From the President and CEO

Kai Telanne
Annual General Meeting of Alma Media Corporation
17 March 2015
Agenda

• Alma Media’s business operations in 2014
• A review of the Finnish media market
• Alma Media’s financial performance in 2014
• Alma Media’s strategy and outlook
Alma Media’s business operations in 2014

<table>
<thead>
<tr>
<th>REGIONAL MEDIA</th>
<th>DIGITAL CONSUMER SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong> MEUR 145, 3% digital</td>
<td><strong>Revenue</strong> MEUR 56, 100% digital</td>
</tr>
<tr>
<td><strong>EBIT</strong> MEUR 10 (7%)</td>
<td><strong>EBIT</strong> MEUR 9 (16%)</td>
</tr>
<tr>
<td>758 employees</td>
<td>491 employees</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NATIONAL CONSUMER MEDIA</th>
<th>FINANCIAL MEDIA AND BUSINESS SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong> MEUR 47, 27% digital</td>
<td><strong>Revenue</strong> MEUR 53, 43% digital</td>
</tr>
<tr>
<td><strong>EBIT</strong> MEUR 4 (9%)</td>
<td><strong>EBIT</strong> MEUR 7 (13%)</td>
</tr>
<tr>
<td>160 employees</td>
<td>259 employees</td>
</tr>
</tbody>
</table>
Geographical operating area 2014

- Alma Media operates in 12 countries in Northern Europe and Eastern Central Europe.
- International business operations are focused on the recruitment business and marketplaces for business premises.
- The news agency and media monitoring company BNS and the residential marketplace business City 24, both of which operate in the Baltic countries, were divested in 2014.
- Slightly over one fifth of all employees work at the Group’s offices outside Finland.

<table>
<thead>
<tr>
<th></th>
<th>Finland</th>
<th>Other countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue 2014, MEUR</td>
<td>254</td>
<td>41</td>
</tr>
<tr>
<td>% of revenue</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>Operating profit 2014, MEUR</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>% of operating profit</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Finland
- Population: 5.4 million
- GDP growth 1% (2015E)
- Internet access 97% of the population

Baltic countries, total
- Population: 7.2 million
- GDP growth 2-3% (2015E)
- Internet access 68-73% of the population

Czech Republic
- Population: 10.2 million
- GDP growth 3% (2015E)
- Internet access 78% of the population

Slovakia
- Population: 5.4 million
- GDP growth 2.5% (2015E)
- Internet access 82% of the population
Development and distribution of Alma Media’s revenue 2008–2014

![Bar chart showing revenue distribution from 2008 to 2014 for Print sales, Online sales, and Media services + other.]
Share of digital business in Alma Media’s revenue 2008–2014
A review of the Finnish media market
Readership of national newspapers 2001–2014

- Helsingin Sanomat
- Ilta-Sanomat
- Iltalehti
- Kauppalehti

1000 pcs

Readership of regional newspapers 2009–2014

- Aamulehti
- Turun Sanomat
- Kaleva
- Keskisuomalainen
- Satakunnan Kansa
- Lapin Kansa
- Kainuun Sanomat
- Pohjolan Sanomat

1000 pcs


KMT Lukija, TNS Gallup Oy
Combined reach still at a good level

Combined reach for newspaper and website (%) in its own market area

- **2010**
- **2011**
- **2012**
- **2013**
- **s13k14**

<table>
<thead>
<tr>
<th>Newspaper/Website</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>s13k14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aamulehti</td>
<td>76</td>
<td>78</td>
<td>75</td>
<td>72</td>
<td>72</td>
</tr>
<tr>
<td>Satakunnan Kansa</td>
<td>72</td>
<td>72</td>
<td>77</td>
<td>75</td>
<td>77</td>
</tr>
<tr>
<td>Lapin Kansa</td>
<td>74</td>
<td>76</td>
<td>70</td>
<td>69</td>
<td>73</td>
</tr>
<tr>
<td>Pohjolan Sanomat</td>
<td>77</td>
<td>69</td>
<td>73</td>
<td>72</td>
<td>70</td>
</tr>
<tr>
<td>Kainuun Sanomat</td>
<td>73</td>
<td>78</td>
<td>74</td>
<td>76</td>
<td>78</td>
</tr>
<tr>
<td>Turun Sanomat</td>
<td>78</td>
<td>71</td>
<td>69</td>
<td>69</td>
<td>69</td>
</tr>
<tr>
<td>Kaleva</td>
<td>74</td>
<td>70</td>
<td>71</td>
<td>73</td>
<td>73</td>
</tr>
</tbody>
</table>
Development of marketing communications 2008–2013

Development of marketing communications and media advertising

- Media advertising total
- Marketing media in total

Media advertising accounted for marketing communications

- 2008: 42%
- 2009: 41%
- 2010: 41%
- 2011: 41%
- 2012: 40%
- 2013: 38%
Media advertising, share of GDP

Finnish Advertising Council, Alma Media’s estimate
Development of media advertising by media, 1999–2014

- Printed directories have been excluded from monitoring.
- The monitoring of online advertising has become more accurate over the years as the market has developed.
Media advertising by channel, 1999–2014
Alma Media’s financial performance in 2014
Alma Media’s revenue and operating profit 2013–2014

Revenue, MEUR
IFRS

-6.2%

300.2

295.4

Operating profit, MEUR
IFRS

-27.8%

2.8

21.4

Non-recurring items

-1.6%

24.2

-0.7%
Digital Consumer Services segment 2013–2014

**Revenue, MEUR**
Non-recurring items

- 2013: 52.6%
- 2014: 55.8%

**Operating profit, MEUR**
Non-recurring items

- 2013: 9.4%
- 2014: 9.2%

**Growth rates:**
- Revenue: +6.1%
- Operating profit: +23.6%
Financial Media and Business Services segment 2013–2014

**Revenue, MEUR**
Non-recurring items

- 2013: 56.8 (−3.7%)
- 2014: 53.0 (−6.7%)

**Operating profit, MEUR**
Non-recurring items

- 2013: 7.8 (+19.3%)
- 2014: 6.7 (−14.5%)
National Consumer Media segment
2013–2014

Revenue, MEUR
Non-recurring items

2013: 49.0
2014: 46.9

Operating profit, MEUR
Non-recurring items

2013: -39.5%
2014: -22.0%
Regional Media segment 2013–2014

**Revenue, MEUR**
Non-recurring items

- 2013: 147.1
- 2014: 145.2

Change: -1.3%

**Operating profit, MEUR**
Non-recurring items

- 2013: 9.8
- 2014: 9.6

Change: -1.7%

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**Non-recurring items**

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change</td>
<td>-10.7%</td>
<td>-1.3%</td>
</tr>
</tbody>
</table>
Investment stage debt has been paid off to a significant extent.

Net debt 2010–2014

![Chart showing net debt from 2010 to 2014.](chart.png)

- 2010: -32.4 MEUR
- 2011: -32.3 MEUR
- 2012: 62.3 MEUR
- 2013: 97.6 MEUR
- 2014: 71.1 MEUR
The equity ratio has improved considerably

Equity ratio, %

<table>
<thead>
<tr>
<th>Year</th>
<th>Equity Ratio, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>34.4</td>
</tr>
<tr>
<td>2014</td>
<td>42.6</td>
</tr>
</tbody>
</table>

Gearing, %

<table>
<thead>
<tr>
<th>Year</th>
<th>Gearing, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>110.5</td>
</tr>
<tr>
<td>2014</td>
<td>68.5</td>
</tr>
</tbody>
</table>
Earnings per share at the previous year’s level

- Non-recurring items
- EPS excl. non-recurring items
- Retained earnings
- Restricted shareholders’ equity

2013 2014

2013:
- Non-recurring items: -0.03
- EPS excl. non-recurring items: 0.23

2014:
- Non-recurring items: -0.01
- EPS excl. non-recurring items: 0.20

Retained earnings:
- 2013: 0.44
- 2014: 0.47

Restricted shareholders’ equity:
- 2013: 0.70
- 2014: 0.70
Dividend proposal takes debt servicing and investments into account

Dividend proposal 2014: EUR 0.12 per share, effective dividend yield 4.4%
(share price on 31 December 2014, EUR 2.75/share)
Alma Media’s strategy and outlook
Alma Media’s long-term financial targets

<table>
<thead>
<tr>
<th>Alma Media’s financial targets</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>Target level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital business growth</td>
<td>16.3%</td>
<td>36.8%</td>
<td>8.4%</td>
<td>11.9%</td>
<td>&gt; 15%</td>
</tr>
<tr>
<td>Return on Investment (ROI), %</td>
<td>26.1%</td>
<td>13.8%</td>
<td>10.0%</td>
<td>9.7%</td>
<td>&gt; 15%</td>
</tr>
<tr>
<td>Dividend payout ratio*</td>
<td>103%</td>
<td>45%</td>
<td>50%</td>
<td>63%**</td>
<td>&gt; 50%</td>
</tr>
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</table>

* Includes capital repayment to shareholders.
** Based on the Board of Directors’ proposal to the Annual General Meeting.
Alma Media’s strategic themes

**MULTI-CHANNEL CONTENT**
- Paid content on all channels selected by the consumer
- Development of mobile content
- Closer co-operation in content production

**MARKETING SOLUTIONS**
- Increasing the digital offering, including mobile and instream
- Growing content marketing solutions
- Leveraging data in advertising solutions

**DIGITAL SERVICES**
- Growing digital consumer services in Finland
- International growth in the recruitment business
- Growing the printing and distribution business

**RESOURCES AND EXPERTISE**
- Increasing digital competencies throughout the organisation
- Leveraging Alma Media’s marketing resources
- Information system renewal to support multimedia business
Robust Regional Media

**Businesses to be continued:**

- The regional newspapers Aamulehti, Satakunnan Kansa, Pohjolan Sanomat and Lapin Kansa
- 21 town papers and local papers
- Printing and distribution company Alma Manu Oy
- Annual revenue EUR 134 million
- 630 employees

**Businesses to be divested:**

- Regional newspaper Kainuun Sanomat
- Local papers Sotkamo-lehti, Ylä-Kainuu and Kuhmolainen
- Town paper Koti-Kajaani
- Total annual revenue MEUR 11.5
- 74 employees
On the way to becoming a Europe-wide provider of recruitment services

2012-2013
GROWING THE RECRUITMENT BUSINESS
MEUR 72 ACQUISITIONS

2014
ALMA CAREER OY
85%
MONSTER
15%
The market leader in almost all of its markets

- **FINLAND**: Monster
- **ESTONIA, LATVIA AND LITHUANIA**: online
- **POLAND**: Monster
- **CZECH REPUBLIC**: LMC
- **SLOVAKIA**: profesia
- **HUNGARY**: Monster
- **CROATIA**: MojPosao
- **SERBIA AND BOSNIA (MINORITY INTERESTS)**

- 11 operating countries
- 400 employees
- MEUR 35 in revenue
- >30% EBITDA
Development of GDP and media advertising

GDP
Advertising

Finnish Advertising Council, Statistics Finland
Consumer confidence indicator in February below the long-term average

1) average 10/1995 – 02/2015
The economic barometer published by the Federation of the Confederation of Finnish Industries (EK) indicates a subdued outlook in February.
The economic situation and outlook in commerce remain exceptionally weak

<table>
<thead>
<tr>
<th>Industry</th>
<th>Construction</th>
<th>Services</th>
<th>Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net change</td>
<td>Economic situation</td>
<td>Economic outlook</td>
<td>Net change</td>
</tr>
<tr>
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<td>Net change</td>
<td>Economic situation</td>
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</table>

Confederation of Finnish Industries
EUR-USD exchange rate
Oil price development

Brent Crude Oil

Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan 2015 | Feb

100 80 60
Outlook

13 February 2015

Low interest rates, a weaker euro and lower oil price improve the chances for growth in the long run. However, in 2015, economic growth is still expected to remain weak in Europe and, in particular, in Finland. The weak overall economic growth has an impact on advertising volume, which is not expected to increase in Finland in 2015.

In the first half of 2015, Alma Media expects its revenue and operating profit excluding non-recurring items to decrease from the 2014 level. The revenue for the first half of 2014 was MEUR 148.4, and operating profit excluding non-recurring items MEUR 8.8.