



Transforming Media, Growth from Services

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Alma Talent in brief

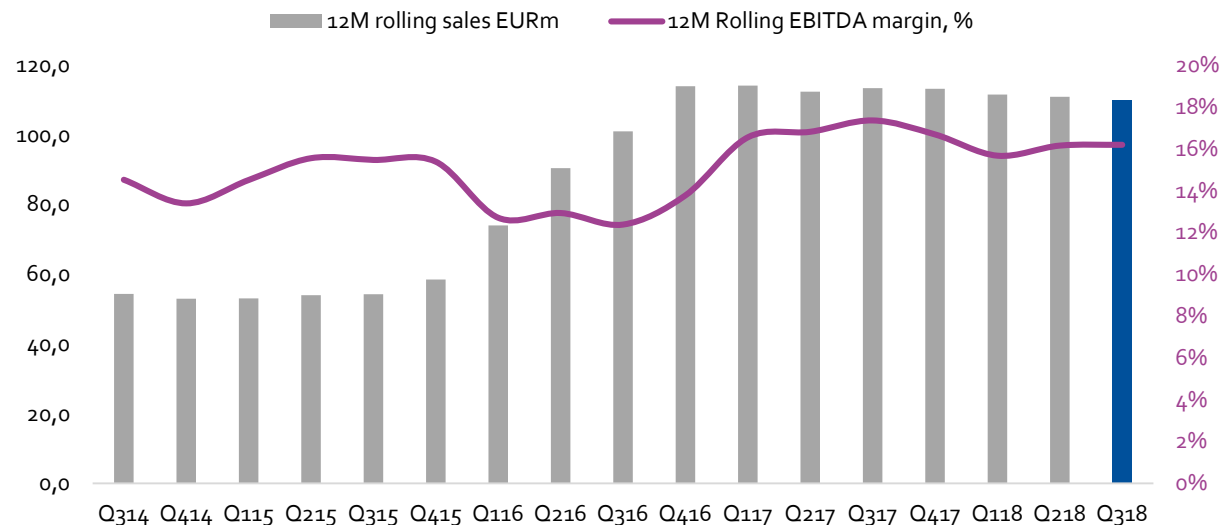
Financial and professional media

- Digital and printed media with 19 leading brands and strong market position.

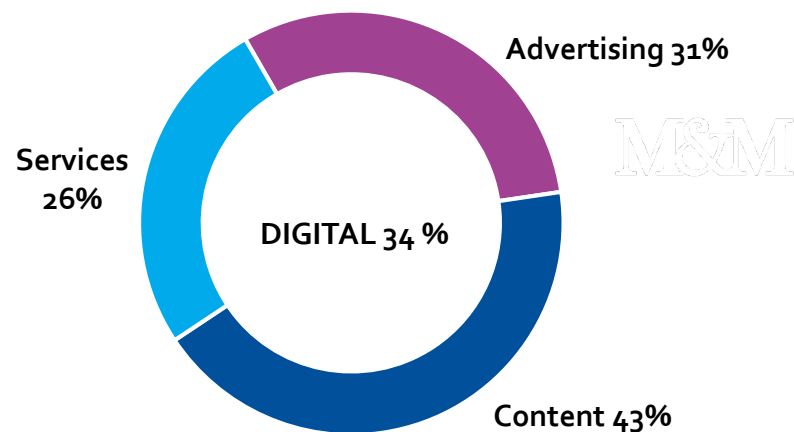


Services for businesses and professionals

- Online marketplaces
- Telemarketing services
- Business information services
- Books and content services
- Seminars, trainings and events



Distribution of revenues 1-9/2018

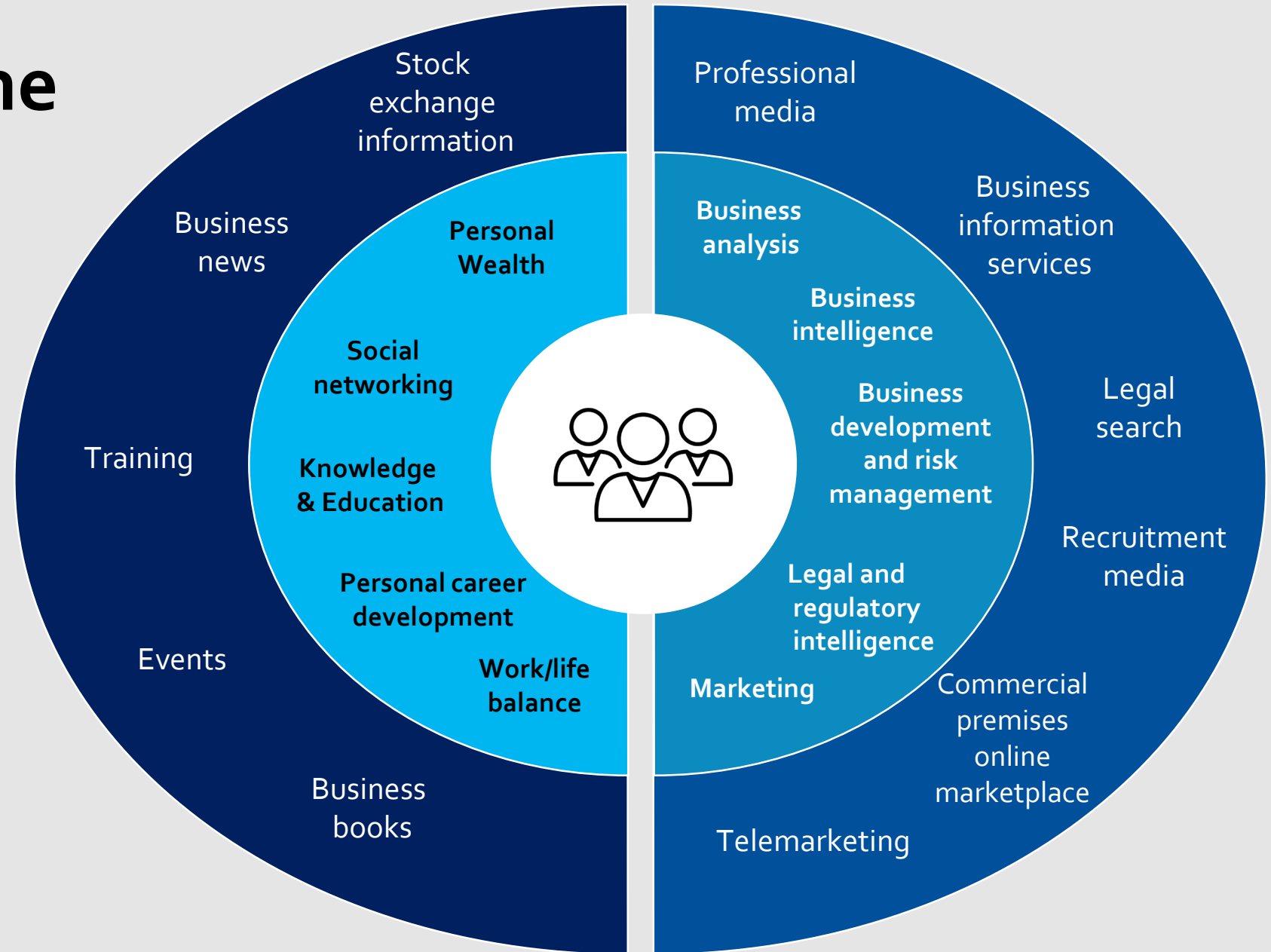


Core asset: Target group



Welcome to the next level!

#nextlevelcompany

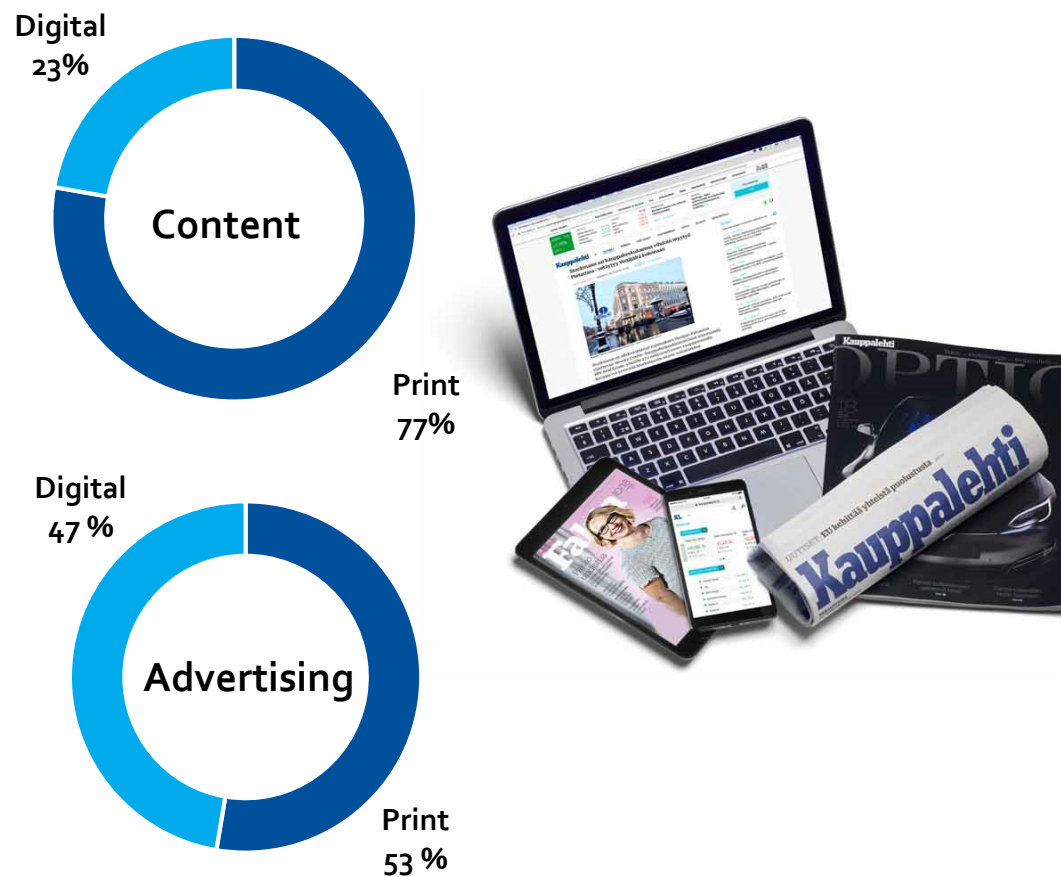


TRANSFORMING MEDIA

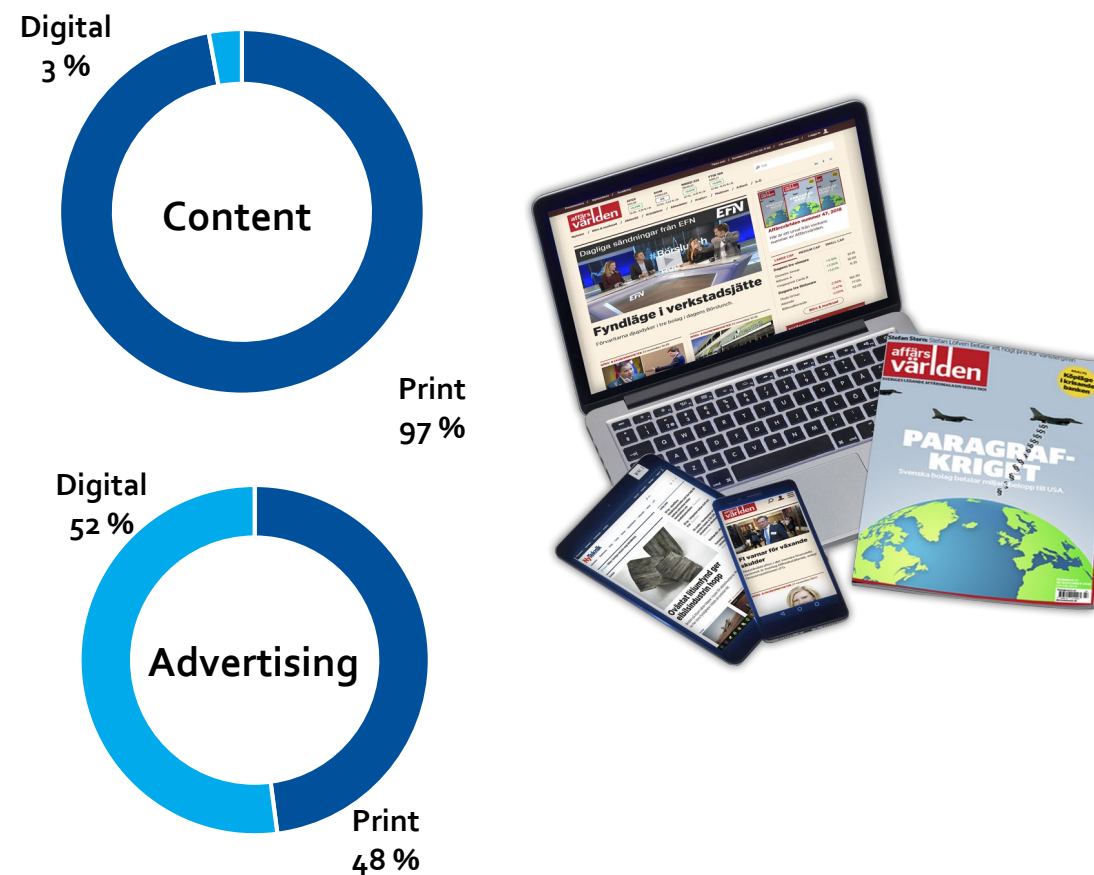


Transformation is a marathon

Revenue split Finland 2018, rolling prev. 12 months



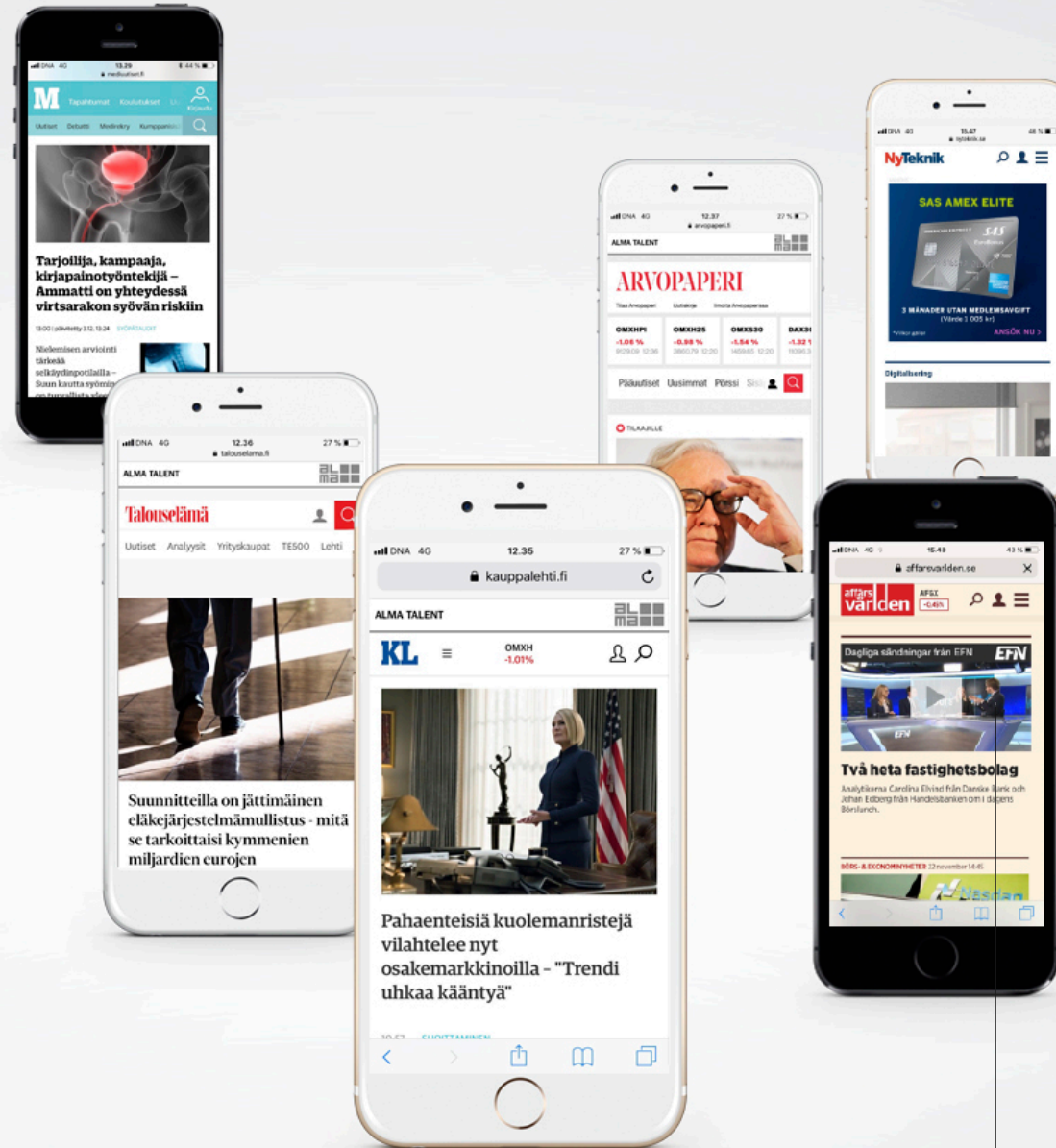
Revenue split Sweden 2018, rolling prev. 12 months



Digital content sales

Product development moving forward!

Roll-outs 2018:
Arvopaperi
Talouselämä
Mediuutiset
Mikrobitti
Kauppalehti
Affärsvärlden

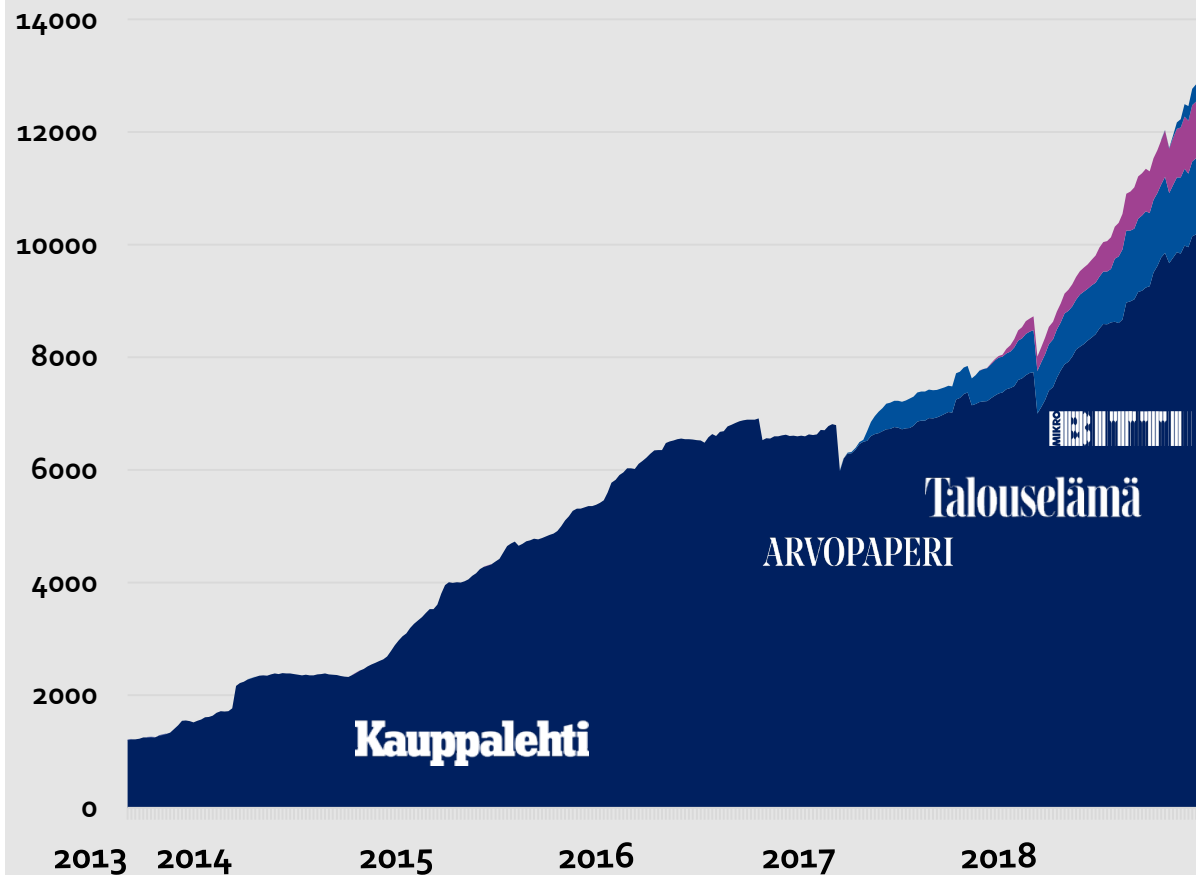


Coming soon:
Ny Teknik
Tekniikka & Talous
Tivi
Uusi Suomi
M&M

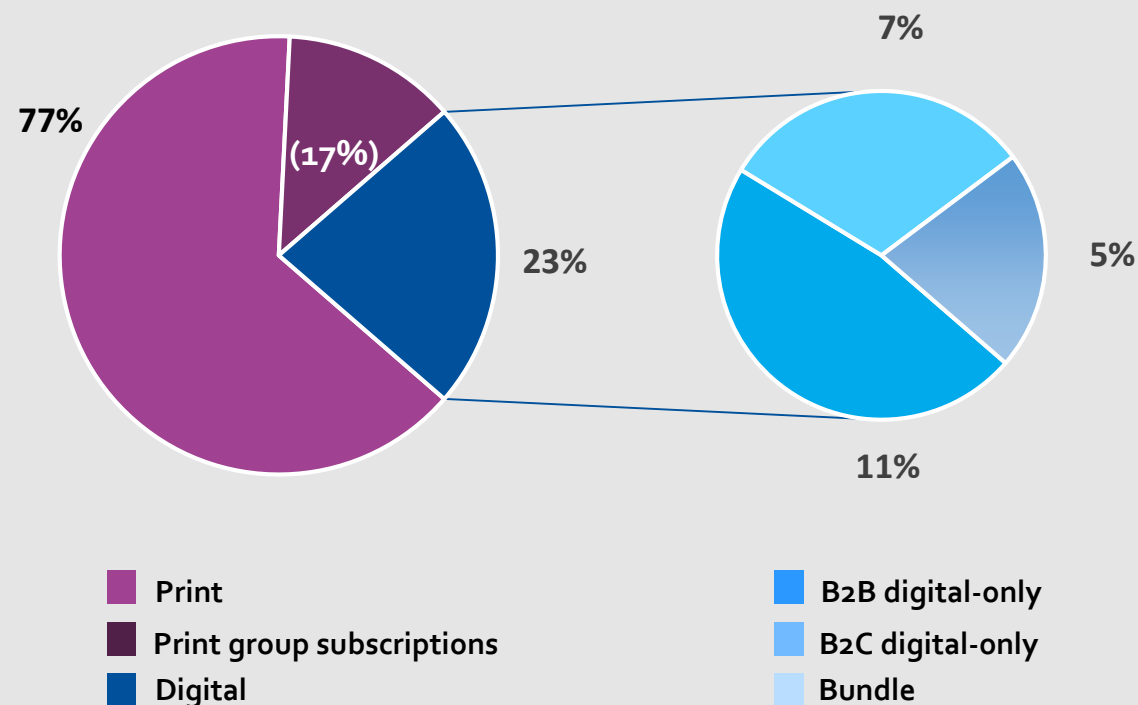
Goal: 2020
all brands
generate digital
content revenue

Digital content sales

Kauppalehti as forerunner – tipping point 2019



Talent Media Finland Content Sales (number of digital subs)



Talent Media Finland Content Sales (share of euros)

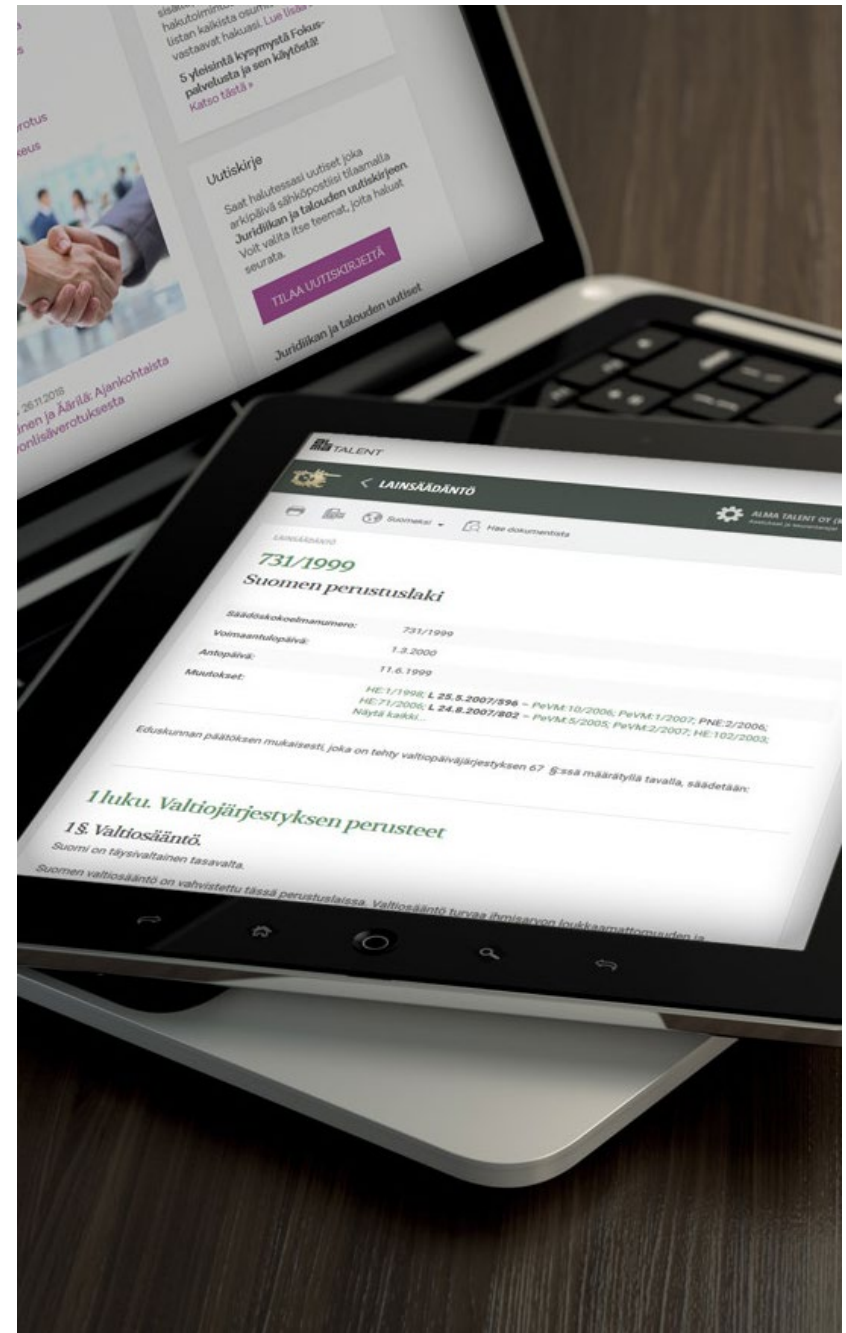
Digital advertising sales

Data driven b2b digital marketing

- Quality of data and targeting increasingly important.
- Offering advertisers even more specified target groups of decision makers, entrepreneurs and experts:
 - new segmentation model
 - own unique data sources from b2b sites and services
 - media sales and editorial offices cooperation.
- Contextual, behavioural and demographic targeting models.
- Ensuring data quality and new collection models constantly in focus.

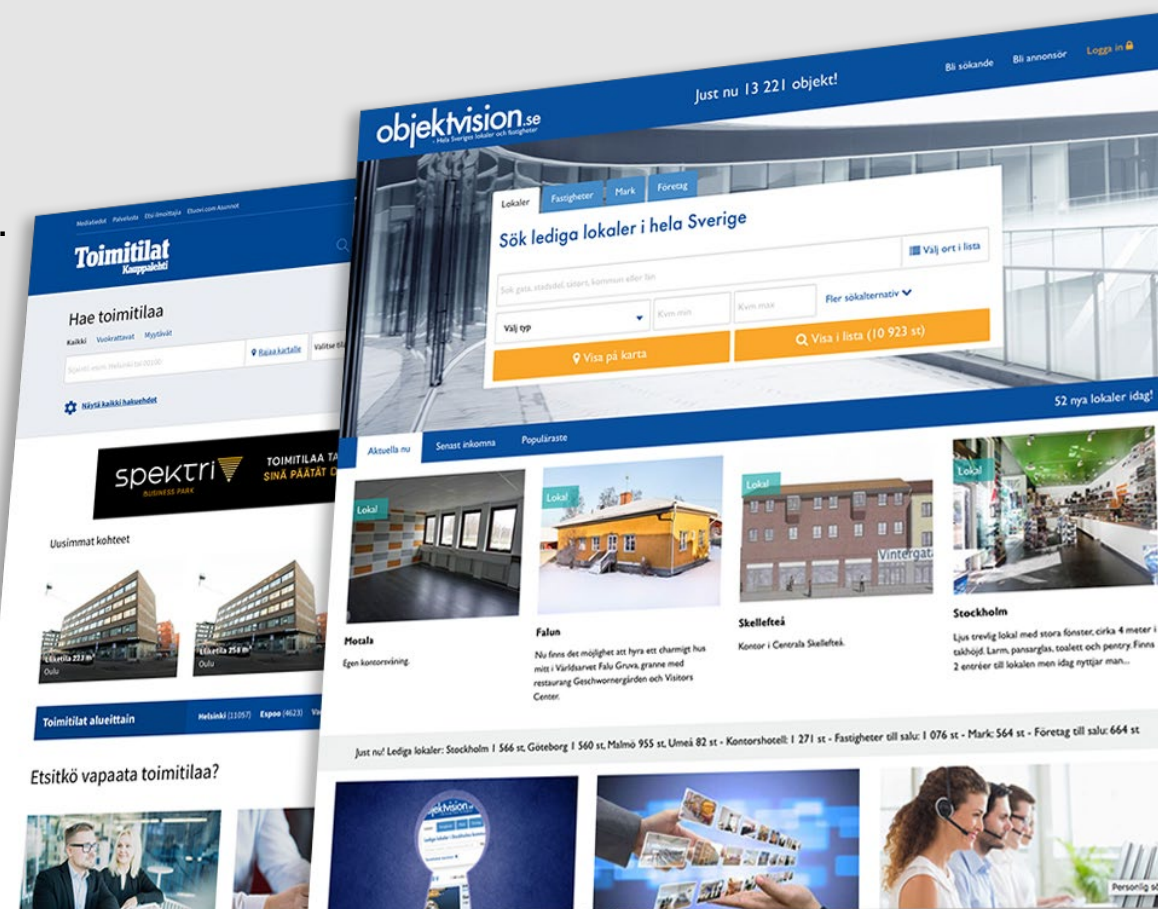
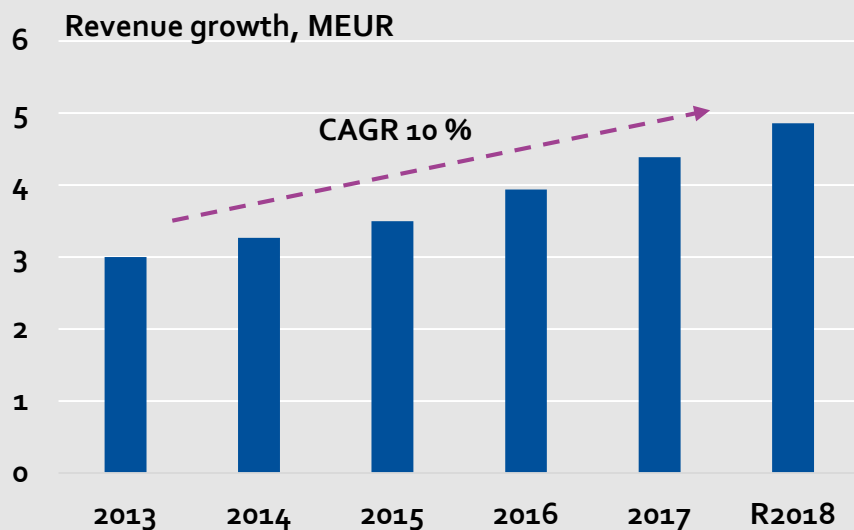


GROWTH FROM SERVICES



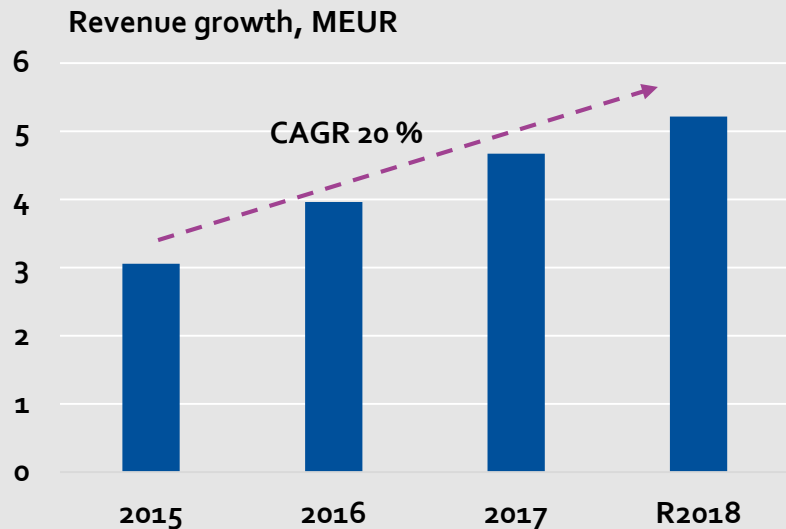
objektvision.se & toimitilat.kauppalehti.fi

- Digital B2B marketplaces – business model as Alma Markets products.
- Main category: Office space to rent.
- Sites on same platform – tech synergies.
- Organic revenue growth has been good during last years.
- Competition intensifying in Sweden 2019, accelerating service development to maintain leading market position.

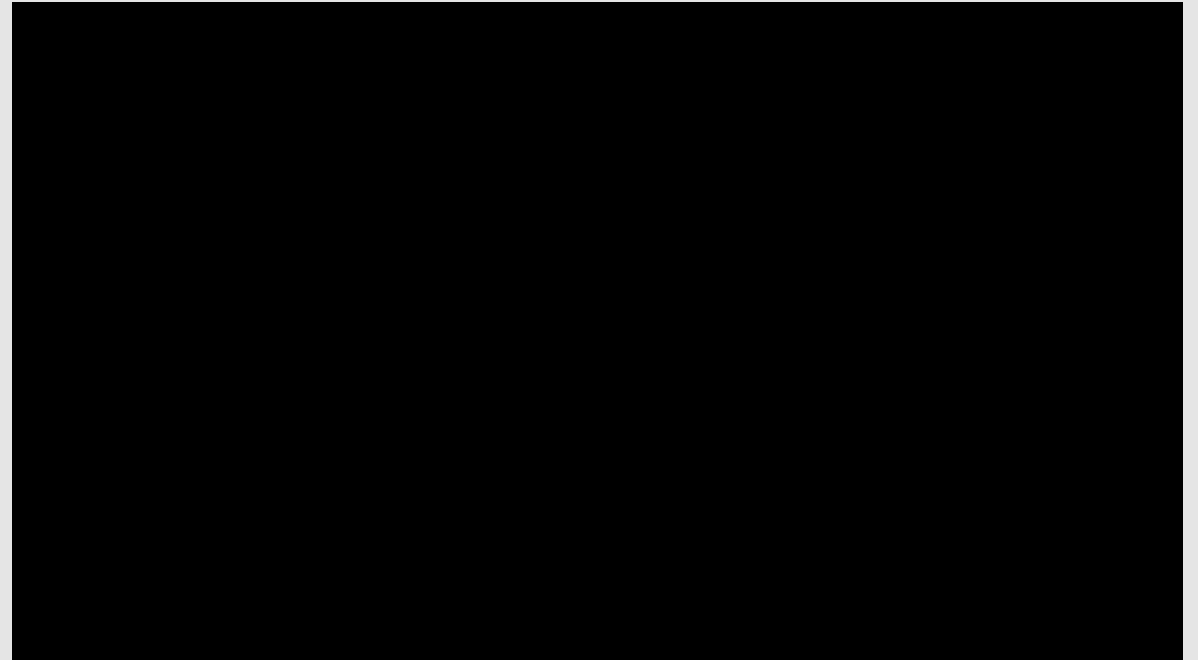


Seminars & trainings

- Alma Talent a strong player in short educations
- Trending topics essential
- Agile business model with freelance lecturers
- Main content areas: Law, ICT, Finance, HR, Marketing
- 2018 Mediutiset trainings - Healthcare
- New growth area - public sector
- Experimenting hybrid, live and streaming
- Profitable growth during last years

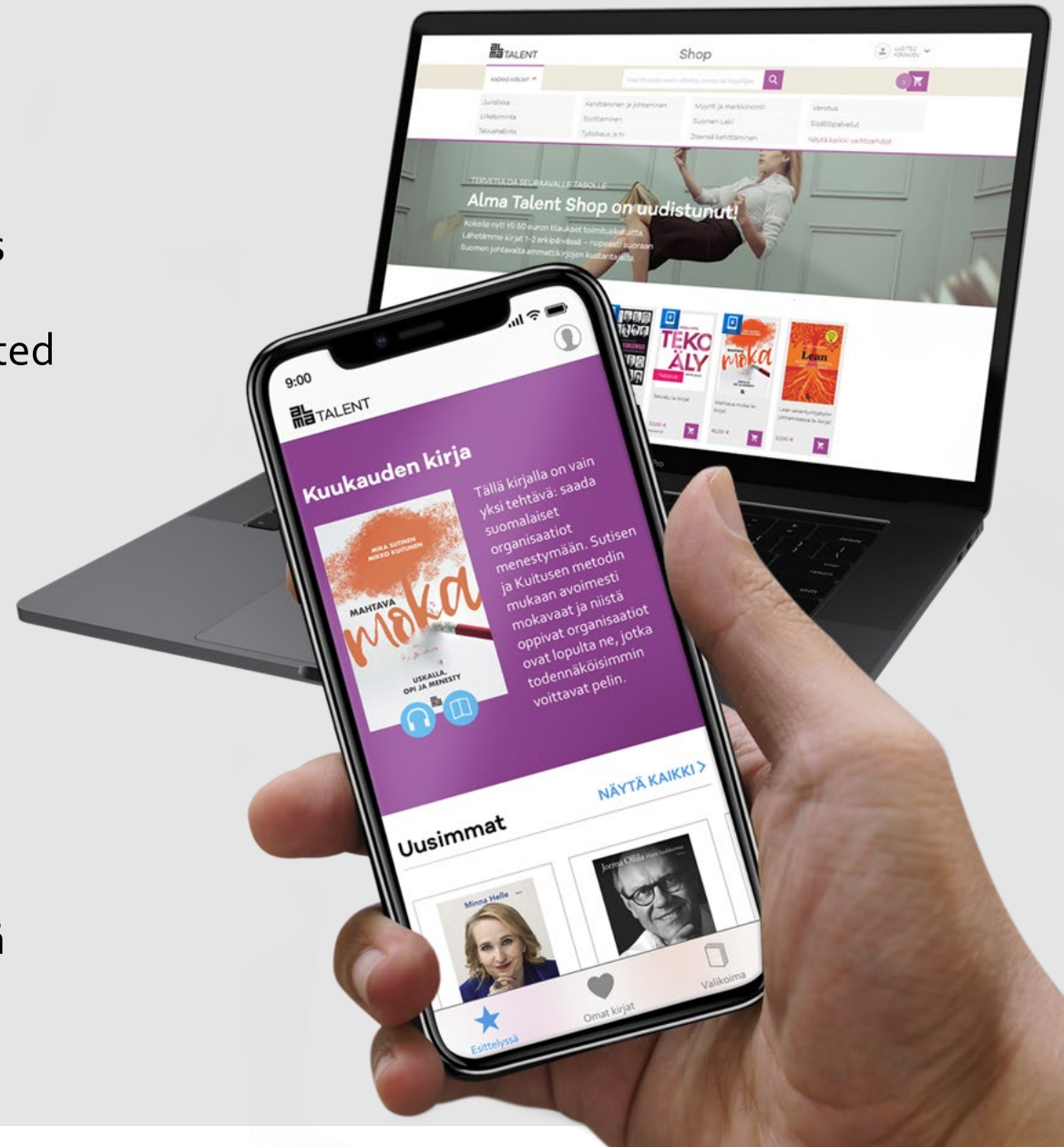


2018: OVER 400 TRAININGS AND SEMINARS
5400 PARTICIPANTS



Audio content market

- Book publishing undergoing digitalisation, audio as new forerunner
 - In US, audio book sales 23% in 2017, to an estimated \$2.5 bln.
 - Sweden saw 115% growth in ebooks in 2017.
 - in Finland, eBook sales were MEUR 3 and audio book sales MEUR 2.4 in 2017. The growth 2018 is estimated to be strong.
- Alma Talent book application launched in October 2018:
 - Focus on Alma Talent business books
 - eBooks and a growing variety of audio books
 - Co-operation with other publishers
 - Other Alma Talent audio products as Talouselämä podcasts.



Hurdles and drivers of Alma Talent

ALMA TALENT MEDIA STILL
PRINT-HEAVY AND
LEGACY-BASED

STRONG BRANDS –
UNIQUE TARGET GROUP

GOOD PRICING POWER –
WIDE BUSINESS PORTFOLIO

ADVERTISING MARKET
VOLATILE AND
PRICE-DRIVEN

GROWING DIGITAL CONTENT
SALES –
SUBSCRIPTION BASED BUSINESS
MODEL

GROWTH OPPORTUNITIES
IN SERVICES