



Alma Media Corporation

Half-Year Report 2021

21 July 2021

Alma Media's Half-Year Report January–June 2021:

Revenue and operating profit in the second quarter were significantly increased by strong business development and acquisitions.

Alma Media's new segment structure entered into effect on 1 March 2021. Alma Media also changed its revenue reporting by distributing revenue between marketplaces, media and service revenue. As part of the transition to a new segment structure, the Alma Mediapartners services that were previously reported as part of the Alma Markets business segment are now reported under the Alma Consumer business segment. In connection with the change, the name Alma Markets was changed to Alma Career.

On 9 April 2021, Alma Media published comparison data under the new segment structure and the revised distribution of revenue for each quarter and for the full financial year January–December 2020. The reporting in this half-year report reflects the new segment structure and revised distribution of revenue. Alma Media also publishes more detailed segment-specific revenue and profitability figures in accordance with the nature of each segment's business.

Alma Media completed the Nettix acquisition on 1 April 2021. Nettix businesses will be reported as part of the Alma Consumer business segment starting from the second quarter of 2021.

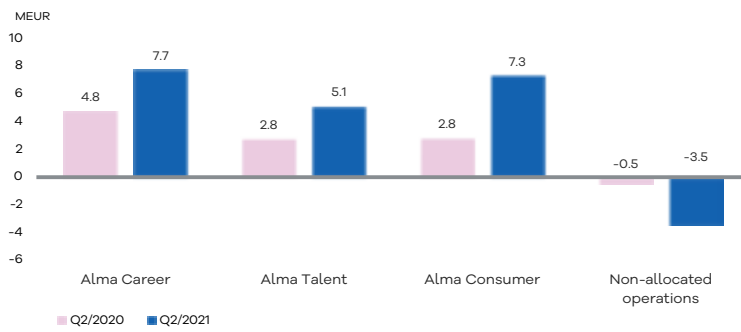
Financial performance April–June 2021:

- Revenue MEUR 71.6 (52.6), up 36.1%.
- The share of revenue represented by digital business was 77.6% (67.3%).
- Adjusted operating profit MEUR 16.6 (9.8), up 69.2%.
- Operating profit MEUR 13.0 (7.0), up 87.0%.
- Earnings per share from continuing operations EUR 0.12 (0.04).
- Alma Career: Recruitment services recovered even faster than expected, leading to significant growth in revenue and operating profit.
- Alma Talent: Comparable advertising revenue returned to the level seen in 2019. Digital content revenue and digital services continued to see strong growth.
- Alma Consumer: Revenue and operating profit grew significantly, both organically and due to acquisitions.
- Acquisitions and divestments changed the Group's balance sheet position: Equity ratio 29.4% (71.0%), gearing 160.0% (-23.0%).

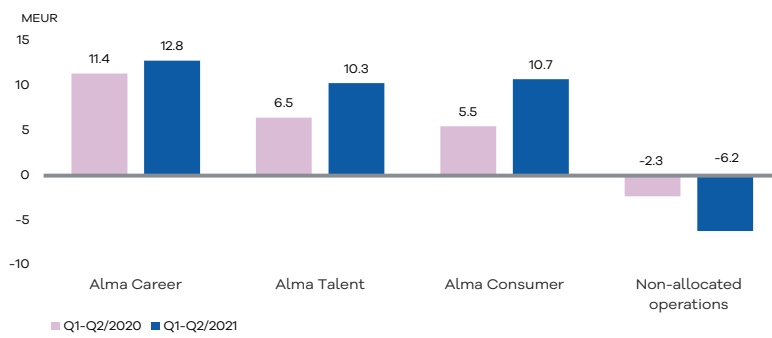
Financial performance January–June 2021:

- Revenue MEUR 129.7 (114.5), up 13.3%.
- The share of revenue represented by digital business was 76.0% (67.3%)
- Adjusted operating profit MEUR 27.7 (21.0), up 31.8%.
- Operating profit MEUR 23.8 (19.2), up 24.2%.
- Earnings per share from continuing operations EUR 0.21 (0.14) euroa.

Business segments' adjusted operating profit



Business segments' adjusted operating profit



Key figures

MEUR	2021	2020	Change	2021	2020	Change	2020
	Q2	Q2	%	Q1—Q2	Q1—Q2	%	Q1—Q4
Revenue	71.6	52.6	36.1	129.7	114.5	13.3	230.2
Marketplaces	30.7	19.1	61.2	52.7	43.3	21.6	86.7
Media	26.8	21.4	25.4	49.6	47.5	4.5	94.9
Content, media	12.2	12.8	-4.5	23.9	26.5	-10.0	50.4
- of which digital	31.4 %	24.6 %		31.9 %	22.6 %		25.4 %
Advertising, media	14.6	8.6	69.5	25.8	21.0	23.0	44.5
- of which digital	76.1 %	78.7 %		77.0 %	73.6 %		74.5 %
Services	14.1	12.1	15.8	27.3	23.7	15.6	48.6
- of which digital	69.3 %	52.7 %		67.1 %	53.7 %		53.8 %
Adjusted total expenses	55.0	43.0	28.0	103.0	93.8	9.8	186.0
Adjusted EBITDA	20.8	13.8	50.6	35.4	29.2	21.4	60.8
EBITDA	17.2	11.0	57.0	31.5	27.3	15.4	58.9
Adjusted operating profit	16.6	9.8	69.2	27.7	21.0	31.8	45.4
% of revenue	23.2	18.7		21.4	18.4		19.7
Operating profit (loss)	13.0	7.0	87.0	23.8	19.2	24.2	43.1
% of revenue	18.2	13.2		18.4	16.8		18.7
Profit for the period	9.7	4.2	132.0	17.8	14.4	23.7	33.3
Earnings per share, EUR (basic and diluted)	0.12	0.04	232.0	0.21	0.14	49.4	0.33
Digital business revenue	55.6	35.4	56.9	98.6	77.1	28.0	158.4
Digital business, % of revenue	77.6	67.3		76.0	67.3		68.8

The operating environment in 2021

The global COVID-19 pandemic continues to influence and create uncertainty for economic development in 2021. The national economies of Finland and Alma Media's other operating countries are nevertheless expected to recover compared to 2020.

The adoption of new technology accelerated during the exceptional circumstances created by the COVID-19 pandemic, leading to higher demand for digital media and digital services. The digitalisation of services and the ecosystems they create is expected to accelerate further in the next few years, and sales and purchases will continue to move to digital marketplaces. Consequently, the structural transformation of the media sector is expected to continue and strengthen further. Data, analytics, machine learning and automation will become increasingly important, which calls for increasing investments in technology.

Outlook for 2021 (unchanged, updated on 9 July 2021)

Alma Media expects its full-year revenue and adjusted operating profit from continuing operations in 2021 to increase significantly from the 2020 level. In 2020, the full-year revenue of the Group's continuing operations was MEUR 230.2 and the adjusted operating profit was MEUR 45.4.

Market situation in the main markets

According to Kantar TNS, the total advertising volume in Finland increased by 42.9% (-38.2%) to MEUR 219.9 in April–June. Online media advertising grew by 42.8% (-22.6%), with classified online advertising increasing by 40.5% (-25.6%). Advertising in magazines and newspapers increased by 28.7% (-39.5%). In terms of volume, the total market for afternoon papers declined by 4.2% (declined by 21.9%) in the second quarter of 2021.

In addition to Finland, Alma Media's main markets are the Czech Republic and Slovakia in Eastern Central Europe. The European Commission published its latest GDP forecasts in July 2021. The European Commission predicts that Finland's GDP will grow by 2.7% in 2021 and 2.9% in 2022. In May, the Ministry of Finance forecast that the unemployment rate in Finland will be 7.8% in 2021 and 7.2% in 2022. The European Commission predicts that the Czech GDP will grow by 3.9% in 2021 and 4.5% in 2022. The Czech National Bank estimates that the unemployment rate will be 3.6% in 2021 and 3.5% in 2022. The European Commission predicts that Slovakia's GDP will grow by 4.9% in 2021 and 5.3% in 2022. The National Bank of Slovakia estimates that the unemployment rate will be 7.1% in 2021 and 6.8% in 2022.

CEO's review

The performance of Alma Media's businesses was excellent as the economy continued to recover. Organic growth in the second quarter was 24%. Acquisitions also increased Alma Media's revenue and adjusted operating profit in April–June. Our relative profitability was at a record high of 23%.

As rates of COVID-19 infections have decreased and the restrictions imposed by the authorities have been lifted, the recovery of the Alma Career segment's business has been very rapid in all of our operating countries and the segment's revenue turned to growth in the spring. The customer invoicing was at all-time high level in Q2. The realisation of pent-up demand is also thought to be a factor driving the increased activity in the recruitment market. In addition to traditional recruitment advertising, revenue growth in April–June was also strong in the digital training service Seduo and other added-value services related to recruitment. The segment's expenses were increased by investments in marketing and employees.

In Alma Talent, a particularly positive aspect of the segment's performance in the second quarter was the quick recovery of advertising (+55%) to the level seen in the comparison period in 2019. Digital content revenue also continued its strong growth (24%), which compensated for the decline in revenue from print products. Further factors underpinning the segment's good performance included acquisitions and growth in marketplaces as well as digital property information, company information and law-related services. The segment's expenses were on a par with the comparison period. The development of the Alma Talent Services information and data services for companies creates significant economies of

scale and is reflected in improved operational efficiency. Digital revenue now represents nearly 90% of Alma Talent Service's revenue.

The Alma Consumer segment's revenue grew and its result improved significantly in April–June, both organically and due to acquisitions. Demand was strong for housing-related and automotive marketplaces as well as comparison services. In the media business, particularly strong growth was seen in digital advertising as Iltalehti's advertising revenue reached a new record. Investments in regional advertising sales also strengthened Alma Consumer's market position in the SME customer segment.

The integration of Nettix into Alma Media and the Alma Consumer business segment is under way. The segment's new organisational structure and management model have already been established. The key focus areas of the integration process are the development of harmonised operating models and company culture.

During the past six months, we have carried out a significant number of acquisitions – totalling MEUR 241 – which has naturally affected our financial position and increased our gearing ratio. Nevertheless, our solvency will improve quickly thanks to good profit performance and strong cash flow.

We have already turned our attention to the post-pandemic period and we are continuing to operate under a flexible multi-local work model. The period of the COVID-19 pandemic has shown that Alma Media employees are adaptable, flexible and prepared to work towards common goals. We will take advantage of the lessons we have learned as we enter the new normal.

Strategy implementation during the review period

The competitive situation in Alma Media's operating environment is expected to intensify further during the strategy period 2021–2023. The international platform giants have strengthened their position in several sectors, such as advertising and the marketplaces business. Local competition is also expected to increase in Alma Media's operating countries. The impact of smaller niche operators that focus on narrow fields and disrupt existing business models is already apparent in several markets.

The foundation of Alma Media's strategy is built on the digital transformation of the core business, growth in digital business and internationalisation.

Alma Media has identified four strategic focus areas with respect to the development of its existing businesses:

1) audience acquisition, engagement & monetisation, 2) the development of marketing solutions, 3) cooperation to achieve economies of scale and 4) the commercialisation of data.

In addition to organic growth, Alma Media is actively seeking new business opportunities through acquisitions. The Group is growing and diversifying its product portfolio by expanding from media to marketplaces business and digital services. The Group will continue the internationalisation of the recruitment business, focusing on Eastern Europe and the Balkans. The COVID-19 pandemic has accelerated the ongoing digitalisation process and increased the demand for related services and solutions. The change presents new digital business opportunities in areas such as the subscription business, housing and property transactions, online professional training and online buying.

One key element of the Group's strategy is the continued expansion from content generation and advertising in media and marketplaces towards new digital products and services that address customer needs and cover the entire value chain, ranging from sales systems to transactions. At the same time, the company will establish partnerships to participate in broad and seamless digital service ecosystems in the recruitment, housing and automotive verticals, for example.

The acquisition of Nettix Oy was completed at the beginning of the review period and its businesses were incorporated into the Alma Consumer segment. The acquisition of Nettix is a continuation of Alma Media's strategy that concentrates on digital media and services. Nettix strengthens Alma Media's position in the marketplace business in Finland, especially in automotive and mobility services, and opens new business opportunities in the rental and leasing segment, for example. A total of 39 Nettix Oy employees (converted to full-time employees) were transferred to Alma Media effective from 1 April 2021.

Alma Consumer's product portfolio consists of digital comparison services aimed at consumers that have synergies with media and other services. In April 2021, Alma Media acquired the remaining share capital to become the full owner of Etua Oy, a company offering competitive tendering services for loans and insurance. Alma Media Corporation previously held a 60% stake in Etua Oy. Established in 2008, Etua.fi is the longest-operating loan comparison service in Finland.

The company is a housing loan agent registered by the Financial Supervisory Authority. The Etua.fi service allows users to compare consumer credits and housing loans. The company works in cooperation with over 25 financial sector companies and forwards the loan applications submitted through the online service to its partners. To date, Etua.fi has served more than 250,000 Finns in their daily financial affairs.

As Alma Consumer focuses on housing and automotive digital services, comparison services and media, Alma Media's subsidiary Alma Mediapartners Oy and Lemonsoft Oy agreed during the review period on a business transaction in which the construction and housing ERP system Talosofta was transferred to Lemonsoft Oy. Talosofta is a web-based ERP system for small and medium-sized operators in the construction, renovation and technical building service industries.

Alma Media's digital recruitment service Monster.fi was redesigned during the review period. The new service is the first in Finland to offer a next-generation service platform that takes into account the applicant's abilities comprehensively; not only education, skills and experience, but also the applicant's individual characteristics and social strengths, such as interaction skills. The service platform's algorithm-driven classification enhances and accelerates recruitment processes by providing increasingly targeted search results.

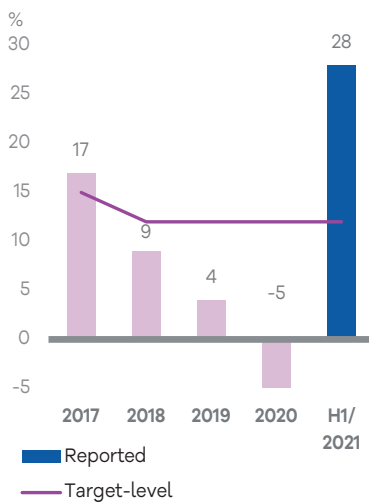
Alma Talent seeks growth from scaling digital services aimed at companies and one of its focus areas is solutions that support process efficiency and the fulfilment of obligations. In relation to this element of its growth strategy, Alma Media acquired a 25% stake in Suomen Tunnistetiето Oy during the review period. Suomen Tunnistetiето's DOKS service provides an efficient and secure digital tool for identifying customers and finding information about them (Know Your Customer, the KYC process) and fulfilling obligations related to preventing money laundering. By using the service, companies can make cost savings and increase the efficiency of routine measures related to establishing a customer relationship. Companies can use the DOKS service to promote good governance, manage governance risks and ensure compliance with ethical business principles. Suomen Tunnistetiето was established in 2014. In 2020, the company's total revenue and other income amounted to approximately MEUR 0.2.

As a media company, Alma Media plays a central role in building an increasingly sustainable society. The Group's media and services play important roles in mitigating climate change and changing the way society

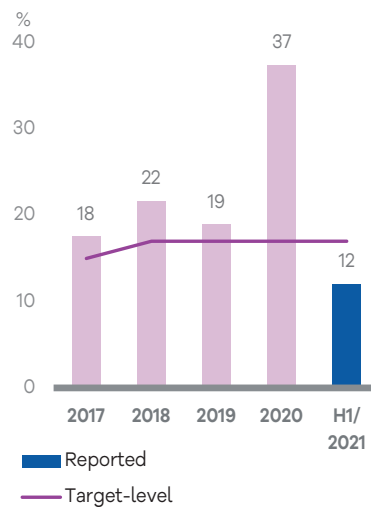
operates with regard to supporting diversity and social engagement in working life, for example. The Group's digital services enable consumers to make lower-emission and more energy-efficient consumption decisions when buying a home or a car, for instance. Alma Media aims to combine sustainability, strategic competitive advantage and creating new business based on corporate responsibility. As one example of the new additions to Alma Media's product offering related to sustainability, Kauppalehti became the first Finnish financial media channel to provide its subscribers with Sustainalytics' service for rating the sustainability risks of listed companies during the review period. Part of Morningstar, Sustainalytics is a global analysis company that specialises in ESG research, ratings and data. Kauppalehti's service covers ESG risk assessments for the 25 largest companies listed on the Helsinki Stock Exchange in terms of trading volume. Sustainalytics' ESG risk ratings help investors assess the potential impact of financially material ESG (Environmental, Social and Governance) risks on a company's value and the risk/return profile of an investment.

Alma Media's long-term financial targets and their achievement:

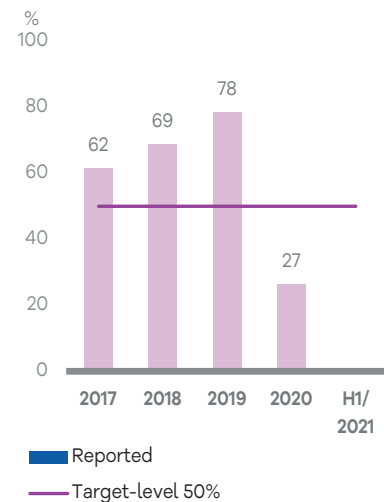
Digital business growth



Return on investment*



Dividend payout ratio



* Return on investment for 2020 includes the gain on the sale of the regional news media business.

Alma Media group half-year report

1 January–30 June 2021

The figures are compared in accordance with the International Financial Reporting Standards (IFRS) with those of the corresponding period in 2020, unless otherwise stated. The figures in the tables are independently rounded. Alma Media Corporation additionally uses and presents Alternative Performance Measures to better illustrate the operative development of its business and to improve comparability between reporting periods. The Alternative Performance Measures are reported in addition to IFRS key figures.

Key figures

Income statement

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1—Q2	2020 Q1—Q2	Change %	2020 Q1—Q4
Revenue	71.6	52.6	36.1	129.7	114.5	13.3	230.2
Adjusted total expenses	55.0	43.0	28.0	103.0	93.8	9.8	186.0
Adjusted EBITDA	20.8	13.8	50.6	35.4	29.2	21.4	60.8
EBITDA	17.2	11.0	57.0	31.5	27.3	15.4	58.9
Adjusted operating profit	16.6	9.8	69.2	27.7	21.0	31.8	45.4
% of revenue	23.2	18.7		21.4	18.4		19.7
Operating profit (loss)	13.0	7.0	87.0	23.8	19.2	24.2	43.1
% of revenue	18.2	13.2		18.4	16.8		18.7
Profit for the period before tax	12.6	6.5	94.8	22.9	18.9	21.0	42.2
Profit for the period	9.7	4.2	132.0	17.8	14.4	23.7	33.3

Balance sheet

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1—Q2	2020 Q1—Q2	Change %	2020 Q1—Q4
Assets				504.9	356.9	41.5	333.9
Net debt				221.7	-57.4	-486.3	-9.1
Interest-bearing liabilities				255.5	40.3	534.0	38.9
Non-interest-bearing liabilities				110.1	70.6	56.0	90.5
Capital expenditure	179.2	0.6	29249.6	243.3	7.4	3181.9	91.4
Equity ratio %				29.4	71.0	-58.6	63.1
Gearing %				160.0	-23.0	-794.4	-4.5

Employees

	2021	2020	Change	2021	2020	Change	2020
	Q2	Q2	%	Q1—Q2	Q1—Q2	%	Q1—Q4
Average no. of employees, excl. telemarketers	1 572	1 522	3.3	1 507	1 549	-2.7	1 497
Telemarketers on average	339	342	-0.8	351	331	6.1	335

Key figures

	2021	2020	Change	2021	2020	Change	2020
	Q2	Q2	%	Q1—Q2	Q1—Q2	%	Q1—Q4
Return on equity/ROE (annual)*	32.3	163.4	-80.2	21.8	87.2	-75.0	48.7
Return on investment/ROI (annual)*	13.9	117.3	-88.2	11.9	65.8	-81.9	37.4
Earnings per share, EUR (basic)	0.12	0.76	-84.6	0.21	0.97	-78.4	1.13
Earnings per share, EUR (diluted)	0.11	0.74	-84.7	0.20	0.95	-78.5	1.11
Earning per share, continuing operations, basic	0.12	0.04	232.0	0.21	0.14	49.4	0.33
Earning per share, discontinued operations, basic		0.72	-100.0		0.83	-100.0	0.80
Cash flow from operating activities/share, EUR	0.20	0.04	403.0	0.38	0.37	4.3	0.68
Shareholders' equity per share				1.65	2.63	-37.2	2.23
Dividend per share							0.30
Effective dividend yield %							3.4
P/E Ratio							7.9
Market capitalisation				850.2	563.5	50.9	734.9
Average number of shares, basic (YTD)**	82 320	82 262		82 320	82 262		82 262
Average number of shares, diluted (YTD)**	84 045	83 553		84 045	83 553		83 692
Number of shares at the end of the period (1,000 shares)	82 383	82 383		82 383	82 383		82 383

* Annual return, see Accounting Principles of the Interim Report. The key figures also include adjusted items

** The company has disposed of 57,630 of its own shares in 2021. At the end of the review period, the company held 63,381 of its own shares.

*** Includes treasury shares held by the company

Revenue

April–June 2021

Alma Media's revenue grew by 36.1% to MEUR 71.6 (52.6). Acquired and divested businesses had a net effect of MEUR 6.5 on revenue growth. Organic growth, excluding acquisitions and divestments, was 24.3%.

The growth of revenue from the marketplaces business was attributable to the strong recovery of recruitment demand, the continued high activity in the housing market and the Nettix acquisition. Media revenue was increased by the continued favourable development of digital content revenue as well as the strong recovery of advertising. The growth of service revenue was supported by, for example, acquired businesses and

the positive development of digital services during the review period.

January–June 2021

Alma Media's revenue grew by 13.3% to MEUR 129.7 (114.5). The effect of acquired and divested businesses on revenue was MEUR 4.8. Organic growth, excluding acquisitions and divestments, was 9.4%.

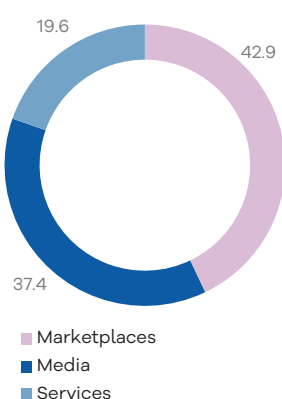
Revenue

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1–Q2	2020 Q1–Q2	Change %	2020 Q1–Q4
Alma Career	20.0	13.5	48.1	36.2	31.9	13.4	62.7
Alma Talent	25.2	22.4	12.9	49.7	48.0	3.6	95.1
Alma Consumer	26.6	15.7	68.8	44.1	33.7	31.0	69.9
Segments total	71.8	51.6	39.2	130.0	113.5	14.5	227.7
Non-allocated operations and eliminations	-0.2	1.0	-119.2	-0.3	0.9	-131.9	2.5
Total	71.6	52.6	36.1	129.7	114.5	13.3	230.2

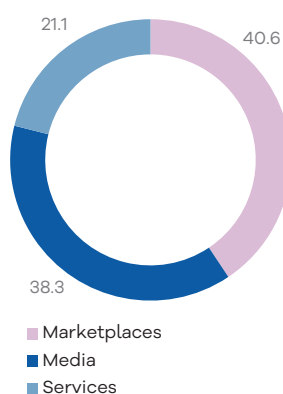
Revenue by geographical area

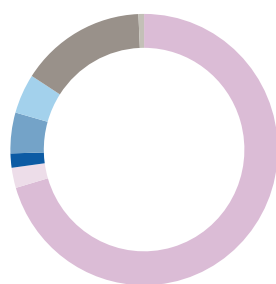
MEUR	2021 Q2	2020 Q2	Change %	2021 Q1–Q2	2020 Q1–Q2	Change %	2020 Q1–Q4
Finland	50.5	36.3	39.0	91.0	76.5	19.0	158.4
Other countries	21.1	16.3	29.7	38.7	38.0	1.9	71.8
Group total	71.6	52.6	36.1	129.7	114.5	13.3	230.1

Revenue split Q2/2021

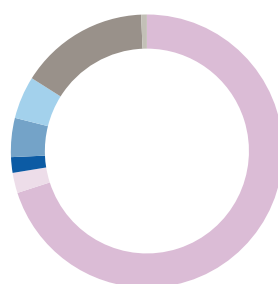


Revenue split Q1–Q2/2021



Revenue split geographically
Q2/2021

Finland, 71 % (39.1%)
Croatia, 2 % (120.1%)
Sweden, 2 % (-47.4%)
Slovakia, 5 % (94.1%)
Baltics, 5 % (42.7%)
Czech Rep., 15 % (24.9%)
Other, 1 % (27.0%)

Revenue split geographically
Q1-Q2/2021

Finland, 71 % (18.9%)
Croatia, 2 % (27.9%)
Sweden, 2 % (-58.6%)
Slovakia, 5 % (20.3%)
Baltics, 5 % (24.4%)
Czech Rep., 15 % (6.2%)
Other, 1 % (-13.2%)

Result

April–June 2021

Adjusted operating profit was MEUR 16.6 (9.8), or 23.2% (18.7%) of revenue. Operating profit was MEUR 13.0 (7.0), or 18.2% (13.2%) of revenue. The operating profit includes net adjusted items in the amount of MEUR -3.6 (-2.9) consisting of transaction costs related to acquisitions. The adjusted items in the comparison period were related to a loss recognised on the sale of Alma Talent's media business in Sweden and restructuring costs.

Total expenses increased in the second quarter by MEUR 12.8. The expenses were mainly related to acquisition costs as well as marketing and employee expenses. Significant cost savings were also implemented in the comparison period. Depreciation and impairment included in the total expenses amounted to MEUR 4.2 (4.0) during the period. The result of continuing operations for April–June was MEUR 9.7 (4.2). Earnings per share were EUR 0.12 (0.04), with the increase being attributable to the positive profit performance as well as the redemption of non-controlling interests in Alma Career and Alma Mediapartners.

January–June 2021

Adjusted operating profit was MEUR 27.7 (21.0), or 21.4% (18.4%) of revenue. Operating profit was MEUR 23.8 (19.2), or 18.4% (16.8%) of revenue. The operating profit includes net adjusted items in the amount of MEUR -3.9 (-1.8) consisting of gains on the sale of assets and transaction costs related to acquisitions. The adjusted items in the comparison period were related to the loss recognised on the sale of Alma Talent's Swedish media business, restructuring costs and items recognised through profit or loss arising from acquisitions achieved in stages.

Total expenses increased in the first half of the year by MEUR 10.1. Depreciation and impairment included in the total expenses amounted to MEUR 7.7 (8.1). The result of continuing operations for January–June was MEUR 17.8 (14.4).

Adjusted operating profit/loss

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1–Q2	2020 Q1–Q2	Change %	2020 Q1–Q4
Alma Career	7.7	4.8	62.1	12.8	11.4	12.7	20.6
Alma Talent	5.1	2.8	83.9	10.3	6.5	59.6	16.2
Alma Consumer	7.3	2.8	159.9	10.7	5.5	95.5	15.0
Segments total	20.1	10.3	94.6	33.9	23.3	45.2	51.9
Non-allocated operations	-3.5	-0.5	577.4	-6.2	-2.3	167.7	-6.5
Total	16.6	9.8	69.2	27.7	21.0	31.8	45.4

Items adjusting operating profit

Items adjusting operating profit are income or expense arising from non-recurring or rare events. Gains or losses from the sale or discontinuation of business operations or assets, gains or losses from restructuring business operations, expenses arising from business acquisitions as well as impairment losses of goodwill and other assets are recognised by the Group as adjustments. Adjustments are recognised in the income statement within the corresponding income or expense group.

Adjusted items

MEUR	2021 Q2	2020 Q2	2021 Q1—Q2	2020 Q1—Q2	2020 Q1—Q4
Alma Career					
Restructuring					-0.1
Items recognised through profit or loss arising from business acquisitions				0.9	0.9
Alma Talent					
Impairment losses					-0.3
Restructuring		-0.2		-0.4	-0.7
Gains (losses) on the sale of assets		-2.8		-2.8	-2.2
Alma Consumer					
Items recognised through profit or loss arising from business acquisitions				0.5	0.1
Non-allocated					
Transaction costs of divested and acquired businesses	-3.6	0.1	-4.1		
Gains (losses) on the sale of assets			0.2		
Adjusted items in operating profit	-3.6	-2.9	-3.9	-1.8	-2.3
Adjusted items in profit before tax	-3.6	-2.9	-3.9	-1.8	-2.3

Operating profit/loss

milj. euroa	2021 Q2	2020 Q2	Change %	2021 Q1—Q2	2020 Q1—Q2	Change %	2020 Q1—Q4
Alma Career	7.7	4.8	62.1	12.8	12.2	4.8	21.4
Alma Talent	5.1	-0.2	-2 209.9	10.3	3.2	217.3	13.1
Alma Consumer	7.3	2.8	159.9	10.7	6.0	78.9	15.1
Segments total	20.1	7.3	174.4	33.9	21.5	57.6	49.6
Non-allocated operations	-7.1	-0.4	1 811.0	-10.0	-2.3	335.7	-6.5
Total	13.0	7.0	87.0	23.8	19.2	24.2	43.1

Balance sheet and financial position

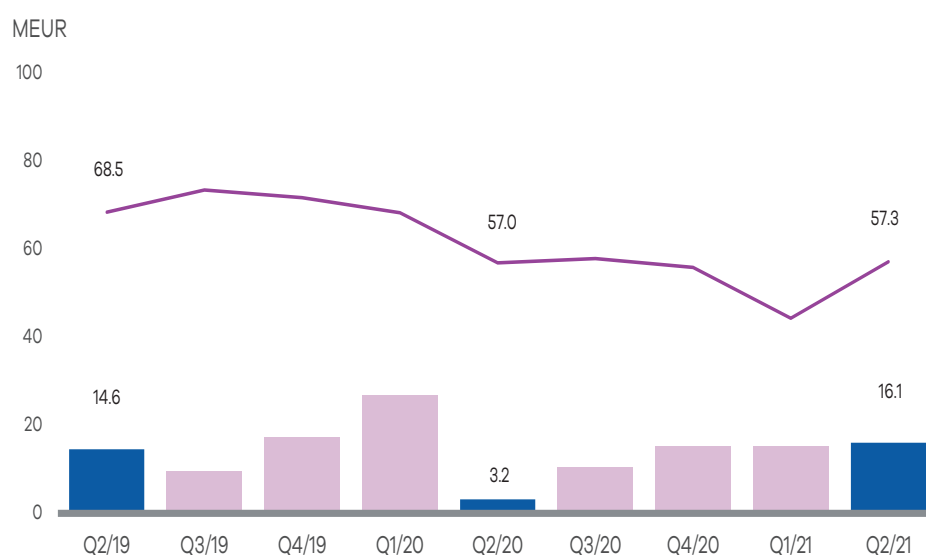
At the end of June 2021, the consolidated balance sheet stood at MEUR 504.9 (356.9). The Group's equity ratio at the end of March was 29.4 % (71.0 %) and equity per share was EUR 1.65 (2.63).

Cash flow from operating activities amounted to MEUR 16.1 (3.2) in April–June. Cash flow from operating activities improved year-on-year thanks to the improved operating profit and lower taxes paid. After investments cash flow before financing was MEUR -157.2 (51.1) in April–June. The most significant investments in the second quarter were the acquisition of Nettix Oy and the redemption of the minority interest in Etua Oy.

Cash flow from operating activities amounted to MEUR 31.5 (30.1) in January–June. Cash flow from operating activities improved year-on-year thanks to the improved operating profit. Cash flow before financing was MEUR -205.4 (73.3) in January–June. The most significant investments in the first half of the year were the redemption of the minority interest in Alma Career Oy and the acquisition of shares in Nettix Oy, Netello Systems Oy and Quantiq s.r.o.

In March 2021, Alma Media agreed on a committed

Net cash flow from operating activities, MEUR

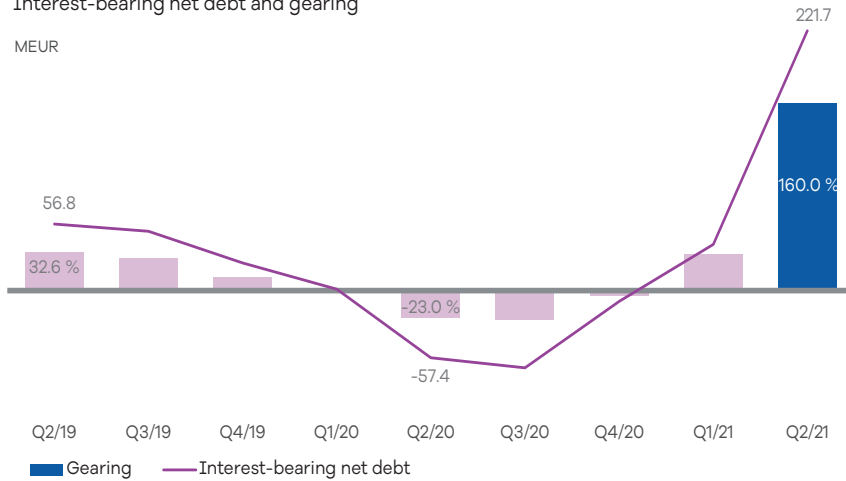


Interest-bearing net debt

MEUR	2021 Q2	2020 Q2	2021 Q1–Q2	2020 Q1–Q2	2020 Q1–Q4
Interest-bearing long-term liabilities	248.3	33.4	248.3	33.4	31.9
IFRS 16 lease liabilities	28.3	33.4	28.3	33.4	31.9
Loans from financial institutions	220.0		220.0		
Interest-bearing short-term liabilities	7.2	6.9	7.2	6.9	7.0
IFRS 16 lease liabilities	7.2	6.9	7.2	6.9	7.0
Cash and cash equivalents	33.8	97.7	33.8	97.7	48.0
Interest-bearing net debt	221.7	-57.4	221.7	-57.4	-9.1

Interest-bearing net debt and gearing

MEUR



In March 2021, Alma Media agreed on a committed bridge financing facility of MEUR 220 with OP Corporate Bank Plc. In connection with the arrangement, the Group agreed on terminating the previous financing limits (MEUR 25). The bridge financing facility will fall due no later than 18 months from the date of withdrawal. The financing arrangement includes the usual covenants concerning the equity ratio and the ratio of net debt to EBITDA. The Group met the covenants on 30 June 2021. Alma Media will convert the bridge facility into long-term financing during 2021.

Alma Media still has a commercial paper programme of MEUR 100 in Finland. The commercial paper programme was unused on 30 June 2021.

At the end of June 2021, Alma Media's interest-bearing debt amounted to MEUR 255.5 (40.3). Interest-bearing net debt totalled MEUR 221.7 (-57.4).

Alma Media had MEUR 1.2 in financial assets created in conjunction with business combinations measured at fair value and recognised through profit or loss and MEUR 17.7 in financial liabilities measured at fair value and recognised through profit or loss.

Changes in Group structure in 2021

In January LMC s.r.o, a subsidiary of Alma Career Oy and a leading recruitment service company in the Czech Republic, acquired the Czech start-up Quantiq s.r.o. The company's SaaS-based recruitment service Techloop.io is targeted at IT professionals and businesses.

In March Alma Media Corporation acquired Monster Worldwide Scandinavia AB's 16.66 per cent minority shareholding in Alma Career. With this transaction, Alma Career Oy was transferred entirely to Alma Media's ownership.

In March 2021, Alma Media signed an agreement to acquire Nettix Oy's entire share capital from Otava Group. Nettix Oy's business consists of Finland's leading motor vehicle marketplaces, such as Nettiauto, Nettikone and Nettimoto. The transaction was completed in April 2021.

On 31 March 2021, Alma Media acquired 60 per cent of the share capital of Netello Systems Oy, a company that provides digital marketing solutions especially to SMEs.

In April 2021, Alma Media acquired the remaining share capital to become the full owner of Etua Oy, a company offering competitive tendering services for loans and insurance. Alma Media Corporation previously held a 60% stake in Etua Oy.

In June 2021, Alma Media's subsidiary Alma Mediapartners Oy and Lemonsoft Oy agreed on a business transaction in which the construction and housing ERP system Talosofta was transferred to Lemonsoft Oy effective from July 2021. The divestment does not have a significant impact on profit or loss and it will be recognised in the third quarter.

Capital expenditure

Alma Media Group's capital expenditure in the second quarter of 2021 totalled MEUR 179.2 (0.6). The capital expenditure consisted of the acquisition of shares in Nettix Oy, Netello Systems Oy and Quantic s.r.o., the acquisition of the minority interest in Alma Career Oy as well as normal operating and maintenance investments.

Capital expenditure by segment

	2021	2020	2021	2020	2020
MEUR	Q2	Q2	Q1—Q2	Q1—Q2	Q1—Q4
Alma Career	0.4	0.1	2.6	3.7	8.5
Alma Talent	0.8	0.2	0.9	0.3	25.4
Alma Consumer	176.4	0.2	179.7	2.9	3.5
Segments total	177.7	0.4	183.2	6.9	37.4
Non-allocated	1.5	0.2	60.1	0.5	54.1
Total	179.2	0.6	243.3	7.4	91.4

Capital expenditure and acquisitions

	2021	2020	2021	2020	2020
MEUR	Q2	Q2	Q1—Q2	Q1—Q2	Q1—Q4
Capex	1.5	0.6	2.2	1.3	3.6
Acquisitions	177.7		241.0	6.1	87.8
Total	179.2	0.6	243.3	7.4	91.4

Depreciation

	2021	2020	2021	2020	2020
MEUR	Q2	Q2	Q1—Q2	Q1—Q2	Q1—Q4
Depreciation of tangible and intangible assets	2.3	2.6	4.8	5.4	10.6
Amortisation of intangible assets related to acquisitions	1.9	1.4	2.9	2.8	5.1
Total	4.2	4.0	7.7	8.1	15.8

Business segments

Alma Media's reportable segments consist of Alma Career, which focuses on the recruitment business and recruitment-related services in Eastern Central Europe and Finland, Alma Talent, which provides financial media and services aimed at professionals and businesses, and Alma Consumer, which focuses on the consumer media and marketplaces business. Centralised services produced by the Group's parent company as well as centralised support services for advertising and digital sales for the entire Group are reported outside segment reporting. The Group's reportable segments correspond to the Group's operating segments.

Alma Career

The recruitment-related services Jobs.cz, Prace.cz, CVOnline, Profesia.sk, MojPosao.net, MojPosao.ba, Monster.fi, the Seduo online training service and Prace za rohem are reported under the Alma Career segment. In addition to enhancing job advertising, Alma Career's objective is to expand the business into new services to support the needs of job-seekers and employers, such as job advertising-related technology, digital staffing services and training. Alma Career operates in 10 countries in Europe.

Key figures

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1—Q2	2020 Q1—Q2	Change %	2020 Q1—Q4
Revenue	20.0	13.5	48.1	36.2	31.9	13.4	62.7
Marketplaces	18.2	12.3	47.4	32.7	29.6	10.7	58.1
Services	1.8	1.1	55.5	3.4	2.3	48.3	4.6
Adjusted total expenses	12.2	8.9	36.8	23.4	20.8	12.7	42.7
Adjusted EBITDA	8.4	5.6	50.0	14.2	13.1	8.3	23.9
EBITDA	8.4	5.6	50.0	14.2	14.0	1.7	24.7
Adjusted operating profit	7.7	4.8	62.1	12.8	11.4	12.7	20.6
% of revenue	38.6%	35.3%		35.4%	35.7%		32.8%
Operating profit (loss)	7.7	4.8	62.1	12.8	12.2	4.8	21.4
% of revenue	38.6%	35.3%		35.4%	38.3%		34.2%
Employees on average	579	591	-2.0	572	604	-5.4	588
Digital business revenue	19.9	13.3	15.5	36.1	31.3	15.5	62.1
Digital business, % of revenue	99.9%	98.7%		99.9%	98.0%		99.1%

Revenue

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1—Q2	2020 Q1—Q2	Change %	2020 Q1—Q4
Czech Republic	10.9	8.7	24.9	20.0	18.8	6.2	37.3
Slovakia	3.5	1.8	94.1	6.0	5.0	20.3	9.8
Baltic countries	2.2	1.2	84.6	4.0	2.9	34.6	6.2
Croatia	1.7	0.8	120.1	3.1	2.4	27.9	4.7
Finland	1.3	0.7	77.7	2.4	2.0	20.6	2.9
Other countries	0.5	0.4	27.0	0.9	1.0	-13.2	1.9

April–June 2021

The Alma Career segment's revenue increased by 48.1% to MEUR 20.0 (13.5) in the second quarter of 2021. Acquired businesses had an effect of MEUR 0.1 on revenue. As the COVID-19 situation has improved, restrictions affecting business have been lifted in all of Alma Media's operating countries, which has led to the recruitment business recovering faster than anticipated. The revenue performance of the digital training service Seduo and other added-value services related to recruitment was good during the review period.

Total expenses for the review period increased by 36.8% to MEUR 12.2 due to higher employee and marketing expenses. Significant cost-saving measures were implemented in the comparison period.

Adjusted operating profit amounted to MEUR 7.7 (4.8) in the second quarter. The adjusted operating profit was 38.6% (35.3%) of revenue. The segment's operating profit was MEUR 7.7 (4.8). No adjusted items were reported during the review period or the comparison period.

January–June 2021

The Alma Career segment's revenue increased by 13.4% to MEUR 36.2 (31.9) in January–June. Acquired businesses had an effect of MEUR 0.1 on revenue. Revenue and operating profit declined in the first quarter but subsequently turned to growth in the second quarter thanks to the strong recovery of the demand for recruitment services.

Total expenses for the review period increased by 12.7% to MEUR 23.4 due to higher employee expenses.

Adjusted operating profit amounted to MEUR 12.8 (11.4) in the second quarter. The adjusted operating profit was 35.4% (35.7%) of revenue. The segment's operating profit was MEUR 12.8 (12.2). No adjusted items were reported during the review period. The adjusted items in the comparison period were related to an item recognised in profit or loss arising from an acquisition achieved in stages.

Alma Talent

Alma Talent's core business consists of digital subscription-based content media as well as digital data, content and marketplace services. In addition to the leading financial media brand Kauppalehti, Alma Talent's financial and professional media include Talouselämä, Tekniikka & Talous and Arvopaperi.

Alma Talent Services offers professionals a comprehensive range of services related to company information, real estate information, law, financial management, competence development, leadership and marketing.

Key figures

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1—Q2	2020 Q1—Q2	Change %	2020 Q1—Q4
Revenue	25.2	22.4	12.9	49.7	48.0	3.6	95.1
Marketplaces	1.6	1.3	17.8	3.1	2.6	18.3	5.5
Media	13.7	12.5	54.7	26.5	28.1	-5.7	54.4
Content, media	8.5	9.1	-7.1	16.9	18.8	-10.4	35.2
- of which digital	44.9%	34.4%		44.8%	31.7%		36.3%
Advertising, media	5.2	3.4	54.7	9.6	9.3	3.6	19.3
- of which digital	60.7%	56.8%		56.9%	50.7%		50.4%
Services	10.0	8.5	16.8	20.1	17.2	16.7	35.2
- of which digital	59.6%	49.7%		58.1%	46.0%		47.2%
Adjusted total expenses	20.2	19.6	2.9	39.9	41.6	-4.1	78.9
Adjusted EBITDA	6.0	3.9	54.9	12.2	8.7	39.3	20.4
EBITDA	6.0	0.9	591.9	12.2	5.5	120.0	17.6
Adjusted operating profit	5.1	2.8	83.9	10.3	6.5	59.6	16.2
% of revenue	20.2%	12.4%		20.7%	13.4%		17.1%
Operating profit (loss)	5.1	-0.2	-2 209.9	10.3	3.2	217.3	13.1
% of revenue	20.2%	-1.1%		20.7%	6.8%		13.7%
Average no. of employees, excl. telemarketers	454	467	-2.8	440	476	-7.6	456
Telemarketers on average	339	342	-0.8	351	331	6.1	335
Digital business revenue	14.5	10.6	36.4	27.9	21.3	31.0	44.6
Digital business, % of revenue	57.5%	47.5%		56.0%	44.3%		46.9%

Revenue

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1—Q2	2020 Q1—Q2	Change %	2020 Q1—Q4
Alma Talent Media	13.8	11.3	22.1	26.6	24.5	8.7	50.9
- of which digital	50.9%	42.7%		49.2%	39.9%		42.4%
Alma Talent Services	8.5	6.8	25.3	16.9	14.0	20.1	28.4
- of which digital	88.5%	81.7%		87.5%	74.4%		77.1%
Direct marketing	3.8	3.8	-1.3	7.7	7.2	7.2	14.7
Divested operations and eliminations*	-0.8	0.5	-261.9	-1.5	2.2	-165.6	1.0

* Divested operations consist of the Swedish media business, which was sold in June 2020.

Adjusted operating profit/loss

	2021	2020	Change	2021	2020	Change	2020
milj. euroa	Q2	Q2	%	Q1—Q2	Q1—Q2	%	Q1—Q4
Alma Talent Media	2.9	1.0	192.1	5.5	2.8	95.7	8.3
Alma Talent Services	1.7	1.5	15.3	3.8	3.0	24.9	6.6
Direct marketing	0.5	0.4	16.9	1.1	0.7	46.9	1.6
Divested operations and eliminations*	-0.0	-0.1	-89.8	-0.0	-0.1	-83.8	-0.2

* Divested operations consist of the Swedish media business, which was sold in June 2020.

April–June 2021

The Alma Talent segment's revenue increased by 12.9% to MEUR 25.2 (22.4) in April–June. Acquired and divested businesses had an effect of MEUR -0.3 on revenue. Digital business accounted for 57.5% (47.5%) of the segment's revenue.

The rapid growth (24%) of digital content revenue continued in Talent Media's content revenue, compensating fully for the decline in print media revenue. Comparable advertising revenue returned to the level seen in 2019.

In April–June, Talent Services increased its revenue by 25.3% and its adjusted operating profit improved by 15.3%. The factors underpinning the good performance included acquisitions and organic growth in marketplaces as well as digital property information, company information and law-related services. Digital business represented 88.5% (81.7%) of Alma Talent's services.

Revenue from direct marketing was on a par with the comparison period and the development of profitability was good.

The segment's adjusted total expenses amounted to MEUR 20.2 (19.6). The Alma Talent segment's adjusted operating profit was MEUR 5.1 (2.8) and operating profit MEUR 5.1 (-0.2). No adjusted items were reported during the review period. The adjusted items in the comparison period were related to operational restructuring and an item recognised in profit or loss arising from an acquisition achieved in stages.

January–June 2021

The Alma Talent segment's revenue increased by 3.6% to MEUR 49.7 (48.0) in January–June. Acquired and divested businesses had an effect of MEUR -2.0 on revenue. Digital business accounted for 56.0% (44.3%) of the segment's revenue.

The segment's adjusted total expenses amounted to MEUR 39.9 (41.6). The Alma Talent segment's adjusted operating profit was MEUR 10.3 (6.5) and operating profit MEUR 10.3 (3.2). No adjusted items were reported during the review period. The adjusted items in the comparison period were related to operational restructuring and an item recognised in profit or loss arising from an acquisition achieved in stages.

Alma Consumer

The Alma Consumer consists of a broad offering of 37 consumer and B2B brands. The business of the Alma Consumer segment includes the multi-channel news and lifestyle media Iltalehti, Finland's leading housing marketplace Etuovi.com and housing rental marketplace Vuokraovi.com, the automotive marketplaces Nettiauto, Autotalli.com and Nettimoto as well as the housing and car trade systems that serve companies representing these fields.

In addition, the segment includes comparison services, such as Autojerry, Urakkamaailma and Etua. Netello, which specialises in digital advertising solutions, is also reported under the Alma Consumer segment.

Alma Consumer's competitiveness is based on the excellent reach of media and services as a digital network, the unique user data pool and the developing industry verticals in the areas of media, housing, cars and comparison services. Alma Consumer operates in Finland.

Key figures

	2021	2020	Change	2021	2020	Change	2020
MEUR	Q2	Q2	%	Q1—Q2	Q1—Q2	%	Q1—Q4
Revenue	26.6	15.7	68.8	44.1	33.7	31.0	69.9
Marketplaces	11.0	5.3	106.4	16.8	10.9	54.7	22.7
Media	13.1	8.9	47.1	23.2	19.6	18.5	40.7
Content, media*	3.7	3.7	1.6	7.0	7.7	-9.3	15.2
Advertising, media	9.4	5.2	78.9	16.2	11.8	36.6	25.4
- of which digital	84.1%	92.3%	-8.9	88.2%	91.3%	-3.3	92.2%
Services	2.5	1.5	64.1	4.1	3.2	27.0	6.5
Adjusted total expenses	19.3	12.9	49.0	33.7	28.2	19.8	54.9
Adjusted EBITDA	8.8	3.3	163.7	12.7	6.5	94.2	17.0
EBITDA	8.8	3.3	163.7	12.7	7.0	80.2	17.1
Adjusted operating profit	7.3	2.8	159.9	10.7	5.5	95.5	15.0
% of revenue	27.5%	17.9%		24.4%	16.3%		21.5%
Operating profit (loss)	7.3	2.8	159.9	10.7	6.0	78.9	15.1
% of revenue	27.5%	17.9%		24.4%	17.8%		21.6%
Employees on average	363	298	21.6	327	303	8.1	293
Digital business revenue	21.5	11.7	84.5	35.3	24.9	41.5	52.6
Digital business, % of revenue	80.9%	74.0%		80.0%	74.0%		75.3%

* Content revenue consists entirely of the single-copy sales of Iltalehti.

Revenue

	2021	2020	Change	2021	2020	Change	2020
MEUR	Q2	Q2	%	Q1—Q2	Q1—Q2	%	Q1—Q4
Housing	4.5	3.5	29.1	8.5	7.2	17.8	15.3
Vehicles and machinery	7.3	1.4	401.7	8.8	3.3	168.5	6.4
Competitive and sharing economy services	1.9	1.6	19.5	3.5	3.0	16.3	6.4
Media and ad-funded services	12.9	9.1	41.4	23.3	20.1	15.9	41.7
- of which digital	66.6%	55.2%		65.7%	56.1%		58.4%
Divested operations and eliminations	-0.0	0.1	-150.9	-0.0	0.1	-159.0	0.1

April–June 2021

The Alma Consumer segment's revenue grew by 68.8% to MEUR 26.6 (15.7) in the second quarter. Acquired businesses contributed MEUR 6.6 to the increase in revenue. Digital business accounted for 80.9% (74.0%) of the segment's revenue.

The segment's housing-related marketplaces, such as Etuovi.com and Vuokraovi.com, achieved continued favourable development, growth in revenue and improved profitability. The growth in revenue from the automotive and mobility business area was mainly attributable to the acquisition of Nettix Oy. Revenue from comparison services, such as Urakkamaailma.fi and AutoJerry.fi, continued to grow in April–June.

Revenue from the media business increased by MEUR 4.2. Particularly strong growth was seen in digital advertising (MEUR 7.9), with Iltalehti's advertising revenue reaching a new record in the second quarter. Investments in regional advertising sales during the review period strengthened the market position in the SME customer segment.

The segment's total expenses increased by 49.0% to MEUR 19.3 (12.9). The segment's adjusted operating profit was MEUR 7.3 (2.8), or 27.5% (17.9%) of revenue. The segment's operating profit was MEUR 7.3 (2.8). No adjusted items were reported during the review period or the comparison period.

January–June 2021

The Alma Consumer segment's revenue grew by 31.0% to MEUR 44.1 (33.7) in the first half of the year. Acquired businesses contributed MEUR 6.6 to the increase in revenue. Digital business accounted for 80.0% (74.0%) of the segment's revenue.

The segment's total expenses increased by 19.8% to MEUR 33.7 (28.2). The segment's adjusted operating profit was MEUR 10.7 (5.5), or 24.4% (16.3%) of revenue. The segment's operating profit was MEUR 10.7 (6.0). No adjusted items were reported during the review period. The adjusted items in the comparison period were related to items recognised in profit or loss arising from an acquisition achieved in stages.

The following table presents the assets and liabilities by segments:

Assets by segment

MEUR	30 Jun 2021	30 Jun 2020	31 Dec 2020
Alma Career	84.3	74.8	80.0
Alma Talent	116.3	90.7	116.6
Alma Consumer	227.5	44.5	42.6
Segments total	428.1	210.0	239.3
Discontinued operations	76.8	146.9	94.6
Non-allocated assets and eliminations	504.9	356.9	333.9
Total			

Liabilities by segment

MEUR	30 Jun 2021	30 Jun 2020	31 Dec 2020
Alma Career	33.9	26.8	25.3
Alma Talent	40.8	24.3	38.8
Alma Consumer	15.1	8.3	9.0
Segments total	89.7	59.4	73.1
Discontinued operations	276.4	52.4	56.3
Non-allocated assets and eliminations	366.1	111.8	129.4

Share and stock markets

In April–June, altogether 1 487 376 Alma Media shares were traded on the Nasdaq Helsinki stock exchange, representing 1.8% of the total number of shares. The closing price of the Alma Media share at the end of the last trading day of the review period, 30 June 2021, was EUR 10.32. The lowest quotation during the review period was EUR 9.04 and the highest EUR 10.82. Alma Media Corporation's market capitalisation at the end of the review period was MEUR 850.19. Alma Media Corporation holds a total of 63 381 of its own shares.

Share-based retention and incentive schemes LTI 2015 and LTI 2019

Alma Media's long-term share-based incentive schemes for senior management and certain key employees consist of annually commencing individual plans, each subject to separate Board approval. The main elements of each individual plan are: an investment in Alma Media shares as a precondition for participation in the scheme, matching shares based on the said share investment, the possibility of earning performance-based matching share and transfer restrictions.

The Board of Directors of Alma Media Corporation has decided on the commencement of a new period under the long-term share-based incentive scheme for senior management (MSP 2021). The Board of Directors further decided on the commencement of a new period under the performance-based share-based incentive scheme aimed at middle management and selected key employees (PSP 2021). The incentive schemes were established and originally announced in December 2018.

In accordance with the EU Shareholder Rights Directive (SHRD), Alma Media published its Remuneration Report for 2020 on 17 February 2021. The Remuneration Policy, which documents the principles of the remuneration of the Group's governing bodies and the key terms applicable to service contracts, is available on the company website at www.almamedia.fi/en/investors/governance/remuneration. The terms of the various share-based retention and incentive schemes (long-term retention and incentive schemes) are described in the Remuneration Policy.

Flagging notices

The company did not receive any flagging notices during the first quarter of 2021.

Risks and risk management

At Alma Media Group, the task of risk management is to detect, evaluate and monitor business opportunities, threats and risks to ensure the achievement of objectives and business continuity. The risk management process identifies and controls the risks, develops appropriate risk management methods and regularly reports on risk issues to the risk management organisation and the Board of Directors. Risk management is part of Alma Media's internal control function and thereby part of good corporate governance.

Alma Media's most significant strategic risks are related to the potential decline in online audiences for digital services and media as well as a potential permanent decrease in digital advertising sales and listing advertising. For print media, the most significant risk is a potential permanent decline in the readership of publications. The industry is undergoing changes following the transformation in media consumption and technological development. An increasingly important source of competitive advantage, but also a strategic risk, in Alma Media's business is the ability to use customer data to improve the product and service offering for advertisers and enrich end user services. Alma Media will manage customer data and behavioural data by centralising customer data repositories and deploying analysis and activation technology, taking regulatory requirements into consideration. As the significance of data in Alma Media's business has increased, the Group's strategic risks also include cyber risks. The regulation of the media sector and the related market practices are becoming stricter. The changes in the operating environment and the rapid technological development require continuous investments in employee competence and development.

Events after the review period

The Group had no significant events after the end of the review period.

Summary of interim report and notes

Comprehensive income statement

MEUR	2021 Q2	2020 Q2	Change %	2021 Q1-Q2	2020 Q1-Q2	Change %	2020 Q1-Q4
REVENUE	71.6	52.6	36.1	129.7	114.5	13.3	230.2
Other operating income	0.1	0.2	-74.4	1.2	1.7	-30.4	3.3
Materials and services	9.4	7.7	22.7	17.3	17.0	1.4	32.7
Expenses arising from employee benefits	28.5	22.1	28.6	53.6	47.7	12.3	93.3
Depreciation and write-downs	4.2	4.0	5.0	7.7	8.1	-5.3	15.8
Other operating expenses	16.6	12.1	37.4	28.4	24.1	18.1	48.7
OPERATING PROFIT	13.0	7.0	87.0	23.8	19.2	24.2	43.1
Finance income	0.3	0.1	230.1	0.3	0.6	-42.9	0.3
Finance expenses	0.7	0.7	-4.5	1.2	0.9	26.8	1.3
Share of result of associated companies	-0.1	0.2	-138.5	-0.0	0.1	-129.2	0.1
PROFIT BEFORE TAX	12.6	6.5	94.8	22.9	18.9	21.0	42.2
Income tax	2.9	2.3	27.1	5.1	4.6	12.5	9.0
PROFIT FROM CONTINUING OPERATIONS	9.7	4.2	132.0	17.8	14.4	23.7	33.3
PROFIT FROM DISCONTINUED OPERATIONS	0.0	59.3	-100.0	0.0	68.0	-100.0	65.8
PROFIT FOR THE PERIOD	9.7	63.5	-84.8	17.8	82.4	-78.4	99.1
OTHER COMPREHENSIVE INCOME:							
Items that are not later transferred to be recognised through profit or loss							
Items arising due to the redefinition of net defined benefit liability (or asset item)							0.2
Items that may later be transferred to be recognised through profit or loss							
Translation differences	-0.9	2.1		-0.4	0.2		0.6
Other comprehensive income for the period, net of tax	-0.9	2.1		-0.4	0.2		0.7
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	8.8	65.6		17.4	82.6		99.8
Profit for the period attributable to:							
– Owners of the parent	9.6	62.2		17.2	79.6		93.3
– Non-controlling interest	0.1	1.3		0.6	2.9		5.7
Total comprehensive income for the period attributable to:							
– Owners of the parent	8.7	64.4		16.9	79.7		94.0
– Non-controlling interest	0.1	1.3		0.6	2.9		5.7
Distribution of total comprehensive income							
– Continuing operations	8.8	6.3		17.4	14.5		34.0
– Discontinued operations		59.3		0.0	68.0		65.8
Earnings per share calculated from the profit for the period attributable to the parent company shareholders:							
– Earnings per share, basic	0.12	0.76		0.21	0.97		1.13
– Earnings per share, diluted	0.11	0.74		0.20	0.95		1.11
– Earnings per share, continuing operations	0.12	0.04		0.21	0.14		0.33
– Earnings per share, discontinued operations		0.72		-0.00	0.83		0.80

Balance sheet

MEUR	30 Jun 2021	30 Jun 2020	31 Dec 2020
ASSETS			
NON-CURRENT ASSETS			
Goodwill	294.1	132.3	150.7
Intangible assets	94.8	48.6	55.1
Tangible assets	37.3	43.7	40.6
Investments in associated companies	6.8	3.0	6.6
Other non-current financial assets	4.2	3.7	3.9
Deferred tax assets	0.3	0.2	0.3
TOTAL NON-CURRENT ASSETS	437.4	231.4	257.2
CURRENT ASSETS			
Inventories	0.7	0.8	0.6
Current tax assets	1.3	0.2	1.0
Trade receivables and other receivables	31.8	26.6	27.1
Financial assets, short-term	0.0	0.1	0.0
Cash and cash equivalents	33.8	97.7	48.0
TOTAL CURRENT ASSETS	67.5	125.4	76.7
TOTAL ASSETS	504.9	356.9	333.9
EQUITY AND LIABILITIES			
Share capital	45.3	45.3	45.3
Share premium reserve	7.7	7.7	7.7
Translation differences	-0.4	-0.4	0.0
Invested non-restricted equity fund	19.1	19.1	19.1
Retained earnings	64.2	144.6	111.4
Equity attributable to owners of the parent	136.0	216.4	183.6
Non-controlling interest	2.8	28.6	21.0
TOTAL EQUITY	138.8	245.0	204.6
LIABILITIES			
NON-CURRENT LIABILITIES			
Non-current interest-bearing liabilities	248.3	33.4	31.9
Deferred tax liabilities	19.3	9.7	11.5
Pension liabilities	0.7	0.8	0.7
Other financial liabilities	17.2	2.0	13.6
Other non-current liabilities	0.0	0.1	0.0
TOTAL NON-CURRENT LIABILITIES	285.6	46.0	57.8
CURRENT LIABILITIES			
Current financial liabilities	7.9	7.0	9.8
Advances received	32.5	11.8	9.9
Income tax liability	1.7	1.6	3.4
Provisions	0.0	0.1	0.0
Trade payables and other payables	38.4	45.4	48.5
TOTAL CURRENT LIABILITIES	80.5	65.9	71.6
TOTAL LIABILITIES	366.1	111.8	129.4
TOTAL EQUITY AND LIABILITIES	504.9	356.9	333.9

Consolidated statement of change in equity

Equity attributable to owners of the parent

	MEUR	A	B	C	D	E	F	G	H
Equity 1 Jan 2021	45.3	7.7		0.0	19.1	111.4	183.6	21.0	204.6
Profit for the period						17.2	17.2	0.6	17.8
Other comprehensive income							0.0		0.0
Translation differences				-0.4			-0.4		-0.4
Transactions with equity holders									
Dividends paid by parent						-24.7	-24.7		-24.7
Dividends paid by subsidiaries						-0.0	-0.0		-0.0
Acquisition of own shares							0.0		0.0
Disposal of own shares						0.6	0.6		0.6
Refund of unredeemed dividends						0.1	0.1		
Share-based payment transactions and exercised share options						1.9	1.9		1.9
Change in ownership in subsidiaries						-42.1	-42.1	-18.7	-60.8
Total equity 30 Jun 2021	45.3	7.7		-0.4	19.1	64.2	136.2	2.8	138.8
Equity 1 Jan 2020	45.3	7.7		-0.5	19.1	100.5	172.1	30.4	202.5
Profit for the period						79.6	79.6	2.9	82.4
Other comprehensive income						0.2	0.2	-0.2	-0.2
Translation differences				0.2			0.2	-0.2	-0.1
Transactions with equity holders									
Dividends paid by parent						-32.9	-32.9		-32.9
Dividends paid by subsidiaries								-4.6	-4.6
Acquisition of own shares						-1.5	-1.5		-1.5
Disposal of own shares						-1.2	-1.2		-1.2
Share-based payment transactions and exercised share options						0.1	0.1		0.1
Change in ownership in subsidiaries							0.0	0.5	0.5
Equity 30 Jun 2020	45.3	7.7		-0.4	19.1	144.6	216.5	28.6	245.0

Column headings:

A = Share capital

B = Share premium reserve

C = Translation differences

D = Invested non-restricted equity fund

E = Retained earnings

F = Total

G = Non-controlling interest

H = Equity total

Cash flow statement

MEUR	2021 Q2	2020 Q2	2021 Q1-Q2	2020 Q1-Q2	2020 Q1-Q4
OPERATING ACTIVITIES					
Profit for the period	9.7	63.5	17.8	82.4	99.0
Adjustments	12.4	-60.5	19.3	-52.4	-39.6
Change in working capital	-4.7	2.6	0.5	4.9	5.8
Dividends received	0.2	0.1	0.4	0.1	0.2
Interest received	0.0	0.0	0.0	0.1	0.1
Interest paid and other finance expenses	-0.6	-0.1	-1.0	-0.9	-1.5
Taxes paid	-0.9	-2.4	-5.5	-4.0	-8.1
Net cash flow from operating activities	16.1	3.2	31.5	30.1	56.0
INVESTING ACTIVITIES					
Acquisitions of tangible assets	0.0	-0.1	-0.2	-0.3	-0.9
Acquisitions of intangible assets	-0.4	-0.4	-0.9	-0.8	-2.2
Proceeds from sale of tangible and intangible assets	0.0	-0.0	0.4	-0.0	-0.0
Other investments	-0.3	-0.0	-0.3	-0.4	-0.6
Proceeds from sale of available-for-sale financial assets	0.0	0.0	0.0	0.0	0.0
Repayment of loan receivables		0.3		0.3	
Business acquisitions less cash and cash equivalents at the time of acquisition	-173.3	-1.3	-236.7	-5.5	-72.5
Proceeds from sale of businesses less cash and cash equivalents at the time of sale	1.1	49.5	1.1	49.9	51.1
Acquisition of associated companies	-0.5	0.0	-0.5	0.0	-4.0
Proceeds from sale of associated companies	0.0	0.0	0.0	0.0	0.4
Net cash flows from/(used in) investing activities	-173.3	47.9	-236.9	43.2	-28.4
Cash flow before financing activities	-157.2	51.1	-205.4	73.3	27.6
CASH FLOWS FROM/(USED IN) FINANCING ACTIVITIES					
Acquisition of own shares	0.0	-0.7	0.0	-1.5	-1.5
Loans taken	170.0	0.0	224.7	0.0	-0.0
Repayment of loans	-5.0	0.0	-5.0	0.0	0.0
Payments of finance lease liabilities	-1.2	-0.8	-3.4	-5.1	-7.4
Change in interest-bearing receivables	0.0	-0.0	0.0	-0.0	-0.0
Dividends paid	-24.9	-37.4	-24.9	-37.6	-37.6
Net cash flows from/(used in) financing activities	138.8	-38.9	191.3	-44.1	-46.4
Change in cash and cash equivalent funds (increase +/decrease -)	-18.6	55.7	-14.3	29.2	-18.9
Cash and cash equivalents at beginning of period	52.3	41.9	48.0	67.1	67.1
Effect of change in foreign exchange rates	0.1	0.1	0.1	1.4	-0.2
Cash and cash equivalents at end of period	33.8	97.7	33.8	97.7	48.0

Associated companies

Share of result of associated companies

	2021	2020	2021	2020	2020
MEUR	Q2	Q2	Q1-Q2	Q1-Q2	Q1-Q4
Alma Career	-0.1	0.2	-0.0	0.1	0.1
Alma Talent	0.0	0.0	0.0	0.0	0.0
Alma Consumer	0.0	0.0	0.0	0.0	0.0
Other associated companies	0.0	0.0	0.0	0.0	0.0
Total	-0.1	0.2	-0.0	0.1	0.1

Acquired businesses in 2021

Alma Media has acquired the following business operations in 2021:

	Business	Acquisition date	Acquired share	Group share
Alma Career segment				
Quantiq s.r.o	Online	7 January 2021	100%	100%
Alma Consumer segment				
Netello Systems Oy	Online	31 March 2021	60%	60%
Nettix Oy	Online	1 April 2021	100%	100%

The Alma Career segment's information on acquired businesses is presented in combined form.

MEUR	Fair values entered in integration
	Total
Intangible assets	0.8
Trade receivables and other receivables	0.0
Cash and cash equivalents	0.0
Total	0.8
Deferred tax liabilities	0.1
Trade payables and other payables	0.2
Total	0.3
Total identifiable net assets at fair value	0.5
Group's share of net assets	0.5
IFRS acquisition cost	1.9
Goodwill	1.5
Annual amortisation of intangible assets related to acquisitions	0.0

The Alma Consumer segment's information on acquired businesses is presented in combined form.

MEUR	Fair values entered in integration		
	Nettix Oy	Other	Total
Tangible assets	0.0	0.0	0.1
Intangible assets	38.7	3.1	41.7
Trade receivables and other receivables	1.9	0.3	2.2
Cash and cash equivalents	3.2	0.2	3.4
Total	43.8	3.6	47.4
Deferred tax liabilities	7.6	0.6	8.1
Trade payables and other payables	4.7	0.6	5.3
Total	12.3	1.1	13.4
Total identifiable net assets at fair value	31.6	2.4	34.0
Group's share of net assets	31.6	1.5	33.0
IFRS acquisition cost	171.2	2.9	174.1
Goodwill	139.7	1.4	141.1
Annual amortisation of intangible assets related to acquisitions	3.4	0.3	3.7

Alma Media completed the acquisition of Nettix Oy from Otava Group in spring 2021. The transaction was announced on 5 March 2021 and closed on 1 April 2021. Nettix Oy will be reported as part of the Alma Consumer business segment starting from the second quarter of 2021. Nettix Oy's business consists of Finland's leading motor vehicle marketplaces, such as Nettiauto, Nettikone and Nettimoto, and they reach an audience of 2.5 million Finns every week. In 2020, marketplaces generated over 81% of Nettix Oy's revenue. The compound annual growth rate (CAGR) of the marketplaces was approximately 7% in 2016–2020. In addition, Nettix Oy consists of Konepörssi, the leading professional media for machine and transport business, and the news service Ampparit. As a result of the acquisition, a total of 39 Nettix Oy's employees (converted to full-time employees) were transferred to Alma Media. The acquisition of Nettix Oy is a continuation of Alma Media's strategy that concentrates on digital media and services. Nettix complements Alma Media's marketplaces business, offering opportunities for cross-selling and additional sales and the sharing of best practices between the services. Through this acquisition, Alma Media continues its strategic expansion into new digital products and services that address customer needs and cover the entire value chain, ranging from sales systems to transactions. The digitalisation of mobility services and the automotive ecosystem is expected to accelerate further in the next few years, and sales and purchases will continue to move to digital marketplaces.

Nettix Oy's revenue in 2020 totalled MEUR 22.5, EBITDA was MEUR 11.2 and operating profit was MEUR 10.0. The enterprise value of the acquired business was MEUR 171.2. There are no additional purchase price components included in the transaction. Alma Media financed the acquisition entirely with debt. The transaction costs related to the acquisition have amounted to MEUR 4.6, of which MEUR 0.5 was recognised in expenses in 2020 and MEUR 4.1 in the first quarter of 2021. The expense will be treated as an adjusted item in 2021. The Nettix Oy acquisition increases Alma Media's goodwill by MEUR 140. The goodwill consists of the future growth expectations of the business as well as synergies. Alma Media estimates that the transaction will generate annual synergies of MEUR 1.5 by 2022, mainly related to media sales, support functions, premises, IT systems and IT development. In addition, other intangible assets increased by MEUR 39 in connection with the transaction, consisting of customer agreements and brands. The assets recognised at fair value in connection with the acquisition will increase depreciation by MEUR 3.4 annually. Nettix Oy's effect on Alma Media Group's revenue in the second quarter was MEUR 6.1, EBITDA MEUR 3.2 and operating profit less PPA amortisation MEUR 2.0. Had Nettix Oy been consolidated into Alma Media Group from the beginning of 2021, its effect on the Group's revenue would have been MEUR 11.3, EBITDA MEUR 5.7 and operating profit less PPA amortisation MEUR 3.5.

Contingent considerations

Contingent considerations arising from business acquisitions are classified as financial liabilities recognised at fair value through profit or loss. The amount of the contingent considerations due to acquisitions and business arrangements is based on the profits of the acquired businesses in 2021–2024.

Contingent consideration liability

MEUR	
Initial recognition of the liability	19.9
Considerations, settled in cash	-2.0
Change in fair value during the financial period	-0.2
Fair value of the contingent consideration liability at the end of the period	17.7

Contingent consideration assets

MEUR	
Initial recognition of the assets	1.8
Change in fair value during previous financial periods	-0.5
Considerations, settled in cash	-0.2
Fair value of the contingent consideration assets at the end of the period	1.2

Employees by geographical area

	2021	2020	2021	2020	2020
	Q2	Q2	Q1–Q2	Q1–Q2	Q1–Q4
Employees, Finland	963	869	906	878	864
Employees, other countries	608	653	602	671	634
Employees, total	1,572	1,522	1,507	1,549	1,497

Commitments and contingencies

Commitments and contingencies

MEUR	30 Jun 2021	30 Jun 2020	31 Dec 2020
Collateral for others			
Guarantees	0.0	0.9	0.0
Other commitments and contingencies	0.0	0.0	0.1
Minimum lease payments on other lease agreements:			
Within one year	0.3	0.3	0.3
Within 1–5 years	0.7	0.8	0.4
Total	1.0	1.1	0.7

Derivative contracts

MEUR	30 Jun 2021	30 Jun 2020	31 Dec 2020
Commodity derivative contracts, electricity derivatives			
Fair value*	-0.0	-0.1	-0.0
Nominal value	0.1	0.2	0.1
Foreign currency derivatives			
Fair value*	-0.3	0.1	-0.0
Nominal value	9.0	8.2	6.0

Related party transactions

Alma Media Group's related parties are the major shareholders of the parent company, associated companies and companies owned by them. Related parties also include the Group's senior management and their related parties (members of the Board of Directors, President and CEO and Managing Directors, and the Group Executive Team). The following table summarises the business operations undertaken between Alma Media and its related parties as well as the status of their receivables and liabilities:

MEUR	2021 Q2	2020 Q2	2021 Q1-Q2	2020 Q1-Q2	2020 Q1-Q4
Sales of goods and services	0.1	0.0	0.2	0.0	0.2
Associated companies	0.0	0.0	0.0	0.0	0.0
Principal shareholders	0.0	0.0	0.0	0.0	0.1
Corporations where management exercises influence	0.1	0.0	0.1	0.0	0.1
Purchases of goods and services	0.1	0.1	0.2	0.3	0.6
Associated companies	0.1	0.1	0.1	0.2	0.3
Principal shareholders	0.0	0.0	0.0	0.0	0.1
Corporations where management exercises influence	0.0	0.0	0.1	0.0	0.1
Trade receivables, loan and other receivables at the end of the reporting period	0.0	0.0	0.0	0.0	0.0
Associated companies	0.0	0.0	0.0	0.0	0.0
Principal shareholders	0.0	0.0	0.0	0.0	0.0
Corporations where management exercises influence	0.0	0.0	0.0		0.0
Trade payables at the reporting date	0.0	0.0	0.0	0.0	0.0
Associated companies	0.0	0.0	0.0	0.0	0.0
Principal shareholders	0.0	0.0	0.0	0.0	0.0
Acquired businesses	0.0	0.0	0.0		0.0
Principal shareholders	171.2	0.0	0.0		0.0

The selling party of Nettix Oy is Otava Markkinapaikat Oy, a subsidiary of Otava Oy, which is Alma Media's largest shareholder. Otava Oy is Alma Media's largest shareholder and the transaction has been classified as a transaction with a related party.

Quarterly information

	2021	2021	2020	2020	2020
	Q2	Q1	Q4	Q3	Q2
REVENUE	71.6	58.1	61.9	53.8	52.6
Alma Career	20.0	16.2	15.3	15.5	13.5
Alma Talent	25.2	24.5	26.4	20.7	22.4
Alma Consumer	26.6	17.5	19.3	16.9	15.7
Eliminations and non-allocated	-0.2	-0.1	0.9	0.7	1.0
ADJUSTED TOTAL EXPENSES	55.0	47.9	51.4	40.9	43.0
Alma Career	12.2	11.2	11.8	10.1	8.9
Alma Talent	20.2	19.7	21.1	16.6	19.6
Alma Consumer	19.3	14.5	14.5	12.3	12.9
Eliminations and non-allocated	3.4	2.6	4.0	1.9	1.5
ADJUSTED EBITDA	20.8	14.6	14.6	17.0	13.8
Alma Career	8.4	5.8	4.4	6.4	5.6
Alma Talent	6.0	6.2	6.6	5.1	3.9
Alma Consumer	8.8	3.9	5.3	5.2	3.3
Eliminations and non-allocated	-2.4	-1.3	-1.7	0.4	1.0
ADJUSTED OPERATING PROFIT/LOSS	16.6	11.1	11.1	13.2	9.8
Alma Career	7.7	5.1	3.7	5.5	4.8
Alma Talent	5.1	5.2	5.7	4.1	2.8
Alma Consumer	7.3	3.4	4.9	4.6	2.8
Eliminations and non-allocated	-3.5	-2.7	-3.1	-1.1	-0.5
% OF REVENUE	23.2	19.1	18.0	24.5	18.7
Alma Career	38.6	31.5	24.2	35.5	35.3
Alma Talent	20.2	21.3	21.5	19.9	12.4
Alma Consumer	27.5	19.6	25.2	27.5	17.9
Non-allocated operations	0.0	0.0	0.0	0.0	0.0
ADJUSTED ITEMS	-3.6	-0.3	-0.4	0.0	-2.9
Alma Career	0.0	0.0	0.1	-0.1	0.0
Alma Talent	0.0	0.0	0.0	0.0	-3.0
Alma Consumer	0.0	0.0	-0.4	0.0	0.0
Non-allocated operations	-3.6	-0.3	0.0	0.0	0.1
OPERATING PROFIT/LOSS	13.0	10.8	10.8	13.2	7.0
Alma Career	7.7	5.1	3.8	5.4	4.8
Alma Talent	5.1	5.2	5.7	4.1	-0.2
Alma Consumer	7.3	3.4	4.4	4.6	2.8
Non-allocated operations	-7.1	-2.9	-3.1	-1.1	-0.4
Finance income	0.3	0.0	0.4	0.1	0.1
Finance expenses	0.7	0.5	0.3	0.1	0.7
Share of profit of associated companies	-0.1	0.0	-0.2	0.2	0.2
PROFIT BEFORE TAX	12.6	10.4	9.9	13.4	6.5
Income tax	-2.9	-2.2	-2.5	-1.9	-2.3
PROFIT FOR THE PERIOD	9.7	8.1	7.4	11.5	4.2

Main accounting principles (IFRS)

This Interim Report has been prepared according to IFRS standards (IAS 34). The Interim Report applies the same accounting principles and calculation methods as the annual accounts dated 31 December 2020 and the new and revised IFRS standards described in the 2020 financial statements. The Interim Report does not, however, contain all the information or notes to the accounts included in the annual financial statements. This report should therefore be read in conjunction with the company's financial statements for 2020. This Interim Report applies the same accounting principles as the consolidated financial statements, with the exception of the following new standards adopted at the start of the financial year:

The key indicators are calculated using the same formulae as applied in the previous annual financial statements. The quarterly percentages of Return on Investment (ROI) and Return on Equity (ROE) have been annualised using the formula $((1 + \text{quarterly return})^4 - 1)$. The percentage of digital business of revenue is calculated as $\text{digital business} / \text{revenue} * 100$. The figures in this Interim report are independently rounded.

The continuing operations consist of Alma Career, which focuses on digital marketplaces, Alma Talent, a provider of financial media and services aimed at professionals and businesses, and Alma Consumer, which focuses on the national consumer media business. In April 2020, the Group divested its regional news media business and printing business, which were treated as discontinued operations in 2020. The post-divestment estimated and fixed costs related to support services have been allocated to the continuing operations and the comparison figures for 2020 have been adjusted accordingly.

Starting from the beginning of 2021, the Group has recognised advances received allocated to the recruitment business in the Czech Republic in advances received on the balance sheet instead of in trade and other payables, which was previously the case. The effect of the change amounted to MEUR 14.7 on 31 March 2021.

Alternative Performance Measures

Alma Media Corporation additionally uses and presents Alternative Performance Measures to better illustrate the operative development of its business and to improve comparability between reporting periods. The Alternative Performance Measures are reported in addition to IFRS key figures.

The Alternative Performance Measures used by Alma Media Corporation are the following:

- Adjusted operating profit (MEUR and % of revenue)
Profit before tax and financial items excluding adjusted items
- Adjusted EBITDA
- Operating profit excluding depreciation, amortisation, impairment losses and adjusted items

Items adjusting operating profit are income or expenses arising from non-recurring or rare events. Gains or losses from the sale or discontinuation of business operations or assets, gains or losses from restructuring business operations as well as impairment losses of goodwill and other assets are recognised by the Group as adjustments. Adjustments are recognised in the income statement within the corresponding income or expense group.

- Interest-bearing net debt (MEUR)
- Interest-bearing debt — cash and cash equivalents

The figures in this release are unaudited.

Seasonality

Content revenue from the media business is recognised on an accrual basis. For this reason, content revenue accrues in the income statement fairly evenly during the four quarters of the year. The bulk of subscription invoicing – especially for print subscriptions – takes place at the beginning of the year and, therefore, the cash flow from operating activities is also the strongest early in the year. This affects the company's balance sheet position in different quarters. As the Group's operations become increasingly digital, the seasonality of cash flow from operating activities will be reduced.

General statement

This report contains certain statements that are estimates based on the management's best knowledge at the time they were made. For this reason, they contain a certain amount of risk and uncertainty. The estimates may change in the event of significant changes in the general economic conditions.

ALMA MEDIA CORPORATION Board of Directors

More information:

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Alma Media's financial calendar 2021

- Interim Report for January–September 2021 on Thursday, 21 October 2021 at approximately 8:00 EET