

Annual General Meeting of Alma Media Corporation, 14 March 2018

## CEO's statement

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Kai Telanne, President and CEO

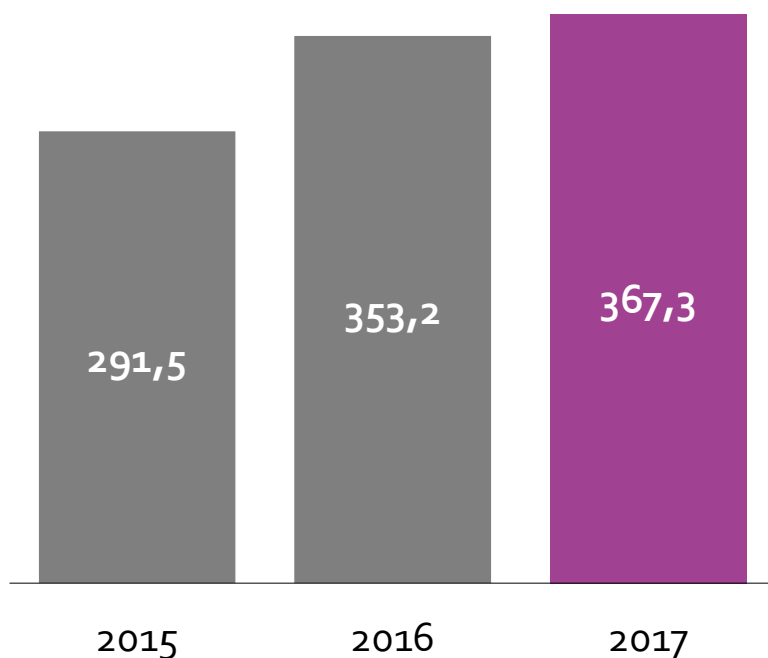


# Financial statements 2017



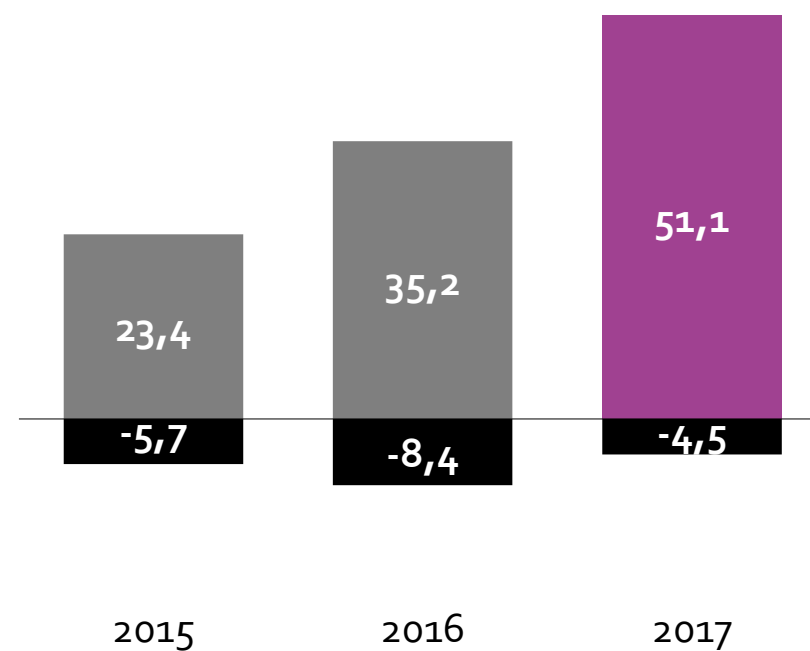
# Alma Media's strong growth continued in 2017

## Revenue



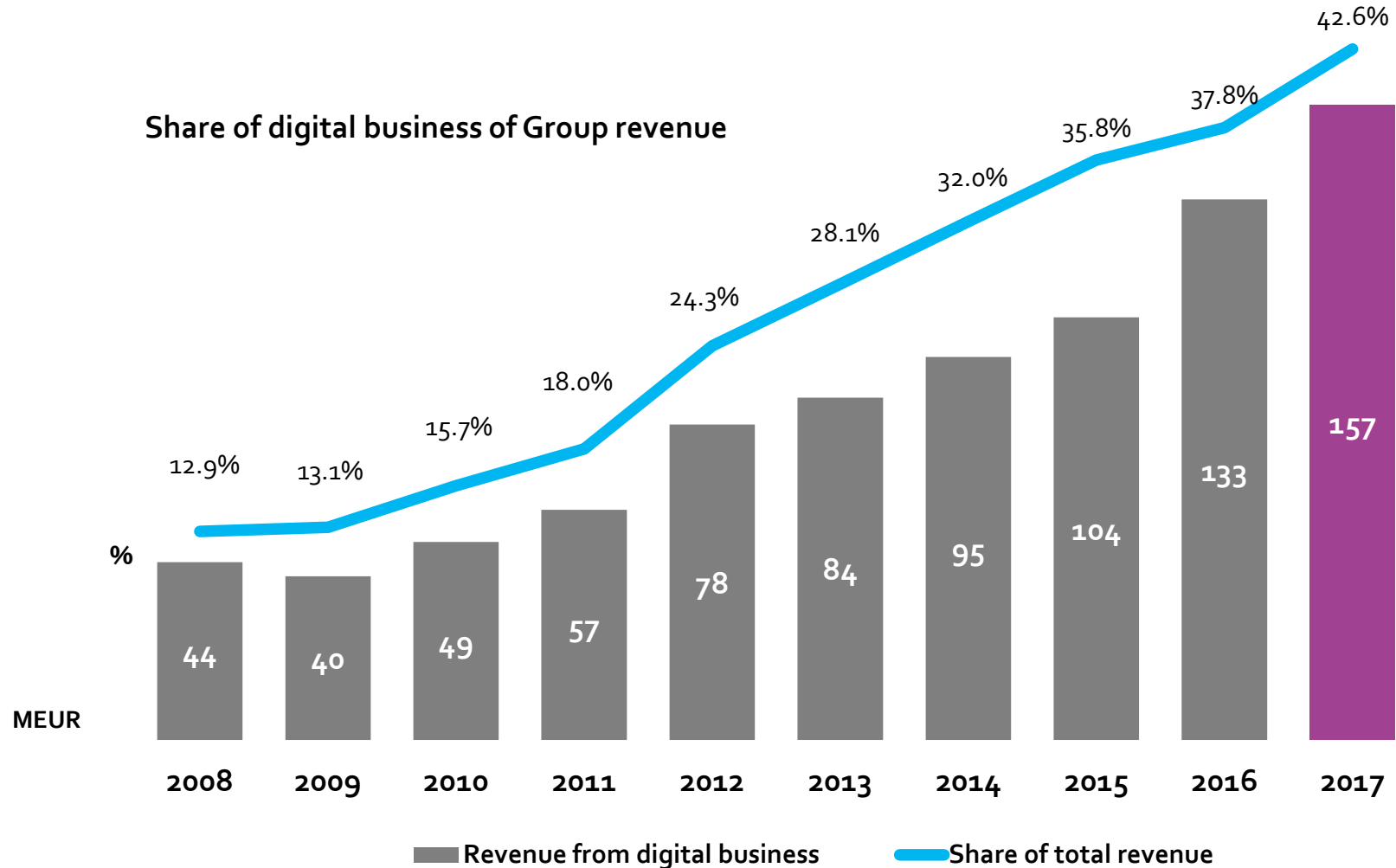
## Adjusted operating profit

MEUR

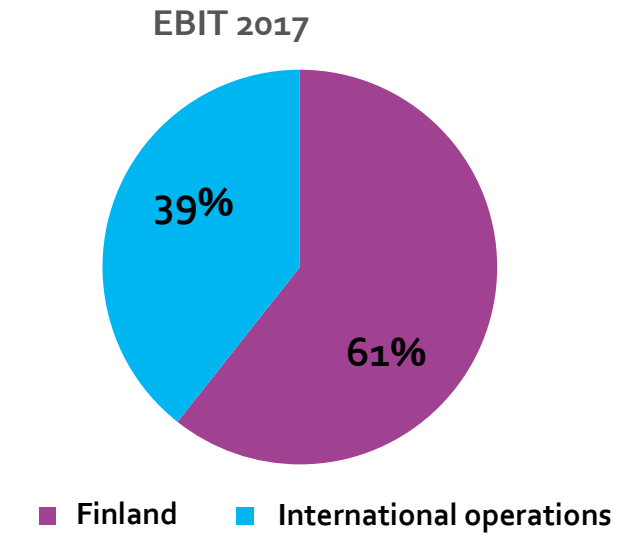
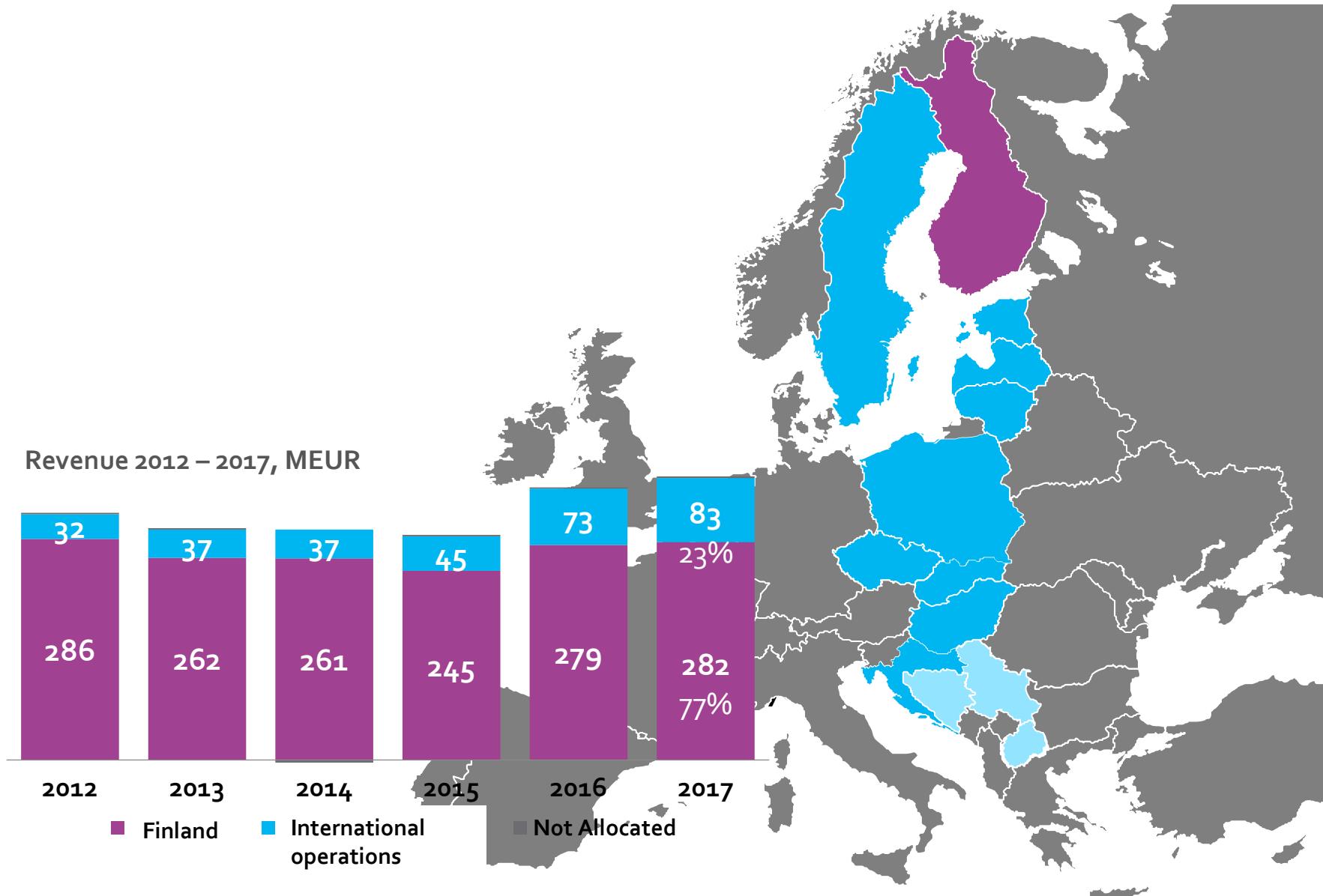


■ Oikaistut erät

# Digital business as an engine for growth

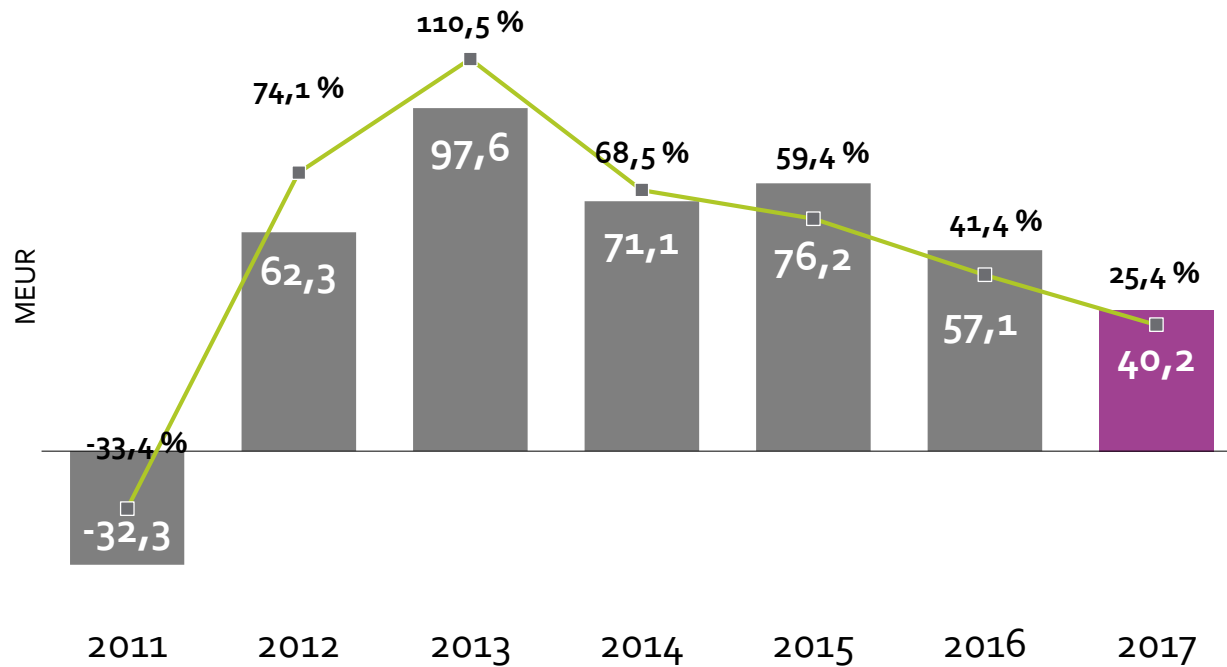


# Internationalisation as a driver of growth

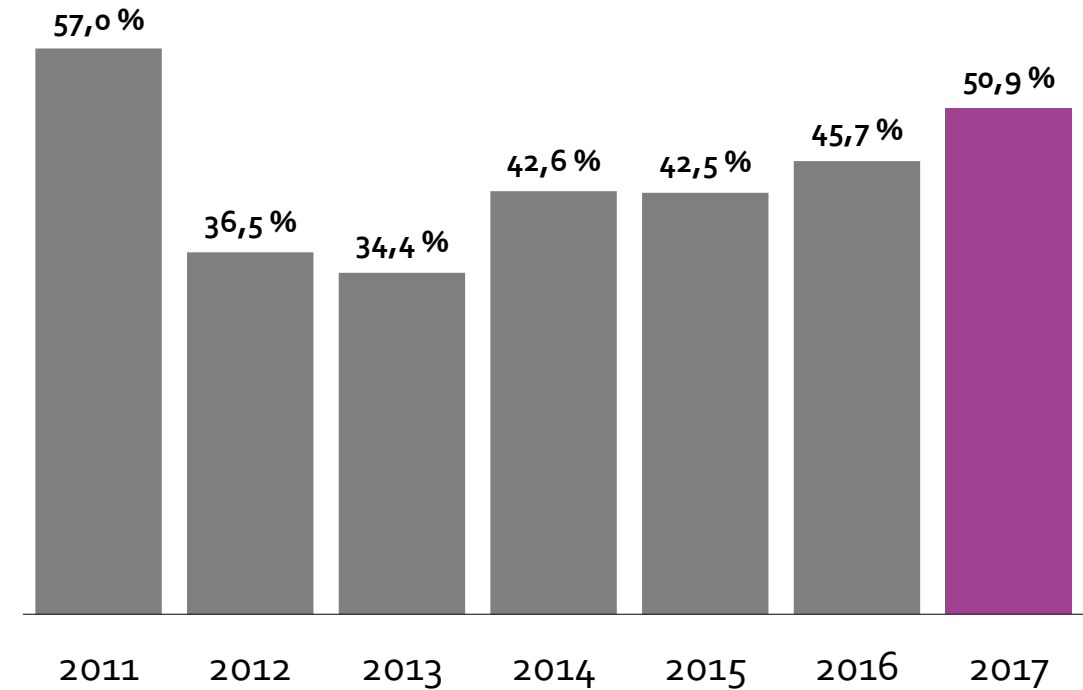


# The balance sheet strengthened by the good results

Net debt, MEUR and gearing, %  
2011–2017

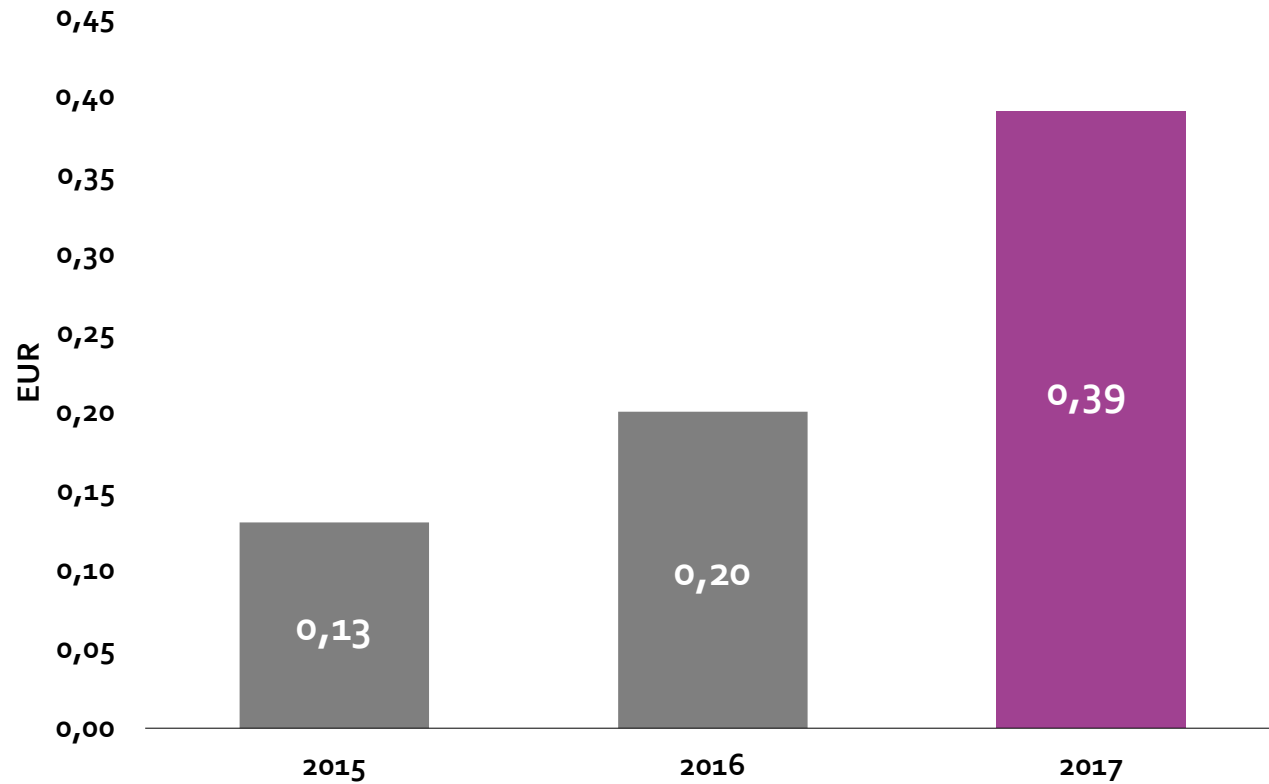


Equity ratio,  
2011–2017

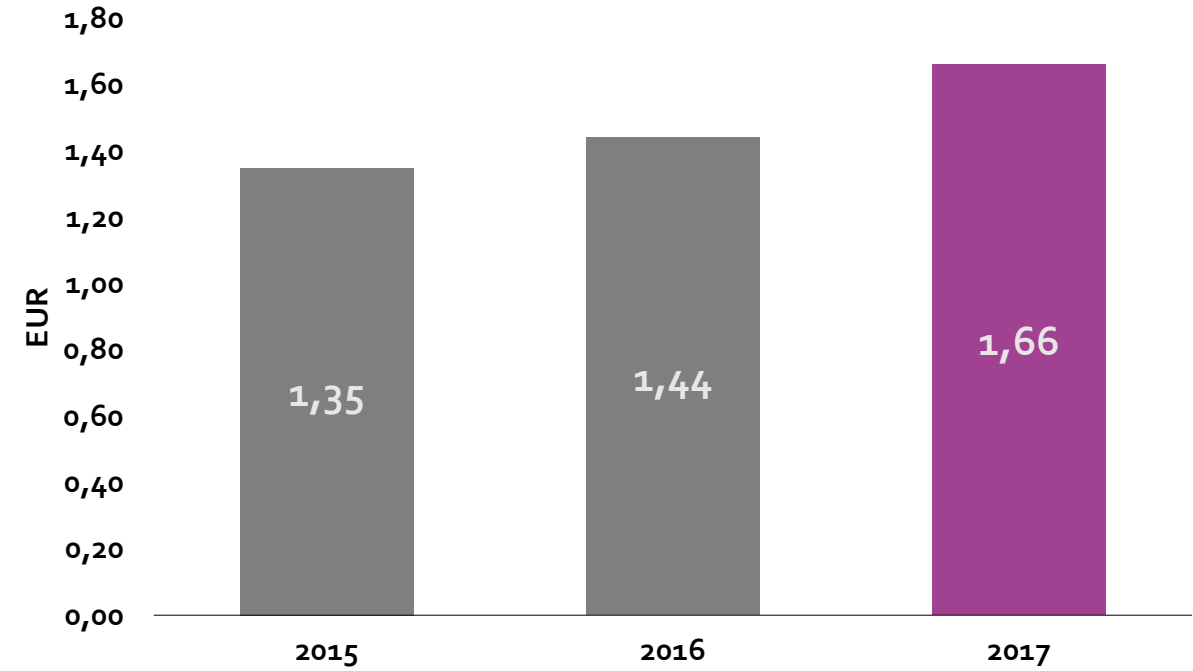


# EPS almost doubled

Earnings per share, EUR



Shareholders' equity per share, EUR



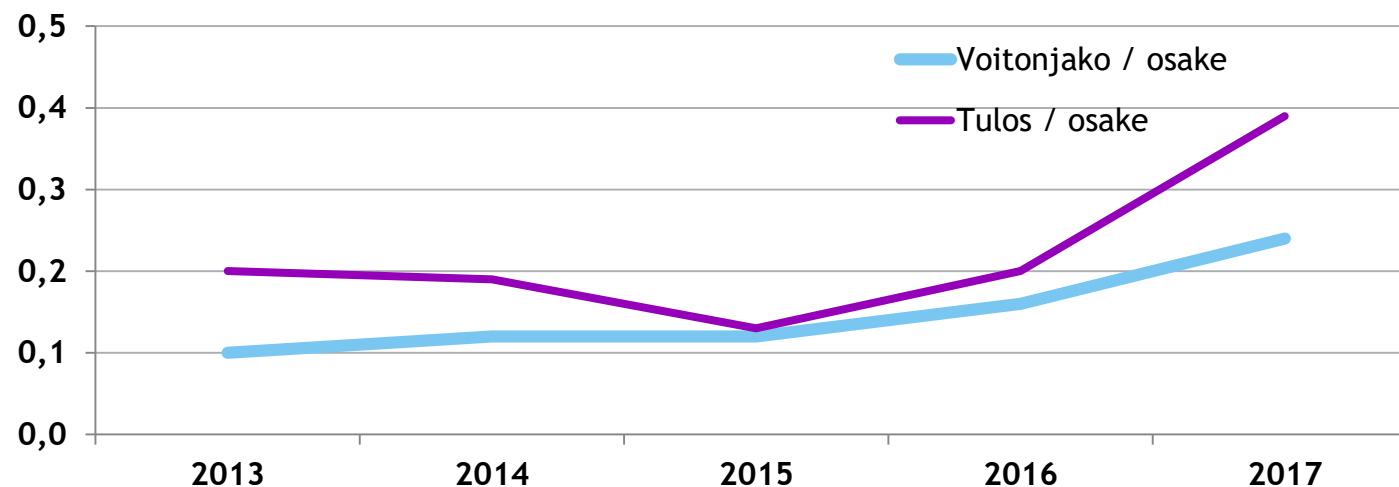
# Distribution of profit 2013–2017

- The Board of Directors proposes that a dividend of EUR 0.24 per share be paid for 2017, a dividend growth of 50%

## Dividend\* and effective dividend yield

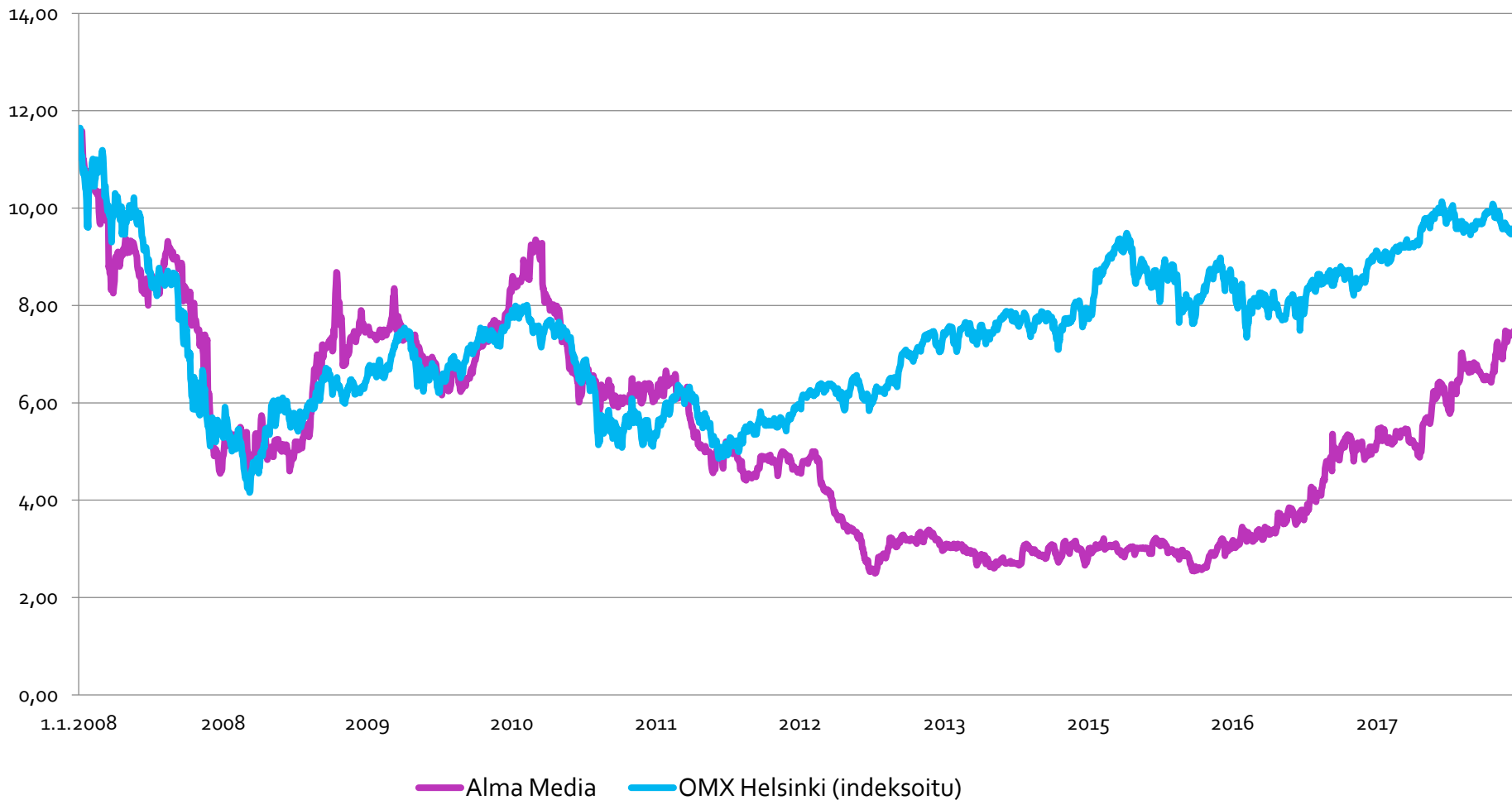
	2013	2014	2015	2016	2017
Dividend *, EUR	0.10	0.12	0.12	0.16	0.24
Effective dividend yield	3.3%	4.4%	4.0%	3.2%	3.3%

\* dividend and capital repayment combined

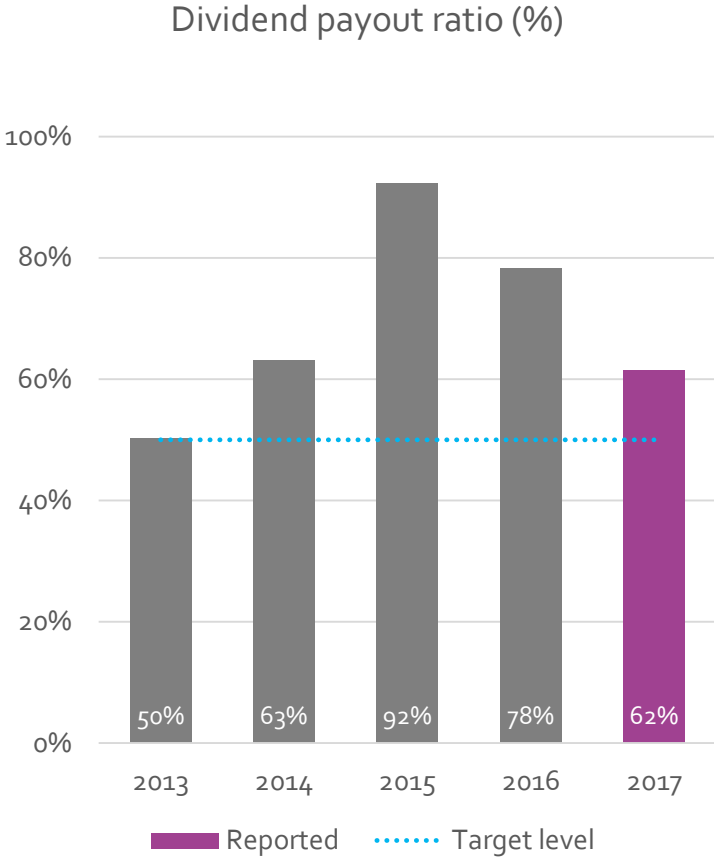
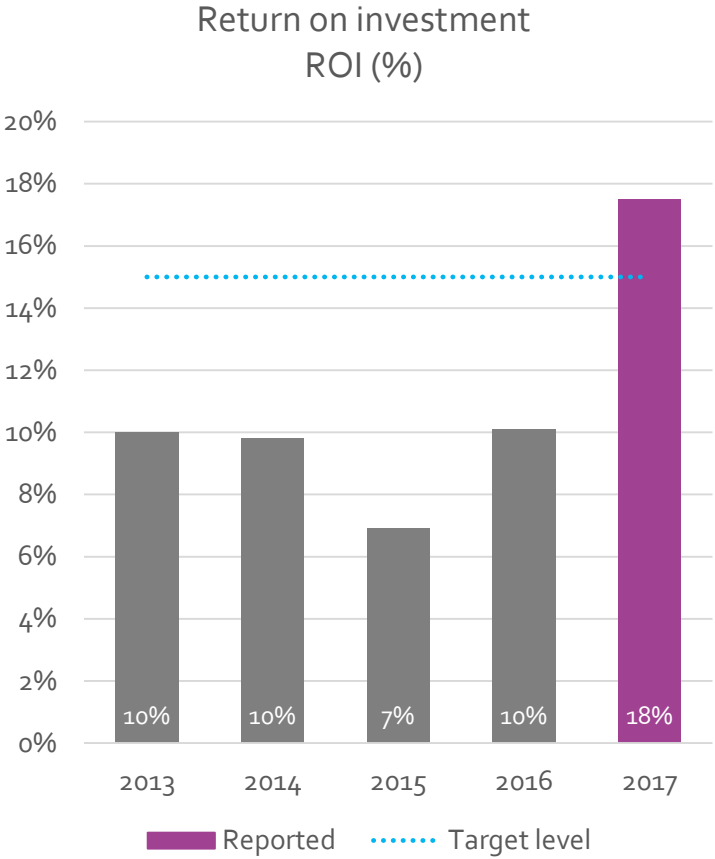
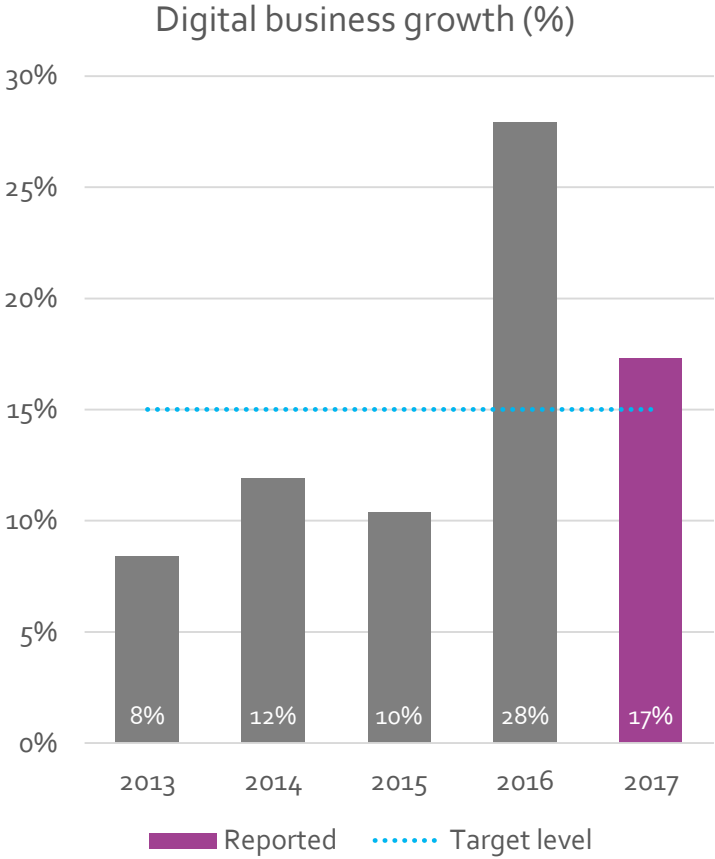




# Development of Alma's stock exchange rate 2008–2017



# Long-term financial targets achieved in 2017



# Alma business segments



**MONSTER**

**ETUOVI.com**

**AUTOTALI.com**

**ILTALEHTI**

**Rantapallo**

**Matkapörssi**

**E-kontakti.fi**

**kotikokki.net**

**telkku.com**

**ALMA** MARKETS

**ALMA** TALENT

**ALMA** NEWS & LIFE

**ALMA** REGIONS

**Kauppalehti**

**Talouselämä**

**Uusi Suomi**

**objektvision.se**

**Tietopalvelut**  
Kauppalehti

**NyTeknik**

**AAMULEHTI**

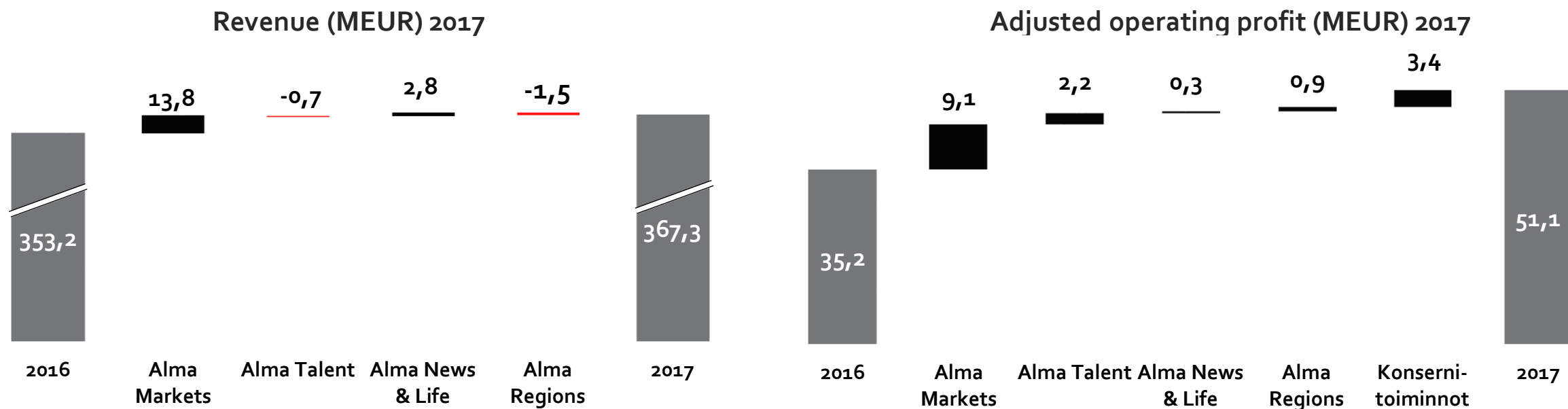
**SATAKUNNAN KANSA**

 **Lapin Kansan**

**MANU**  
Alma Manu Oy

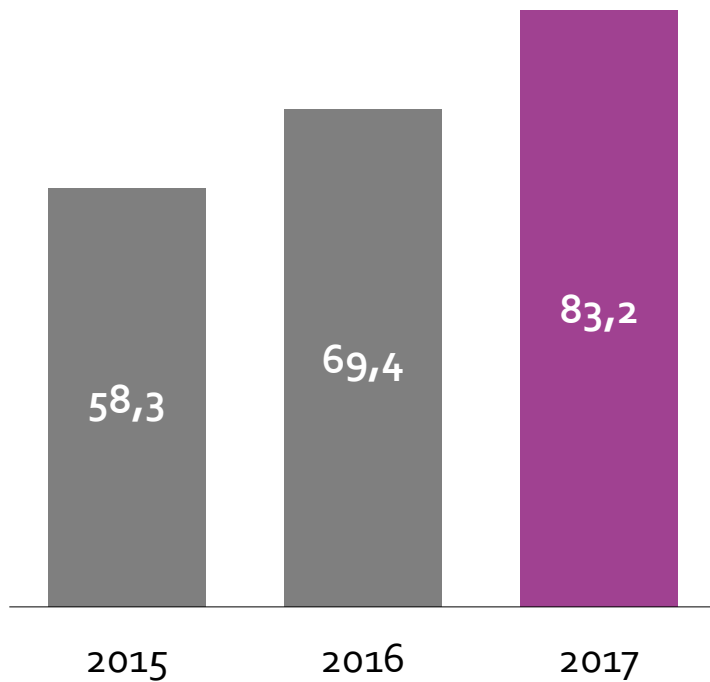


# All business segments improved result in 2017

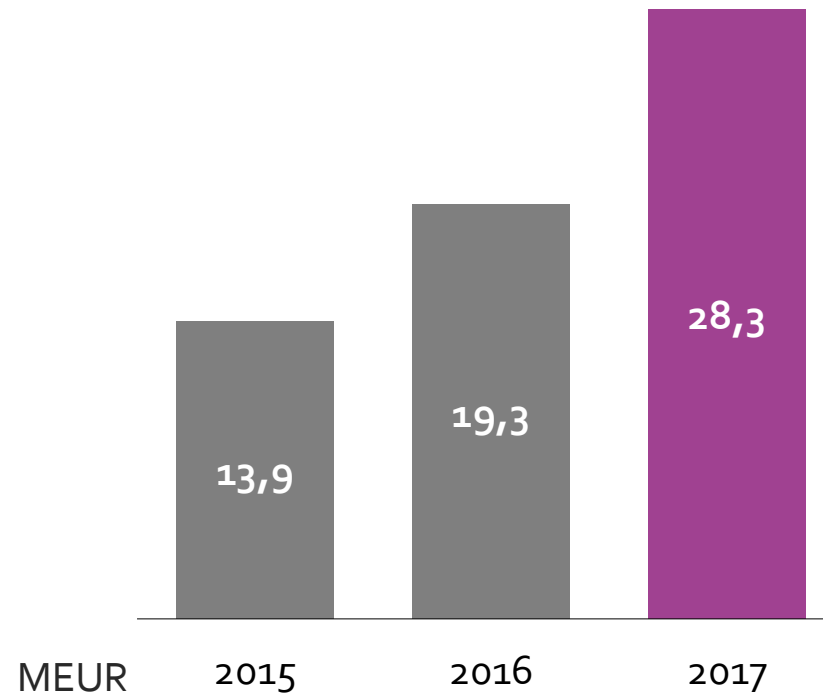


# Alma Markets led the way in growth and the development of profitability

Revenue

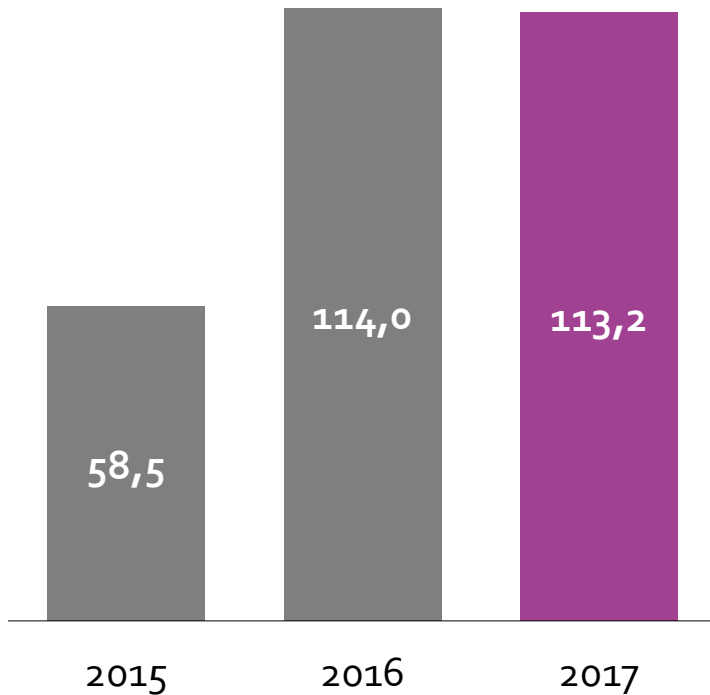


Adjusted operating profit

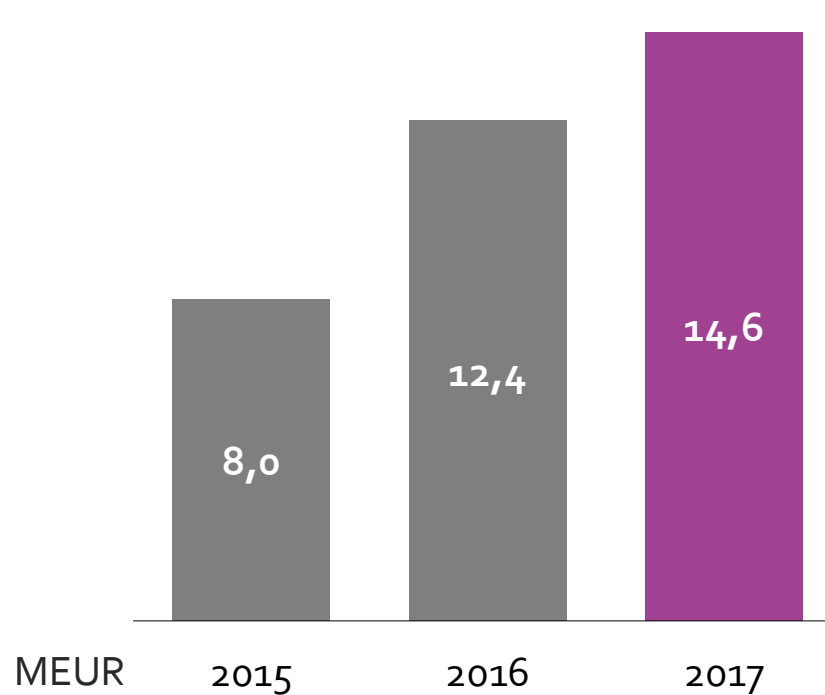


# In Alma Talent, cost synergies of Talentum merger were achieved in full

Revenue



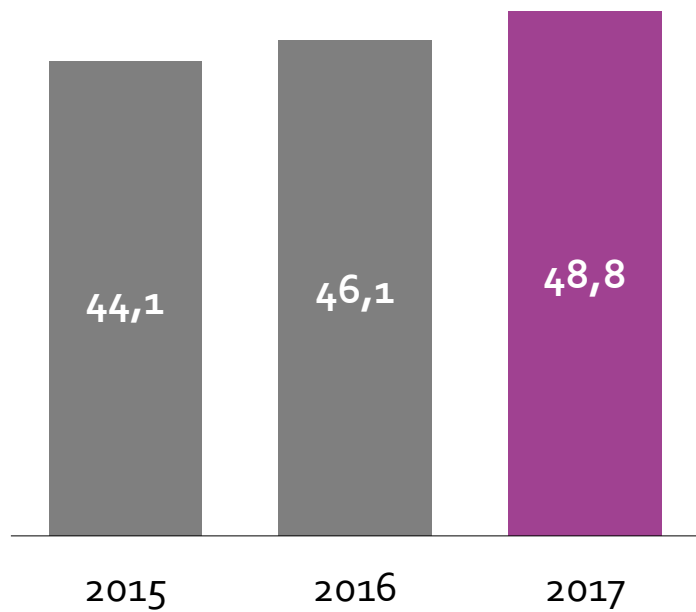
Adjusted operating profit



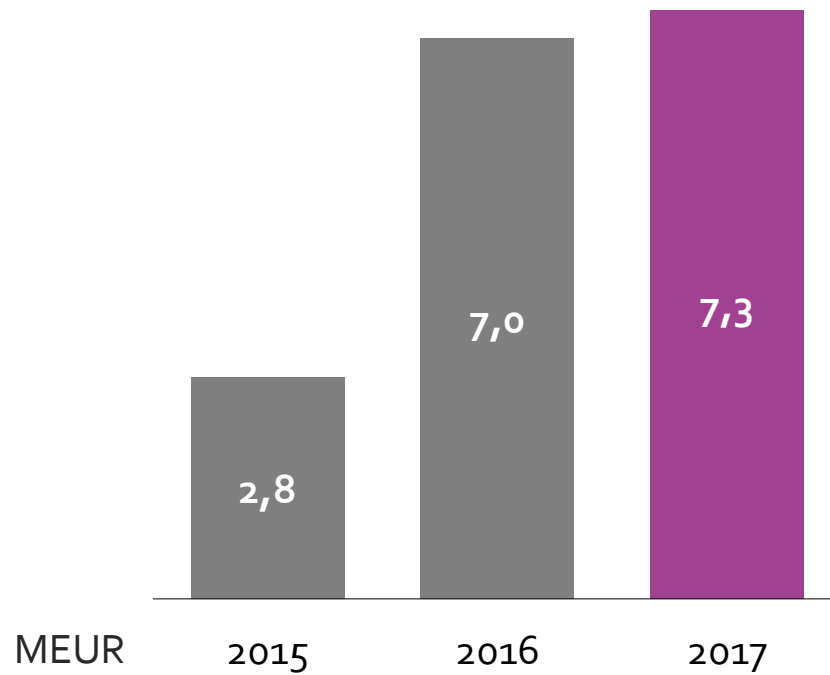
**Kauppalehti**  
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# In Alma News & Life, digital advertising at a record level

Revenue

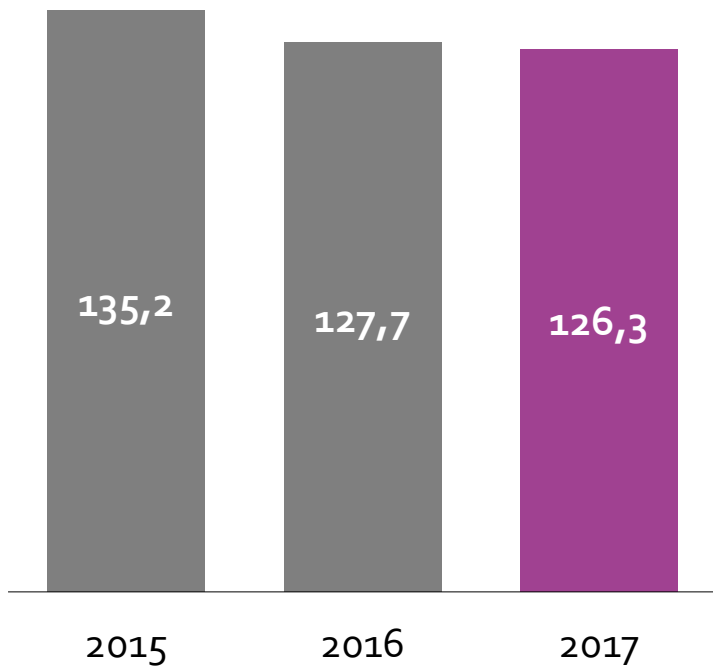


Adjusted operating profit

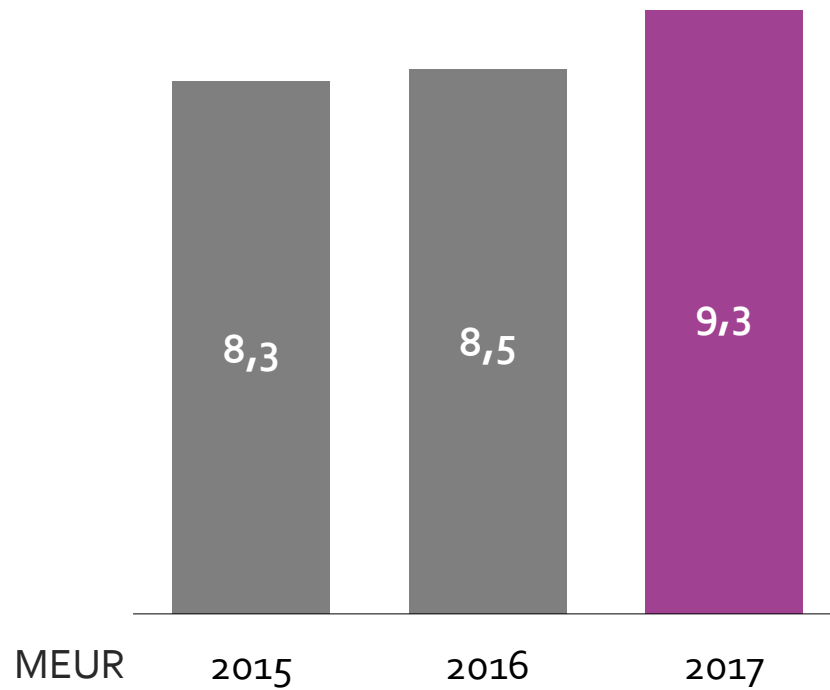


# Significant cost savings in Alma Regions

Revenue



Adjusted operating profit

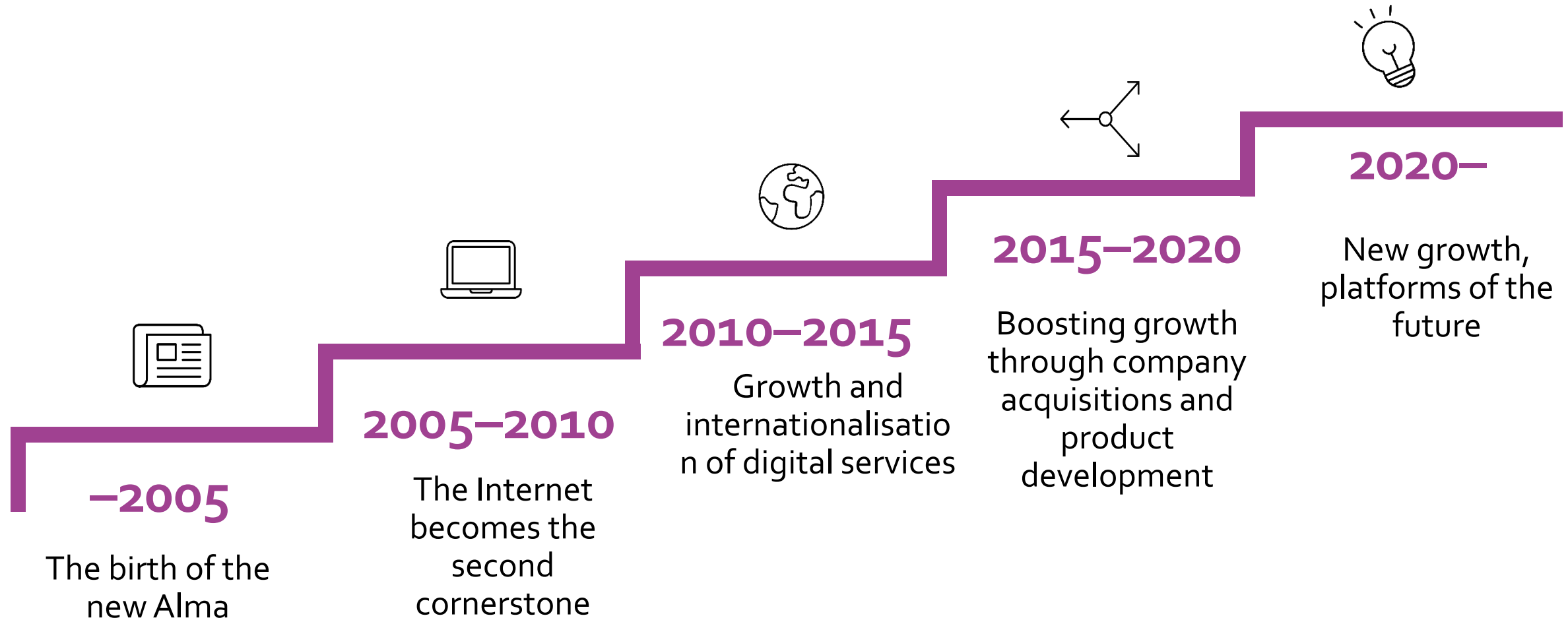




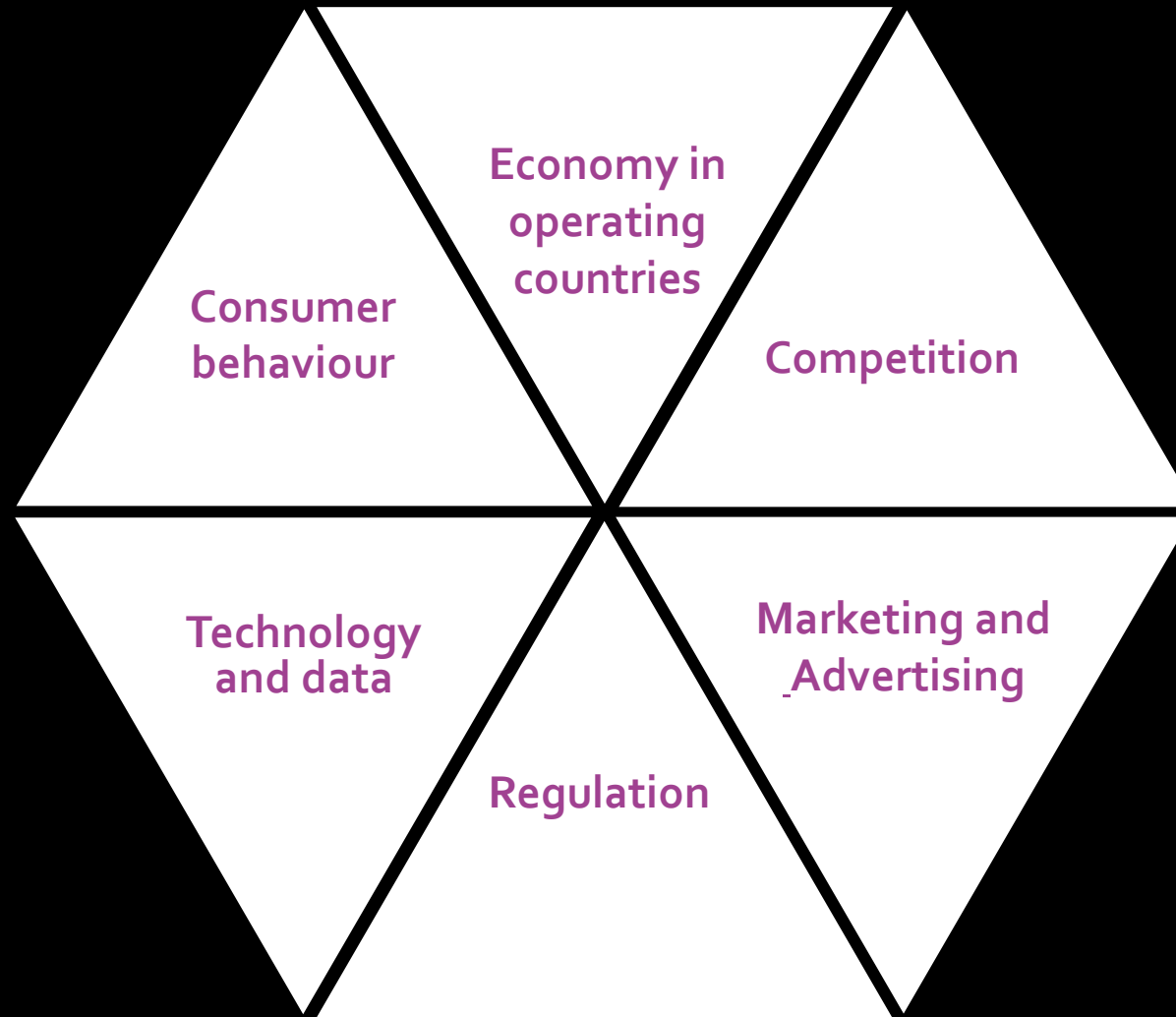
# Strategy



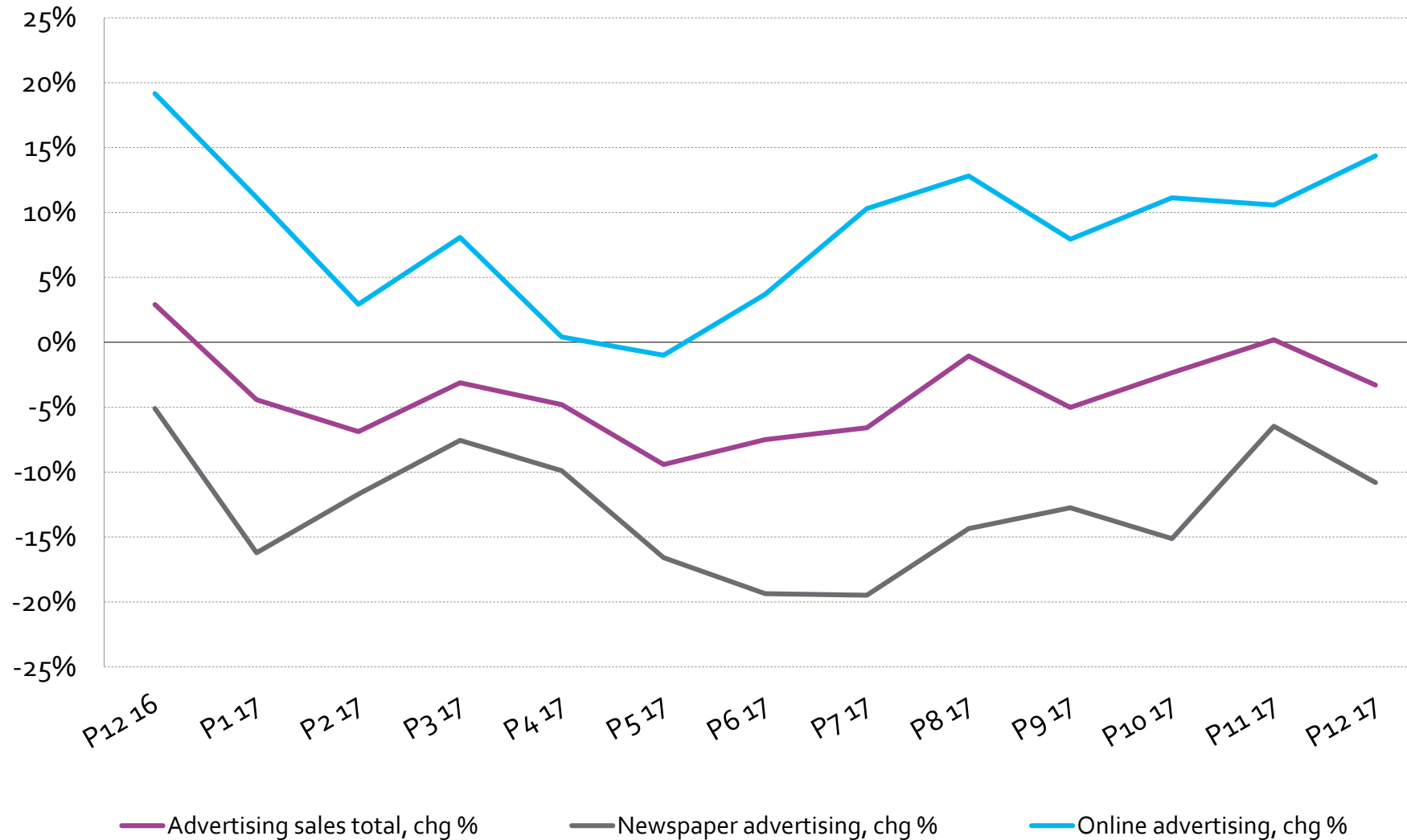
# Alma's strategy path – media is becoming a service



# Major forces of change



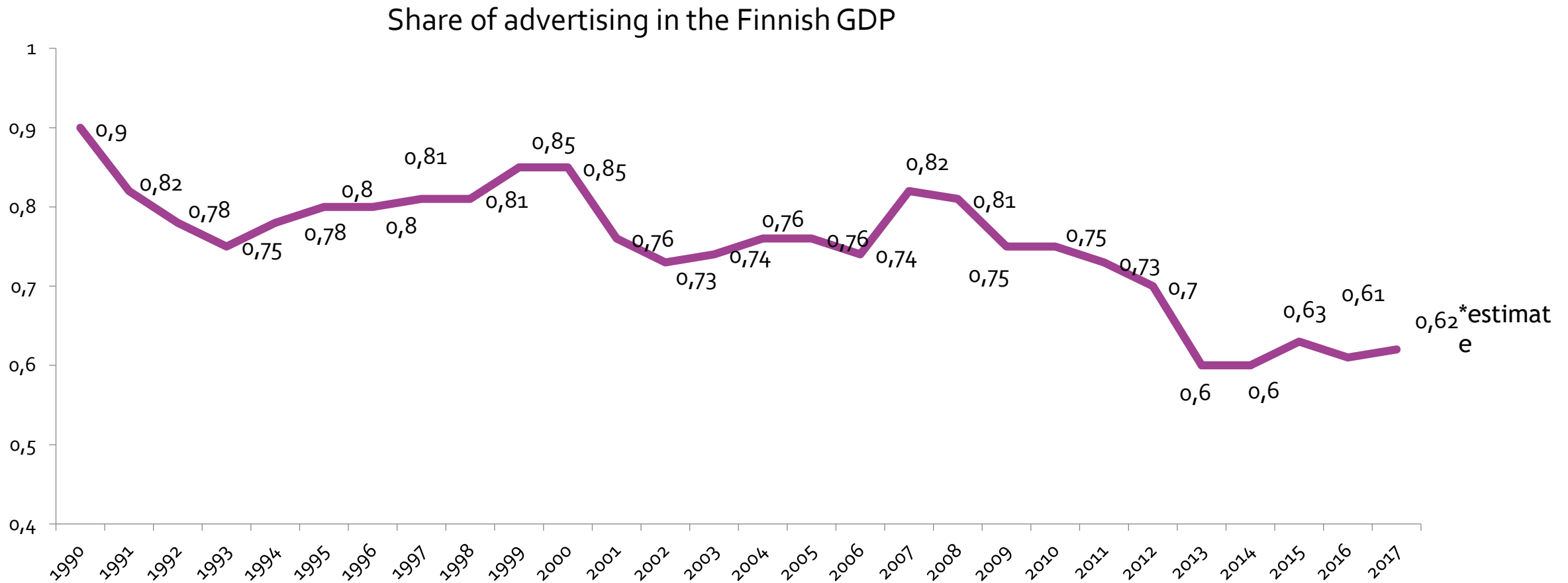
# The advertising market was negative in 2017



Monthly change  
in media advertising  
change  
12/2016–12/2017

Source: Kantar TNS

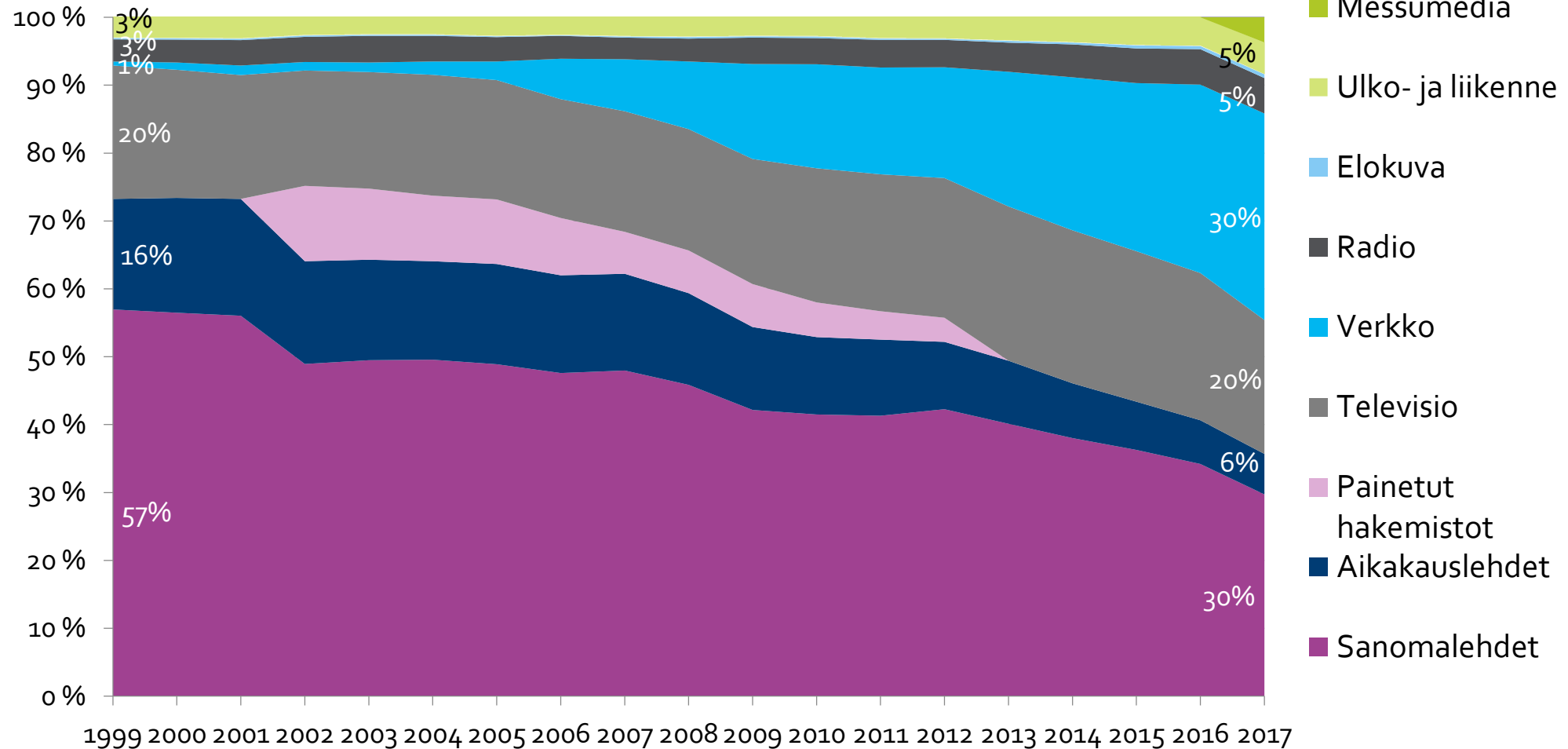
# The share of advertising in the economy is not rising



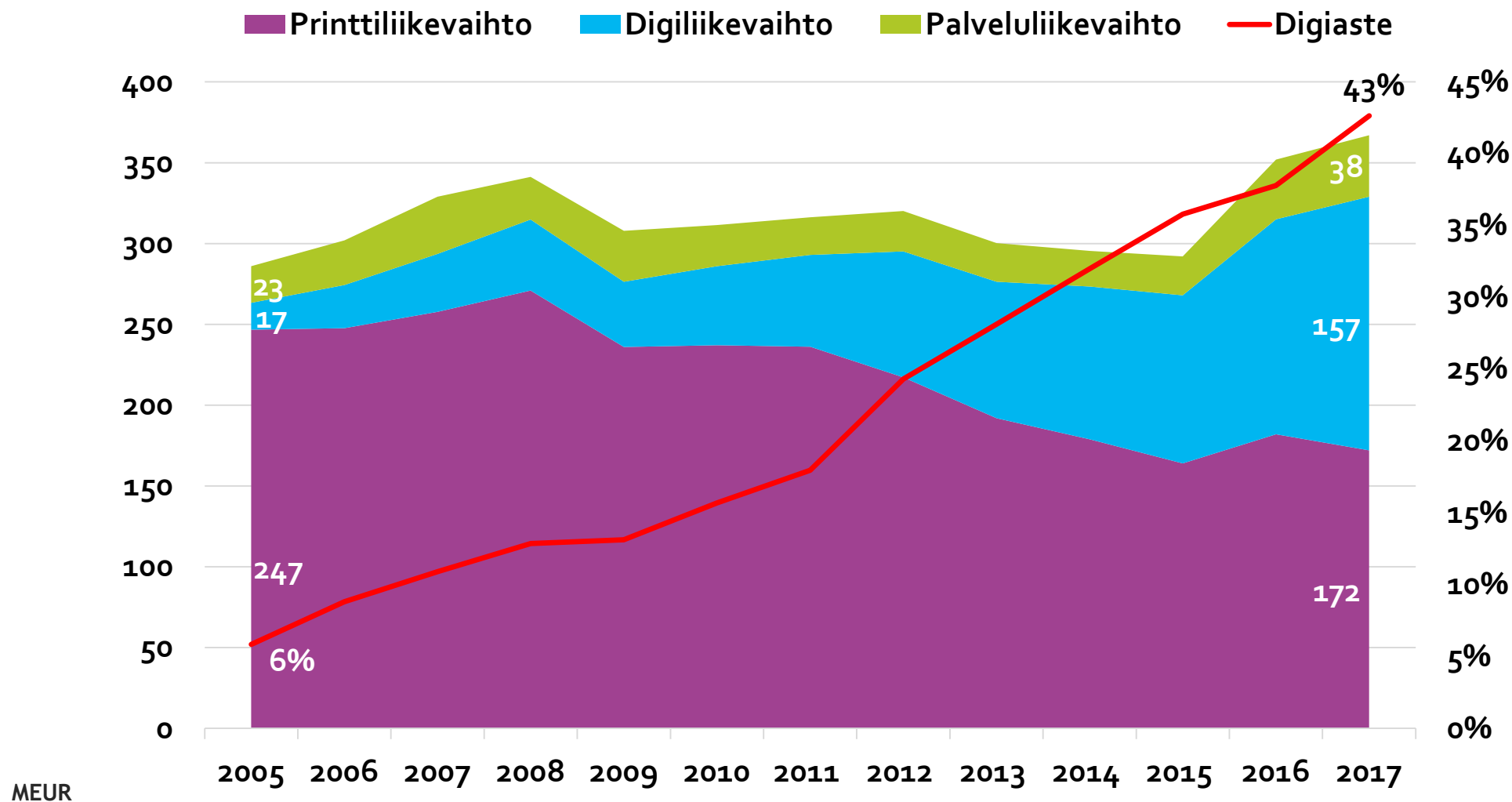
Sources: Finnish Advertising Council,  
Alma Media's estimate

# The structural transformation of media advertising continues

Media advertising by category

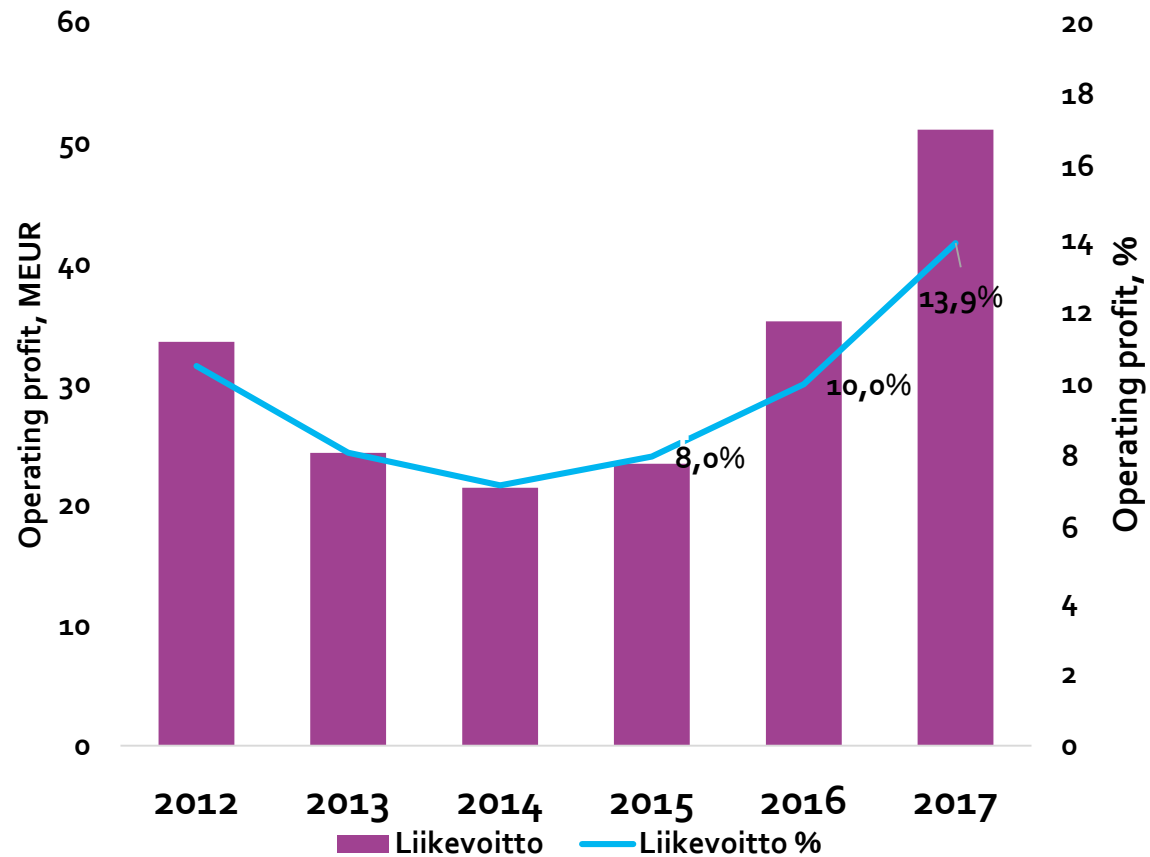
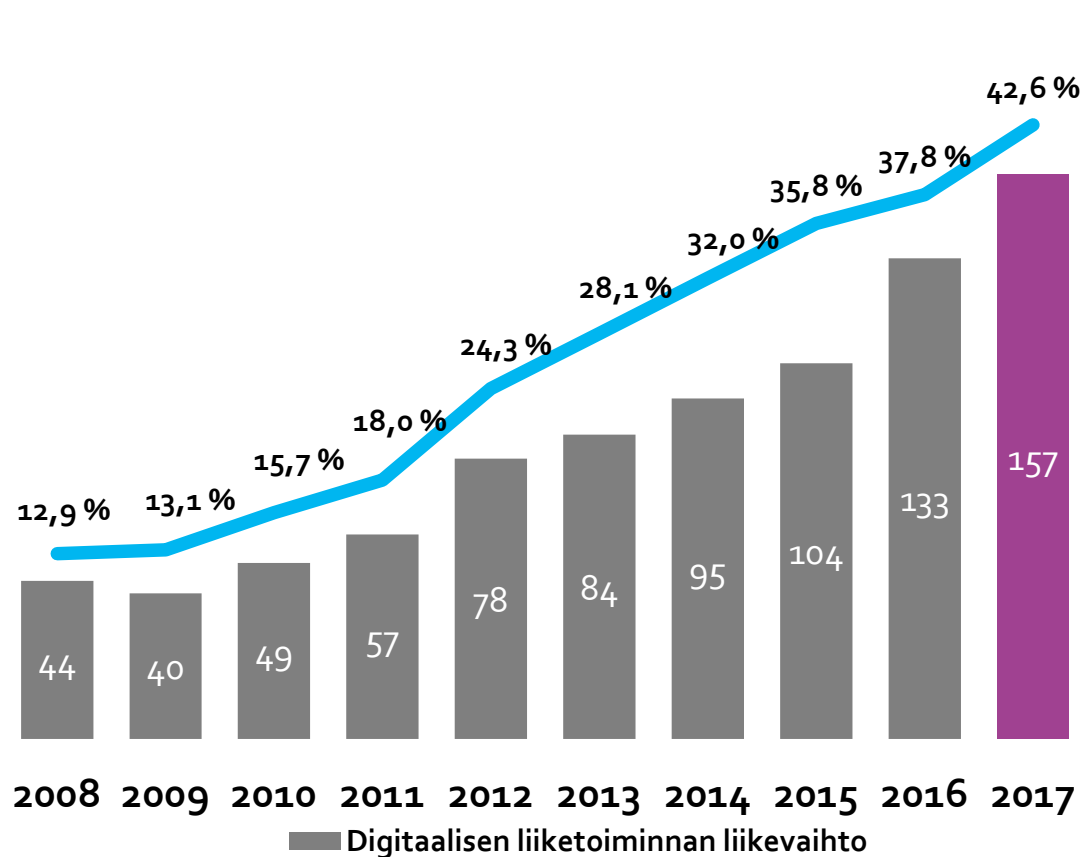


# In Alma, the digital business compensates for the decline in print media...



MEUR

# ... and allows increased profitability





# Strong cooperation – synergies create value for customers



Alma Media's strategic initiatives

# Alma Media's operating environment and outlook for 2018

## Operating environment in 2018

The Finnish economy is expected to experience strong growth in 2018. Alma Media's significant operating countries in Eastern Central Europe, such as the Czech Republic and Slovakia, are expected to see economic growth of 3–4%. The structural transformation of the media will continue in 2018; online content sales will grow, while the demand for print media will decline.

## Outlook for 2018

In 2018, Alma Media expects its full-year revenue to remain at the previous year's level and its adjusted operating profit to increase from the 2017 level. The full-year revenue for 2017 was MEUR 367.3, and the adjusted operating profit was MEUR 51.1.

2020