

July-September 2012 brief, continuing operations:

- Talentum Group's net sales came to EUR 14.3 million (EUR 15.6 million), a decrease of 8.4%
- Talentum Group's comparable net sales without Talentum HR AB came to EUR 14.3 million (EUR 14.5 million), a decrease of 1.2%.
- Operating income without non-recurring items was EUR -1.2 million (EUR -1.0 million)
- Operating income (EBIT) was EUR -1.2 million (EUR -0.8 million)
- The amount of media advertising in Talentum's media decreased by 21,2% but circulation revenue remained at the same level

Net sales of business functions:

- Magazine Business Finland: EUR 5.1 million (EUR 6.1 million)
- Magazine Business Sweden: EUR 4.1 million (EUR 4.3 million)
- Events: EUR 2.1 million (EUR 1.7 million)
- Books and Legal Training: EUR 1.1 million (EUR 1.0 million)
- Direct Marketing: EUR 2.7 million (EUR 2.2 million)

January-September 2012 in brief, continuing operations:

- Talentum Group's net sales came to EUR 54.8 million (EUR 58.9 million), a decrease of 7.0%
- Talentum Group's comparable net sales without Talentum HR AB came to EUR 54.8 million (EUR 55.6 million), a decrease of 1.5%.
- Operating income without non-recurring items was EUR -0.0 million (EUR 0.7 million)
- Operating income (EBIT) was EUR -3.1 million (EUR 0.7 million)
- The amount of media advertising in Talentum's media decreased by 16.5% but circulation revenue remained at the same level
- Net liabilities were EUR 4.9 million (EUR -1.5 million on 31 December 2011).

Net sales of business functions:

- Magazine Business Finland: EUR 20.1 million (EUR 22.4 million)
- Magazine Business Sweden: EUR 16.6 million (EUR 18.0 million)
- Events: EUR 7.9 million (EUR 6.2 million)
- Books and Legal Training: EUR 4.9 million (EUR 4.8 million)
- Direct Marketing: EUR 8.2 million (EUR 6.7 million)

KEY FINANCIAL FIGURES, CONTINUING OPERATIONS *)

EUR million	7-9/ 2012	7-9/ 2011	1-9/ 2012	1-9/ 2011	1-12/ 2011
Net sales	14.3	15.6	54.8	58.9	83.5
Operating income without non-recurring items	-1.2	-1.0	-0.0	0.7	2.6
Operating income	-1.2	-0.8	-3.1	0.7	-0.4
as % of net sales	-8.6	-5.2	-5.7	1.2	-0.5
Net cash from operating activities			-2.6	-0.2	4.6
Total assets			57.8	54.5	57.3
Investments	0.5	0.2	1.4	0.7	1.4
as % of net sales	3.2	1.3	2.5	1.2	1.7
Equity ratio %			42.7	52.6	54.1
Gearing ratio % (net debt to equity)			27.1	12.9	-6.7

Interest-bearing liabilities			6.0	4.2	1.2
Net interest-bearing liabilities			4.9	3.0	-1.5
Personnel on average			743	744	754
Earnings per share, EUR	-0.03	-0.02	-0.07	0.01	-0.04
Cash flow from operating activities per share, EUR			-0.06	-0.00	0.11
Equity per share, EUR			0.41	0.53	0.50

*) The figures for the comparative year do not include the construction information business sold in August 2011, which is presented as a discontinued business. The figures for the comparative year include Talentum HR AB, which was sold in December 2011.

- In the comparative year, Talentum HR AB's net sales for July-September were EUR 1.1 million, operating income was EUR -0.1 million and operating income without non-recurring items was EUR 0.1 million. In the comparative year, Talentum HR AB's net sales for January-September amounted to EUR 3.3 million, operating income was EUR -0.8 million and operating income without non-recurring items was EUR -0.6 million. In the comparative year, Talentum HR AB's net sales for January-December was EUR 4.5 million, operating income EUR -3.6 million and operating income without non-recurring items was EUR -0.5 million.

Reporting

Talentum's business operations are divided into six segments: Magazine Business Finland, Magazine Business Sweden, Event Business, Books and Legal Training, Direct Marketing and Other Operations.

A separate stock exchange release on the change in reporting segments was issued on 17 April 2012.

AARNE AKTAN, CEO:

"There was a strong negative change in advertising markets in Sweden in September. A decrease of 20.3 percent in general Swedish advertising sales markets reflects this change as well. Also Talentum's position on the markets weakened strongly and therefore we lowered the estimate for net sales and operating income for 2012.

Events continued good growth and we are pleased with the results. Also Direct Marketing performed fairly well both growth and profit wise.

Books and Legal Training developed steadily despite challenging markets.

The Finnish periodicals advertising market decreased by 11.9 percent in July-September compared with previous year. Finnish online markets grew 7.9 percent during the third quarter from previous year. Magazine Business Finland developed as expected on unstable markets.

We are actively focusing on developing new products and services with the help of our newly established Development Team to further strengthen our competitiveness."

Operating environment and seasonal variation

Talentum estimates that weak economic growth in the main market areas, Finland and Sweden in the third quarter and growing general economic instability will decrease the volume of advertising in 2012.

According to TNS Media Intelligence, the Finnish advertising market decreased by 3.7% in January–September. Advertising decreased by 5.4% in periodicals and increased by 5.2% in professional and business journals. Online media advertising increased by 8.5%. In Sweden, total media advertising decreased by 0.5% in January–September, while in professional journals it decreased by 8.6% (Sveriges Mediebyråer).

The media and advertising markets are subject to seasonal variations. Talentum's magazines and books do not generally come out during the summer holiday season, which is why the third quarter is the weakest in terms of sales. Income for the third period is almost always negative. Operations are generally at their busiest in the final quarter.

Talentum's prospects for 2012

On October 12, 2012 Talentum Oyj issued a stock exchange release and lowered the estimates for net sales and operating income for 2012. The change is mainly based on the fact that estimates of media sales in Magazine Business Sweden have become weaker.

According to the new estimate Talentum Oyj's comparable net sales and operating income without non-recurring items for 2012 are estimated to remain at a slightly lower level than in 2011.

In the previous estimate in the latest interim report published on July 20, 2012 Talentum estimated that its comparable net sales in 2012 (2011: about EUR 79.0 million without Talentum HR AB, which was sold at the end of the year) will remain at the same level and that operating income without non-recurring items will increase compared to 2011.

Consolidated net sales and income for July–September 2012, continuing operations

Consolidated net sales for July–September decreased by 8.4%, totalling EUR 14.3 million (EUR 15.6 million). Without Talentum HR AB, which was sold in December 2011, net sales decreased by 1.2%. The exchange rate of the Swedish krona against the euro had a positive impact of EUR 0.5 million on net sales.

Consolidated operating income without non-recurring items was EUR -1.2 million (EUR -1.0 million). Non-recurring items for July–September amounted to EUR 0.1 million (EUR -0.1 million) and included expenses related to the personnel reductions.

Consolidated operating income for July–September was EUR -1.2 million (EUR -0.8 million) and -8.6% (-5.2%) of net sales. Net financial expenses amounted to EUR 0.4 million (EUR 0.2 million).

The exchange rate of the Swedish krona against the euro did not have a significant impact on operating income.

Income before taxes was EUR -1.6 million (EUR -1.0 million). The Group's taxes for the period under review were EUR 0.3 million (EUR 0.2 million). Consolidated income for July–September was EUR -1.3 million (EUR -0.8 million).

Consolidated net sales and income for January–September 2012, continuing operations

Consolidated net sales for January–September decreased by 7.0%, totalling EUR 54.8 million (EUR 58.9 million). Without Talentum HR AB, which was sold in December 2011, net sales decreased by 1.5%. The exchange rate of the Swedish krona against the euro had a positive impact of EUR 0.6 million on net sales.

Consolidated operating income without non-recurring items was EUR -0.0 million (EUR 0.7 million). Non-recurring items for January–September amounted to EUR 3.1 million (EUR 0.1 million) and included expenses related to the personnel reductions and reorganisation. Measures related to reorganization have now been completed. The objective of the negotiations is an annual cost reduction of approximately EUR 4.5 million as of 2013. It was estimated that in the current

year savings of approximately EUR 2 million will be realized and the estimate will be reached.

Consolidated operating income for January–September was EUR -3.1 million (EUR 0.7 million) and -5.7% (1.2%) of net sales. Net financial expenses amounted to EUR 0.8 million (EUR 0.4 million).

The exchange rate of the Swedish krona against the euro did not have a significant impact on operating income.

Income before taxes was EUR -3.9 million (EUR 0.3 million). The Group's taxes for the period under review were EUR 0.9 million (EUR -0.1 million). Consolidated income for January–September was EUR -3.0 million (EUR 0.2 million).

Short-term risks for the business

The changes in general economic growth will affect Talentum's revenue and revenue structure. Traditionally, about 40% of consolidated net sales are dependent on advertising, particularly in the B2B sector, which is sensitive to economic conditions. Under the present economic conditions, the share of advertising is about 33% (37%) of net sales. The most economically sensitive component of advertising revenue is job advertising.

The aim of the Group is to minimise the market risk relating to advertising by increasing revenue from circulation and content sales. The goal is for all Talentum products and services to be market leaders in their fields, so that success is possible even in times of recession.

The growth of online services on the markets may change Talentum's earnings logic and have an impact on revenue structure. Talentum actively follows the development of the online services markets.

With the growth of the Group's international operations, the consolidated profit and loss account and balance sheet are increasingly exposed to the effects of exchange rate fluctuations. The companies' operations are local and language-area-bound by nature, and there are very few currency-denominated transactions. The profit and loss account and balance sheet have not been hedged against exchange rate fluctuations.

Cash flow, financial position and balance sheet for the Group

The cash flow from business operations in January–September was lower than in the previous year mainly due to the non-recurring expenses included in the income for the period under review. The consolidated cash flow from continuing operations was EUR -2.6 million (EUR -0.2 million). The change in consolidated working capital from continuing operations was EUR -0.1 million (EUR -1.6 million). Working capital is negative, as is usual for the sector, because liabilities include subscription fee advances received from customers of EUR 15.8 million (for balance sheet items, the comparison date is 31 December 2011: EUR 16.8 million). The received advance fees on the balance sheet at the end of September include subscription fee advances of EUR 6.5 million for Talentum's magazines, of which EUR 3.6 million is included in non-current receivables and EUR 2.9 million in current receivables.

The consolidated balance sheet total at the end of the period under review stood at EUR 57.8 million (EUR 57.3 million). The Group's interest-bearing loans and borrowings amounted to EUR 6.0 million (EUR 1.2 million). The Group's liquid assets were EUR 1.1 million (EUR 2.6 million). Interest-bearing net liabilities were EUR 4.9 million (EUR -1.5 million).

The available bank overdraft limit, which is valid until further notice, is EUR 12 million. EUR 5.8 million of the limit was in use at the end of the period under review (EUR 0.8 million was in use on 31 December 2011).

During the spring 2012, the Group reassessed its financing needs. As a consequence of the assessment, the previous financing limits (EUR 22.0 million in total) were deemed unnecessary and discontinued.

The equity ratio at the end of the period under review was 42.7% (54.1%). The Group's equity per share was EUR 0.41 (EUR 0.50). The Group does not hedge against currency fluctuations with regard to the acquisition of subsidiaries. The weakening or strengthening of the Swedish krona against the euro affects the Group's equity through the translation difference arising from the acquisition of the Swedish subsidiaries. On 30 September 2012, the translation difference in the Group's equity was EUR 1.8 million. The change for January–September was EUR 1.5 million (positive).

Investments

The gross investments of continuing operations in tangible and intangible assets for January–September totalled EUR 1.4 million (EUR 0.7 million), which is 2.5% (1.2%) of net sales.

Changes in Group structure

The construction information business sold in August 2011 is presented as discontinued operations for the comparative year.

The figures for Talentum HR AB, which was sold in December 2011, are included in continuing operations for the comparative year.

Talentum Oyj changed its profit centre organisation in January 2012 to provide better support for the Group's current business operations. As a result of the organisational change, Talentum changed the segment division in its financial reporting from the first quarter of 2012.

A separate stock exchange release on the change in external reporting was issued on 17 April 2012.

Personnel

In January–September, Talentum Group's continuing operations employed an average of 743 (744) people. Geographically, personnel were divided as follows: Finland 414 (411), Sweden 131 (161), Denmark 14 (10), Latvia 92 (70), Estonia 85 (84) and Russia 8 (8).

On 30 January 2012, the company started negotiations with personnel representatives to reduce personnel. The negotiations were concluded on 21 March 2012, and they covered the personnel of Talentum Oyj and Talentum Media Oy in Finland and the magazine business personnel in Sweden, a total of about 330 people. In order to adapt operations and costs, personnel reductions corresponding to a total of about 40 man-years were made for Finland's publishing operations, the parent company and the Magazine Business Sweden segment. The negotiations were concluded on 21 March 2012.

Separate stock exchange releases on the personnel reductions were issued on 30 January 2012 and 21 March 2012.

KEY FINANCIAL FIGURES, CONTINUING OPERATIONS *)

EUR million	7-9/ 2012	7-9/ 2011	1-9/ 2012	1-9/ 2011	1-12/ 2011
Net sales					
Magazines Finland	5.1	6.1	20.1	22.4	30.2
Magazines Sweden	4.1	4.3	16.6	18.0	25.0
Events	2.1	1.7	7.9	6.2	8.9
Books and Legal Training	1.1	1.0	4.9	4.8	9.1
Direct Marketing	2.7	2.2	8.2	6.7	9.1
Other Activities	-0.9	0.3	-2.8	0.8	1.2

Total	14.3	15.6	54.8	58.9	83.5
Operating income without non-recurring items					
Magazines Finland	0.0	0.1	0.9	2.0	2.4
Magazines Sweden	-0.3	-0.1	1.1	1.9	2.4
Events	-0.3	-0.3	-0.6	-0.5	-0.6
Books and Legal Training	-0.4	-0.5	-0.3	-0.6	0.8
Direct Marketing	0.3	0.3	1.0	0.8	1.2
Other Activities	-0.5	-0.4	-2.0	-2.7	-3.5
Total	-1.2	-1.0	-0.0	0.7	2.6
Non-recurring items					
Magazines Finland	0.0	-	0.9	-	-
Magazines Sweden	-0.0	-0.3	1.1	-0.2	-0.1
Events	0.0	-	0.0	-	-
Books and Legal Training	0.0	-	0.4	-	-
Direct Marketing	-	-	-	-	-
Other Activities	-	0.2	0.5	0.3	3.1
Total	0.1	-0.1	3.1	0.1	3.1
Operating income					
Magazines Finland	0.0	0.1	-0.1	2.0	2.3
Magazines Sweden	-0.3	0.2	-0.1	2.1	2.5
Events	-0.4	-0.3	-0.6	-0.5	-0.6
Books and Legal Training	-0.4	-0.5	-0.8	-0.6	0.8
Direct Marketing	0.3	0.3	1.0	0.8	1.2
Other Activities	-0.5	-0.6	-2.5	-3.0	-6.7
Total	-1.2	-0.8	-3.1	0.7	-0.4

Magazine Business Finland

In the Magazine Business Finland segment, financial development is reported for periodicals. The magazines with the highest circulation are Talouselämä and Tekniikka & Talous.

July-September

Net sales from Magazine Business Finland for July-September amounted to EUR 5.1 million (EUR 6.1 million), a decrease of 15.3% from the previous year.

Operating income from Magazine Business Finland was EUR 0.0 million (EUR 0.1 million). Operating income from Magazine Business Finland without non-recurring items was EUR 0.0 million (EUR 0.1 million).

In July-September, advertising revenue decreased by 28.2% from the previous year. The share of advertising revenue in net sales from Magazine Business Finland totalled 41.1% (48.5%).

January-September

Net sales from Magazine Business Finland for January-September amounted to EUR 20.1 million (EUR 22.4 million), a decrease of 10.1% from the previous year.

Operating income from Magazine Business Finland was EUR -0.1 million (EUR 2.0 million). Operating income from Magazine Business Finland without non-recurring items was EUR 0.9 million (EUR 2.0 million).

In January-September, advertising revenue decreased by 20.0% from the previous year. The share of advertising revenue in net sales from Magazine Business Finland totalled 42.7% (48.0%).

MAGAZINE BUSINESS FINLAND REVENUE, CONTINUING OPERATIONS

EUR million	7-9/ 2012	7-9/ 2011	1-9/ 2012	1-9/ 2011	1-12/ 2011
Net sales					
Advertisement revenue	2.1	2.9	8.6	10.8	14.5
Circulation revenue	2.9	3.0	11.2	11.4	15.4
Other revenue	0.1	0.1	0.3	0.3	0.3
Total	5.1	6.1	20.1	22.4	30.2

Magazine Business Sweden

In the Magazine Business Sweden segment, financial development is reported for periodicals. The magazines with the highest circulation are Ny Teknik and Affärsvärlden.

July-September

Net sales from Magazine Business Sweden for July-September amounted to EUR 4.1 million (EUR 4.3 million), a decrease of 5.4% from the previous year.

Operating income from Magazine Business Sweden was EUR -0.3 million (EUR 0.2 million). Operating income from Magazine Business Sweden without non-recurring items was EUR -0.3 million (EUR -0.1 million).

In July-September, advertising revenue decreased by 13.4 % from the previous year. The share of advertising revenue in net sales from Magazine Business Sweden totalled 56.8% (62.1%).

January-September

Net sales from Magazine Business Sweden for January-September amounted to EUR 16.6 million (EUR 18.0 million), a change of -8.2% from the previous year.

Operating income from Magazine Business Sweden was EUR -0.1 million (EUR 2.1 million). Operating income from Magazine Business Sweden without non-recurring items was EUR 1.1 million (EUR 1.9 million.)

In January-September, advertising revenue decreased by 13.4% from the previous year. The share of advertising revenue in net sales from Magazine Business Sweden totalled 58.2% (61.6%).

MAGAZINE BUSINESS SWEDEN REVENUE, CONTINUING OPERATIONS

EUR million	7-9/ 2012	7-9/ 2011	1-9/ 2012	1-9/ 2011	1-12/ 2011
Net sales					
Advertisement revenue	2.3	2.7	9.6	11.1	15.5
Circulation revenue	1.5	1.6	6.5	6.7	9.1
Other revenue	0.2	0.1	0.4	0.3	0.3
Total	4.1	4.3	16.6	18.0	25.0

Events

In the Events segment, financial development is reported for the event business in Finland, Sweden and Denmark.

July-September

Net sales from Events for July-September amounted to EUR 2.1 million (EUR 1.7 million), an increase of 26.3% from the previous year.

Operating income from Events was EUR -0.4 million (EUR -0.3 million). Operating income from Events was affected by the EUR 0.1 million (EUR 0.1 million) amortisation of intangible assets due to business acquisitions. In conjunction

with the acquisition of the event business (former IIR Finland Oy), a receivable related to a non-compete undertaking was recorded, and the resulting cost entry, which weakens the result, is EUR 0.1 million (EUR 0.1 million).

January-September

Net sales from Events for January-September amounted to EUR 7.9 million (EUR 6.2 million), an increase of 28.0% from the previous year.

Operating income from Events was EUR -0.6 million (EUR -0.5 million). Operating income from Events was affected by the EUR 0.2 million (EUR 0.2 million) amortisation of intangible assets due to corporate acquisitions. In conjunction with the acquisition of the event business (former IIR Finland Oy), a receivable related to a non-compete undertaking was recorded, and the resulting cost entry, which weakens the result, is EUR 0.3 million (EUR 0.3 million).

Books and Legal Training

In the Books and Legal Training segment, financial development is reported for book publishing and legal training. The best-known book in the book publishing business is the green Finnish Law book.

July-September

Net sales from Books and Legal Training for July-September amounted to EUR 1.1 million (EUR 1.0 million), an increase of 9.2% from the previous year.

Operating income was EUR -0.4 million (EUR -0.5 million). Operating income from Books and Legal Training without non-recurring items was EUR -0.4 million (EUR -0.5 million).

January-September

Net sales from Books and Legal Training for January-September amounted to EUR 4.9 million (EUR 4.8 million), a increase of 0.9% from the previous year.

Operating income was EUR -0.8 million (EUR -0.6 million). Operating income from Books and Legal Training without non-recurring items was EUR -0.3 million (EUR -0.6 million).

Direct Marketing

In the Direct Marketing segment, financial development is reported for the direct marketing business. Talentum's subsidiary Suoramarkkinointi Mega Oy's operations in Finland and the Baltic countries belong to this segment. The company operates in the telemarketing business.

July-September

Net sales from Events for July-September amounted to EUR 2.7 million (EUR 2.2 million), an increase of 22.7% from the previous year.

Operating income was EUR 0.3 million (EUR 0.3 million).

January-September

Net sales from Direct Marketing for January-September amounted to EUR 8.2 million (EUR 6.7 million), an increase of 22.6% from the previous year.

Operating income was EUR 1.0 million (EUR 0.8 million).

Other Activities

The Other Activities segment comprises Group operations as well as the Russian subsidiary Consec Press. The Other Activities segment includes also the Group's share of the income of associated company Professio Oy. In 2011, Other Activities also included Talentum HR AB, which was sold in December 2011.

July-September

The Group's share of the income of associated company Professio Oy was EUR 0.0 million (EUR -0.0 million).

January-September

The Group's share of the income of associated company Professio Oy was EUR 0.2 million (EUR 0.0 million).

TALENTUM GROUP

Shares and share capital

On 30 September 2012, Talentum Oyj's share capital totalled EUR 18,593,518.79 and the company had 44,295,787 fully paid shares. The shares are listed on the NASDAQ OMX Helsinki stock exchange.

A total of 1,129,983 Talentum shares were traded in January-September, which corresponds to 2.6% of all shares. The highest price paid for shares in January-September was EUR 1.71, and the lowest was EUR 1.25. The closing price for the shares on 30 September 2012 was EUR 1.28. Market capitalisation at the closing price for the period was EUR 56.7 million (EUR 69.1 million). The number of shares used in the calculation of market capitalisation has been adjusted to include the entire share capital of Talentum Oyj.

On 30 September 2012, the company held 634,849 of its own shares, which is about 1.4% of Talentum's total shares and votes.

Shareholding of management and governing bodies

On 30 September 2012, the number of Talentum Oyj shares and options owned by members of the Board of Directors and the CEO, personally or through companies in which they have a controlling interest, was 46,151, representing 0.1% of the company's total shares and votes.

A total of 10,710 Talentum Oyj shares were held by the Executive Management on 30 September 2012.

Corporate governance

The AGM on 30 March 2012 decided that the number of members of the Board of Directors is five. The following people were re-elected as members of the Board: Joachim Berner, MBA, BBA; Atte Palomäki, Group Vice President Corporate Communications; Merja Strengell, MSc (Eng.); Kai Telanne, CEO and Henri Österlund, CEO.

Kai Telanne was re-elected as Chairman of the Board and Merja Strengell was re-elected as Deputy Chairman.

Fees of the members of the Board of Directors

The AGM decided that the following annual fees will be paid to the Board members: member of the Board EUR 24,000, Deputy Chairman EUR 30,000 and Chairman EUR 48,000, and that approximately 40% of the annual fee will be used for the acquisition of Talentum Oyj shares on behalf of the Board members. The proportion of the fee payable in shares may also be paid by transferring own shares held by the company.

In August 2012 the members of the Board were paid approximately 40% of the annual fee by transferring own shares held by the company. The number of own shares held by the company transferred to the members of the Board amounts to 46,151 shares. As a consequence of the transfer, the value of the Group's own shares in the Group's equity decreased by EUR 0.2 million, amounting to EUR -2.6 million on 30 September 2012. The transfer of shares resulted in a loss of EUR 0.1 million in equity, which was recognised under retained earnings.

Auditing

Authorised Public Accountants PricewaterhouseCoopers Oy were re-elected as auditors, with APA Juha Wahlroos as the accountable auditor.

Authorisation to acquire Talentum's own shares

The Annual General Meeting decided to authorise the Board of Directors to acquire a maximum of 3,500,000 of Talentum Oyj shares, which corresponds to approximately 8% of all Talentum Oyj shares. The authorisation will remain in force until 30 June 2013.

Authorisation to decide on share issues

The Annual General Meeting authorised the Board of Directors to decide on a share issue including the conveyance of Talentum's own shares and the issue of special rights. Based on the authorisations, a maximum number of 3,500,000 new shares may be issued and/or own shares held by the company may be disposed of, which corresponds to approximately 8% of the issued shares of the company. The authorisations will remain in force until 30 June 2013.

Executive Management

The Executive Management consists of the following members from 18 January 2012:

CEO: **Aarne Aktan** (Chairman)

CFO: **Niclas Köhler**

CEO responsible for the magazine business in Sweden: **Roger Thorén**

Director responsible for the magazine business in Finland: **Elina Yrjölä**

Director responsible for the event business: **Johan Ehrström**

Deputy CEO, General Counsel: **Lasse Rosengren**, who is also responsible for the book and legal training business in Finland.

The members of the Executive Management report to the CEO.

Ms. Elina Yrjölä, Director, Magazine Business Finland has resigned. Ms. Yrjölä will continue to work in her position until October 31, 2012. CEO Aarne Aktan will be responsible for Magazine Business Finland as of November 1, 2012.

Flagging notifications

No flagging notifications were made in January–September

TABLES

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

EUR million	7-9/ 2012	7-9/ 2011	1-9/ 2012	1-9/ 2011	1-12/ 2011
CONTINUING OPERATIONS:					
Net sales	14.3	15.6	54.8	58.9	83.5
Other operating income	0.1	0.2	0.4	0.3	0.7
Materials and services	2.2	2.4	8.4	9.3	13.7
Employee benefit expenses	7.9	8.3	30.5	28.9	40.3
Depreciation, amortisation and impairment	0.4	0.4	0.9	1.3	1.7
Other operating expenses	5.1	5.4	18.6	19.0	29.3
Share of income of an associated company**	0.0	-0.0	0.2	0.0	0.2
Operating income	-1.2	-0.8	-3.1	0.7	-0.4
Financial income	0.0	0.2	0.1	0.8	1.0
Financial expenses	0.4	0.4	0.9	1.2	1.7
Income before taxes	-1.6	-1.0	-3.9	0.3	-1.2

Taxes	0.3	0.2	0.9	-0.1	-0.6
Income for the period from continuing operations	-1.3	-0.8	-3.0	0.2	-1.8
DISCONTINUED OPERATIONS:					
Income for the period from discontinued operations	-	7.4	-	7.4	7.2
Income for the period	-1.3	6.6	-3.0	7.7	5.5
Other comprehensive income:					
Translation differences	1.1	-0.9	1.5	-1.4	0.2
Translation differences transferred into profit or loss	-	0.2	-	0.2	-0.3
Available-for-sale investments	-	-	-	-	-0.0
Income tax on available-for-sale investments	-	-	-	-	0.0
Total comprehensive income for the period	-0.3	5.9	-1.4	6.5	5.3
Income for the period attributable to:					
Owners of the parent company	-1.3	6.5	-3.0	7.6	5.5
Non-controlling interest	0.0	0.0	0.0	0.0	-0.0
Total comprehensive income for the period attributable to:					
Owners of the parent company	-0.3	5.9	-1.5	6.5	5.3
Non-controlling interest	0.0	0.0	0.0	0.0	-0.0
Basic and diluted Earnings per share, EUR, continuing operations*	-0.03	-0.02	-0.07	0.01	-0.04
Basic and diluted Earnings per share, EUR, discontinued operations*	-	0.17	-	0.17	0.17

* Earnings per share are calculated from the income attributed to the equity owners of the parent company.

** As of 1 August 2012, the Group presents above operating income in the consolidated profit and loss account the share of income of those associated companies that relate closely to business operations. Previously, it was presented below operating income. The information for the comparative years' periods has been adjusted accordingly.

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

EUR million	30.9.2012	30.9.2011	31.12.2011
ASSETS			
Non-current assets			
Property, plant and equipment	1.3	1.0	1.0
Goodwill	20.5	24.4	19.7
Other intangible assets	13.1	11.9	12.4
Investments in associates	0.3	0.1	0.3
Available-for-sale investments	0.1	0.1	0.1
Deferred tax assets	1.3	1.7	1.0
Other non-current receivables	3.5	1.5	5.6
Total non-current assets	40.1	40.7	40.2

Current assets			
Inventories	0.6	1.1	0.7
Trade and other receivables	15.9	11.5	13.8
Cash and cash equivalents	1.1	1.2	2.6
Total current receivables	17.7	13.8	17.2
TOTAL ASSETS	57.8	54.5	57.3
EQUITY AND LIABILITIES			
Equity attributable to owners of the parent			
Share capital	18.6	18.6	18.6
Treasury shares	-2.6	-2.8	-2.8
Other reserves	1.9	-0.6	0.4
Invested non-restricted equity fund	-0.2	2.4	2.4
Retained earnings	0.2	5.5	3.3
Total	17.8	23.0	21.9
Non-controlling interest	0.1	0.1	0.1
Total equity	17.9	23.1	21.9
Non-current liabilities			
Deferred tax liabilities	3.4	3.3	3.3
Non-current financial liabilities	0.1	0.1	0.1
Pension obligation	0.1	0.1	0.1
Other non-current liabilities	0.5	1.4	0.7
Non-current provisions	0.2	0.2	0.2
Total non-current liabilities	4.4	5.0	4.4
Current liabilities			
Current financial liabilities	5.9	4.1	1.1
Advances received	15.8	10.5	16.8
Trade and other payables	12.6	11.7	13.1
Current provisions	1.2	-	-
Total current liabilities	35.5	26.4	31.0
TOTAL EQUITY AND LIABILITIES	57.8	54.5	57.3

CONSOLIDATED STATEMENT OF CASH FLOW

EUR million	1-9/ 2012	1-9/ 2011	1-12/ 2011
Cash flows from operating activities			
Operating income	-3.1	8.3	7.0
Adjustments to operating income*	0.5	-5.9	-3.4
Change in working capital	-0,1	-1.6	1.9
Dividends received from business operations	0.2	0.0	0.0
Financial items and taxes	-0.1	-1.3	-1.1
Net cash generated from operating activities	-2.6	-0.4	4.4
Cash flows from investing activities			
Acquisition of subsidiaries and associates, net of cash acquired	-0.2	-	-
Disposal of subsidiaries and associates, net of cash disposed of	0.4	11.4	12.4
Acquisition of property, plant and equipment and intangible assets	-1.4	-0.7	-1.4
Net cash generated from investing activities	-1.1	10.7	11.1
Cash flows from financing activities			

Change in current loans	4.8	-9.7	-13.4
Dividends paid and other return of equity	-2.6	-0.9	-0.9
Net cash used in financing activities	2.2	-10.6	-14.3
Change in cash and cash equivalents	-1.5	-0.2	1.2
Cash and cash equivalents at the beginning of period	2.6	1.5	1.5
Foreign exchange adjustment	0.0	0.0	-0.1
Net change in cash and cash equivalents	-1.5	-0.2	1.2
Cash and cash equivalents at the end of period	1.1	1.2	2.6

* Adjustments to operating income mainly include depreciation and amortisation and adjustments related to gain and loss on sale resulting from the sale of Group companies presented in the cash from investing activities.

CASH FLOWS FROM DISCONTINUED OPERATIONS

EUR million	1-9/ 2012	1-9/ 2011	1-12/ 2011
Cash flow from operating activities	-	-0.2	-0.2
Cash flow from investing activities*	-	11.4	11.4
Cash flow from discontinued operations	-	11.2	11.2

* Gain on the sale of discontinued operations is presented in the cash flow from investing activities.

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

a = Share capital
b = Treasury shares
c = Fair value reserve
d = Translation reserve
e = Invested non-restricted equity fund
f = Retained earnings
g = Equity attributable to equity owners of the parent (before non-controlling interest)
h = Non-controlling interest
i = Total equity

EUR million	a	b	c	d	e	f	g	h	i
Equity at 1 January 2012	18.6	-2.8	0.0	0.3	2.4	3.3	21.9	0.1	21.9
Return of equity					-2.6		-2.6		-2.6
Conveyance of own shares		0.2				-0.1	0.1		0.1
Total comprehensive income for the period				1.5		-3.0	-1.5	0.0	-1.4
Equity at 30 September 2012	18.6	-2.6	0.0	1.9	-0.2	0.2	17.9	0.1	17.9
Equity at 1 January 2011	18.6	-2.8	0.0	0.5	3.3	-2.2	17.4	0.1	17.5
Return of equity					-0.9		-0.9		-0.9

items, net							
Consolidated income before taxes							-1.2

CHANGE IN SHARE QUANTITIES*

1,000 shares	1-9/2012	1-9/2011	1-12/2011
Shares outstanding at the beginning of the period	43,615	43,615	43,615
Number of shares outstanding at the end of the period	43,661	43,615	43,615

* Excluding treasury shares held by the company.

For the period under review, the weighted average number of shares used in the calculation of earnings per share during the financial period is 43,622,198 (43,614,787 shares 1-9/2011).

The total number of shares issued is 44,295,787.

PERSONNEL BY SEGMENT ON AVERAGE, CONTINUING OPERATIONS

	1-9/2012	1-9/2011	1-12/2011
Magazines Finland	129	141	144
Magazines Sweden	106	113	112
Events	86	74	78
Books and Legal Training	39	44	44
Direct Marketing	349	310	314
Other Activities	33	62	61
Total	743	744	754

CHANGES IN PROPERTY, PLANT AND EQUIPMENT

EUR million	30.9.2012	30.9.2011	31.12.2011
Carrying amount at the beginning of period	1.0	1.2	1.2
Additions	0.8	0.3	0.5
Disposals through divestments	-	-0.5	-0.6
Accumulated depreciation of disposals through divestments	-	-	0.5
Other decreases	-1.3	0.0	-0.0
Accumulated depreciation of decreases	1.3	0.0	0.0
Depreciation for the period	-0.5	0.0	-0.6
Translation differences	0.0	0.0	0.0
Carrying amount at the end of the period	1.3	1.0	1.0

CHANGES IN INTANGIBLE ASSETS

EUR million	30.9.2012	30.9.2011	31.12.2011
Carrying amount at the beginning of period	32.1	46.2	46.2
Additions	0.6	0.4	0.9
Disposals through divestments	-	-8.8	-16.3

Accumulated amortisation of disposals through divestments	-	-	2.6
Other decreases	-3.7	0.0	-0.4
Accumulated amortisation of other decreases	0.3	-	0.3
Amortisation for the period	-0.5	-0.1	-1.4
Translation differences	1.3	-1.4	0.2
Carrying amount at the end of the period	30.2	36.3	32.1

RELATED PARTY TRANSACTIONS

EUR million	1-9/2012	1-9/2011	1-12/2011
Employee benefits for key management*	1.0	1.2	1.5
Associates and joint ventures:			
Sales	1.2	1.1	1.1
Purchases	1.4	-	1.1
Receivables	0.3	0.1	0.2
Liabilities	0.5	0.5	0.8

* The figure for the period 1-9/2011 has been adjusted to include the fees for the Board of Directors and the termination benefits for related parties.

GUARANTEES

EUR million	30.9.2012	30.9.2011	31.12.2011
Guarantees posted for own commitments			
Guarantees	0.1	0.1	0.1

Calculation of key indicators

Earnings per share = Profit for the period attributable to parent company shareholders / Adjusted average number of shares at the end of the financial period

Equity per share = Equity attributable to parent company shareholders / Adjusted average number of shares at the end of the financial period

Return on invested capital, % = Income before taxes + interest and other financial expenses / Balance sheet total - non-interest-bearing liabilities (average of beginning and end of financial year) x 100

Return on equity, % = Result for the financial period / Total equity (average of beginning and end of financial year) x 100

Equity ratio, % = Total equity / Balance sheet total - advances received x 100

Gearing, % = Interest-bearing liabilities - cash and cash equivalents / Total equity x 100

Market capitalisation = Number of shares at the end of the financial period x trading price at the end of the financial period

This interim report is unaudited.

General statement

The forecasts and estimates presented here are based on the management's current view of economic development, and the actual results may differ substantially from what is now expected of the company.

Analyst and press briefing

A briefing for Q3 and January-September interim report will be held for analysts and press on October 24 at 11:00 am at the Talentum head office, Annankatu 34-36 B, Kamppi, Helsinki, Finland.

TALENTUM OYJ
Board of Directors

ADDITIONAL INFORMATION

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