

Alma Media

January 1 – June 30, 2004





Operational Highlights Q204

- Group profitability has improved due to successful implementation of chosen strategy
 - balance sheet
 - cash flow
 - profitability
- Leadership culture development has been chosen as a priority of the group wide HR strategy
- Alma Media is the market leader in media advertising with the 28.4 % market share
- Best quarter in Alma Media´s history



Positive Improvement in All Divisions

- **Alpress**
 - chaining strategy ensures good profitability
 - Italehti has strengthened its market position in circulation market by systematic product development
- **Broadcasting**
 - focusing on content and pricing has been the right strategy for MTV3 channel, which was groups biggest profit maker in Q2
 - Subtv was the fastest growing major tv-channel
 - Digitalization of television and MTV3 brand extensions will create profitable new business
- **BIG**
 - Kauppalehti's advertising sales up after a break of three years
 - good prospects for Presso and Lehdentekijät Group
- **Media Services**
 - concentration on fastest growing sectors of classified online services has made Alma Media the #1 player in Finland

Market





Media Advertising, Alma Media vs. Market

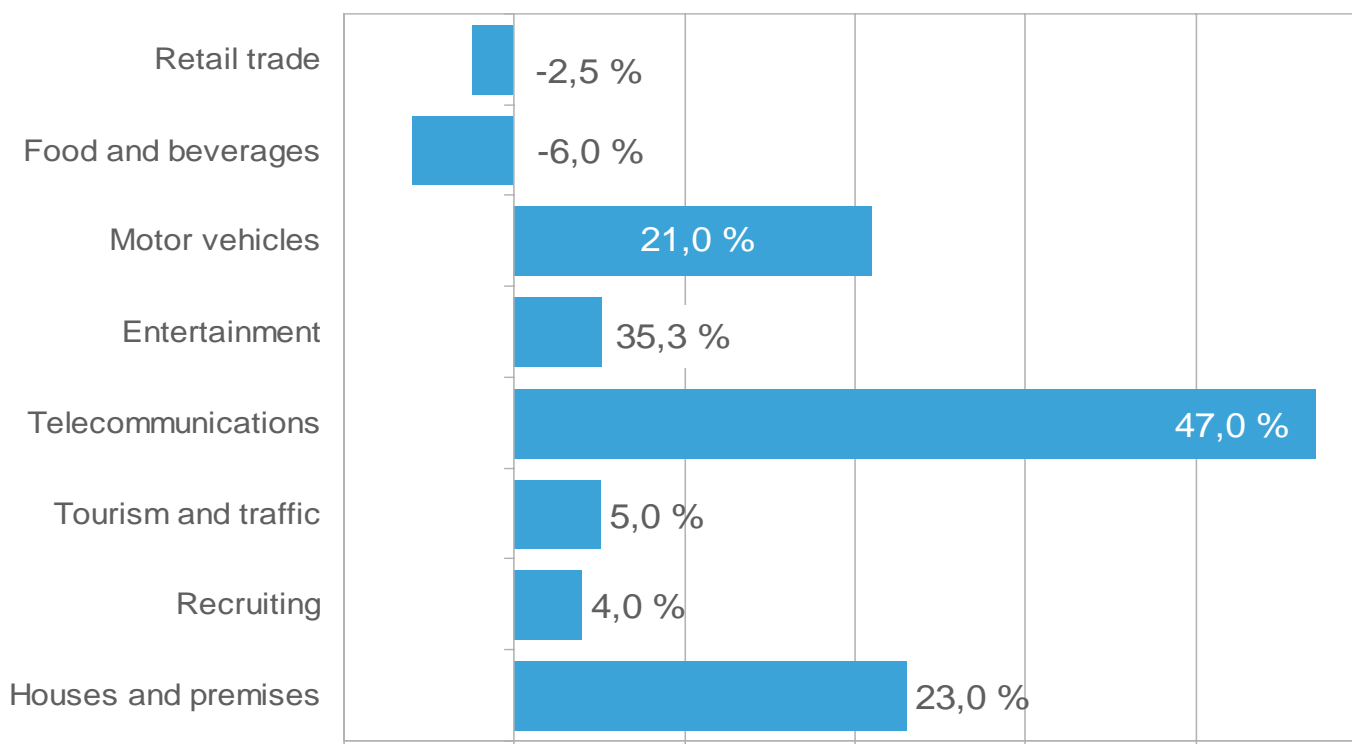
Change, %	Market Q204	Alma Media Q204	Market Q1-Q204	Alma Media Q1-Q204
Newspapers*)	6.3	2.4	3.6	1.1
Business Newspapers	-0.7	-0.1	0.4	-0.5
Magazines	3.0	-	3.4	-
Television	12.5	11.2	8.3	5.2
Radio	-4.2	1.1	-5.4	-2.8
Internet	51.5	76.9	41.6	54.6
TOTAL	6.7	8.0	4.0	4.7

*) without business newspapers

Source: TNS Gallup Oy Adex / Cognos-database / Alma Media



Most Advertised Branches H104



Adv. volumes H104	MEUR
Retail trade	118
Food and beverages	47
Motor vehicles	45
Entertainment	23
Telecommunications	22
Tourism and traffic	22
Recruiting	19
Houses and premises	18
Others	208
TOTAL	523

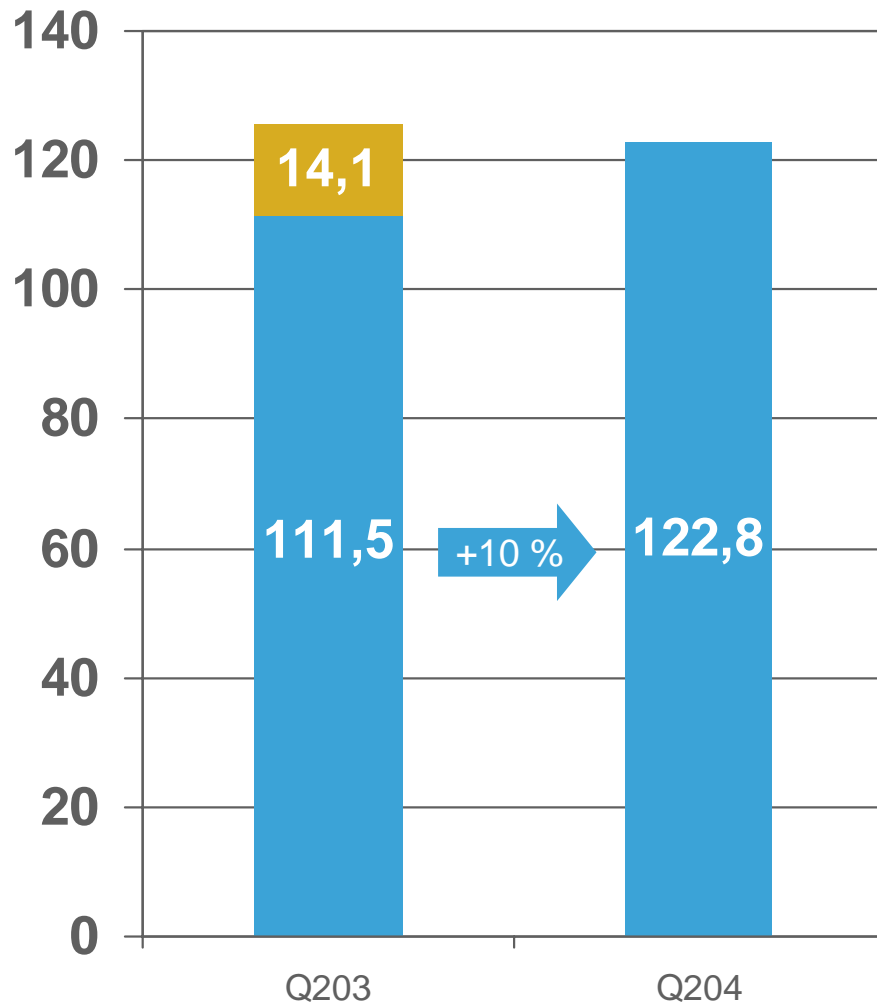
Source: TNS Gallup Oy Adex

Alma Media Q204

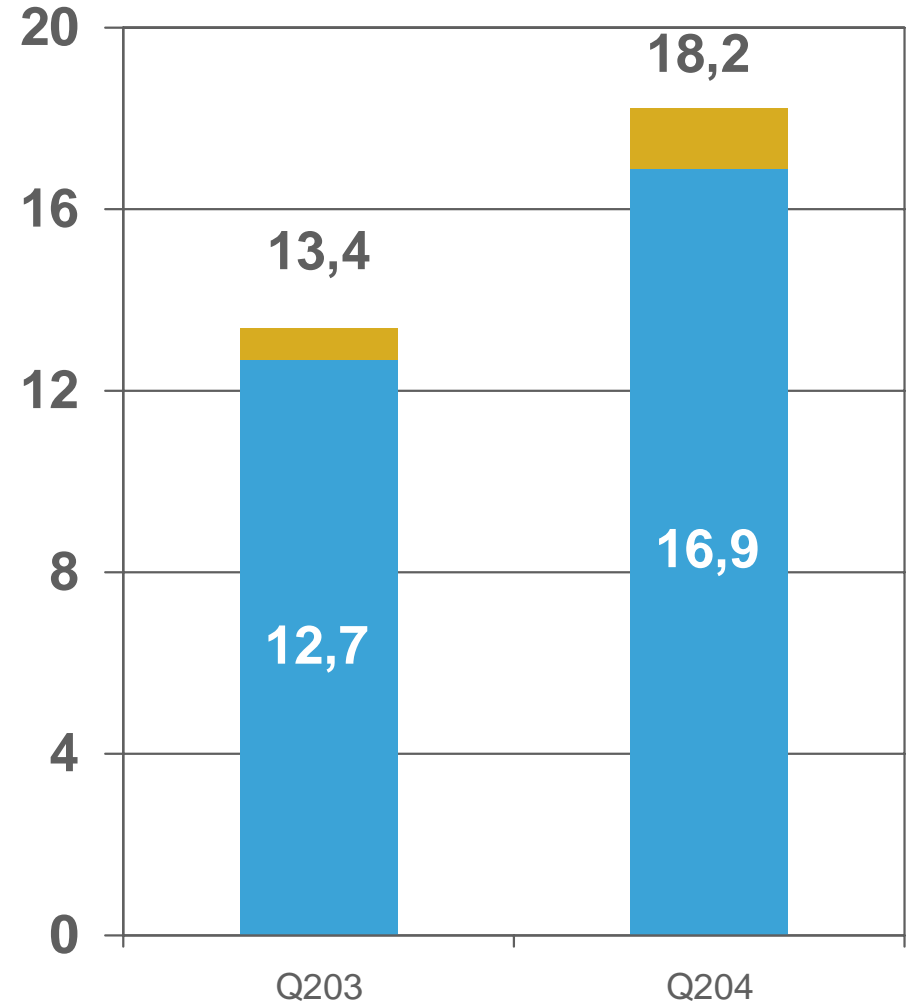




Alma Media Corporation Q204, MEUR



■ Net sales ■ Alprint



■ EBIT ■ EBIT w/o assoc.comp



Alpress Highlights Q204

- Iltalehti gained market share in circulation market due to successful product renewals
 - Focus on content: TV- and weekend supplements, cover page and flier

- SPS local newspapers performed better than market

- Net sales up 5.6 %
 - 54.5 (51.6) MEUR

- EBIT grew 6.7 %
 - 8.2 (7.7) MEUR
 - EBIT/net sales 15.1 (14.9) %



Another example of chaining in Alpress: regional newspapers have launched subscribed e-papers



Iltalehti launched TV- and weekend supplements in H1



Broadcasting Highlights Q204

- Significant improvement in MTV3 channels sales and profitability
- Breakthrough in Subtv viewing and sales
 - sales doubled in Q2
 - viewing share 7.8 (5.9) % in Q2 prime time 15-34 urban viewers
- Net sales up 14.8 %
 - 53.5 (46.6) MEUR
 - advertising sales up 10.4 %
 - non-advertising sales up 92 %
- EBIT up to 8.7 (3.4) MEUR
 - EBIT/net sales 16.2 (7.3) %



Advertising in television rose by 8.3 % in H1



A wide collection of MTV3 and Subtv programmes will be available in NettiTV after August 23rd 2004.

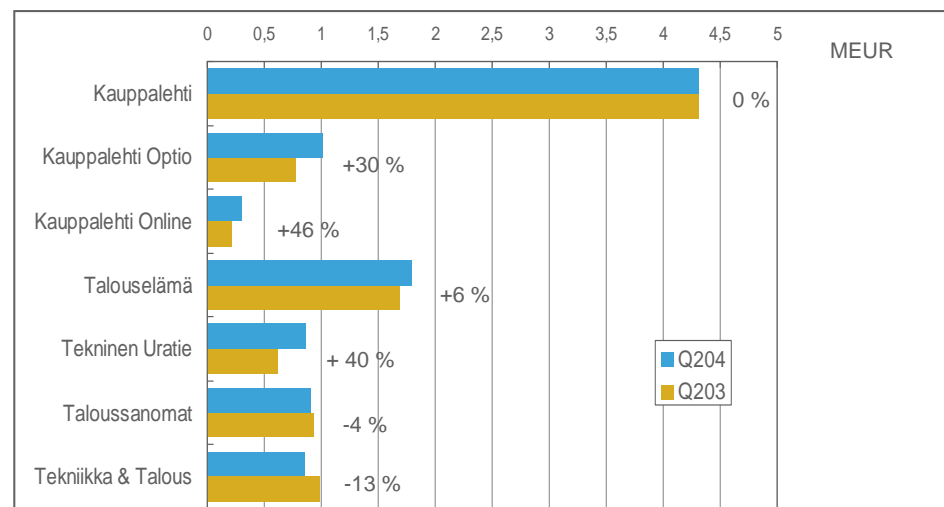


BIG Highlights Q204

- B-to-B advertising market finally improving after 3 declining years
- Presso launch in October 2004
 - weekly newspaper in the Greater Helsinki area
 - great interest among advertisers
- New, significant contracts for Lehdentekijät Group
- Net sales slightly up to 12.4 (12.2) MEUR
- EBIT at 2003 level 1.9 (1.8) MEUR
 - Talentum Oyj's impact -0.2 (-0.7) MEUR



Weekly newspaper Presso will fulfill the needs of creative people and decision makers.



Business newspapers Q204. Source: TNS Gallup Adex



Media Services Highlights Q204

- Alma Media #1 in classified online services, sales up 74 % in Q2
 - Etuovi.com online + 82 %
 - Etuovi.com newspaper + 38 %
 - Autotalli.com + 86 %
 - Jobline.fi + 54 %
 - Mascus.com + 37 %
- Comparable net sales (Alprint eliminated) + 49 %
 - Reported net sales 5.6 (18.3) MEUR
- EBIT –1.0 (-0.3) MEUR
 - Acta Print´s/Alprint´s impact -1.0 (-0.1) MEUR



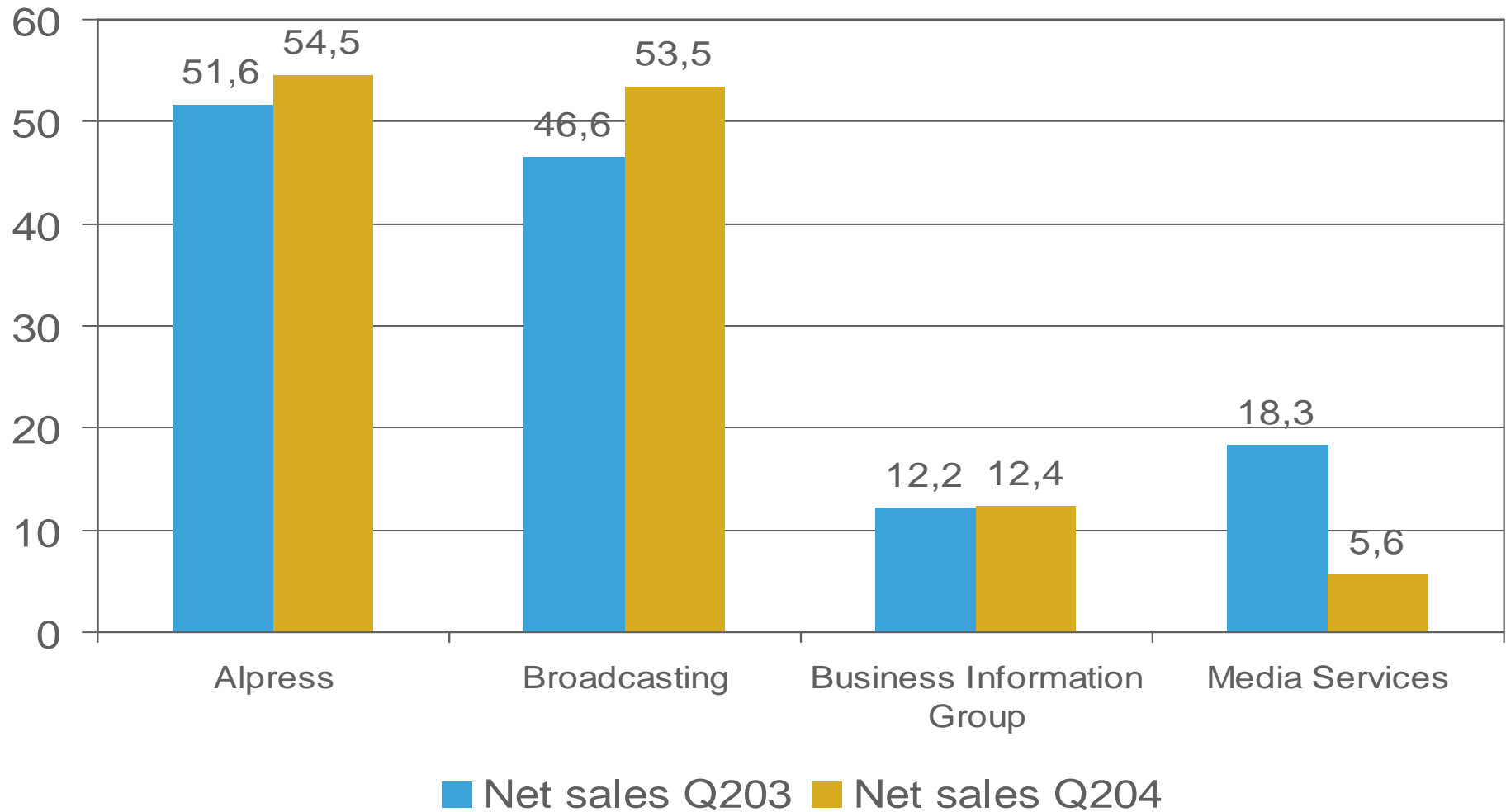
Autotalli.com –concept consists of a online market place and a magazine for used cars

Financials Q204



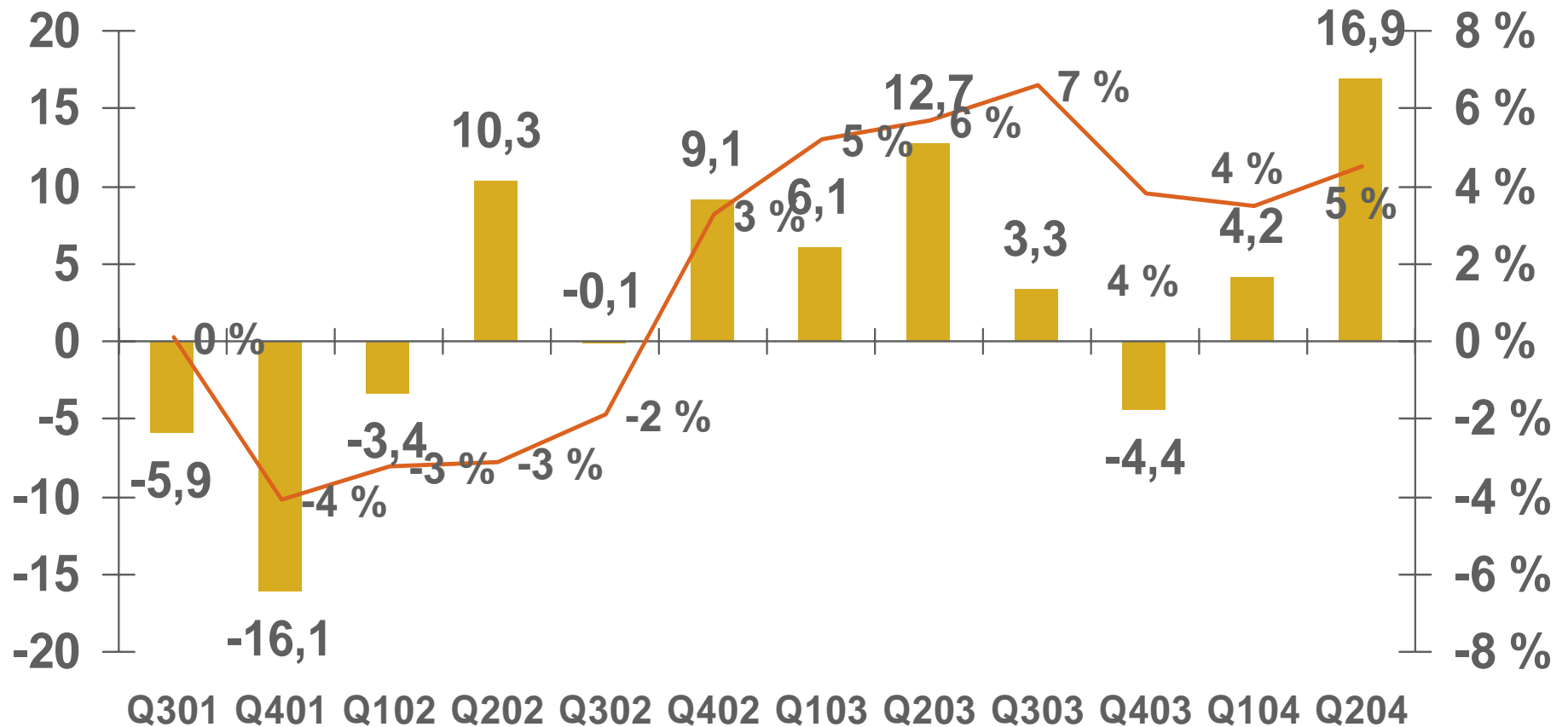


Net Sales Q2 by Division, MEUR





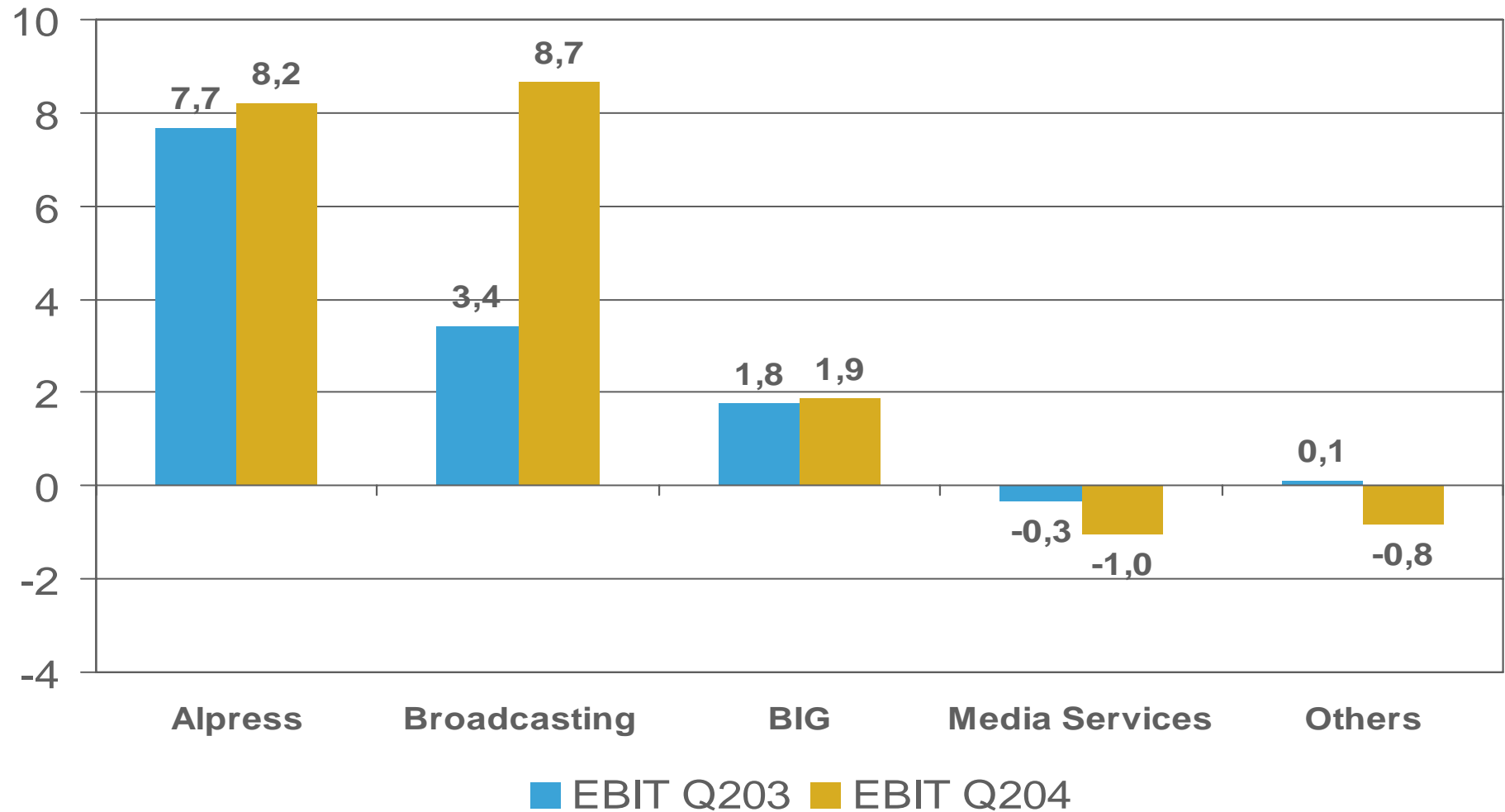
EBIT Q301– Q204, MEUR



■ EBIT, MEUR — Rolling 4Q % of Net Sales

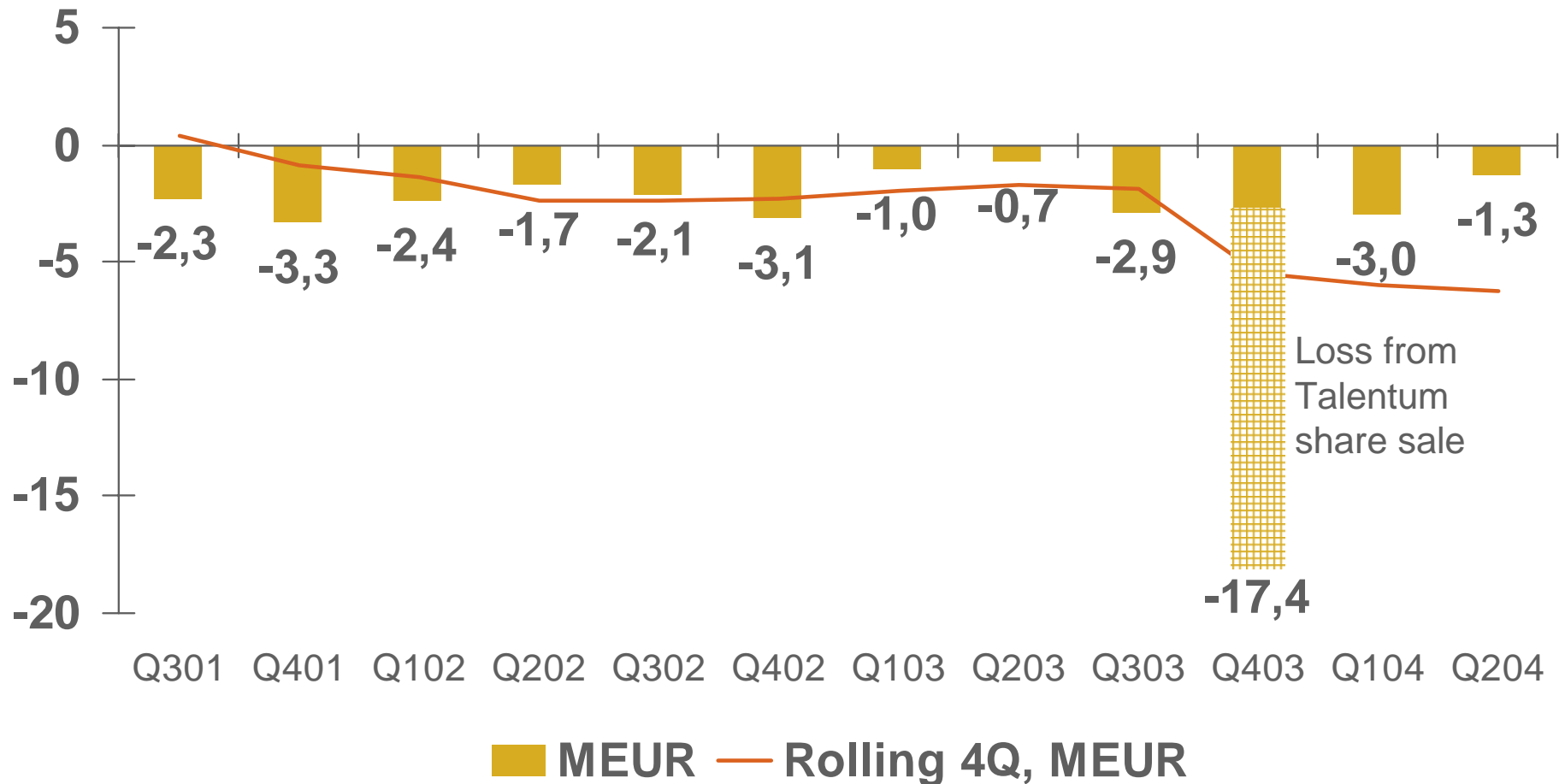


EBIT Q204 by Division, MEUR



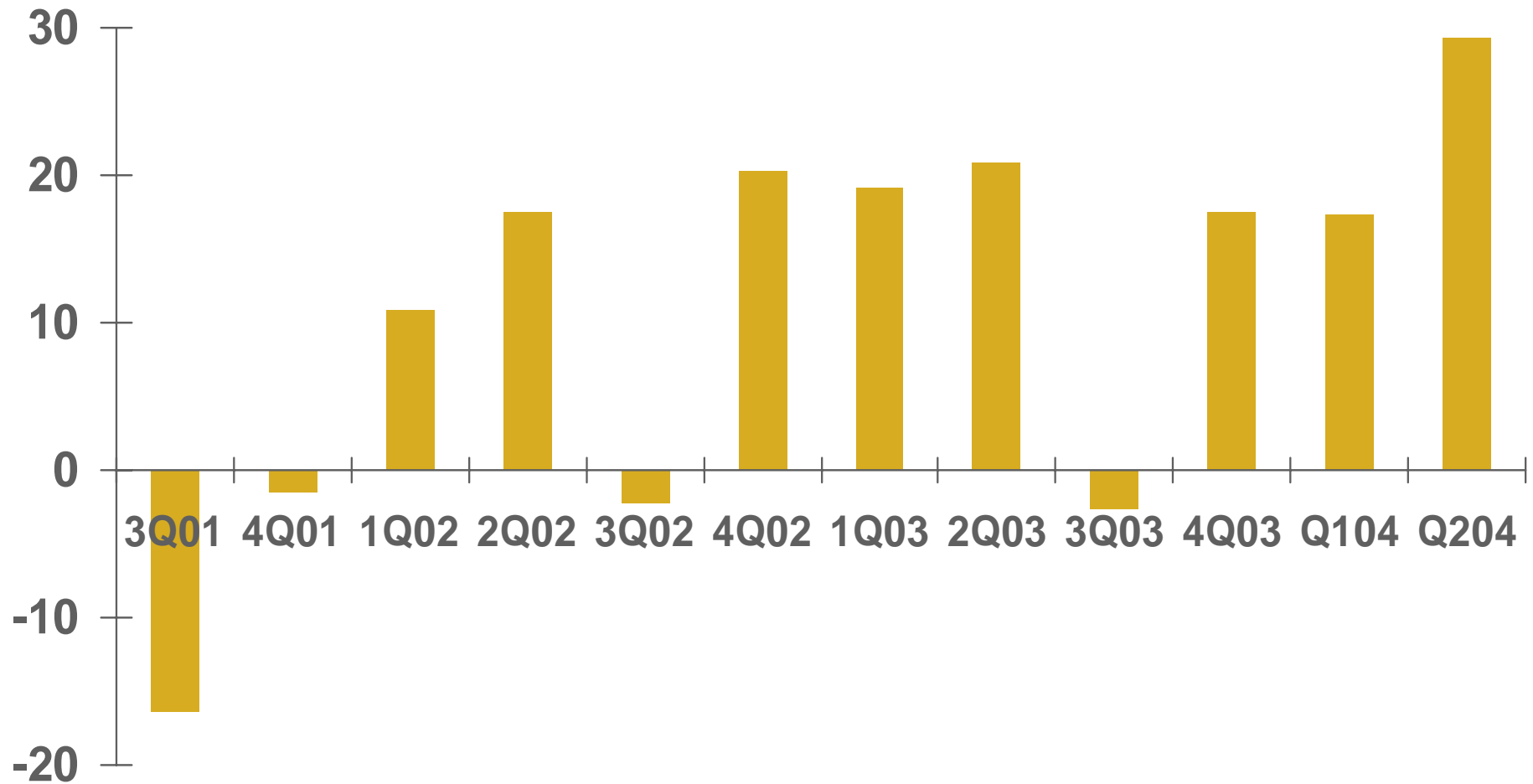


Associated Companies Talentum, TV4 AB, Acta Print, Sports Channel, etc.



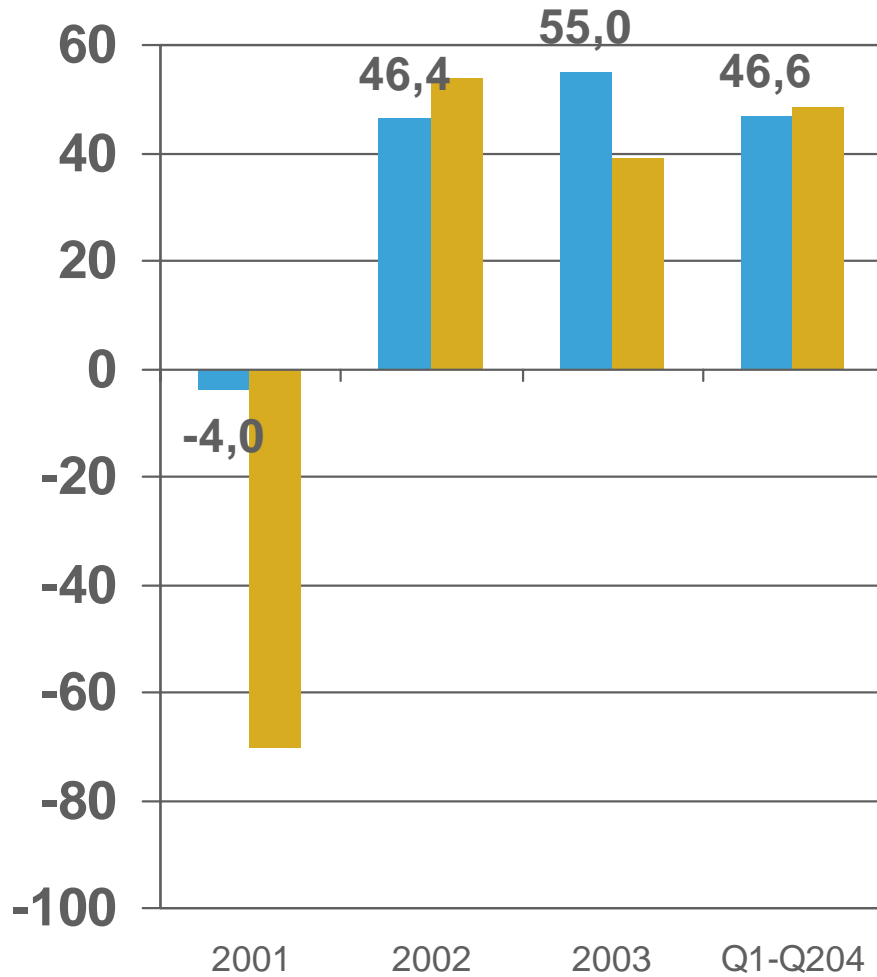


Cash Flow from Operating Activities, MEUR

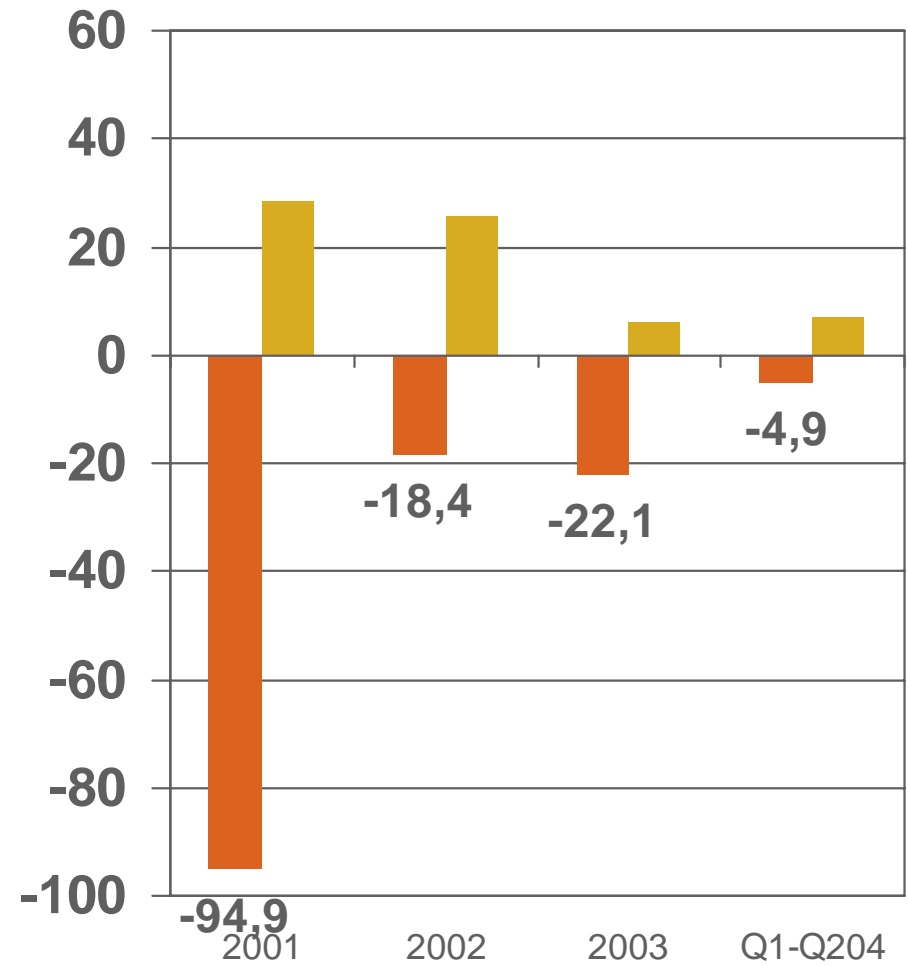




Cash Flow and Investments, MEUR



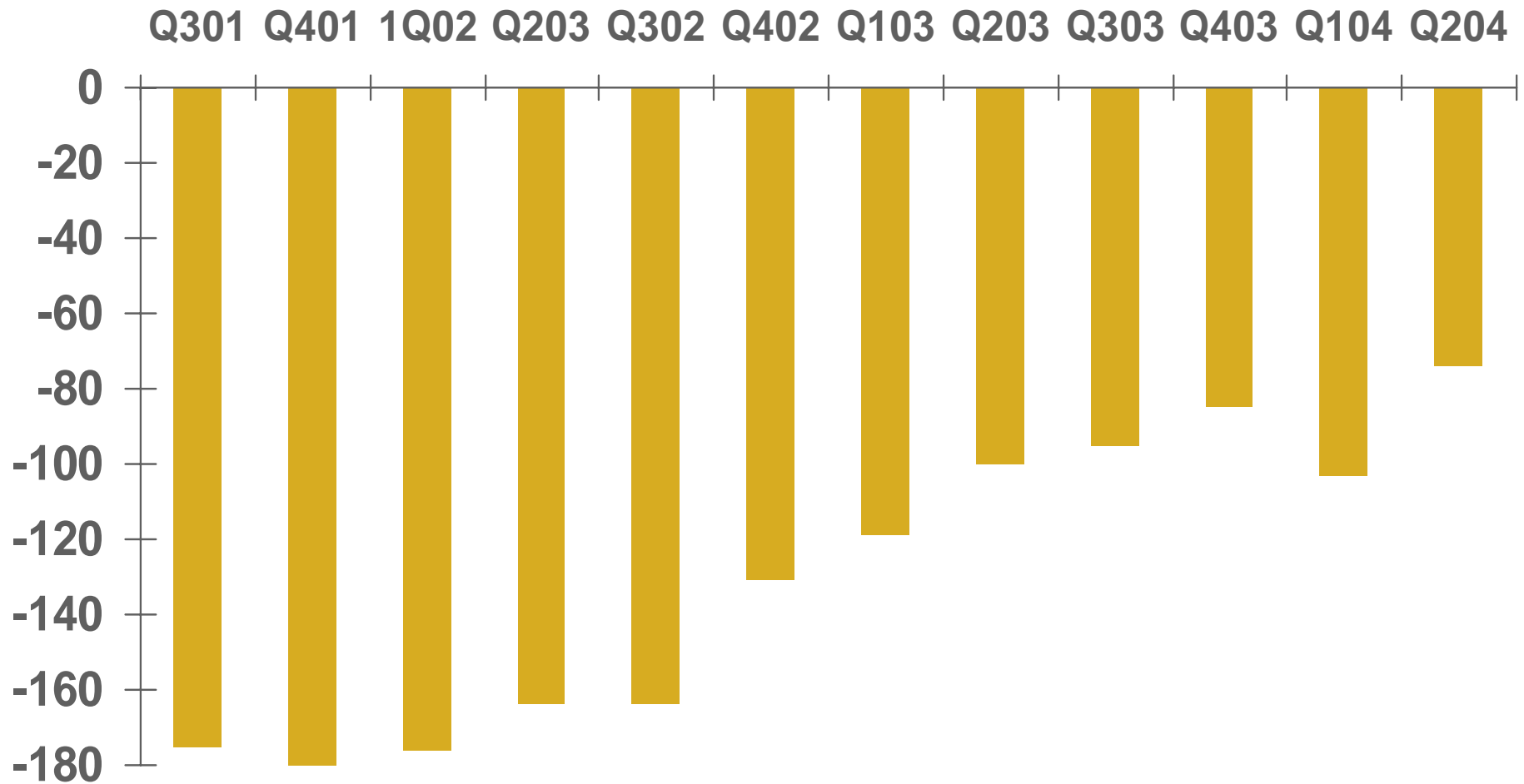
■ from operating activities
■ before financing activities



■ gross investments
■ proceeds from sales of assets

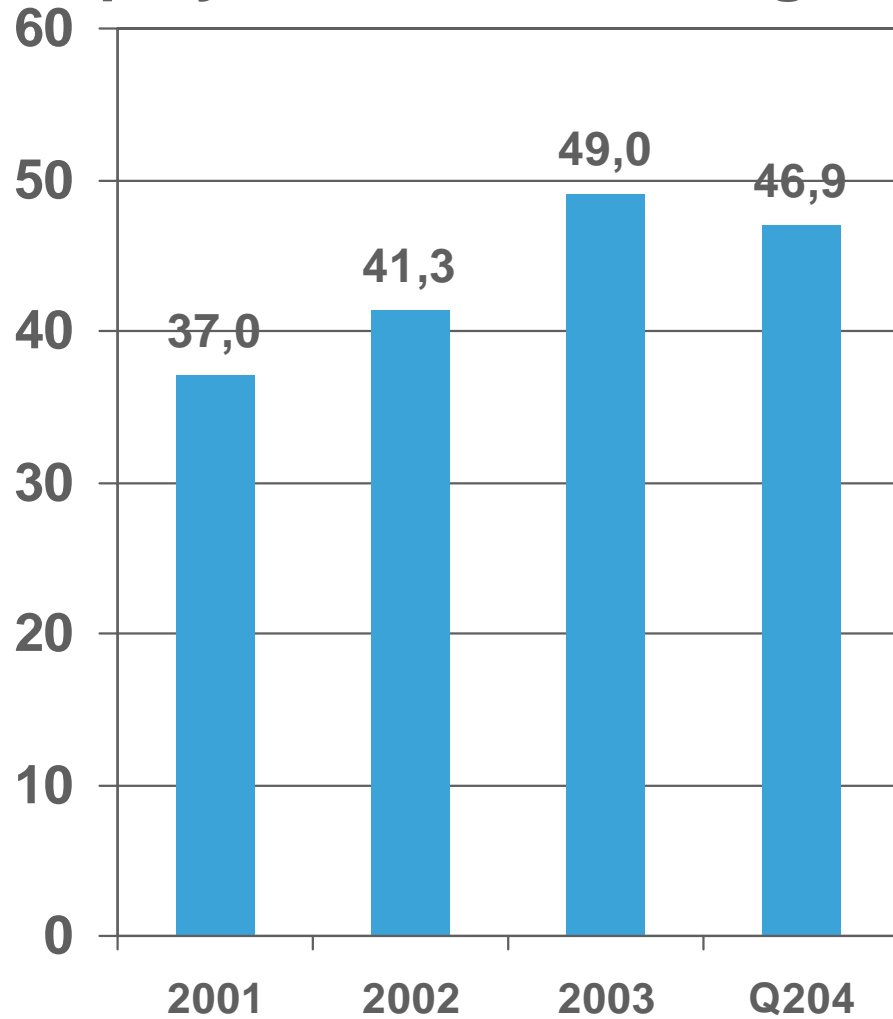


Net Debt Q301 – Q204, MEUR

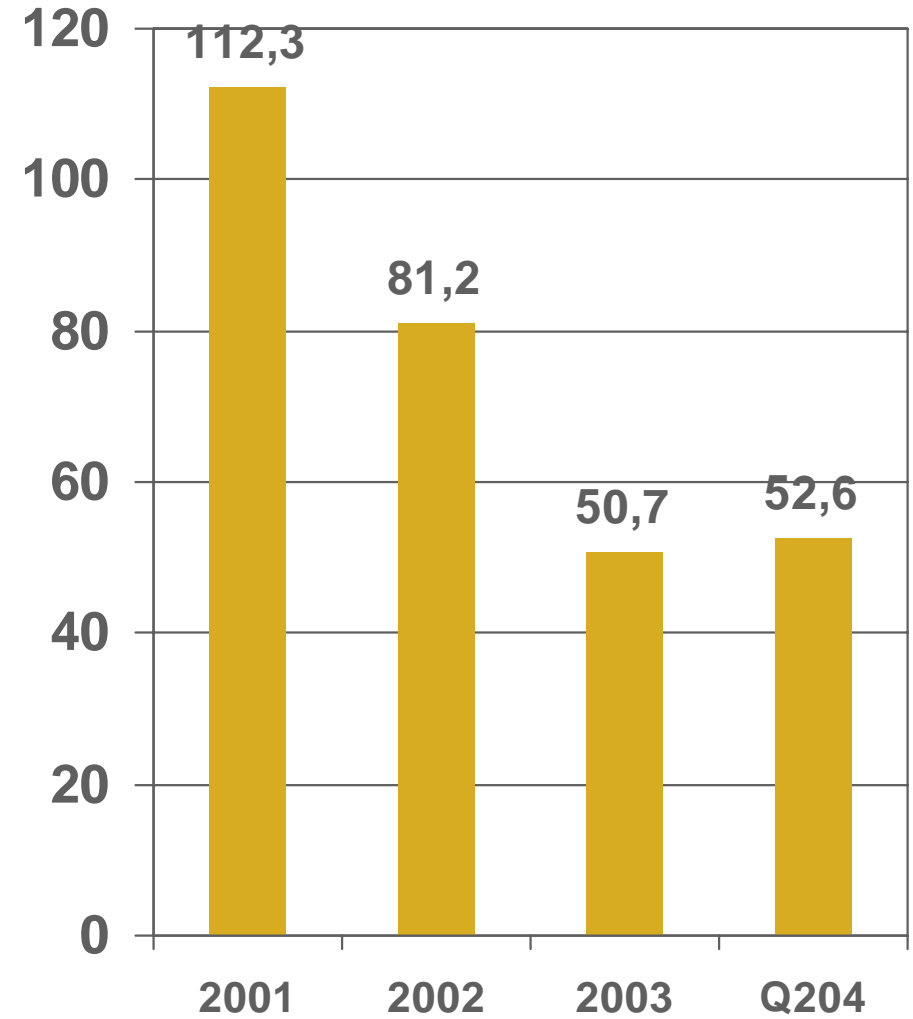




Equity Ratio and Gearing



■ Equity ratio %



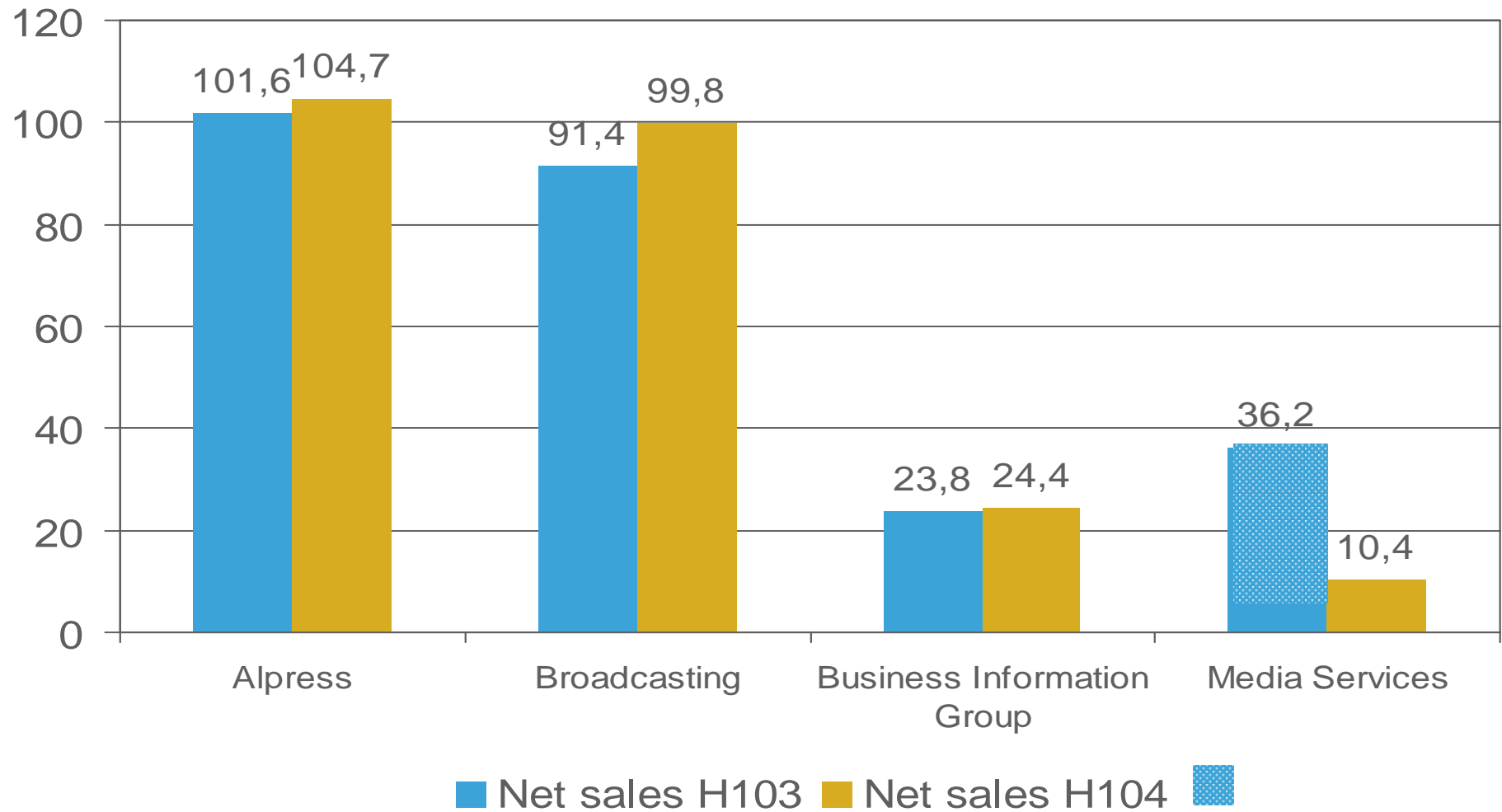
■ Gearing %

Summary H104



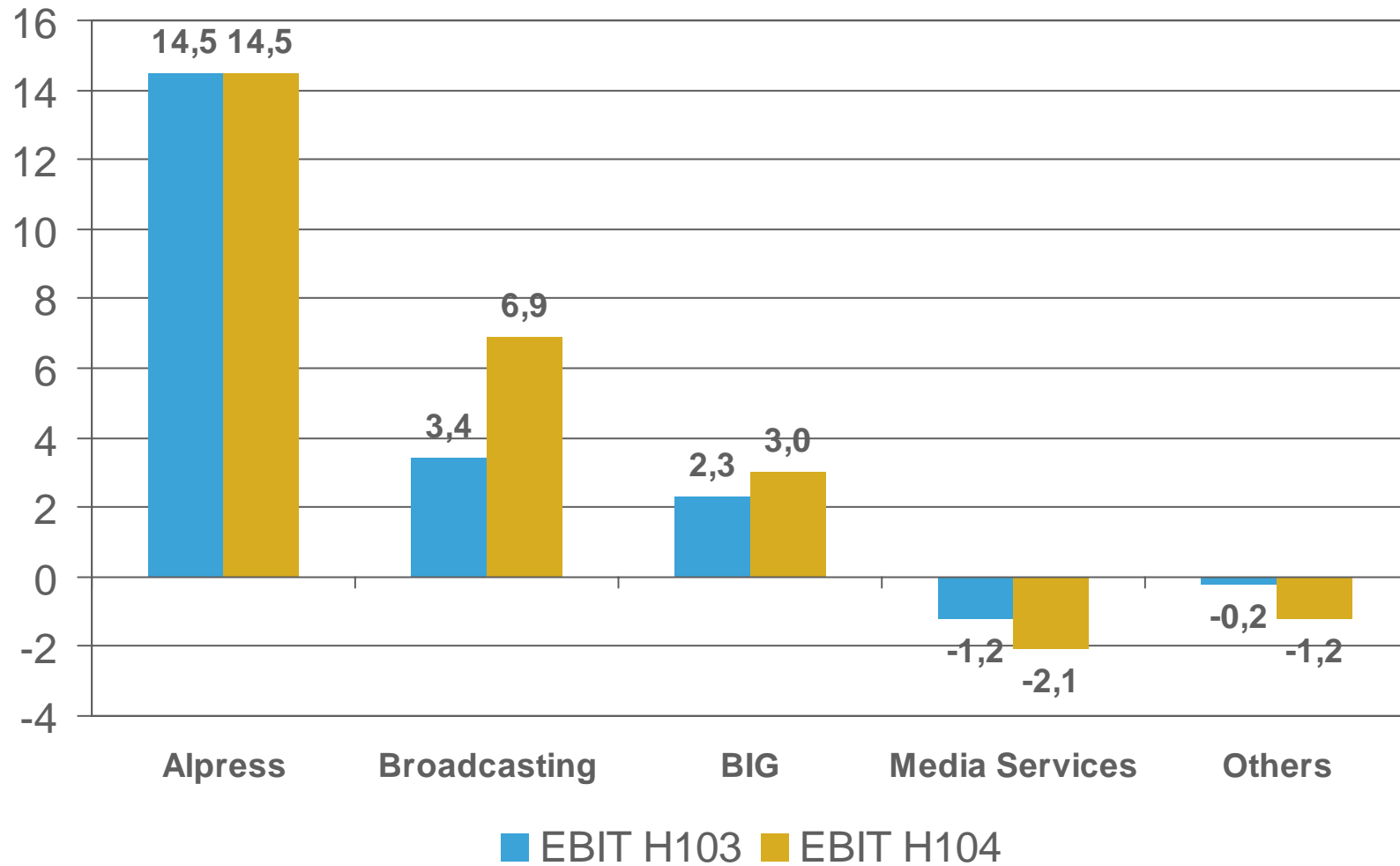


Net Sales H104 by Division, MEUR





EBIT H104 by Division, MEUR



Prospects to the year end 2004





Prospects to the year end 2004

- Favourable development in own operations will continue also during H2
- Growth in Alma Media's comparable net sales
- H2 profitability on H1 level
- Group FY EBIT clearly higher than 2003
 - Alpress EBIT at good 2003 level
 - Broadcasting and BIG are significantly improving results
 - Media Services will improve profitability; impact of Acta Print less negative than 2003

www.almamedia.fi

