

Alma Media Q1 2013

Kai Telanne, President and CEO
Juha Nuutinen, CFO
April 26, 2013



Agenda

Main points Q1

Market development

Financial review

Strategy and future outlook

Q & A

Main points Q1 2013

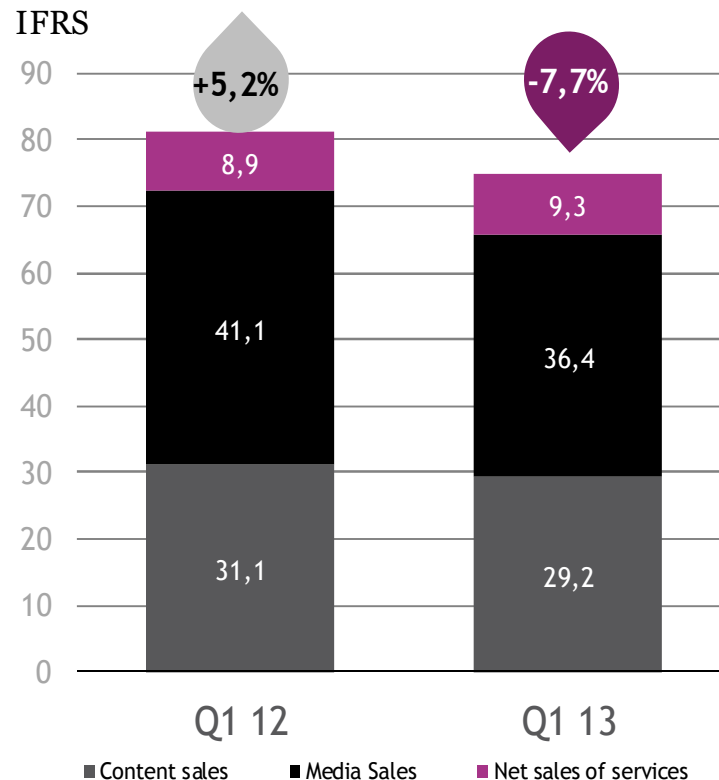
- Weak economy decreased advertising investment and caused a decline in content revenue. Media consumption and advertising continued to shift to digital media channels.
- The success of businesses acquired in 2012 supported Q1 revenue.
- Savings from reorganisation and good results from units outside Finland compensated for the weakened results in Finland.
- Revenue and operating profit fell behind comparison period as expected.
- Strategy was implemented through the launch of new digital services and new solutions in publishing.
- Alma Media maintains unchanged its outlook statement presented in the financial statements release of February 15, 2013.

Revenue Q1 2013

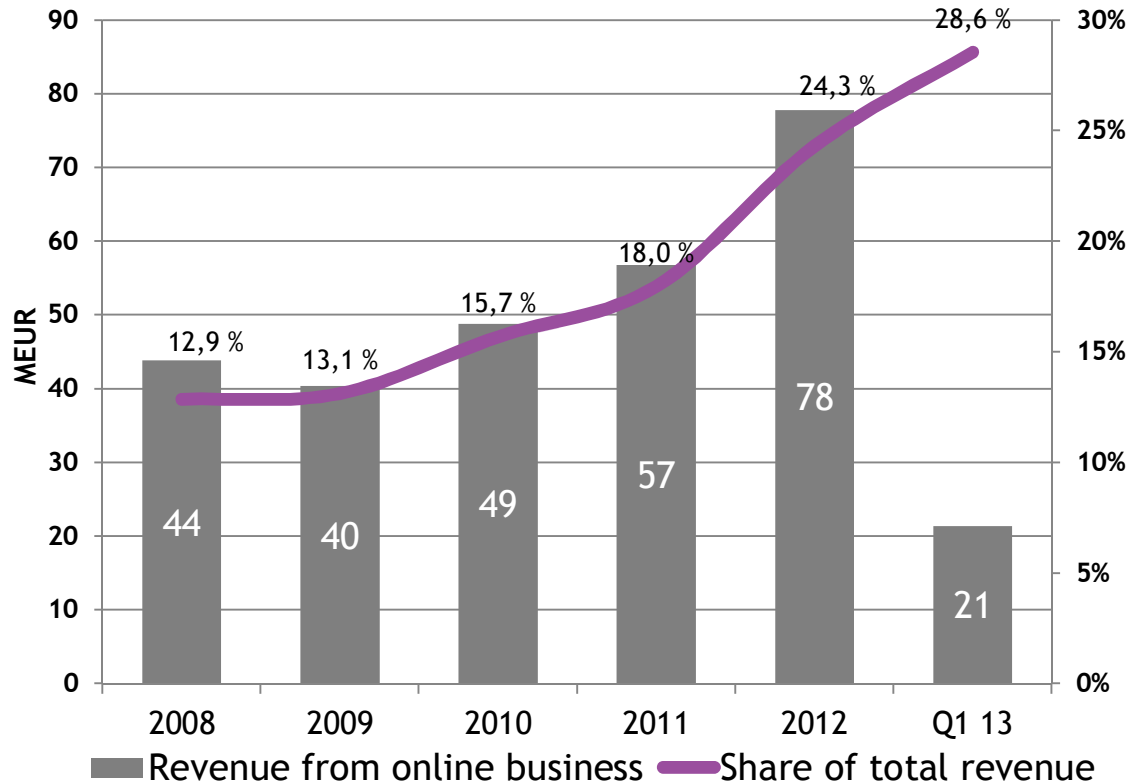
- The first-quarter revenue declined by 7.7% from comparison period to MEUR 74.9.
- Revenue from advertising sales declined by 11.3%.
 - Online ad sales grew by 7.1% thanks to acquisitions in the previous year.
 - Ad sales for print newspapers declined by 23.0 %.
- Content revenue declined by 6.3%.
 - Content revenue from digital channels does not compensate the decline in content revenue from print media.
- Service revenue grew by 3.9%.

Revenue, MEUR

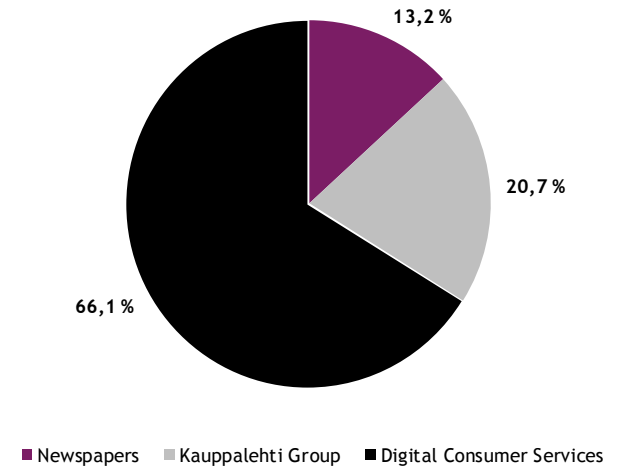
IFRS



Digital business keeps growing



Digital business by segments



Operating profit Q1 2013

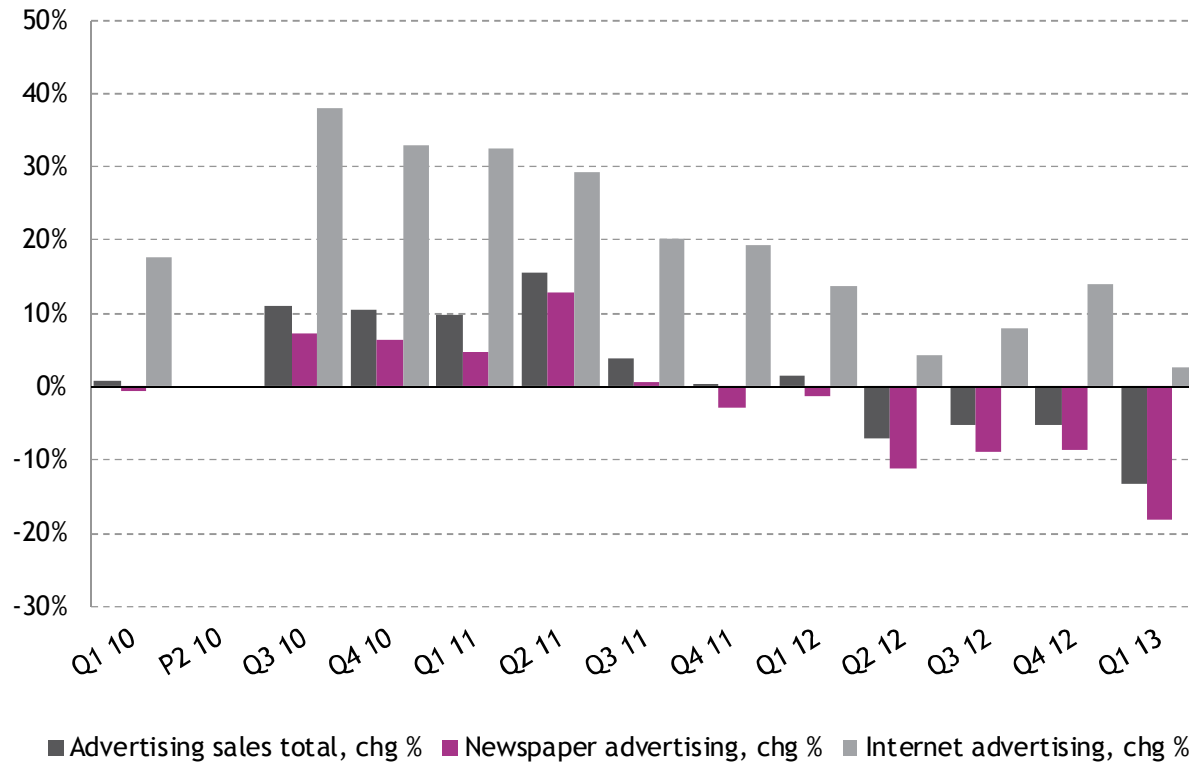
- Total expenses decreased by 7.5% from comparison period to MEUR 69.6 due to earlier reorganisation and savings measures, among other things.
- Operating profit excl. non-recurring items declined by 35.5% to MEUR 5.5 (8.5), being 7.3% of revenue.
- Operating profit declined to MEUR 5.4 (6.0).





Market development in Finland

Advertising sales changes Q1/2010 – Q1/2013



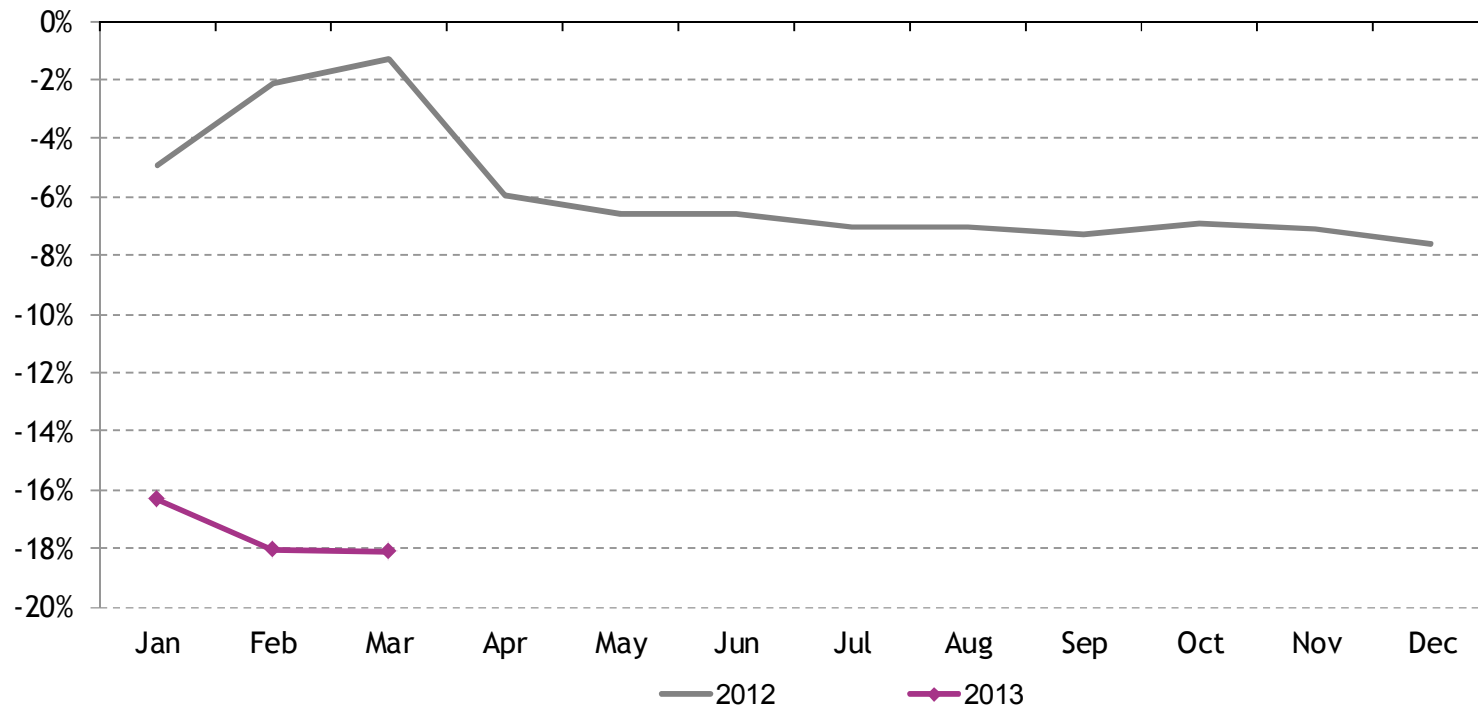
Change % Q1/13 vs. Q1/12	
News- papers	-18,1
Magazines	-16,2
TV	-9,7
Radio	-18,1
Internet	+2,6
Total	-13,3

Source: TNS Media Intelligence

Advertising sales in printed newspapers*

continued to decline

YTD change from previous year, %

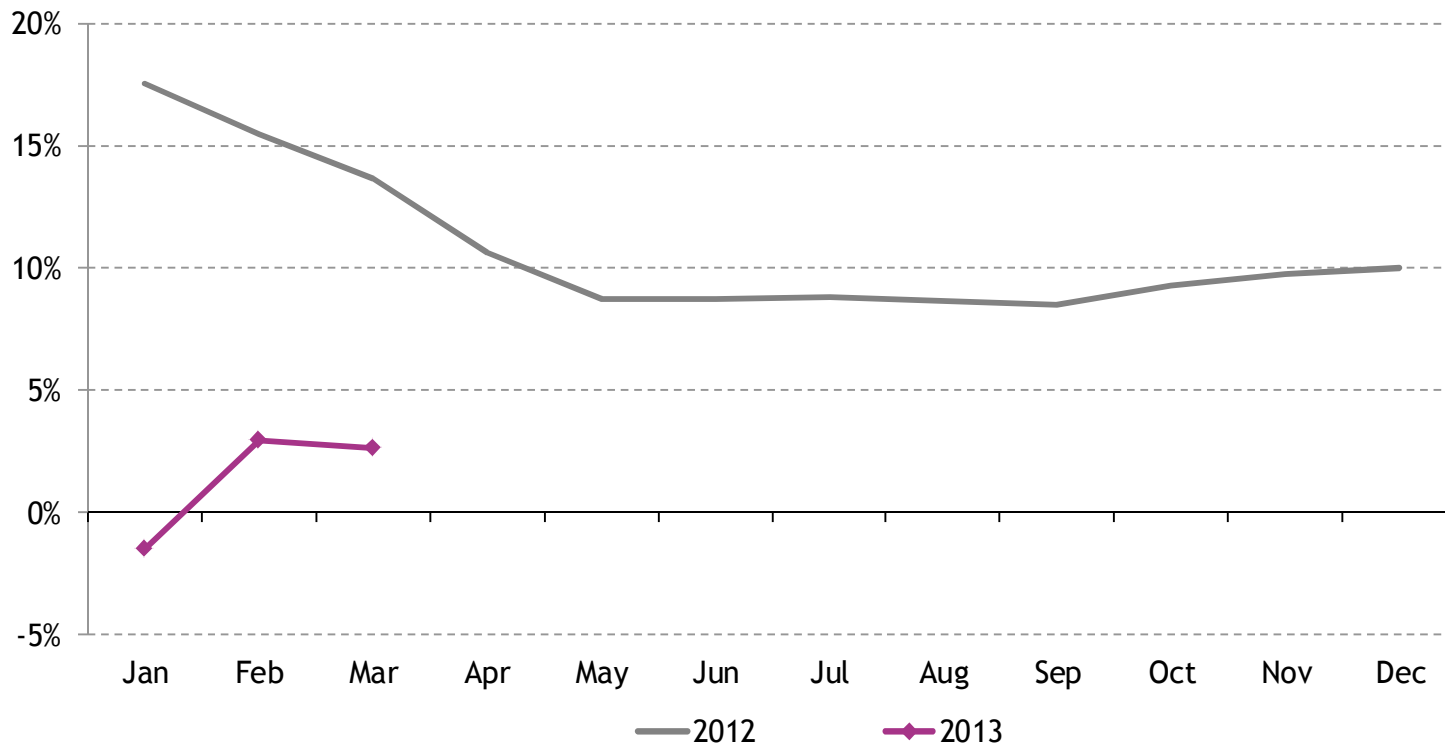


Source: TNS Media Intelligence

* Newspapers, local and free issue papers

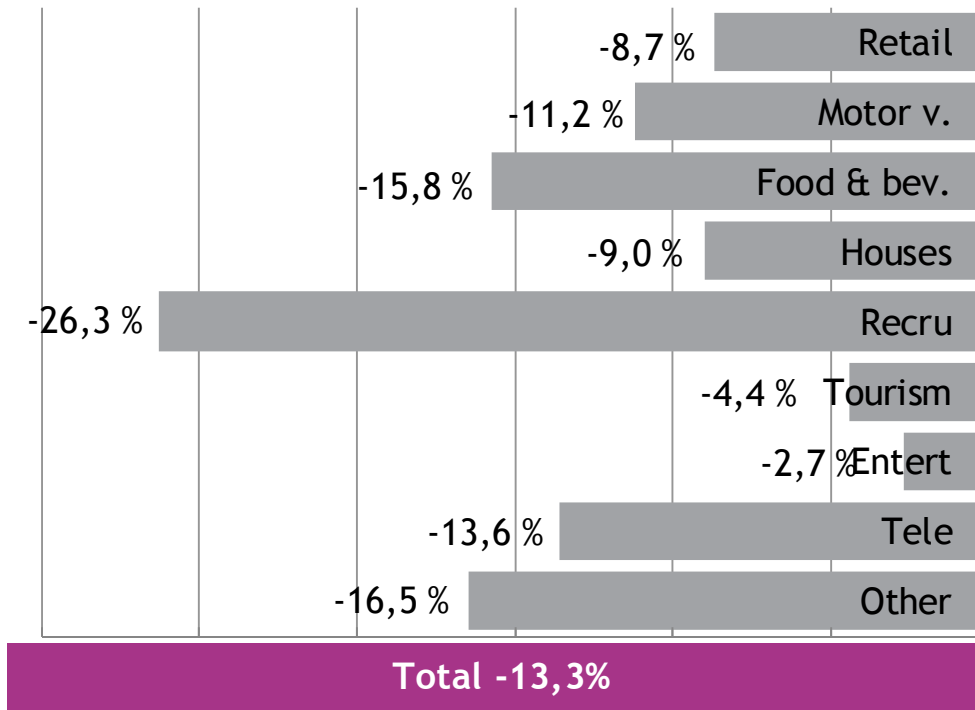
Advertising in online media still on growth path

YTD change from previous year, %



Advertising declined in all industries

Total market; change from Q1/2012



Advertising in Q1/13	MEUR
Retail	53
Motor vehicles	26
Food & beverages	22
Houses and premises	12
Recruiting	11
Tourism and traffic	11
Entertainment	10
Telecommunications	6
Other	93
Total	244

Source: TNS Media Intelligence

Continued decline for three consecutive quarters

Total market; change from previous year



Source: TNS Media Intelligence

Steeper decline in newspapers

Newspapers total*; change from previous year



Source: TNS Media Intelligence

* Newspapers, local and free issue papers



Financial review

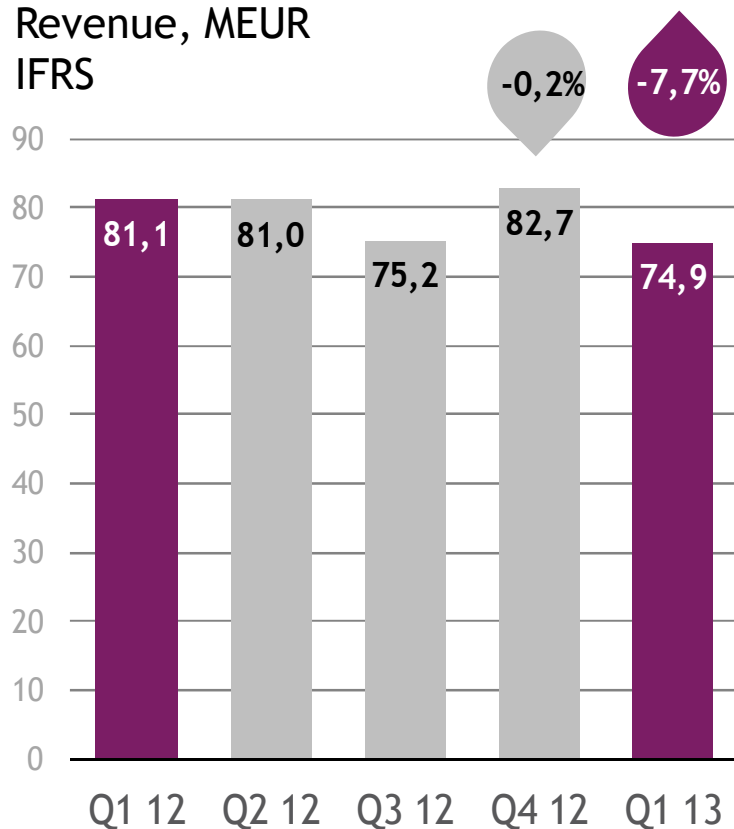
Juha Nuutinen, CFO

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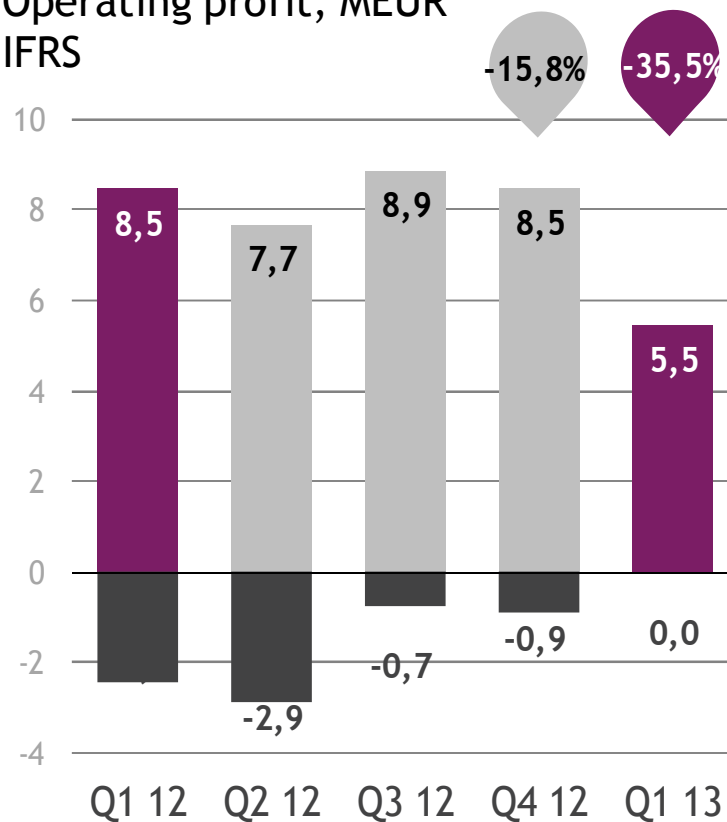


Revenue and operating profit declined from comparison period

Revenue, MEUR
IFRS



Operating profit, MEUR
IFRS

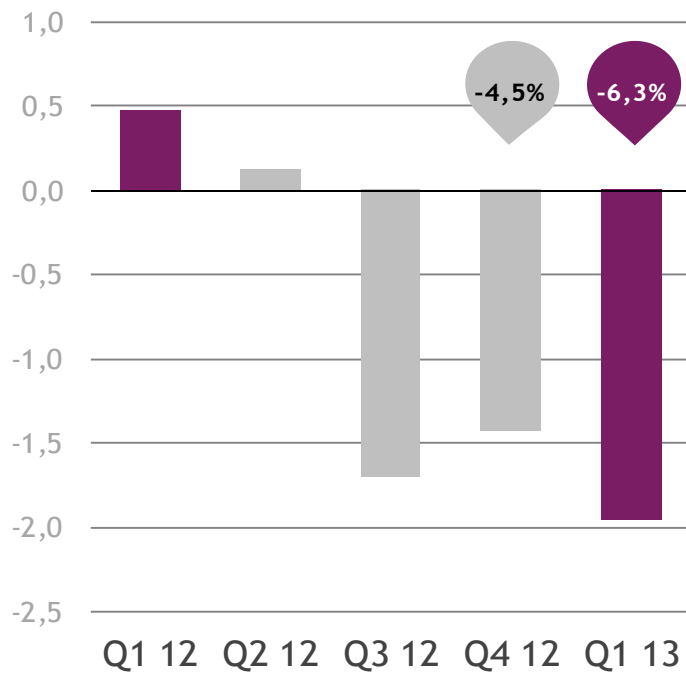


■ Non-recurring items

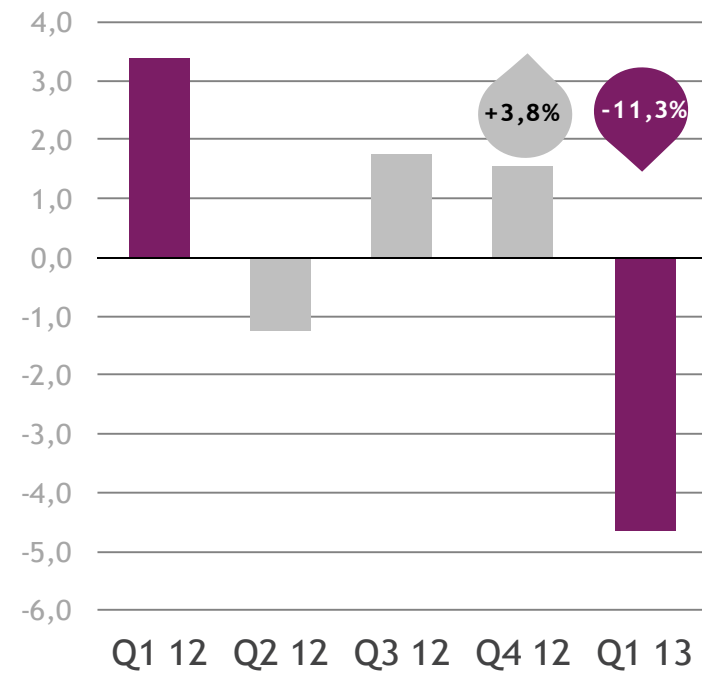
Content and advertising revenue declined together with the fall of printed media

IFRS

Content revenue, MEUR



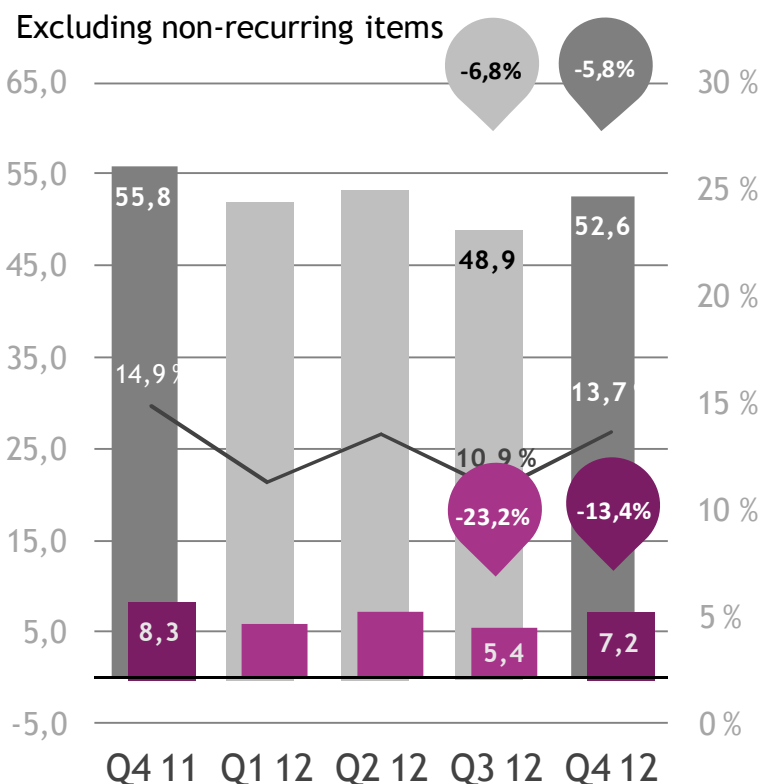
Advertising revenue, MEUR



Newspapers Q1

- Revenue declined by 12.3% to MEUR 45.6.
 - Share of online business in revenue still low except for Iltalehti.
- Advertising sales declined by 17.8% to MEUR 19.9 (24.2).
 - Online advertising sales grew by 2.0%.
 - Iltalehti's online advertising sales delivered 59% of Iltalehti's total advertising sales.
 - Advertising sales in print media declined by 20.1% due to decreasing daily goods, recruitment and home sales advertising volume.
- Content revenue declined by 6.8% to MEUR 25.0 (26.9).
 - Circulations of print newspapers continue to decline.
- Total expenses excl. non-recurring items were MEUR 43.6 (46.1).
 - The reorganisation in 2012 brought cost savings.
- Operating profit excl. non-recurring items was MEUR 2.0 (5.9) representing 4.4% (11.3%) of revenue.

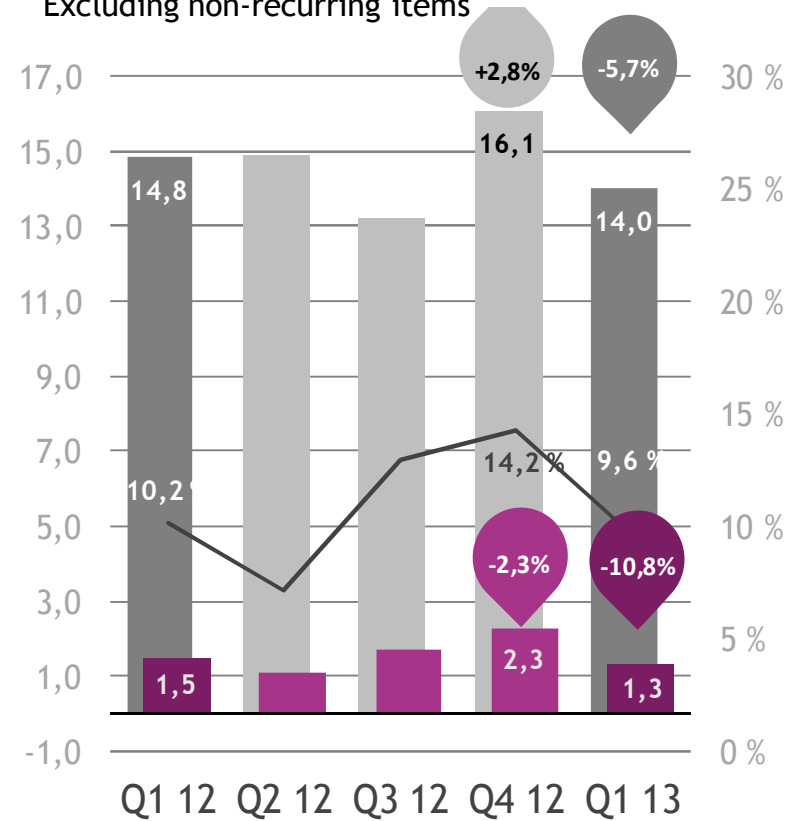
Revenue and operating profit MEUR & %



Kauppalehti Group Q1

- Revenue declined by 5.7% to MEUR 14.0.
 - Online business delivered 32.3% of total revenue.
- Kauppalehti's advertising sales declined by 13.5% to MEUR 3.9 (4.5).
 - Online advertising sales grew by 8.7%.
- Content revenue declined by 3.0% to MEUR 4.2 (4.3).
 - Digital content revenue grows as expected but does not cover decline in print media circulation.
- Service revenue declined by 1.8% to MEUR 6.0 (6.1).
 - Kauppalehti Business Information Services is a growing business area.
- Total expenses were MEUR 12.7 (13.3).
 - Decrease of expenses is the result of reorganisation and strict cost discipline.
- Operating profit excl. non-recurring items was MEUR 1.3 (1.5).

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

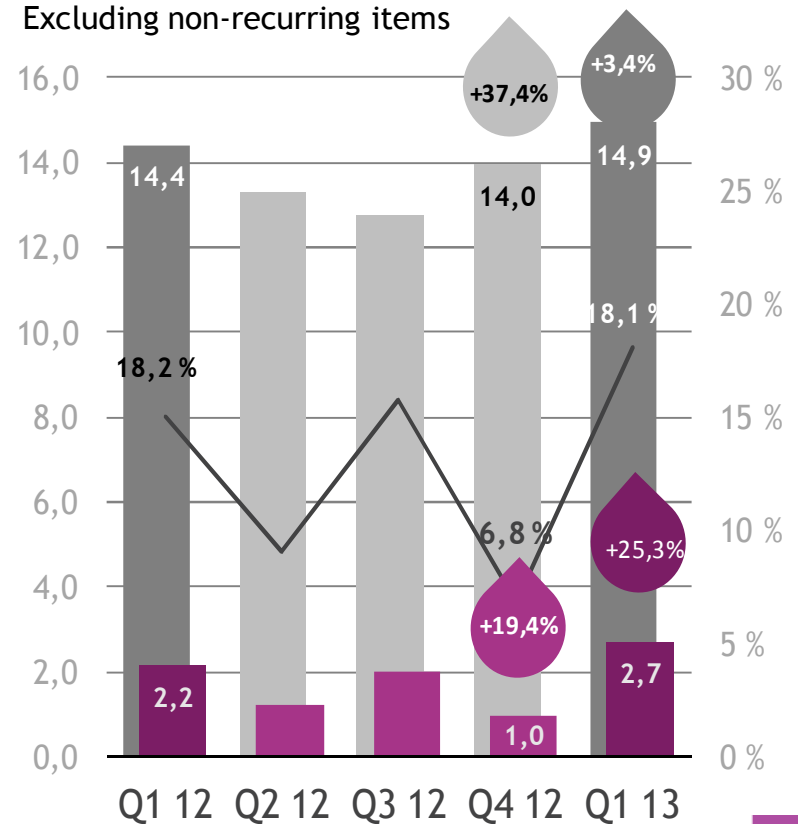


Digital Consumer Services Q1

- Revenue grew to MEUR 14.9.
 - Revenue from business operations outside Finland was MEUR 8.2.
 - Share of digital revenue 100%.
- Revenue from recruitment business continued to grow.
 - Recruitment services delivered 56% of revenue.
 - Markets outside Finland remained stable, weakening market in Finland.
- Total expenses excl. non-recurring items were MEUR 12.3 (12.3).
- EBITDA excl. non-recurring items improved to MEUR 4.1 (3.3).
- Operating profit excl. non-recurring items was MEUR 2.7 (2.2).

Revenue and operating profit, MEUR & %

Excluding non-recurring items

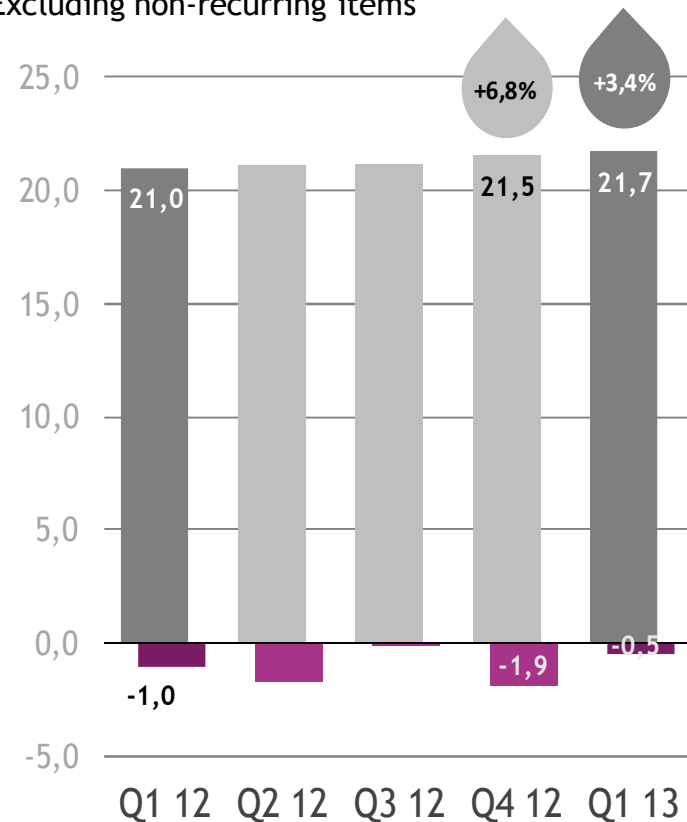


Other Operations Q1

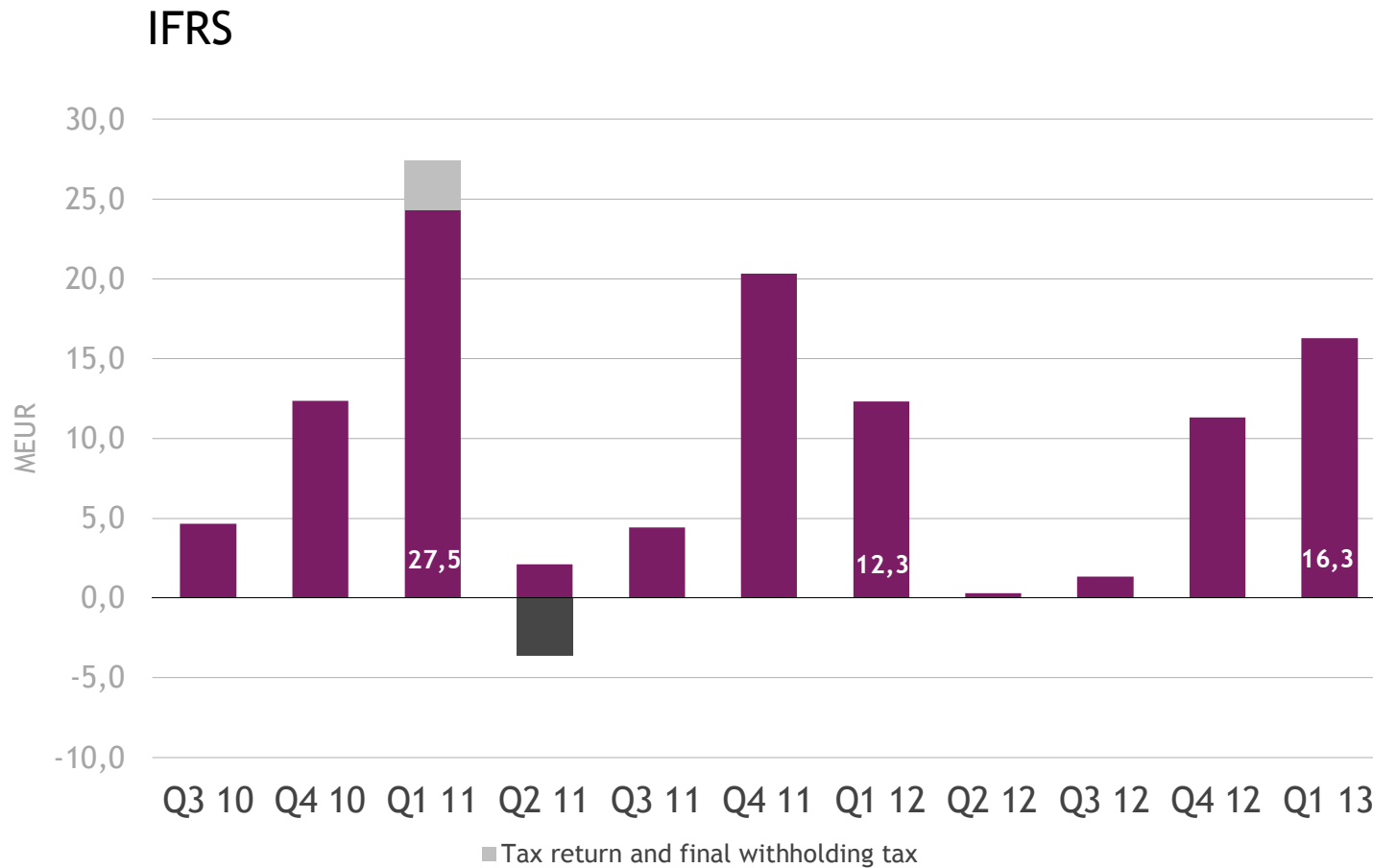
- Revenue was MEUR 21.7, of which MEUR 1.7 (1.6) were external.
- Total expenses excl. non-recurring items were MEUR 22.3 (22.1).
- Commissioning of new printing facility in Tampere proceeded as planned.
 - Commissioning costs weighed down the financial result.
 - Depreciation of the new printing facility will start during Q2.

Revenue and operating profit, MEUR

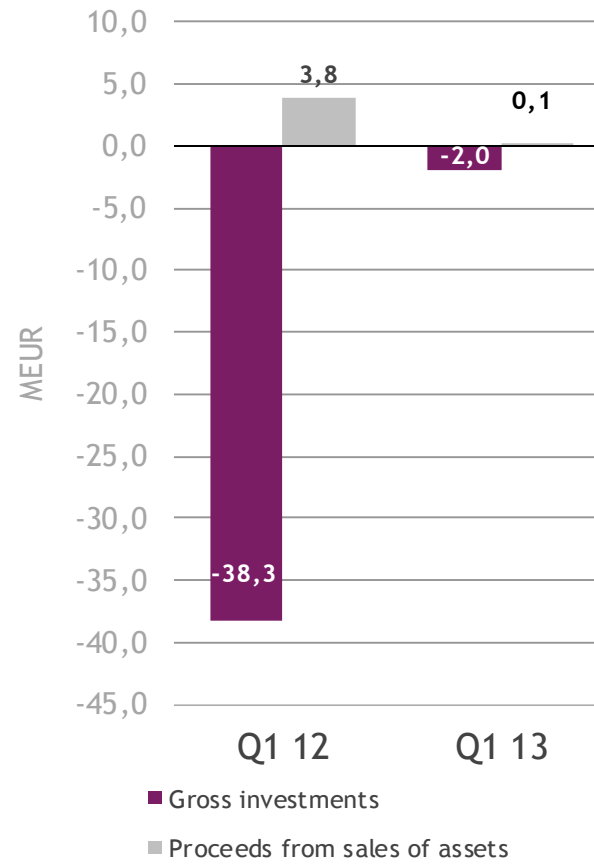
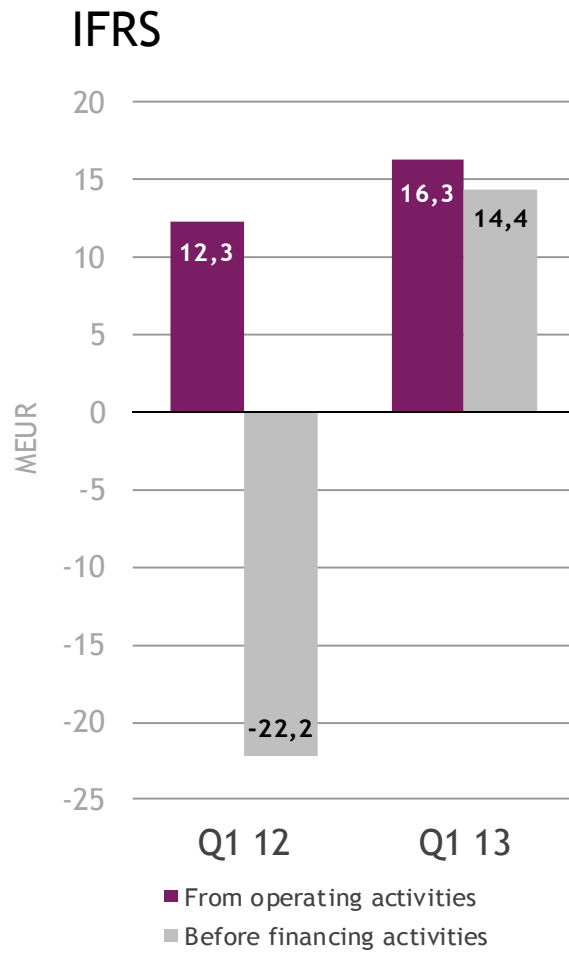
Excluding non-recurring items



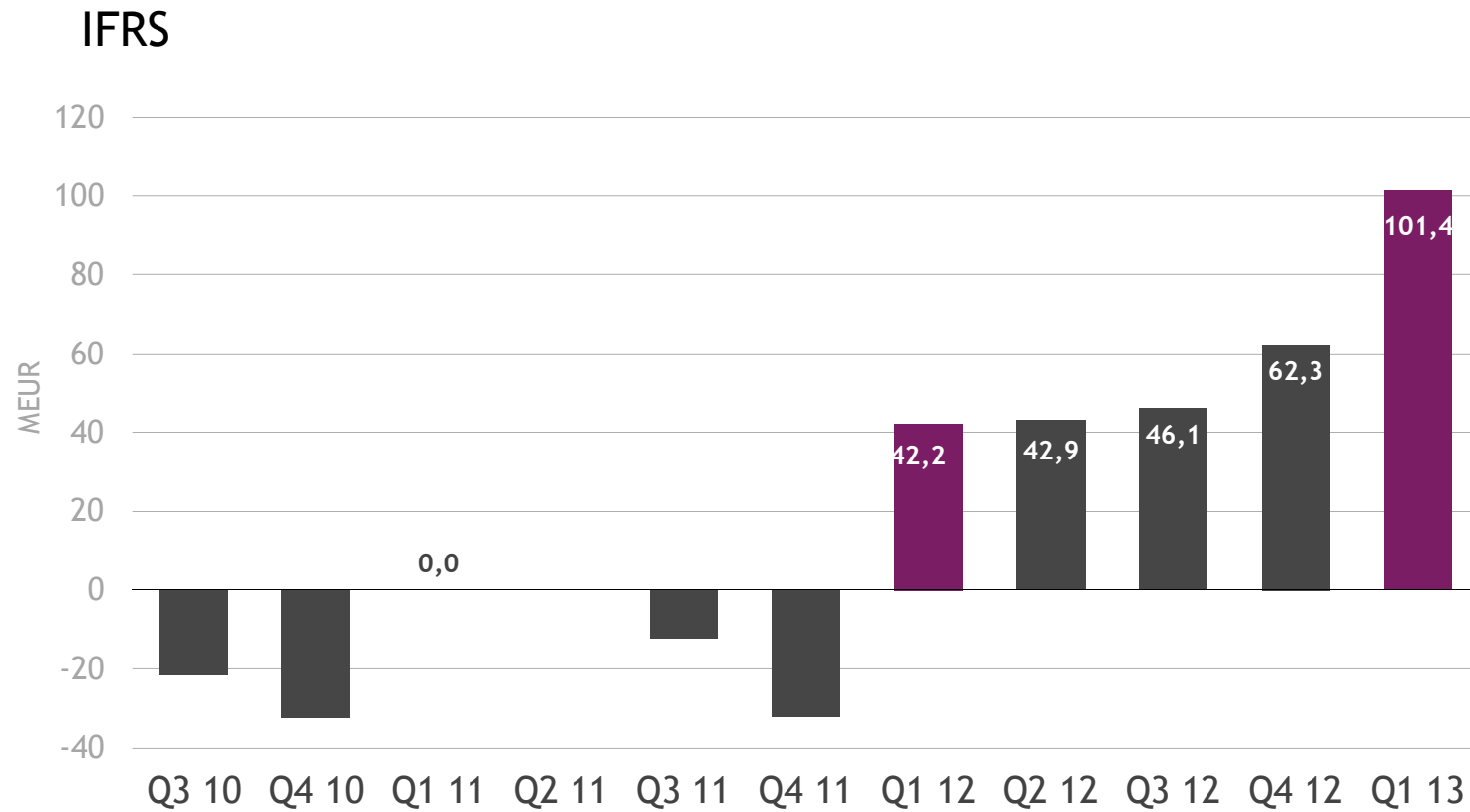
Cash flow from operations



Cash flow and investments



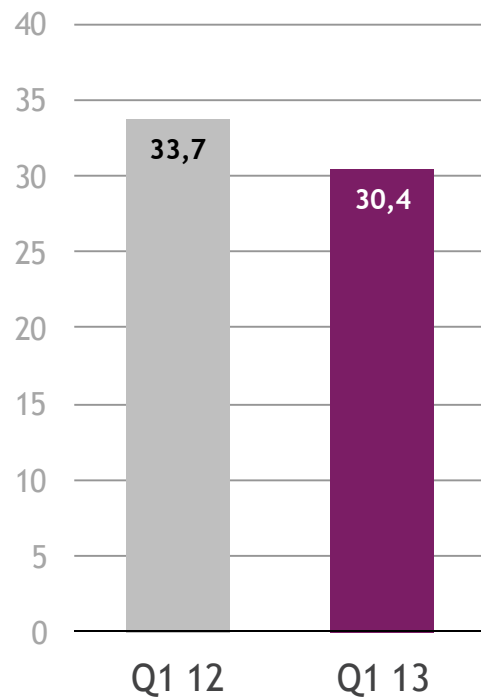
Net debt



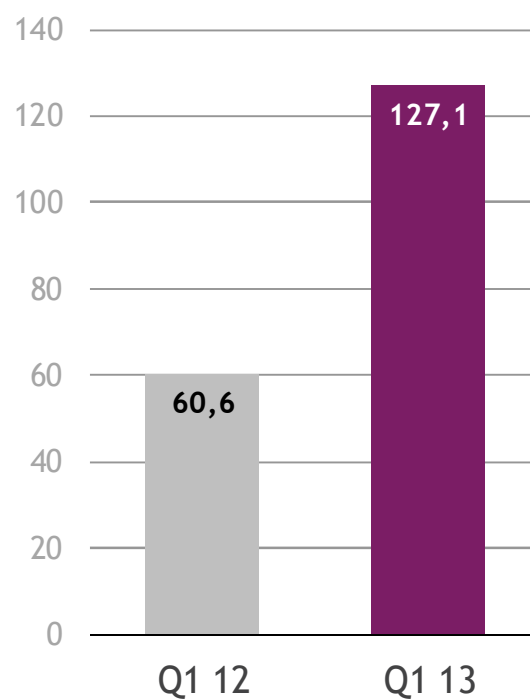
Key indicators

IFRS

Equity ratio, %



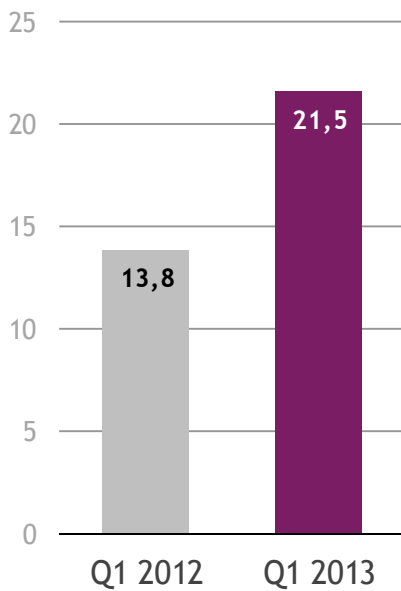
Gearing, %



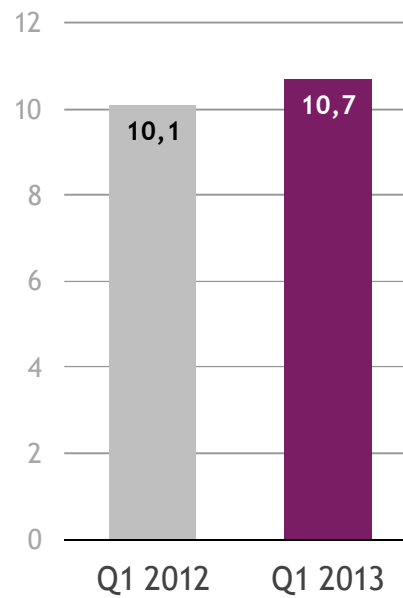
Key indicators

IFRS

ROE, %

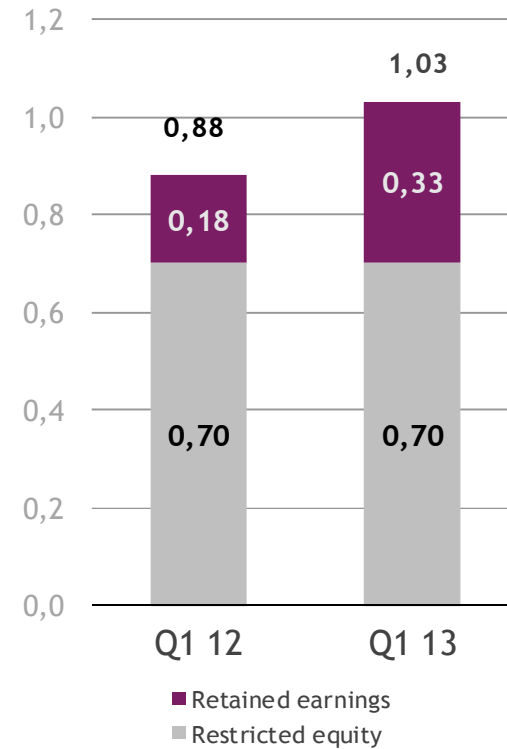
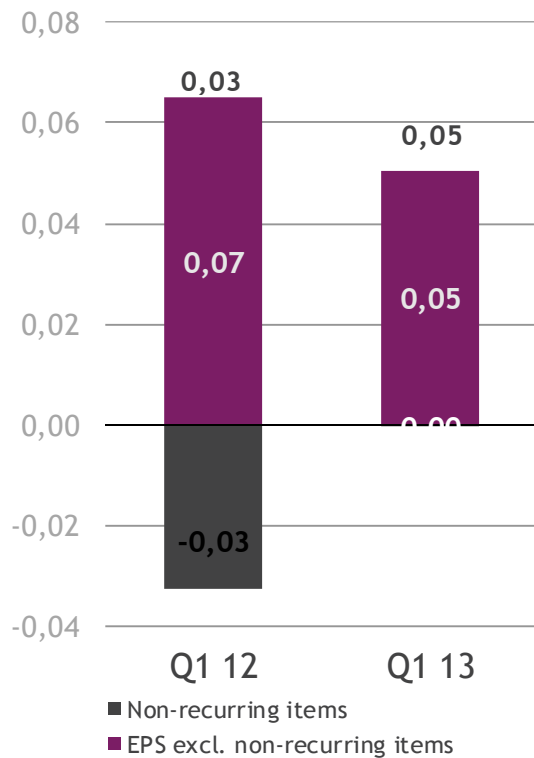


ROI, %



Earnings per share and equity per share

IFRS



Balance sheet

IFRS

MEUR	Q1 2013	Q1 2012
Intangibles and goodwill	118,0	88,2
Tangibles	85,6	43,3
Associated companies	31,7	34,5
Inventory	0,9	0,6
Receivables	37,2	39,5
Cash	15,7	28,5
Assets	289,0	234,7
Equity	79,8	69,7
Reserves-obligatory	0,4	0,9
Pension liabilities	2,8	3,0
lb debt	117,0	70,7
Non-lb debt	62,5	62,7
Advances received	26,6	27,7
Equity and liabilities	289,0	234,7

Profit and Loss

MEUR	2013 Q1	2012 Q1	Change %
Revenue	74,9	81,1	-7,7
Total expenses excluding non-	69,6	72,8	-4,4
Ebitda excluding non-recurring	8,0	11,6	-31,0
Operating profit excluding non-	5,5	8,5	-35,5
% of revenue	7,3	10,4	
Operating profit	5,4	6,0	-9,5
% of revenue	7,2	7,4	
Profit for the period	4,1	2,7	49,6

A person is holding a tablet, and the screen shows a website with various icons and text. The background is blurred, showing a person's face and a yellow object on a table.

Strategy and future outlook

Kai Telanne, CEO

LIVING INFORMATION



Alma Media's strategic focus 2013-2015

1. DEVELOPING PUBLISHING OPERATIONS

Securing the cash flow and improving the productivity of publishing operations through developing operational methods and promoting collaboration in the industry.

Exploiting print investments and securing distribution efficiency.

2. GROWING DIGITAL SERVICES

Growing and developing the digital service business. Integrating acquired businesses outside Finland into Alma Media, accelerating international growth.

3. AGILE GROUP

Increasing strategic flexibility and efficiency. Developing leadership skills, and, in particular, digital business competencies.

Developing IT systems to meet changing needs.

Strategic progress Q1 2013

examples

PUBLISHING

- ✓ Kauppalehti's Windows application and Iltalehti's iOS application
- ✓ New printing facility being commissioned
- ✓ Content collaboration with newspapers of Ilkka-Yhtymä, Kaleva and Turun Sanomat.

DIGITAL SERVICES

- ✓ Launch of Kauppalehti Business Information Services Procurement Search
- ✓ Yourlapland.com launch
- ✓ Sisustusovi.com and Inspiraatiohaku
- ✓ Teamio recruitment system (Monster and LMC) for the Finnish market

GROUP

- ✓ Moving to new premises in Helsinki
- ✓ Managerial skills development programme
- ✓ IT system projects

Outlook

April 26, 2013

The general uncertainty prevailing in the Group's principal markets, as well as the shift in media consumption from print media to electronic channels, make it difficult to forecast the development of the advertising and circulation revenues. The share of digital services in the media market will continue to grow.

Economic growth is estimated to remain weak in Europe in the early part of 2013. The increase in the sales of digital services is not enough to cover the drop in the sales of print media.

Alma Media maintains unchanged its estimate given in the financial statements release of February 15, 2013, according to which the company's revenue and operating profit, excluding non-recurring items, will decrease in the first half of 2013 from the level of the corresponding period in 2012. The revenue for the first half of 2012 was MEUR 162.2 and operating profit, excluding non-recurring items, was MEUR 16.1.

The background of the slide is a composite image. The top half shows a blurred, high-speed shot of a blue roller coaster track curving upwards. The bottom half shows a low-angle shot of a large Ferris wheel with a blue metal frame and red passenger cars, partially obscured by the green foliage of trees in the foreground.

Thank you!

Coming events for investors:

- Q2 2013 interim report 19 July 2013