Alma Media Q4 and FY2013

Kai Telanne, President and CEO
Juha Nuutinen, CFO
13 February 2014
Agenda

Main points
Market development
Financial development
Dividend proposal
Strategy and outlook
Q & A
Main points Q4 and FY2013

- Accelerated by the weak economic situation, print media sales dropped as media consumption increasingly shifted to digital channels. Alma Media’s digital business growth and cost savings offset EBITDA decline.

- Alma Media’s revenue from digital products and services increased by 8.4% in 2013. Digital products and services accounted for 28.1% of Group revenue.

- Alma Media decided to expand its international recruitment business: the services of Monster in Poland, Hungary and the Czech Republic were added to Alma Media’s recruitment service offering at the beginning of 2014.

- In accordance with its strategy, Alma Media will continue to make its publishing operations more multi-channel and increase its digital business. The aim is to increase the share of digital revenue to 50% by 2020.

- Alma Media expects the revenue of the first half of 2014 to be on a par with, or slightly lower than, the corresponding period in 2013. Operating profit excluding non-recurring items is estimated to be 9.0-10.5 MEUR.
• Revenue for the quarter declined by 6.5% to 77.3 MEUR.

• Revenue from digital products and services was 21.9 MEUR, up 4.0%.

• Content revenue declined by 4.1%.
  • Content revenue from digital channels does not completely offset the decline in print content revenue.

• Revenue from advertising sales declined by 8.9%.
  • Digital advertising sales increased by 6.3%.
  • Advertising sales for print media fell by 18.2%.
Revenue 2013

- The Group’s full-year revenue fell by 6.2% and was 300.2 MEUR.
- Revenue from digital products and services grew by 8.4%, primarily on the strength of recruitment services outside Finland.
- Content revenue declined by 5.7% due to lower circulations of print media.
- Revenue from advertising sales declined by 8.3%.
  - Digital advertising sales increased by 7.6%.
  - Sales of Alma Media’s digital network products grew significantly during the period.
  - Advertising sales for print media fell by 18.1%.
Growth in digital business

Revenue from online business and share of total revenue from 2008 to 2013.

Segments’ share of Group total digital revenue:
- Newspapers: 60.0%
- Kauppalehti Group: 23.2%
- Digital Consumer Services: 16.8%
Operating profit Q4 2013

- Total expenses excluding non-recurring items decreased by 4.4% to 71.1 MEUR.
  - Expenses decreased primarily due to restructuring measures carried out in 2012 and cost-reduction measures implemented in 2013.
- Operating profit excluding non-recurring items declined by 25.0% to 6.4 MEUR.
- Operating profit was 4.3 MEUR.
  - The operating profit includes net non-recurring items of -2.0 MEUR.
  - The non-recurring items were related to impairment of the Group’s assets and restructuring costs in the Newspapers segment.
  - The non-recurring items in the comparison period were mainly related to operational restructuring.
Operating profit 2013

- Total expenses excluding non-recurring items decreased by 3.6% to 276.7 MEUR.
  - Expenses decreased primarily due to restructuring measures carried out in 2012 and cost-reduction measures implemented in 2013.
- Operating profit excluding non-recurring items declined by 27.8% to 24.2 MEUR.
- Operating profit was 27.0 MEUR and rose to 9.0% of revenue.
  - The operating profit includes net non-recurring items of 2.8 MEUR related to profit on the sale of the Mascus marketplace, impairment losses on assets and restructuring costs.
  - The non-recurring items in the comparison period were mainly related to operational restructuring and impairment losses on product development costs in the Marketplaces segment.
Market development in Finland
Change in media advertising Q4/2010–Q4/2013

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Change %</th>
<th>Q4/13 vs. Q4/12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>-14.8</td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td>-10.0</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>-0.4</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>+3.4</td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>+7.6</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>-6.6</td>
<td></td>
</tr>
</tbody>
</table>

Source: TNS Media Intelligence
Advertising volume in printed newspapers* remains low

YTD change from previous year, %

Source: TNS Media Intelligence

* Newspapers, local and free issue papers
Slow growth in digital advertising

YTD change from previous year, %

Source: TNS Media Intelligence
Advertising declined across industries

Advertising by branch Q4/2013

Total market, change from Q4/2012

<table>
<thead>
<tr>
<th>Branch</th>
<th>Advertising in Q4/13</th>
<th>MEUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>-9,0 %</td>
<td>69</td>
</tr>
<tr>
<td>Motor vehicles</td>
<td>0,7 %</td>
<td>22</td>
</tr>
<tr>
<td>Food &amp; beverages</td>
<td>2,1 %</td>
<td>21</td>
</tr>
<tr>
<td>Entertainment</td>
<td>-10,1 %</td>
<td>11</td>
</tr>
<tr>
<td>Houses</td>
<td>-15,2 %</td>
<td>10</td>
</tr>
<tr>
<td>Tourism</td>
<td>-11,8 %</td>
<td>9</td>
</tr>
<tr>
<td>Recruiting</td>
<td>-17,5 %</td>
<td>8</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>-20,3 %</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>-4,5 %</td>
<td>117</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>-6,6%</strong></td>
<td><strong>272</strong></td>
</tr>
</tbody>
</table>

Source: TNS Media Intelligence
The decline is sustained

Advertising change by branch
Total market, change from previous year

Q2 2013 vs 2012
- Retail: -9,8%
- Motor v.: -12,0%
- Food & bev.: -11,7%
- Entert: 0,5%
- Houses: -10,7%
- Tourism: 12,3%
- Recru: -28,8%
- Tele: -16,9%
- Other: -4,1%
- Total: -7,8%

Q3 2013 vs 2012
- Retail: -7,6%
- Motor v.: -1,5%
- Food & bev.: -2,6%
- Entert: -2,7%
- Houses: -11,1%
- Tourism: 7,8%
- Recru: -26,1%
- Tele: -25,2%
- Other: -4,6%
- Total: -6,1%

Q4 2013 vs 2012
- Retail: -9,0%
- Motor v.: 0,7%
- Food & bev.: 2,1%
- Entert: -10,1%
- Houses: -15,2%
- Tourism: -11,8%
- Recru: -17,5%
- Tele: -20,3%
- Other: -4,5%
- Total: -6,6%

Source: TNS Media Intelligence
Fall in newspaper advertising is steeper

Advertising change by branch

Newspapers total*, change from previous year

<table>
<thead>
<tr>
<th>Branch</th>
<th>Q2 2013 vs 2012</th>
<th>Q3 2013 vs 2012</th>
<th>Q4 2013 vs 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>-18,5%</td>
<td>-15,7%</td>
<td>-14,3%</td>
</tr>
<tr>
<td>Motor v.</td>
<td>-17,3%</td>
<td>-5,8%</td>
<td>-0,4%</td>
</tr>
<tr>
<td>Houses</td>
<td>-16,5%</td>
<td>-17,2%</td>
<td>-18,7%</td>
</tr>
<tr>
<td>Recru</td>
<td>-33,2%</td>
<td>-31,6%</td>
<td>-21,6%</td>
</tr>
<tr>
<td>Entert</td>
<td>-14,1%</td>
<td>-11,6%</td>
<td>-21,3%</td>
</tr>
<tr>
<td>Tourism</td>
<td>-6,1%</td>
<td>-16,9%</td>
<td>-14,9%</td>
</tr>
<tr>
<td>Food &amp; bev.</td>
<td>-38,1%</td>
<td>-27,0%</td>
<td>-5,4%</td>
</tr>
<tr>
<td>Tele</td>
<td>-16,3%</td>
<td>-28,4%</td>
<td>-23,4%</td>
</tr>
<tr>
<td>Other</td>
<td>-10,2%</td>
<td>-7,5%</td>
<td>-17,0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>-16,4%</strong></td>
<td><strong>-13,1%</strong></td>
<td><strong>-14,8%</strong></td>
</tr>
</tbody>
</table>

Source: TNS Media Intelligence

* Newspapers, local and free issue papers
Digital advertising has increased slightly

Advertising change by branch
Internet, change from previous year

Q2 2013 vs 2012
- Retail: 43.4%
- Motor v.: -9.0%
- Houses: 2.7%
- Recru: -16.5%
- Tourism: 20.1%
- Food &...: 36.8%
- Tele: -21.0%
- Entert: 46.7%
- Other: 6.6%

Total: +6.0%

Q3 2013 vs 2012
- Retail: 21.2%
- Motor v.: -6.3%
- Houses: -2.1%
- Recru: -15.3%
- Tourism: 30.1%
- Food &...: 23.5%
- Tele: 1.4%
- Entert: 49.1%
- Other: 11.2%

Total: +6.1%

Q4 2013 vs 2012
- Retail: 37.1%
- Motor v.: 3.2%
- Houses: -5.3%
- Recru: -5.9%
- Tourism: -17.3%
- Food &...: 16.0%
- Tele: 4.8%
- Entert: 25.0%
- Other: 10.8%

Total: +7.6%

Source: TNS Media Intelligence
Financial review

Juha Nuutinen, CFO
# Long-term financial targets

<table>
<thead>
<tr>
<th>Alma Media’s financial targets</th>
<th>Target level</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital business growth</td>
<td>&gt; 15%</td>
<td>29.7%</td>
<td>-10.0%</td>
<td>22.5%</td>
<td>16.3%</td>
<td>36.8%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Return on Investment (ROI), %</td>
<td>&gt; 15%</td>
<td>34.8%</td>
<td>28.3%</td>
<td>31.1%</td>
<td>26.1%</td>
<td>13.8%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Dividend payout ratio*</td>
<td>&gt; 50%</td>
<td>59%</td>
<td>103%</td>
<td>159%</td>
<td>103%</td>
<td>45%</td>
<td>50%**</td>
</tr>
</tbody>
</table>

*Includes repayment of capital to shareholders.

** Based on the Board’s proposal to the Annual General Meeting.
Decline in revenue continued in the fourth quarter

Revenue, MEUR
IFRS

Operating profit, MEUR
IFRS

Non-recurring items
Content and advertising revenue fell due to a declining trend in print media

IFRS
Content revenue, MEUR

Advertising revenue, MEUR
Newspapers Q4 2013

- Revenue declined by 9.3% to 47.7 MEUR.
  - Content revenue declined by 4.9%.
    - Single-copy sales of Iltalehti’s print edition and the circulations of other newspapers declined.
  - Advertising sales fell by 14.7%.
    - Digital advertising sales increased by 9.2%. Digital advertising accounted for 65.3% of IL-Media’s total advertising sales.
    - Advertising sales for print media decreased by 18.2%
- Total expenses excluding non-recurring items were 43.7 (45.4) MEUR.
  - Non-recurring expenses include impairment loss on the goodwill of Pohjois-Suomen Media, and restructuring costs associated with the shift of Pohjolan Sanomat to a five-day publication schedule.
- Operating profit excluding non-recurring items was 4.0 MEUR, or 8.5% of revenue.

Revenue and operating profit

<table>
<thead>
<tr>
<th></th>
<th>MEUR &amp; %</th>
<th>Excluding non-recurring items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Q4 12</td>
</tr>
<tr>
<td>Revenue</td>
<td></td>
<td>52,6</td>
</tr>
<tr>
<td>Operating profit</td>
<td></td>
<td>7,2</td>
</tr>
<tr>
<td>Revenue &amp; %</td>
<td></td>
<td>13,7%</td>
</tr>
<tr>
<td>Total expenses</td>
<td></td>
<td>43,7</td>
</tr>
</tbody>
</table>
Newspapers full year 2013

- Revenue declined by 10.2% to 185.6 MEUR.
- Content revenue declined by 6.5%.
  - The decline was primarily due to the decreasing single-copy sales of Iltalehti and the declining circulations of other newspapers.
- Advertising sales fell by 14.4%.
  - The volume of advertising for daily consumer goods as well as recruitment and housing notices decreased.
  - Digital advertising sales increased by 7.6%. Digital advertising accounted for 59.1% of IL-Media’s total advertising sales.
- Savings from the restructuring measures in 2012 have been realised as expected. Additional savings measures were implemented in 2013.
- Operating profit excluding non-recurring items was 13.5 MEUR, or 7.2% of revenue.
Kauppalehti Group Q4

- Revenue declined by 4.2% to 15.4 MEUR.
  - Digital business accounted for 34.0% of revenue.
- Content revenue was 4.4 MEUR, on a par with the previous year.
  - Digital content revenue grew by 24.3%, offsetting the decline in content revenue for print media.
- Kauppalehti’s advertising sales fell by 7.1%.
  - Digital advertising sales increased by 6.3%.
- Total expenses excluding non-recurring items were 12.8 (13.8) MEUR.
  - The decrease in expenses is a consequence of restructuring carried out in 2012 and savings measures taken in early 2013.
- Operating profit excluding non-recurring items was 2.6 MEUR.
Kauppalehti Group full year 2013

• Revenue declined by 3.7% to 56.8 MEUR.
  • Digital business accounted for 33.4% of revenue.
• Content revenue declined by 1.1%.
  • Digital content revenue grew by 22.1%.
• Advertising sales decreased by 6.2%.
  • Digital advertising sales increased by 10.9%.
• Total expenses excluding non-recurring items were 49.1 (52.5) MEUR.
  • The decrease in expenses is a consequence of restructuring carried out in 2012 and savings measures taken in early 2013.
• The operating profit was 7.8 MEUR.
  • No non-recurring items during the period.
Digital consumer services Q4 2013

- Revenue declined by 1.2% to 13.8 MEUR.
  - The development of revenue was affected by the devaluation of the Czech koruna and the decrease in the revenue from operations in Finland.
  - Revenue from operations outside Finland was 7.2 MEUR.
- Recruitment services accounted for 60% of the segment’s revenue.
  - The decline in the recruitment business in Finland, which had continued throughout the year, slowed down.
- Total expenses excluding non-recurring items were 13.1 MEUR.
- Operating profit excluding non-recurring items was 0.8 MEUR.

**Revenue and operating profit, MEUR & %**
Excluding non-recurring items

- Q4 12: 14,0
- Q1 13: 13,0
- Q2 13: 13,8
- Q3 13: 14,5%
- Q4 13: 9,1%
- Q1 13: -21,9%
- Q2 13: -6,0%
- Q3 13: 5,4%
- Q4 13: +1,7%
- Q1 13: -1,2%
Digital consumer services full year 2013

- Content revenue grew by 2.6% to 55.9 MEUR.
  - Revenue from operations outside Finland was 30.0 MEUR.
- Revenue from the recruitment business grew with the support of international acquisitions made in 2012.
  - Recruitment-related business accounted for 58.3% of the segment’s revenue.
- In Finland, Etuovi.com was successful in improving its profitability.
- The sale of the Mascus marketplace resulted in a non-recurring sales gain of 8.3 MEUR.
- Total expenses excluding non-recurring items were 48.2 MEUR.
- Operating profit excluding non-recurring items rose to 7.9 MEUR.
Other operations full year 2013

- Revenue was 85.4 MEUR, of which external revenue accounted for 7.1 (6.3) MEUR.
  - External revenue grew as a result of increased sales of printing services outside the Group.
- Total expenses excluding non-recurring items were 90.6 MEUR.
  - Early in the year, expenses increased due to project expenses related to the commissioning of the new printing press, while savings measures in support functions decreased expenses towards the end of the year.
- The new printing facility in Tampere was commissioned in the spring.
  - The printing of Hämeen Sanomat and Kaupunkiutiset was transferred to the Tampere printing facility in January 2014.
Cash flow from operating activities

Tax return and final withholding tax
Cash flow and capital expenditure

IFRS

From operating activities
Before financing activities

Gross investments
Proceeds from sales of assets

Q4 12  Q4 13

MEUR

0
5
10
15
-10
-15

MEUR

0
5
10
15
-10
-15

0,0 -25,1 -1,2 0,0 0,5

0,0 -5,0 -10,0 -15,0 -20,0 -25,0 -30,0

-13,3 8,7 7,5

11,3
Interest-bearing liabilities


<table>
<thead>
<tr>
<th>Quarter</th>
<th>Net Debt (MEUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2/11</td>
<td>-32.3</td>
</tr>
<tr>
<td>Q3/11</td>
<td>4.0</td>
</tr>
<tr>
<td>Q4/11</td>
<td>62.3</td>
</tr>
<tr>
<td>Q1/12</td>
<td>101.4</td>
</tr>
<tr>
<td>Q2/12</td>
<td>103.5</td>
</tr>
<tr>
<td>Q3/12</td>
<td>104.1</td>
</tr>
<tr>
<td>Q4/13</td>
<td>97.6</td>
</tr>
</tbody>
</table>

Net debt distribution

<table>
<thead>
<tr>
<th>Type</th>
<th>Q4/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial leasing</td>
<td>74.9</td>
</tr>
<tr>
<td>Commercial papers</td>
<td>35.0</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>-12.3</td>
</tr>
<tr>
<td>Total</td>
<td>97.6</td>
</tr>
</tbody>
</table>
Key indicators

IFRS

Equity ratio, %

- 2012: 36.5%
- 2013: 34.9%

Gearing, %

- 2012: 74.1%
- 2013: 108.0%
Key indicators

IFRS

Return on Equity, %

![Bar chart showing Return on Equity for 2012 and 2013]

- 2012: 19.3%
- 2013: 18.3%

Return on Investment, %

![Bar chart showing Return on Investment for 2012 and 2013]

- 2012: 13.8%
- 2013: 10.1%
Earnings per share and equity per share

- Non-recurring items
- EPS wo non-recurring items

- Retained earnings
- Restricted equity
## Balance sheet (consolidated balance sheet and the parent company’s balance sheet)

### MEUR

<table>
<thead>
<tr>
<th></th>
<th>Q4 2013</th>
<th>Q4 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangibles and goodwill</td>
<td>112,9</td>
<td>118,2</td>
</tr>
<tr>
<td>Tangibles</td>
<td>86,3</td>
<td>41,3</td>
</tr>
<tr>
<td>Associated companies</td>
<td>25,5</td>
<td>31,3</td>
</tr>
<tr>
<td>Inventory</td>
<td>1,4</td>
<td>0,7</td>
</tr>
<tr>
<td>Receivables</td>
<td>34,3</td>
<td>36,4</td>
</tr>
<tr>
<td>Cash</td>
<td>12,3</td>
<td>17,1</td>
</tr>
<tr>
<td><strong>Assets</strong></td>
<td>272,8</td>
<td>245,1</td>
</tr>
<tr>
<td>Equity</td>
<td>90,4</td>
<td>84,0</td>
</tr>
<tr>
<td>Reserves-obligatory</td>
<td>4,2</td>
<td>0,5</td>
</tr>
<tr>
<td>Pension liabilities</td>
<td>2,6</td>
<td>3,0</td>
</tr>
<tr>
<td>Ib debt</td>
<td>109,9</td>
<td>79,4</td>
</tr>
<tr>
<td>Non-Ib debt</td>
<td>51,9</td>
<td>63,5</td>
</tr>
<tr>
<td>Advances received</td>
<td>13,7</td>
<td>14,8</td>
</tr>
<tr>
<td><strong>Equity and liabilities</strong></td>
<td>272,8</td>
<td>245,1</td>
</tr>
</tbody>
</table>

### Parent company BS MEUR, FAS

<table>
<thead>
<tr>
<th></th>
<th>Q4 2013</th>
<th>Q4 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangibles and goodwill</td>
<td>4,0</td>
<td>3,0</td>
</tr>
<tr>
<td>Tangibles</td>
<td>2,8</td>
<td>2,8</td>
</tr>
<tr>
<td>Investments in holdings in Group companies</td>
<td>419,5</td>
<td>519,6</td>
</tr>
<tr>
<td>Other investments</td>
<td>10,2</td>
<td>11,2</td>
</tr>
<tr>
<td>Receivables</td>
<td>27,8</td>
<td>29,2</td>
</tr>
<tr>
<td>Cash</td>
<td>6,8</td>
<td>7,4</td>
</tr>
<tr>
<td><strong>Assets</strong></td>
<td>471,1</td>
<td>573,2</td>
</tr>
<tr>
<td>Equity</td>
<td>393,9</td>
<td>478,0</td>
</tr>
<tr>
<td>Reserves-obligatory</td>
<td>0,2</td>
<td>0,2</td>
</tr>
<tr>
<td>Non-current liabilities</td>
<td>1,6</td>
<td>1,8</td>
</tr>
<tr>
<td>Current liabilities</td>
<td>75,4</td>
<td>93,2</td>
</tr>
<tr>
<td><strong>Equity and liabilities</strong></td>
<td>471,1</td>
<td>573,2</td>
</tr>
</tbody>
</table>
Dividend proposal

On 31 December 2013, the Group’s parent company had distributable funds totalling EUR 23,905,611 (8,014,054). No essential changes in the company’s financial standing have taken place after the end of the financial year.

Alma Media’s Board of Directors will propose to the Annual General Meeting that a capital repayment of EUR 0.10 (dividend EUR 0.10 for 2012) per share be paid from the reserve for invested non-restricted equity for the financial year 2013.

Based on the number of shares on the closing date, 31 December 2013, the total capital repayment would amount to EUR 7,548,685 (dividend for 2012: EUR 7,548,685).

In addition, the Board proposes to the Annual General Meeting that it be given an authorisation to decide on an additional capital repayment of no more than EUR 0.10 per share.
Strategy and outlook

Kai Telanne
Alma Media’s strategic themes for 2013–2015

1. DEVELOPMENT OF PUBLISHING OPERATIONS
   Ensuring the cash flows of multimedia publishing and improving profitability through the development of operating methods and promotion of co-operation in the industry.
   Utilising the investments in printing and ensuring the efficiency of distribution.

2. GROWING DIGITAL SERVICES
   Increasing and developing the digital service business.
   Integrating acquired foreign business operations into Alma and accelerating international growth.

3. AGILE GROUP
   Increasing strategic flexibility and efficiency.
   Developing management and digital business competence in particular.
   Developing information systems to meet changing needs.
## Strategy implementation Q4 2013

### NEW LIFE OF PRINT
- IL-Media launched Fiidi.fi.
- Kauppalehti engaged in strong development of mobile channels, including the launch of an application designed for Windows 8 tablet devices.
- A project on Aamulehti’s paid digital Premium content went into production in January.
- Pohjolan Sanomat shifted its print edition to a five-day publication schedule. From the beginning of the year, paid Premium content was added to the online service of Pohjolan Sanomat.
- Aamulehti’s mobile site received a substantial facelift. The same renewal will be applied to other Alma Regional Media newspapers during the early part of the year.
- Good progress in the Aamulehti renewal project.

### GROWTH IN DIGITAL SERVICES
- Market launch of Almascope, a service for audience-targeted digital advertising.
- Telkku.com launched new mobile applications for the Android, iOS and Windows platforms.
- Etuovi.com began beta testing a new, responsible mobile site.
- Monster’s operations in Poland, Hungary and the Czech Republic were incorporated into Alma Media.
- Monster commercialised the Teamio recruitment system in Finland.
- Tau-online launched a virtual recruitment fair.

### AGILE GROUP
- The Google Analytics Premium system was implemented.
- The incentive system was revised.
- The strategic planning process was revised.
- A new mobile advertising distribution system was implemented.
New life of print
Good progress in the Aamulehti renewal project

- Aamulehti will shift to the tabloid format on April 1, 2014
- Aamulehti’s news concept, visual design and section structure will be renewed to respond to future needs and style - not just a format change.
- As the page size is reduced, the content of the newspaper will not be reduced. Instead, content will increase and be presented in a better style.
- Plenty of new opportunities for advertisers.
- The renewal of the print edition is linked to the renewal of Aamulehti.fi, with an increased supply of digital news and an extended content package made available to subscribers.
- The role of the newspaper is to be a pleasant and functional experience. The new-look newspaper will be read, not browsed.

Aamulehti’s newspaper renewal
1) Aamulehti
2) Two daily sections
3) “Super Sunday”, the Aamulehti Sunday edition
4) New “Mini” supplement format
Alma Regional Media’s Premium - paid content on online services

- Premium model implemented at Aamulehti in January 2014.
- The aim is to achieve significant additional income from digital content sales and offsetting the decrease in print circulation within a couple of years.
- The project involved practically no technical problems. User numbers have remained nearly unchanged.
- The next newspaper to implement the Premium model is Kainuun Sanomat in March 2013.
- Work is underway on platform and partnership solutions for use throughout Alma Regional Media.
Aamulehti’s mobile renewal

• Aamulehti launched its renewed mobile site in December 2013.
• The aim is to increase the appeal of the mobile site and thereby increase user numbers and media sales.
• Based on the experiences gained, renewed mobile sites will be launched for Lapin Kansa, Pohjolan Sanomat and Satakunnan Kansa in early 2014.
• Also under development is the introduction of paid content on mobile.
Kauppalehti engaged in strong development of mobile channels

- Pre-installed application on Nokia 1020 and 1520 phones
- Campaign partnership on the 2520 tablet device
- Launch of an application designed for Windows 8 tablet devices.
IL-Media launches fiidi.fi

- IL-Media is the first provider to offer Finnish users a service in which the publication decision is based on the willingness of the community to share content.
- Fiidi includes the funniest, most touching and most shareable online content in a single service.
- Many opportunities for advertisers.
- Modelled after www.buzzfeed.com published in the United States and the UK.

Rapid increase in visitors:
In week 4, a total of 608,203 unique visitors → 44% growth from the beginning of the year
Growth in digital services
The new mobile applications of Telkku.com

- New applications for iPhone, Android and Windows Phone in December 2013.
- The application includes programme details for over 100 channels.
- Subscribers to the paid recorder service can also record and later watch their favourite shows anywhere, anytime.
- By the end of January, approximately 30,000 users
Etuovi.com begins beta testing a responsive mobile site

+60% growth in browser hits in 2014 compared to 2013
Almascope: Making use of Big Data

• Almascope is a marketing service launched in October 2013.
• Guaranteed number of advertising displays for audience-targeted campaigns in the desired time period and in a high-quality media environment
• The advertiser reaches precisely the right target audience among Alma Media’s 6.5 million profiled browsers
• Extensive audience data reports on all campaigns on Alma Media’s outlets - both targeted and untargeted
• With Almascope Audience Radar, the advertiser can obtain information on its website’s profiles based on the database Alma Media collects on its network on visitor behaviour and sociodemographics
• Almascope has been well received by the market
Tau-online launched a virtual recruitment fair
New from Monster.fi – Teamio Recruit

TEAMIO is an easy-to-use recruitment system developed by the Czech-based LMC.

The product has been developed and marketed for over six years.

Monster began to offer TEAMIO in Finland in May 2013.

The selling of the new product began in earnest in the fourth quarter of 2013.
Alma Media expanded its partnership with Monster

Alma Media’s career services were expanded with three new portals.

- monster.cz (Czech Republic)
- monster.hu (Hungary)
- monsterpolska.pl (Poland)

Monster became a minority shareholder in Alma Media’s recruitment portals with a 15% share.

The arrangement does not apply to Alma Media’s minority holdings (Infostud in Serbia and Development Studio in Bosnia-Herzegovina)
Updated strategy

- Alma Media updated its strategy in December 2013.
- We will build new capacities, seek efficiency and accelerate growth in digital services and media.
- Target for 2020: 50% digital revenue.
Future outlook

13 February 2014

Economic growth is estimated to pick up gradually in Europe but remain weak during the first half of 2014 in Finland. The decline in media advertising is expected to slow down during the first half of the year.

Alma Media expects the revenue of the first half of 2014 to be on a par with the level of 2013 or slightly lower. The operating profit excluding non-recurring items is estimated to amount to MEUR 9,0 - 10,5. Revenue for the first half of 2013 was MEUR 151.2 and operating profit excluding non-recurring items MEUR 10.1.
Thank you! Questions?
Upcoming events in the investor calendar:
- Annual General Meeting 20 March 2014
- Q1 result 29 April 2014