

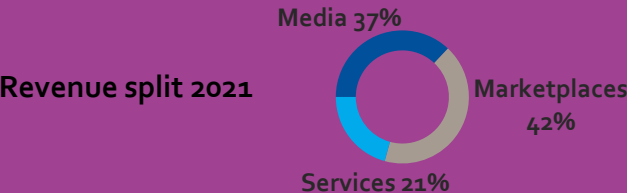
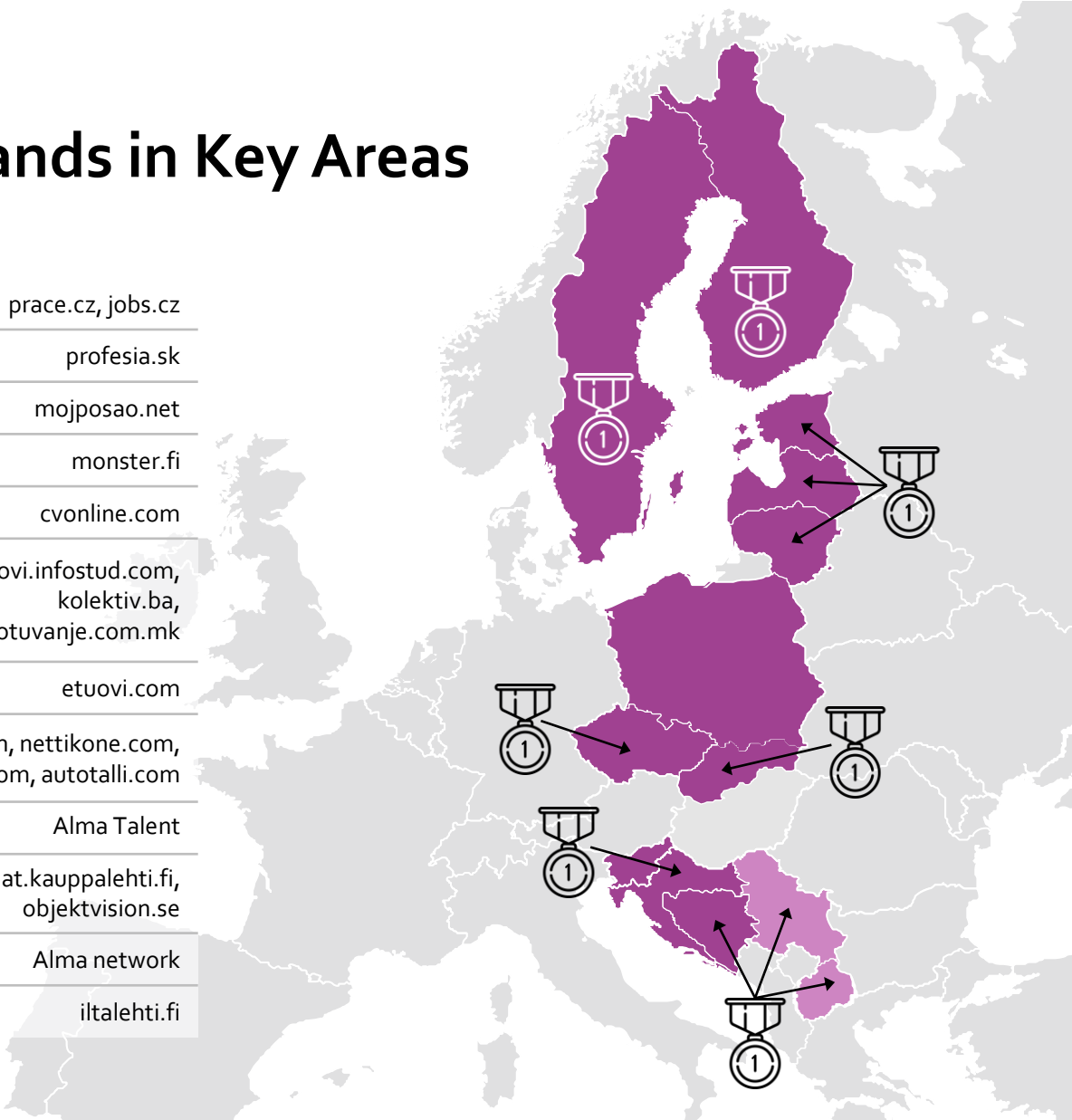


ALMA MEDIA
IN THE DIGITAL FRONTLINE

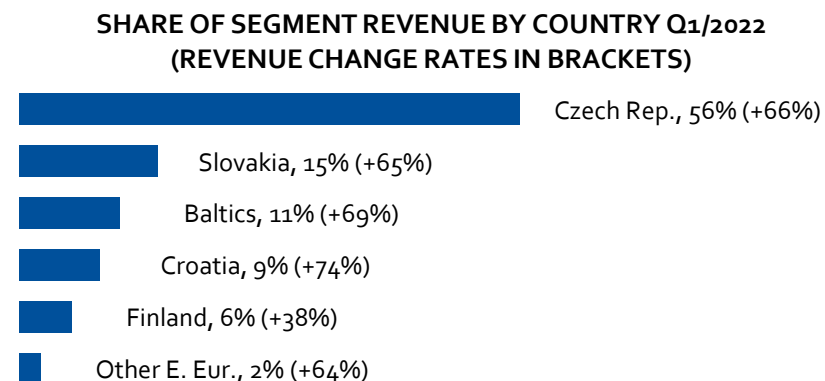
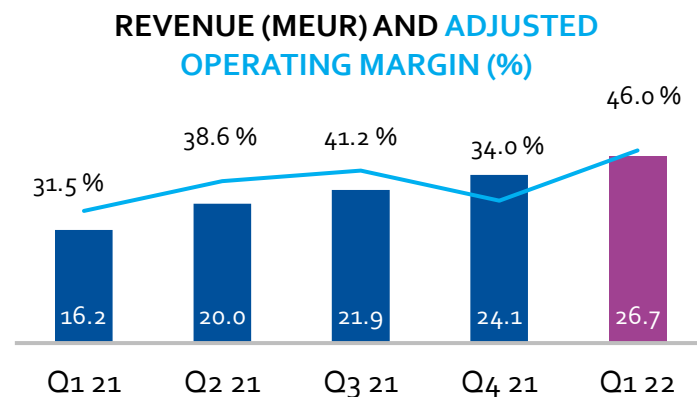


Strong Market Position and Leading Brands in Key Areas

RECRUITING	#1	Czech Republic	prace.cz, jobs.cz
	#1	Slovakia	profesia.sk
	#1	Croatia	mojposao.net
	#3	Finland	monster.fi
	#1	Estonia, Latvia, Lithuania	cvonline.com
	#1	Serbia, Bosnia and Herzegovina, Macedonia	Poslovi.infostud.com, kolektiv.ba, vrabotuvanje.com.mk
HOUSING	#1	Finland	etuovi.com
VEHICLES AND MACHINERY	#1	Finland	nettiauto.com, nettikone.com, nettimoto.com, autotalli.com
FINANCIAL & PROFESSIONAL MEDIA	#1	Finland	Alma Talent
COMMERCIAL PREMISES	#1	Finland, Sweden (Digital 57%)	toimitilat.kauppalehti.fi, objektvision.se
DIGITAL ADVERTISING	#1	Finland	Alma network
NEWS MEDIA	#1	Finland	iltalehti.fi



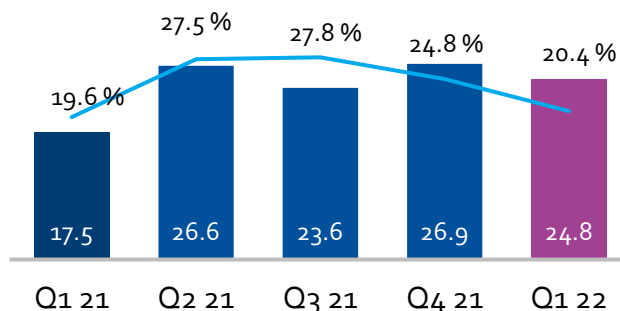
The hefty demand of recruiting business accelerating the revenue growth



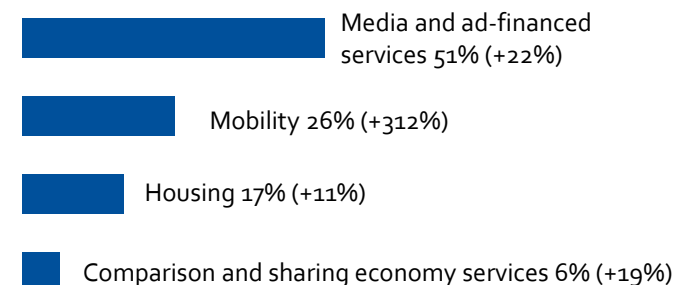
- Expanding traditional job boards and recruitment advertising to career development and staffing, on-demand and managed services
- Digital rate 99.7%
- Strong business momentum in Q1 2022:
Revenue +65.0% to MEUR 26.7
Adjusted operating profit +140.5% to MEUR to 12.3
- Despite the crisis in Ukraine, high demand of labour in our market areas

Strong organic growth boosted by acquisitions

REVENUE (MEUR) AND ADJUSTED
OPERATING MARGIN (%)



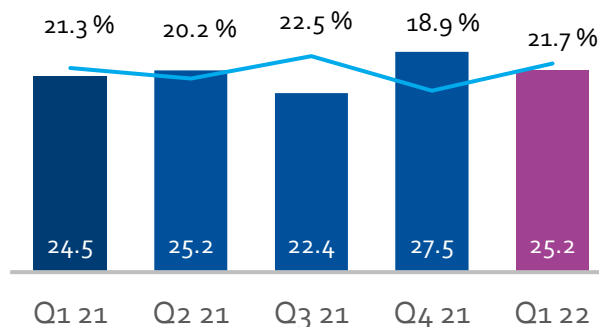
REVENUE SPLIT BY VERTICAL Q1/2022
(REVENUE CHANGE RATES IN BRACKETS)



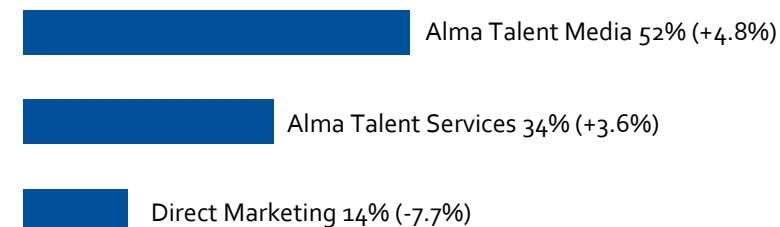
- Growing marketplaces to transactional and financial solutions and applying the reach and data storage of news media and services
- Digital rate 82.9%
- Strong business development in Q1 2022:
Revenue +41.5% to MEUR 24.8 - the organic growth 11.0%
The adjusted operating profit up by 47.4% to MEUR 5.0
- Nettix a big factor in revenue growth in car and mobility services
- Italehti successful in attracting readers, IL Plus subscriptions and advertising revenues

Digital business growth gaining momentum

REVENUE (MEUR) AND ADJUSTED
OPERATING MARGIN (%)



REVENUE SPLIT BY BUSINESS UNIT Q1/2022
(REVENUE CHANGE RATES IN BRACKETS)



- Leading business media expanding to digital information services for companies and professionals.
- Digital business share of revenue 56.4%
- Solid business development in Q1 2022:
 Revenue +3.0% to MEUR 25.2
 The adjusted operating profit +5.2% to MEUR 5.2
 Digital content sales up by 13.6%
 Advertising growth (print & digital combined) total 9.5%

Transformational strategy in progress

Digital revenue
in FY2021:

77%



TRANSFORM THE CORE

- **Digital media subscriptions**
34% digital share of content revenue in FY21
- **Digital advertising**
82% share of digital advertising revenue including Netello in FY21
- **Digital services**
66% digital service revenue in FY21
- **Co-operation for larger scale**
Intensified internal co-operation in housing, mobility and recruitment businesses



GROW IN DIGITAL

- **From job boards to staffing and add-on career services**
Treamer, Seduo, Techloop, ATS
- **Digital revenue growth**
Significant revenue growth in commission-based consumer services and Alma Talent services
- **Ensuring group digital capabilities**
350 persons in tech (80 new people hired via trainee programs)



INTERNATIONALISE

- **Direct search and reverse recruiting**
Acquisition of Techloop (Czech, Slovakia, Hungary)
- **Nordic B2B opportunities**
Digital B2B services
- **Digital marketplace opportunities**
Digital housing, cars & mobility



Ukrainian crisis

- Russia's invasion's immediate economic and business consequences:
 - Increased volatility and insecurity
 - Disruptions in financial markets and supply chains due to sanctions and counter-sanctions
 - Higher inflation
 - Lower economic growth in Europe
- Alma Media has no investments or business operations in Ukraine or Russia
- The financial system's direct exposure to Russia and Ukraine is limited in Alma Media's operating economies in Central Europe and the Baltic states
- Exact long-term estimates on implications to business, economics and Alma Media at this stage challenging

Our first take on this crisis

- Expressing solidarity to the people of Ukraine
- Finetuning our products to support Ukrainian immigrants in finding jobs in Alma's operating markets
- Actively searching channels to support and collaborate with Ukrainians in the long-term

Summary

Alma Media as an investment

- Leading market position and brands in key areas
- Business mix well balanced – from media to services
- Current products and customer base enables extensions in value chain
- Strong presence in CEE is a great basis for further international expansion
- B2B information services and comprehensive own data assets are strong foundation for data economy and ecosystems
- Strong and stable cash flow enables good dividend payout capacity

