

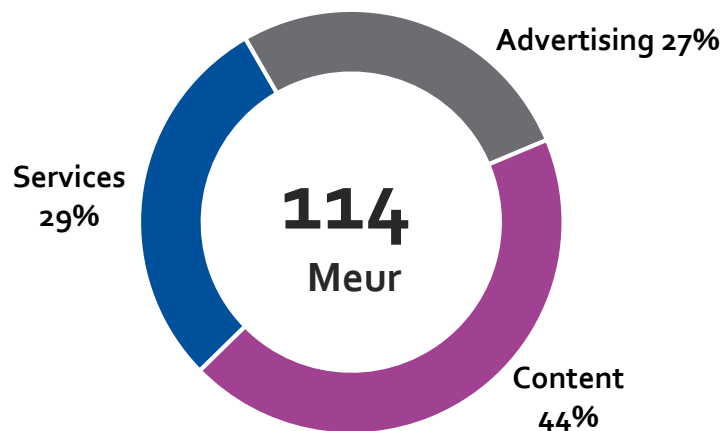
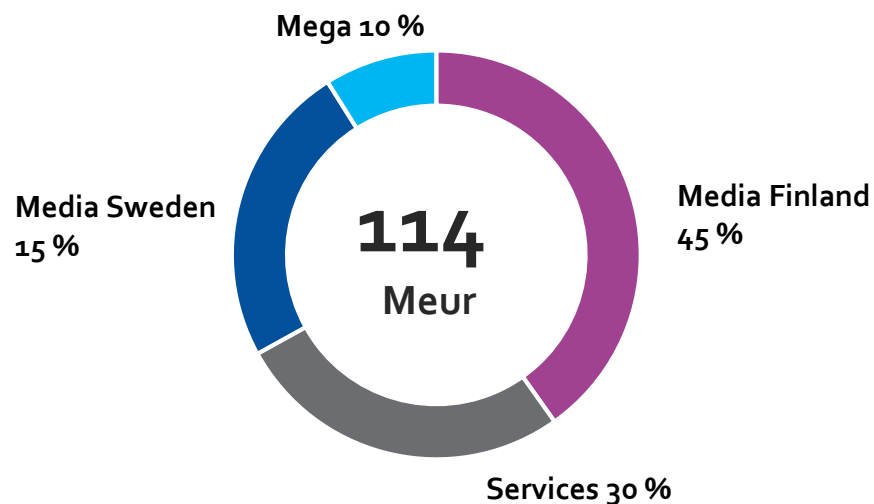
November 28<sup>th</sup> 2017

# **Alma Talent: from integration to positive synergies**

Juha-Petri Loimovuori, Alma Talent



# Alma Talent and revenue split in 2016



## Media Finland

Revenue 45 % (2016)

Leading publisher of financial and professional media in Finland



## Services

Revenue 30 % (2016)

### Business Information

Databases and digital information on companies, real-estate and decisionmakers

### Alma Talent Pro

Legal publications and digital services, seminars and trainings, business books

### Objektvision

Online marketplace of office space and commercial premises in Sweden and Finland

## Media Sweden

Revenue 15 % (2016)

Publisher of high-quality professional media in Sweden

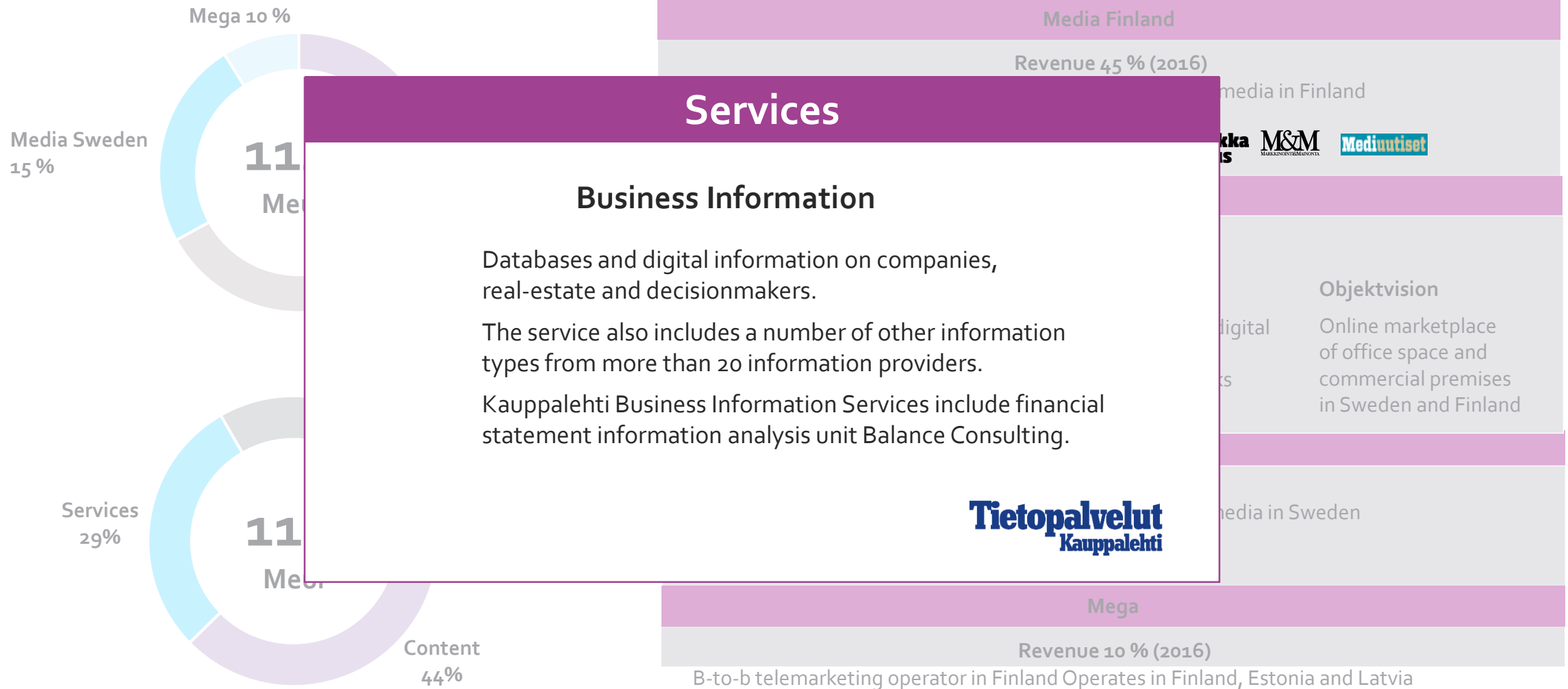


## Mega

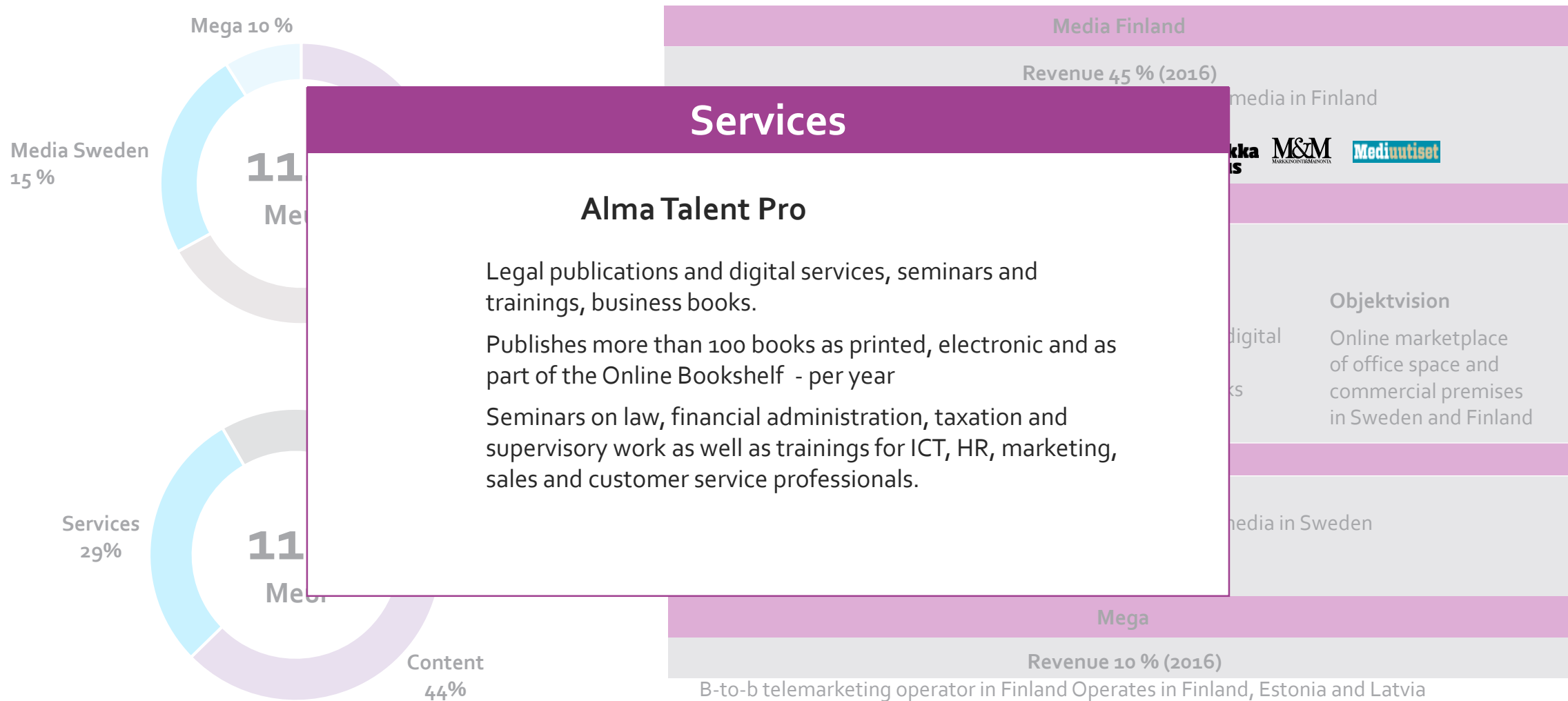
Revenue 10 % (2016)

B-to-b telemarketing operator in Finland Operates in Finland, Estonia and Latvia

# Alma Talent and revenue split in 2016



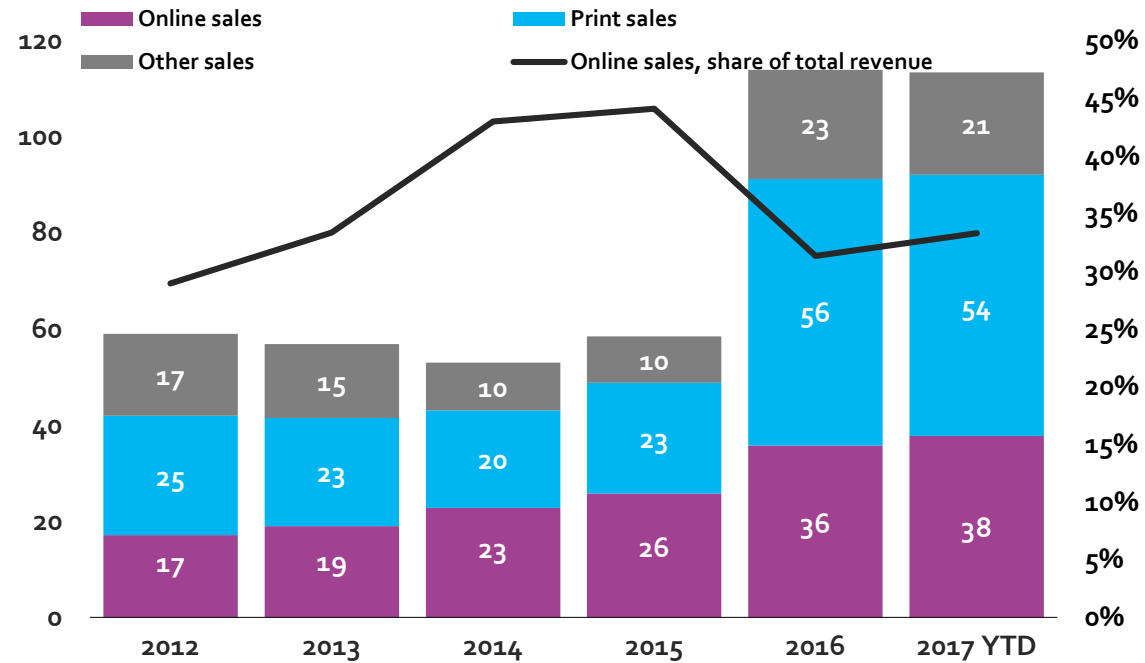
# Alma Talent and revenue split in 2016



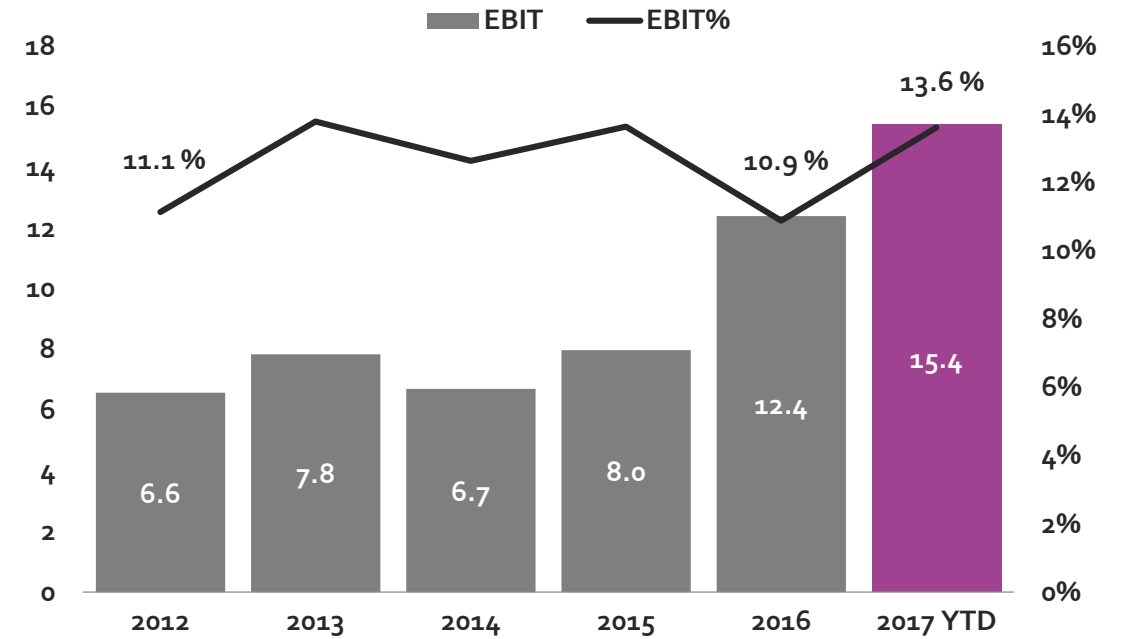


# Alma Talent

DEVELOPMENT AND DISTRIBUTION OF NET SALES, rolling 12-months



EBIT DEVELOPMENT, rolling 12-months



# Alma Talent core asset: unique target group



**2** MILLION  
INFLUENCERS  
AUDIENCE  
IN FINLAND  
AND SWEDEN

Decision-  
makers

High  
income  
households

Entrepreneurs  
SMB

Private  
investors

Professionals  
with higher  
education...

..in business  
..technology  
and ICT

...in law  
...medicine  
..in marketing

# From integration to positive synergies





# Cornerstones of Alma Talent strategy

Market leadership as goal  
for all business areas

Content and service  
one-stop-shop  
for professionals

Finland and Sweden  
as home market

Brand supported  
service growth

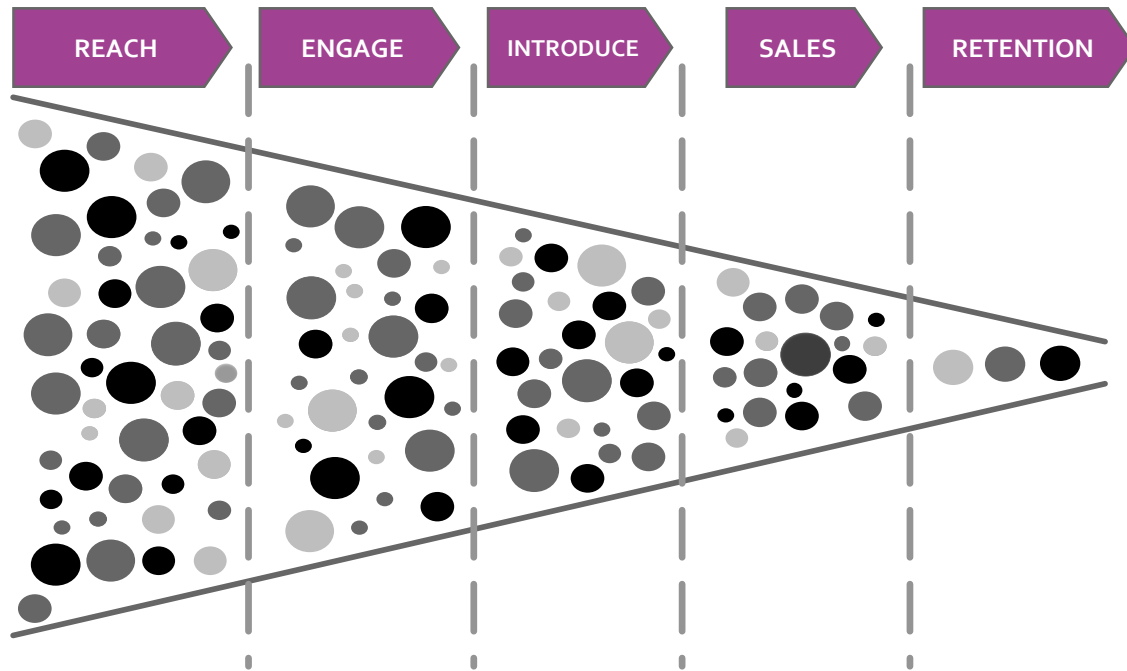
# CASE 1: digital content sales



# From large reach to conversion and retention

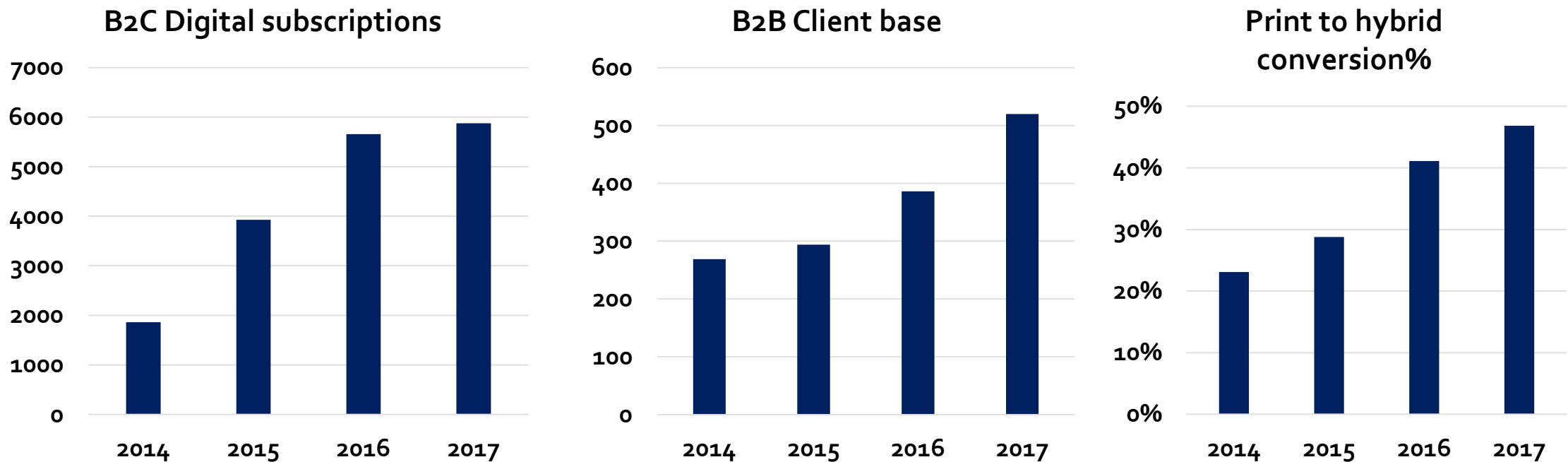


# Alma eCom team to boost cross unit content sales



- Helps Alma business units to reach the goals in digital subscription sales.
- From data to insight: helps newsrooms and content sales to be more relevant to readers and encourages to online subscriptions.
- Sharing best practices: building a mindset of ecommerce.

# Kauppalehti: A proven track record in digital content business



34 % of all Kauppalehti's content sales will be digital this year (current estimate)



# Kauppalehti – digital B2B solutions

Company subscription

Asiakaspalvelu Mediatiedot / Media kit Mobiilisivusto Yhteystiedot ke 22.11. Tietopalvelut Toimitilat

OMXH 14:38 +0.12% 9594.72	<b>Nousijat</b> Endomines +20.13% Kamux Oyj +4.24% Ramirent +1.73% Outokumpu +1.71%	<b>Laskijat</b> Investors House -4.41% Revenio Group -1.68% Ahlstrom-Munksjö -1.45% Stockmann B -1.34%	<b>14:25</b> Pääkirjoitus Saksan vakuus on elintärkeä EU:lle ke 22.11. 5:00 Kauppalehden toimitus
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**LUE JA KOMMENTOI**

**Kauppalehti Blogit**

"Strukturoidut sijoitukset tuoreen maisterin silmin"  
Joni Siltanen, Analyttikko, Strukturoidut sijoitukset, Taaleri

**Kaupallinen yhteistyö**

**Kauppalehti** Uutiset Pörssi Yritykset Keskustelu Blogit Ryhmätunnus Omat tiedot

Alma Media on tilannut Kauppalehti.fi:n palveluita koko henkilöstönsä käyttöön. Sulje

<b>KL Nyt</b> Päivän lehti Optio Arkisto	<b>SIOJITTAJUUTISET</b> Tänään 14:33 Orpo vetoaa: Ulkoistus Mehiläiselle peruttava - "Valtaus sitoo veronmaksajien varoja" Tänään 14:21 Kiinnostus yllätti Whim-palvelun kehittäjät: "Perheasiakkaat esittävät hyviä kysymyksiä, tämä on uusi tapa ajatella" Tänään 13:15 Puoluejohtajat Saksan liittopresidentin puheilla - paine demarien suuntaan kasvaa Tänään 12:39 OppenheimerFunds liputtaa Cramossa	<b>MEDIA</b> 21.11. 8:00 Viranomaiset yrittävät estää AT&T:n ja Time Warnerin kaupan 18.11. 13:00 Terveisiä Suomeen, reippaiden veronmaksajien paratiisiin! 17.11. 16:43 Sanoma myy vanhan Ludviginkadun pääkonttorinsa 17.11. 13:51 Kilpailu Murdochin mediaimperiumista kuumenee - Verizon ja Comcast kiinnostuneita	<b>PÄIVÄN LEHTI</b>  Päivän Lehti
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# Kauppalehti – digital only and hybrid subscription model



**Digital Kauppalehti**  
from 16.58 eur/month



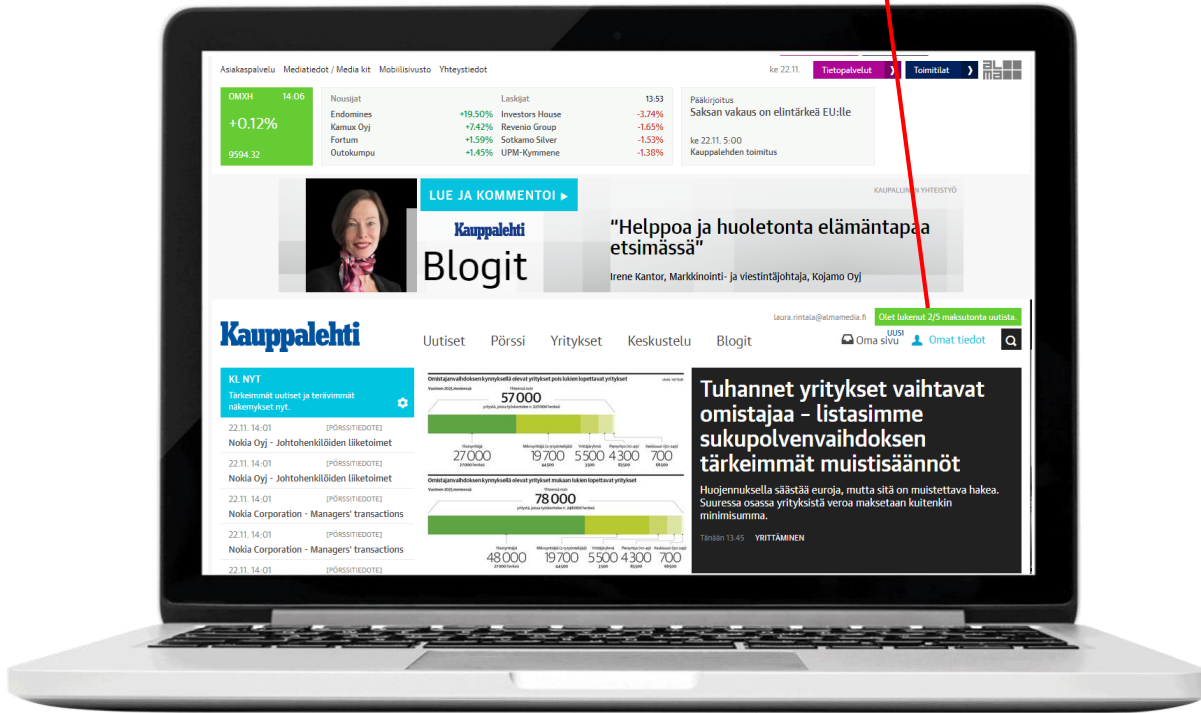
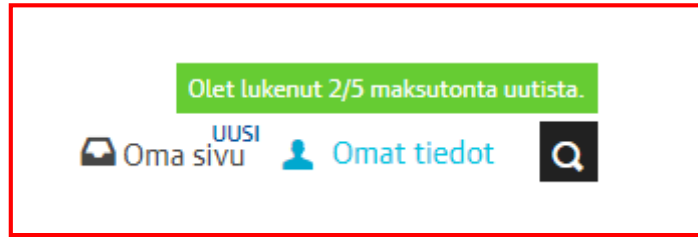
**Kauppalehti VIP**  
3 months only from 99 eur



**Kauppalehti Print**  
3 months only from 96 eur

# Kauppalehti – paywall evaluation

5 news per week/  
metered paywall



This article is for  
subscribers only

Lue juttu ja tutustu samalla  
Kauppalehti Digiin 1. kuukauden  
ajan nyt veloitusetta!

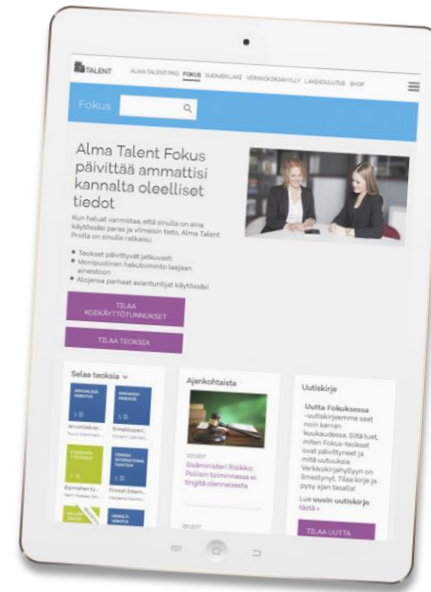


Aloita tutustumisjakso



# Kaupparehti next step?

- Adding customer value by enriching news content by wider and deeper digital offering
- Combining Alma Talent products under one subscription
- Building a single-sign-on and better cross-selling model



News  
Content

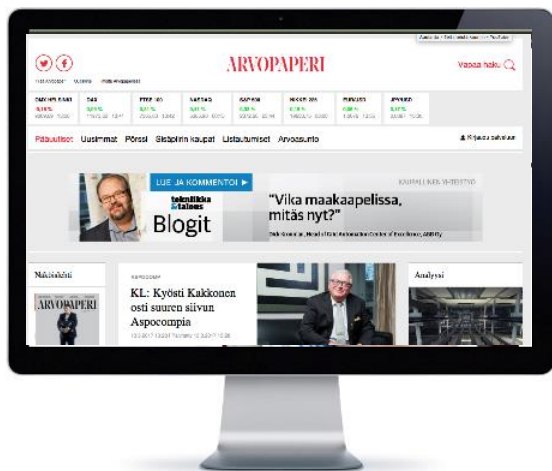
Seminars &  
Training

Legal publications  
and services

Business  
Information



2012

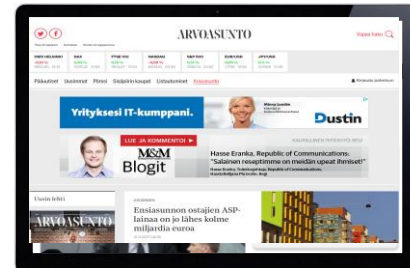
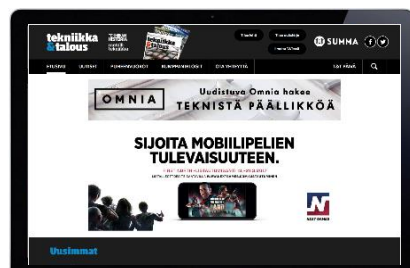


2017

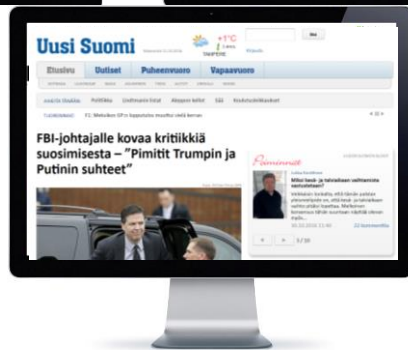


2017

Rollouts during 2018 towards first class online experience. Value for money content.



2020



All digital content in Finland and Sweden under some kind of subscription model.

# CASE 2: seminars and trainings



# Helping professionals to next level

- 2017 divide by business model: delegate driven and sponsor driven
- Delegate driven seminar and training business joined Alma Talent Pro's Legal training unit
- Agile product development and insight on rising trends
- High content and marketing synergies inside Alma Talent and competitive advantage via outside company-experts
- Business has developed very well during 2017
- Co-operation with the Association of Finnish Lawyers

500 DELEGATE DRIVEN TRAININGS  
AND SEMINARS

6500 PARTICIPANTS



# Summary

POST MERGER  
INTEGRATION DONE,  
COST SYNERGIES ACHIEVED

UNIQUE AUDIENCE AS  
TARGET GROUP  
– ENABLES POSITIVE  
SYNERGIES AND CROSS-  
SELLING

ALMA TALENT SPEEDS UP  
IT'S DIGITAL.  
MAIN FOCUS NOW ON  
DIGITAL CONTENT SALES.  
GROWTH OPPORTUNITIES  
IN DIGITAL SERVICES.