

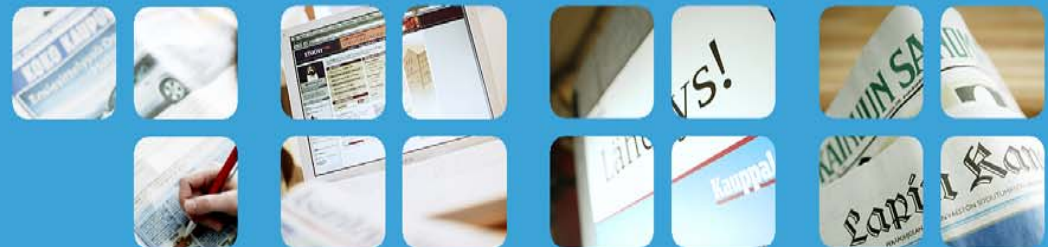
Alma Media Oyj

Interim Report
1 July — 30 September 2007

October 26, 2007

Kai Telanne, CEO
Teemu Kangas-Kärki, CFO

ALMA | MEDIA





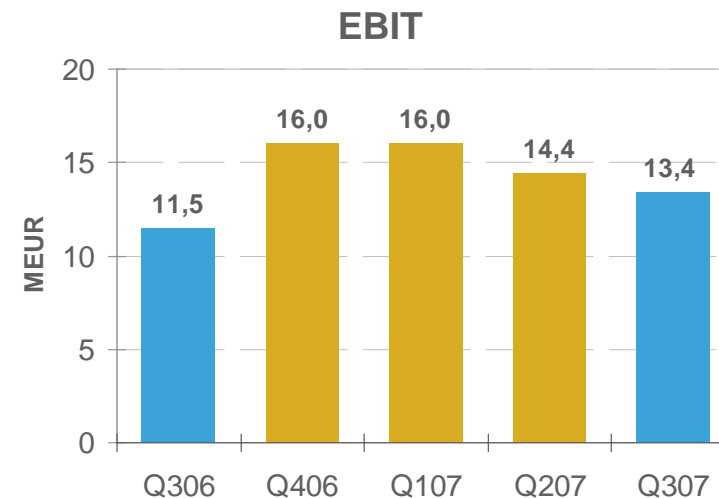
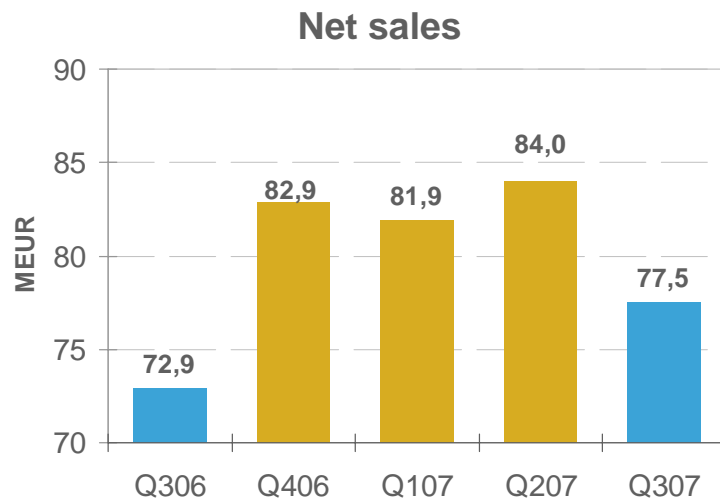
Presentation structure

- Highlights, Markets & Segments
– Kai Telanne
- Financial Review Q3/07
– Teemu Kangas-Kärki



Highlights Q3/07

- Good growth in media market continued in Finland
- Alma Media's Newspapers maintained strong performance
 - Media sales grew more than market
 - EBIT level at 18.9 %
- Kauppalehti online sales supported EBIT improvement
- Marketplaces net sales grew by 30 %, EBIT at good level



Media Market in Q3 2007



ALMA | MEDIA





Media advertising Alma Media vs. Market Q3 2007

Change, %	Market Q3 07 *	Alma Media Q3 07
Newspapers	4,1	5,0**
Magazines	-0,2	-
Television	16,3	-
Radio	9,2	-
Internet	21,4	36,6
TOTAL	6,9	9,3

Source:

* TNS Media Intelligence

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



Media advertising Alma Media vs. Market Q1-Q3 2007

Change, %	Market Q1-Q3 07 *	Alma Media Q1-Q3 07
Newspapers	5,5	6,6**
Magazines	2,6	-
Television	7,7	-
Radio	3,6	-
Internet	22,6	35,3
TOTAL	6,3	11,6

Source:

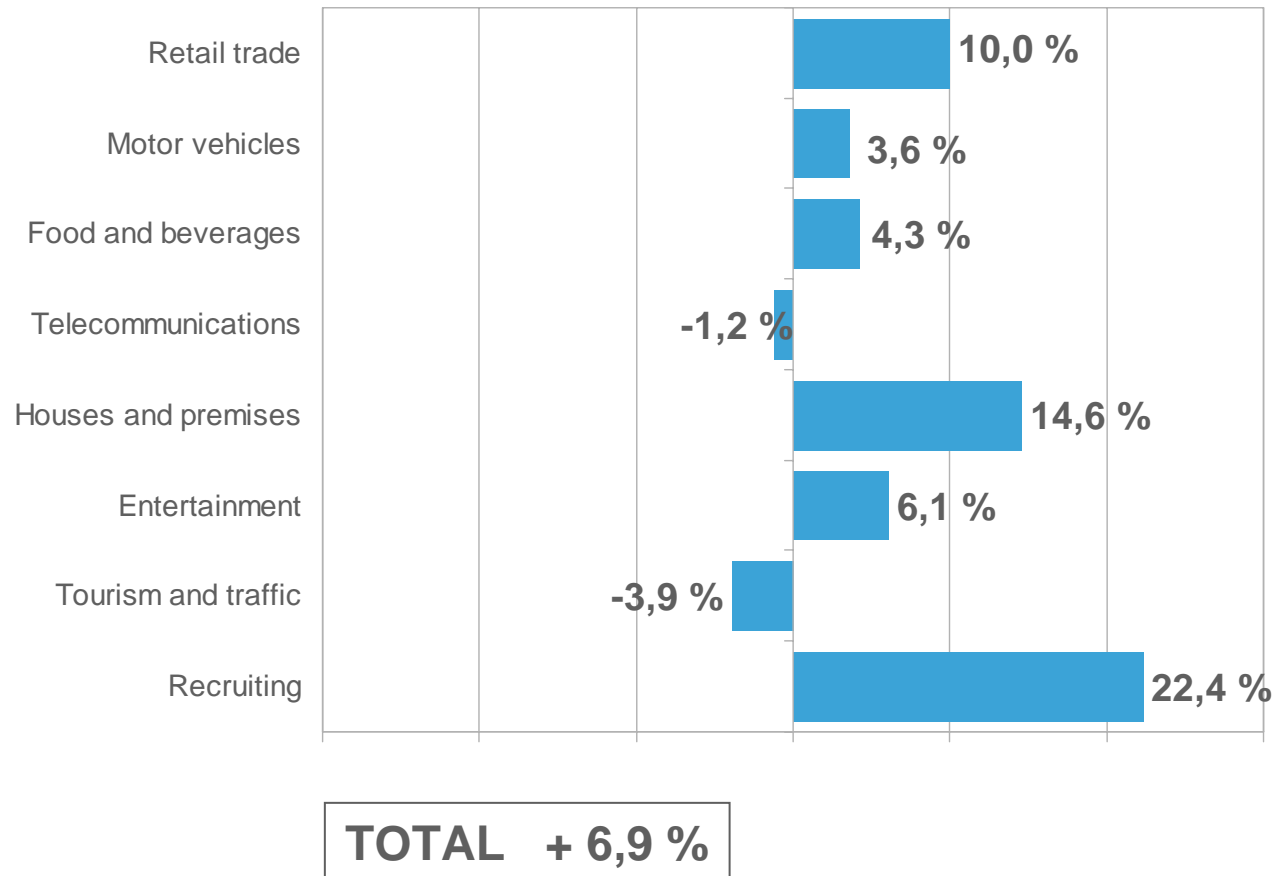
* TNS Media Intelligence

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



Most advertised branches Q3 2007

Total market

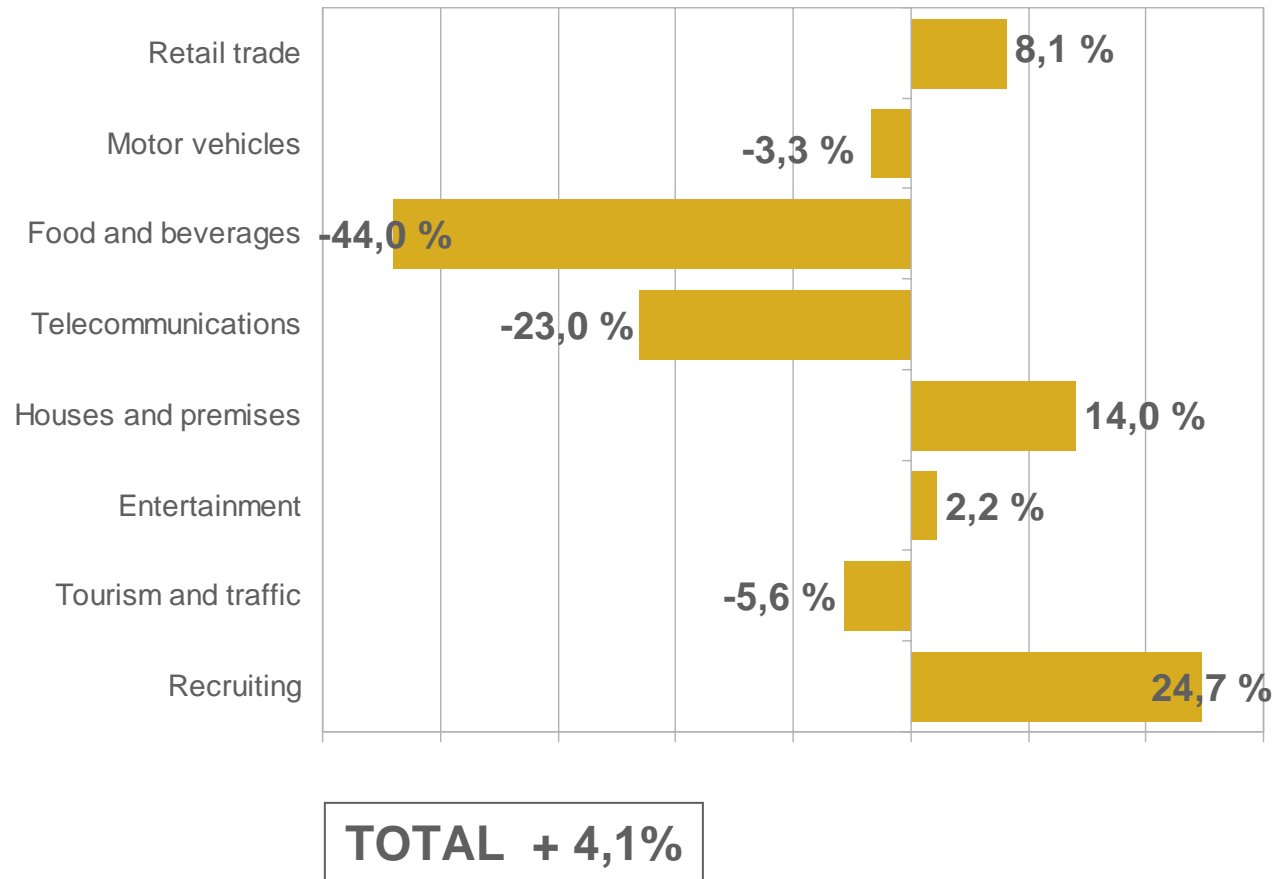


Adv. volumes Q3/07	MEUR
Retail trade	59
Motor vehicles	28
Food and beverages	17
Telecommunications	11
Houses and premises	17
Entertainment	12
Tourism and traffic	10
Recruiting	16
Others	88
TOTAL	258

Source: TNS Gallup Oy Adex



Most advertised branches Q3 2007 Newspapers total

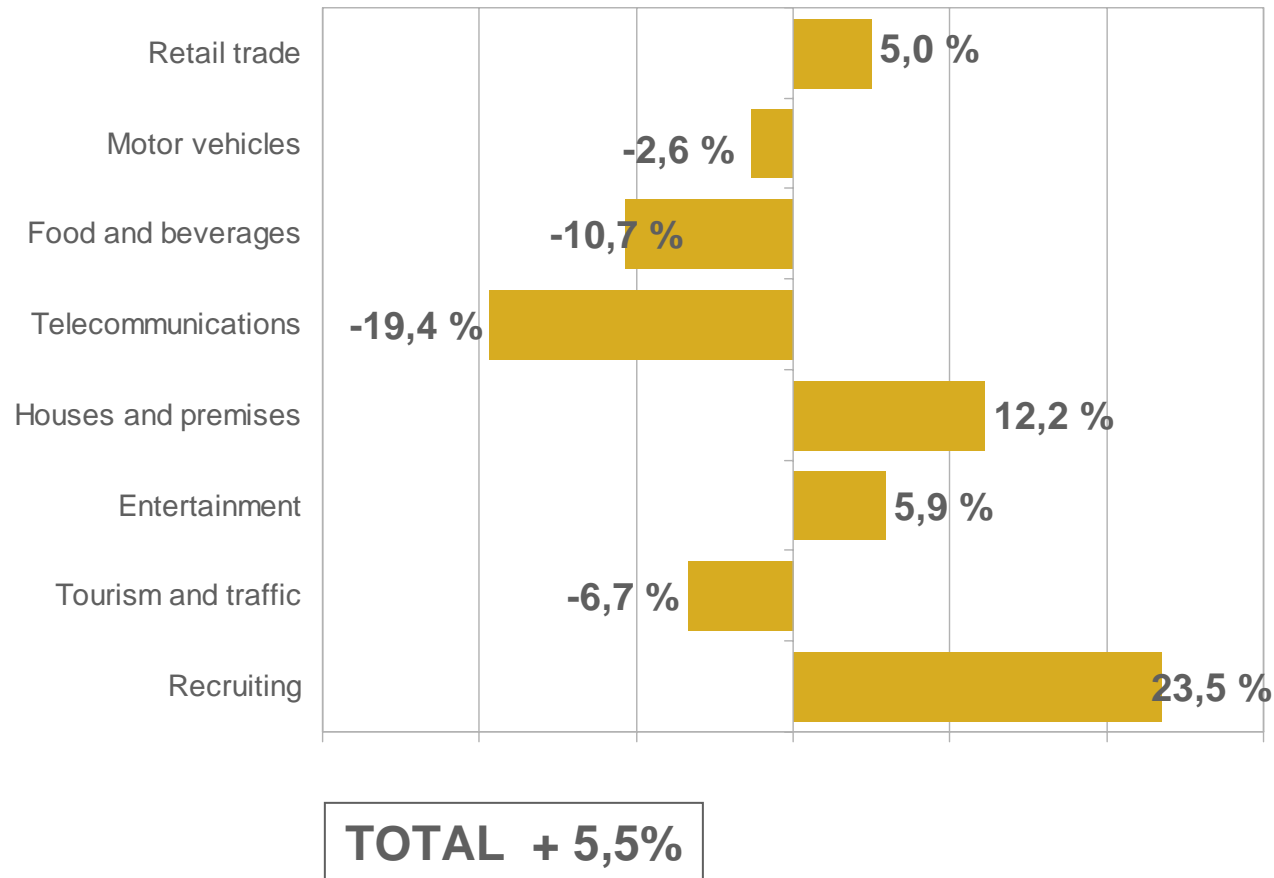


Adv. volumes Q3/07	MEUR
Retail trade	48
Motor vehicles	18
Food and beverages	1
Telecommunications	4
Houses and premises	14
Entertainment	6
Tourism and traffic	5
Recruiting	11
Others	38
TOTAL	145

Source: TNS Gallup Oy Adex



Most advertised branches Q1-Q3 2007 Newspapers total



Adv. volumes Q1-Q3/07	MEUR
Retail trade	149
Motor vehicles	58
Food and beverages	4
Telecommunications	13
Houses and premises	42
Entertainment	20
Tourism and traffic	17
Recruiting	37
Others	132
TOTAL	472

Source: TNS Gallup Oy Adex

Segment Reviews



ALMA | MEDIA





Newspapers Q3/07

- Net sales rose 5.3 % to 55.0 MEUR
 - Media sales up 6,9 %
 - Aamulehti and Iltalehti keeping up good growth in media sales
 - Local newspapers growth slowed down clearly
 - Circulation sales up 5.1 %
 - Iltalehti's market share grew to 42.6 %, + 2 %-points in Q3 falling markets
 - Cover price increase in 11/2006 has still a positive impact
- Operating profit at good 18.9 %
- Online media performed successfully
 - Aamulehti.fi reaching new weekly visitors record, Iltalehti.fi continuing strong

The top screenshot shows the Aamulehti website with a main article titled "Munuais- ja maksapotilaat pelkävät hoitajien irtisanoutumista". The article text mentions that hospital staff are worried about job security due to budget cuts. The website also features a navigation menu and a sidebar with a "MARKKINOINTI VIESTINNÄN VIIKKO" advertisement.

The bottom screenshot shows the Iltalehti website with a prominent headline "Stora Enso sulkee KAKSI TEHDASTA" (Stora Enso closes two factories). The article discusses the impact of the closure on employees. Other news items include "Marsun pahoimpittelystä ehdotonta vankeutta" and "Suuri myyri". The website has a colorful layout with various news categories and advertisements.



Kauppalehti Group Q3/07

- Kauppalehti Group increased its net sales by 3,9 % to 15,5 MEUR
 - Net sales of small business units (121, Lehdentekijät) developing well, as well as online sales (ePortti)
- B-to-b media sales weak in Q3
 - Good sales development in Kauppalehti Optio and Kauppalehti Online
- EBIT-% level improved to 10,0 % by cost savings and good online sales
- Kauppalehti Online gaining more visitors
 - During 2007, more than 100 000 new weekly visitors to the site
 - New record of 294 000 weekly visitors reached early October





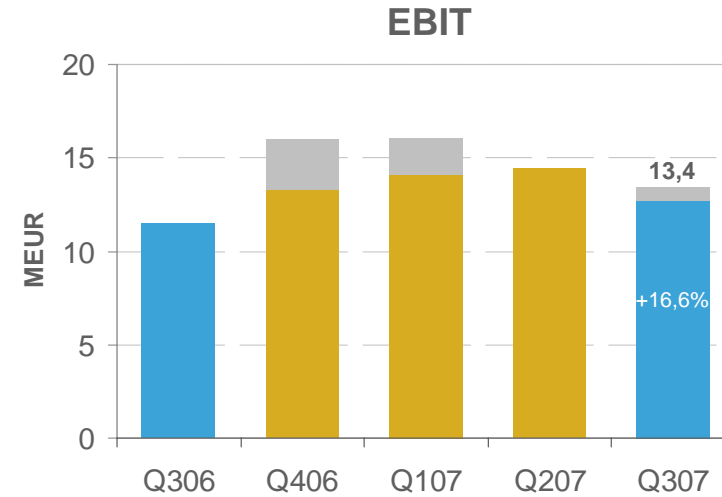
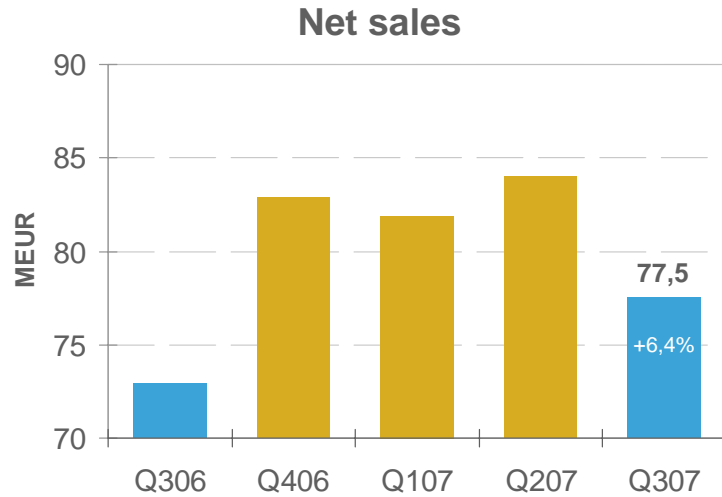
Marketplaces Q3/07

- Net sales during Q3 rose to 7.6 MEUR, up 1,7 MEUR from Q3/06
- Domestic operations up 27,6 %
 - Monster.fi and Etuovi.com keeping up strong performance
 - New Mikko.fi service launched
- Foreign operations up 40,8 %
 - City 24 in Estonia: strong net sales growth and good profitability
 - Russian City 24 service was opened
- Operating profit at 16,7 % of net sales
 - Investments (Mikko.fi) and expansion to new markets will be visible in profit development during Q4 and 2008

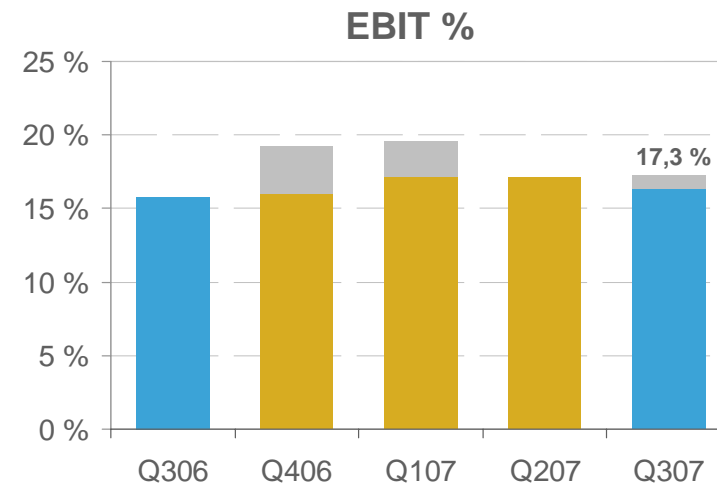
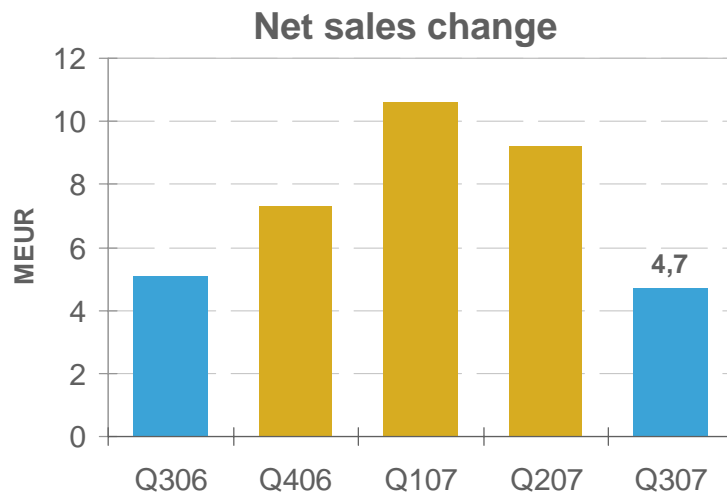




Key figures Q3/2007

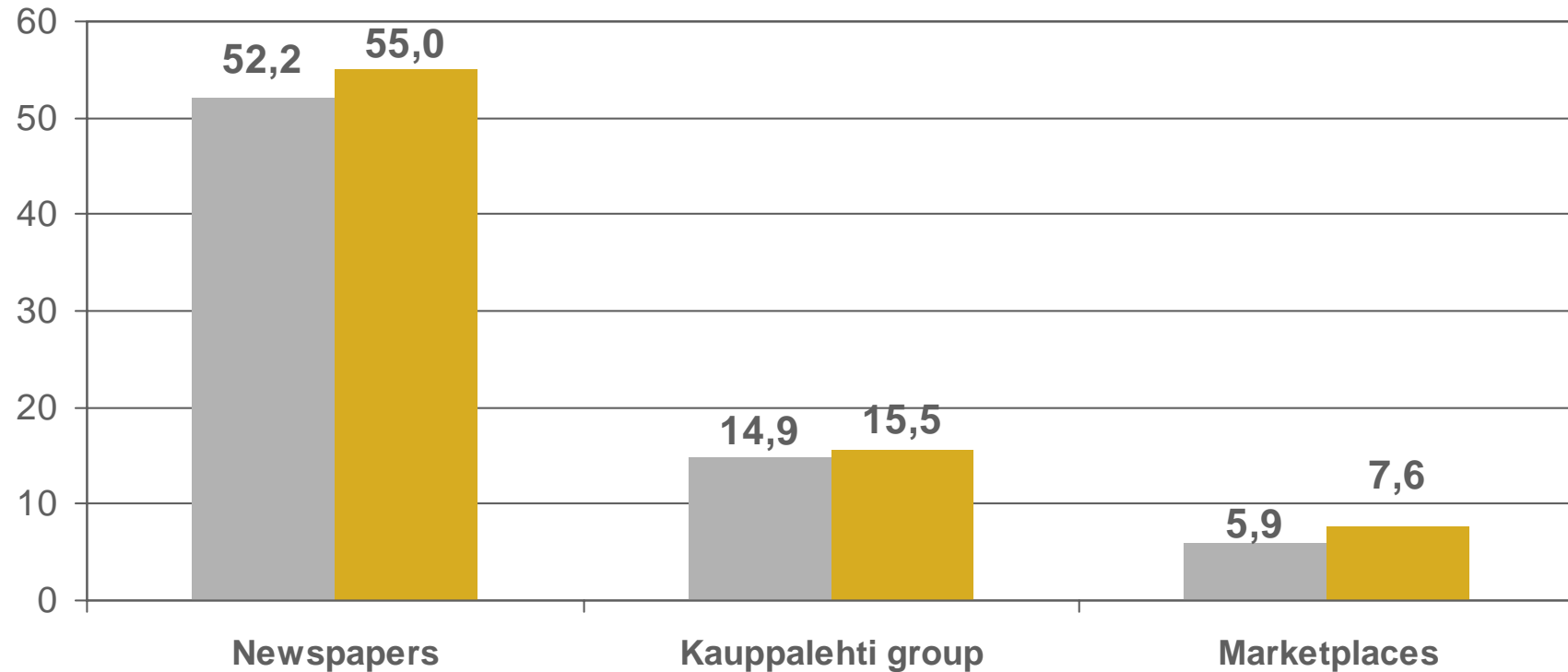


■ = extraordinary items





Net Sales Q3 by segment, MEUR

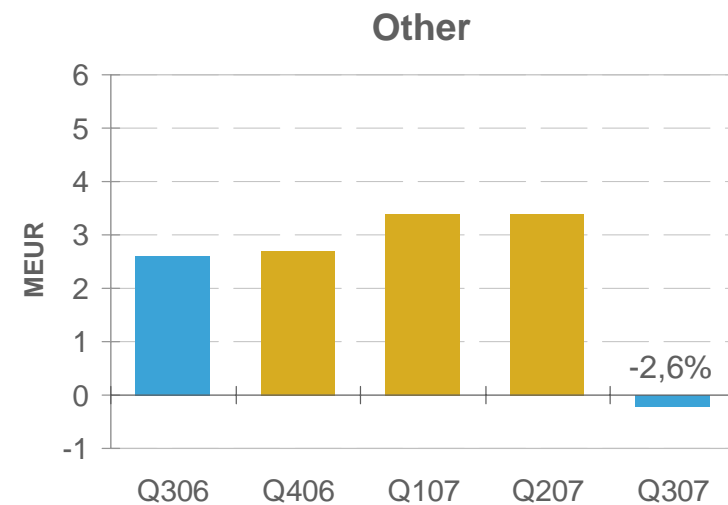
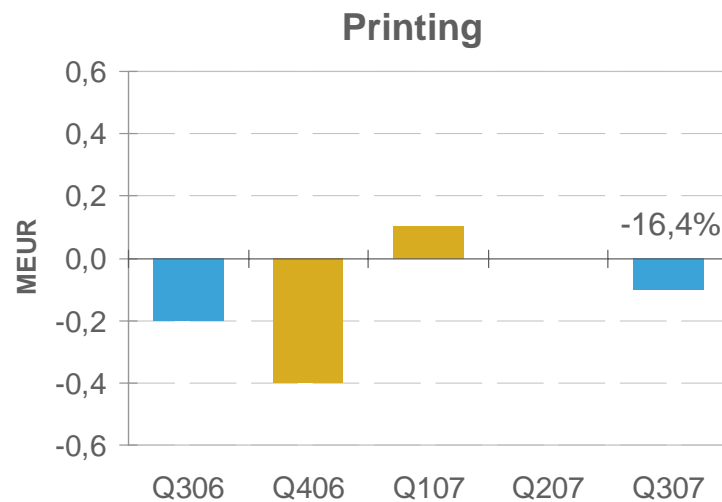
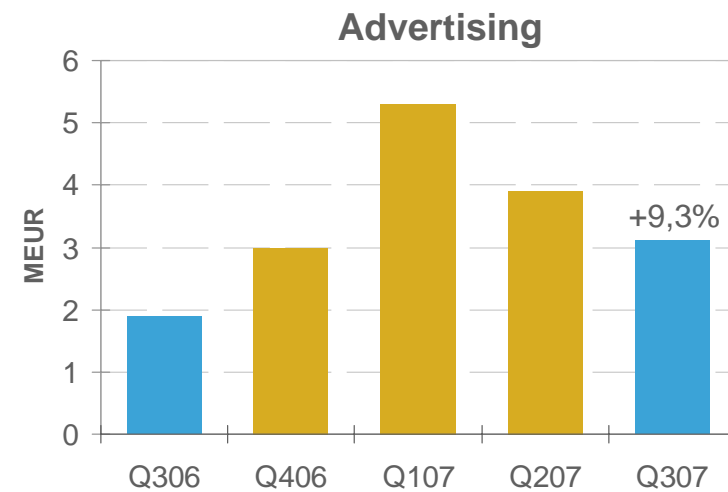
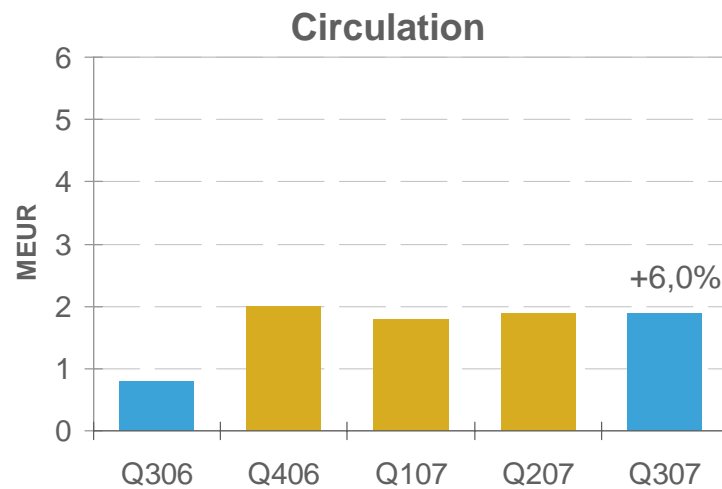


NS Chg %	5,3	3,9	29,9
Circ.Chg %	5,1	10,4	-
Advert.Chg%	6,9	-1,8	30,4

■ Net sales Q306 ■ Net sales Q307

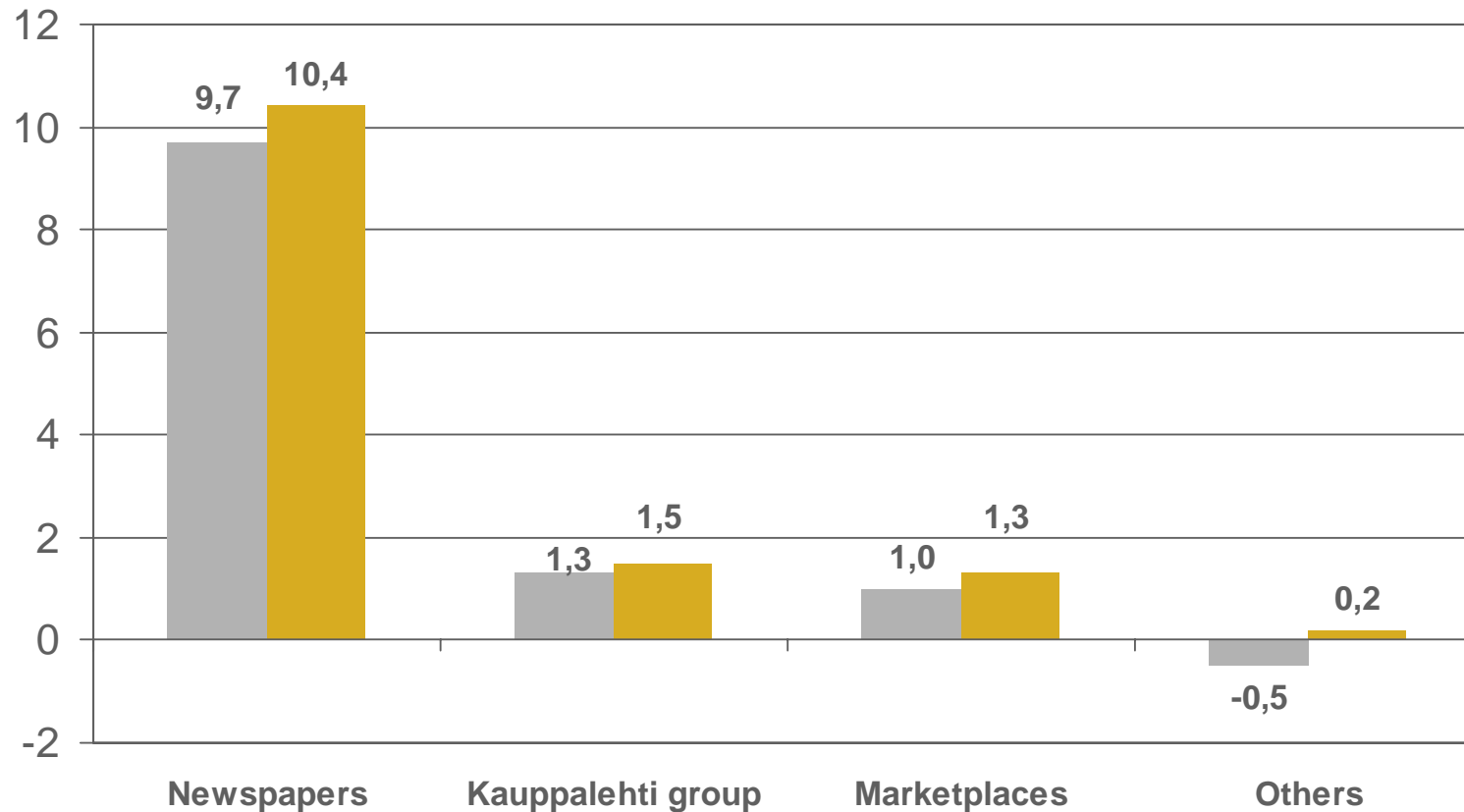


Net sales change by type, MEUR





EBIT: Q3 by segment, MEUR

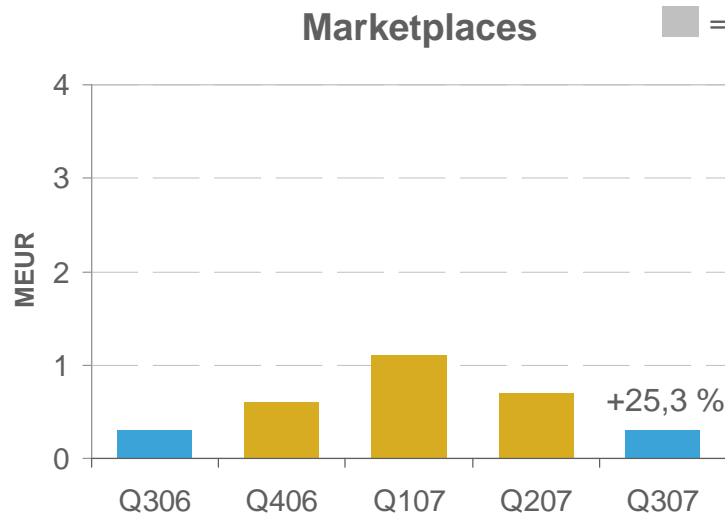
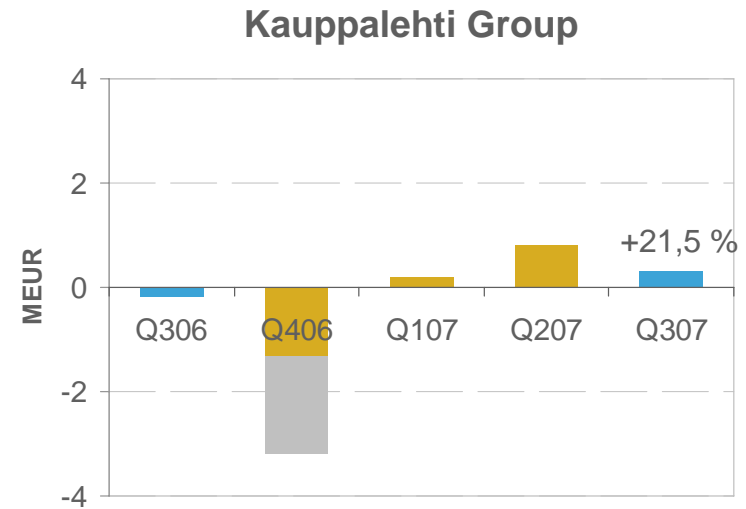
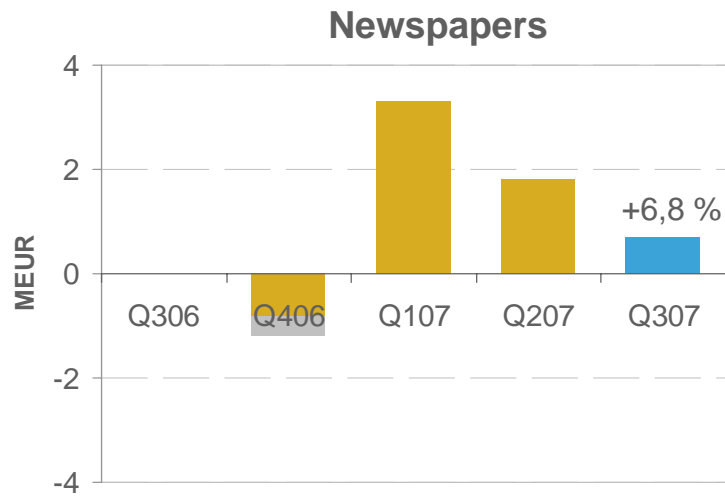


EBIT% Q306	18,6	8,5	17,3	n/a
EBIT% Q307	18,9	10,0	16,7	n/a

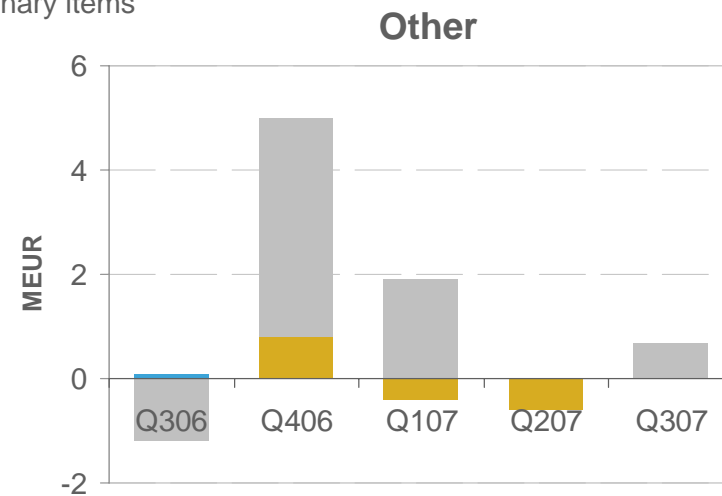
■ EBIT Q306 ■ EBIT Q307



EBIT change by segment, MEUR

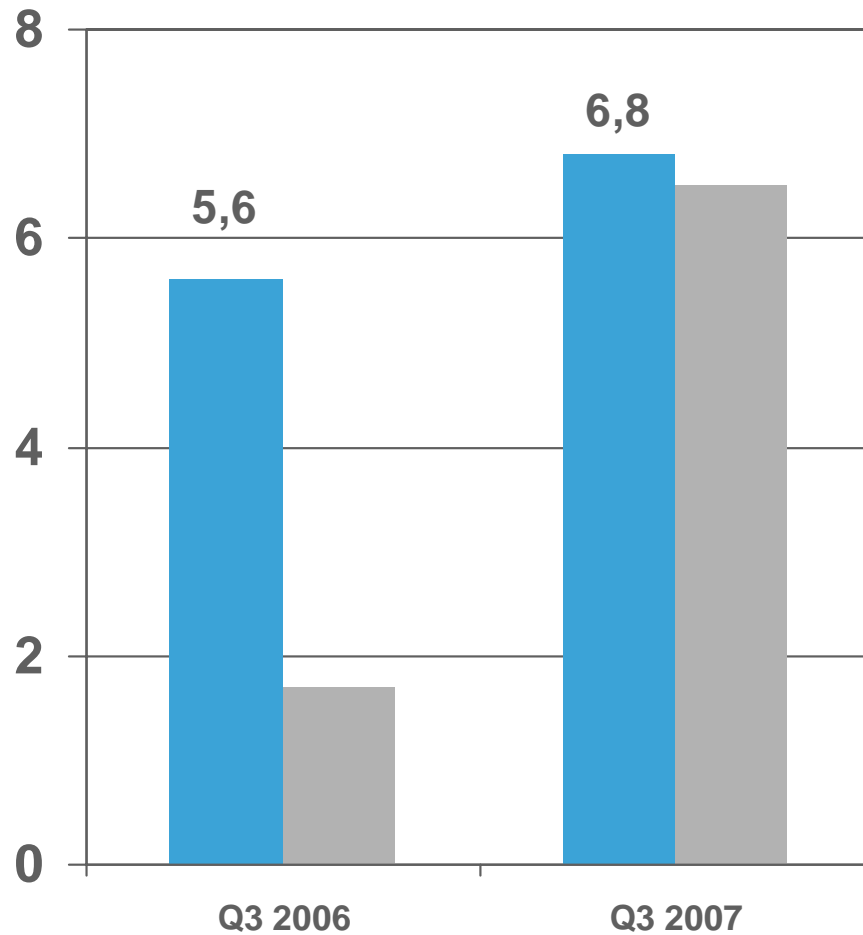


■ = extraordinary items

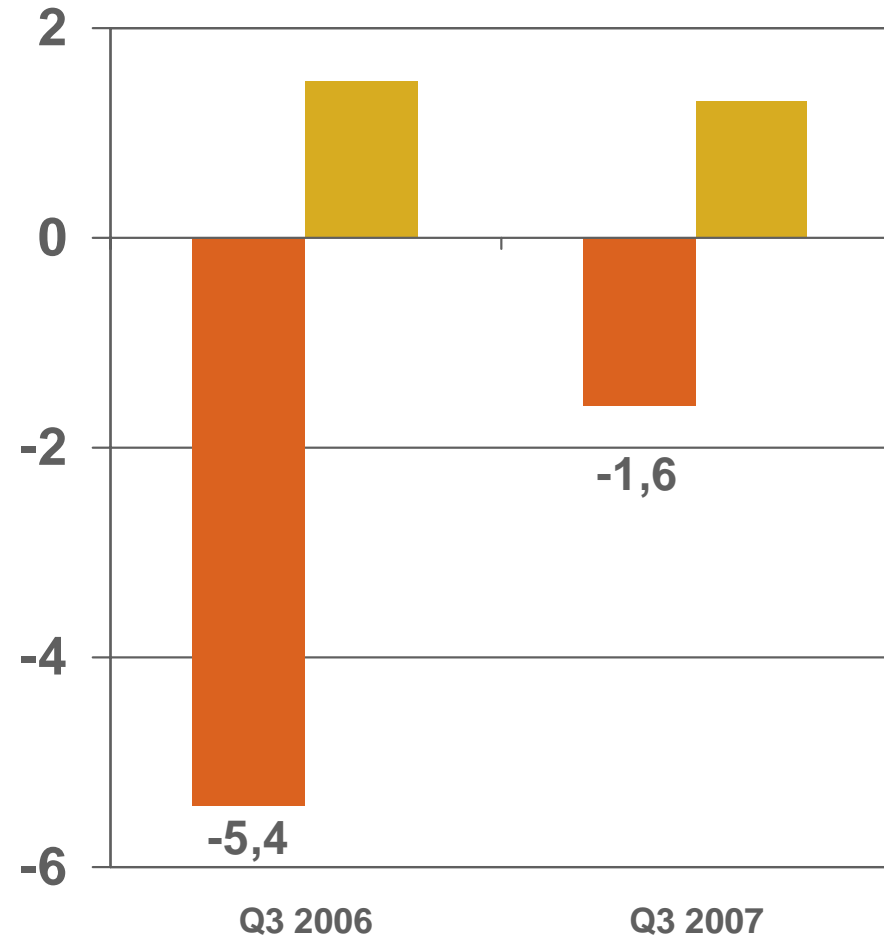




Cash flow and investments, MEUR



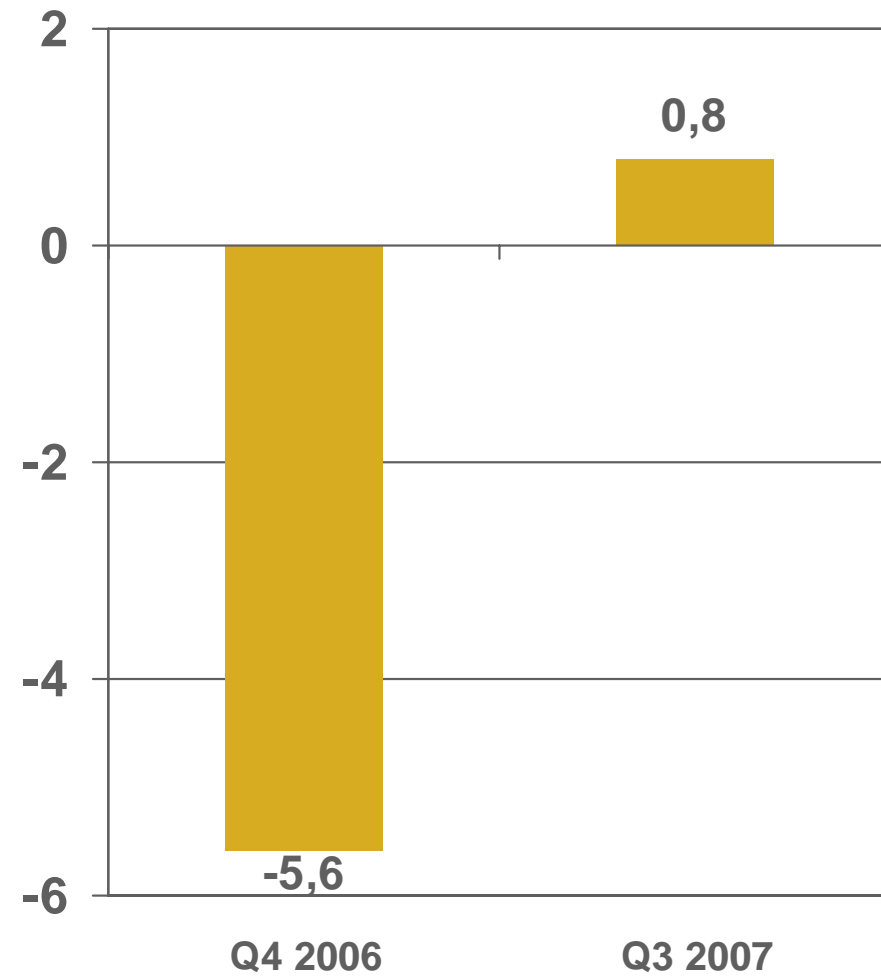
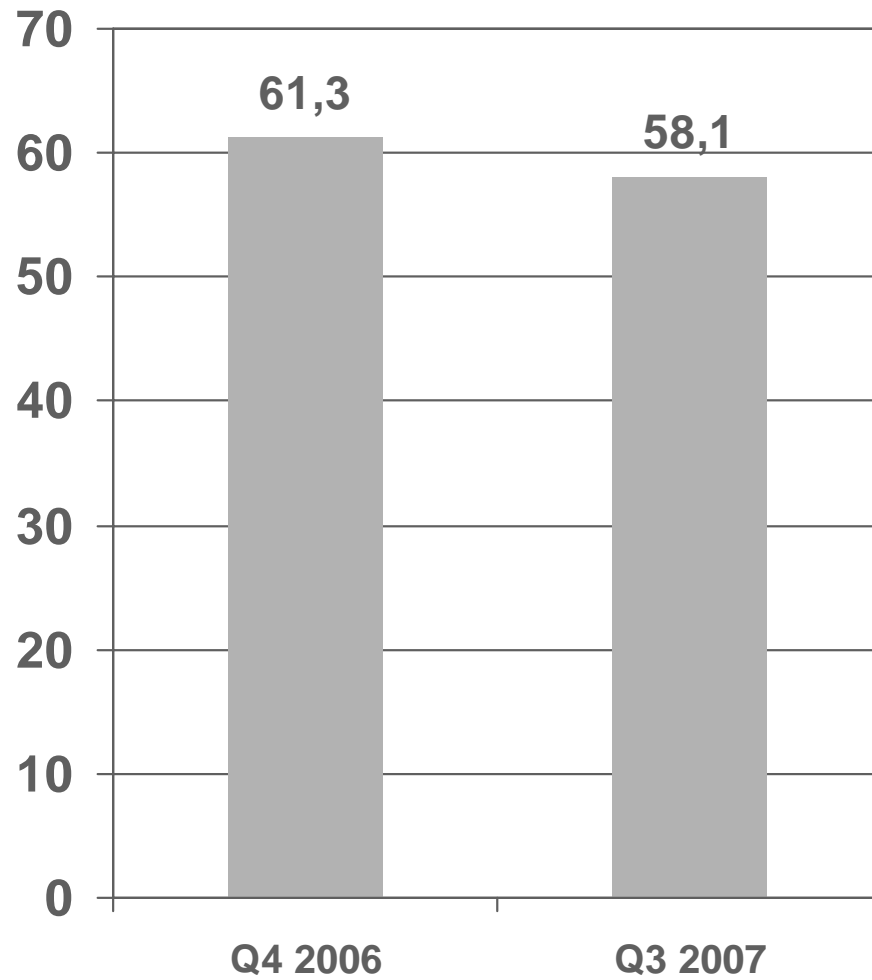
■ from operating activities
■ before financing activities



■ gross investments
■ proceeds from sales of assets



Equity ratio and gearing, %

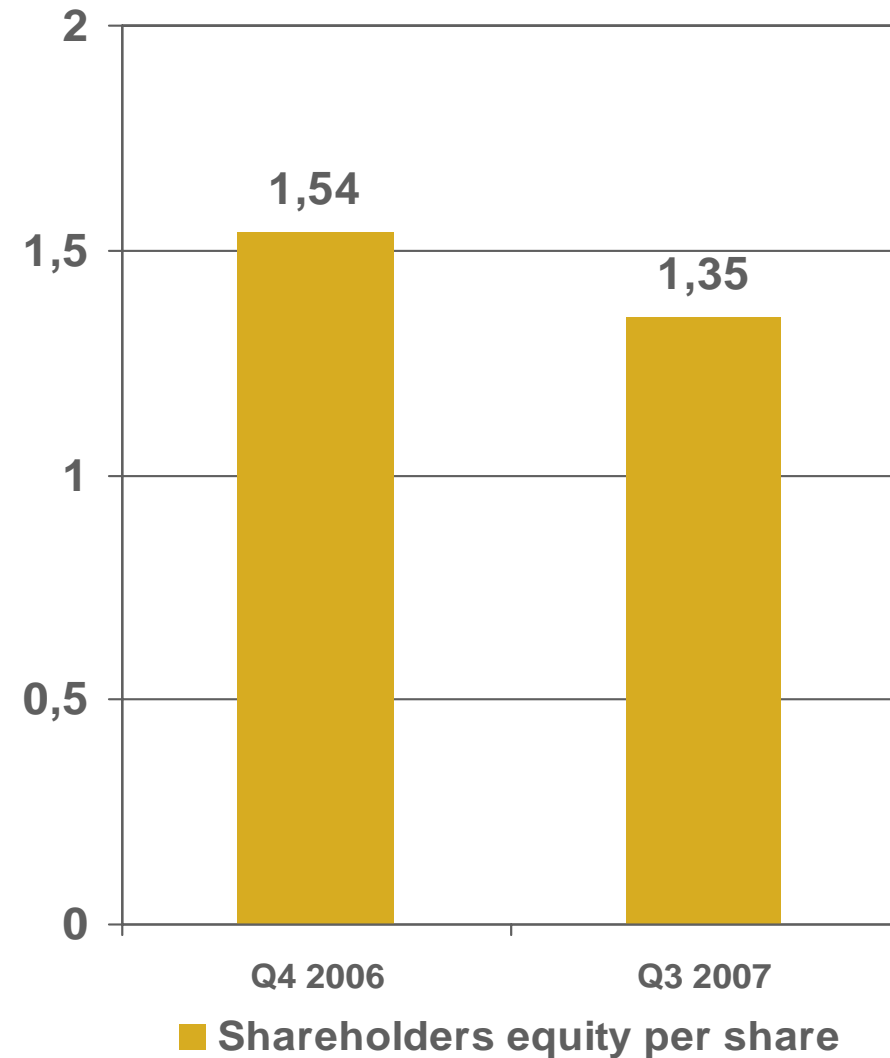
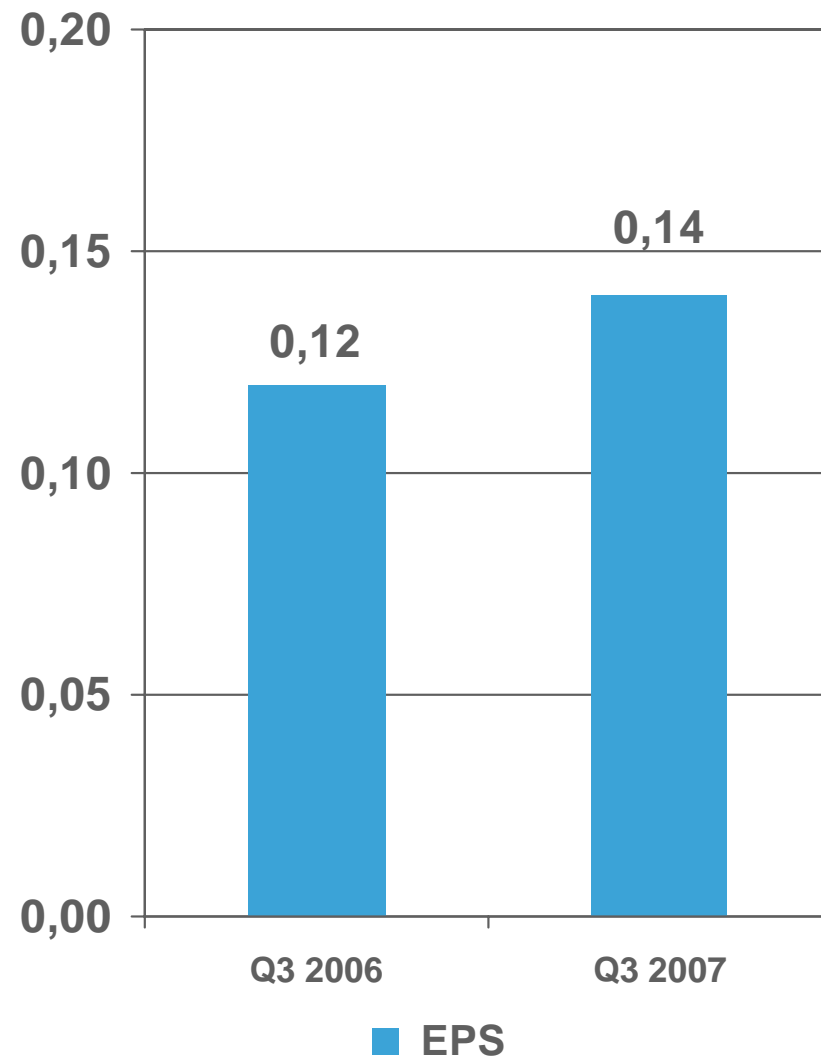


■ Equity ratio %

■ Gearing %



EPS and shareholders' equity per share (EUR)





Outlook for the rest of 2007

- Alma Media keeps unchanged its forecast on the development of its key indicators during 2007:
 - The Group's net sales and operating profit will grow from 2006
- The Finnish media market will continue to grow during the last quarter of the year, but the growth will slow down.

Thank you!

kai.telanne@almamedia.fi

teemu.kangas-karki@almamedia.fi

rauno.heinonen@almamedia.fi

ALMA | MEDIA

