

Annual General Meeting of Alma Media Corporation, 15 March 2019

CEO's statement

Kai Telanne, President and CEO

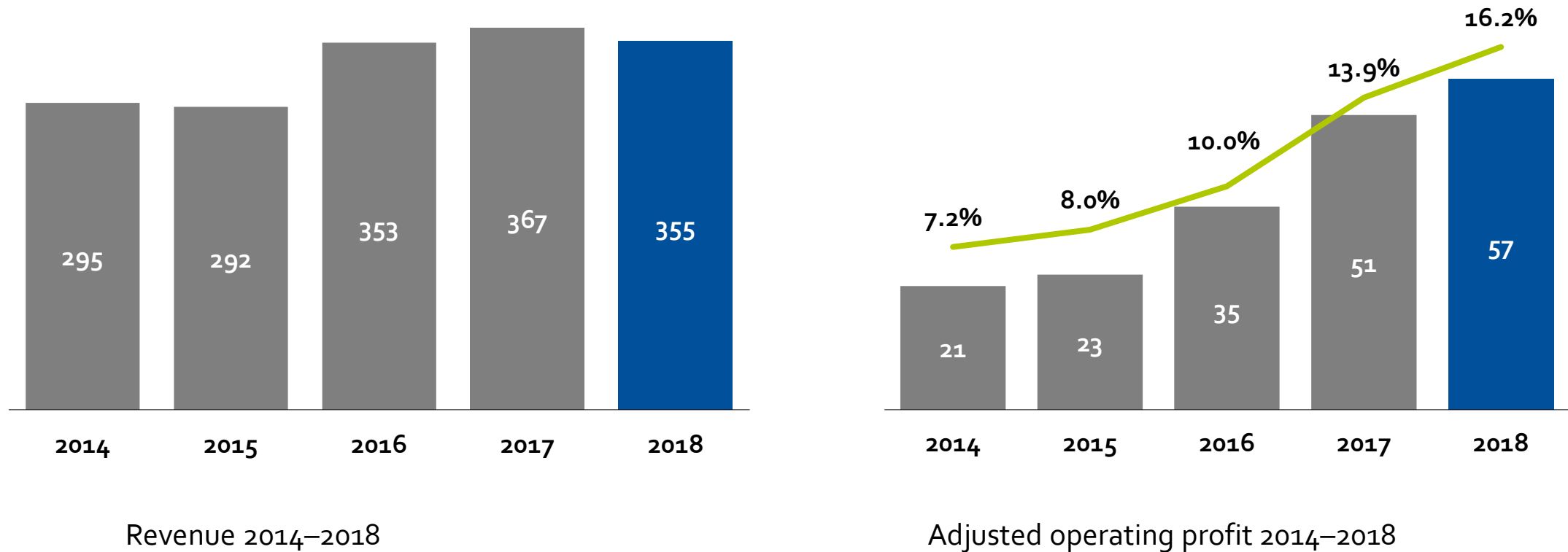




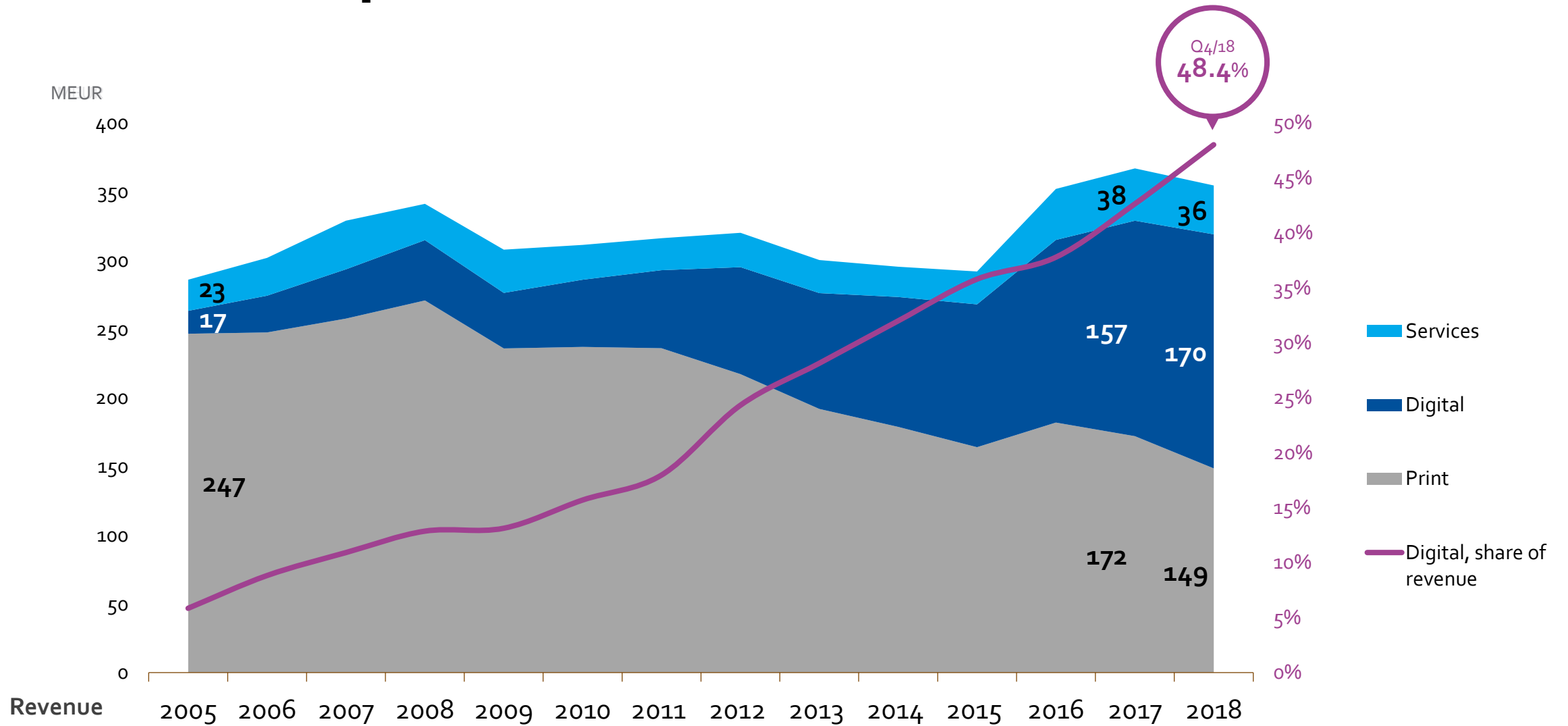
Financial Statements 2018



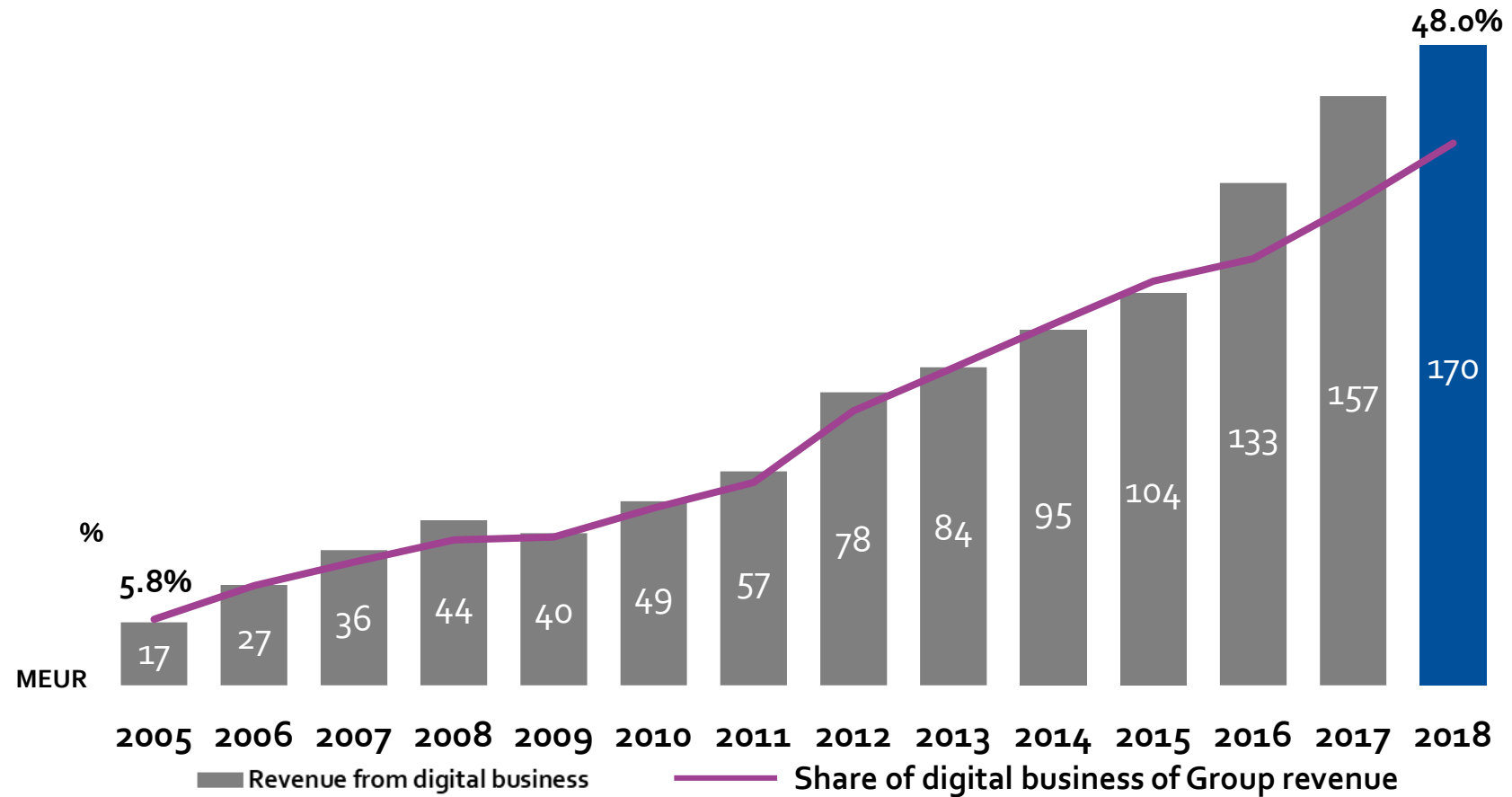
Revenue and adjusted operating profit



Revenue split



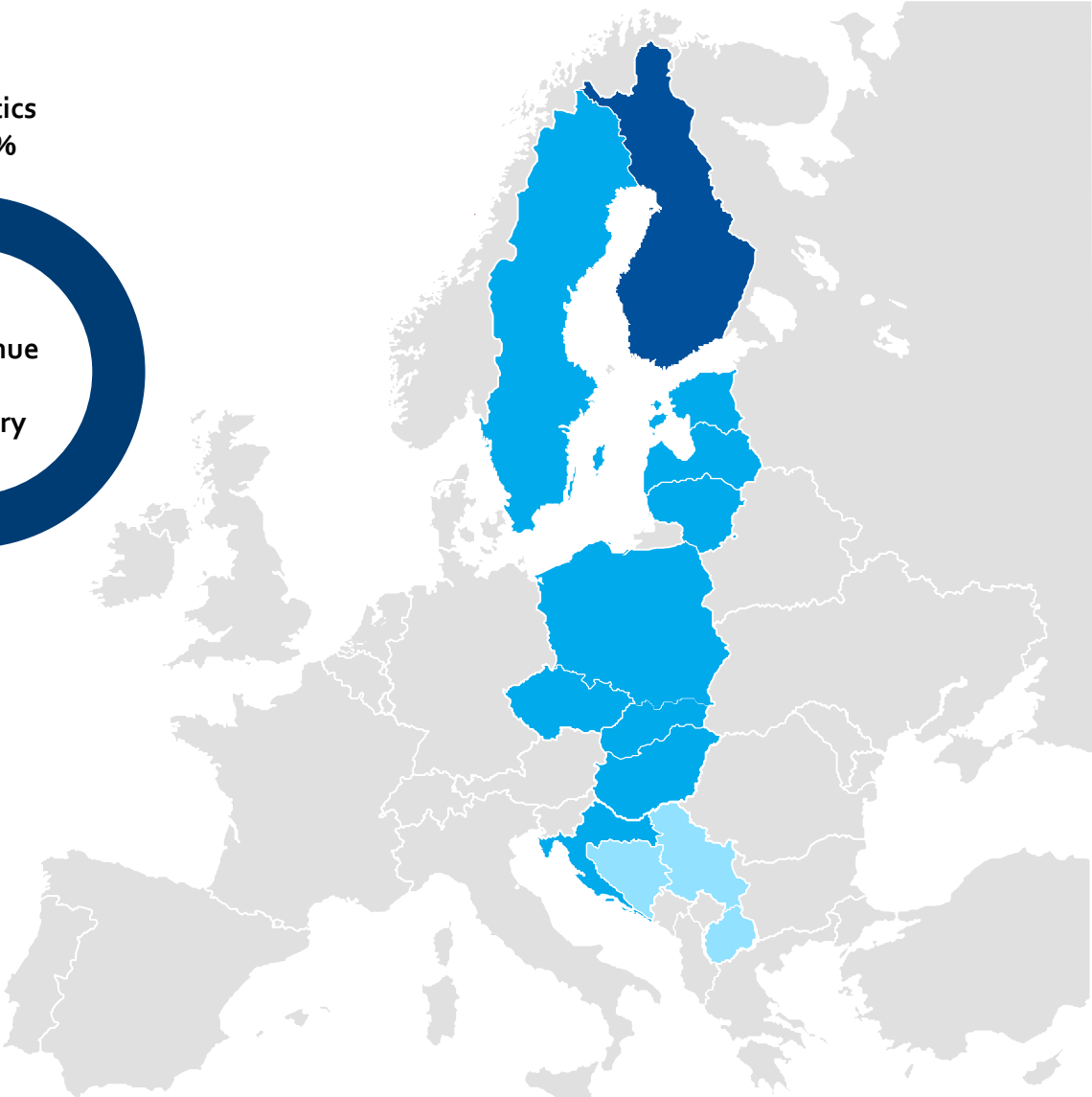
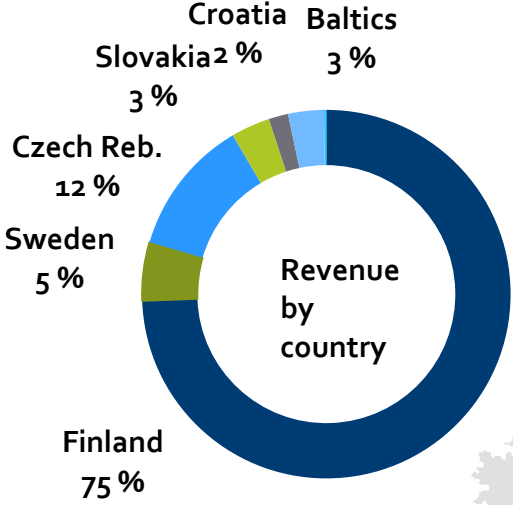
Digital business revenue



Digital growth expected to continue, however GDP growth predicted to slow down



International operations



Revenue 2018 %

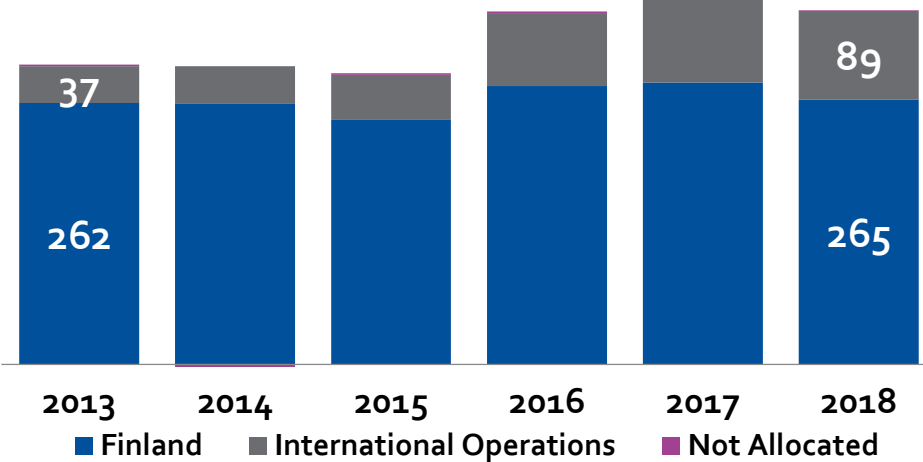
25/75

Operatings profit 2018 %

41/59

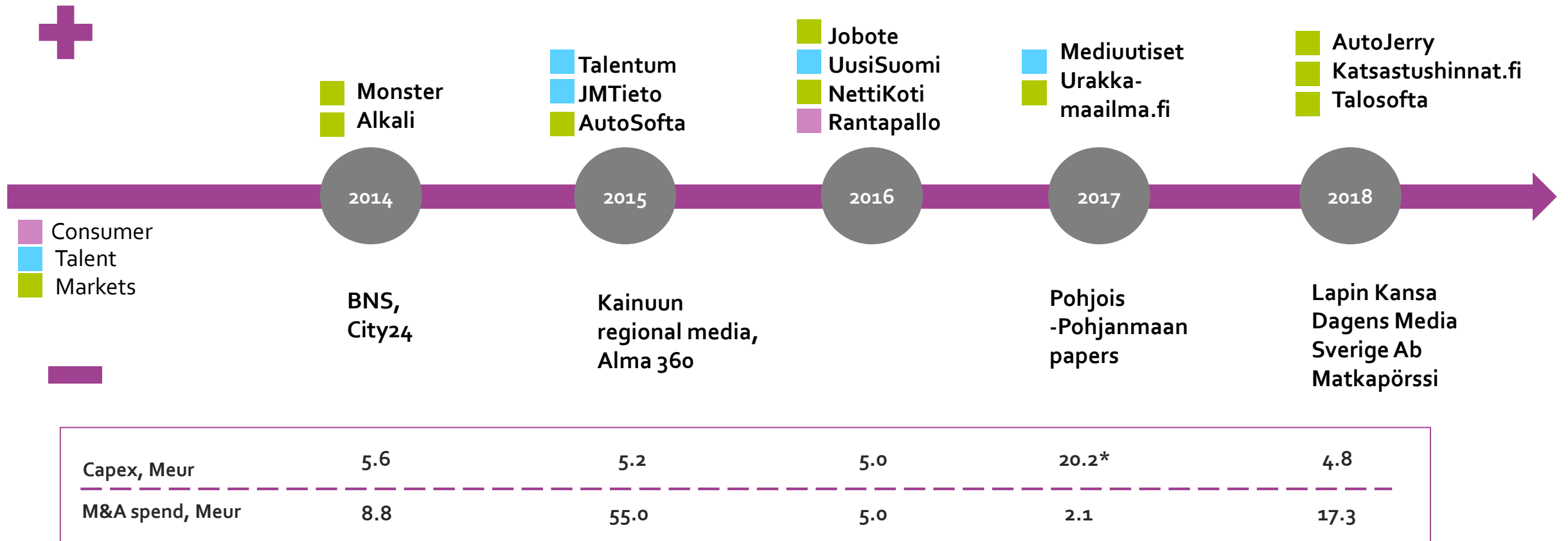
Personnel 2018 %

33/67



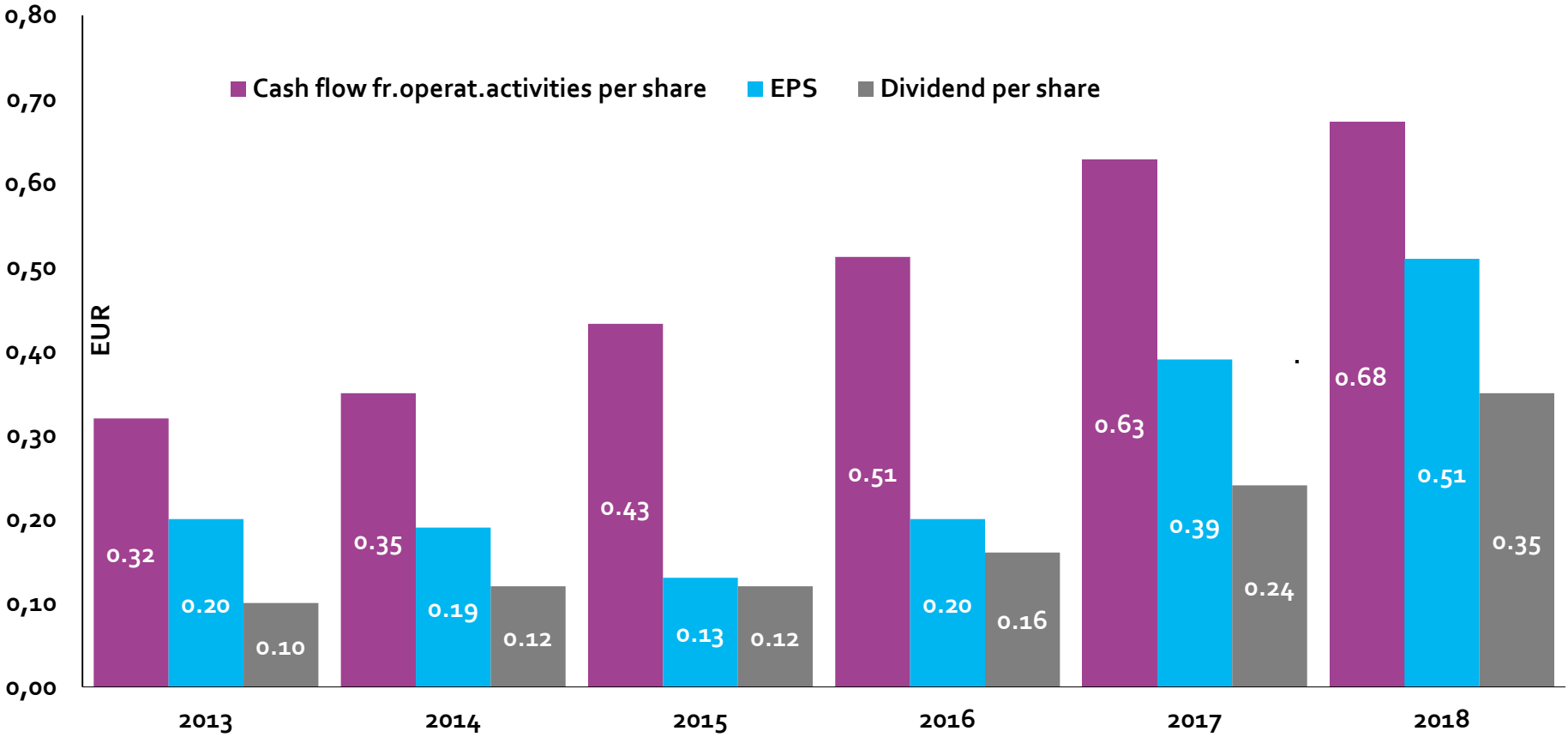
M&A and divestments

In the years 2010–2018, the annual pre-tax return on investments has been 12% of the invested capital.



* including a redemption of production property (value Meur 14.5)

Cash flow, EPS and dividend

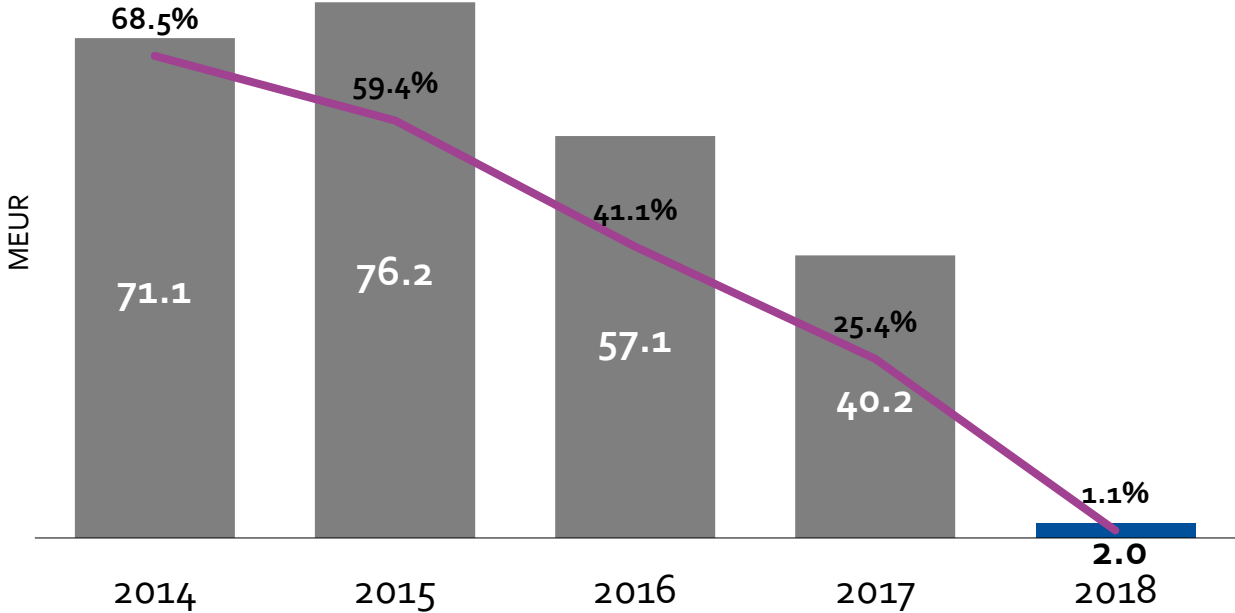


Effective dividend yield 2018: 6.3%

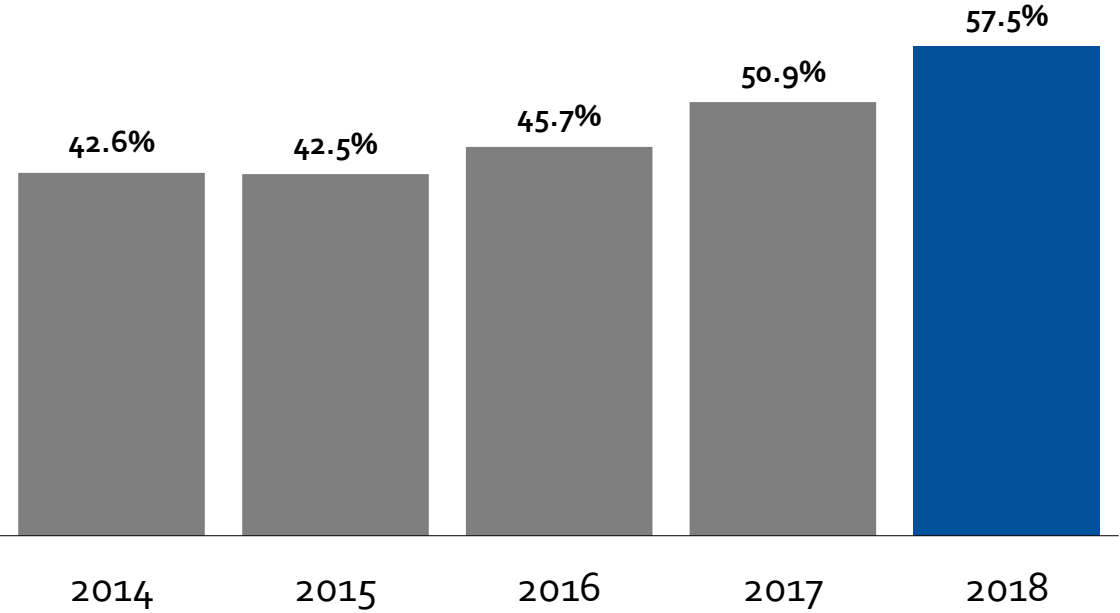


Gearing and equity ratio

Net debt, MEUR and gearing, %
2014–2018



Equity ratio,
2014–2018



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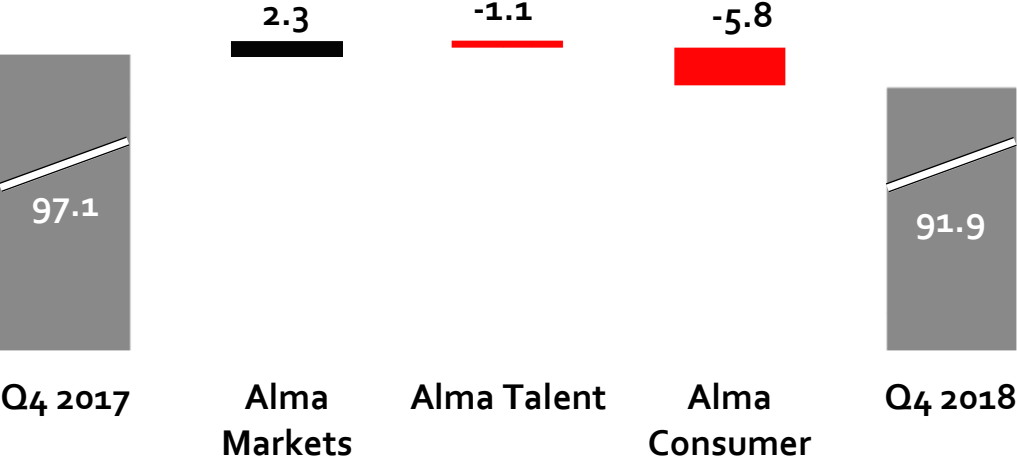
ARVOPAPERI

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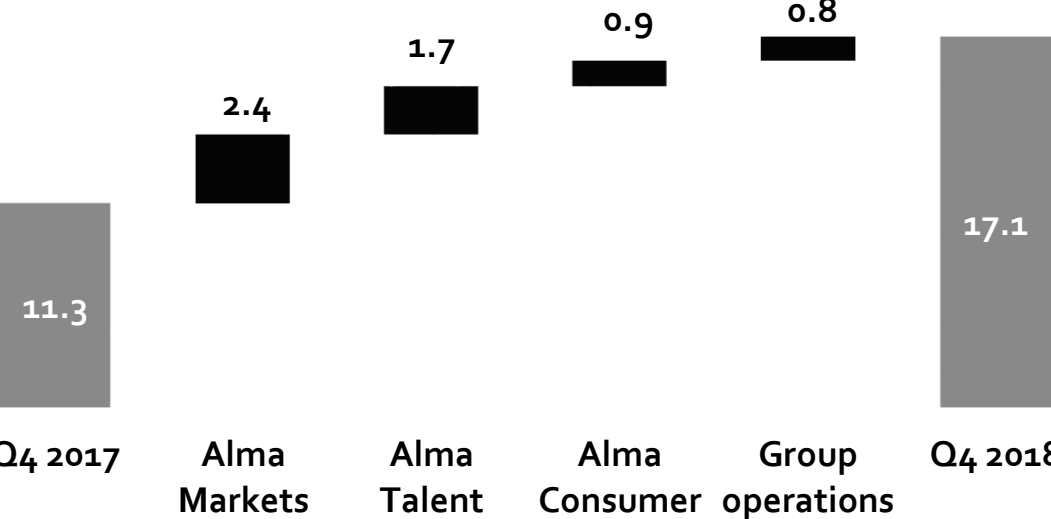
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Revenue and adjusted operating profit by segment

Revenue (MEUR) Q4/2018

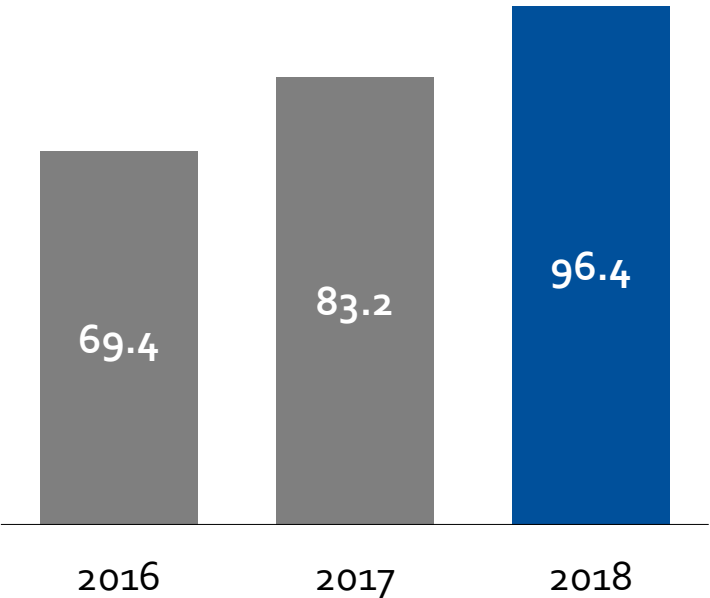


Adjusted operating profit (MEUR) Q4/2018

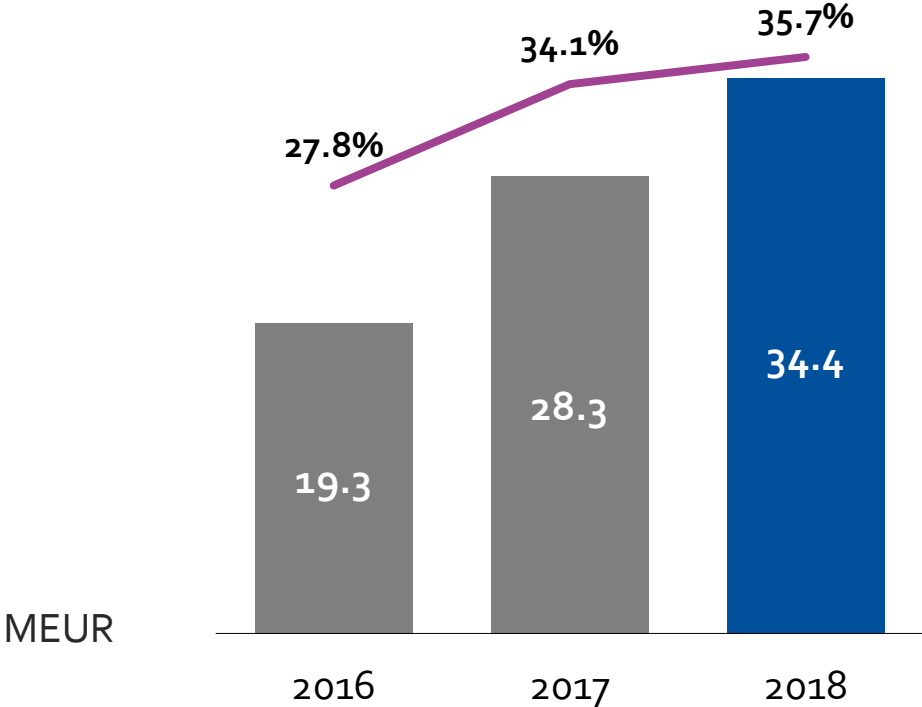


Alma Markets

Revenue



Adjusted operating profit

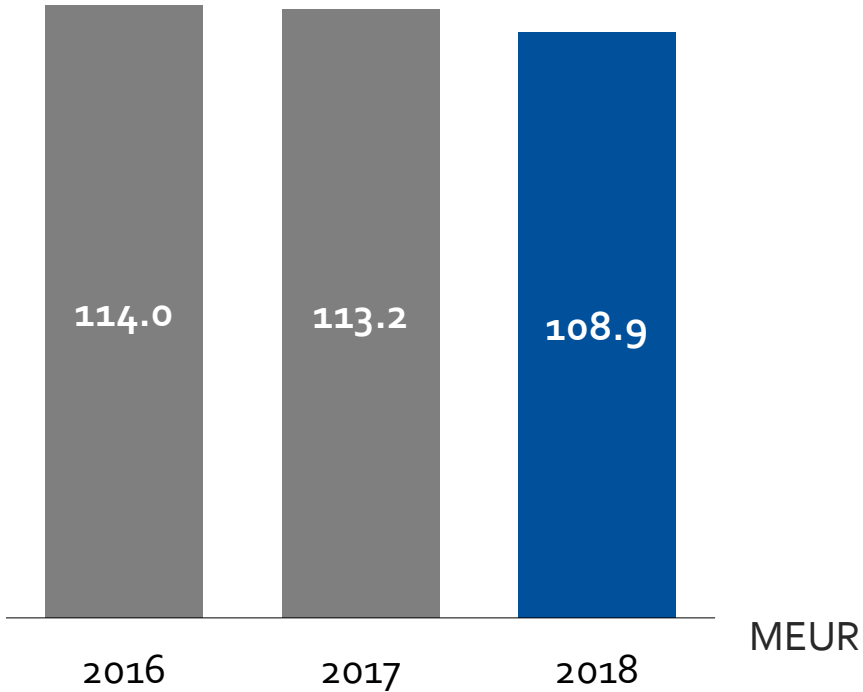


MEUR

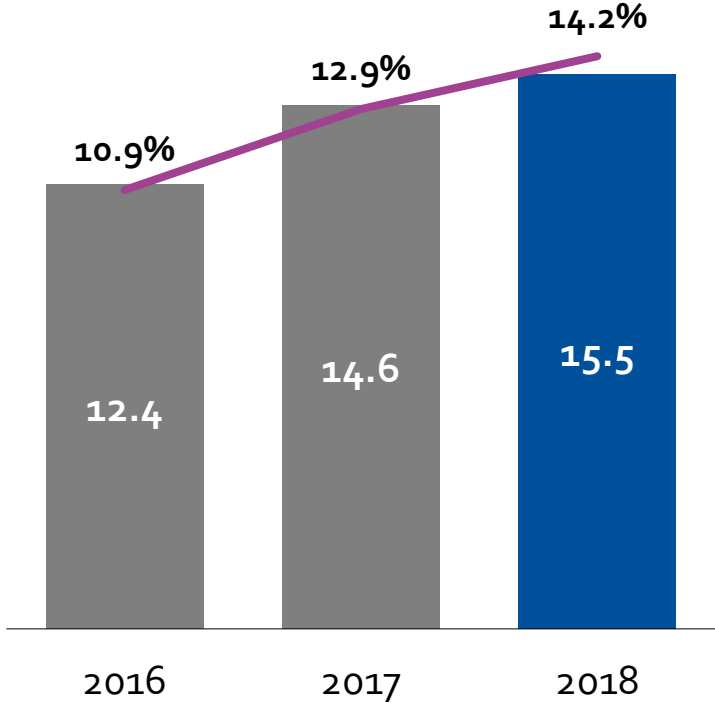


Alma Talent

Revenue

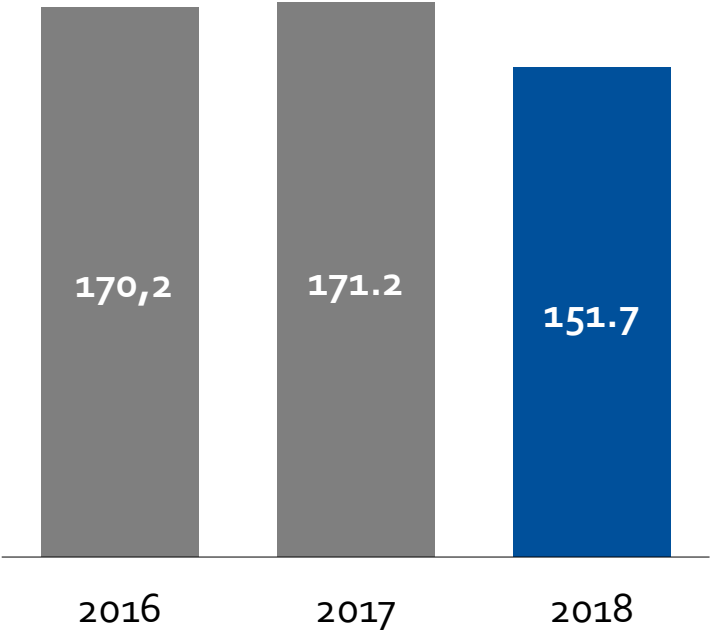


Adjusted operating profit

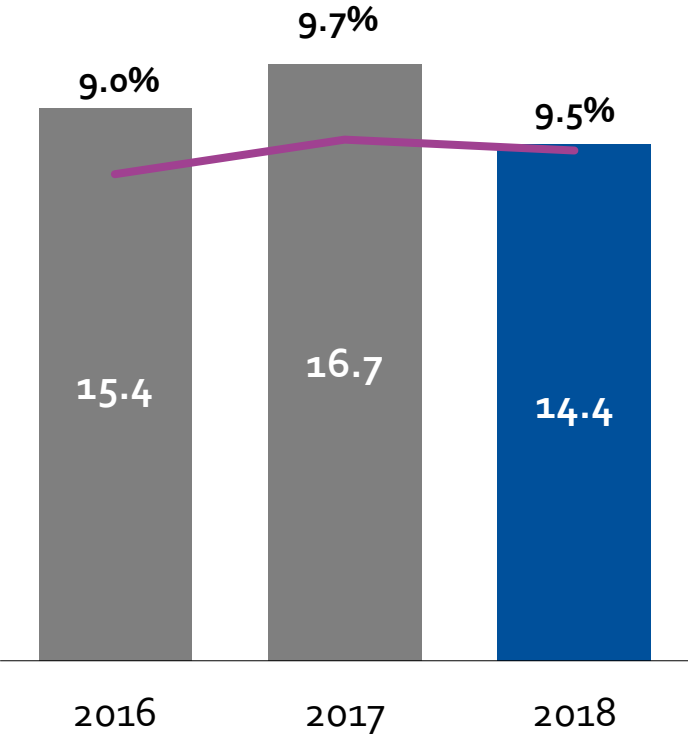


Alma Consumer

Revenue

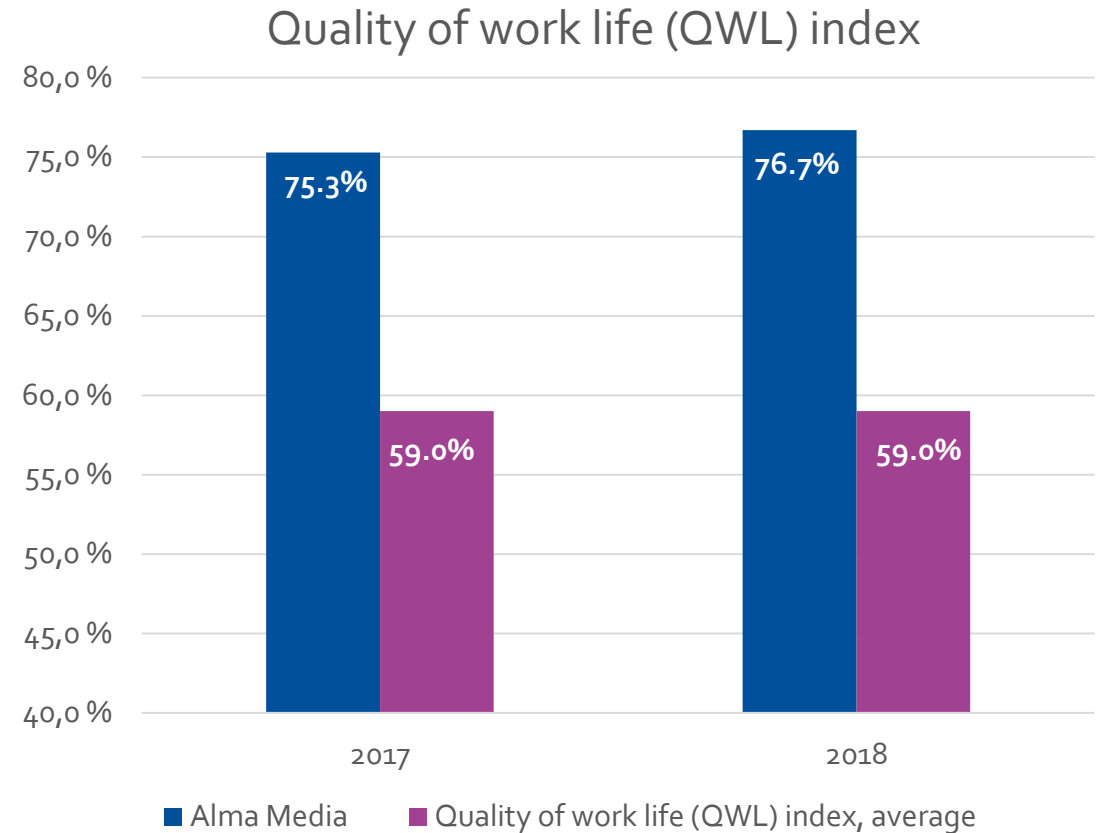


Adjusted operating profit



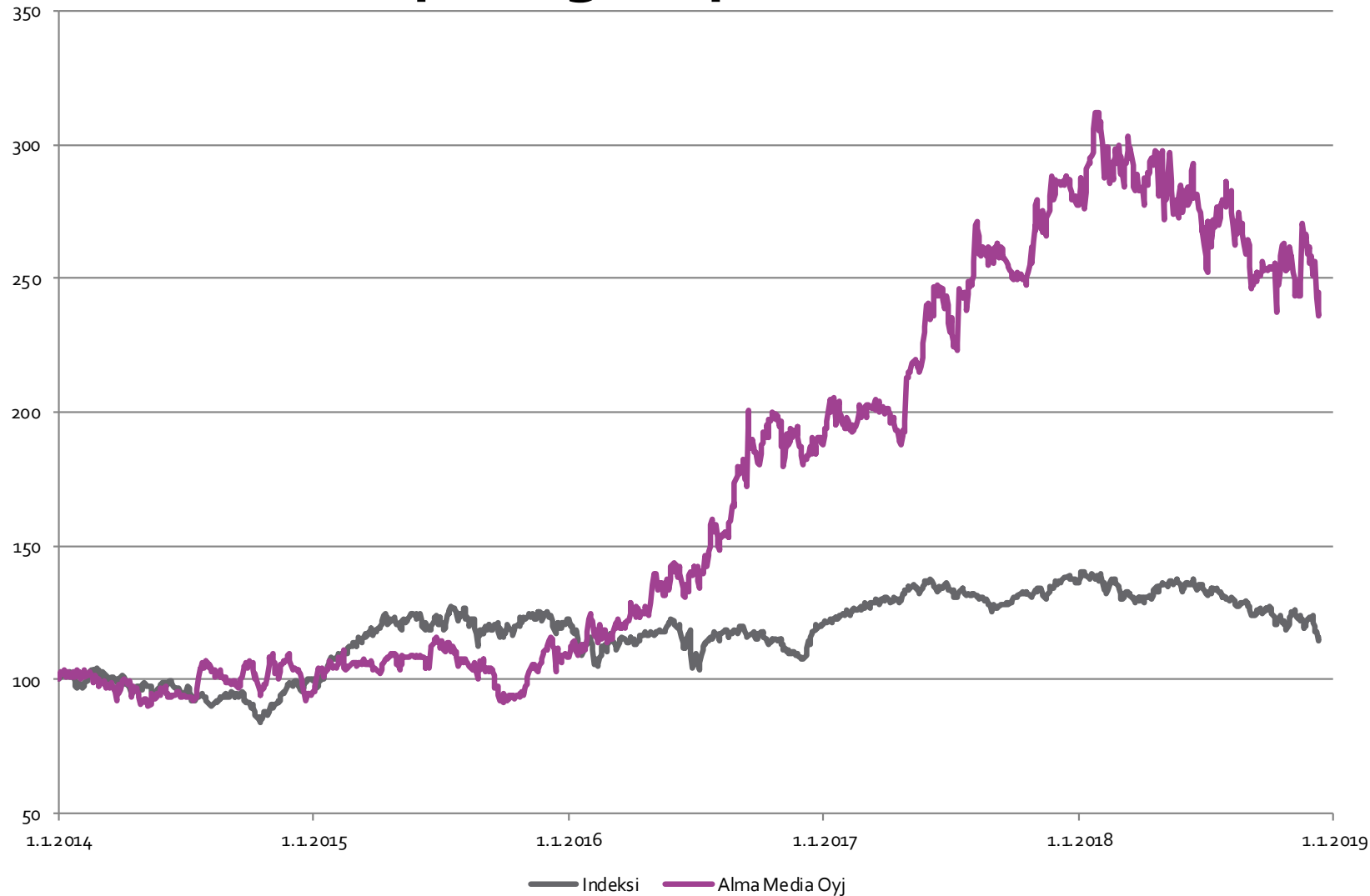
Quality of work life – Alma personnel survey

- A QWL study measuring the quality of work life (the performance and productivity) is carried out within Alma Media annually.
 - Alma's quality of work life (QWL) index is high compared to the average in Finland.
 - The target for the quality of work life result is 75–85%
- 8/10 Alma employees would also recommend Alma as an employer (August/2018)



*Statistics Finland, the national quality of work life survey, 2017

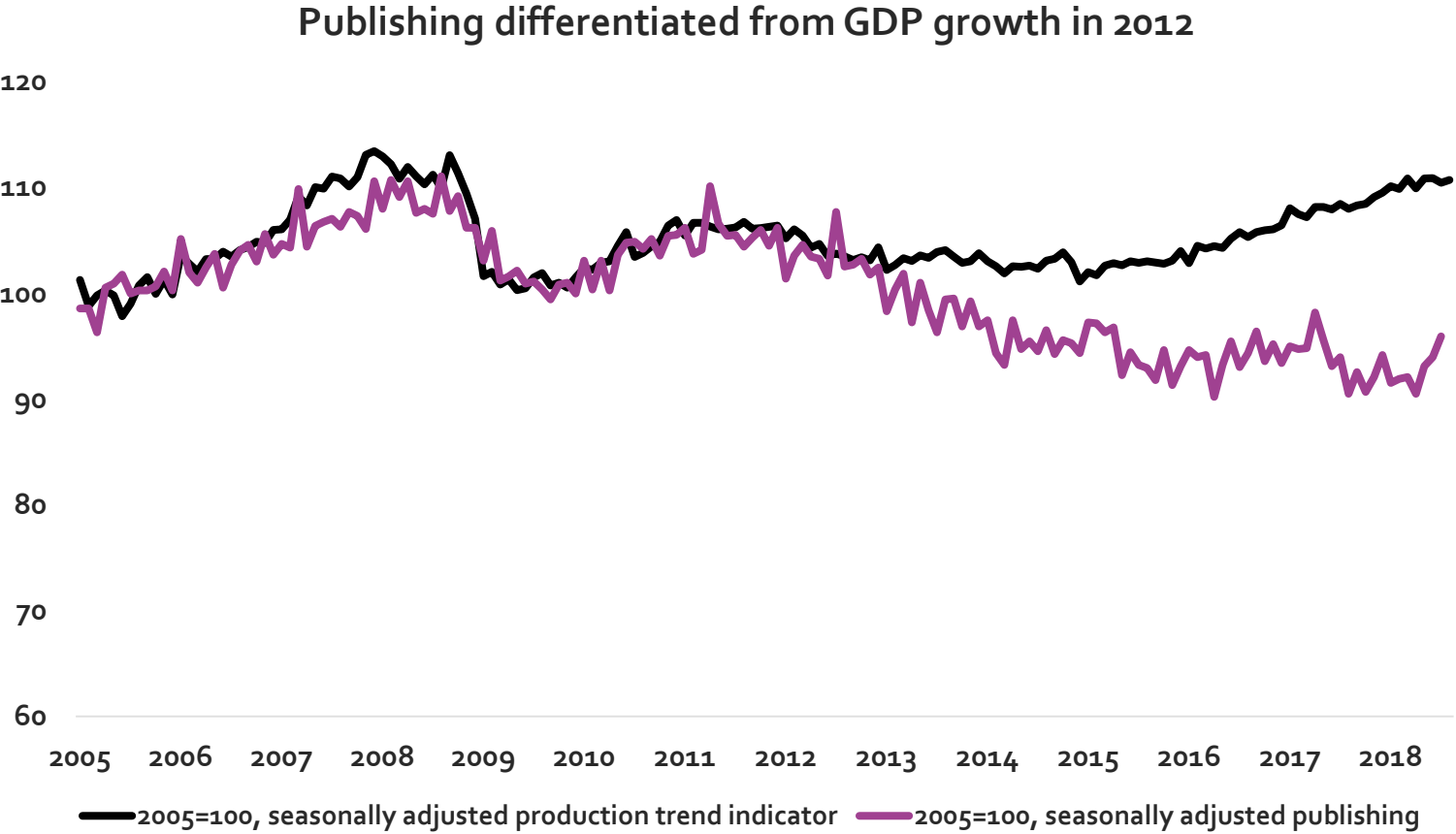
Total share return Alma Media vs. peer group index 1/2014–12/2018



Operating environment



GDP growth and publishing



Source: Finnmedia, Statistics Finland

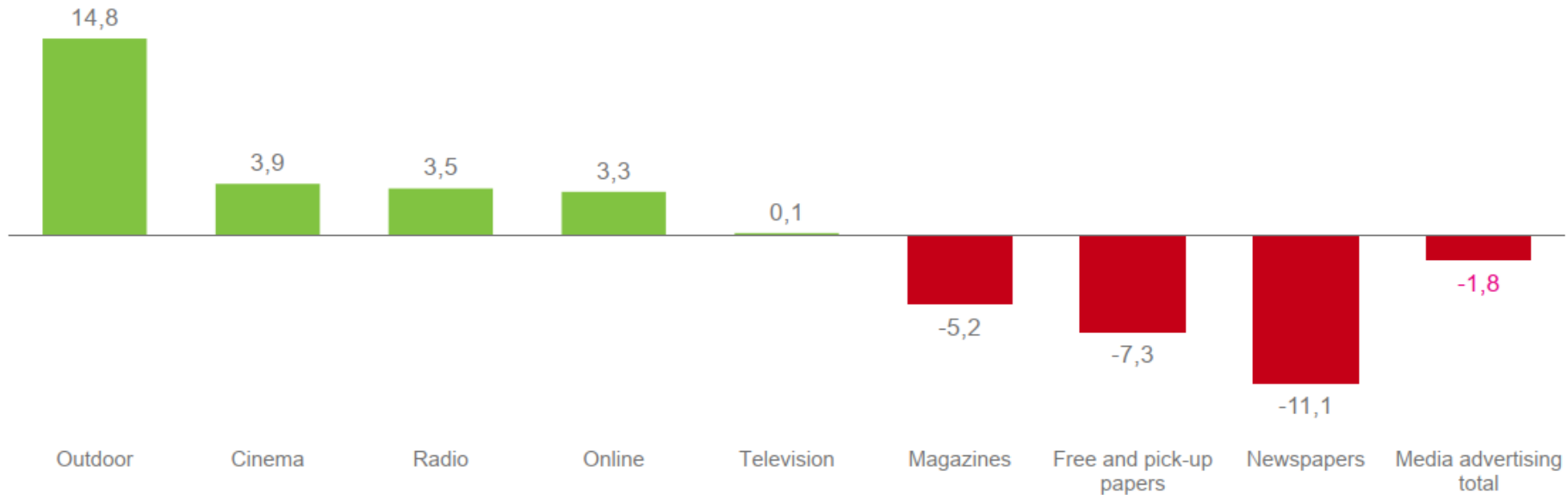


Media advertising investments in Finland in 2018

Advertising trends by media group

1-12/2018

Change-%

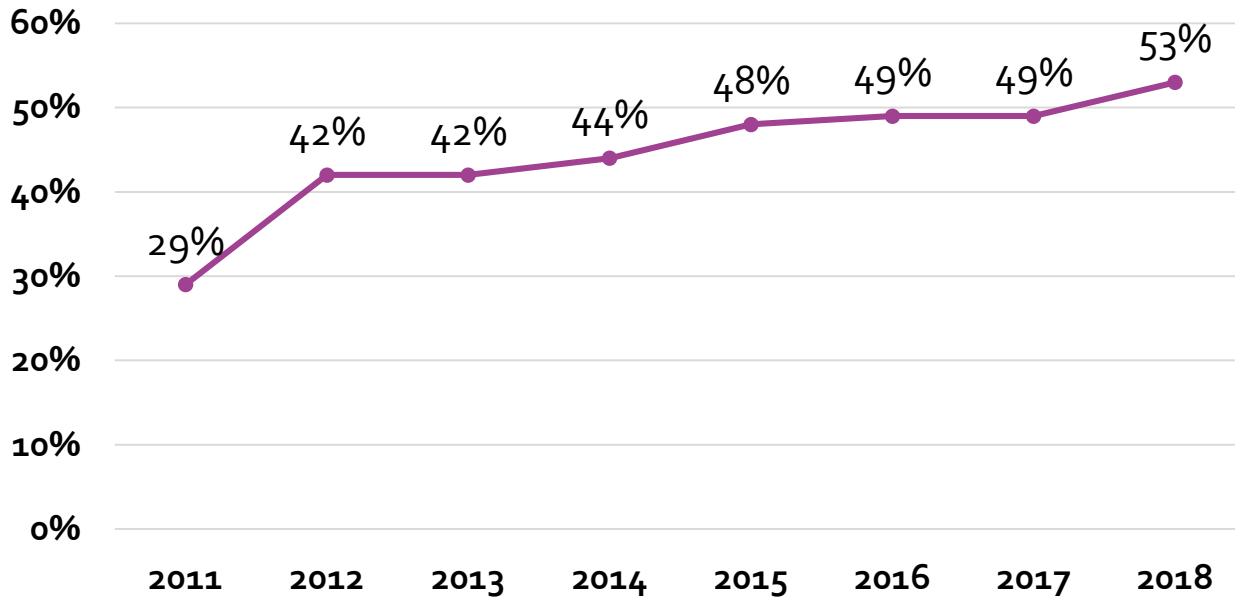


Source: Kantar TNS



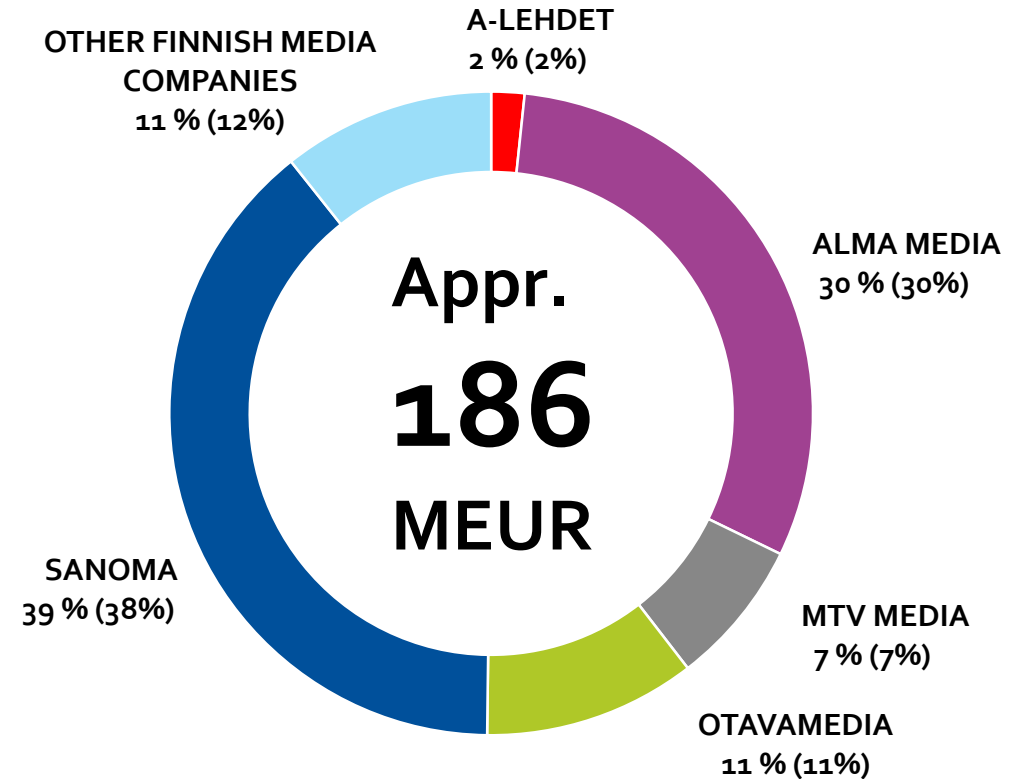
Online advertising in Finland

Share of international operators of Finnish digital advertising market, %



The combined advertising sales of Google, Facebook and Youtube in Finland amounted to MEUR 226 in Q1-Q4/2018.

Source: Kantar TNS, IAB Finland



Online advertising by Finnish media companies 1-12/2018 (versus 1-12/2017.)

Growth in Alma's digital customer base



Alma Media digital subscription customer base 2013–2018

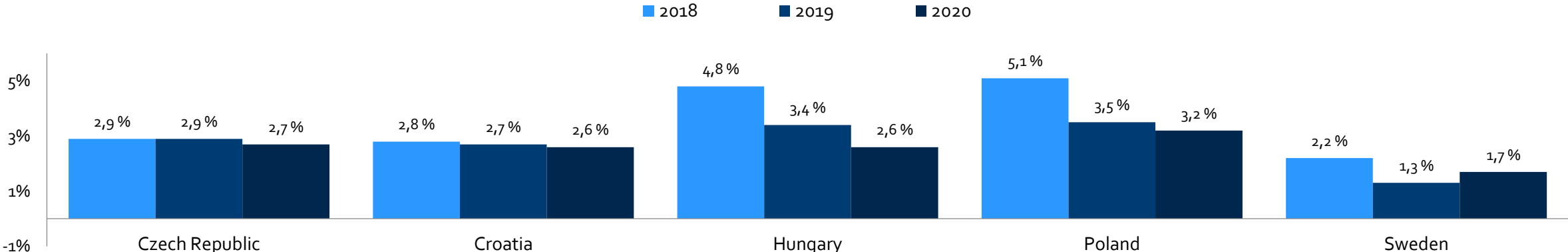
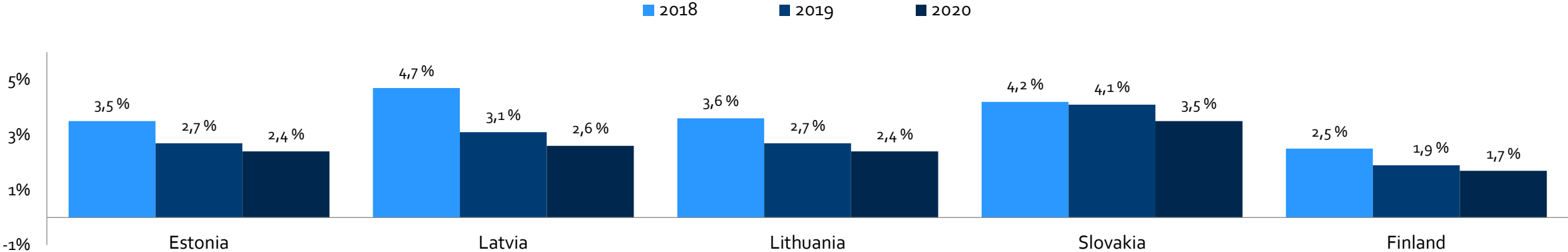
Year 2018

Kauppalehti + 44%

Aamulehti + 47%

Satakunnan Kansa +48%

GDP forecasts in Alma's operating countries 2018-2020E

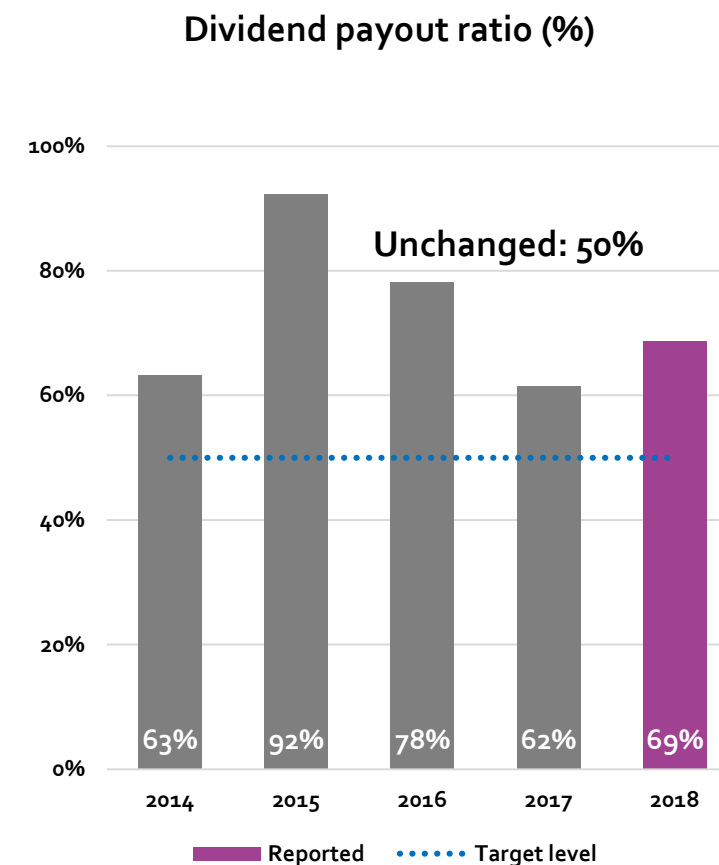
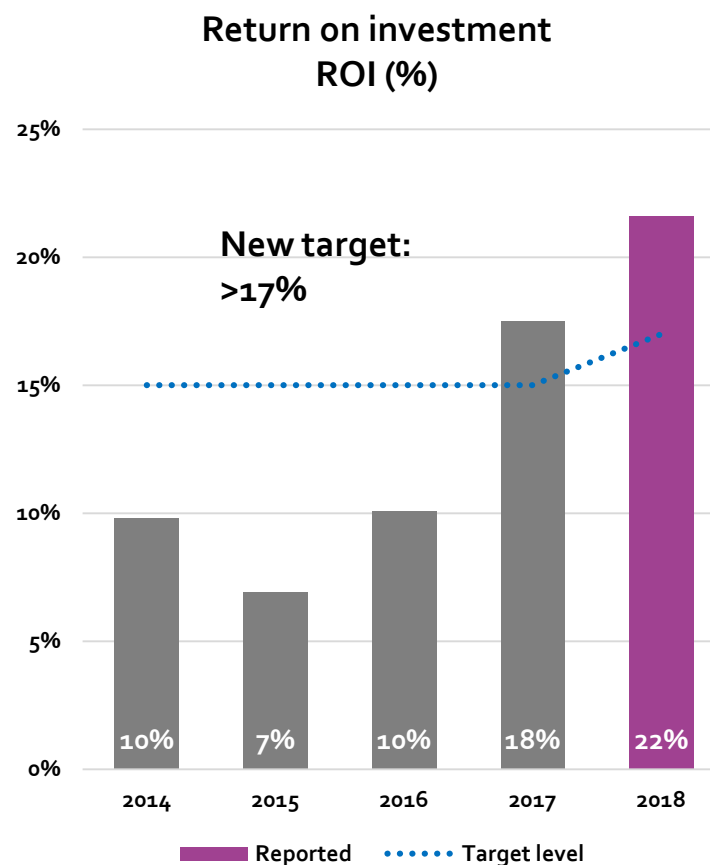
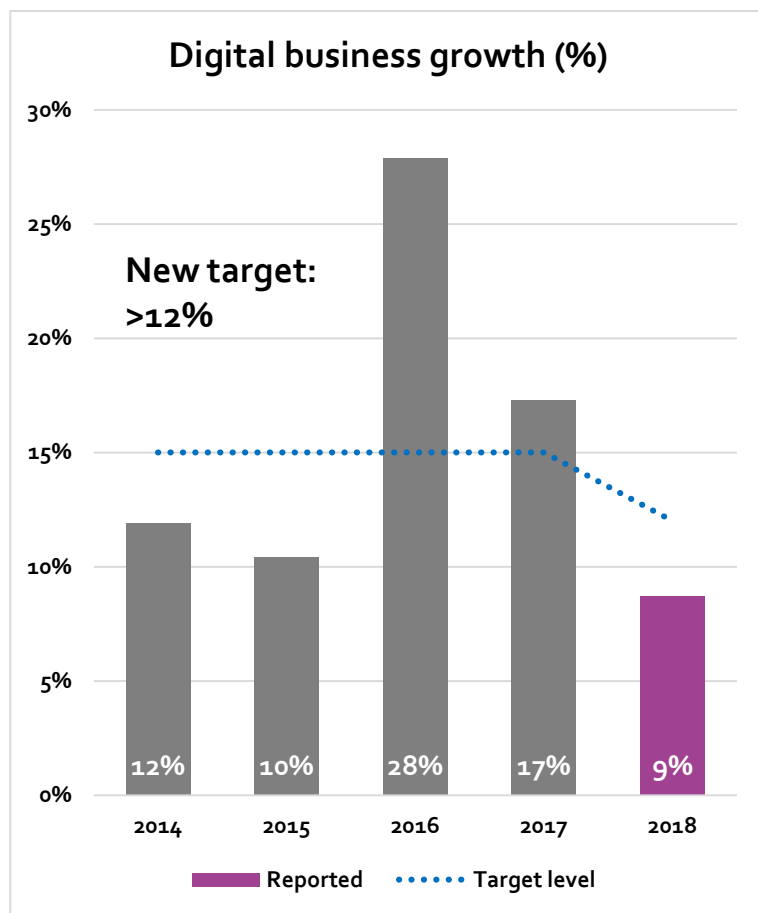


European Economic Forecast, European Commission . Winter 2/19

Strategy



Long-term financial targets - updated at the end of 2018



How we build value

CUSTOMER- CENTRIC LOCALITY

Strong brands and market position.

Market proximity and understanding local customers.

OPERATIONAL AGILITY

Successful digital transformation.

Audience.

Reach.

Engagement.

Retention.

FINANCIAL SOLIDITY

Trimmed business operations.

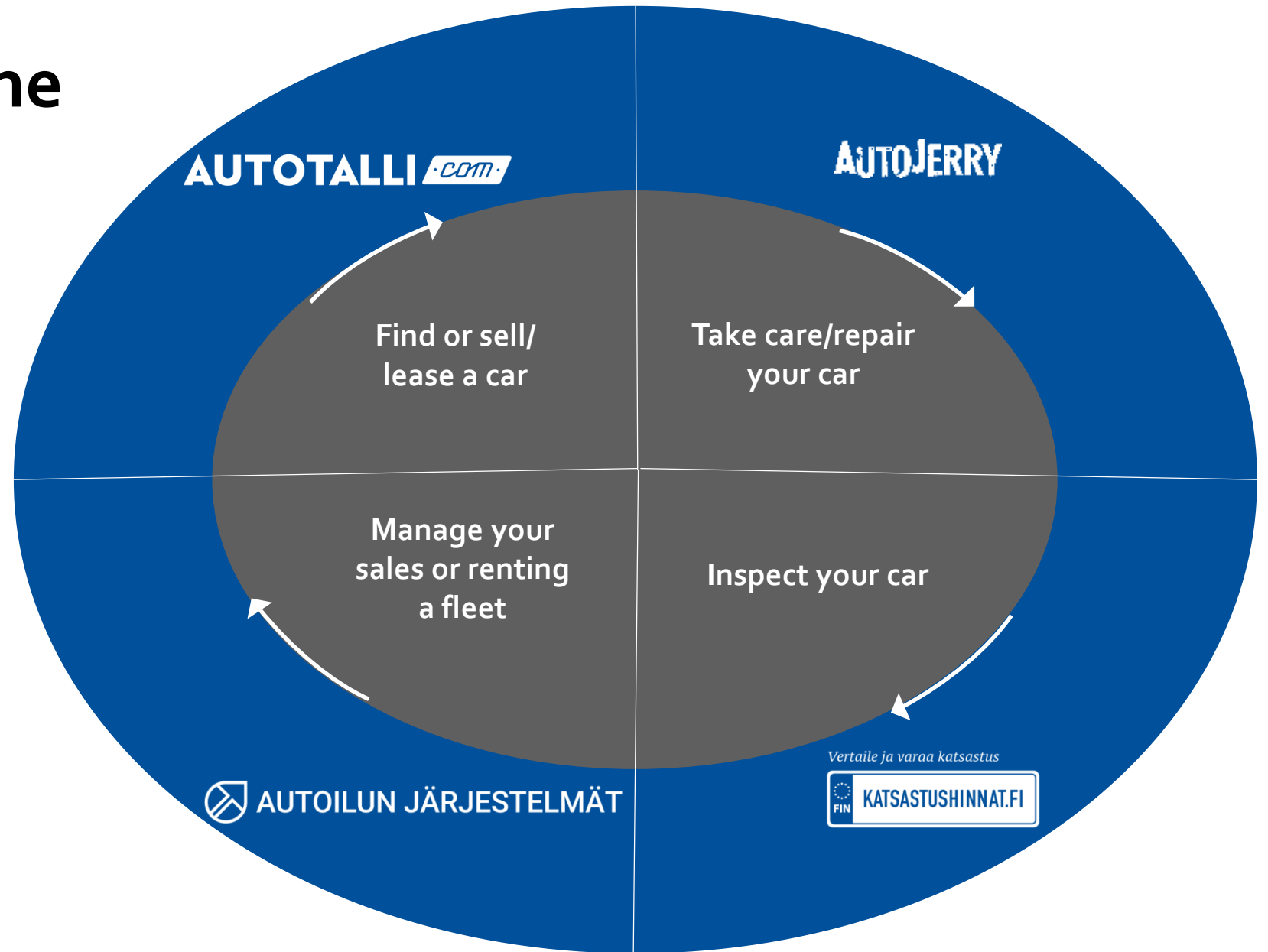
Focus on profitability and strong balance sheet.

*Expanding our offering from
media to related digital services.*

*Fullfilling the needs of our users' everyday life as
consumers and as professionals in business.*



Moving along the value chain: from buying a car to mobility



Outlook

In 2019, Alma Media expects its full-year revenue to remain at the previous year's level and its adjusted operating profit to increase compared to 2018.

The full-year revenue for 2018 was MEUR 354.6 and the adjusted operating profit was MEUR 57.3.

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