

ALMA MEDIA GROUP FINANCIAL STATEMENTS BULLETIN 1 JAN.-31 DEC. 2000

Consolidated net sales totalled MFIM 2,880 (2,911) and the operating profit was MFIM 93 (188). Alpress and BIG reported excellent profits. MTV's performance weakened clearly. The consolidated operating profit was depressed by MFIM 40 non-recurring costs in Alprint and a MFIM 22 increase in product development investments. The Board proposes a dividend of FIM 3.00 (4.00) per share. The current year's operating profit is expected to increase compared to the previous year.

KEY FIGURES MFIM	January - December	
	2000	1999
Net sales	2880	2911
Operating profit	93	188
- as % of net sales (%)	3.2	6.5
Profit before extraordinary items	70	173
- as % of net sales (%)	2.4	5.9
Equity ratio (%)	49	52
Gearing (%)	52	40
Capital expenditure	222	253
Full-time personnel, average	2887	2978
Earnings per share, diluted (FIM)	2.72	7.15
Earnings per share, (FIM)	2.77	

MEUR	January - December	
	2000	1999
Net sales	484	490
Operating profit	16	32
- as % of net sales (%)	3.2	6.5
Profit before extraordinary items	12	29
- as % of net sales (%)	2.4	5.9
Capital expenditure	37	43
Earnings per share, diluted (EUR)	0.46	1.20
Earnings per share, (EUR)	0.47	

THE YEAR 2000 IN BRIEF

A new business area, Business Information Group (BIG), was formed from the business information segment of Alpress, Alma Media's newspaper publishing business area. Prospects are bright for BIG's products. These are multimedia services that are distributed to subscribers in printed form and also via television, fixed online connections and mobile networks.

Alpress's performance improved further and its operating profit reached a record level. BIG's net sales increased 9 % and its operating profit rose to more than 20 % of net sales.

Restructuring of Alma Media's printing operations, started in 1998, was completed during the review year. Alprint now focuses on heatset printing, while newspaper printing was incorporated within Alpress from the beginning of 2001. The non-recurring costs of

this restructuring reduced the operating profit in 2000 by FIM 40 million. Contract printing will increase Alpress's operating profit in 2001. Alprint's full-year result of operations is expected to enter into profit again in 2001.

MTV's net sales and operating profit were lower than expected. A comprehensive analysis of MTV group's operations was carried out during the second half of 2000 which resulted in a plan to raise operational efficiency by 150 man-years. Negotiations are in progress on implementing these measures, the impact of which will raise MTV group's profitability from the final quarter of 2001 onwards.

Alma Media Group holds operating licences for two and a half digital channels. The terms of these licences commit their holders to start up digital broadcasting in August 2001. Alma Media believes that digital television will increase the Group's expenses by approximately FIM 50 million in 2001.

Alma Media has maintained its position as Finland's leading provider of new-media content and services. Its new-media operations are divided into five classes, which are

- online services of its newspaper brands
- horizontal Internet portals
- classified advertising
- mediacom services (e.g. Internet accesses and content)
- technical support services.

At the year's end Alma Media's online service had more than 700,000 active users.

The core priorities of Alma Media's research and development in new media are Content Management, User Experience and Customer Relationship Management (CRM), together with their commercial applications. Alma Media invested FIM 6 (2) million on these focus areas in 2000. The Group's total R&D expenditure increased to FIM 56 (34) million. A further FIM 8 million was invested in the KCRnet project; this sum has been capitalized.

Alma Media received approval for three new new-media patents during the year and submitted 11 new patent applications. This activity will expand considerably in 2001.

Alma Media's consolidated net sales are expected to increase slightly this year and the operating profit is forecast to be higher than one year earlier.

ALMA MEDIA'S PERFORMANCE BETWEEN OCTOBER AND DECEMBER 2000

NET SALES AND OPERATING PROFIT BY BUSINESS AREA, OCTOBER-DECEMBER (MFIM)

	Net sales			Operating profit/loss		
	2000 10-12	1999 10-12	%	2000 10-12	1999 10-12	%
Alpress	290	281	3	36	28	29
BIG	73	71	3	15	18	-17

Broadcasting	291	313	-7	18	35	-49
New Media*)	27	11	145	-24	-10	-140
Alprint	209	199	5	-2	-4	100
Parent company	24	16	50	-12	-2	-500
Group entries	-114	-92	24	-5	3	-
Total	800	799	0	26	68	-62

*) The net sales and operating result of the New Media business area do not correspond to the legal organization. Overlaps between Alpress and BIG are eliminated by Group entries. New Media's net sales in 1999 do not include the FIM 11 million net sales of MTV Text Channel and FOR Oy transferred to the business area in 2000.

Consolidated net sales between October and December were roughly equivalent to the same period in 1999. Alpress's net sales increased during the final quarter, boosted by growth in advertising and circulation revenues. Alpress's net sales and performance were also helped by the increase in Iltalehti's cover price in December.

Net sales of the Business Information Group rose moderately on the previous year but its investments in new products, coupled with lower than forecast advertising sales, caused a temporary decline in operating profit during the final quarter of the year.

Higher programming costs and investments in the TVTV! cable channel, started up in February, increased the overall costs of the television broadcasting operations. Net sales from advertising time decreased 5 %. The net sales and operating profit of the Broadcasting business area were down on the same period in 1999. Alma Media raised its holding in Oy Suomen Uutisradio Ab (Radio Nova) from 48 % to 61 % during the final quarter.

A new company, KCRnet Oy, was set up within the New Media business area specializing in management of digital assets. Net Media also took over Communication Base Finland Oy, which focuses on sales promotional films and multimedia digital content, from the MTV group. This company previously operated under the name of Tuotantoyhtiö FOR Oy. New Media's net sales were boosted in particular

by strong performance in the areas of classified services, Kauppalehti Online's services and MTV Text Channel services.

Restructuring measures in Alprint were completed in the final quarter of the year. Alprint's profitability was depressed by the restructuring costs. Profits on divestments improved the result of operations.

The parent company's r&d expenditure increased markedly on the year before.

ALMA MEDIA'S PERFORMANCE JANUARY - DECEMBER 2000

NET SALES AND OPERATING PROFIT BY BUSINESS AREA (MFIM)

Net sales

Operating profit/loss

	2000	1999	%	2000	1999	%
Alpress	1083	1069	1	132	123	7
BIG	252	232	9	52	49	6
Broadcasting	1009	1064	-5	10	48	-79
New Media*)	80	29	176	-60	-28	-114
Alprint	785	786	0	-16	0	-
Parent company	92	63	46	-29	-9	-222
Group entries	-421	-332	27	4	5	-20
Total	2880	2911	-1	93	188	-51

*) The net sales and operating result figures of the New Media business area do not correspond with the legal organization. Overlaps between Alpress and BIG are eliminated by Group entries.

ALPRESS, BIG AND NEW MEDIA INCREASED NET SALES, BROADCASTING'S NET SALES DECREASED

Alpress's circulation and advertising sales showed a clear increase, particularly in Aamulehti and Iltalehti. Growth was even more pronounced compared to the previous year since Alpress's figures in 1999 included net sales from printing activities totalling FIM 34 million.

BIG's net sales rose ca. ten percent, boosted in particular by a more than 100 % increase in sales of Kauppalehti Online's services. Kauppalehti also reported a strong increase in advertising and circulation sales.

New Media's net sales almost tripled. Growth was most noticeable in the online classified ads services Jobline and DIME.

MTV's net sales were reduced by lower than expected sales of advertising time.

Alprint's net sales remained at the previous year's level. The concentration of heatset printing at a single printing works reduced the heatset unit's net sales but net sales of the coldset line were correspondingly increased by the higher circulations and increased page numbers of the Alpress newspapers.

ALPRESS AND BIG REPORTED EXCELLENT PROFITS, GROUP R&D INVESTMENTS DEPRESSED CONSOLIDATED OPERATING PROFIT

Alpress and BIG posted record-high operating profits. Alpress's operating profit, FIM 132 (123) million, represented 12 % of its net sales. BIG's operating profit was FIM 52 (49) million, or more than 20 % of its net sales.

Launching of the new TVTV! cable channel raised costs by over FIM 20 million. MTV3 Channel's programming costs were approximately FIM 27 million higher than in the previous year owing to an increase in programming costs. Through its investments MTV succeeded in retaining its more than 40 % share of total viewing time and its position as by far the most popular television channel in Finland.

MTV's sales of advertising time were approximately FIM 70 million lower than one year earlier. The associated companies contributed FIM 24 (1) million to the Broadcasting business area's operating profit. MTV Oy owns 23.4 % of TV4 AB in Sweden, which reported net sales of 2509 (2184) million krona for the year. TV4 AB's profit before taxes reached an all-time high at 336 (218) million krona. Broadcasting's operating profit was FIM 10 (48) million.

New Media's costs were considerably increased by marketing expenditure throughout the year, higher R&D costs, and the start-up and development costs of new companies established at the year end. The additional input in marketing was largely responsible for an increase in the number of users of Alma Media's online services. At the end of the year these totalled over 700,000 active users. New Media's net sales almost tripled to FIM 80 (29) million. Its operating result was FIM -60 million, a major factor being the heavy increase in R&D costs, which totalled FIM 38 (23) million. These are expected to produce results in the coming years.

Alprint was reorganized during the year. From now on Alprint concentrates on heatset printing, most of which takes place at a single large printing works in Tampere. Net sales of Alprint's heatset line were FIM 56 million lower than in the previous year owing to the restructuring measures and the closure of certain units. Net sales of newspaper printing rose markedly. Alprint recorded an operating loss of FIM -16 (0) million for the year. Reorganization of the heatset operations generated non-recurring costs of approximately FIM 40 million and an extraordinary expense of FIM 15 million was entered on the closure of the Kaivoksela newspaper printing plant in Vantaa.

Other operating income in the Alma Media Group totalled FIM 44(50) million, comprising profits on the disposal of certain MTV and Alprint operations and profits from the sale of shares.

Associated companies contributed altogether FIM 27 (2) million to Alma Media's consolidated operating profit. The other most important associated companies besides TV4 AB were Oy Suomen Uutisradio Ab (Radio Nova), the Finnish News Agency Ltd, Tampereen Tietoverkko Oy, Baltic News Service and Pearson Television.

COSTS HIGHER THAN IN 1999

The Group's operating expenses and depreciation totalled FIM 2,858 (2,775) million.

Costs were FIM 93 million higher than in the previous year. The main items were FIM 40 million in costs arising from restructuring in Alpring, R&D expenditure that was FIM 22 million higher than one year earlier, and investments of over FIM 20 million in the new cable channel. All these investments are expected to increase the Group's profits in future years.

Depreciation amounted to FIM 169 (176) million and included amortization of goodwill totalling FIM 17 (15) million. The operating profit was FIM 93 (188) million. Net financial costs

were FIM 23 (15) million. The Group's profit before extraordinary items was FIM 70 (173) million. Extraordinary items included costs of FIM 15 million arising from the closure of the Kaivoksela hybrid printing plant and a further FIM 5 million in writedowns of local radio operations.

Taxes paid during the year totalled FIM 19 (57) million. The net profit for the year was FIM 29 (114) million and earnings per share (diluted) were FIM 2.72 (7.15).

The Group's balance sheet totalled FIM 2,539 (2,521) million at the end of the year. The equity ratio was 49 % (52 %) and shareholders' equity per share was FIM 75.73 (79.00).

CAPITAL EXPENDITURE AND FINANCING

Capital expenditure totalled FIM 222 (253) million. FIM 56 million comprised investments in Alprint machinery. Roughly half of Broadcasting's FIM 54 million investments covered technical equipment. Some FIM 45 million of the Group's capital expenditure was devoted to acquiring holdings in business area companies and companies acquired for venture capital purposes.

The Group had FIM 112 (129) million in cash reserves and bank balances at the year end. Interest-bearing debt amounted to FIM 733 (631) million. Gearing was 52 % (40 %). The additional expenses incurred by reorganizing of the printing operations, and the higher investments in new media than in the previous year, increased the need for external financing.

DIVIDEND PROPOSAL

Alma Media Corporation's Board of Directors will propose a dividend of FIM 3.00 per share at the Annual General Meeting to be held on 20 March 2001.

SUBSEQUENT EVENTS

In January 2001 Alma Media launched the MTV3 Broadband Access to households in the Greater Helsinki area. Alma Media plans to capture a significant share of the two megabyte broadband connections now being marketed in Finland.

MTV's competitive situation and operating environment have changed significantly in recent years. MTV will renew its operating processes in order to safeguard its competitive position. Discussions were initiated with personnel in January 2001 on the measures necessary to raise overall efficiency. These discussions will determine in more detail the action to be taken to revise MTV's operating processes, their impact on personnel and their timetable. The measures are not expected to generate significant non-recurring expenses. Efficiency will be raised by approximately 150 man-years, including changes in MTV's network of free lancers. The measures will apply mainly to programme production, news and current affairs, technical services and regional sales. Statutory negotiations with personnel representatives were started at the end of January 2001 and are

expected to be concluded by mid-March 2001.

Alma Media signed a long-term contract with an outside party to lease the property vacated by Alprint in Kaivoksela, Vantaa. This building has 19,000 square metres of floor space including about 7,000 square metres of office premises. The lease will have a clearly positive net impact on Alma Media's consolidated profits.

In December 2000 Alma Media raised its holding in Oy Suomen Utisradio Ab from 48 % to 61 % as a result of which the Ministry of Transport and Communications put Radio Nova's operating licence out to competitive tender. In February 2001 the ministry granted a new operating licence to Oy Suomen Utisradio Ab on the previous conditions. This licence is in force until the end of 2006.

In February 2001 Alma Media increased its holding in the multimedia company Intervisio Oy, as planned, from 34 % to 51 %.

Also in February, MTV Oy sold MTV Tuotanto Oy, which had 34 employees. MTV Tuotanto Oy will continue operating in its former premises. MTV Oy will buy in the services it needs from the company.

Iltalehti's circulation during the latter half of 2000 was audited in February this year. Its 6-day circulation rose 1.0 % and its weekend circulation 1,9 % on the same period in the previous year. Iltalehti has raised its share of the afternoon newspaper market from 37 % to 38 %.

PROSPECTS FOR THE CURRENT YEAR

The Finnish economy is expected to grow somewhat more slowly than in 2000. Uncertainty is being fuelled by a forecast increase in volatility in Finland and particularly in the USA.

Alpress's operating profit is expected to increase. Alpress's net sales will rise approximately FIM 50 million because from the beginning of the current year it has also been responsible for printing not only the Group's newspapers but those of its outside customers as well. Higher than forecast increases in paper prices will weaken Alpress's otherwise positive performance. These increases can be partly absorbed through tight control over page numbers and the use of alternative newsprint grades.

Barring a clear deterioration in the Finnish economy, operating conditions will offer BIG the opportunity to raise both net sales and performance. Its profit growth and an increase in Kauppalehti's orderbook in January support this view.

Television viewing increased considerably during 2000 and forecasts suggest that advertisers plan to increase their expenditure on television advertising. MTV has retained its supremacy in viewing time among all the target groups favoured by advertisers and further measures will be taken to reinforce marketing of its unrivalled position as an advertising medium. MTV has also initiated a programme to raise efficiency and enhance customer service, the impact of which will be most clearly visible

in the final quarter of the year. TVTV!'s net sales are expected to increase and therefore its negative impact on performance will decrease. Raising sales volumes will be imperative to improving MTV's performance.

The New Media business area intends to maintain its leading position both as an Internet Service Provider and in Internet advertising in Finland. This will mean raising numbers of users at a higher rate than market growth and also doubling net sales.

Excluding its investments in digital television, New Media's absolute operating loss is expected to decline as well. Alma Media expects costs of FIM 50 million in connection with the introduction of digital television in Finland this year.

Alprint's operating environment is not expected to change significantly this year. Alprint's cost efficiency will show a clear improvement as a result of the reorganization measures carried out last year, and it is expected to record an operating profit again.

As a media company, Alma Media's quarterly performance varies considerably. Its net sales in the first and third quarters are normally lower than in the second and fourth quarters and the same trend is also evident in its operating profit.

Net sales in the first quarter are expected to reach the same level as in the first quarter of 2000 but the operating profit will remain below the comparable figure because of other income in the previous year. The Group's full-year net sales are forecast to increase slightly and its profitability to improve. The operating profit for the full year is expected to be higher than in 2000.

PERSONNEL AND ADMINISTRATION

Alma Media had 2,887 (2,978) full-time employees at the end of 2000 and a further 1,349 (1,254) part-time employees.

The number of employees increased in the Group's R&D and new media functions, i.e. its New Media business area, as well as in the parent company's development unit and in the Business Information Group, notably its online services. The new subsidiaries Oy Suomen Uutisradio Ab (Radio Nova), MTV-Tele Oy and Balance Consulting Oy added a further 66 employees to the total workforce.

Alprint's operations were restructured to match the changed market situation in line with by the Group's strategy. Concentration of operations coupled with the divestment and closure of certain production units reduced Alprint's personnel by 109 employees.

Björn Mattsson was the chairman, and Bengt Braun was the deputy chairman, of Alma Media Corporation's Board of Directors until the Annual General Meeting held on 16 March 2000. Olli Reenpää was elected chairman of the Board and Bengt Braun deputy chairman after the AGM.

Pekka Ala-Pietilä, Bengt Braun, Matti Häkkinen, Olli Reenpää and

Kari Stadigh served as members of the Board of Directors throughout the financial year. Matti Kavetvuo and Jonas Nyrén were appointed to the Board following the resignations of Pirkko Alitalo and Björn Mattsson for the remainder of their terms of office.

No new members were elected to the Supervisory Board after Mr Kavetvuo and Mr Nyrén joined the Board of Directors. Of the members of the Supervisory Board in turn for retirement, Ari Heiniö, Paavo Pitkänen and Jarmo Raveala were re-elected. Björn Mattsson was elected to the Supervisory Board as a new member. The chairmen of the Supervisory Board were Arjo Anttila, who resigned due to age, and Björn Mattsson. The deputy chairman for the full period was Paavo Pitkänen. Pekka Niemiaho was elected as the personnel's representative on the Supervisory Board in place of Vesa Kallionpää. Veli Kalle Tavakka resigned from the Supervisory Board at his own request.

The Annual General Meeting appointed the firm of public accountants KPMG Wideri Oy Ab and Mr Mauri Palvi APA as company's auditors. Mr Matti Packalén was the President and CEO of Alma Media Corporation throughout the period.

Two new members were added to the company's Group Executive Board during the year. Mr Juha Blomster, President of Business Information Group and Managing Director of Kustannusosakeyhtiö Kauppalehti, was appointed to the Group Executive Board at the beginning of September, and Mikko Räisänen was appointed from the beginning of November with responsibility for development and media marketing of Alma Media's digital TV and broadband access services. Mr Räisänen also sits on the boards of directors of the Broadcasting and New Media business areas.

SHARES AND OWNERSHIP STRUCTURE

The Board of Directors had no authorizations to raise the company's share capital during the year. Alma Media Corporation's issued and registered share capital totalled FIM 157 million at the end of the year, comprising FIM 68 million in Series I shares and FIM 89 million in Series II shares. At the end of the year 33 % (32 %) of the shares were held in foreign and nominee accounts.

Altogether 14 % (15 %) of Alma Media's Series I shares and 45 % (54 %) of the Series II shares changed hands on the Helsinki Exchanges during the year. Trading totalled EUR 208 (160) million. The market capitalization of the company's share capital at the end of the year was EUR 308 (497) million.

Share performance (euros)

	Price 3 Jan. 2000	Price 30 Dec. 2000	Highest price	Lowest price
Ser I	30.90	19.00	65.00	17.25
Ser II	31.50	19.99	70.00	18.00

In accordance with the decision of the AGM on 24 March 1999 Alma

Media Corporation offered bonds with warrants totalling FIM 1,220,000 to its employees entitling subscription of altogether 610,000 Series II shares. This was a privileged issue, disapplying shareholders' pre-emptive subscription rights, to Alma Media Corporation's employees and also its wholly owned subsidiary Marcenter Oy. The bond subscription period was 12-24 April 1999. The bond was oversubscribed five times over. It was subscribed by 759 employees and Marcenter Oy subscribed for warrants entitling it to 75,750 shares.

The average price of the Series II share, used to calculate the bond subscription price, was EUR 20,58 per share in October 1999. According to the terms of the bond, half of the shares may be subscribed from 28 May 2001 at a price 12 % above the average price in October 1999, i.e. for EUR 23.05 per share, and the other half of the shares from 28 May 2003 at a price 28 % above the average price in October 1999, i.e. for EUR 26.34 per share. Any dividends payable will be deducted from the subscription price before subscription.

BUSINESS ENVIRONMENT AND BUSINESS AREA PERFORMANCE

Alma Media Group is a mass media corporation, whose operations are divided into five business areas. Alpress is responsible for newspaper publishing, Business Information Group for producing and distributing business and financial information, Broadcasting for television and radio, Alprint for printing, and New Media for the Group's activities in the new media business. The parent company is Alma Media Corporation, whose shares are listed on the Helsinki Exchanges. The parent company is centrally responsible for the Group's corporate management, strategic planning, accounting and finance, real estate management, and its general responsibilities as a public listed company.

Some 60 % of Alma Media's net sales comes from sales of television advertising time, newspaper advertising and online advertising. About 90 % of the total sales is derived in Finland. Almost exactly one-third of Alprint's net sales comes from exports, two-thirds of which goes to the Nordic countries. Alma Media Group's most important international investment is its 23.4 % holding in the Swedish television company TV4 AB.

Media advertising rose 7.7 % on the previous year, totalling FIM 6.6 billion according to Ad Facts Ltd. Newspapers increased their market share in media advertising as newspaper advertising rose 8 %. Television advertising increased 4 %, magazine advertising 8 %, radio advertising 9 % and online advertising 89 %. Newspaper advertising accounted for 52 % of all media advertising. Advertising in provincial newspapers increase 6 % on average, in the afternoon newspapers about 5 %, in free distribution papers 3 % and in local papers 1 %.

Circulation growth was uneven among the various newspapers. Circulations of daily newspapers in Finland declined by almost one percent on average, and by over 2 % for the smaller 1-3 issues/week newspapers. Television viewing time increased 4 %. Despite this, however, television advertising lost market share to

other media.

The Internet grew strongly in popularity with over two million of the Finnish population using the Internet at the year end. About 90 % of this total also use Alma Media's online services. In terms of numbers of visitors, Alma Media is the largest online service provider in Finland. Internet advertising and e-commerce have developed more slowly than expected.

In the graphic industry paper prices rose 2-3 %. Demand changed very little compared to the previous year.

ALPRESS

Most of Alma Media's newspaper publishing activities are concentrated in its Alpress business area. Kauppalehti was separated from Alpress during the year and a new business area, Business Information Group, was formed around its products. Operating conditions were favourable for both business areas.

Iltalehti, which appears six days a week, is a national newspaper. Alpress's 7 days/week newspapers are Aamulehti, Satakunnan Kansa, Lapin Kansa, Pohjolan Sanomat and Kainuun Sanomat, all of which are the number one media in their respective areas. In addition to these, Alpress publishes 17 local papers and seven town and free-distribution papers. The aggregate circulation of all the Alpress newspapers is approximately 500,000 copies, and the town and free-distribution papers have a combined print-run of about 175,000 copies. The papers have altogether more than 1.5 million readers. Alpress's share of the total newspaper market in Finland is 22 %.

During the year Alpress raised its holdings in Lapin Kansa Oy to 76 %, in Pohjolan Sanomat Oy to 92 % and in Kainuun Sanomain Kirja paino Oy to 92 %.

The circulations and circulation revenues of the Alpress newspapers grew faster than the market average. Of the major titles, Iltalehti, Aamulehti and Satakunnan Kansa all increased circulations at the same time as the average circulations of newspapers in Finland declined by almost one percent. The aggregate circulation of Alpress's local newspapers rose almost 2 %. Alpress's total circulation revenues increased more than 3 %.

Advertising revenues rose 6 % on average. Growth varied among the various newspapers from an increase of 8 % by Aamulehti to a decrease of 3 % by Kainuun Sanomat. Average advertisement prices did not change significantly.

Net sales totalled FIM 1,083 (1,069) million. The previous year's figure included FIM 34 million in net sales from printing operations. Alpress's operating profit was FIM 132 (123) million. Aamulehti and Iltalehti were particularly successful.

BUSINESS INFORMATION GROUP

Business Information Group, which is built around the Kauppalehti products, had a good year in 2000. Despite aggressive competition

in the business newspaper sector, Kauppalehti succeeded in raising its circulation to an all-time high. Its circulation increased 3 % on the previous year and its circulation revenues rose 6 %, indicating that circulation growth took place from a healthy base.

The strong growth in the Finnish economy favoured Kauppalehti as an advertising medium in the business-to-business market. Kauppalehti's advertising revenues increased 4 %.

Balance Consulting Oy, a company specializing in corporate analysis, was acquired for the Business Information Group during the year. This company had no significant impact on BIG's net sales and result in the year. Kauppalehti owns 50 % of Suomen Uutislinkki Oy, which produces business news for media including MTV3 channel. BIG is the largest shareholder (26 %) in Baltic News Service, the leading news bureau in the Baltic region.

BIG's net sales increased 9 % to FIM 252 million and the operating profit rose 6 % to FIM 52 million.

BROADCASTING

Alma Media's Broadcasting business area is responsible for the Group's television and radio broadcasting activities. MTV Oy is responsible for MTV3 Channel and the TVTV! cable channel, started up in February 2000. The business area also includes the Swedish associated company TV4 AB (23.8 %), Oy Suomen Uudisradio Ab marketed as Radio Nova, and the digital television companies CITY-TV and Suomen Urheilutelevisio Oy. Alma Media previously owned 48 % of Radio Nova but increased its holding to 61 % in December 2000.

Daily television viewing time increased 4 %, or 7 minutes, in 2000 to 2 hours 48 minutes. MTV reached a high 40 % share of both total viewing time and prime time viewing, as required by its strategy.

FIM 1.3 billion was spent on television advertising in Finland during the year. Television advertising grew only 4 %, which was less than the increase in total media advertising volume. Television advertising's share of total media advertising declined slightly to below 20 %. MTV3 Channel's share of television advertising was 75 % (83 %). Sales of advertising time by MTV totalled FIM 942 (1,013) million.

Television advertising did not develop as expected in Finland, and instead lost share to other media. MTV reached its viewing targets, both in total viewing time and prime time viewing. Although total viewing time by the commercial television channels increased during the year, MTV did not manage to maintain its share of television advertising. Accordingly, measures are being undertaken in MTV to improve customer service and media sales. Tougher competition has raised prices of both domestic programme production and programmes purchased from abroad. MTV lightened its cost structure during the year and outsourced certain operations. An analysis of operations was started during the year covering the entire MTV group in order to raise the efficiency of MTV's production processes. The aim is to produce at least the current

level of programmes and offer existing levels of customer service while reducing costs equivalent to 150 man-years.

MTV Oy's net sales declined 5 % to FIM 1,009 (1,064) million. Advertising sales accounted for FIM 942 (1,013) million of net sales. MTV Oy's comparable operating expenses decreased slightly. MTV Oy's operating licence concession fee, FIM 225 (242) million last year, places a substantial burden on the company's financial performance. Network rental costs amounted to FIM 96 (95) million. The adverse impact of the concession fee increased further when new legislation was passed in 1999 broadening the fee basis to include sponsorship and TV text products in addition to advertising.

The associated companies contributed FIM 24 (1) million to Broadcasting's result. The largest item was TV4 AB. Company's profit before taxes rose to 336 (218) million krona. MTV Oy's holding in TV4 AB totals 23.4 %. TV4 AB's impact on MTV Oy's and Alma Media Corporation's result was FIM 21 (-1) million.

MTV's operating profit totalled FIM 10 (48) million. This included FIM 15 (3) million in other operating income consisting of the sale of securities and the divestment of MTV Draama in September to Jarowski Draama Suomi Oy, in which MTV Oy owns 15 %.

NEW MEDIA

Alma Media retained its position as Finland's leading provider of new-media content and services. Alma Media divides its new-media operations into five categories:

- brands online services, e.g. Kauppalehti Online, Iltalehti Online and Verkko Aamulehti
- the horizontal portals MTV3 Internet and MTV3 Text Channel and
- classified services, which include the DIME residential and property service, Jobline personnel recruitment service, and Autotalli for online vehicle trading
- mediacom services, represented by MTV3 Internet, MTV3 Broadband, Digi TV and their related activities, and
- technical support (Network Services) and the service businesses KCRNet, Communications Base Finland).

Alma Media had over 700,000 active users for its online services at the end of the year.

New Media's net sales almost tripled with Jobline, DIME, MTV3 Text Channel and Kauppalehti Online showing particularly strong growth. New Media's net sales totalled FIM 80 (29) million, 64 % of which came from advertising revenue and 36 % from sales of content and services.

The brands' online services include Kauppalehti Online, Iltalehti Online and Verkko Aamulehti. The number of weekly visitors to

Kauppaliehti Online's web pages rose to over 70,000 and its net sales more than doubled on the previous year. The net sales from all these online services amounted to approximately FIM 20 (10) million.

Alma Media's classified services are the recruitment service Jobline and the DIME property trading service. The number of weekly visitors to Jobline rose to more than 20,000 and its database contains information on over 30,000 active job seekers. Jobline's net sales more than tripled compared to the year before. The DIME service, which deals in property advertising, established itself as the leading online service in Finland for this sector, capturing 90 % of the total volume of online property advertising. Its customers include more than 550 estate agents around the country. Net sales of classified advertising totalled FIM 14 (5) million.

The horizontal portals, which include the services of MTV3i, MTV Text Channel and the mobile portal Port Alma, generated net sales of FIM 24 (14) million from advertising and phone service revenues.

Technical support services comprise Alma Media Network Service, which provides technical services for the Group's new-media units. Also included in this category are KCRnet Oy and Communication Base Finland Oy, which started operating at the year end. Net sales of support services totalled FIM 20 (7) million.

Alma Media's strategy is to maintain direct contacts with its media customers via all possible distribution channels. For this reason Alma Media has also adopted the role of service operator and now provides Internet connections and residential broadband access (MTV3 Internet, MTV3 Broadband). Alma Media also runs an operator-independent mobile portal called Port Alma and it has operating licences for two and a half digital television channels. Alma Media calls its content-orientated digital connection activities mediacom-operations.

The New Media business area reported an operating loss of FIM -60 (-28) million. The reason was Alma Media's launch during the year of several new products as well as a considerable increase in R&D expenditure in new media.

R&D WORKS TOWARDS COMMERCIAL APPLICATIONS

Alma Media's three core new-media R&D priorities are Content Management, User Experience and Customer Relationship Management (CRM).

With the help of its proprietary CRM system Alma Media aims to provide content tailored to specific customers or customer groups without compromising personal privacy and security.

Alma Media systematically protects the methods and new innovations generated by its own R&D efforts. During the year Alma Media received approval for three international patents and submitted 11 new international patent applications for new-media innovations.

The amount of patent applications will be considerably increased during the current year. Alma Media devoted approximately FIM 6 (2) million to research and development in new media during the year.

ALPRINT

Alprint is responsible for Alma Media's printing operations. In 1998 Alprint initiated a replacement investment programme intended to raise its cost efficiency and competitiveness. Changes in the operating environment compelled Alprint to re-examine its operating strategy during the review year. According to its revised strategy, Alprint now concentrates solely on heatset printing of A4 products, digital assets management and pre-press services. Alprint's principal customers are large publishers and advertisers. Alma Media's newspaper printing operations were subordinated under Alpress from the beginning of 2001.

All Alprint's heatset printing operations were regrouped at the expanded central heatset unit in Rahola, Tampere. At the same time Alprint closed its Pori and Vantaa printing plants and cancelled the planned replacement of the hybrid newspaper rotation press at the Kaivoksela printing plant in Vantaa and discontinued production at this plant. Restructuring of these printing operations gave rise to approximately FIM 40 million in non-recurring expenses in 2000. Concentration of heatset printing at one central printing plant will substantially improve Alprint's profitability in 2001.

Alprint's net sales totalled FIM 785 (786) million, 37 % (32 %) of which was derived from within the Alma Media Group, 32 % (35 %) from other customers in Finland and 31 % (33 %) from exports. Of export sales, 65 % (68 %) came from Scandinavia, 26 % (23 %) from Russia, and 9 % (9 %) from other countries.

Alprint's intragroup sales totalled FIM 285 (252) million. The increase was caused by the transfer of Pohjolan Sanomat's printing operation from Alpress to Alprint's Rovaniemi printing plant in February and the fact that Alprint took over printing of Kainuun Sanomat at the beginning of 2000. The number of pages in these two newspapers was also increased. Other sales in Finland amounted to FIM 254 (273) million.

Alprint posted an operating loss of FIM 16 (0) million. The weak profitability was principally caused by the non-recurring expenses, totalling roughly FIM 40 million, from the reorganization of heatset production

CONSOLIDATED INCOME STATEMENT (MFIM)

	2000	1999	2000	1999
	10-12	10-12	1-12	1-12
NET SALES	800	799	2 880	2 911
Share of profits of associated companies	13	11	27	2
Other operating income	9	11	44	50
Expenses	-796	-753	-2 858	-2 775
OPERATING PROFIT	26	68	93	188

Financial income and expenses	-16	-4	-23	-15
PROFIT BEFORE EXTRAORDINARY ITEMS	10	64	70	173
Extraordinary income	1	2	1	2
Extraordinary expenses	-6	0	-21	0
PROFIT BEFORE TAXES AND				
MINORITY INTERESTS	5	66	50	175
Taxes	-3	-29	-19	-57
Minority interests	-2	-2	-2	-4
NET PROFIT IN REPORTING PERIOD	0	35	29	114

CONSOLIDATED INCOME STATEMENT (MEUR)

	2000	1999	2000	1999
	10-12	10-12	1-12	1-12
NET SALES	135	134	484	490
Share of profits of associated companies	2	2	5	0
Other operating income	2	2	7	8
Expenses	-134	-127	-481	-467
OPERATING PROFIT	4	11	16	32
Financial income and expenses	-3	-1	-4	-3
PROFIT BEFORE EXTRAORDINARY ITEMS	2	11	12	29
Extraordinary income	0	0	0	0
Extraordinary expenses	-1	0	-4	0
PROFIT BEFORE TAXES AND				
MINORITY INTERESTS	1	11	8	29
Taxes	-1	-5	-3	-10
Minority interest	0	0	0	-1
NET PROFIT IN REPORTING PERIOD	0	6	5	19

CONSOLIDATED BALANCE SHEET (MFIM/MEUR)

	2000		1999	
	31. Dec.		31. Dec.	
	MFIM	MEUR	MFIM	MEUR
ASSETS				
FIXED ASSETS				
Intangible assets	105	18	80	13
Goodwill on consolidation	112	19	104	17
Tangible assets	932	157	993	167
Investments	698	117	701	118
CURRENT ASSETS				
Inventories	266	45	235	40
Receivables	314	53	279	47
Cash and bank receivables	112	19	129	22
	2539	427	2521	424

CONSOLIDATED BALANCE SHEET (MFIM/MEUR)

	2000		1999	
	31. Dec.		31. Dec.	
	MFIM	MEUR	MFIM	MEUR
SHAREHOLDERS' EQUITY AND LIABILITIES				
SHAREHOLDERS' EQUITY	1191	200	1 243	209
MINORITY INTERESTS	16	3	24	4
PROVISIONS	19	3	14	2
LIABILITIES				
Long-term	604	102	664	112
Short-term	709	119	576	97

	2539	427	2521	424
CAPITAL EXPENDITURE (MFIM)	2000	1999	2000	1999
	10-12	10-12	1-12	1-12
Gross capital expenditure on fixed assets	54	76	222	253
CAPITAL EXPENDITURE (MEUR)	2000	1999	2000	1999
	10-12	10-12	1-12	1-12
Gross capital expenditure on fixed assets	9	13	37	43

GROUP CONTINGENT LIABILITIES (MFIM/MEUR)

	2000		1999	
	31. Dec.		31. Dec.	
	MFIM	MEUR	MFIM	MEUR
Against own debt				
Pledges	1	0	9	2
Mortgages on land and buildings	228	38	232	39
Chattel mortgages	140	24	146	25
Guarantees	26	4	29	5
On behalf of associated companies				
Guarantees	0	0	4	1
Other own commitments				
Leasing commitments	9	2	7	1
Other commitments	2	0	2	0
	406	68	429	72
Group leasing payments falling due (MFIM)				
During 2001	5		4	
After 2001	4		3	

NET SALES BY BUSINESS AREA (MFIM)

	2000	1999	2000	1999
	10-12	10-12	1-12	1-12
Alpress	290	281	1083	1069
Business Information Group	73	71	252	232
Broadcasting	291	313	1009	1064
New Media	27	11	80	29
Alprint	209	199	785	786
Parent company	24	16	92	63
Intragroup net sales	-114	-92	-421	-332
Total	800	799	2880	2911

OPERATING PROFIT BY BUSINESS AREA (MFIM)

	2000	1999	2000	1999
	10-12	10-12	1-12	1-12
Alpress	36	28	132	123
Business Information Group	15	18	52	49
Broadcasting	18	35	10	48
New Media	-24	-10	-60	-28
Alprint	-2	-4	-16	0
Parent company	-12	-2	-29	-9
Group entries	-5	3	4	5
Total	26	68	93	188

FULL-TIME EMPLOYEES, AVERAGE

	2000	1999
BY BUSINESS AREA	1-12	1-12
Alpress	1060	1100
Business Information Group	176	155
Broadcasting	623	695
New media	106	54
Alprint	857	927
Parent company	65	47
Total	2887	2978
In addition part-time staff	1349	1254

PER SHARE DATA (FIM)

	2000	1999	2000	1999
	10-12	10-12	1-12	1-12
Earnings per share (diluted)	0.01	2.12	2.72	7.15
Shareholders' equity per share			75.73	79.00

PER SHARE DATA (EUR)

	2000	1999	2000	1999
	10-12	10-12	1-12	1-12
Earnings per share (diluted)	0.00	0.36	0.46	1.20
Shareholders' equity per share			12.74	13.29

Net sales and operating profit by quarter (MFIM):

	I/99	II/99	III/99	IV/99	1999
Net sales	725	749	638	799	2911
Operating profit	38	59	23	68	188
	I/00	II/00	III/00	IV/00	2000
Net sales	712	736	632	800	2880
Operating profit	23	50	-6	26	93

The figures in this bulletin are unaudited.

Alma Media's interim report for the first quarter of 2001 will be published on 10 May 2001.

ALMA MEDIA CORPORATION

Ahti Martikainen, Vice President, Communications and Investor Relations

Further information: CEO Matti Packalén, +358-9-5078715, Vice President Ahti Martikainen, +358-9-507 8514 and www.almamedia.fi.

Web Conference on Feb 15, at 16.00 hours Helsinki time at www.vcall.com/NASApp/VCall/EventPage?ID=67843 (streaming audio available). For phone conference pls call at +44 (0) 20 8240 8244.

DISTRIBUTION: Helsinki Exchanges, principal media