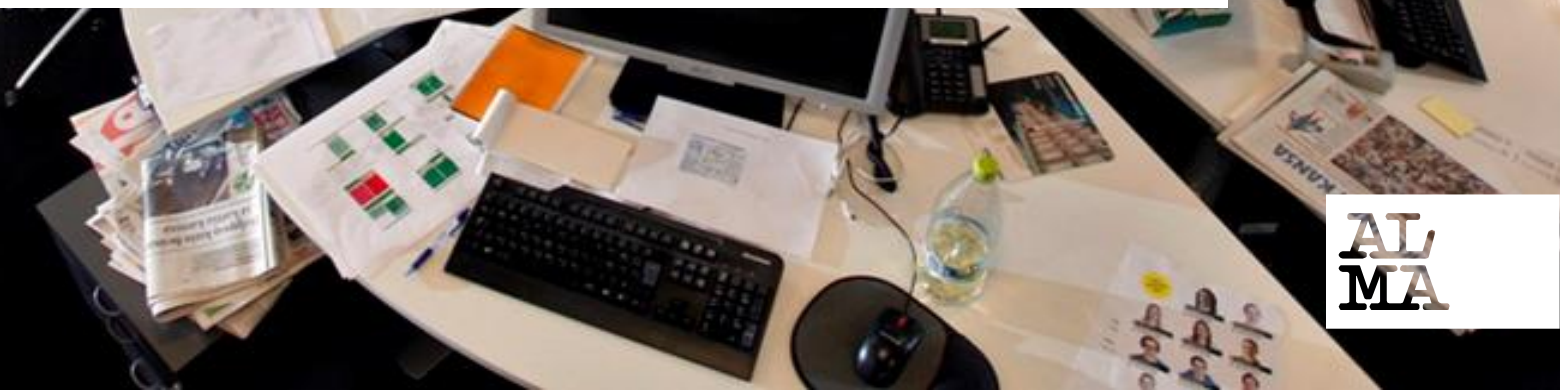




# Alma Media Q3 2011

Kai Telanne, President and CEO  
Tuomas Itkonen, CFO  
October 28, 2011



# Agenda

- Highlights
- Markets
- Segment review
- Financial review and outlook

# Highlights Q3 2011

- Revenue was MEUR 75.1 (75.2), down by 0.2%.
  - Advertising sales grew by 1.5 % and amounted to MEUR 34.3 (33.8).
    - Online advertising sales grew by 20.6% to MEUR 9.9 (8.2).
    - Advertising sales in the printed media decreased by 4.9% to MEUR 24.2 (25.5).
  - Circulation sales increased by 1.2% to MEUR 32.5 (32.1), while content and service revenue decreased by 10.7% to MEUR 8.3 (9.3).
- The share of digital products and services rose to MEUR 13.3 (11.3) and represented 17.7% (15.1%) of the total revenue.
- Total expenses excl. non-recurring items grew by 2.0% to MEUR 63.1 (61.9).
- Operating profit excl. non-recurring items was MEUR 12.0 (13.4), representing 16.0% (17.8%) of the revenue.

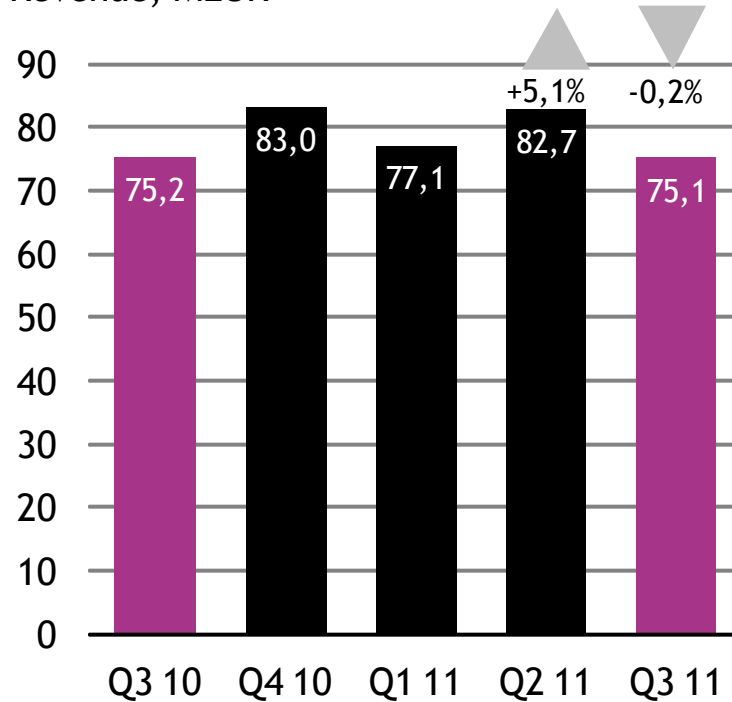
# Highlights Q1-Q3 2011

- Revenue was MEUR 234.9 (228.3), up by 2.9%.
  - Advertising sales grew by 7.0 % and amounted to MEUR 114.7 (107.2).
    - Online advertising sales increased by 23.7% to MEUR 32.0 (25.8).
    - Advertising sales in the printed media increased by 1.6% to MEUR 82.1 (80.8).
  - Circulation revenue nearly unchanged at MEUR 93.4 (93.5).
  - Content and service revenue declined by 3.2% to MEUR 26.8 (27.7).
- The share of digital products and services represented 17.9% (15.5%) of the total revenue.
- Total expenses excl. non-recurring items grew by 3.3% to MEUR 202.2 (195.7).
- Operating profit excl. non-recurring items was MEUR 32.9 (33.0), representing 14.0% (14.4%) of the revenue.

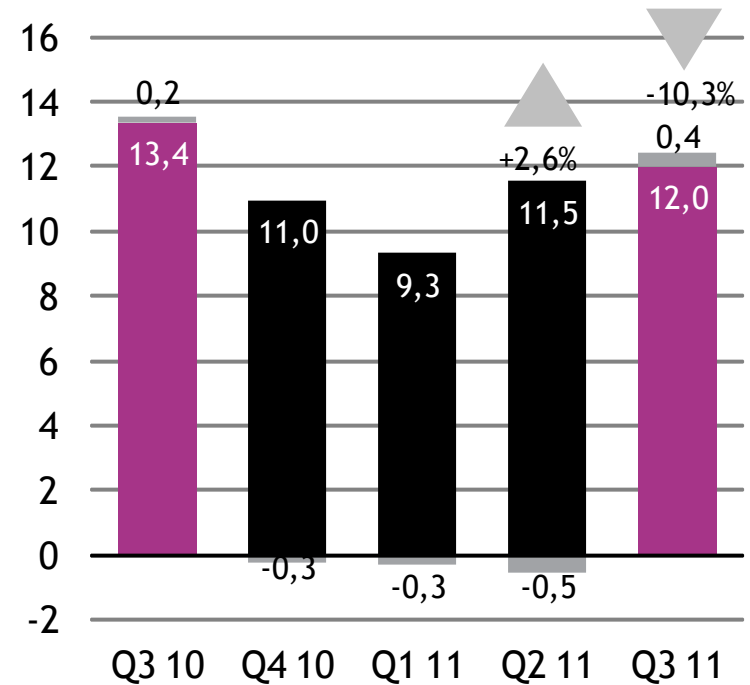
# Key figures Q3 2011, MEUR

IFRS

Revenue, MEUR

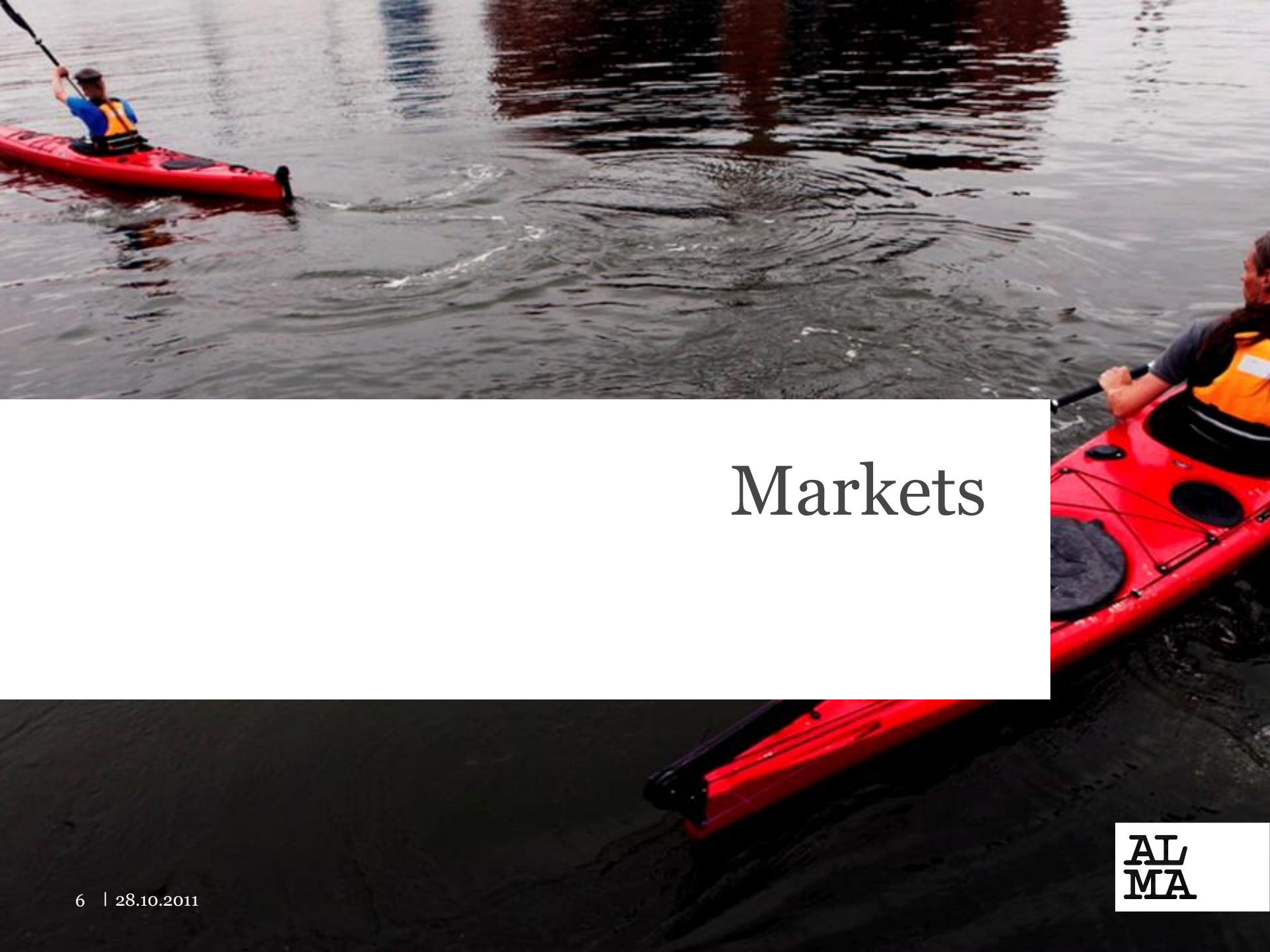


EBIT, MEUR



■ Onetime items





# Markets

# Advertising sales change Q3/2011

## Alma Media vs. market

Change, %	Market* Q3/11	Alma Media** Q3/11
Newspapers total	0,5	-4,9 ***
Magazines	0,6	-
Television	0,8	-
Radio	23,2	-
Internet	20,3	18,8
<b>TOTAL</b>	<b>3,7</b>	<b>0,5</b>

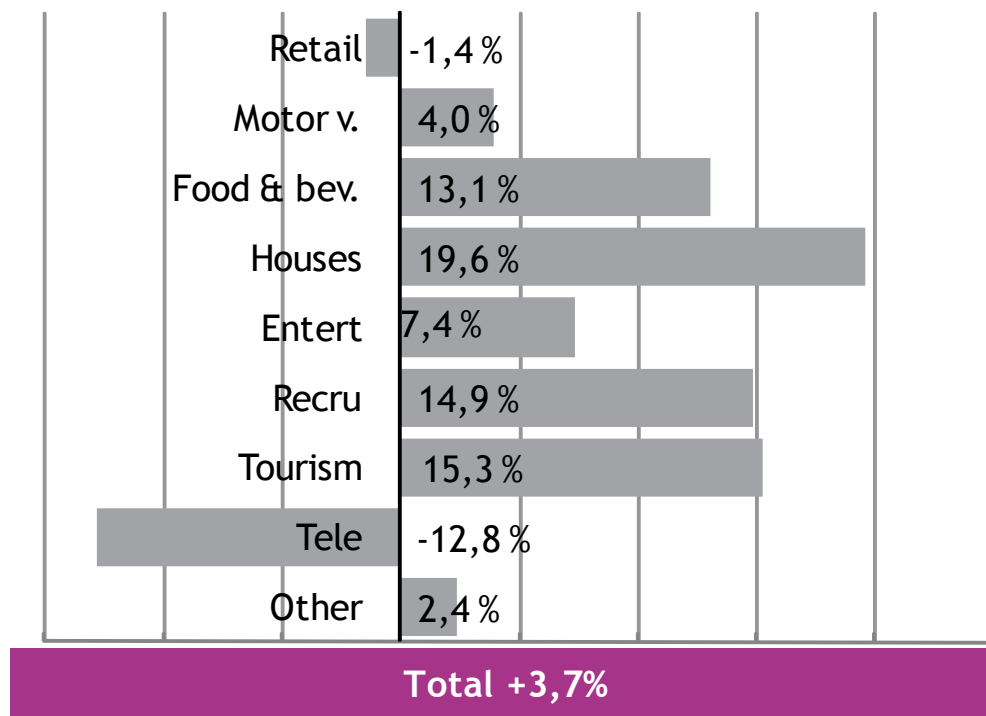
\* Source: TNS Media Intelligence

\*\* without discontinued operations

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

# Advertising by branch Q3/2011

Total market; change from Q3/2010



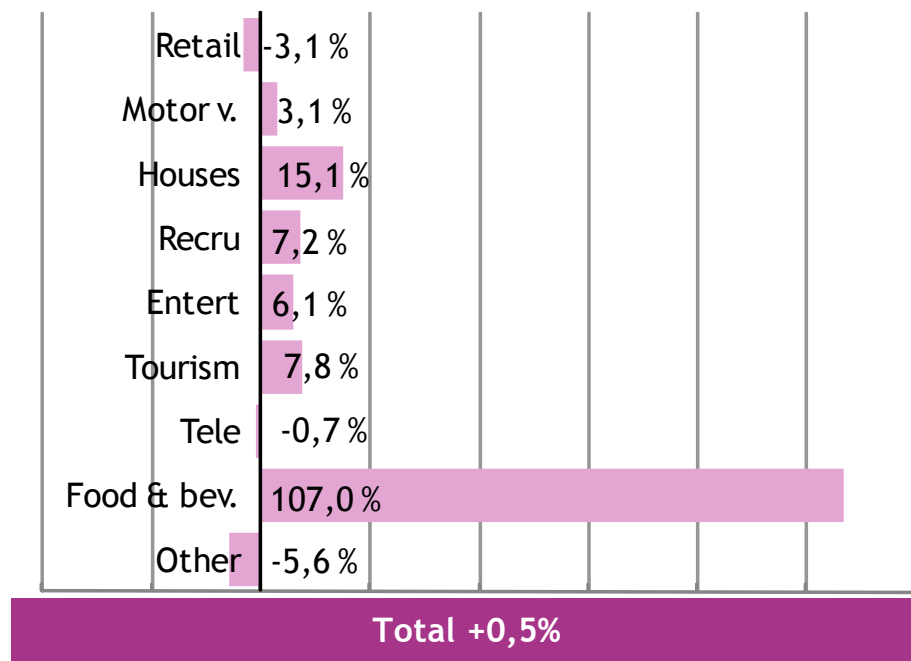
Advertising in Q3/11	MEUR
Retail	57
Motor vehicles	25
Food & beverages	18
Houses and premises	13
Entertainment	11
Recruiting	11
Tourism and traffic	10
Telecommunications	8
Other	86
<b>Total</b>	<b>239</b>

Source: TNS Media Intelligence



# Advertising by branch Q3/2011

Newspapers total\*; change from Q3/2010



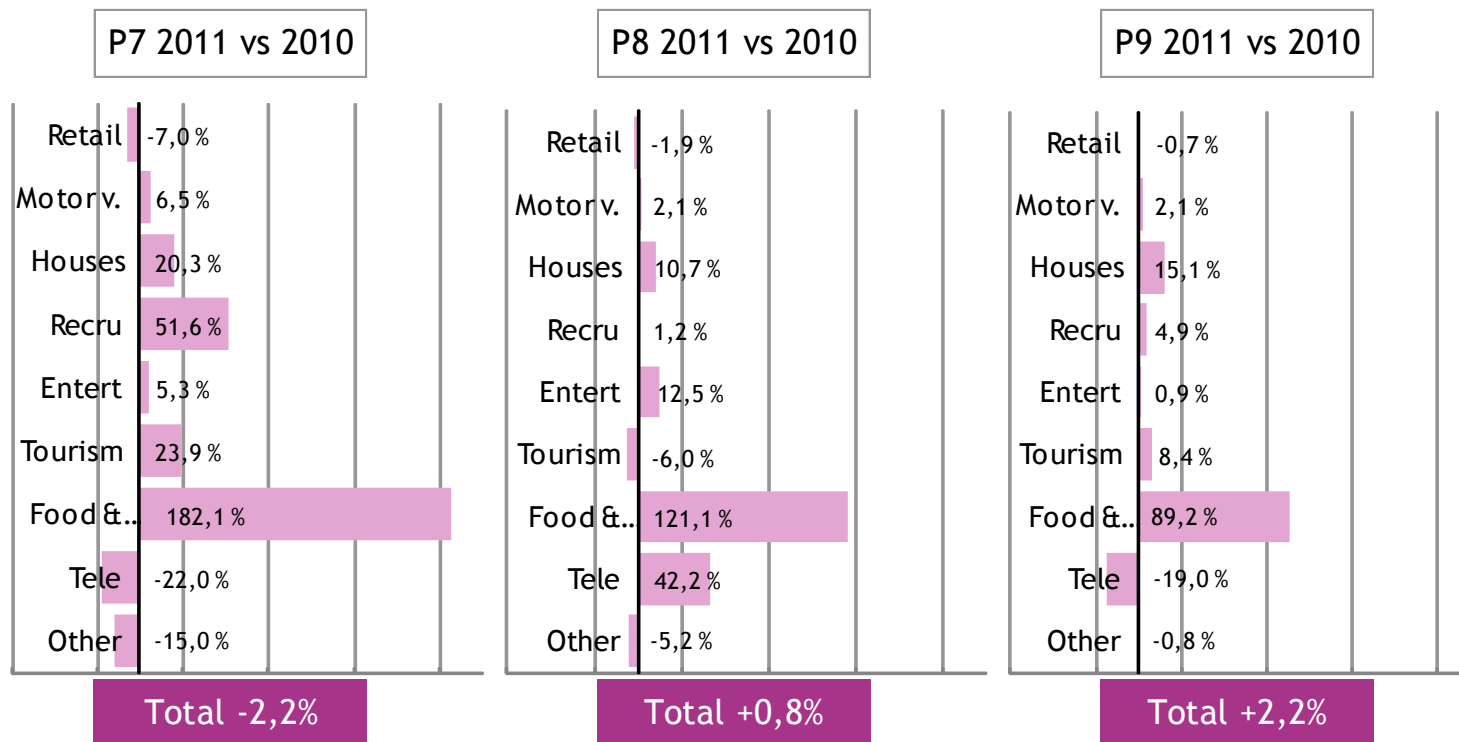
Advertising in Q3/11	MEUR
Retail	42
Motor vehicles	14
Houses and premises	8
Recruiting	7
Entertainment	5
Tourism and traffic	4
Telecommunications	3
Food & beverages	2
Other	30
<b>Total</b>	<b>115</b>

Source: TNS Media Intelligence

\* Newspapers, local and free issue papers

# Advertising change by branch

Newspapers total\*; change from previous year



Source: TNS Media Intelligence

\* Newspapers, local and free issue papers

# Advertising sales change Q1-Q3 / 2011

## Alma Media vs. market

Change, %	Market* Q1-Q3 11	Alma Media** Q1-Q3 11
Newspapers total	6,2	1,6 ***
Magazines	3,8	-
Television	10,3	-
Radio	26,9	-
Internet	27,5	22,2
<b>TOTAL</b>	<b>9,9</b>	<b>6,3</b>

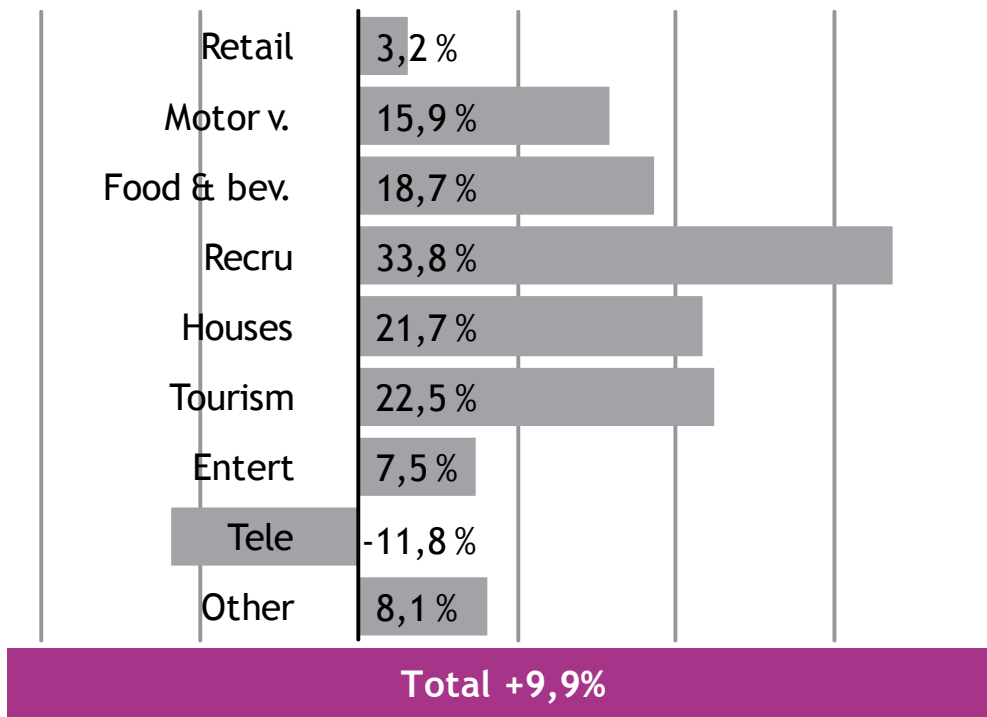
\* Source: TNS Media Intelligence

\*\* without discontinued operations

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

# Advertising by branch Q1-Q3 / 2011

Total market; change from Q1-Q3 2010

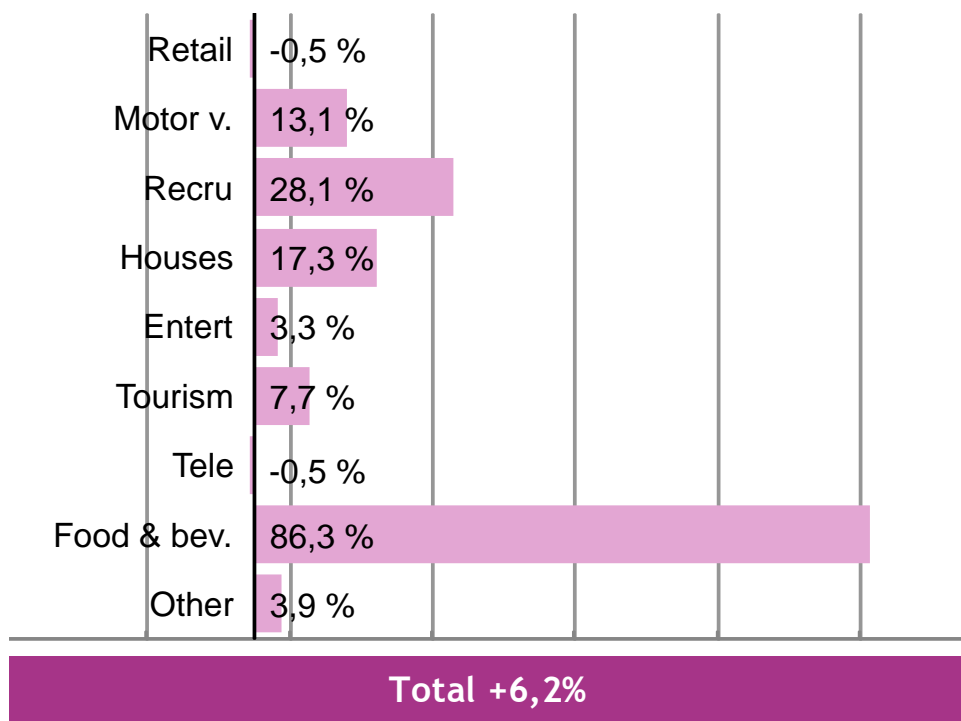


Advertising in Q1-Q3 11	MEUR
Retail	187
Motor vehicles	84
Food & beverages	77
Recruiting	42
Houses and premises	38
Tourism and traffic	34
Entertainment	33
Telecommunications	26
Other	310
<b>Total</b>	<b>831</b>

Source: TNS Media Intelligence

# Advertising by branch Q1-Q3 / 2011

Newspapers total\*, change from Q1-Q3 2010



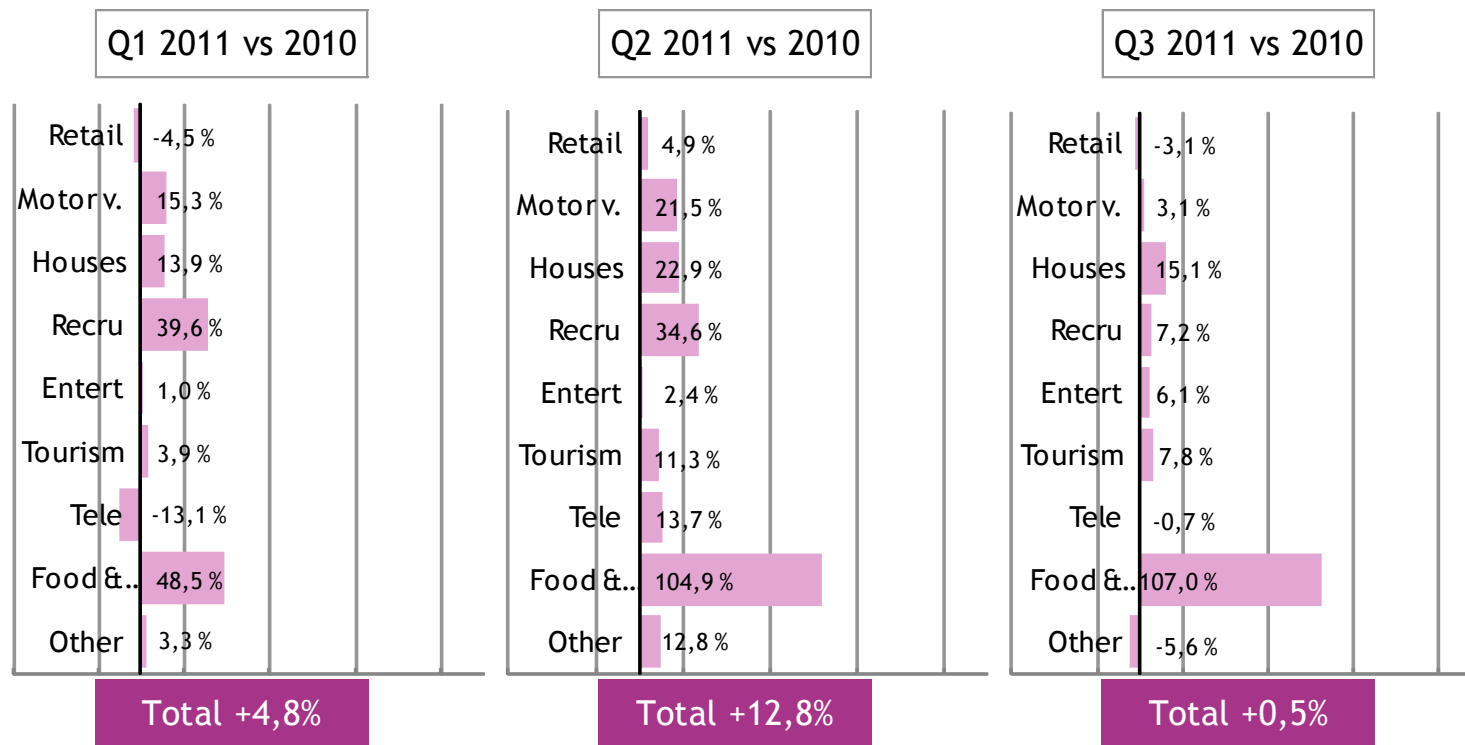
Advertising in Q1-Q3 11	MEUR
Retail	137
Motor vehicles	46
Recruiting	25
Houses and premises	25
Entertainment	14
Tourism and traffic	13
Telecommunications	9
Food & beverages	7
Other	110
<b>Total</b>	<b>386</b>

Source: TNS Media Intelligence

\* Newspapers, local and free issue papers

# Advertising change by branch

Newspapers total\*; change from previous year



Source: TNS Media Intelligence

\* Newspapers, local and free issue papers



# Segment review



# Newspapers Q3

- Revenue decreased by 0.7% to MEUR 53.1 (53.5).
  - Advertising sales fell by 1.1% (+7.9%) to MEUR 23.6 (23.9).
    - In printed media, advertising sales declined by 3.6% (+5.5%).
    - In online media, advertising sales grew by 23.5% (39.9%), particularly positive development in Iltalehti and Aamulehti.
  - Circulation revenue grew by 1.2% to MEUR 28.7 (28.4).
- Total expenses excl. non-recurring items were MEUR 46.2 (45.4).
- Operating profit excl. non-recurring items amounted to MEUR 7.0 (8.2), representing 13.1% (15.3%) of the revenue.

# Newspapers Q1-Q3

- Revenue increased by 2.3% to MEUR 164.9 (161.2).
  - Advertising sales grew by 4.9% (2.8%) to MEUR 76.9 (76.0).
    - In printed media, advertising sales increased by 2.6% (0.0%).
    - In online media, advertising sales grew by 25.7% (39.9%).
  - Circulation revenue remained unchanged at MEUR 82.4 (82.4).
- Total expenses excl. non-recurring items were MEUR 142.1 (137.4).
- Operating profit excl. non-recurring items amounted to MEUR 22.8 (24.3), representing 13.8% (15.1%) of the revenue.

# Kauppalehti Group Q3

- Revenue declined by 5.4% to MEUR 12.6 (13.3).
  - Circulation revenue at the level of the comparison period, MEUR 3.8 (3.7).
  - Advertising sales fell by 12.9% (+18.8%). Online advertising sales declined by 10.7% (+46.7%).
  - Content and service revenue decreased to MEUR 5.7 (6.0).
- Total expenses excl. non-recurring items were MEUR 10.6 (10.9).
- Operating profit excl. non-recurring items amounted to MEUR 2.0 (2.4), representing 16.0% (18.2%) of revenue.

# Kauppalehti Group Q1-Q3

- Revenue declined by 0.7% to MEUR 41.5 (41.8).
  - Circulation revenue grew to MEUR 11.1 (11.0).
  - Advertising sales fell by 2.6% (+8.3%) to MEUR 12.0 (12.3). Online advertising sales declined by 0.5% (+34.5%).
  - Content and service revenue remained at last year's level, MEUR 18.4 (18.4).
- Total expenses excl. non-recurring items were MEUR 36.3 (35.3).
- Operating profit excl. non-recurring items amounted to MEUR 5.2 (6.5), representing 12.5% (15.5%) of revenue.
- Alma 360 Custom Media won new customers in challenging market conditions.

# Marketplaces Q3

- Revenue grew by 15.0% and amounted to MEUR 9.0 (7.9).
- Growth in revenue was driven by the healthy demand for recruitment and online housing advertising.
- Total expenses excl. non-recurring items grew by 5.2% to MEUR 7.4 (7.0). The increase in expenses was due to planned investments in marketing as well as growth in personnel costs.
- Operating profit excl. non-recurring items was MEUR 1.7 (0.9), representing 18.5% (10.9%) of revenue.

# Marketplaces Q1-Q3

- Revenue grew by 17.0% to MEUR 27.7 (23.7).
- Growth in revenue was driven by the healthy demand for recruitment and online housing advertising.
- Total expenses excl. non-recurring items were at last year's level, MEUR 23.0 (22.9).
- Operating profit excl. non-recurring items was MEUR 4.7 (0.8), representing 17.0% (3.5%) of revenue.

# Other operations Q3

- Revenue was MEUR 20.6 (19.6), of which external revenue MEUR 1.4.
- Investment to renew the Tampere printing facility proceeds as planned.



# Other operations Q1-Q3

- Revenue amounted to MEUR 60.9 (58.2), of which external revenue MEUR 4.1.
- Investment to renew the Tampere printing facility proceeds as planned.
- The statutory personnel negotiations related with the development and rationalising programme at the printing and distribution operations were completed in June.
  - Alma Manu will reduce its workforce by 54 full-time work years and will close down its printing operations in the city of Pori by the end of January 2012.
- The early morning delivery of Lapin Kansa will be transferred to Alma Manu as of January 17, 2012.



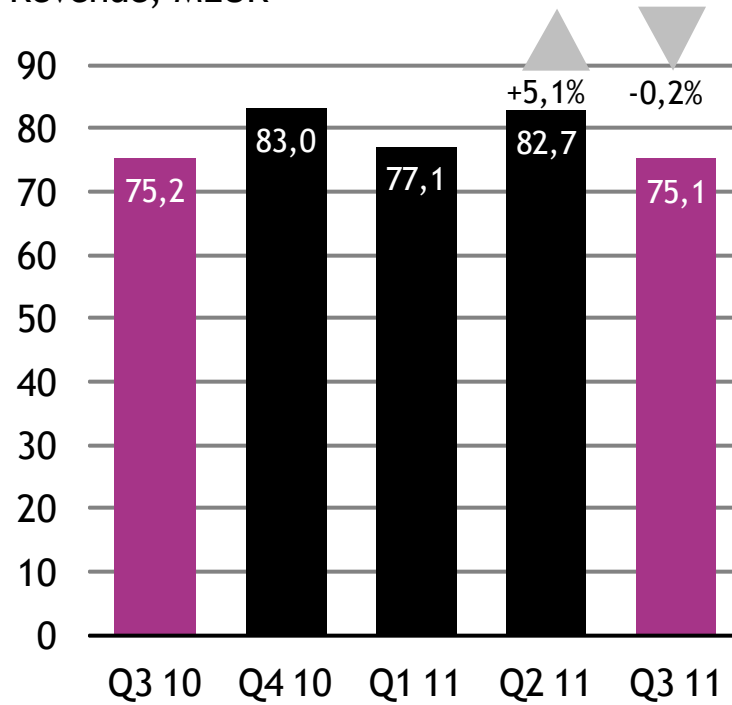
# Financial review

Q3 2011

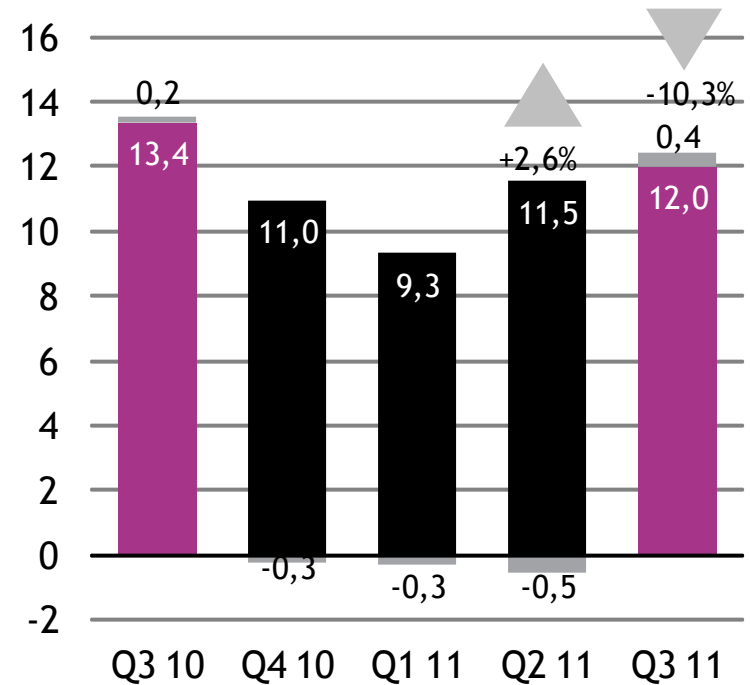
# Key figures Q3 2011, MEUR

IFRS

## Revenue, MEUR



## EBIT, MEUR

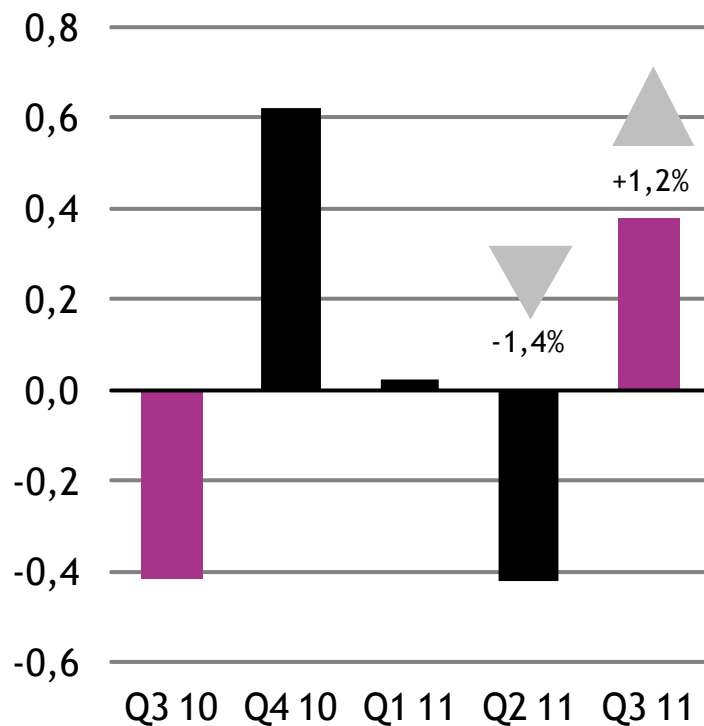


■ Onetime items

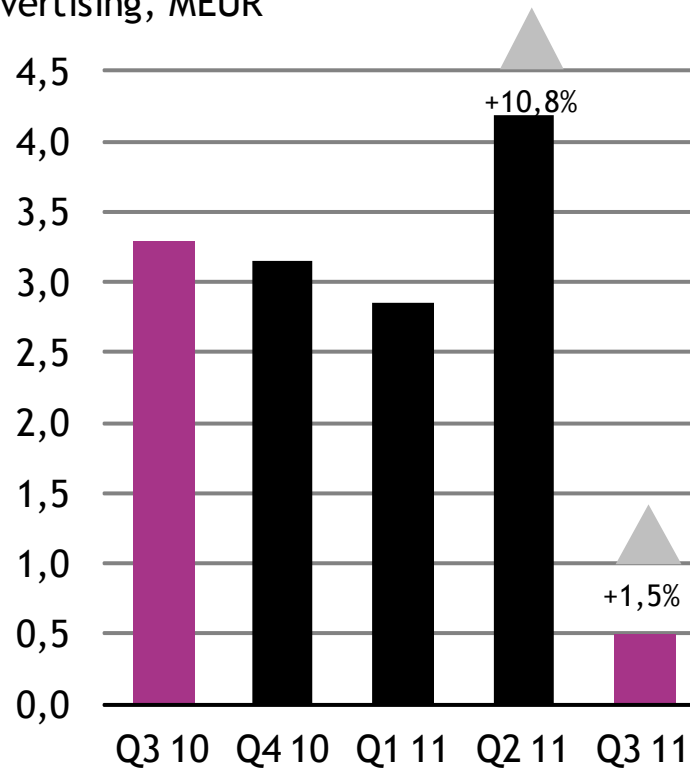
# Revenue change by type, MEUR

IFRS

## Circulation, MEUR



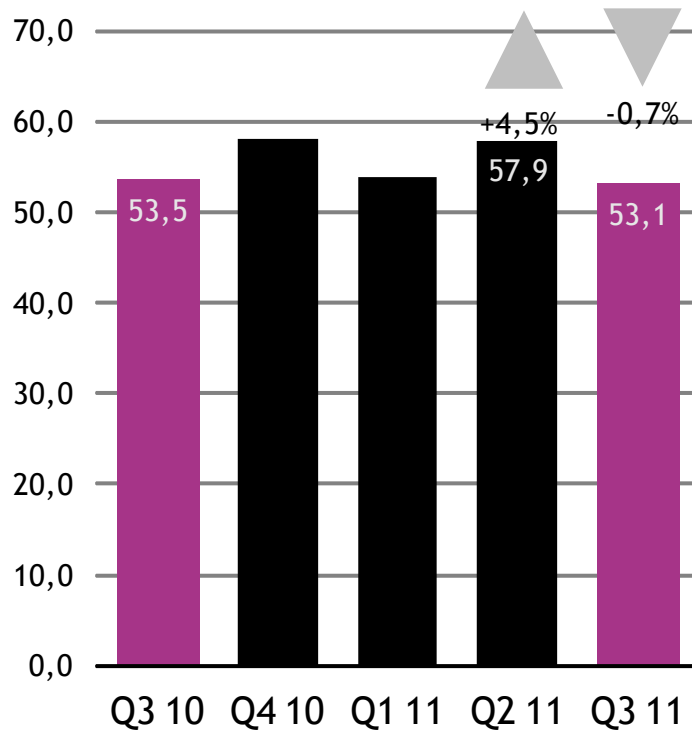
## Advertising, MEUR



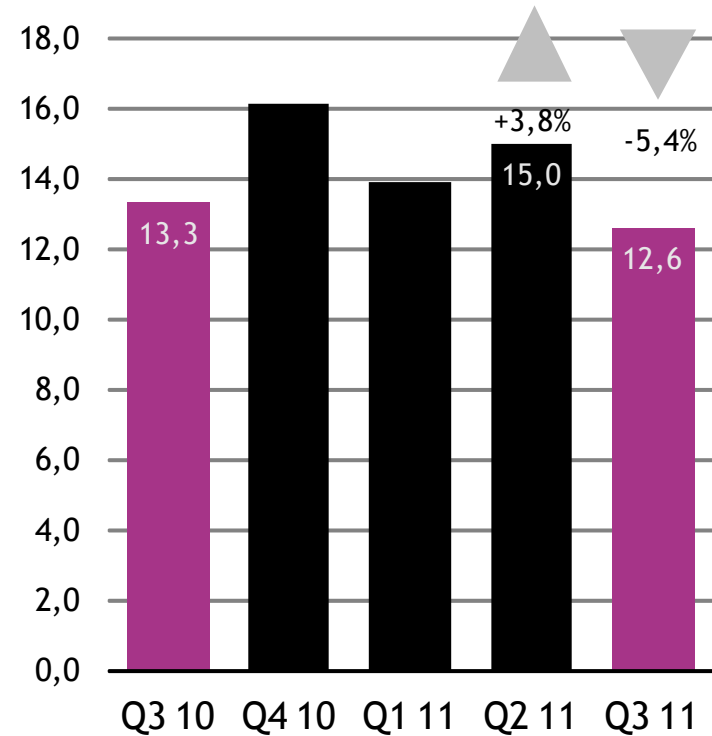
# Revenue by segment, MEUR

w/o onetime items

## Newspapers, MEUR & %



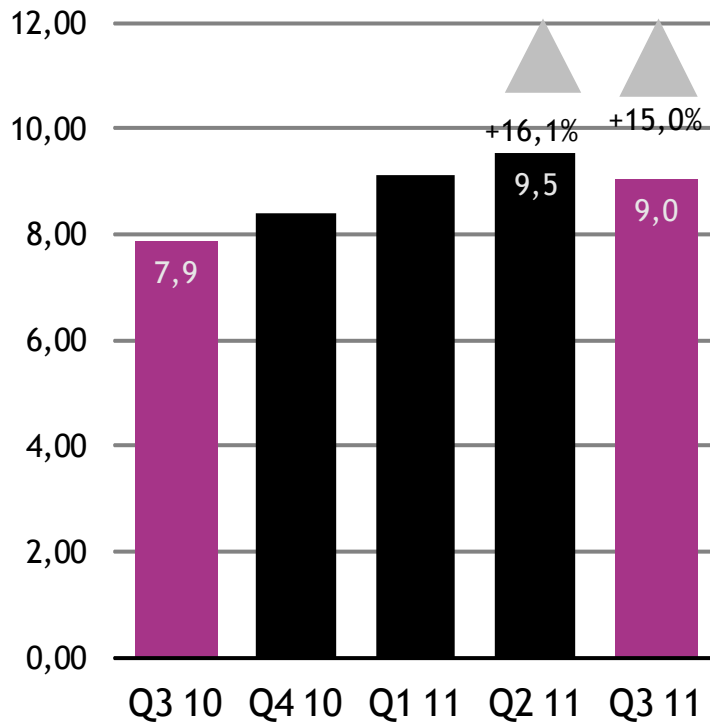
## Kauppalehti Group, MEUR & %



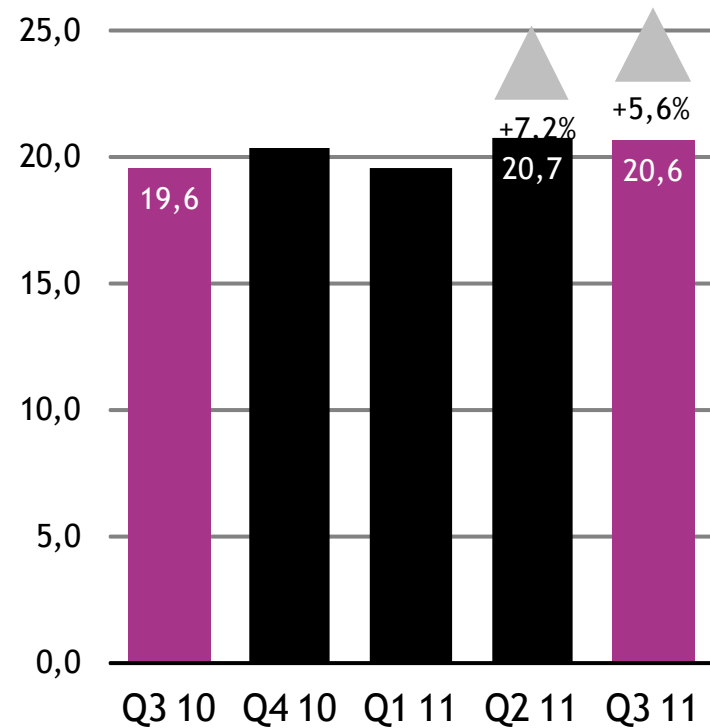
# Revenue by segment, MEUR

w/o onetime items

Marketplaces, MEUR & %



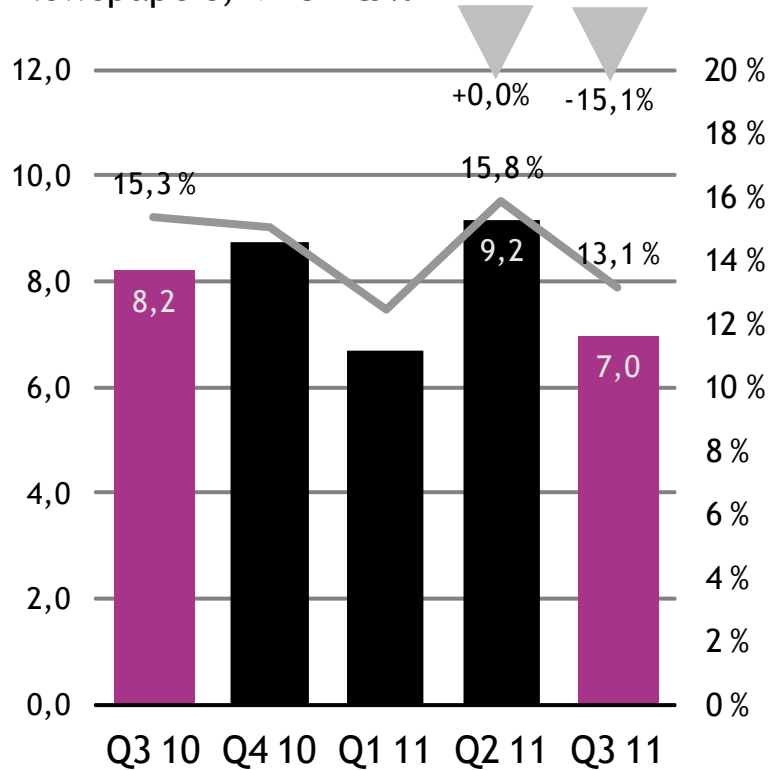
Other, MEUR



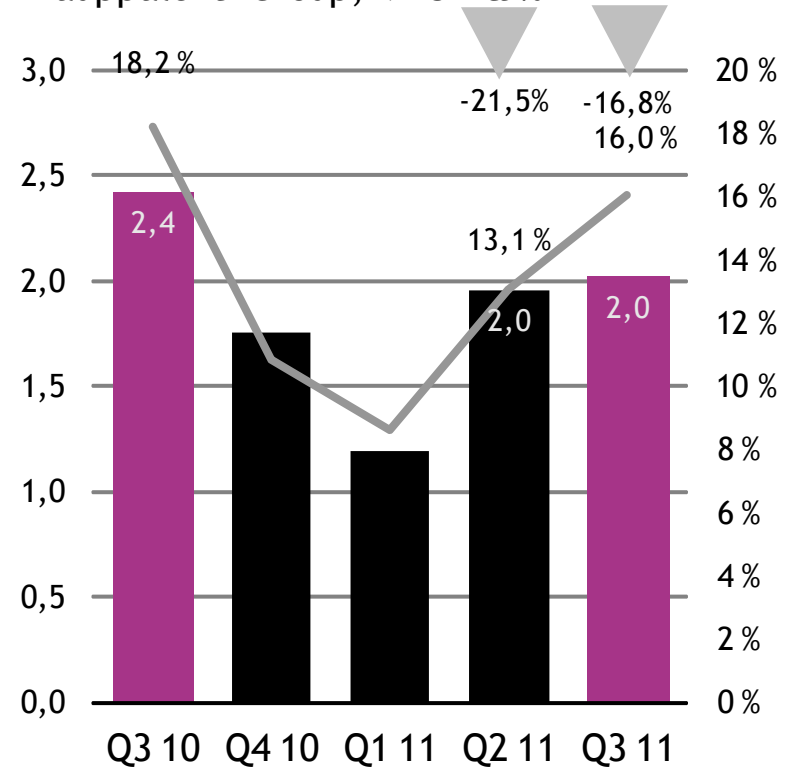
# EBIT by segment, MEUR

w/o onetime items

Newspapers, MEUR & %



Kauppalehti Group, MEUR & %

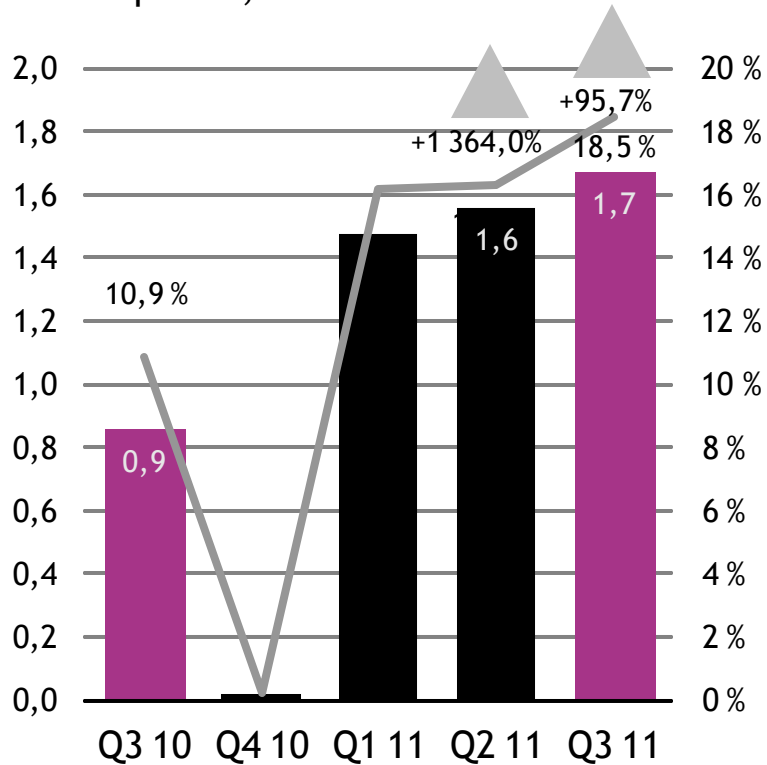




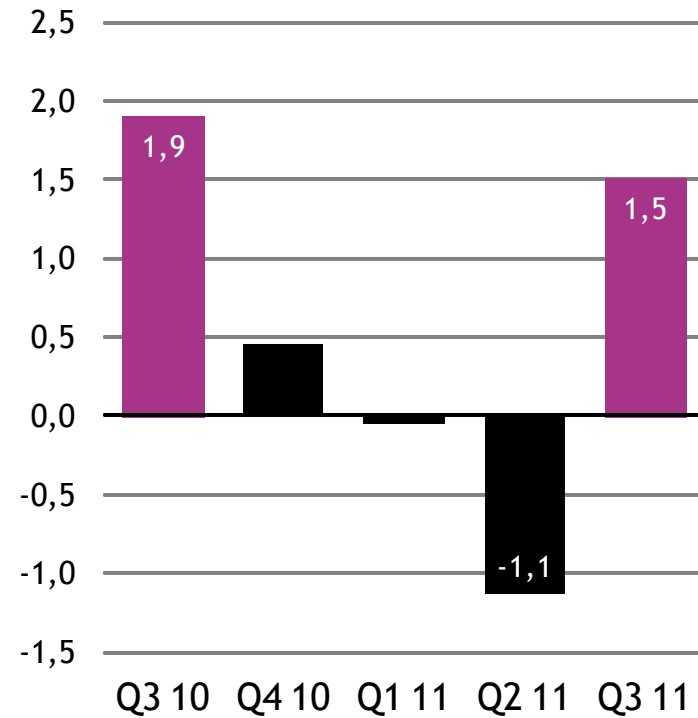
# EBIT by segment, MEUR

w/o onetime items

## Marketplaces, MEUR & %

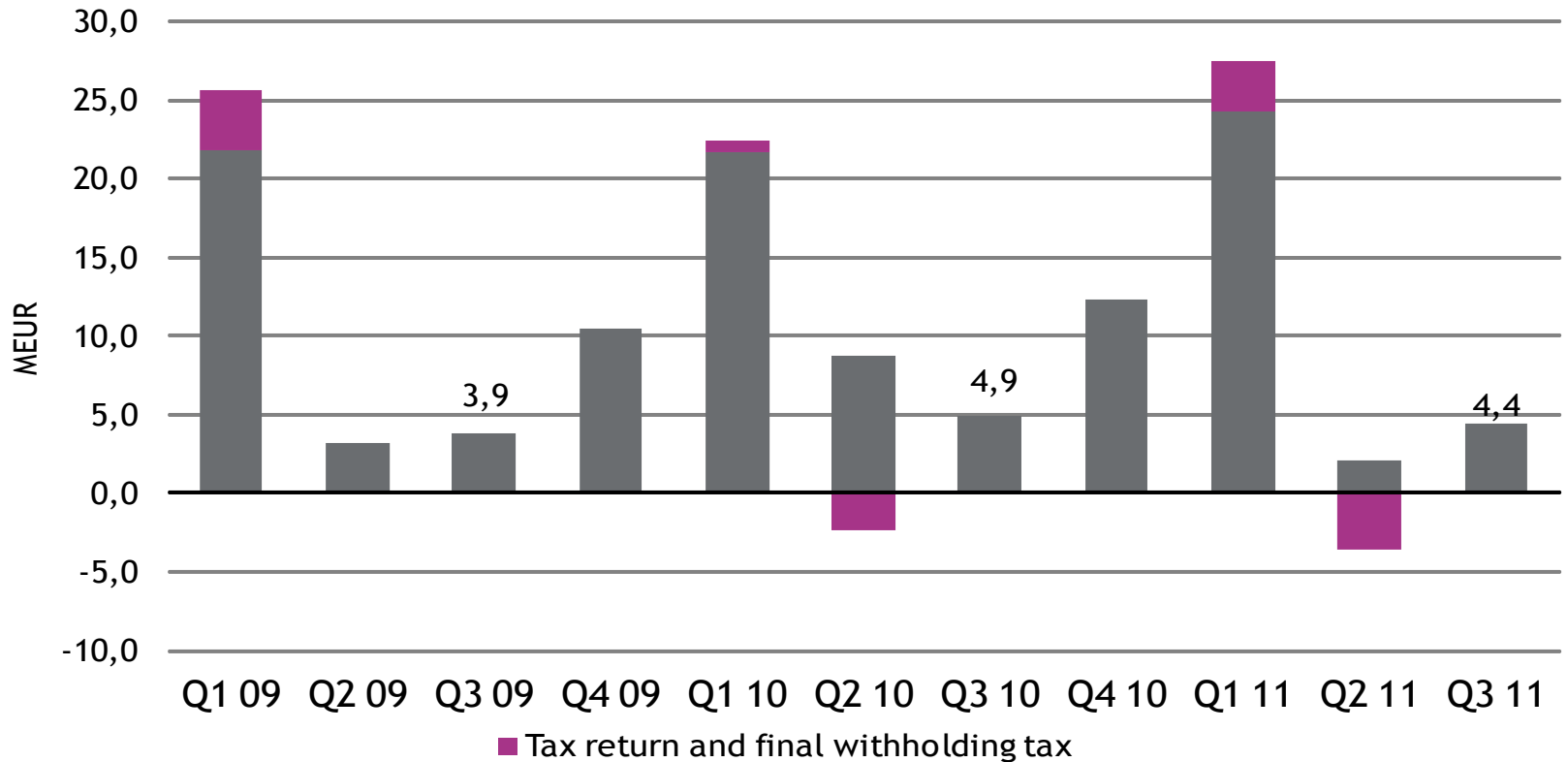


## Other, MEUR



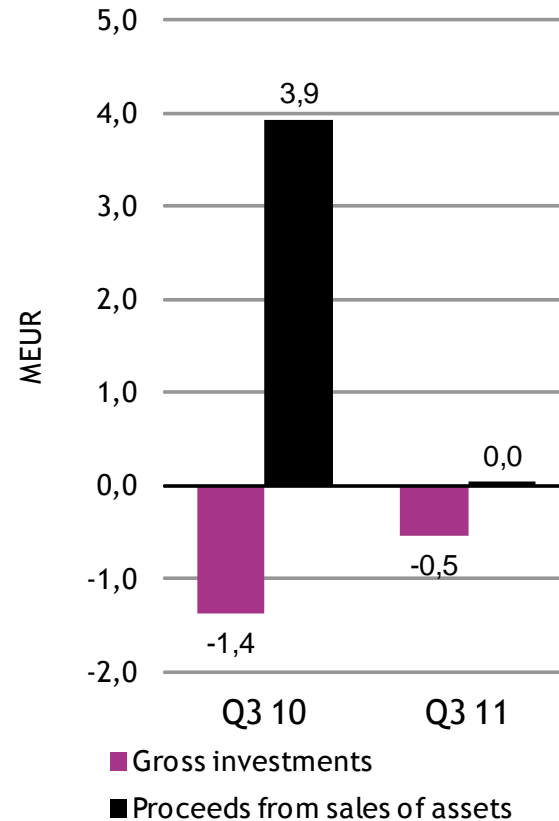
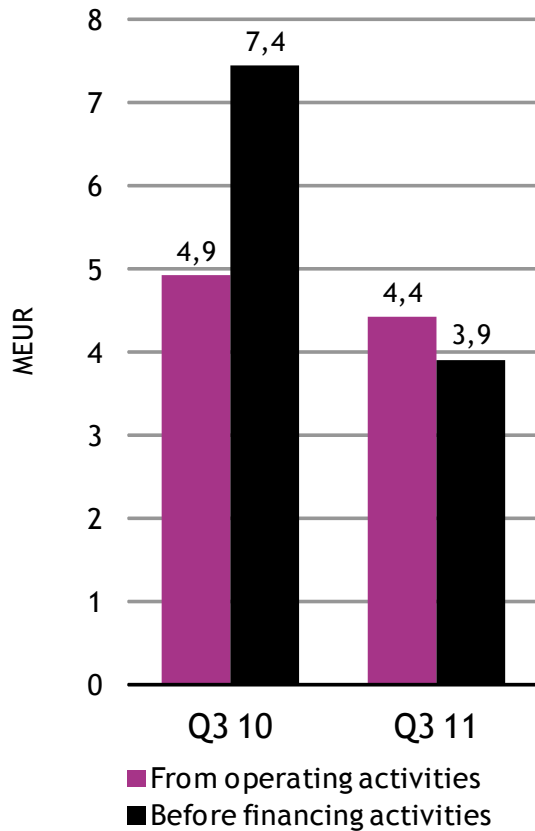
# Cash flow from operating activities

IFRS

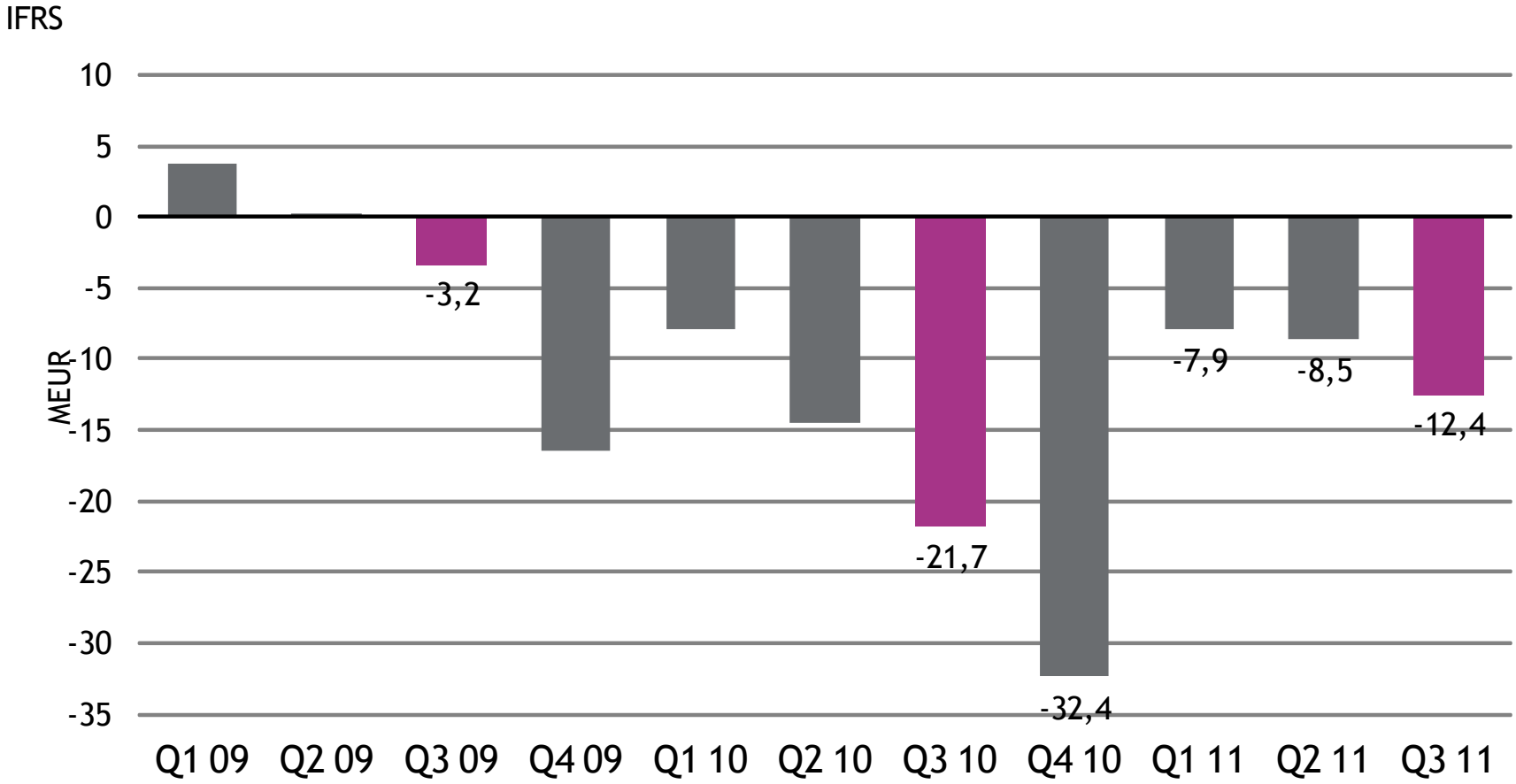


# Cash flow and investments

IFRS



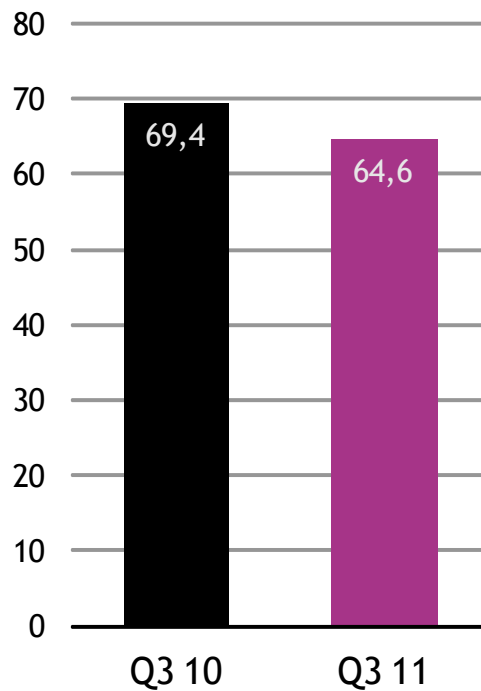
# Net debt, MEUR



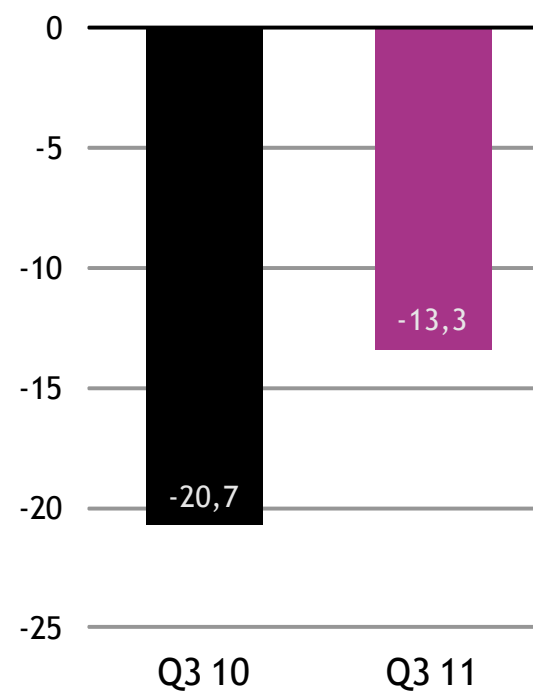
# Key ratios in 2011

IFRS

Equity ratio, %



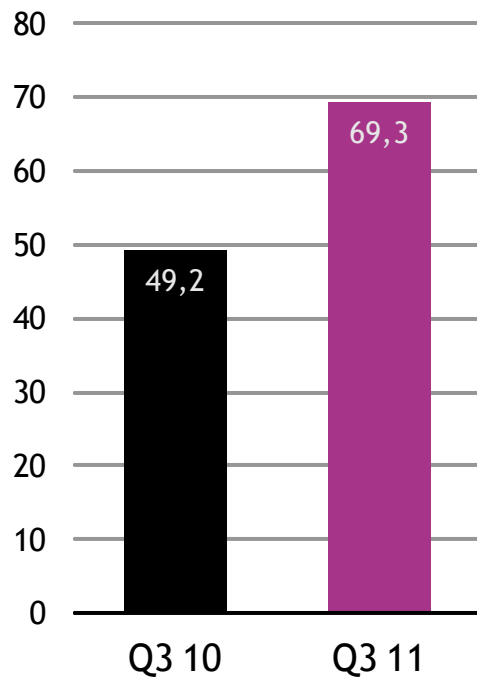
Gearing, %



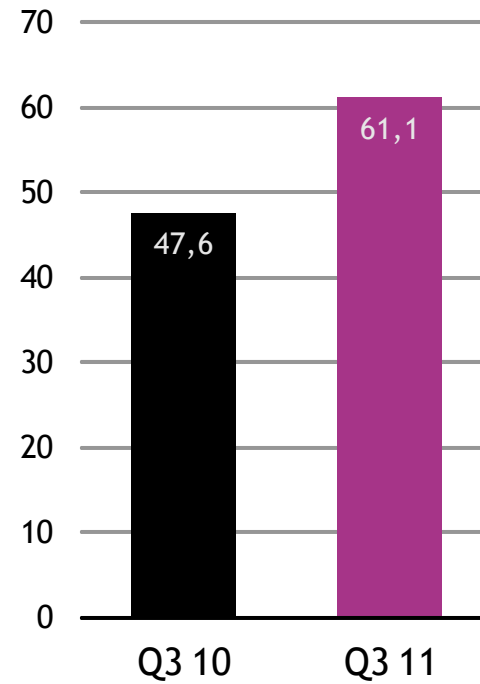
# Key ratios in 2011

IFRS

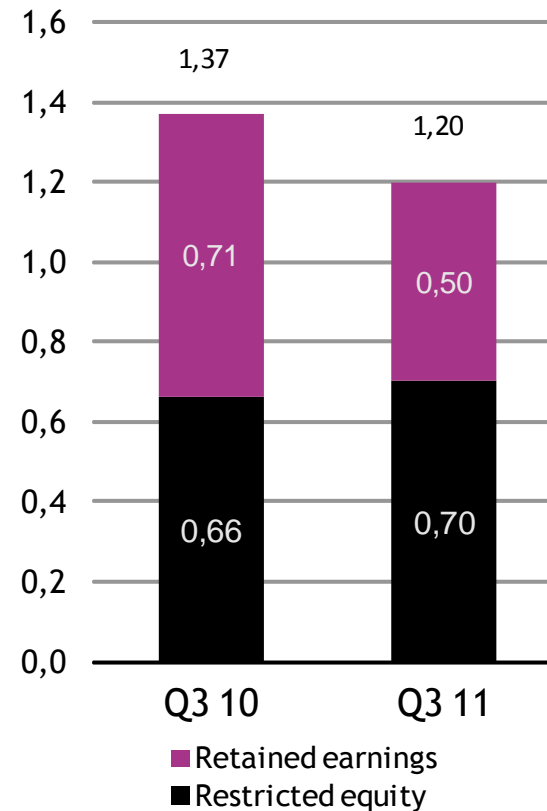
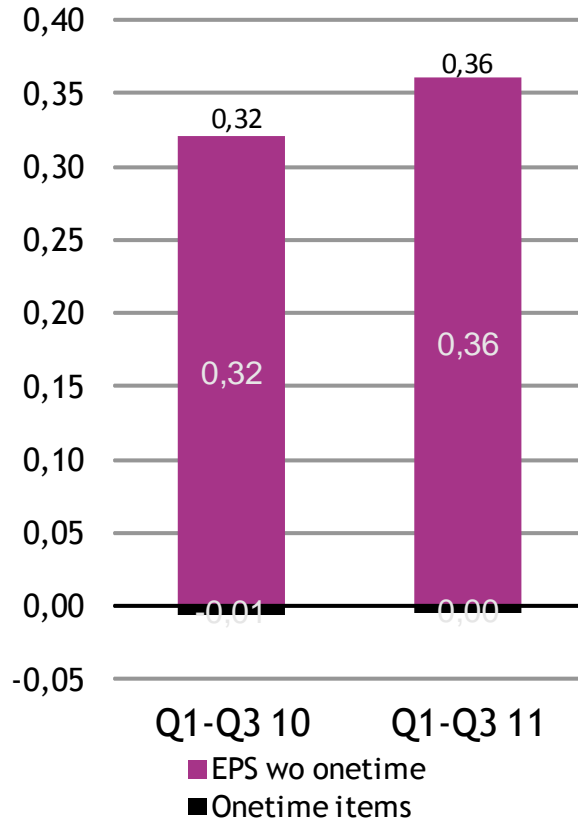
ROE%



ROI%



# EPS and shareholders' equity per share





# Balance Sheet

IFRS

MEUR	Q3 2011	Q3 2010
Intangibles and goodwill	40,5	39,8
Tangibles	24,1	29,0
Associated companies	35,4	33,1
Inventory	1,1	0,9
Receivables	41,9	42,2
Cash	20,9	25,8
<b>Assets</b>	<b>163,8</b>	<b>170,7</b>
Equity	93,1	105,0
Reserves-obligatory	1,0	0,3
Pension liabilities	2,6	2,8
lb debt	8,5	4,1
Non-lb debt	38,9	39,2
Advances received	19,7	19,4
<b>Equity and liabilities</b>	<b>163,8</b>	<b>170,7</b>

# Profit and loss Q3 2011 and Q1-Q3 2011

w/o onetime items

MEUR	Q3 2011	Q3 2010	Chg	Chg %	Q1-Q3 2011	Q1-Q3 2010	Chg	Chg %
Circulation sales	32,5	32,1	0,4	1,2 %	93,4	93,5	0,0	0,0 %
Advertising sales	34,3	33,8	0,5	1,5 %	114,7	107,2	7,5	7,0 %
Advertising sales, print	24,2	25,5	-1,3	-4,9 %	82,1	80,8	1,3	1,6 %
Advertising sales, online	9,9	8,2	1,7	20,6 %	32,0	25,8	6,1	23,7 %
Other sales	8,3	9,3	-1,0	-10,7 %	26,8	27,7	-0,9	-3,2 %
<b>Revenue</b>	<b>75,1</b>	<b>75,2</b>	<b>-0,1</b>	<b>-0,2 %</b>	<b>234,9</b>	<b>228,3</b>	<b>6,6</b>	<b>2,9 %</b>
Other operating income	0,0	0,0	0,0	-5 %	0,1	0,3	-0,2	-65,5 %
Total expenses	63,1	61,9	1,3	2,0 %	202,2	195,7	6,5	3,3 %
<b>EBIT</b>	<b>12,0</b>	<b>13,4</b>	<b>-1,4</b>	<b>-10,3 %</b>	<b>32,9</b>	<b>33,0</b>	<b>-0,1</b>	<b>-0,3 %</b>
<b>EBIT %</b>	<b>16,0 %</b>	<b>17,8 %</b>			<b>14,0 %</b>	<b>14,4 %</b>		

# Outlook on October 28, 2011

- Alma Media expects newspaper and online advertising to grow in 2011 compared with the previous year. Alma Media estimates the single-copy sales of afternoon papers to decline further. The circulation revenue of regional and local papers as well as Kauppalehti is expected to remain at the comparison period's level. The material and delivery costs of the Group are anticipated to increase from the level of the comparison period.
- Alma Media estimates that its full-year revenue and operating profit excluding non-recurring items will grow from the 2010 levels.
- Revenue in 2010 totalled MEUR 311.4, operating profit excluding non-recurring items MEUR 43.9 and operating profit was MEUR 43.4.



Thank you!