



Alma Media Q1 2011 result

Kai Telanne, President and CEO
Tuomas Itkonen, CFO
April 29, 2011

Agenda

- Highlights Q1
- Market review
- Segment review
- Financials Q1 and outlook

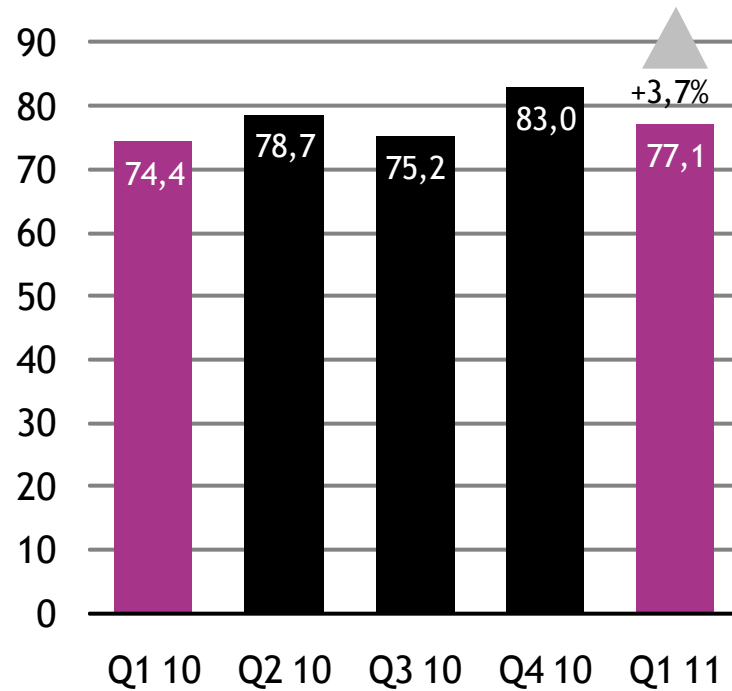
Highlights Q1 2011

- Revenue amounted to MEUR 77.1 (74.4), up 3.7%
 - The share of digital products and services totalled grew to MEUR 14.1 (11.4), representing 18.3% (15.3%) of the revenue.
- Advertising sales grew by 8.2% to MEUR 37.7 (34.8).
 - Online advertising sales increased by 31.4%, developing particularly well in Iltalehti.fi, Etuovi.com and Monster.fi.
 - Print advertising sales remained at the comparison period's level.
- Circulation revenue as well as content and service revenue remained unchanged.
- Operating profit excl. non-recurring items improved to MEUR 9.3 (8.3).
- We initiated a programme to develop and rationalise our printing and distribution operations.

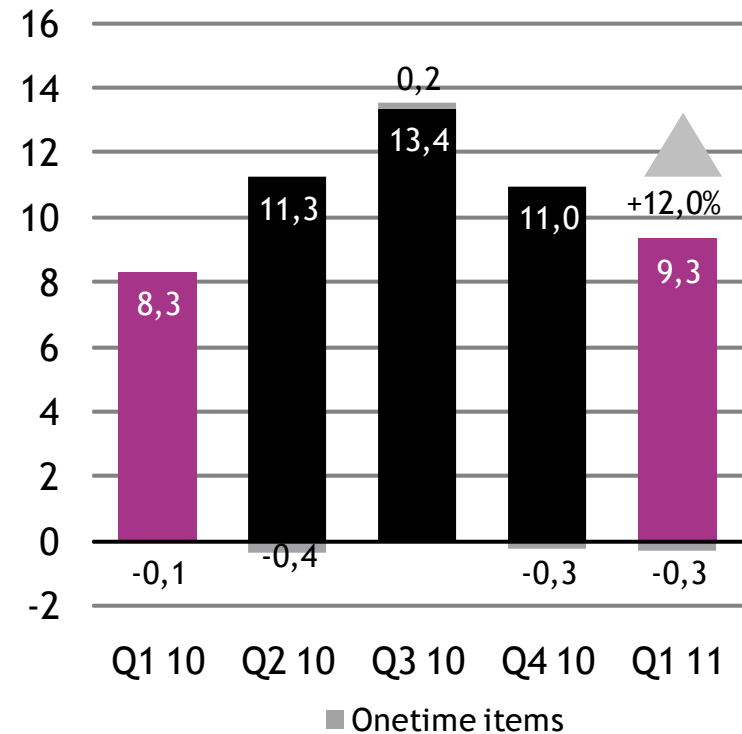
Key figures Q1 2011

IFRS

Revenue, MEUR



EBIT, MEUR



Markets Q1 2011

Advertising sales change Q1 / 2011

Alma Media vs. market

Change, %	Market* Q1 11	Alma Media** Q1 11
Newspapers total	4.8	0.8 ***
Magazines	1.6	-
Television	12.4	-
Radio	26.0	-
Internet	32.5	30.9
TOTAL	9.7	8.2

* Source: TNS Media Intelligence

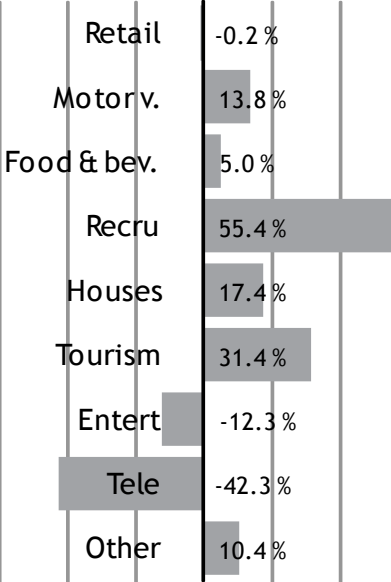
** without discontinued operations

*** Newspapers segment (excl. online services), Kauppalehti and Asuntomedia

Advertising change by branch

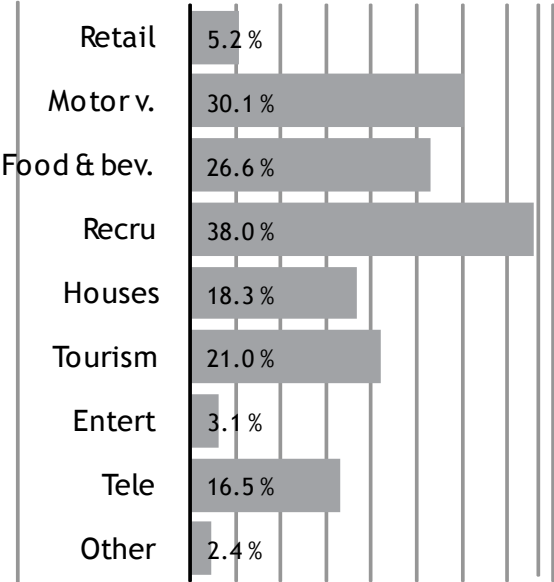
Total market; change from previous year

P1 2011 vs 2010



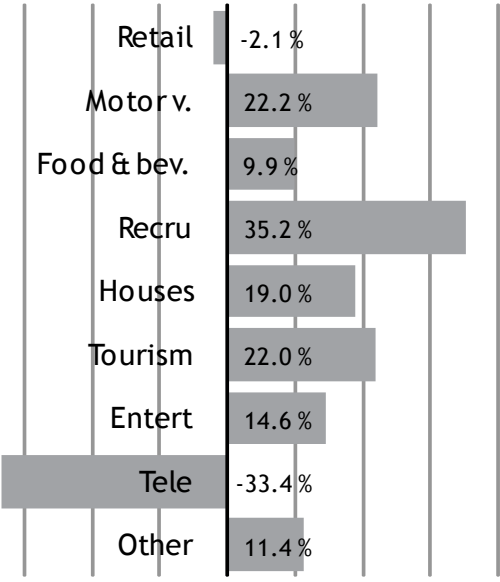
Total +8.6%

P2 2011 vs 2010



Total +11.4%

P3 2011 vs 2010



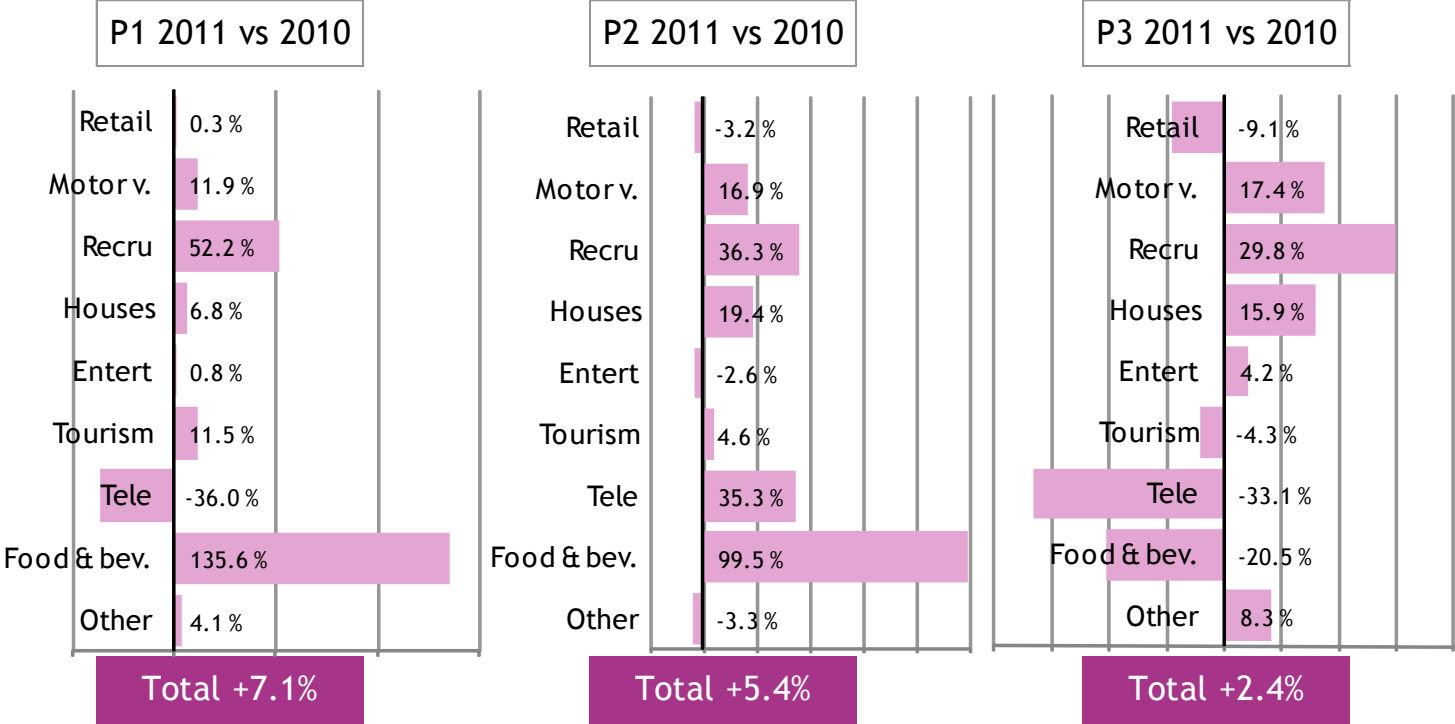
Total +9.0%

Source: TNS Media Intelligence



Advertising change by branch

Newspapers total*; change from previous year



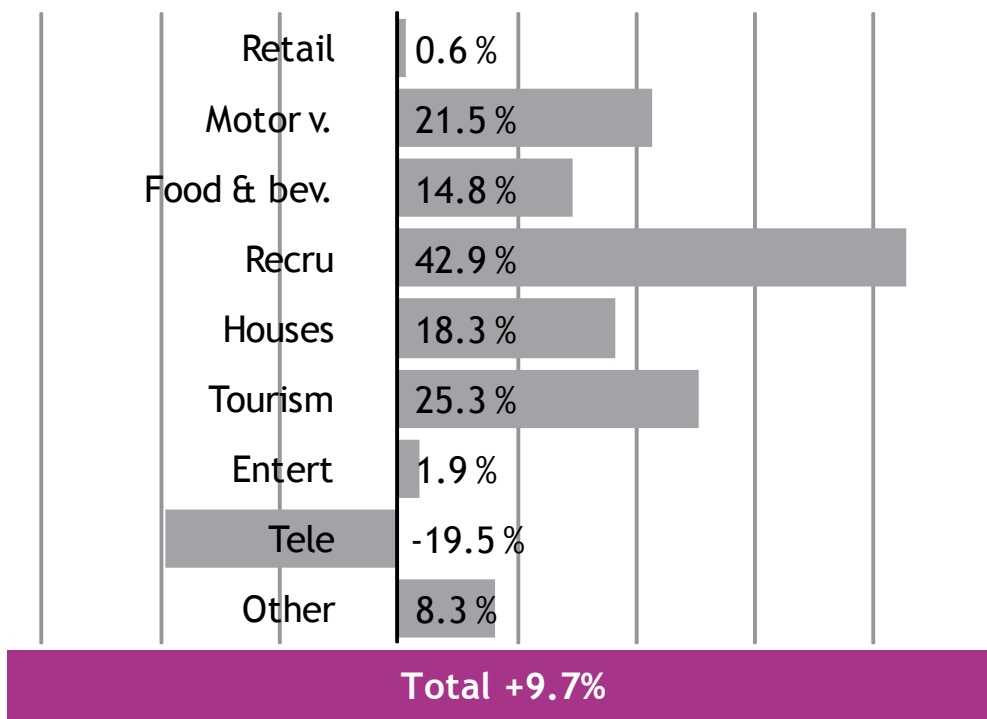
Source: TNS Media Intelligence

* Newspapers, local and free issue papers



Advertising by branch Q1 / 2011

Total market; change from Q1 2010

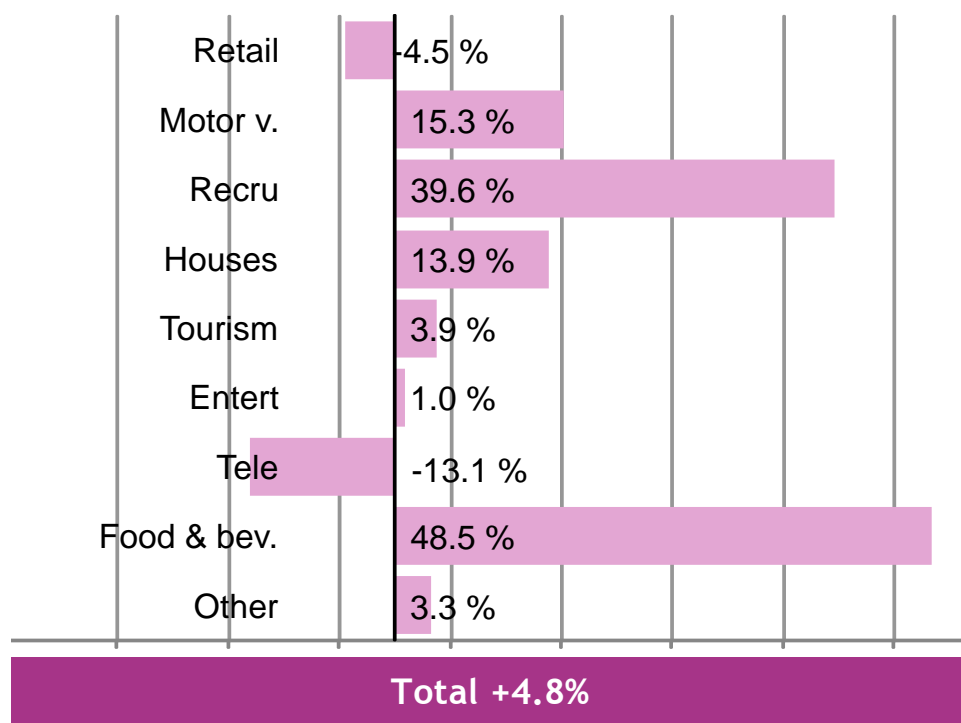


Advertising in Q1 11	MEUR
Retail	56
Motor vehicles	31
Food & beverages	25
Recruiting	16
Houses and premises	12
Tourism and traffic	12
Entertainment	10
Telecommunications	8
Other	106
Total	275

Source: TNS Media Intelligence

Advertising by branch Q1 / 2011

Newspapers total*, change from Q1 2010



Advertising in Q1 11	MEUR
Retail	41
Motor vehicles	16
Recruiting	10
Houses and premises	8
Tourism and traffic	4
Entertainment	4
Telecommunications	3
Food & beverages	2
Other	39
Total	127

Source: TNS Media Intelligence

* Newspapers, local and free issue papers



Segment review Q1 2011

Newspapers

- Revenue grew to MEUR 53.8 (52.2), up 3,2 %.
 - Circulation revenue remained at comparison period's level at MEUR 26.9 (26.8).
 - Advertising sales grew to MEUR 26.0 (24.6), up 5,6 % (up 0.9%).
 - Advertising sales in printed papers grew by 1.9% (down 1.4%).
 - Online advertising sales increased by 40.8% (28.6%).
- Total expenses excl. non-recurring items amounted to MEUR 47.2 (45.3).
- Operating profit excl. non-recurring items totalled MEUR 6.7 (6.9).
- Iltalehti.fi broke the Finnish records with its 3.1 million unique visitors (browsers) visiting the site in week 11.

Kauppalehti Group

- Revenue declined to MEUR 13.9 (14.1), down 1,0 %.
 - Circulation revenue remained at comparison period's level, at MEUR 3.8 (3.8).
 - Advertising sales decreased by 1.8% (down 3.3%), while online advertising sales grew by 1.5% (29.9%).
 - Content and service sales at the level of the comparison period, MEUR 6.1 (6.0).
- Total expenses were MEUR 12.7 (12.5).
- Operating profit excl. non-recurring items totalled MEUR 1.2 (1.5).

Marketplaces

- Revenue grew to MEUR 9.1 (7.6), up 20.0%.
- The increase in revenue was mainly driven by the strong growth in advertising for recruitment and online advertising for housing.
- Total expenses remained at the level of the comparison period, at MEUR 7.7 (7.6).
- Operating profit excl. non-recurring items grew to MEUR 1.5 (0.1).

Other operations

- Revenue was MEUR 19.6 (19.3), of which external revenue MEUR 1.4.
- The investment in renewing the Tampere printing facility proceeds as planned.
 - The printing press will be purchased from manroland AG, the supplier for the mailing equipment will be selected in 2011.
 - Financing of the equipment to be purchased has been agreed.
- Programme to develop and rationalise the printing and distribution operations initiated in April, including a plan to discontinue printing operations in Pori, Finland.

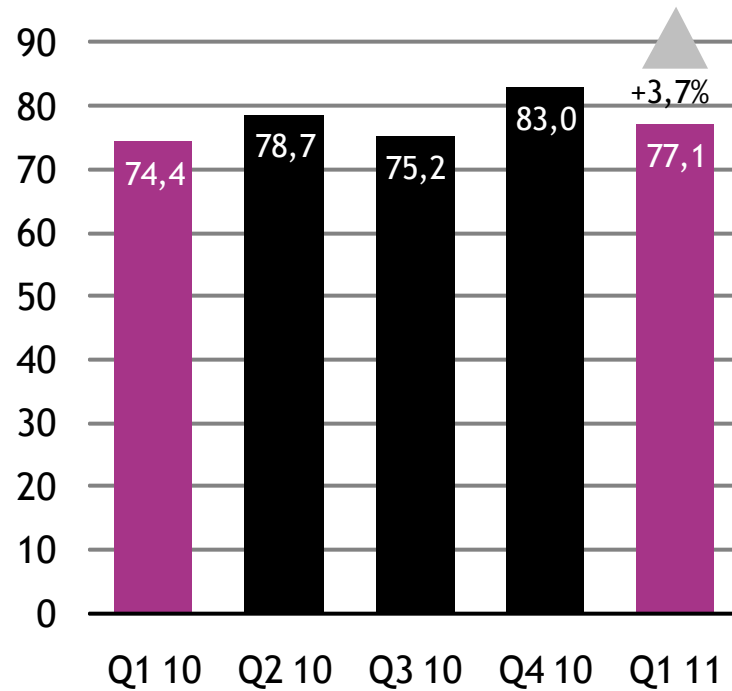


Financial review Q1 2011

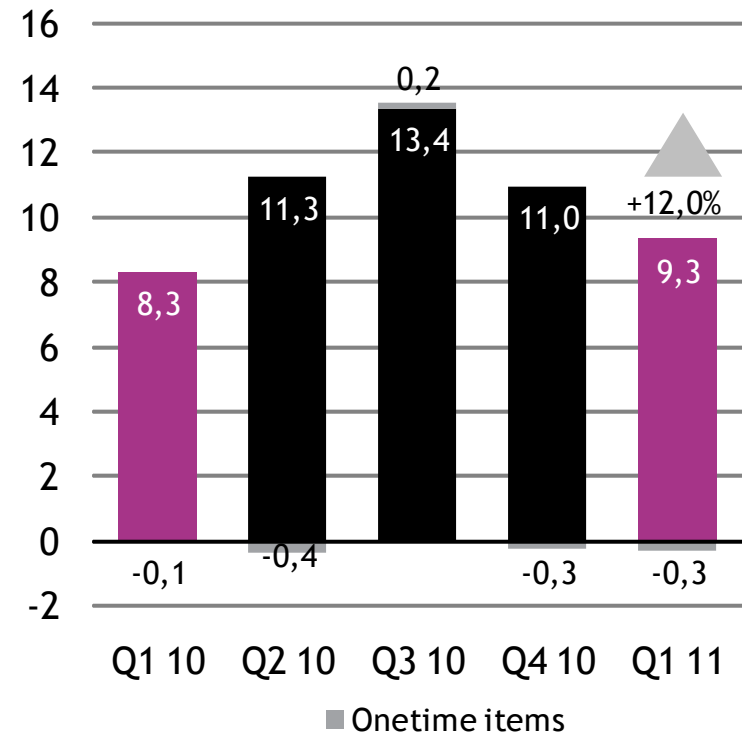
Key figures Q1 2011

IFRS

Revenue, MEUR



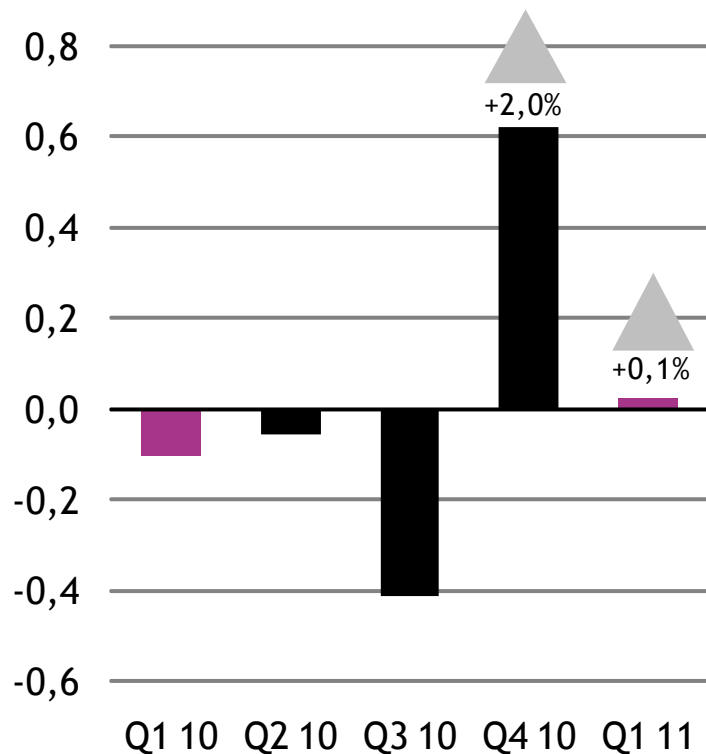
EBIT, MEUR



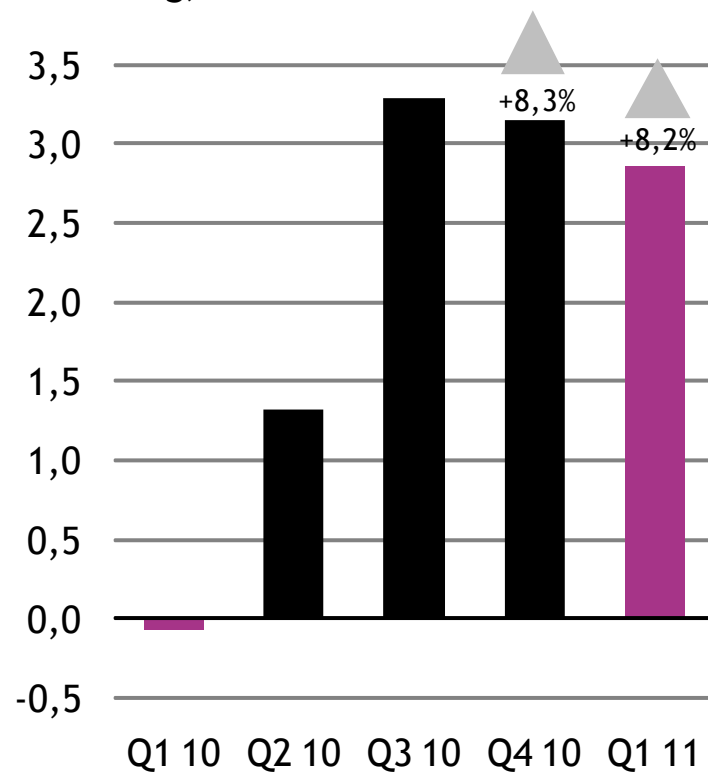
Revenue change by type

IFRS

Circulation, MEUR



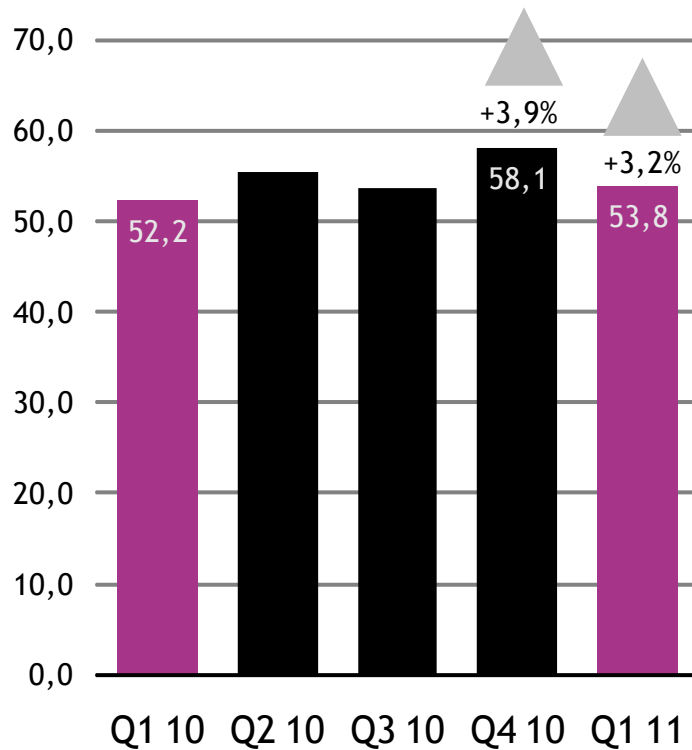
Advertising, MEUR



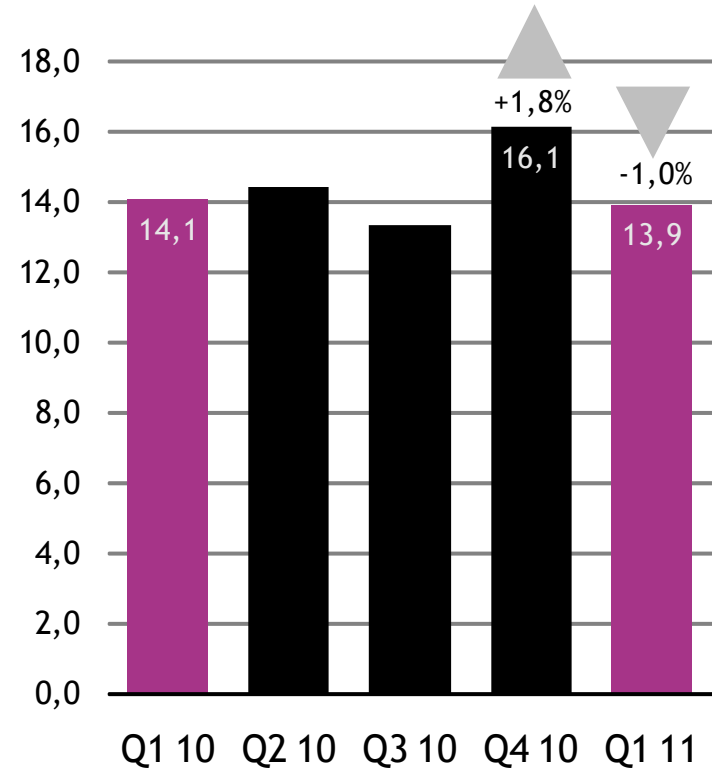
Revenue by segment

w/o onetime items

Newspapers, MEUR & %



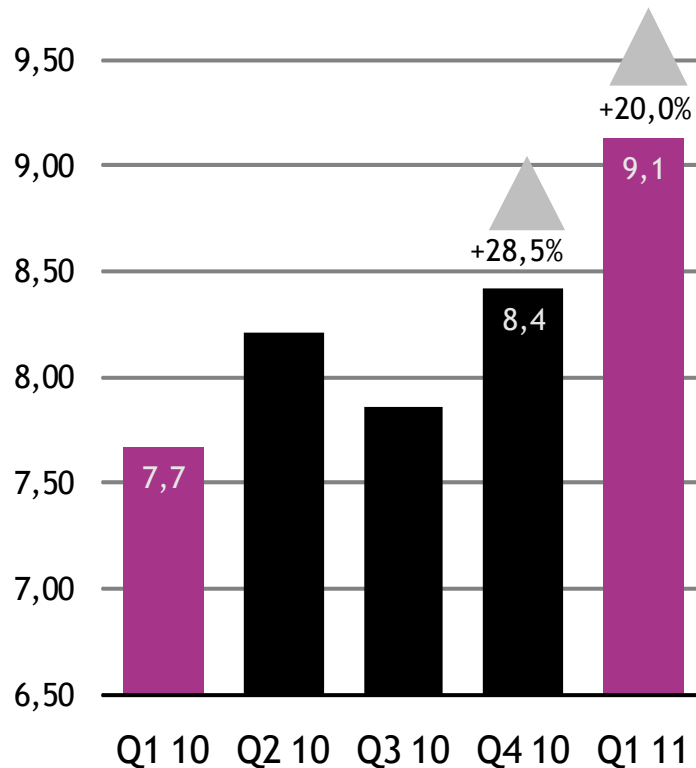
Kauppalehti Group, MEUR & %



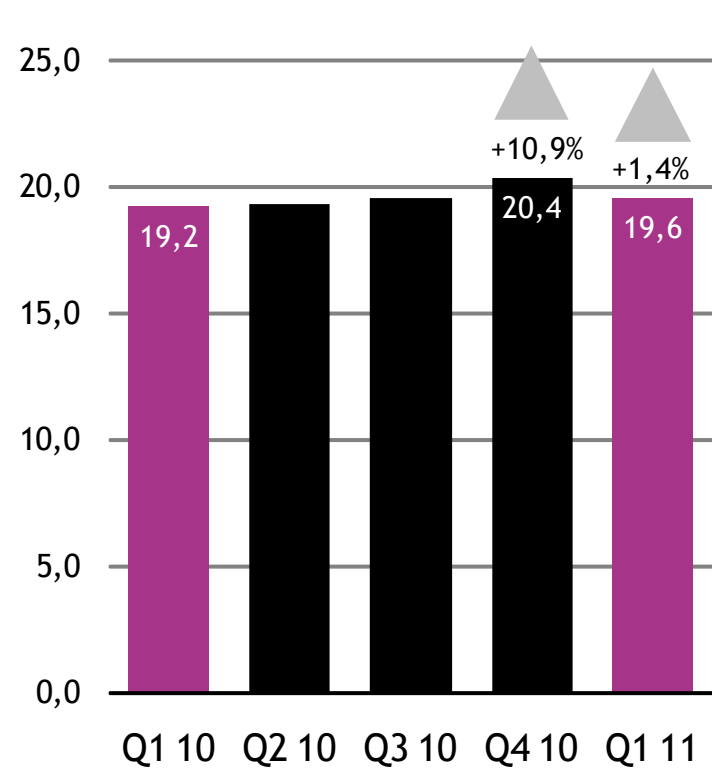
Revenue by segment

w/o onetime items

Marketplaces, MEUR & %



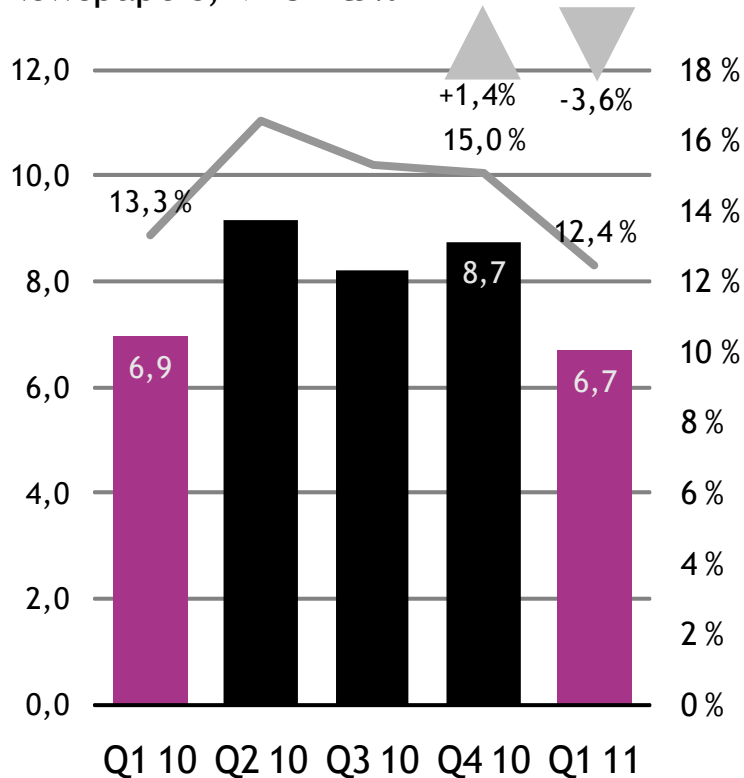
Other, MEUR



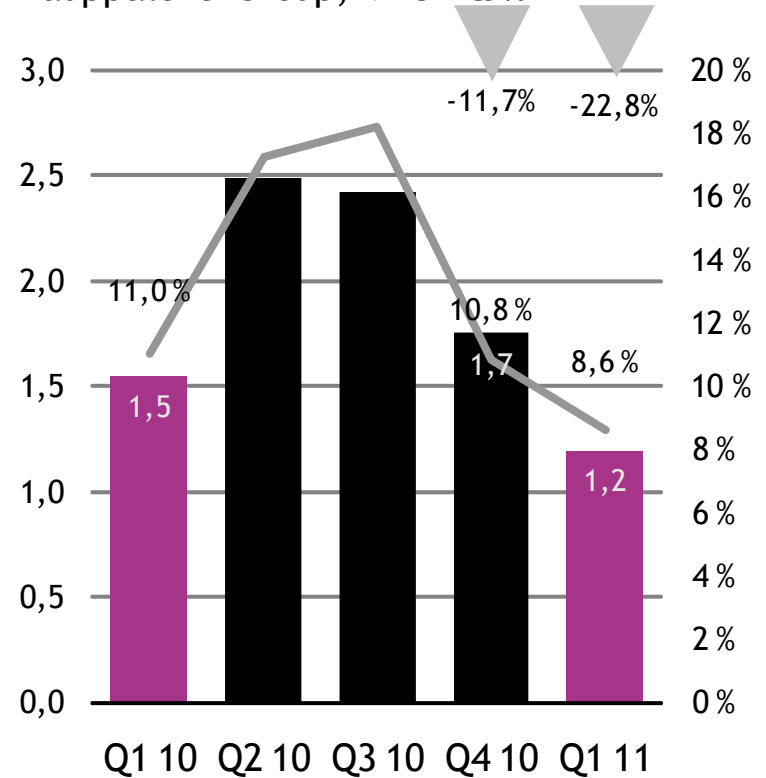
EBIT by segment, MEUR

w/o onetime items

Newspapers, MEUR & %



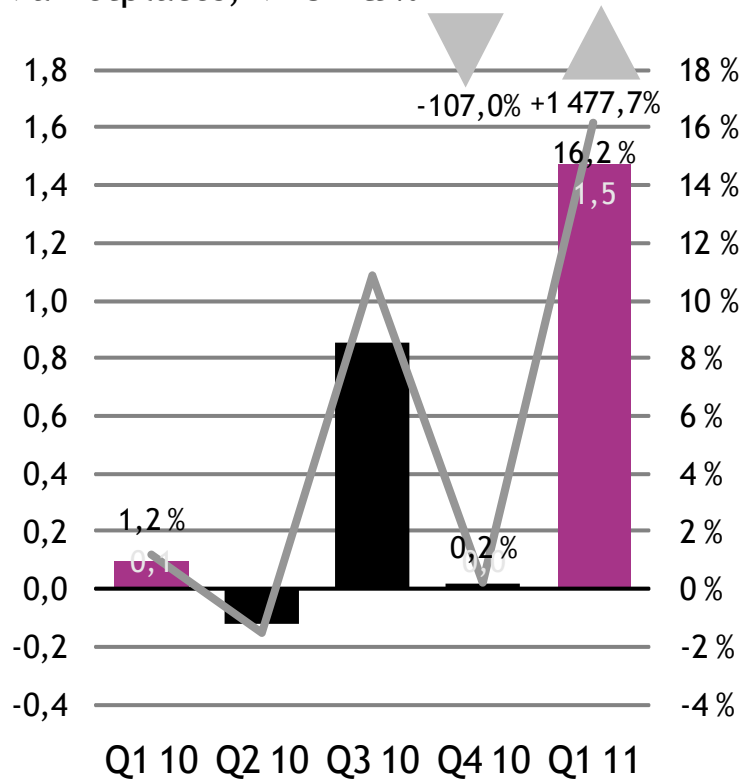
Kauppaletti Group, MEUR & %



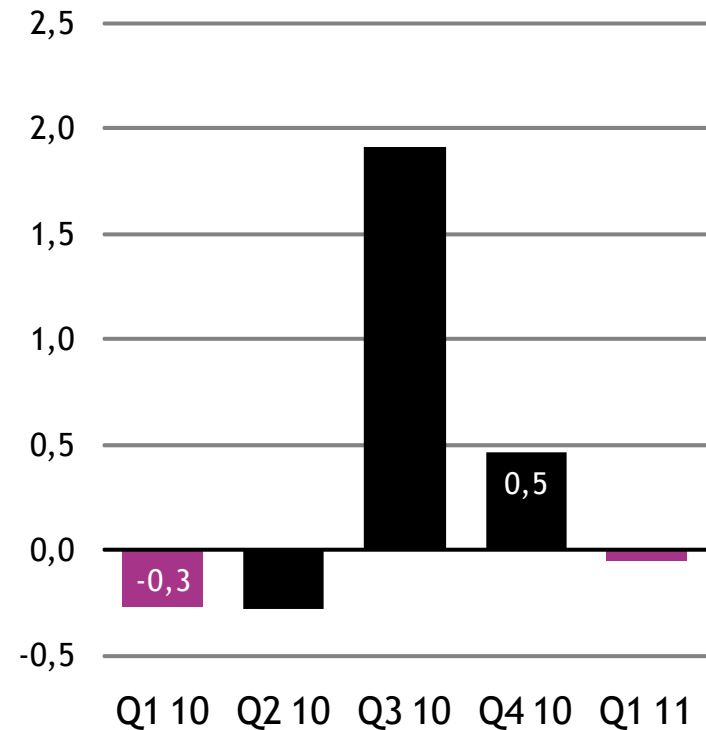
EBIT by segment, MEUR

w/o onetime items

Marketplaces, MEUR & %

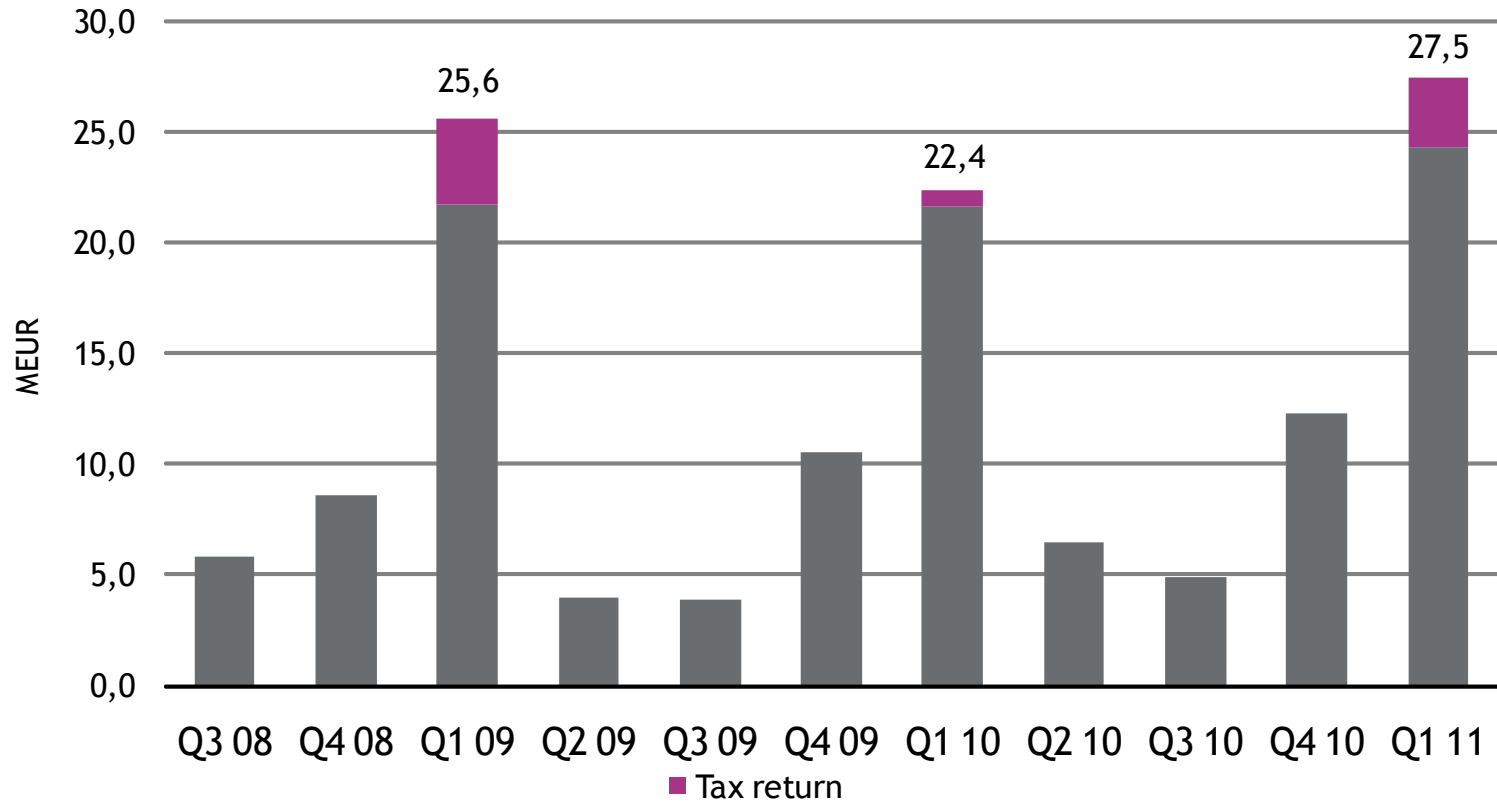


Other, MEUR

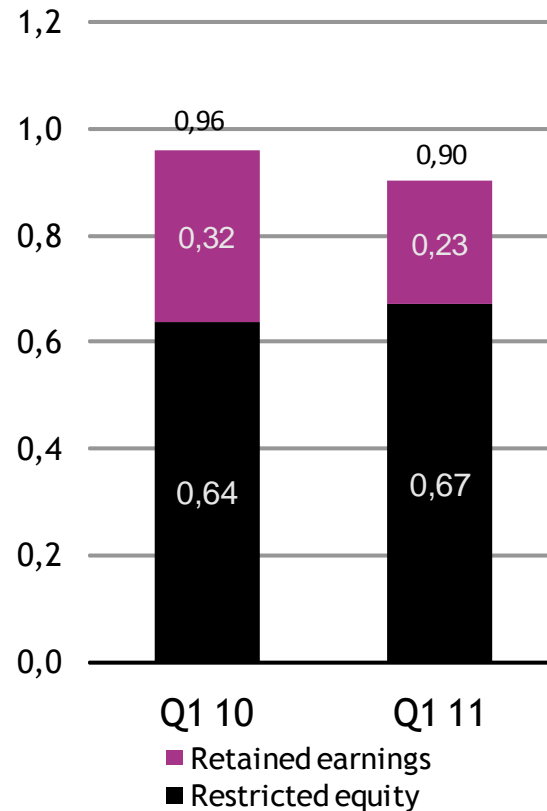
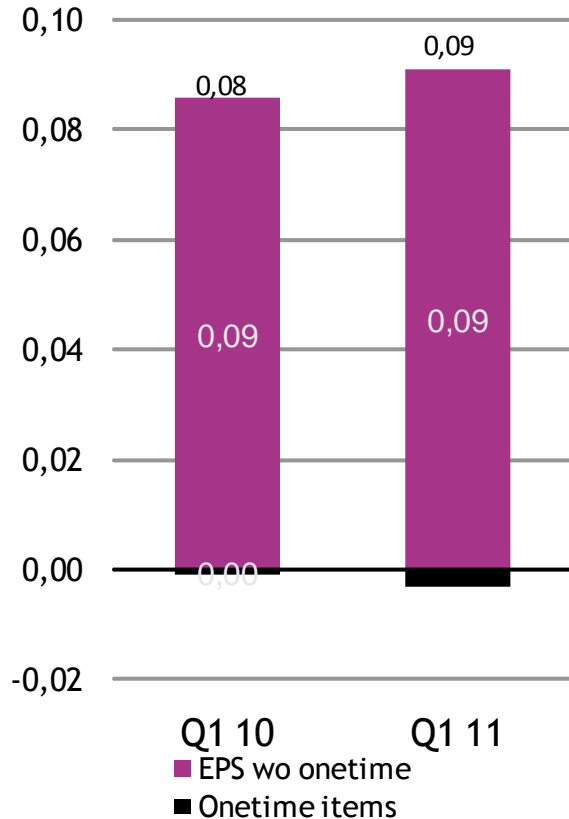


Cash flow from operating activities

IFRS



EPS and shareholders' equity per share



Outlook on April 29, 2011

- Alma Media estimates that its full-year revenue and operating profit excluding non-recurring items will grow from the 2010 levels.
- In 2010, revenue totalled MEUR 311.4, operating profit excluding non-recurring items was MEUR 43.9 and operating profit MEUR 43.4.



Thank you!

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