

# SEGMENT'S FINANCIAL DEVELOPMENT

Juha Nuutinen, CFO  
Capital Markets Day  
17.5.2016

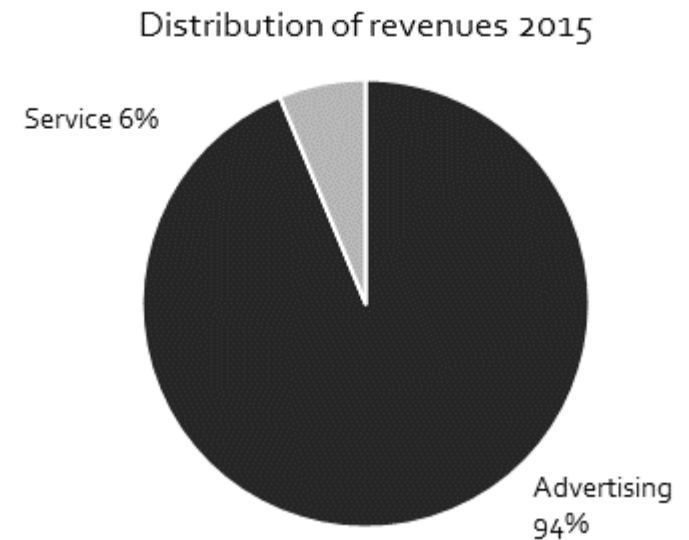
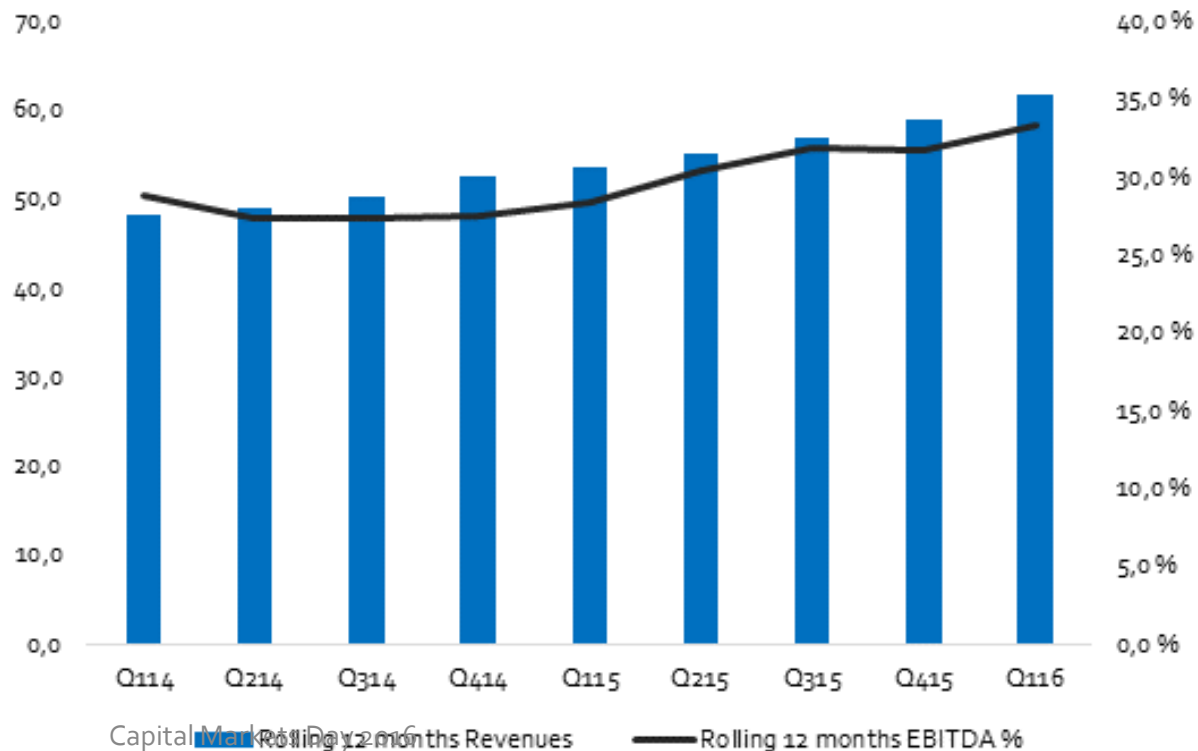
Living  
Information

Capital Markets Day 2016



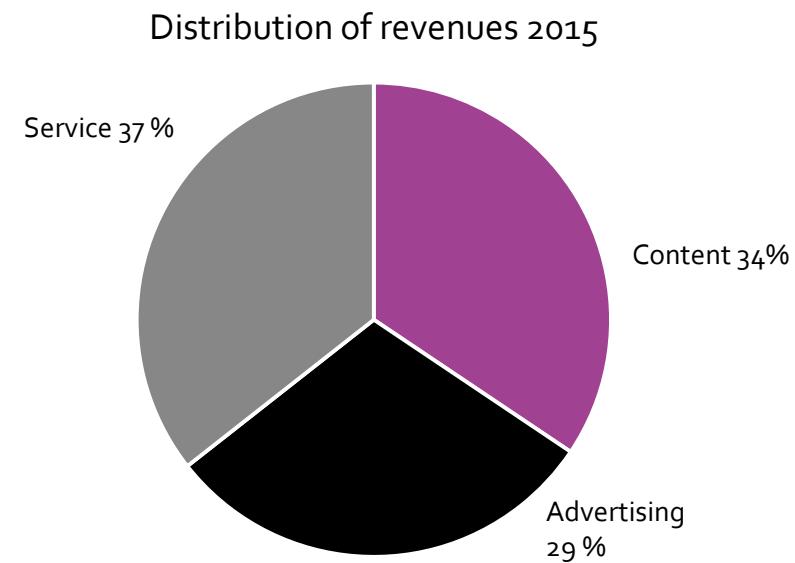
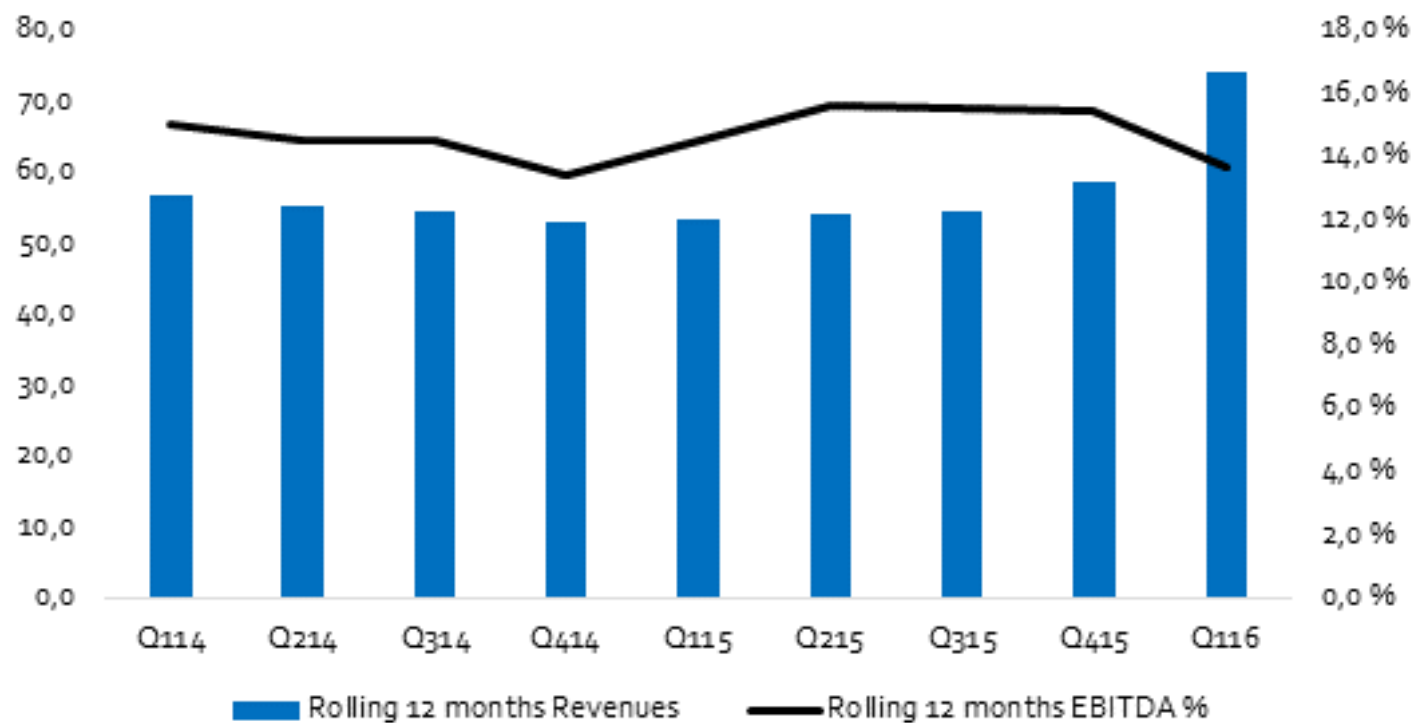
# Alma Markets

- Recruitment services account for 77% of segment's revenues.
- As the main non-Finnish markets are economically sound, the sales trend is positive. This in turn supports strong margin development.
- Also the Finnish marketplaces are beating the weak conditions and are supporting sales and margin development.



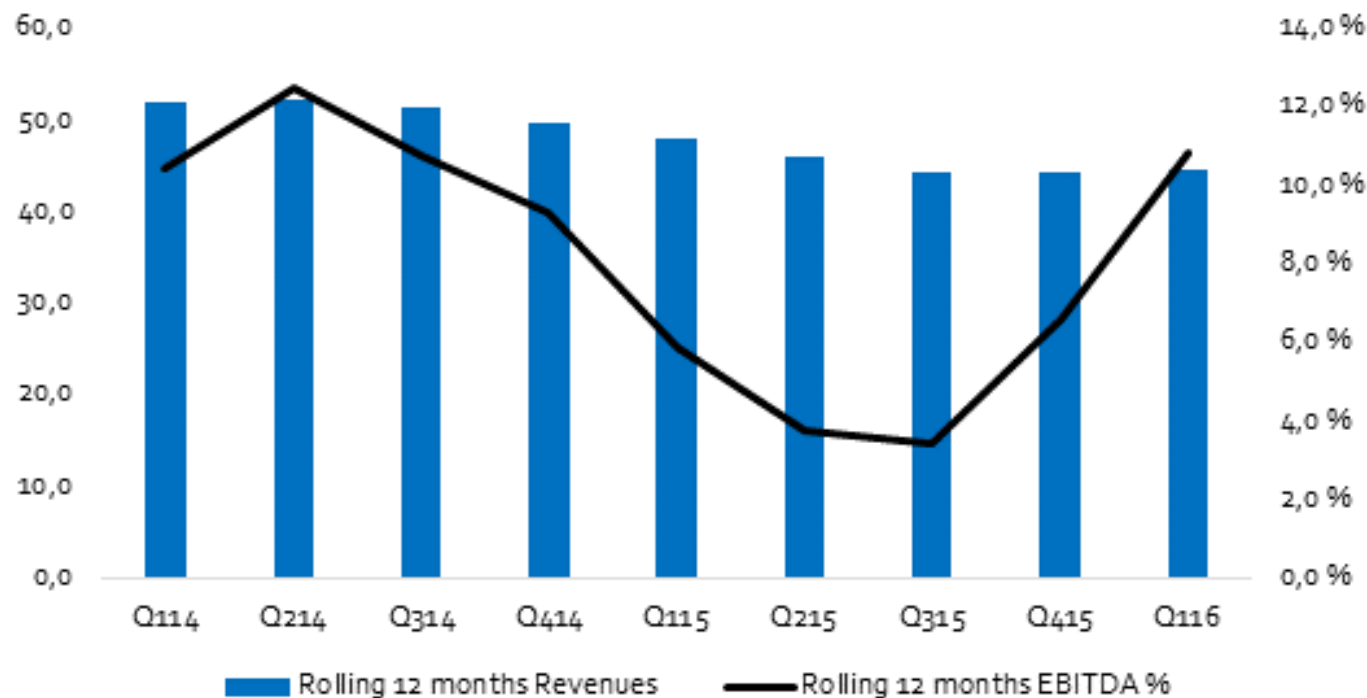
# Alma Talent

- The recent acquisition with Talentum offers significant synergy potential, and will more than doubled the size of the business area.
- Digital share of revenue is 29 %. In particular the digital content sales are growing and compensating the loss in print content sales.
- Integration costs and weak Swedish operation have an impact in the EBITDA margin.

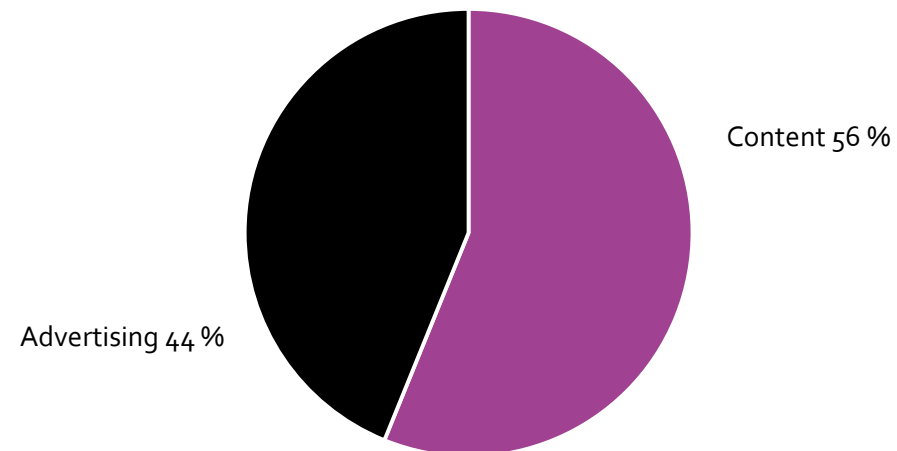


# Alma News & Life

- Italehti is one of Finland's leading tabloids. Development of online services with significant progress in areas such as mobile. The online business does now account for 39 % of revenues.
- Negative sales trend due in the past to pressure on both content revenue and advertising sales in print media. Success in online ad sales is stabilizing revenue trend.
- Online does now account for 80 % of advertising revenue.



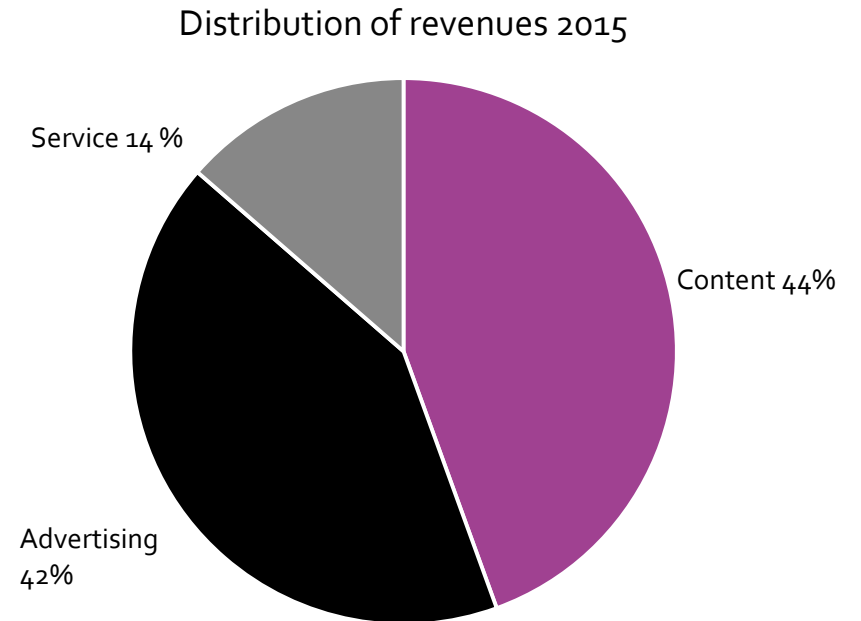
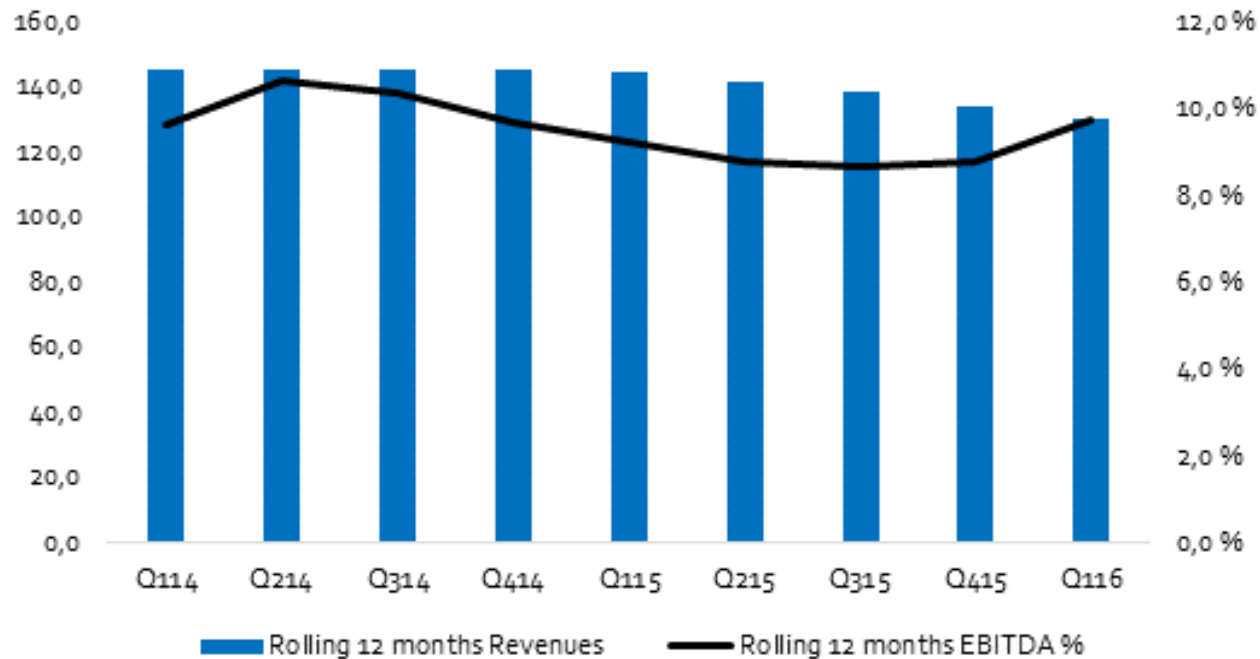
Distribution of revenues 2015





# Alma Regions

- Revenue trend is negative due to decline in sales and divestments.
- Digital transformation is slower than in national media. Digital revenue now 6.5 % of total.
- Focus on shared functions such as editorial systems, ad sales, print, product development etc., and on restructuring has improved profitability.



# THANK YOU.

Welcome to tour of Alma Talent editorial premises.

After the tour we will enjoy lunch.

