Alma Media Corporation Q4 and FY 2012 Review

February 15, 2013

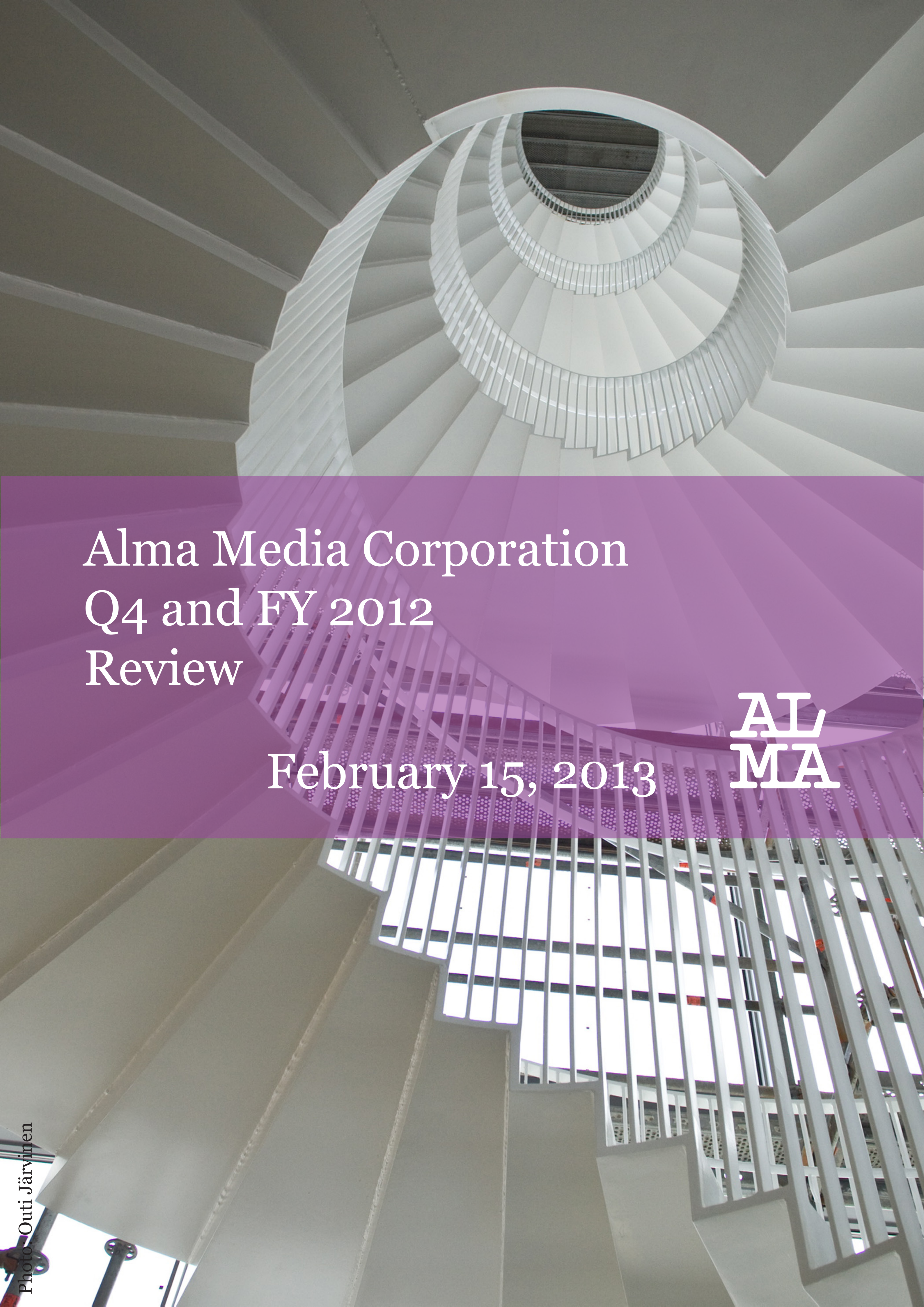

Photo: Outi Järvinen

Alma Media Corporation Financial Statement Release February 15, 2013 at 9:00 am (EET)

Alma Media's Financial Statement Release 2012: INTERNATIONAL DIGITAL SERVICES BUSINESS INCREASED REVENUE

Financial performance October - December 2012:
- Revenue was MEUR 82.7 (81.3), up 1.7%.
- Circulation revenue was MEUR 29.1 (31.4), down 7.2%; advertising revenue was MEUR 42.2 (40.6), up 3.8%; contents and service revenue was MEUR 11.4 (9.4), up 22.2%.
- EBITDA (Earnings before interests, taxes, depreciation and amortisation) excluding non-recurring items was MEUR 10.6 (12.3), down 13.6%.
- EBITDA was MEUR 9.7 (12.0), down 19.1%.
- Operating profit excluding non-recurring items was MEUR 8.5 (10.1), 10.3% (12.4%) of revenue, down 15.8%.
- Operating profit was MEUR 7.6 (9.6) or 9.1% (11.7%) of revenue, down 20.9%.
- Revenue from acquired businesses was MEUR 5.2 and operating profit MEUR 0.0.
- Profit for the period was MEUR 2.1 (2.8), down 26.0%.
- The result for the review period includes a non-recurring item, the write-down of associated company Talentum Oyj shares by MEUR 4.8.
- Earnings per share were EUR 0.03 (0.03).

Financial performance full year 2012:
- Revenue was MEUR 320.1 (316.2), up 1.2%.
- Circulation revenue was MEUR 119.3 (124.8), down 4.4% ; advertising revenue was MEUR 160.8 (155.3), up 3.5%; contents and service revenue was MEUR 40.0 (36.1), up 10.8%.
- Operating margin excluding non-recurring items was MEUR 45.1 (51.9), down 13.1%.
- Operating margin was MEUR 39.5 (51.2), down 22.7%.
- Operating profit excluding non-recurring items was MEUR 33.5 (42.9), 10.5% (13.6%) of revenue, down 22.0%.
- Operating profit was MEUR 26.5 (42.0) or 8.3% (13.3%) of revenue, down 36.9%.
- Revenue from acquired businesses was MEUR 20.8 and operating profit MEUR 2.9.
- Profit for the period was MEUR 17,4 (30.8), down 43.5%.
- The result for the review period includes a non-recurring item, the writedown of associated company Talentum Oyj shares by MEUR 4.8.
- Earnings per share were EUR 0.22 (0.39).

Key figures MEUR	2012 Q4	2011 Q4	Change	%	2012 Q1-Q4	2011 Q1-Q4	Change	%
Revenue	82.7	81.3	1.4	1.7	320.1	316.2	3.9	1.2
Circulation revenue	29.1	31.4	-2.3	-7.2	119.3	124.8	-5.5	-4.4
Advertising revenue	42.2	40.6	1.6	3.8	160.8	155.3	5.4	3.5
Contents and service revenue	11.4	9.4	2.1	22.2	40.0	36.1	3.9	10.8
Total expenses	75.8	71.9	3.9	5.4	294.5	275.1	19.4	7.0
Total expenses excluding non-recurring items	74.4	71.4	3.0	4.2	287.0	273.6	13.4	4.9
EBITDA excluding non-recurring items	10.6	12.3	-1.7	-13.6	45.1	51.9	-6.8	-13.1
EBITDA	9.7	12.0	-2.3	-19.1	39.5	51.2	-11.6	-22.7
Operating profit excluding non-recurring items	8.5	10.1	-1.6	-15.8	33.5	42.9	-9.4	-22.0
% of revenue	10.3	12.4			10.5	13.6		
Operating profit	7.6	9.6	-2.0	-20.9	26.5	42.0	-15.5	-36.9
% of revenue	9.1	11.7			8.3	13.3		
Profit for the period	2.1	2.8	-0,7	-26.0	17.4	30.8	-13.4	-43.5
Earnings per share, EUR (basic)	0.03	0.03	-0.01	-24.0	0.22	0.39	-0.17	-43.4
Earnings per share, EUR (diluted)	0.03	0.03	-0.01	-23.7	0.22	0.39	-0.17	-43.1
Acquired businesses								
Revenue	5.2	0.0	5.2		20.8	0.0	20.8	
EBITDA	0.6	0.0	0.6		5.7	0.0	5.7	
Operating profit	0.0	0.0	0.0		2.9	0.0	2.9	

Dividend proposal for the Annual General Meeting:

On December 31, 2012, the Group's parent company had distributable funds totalling EUR 8,014,054 (51,941,032). No essential changes in the company's financial standing have taken place after the end of the financial year. The Board of Directors will propose to the Annual General Meeting that a dividend of EUR 0.10 (0.40) per share be paid for the 2012 financial year. Based on the number of shares on the closing date, December 31, 2012, the total dividend distribution would amount to EUR 7,548,685 (30,194,741).

Outlook for 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.

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 estimates that 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.

Kai Telanne, President and CEO:

The general economic development in the main market, Finland, continued to be weak in the last quarter of 2012. Advertising investment continued to decline, and the shift from print media to electronic channels continued to accelerate. The circulations of subscription-based newspapers continued to decrease.

In the last quarter, Alma Media's revenue grew by 1.7% thanks to the revenues from the companies acquired during the financial year. In contrast, operating profit excluding non-recurring items decreased from the comparison period as the profitability of print media declined.

Alma Media's strategy is to increase the share of digital services in its revenue. During the year 2012, the company invested MEUR 72 in profitable, market-leading recruitment services in the Baltic countries, Czech Republic, Slovakia and some other eastern Central European countries. The takeover and integration of the acquisitions has proceeded excellently.

In Finland, Alma Media acquired the dating service e-Kontakti, as well as significant minority holdings in companies whose competencies will enrich the company's consumer and business service offering.

After these acquisitions, approximately one-quarter of Alma Media's 2012 revenue (MEUR 77.8) came from the sales of digital products and services.

The most wide-ranging operational change in 2012 was the founding of Alma Regional Media to tighten the cooperation between the company's regional and local papers, as well as the extensive operational changes related to this operation. Towards the end of the year, the regional papers of Ilkka-Yhtymä also joined the operational model based on nationwide joint editorial offices.

Alma Diverso, established for fostering the Group's digital business competencies and service development, initiated networked sales of digital advertising, among other initiatives.

Alma Media is determined to continue its competitiveness and operational change in the direction of multimedia. Fee-based content in electronic channels and mobile media consumption are the focal points in the development of the publishing business. The competitiveness of print media will be ensured through measures enhancing productivity and, among other things, product renewals made possible by the new printing facility in Tampere, starting operations in spring 2013. Development of digital consumer and business services will continue, accelerated through acquisitions if necessary.

For further information, please contact:

Kai Telanne, President and CEO, telephone +358 10 665 3500
Juha Nuutinen, CFO, telephone +358 10 665 3873

Conference, webcast and conference call:

A conference for Finnish media, investors and analysts will be held on the same day at 11.00-12.00 EET in the Alma House (address: Alvar Aallon katu 3 C, Helsinki). In addition to the presentations held by President & CEO Kai Telanne and CFO Juha Nuutinen, participants will have an opportunity to discuss with other members of the company's management. Please note that the conference will be held in Finnish. The presentation material will be available on Alma Media's website at 11.00 EET.

To participate in the conference, kindly register beforehand to Minna Oksanen, e-mail minna.oksanen@almamedia.fi or tel. +358 10 665 2271.

An international conference call and audio webcast concerning the financial result 2012 will begin at 13.00 EET. You can participate in the conference by calling +44(0)20 7136 2051 (confirmation code: 9085824) or follow the direct transmission at www.almamedia.com.

Rauno Heinonen
Vice President, Corporate Communications and IR
Alma Media Corporation

DISTRIBUTION: NASDAQ OMX Helsinki, main media

ALMA MEDIA GROUP: FINANCIAL STATEMENT RELEASE JANUARY 1 - DECEMBER 31, 2012

The descriptive part of this review focuses on the result of financial year 2012. The figures are compared in accordance with the International Financial Reporting Standards (IFRS) with those of the corresponding period in 2011, unless otherwise stated. The full-year figures in the financial statement release are audited. The figures in the tables are independently rounded.

KEY FIGURES MEUR	2012 Q4	2011 Q4	Change %	2012 Q1-Q4	2011 Q1-Q4	Change %	2010 Q1-Q4
Revenue	82.7	81.3	1.7	320.1	316.2	1.2	311.4
Total expenses excluding non-recurring items	74.4	71.4	4.2	287.0	273.6	4.9	267.7
EBITDA excluding non-recurring items	10.6	12.3	-13.6	45.1	51.9	-13.1	53.3
EBITDA	9.7	12.0	-19.1	39.5	51.2	-22.7	52.8
Operating profit excluding non-recurring items	8.5	10.1	-15.8	33.5	42.9	-22.0	43.9
% of revenue	10.3	12.4		10.5	13.6		14.1
Operating profit	7.6	9.6	-20.9	26.5	42.0	-36.9	43.4
% of revenue	9.1	11.7		8.3	13.3		13.9
Profit before tax	3.8	5.3	-27.9	237	42.0	-43.6	45.0
Profit for the period	2.1	2.8	-26.0	17.4	30.8	-43.5	33.2
Return on Equity/ROE (Annual)*	10.5	12.5	-15.7	19.2	29.1	-34.0	31.6
Return on Investment/ROI (Annual)*	7.8	9.9	-21.2	13.9	26.1	-46.8	34.4
Net financial expenses	-0.2	3.6	104.5	-1.5	2.5	158.5	-0.9
Net financial expenses, % of revenue	-0.2	4.5		-0.5	0.8		-0.3
Balance sheet total				245.1	198.0	23.8	184.5
Capital expenditure	32.9	2.1	1437.2	111.3	6.3	1673.9	12.9
Capital expenditure, % of revenue	39.8	2.6		34.8	2.0		4.1
Research and development costs				4.1	4.6	-10.0	0.0
Equity ratio				36.7	57.0	-35.6	67.1
Gearing, %				73.7	-33.4	-320.8	-28.2
Interest-bearing net debt				62.3	-32.3	-292.9	-32.4
Interest-bearing liabilities				79.4	25.5	210.9	4.0
Non-interest-bearing liabilities				81.2	75.7	7.2	65.7
Average no. of personnel, calculated as full-time employees, excl. delivery staff	1,898	1,746	8.7	1,910	1,816	5.2	1,806
Average no. of delivery staff	862	940	-8.3	941	961	-2.1	962
Share indicators							
Earnings per share, EUR (basic)	0.03	0.03	-24.0	0.22	0.39	-43.4	0.44
Earnings per share, EUR (diluted)	0.03	0.03	-23.7	0.22	0.39	-43.1	0.44
Cash flow from operating activities/share, EUR	0.15	0.27	-44.5	0.33	0.67	-51.0	0.62
Shareholders' equity per share, EUR				1.08	1.24	-12.8	1.50
Dividend per share				0.10 **	0.40		0.70
Effective dividend yield				2.2	6.5		8.5
P/E Ratio				20.6	15.8		18.9
Market capitalization				343.5	463.5	-25.9	621.4
Average no. of shares (1,000 shares)							
- basic	75,487	75,487		75,487	75,339		74,894
- diluted	75,618	75,898		75,661	75,772		75,086
No. of shares at end of period (1,000 shares)				75,487	75,487		75,053

**) see Main Accounting Principles of the Financial Statement Release*
***) Proposal of the Board, dividend EUR 0,10*

Market conditions

According to TNS Media Intelligence, total advertising volume declined by 5.3% (grew by 0.2%) in the last quarter of the year. Advertising in newspapers and city papers decreased by 8.6% (decreased by 2.8%), while advertising in online media continued to increase, by 13.9% (19.4%) from the comparison period.

Further according to TNS Media Intelligence, total advertising volume declined by 4.1% (grew by 7.1%) in the full year 2012. Advertising in newspapers and city papers decreased by 7.6% (grew by 3.7%), while advertising in online media increased by 10.0% (25.3%) from the comparison period.

Changes in group structure 2012

On January 2, 2012, Alma Media Corporation acquired the entire stock of the company LMC s.r.o. From January 2, 2012, this company is reported as part of the Digital Consumer Services segment.

Northern Media, part of Alma Media's Newspapers segment, on January 1, 2012 acquired the publishing rights of the free issue paper Kotikymppi that appears in Kemijärvi, Finland.

On February 2, 2012, Alma Media Corporation acquired the entire stock of CV Online, the leading online recruitment service company in the Baltic countries. From February 2, 2012, this company is reported as part of the Digital Consumer Services segment.

Alma Mediapartners Oy, part of the Alma Media Group, acquired the entire stock of PlanMyRoom Finland Oy. From May 2, 2012, this company is reported as part of the Digital Consumer Services segment.

Alma Media Corporation acquired the entire stock of Suomen Hankintakeskus Oy. Suomen Hankintakeskus will merge into Mascus, Alma Media's international marketplace for used heavy machinery and transport vehicles. From June 1, 2012, Suomen Hankintakeskus Oy is reported as part of the Digital Consumer Services segment.

Alma Media acquired a 51% shareholding in Adalia Media, based in the United States. The company has acted as licence partner of Mascus, Alma Media's international marketplace for used heavy machinery and transport vehicles, since 2009. From June 1, 2012, Adalia Media, Inc. is reported as part of the Digital Consumer Services segment.

On August 1, 2012, Alma Media Corporation acquired the entire stock of Finland's leading online dating service company, E-Kontakti Oy. From August 1, 2012, the company is reported as part of the Digital Consumer Services segment.

On August 1, 2012, Alma Media Corporation sold the entire stock of Bovision AB. The company was reported as part of the Digital Consumer Services segment.

On October 1, 2012, Alma Media Corporation purchased 20% of the stock of JM-Tieto Oy, a company providing business information services. The company is reported as part of the Kauppalehti Group segment.

On November 1, 2012, Alma Media Corporation purchased 20% of the stock of Locatia Oy. The company is reported as part of the Kauppalehti Group segment.

On November 15, 2012, Alma Media Corporation purchased the leading recruitment services companies in Slovakia (Profesia s.r.o. and Autovia) and Croatia (Tau on-line d.o.o.), as well as minority holdings in the leading job portals in the Serbian and Bosnian markets (Infostud 3 d.o.o. and Development Studio d.o.o., respectively). From November 1, 2012, the purchased companies are reported as parts of the Digital Consumer Services segment.

On November 30, 2012, Alma Media Corporation sold the Vuodatus.net business to Rohea Oy.

Further details of acquired businesses are given in the notes to this financial statement release.

Group revenue and result October - December 2012

In the last quarter of the year, revenue grew by 1.7% to MEUR 82.7 (81.3). Revenue from business operations acquired in 2012 was MEUR 5.2 (0.0). Revenue from print media was MEUR 55.0 (60.6), with a share of 66.5% (74.5%) in the Group's revenue. Revenue from digital products and services was MEUR 21.0 (14.9), an increase of 41.5% mainly due to acquisitions. Digital products and services accounted for 25.4% (18.3%) of Group revenue. Other revenue totalled MEUR 6.6 (5.8), accounting for 8.0% (7.0%) of Group revenue.

Revenue from advertising sales grew by 3.8% and was MEUR 42.2 (40.6). Advertising sales made up 51.0% (49.9%) of the Group's total revenue. Advertising sales for printed papers declined by 11.7% from the comparison period, totalling MEUR 25.8 (29.2). Online advertising sales grew by 44.7% to MEUR 16.1 (11.1).

Circulation revenue declined by 7.2% to MEUR 29.1 (31.4). The circulation revenues of both the Newspapers segment and the Kauppalehti Group declined from the comparison period due to the decline of copies sold.

Contents and service revenue was MEUR 11.4 (9.4).

Total expenses excluding non-recurring items grew by MEUR 3.0 or 4.2%, totalling MEUR 74.4 (71.4). Total expenses increased by 5.4%, amounting to MEUR 75.8 (71.9). In the last quarter, the share of acquired businesses in total expenses was MEUR 5.2. In addition, total expenses increased mainly through reorganisation provisions reported as non-recurring items.

EBITDA, excluding non-recurring items, declined by 13.6% to MEUR 10.6 (12.3). EBITDA amounted to MEUR 9.7 (12.0).

Depreciations during the review period totalled MEUR 2.1 (2.5). Depreciations related to acquired businesses were MEUR 0.9 (0.0).

Operating profit, excluding non-recurring items, decreased by 15.8% (decreased by 8.1%) to MEUR 8.5 (10.1). Operating profit excluding non-recurring items was 10.3% (12.4%) of revenue. Operating profit was MEUR 7.6 (9.6), down to 9.1% (11.7%) of revenue. Operating profit from acquired businesses was MEUR 0.0 (0.0). The result from acquired businesses was burdened by significant marketing investments in the fourth quarter.

The operating profit includes MEUR -0.9 (-0.5) in net non-recurring items. The non-recurring items in the review period were mainly related to operational reorganisation in the Newspapers segment and Kauppalehti Group.

The financial result for October-December 2012 was MEUR 2.1 (2.8), and the financial result for the financial period excluding non-recurring items MEUR 7.9 (3.4). The October–December result includes a non-recurring item, a write-down of MEUR 4.8 in the shareholding in Talentum Oyj. The period's financial result included changes in the fair value of contingent considerations and debt incurred by the reorganisation of the Marketplaces business in the amount of MEUR 0.9.

Group revenue and result full year 2012

The Group's revenue for the full year 2012 grew by 1.2% to MEUR 320.1 (316.2). Revenue from business operations acquired in 2012 was MEUR 20.8 (0.0). Revenue from print media was MEUR 217.2 (236.1), with a share of 67.9% (74.7%) in the Group's revenue. Revenue from digital products and services was MEUR 77.8 (56.8), an increase of 37.0% mainly due to acquisitions. Digital products and services accounted for 24.3% (18.0%) of Group revenue. Other revenue totalled MEUR 24.7 (23.1), accounting for 7.7% (7.3%) of Group revenue.

Revenue from advertising sales grew by 3.5% and was MEUR 160.8 (155.3). Advertising sales made up 50.2% (49.1%) of the Group's total revenue. Advertising sales for printed papers declined by 12.2% from the comparison period, totalling MEUR 97.7 (111.3). Online advertising sales grew by 43.4% to MEUR 61.8 (43.1).

Circulation revenue declined by 4.4% to MEUR 119.3 (124.8). The circulation revenue of the Newspapers segment decreased by 4.6% to MEUR 104.8 (109.9). Kauppalehti's circulation revenue declined by 2.7% to MEUR 14.6 (15.0).

Contents and service revenue was MEUR 40.0 (36.1).

Total expenses excluding non-recurring items went up by MEUR 13.4 or 4.9%, totalling MEUR 287.0 (273.6). Total expenses increased by 7.0% to MEUR 294.5 (275.1). Businesses acquired during the review period accounted for MEUR 18.0 of total expenses. The increase in total expenses was mainly due to reorganisation provisions.

EBITDA, excluding non-recurring items, declined by 13.1% to MEUR 45.1 (51.9). EBITDA amounted to MEUR 39.5 (51.2).

Depreciations in the review period amounted to MEUR 13.0 (9.2). Depreciations in the financial period include an impairment loss of MEUR 1.6 reported as a non-recurring item. Acquisition-related depreciations totalled MEUR 3.0 (0.0).

Operating profit excluding non-recurring items was down 22.0% (down 2.2%) to MEUR 33.5 (42.9). The operating margin excluding non-recurring items was 10.5% (13.6%). The operating profit was MEUR 26.5 (42.0), and the operating margin 8.3% (13.3%). Operating profit from acquired businesses amounted to MEUR 2.9 (0.0).

The operating profit includes MEUR -7.0 (-1.0) in net non-recurring items. The non-recurring items during the review period were related to organisational restructuring, as well as impairment losses for capitalised R&D costs for the Marketplaces business.

The full-year 2012 financial result was MEUR 17.4 (30.8), and excluding non-recurring items, MEUR 29.3 (31.7). The period's financial result includes a non-recurring item, a write-down of MEUR 4.8 in the shareholding in Talentum Oyj. It also includes changes in the fair value of contingent considerations and debt incurred by the reorganisation of the Marketplaces business in the amount of MEUR 3.6.

Business segments

This Financial Statement Release reports Alma Media's business segments according to the new organisational structure. The segment structure was changed from the beginning of 2012. The reportable segments of Alma Media are Newspapers, Kauppalehti Group, Digital Consumer Services and Other Operations.

REVENUE AND OPERATING PROFIT/LOSS BY SEGMENT

REVENUE BY SEGMENT, MEUR	2012 Q4	2011 Q4	Change %	2012 Q1-Q4	2011 Q1-Q4	Change %
Newspapers						
External	52.0	54.6		203.4	214.1	
Inter-segments	0.6	1.1		3.2	4.3	
Newspapers total	52.6	55.8	-5.8	206.6	218.3	-5.4
Kauppalehti Group						
External	15.3	15.0		56.1	55.9	
Inter-segments	0.2	0.2		0.8	0.8	
Kauppalehti Group total	15.5	15.2	1.9	56.9	56.7	0.4
Digital consumer services						
External	13.8	10.2		54.3	40.7	
Inter-segments	0.7	0.3		2.2	1.4	
Digital consumer services total	14.5	10.5	37.7	56.5	42.1	34.2
Other operations						
External	1.7	1.5		6.3	5.6	
Inter-segments	19.9	18.7		78.5	73.9	
Other operations total	21.5	20.2	6.8	84.8	79.5	6.7
Elimination	-21.4	-20.4		-84.7	-80.4	
Total	82.7	81.3	1.7	320.1	316.2	1.2

OPERATING PROFIT/LOSS BY SEGMENT, MEUR *)	2012 Q4	2011 Q4	Change %	2012 Q1-Q4	2011 Q1-Q4	Change %
Newspapers	7.0	7.8	-10.0	22.1	29.7	-25.5
Kauppalehti Group	1.2	2.2	-46.1	4.7	7.4	-36.6
Digital consumer services	1.2	0.9	28.9	4.9	6.4	-24.2
Other operations	-1.7	-1.5	-14.6	-4.9	-1.6	-217.0
Total	7.6	9.6	-20.9	26.5	42.0	-36.8

**) including non-recurring items*

The Group has six operating segments as shown in the table below. The operating segments that offer similar products and services are combined to reportable segments due to their uniform profitability and other characteristics.

REPORTABLE SEGMENT:	OPERATING SEGMENT:
Newspapers	Alma Regional Media
	Iltalehti
Kauppalehti Group	Kauppalehti Group
Digital Consumer Services	Marketplaces
	Alma Diverso
Other Operations	Other operations

The new Digital Consumer Services segment consists of the former Marketplaces segment as well as the Alma Diverso operating segment. Alma Diverso comprises the digital consumer services previously reported in the Newspapers segment, namely Telkku.com, Kotikokki.net, Neffit.fi, Nytmatkaan.fi, Suomenyritykset.fi and E-kontakti.fi as well as the development functions of the technical platform of the online services of the regional and local newspapers, previously reported in Other Operations.

With the change in the structure and composition of the reportable segments, Alma Media has, in accordance with the IFRS 8 Operating Segments standard, adjusted the corresponding items in segment information for the comparison period 2011. The tables presented in the Notes section of these financial statements summarise the impact of the changes and present revenue and operating profit by segment in accordance with the new segment composition.

Newspapers

The Newspapers segment reports the Alma Regional Media and Iltalehti business units, that is, the publishing activities of a total of 35 newspapers. The best-known titles in this segment are Aamulehti and Iltalehti.

Newspapers Key figures, MEUR	2012 Q4	2011 Q4	Change %	2012 Q1-Q4	2011 Q1-Q4	Change %
Revenue	52.6	55.8	-5.8	206.6	218.3	-5.4
Circulation revenue	25.4	27.5	-7.4	104.8	109.9	-4.6
Advertising revenue	26.1	27.1	-4.0	98.0	104.4	-6.1
Content and service revenue	1.1	1.2	-8.0	3.7	4.0	-8.1
Total expenses excluding non-recurring items	45.4	47.5	-4.4	181.1	187.7	-3.5
EBITDA excluding non-recurring items	7.5	8.6	-13.4	26.9	32.2	-16.4
EBITDA	7.3	8.3	-12.6	23.2	31.4	-26.0
Operating profit excluding non-recurring items	7.2	8.3	-13.4	25.6	30.7	-16.8
Operating profit excluding non-recurring items, %	13.7	14.9		12.4	14.1	
Operating profit	7.0	7.8	-10.0	22.1	29.7	-25.5
Operating profit, %	13.3	13.9		10.7	13.6	
Average no. of personnel, calculated as full-time employees excl. delivery staff	765	881	-13	838	940	-11
Average no. of delivery staff	0	124	-100	33	117	-72

Operational key figures	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Audited circulation				
Iltalehti				102,124
Aamulehti				130,081
Online services, unique browsers, weekly				
Iltalehti.fi	3,083,757	3,275,072	3,280,652	2,978,518
Aamulehti.fi	377,699	342,673	355,526	333,987

October-December 2012

The Newspapers segment's revenue decreased to MEUR 52.6 (55.8). Advertising sales in the segment were MEUR 26.1 (27.1), down 4.0% (down 3.3%). Advertising sales in print media decreased by 6.2% (decreased by 5.9%). The segment's online advertising sales increased by 14.5%, totalling MEUR 3.3 (2.8). Iltalehti.fi further strengthened its position in the growing display advertising market.

The segment's circulation revenue in October–December was down 7.4%, totalling MEUR 25.4 (27.5) due to a decline in the number of distributed copies. Online business accounted for 6.4% (5.2%) of the segment's revenue.

The segment's total expenses excluding non-recurring items were MEUR 45.4 (47.5) and total expenses MEUR 45.6 (48.1). The non-recurring items were related to operational restructuring.

The Newspapers segment's operating profit excluding non-recurring items was MEUR 7.2 (8.3) and operating profit MEUR 7.0 (7.8). The segment's operating profit excluding non-recurring items declined due to the decreases in circulation revenue and print media advertising sales.

Full year 2012

The Newspapers segment's revenue decreased to MEUR 206.6 (218.3). Advertising sales in the segment were MEUR 98.0 (104.4), down 6.1% (up 1.7%). Advertising sales in print media decreased by 8.3% (increased by 0.3%). The segment's online advertising sales increased by 14.9%, totalling MEUR 11.3 (9.8). The segment's circulation revenue in January–December was down 4.6%, totalling MEUR 104.8 (109.9). Online business accounted for 5.6% (4.6%) of the segment's revenue.

The segment's total expenses excluding non-recurring items were MEUR 181.1 (187.7) and total expenses amounted to MEUR 184.6 (188.7). The non-recurring expenses in the amount of MEUR 3.5 were related to operational restructuring and loss from the sale of real estate.

The segment's operating profit excluding non-recurring items was MEUR 25.6 (30.7) and operating profit MEUR 22.1 (29.7). The segment's operating profit excluding non-recurring items declined due to the decreases in circulation revenue and print media advertising sales.

Pohjois-Suomen Media Oy (Alma Media Northern Media), part of the Newspapers segment, concluded its statutory personnel negotiations in January 2012. As a result of the negotiations, the number of employees of Pohjois-Suomen Media is reduced by 9 full-time work years.

Alma Media combined its 34 regional and local papers into a new business unit, Alma Regional Media, at the beginning of 2012 and started a large-scale renewal project to strengthen the collaboration between the papers. In the statutory personnel negotiations in connection with the project, the number of employees in Alma Regional Media decreases by 100 full-time work years. As part of the renewal of Alma Regional Media's operational model, Alma Regional Media and the newspapers Ilkka and Pohjalainen, members of Ilkka-Yhtymä, in August agreed on wide-ranging operational collaboration covering content and development. A letter of intent for the collaboration was signed on August 30, 2012, and the jointly developed new collaboration model is meant to be in full operation from the beginning of 2014.

Iltalehti, part of the Newspapers segment, initiated statutory personnel negotiations in November. The negotiations, held for production-related reasons, aim at renewing the production process and shift arrangements.

Kauppalehti Group

The Kauppalehti Group specialises in the production of business and financial information as well as in the provision of business utility and marketing solutions. Its best known title is Finland's leading business paper, Kauppalehti. The Group also includes the custom media house Alma 360 Custom Media and the news agency and media monitoring unit BNS Group that operates in all the Baltic countries.

Kauppalehti Group Key figures, MEUR	2012 Q4	2011 Q4	Change %	2012 Q1-Q4	2011 Q1-Q4	Change %
Revenue	15.5	15.2	1.9	56.9	56.7	0.4
Circulation revenue	3.7	3.9	-5.5	14.6	15.0	-2.7
Advertising revenue	4.5	5.1	-13.1	15.2	17.1	-10.9
Content and service revenue	7.3	6.2	19.0	27.1	24.6	10.2
Total expenses excluding non-recurring items	13.4	13.0	3.2	51.3	49.3	3.9
EBITDA excluding non-recurring items	2.3	2.4	-3.8	6.6	8.2	-20.3
EBITDA	1.4	2.4	-42.2	5.5	8.2	-33.3
Operating profit excluding non-recurring items	2.1	2.2	-3.8	5.7	7.4	-22.2
Operating margin excluding non-recurring items, %	13.7	14.5		10.1	13.0	
Operating profit	1.2	2.2	-46.1	4.7	7.4	-36.6
Operating profit, %	7.7	14.5		8.2	13.0	
Average no. of personnel, calculated as full-time employees	398	417	-4	410	429	-4.5

Operational key figures	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Audited circulation				
Kauppalehti				68,252
Kauppalehti.fi	490,900	706,930	673,000	729,742

October - December 2012

The revenue of the Kauppalehti Group was MEUR 15.5 (15.2) in the fourth quarter. The review period's revenue was up 1.9% (down 5.7%). Online business accounted for 26.4% (25.1%) of the segment's revenue.

Advertising sales during the review period decreased to MEUR 4.5 (5.1), down 13.1% (down 4.4%). Online advertising sales increased by 14.0% (decreased by 6.9%) from the comparison period.

The segment's circulation revenue declined from the previous year to MEUR 3.7 (3.9). Content and service revenue grew to MEUR 7.3 (6.2). The content and service revenue was particularly bolstered by new business for Alma 360, as well as the increased sales revenue from Kauppalehti's information services and digital content.

The segments total expenses excluding non-recurring items were MEUR 13.4 (13.0), and total expenses MEUR 14.4 (13.0). The segment's expenses increased due to IT and marketing investment caused by product renewal. The non-recurring items were related to reorganisation expenses.

The operating profit of the Kauppalehti Group excluding non-recurring itmes was MEUR 2.1 (2.2), 13.7% (14.5%) of revenue.

Full year 2012

The revenue for the full year 2012 of the Kauppalehti Group was MEUR 56.9 (56.7). The revenue for the review period increased by 0.4% (decreased by 2.1%). Online business accounted for 26.3% (24.9%) of the segment's total revenue.

Advertising sales in the segment were down 10.9% (down 3.2%) and were MEUR 15.2 (17.1). Online advertising sales increased by 0.9% (decreased by 2.3%) from the comparison period.

The segment's circulation revenue declined by 2.7% to MEUR 14.6 (15.0). Content and service revenue grew by 10.2% to MEUR 27.1 (24.6).

The total expenses of the segment excluding non-recurring items amounted to MEUR 51.3 (49.3) and total expenses MEUR 52.4 (49.3).

The operating profit of the Kauppalehti Group excluding non-recurring items was MEUR 5.7 (7.4) and operating profit MEUR 4.7 (7.4). The operating profit excluding non-recurring items was 10.1% (13.0%) of revenue.

In May, Kauppalehti renewed its printed paper and online contents, as well as the subscription models of its services.

The statutory personnel negotiations that concerned the staff of Kauppalehti's media business were concluded in December. The workforce was reduced by six persons through voluntary agreements.

Digital Consumer Services

The Digital Consumer Services segment, reported since the beginning of 2012, comprises the former Marketplaces segment and the digital consumer service operations previously reported in the Newspapers and Other Operations segments.

The services operating in Finland are Etuovi.com, Vuokraovi.com, Monster.fi, Autotalli.com, Mascus.fi, MyyJaOsta.com, Telkku.com, Kotikokki.net, E-kontakti.fi, Nytmatkaan.fi and Suomenyritykset.fi. The services operating outside Finland are Jobs.cz, Prace.cz, topjobs.sk, CV Online, Profesia.sk, MojPosao.net, Autovia.sk, Mascus, Objektvision.se and City24. In addition, the segment includes the development of the technology platform for the online services of the regional and local papers.

Digital consumer services Key figures, MEUR	2012 Q4	2011 Q4		Change %	2012 Q1-Q4	2011 Q1-Q4	Change %
Revenue	14.5	10.5		37.7	56.5	42.1	34.2
Operations in Finland	7.2	9.1		-21.4	29.2	36.5	-20.0
Operations outside Finland	7.4	1.4		414.0	27.4	5.6	386.1
Total expenses excluding non-recurring items	13.2	9.6		37.4	49.3	35.9	37.4
EBITDA excluding non-recurring items	2.4	1.4		71.5	11.7	8.0	47.2
EBITDA	2.2	1.4		62.2	10.9	8.1	33.8
Operating profit excluding non-recurring items	1.3	0.9		42.5	7.4	6.3	17.5
Operating margin excluding non-recurring items, %	9.2	8.9			13.0	14.9	-12.5
Operating profit	1.2	0.9	*)	28.9	4.9	6.4	-24.2
Operating margin, %	8.3	8.9	*)		8.6	15.3	-43.5
Average no. of personnel, calculated as full-time employees	475	200		138	396	205	93
Acquired businesses							
Revenue	5.2	0.0			20.8	0.0	
EBITDA	0.6	0.0			5.7	0.0	
Operating profit	0.0	0.0			2.9	0.0	

Operational key figures	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Etuovi.com	410,659	424,782	414,602	453,453
Autotalli.com	109,858	96,189	107,168	99,142
Monster.fi	95,305	93,428	101,207	91,205
MyyjaOsta.com	24,680	35,302	30,229	42,239
Telkku.com	680,225	701,048	714,154	661,908
Kotikokki.net	305,109	178,188	213,832	196,509
Suomenyritykset.fi	57,429	72,929	66,893	76,618
Mascus.com (Finland)	317,408	305,676	337,511	279,089
City24	109,070	93,903	149,344	91,140

October - December 2012

In the last quarter of 2012, the revenue of the Digital Consumer Services segment was MEUR 14.5 (10.5), up 37.7% (0.1%). Revenue from businesses acquired in 2012 was MEUR 5.2. The segment's advertising sales amounted to MEUR 12.0 (9.0).

Advertising sales in the segment's recruitment business continued to grow supported by acquisitions abroad. In Finland, the weakening of the business environment caused a downturn in the recruitment market and the advertising sales of Monster.fi. The competitive situation in home sales services levelled out in summer, and Etuovi.com's revenue started to grow in comparison with the second quarter.

The total expenses for the review period excluding non-recurring items were MEUR 13.2 (9.6), and total expenses MEUR 13.3 (9.6). The expenses of the acquired businesses amounted to MEUR 5.2.

The operating profit of the Digital Consumer Services segment excluding non-recurring items grew to MEUR 1.3 (0.9) in the fourth quarter. The operating profit was MEUR 1.2 (0.9). The operating profit from businesses acquired in 2012 was MEUR 0.0.

On August 1, 2012, Alma Media Corporation bought the entire stock of Finland's leading online dating service provider, E-Kontakti Oy. The company is reported as part of the Digital Consumer Services segment from August 1, 2012.

On August 1, 2012, Alma Media Corporation sold the entire stock of Bovision AB. The company used to be reported as part of the Digital Consumer Services segment.

Full year 2012

In the full year 2012, the revenue of the Digital Consumer Services segment was MEUR 56.5 (42.1), up 34.2% (15.8%). Revenue from businesses acquired in 2012 was MEUR 20.8. The segment's advertising sales totalled MEUR 49.2 (36.4).

The total expenses for the review period excluding non-recurring items were MEUR 49.3 (35.9) and total expenses MEUR 51.8 (35.9). The expenses of the acquired businesses amounted to MEUR 18.0.

The operating profit for the Digital Consumer Services segment excluding non-recurring items increased by 17.5% to MEUR 7.4 (6.3). The operating profit was MEUR 4.9 (6.4). The operating profit from businesses acquired in 2012 was MEUR 2.9. The non-recurring expenses in the amount of MEUR 2.5 were due to reorganisation measures and impairment losses for capitalised R&D costs. The non-recurring income during the comparison period, MEUR 0.2, was due to corporate restructuring. The segment's operating profit excluding non-recurring items grew, thanks to the businesses acquired.

Other Operations

The Other Operations segment reports the operations of the Group's printing and distribution company Alma Manu Oy as well as the parent company. The financial characteristics of both are similar as they primarily provide services for the other business segments.

Other operations Key figures, MEUR	2012 Q4	2011 Q4	Change %	2012 Q1-Q4	2011 Q1-Q4	Change %
Revenue	21.5	20.2	6.8	84.8	79.5	6.7
External	1.7	1.5	11.2	6.3	5.6	13.0
Inter-segments	19.9	18.7	6.5	78.5	73.9	6.2
Total expenses excluding non-recurring items	23.6	21.7	8.7	89.8	81.0	10.8
EBITDA excluding non-recurring items	-1.5	-0.1	-1030.6	-0.1	3.5	-101.6
EBITDA	-1.2	-0.1	-755.2	-0.1	3.4	-101.7
Operating profit excluding non-recurring items	-2.1	-1.5	-36.7	-4.9	-1.4	-243.8
Operating profit excluding non-recurring items, %	-9.6	-7.5		-5.8	-1.8	
Operating profit	-1.7	-1.5	-14.6	-4.9	-1.6	-217.0
Operating profit, %	-8.1	-7.6		-5.8	-2.0	
Average no. of personnel, calculated as full-time employees	261	248	5	266	241	10
Average no. of delivery staff	862	816	6	908	844	8

Operational key figures	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Printing volume (thousand units)	48,078	46,343	199,085	224,724
Paper usage (tons)	6,786	7,927	27,938	31,428

Alma Media Corporation entered an agreement with Pohjola Bank Plc for the financing of the machinery and movable property of Alma Media's new printing facility. The total amount of the agreements is MEUR 44.7 at the end of December 2012, out of which MEUR 35.0 have been paid to suppliers by the end of December. The total amount of the investment is approximately MEUR 47.0. The fourth quarter result of Other Operations was burdened by costs related to preparations for the commissioning of the new printing facility.

The rent agreement for the new printing facility property became effective on January 1, 2012, and it is treated as a finance leasing agreement in the consolidated balance sheet.

Alma Manu expanded its distribution operations in the province of Lapland. The distribution of Lapin Kansa and Koillis-Lappi, both Alma Media's newspapers, was transferred from Itella to Alma Manu in January 2012.

Alma Manu initiated statutory personnel negotiations in relation to its planned operational rationalisation and reorganisation measures for its printing operations in Rovaniemi in March. As a result of the negotiations, completed in April, the number of employees at the Rovaniemi printing facility was reduced by four full-time work years.

Alma Manu started statutory personnel negotiations with its newspaper deliverers in the Pirkanmaa region in June. As a result of the negotiations, concluded in August, the work load in delivery operations decreases by 13 full-time work years.

Alma Manu agreed on the sale of its Pori printing press to Daily Print i Umeå AB in August.

Associated companies

Alma Media Group holds a 32.14-% stake in Talentum Oyj, which is reported under the Kauppalehti Group. The company's own shares in the possession of Talentum are here included in the total number of shares. In the consolidated financial statements of Alma Media the own shares held by Talentum itself are not included in the total number of shares. Alma Media's shareholding in Talentum is stated as 32.64% in Alma Media's consolidated financial statements of December 31, 2012 and in this Financial Statements Release.

The period's financial result includes includes a non-recurring item, a writedown of MEUR 4.8 in the shareholding in Talentum Oyj.

Share of profit of associated companies MEUR	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Newspapers	0.0	-0.0	0.1	-0.0
Kauppalehti Group				
Talentum Oyj	-3.9	-0.7	-4.9	1.8
Digital consumer services	-0.1	-0.0	-0.1	-0.1
Other operations				
Other associated companies	0.1	0.1	0.6	0.9
Total	-3.9	-0.6	-4.3	2.5

Non-recurring items

A non-recurring item is a comprehensive income or expense arising from non-recurring or rare events. Gains or losses from the sale of business operations or assets, gains or losses from discontinuing or restructuring business operations as well as impairment losses of goodwill and other assets are recognised as non-recurring items. Non-recurring items are recognised in the profit and loss statement within the corresponding income or expense group.

NON-RECURRING ITEMS MEUR	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Newspapers				
Restructuring	-0.2	-0.3	-3.3	-0.8
Gains on sales of assets	0.0		-0.1	
Impairment losses of intangible and tangible assets		-0.2		-0.2
Kauppalehti Group				
Restructuring	-0.9		-0.9	
Gains on sales of assets			-0.1	
Digital consumer services				
Restructuring	-0.1		-0.3	
Gains on sales of assets	-0.2		-0.6	0.2
Impairment losses of intangible and tangible assets		0.0	-1.6	0.0
Other operations				
Restructuring	-0.1		-0.5	-0.5
Gains on sales of assets	0.4	0.0	0.4	0.4
NON-RECURRING ITEMS IN OPERATING PROFIT	-0.9	-0.5	-7.0	-1.0
Translation differences	-0.1		-0.1	0.1
Impairment losses of associated companies	-4.8		-4.8	
NON-RECURRING ITEMS IN FINANCIAL ITEMS	-0.1	0.0	-0.1	0.1
NON-RECURRING ITEMS IN PROFIT BEFORE TAX	-5.8	-0.5	-11.9	-0.9

The non-recurring items during the financial year 2012 comprised restructuring expenses, sales losses and writedowns of plant and equipment. In financial items, the writedown of associated company shares was reported as a non-recurring item.

Balance sheet and financial position

At the end of December 2012, the consolidated balance sheet stood at MEUR 245.1 (198.0). Alma Media's equity ratio at the end of December was 36.7% (57.0%) and equity per share declined to EUR 1.08 (1.24).

At the end of December, the Group's interest-bearing net debt was MEUR 62.3 (-32.3). The increase in net debt was due to the entering into force of the rental agreement of the printing facility, treated as finance leasing, as well as loans taken for company acquisitions and dividend payment. Financial assets recognised at fair value through profit or loss created through corporate transactions amounted to MEUR 0.9 (4.9) on December 31, 2012, and the fair value of debts on the same date MEUR 2.7 (2.0).

The consolidated cash flow from operations in 2012 was MEUR 24.9 (50.7). Cash flow before financing was MEUR -38.0 (50.7). Because of the change in value-added tax treatment of newspaper subscriptions, part of 2012 subscription revenue was exceptionally created in 2011, whic h significantly reduced the cash flow from operations during the review period. Cash flow from investing activities was affected primarily by the acquisitions of business operations during the financial period.

The Group currently has a MEUR 100.0 commercial paper programme in Finland under which it is permitted to issue papers to a total amount of MEUR 0–100. The unused part of the programme was MEUR 78.0 on December 31, 2012. In addition, the Group has a credit limit in the amount of MEUR 30.0 until October 9, 2013, of which MEUR 13.0 were unused on December 31, 2012, and a credit limit in the amount of MEUR 50.0 until October 15, 2014, of which MEUR 37.0 were unused on December 31, 2012.

To further strengthen and diversify its financing structure, Alma Media Corporation in October signed two new credit facilities, both valued at MEUR 25 with Nordea Pankki Suomi Oyj and Skandinaviska Enskilda Banken Ab. At the same time, Alma Media terminated its valid credit facility of MEUR 35, previously agreed with Skandinaviska Enskilda Banken Ab. The new credit facilities are valid for two years.

Research and development costs

The Group's research and development costs in 2012 amounted to MEUR 4.1 (4.6). Of this total, MEUR 3.1 (3.0) were expensed and MEUR 1.0 (1.6) capitalised. The most significant projects pertained to the development of digital business.

Capital expenditure

Alma Media Group's capital expenditure in January–December 2012 totalled MEUR 111.3 (6.3), consisting mainly of corporate acquisitions, development projects, normal operational and replacement investments and the investment in the new printing facility.

Employees

During 2012, the average number of Alma Media employees, calculated as full-time employees (excluding newspaper deliverers), was 1,910 (1,816). The average number of delivery staff totalled 941 (961).

Administration

Alma Media Corporation's Annual General Meeting (AGM) held on March 14, 2012 elected Timo Aukia, Petri Niemisvirta, Seppo Paatelainen, Kai Seikku, Erkki Solja, Catharina Stackelberg-Hammarén and Harri Suutari members of the company's Board of Directors. In its constitutive meeting held after the AGM, the Board of Directors elected Seppo Paatelainen its Chairman.

The Board also elected the members of its committees. Timo Aukia, Kai Seikku, Catharina Stackelberg-Hammarén and Harri Suutari as chairman were elected members of the Audit Committee. Petri Niemisvirta and Erkki Solja, as well as Seppo Paatelainen as Chairman, were elected members of the Nomination and Compensation Committee.

The Board of Directors of Alma Media Corporation has evaluated that the persons elected members of the Board are independent of the company and its significant shareholders, with the exception of Timo Aukia, Petri Niemisvirta and Seppo Paatelainen. These members are evaluated as independent of the company but dependent on its significant shareholders.

Mikko Korttila, General Counsel of Alma Media Corporation, was appointed secretary to the Board of Directors.

The AGM appointed Ernst & Young Oy as the company's auditors.

In December, Hämeenlinna Administrative Court overruled the decision by the Regional State Administrative agency for Southern Finland to approve a special audit on Alma Media, thus dismissing the application placed by Oy Herttaässä Ab. The application by Oy Herttaässä Ab, an Alma Media Corporation shareholder, approved by the Regional State Administrative agency for Southern Finland in August 2011, concerned a special audit regarding the operations of the Nomination and Compensation Committee and its predecessor, the Election Committee, of the Board of Directors of Alma Media Corporation.

Mr Juha Nuutinen was appointed CFO of Alma Media Corporation and a member of its Group Executive Team as of November 1, 2012.

Ms Virpi Juvonen has served as the acting Head of HR since December 10, 2012, as the holder of the post, Mr Pekka Heinänen, left the post.

Alma Media Corporation applies the Finnish Corporate Governance Code for listed companies, issued by the Securities Market Association on June 15, 2010, in its unaltered form. The Corporate Governance Statement and the Salary and Remuneration Report for 2012 are available separately on the company’s website at http://www.almamedia.com/investors/.

Dividends

The Annual General Meeting resolved to distribute a dividend of EUR 0.40 per share for the financial year 2011, in total MEUR 30.2 (52.5), in accordance with the proposal of the Board of Directors. The dividend was paid on March 26, 2012 to shareholders who were registered in Alma Media Corporation’s shareholder register maintained by Euroclear Finland Oy on the record date, March 19, 2012.

The Alma Media share

In October–December, altogether 945,701 Alma Media shares were traded at NASDAQ OMX Helsinki Stock Exchange, representing 1.3% of the total number of shares. The closing price of the Alma Media share at the end of the last trading day of the year, December 28, 2012, was EUR 4.55. The lowest quotation during the year was EUR 4.44 and the highest EUR 5.00. Alma Media Corporation’s market capitalisation was MEUR 343.5 at the end of the year.

The Annual General Meeting of Alma Media Corporation on March 14, 2012 authorised the Board of Directors to repurchase a maximum of 1,000,000 of the company’s shares, corresponding to approximately 1.4 % of the company’s total number of shares. The shares will be repurchased at the market price in public trade on NASDAQ OMX Helsinki using the company’s non-restricted equity, which will decrease the disposable funds of the company for the distribution of profit. The price paid for the shares shall be based on the price of the company’s shares in public trade with the minimum price of the shares to be purchased being the lowest quoted market price in public trade during the validity of the authorisation and the maximum price the highest quoted market price during the validity of the authorisation. The shares can be repurchased for the purpose of developing the capital structure of the company, or financing or implementing of corporate acquisitions or other arrangements, or implementing of incentive programmes for the management or key personnel of the company, or to be otherwise disposed of or cancelled. The authorisation is valid until the following ordinary Annual General Meeting, however no longer than until June 30, 2013.

The Annual General Meeting of Alma Media Corporation on March 14, 2012 authorised the Board of Directors to decide on a share issue by transferring shares in possession of the company. The authorisation entitles the Board to issue a maximum of 1,000,000 shares, corresponding to approximately 1.4 % of the total number of shares of the company. The authorisation entitles the Board to decide on a directed share issue, which would entail deviating from the pre-emption rights of shareholders. The Board may use the authorisation in one or more parts. The authorisation may be used to implement incentive programmes for the management or key personnel of the company. The authorisation is valid until the following ordinary Annual General Meeting, however no longer than until June 30, 2013. This authorisation does not override the authorisation for a share issue resolved in the Annual General Meeting held on March 17, 2011.

The Annual General Meeting of Alma Media Corporation on March 17, 2011 authorised the Board of Directors to decide on a share issue. The authorisation entitles the Board to issue a maximum of 7,500,000 shares, corresponding to approximately 10% of the total number of shares of the company. The share issue can be implemented by issuing new shares or transferring shares in possession of the company. The authorisation entitles the Board to decide on a directed share issue, which would entail deviating from the pre-emption rights of shareholders. The Board may use the authorisation in one or more parts. The Board may use the authorisation for developing the capital structure of the company, widening the ownership base, financing or realising acquisitions or other similar arrangements, or for other purposes decided upon by the

Board. The authorisation may not, however, be used for incentive programmes for the management or key personnel of the company. The authorisation is in effect until March 17, 2013.

Option programme and share-based incentive plan

Alma Media has the option programme 2009 in effect. The programme is an incentive and commitment system for Group management. If all the subscription rights are exercised, the programme 2009 will dilute the holdings of the earlier shareholders by a maximum of 2.22%. Further details about the programmes are given in the notes to this Financial Statement Release.

The Board of Directors of Alma Media Corporation has resolved on a new share-based incentive plan for the Group key employees. The new Performance Share Plan consists of three performance periods, the calendar years 2012, 2013 and 2014. The Board of Directors will decide on the plan's performance criteria and their targets at the beginning of each performance period. The potential reward from the plan for the performance period 2012 will be based on Alma Media Group's profitability, and it will be paid partly in the company's shares and partly in cash in 2013. For the members of the Group Executive Team, the plan additionally includes one three-year performance period, the calendar years 2012–2014, based on the profitable growth of the Group. The potential reward from the performance period 2012–2014 will be paid partly in the company's shares and partly in cash one year and two years from the end of the performance period. The Performance Share Plan includes approximately 20 persons.

Other authorisations of the Board of Directors

The Board of Directors has no other current authorisations to raise convertible loans.

Market liquidity guarantee

Alma Media Oyj:n osakkeelle ei ole voimassaolevaa markkinatakausta.

Flagging notices

In the fourth quarter 2012, Alma Media did not receive notices of changes in shareholdings pursuant to Chapter 2, Section 9 of the Securities Markets Act.

In the second quarter of 2012, Alma Media received the following notices of changes in shareholdings pursuant to Chapter 2, Section 9 of the Securities Markets Act:

On June 21, 2012 Mandatum Life Insurance Company Limited informed Alma Media that its holding in Alma Media shares and voting rights has decreased to 3.69%. Kaleva Mutual Insurance Company informed Alma Media that its holding has decreased to 3.01%. Additionally, Mariatorp Oy announced on the same day that it had acquired 7,600,000 Alma Media shares, representing approximately 10.07% of all Alma Media shares and votes.

Risks and risk management

The purpose of Alma Media Group's risk management activities is to continuously evaluate and manage all opportunities, threats and risks in conjunction with the company's operations to enable the company to reach its set objectives and to secure business continuity.

The risk management process identifies the risks, develops appropriate risk management methods and regularly reports on risk issues to the risk management organisation. Risk management is part of Alma Media's internal control function and thereby part of good corporate governance. Limits and processing methods are set for quantitative and qualitative risk methods by the corporate risk management system in writing.

The most critical strategic risks for Alma Media are a significant drop in its newspaper subscriptions, a decline in advertising sales and a significant increase in distribution and delivery costs. Fluctuating economic cycles are reflected on the development of advertising sales, which accounts for approximately half of the Group's revenue. Developing businesses outside Finland such as in the Baltic countries and other East European countries include country-specific risks relating to market development and economic growth.

In the long term, the media business will undergo changes along with the transformation in media consumption and technological developments. The Group's strategic objective is to meet this challenge through renewal and the development of new business operations in online media. The most important operational risks are disturbances in information technology systems and telecommunication, and an interruption of printing operations.

Events after the period

Alma Media's printing and distribution company, Alma Manu Oy, is planning the future of its newspaper printing facility in Rovaniemi, Finland, and therefore started statutory personnel negotiations in January 2013. The negotiations concern the entire staff of the Rovaniemi printing facility and mailing department, a total of 23 employees. The topic of the negotiations is the planning of the future for the Rovaniemi printing facility and the various options involved, as well as the possible measures affecting staff and the reasons, effects and alternatives of these measures.

Proposal by the Board of Directors for distribution of profit

The Board of Directors proposes to the ordinary Annual General Meeting that a dividend of EUR 0.10 (0.40) per share be paid for the financial year 2012. Based on the number of shares on the closing date, December 31, 2012, the dividend distribution would total EUR 7,543,685 (30,194,741).

On December 31, 2012, the Group's parent company had distributable funds totalling EUR 8,014,054 (51,941,032) of which profit for the period amounted to EUR -14.169.546 (+47,486,273). No essential changes in the company's financial standing have taken place after the end of the financial year. Dividends are paid to shareholders who are entered in Alma Media Corporation's shareholder register maintained by Euroclear Finland Oy no later than the record date, March 19, 2013. The dividend payment date is March 26, 2013.

The report by the Board of Directors, the financial statements and the auditors' report will be available on the company's website no later than February 21, 2013.

Alma Media's Annual General Meeting 2013 is estimated to be held on March 14, 2013.

The next interim report

Alma Media will publish its interim report for the first quarter of 2013 on Friday, April 26, 2013 at 9:00 AM (EEST).

ALMA MEDIA CORPORATION
Board of Directors

SUMMARY FINANCIAL STATEMENTS AND NOTES

COMPREHENSIVE INCOME STATEMENT, MEUR	2012 Q4	2011 Q4	Change %	2012 Q1-Q4	2011 Q1-Q4	Change %
REVENUE	82.7	81.3	1.7	320.1	316.2	1.2
Other operating income	0.6	0.2	303.6	0.9	0.8	2.4
Materials and services	20.7	22.2	-6.6	82.1	88.9	-7.7
Employee benefits expense	33.2	31.5	5.2	132.1	119.8	10.2
Depreciation, amortization and impairment	2.1	2.5	-12.5	13.0	9.2	41.6
Poistot liiketoimintojen hankinnasta	0.9	0.1	585.9	3.0	0.5	453.0
Other operating expenses	19.7	15.7	25.3	67.2	57.1	17.6
OPERATING PROFIT	7.6	9.6	-20.9	26.5	42.0	-36.9
Finance income	1.0	0.9	18.0	5.1	1.1	372.2
Finance expenses	0.9	2.7	-68.1	3.6	3.6	-0.3
Share of profit of associated companies	-3.9	-0.6	-529.3	-4.3	2.5	-268.1
PROFIT BEFORE TAX	3.8	5.3	-27.8	23.7	42.0	-43.6
Income tax	1.7	2.4	-30.2	6.3	11.2	-43.9
PROFIT FOR THE PERIOD	2.1	2.8	-26.0	17.4	30.8	-43.5
OTHER COMPREHENSIVE INCOME						
Change in translation differences	-0.0	0.2	-110.2	-0.0	-0.1	85.2
Share of other comprehensive income of associated companies	0.2	0.3		0.4	-0.1	737.5
Income tax relating to components of other comprehensive income						
Other comprehensive income for the period, net of tax	0.2	0.5	-61.1	0.3	-0.2	
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	2.3	3.5	-33.3	17.8	30.6	-42.1
Profit for the period attributable to						
Owners of the parent	1.9	2.5		16.6	29.4	
Non-controlling interest	0.2	0.3		0.8	1.4	
Total comprehensive income for the period attributable to						
Owners of the parent	2.1	3.1		17.0	29.2	
Non-controlling interest	0.2	0.3		0.8	1.4	
Earnings per share calculated from the profit for the period attributable to the parent company shareholders						
Earnings per share (basic), EUR	0.03	0.03		0.22	0.39	
Earnings per share (diluted), EUR	0.03	0.03		0.22	0.39	

BALANCE SHEET, MEUR	Dec 31 2012	Dec 31 2011
ASSETS		
NON-CURRENT ASSETS		
Goodwill	74.3	30.6
Other intangible assets	43.9	9.9
Tangible assets	41.3	23.0
Investments in associated companies	31.3	35.0
Other non-current financial assets	4.9	5.3
Deferred tax assets	0.9	0.5
CURRENT ASSETS		
Inventories	0.7	1.0
Current tax assets	1.3	4.1
Trade receivable and other receivables	29.3	26.9
Other current financial assets	0.0	3.8
Cash and cash equivalents	17.1	57.8
TOTAL ASSETS	245.1	198.0

BALANCE SHEET, MEUR	Dec 31 2012	Dec 31 2011
EQUITY AND LIABILITIES		
Share capital	45.3	45.3
Share premium reserve	7.7	7.7
Foreign currency translation reserve	0.2	0.2
Retained earnings	28.6	40.6
Equity attributable to owners of the parent	81.8	93.8
Non-controlling interest	2.7	2.9
TOTAL EQUITY	84.5	96.7
LIABILITIES		
NON-CURRENT LIABILITIES		
Non-current interest-bearing liabilities	25.8	2.0
Deferred tax liabilities	7.9	2.2
Pension obligations	2.4	2.6
Provisions	0.1	0.1
Other financial liabilities	0.4	0.9
Other non-current liabilities	0.3	0.3
CURRENT LIABILITIES		
Current interest-bearing liabilities	53.5	23.5
Advances received	14.8	28.2
Income tax liability	0.0	1.5
Provisions	0.4	1.0
Trade and other payables	54.9	38.9
TOTAL LIABILITIES	160.5	101.2
TOTAL EQUITY AND LIABILITIES	245.1	198.0

CONSOLIDATED STATEMENT OF CHANGE IN EQUITY

	Attributable to equity holders of the Parent Company						
MEUR	A	B	C	D	E	F	G
Equity Jan 1 2012	45.3	7.7	0.2	40.6	93.8	2.9	96.7
Profit for the period				16.6	16.6	0.8	17.4
Other comprehensive income			-0.0	0.4	0.3		0.3
Transactions with equity holders of the parent and non-controlling interest							
Dividends paid by parent				-29.7	-29.7		-29.7
Dividends paid by subsidiaries						-1.3	-1.3
Share-based payments				0.8	0.8		0.8
Excercised share options							
Business combinations						0.3	0.3
Equity Dec 31 2012	45.3	7.7	0.2	28.6	81.8	2.7	84.5

	Attributable to equity holders of the Parent Company						
MEUR	A	B	C	D	E	F	G
Equity Jan 1 2011	45.0	4.7	0.4	62.7	112.8	2.0	114.8
Profit for the period				29.4	29.4	1.4	30.8
Other comprehensive income			-0.1	-0.1	-0.2		-0.2
Transactions with equity holders of the parent and non-controlling interest							
Dividends paid by parent				-52.4	-52.4		-52.4
Dividends paid by subsidiaries						-0.7	-0.7
Share-based payments				1.0	1.0		1.0
Excercised share options	0.3	3.0			3.3		3.3
Business combinations						0.1	0.1
Equity Dec 31 2011	45.3	7.7	0.2	40.6	93.8	2.9	96.7

Column headings on Consolidated Statement of Change in Equity

A=Share capital

B=Share premium reserve

C=Translation difference

D=Retained earnings

E=Total

F=Non-controlling interest

G=Equity total

CASH FLOW STATEMENT, MEUR	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Operating activities				
Profit for the period	2.1	2.8	17.4	30.8
Adjustments	1.1	7.9	19.2	20.2
Change in working capital	7.4	14.0	-4.8	14.2
Dividends received	0.2	0.2	0.9	1.1
Interest received	0.1	-0.5	0.2	0.4
Interest paid and other finance expenses	-0.9	-0.6	-2.4	-1.3
Income taxes paid	1.4	-3.5	-5.7	-14.6
Net cash flows from operating activities	11.3	20.3	24.9	50.7
Investing activities				
Acquisitions of tangible and intangible assets	-1.8	-0.9	-4.1	-2.8
Proceeds from sale of tangible and intangible assets	0.5	0.0	3.0	0.0
Other investments	0.0	-0.1	-0.1	-0.1
Proceeds from sale of other investments	0.0	0.0	0.2	0.1
Acquisition of subsidiaries	-21.4	0.0	-64.3	-0.1
Acquisition of associated companies	-1.9	0.0	-2.3	-0.3
Proceeds from sale of subsidiaries	0.0	0.4	3.8	2.5
Proceeds from sale and repayment of capital of associated companies	0.0	0.4	0.9	0.7
Net cash flows from / (used in) investing activities	-24.6	-0.3	-62.8	0.0
Cash flow before financing activities	-13.3	20.1	-38.0	50.7
Financing activities				
Proceeds from exercise of share options	0.0	0.0	0.0	3.2
Current loans taken	24.0	22.0	52.0	37.0
Repayment of current loans	-14.5	-5.3	-23.4	-16.4
Change in interest-bearing receivables	0.0	0.1	0.0	0.3
Dividends paid	0.0	0.0	-31.5	-53.2
Net cash flows from / (used in) financing activities	9.5	16.7	-2.8	-29.0
Change in cash and cash equivalent funds (increase + / decrease -)	-3.8	36.8	-40.8	21.7
Cash and cash equivalents at beginning of period	20.9	20.9	57.8	36.3
Effect of change in foreign exchange rates	0.0	0.1	0.1	-0.2
Cash and cash equivalents at end of period	17.1	57.8	17.1	57.8

ACQUIRED BUSINESSES 2012

Alma Media has acquired the following business operations

	Business	Acquired on	Ownership %
Newpapers segment			
Koti-Kymppi newspaper	Local newspaper	2.1.2012	100 %
Digital consumer services			
LMC s.r.o	Online	2.1.2012	100 %
CV Online	Online	1.2.2012	100 %
PlanMyRoom Finland Oy	Online	2.5.2012	100 %
Suomen Hankintakeskus Oy	Online	1.6.2012	100 %
Adalia Media Inc	Online	1.6.2012	51 %
E-kontakti Oy	Online	1.8.2012	100 %
Profesia s.r.o	Online	15.11.2012	100 %
TAU Online s.r.o	Online	15.11.2012	100 %
Autovia s.r.o	Online	15.11.2012	100 %

The acquisition of the Newpapers segment has no major impact on the consolidated financial statements and thus no additional information is presented.

The following table presents the opening balance sheets of the acquired operations of Digital Consumer Services in the Group, the total acquisition price and impact on cash flow:

LMC s.r.o

MEUR	Book values before consolidation	Fair values at the consolidation
Property, plant and equipment	0.2	0.2
Intangible assets	7.5	22.1
Trade and other receivables	3.3	3.3
Cash and cash equivalents	5.9	5.9
Assets, total	16.8	31.4
Deferred tax liabilities	0.0	2.9
Trade and other payables	7.5	7.5
Liabilities, total	7.5	10.4
Total identifiable net assets at fair value	9.4	21.0
Cash and cash equivalents of acquired subsidiaries or businesses		5.9

CV Online

MEUR	Book values before consolidation	Fair values at the consolidation
Property, plant and equipment	0.0	0.0
Intangible assets	1.3	2.2
Trade and other receivables	0.2	0.2
Cash and cash equivalents	0.4	0.4
Assets, total	2.0	2.9
Deferred tax liabilities	0.1	0.4
Trade and other payables	0.5	0.5
Liabilities, total	0.6	0.8
Total identifiable net assets at fair value	1.4	2.1
Cash and cash equivalents of acquired subsidiaries or businesses		0.4

E-kontakti Oy

MEUR	Book values before consolidation	Fair values at the consolidation
Property, plant and equipment	0.0	0.0
Intangible assets	0.0	0.8
Trade and other receivables	0.0	0.0
Cash and cash equivalents	0.5	0.5
Assets, total	0.5	1.4
Deferred tax liabilities	0.0	0.2
Trade and other payables	0.2	0.2
Liabilities, total	0.2	0.4
Total identifiable net assets at fair value	0.3	1.0
Cash and cash equivalents of acquired subsidiaries or businesses		0.5

Profesia s.r.o

MEUR	Book values before consolidation	Fair values at the consolidation
Property, plant and equipment	0.6	0.6
Intangible assets	0.0	10.5
Trade and other receivables	0.7	0.7
Cash and cash equivalents	1.2	1.2
Assets, total	2.4	12.9
Deferred tax liabilities	0.0	2.4
Trade and other payables	1.8	1.8
Liabilities, total	1.8	4.2
Total identifiable net assets at fair value	0.7	8.7
Cash and cash equivalents of acquired subsidiaries or businesses		1.2

TAU Online

MEUR	Book values before consolidation	Fair values at the consolidation
Property, plant and equipment	0.0	0.0
Intangible assets	0.0	1.8
Trade and other receivables	0.3	0.3
Cash and cash equivalents	0.2	0.2
Assets, total	0.5	2.3
Deferred tax liabilities	0.0	0.3
Trade and other payables	0.3	0.3
Liabilities, total	0.3	0.7
Total identifiable net assets at fair value	0.2	1.6
Cash and cash equivalents of acquired subsidiaries or businesses		0.2

Autovia

MEUR	Book values before consolidation	Fair values at the consolidation
Property, plant and equipment	0.0	0.0
Intangible assets	0.0	0.4
Trade and other receivables	0.0	0.0
Cash and cash equivalents	0.1	0.1
Assets, total	0.2	0.6
Deferred tax liabilities	0.0	0.1
Trade and other payables	0.1	0.1
Liabilities, total	0.1	0.2
Total identifiable net assets at fair value	0.1	0.4
Cash and cash equivalents of acquired subsidiaries or businesses		0.1

Purchase consideration, MEUR

	Consideration, settled in cash	Contingent consideration liability	Total consideration
LMC s.r.o	39.2	3.9	43.1
CV Online	4.0	1.2	5.2
E-kontakti Oy	4.3	0.0	4.3
Profesia	20.8	0.0	20.8
TAU Online	2.5	0	2.5
Autovia	0.8	0	0.8

The amount of contingent considerations in based on the operating profits and EBITDA of the acquired businesses during 2012-2013. Contingent considerations are classified as financial assets recognized at fair value through profit and loss. The change in fair value is recognized in the financial items.

Goodwill arising on acquisition

	Contingent consideration	Identifiable net assets of the acquired business operations	Goodwill
LMC s.r.o	43.1	-21.0	22.0
CV Online	5.2	-2.1	3.1
E-kontakti Oy	4.3	-1.0	3.3
Profesia	20.8	-8.7	12.1
TAU Online	2.5	-1.6	0.9
Autovia	0.8	-0.4	0.4

The other acquisitions by the Digital Consumer Services segment, PlanMyRoom Finland Oy, Suomen Hankintakeskus Oy and Adalia Media Inc., do not represent significant assets on the consolidated balance sheet. The purchase price of the business operations acquired in the segment totalled MEUR 0.7, generating MEUR 0.8 in goodwill.

The estimated Group revenue would have been MEUR 329.5 (reported MEUR 320.1) and the operating profit MEUR 28.0 (reported MEUR 26.1), assuming the acquisitions had taken place at the beginning of 2012.

The fair values entered on intangible assets in the integration relate primarily to domains and trademarks, IT applications and customer agreements. The goodwill created through the acquisitions in affected by the estimated synergy benefits to be realized from the acquired businesses.

Contingent considerations

Contingent considerations are classified as financial assets recognized at fair value through profit or loss. The amount of the contingent considerations due to the acquisitions and business arrangements is based on the revenue and operating profits of the acquired business during 2010-2014. The fair values are the estimated final considerations discounted to the balance sheet date.

CONTINGENT CONSIDERATION ASSETS	
Initial recognition of the assets	8.4
Change in fair value during previous financial years	-1.4
Considerations, settled in cash	-5.9
Change in fair value during the financial year	-0.2
Fair value of the contingent consideration assets in the end of the period	0.9

CONTINGENT CONSIDERATION LIABILITY	
Initial recognition of the liability	8.0
Change in fair value during previous financial years	-3.4
Considerations, settled in cash	-2.0
Change in exchange rate	0.0
Change in fair value during the financial year	-1.0
Fair value of the contingent consideration liability in the end of the period	1.7

REVENUE BY GEOGRAPHICAL AREA, MEUR	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Finland	72.7	77.7	284.0	301.8
Other EU countries	9.1	3.4	34.1	13.3
Other countries	0.9	0.3	1.9	1.1
Total	82.7	81.3	320.1	316.2

Information by segment

The business segments of Alma Media are Newspapers, Kauppalehti Group, Digital Consumer Services and Other Operations. The descriptive section of the Financial Statement Release presents the revenue and operating profits of the segments and the allocation of the associated companies' results to the reporting segments.

The following table presents the assets and liabilities by segment as well as the non-allocated asset and liability items.

ASSETS BY SEGMENT, MEUR	Dec 31 2012	Dec 31 2011
Newspapers	40.1	39.6
Kauppalehti Group	36.4	40.8
Digital consumer services	89.1	26.6
Other operations	50.5	22.4
Non-allocated assets and eliminations	28.9	68.5
Total	245.1	198.0

LIABILITIES BY SEGMENT, MEUR	Dec 31 2012	Dec 31 2011
Newspapers	29.0	38.6
Kauppalehti Group	11.1	11.0
Digital consumer services	15.3	7.5
Other operations	17.8	14.9
Non-allocated liabilities and eliminations	87.3	29.2
Total	160.5	101.2

CAPITAL EXPENDITURE, MEUR	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Newspapers	0.7	1.0	1.8	2.5
Kauppalehti Group	0.2	0.1	0.6	0.6
Digital consumer services	26.4	0.4	76.0	2.0
Others	5.6	0.5	32.8	1.2
Total	32.9	2.1	111.3	6.3

Provisions

The company's provisions totalled MEUR 0.5 (1.1) on December 31, 2012. The major part of the provisions concern restructuring provisions. It has not been necessary to change the estimates made when the provisions were entered.

Commitments and contingencies

COMMITMENTS AND CONTINGENCIES, MEUR	Dec 31 2012	Dec 31 2011
Collateral for others		
Guarantees	1.3	1.3
Minimum lease payments on other lease agreements:		
Within one year	8.6	7.1
Within 1-5 years	25.4	27.1
After 5 years	34.7	43.7
Total	68.7	77.9
The Group also has purchase agreements that based on IFRIC 4 include a lease component as per IAS 17. Minimum payments based on these agreements:	1.6	1.5

Additionally, the total value of financial lease contracts for the machinery and movables of Alma Media's new printing facility, agreed with Pohjola Bank plc, is MEUR 44.7. The total estimated value of the investment is approximately MEUR 47.0. According to the IAS 17 standard, the contracts will be recognised as a finance lease contracts when the printing facility will be operational.

DERIVATIVE CONTRACTS, MEUR	Dec 31 2012	Dec 31 2011
Commodity derivate contracts, electricity derivatives		
Fair value *	-0.1	-0.1
Nominal value	0.8	1.1
Interest rate derivatives		
Fair value *	-0.4	
Nominal value	48.0	

** The fair-value represents the return that would have arisen if the derivative had been cleared on the balance sheet date.*

Related party transactions

Alma Media Group's related parties are the major shareholders of the parent company, associated companies and companies owned by them. Related parties also include the company's senior management and their related parties (members of the Board of Directors, President and CEO and Managing Directors, and the Group Executive Team). The following table summarises the business operations undertaken between Alma Media and its related parties and the status of their receivables and liabilities:

RELATED PARTY TRANSACTIONS, MEUR	2012 Q4	2011 Q4	2012 Q1-Q4	2011 Q1-Q4
Sales of goods and services	0.1	0.1	0.8	0.3
Purchases of goods and services	0.9	1.0	3.4	4.0
Trade receivable, loan and other receivables at the end of reporting period		0.0		0.0
Trade payable at the reporting date	0.1	0.1	0.1	0.1

Option programme

Alma Media has an option programme 2009. The programme is an incentive and commitment system for the company's management.

Under option programme 2009 a total of 2,130,000 stock options may be granted during 2009–2011, and these may be exercised to subscribe to a maximum of 2,130,000 Alma Media shares. Of the total number of options, 710,000 were marked 2009A, 710,000 were marked 2009B and 710,000 were marked 2009C.

A total of 640,000 options have been issued under the 2009A programme. The share subscription period for 2009A is April 1, 2012–March 31, 2014. The management has 532,750 options 2009A in its possession. Additionally, the management has sold 62,250 2009A option rights. The share subscription price has decreased annually by the dividend per share, and was EUR 3.71 in December 2012. Until December 31, 2012, no share subscriptions were made through 2009A option rights.

A total of 610,000 options have been issued under the 2009B programme. The share subscription period for 2009B is April 1, 2013-March 31, 2015. The management has 505,000 options in its possession. The share subscription price has decreased annually by the dividend per share, and was EUR 6.23 in December 2012.

A total of 640,000 options have been issued under the 2009C programme. The share subscription period for 2009C is April 1, 2014-March 31, 2016. The management has 535,000 options in its possession. The share subscription price was EUR 7.55 in December 2012.

If all the subscription rights are exercised, the programme 2009 will dilute the holdings of the earlier shareholders by 2.22% maximum.

Performance Share Plan 2012

The Board of Directors of the company will decide on the Plan's performance criteria and on their targets at the beginning of each performance period. The potential reward from the Plan for the performance period 2012 will be based on the Alma Media Group's profitability, and it will be paid partly in the Company's shares and partly in cash in 2013. In addition, for the members of the Group Executive Team, the Plan includes one four-year performance period, calendar years 2012-2014, based on the profitable growth of the Group. The potential reward from the performance period 2012-2014 will be paid partly in the Company's shares and partly in cash one year and two years from the end of the performance period. Altogether 20 persons are included in the Performance Share Plan.

The Board of Directors of Alma Media Corporation has at its meeting in February 2012 resolved to implement a performance share plan for key personnel of Alma Media Group. The plan includes three (3) one (1) year performance periods, the calendar years 2012, 2013 and 2014, based on the Group's return. Furthermore, for the members of the Group Executive Team, the plan includes one (1) three (3) year performance period, the calendar years 2012-2014, based on the profitable growth of the Group.

The reward from the plan shall be paid to the key employees in a combination of shares and cash, after the end of each performance period by the end of April in 2013, 2014 and 2015. The reward from the performance period 2012—2014 shall be confirmed by the end of April 2015, and it shall be paid in two (2) equal lots in a combination of shares and cash, one (1) year and two (2) years from the end of the performance period. Shares paid as reward on the basis of the plan, from the one-year performance periods, may not be assigned, pledged or otherwise exercised (transfer restriction/s) during the restriction period established for the shares (restriction period/s). The restriction period shall begin from the reward payment and end on December 31, 2014 for the shares earned from the performance period 2012, on December 31, 2015 for the shares earned from the performance period 2013 and on December 31, 2016 for the shares earned from the performance period 2014.

There shall be a maximum total of 600,000 shares and a cash payment needed for taxes and tax-related costs arising from the reward to the key employees on the book-entry registration date of the shares that shall be given as reward on the basis of the entire plan.

No reward was paid according to the Performance Share Plan for the performance period 2012.

QUARTERLY INFORMATION

MEUR	2012 Q4	2012 7-9	2012 4-6	2012 1-3	2011 Q4	2011 7-9	2011 4-6	2011 1-3	2010 Q4
Revenue									
Newspapers	52.6	48.9	53.2	51.9	55.8	52.5	57.1	53.0	57.2
Kauppalehti Group	15.5	12.7	14.4	14.3	15.2	12.6	15.0	13.9	16.1
Digital consumer services	14.5	13.3	13.8	14.9	10.5	10.3	10.9	10.4	10.5
Other operations	21.5	21.2	21.0	21.0	20.2	20.1	20.2	19.1	19.1
Eliminations	-21.4	-20.9	-21.4	-21.1	-20.4	-20.3	-20.4	-19.3	-19.9
REVENUE	82.7	75.2	81.0	81.1	81.3	75.1	82.7	77.1	83.0
Total expenses excluding non-recurring items									
Newspapers	45.4	43.6	46.0	46.1	47.5	45.5	48.1	46.5	48.5
Kauppalehti Group	13.4	11.2	13.5	13.1	13.0	10.6	13.0	12.7	14.4
Digital consumer services	13.4	11.1	12.5	12.6	9.6	8.4	9.1	8.7	9.7
Other operations	23.4	21.4	22.8	22.1	21.7	18.8	21.4	19.2	19.3
TOTAL EXPENSES EXCLUDING NON-RECURRING ITEMS	74.4	66.4	73.4	72.8	71.4	63.1	71.2	67.8	72.0
Operating profit excluding non-recurring items									
Newspapers	7.2	5.4	7.2	5.9	8.3	7.0	9.0	6.5	8.8
Kauppalehti Group	2.1	1.5	0.9	1.3	2.2	2.0	2.0	1.2	1.7
Digital consumer services	1.1	2.2	1.4	2.4	0.9	1.9	1.8	1.7	0.6
Other operations	-1.9	-0.1	-1.7	-1.0	-1.5	1.3	-1.2	-0.1	-0.1
OPERATING PROFIT EXCLUDING NON-RECURRING ITEMS	8.5	8.9	7.7	8.5	10.1	12.0	11.5	9.3	11.0
% of revenue									
Newspapers	13.7	10.9	13.5	11.3	14.9	13.3	15.7	12.3	15.3
Kauppalehti Group	13.5	11.6	6.0	8.9	14.5	16.0	13.1	8.6	10.8
Digital consumer services	7.9	16.9	10.2	16.0	8.9	18.1	16.5	16.1	5.5
Other operations	-8.6	-0.6	-8.2	-4.8	-7.5	6.5	-5.8	-0.3	-0.7
% OF REVENUE	10.3	11.8	9.5	10.4	12.4	16.0	14.0	12.1	13.2
Non-recurring items									
Newspapers	-0.2	-0.1	-2.6	-0.5	-0.5	0.0	0.0	-0.5	-0.4
Kauppalehti Group	-0.9	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Digital consumer services	-0.5	-0.5	-0.3	-1.6	0.0	0.0	0.0	0.2	0.2
Other operations	0.7	0.0	0.0	-0.3	0.0	0.4	-0.5	0.0	0.0
NON-RECURRING ITEMS	-0.9	-0.7	-2.9	-2.5	-0.5	0.4	-0.5	-0.3	-0.3
Operating profit									
Newspapers	7.0	5.2	4.6	5.3	7.8	7.0	9.0	6.0	8.3
Kauppalehti Group	1.2	1.3	0.9	1.3	2.2	2.0	2.0	1.2	1.7
Digital consumer services	1.2	1.8	1.1	0.8	0.9	1.9	1.8	1.8	0.7
Other operations	-1.7	-0.1	-1.7	-1.3	-1.5	1.7	-1.7	-0.1	-0.1
OPERATING PROFIT	7.6	8.1	4.8	6.0	9.5	12.4	11.0	9.0	10.7
Finance income	1.0	3.1	0.7	0.0	0.2	1.2	1.0	0.5	1.0
Finance expenses	0.9	0.6	0.3	1.7	3.9	0.3	0.8	0.6	0.3
Share of profit of associated companies	-3.9	-0.2	0.3	-0.5	-0.6	2.3	0.4	0.4	0.4
PROFIT BEFORE TAX	3.8	10.5	5.6	3.8	5.3	15.6	11.8	9.3	12.1
Income tax	-1.7	-2.4	-1.1	-1.1	-2.4	-3.4	-3.0	-2.4	-2.9
PROFIT FOR THE PERIOD	2.1	8.1	4.5	2.7	2.8	12.2	8.8	6.9	9.2

Main accounting principles (IFRS)

This Financial Statement Release has been prepared according to IFRS standards (IAS 34). The interim report applies the same accounting principles and calculation methods as the annual accounts dated December 31, 2012. The annual report does not, however, contain all the information or notes to the accounts included in the annual financial statements. This report should therefore be read in conjunction with the company's financial statements for 2012. The accounting principles of the financial years 2012 and 2011 are comparable. The company has no discontinued operations to report in the 2012–2011 financial periods.

The key indicators are calculated using the same formulae as applied in the previous annual financial statements. In 2012, two new key indicators have been introduced; EBITDA excluding non-recurring items and EBITDA. EBITDA excluding non-recurring items is calculated with the formula: operating profit excluding non-recurring items + depreciations and write-downs excluding non-recurring items. EBITDA is calculated with the formula: operating profit + depreciations and write-downs. The quarterly percentages of Return on Investment (ROI) and Return on Equity (ROE) have been annualised using the formula ((1+quarterly return)4)-1). The figures in this financial statement release are independently rounded.

The Group has applied the following standards and interpretations as of January 1, 2012:

Change in IFRS7: Financial Instruments: Disclosures
Change in IAS 12: Income Taxes

The impact of the new standards presented above on the Group has been marginal.

The figures in this annual report are unaudited.

Seasonality

The Group recognises its circulation revenues as paid. Therefore, circulation revenues accrue in the income statement fairly evenly during the four quarters of the year. The bulk of circulation invoicing takes place at the beginning of the year and therefore the cash flow from operating activities is strongest in the first and second quarters. This also affects the company's balance sheet position in different quarters.

General Statement

This report contains certain statements that are estimates based on the management's best knowledge at the time they were made. For this reason they contain a certain amount of risk and uncertainty. The estimates may change in the event of significant changes in the general economic conditions.

Next interim report

Alma Media will publish its interim report for January-March, 2013 on Friday, April 26, 2013, approximately at 9 a.m (EEST).

ALMA MEDIA CORPORATION
Board of Directors

REVENUE AND OPERATING PROFIT BY SEGMENT IN THE NEW SEGMENT STRUCTURE

2011

REVENUE BY SEGMENT, MEUR	New structure	Former structure	Change
Newspapers			
External	214.1	217.3	-3.2
Inter-segments	4.3	4.2	0.1
Newspapers total	218.3	221.5	-3.1
Kauppalehti Group			
External	55.9	55.9	0
Inter-segments	0.8	0.8	0
Kauppalehti Group total	56.7	56.7	0
Digital Consumer Services			
External	40.7	37.5	3.2
Inter-segments	1.4	-0.5	1.9
Digital Consumer Services total	42.1	37	5.2
Other Operations			
External	5.6	5.6	-0.1
Inter-segments	73.9	75.9	-2
Other Operations total	79.5	81.5	-2
Elimination	-80.4	-80.4	0
Total	316.2	316.2	0

OPERATING PROFIT/LOSS BY SEGMENT*, MEUR	New structure	Former structure	Change
Newspapers	29.7	30.2	-0.4
Kauppalehti Group	7.4	7.4	0
Digital Consumer Services	6.4	5.8	0.6
Other operations	-1.6	-1.4	-0.2
Total	42	42	0

**) incl. non-recurring items*

REVENUE AND OPERATING PROFIT BY SEGMENT
IN THE NEW SEGMENT STRUCTURE
2011

REVENUE BY SEGMENT, MEUR	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2011 Q1-Q4
Newspapers					
External	52	56	51.4	54.6	214.1
Inter-segments	1	1.1	1	1.1	4.3
Newspapers total	53	57.1	52.5	55.8	218.3
Kauppalehti Group					
External	13.7	14.8	12.4	15	55.9
Inter-segments	0.2	0.2	0.2	0.2	0.8
Kauppalehti Group total	13.9	15	12.6	15.2	56.7
Digital Consumer Services					
External	10	10.6	9.9	10.2	40.7
Inter-segments	0.4	0.3	0.4	0.3	1.4
Digital Consumer Services total	10.4	10.9	10.3	10.5	42.1
Other Operations					
External	1.4	1.3	1.3	1.5	5.6
Inter-segments	17.7	18.8	18.7	18.7	73.9
Other Operations total	19.1	20.2	20.1	20.2	79.5
Elimination	-19.3	-20.4	-20.3	-20.4	-80.4
Total	77.1	82.7	75.1	81.3	316.2

OPERATING PROFIT/LOSS BY SEGMENT*, MEUR	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2011 Q1-Q4
Newspapers	6	9	7	7.8	29.7
Kauppalehti Group	1.2	2	2	2.2	7.4
Digital Consumer Services	1.8	1.8	1.9	0.9	6.4
Other operations	-0.1	-1.7	1.7	-1.5	-1.6
Total	9	11	12.4	9.6	42

**) incl. non-recurring items*