



Alma Media Q2 2012

Kai Telanne, President and CEO

Tuomas Itkonen, CFO

July 20, 2012



Agenda

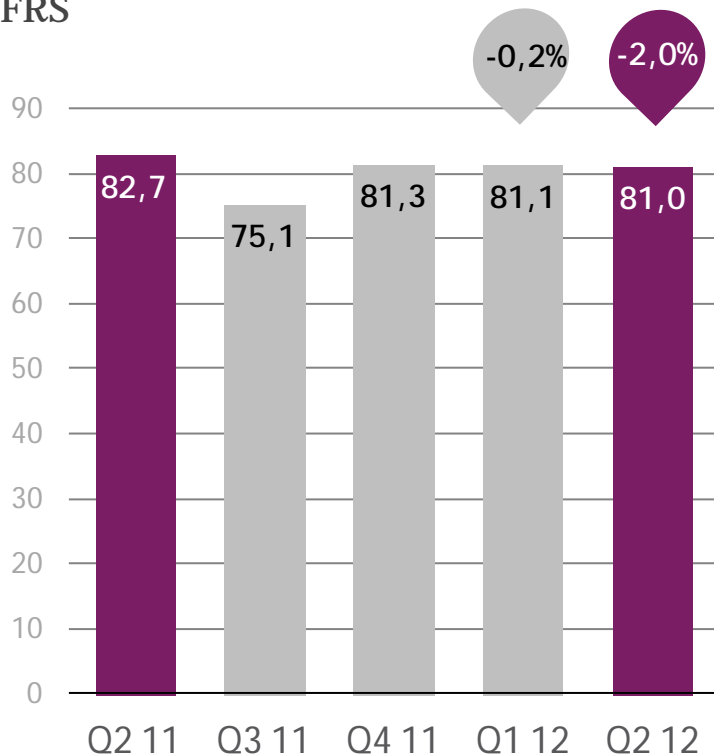
- Q2 2012 in a nutshell
- Key strategic projects
- Market development in Finland
- Financial development and outlook

Q2 in a nutshell

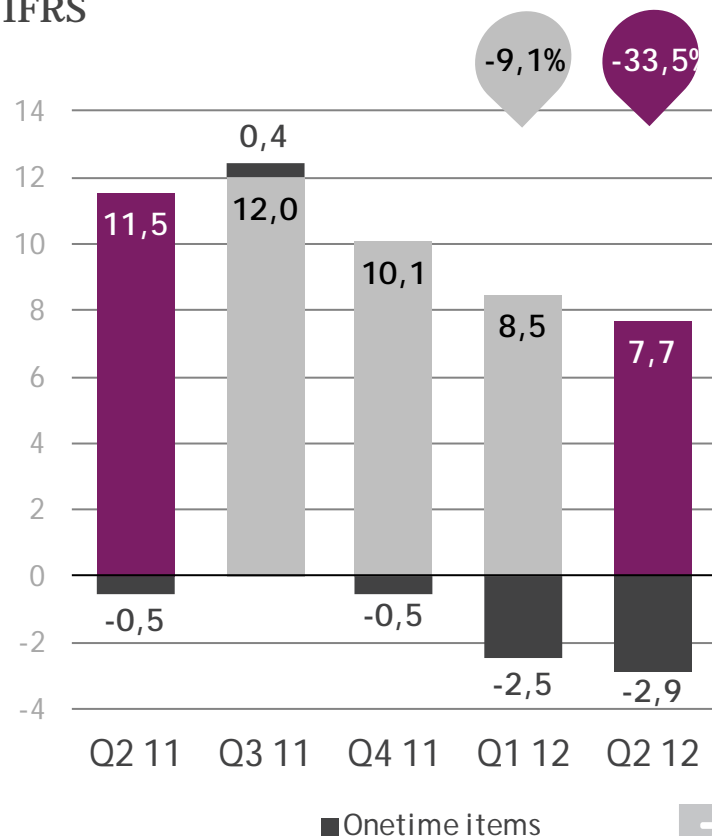
- Advertising market declined by 7.1%.
 - Advertising in newspapers and citypapers decreased by 11.3%.
 - Advertising in online media continued to grow, up 4.2% from the comparison period.
- Changes in the competitive situation of the home sales online advertising - customers mainly returned to Alma Media services.
- Decrease in print media advertising pushed down revenue and operating profit.
- Due to the reorganising initiatives, number of employees will decrease by 138 full-time work years.

Decrease in advertising volumes pushed down revenue and operating profit

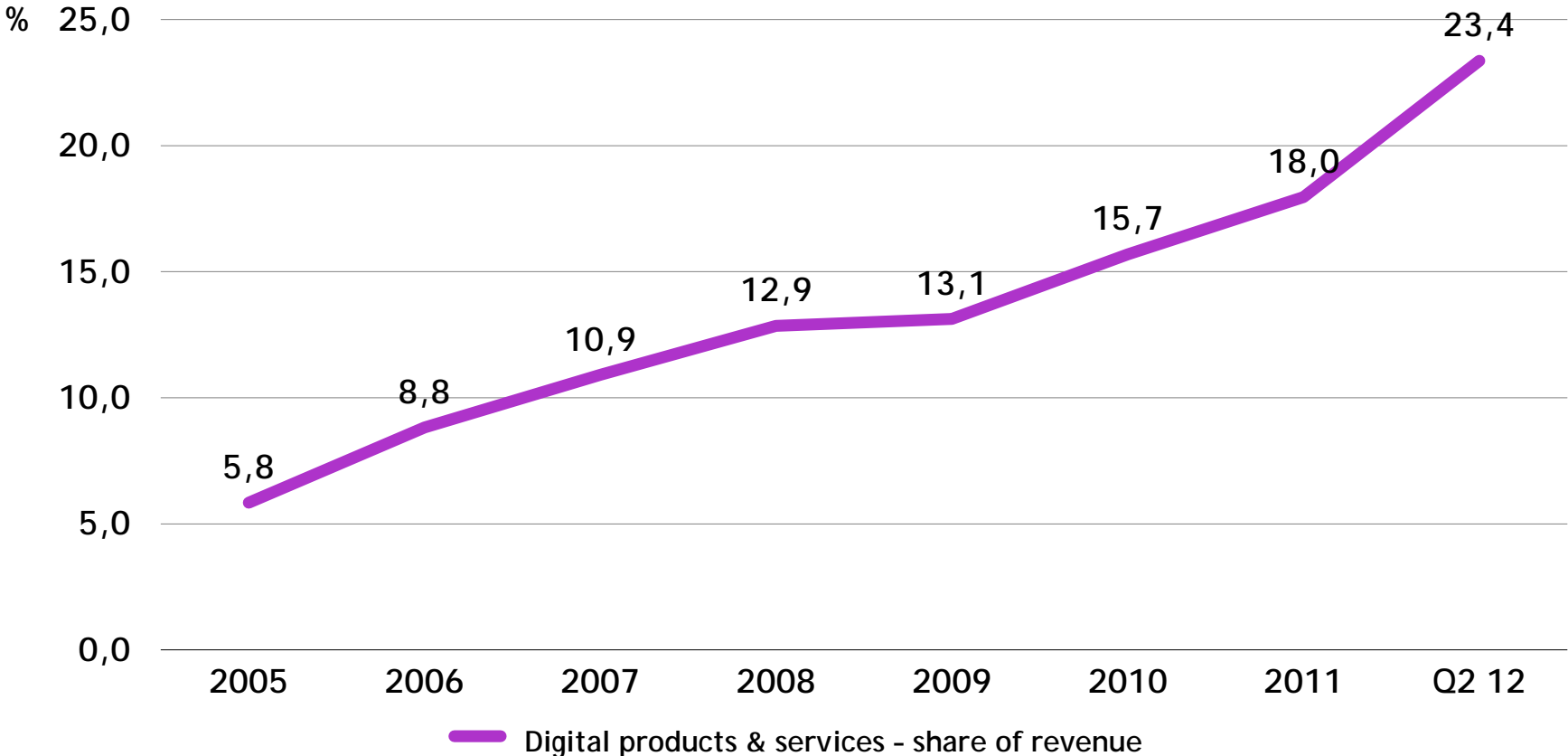
Revenue, MEUR
IFRS



EBIT, MEUR
IFRS



Share of the digital business in revenue grew



Key strategic projects

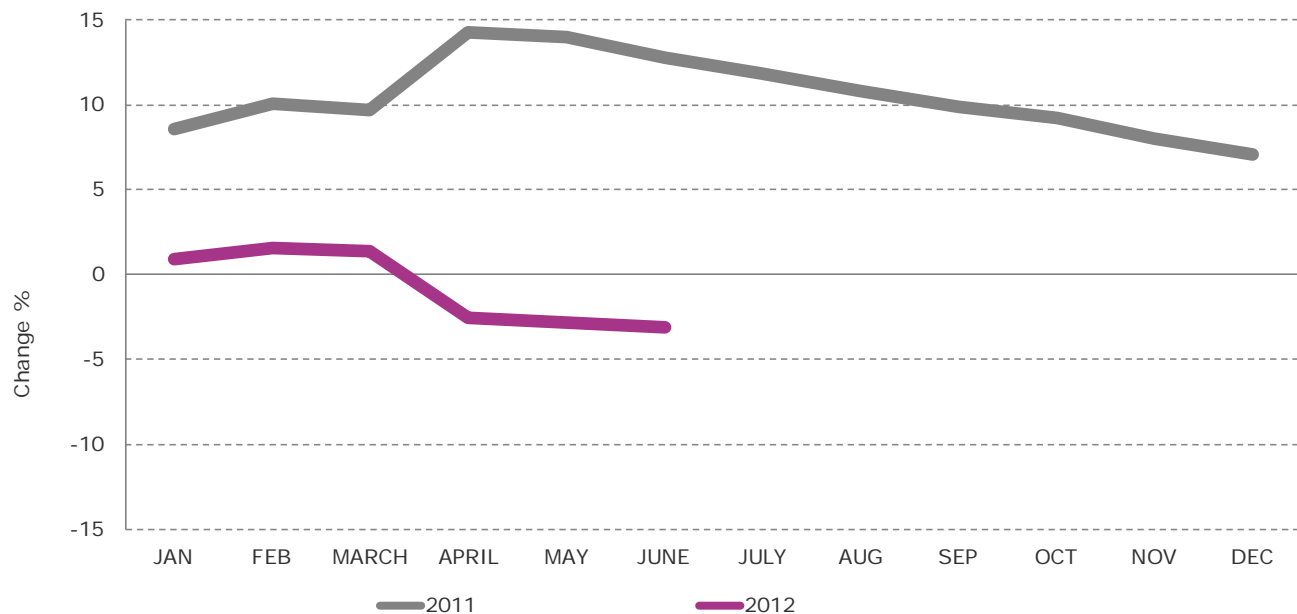
- Several actions taken or initiated to rationalise operations:
 - Reorganisation and stronger cooperation of the papers within Alma Regional Media, impact -100 full-time work years.
 - Other change initiatives implemented in the first half of the year (Rovaniemi printing operations, Alma Mediapartners, Alma Intermedia) with a total impact of -42 full-time work years.
 - Cooperation negotiations to rationalise newspaper delivery operations in Pirkanmaa region ongoing, maximum impact -18 full-time work years.
- Redesigned Kauppalehti and Kauppalehti.fi as well as new subscription models were launched in May.
- Investment in new printing facility in Tampere, ensuring both high quality and efficient production of the papers, is proceeding according to the plan. Installation of the machinery has begun.



Market development in Finland

Advertising sales change Q2 / 2012

Cumulative development (Change-% versus previous year)

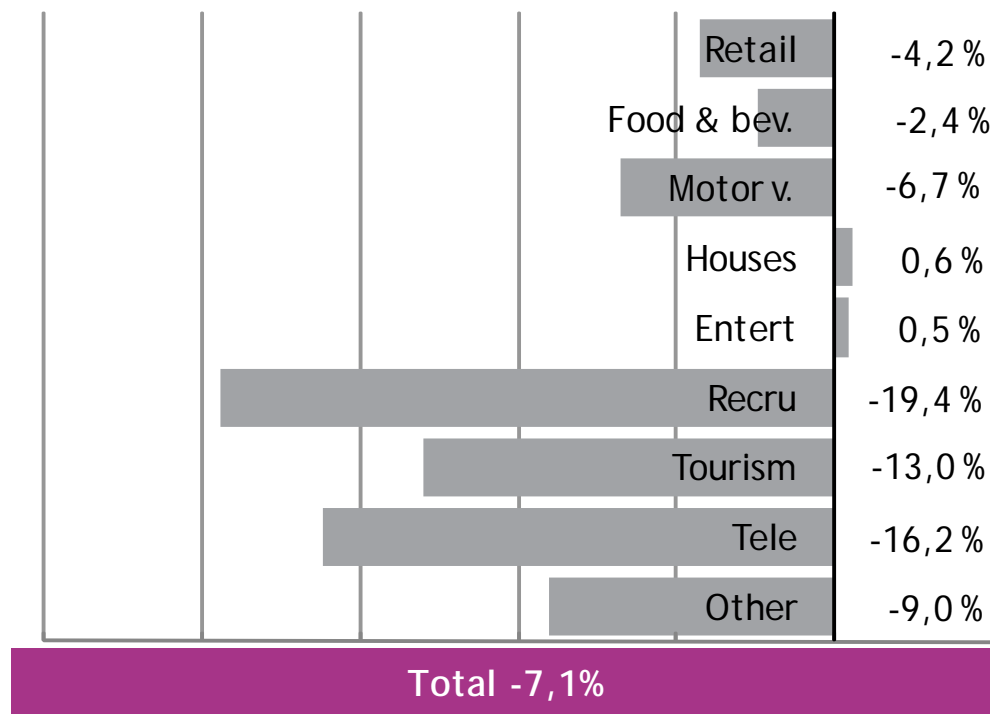


Change, %	Q2 2012
Newspapers total	-11,3
Magazines	-5,9
Television	-3,4
Radio	-6,2
Internet	4,2
TOTAL	-7,1

Source: TNS Media Intelligence

Advertising by branch Q2/2012

Total market; change from Q2/2011

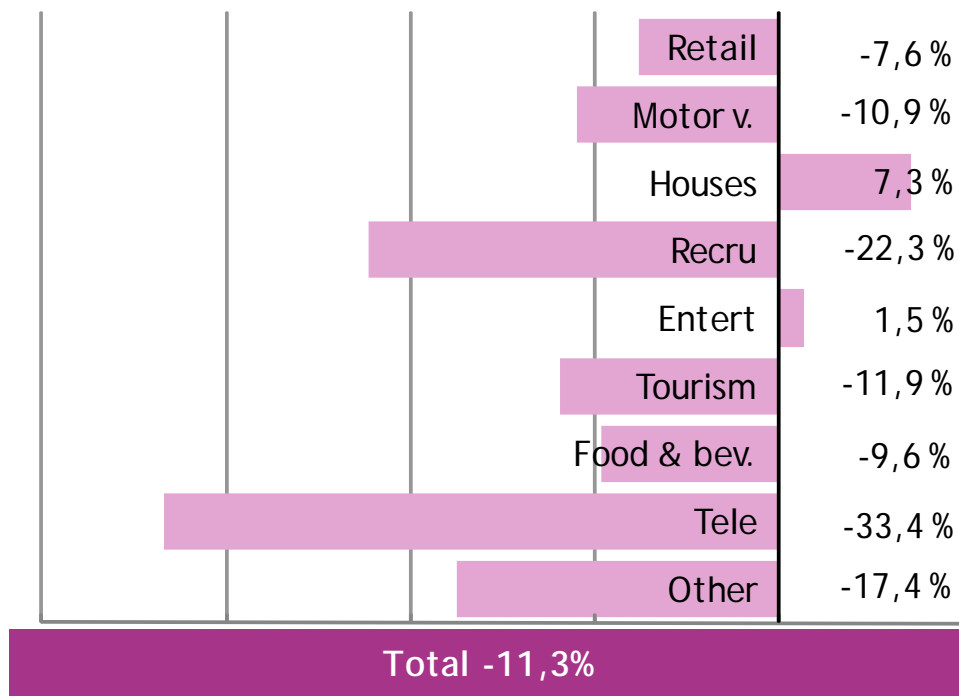


Advertising in Q2/12	MEUR
Retail	70
Food & beverages	33
Motor vehicles	26
Houses and premises	13
Entertainment	12
Recruiting	12
Tourism and traffic	11
Telecommunications	8
Other	111
Total	297

Source: TNS Media Intelligence

Advertising by branch Q2/2012

Newspapers total*; change from Q2/2011



Advertising in Q2/12	MEUR
Retail	50
Motor vehicles	14
Houses and premises	9
Recruiting	7
Entertainment	5
Tourism and traffic	4
Food & beverages	3
Telecommunications	2
Other	37
Total	131

Source: TNS Media Intelligence

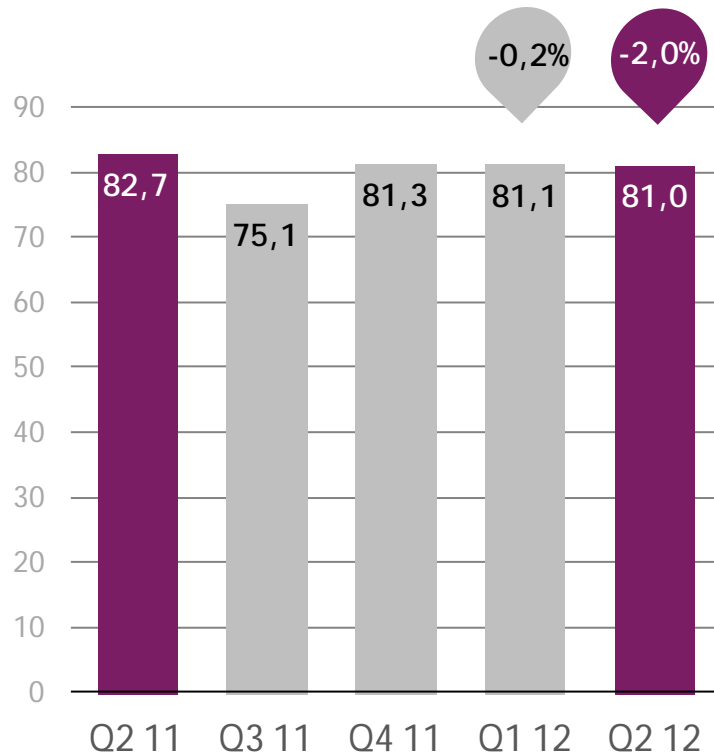
* Newspapers, local and free issue papers



Financial development and outlook

Revenue and operating profit decreased

Revenue, MEUR
IFRS



EBIT, MEUR
IFRS



■ Onetime items

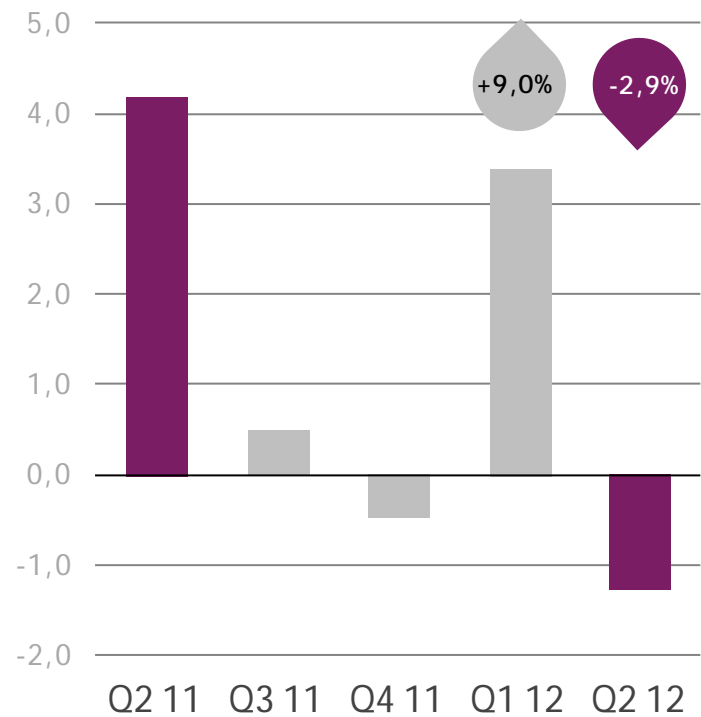
Circulation revenue in line with expectations

IFRS

Circulation revenue, change MEUR & %



Advertising revenue, change MEUR & %

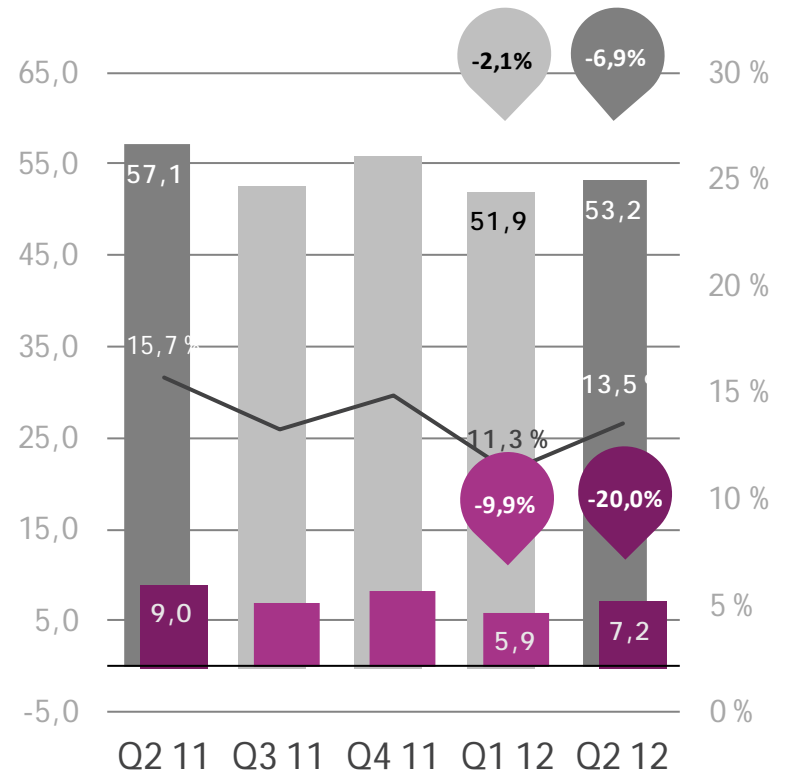


Newspapers Q2

- Advertising sales declined by 10.5% (+8.5%) to MEUR 26.1 (29.1).
 - Advertising sales in print media fell by 13.2% (+8.8%).
 - Online advertising sales grew faster than market, 17.3% (15.4%).
- Circulation revenue decreased by 2.5% and amounted to MEUR 26.1 (26.8).
- Total expenses excl. non-recurring items were MEUR 46.0 (48.1).
- Operating profit excl. non-recurring items was MEUR 7.2 (9.0).

Newspapers, revenue and EBIT MEUR & %

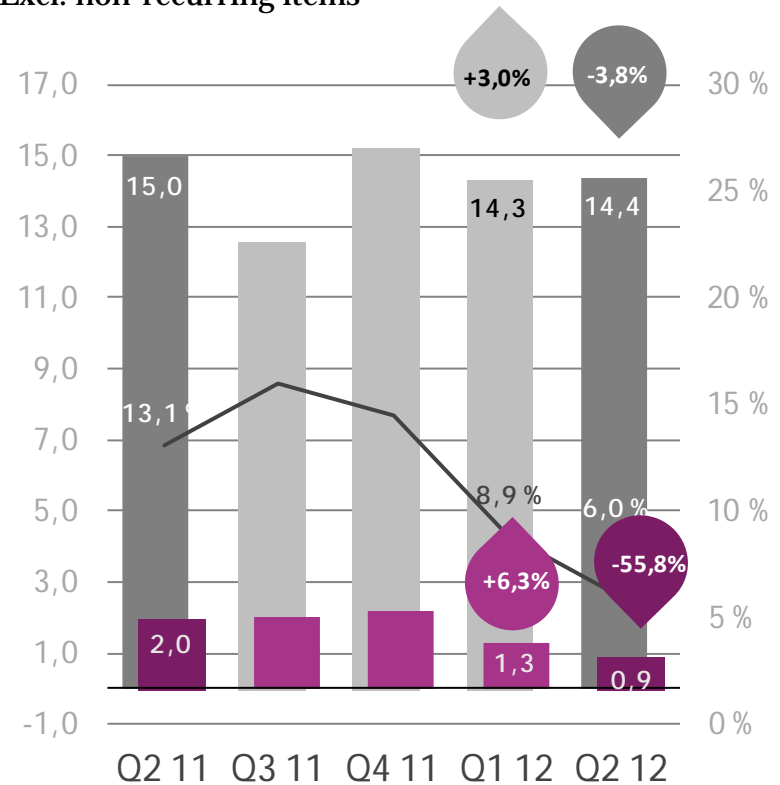
Excl. non-recurring items



Kauppalehti Group Q2

- Advertising sales decreased by 17.9% (+5.0%) to MEUR 3.9 (4.7).
 - Online advertising declined by 6.1% (+6.9%).
- Circulation revenue remained at comparison period's level, at MEUR 3.6 (3.5).
- Content and service revenue grew to MEUR 6.9 (6.7).
- Total expenses were MEUR 13.5 (13.0).
- Operating profit excl. non-recurring items was MEUR 0.9 (2.0).

**Kauppalehti Group,
revenue and EBIT, MEUR & %**
Excl. non-recurring items

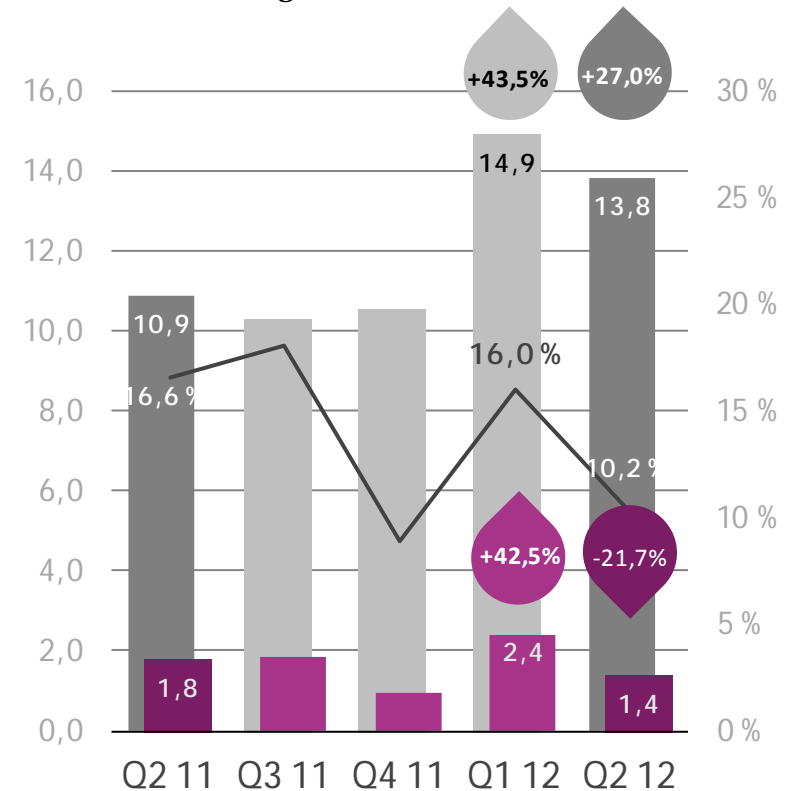


Digital Consumer Services Q2

- Growth in revenue was attributable to the business operations acquired in the review period.
- Advertising sales for home sales decreased in the review period. Recruitment advertising began to decline toward the end of the review period.
- Total expenses excl. non-recurring items were MEUR 12.5 (9.1).
- Operating profit excl. non-recurring items was MEUR 1.4 (1.8).

Digital Consumer Services, revenue and EBIT, MEUR & %

Excl. non-recurring items

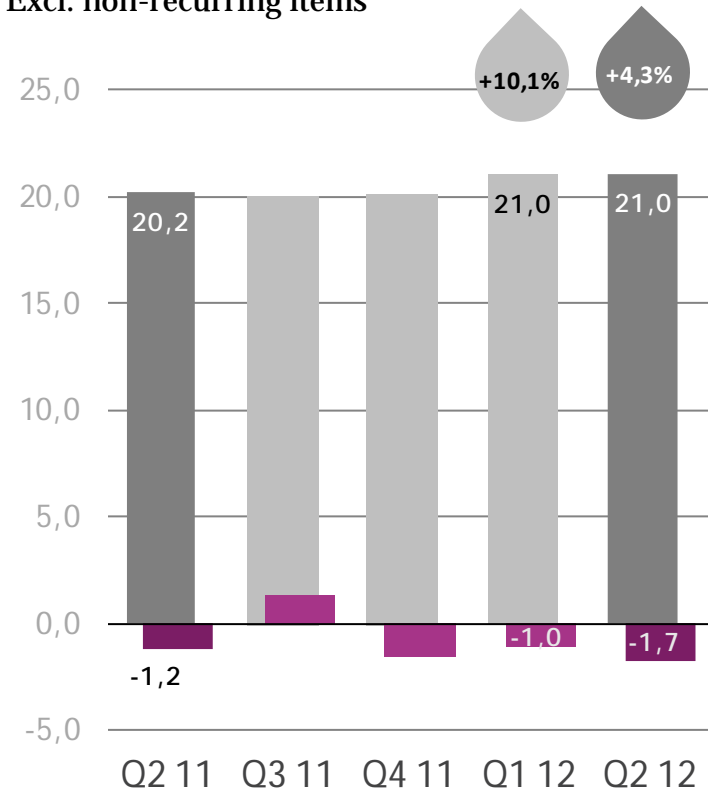


Other Operations Q2

- Revenue grew to MEUR 21.0, share of external revenue MEUR 1.5 (1.3).
- Total expenses excl. non-recurring items were MEUR 22.8 (21.4).
- Alma Manu initiated cooperation negotiations with its newspaper deliverers at Pirkanmaa region, potential personnel reduction 18 full time work years at most.

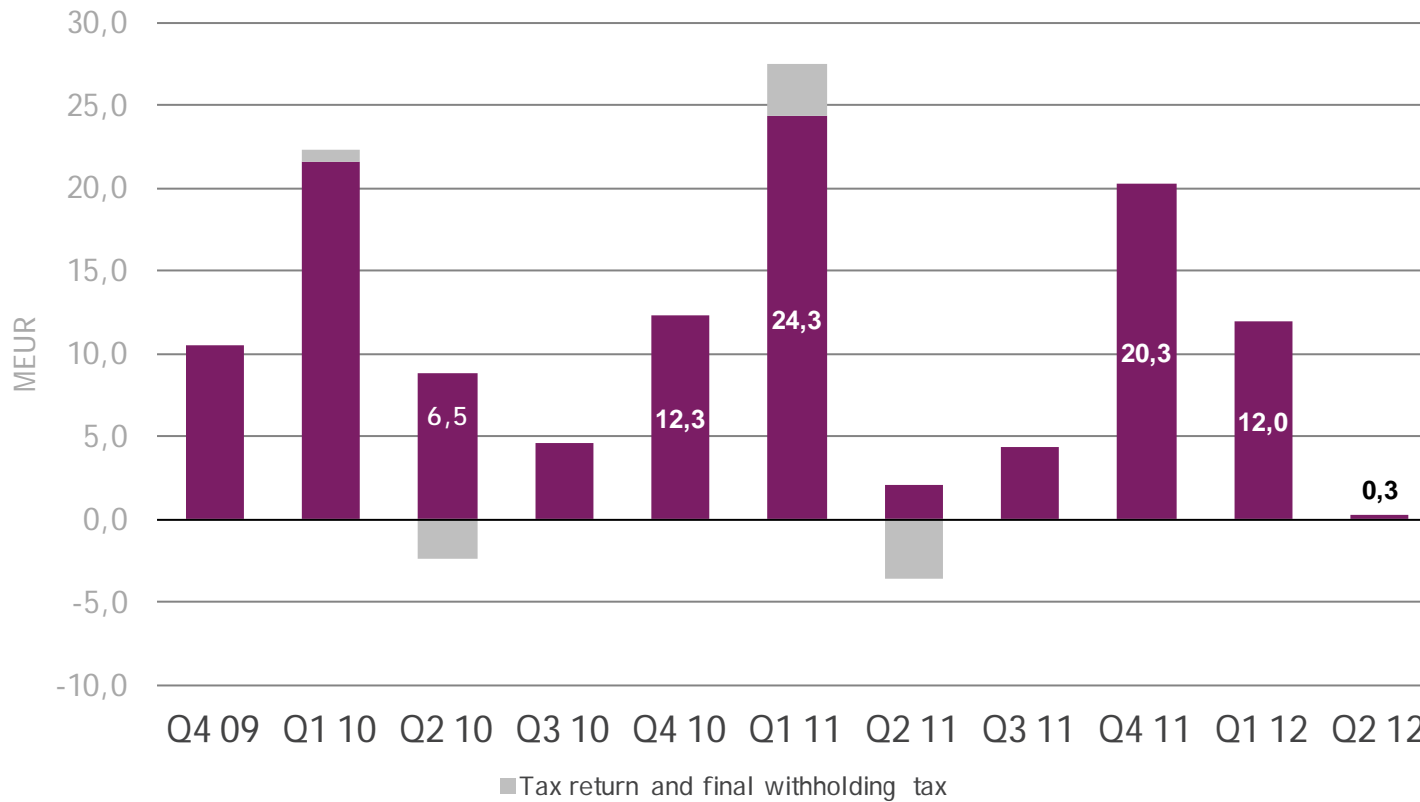
Other Operations, revenue and EBIT, MEUR & %

Excl. non-recurring items



Cash flow from operating activities

IFRS



Cash flow and investments

IFRS

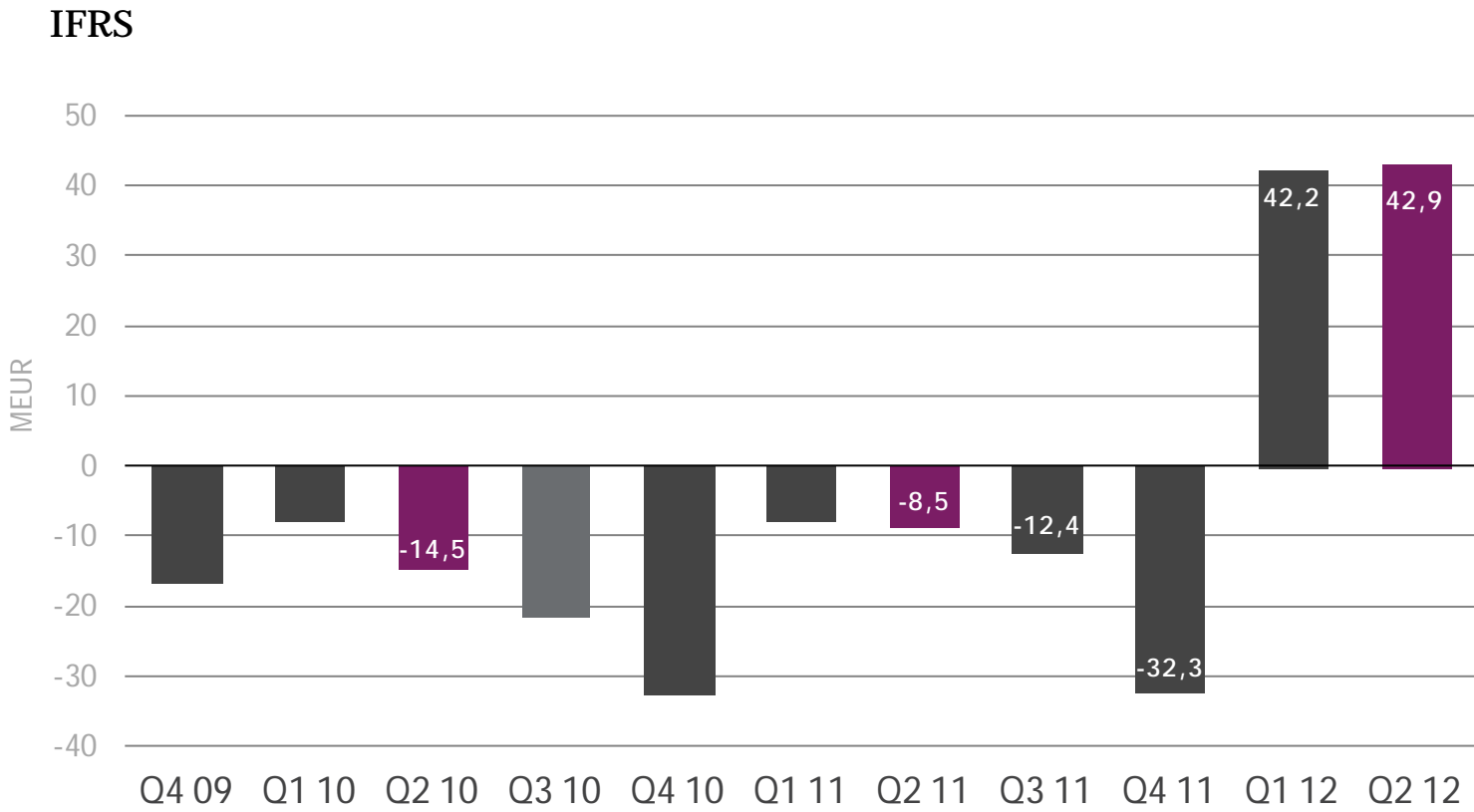


- From operating activities
- Before financing activities



- Gross investments
- Proceeds from sales of assets and return of capital

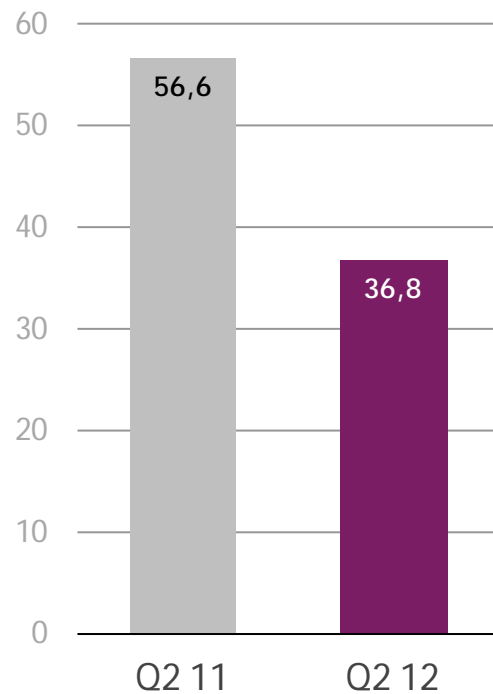
Net debt



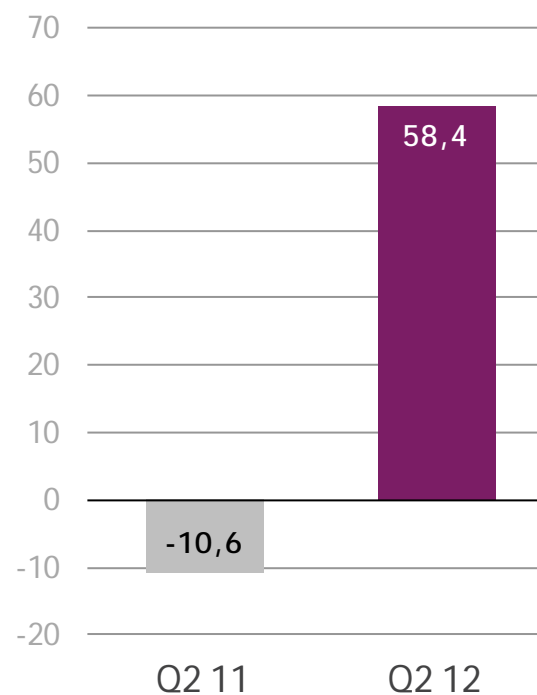
Key ratios

IFRS

Equity ratio, %



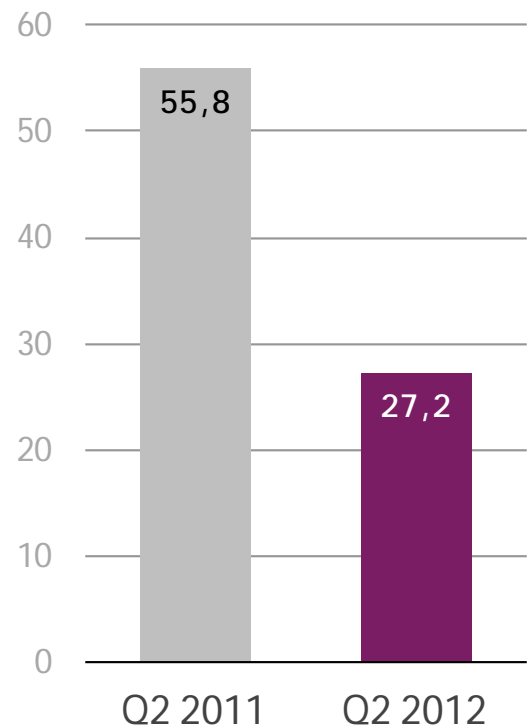
Gearing, %



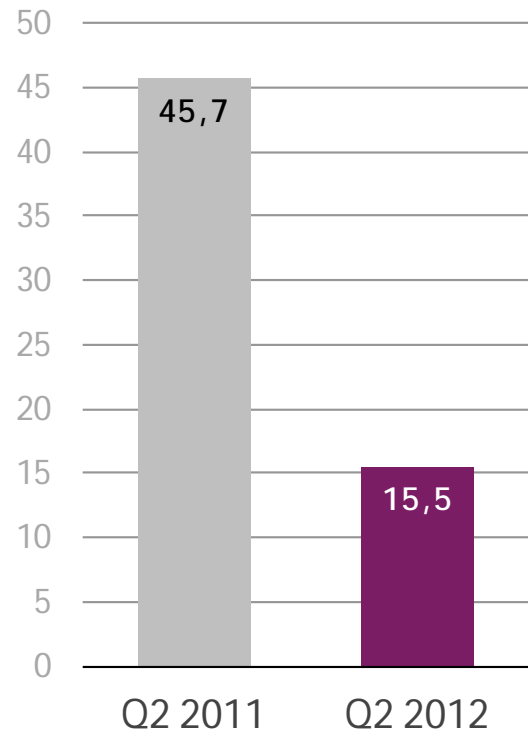
Key ratios

IFRS

ROE, %

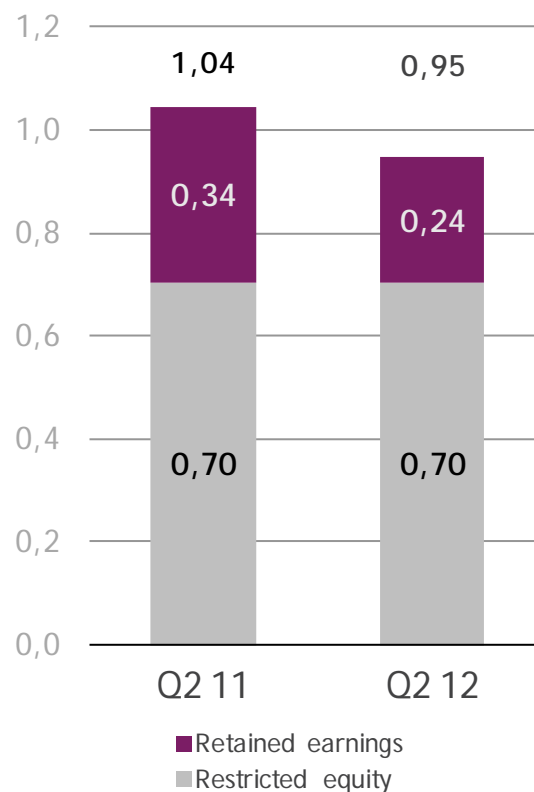
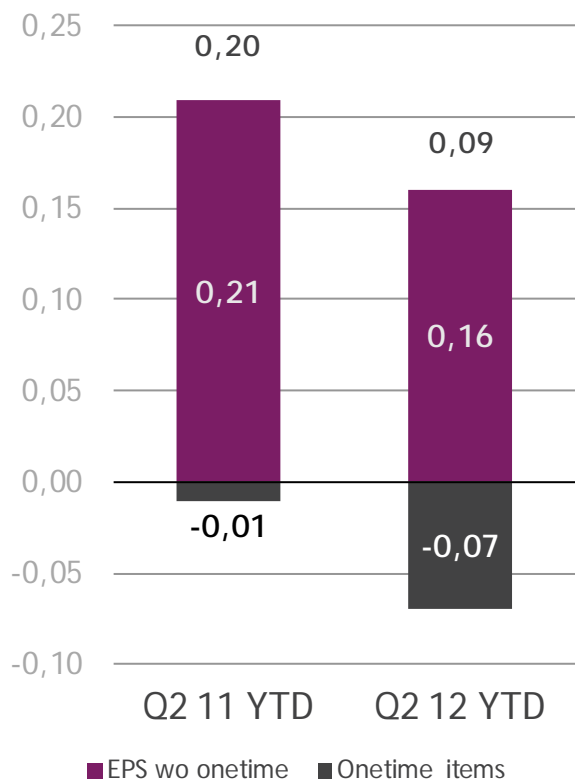


ROI, %



EPS and shareholders' equity per share

IFRS



Balance sheet

IFRS

MEUR	Q2 2012	Q2 2011
Intangibles and goodwill	88,7	40,9
Tangibles	38,9	25,2
Associated companies	34,0	33,9
Inventory	0,6	1,1
Receivables	41,1	41,7
Cash	20,3	23,2
Assets	223,6	166,1
Equity	73,5	80,8
Reserves-obligatory	0,8	1,2
Pension liabilities	2,5	2,6
lb debt	63,2	14,7
Non-lb debt	59,9	43,4
Advances received	23,8	23,4
Equity and liabilities	223,6	166,1

Key figures

MEUR	2012	2011	Change	2012	2011	Change	2011
	4-6	4-6	%	1-6	1-6	%	1-12
Revenue	81,0	82,7	-2,0	162,2	159,8	1,5	316,2
Total expenses excluding non-recurring items	73,4	71,2	3,1	146,2	139,0	5,1	273,6
Ebitda excluding non-recurring items	10,8	13,8	-21,5	22,4	25,4	-11,7	51,9
Operating profit excluding non-recurring items	7,7	11,5	-33,5	16,1	20,9	-22,7	42,9
% of revenue	9,5	14,0		9,9	13,0		13,6
Operating profit	4,8	11,0	-56,4	10,8	20,0	-46,0	42,0
% of revenue	5,9	13,3		6,7	12,5		13,3
Profit for the period	4,5	8,8	-49,4	7,2	15,7	-54,3	30,8
Acquired businesses							
Revenue	4,7	0,0		10,1	0,0		0,0
Ebitda	1,3	0,0		3,4	0,0		0,0
Operating profit	0,6	0,0		2,0	0,0		0,0

Outlook for 2012

July 20, 2012

Due to the uncertainty prevailing in the macroeconomic conditions of the Group's main markets, it is exceptionally complicated to estimate the development of circulation and advertising revenues. Digital services are expected to further increase their share of the media market. Alma Media expects that the change in value-added tax, effective since the beginning of 2012, may decrease the circulations of the Group's newspapers.

Alma Media repeats its estimate given in the interim report of April 27, 2012, according to which the company expects its full-year revenue for 2012 to increase from the 2011 level, primarily due to the acquisitions made. Operating profit excluding non-recurring items is expected to be lower than in 2011. Full-year revenue for 2011 was MEUR 316.2, operating profit excluding non-recurring items MEUR 42.9 and operating profit MEUR 42.0.



Thank you!

Webcast and conference call today at 13:00 EEST. Welcome!

