DIGITAL ROADMAP OF ALMA MEDIA

Santtu Elsinen, Chief Digital Officer

Capital Markets Day 2016



Living Information

Digital is a way of doing things

processes Improving customer experience by • Using data to make better and faster \rightarrow Analyzing customer interactions decisions Identifying and going after new \rightarrow Offering personalized and opportunities in existing sectors • Fast and agile culture relevant content and experiences • Developing entirely new businesses • Continuous-delivery model \rightarrow Remembering preferences and optimizing the next step Two-speed IT • **Talent** and organization

FOUNDATIONAL DIGITAL CAPABILITIES

VALUE CREATION IN CORE BUSINESS

Automation of customer interactions,

the supply chain and core business

VALUE CREATION AT NEW FRONTIERS

Adapted from McKinsey&Company



Improving foundational digital capabilities

Sammio – Combining personal and behavioral customer data into single data repository to enhance

- targeting capabilities in advertising
- up- and cross-selling in subscription sales
- customer experience via more personalized products

and to respond to changes in data privacy legistlation Q4/2015Alma BI platform – Providing tools and capabilities for faster analysis, data driven decision making and reporting Q1/2016Alma integration platform – Building platform for more efficient integrations and API driven development Q4/2014-

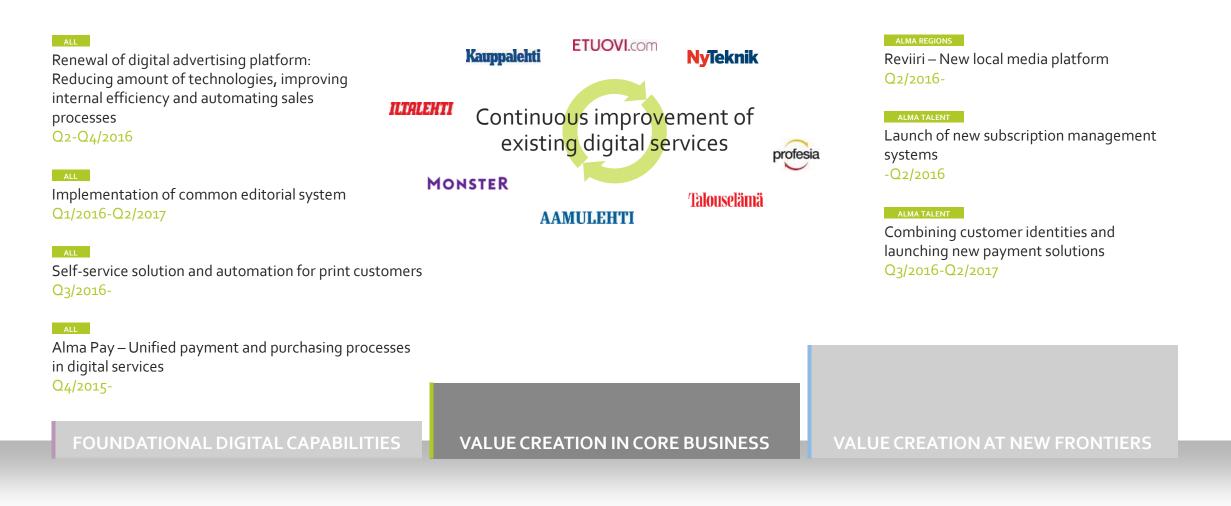
VALUE CREATION IN CORE BUSINESS

VALUE CREATION AT NEW FRONTIERS



FOUNDATIONAL DIGITAL CAPABILITIES

Creating value in core business





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Creating value at new frontiers

Gofinland

06/2015

Service for people planning a cottage holiday in Finland



ERP systems for new construction and renovation

jobote

Recruiting technology for direct employee referrals (Czech Rep.)



Competitive tender services for car servicing

Rantapallo

MATKAPÖRSSI & SUOMEN LENTOKESKUS

Online travel services for consumers and travel agents

FOUNDATIONAL DIGITAL CAPABILITIES

VALUE CREATION IN CORE BUSINESS

VALUE CREATION AT NEW FRONTIERS



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THANKYOU. QUESTIONS?

