

November 28th 2017

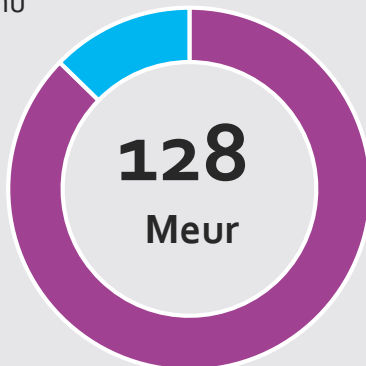
Digitalizing regional media

Kai Telanne, CEO, Alma Media



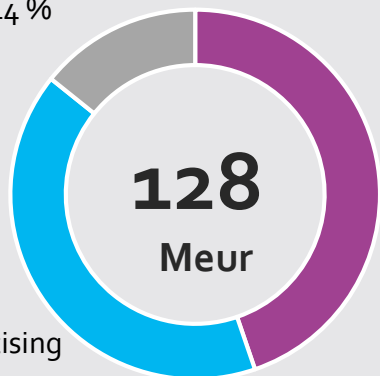
Alma Regions and revenue split in 2016

Alma Manu
13%



Publishing
87%

Service 14 %



Content
45 %

Advertising
41 %

Alma Aluemia Publishing

(87% of sales)

Three regional media (print + online) and several local and town papers in Finland with around 720 000 readers and online users.

AAMULEHTI
SATAKUNNAN KANSA

Uusi Uusivuori
UUSIROVANIEMI

Nokian Uutiset
Valkeakosken Sanomat

Alma Manu

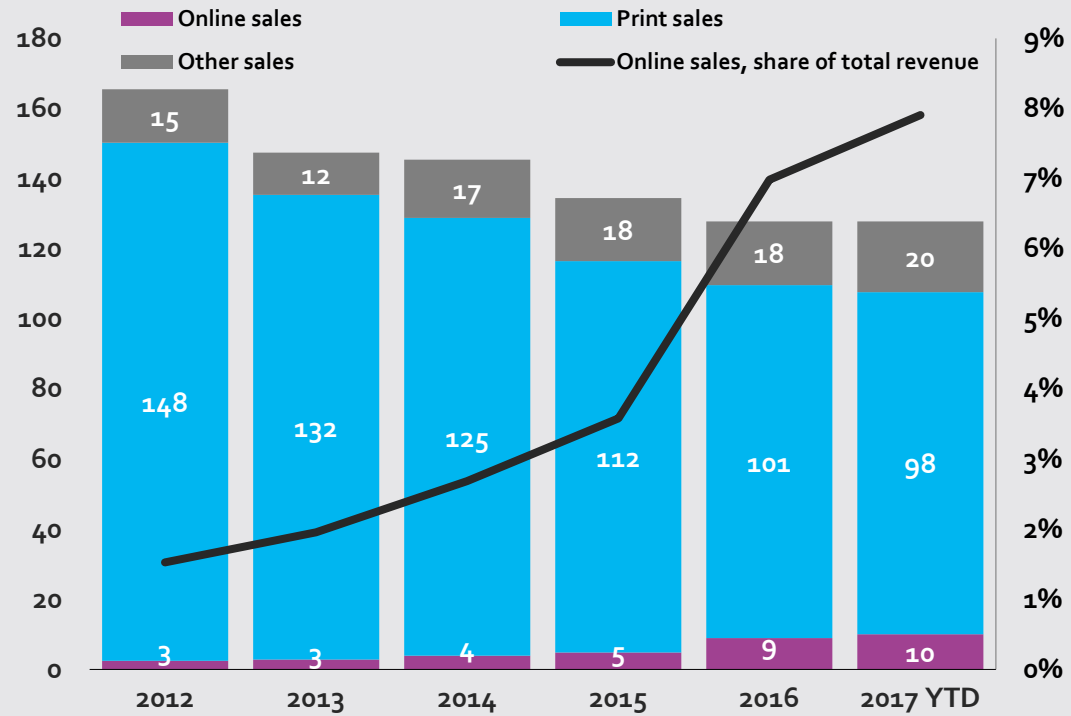
(13% of sales)

A modern printing and delivery business serving also external customers.

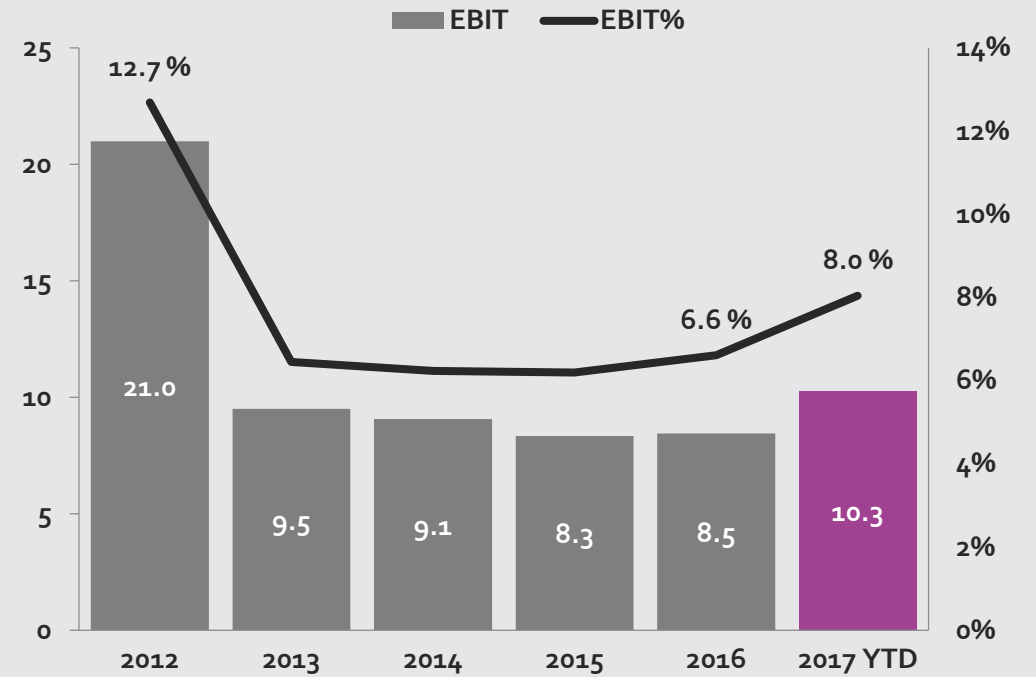
MANU

Alma Regions

DEVELOPMENT AND DISTRIBUTION OF NET SALES, rolling 12-months

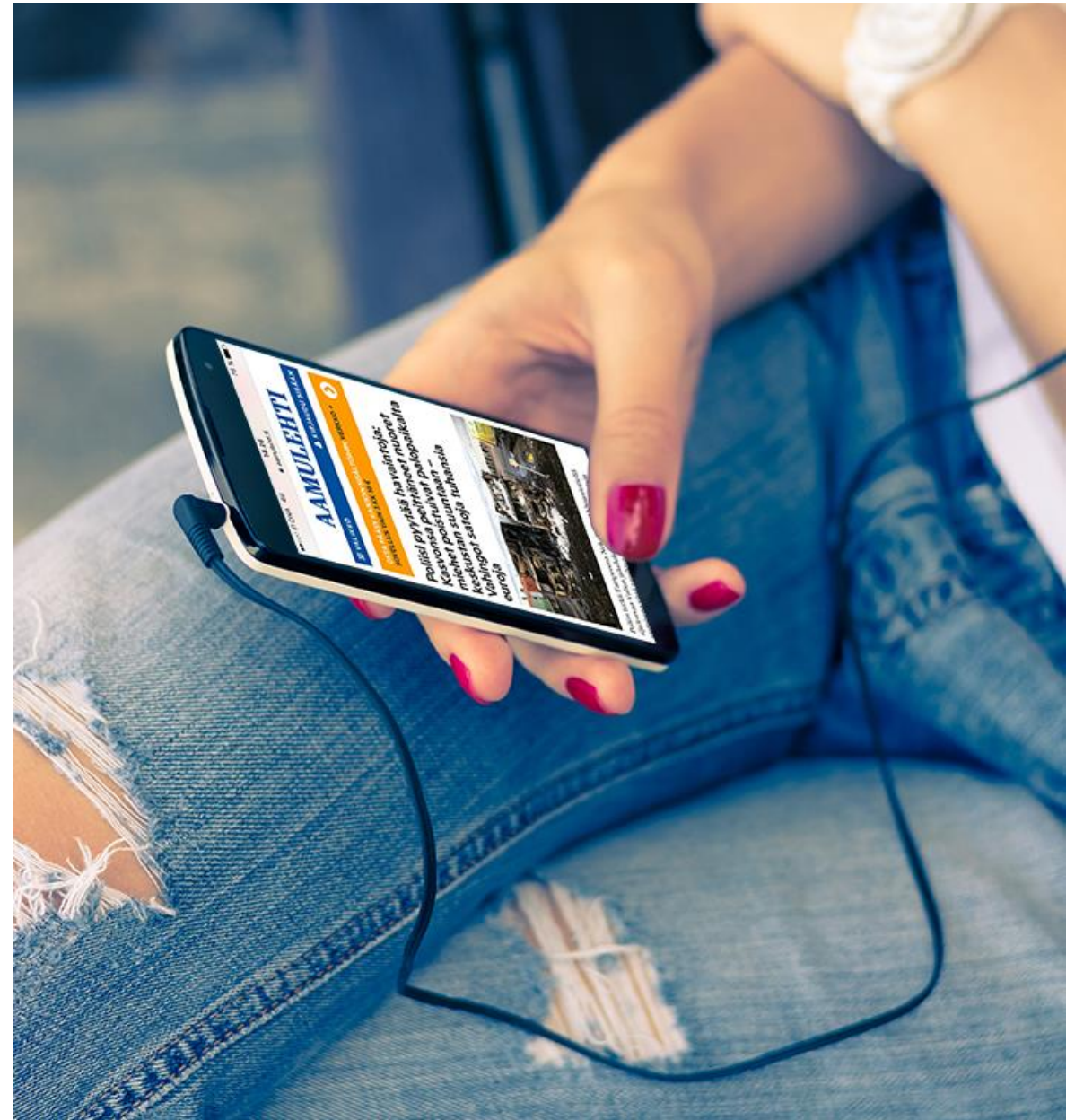


EBIT DEVELOPMENT, rolling 12-months



Regional market leader

- Strong local content and high reach
 - the most readers: over 90% reach through print and Alma digital network
 - part of everyday life: news, sports, culture and local politics
 - dominant local market share: content and advertising sales.
- Content competitors
 - free online services, such as Yle's offering
 - afternoon papers online services
 - social media.
- Competitors in advertising
 - international media platforms
 - domestic online media
 - freely distributed newspapers
 - direct mail advertising.



Modern printing facility and early morning delivery network

- Alma Manu's printing facility in Tampere is the most modern in Northern Europe.
 - 270,000 paper tons per year
 - 9.9 billion pages of tabloid format on paper.
 - 185,000 pages and 60 publications printed.
- External revenue on a steady rise.
- In the printing sector, still overcapacity in work outside prime time.
- Early morning delivery network in Pirkanmaa, Satakunta and Lapland by Alma Manu.
 - delivery volume is 62 mln newspapers a year.
 - postal license: partner in Jakeluyhtiö Suomi and also delivers addressed letters and periodicals.



Digitalisation of regional media

- Strategy: paid content in all channels (hard or metered paywall).
- Hybrid subscriptions – print + digital content.
- Target of 75–80% registration rate - currently 60%.
- Strong product development - mobile first.
- Digital subscription growth rate currently over 40%. Slightly less than 15,000 digital only subscriptions. The goal is to triple digital subscription in three years.
- The aim is to moderately reduce print circulation – print products are still fostered.



Growing through Alma network

- The Alma digital network reach approx. 70% of all Finns every week.
- Alma's versatile online services for advertisers offered locally:
 - news media, marketplaces and lifestyle services
 - desktop, mobile and video
 - content marketing and rich media solutions.
- Versatile targeting solutions
 - sociodemographics
 - areas of interest
 - geographical area etc.

