

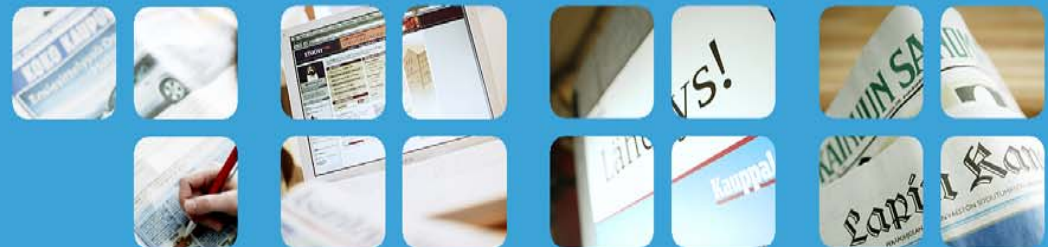
Alma Media

The winning team in newspaper and online media

Interim Report
1 April — 30 June 2007

July 20, 2007

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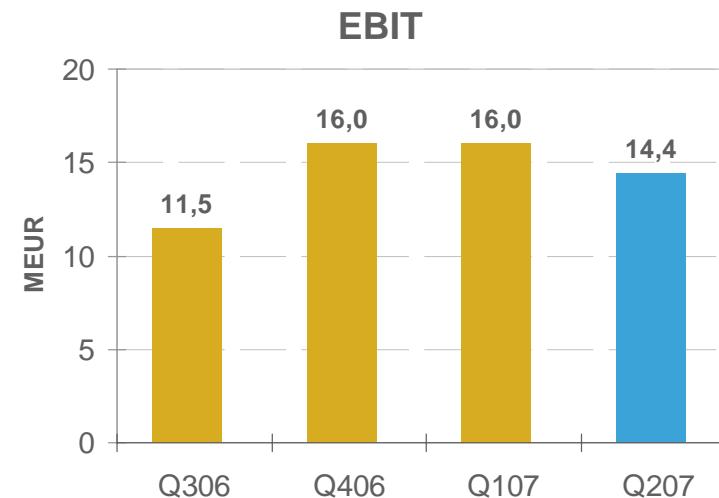
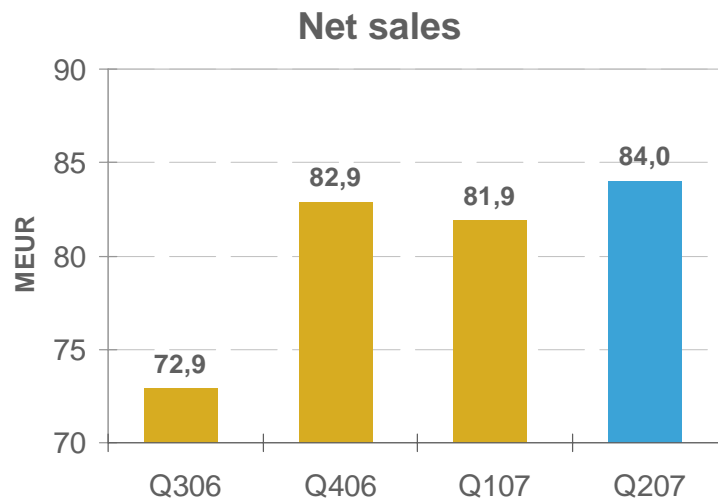
Presentation structure

- Highlights, Markets & Segments
– Kai Telanne, President and CEO
- Financial Review Q2/07
– Teemu Kangas-Kärki, CFO



Highlights Q2/07

- Favorable media market environment in Finland
- Newspapers maintained strong performance
 - Media sales up 9.0 %, circulation sales up 6.0 %
 - Profitability on a good level
- Kauppalehti Group's EBIT improved over 50 % to 2.4 MEUR
- Marketplaces continued strong 40 % sales growth, EBIT doubled



Media Market



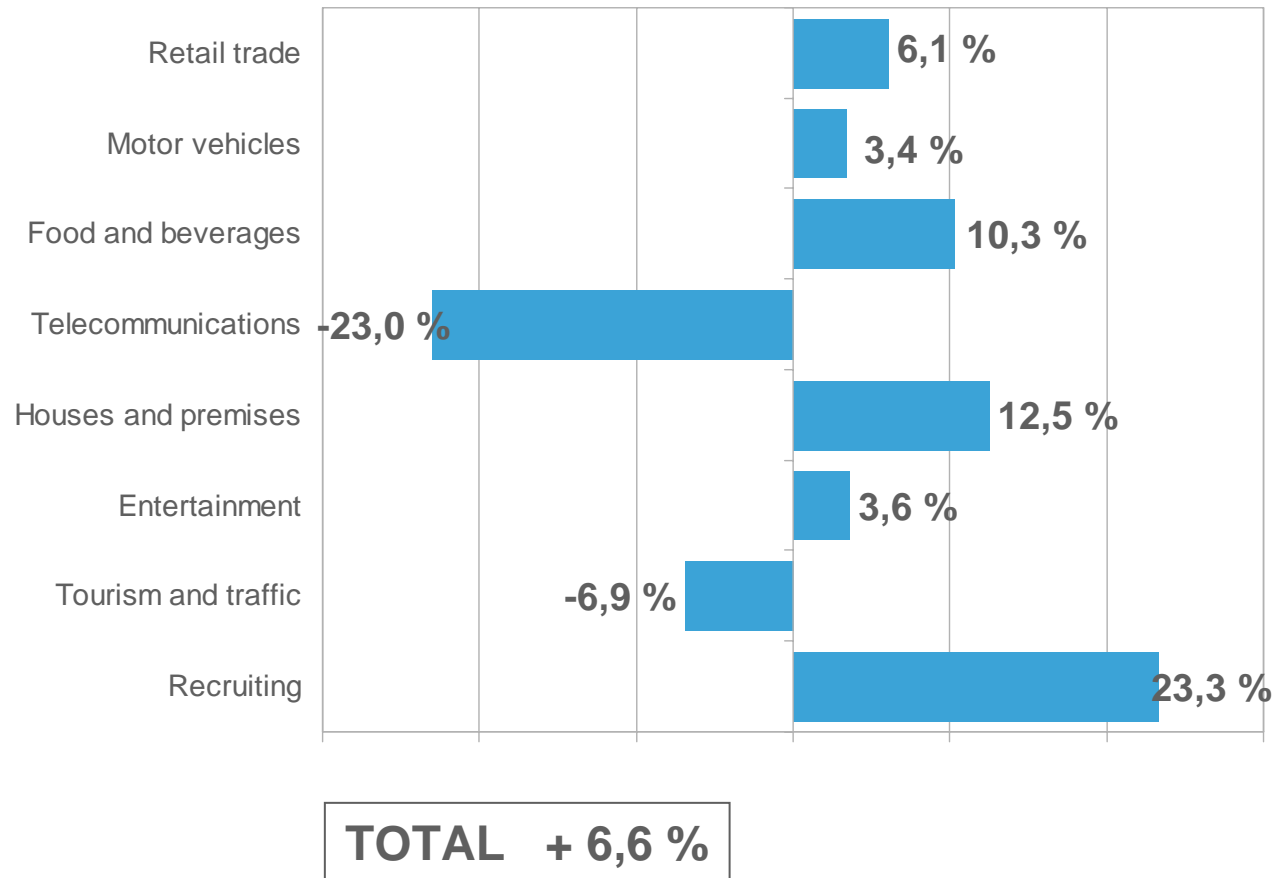
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Most advertised branches January - June 2007

Total market

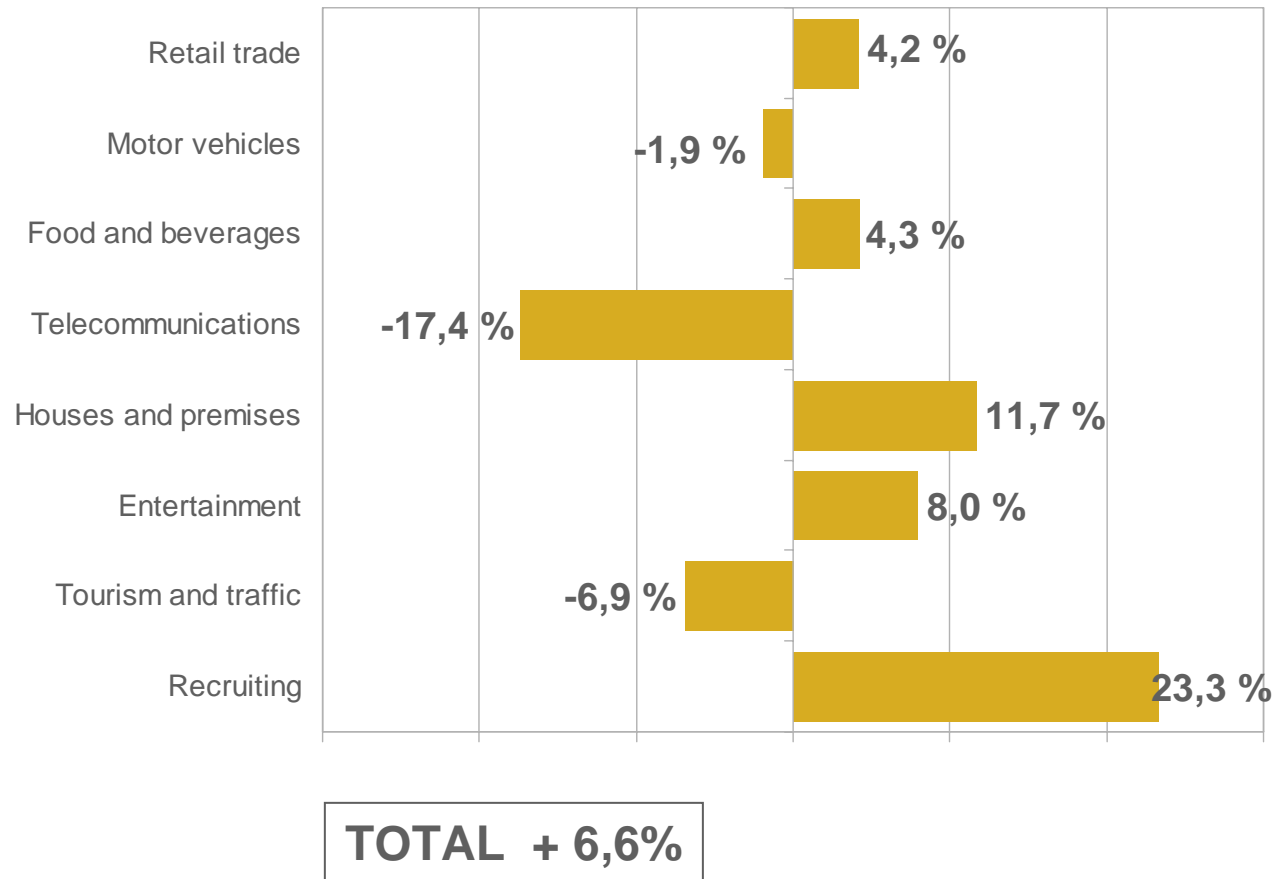


Adv. volumes 1-6/07	MEUR
Retail trade	126
Motor vehicles	64
Food and beverages	52
Telecommunications	21
Houses and premises	33
Entertainment	24
Tourism and traffic	23
Recruiting	38
Others	230
TOTAL	611

Source: TNS Gallup Oy Adex



Most advertised branches January - June 2007 Newspapers total



Adv. volumes 1-6/07	MEUR
Retail trade	102
Motor vehicles	40
Food and beverages	4
Telecommunications	9
Houses and premises	28
Entertainment	13
Tourism and traffic	12
Recruiting	26
Others	94
TOTAL	328

Source: TNS Gallup Oy Adex

Segment Reviews



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Newspapers Q2/07

- Again a good quarter for newspapers
- Net sales rose 7.3 % to 58.9 MEUR
 - Media sales up 9.0 %
 - Especially Aamulehti and Iltalehti continued strong performance
 - Circulation sales up 6.0 %
 - Without Iltalehti's cover price increase circulation sales up 1.7 %
 - Iltalehti's market share rose to 42.9 %
 - Lapin Kansa and Pohjolan Sanomat increased circulation sales well
- Operating profit at good 19.5 %
- Online media performed successfully
 - Iltalehti.fi having a million weekly visitors on average





Kauppalehti Group Q2/07

- Kauppalehti Group increased its sales and returned to positive profit development
- New units (KL 121, SBV) bringing most of the growth to net sales
- Overall media sales in line with b-to-b market
 - Good sales development in KL Online
 - Classified advertising, especially recruiting, was growing strongly
- Cost-cutting measures beginning to become visible, bringing profit levels up
- Kauppalehti and Kauppalehti Optio introducing product renewals
 - All set for better performance in the future





Marketplaces Q2/07

- Continuously good performance during Q2 as net sales rose to 7.9 MEUR, up 40 % from Q2/06
- Domestic operations up 27 %
 - Monster.fi and Etuovi.com boosted sales
- Foreign operations up 144 %
 - City 24 in Estonia and Lithuania particularly strong
 - Russian City 24 service will be opened after summer vacations
- Operating profit more than doubled
 - Investments and expansion to new markets will slow down profit development during next quarters

autotali.com

bovision.se

city24

ETUOVI.COM

.MASCUS

 **monster.fi**

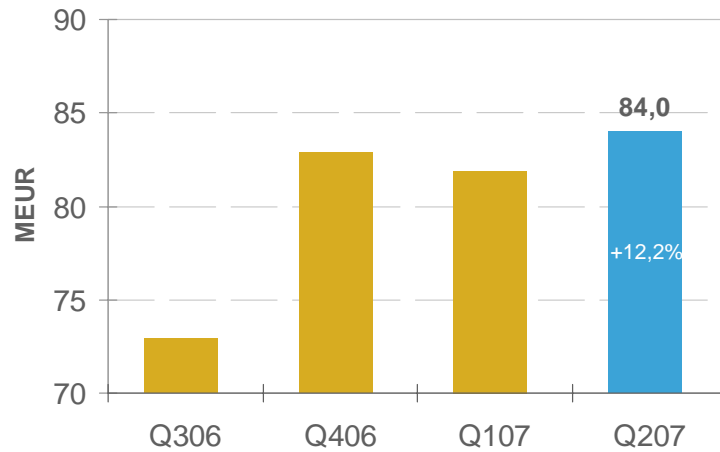
Motors24.ee

objektvision.se

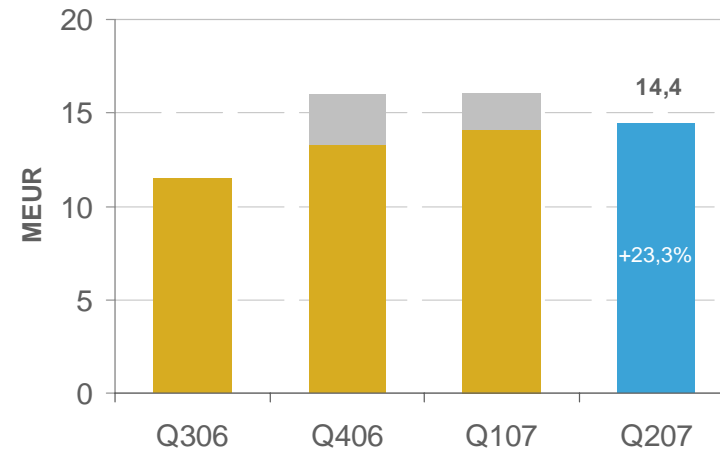


Key figures Q2/2007

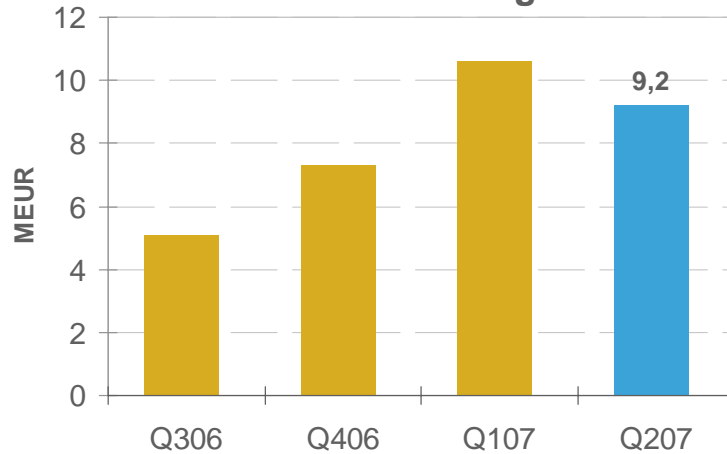
Net sales



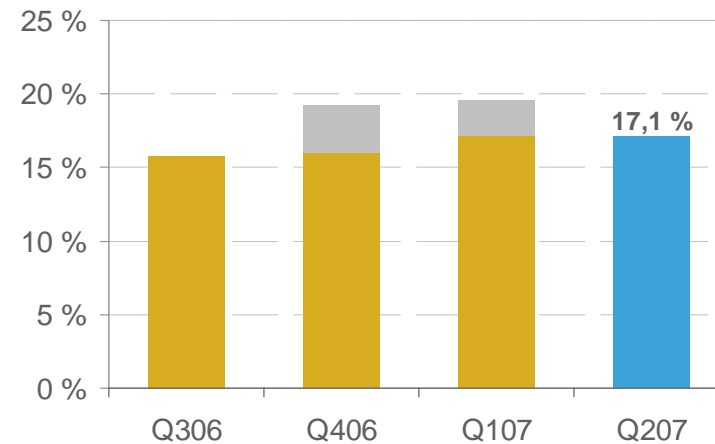
EBIT



Net sales change

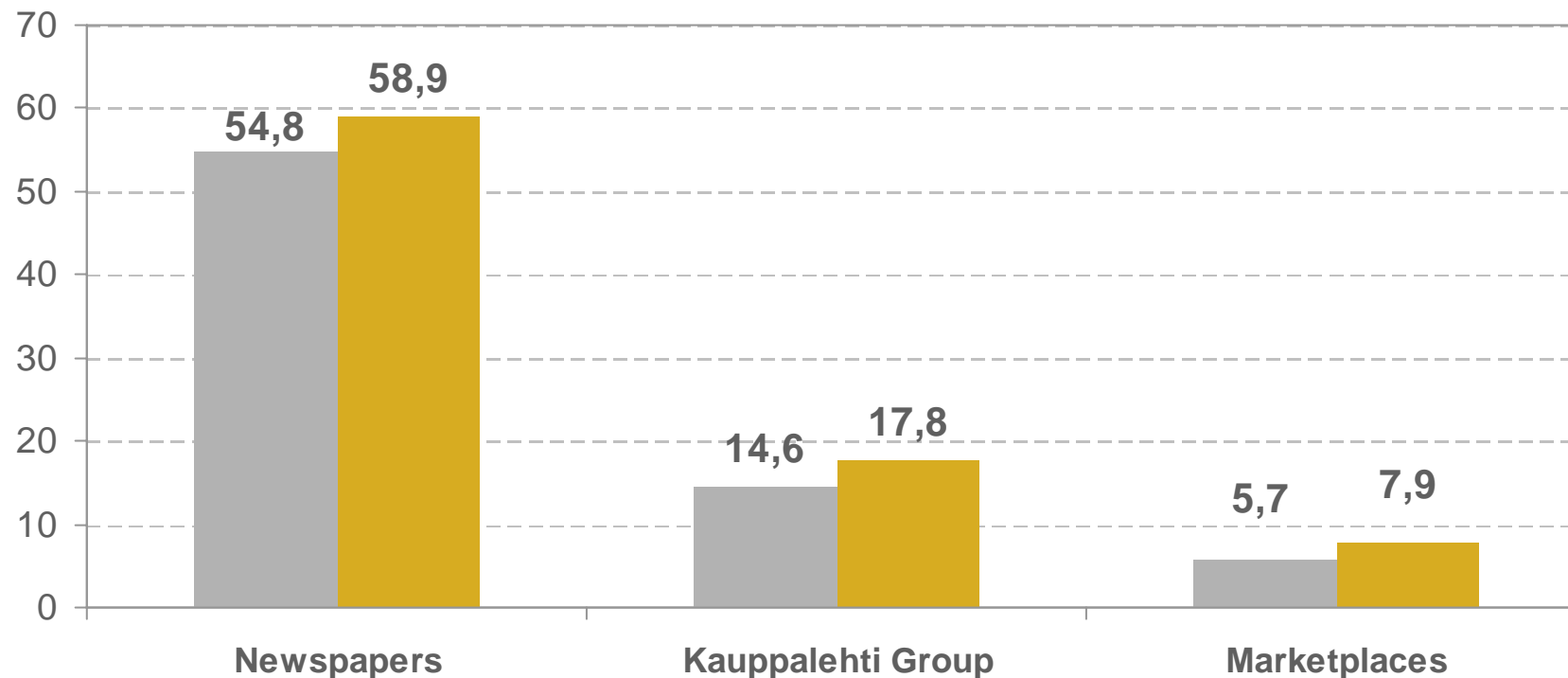


EBIT %





Net Sales Q2/07 by segment, MEUR

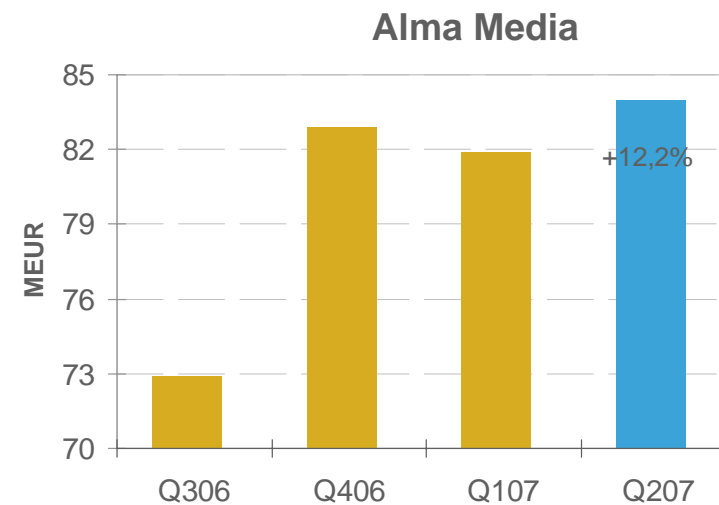
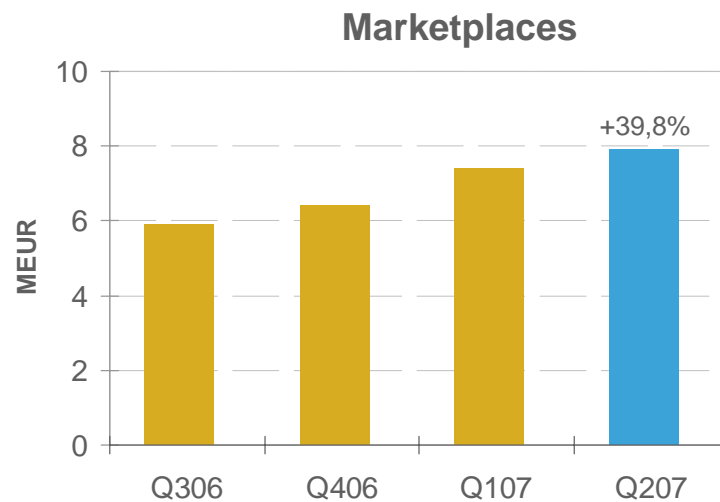
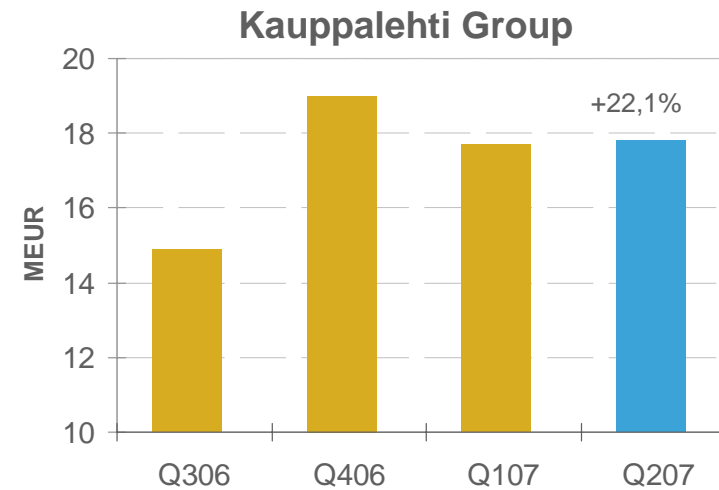
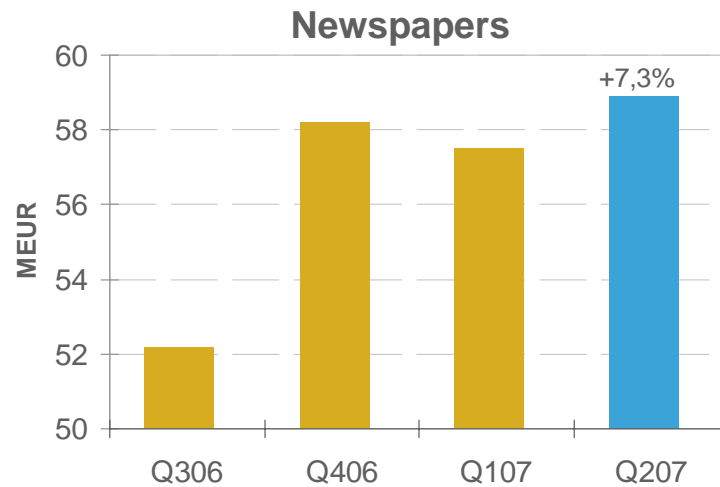


NS Chg %	7,3	22,1	39,8
Circ.Chg %	6,0	6,2	-
Advert.Chg%	9,0	-7,0	37,1

■ Net sales Q206 ■ Net sales Q207

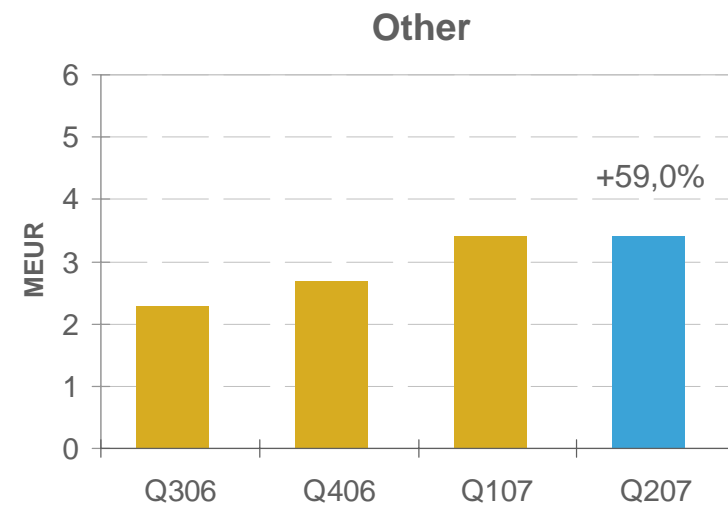
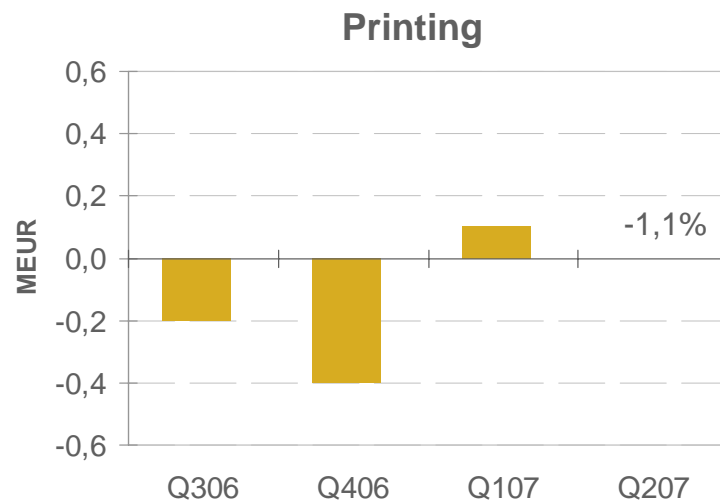
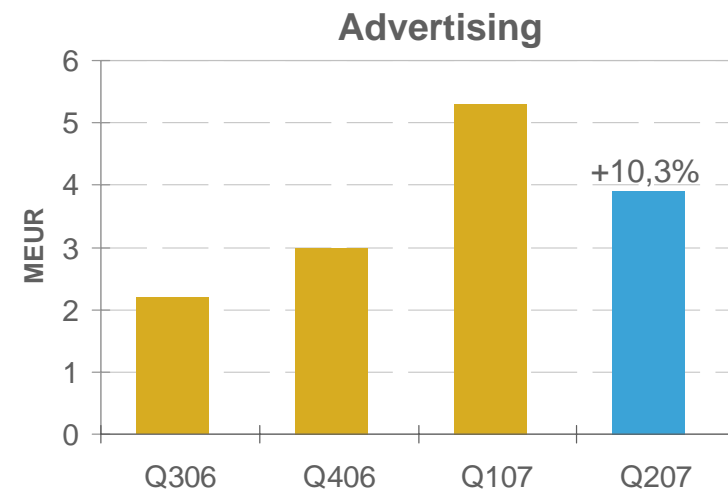
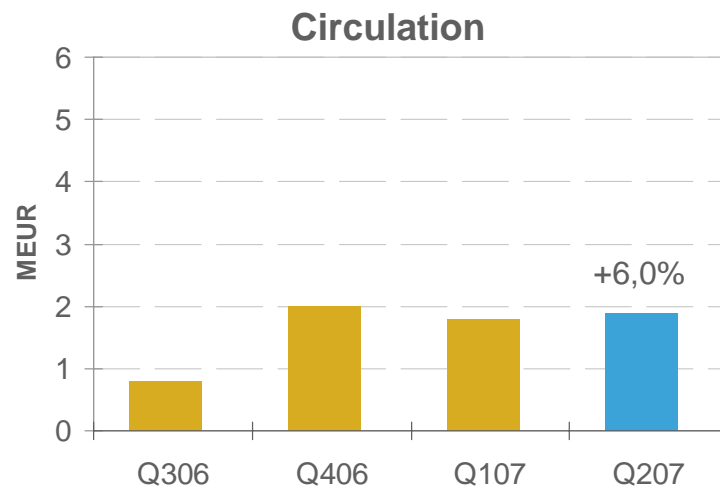


Net sales by segment, MEUR



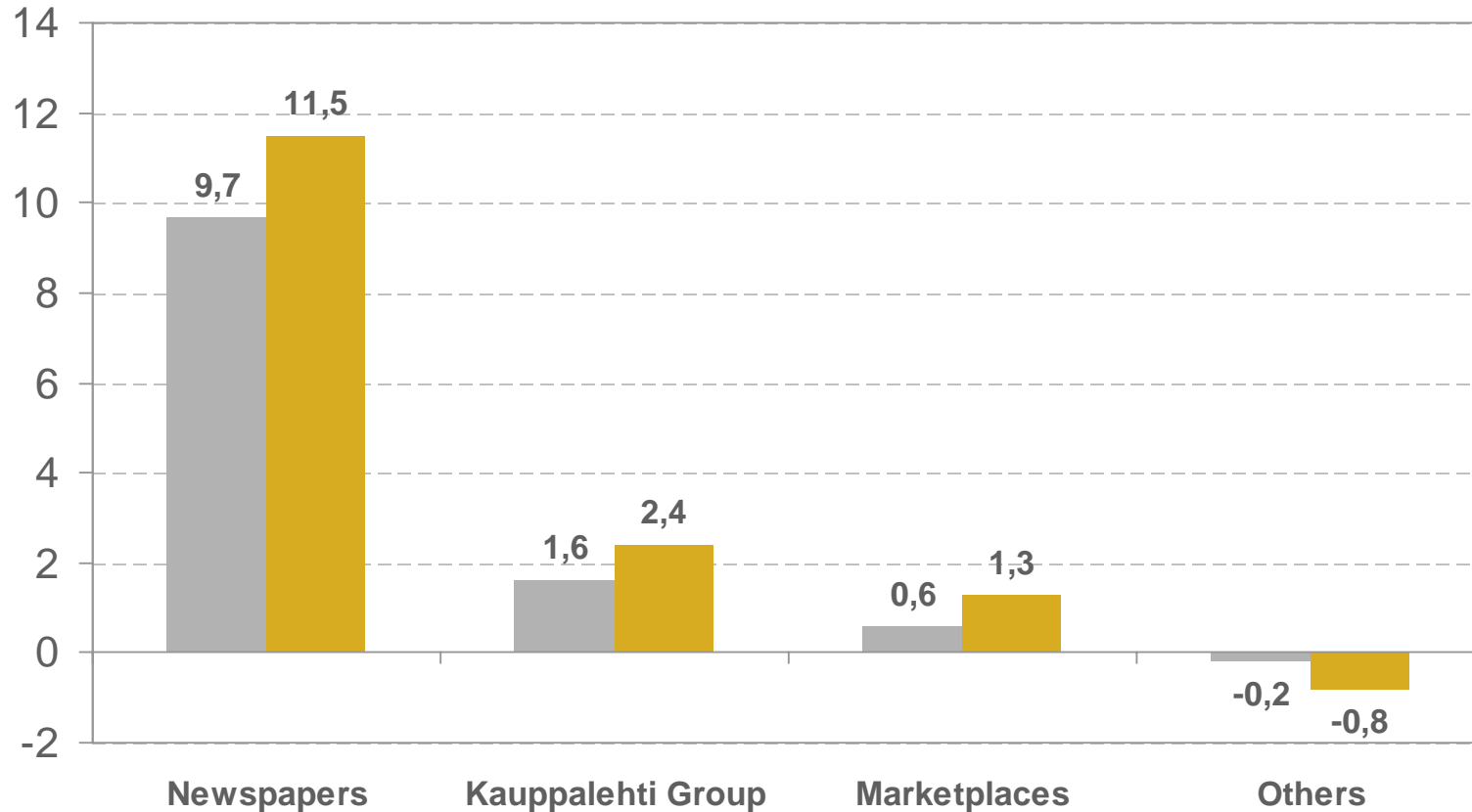


Net sales change by type, MEUR





EBIT: Q2 by segment, MEUR

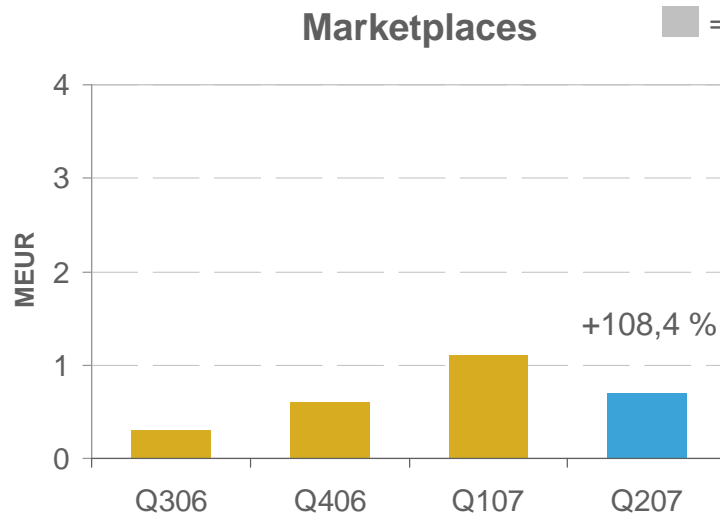
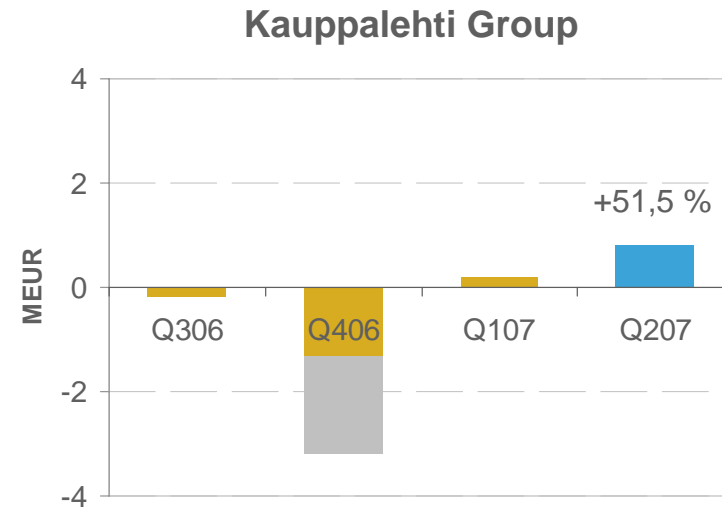
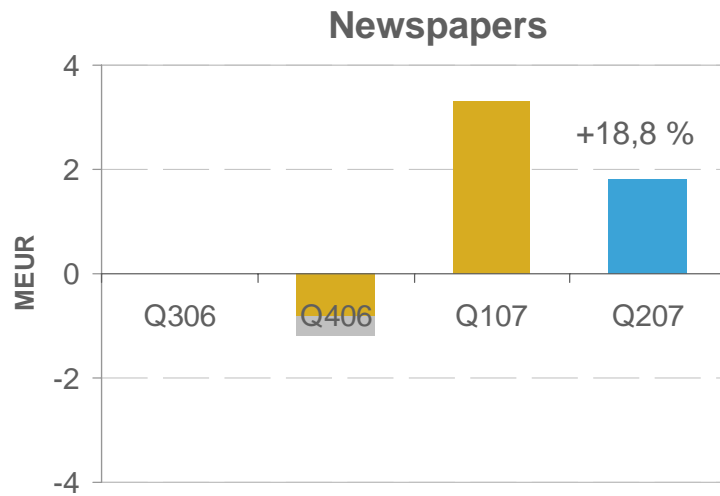


EBIT% Q206	17,7	10,7	10,8	-
EBIT% Q207	19,5	13,3	16,2	-

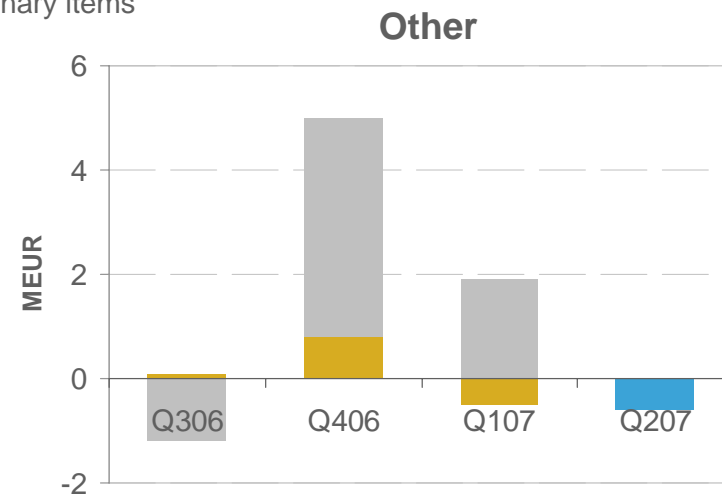
■ EBIT Q206 ■ EBIT Q207



EBIT change by segment, MEUR

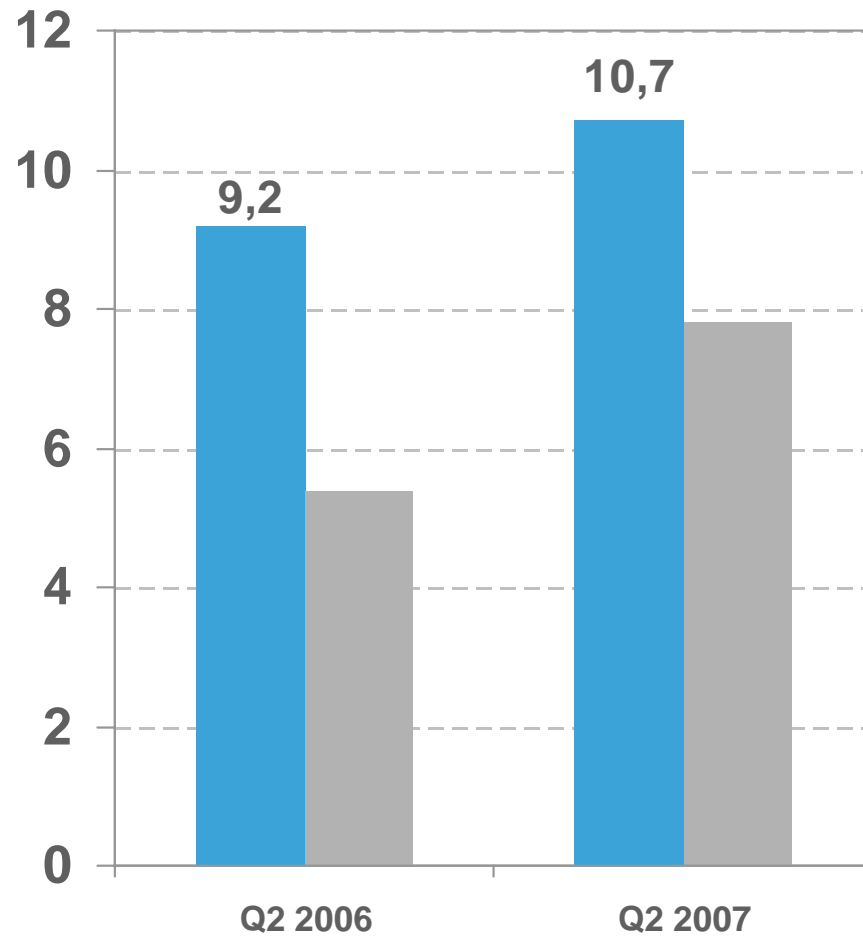


■ = extraordinary items

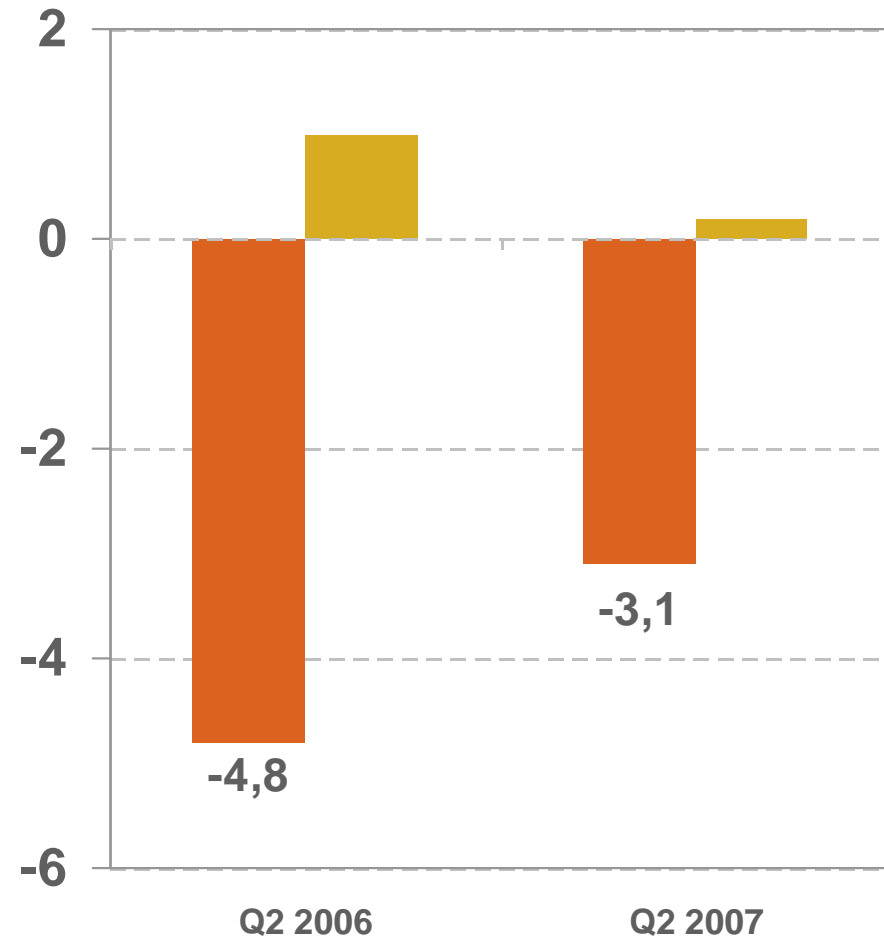




Cash flow and investments, MEUR



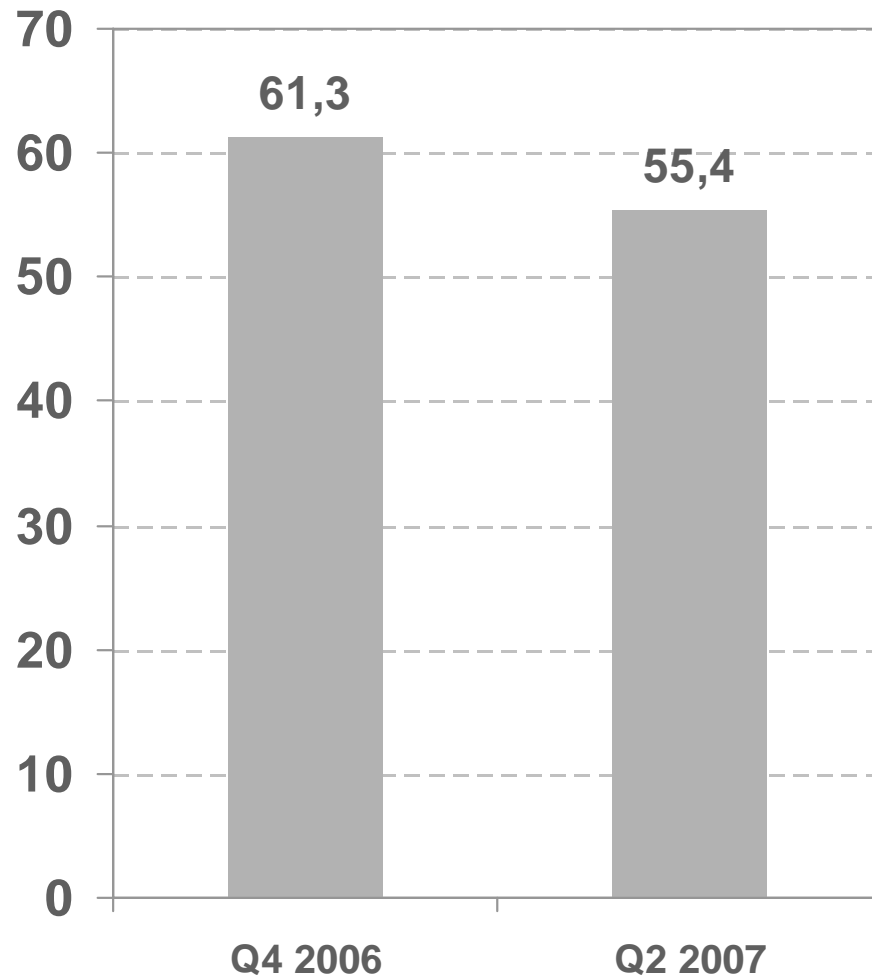
■ from operating activities
■ before financing activities



■ gross investments
■ proceeds from sales of assets



Equity ratio and gearing, %



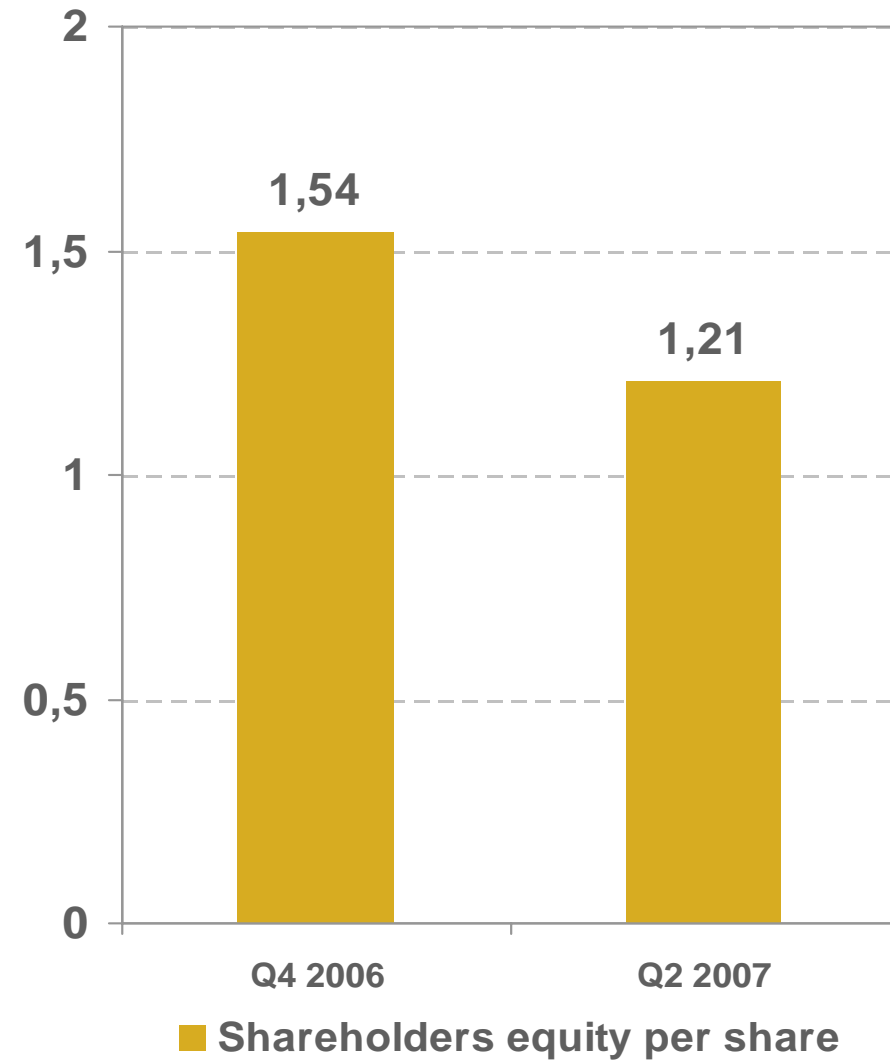
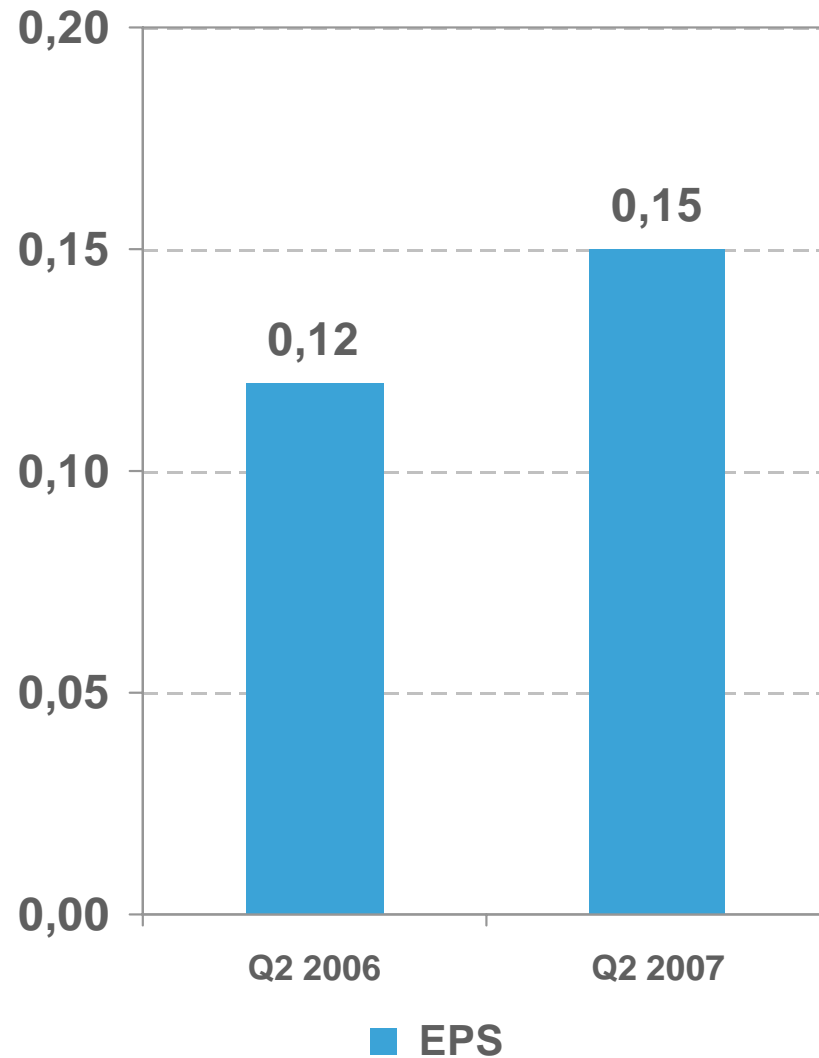
■ Equity ratio %



■ Gearing %



EPS and shareholders' equity per share (EUR)



Outlook 2007



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Outlook 2007

- Alma Media keeps unchanged its forecast on the development of its key indicators during 2007.
- Assuming growth in the media market remains similar to 2006 for the rest of the year,
 - Group expects its net sales and operating profit to grow.

Thank you!

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