

Juha-Petri Loimovuori, Managing Director of Alma Talent Oy
Capital Markets Day 2016

ALMA TALENT

WHAT IS ALMA TALENT?

Alma Talent is Kauppalehti and Talentum together. A broad range of media expertise, information services as well as efficient business and skills development tools and services.

We have a multi-channel, international focus. Our main products are: media contents, books, online services, events and training.





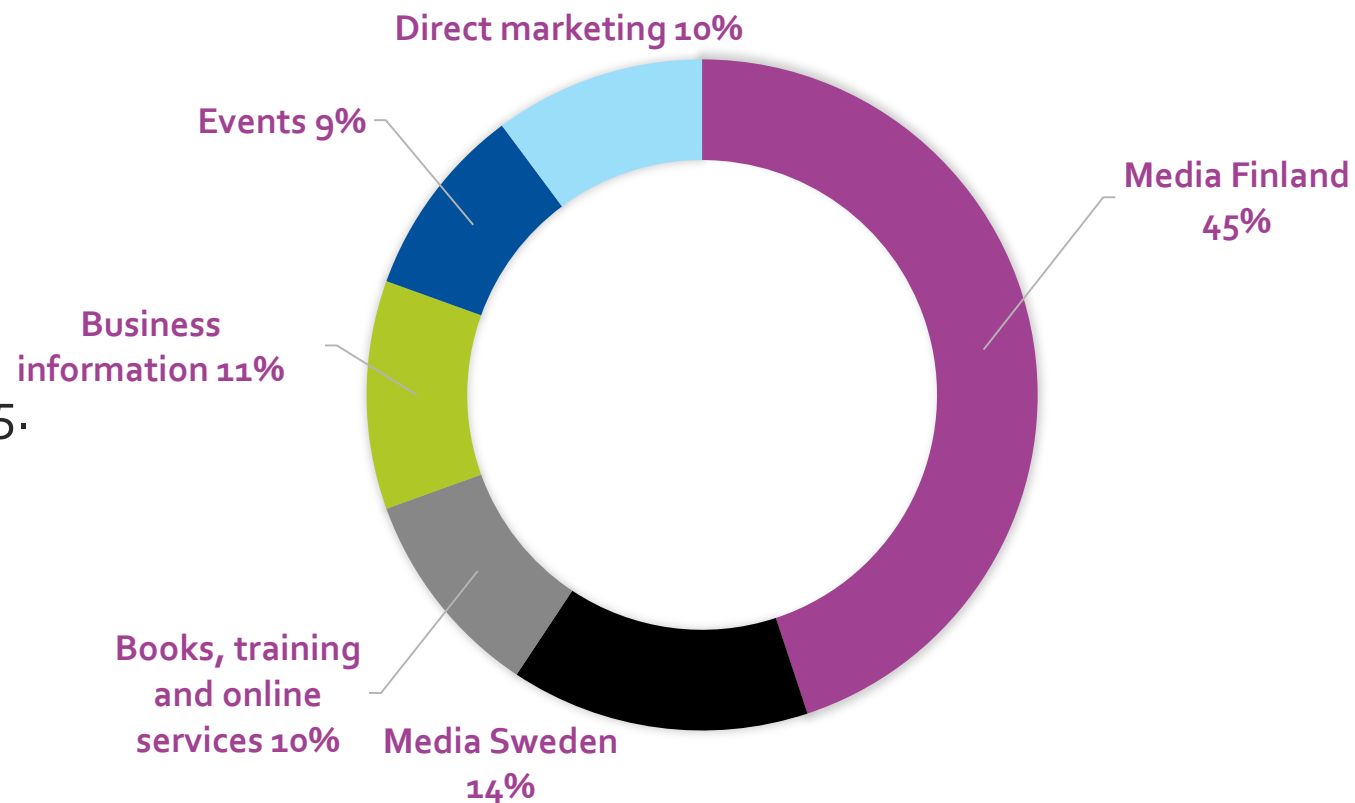
ALMA TALENT ENRICHES WITH INFORMATION

Alma Talent is the maker of success.
It enriches experts, decision-makers, investors
and entrepreneurs with information.

We produce influential content for
professionals in finance, law, management,
HR, sales and marketing, technology and
health-care.

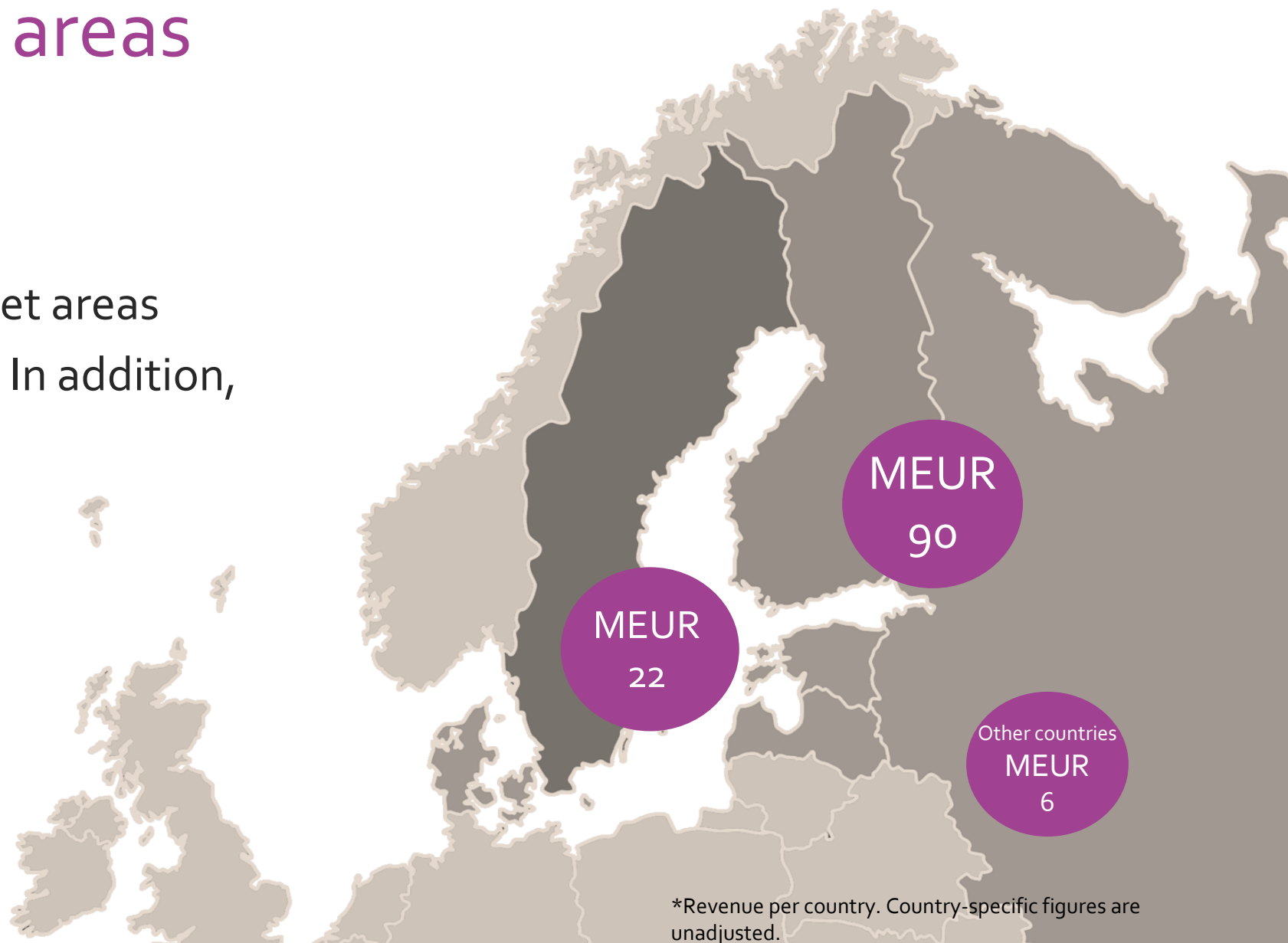
Alma Talent's revenue breakdown

- Alma Talent's pro forma revenue in 2015 was MEUR 118.
 - Kauppalehti MEUR 42
 - Talentum MEUR 73
 - Objektvision MEUR 3
- The number of employees was 933 in 2015.



Strong market areas

Alma Talent's main market areas are Finland and Sweden. In addition, we operate in Denmark, Estonia and Latvia.



*Revenue per country. Country-specific figures are unadjusted.

ALMA TALENT BUSINESS AREAS

Media business Finland



- Alma Talent is the leading publisher of financial and professional media in Finland.
- Nearly 1,100,000 Finnish experts, decision-makers and investors read Alma Talent's printed and digital media.
- Media's revenue in 2015 totalled MEUR 53.

Kauppalehti

Talouselämä

ARVOPAPERI

**tekniikka
& talous**

tivi

M&M
MARKKINOINTI&MAINONTA

fakta

URATIE 

ARVOASUNTO



CIO

**metalli-
tekniikka**

**TEKNIIKAN
HISTORIA**

Medi uutiset

 **SUMMA**

Integration forward with good speed



- Editorial, content and advertising sales organisations technically integrated, people moved to Alma house, spirits are high and no integration dip in the sales
 - Cost cutting as expected
 - May is the critical month for IT systems
- Editorial organisation reshaped by the Editors in chief totalling over 140 journalists working closely together
- New product combinations already in the market (content corporate sales, advertising network, recruitment advertising)
- Digital strategy of all media brands is under consideration, probably Alma Talent will add the number of paywalls as well as focuses to more targeted advertising in the future

Kauppalehti

Talouselämä

ARVOPAPERI

**tekniikka
& talous**

tivi

M&M
MARKKINOINTI&MAINONTA

fakta

URATIE 

ARVOASUNTO



CIO

**metalli-
tekniikka**

**TEKNIKAN
HISTORIA**

Mediuutiset

 **SUMMA**

Media business Sweden



- Alma Talent is a publisher of high-quality professional media in Sweden.
- Its revenue in 2015 amounted to MEUR 17.

NyTeknik

Lag&Avtal

**affärs
världen**

DAGENS MEDIA

NEXT
MAGASIN

**DIGITAL
TEKNIK**

**TEKNIK
HISTORIA**

KONSULTGUIDEN

**arbetar
SKYDD**

Ingenjörskarriär

SUMMA

Improvement going on



- Talentum Sweden posted losses in 2015
- Expectation: savings in the delivery of Ny Teknik to turn Sweden to black figures 2016
- The weak sales of recruitment advertising has continued 2016, product advertising and content sales have performed as expected.
- We have started an additional cost cutting project affecting editorial personnel.
- Main target is to reach positive result 2016.

NyTeknik

Lag&Avtal

**affärs
världen**

DAGENS MEDIA

NEXT
MAGASIN

**DIGITAL
TEKNIK**

**TEKNIK
HISTORIA**

KONSULTGUIDEN

**arbetar
SKYDD**

Ingenjörskarriär

SUMMA

Events and training



Talentum Events

- A leading service provider of events and training as well as B2B media.
- Target groups include management, supervisors and experts.
- Training for ICT, HR, marketing, sales and customer service professionals.
- Produces some 460 training events and other events annually in Finland, Sweden, Norway and Denmark.
- Revenue in 2015 amounted to MEUR 11.

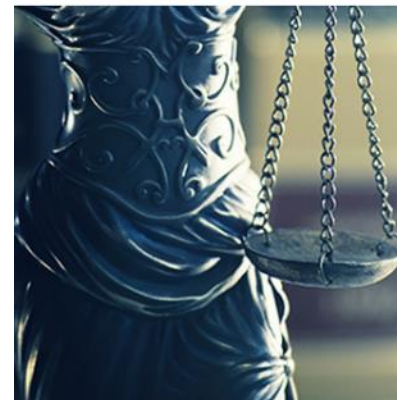


Books, legal training and online services



Talentum Pro

- A respected producer of books and online services in the areas of law, business and economics.
- The target groups are legal experts and business managers.
- Publishes more than 100 books annually in print and electronic formats as well as via the Online Bookshelf service.
- Always up-to-date expert knowledge available through the Fokus and Finnish Law online services.
- Lakimiesliiton Koulutus arranges more than 100 seminars annually on law, financial administration, taxation and managerial work.
- Its revenue in 2015 totalled MEUR 12.

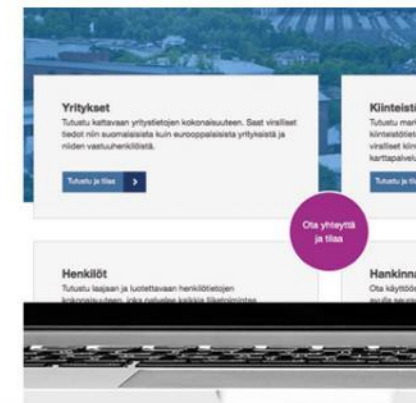


Business information



Kauppalehti Business Information Services

- Trusted business information partner.
- Target groups are the decision-makers and experts of companies and public administration and real property professionals.
- Offers the most up-to-date information on companies, real estate and people.
- The service also includes a number of other information types from more than 20 information providers.
- Kauppalehti Business Information Services also include the financial statement information analysis unit Balance Consulting and JM Tieto, which specialises in boosting B2B sales.
- Revenue in 2015 amounted to MEUR 13.

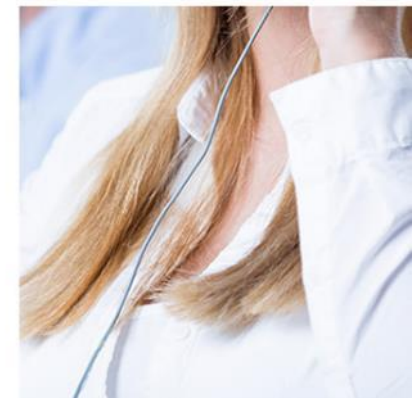


Direct marketing



Suoramarkkinointi Mega Oy

- An efficient telemarketing professional, a subsidiary of Alma Talent.
- Plays an important role in selling content produced by Alma Talent.
- Operates in Finland, Estonia and Latvia.
- Revenue in 2015 amounted to MEUR 12.





THANK YOU.
QUESTIONS?