POSITIVE BUSINESS DEVELOPMENT, ONE-TIME ITEMS BURDEN PROFITS

Alma Media's comparable operating profit was 11% and its comparable net sales was 4% higher than in last year's first quarter. The reported operating profit was EUR 8.2 (8.7) million. The lower figure was due to one-time expenses of approximately EUR 1.5 million arising from the restructuring and the change of chief executive officer. The divestment of the Broadcasting division has progressed in line with the plan announced in January. Full-year comparable net sales and operating profit are expected to be higher than last year excluding one-time items.

- Alpress's net sales were at last year's level but its operating profit increased 5.6% to EUR 7.5 million. Alpress's operating margin was 14.9%. Iltalehti's circulation market share was more than two percentage points higher in the first quarter than one year earlier.

- Net sales of the Broadcasting division rose 7.1% and its operating profit increased five-fold to EUR 2.5 million. Advertising sales by MTV3 Channel showed particularly strong growth.

- Net sales of Business Information Group (BIG) increased 6%. BIG's operating profit was EUR 0.7 million, which was EUR 0.5 million lower than in the comparison period due principally to the costs arising from the Presso Saturday newspaper launched in autumn 2004. Both Presso and the Lehdentekijät magazine group grew strongly.

- Within the Media Services division, net sales from classified services continued to show strong growth and, in total, these generated an operating profit.

- The divestment of the Broadcasting division announced in January 2005 was completed on 26 April 2005. In all other respects the divestment and related restructuring measures have proceeded according to the plans announced in January.

- Alma Media Corporation's Board of Directors appointed Mr Kai Telanne as the company's new President and CEO as of 1 April 2005.

The first-quarter interim report in 2005 is the first prepared by Alma Media according to IFRS. Alma Media published a separate IFRS release on 24 March 2005. The main differences in accounting principles are also appended to this interim report.

President and CEO Kai Telanne

2004 was a particularly favourable year for media companies in Finland and this situation is not expected to change significantly in 2005, given trends in the first quarter and the visible outlook for the future. There is still clear overcapacity in the printing sector and competition among the business press is very intense. In other respects the market situation is stable.

Alma Media's plan, announced in January, to divest its Broadcasting division for an enterprise value of EUR 460 million has been well received in the market and this project has proceeded according to plan. Shareholders have been far more willing than expected to participate in the merger of Alma Media Corporation and Almanova Oyj and, correspondingly, less interested in the exchange and purchase offer. This makes the equity ratio of the new Alma Media, to be launched in the autumn, considerably higher than previously estimated.

Full-year prospects for newspaper publishing and for the online classified marketplaces appear bright and therefore the company has no reason at this stage in the year to revise the forecast it issued in January concerning its full-year net sales and profits.

DIVESTMENT OF THE BROADCASTING DIVISION

The Norwegian media company Schibsted ASA made a public offer in January for all the Alma Media Corporation shares and warrants. The offer period was 4 January to 31 January 2005. Schibsted offered to buy the Series I shares for EUR 11.40 per share and the Series II shares for EUR 10.70 per share. The offer price for the 1999A warrants was EUR 23.80 each and for the 1999B warrants EUR 20.48 each.

In January the Swedish company Proventus Industrier AB purchased 8.5% of the Alma Media shares. This represented 15.2% of the votes.

During the Schibsted offer period Alma Media's Board of Directors convened an extraordinary general meeting for 31 January 2005 to resolve on selling the company's Broadcasting division to a company jointly owned by Bonnier & Bonnier AB and Proventus Industrier AB for a transaction price of EUR 376.6 million; this was based on an agreed enterprise value of EUR 460 million less net debt totalling EUR 83.4 million. The meeting approved the Board's proposal by a majority of more than 98% of the votes present. It was agreed that EUR 37.0 million of the transaction price would be paid in cash when the transaction takes place and EUR 339.7 million against a promissory note in conjunction with the merger.

In the public exchange and purchase offer made by Almanova Oyj for all the Alma Media Corporation shares, Almanova Oyj will pay EUR 14.00 for each Alma Media Series I share (EUR 6.50 in cash and the remainder in Almanova shares) and EUR 12.00 for each Alma Media Series II share (EUR 5.60 in cash and the remainder in Almanova shares). EUR 29.00 will be paid in cash for each 1999A warrant and EUR 25.70 in cash for each 1999B warrant. The exchange and purchase offer began on 30 March 2005 and ended on 19 April 2005.

Almanova was listed on the Pre-list of the HEX Helsinki Exchanges on 28 April 2005 and the divestment of the Broadcasting division took place on 26 April 2005.

The restructuring will be completed in autumn 2005 when Almanova Oyj and Alma Media Corporation are merged into one company. This is expected to take place in October 2005. Extraordinary general meetings of both Alma Media Corporation and Almanova Oyj have given their approval to the merger in the autumn.

MARKET CONDITIONS

According to the estimates of various economic research institutions the Finnish economy is forecast to grow by 3.2–3.4% this year. Growth will be strong but not as vigorous as in the previous year when GDP rose 3.7%. Growth in media advertising is normally a couple of percentage points higher than GDP.

The first quarter of the year was a period of extremely strong growth. Gallup Adex figures indicate that, compared to the first three months of 2004, media advertising in January increased by more than 14% and in February by 4% but decreased by almost one percent in March, the reason for the latter weaker development being that in 2004 the Easter period fell entirely in April. Media advertising grew overall by 5.8% during the first quarter and preliminary information suggests that growth in April will be clearly higher than in April 2004. Despite the large monthly fluctuations full-year growth in media advertising is expected to be very favourable in 2005.

Compared to the first quarter last year, newspaper advertising rose 5.9%, television advertising 7.3% and radio advertising 2.6%.

Growth in advertising of teleoperator services during the first quarter was 44.4%; in home-buying advertising growth was 19.6% and in recruitment advertising 12.1%. Among the most significant changes compared to the previous year, retail advertising began to rise this year (almost one percent) while motor vehicle advertising declined by 3.7%.

CHANGE IN ACCOUNTING PRINCIPLES

Alma Media Corporation’s first-quarter interim report in 2005 has been prepared according to international financial reporting standards (IFRS). On 24 March 2005 Alma Media published preliminary figures for the IFRS opening balance sheet (1 January 2004) and preliminary figures for the interim and annual financial statements in 2004 according to IFRS.

Since the divestment of the Broadcasting division is still in progress, this interim report provides figures for both the existing Alma Media Group (Alma Media Group including the Broadcasting division) and also separate data on ongoing operations (2004 and 2005 figures excluding the Broadcasting division). Discontinued operations is an IFRS term that in this context refers to the Broadcasting division.

Unless specifically mentioned, the figures and percentages in this interim report refer to Alma Media Group, which includes the Broadcasting division.

NET SALES AND RESULT IN JANUARY – MARCH 2005

The Group’s net sales rose 4.4% to EUR 115.3 million (EUR 110.4 million in 1 Jan. – 31 Mar. 2004). Net sales increased in all the divisions. The Group’s operating profit was EUR 8.2 million (EUR 8.7 million in 1 Jan. – 31 Mar. 2004). Operating profit rose most strongly in the Broadcasting division. BIG’s expenses rose by the amount expected due to the weekly paper launched in autumn 2004.

Alma Media entered one-time expenses totalling EUR 1.5 million during the reporting period as a result of the Broadcasting divestment and the change of chief executive officer.

KEY INDICATORS (MEUR)	Alma Media 2005 1-3	Alma Media 2004 1-3	Alma Media 2004 1-12
Net sales	115.3	110.4	465.7
Operating profit/loss	8.2	8.7	52.1
Operating margin,%	7.1	7.9	11.2
Net financial expenses	0.8	1.1	4.2
as% of net sales	0.7	1.0	0.9
Share of associated company results	-0.4	-1.8	-3.9
Balance sheet total	365.5	380.7	358.8
Gross capital expenditure	6.4	3.3	14.1
as% of net sales	5.6	3.0	3.0
Equity ratio	46.9	35.2	43.7
Gearing,%	40.6	101.7	52.1
Interest-bearing net debt	64.5	126.9	79.2
Interest-bearing liabilities	93.1	144.4	101.6
Non-interest-bearing liabilities	113.6	111.6	105.3
No. of employees on payroll, average	3 246	3 409	3 380
No. of employees calculated as full-time personnel, average	2 588	2 662	2 679
Cash flow from operating activities / share, EUR	0.29	0.28	1.09
Shareholders’ equity / share, EUR	2.47	1.96	2.38
Earnings / share, EUR (non-diluted)	0.08	0.07	0.45
Earnings / share, EUR (diluted)	0.08	0.07	0.44
Market capitalization of share capital	855.3	476.4	715.5

NET SALES BY SEGMENT (MEUR)	2005 1-3	2004 1-3	2004 1-12
Ongoing operations:			
Alpress	50.6	50.4	212.4
Business Information Group	12.7	12.0	49.1
Media Services	5.8	4.9	21.3
Other operations and eliminations	0.0	0.0	0.8
Ongoing operations total	69.1	67.3	283.6
Discontinued operations total	49.6	46.3	195.4
Adjustments and eliminations	-3.4	-3.2	-13.3
Total	115.3	110.4	465.7

OPERATING PROFIT/LOSS BY SEGMENT (MEUR)	2005 1-3	2004 1-3	2004 1-12
Ongoing operations:			
Alpress	7.5	7.1	35.7
Business Information Group	0.7	1.2	6.1
Media Services	0.1	0.1	0.3
Other operations and eliminations	-2.7	-0.3	-5.1
Ongoing operations total	5.6	8.1	37.0
Discontinued operations total	2.5	0.5	14.7
Adjustments and eliminations	0.1	0.1	0.4
Total	8.2	8.7	52.1

ALPRESS

ALPRESS KEY FIGURES (million)

	2005 1-3	2004 1-3	2004 1-12
Net sales	50.6	50.4	212.4
Circulation sales	23.7	23.2	96.9
Media advertising sales	23.3	22.6	98.0
Printing sales	2.3	3.2	11.6
Other net sales	1.3	1.4	5.0
Operating profit	7.5	7.1	35.7
Operating profit/net sales,%	14.9	14.1	16.8
Gross capital expenditure	2.4	1.4	5.0
Personnel on average (workforce)	1 508	1 612	1 607
Full-time personnel on average	1 092	1 142	1 165

Alpress’s response to the changes in its operating environment this year is to continue vigorous and systematic development of its newspapers, to maintain a good level of service and to intensify marketing.

The largest development project in the first quarter was renewing the appearance and content of Iltalehti and Iltalehti Online, which included adding a new sports supplement (Urheilumax, “Sports Max”) to the Monday edition. These changes created costs but they are essential for reaching the newspaper’s market share targets. Iltalehti’s circulation has risen by 9.5% in the past 12 months and its market share has grown by about two percentage points to 39.8%.

Alpress’s circulation sales increased by more than 2% and its advertising sales by a good 3%. The main reason for the more moderate increase in media sales compared to the sector as a whole was a decline in advertising volume, especially in the Aamulehti paper’s circulation area.

Net sales from printing activities decreased, principally as a result of a reduction in external contracts at the Pori printing plant.

Alpress’s operating profit rose by over 5.6% to EUR 7.5 (7.1) million.

BROADCASTING

BROADCASTING'S KEY FIGURES (MEUR)

	2005	2004	2004
	1-3	1-3	1-12
Net sales	49.6	46.3	195.4
Operating profit/loss	2.5	0.5	14.7
Operating profit/loss as% of net sales	5.0	1.1	7.5
Gross capital expenditure	2.2	1.3	5.2
Personnel on average (workforce)	494	518	516
MTV3's and Subtv's share of total viewing time (prime-time, 10-44 year-olds),%	46.8	46.8	44.5
TV4 AB's net sales	62.3	55.6	254.4
TV4 AB's operating profit/loss	-3.1	-5.4	4.4

The Broadcasting division is responsible for television and radio broadcasting. It comprises MTV3 Channel, Subtv channel, Radio Nova, MTV-Interactive and, from 1 February 2005, also Sävelradio.

Broadcasting's net sales in the first quarter showed growth of 7.2% compared to the same period last year. Net sales from television advertising rose 6.9%. Broadcasting accounted for 70% (70%) of all television advertising in Finland. Subtv's net sales increased by 20% and Radio Nova's by 14%. Radio advertising in the division grew by an aggregate 18%.

MTV3 and Subtv represented 46.8% (46.8%) of total television viewing time by all the channels (prime-time and 10-44 age group). Among the commercial channels, Broadcasting's share of total television viewing time (prime-time and 10-44 age group) was 70% (69%).

The division's costs rose during the first quarter by 2.8%. Broadcasting reported an operating profit of EUR 2.5 (0.5) million.

TV4 AB's net sales were EUR 62.3 (55.6) million and its operating loss was EUR 3.1 (5.4) million. Alma Media's holding in TV4 AB is 23.4%.

TV4 AB contributed EUR -0.5 (-1.2) million to Alma Media's consolidated result. In the IFRS income statement this is included with the other associated companies under Associated companies, share of results.

BUSINESS INFORMATION GROUP

BUSINESS INFORMATION GROUP'S KEY FIGURES (MEUR)

	2005	2004	2004
	1-3	1-3	1-12
Net sales	12.7	12.0	49.1
Circulation sales	3.4	3.5	13.9
Advertising sales	5.0	4.7	19.6
Other sales	4.3	3.8	15.6
Operating profit	0.7	1.2	6.1
Operating profit/net sales,%	5.2	9.8	12.3
Gross capital expenditure	0.4	0.4	1.9
Personnel on average (workforce)	408	390	401
Talentum Oyj's net sales	29.7	29.8	119.9
Talentum Oyj's operating profit	1.9	2.4	9.3

Business Information Group's net sales were up by 6% in the first quarter, mainly as a result of the new Presso weekly newspaper launched in autumn 2004 and an increase in the Lehdentekijät magazine group's business volume. Kauppalehti's advertising sales grew 8% and the Lehdentekijät group's net sales rose 39%.

Presso's circulation sales exceeded the targets. At the end of March Presso had more than 12,000 subscriptions in addition to the 30,000 subscribers to Kauppalehti.

BIG's operating profit excluding associated companies was EUR 0.5 million lower than last year due mainly to the Presso costs.

Talentum Oyj's net sales totalled EUR 29.7 (29.8) million and its operating profit was EUR 1.9 (2.4) million. Alma Media's holding in Talentum Oyj is 31.0%.

Talentum Oyj contributed EUR 0.4 (0.4) million to Alma Media's consolidated result. In the IFRS income statement this is included with the other associated companies under Associated companies, share of results.

MEDIA SERVICES

MEDIA SERVICES DIVISION'S KEY FIGURES (MEUR)

	2005 1-3	2004 1-3	2004 1-12
Net sales	5.8	4.9	21.3
Classified Services, net sales	4.0	2.8	12.7
Information Systems, net sales	1.7	1.8	7.6
New Ventures, net sales	0.2	0.4	1.4
Division's operating profit	0.1	0.1	0.3
Capital expenditure	1.4	0.4	2.2
Personnel on average (workforce)	102	114	115
Acta Print's net sales	19.7	21.2	83.1
Acta Print's operating loss	-1.0	-2.2	-5.3

The Media Services division's internet marketplaces continued to improve strongly, showing average growth in net sales of 44%. Net sales rose by 118% for Monster.fi (jobs), by 87% for Autotalli.com (vehicles) and by more than 50% for Etuovi.com online (home-buying), Mascus.com (heavy machinery) and City24.ee, an Estonian online home and property marketplace acquired in January. The Etuovi printed paper grew by 11%. Net sales of the information systems unit (NWS) declined by 6%. The Media Services' total net sales were EUR 5.8 (4.9) million. This growth was attributable solely to growth by the marketplaces. The comparable operating profit of the classified marketplaces showed a clear improvement and was positive.

During the first quarter the Media Division pulled out of the Intervision and Ruokala businesses and consequently the net sales of its New Ventures unit was halved to EUR 0.2 million.

Media Services reported an operating profit of EUR 0.1 (0.1) million.

Acta Print Oy developed in a positive direction. Its operating loss according to FAS was EUR –1.0 (EUR –2.2). Acta Print Oy's net sales were EUR 19.7 (21.2) million. Alma Media's holding in Acta Print Oy is 36%.

Acta Print Oy contributed EUR -0.4 (-1.0) million to Alma Media's consolidated result. In the IFRS income statement this is included with the other associated companies under Associated companies, share of results.

BALANCE SHEET AND FINANCIAL POSITION

Alma Media Group's balance sheet at the end of March totalled EUR 365.5 million (31 December 2004: EUR 358.8 million). The company's equity ratio on 31 March stood at 46.9% (31 December 2004: 43.7%) and its shareholders' equity per share was EUR 2.47 (31 December 2004: EUR 2.38).

Cash flow was good during the first three months owing to business growth and the fact that the company paid no dividends during the reporting period. Exceptional expense items were EUR 0.9 million in costs related to the Broadcasting divestment and EUR 0.6 million in severance compensation paid to the resigning chief executive officer.

The Group's net debt decreased by EUR 14.7 million during the period to EUR 64.5 million at the end of March. The Group's interest-bearing debt was denominated in euros and therefore did not require hedging against currency fluctuations. Major purchase contracts in foreign currencies, however, are hedged.

CAPITAL EXPENDITURE

The Group's capital expenditure in the period amounted to EUR 6.4 (3.3) million. In January the Group acquired the entire share capital of

Kinnisvaraportaal AS, which hosts Estonia's leading home and property internet service City24.ee, as well as the entire share capital of Suomen Sävelradio Oy. In other respects capital expenditure consisted of normal replacement and maintenance investments.

PERSONNEL AND ADMINISTRATION

Of the members of Alma Media's Board of Directors, Bengt Braun (chairman) and Jonas Nyren (member) did not participate in the Board meetings dealing with the events precipitated by the Schibsted ASA offer and leading to an extraordinary general meeting and the decision to divest the Broadcasting division. Instead, these meetings were chaired by the Board's deputy chairman Kari Stadigh.

The Annual General Meeting of Alma Media Corporation, held on 8 March 2005, elected Bengt Braun, Lauri Helve, Matti Häkkinen, Matti Kavetvuo, Kari Stadigh, Daniel Sachs and Harri Suutari as the new Board of Directors.

Mauri Palvi (APA) and KPMG Oy Ab were appointed as the company's auditors.

At its first meeting after the AGM the Board elected Kari Stadigh as its chairman and Matti Kavetvuo as its deputy chairman.

At the end of March Alma Media's Board of Directors decided on a change of chief executive officer. Kai Telanne was appointed President and CEO from 1 April 2005. The former CEO, Juho Lipsanen, will continue to handle special responsibilities related to the Broadcasting divestment until 30 September 2005.

THE ALMA MEDIA SHARE

Trading in Alma Media shares was exceptionally lively following the Schibsted ASA public offer and the subsequent announcement of Almanova Oyj's exchange and purchase offer.

Altogether 2,124,900 (767,052) Series I shares and 9,348,884 (5,931,500) Series II shares, as well as 115,850 (42,375) 1999A warrants and 80,698 (20,550) 1999B warrants were traded during the period. Moreover, Proventus Industrier AB acquired a total of 4,426,676 Series I shares and 931 796 Series II shares in a private transaction in January.

Alma Media Corporation's market capitalization at the end of March was EUR 855 (476) million.

Share and warrant prices, January-March 2005

	highest	lowest	31 March 2005
Series I	14.60	11.35	14.60
Series II	12.80	10.55	12.71
A warrant	29.30	20.21	29.30
B warrant	26.15	17.16	26.15

Alma Media Corporation's Annual General Meeting on 8 March 2005 decided that no dividend would be paid on the financial year. The meeting also approved the Board's proposal to remove the redemption clause from the company's Articles of Association.

Bond with warrants to personnel

In accordance with the decision of the Annual General Meeting on 24 March 1999 Alma Media Corporation offered bonds with warrants totalling 1,220,000 Finnish markka to its employees entitling subscription of altogether 610,000 Series II shares. The 1:4 share split on 5 April 2004 changed this number to 2,440,000 Series II shares. Of this amount 1,939,368 were still unsubscribed. The number of shares that may be subscribed for under the outstanding warrants represents 3.06% of all the shares and 0.65% of all the votes.

The average quoted price of the Series II share in October 1999 used to calculate the share subscription price was EUR 20.58 which equals EUR 5.15 per share after the split. The conditions of the bond stipulate that one half of the shares may be subscribed for on or after 28 May 2001 at a subscription price 12% above the average quoted price in October 1999, i.e. for EUR 23.05 per share at the time and EUR 5.76 per current share, and that half of the shares may be subscribed for on or after 28 May 2003 at a subscription price 28% above the aforementioned price, i.e. for EUR 26.34 per share at the time and EUR 6.59 per current share. Dividends payable will be deducted from the subscription prices before subscription.

Under the current terms of the bond with warrants, the A warrants may be used to subscribe for four Series II shares for EUR 4.75 per share, and the B warrants to subscribe for four Series II shares for EUR 5.58 per share.

Trading in the A warrants began on 29 May 2001 and in the B warrants on 28 May 2003.

Altogether 461,484 new Series II shares were registered during the period following the exercise of warrants, which raised the share capital by EUR 194,040.09. A further 726,832 new Series II shares were registered pursuant to the exercise of these warrants after the period, which raised the share capital by EUR 305,610.92.

In accordance with the decision of the Board of Directors on 8 March 2005, pursuant to the terms and conditions of the bond warrant, the right to subscribe for shares with the warrants will end on 30 June 2005, after which the right of subscription shall no longer exist. This change to the bond with warrants has been made because of the merger now in progress. Trading in the warrants on the Helsinki Exchanges will cease on 22 June 2005.

Liquidity providing contract

Alma Media Corporation made a liquidity providing contract covering its Series II shares. The contract, signed In January 2004 with Conventum Securities Limited, guarantees bid and ask prices for the shares with a maximum spread of 3% during 85% of the exchange’s trading hours. The contract applies to minimum lots of 2,000 Series II shares. Since November 2004 Alma Media’s partner in this contract has been eQ Pankki Oy.

Board authorizations

During the reporting period the Board of Directors had the following authorizations, which were granted by the Annual General Meeting on 8 March 2004:

- for a period of one year from the Annual General Meeting to decide on the issue of one or more convertible bonds in such a way that the maximum number of new Series II shares, whose par value is EUR 0.42 (not an exact figure), exchanged for convertible bonds, shall amount to no more than 6,292,074, and that the company’s share capital may not be increased by more than EUR 2,645,627.20, and on the terms and conditions decided by the Board, and

- to disapply the shareholders´ pre-emptive rights to subscribe for the convertible bonds.

The Board did not exercise these authorizations, nor did the Annual General Meeting on 8 March 2005 grant the Board new authorizations to raise the share capital.

Neither the company nor its subsidiaries hold any of the company’s own shares. The Board of Directors had no authorization to purchase the company’s own shares either during the first quarter or subsequently.

In January Proventus Industrier AB announced that its holding exceeded 1/20th of the Alma Media Corporation shares and 3/20ths of the Alma Media votes. At the same time Pohjola Non-Life Insurance Company and Suomi Mutual Life Insurance Company announced that their holdings of Alma Media shares and votes had decreased to below 1/20th of the total.

SIGNIFICANT EVENTS AFTER 31 MARCH

Fidelity Investment Limited announced on 13 April 2005 that its holding of Alma Media shares had decreased to below 5%.

Almanova Oyj's exchange and purchase offer ended as planned on 19 April 2005. Almanova Oyj acquired altogether 626 031 Series I shares, 7 477 793 Series II shares, 24 259 1999A warrants and 35 467 1999B warrants.

The sale of the Broadcasting division to Nordic Broadcasting Holding Oy, a company jointly owned by Bonnier AB and Proventus Industrier AB, took place as planned on 26 April 2005. Almanova Oyj was admitted to the Pre-List of the Helsinki Stock Exchange on 28 April 2005.

PROSPECTS TO THE YEAR END

Based on performance in the first quarter the company does not consider it necessary to change its full-year business forecasts published in January 2005 and March 2005.

Alma Media's full-year comparable net sales and operating profit are expected to be higher than in 2004. The main factor affecting the Group's profitability is how media advertising in Finland will develop since the Group derives roughly one-half of its revenues from advertising. Uncertainty with respect to the global economy has increased during the past few weeks and for this reason the company's confidence in growth of b-to-b advertising has weakened somewhat.

The comparable figures mentioned above refer to Alma Media for the full year 2004 excluding the Broadcasting division, and to the aggregate pro forma figures for Alma Media and Almanova in 2005 excluding the Broadcasting division. The operating profit forecast does not include any actual or future one-time items connected with the Broadcasting divestment and restructuring measures related to this transaction.

INCOME STATEMENT (MEUR)	2005 1-3	2004 1-3	2004 1-12
Ongoing operations:			
NET SALES	69.1	67.3	283.6
Other operating income	0.6	1.2	2.9
Operating expenses	-61.5	-57.5	-237.9
Depreciation and writedowns	-2.6	-2.9	-11.6
OPERATING PROFIT	5.6	8.1	37.0
Financial income and expenses	0.2	0.1	6.8
Associated companies, share of results	0.1	-0.6	-4.5
PROFIT BEFORE TAXES	5.9	7.6	39.3
Income taxes	-1.5	-1.3	-13.8
PROFIT FROM ONGOING OPERATIONS	4.4	6.3	25.5
Result from discontinued operations	0.7	-1.7	3.4
Adjustments and eliminations	0.0	0.0	0.3
NET PROFIT FOR THE PERIOD	5.1	4.6	29.2
Distribution			
To parent company owners	4.9	4.6	28.3
To minority holders	0.2	0.0	0.9
Earnings / share, EUR; ongoing operations	0.07	0.10	0.40
Earnings / share, diluted, EUR; Ongoing operations	0.07	0.10	0.40
Earnings / share, EUR; discontinued operations	0.01	-0.03	0.05
Earnings / share, diluted, EUR; discontinued operations	0.01	-0.03	0.05

INCOME STATEMENTS OF COMPARATIVE YEAR BY QUARTER (MEUR):

INCOME STATEMENT (MEUR)	2004 1-3	2004 4-6	2004 7-9	2004 10-12
Ongoing operations:				
NET SALES	67.3	72.7	67.1	76.5
Other operating income	1.2	0.5	0.7	0.5
Operating expenses	-57.5	-59.6	-54.4	-66.4
Depreciation and writedowns	-2.9	-3.1	-4.2	-1.4
OPERATING PROFIT	8.1	10.5	9.2	9.2
Financial income and expenses	0.1	-0.1	-0.1	6.9
Associated companies, share of results	-0.6	-0.7	-0.2	-3.0
PROFIT BEFORE TAXES	7.6	9.7	8.9	13.1
Income taxes	-1.3	-3.4	-2.9	-6.2
PROFIT FROM ONGOING OPERATIONS	6.3	6.3	6.0	6.9
Result from discontinued operations	-1.7	6.6	0.1	-1.6
Adjustments and eliminations	0.0	0.3	-0.1	0.1
NET PROFIT FOR THE PERIOD	4.6	13.2	6.0	5.4
Distribution				
To parent company owners	4.6	12.8	5.7	5.2
To minority holders	0.0	0.4	0.3	0.2
Earnings / share, EUR; ongoing operations	0.10	0.10	0.09	0.11
Earnings / share, diluted, EUR; ongoing operations	0.10	0.10	0.09	0.11
Earnings / share, EUR; discontinued operations	-0.03	0.11	0.00	-0.03
Earnings / share, diluted, EUR; discontinued operations	-0.03	0.10	0.00	-0.03

RECONCILIATION OF NET PROFIT FAS / IFRS (MEUR)

	2004 1-3	2004 1-12
Net profit for the period FAS	2.2	21.1
Reversal of goodwill amortization (IFRS 3)	1.2	4.7
Reversal of goodwill amortization included in results of associated companies (IAS 28)	1.2	4.8
Finance leases (IAS 17)	0.0	-0.1
Income taxes (IAS 12)	0.0	-0.3
Share-based payments (IFRS 2)	0.0	-1.0
Net profit for the period 1-3/2004 IFRS	4.6	29.2

BALANCE SHEET (MEUR)	31.3.2005	31.3.2004	31.12.2004
ASSETS; ONGOING OPERATIONS			
NON-CURRENT ASSETS			
Tangible assets	63.4	67.5	63.1
Intangible assets	7.5	7.1	7.9
Goodwill on consolidation	14.8	13.4	14.0
Holdings in associated companies	33.5	40.0	35.3
Other investments	6.6	10.3	6.6
Deferred tax assets	4.1	4.0	3.9
Other receivables	6.9	9.9	6.9
CURRENT ASSETS			
Inventories	1.5	1.5	1.7
Accounts receivable and other receivables	108.3	120.8	103.1
Cash and bank *)	81.2	71.0	74.6
ASSETS TOTAL; ONGOING OPERATIONS	327.8	345.5	317.1
Assets classified as held for sale	188.2	194.3	190.5
Adjustments and eliminations	-150.5	-159.1	-148.8
ASSETS TOTAL	365.5	380.7	358.8
*)Includes acquisition cost of Broadcasting division MEUR 54.8			

BALANCE SHEET (MEUR)	31.3.2005	31.3.2004	31.12.2004
SHAREHOLDERS’ EQUITY AND LIABILITIES; ONGOING OPERATIONS			
Shareholders’ equity belonging to parent company owners	153.4	125.7	146.9
Minority interest	0.6	0.6	0.6
SHAREHOLDERS’ EQUITY, TOTAL	154.0	126.3	147.5
LIABILITIES			
Deferred tax liabilities	2.4	3.5	4.4
Non-current liabilities	81.1	88.1	78.0
Current liabilities	90.3	127.6	87.2
SHAREHOLDERS’ EQUITY AND LIABILITIES TOTAL; ONGOING OPERATIONS	327.8	345.5	317.1
Liabilities classified as held for sale	188.2	194.3	190.5
Adjustments and eliminations	-150.5	-159.1	-148.8
SHAREHOLDERS’ EQUITY AND LIABILITIES TOTAL	365.5	380.7	358.8

CALCULATION OF CHANGES TO SHAREHOLDERS' EQUITY 1 Jan.-31 Mar. 2005

MEUR	Share capital	Share issue	Share premium fund	Acc. translation differences	Fair value reserve	Retained earnings	Parent company total	Minority interest	Shareholders' equity, total
Equity at 1.1.2005	26.5	1.8	50.8	0.1	0.0	70.5	149.7	2.1	151.8
Change in translation difference				-0.2			-0.2		-0.2
Share options exercised	0.2	-0.1	2.1				2.2		2.2
Net profit for the period						4.9	4.9	0.1	5.0
Equity at 31.3.2005	26.7	1.7	52.9	-0.1	0.0	75.4	156.6	2.2	158.8

CALCULATION OF CHANGES TO SHAREHOLDERS' EQUITY 1 Jan.-31 Mar. 2004

MEUR	Share capital	Share issue	Share premium fund	Acc. translation differences	Fair value reserve	Retained earnings	Parent company total	Minority interest	Shareholders' equity, total
Equity at 1.1.2004	26.5	0.0	50.6	0.0	0.6	81.4	159.1	1.4	160.5
Sale of financial assets available for sale					-0.6		-0.6		-0.6
Change in translation difference				-0.3			-0.3		-0.3
Dividend payment						-39.3	-39.3		-39.3
Net profit for the period						4.6	4.6	-0.1	4.5
Equity at 31.3.2004	26.5	0.0	50.6	-0.3	0.0	46.7	123.5	1.3	124.8

RECONCILIATION OF SHAREHOLDERS’S EQUITY

FAS / IFRS (MEUR)	31.12.2003	31.3.2004	31.12.2004
FAS shareholders’ equity	167.0	129.6	150.2
IAS 17 Leases, and sale and leaseback transactions	-10.0	-10.0	-10.0
IAS 19 Employee benefits	-1.0	-1.0	-1.0
IAS 16 Tangible assets	-0.6	-0.6	-0.6
IAS 36 Asset writedowns	-0.3	-0.3	-0.3
IAS 39 Financial instruments	0.8	0.0	0.0
IAS 12 Income taxes	3.2	3.4	3.4
Change in net profit for the period FAS/IFRS	0.0	2.4	8.0
Shareholders’ equity belonging to parent company holders IFRS	159.1	123.5	149.7
Minority interest	1.4	1.3	2.1
Shareholders’ equity total	160.5	124.8	151.8

CASH FLOW STATEMENT (MEUR)	2005 1-3	2004 1-3	2004 1-12
Ongoing operations:			
Operations			
Net profit for the period	4.4	6.3	25.5
Adjustments	3.5	3.3	23.3
Change in working capital	12.3	11.7	-1.5
Financial items and taxes	0.6	-1.0	-1.2
Cash flow from operating activities total	20.8	20.3	46.1
Cash flow after investing activities	-1.8	-1.4	-1.2
Cash flow before financing activities	19.0	18.9	44.9
Cash flow from financing activities	-12.4	-20.4	-42.7
	6.6	-1.5	2.2
Discontinued operations:			
Cash flow from operating activities	-2.8	-1.4	21.5
Cash flow after investing activities	-1.6	3.4	0.2
Cash flow from financing activities	3.9	-7.1	-25.5
Change in cash and bank (increase + / decrease -)	6.1	-6.6	-1.6
Cash and bank at beginning of period	22.5	24.1	24.1
Cash and bank at end of period	28.6	17.5	22.5

GROUP INVESTMENTS (MEUR)	2005 1-3	2004 1-3	2004 1-12
Gross capital expenditure on fixed assets	6.4	3.3	14.1

GROUP CONTINGENT LIABLITIES (MEUR)	31.3. 2005	31.3. 2004	31.12. 2004
For own commitments			
Mortgages on land and buildings	0.0	3.3	0.0
Chattel mortgages	0.1	0.1	0.1
Other own commitments			
Leasing commitments	3.1	2.3	5.0
Other commitments	2.4	1.2	2.5
Total	5.6	6.9	7.6
Maturity of Group’s leasing payments (MEUR)			
Within one year	1.7	1.1	1.7
After one year	1.4	1.2	3.3

Most of the Group’s companies operate in rented business premises. The rental agreements vary in duration from six months to 17 years. Annual rental payments current total approx. MEUR 6.7. Some of these business premises have been sub-let and contribute approx. MEUR 1.3 in annual income.

The Broadcasting division has network leasing agreements with Digita Oy covering analogue television and radio broadcasting. The TV agreement is in force for the duration of the licence fee period, i.e. until the end of August 2007. The radio agreement extends until the end of 2006. The annual leasing payments of these agreements total MEUR 16 on average.

A purchasing agreement covering digital television transmission capacity is in force until the end of the licence fee period, i.e. until 31 August 2010. The annual cost of this agreement will total approx. MEUR 6 in 2005. The annual cost will increase to almost MEUR 6 in 2006. When analogue transmissions cease on 31 August 2007, it is estimated that total transmission costs will be reduced by more than one-third.

In addition to the broadcasting rights included in the balance sheet, MTY Oy also has binding 1-4 year long programme purchasing agreements with an aggregate value of approximately MEUR 58 million.

Figures in this Interim Report are unaudited.

MAIN ACCOUNTING PRINCIPLES (IFRS)

1. General

Alma Media Group adopted the International Financial Reporting Standards (IFRS) in its interim and year-end reports from the beginning of 2005. The IFRS opening balance sheet at 1 January 2004 has been prepared using the Standards and Interpretations currently in force.

In preparing its opening balance sheet Alma Media Group has applied IFRS 1 (First-Time Adoption). This standard in principle requires the retrospective application of the standards but it also permits certain exemptions, the most important of which is the use of FAS (Finnish Accounting Standards) values for acquisitions in the IFRS balance sheet at the transition date. Alma Media Group has not applied the exemption permitted by IAS 39 (Financial Instruments), which allows non-adjustment of the comparative information, because the Group has applied this standard since 1 January 2004.

This release has been prepared in accordance with IAS 34 (Interim Financial Reporting).

Associated companies have been consolidated using the FAS figures and therefore the adoption of IFRS reporting for the associated companies could reflect changes in Alma Media’s consolidated opening balance sheet and associated company results. An exception is Alma Media's share of Talentum Oyj's result for the period 1 Jan. to 31 Mar. 2005, which is based on the company's IFRS result.

2. Main accounting principles

The changes in Alma Media Group's accounting principles in the transition from FAS to IFRS reporting mainly affect the following subareas:

LEASES, AND SALE AND LEASEBACK TRANSACTIONS (IAS 17)

Leases are classified as finance leases and other leases. Finance leases are those leases where all material risks and rewards incidental to ownership have been transferred to the Group.

Finance leases are recognized in the lessee's balance sheet as assets and liabilities at the lower of their fair value or the present value of the required minimum lease payments at the commencement of the lease term. Lease payments are apportioned between the interest charges and the reductions of the related outstanding lease liabilities. Intangible and tangible assets acquired through finance leases are amortized over the lease term in accordance with the same principles that apply to other similar fixed assets owned by the Group.

Capital gains on sale and leaseback transactions already recorded under FAS are reversed from shareholders’ equity and amortized over the lease term in the IFRS statements.

EMPLOYEE BENEFITS (IAS 19)

Under IFRS the obligation arising from defined benefit plans is recorded under pension obligations based on actuarial calculations. In Alma Media Corporation defined benefit plans include voluntary supplementary pension benefits. The additional obligation arising from these benefits increases the pension obligations in the balance sheet and reduces equity. The change in these obligations during the financial period is reported under personnel expenses in the income statement.

Alma Media Corporation has not included the impact of the disability pension component of the statutory Finnish Employees' Pension System (TEL) in the IFRS opening balance sheet or in the IFRS comparative information for 2004. If it had, the impact on the opening balance sheet, interim reports and annual financial statements would have been as follows:

Impact on balance sheet
EUR million

	Opening balance sheet	31.3. 2004	30.6. 2004	30.9. 2004	31.12. 2004
Reduction in shareholders’ equity	-5.1	-5.2	-5.5	-5.6	-0.6
Equity ratio,%	-1.4	-1.5	-1.6	-1.7	-0.2
Increase in pension obligations	7.2	7.3	7.4	7.5	0.8
Increase in deferred tax assets	2.1	2.1	1.9	2.0	0.2

	Q1	Q1-Q2	Q1-Q3	Q1-Q4
Impact on income statement in 2004	-0.1	-0.4	-0.5	5.0

The corresponding impact on the interim reporting period 1-3/2005 would has been as follows:

Impact on balance sheet:	
Reduction in shareholders’ equity	–0.47 MEUR
Equity ratio,%	-0.1%
Increase in pension obligations	0.63 MEUR
Increase in deferred tax assets	0.16 MEUR
Impact on income statement	0.15 MEUR

BUSINESS COMBINATIONS AND GOODWILL (IFRS 3)

Under IFRS goodwill is not amortized on a straight-line basis and therefore any amortization of goodwill after the transition date has been reversed. Goodwill is subject to annual tests for impairment. Should these tests indicate that the recoverable amount of a cash-generating unit is lower than the carrying amount, an impairment loss is recognised for this cash-generating unit in the income statement.

Similarly, the amortization of goodwill arising from the acquisition of holdings in associated companies previously recorded under FAS is no longer included in the Group's share of associated companies' results in the consolidated IFRS income statement.

INVENTORIES (IAS 2) / INTANGIBLE ASSETS (IAS 38)

Under IFRS MTV's programme broadcasting rights are presented as intangible assets in the balance sheet and their impact on profit and loss is shown in the income statement under depreciation and amortization. As before, programme broadcasting rights are amortized as the programmes are broadcast. Under FAS broadcasting rights were presented under inventories and their impact on profit and loss was included in the other operating expenses.

As a result of the adoption of IFRS principles certain MTV broadcasting rights will be recognized in the balance sheet earlier than before. This will increase the volume of broadcasting rights and related liabilities in the balance sheet during the transition stage in cases where the programme is ready for broadcasting and the broadcasting time has been scheduled, even though the programme has not yet been invoiced.

FINANCIAL INSTRUMENTS (IAS 32/39)

Financial assets available for sale
Quoted shares are measured at their fair values, which is the market value at the balance sheet date. Under FAS these were measured at cost. The changes in fair values are recognized directly in the fair value reserve under shareholders’ equity.

Hedge accounting
Alma Media Group applies hedge accounting to hedge the fair values arising from exchange rate changes related to binding contracts for broadcasting rights. The item hedged is the future fixed contract payments for the broadcasting rights. The hedging instruments used are foreign exchange forward contracts. Derivatives designated for hedging purposes are measured at their fair values and recognized in the balance sheet.

Derivatives are recognized when they are entered into and measured at their fair values in the financial statements.

INCOME TAXES (IAS 12)

The netting of deferred tax assets and liabilities under FAS has been reversed, which has increased deferred tax assets and liabilities. Furthermore, deferred tax assets and liabilities are recorded for IFRS adjustments related mainly to finance leases and employee benefits.

INVESTMENT PROPERTIES (IAS 40)

Properties are classified as either owner-occupied properties or as properties held for investment purposes. Alma Media has decided to apply the cost model when measuring its investment properties. The fair values of the investment properties are given in the notes to the financial statements in the Annual Report.

SHARE OF ASSOCIATED COMPANY RESULTS

Under FAS, the Group's share of its associated companies' results was included in the operating profit in the income statement. Under IFRS this item is presented separately after the operating profit. The item does not include planned amortization of goodwill arising at the time of acquisition.

MUTUAL REAL ESTATE COMPANIES AND HOUSING COMPANIES

Under FAS holdings in mutual real estate companies and housing companies are presented as shareholdings. In the IFRS financial statements they are treated as interests in joint ventures in accordance with IAS 31.

SEGMENT REPORTING (IAS 14)

Alma Media reports Alpress, Broadcasting, Business Information Group, Media Services and Other Operations as its primary business segments. Geographical segments do not apply to Alma Media Group’s operations and therefore the company’s segment reported is restricted to the previously mentioned businesses.

ALMA MEDIA CORPORATION

Ahti Martikainen
Vice President, Corporate Communications and Investor Relations

DISTRIBUTION: HEX Helsinki Exchanges, principal media

Alma Media will hold a conference for analysts and media representatives at Restaurant Savoy, Eteläesplanadi 14 (7th floor), Helsinki, on Friday 29 April 2005, commencing at 11.00 am. The conference will last approximately one hour and will be hosted by Juha Blomster, President, Business Information Group. Also present will be President and CEO Kai Telanne and other members of the Executive Committee. The presentation material in English will be available on the company’s website, www.almamedia.fi, from 11.00.

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