

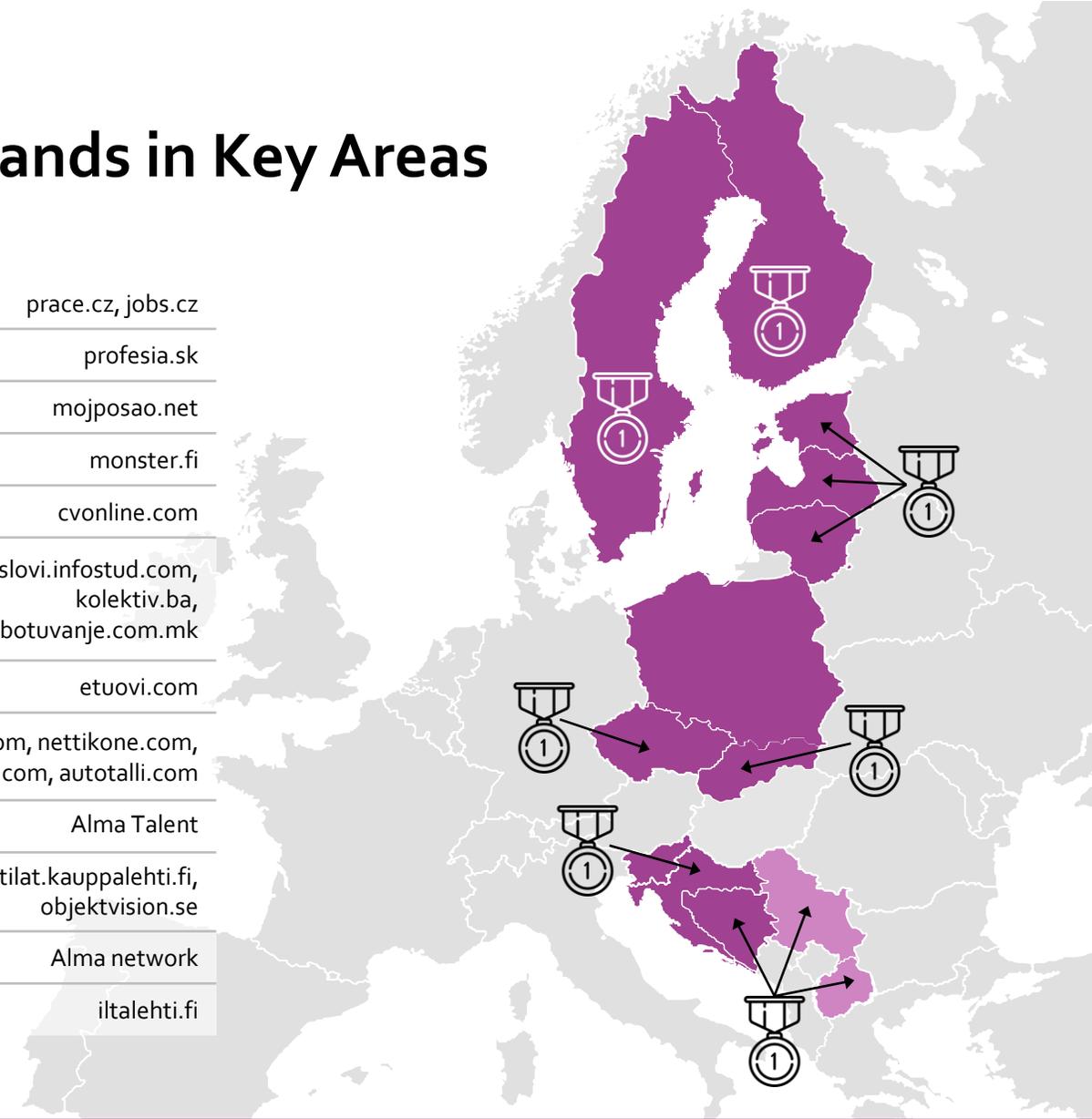
# ALMA

ALMA MEDIA  
IN THE DIGITAL FRONTLINE

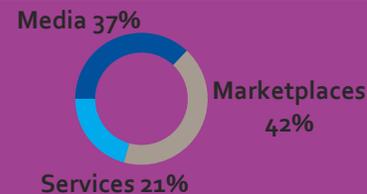


# Strong Market Position and Leading Brands in Key Areas

|                                |    |   |  |
|--------------------------------|----|---|--|
| 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   |

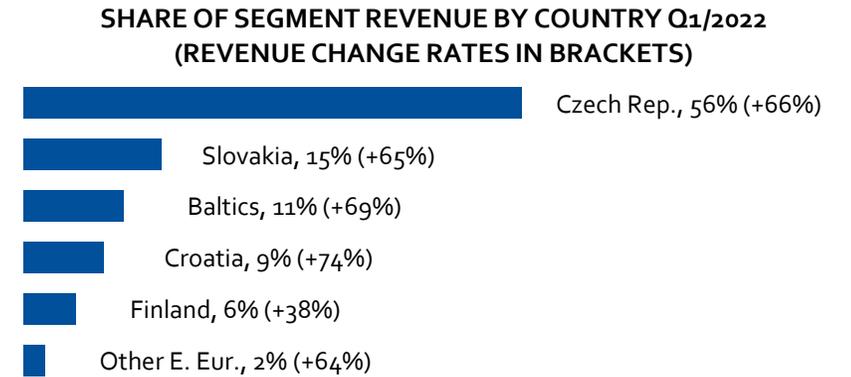
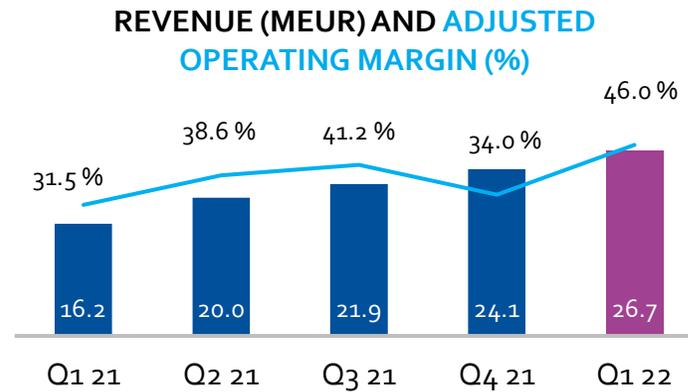


Revenue split 2021





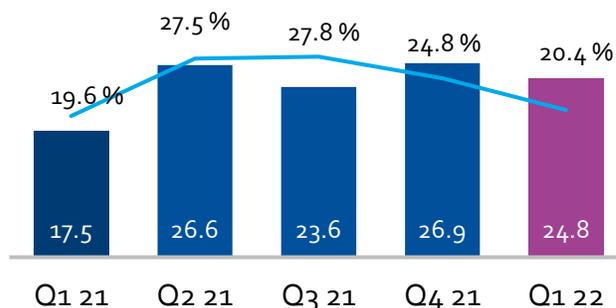
## The hefty demand of recruiting business accelerating the revenue growth



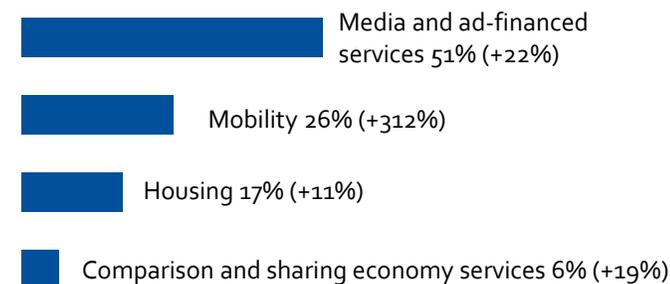
- Expanding traditional job boards and recruitment advertising to career development and staffing, on-demand and managed services
- Digital rate 99.7%
- Strong business momentum in Q1 2022:  
Revenue +65.0% to MEUR 26.7  
Adjusted operating profit +140.5% to MEUR to 12.3
- Despite the crisis in Ukraine,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

## Strong organic growth boosted by acquisitions

REVENUE (MEUR) AND ADJUSTED OPERATING MARGIN (%)



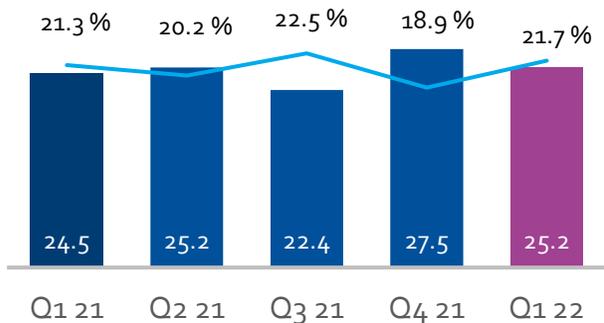
REVENUE SPLIT BY VERTICAL Q1/2022 (REVENUE CHANGE RATES IN BRACKETS)



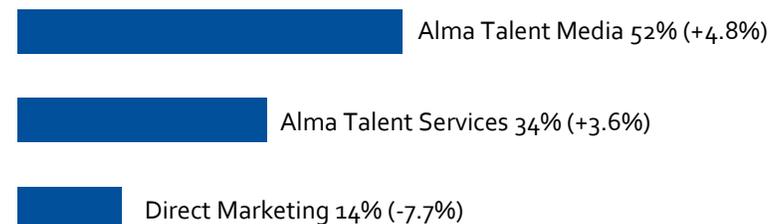
- Growing marketplaces to transactional and financial solutions and applying the reach and data storage of news media and services
- Digital rate 82.9%
- Strong business development in Q1 2022:  
Revenue +41.5% to MEUR 24.8 - the organic growth 11.0%  
The adjusted operating profit up by 47.4% to MEUR 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



## 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

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