Living Information

Alma Media Corporation

Q3 2015

23 October 2015

Alma Media's Interim Report January–September 2015:

OPERATING PROFIT EXCLUDING NON-RECURRING ITEMS INCREASED IN THE THIRD QUARTER

Financial performance July–September 2015:

– Revenue was MEUR 68.0 (70.5), down 3.5%.
– Online sales increased by 9.5% to MEUR 24.2 (22.1).
– EBITDA (Earnings before interest, taxes, depreciation and amortisation) excluding non-recurring items MEUR 11.0 (10.4), up 5.7%.
– EBITDA was MEUR 10.8 (9.9), up 9.5%.
– Operating profit excluding non-recurring items was MEUR 7.6 (7.0) or 11.1% (9.9%) of revenue, up 8.2%.
– Operating profit MEUR 6.0 (6.5) or 8.8% (9.2%) of revenue, down 7.5%.
– Profit for the period was MEUR 3.7 (4.8), down 23.2%.
– The operating profit for July–September includes non-recurring items of MEUR -1.6 (-0.5).
– Earnings per share EUR 0.04 (0.06).

Financial performance in January–September 2015:

– Revenue was MEUR 212.9 (218.8), down 2.7%.
– Online sales increased by 5.9% to MEUR 73.6 (69.6).
– EBITDA (Earnings before interest, taxes, depreciation and amortisation) excluding non-recurring items MEUR 26.6 (26.2), up 1.4%.
– EBITDA was MEUR 28.4 (26.2), up 8.4%.
– Operating profit excluding non-recurring items was MEUR 16.3 (15.8) or 7.7% (7.2%) of revenue, up 3.3%.
– Operating profit MEUR 16.8 (15.8), or 7.9% (7.2%) of revenue, up 6.1%.
– Profit for the period was MEUR 11.8 (11.7), up 1.2%.
– The operating profit for January–September includes non-recurring items of MEUR 0.5 (0.0).
– Earnings per share EUR 0.13 (0.14).

KEY FIGURES MEUR	2015 Q3	2014 Q3	Change	%	2015 Q1–Q3	2014 Q1–Q3	Change	%	2014 Q1–Q4
Revenue	68.0	70.5	-2.5	-3.5	212.9	218.8	-5.9	-2.7	295.4
Content revenue	25.3	28.0	-2.7	-9.7	75.4	82.4	-7.0	-8.5	110.1
Content revenue, print	23.8	26.6	-2.9	-10.8	70.8	78.4	-7.7	-9.8	104.6
Content revenue, online	1.6	1.4	0.2	11.1	4.7	4.0	0.7	17.3	5.6
Advertising revenue	33.1	33.5	-0.4	-1.2	106.3	107.8	-1.5	-1.4	146.4
Advertising revenue, print	14.0	16.3	-2.3	-14.3	48.6	53.9	-5.4	-10.0	73.7
Advertising revenue, online	19.1	17.2	1.9	11.2	57.7	53.8	4.0	7.5	72.7
Service revenue	9.6	8.9	0.7	7.5	31.2	28.6	2.6	9.1	38.8
Total expenses excluding non-recurring items	60.6	63.5	-2.9	-4.5	197.0	203.4	-6.4	-3.1	274.6
EBITDA excluding non-recurring items	11.0	10.4	0.6	5.7	26.6	26.2	0.4	1.4	35.1
EBITDA	10.8	9.9	0.9	9.5	28.4	26.2	2.2	8.4	36.4
Operating profit excluding non-recurring items	7.6	7.0	0.6	8.2	16.3	15.8	0.5	3.3	21.4
% of revenue	11.1	9.9			7.7	7.2			7.2
Operating profit (loss)	6.0	6.5	-0.5	-7.5	16.8	15.8	1.0	6.1	20.7
% of revenue	8.8	9.2			7.9	7.2			7.0
Profit for the period	3.7	4.8	-0.8	-23.2	11.8	11.7	0.1	1.2	15.7
Earnings per share, EUR (basic)	0.04	0.06	-0.02	-28.4	0.13	0.14	0.00	-1.9	0.19
Earnings per share, EUR (diluted)	0.04	0.06	-0.02	-28.4	0.13	0.14	0.00	-1.9	0.19
Online sales	24.2	22.1	2.1	9.5	73.6	69.6	4.1	5.9	94.5
Online sales, % of revenue	35.6	31.4			34.6	31.8			32.0

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

Alma Media expects its revenue to decrease in 2015 and operating profit excluding non-recurring items to remain unchanged or decrease from the 2014 level. The full-year revenue 2014 was MEUR 295.4, and operating profit excluding non-recurring items was MEUR 21.4.

Kai Telanne, President and CEO:
Alma Media's third quarter 2015 was in line with our expectations. The Group's revenue decreased by 3.5% to MEUR 68, which was primarily due to divestments. Operating profit excluding non-recurring items increased by 8% year-on-year to MEUR 7.6. Alma Media has focused on the growth and development of digital products and services. In the third quarter, they grew to account for 35 per cent of Group revenue. The Group's relative profitability has improved as a result of streamlining operations, implementing operational changes and divesting unprofitable businesses. Alma Media's goal remains to accelerate its growth in digital services and media.

In July–September, Finland's subdued economic development and the weak advertising market posed challenges to Alma Media's domestic units. However, foreign operations continued to achieve good results with their share of Group revenue increasing to 16 per cent. In particular, the growth of the national economies of Eastern Central Europe and active labour markets in the region supported the growth of Alma Media's digital recruitment service business. The recruitment business grew by nearly 27% in the third quarter and its profitability was at a good level. The domestic marketplaces business maintained its revenue at the previous year's level and its profitability improved as a result of cost savings.

As in the previous quarter, the growth of the Financial Media and Business Services segment was attributable particularly to JM Tieto, which builds marketing and sales concepts for B2B companies. The business unit's profitability was at the same level as in the previous year in spite of the challenging domestic market situation. The customer media and content marketing provider Alma 360 was sold to Otavamedia at the beginning of October. The decision to divest the business was based on a reassessment of the segment's business priorities and refocusing its operations.

Revenue continued to decline in the National Consumer Media segment, particularly in print media. However, the decline in digital advertising revenue slowed and there were positive signs in mobile advertising. The decrease in profitability slowed down compared to the first two quarters, particularly as volume-linked printing and distribution costs as well as content acquisition costs declined.

In the Regional Media segment, profitability remained at the previous year's level thanks to streamlining measures in publishing operations and the improved efficiency of the printing facility. The Group has decided to continue to implement measures to enhance operational efficiency, as the segment's profit performance has declined substantially in recent years due to the decline in revenue significantly outpacing the reduction in costs.

During the review period, Alma Media renewed its Group-level media sales model in order to improve its competitiveness and agility in the shifting media sector landscape. A centralised operating model enables the realisation of new Alma-level products and customer-specific, unique solutions especially in digital format. Buying Finland's best media solutions will become easier, faster and more flexible for customers.

Alma Media's financial position has strengthened further. The equity ratio was 45% at the end of September, and the gearing ratio was at a good level at under 60%. This provides a solid foundation for continued investments in growth and internationalisation.

The most significant event for Alma Media during the review period—and major news for the Finnish media sector as a whole—was Alma Media's and Talentum's announcement of the combination of the companies, and Alma Media's subsequent exchange offer for all of Talentum's issued shares and option rights. The combination of the companies is aimed at strengthening the competitiveness of Finnish decision-maker media and ensuring the future of high-quality business journalism as well as information and business services against the backdrop of intensifying global competition and Finland's economic situation, which appears likely to remain weak. The multichannel media company created by the combination will be in an excellent position to develop increasingly diverse services for attractive target groups as well as more profitable business.

For more information, please contact:
Kai Telanne, President and CEO, telephone +358 10 665 3500
Juha Nuutinen, CFO, telephone +358 10 665 3873

ALMA MEDIA GROUP INTERIM REPORT 1 JANUARY – 30 SEPTEMBER 2015

The figures are compared in accordance with the International Financial Reporting Standards (IFRS) with those of the corresponding period in 2014, unless otherwise stated. The figures in the tables are independently rounded.

KEY FIGURES MEUR	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Revenue	68.0	70.5	-3.5	212.9	218.8	-2.7	295.4
Total expenses excluding non-recurring items	60.6	63.5	-4.5	197.0	203.4	-3.1	274.6
EBITDA excluding non-recurring items	11.0	10.4	5.7	26.6	26.2	1.4	35.1
EBITDA	10.8	9.9	9.5	28.4	26.2	8.4	36.4
Operating profit excluding non-recurring items	7.6	7.0	8.2	16.3	15.8	3.3	21.4
% of revenue	11.1	9.9		7.7	7.2		7.2
Operating profit (loss)	6.0	6.5	-7.5	16.8	15.8	6.1	20.7
% of revenue	8.8	9.2		7.9	7.2		7.0
Profit before tax	5.1	5.9	-13.7	15.4	14.3	7.7	19.7
Profit for the period	3.7	4.8	-23.2	11.8	11.7	1.2	15.7
Return on Equity/ROE (Annual)*	14.9	21.1	-29.4	15.3	16.9	-9.2	16.4
Return on Investment/ROI (Annual)*	9.6	12.0	-20.3	9.9	9.5	4.7	9.7
Net financial expenses	1.2	0.8	-56.3	2.2	2.1	-2.7	2.7
Net financial expenses, % of revenue	1.8	1.1		1.0	1.0		0.9
Balance sheet total				252.3	267.5	-5.7	256.1
Capital expenditure	2.0	1.2	68.7	10.6	13.1	-19.2	14.4
Capital expenditure, % of revenue	2.9	1.7		5.0	6.0		4.9
Equity ratio, %				44.9	40.0	12.2	42.6
Gearing, %				58.7	80.4	-26.9	68.5
Interest-bearing net debt				62.1	80.3	-22.6	71.1
Interest-bearing liabilities				75.2	90.7	-17.1	83.0
Non-interest-bearing liabilities				69.8	76.9	-9.3	69.4
Average no. of employees, calculated as full-time employees, excl. delivery staff	1,761	1,911	-7.8	1,765	1,863	-5.3	1,828
Average no. of delivery staff	934	1,073	-12.9	963	1,007	-4.4	985
Share indicators							
Earnings per share, EUR (basic)	0.04	0.06	-28.4	0.13	0.14	-1.9	0.19
Earnings per share, EUR (diluted)	0.04	0.06	-28.4	0.13	0.14	-1.9	0.19
Cash flow from operating activities/share, EUR	0.08	0.01	897.7	0.33	0.27	22.9	0.35
Shareholders' equity per share, EUR				1.19	1.12	6.3	1.17
Dividend per share, EUR							0.12
Effective dividend yield, %							4.4
P/E Ratio							14.6
Market capitalisation				194.8	233.3	-16.5	207.6
Average no. of shares (1,000 shares)							
– basic	75,487	75,487		75,487	75,487		75,487
– diluted	75,487	75,487		75,487	75,487		75,487
No. of shares at the end of the period (1,000 shares)				75,487	75,487		75,487

*) *See Accounting Principles of the Interim Report.*

Strategy and related activities during the review period

The cornerstones of the strategy are multi-channel content, marketing and advertising solutions, digital services and improving resources and competencies.

The planned combination of Alma Media and Talentum, announced on 29 September, is expected to provide significant support to furthering Alma Media's strategy in the coming years. When realized, the combination is expected to create significant value to the shareholders of both Alma Media and Talentum based on, inter alia, the advantages of having a larger business entity on the digitalising media market, on the concrete cost synergies, and on utilising the subscriber potential of the combined company. Based on a preliminary estimate, the annual cost synergies expected from the combination may amount to EUR 4–5 million, and the integration costs resulting from the combination will be approximately EUR 1–2 million in the first year of operation following the combination.

In relation to its strategic focus areas of digital services and marketing and advertising solutions, Alma Media reorganised the commercial operations of its media sales in September. The main objective of the organisational restructuring is to support Alma's strategy by strengthening the development work of digital solutions for advertising and marketing communications, handling of key accounts, sales support as well as marketing and sales. A centralised operating model enables the realisation of new Alma-level products and customer-specific, unique solutions. Digital advertising services, advertising management and technical support for advertising will also be strengthened. The aim is to support the development of programmatic buying in advertising, as well as to strengthen data and analytics expertise to serve media sales. In conjunction with the organisational restructuring, the Alma Diverso unit was discontinued and its employees were transferred to other Alma Media business units.

Alma Media continued to implement structural reforms during the review period in order to improve the profitability of the publishing business. The Regional Media segment initiated statutory personnel negotiations in September to reorganise its operations. According to the preliminary view of Alma Regional Media, the number of employees may be reduced by a maximum of 85 man-years after the planned actions. All in all, the negotiations apply to approximately 500 people. The negotiations apply to all of the publication employees of Regional Media, with the exception of papers published in Lapland. Alma Manu Oy, a printing and distribution company of Regional Media, is not included in the negotiations. The negotiations are based on the need to modernise the operational models of newspapers to better support the media that is becoming more and more digitised. Cost pressures are also created by the sustained revenue deterioration in the printed media and the resulting weakening of earning power, including falling profits from advertising sales and content sales for several years.

Domestic market conditions

According to TNS Media Intelligence, total advertising volume decreased by 4,6% (decreased by 2.7%) in the third quarter. Advertising in city papers and newspapers declined by 6,1% (declined by 10,5%) but increased in online media by 1,2% (increased by 17,4%) from the comparison period. In terms of volume, the total market of afternoon papers declined by 21,7% (declined by 3,5%) in the third quarter of 2015.

According to TNS Media Intelligence, total advertising volume decreased by 3.5% (decreased by 3.2%) in January–September 2015. Advertising in newspapers and city papers declined by 5.8% (decreased by 8.9%) but increased in online media by 4,4% (increased by 15.8%) from the comparison period.

Talentum Exchange Offer

On 29 September 2015, Alma Media Corporation and Talentum Corporation announced that they had agreed on the combination of their businesses under a combination agreement entered into on 28 September 2015. Pursuant to the combination agreement, the combination will be implemented by Alma Media offering to acquire all of Talentum's issued and outstanding shares and securities entitling to shares, which are not owned by Talentum or its subsidiaries. Prior to the exchange offer, Alma Media holds, directly or indirectly, 32.14 per cent of Talentum's shares.

In the exchange offer, Alma Media offers 0.25 new Alma Media shares as share consideration and EUR 0.70 as cash consideration for each Talentum share. The offer also concerns options entitling to shares. The structure of the offer gives Talentum's shareholders the possibility to receive cash consideration for their shares while continuing as shareholders in the company combining the businesses of Alma Media and Talentum.

Talentum's Board of Directors has announced that it considers the offer to be in the interests of the Talentum shareholders and recommends that the shareholders and option rights holders accept the exchange offer.

The offer period of the exchange offer began on 15 October 2015 and is initially expected to end on 12 November 2015 unless the offer period is extended. The combined exchange offer document and listing prospectus, including the unaudited pro forma financial information illustrating the financial effects of the combination, was published on 14 October 2015.

Changes in Group structure in 2015

In January 2015, Alma Media acquired the entire share capital of JM Tieto Oy as a business combination achieved in stages. Prior to the acquisition, Alma Media held a 20% stake in the company. JM Tieto Oy specialises in improving the effectiveness of B2B sales, with a focus on marketing information and its utilisation. JM Tieto will be reorganised to form part of Kauppalehti Business Information Services' operations.

In February 2015, Alma Media's newspaper business in Kainuu was transferred to a new owner, SLP Kustannus Oy. The divestment saw the regional newspaper Kainuun Sanomat, the town paper Koti-Kajaani and three subscription-based local papers transferred to the subsidiary of Suomalainen Lehtipaino Oy. The transaction does not affect Alma Media's result for 2015.

Alma Media's subsidiary Alma Media Kustannus Oy divested Koti-Lappi, a town paper published in Kemijärvi, on 14 April 2015.

Alma Media's subsidiary Alma Media Kustannus Oy divested Kuriiri, a town paper delivered to all households in Ranua and Posio. Starting from 1 July, the new publisher of the town paper is Kuriirilainen Oy, a company owned by the paper's current employees.

Group revenue and result for July–September 2015

Revenue declined by 3.5% to MEUR 68.0 (70.5) in the third quarter.

Content revenue declined by 9.7% to MEUR 25.3 (28.0). The year-on-year decline was due to the decrease in print media circulations. The increase in content revenue from digital distribution channels was not sufficient to cover the decline in print media content revenue.

Revenue from advertising sales declined by 1.2% to MEUR 33.1 (33.5). Advertising sales for print media decreased by 14.3% from the comparison period to MEUR 14.0 (16.3). Online advertising sales increased by 11.2% to MEUR 19.1 (17.2), particularly due to growth in the recruitment business outside Finland.

Service revenue totalled MEUR 9.6 (8.9). Service revenue includes items such as Kauppalehti Business Information Services, the operations of the custom publishing house Alma 360 and E-kontakti, and the printing and distribution services sold to customers outside the Group by Alma Manu. The growth in service revenue was attributable to JM Tieto, which was acquired in January 2015, as well as the increased external sales of printing services.

Total expenses decreased in the third quarter by MEUR 1.8, or 2.9%, to MEUR 62.2 (64.0). Costs declined in employee expenses and particularly in the volume-linked printing and distribution costs of print media. Depreciation and impairment included in the total expenses amounted to MEUR 4.9 (3.4). Depreciation and impairment during the review period included the non-recurring impairment of MEUR 1.4 recognised on the Alma 360 customer media business.

Operating profit excluding non-recurring items was MEUR 7.6 (7.0), or 11.1% (9.9%) of revenue. Operating profit was MEUR 6.0 (6.5), or 8.8% (9.2%) of revenue. The operating profit includes net non-recurring items in the amount of MEUR -1.6 (-0.5).

The result for July–September 2015 was MEUR 3.7 (4.8), and the result excluding non-recurring items was MEUR 5.2 (5.3). The financial items during the review period include a fair value change of MEUR -0.6 recognised on contingent considerations arising from acquisitions. Income taxes for the review period amounted to MEUR 1.4 (1.1). The taxes for the review period were increased by non-tax-deductible expenses associated with the recognition of impairment as well as a fair value change recognised on contingent considerations from acquisitions.

Group revenue and result for January–September 2015

In January–September, revenue declined by 2.7% to MEUR 212.9 (218.8). The effect of divested business operations on the decrease in revenue in January–September was MEUR 8.6, while JM Tieto, which was acquired in January, had a positive contribution of MEUR 2.5 on revenue.

Content revenue decreased by 8.5% to MEUR 75.4 (82.4). The year-on-year decline was due to the decrease in print media circulations.

Revenue from advertising sales decreased by 1.4% to MEUR 106.3 (107.8). Advertising sales for print media decreased by 10.0% from the comparison period to MEUR 48.6 (53.9). Online advertising sales increased by 7.5% to MEUR 57.7 (53.7), particularly due to the growth of the recruitment business outside Finland.

Service revenue totalled MEUR 31.2 (28.6). Service revenue includes items such as Kauppalehti Business Information Services, the operations of the custom publishing house Alma 360 and E-kontakti and the printing and distribution services sold to customers outside the Group by Alma Manu. The increased revenues of Kauppalehti Business Information Services and Alma Manu were major contributors to the increase in service revenue.

Total expenses in January–September decreased by MEUR 4.8, or 2.3%, to MEUR 199.3 (204.1). Depreciation and impairment included in the total expenses amounted to MEUR 11.7 (10.4).

Operating profit excluding non-recurring items was MEUR 16.3 (15.8), or 7.7% (7.2%) of revenue. Operating profit was MEUR 16.8 (15.8), or 7.9% (7.2%) of revenue. The operating profit includes net non-recurring items in the amount of MEUR 0.5 (0.0).

The result for January–September 2015 was MEUR 11.8 (11.7) and the result excluding non-recurring items was MEUR 11.3 (11.6). The financial items for January–September include a fair value change of MEUR -0.6 recognised on contingent considerations arising from acquisitions.

Business segments

The reporting segments of Alma Media are Digital Consumer Services, Financial Media and Business Services, National Consumer Media and Regional Media. Centralised services produced by the Group's parent company and centralised digital support services for the entire Group are reported outside segment reporting.

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

REPORTABLE SEGMENT:	OPERATING SEGMENT:
Digital Consumer Services	Marketplaces Alma Diverso
Financial Media and Business Services	Financial Media and Business Services
National Consumer Media	National Consumer Media
Regional Media	Regional Media

REVENUE AND OPERATING PROFIT/LOSS BY SEGMENT

REVENUE MEUR	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Digital Consumer Services							
External	15.0	13.3		44.3	40.2		54.4
Inter-segments	0.3	0.2		0.8	1.0		1.4
Digital Consumer Services total	15.3	13.5	13.1	45.1	41.1	9.7	55.8
Financial Media and Business Services							
External	12.1	12.0		39.1	38.5		52.0
Inter-segments	0.4	0.2		1.1	0.6		1.1
Financial Media and Business Services total	12.5	12.2	2.3	40.3	39.0	3.2	53.0
National Consumer Media							
External	8.7	10.7		26.6	34.4		44.4
Inter-segments	1.2	0.8		4.0	1.3		2.5
National Consumer Media total	9.9	11.5	-13.7	30.5	35.7	-14.5	46.9
Regional Media							
External	30.0	32.7		95.7	101.5		137.7
Inter-segments	1.6	1.9		4.8	5.4		7.5
Regional Media total	31.6	34.6	-8.7	100.5	106.9	-6.0	145.2
Eliminations and non-allocated	-1.2	-1.3		-3.5	-4.0		-5.6
Total	68.0	70.5	-3.5	212.9	218.8	-2.7	295.4

OPERATING PROFIT/LOSS MEUR *	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Digital Consumer Services	4.0	2.6	54.6	10.7	7.4	46.9	10.7
Financial Media and Business Services	0.7	1.6	-55.6	5.1	5.1	0.4	6.5
National Consumer Media	0.7	0.8	-13.7	1.2	3.6	-65.8	3.1
Regional Media	2.5	2.6	-4.4	5.1	5.8	-12.7	8.3
Segments total	7.9	7.7	3.7	22.1	21.8	1.6	28.6
Non-allocated	-1.9	-1.2	-65.6	-5.3	-6.0	10.4	-7.9
Total	6.0	6.5	-7.5	16.8	15.8	6.1	20.7

* *Including non-recurring items.*

Digital Consumer Services

The services of the Digital Consumer Services segment operating in Finland are Etuovi.com, Vuokraovi.com, Gofinland.fi, Monster.fi, Autotalli.com, Telkku.com, Kotikokki.net, E-kontakti.fi and Meedio.fi. The services outside Finland are Jobs.cz, Prace.cz, Topjobs.sk, CV Online, Profesia.sk, MojPosao.net, Monster.hu, Monsterpolska.pl and Monster.cz.

DIGITAL CONSUMER SERVICES

KEY FIGURES MEUR	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Revenue	15.3	13.5	13.1	45.1	41.1	9.7	55.8
Operations in Finland	5.2	5.1	1.5	16.2	16.4	-1.2	22.0
Operations outside Finland	10.1	8.4	20.3	28.9	24.7	16.9	33.8
Total expenses excluding non-recurring items	11.3	10.9	3.5	34.6	33.9	1.7	46.8
EBITDA excluding non-recurring items	5.3	4.1	30.7	14.6	11.4	28.0	14.8
EBITDA	5.3	4.1	30.7	14.6	11.4	28.0	16.5

Operating profit excluding non-recurring items	4.0	2.6	54.6	10.7	7.4	46.9	9.2
% of revenue	26.2	19.4		23.7	17.9		16.4
Operating profit	4.0	2.6	54.6	10.7	7.4	46.9	10.7
% of revenue	26.2	19.4		23.7	17.9		19.2
Average no. of employees, calculated as full-time employees	506	501	0.8	507	491	3.4	491
Online sales	15.3	13.5	13.1	45.1	41.1	9.7	55.8
Online sales, % of revenue	100.0	100.0		100.0	100.0		100.0

OPERATIONAL KEY FIGURES	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Online services, unique browsers, weekly, on average (thousands) *)							
Monster.fi	106.1	115.0	-7.7	147.6	119.2	23.8	127.2
Telkku.com	626.5	678.6	-7.7	752.6	733.8	2.6	735.5
Kotikokki.net	430.7	398.3	8.2	448.2	385.9	16.1	408.7

**) TNS Gallup changed the calculation method for browser metrics at the beginning of 2015. The figure was previously adjusted by an adjustment algorithm used to estimate factors such as the number of users who have removed the cookie used to count site visits. The use of the adjustment algorithm has now been discontinued and a raw figure is reported for browsers instead. Due to the change, these figures are not comparable with previously published data on browsers.*

July–September 2015

In the third quarter of 2015, revenue for the Digital Consumer Services segment increased by 13.1% to MEUR 15.3 (13.5). In particular, the development of the national economies in Eastern Central Europe and active labour markets helped Alma Media’s digital recruitment service revenue increase by 26.5% during the review period to account for 73.9% (66.1%) of the segment’s revenue in the third quarter of 2015. In Finland, the segment maintained its revenue at the previous year’s level in spite of the difficult market situation. Total expenses during the review period excluding non-recurring items were MEUR 11.3 (10.9).

The Digital Consumer Services segment’s operating profit excluding non-recurring items was MEUR 4.0 (2.6) in the third quarter. Operating profit excluding non-recurring items was 26.2% (19.4%) of revenue. The segment’s operating profit was MEUR 4.0 (2.6).

January–September 2015

In January–September 2015, the Digital Consumer Services segment’s revenue increased by 9.7%, particularly due to strong growth in the recruitment business outside Finland, and amounted to MEUR 45.1 (41.1). The recruitment business accounted for 73.4% (66.8%) of the segment’s revenue in January–September 2015. Total expenses during the review period excluding non-recurring items were MEUR 34.6 (33.9).

The Digital Consumer Services segment’s operating profit excluding non-recurring items was MEUR 10.7 (7.4) in January–September. The segment’s operating profit was MEUR 10.7 (7.4).

Financial Media and Business Services

The Financial Media and Business Services segment specialises in the production of financial information as well as providing information and marketing solutions for businesses. Its best-known brand is Finland's leading business paper, Kauppalehti. The segment also includes Kauppalehti Business Information Services, the business premises service provider Objektvision.se and the custom media house Alma 360.

FINANCIAL MEDIA AND BUSINESS SERVICES

KEY FIGURES MEUR	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Revenue	12.5	12.2	2.3	40.3	39.0	3.2	53.0
Content revenue	4.0	4.0	-0.6	11.8	11.9	-0.3	16.2
Advertising revenue	3.3	3.6	-8.9	11.4	11.5	-0.6	15.6
Service revenue	5.2	4.6	13.5	17.0	15.6	8.7	21.2
Total expenses excluding non-recurring items	10.4	10.1	3.7	34.4	34.2	0.7	46.4
EBITDA excluding non-recurring items	2.3	2.3	2.3	6.5	5.2	25.3	7.1
EBITDA	2.3	1.7	33.2	7.1	5.4	30.8	7.3
Operating profit excluding non-recurring items	2.1	2.2	-1.4	5.9	4.8	22.0	6.7
% of revenue	17.1	17.6		14.7	12.4		12.6
Operating profit	0.7	1.6	-55.6	5.1	5.1	0.4	6.5
% of revenue	5.8	13.4		12.7	13.0		12.2
Average no. of employees, calculated as full-time employees	245	244	0.5	243	274	-11.1	259
Online sales	5.5	5.3	3.7	17.3	16.8	2.5	22.8
Online sales, % of revenue	43.7	43.1		42.9	43.1		43.0

OPERATIONAL KEY FIGURES	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Online services, unique browsers, weekly, on average (thousands) *)							
Kauppalehti.fi	974.0	753.2	29.3	994.7	767.0	29.7	772.9

Audited circulation (thousands)	Q1–Q4
Kauppalehti	50.7

**) TNS Gallup changed the calculation method for browser metrics at the beginning of 2015. The figure was previously adjusted by an adjustment algorithm used to estimate factors such as the number of users who have removed the cookie used to count site visits. The use of the adjustment algorithm has now been discontinued and a raw figure is reported for browsers instead. Due to the change, these figures are not comparable with previously published data on browsers.*

July–September 2015

Revenue for the Financial Media and Business Services segment increased by 2.3% to MEUR 12.5 (12.2). Online business accounted for 43.7% (43.1%) of the segment's revenue. JM Tieto, acquired in January 2015, increased service revenue by MEUR 0.8.

Content revenue for the Financial Media and Business Services segment decreased by 0.6% to MEUR 4.0 (4.0). Digital content revenue grew by 16.8%, for the most part covering the decline in content revenue for print media. Advertising sales in the third quarter declined by MEUR 0.3 to MEUR 3.3 (3.6). Online advertising sales increased by 3.5% year-on-year. The segment's total expenses excluding non-recurring items were MEUR 10.4 (10.1).

Operating profit excluding non-recurring items for the Financial Media and Business Services segment was MEUR 2.1 (2.2) and operating profit MEUR 0.7 (1.6). Impairment of MEUR 1.4 on assets classified under assets available for sale was recognised as a non-recurring item during the period. The Alma 360 business previously reported in the segment was sold to Otavamedia. Operating profit excluding non-recurring items was 17.1% (17.6%) of revenue.

January–September 2015

Revenue for the Financial Media and Business Services segment increased by 3.2% to MEUR 40.3 (39.0). Online business accounted for 42.9% (43.1%) of the segment's revenue.

Content revenue for the Financial Media and Business Services segment decreased by 0.3% to MEUR 11.8 (11.9). Advertising sales in January–September 2015 amounted to MEUR 11.4 (11.5). Online advertising sales increased by 7.7% year-on-year. The segment's total expenses excluding non-recurring items were MEUR 34.4 (34.2).

Operating profit excluding non-recurring items for the Financial Media and Business Services segment was MEUR 5.9 (4.8) and operating profit MEUR 5.1 (5.1). Operating profit excluding non-recurring items was 14.7% (12.4%) of revenue. The non-recurring items were related to a sales gain of MEUR 0.6 arising from the acquisition of JM Tieto as an acquisition achieved in stages, as well as an impairment of MEUR 1.4 recognised on assets classified under assets available for sale.

National Consumer Media

The National Consumer Media segment reports the various publishing services of IL-Media.

NATIONAL CONSUMER MEDIA

KEY FIGURES MEUR	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Revenue	9.9	11.5	-13.7	30.5	35.7	-14.5	46.9
Content revenue	6.3	7.6	-16.4	18.8	21.5	-12.6	28.5
Advertising revenue	3.5	3.9	-9.2	11.7	14.2	-17.7	18.4
Total expenses excluding non-recurring items	9.2	10.7	-13.7	29.3	32.2	-8.8	43.2
EBITDA excluding non-recurring items	0.7	0.8	-16.6	1.2	3.6	-66.5	3.8
EBITDA	0.7	0.8	-16.6	1.2	3.6	-66.5	3.2
Operating profit excluding non-recurring items	0.7	0.8	-13.7	1.2	3.6	-65.8	3.7
% of revenue	6.6	6.6		4.0	10.0		7.8
Operating profit	0.7	0.8	-13.7	1.2	3.6	-65.8	3.1
% of revenue	6.6	6.6		4.0	10.0		6.6
Average no. of employees, calculated as full-time employees	161	178	-9.3	159	165	-3.7	160
Online sales	2.6	2.7	-4.2	8.3	9.7	-14.5	12.7
Online sales, % of revenue	25.9	23.3		27.2	27.2		27.0

OPERATIONAL KEY FIGURES	2015 Q3	2014 Q3		2015 Q1–Q3	2014 Q1–Q3		2014 Q1–Q4
Online services, unique browsers, weekly, on average (thousands) *)							
Iltalehti.fi	5,504.2	4,191.5	31.3	5,486.6	4,177.1	31.4	4,225.3
Audited circulation (thousands)							
Iltalehti							71.2

**) TNS Gallup changed the calculation method for browser metrics at the beginning of 2015. The figure was previously adjusted by an adjustment algorithm used to estimate factors such as the number of users who have removed the cookie used to count site visits. The use of the adjustment algorithm has now been discontinued and a raw figure is reported for browsers instead. Due to the change, these figures are not comparable with previously published data on browsers.*

July–September 2015

Revenue for the National Consumer Media segment declined by 13.7% to MEUR 9.9 (11.5) in July–September. Online business accounted for 25.9% (23.3%) of the segment's revenue.

The segment's content revenue declined by 16.4% to MEUR 6.3 (7.6) in July–September, mainly due to the decrease in the single-copy sales of the print version of Iltalehti. Iltalehti's share of the total market was 37,4% (40.2%).

The segment's advertising sales declined by 9.2% to MEUR 3.5 (3.9). Advertising sales for print media decreased by 19.8%. The segment's online advertising sales declined by 4.1% to MEUR 2.5 (2.6), but the rate of decline slowed down compared to the first half of the year as a result of growth in mobile advertising sales. Programmatic buying has reduced the segment's overall online advertising sales.

The segment's total expenses excluding non-recurring items were MEUR 9.2 (10.7). The decrease in total expenses was particularly attributable to a decline in volume-linked printing and distribution costs as well as a reduction in content acquisition expenses.

The segment's operating profit excluding non-recurring items was MEUR 0.7 (0.8), or 6.6% (6.6%) of revenue.

January–September 2015

Revenue for the National Consumer Media segment declined by 14.5% to MEUR 30.5 (35.7) in January–September. Online business accounted for 27.2% (27.2%) of the segment's revenue.

The segment's content revenue declined by 12.6% in January–September to MEUR 18.8 (21.5). The decline was due to the decrease in the single-copy sales of the print version of Iltalehti. Iltalehti's share of the total market was 37.7% (40.2%).

The segment's advertising sales declined by 17.7% to MEUR 11.7 (14.2). Advertising sales for print media decreased by 24.3%. The segment's online advertising sales declined by 14.5% to MEUR 8.2 (9.6).

The segment's operating profit was MEUR 1.2 (3.6). Operating profit was 4.0% (10.0%) of revenue.

Regional Media

The Regional Media segment reports the publishing activities of the newspapers of Alma Regional Media and the Group's printing and distribution company Alma Manu. The segment's best-known title is Aamulehti.

REGIONAL MEDIA

KEY FIGURES MEUR	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
Revenue	31.6	34.6	-8.7	100.5	106.9	-6.0	145.2
Content revenue	15.0	16.4	-8.9	44.9	49.1	-8.5	65.5
Advertising revenue	12.2	13.9	-12.2	41.8	45.4	-8.0	62.5
Service revenue	4.4	4.2	3.3	13.8	12.4	11.1	17.2
Total expenses excluding non-recurring items	28.9	32.0	-9.5	95.2	101.2	-5.9	135.8
EBITDA excluding non-recurring items	3.6	4.0	-10.0	8.0	10.1	-20.3	14.7
EBITDA	3.4	4.0	-14.4	7.6	10.1	-24.5	14.7
Operating profit excluding non-recurring items	2.7	2.6	2.1	5.5	5.8	-5.4	9.6
% of revenue	8.6	7.7		5.5	5.4		6.6
Operating profit	2.5	2.6	-4.4	5.1	5.8	-12.7	8.3
% of revenue	8.0	7.7		5.0	5.4		5.7
Average no. of employees, calculated as full-time employees, excl. delivery staff	674	823	-18.1	685	774	-11.5	758

Average no. of delivery staff	934	1,073	-12.9	963	1,007	-4.4	985
Online sales	1.0	0.9	11.0	3.3	2.6	24.6	3.7
Online sales, % of revenue	3.2	2.6		3.3	2.5		2.6

OPERATIONAL KEY FIGURES	2015 Q3	2014 Q3		2015 Q1–Q3	2014 Q1–Q3		2014 Q1–Q4
Online services, unique browsers, weekly, on average (thousands) *)							
Aamulehti.fi	559.0	431.2	29.6	507.1	422.4	20.1	433.8
Audited circulation (thousands)							
Aamulehti							106.8
Printing volume (in thousands)	71,743	61,950		209,118	187,574		256,034
Paper usage (tonnes)	5,927	5,466		17,848	17,982		23,956

**) TNS Gallup changed the calculation method for browser metrics at the beginning of 2015. The figure was previously adjusted by an adjustment algorithm used to estimate factors such as the number of users who have removed the cookie used to count site visits. The use of the adjustment algorithm has now been discontinued and a raw figure is reported for browsers instead. Due to the change, these figures are not comparable with previously published data on browsers.*

July–September 2015

The Regional Media segment’s revenue amounted to MEUR 31.6 (34.6) in July–September. Online business accounted for 3.2% (2.6%) of the segment’s revenue. The effect of divested business operations on the decrease in the segment’s revenue was MEUR 2.8.

The segment’s content revenue declined by 8.9% to MEUR 15.0 (16.4) in July–September. The segment’s advertising sales declined by 12.2% to MEUR 12.2 (13.9). Advertising sales for print media decreased by 13.4%. The segment’s online advertising sales increased by 20.2% to MEUR 0.6 (0.5).

The segment’s service revenue increased by 3.3% to MEUR 4.4 (4.2) due to the external sales of printing services.

The segment’s total expenses excluding non-recurring items were MEUR 28.9 (32.0) and total expenses MEUR 29.1 (32.0). A restructuring expense of MEUR 0.2 was recognised as a non-recurring item during the review period. The factors contributing to the decline in total expenses included previously implemented streamlining measures in publishing as well as efficiency improvement measures in printing operations and the divestment of business operations in Kainuu.

The segment’s operating profit excluding non-recurring items was MEUR 2.7 (2.6) and operating profit MEUR 2.5 (2.6). Operating profit excluding non-recurring items was 8.6% (7.7%) of revenue.

The Regional Media segment initiated statutory personnel negotiations in September to reorganise its operations. The negotiations apply to all of the publication employees of Regional Media, with the exception of papers published in Lapland and Alma Manu. The negotiations planned by Alma Regional Media are based on the need to modernise the operational models of newspapers to better support the media that is becoming more and more digitised. According to the preliminary view of Alma Regional Media, the number of employees may be reduced by a maximum of 85 man-years after the planned actions. All in all, the negotiations apply to approximately 500 people. Any potential restructuring expenses will be recognised in the fourth quarter.

January–September 2015

The Regional Media segment’s revenue declined by 6.0% to MEUR 100.5 (106.9) in January–September. Online business accounted for 3.3% (2.5%) of the segment’s revenue. The effect of divested business operations on the decrease in the segment’s revenue was MEUR 6.7.

The segment’s content revenue declined by 8.5% to MEUR 44.9 (49.1) in January–September. The segment’s advertising sales declined by 8.0% to MEUR 41.8 (45.4). Advertising sales for print media decreased by 9.1%. The segment's online advertising sales increased by 23.0% to MEUR 1.9 (1.5). The segment's service revenue increased by 11.1% to MEUR 13.8 (12.4) due to the external sales of printing services.

The segment's total expenses excluding non-recurring items were MEUR 95.2 (101.2) and total expenses MEUR 96.0 (101.2). The segment's operating profit excluding non-recurring items was MEUR 5.5 (5.8) and operating profit MEUR 5.1 (5.8). Operating profit excluding non-recurring items was 5.5% (5.4%) of revenue. Non-recurring items affecting operating profit included MEUR 0.8 in restructuring expenses and a sales gain of MEUR 0.3 from the sale of property.

Associated companies

Alma Media Group holds a 32.14% stake in Talentum Oyj, which is reported under the Financial Media and Business Services segment. The company's own shares in the possession of Talentum are included in the total number of shares. In Alma Media's interim report, 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 32.41% in this interim report.

SHARE OF PROFIT OF ASSOCIATED COMPANIES MEUR	2015 Q3	2014 Q3	2015 Q1–Q3	2014 Q1–Q3	2014 Q1–Q4
Digital Consumer Services	0.0	0.0	0.1	-0.1	0.0
Financial Media and Business Services					
Talentum Oyj	0.0	-0.1	0.5	0.2	1.0
National Consumer Media	0.0	0.0	0.0	0.0	0.0
Regional Media	0.0	0.0	0.0	0.0	0.0
Other associated companies	0.2	0.2	0.3	0.5	0.7
Total	0.3	0.2	0.8	0.6	1.7

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 or discontinuation of business operations or assets, gains or losses from 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	2015 Q3	2014 Q3	2015 Q1–Q3	2014 Q1–Q3	2014 Q1–Q4
Digital Consumer Services					
Impairment losses	0.0	0.0	0.0	0.0	-0.2
Gains on the sale of assets	0.0	0.0	0.0	0.0	1.7
Financial Media and Business Services					
Impairment losses	-1.4	0.0	-1.4	0.0	-0.5
Restructuring	0.0	-0.5	0.0	-0.5	-0.5
Gains (losses) on the sale of assets	0.0	0.0	0.6	0.7	0.7
National Consumer Media					
Restructuring	0.0	0.0	0.0	0.0	-0.6
Regional Media					
Impairment losses	0.0	0.0	0.0	0.0	-1.3
Restructuring	-0.2	0.0	-0.8	0.0	-0.1
Gains (losses) on the sale of assets	0.0	0.0	0.3	0.0	0.1
Non-allocated					
Restructuring	0.0	0.0	-0.1	-0.2	-0.2
Gains (losses) on the sale of assets	0.0	0.0	1.9	0.0	0.0
NON-RECURRING ITEMS IN OPERATING PROFIT	-1.6	-0.5	0.5	0.0	-0.7

Balance sheet and financial position

At the end of September 2015, the consolidated balance sheet stood at MEUR 252.3 (267.5). The Group's equity ratio at the end of September was 44.9% (40.0%) and equity per share was EUR 1.19 (1.12).

Consolidated cash flow from operations in July–September was MEUR 5.8 (0.6). Cash flow from operations improved in the third quarter particularly due to lower working capital. Cash flow before financing was MEUR 1.3 (-0.1). Consolidated cash flow from operations in January–September was MEUR 25.0 (20.3). Cash flow before financing was MEUR 19.4 (26.2).

The Group's interest-bearing debt at the end of September amounted to MEUR 75.2 (90.7). The total interest-bearing debt at the end of September comprised MEUR 66.2 in finance leasing debt, MEUR 7.0 in loans from financial institutions and MEUR 2.0 in commercial papers. The Group's interest-bearing net debt at the end of September stood at MEUR 62.1 (80.3).

Alma Media has two MEUR 20.0 committed financing limits at its disposal, which were entirely unused on 30 September 2015. In addition, the company has a commercial paper programme of MEUR 100 in Finland. Of the commercial paper programme, MEUR 2.0 was in use on 30 September 2015.

Alma Media did not have financial assets or liabilities created in conjunction with business combinations measured at fair value and recognised through profit or loss on 30 September 2015.

Capital expenditure

Alma Media Group's capital expenditure in January–September 2015 totalled MEUR 10.6 (13.1). The capital expenditure during the review period comprised the acquisition of the entire share capital in the former associated company JM Tieto Oy, as well as normal operating and maintenance investments.

CAPITAL EXPENDITURE BY SEGMENT MEUR	2015 Q3	2014 Q3	2015 Q1–Q3	2014 Q1–Q3	2014 Q1–Q4
Digital Consumer Services	0.5	0.1	1.0	10.1	10.5
Financial Media and Business Services	0.8	0.3	7.2	0.9	1.2
National Consumer Media	0.1	0.1	0.2	0.3	0.3
Regional Media	0.2	0.3	1.0	1.0	1.1
Segments total	1.7	0.8	9.4	12.3	13.0
Non-allocated	0.2	0.3	1.2	0.8	1.4
Total	2.0	1.2	10.6	13.1	14.4

The Alma Media share

In July–September, altogether 3,636,486 Alma Media shares were traded at the NASDAQ OMX Helsinki Stock Exchange, representing 4.8% of the total number of shares. The closing price of the Alma Media share at the end of the last trading day of the reporting period, 30 September 2015, was EUR 2.58. The lowest quotation during the review period was EUR 2.51 and the highest EUR 3.18. Alma Media Corporation's market capitalisation at the end of the review period was MEUR 194.8.

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 2.0%. Further details about the programme are given in the notes to this Interim Report.

The Board of Directors of Alma Media Corporation has approved the establishment of a new long-term share-based incentive programme for the key management of Alma Media. The LTI 2015 arrangement consists of annually commencing individual plans, each subject to separate Board approval. Each of the individual plans consists of three main elements: an investment in Alma Media shares as a precondition for the key management member's participation in LTI 2015, matching shares based on the above share investment and the possibility of earning performance-based matching shares. At most 35 people are eligible to participate in the first plan under the LTI 2015 arrangement, commencing in 2015.

Other authorisations of the Board of Directors

The Board of Directors has no other current authorisations.

Market liquidity guarantee

The Alma Media share has no market liquidity guarantee in effect.

Flagging notices

In the third quarter of 2015, Alma Media did not receive notices of changes in shareholdings pursuant to Chapter 9, Section 5 of the Finnish Securities Markets Act.

In the second quarter of 2015, Alma Media received notices of changes in shareholdings pursuant to Chapter 9, Section 5 of the Finnish Securities Markets Act as follows:

Alma Media Corporation received a flagging notice from Mariatorp Oy (Business ID 1948056-9, hereinafter also referred to as the Demerging Company), according to which Mariatorp Oy signed a demerger plan on 30 April 2015 regarding a total demerger pursuant to Chapter 17, Section 2, Subsection 1 of the Finnish Securities Markets Act (624/2006). In connection with the registration of the execution of the demerger, the assets, liabilities and rights of the Demerging Company are transferred without liquidation proceedings to the two new limited companies to be founded as stated in the demerger plan. As the demerger is executed, the shares of Alma Media Corporation owned by the Demerging Company in which Niklas Herlin exercises controlling power are transferred in connection with the registration of the execution of the demerger to Mariatorp Oy that is to be founded. No shares of Alma Media Corporation will be transferred to the other company.

The registration of the execution of the demerger was completed on 31 August 2015 according to the notification received by Alma Media. After the execution of the demerger, the new Mariatorp Oy will hold 16.03% of Alma Media Corporation’s shares and votes carried by the shares (12,100,000 shares).

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 and controls 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. Alma Media specifies limits to and procedures for quantitative and qualitative risks in writing in its risk management system.

The most critical strategic risks for Alma Media are a significant drop in its print newspaper readership, a permanent decline in advertising sales and a significant increase in distribution and delivery costs. The media industry is undergoing changes following the transformation in media consumption and technological development. Alma Media’s strategic objective is to meet this challenge through renewal and the development of new business in digital consumer and business services.

Fluctuating economic cycles are reflected in the development of advertising sales. Advertising sales account for approximately half of the Group’s revenue. Business operations outside Finland, such as in Eastern and Central European countries, include country-specific risks relating to market development and economic growth. The expansion of business outside Finland has reduced the risks inherent in operating in one market area.

Disturbances of information technology and communications as well as disruption of printing are the most important operational risks.

Outlook for 2015:

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

Alma Media expects its revenue to decrease in 2015 and operating profit excluding non-recurring items to remain unchanged or decrease from the 2014 level. The full-year revenue 2014 was MEUR 295.4, and operating profit excluding non-recurring items was MEUR 21.4.

Events after the review period

On 1 October 2015, Alma Media sold Alma 360, the customer media and content marketing service provider, to Otavamedia. The parties have agreed not to disclose the purchase price. Alma 360 Oy's revenue for 2015 is expected to amount to approximately MEUR 10.

Alma Mediapartners Oy, a subsidiary of Alma Media, acquired the software company Autosofta from its founders in order to complement Alma's digital business in the automotive retail industry. The annual revenue of Autosofta, which has its head office in Kempele, is approx. EUR 0.5 million.

ALMA MEDIA CORPORATION
Board of Directors

SUMMARY OF INTERIM REPORT AND NOTES

COMPREHENSIVE INCOME STATEMENT MEUR	2015 Q3	2014 Q3	Change %	2015 Q1–Q3	2014 Q1–Q3	Change %	2014 Q1–Q4
REVENUE	68.0	70.5	-3.5	212.9	218.8	-2.7	295.4
Other operating income	0.2	0.0	745.4	3.2	1.1	186.7	3.2
Materials and services	16.5	19.1	-13.1	52.9	57.3	-7.7	77.5
Employee benefits expense	26.6	27.6	-3.6	89.1	90.3	-1.3	120.8
Depreciation, amortisation and impairment	4.9	3.4	41.7	11.7	10.4	11.9	15.7
Other operating expenses	14.2	13.9	1.6	45.7	46.1	-0.9	64.0
OPERATING PROFIT	6.0	6.5	-7.5	16.8	15.8	6.1	20.7
Finance income	0.0	0.0	-5.1	0.3	0.3	-21.5	0.4
Finance expenses	1.2	0.8	53.7	2.4	2.5	-0.7	3.1
Share of profit of associated companies	0.3	0.2	66.6	0.8	0.6	32.2	1.7
PROFIT BEFORE TAX	5.1	5.9	-13.7	15.4	14.3	7.7	19.7
Income tax	1.4	1.1	27.5	3.6	2.6	36.6	4.0
PROFIT FOR THE PERIOD	3.7	4.8	-23.2	11.8	11.7	1.2	15.7
OTHER COMPREHENSIVE INCOME:							
Items that are not later transferred to be recognised through profit or loss							
Items arising due to the redefinition of net defined benefit liability (or asset item)	0.0	0.0		0.0	-0.4		-0.4
Tax on items that are not later transferred to be recognised through profit or loss	0.0	0.0		0.0	0.0		0.0
Items that may later be transferred to be recognised through profit or loss							
Translation differences	0.3	0.0		0.6	0.2		0.2
Share of other comprehensive income of associated companies	-0.2	0.0		0.0	-0.3		-0.4
Income tax relating to components of other comprehensive income	0.0	0.0		0.0	0.0		0.0
Other comprehensive income for the period, net of tax	0.1	0.0		0.5	-0.4		-0.6
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	3.8	4.7		12.4	11.2		15.1
Profit for the period attributable to:							
– Owners of the parent	3.1	4.3		10.1	10.3		14.2
– Non-controlling interest	0.6	0.5		1.7	1.4		1.5
Total comprehensive income for the period attributable to:							
– Owners of the parent	3.2	4.2		10.6	9.8		13.6
– Non-controlling interest	0.6	0.5		1.7	1.4		1.5
Earnings per share calculated from the profit for the period attributable to the parent company shareholders:							
– Earnings per share (basic), EUR	0.04	0.06		0.13	0.14		0.19
– Earnings per share (diluted), EUR	0.04	0.06		0.13	0.14		0.19

BALANCE SHEET

MEUR	30 Sep 2015	30 Sep 2014	31 Dec 2014
ASSETS			
NON-CURRENT ASSETS			
Goodwill	71.2	71.6	69.7
Other intangible assets	36.9	39.9	38.2
Tangible assets	71.5	81.8	76.2
Investments in associated companies	24.8	24.7	25.7
Other non-current financial assets	3.6	3.9	3.9
Deferred tax assets	1.4	1.3	1.3
CURRENT ASSETS			
Inventories	1.1	1.2	1.3
Current tax assets	2.0	2.5	1.2
Trade receivables and other receivables	21.9	30.2	26.6
Cash and cash equivalents	13.1	10.5	12.0
Non-current assets available for sale	4.6	0.0	0.0
TOTAL ASSETS	252.3	267.5	256.1

MEUR	30 Sep 2015	30 Sep 2014	31 Dec 2014
EQUITY AND LIABILITIES			
Share capital	45.3	45.3	45.3
Share premium reserve	7.7	7.7	7.7
Translation differences	-2.0	-2.4	-2.5
Retained earnings	39.0	34.1	38.0
Equity attributable to owners of the parent	90.1	84.7	88.5
Non-controlling interest	15.6	15.1	15.2
TOTAL EQUITY	105.7	99.8	103.7
LIABILITIES			
NON-CURRENT LIABILITIES			
Non-current interest-bearing liabilities	67.5	74.1	70.9
Deferred tax liabilities	7.0	6.8	6.9
Pension liabilities	2.7	2.9	2.7
Other non-current liabilities	0.3	0.4	0.3
CURRENT LIABILITIES			
Current financial liabilities	8.5	17.3	12.8
Advances received	16.8	17.9	12.9
Provisions	0.4	3.7	0.4
Trade payables and other payables	41.8	44.6	45.5
Liabilities related to non-current assets available for sale	1.6	0.0	0.0
TOTAL LIABILITIES	146.6	167.6	152.5
TOTAL EQUITY AND LIABILITIES	252.3	267.5	256.1

CONSOLIDATED STATEMENT OF CHANGE IN EQUITY

Column headings:
A = Share capital
B = Share premium reserve
C = Translation differences
D = Retained earnings
E = Total
F = Non-controlling interest
G = Equity total

	Equity attributable to owners of the parent						
MEUR	A	B	C	D	E	F	G
Equity on 1 Jan 2015	45.3	7.7	-2.5	38.0	88.5	15.2	103.7
Profit for the period				10.1	10.1	1.7	11.8
Other comprehensive income			0.6	0.0	0.5	0.0	0.5
Transactions with equity holders							
Dividends paid by parent				-9.1	-9.1		-9.1
Dividends paid by subsidiaries						-1.4	-1.4
Share of items recognised in the equity of associated companies				0.0	0.0	0.0	0.0
Equity on 30 Sep 2015	45.3	7.7	-2.0	39.0	90.1	15.6	105.7

MEUR	A	B	C	D	E	F	G
Equity on 1 Jan 2014	45.3	7.7	-2.7	35.6	86.0	2.3	88.3
Profit for the period				10.3	10.3	1.4	11.7
Other comprehensive income			0.2	-0.7	-0.4		-0.4
Transactions with equity holders							
Dividends paid by parent				-7.5	-7.5		-7.5
Dividends paid by subsidiaries						-0.8	-0.8
Share-based payment transactions and exercised share options				0.1	0.1		0.1
Business combinations				-3.7	-3.7	12.2	8.5
Equity on 30 Sep 2014	45.3	7.7	-2.4	34.1	84.7	15.1	99.8

CASH FLOW STATEMENT MEUR	2015 Q3	2014 Q3	2015 Q1–Q3	2014 Q1–Q3	2014 Q1–Q4
OPERATING ACTIVITIES					
Profit for the period	3.7	4.8	11.8	11.7	15.7
Adjustments	6.5	4.9	13.8	13.3	15.7
Change in working capital	-3.2	-7.5	3.9	2.8	2.8
Dividends received	0.6	0.4	1.6	1.1	1.2
Interest received	0.0	0.0	0.1	0.1	0.2
Interest paid and other finance expenses	-0.5	-0.7	-1.7	-2.0	-2.5
Taxes paid	-1.3	-1.4	-4.5	-6.7	-6.6
Net cash flow from operating activities	5.8	0.6	25.0	20.3	26.5
INVESTING ACTIVITIES					
Acquisitions of tangible and intangible assets	-0.9	-0.6	-2.2	-2.6	-3.5
Proceeds from sale of tangible and intangible assets	0.0	0.0	2.2	0.2	1.0
Other investments	0.0	-0.1	-0.1	-0.1	-0.1
Proceeds from sale of other investments	0.0	0.0	0.6	0.0	0.0
Acquisition of subsidiaries	-3.5	0.0	-5.9	-0.2	-0.2
Acquisition of associated companies	0.0	0.0	-0.4	-0.7	-0.7
Proceeds from sale of subsidiaries and recovered acquisition cost	0.0	0.0	0.0	9.4	12.0
Net cash flows from/(used in) investing activities	-4.4	-0.7	-5.6	5.9	8.4
Cash flow before financing activities	1.3	-0.1	19.4	26.2	34.9
FINANCING ACTIVITIES					
Non-current loans taken	0.0	0.0	0.0	0.0	6.5
Current loans taken	7.0	38.0	29.0	146.0	152.5
Repayment of current loans	-8.8	-41.0	-36.8	-165.8	-185.9
Dividends paid	0.0	0.0	-10.5	-8.3	-8.3
Net cash flows from/(used in) financing activities	-1.8	-3.0	-18.3	-28.1	-35.2
Change in cash and cash equivalent funds (increase +/decrease -)	-0.5	-3.1	1.1	-1.8	-0.3
Cash and cash equivalents at beginning of period	13.6	13.6	12.0	12.3	12.3
Effect of change in foreign exchange rates	0.1	0.0	0.1	0.0	0.0
Cash and cash equivalents at end of period	13.1	10.5	13.1	10.5	12.0

Acquired businesses in 2015

Alma Media has acquired the following business operations during 2015:

	Business	Acquisition date	Group share
Financial Media and Business Services segment			
JM Tieto Oy	Online service	1 Jan 2015	80%

The acquisition of JM-Tieto Oy was implemented as a business combination achieved in stages. The Group's prior holding in the company was 20%.

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

MEUR	Fair values at consolidation
Property, plant and equipment	0.0
Intangible assets	1.7
Trade receivables and other receivables	0.7
Cash and cash equivalents	0.6
Total	3.1
Deferred tax liabilities	0.3
Trade payables and other payables	0.7
Total	1.0
Total identifiable net assets at fair value	2.1
IFRS acquisition cost	7.0
Goodwill	4.9
Proceeds on sale recognised through profit or loss from the incremental acquisition	0.6

MEUR	Acquisition cost
Acquisition of associated company	0.6
Consideration, settled in cash	2.9
Contingent consideration	2.9
Incremental acquisition	0.6
Total	7.0

Group revenue for 2014 would have been an estimated MEUR 298.5 (reported MEUR 295.4), assuming the acquisitions had taken place at the beginning of 2014.

The fair values entered on intangible assets in consolidation relate primarily to acquired ICT applications and customer agreements. Factors contributory to goodwill were the expected synergies related to these businesses.

Contingent considerations

Contingent considerations arising from business acquisitions are classified as financial liabilities recognised at fair value through profit or loss. The amount of the contingent considerations due to acquisitions and business arrangements is based on the revenue and operating profits of the acquired businesses in 2015.

CONTINGENT CONSIDERATION LIABILITY MEUR	
Initial recognition of the liability	2.9
Change in fair value during previous financial periods	0.0
Considerations, settled in cash	-3.5
Change in fair value during the financial period	0.6
Fair value of the contingent consideration liability at the end of the period	0.0

REVENUE BY GEOGRAPHICAL AREA MEUR	2015 Q3	2014 Q3	2015 Q1–Q3	2014 Q1–Q3	2014 Q1–Q4
Finland *)	57.3	61.5	182.0	191.7	258.5
Other EU countries *)	10.7	8.9	30.9	27.2	36.9
Total	68.0	70.5	212.9	218.8	295.4

**) Revenue by geographical area is presented in accordance with the countries in which the Group's units are located.*

Information by segment

The business segments of Alma Media are Digital Consumer Services, Financial Media and Business Services, National Consumer Media and Regional Media. The descriptive section of the interim report 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	30 Sep 2015	30 Sep 2014	31 Dec 2014
Digital Consumer Services	90.3	91.3	89.5
Financial Media and Business Services	40.7	36.2	35.0
National Consumer Media	2.8	6.2	3.6
Regional Media	62.7	73.4	67.8
Segments total	196.5	207.2	196.0
Non-allocated assets and eliminations	55.8	60.3	60.2
Total	252.3	267.5	256.1

LIABILITIES BY SEGMENT MEUR	30 Sep 2015	30 Sep 2014	31 Dec 2014
Digital Consumer Services	16.2	16.9	16.6
Financial Media and Business Services	10.3	11.0	9.6
National Consumer Media	2.5	4.6	5.1
Regional Media	66.5	76.1	67.3
Segments total	95.5	108.5	98.7
Non-allocated liabilities and eliminations	51.1	59.2	53.8
Total	146.6	167.6	152.5

Provisions

The company's provisions totalled MEUR 0.4 (3.7) on 30 September 2015. It has not been necessary to change the estimates made when the provisions were entered.

Commitments and contingencies

COMMITMENTS AND CONTINGENCIES MEUR	30 Sep 2015	30 Sep 2014	31 Dec 2014
Collateral for others			
Guarantees	1.2	1.3	1.3
Other commitments and contingencies	1.4	2.5	1.9
Minimum lease payments on other lease agreements:			
Within one year	8.5	8.8	9.2
Within 1–5 years	25.3	25.5	26.7
After 5 years	27.6	33.2	32.5
Total	61.4	67.5	68.3
In addition, the Group has purchase agreements that, based on IFRIC 4, include a lease component as per IAS 17. Minimum payments based on these agreements:	0.1	0.3	0.2

DERIVATIVE CONTRACTS MEUR	30 Sep 2015	30 Sep 2014	31 Dec 2014
Commodity derivative contracts, electricity derivatives			
Fair value*	-0.1	-0.1	-0.1
Nominal value	0.4	0.4	0.4
Interest rate derivatives			
Fair value*	-0.6	-0.6	-0.7
Nominal value	19.5	15.7	19.7
Foreign currency derivatives			
Fair value*	0.0	0.0	0.0
Nominal value	1.5	0.0	1.5

* *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 Group'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 as well as the status of their receivables and liabilities:

RELATED PARTY TRANSACTIONS MEUR	2015 Q3	2014 Q3	2015 Q1–Q3	2014 Q1–Q3	2014 Q1–Q4
Sales of goods and services	0.0	0.2	0.1	0.6	0.8
Associated companies	0.0	0.1	0.0	0.3	0.5
Principal shareholders	0.0	0.1	0.0	0.2	0.3
Corporations where management exercises influence	0.0	0.0	0.0	0.0	0.1
Purchases of goods and services	0.6	0.8	2.0	2.4	3.1
Associated companies	0.6	0.8	1.9	2.3	3.0
Principal shareholders	0.0	0.0	0.1	0.1	0.1
Corporations where management exercises influence	0.0	0.0	0.0	0.0	0.0
Trade receivables, loan and other receivables at the end of the reporting period	0.0	0.1	0.0	0.1	0.1

Associated companies	0.0	0.1	0.0	0.1	0.0
Trade payables at the reporting date	0.0	0.1	0.0	0.1	0.0
Associated companies	0.0	0.1	0.0	0.1	0.0

Option programme

Alma Media has the option programme 2009 in effect. The programme is an incentive and commitment system for Group management.

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

The option programmes 2009A and 2009B have ended.

A total of 640,000 options were issued under the 2009C programme. The share subscription period for 2009C is 1 April 2014–31 March 2016. The management has 535,000 options 2009C in its possession. The share subscription price was EUR 7.23 in September 2015.

If all the subscription rights are exercised, the option programme 2009 will dilute the holdings of the earlier shareholders by a maximum of 2.0%.

Share-based incentive programme 2015

In February 2015, the Board of Directors of Alma Media Corporation approved a new share-based incentive programme for the key management of Alma Media (LTI 2015).

Three plans were started in spring 2015 under the programme: a fixed matching share plan and two performance matching plans. Investment in Alma Media shares is a precondition for participation. A total of 33 people are participating in the plans with 76,550 shares. In each plan, the participant can earn a maximum of two matching shares for each invested share, which means that the maximum number of Alma Media shares that can be earned under the plans is 459,300 shares (gross amount from which taxes are withheld).

In the fixed matching share plan, the participant receives two matching shares for each invested share free of charge after a two-year vesting period, provided that the participant holds on to the shares invested in the plan and remains employed by Alma Media Group for the duration of the vesting period, or until spring 2017. The maximum number of matching shares that can be earned is currently 153,100 shares (gross amount from which taxes are withheld).

In the performance matching plans, the participant may earn at most two matching shares based on the profitable growth of the digital business and at most two matching shares based on the total shareholder return of the Alma Media share. Any performance matching shares earned will be paid based on digital business growth in spring 2018 and based on the total shareholder return of the company's share in spring 2020. The maximum number of matching shares that can be earned under both of the performance matching plans is currently 153,100 shares (gross amount from which taxes are withheld).

Payment of the incentive is contingent on the participant holding on to the shares invested in the plan and remaining employed by the Group for the duration of the plans, until March 2017, 2018 and 2020. The incentives are paid partly in cash and partly in shares. The cash component is intended to cover taxes incurred by the participant from the incentive.

The fair value of the reward is expensed until the matching shares are paid. The fair value of the share component is determined on the date on which the target group has agreed to the conditions of the plan. The financing cost arising from the obligation to hold shares and dividends expected during the vesting period have been deducted from the value of the share. The fair value of the plan based on the total shareholder return of the share also takes the market-based earning criteria into consideration. The cash component of the incentive is remeasured on each reporting date during the vesting period based on the price of the share on the date in question.

QUARTERLY INFORMATION MEUR	2015 Q3	2015 Q2	2015 Q1	2014 Q4	2014 Q3	2014 Q2	2014 Q1	2013 Q4	2013 Q3
REVENUE	68.0	73.0	71.9	76.6	70.5	75.7	72.7	77.3	71.7
Digital Consumer Services	15.3	15.3	14.5	14.7	13.5	14.0	13.6	12.9	12.3

Financial Media and Business Services	12.5	14.0	13.8	14.0	12.2	13.1	13.7	15.4	13.1
National Consumer Media	9.9	10.7	9.9	11.2	11.5	12.7	11.5	12.4	12.2
Regional Media	31.6	34.0	34.9	38.3	34.6	37.2	35.1	38.2	35.1
Eliminations and non-allocated	-1.2	-1.1	-1.2	-1.6	-1.3	-1.4	-1.3	-1.6	-1.0
TOTAL EXPENSES EXCLUDING NON-RECURRING ITEMS	60.6	66.4	70.0	71.2	63.5	69.5	70.2	71.1	64.1
Digital Consumer Services	11.3	11.5	11.8	12.9	10.9	11.5	11.5	11.5	10.1
Financial Media and Business Services	10.4	12.2	11.9	12.2	10.1	11.7	12.4	12.8	10.9
National Consumer Media	9.2	9.9	10.2	11.1	10.7	11.1	10.4	11.3	10.4
Regional Media	28.9	31.5	34.8	34.6	32.0	34.3	35.0	34.6	32.4
Eliminations and non-allocated	0.7	1.4	1.4	0.5	-0.1	0.9	0.9	0.9	0.3
EBITDA EXCLUDING NON-RECURRING ITEMS	11.0	10.2	5.3	8.9	10.4	9.7	6.1	10.1	11.4
Digital Consumer Services	5.3	5.2	4.1	3.3	4.1	3.9	3.5	2.6	3.6
Financial Media and Business Services	2.3	2.1	2.1	1.9	2.3	1.4	1.5	2.7	2.4
National Consumer Media	0.7	0.9	-0.3	0.1	0.8	1.7	1.2	1.1	1.9
Regional Media	3.6	3.5	1.0	4.6	4.0	4.4	1.8	5.5	4.3
Eliminations and non-allocated	-0.8	-1.4	-1.6	-1.0	-0.6	-1.6	-1.9	-1.8	-0.7
OPERATING PROFIT/LOSS EXCLUDING NON-RECURRING ITEMS	7.6	6.8	1.9	5.6	7.0	6.3	2.6	6.4	7.8
Digital Consumer Services	4.0	3.9	2.7	1.9	2.6	2.5	2.2	1.5	2.2
Financial Media and Business Services	2.1	1.9	1.9	1.8	2.2	1.3	1.4	2.6	2.2
National Consumer Media	0.7	0.9	-0.3	0.1	0.8	1.7	1.1	1.1	1.8
Regional Media	2.7	2.6	0.2	3.8	2.6	3.0	0.2	3.6	2.7
Eliminations and non-allocated	-1.9	-2.5	-2.6	-2.0	-1.2	-2.2	-2.3	-2.4	-1.3
% OF REVENUE	11.1	9.3	2.7	7.3	9.9	8.3	3.5	8.2	10.8
Digital Consumer Services	26.2	25.6	18.8	12.9	19.4	17.9	15.9	11.3	18.2
Financial Media and Business Services	17.1	13.3	14.0	13.2	17.6	10.2	10.0	16.7	16.9
National Consumer Media	6.6	8.1	-3.1	1.1	6.6	13.1	9.8	8.8	15.1
Regional Media	8.6	7.7	0.5	9.9	7.7	8.0	0.6	9.5	7.8
Non-allocated	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NON-RECURRING ITEMS	-1.6	1.3	0.8	-0.8	-0.5	-0.2	0.5	-2.0	0.0
Digital Consumer Services	0.0	0.0	0.0	1.6	0.0	0.0	0.0	-0.1	0.0
Financial Media and Business Services	-1.4	0.0	0.6	-0.5	-0.5	0.0	0.7	0.0	0.0
National Consumer Media	0.0	0.0	0.0	-0.6	0.0	0.0	0.0	0.0	-0.3
Regional Media	-0.2	-0.4	0.2	-1.3	0.0	0.0	0.0	-2.0	0.3
Non-allocated	0.0	1.7	0.0	0.0	0.0	-0.2	-0.2	0.0	0.0
OPERATING PROFIT/LOSS	6.0	8.1	2.7	4.8	6.5	6.1	3.2	4.3	7.8
Digital Consumer Services	4.0	3.9	2.7	3.5	2.6	2.5	2.2	1.4	2.2
Financial Media and Business Services	0.7	1.9	2.5	1.4	1.6	1.3	2.1	2.6	2.2
National Consumer Media	0.7	0.9	-0.3	-0.4	0.8	1.7	1.1	1.1	1.8
Regional Media	2.5	2.2	0.4	2.5	2.6	3.0	0.2	1.7	2.7
Non-allocated	-1.9	-0.7	-2.6	-2.0	-1.2	-2.3	-2.4	-2.4	-1.3
Finance income	0.0	0.3	0.1	0.1	0.0	0.2	0.1	0.5	0.9
Finance expenses	1.2	0.7	0.6	0.7	0.8	0.9	0.8	0.7	0.8
Share of profit of associated companies	0.3	0.2	0.3	1.1	0.2	0.3	0.1	-4.4	-0.2
PROFIT BEFORE TAX	5.1	8.0	2.4	5.4	5.9	5.8	2.7	-0.3	7.7
Income tax	-1.4	-1.6	-0.6	-1.3	-1.1	-1.0	-0.5	-1.7	-1.8
PROFIT FOR THE PERIOD	3.7	6.3	1.8	4.0	4.8	4.8	2.2	-2.0	5.9

Main accounting principles (IFRS)

This interim report 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 31 December 2014. The interim 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 2014. The accounting principles of the financial years 2014 and 2015 are comparable. The company has no discontinued operations to report in the 2014–2015 financial periods.

The key indicators are calculated using the same formulae as applied in the previous annual financial statements. The quarterly percentages of Return on Investment (ROI) and Return on Equity (ROE) have been annualised using the formula $((1+\text{quarterly return})^4)-1)$. The percentage of online business of revenue is calculated as online business/revenue * 100. The figures in this interim report are independently rounded.

No new accounting standards were adopted on 1 January 2015.

The figures in this interim report are unaudited.

Seasonality

The Group recognises its content revenue from publishing activities as paid. For this reason, content revenues accrue in the income statement fairly evenly during the four quarters of the year. The bulk of newspaper subscription invoicing takes place at the beginning of the year and, therefore, the cash flow from operating activities is the strongest early in the year. 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.

ALMA MEDIA CORPORATION
Board of Directors

Alma Media's financial calendar 2016

Alma Media Corporation will publish its financial reports in 2016 as follows:
- Financial Statement Bulletin for financial year 2015 on Friday, 12 February 2016 approximately at 9:00 EET
- Interim report for January–March 2016 on Friday, 29 April 2016, approximately at 9:00 EEST
- Interim report for January–June 2016 on Friday, 22 July 2016, approximately at 9:00 EEST
- Interim report for January–September 2016 on Friday, 28 October 2016, approximately at 9:00 EEST

Alma Media's Annual Review 2015, including corporate responsibility reporting, is scheduled to be published in calendar week 11, 2016.

The Annual General Meeting is planned to be held on Thursday, 17 March 2016. Financial Statements, Report by the Board of Directors, Auditor's Report and Corporate Governance Statement will be published on Thursday, 25 February 2016.

Materials related with the Annual General Meeting will be available on Alma Media's website.