

Alma Media

July 1—September 30, 2006

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Key figures Q3/2006

- Net sales 72.9 (67.7) MEUR
 - recovered media sales in Newspapers
 - new operations (Kauppalehti 121, SBV, Bovision.se & Objektvision.se)

- EBIT 11.5 (12.5) MEUR
 - Q3/2005 includes one-time income 1.2 MEUR on NWS divestment
 - strong performance in Marketplaces continued, especially in Monster

- EPS 0.12 (0.23) EUR
 - Q3/2005 included capital gains from Talentum and financial income from the Broadcasting divestment



Key figures Q3/2006

- Net debt 8.8 MEUR (-13.2 Dec 31, 2005)
 - capital repayment 39.5 MEUR in August
- Equity ratio 50.9 % (54.5 Dec 31, 2005)
- Gearing 8.6 % (-10.5 Dec 31, 2005)
- Total balance sheet 220.8 MEUR (243.6 Dec 31, 2005)
- Market cap 567.1 MEUR (573.0 Dec 31, 2005)



Highlights Q3/2006

- Media sales in the Newspaper segment rose 5.1 %
 - exceeded the average growth rate by 3 percentage points
 - national media sales recovered in September
- Circulation sales grew 2.3 %
 - Iltalehti succeeded in raising its circulation income in declining market, aided by Iltalehti Ilona
 - Iltalehti's circulation market share 40.5 % (39.5 Q3/2005)
- Kauppalehti group's content and database sales continued to grow
 - the new units reduce dependency on media advertising
- Marketplaces foreign operations grew 168 % and operations in Finland 21 %
 - Monster reached an all-time high sales in September

Market

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Media advertising Alma Media vs. market Q3/2006

Change (%)	Market Q3/06 *	Alma Media Q3/06 **
Newspapers	2.9	2.5 ¹⁾
Magazines	3.5	-
Television	-1.3	-
Radio	-1.3	-
TOTAL	1.7	7.0

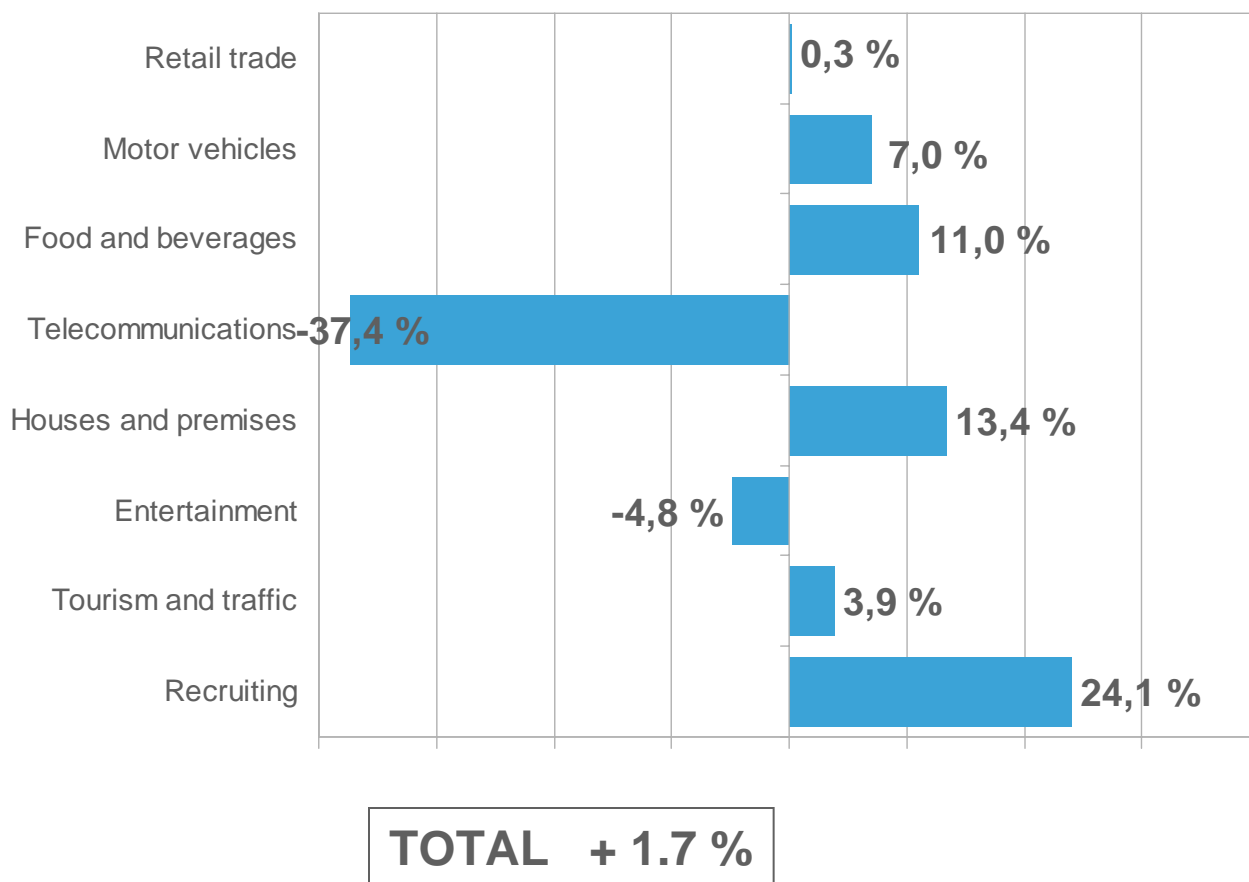
Alma Media Classified + 29.7 %

1) Alma Media Newspapers
and Kauppalehti combined

Sources:
* TNS Gallup
** Alma Media



Most advertised branches Q3/2006 Total market

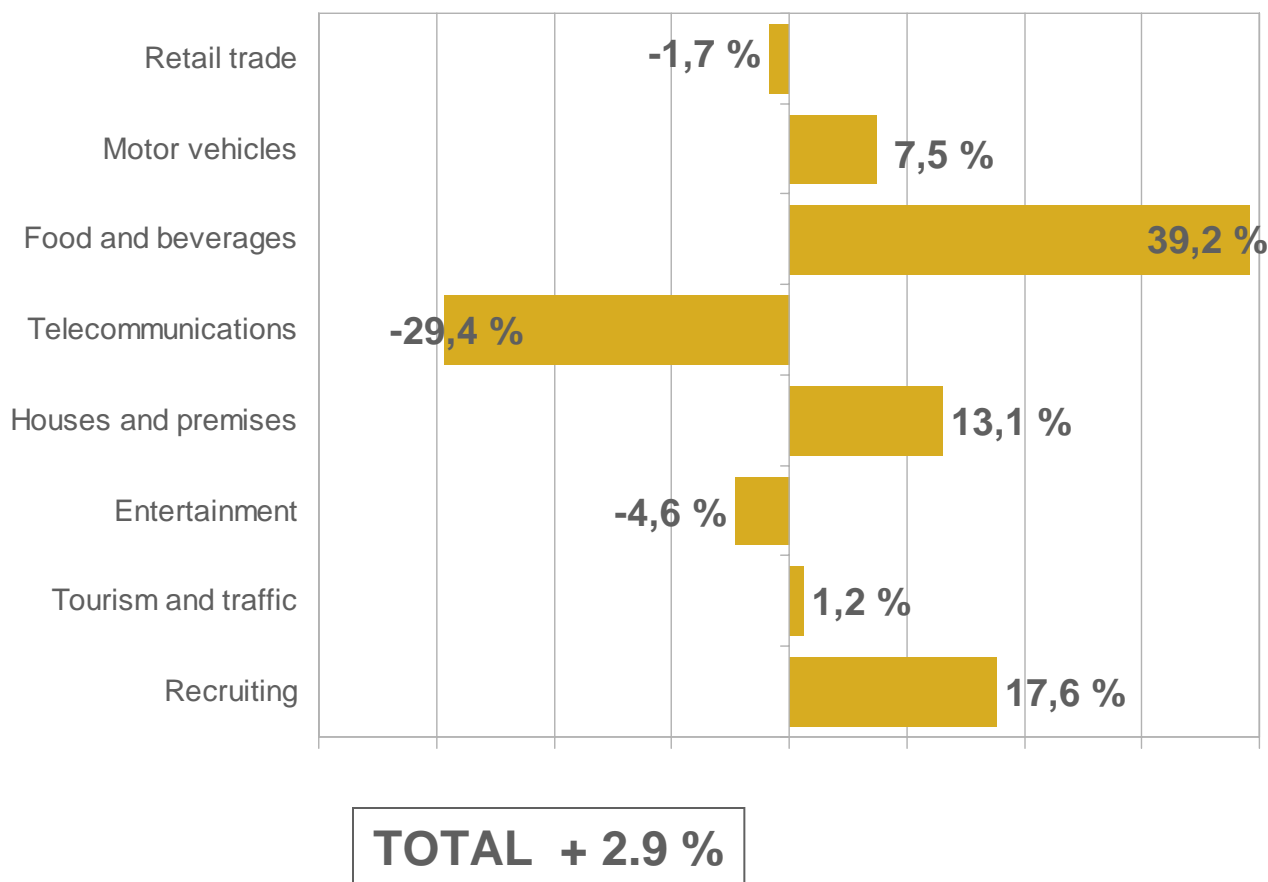


Adv. volumes Q3/06	MEUR
Retail trade	54
Motor vehicles	27
Food and beverages	16
Telecommunications	11
Houses and premises	15
Entertainment	11
Tourism and traffic	10
Recruiting	12
Others	83
TOTAL	239

Source: TNS Gallup



Most advertised branches Q3/2006 Newspapers total



Adv. volumes Q3/06	MEUR
Retail trade	45
Motor vehicles	19
Food and beverages	2
Telecommunications	5
Houses and premises	13
Entertainment	6
Tourism and traffic	5
Recruiting	9
Others	35
TOTAL	139

Source: TNS Gallup

Segments

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Newspapers

- Net sales 52.2 (50.7) MEUR
 - media sales up 5.1 %
 - performance better than market
 - circulation sales up 2.3 %
 - Iltalehti Ilona boosts Iltalehti circulation sales
- EBIT 9.7 MEUR, 18.6 % (9.7 MEUR, 19.1 %)
 - investments in free sheet Tori, Aamulehti's Sunday edition increased the expenses
- Announcement of new joint political desk with Kauppalehti
 - intensifying internal collaboration



Iltalehti can run up to six localized versions of the daily ad.



Kauppalehti group

- Net sales 14.9 (12.0) MEUR
 - 24.1 % growth brought mainly by Kauppalehti 121 and SBV
 - online media sales performed well
 - b-to-be total market down 8 %
- EBIT 1.3 MEUR, 8.5 % (1.5 MEUR, 12.5 %)
 - weak media sales contributed to lower margin
 - the new acquisitions brought positive contribution

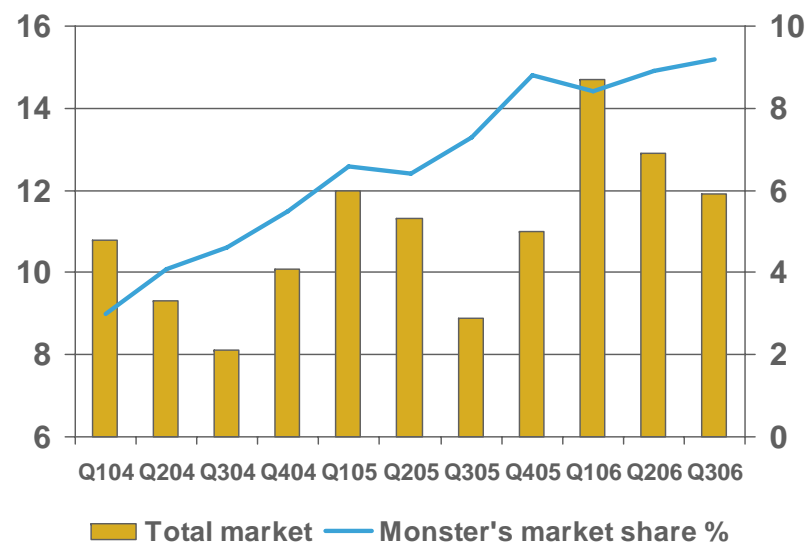


Lehdentekijät produces 50 different titles.



Marketplaces

- Net sales 5.9 (5.8) MEUR
 - comparable net sales up 24 %
 - Bovision and Objektvision included the growth was 34 %
 - foreign operations + 168 %
 - operations in Finland + 21 %
- EBIT 1.0 MEUR, 17.3 % (0.7 MEUR, 12.1 %)
 - steady improvement in profitability continued across all units



Monster's market share reached more than 9 % of total recruitment market in Finland in Q3/2006.



Alma Media has own operations in eight countries.

Financials Q3/2006

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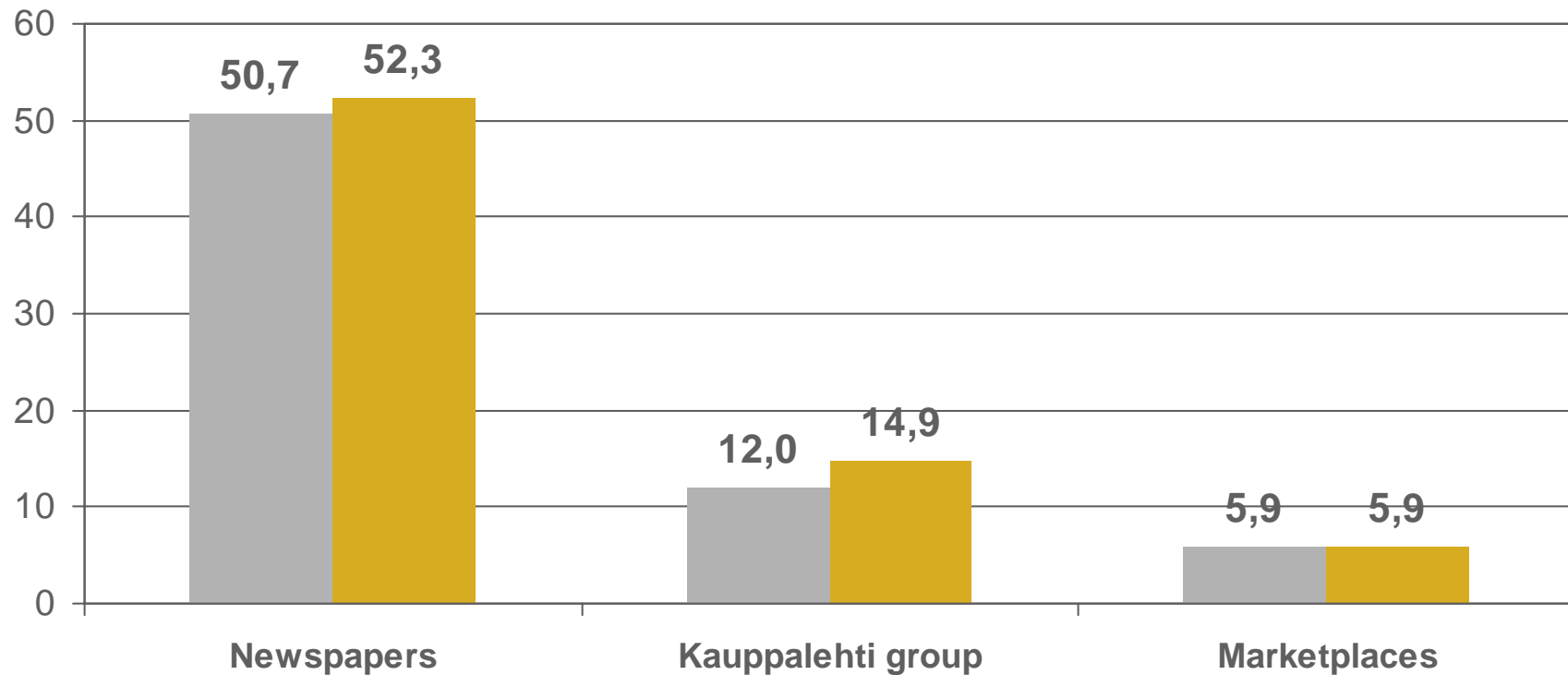


Key figures Q3/2006

- Net sales 72.9 (67.7) MEUR
 - circulation income + 2.8 % (+ 0.9 MEUR)
 - media advertising sales + 7.0 % (+ 2.2 MEUR)
 - printing income – 29.0 % (– 0.2 MEUR)
 - other income + 43.2 % (+ 2.3 MEUR)
- EBIT 11.5 (12.5) MEUR
 - EBIT margin down to 15.8 % (18.5 %)
 - EBIT in Q3/2005 included one-time income of 1.2 MEUR on NWS divestment
- Equity ratio 50.9 % and gearing 8.6 %
- Total balance sheet 220.8 MEUR



Net sales Q3 by segment, MEUR

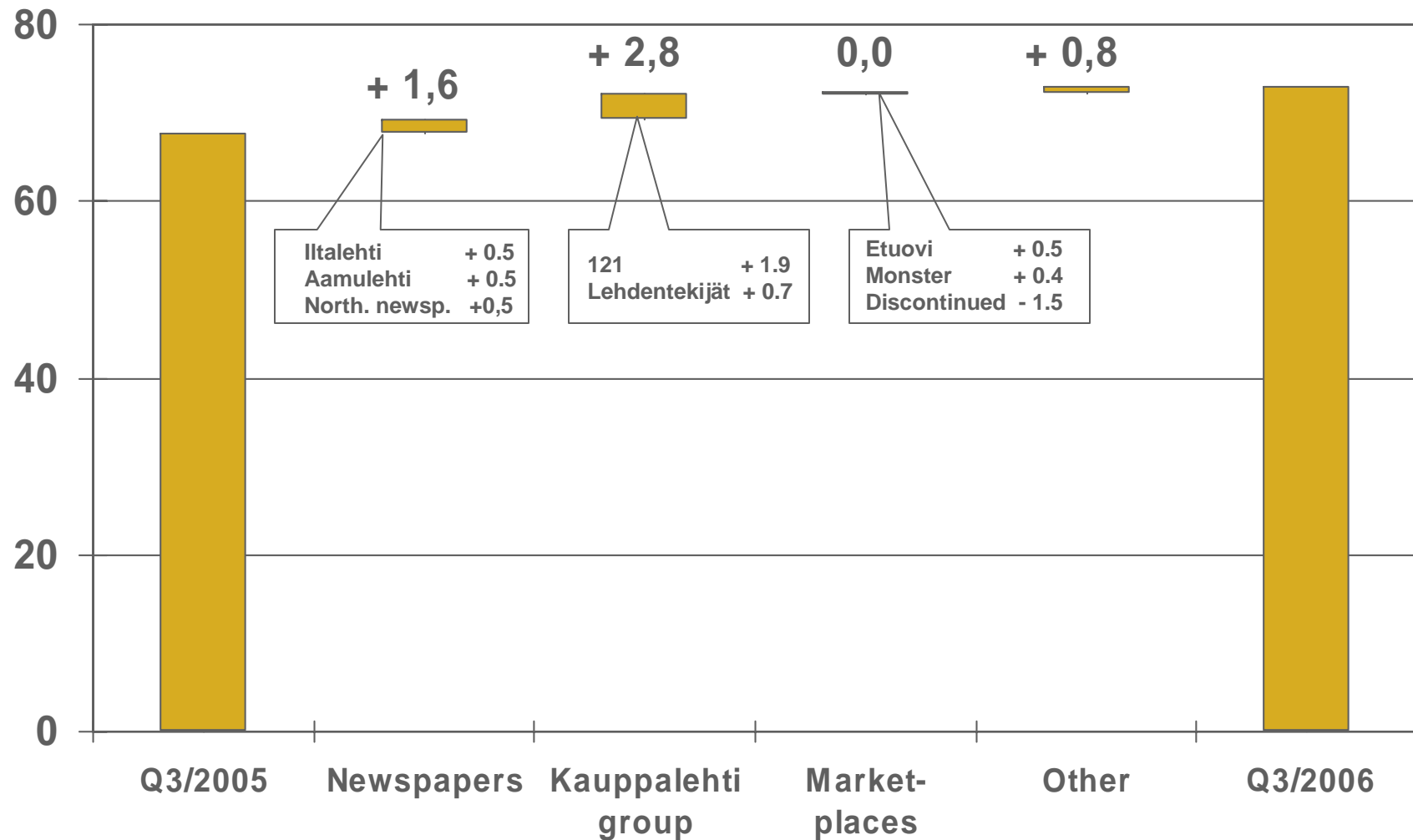


NS chg %	3.1	23.6	0.1
Circ. chg %	2.3	5.2	-
Ad chg%	5.1	-2.7	29.7

■ Net sales Q305 ■ Net sales Q306

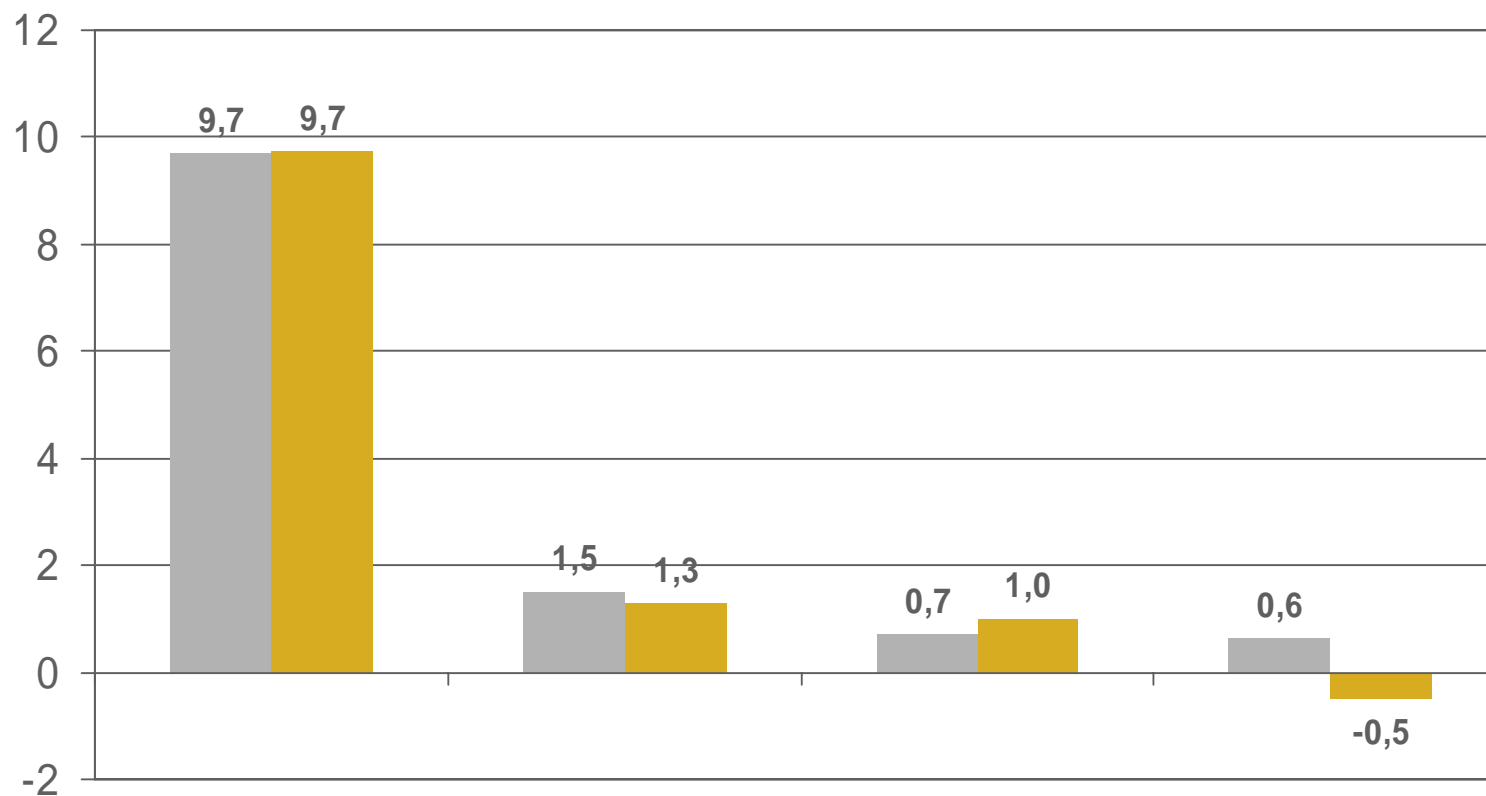


Net sales change by segment, MEUR Q3/05 vs. Q3/06





EBIT: Q3 by segment, MEUR

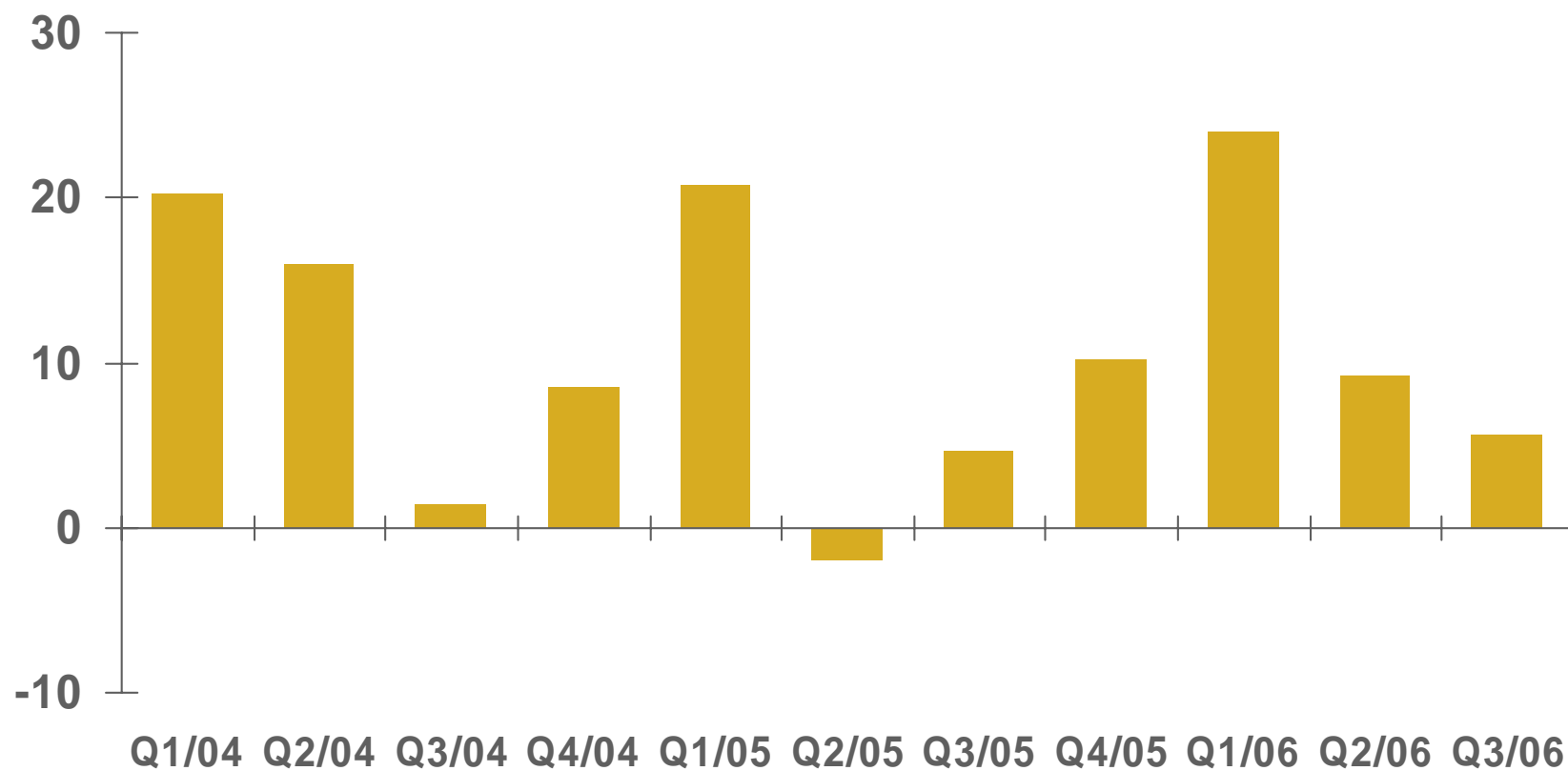


	Newspapers	Kauppalehti group	Marketplaces	Others
EBIT % Q305	19.1	12.5	12.1	-
EBIT % Q306	18.6	8.5	17.3	-

■ EBIT Q3/05 ■ EBIT Q3/06

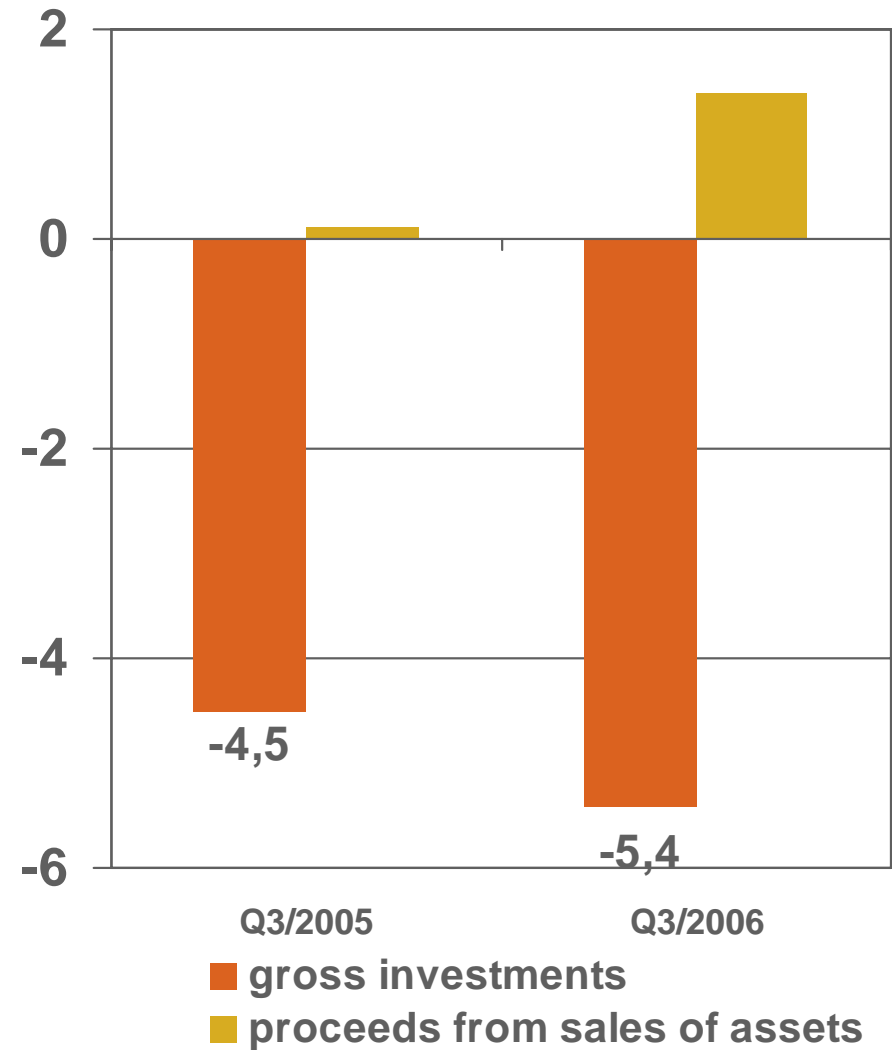
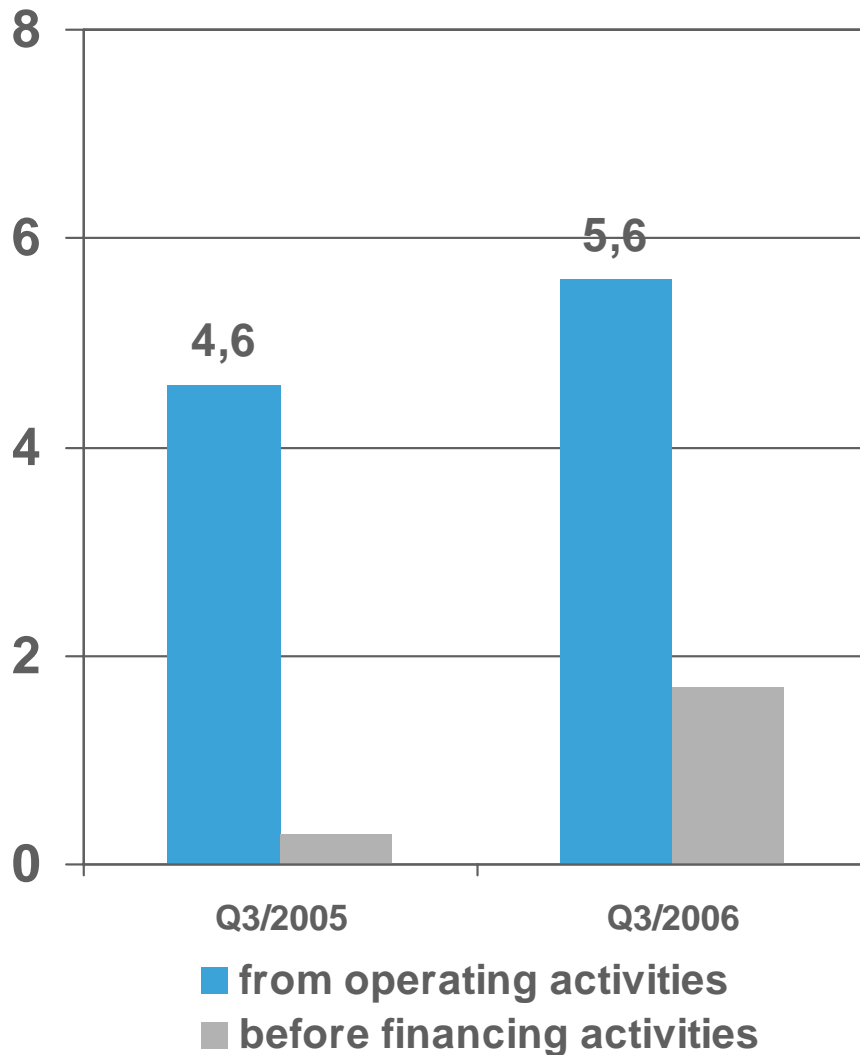


Cash flow from operating activities, MEUR





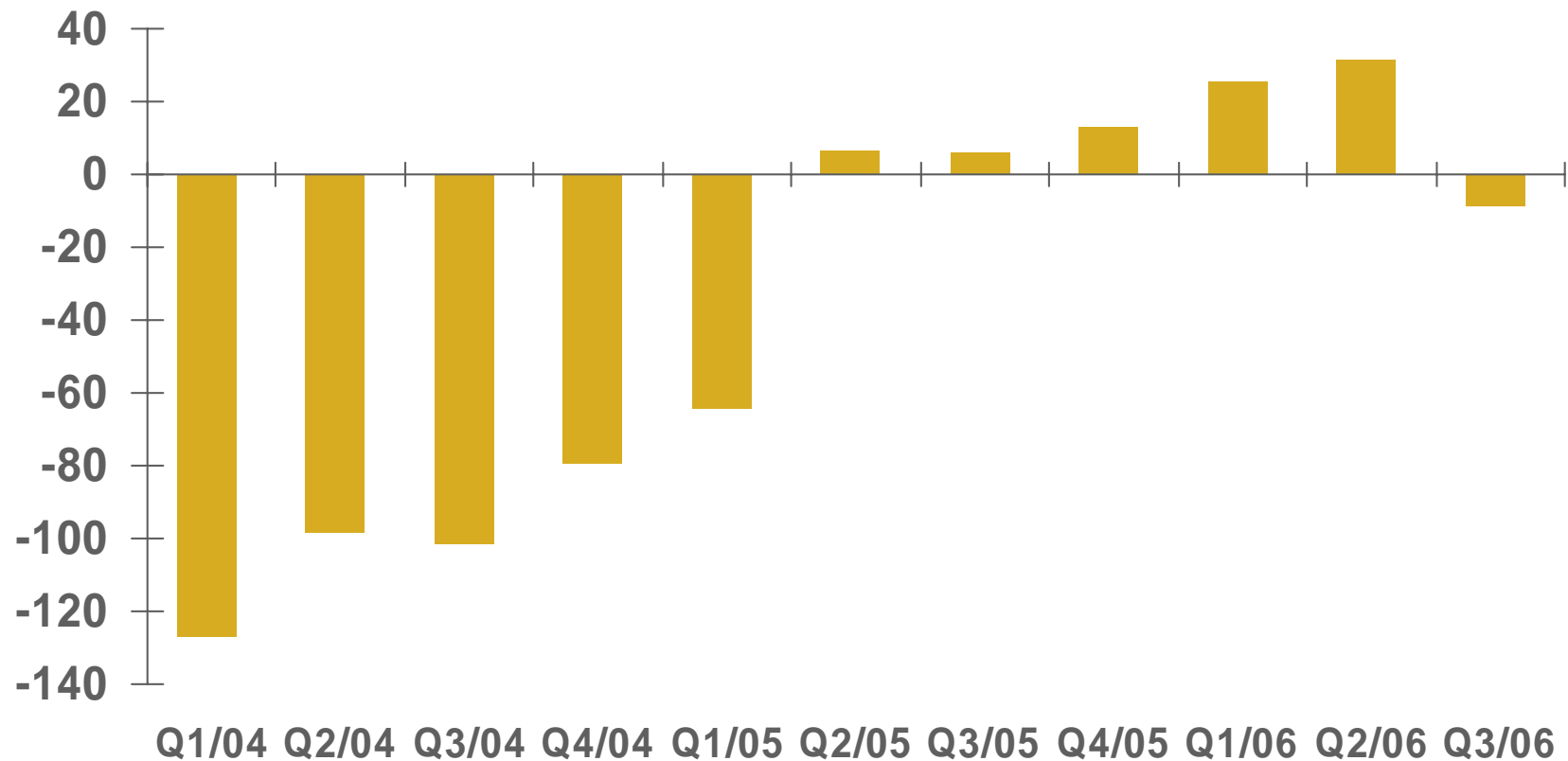
Cash flow and investments, MEUR





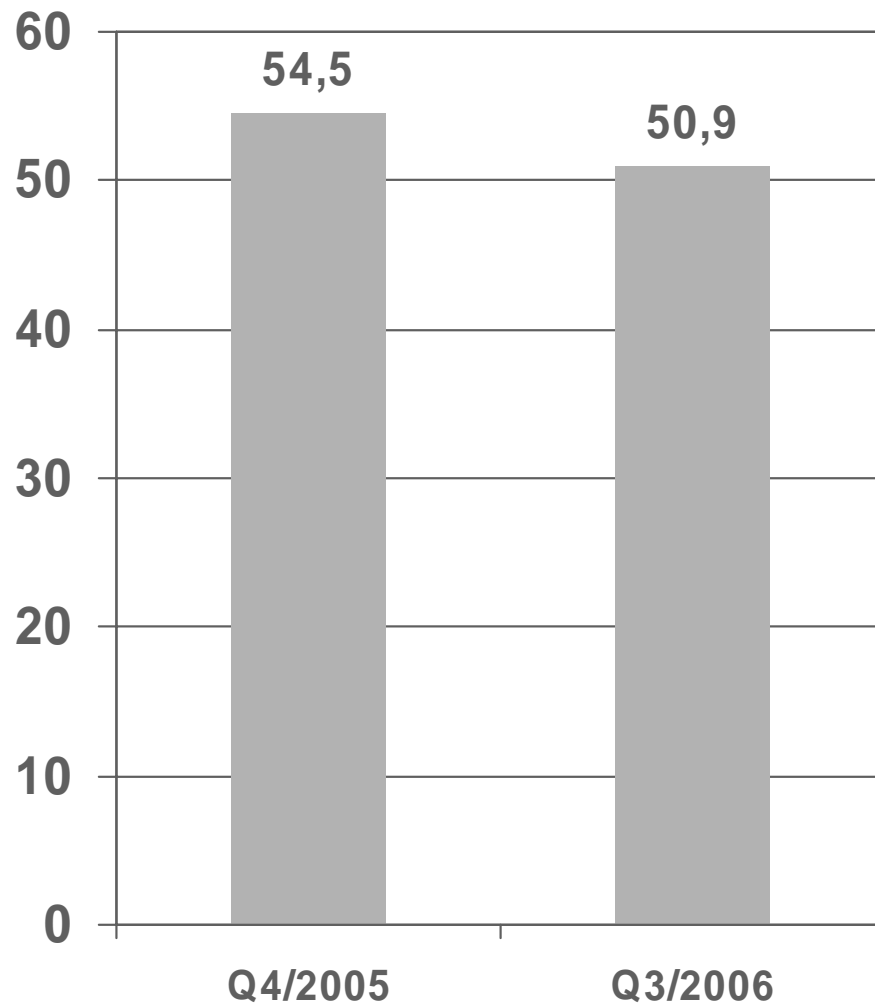
Net debt, MEUR

Q1/04-Q3/05 adjusted to current structure

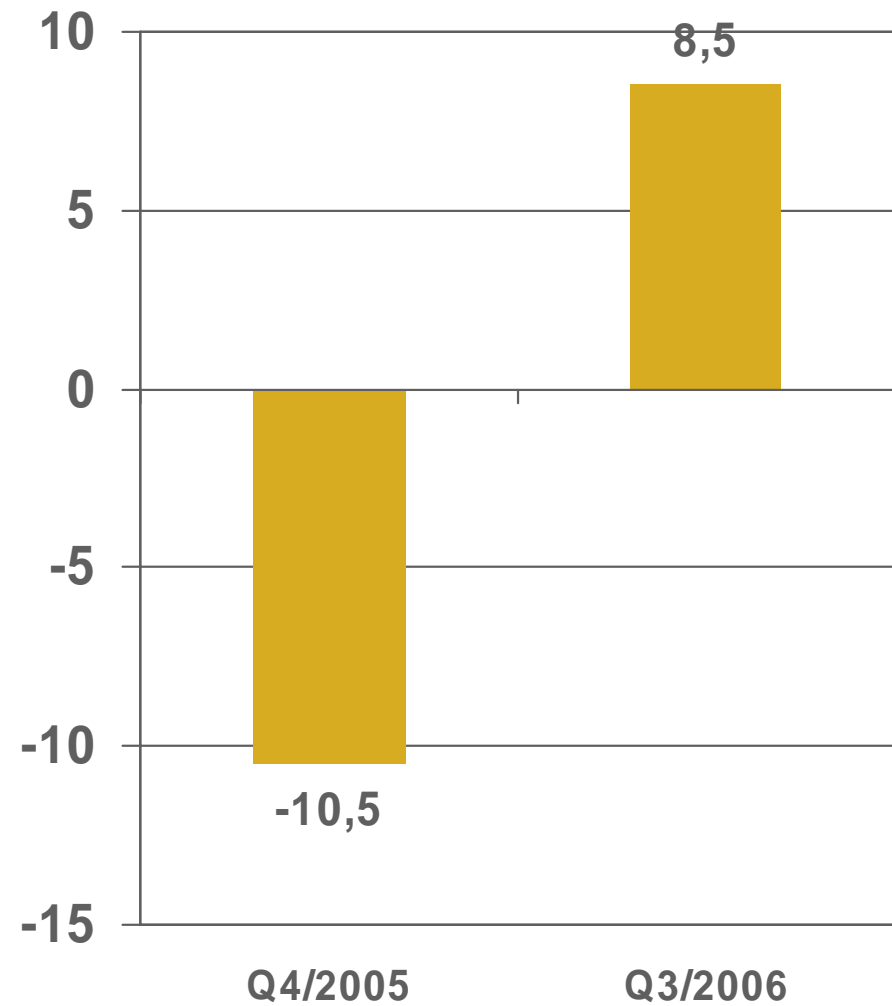




Equity ratio and gearing, %



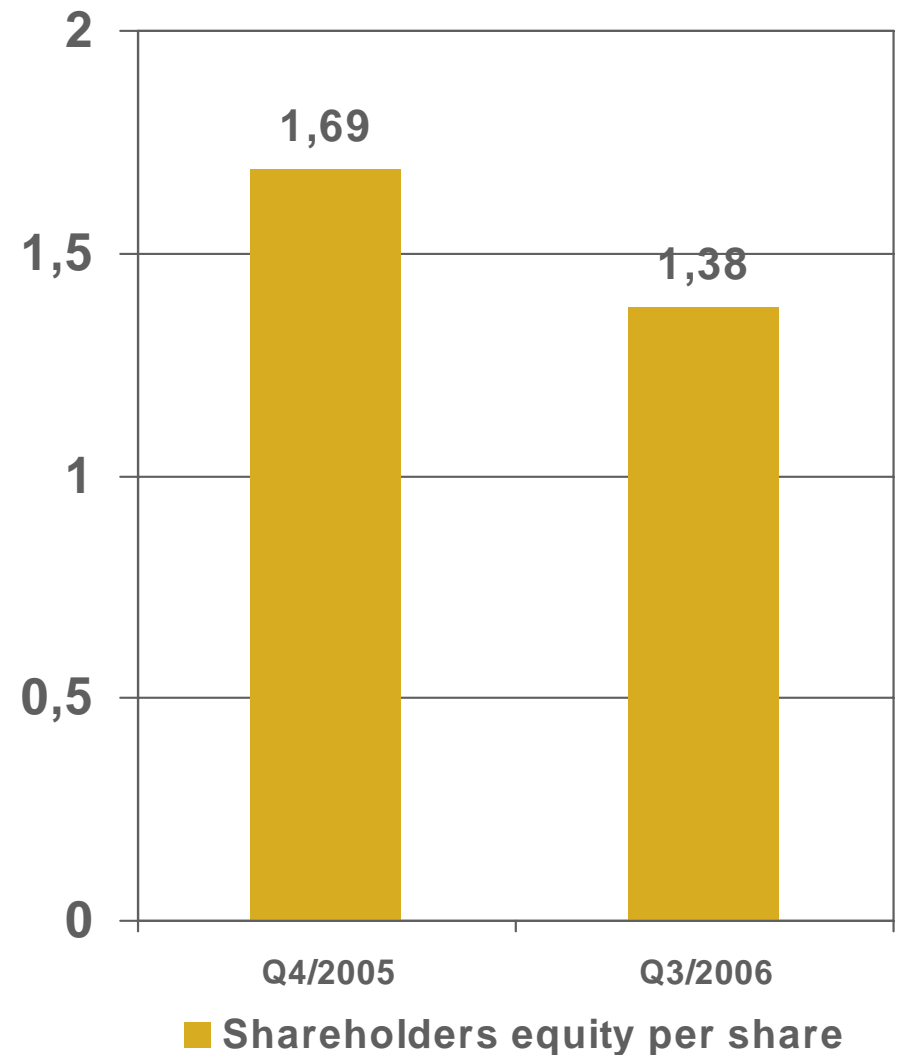
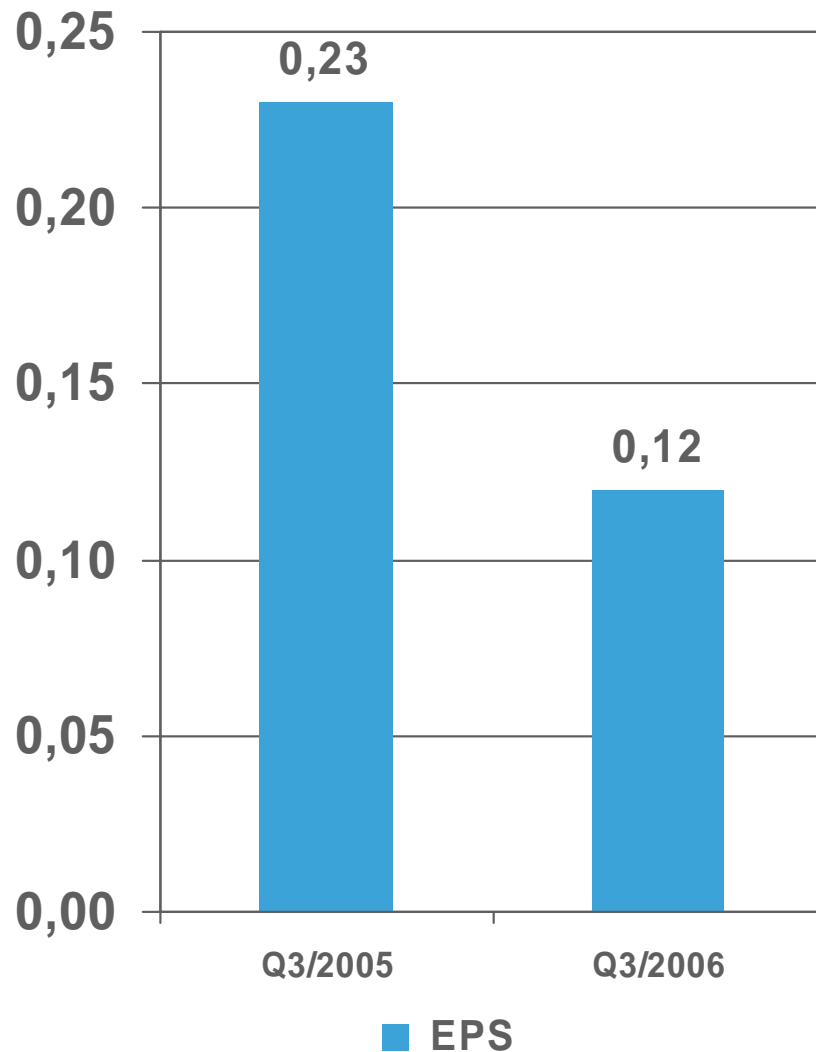
■ Equity ratio %



■ Gearing %



EPS and shareholders' equity per share (EUR)





Outlook 2006

- Volatility of media market continues
- Full year Group net sales higher than 2005
- Full year Group operating profit above the 2005 level

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