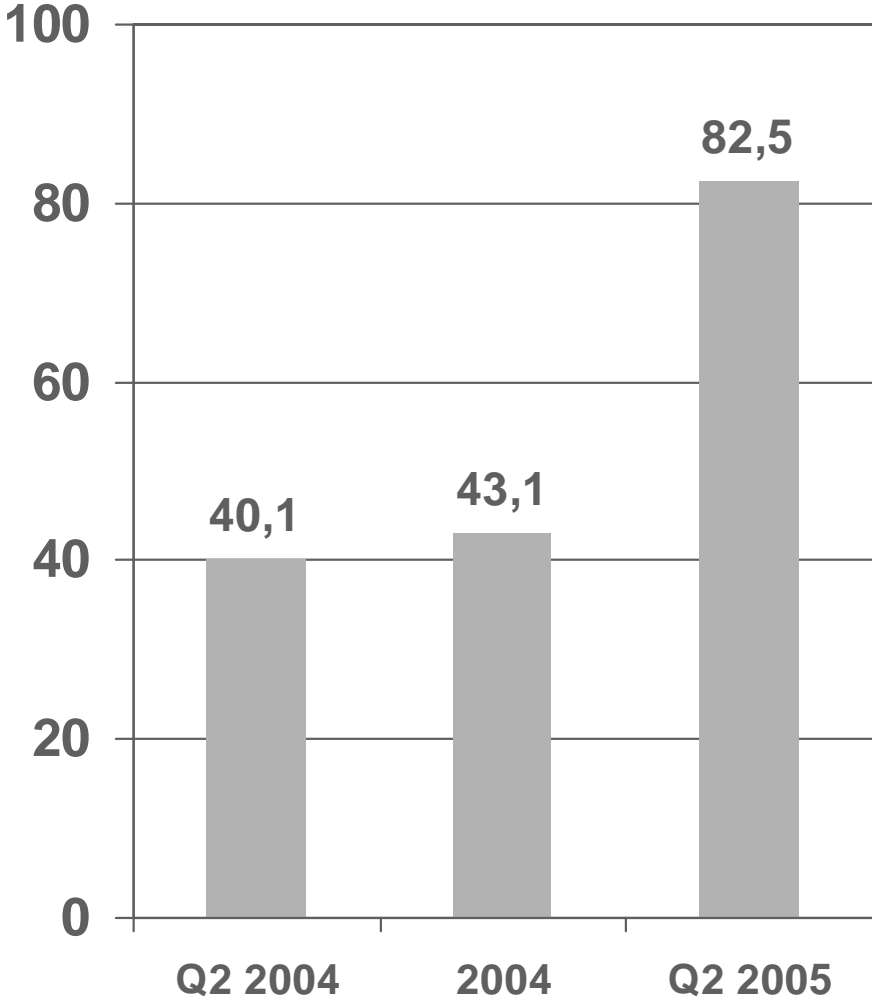
Cash flow and investments, MEUR

Ongoing operations

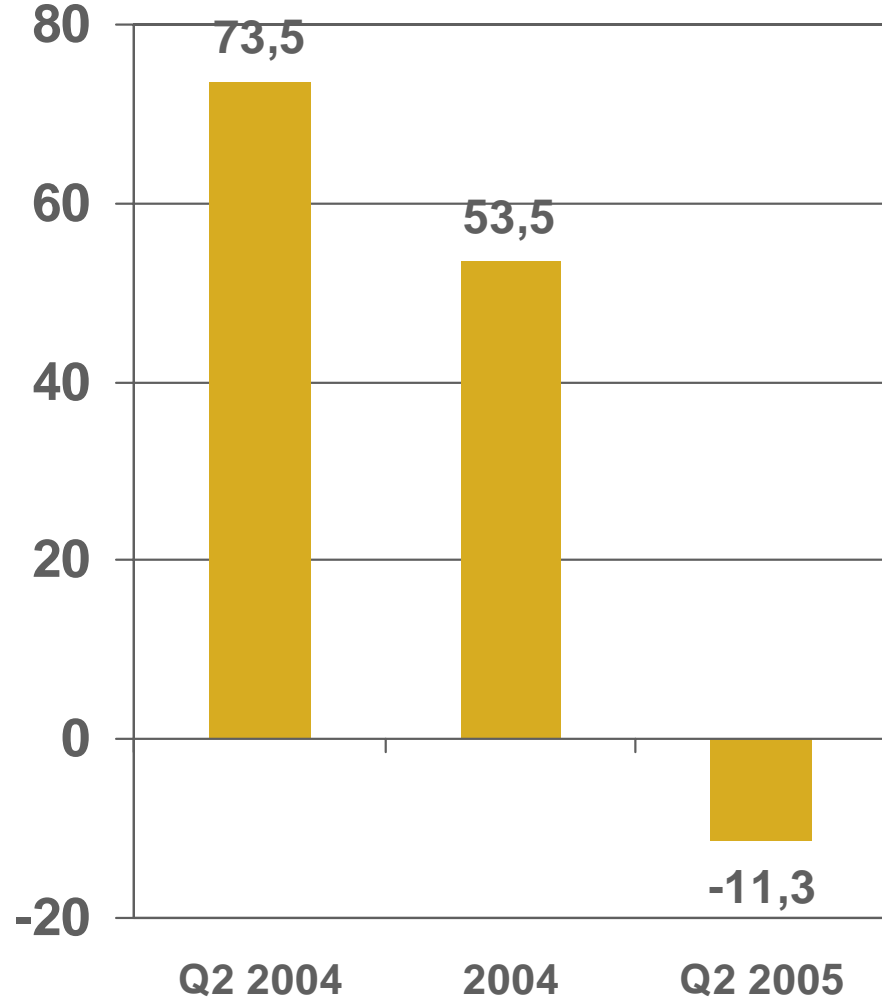




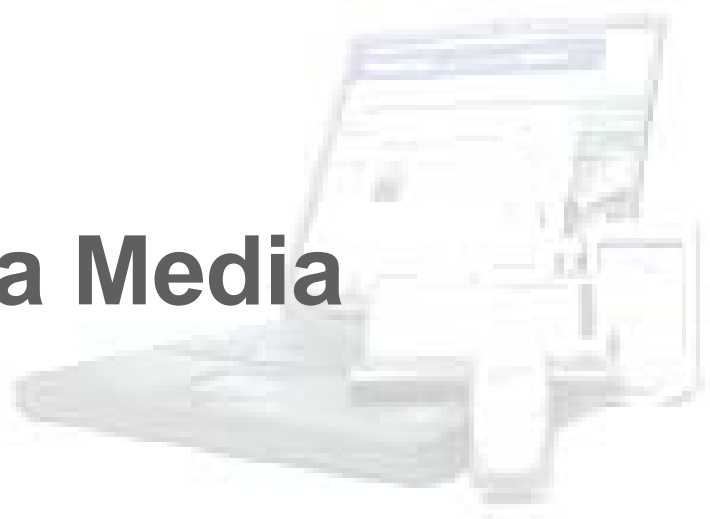
Equity ratio and gearing



■ Equity ratio %



■ Gearing %



Alma Media





Strategic objectives of Alma Media

- Focus on profitability and cash generation
- Growth in tabloid
- Growth and improved profitability in business media
- Growth and internationalisation within classified online market places
- Quality, profitability and innovation from chain benefits
- Shareholder value – deliver return to shareholders

Outlook 2005





Outlook 2005

- Growth in newspaper advertising is expected to continue even though the GDP growth rate will be lower than estimated in H105
- Comparable group net sales higher than 2004
- Comparable operating profit higher than 2004

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