



ALMA MEDIA
IN THE DIGITAL FRONTLINE

INVESTOR PRESENTATION POST Q4 2022

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 | jobly.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

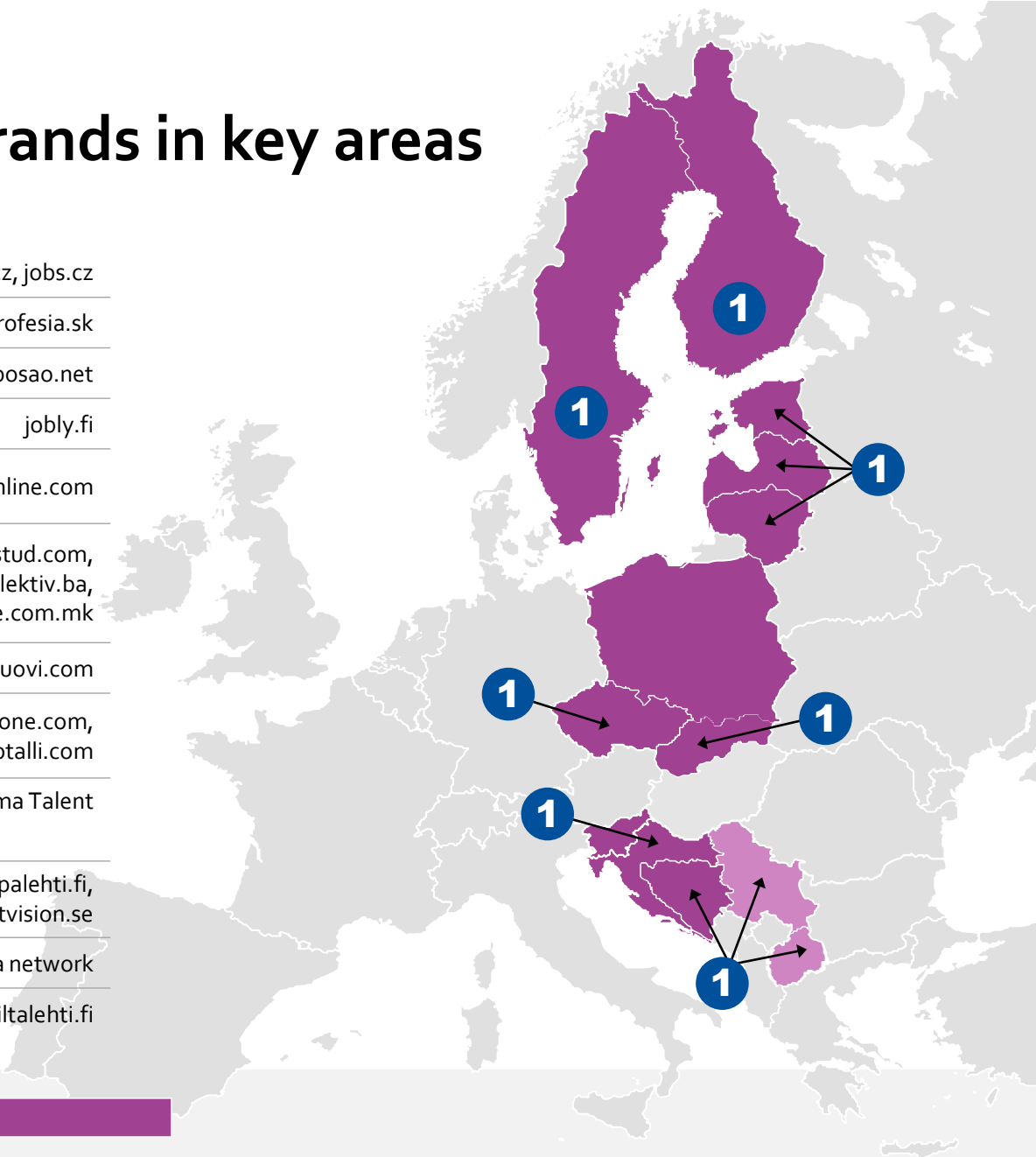
| | | |
|----|-----------------|--|
| #1 | Finland, Sweden | toimitilat.kauppalehti.fi, objektvision.se |
|----|-----------------|--|

DIGITAL ADVERTISING

| | | |
|----|---------|--------------|
| #1 | Finland | Alma network |
|----|---------|--------------|

NEWS MEDIA

| | | |
|----|---------|--------------|
| #1 | Finland | iltalehti.fi |
|----|---------|--------------|



REVENUE SPLIT FY 2022:



Business Segments and drivers for growth

CAREER

Expanding traditional job boards and recruitment advertising to career development and staffing, on-demand and managed services.

FY 2022

Revenue
MEUR 109.8

Adj. EBIT
MEUR 42.5

Of which margin
38.8%

Digital
98.9%

CONSUMER

Offering market leading industry verticals for buyers and sellers with comprehensive digital network of news, lifestyle content and services.

FY 2022

Revenue
MEUR 104.1

Adj. EBIT
MEUR 24.4

Of which margin
23.4%

Digital
86.1%

TALENT

Leading business media expanding to digital information services for professionals and companies.

FY 2022

Revenue
MEUR 96.5

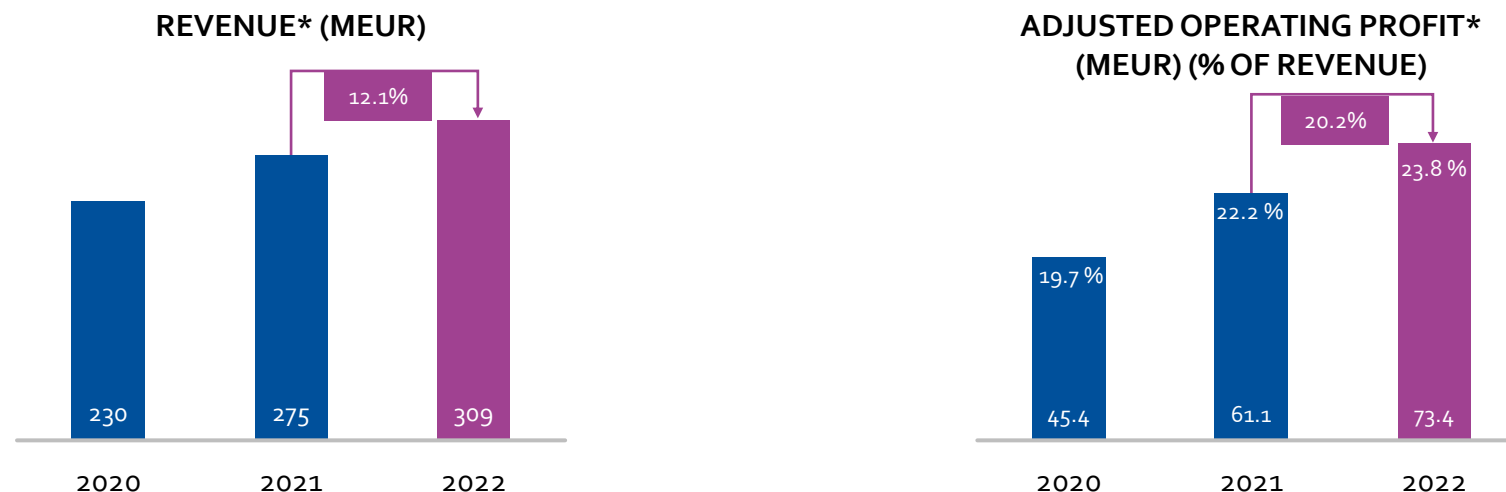
Adj. EBIT
MEUR 19.7

Of which margin
20.4%

Digital
59.0%

Q4 2022 Highlights

Solid performance in a turbulent environment – FY 2022 was the best year in Alma Media's history

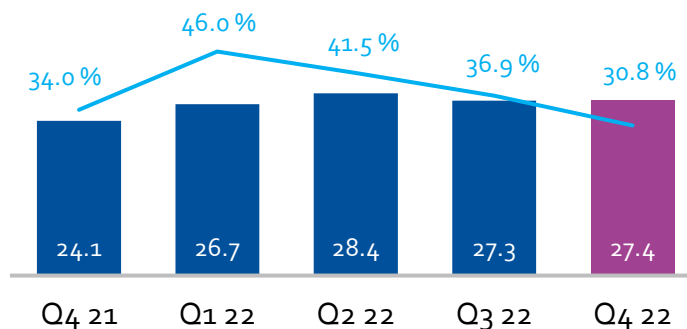


* Continuing operations

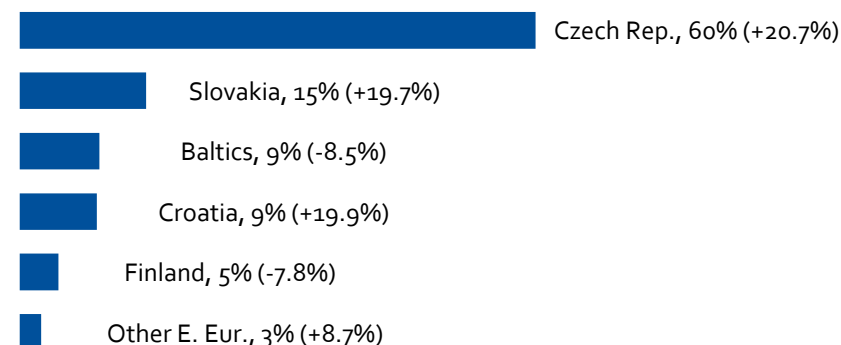
- Solid performance in all business segments – Alma Career leading the way
- Revenue up by 1.0% in Q4 and 12.1% to MEUR 308.8 in FY22. Organic growth 3.2% and 12.8% respectively
- EBIT margin 19.4% in Q4 and 23.8% in FY22
- Adjusted operating profit fell 2.0% in Q4, but grew 20.2% to MEUR 73.4 in FY22
- Gearing down to 69.3% and equity ratio up to 45.8%

The demand for labour remained strong in Q4 – completing the second to none FY 2022

REVENUE (MEUR) AND ADJUSTED OPERATING MARGIN (%)

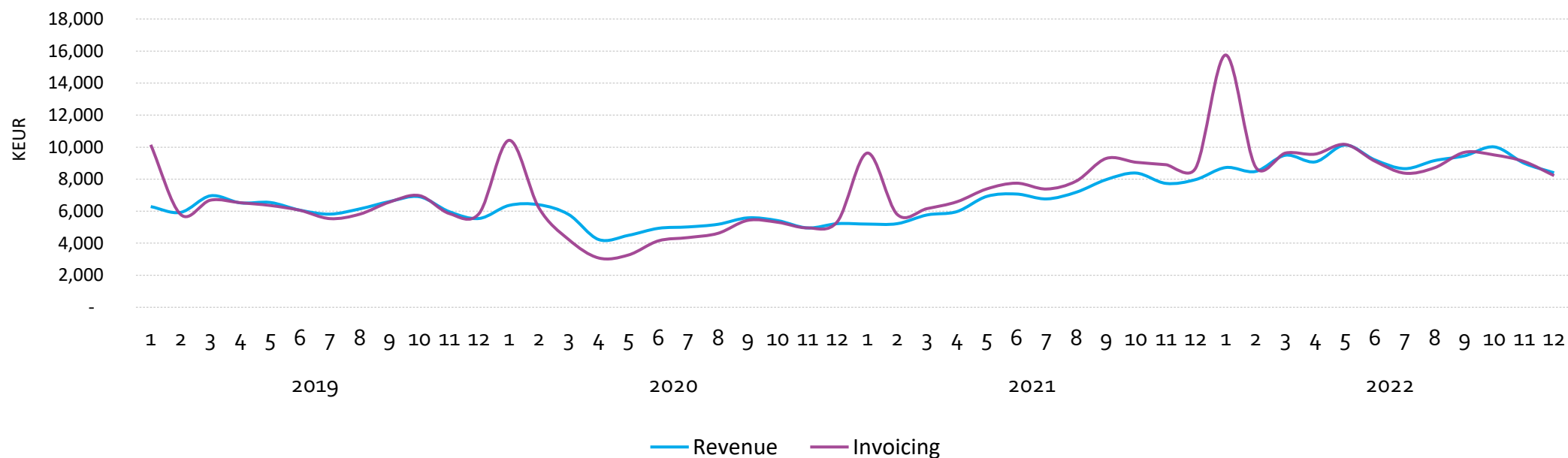


SHARE OF SEGMENT REVENUE BY COUNTRY
Q4/2022 (REVENUE CHANGE IN BRACKETS)



- The demand for labour remained strong in Eastern Central Europe, and revenue continued to grow. Investments in employees and ICT increased costs. Strong business momentum continued in Q4, but major marketing investments curbed the growth of operating profit.
 - Revenue +13.7% to MEUR 27.4 in Q4 and +33.6% to MEUR 109.8 in FY22
 - Adjusted operating profit +3.0% to MEUR to 8.4 in Q4 and +41.7% to MEUR 42.5 in FY22
 - Despite the crisis in Ukraine, all parts of the segment in all countries contributed to the fast growth in 2022 – however, there was clear cooling down in the Region North in Q4.
- On top of the traditional job boards, high demand for added-value services (such as recruitment advertising to career development and staffing).

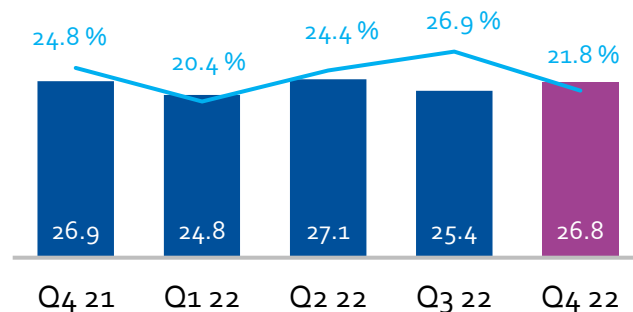
Invoicing & revenue recognition in Alma Career



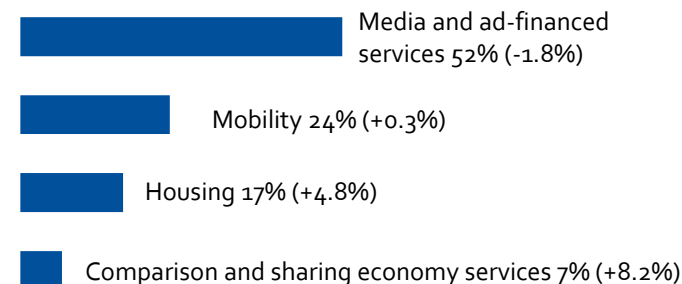
| KPIs (monthly averages in thousands) | 2022 | 2021 | 2020 | 2019 | 2018 |
|--------------------------------------|-------|-------|-------|-------|-------|
| Unique visitors | 5,410 | 5,835 | 5,790 | 5,574 | 5,303 |
| Users with job alerts | 1,746 | 1,665 | 1,585 | 1,479 | 1,296 |
| Number of paid job ads | 112 | 104 | 71 | 99 | 103 |

Stronger headwinds in Q4, but a solid full-year result

REVENUE (MEUR) AND ADJUSTED
OPERATING MARGIN (%)



REVENUE SPLIT BY VERTICAL Q4/2022
(REVENUE CHANGE RATES IN BRACKETS*)

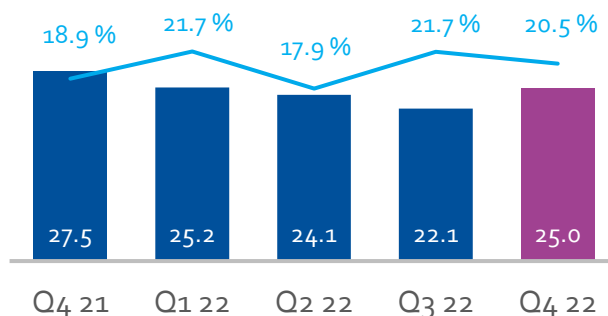


* Without divested operations

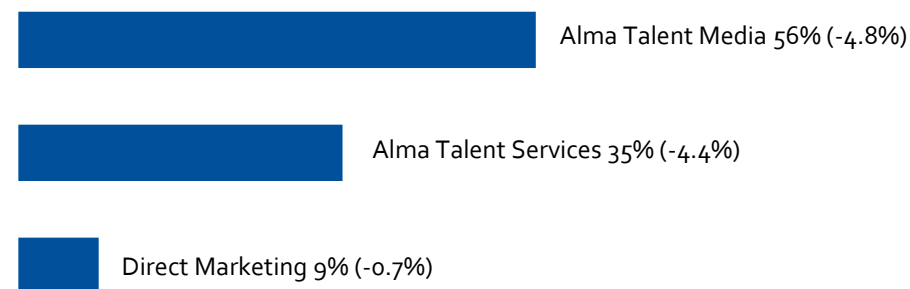
- Profitability was weighed down by a decline in advertising sales and increased marketing, product development and printing costs in Q4
- Business development :
 - Revenue -0.3% to MEUR 26.8 in Q4 and +10.2% to MEUR 104.1 in FY22
 - Adjusted operating profit down by 12.3% to MEUR 5.8 in Q4 and up by 1.8% to MEUR 24.4 in FY22
- Throughout 2022, Tabloid Italehti very successful in attracting readers, IL Plus subscriptions climbing over 40K milestone
- Digital ratio 82.6% in Q4 and 82.7% in FY22
- Investments particularly focused on marketing and service development in marketplaces and comparison services

Despite the economic and market headwinds, good progress on the strategic digital transformation

REVENUE (MEUR) AND ADJUSTED
OPERATING MARGIN (%)



REVENUE SPLIT BY BUSINESS UNIT Q4/2022
(REVENUE CHANGE RATES IN BRACKETS*)

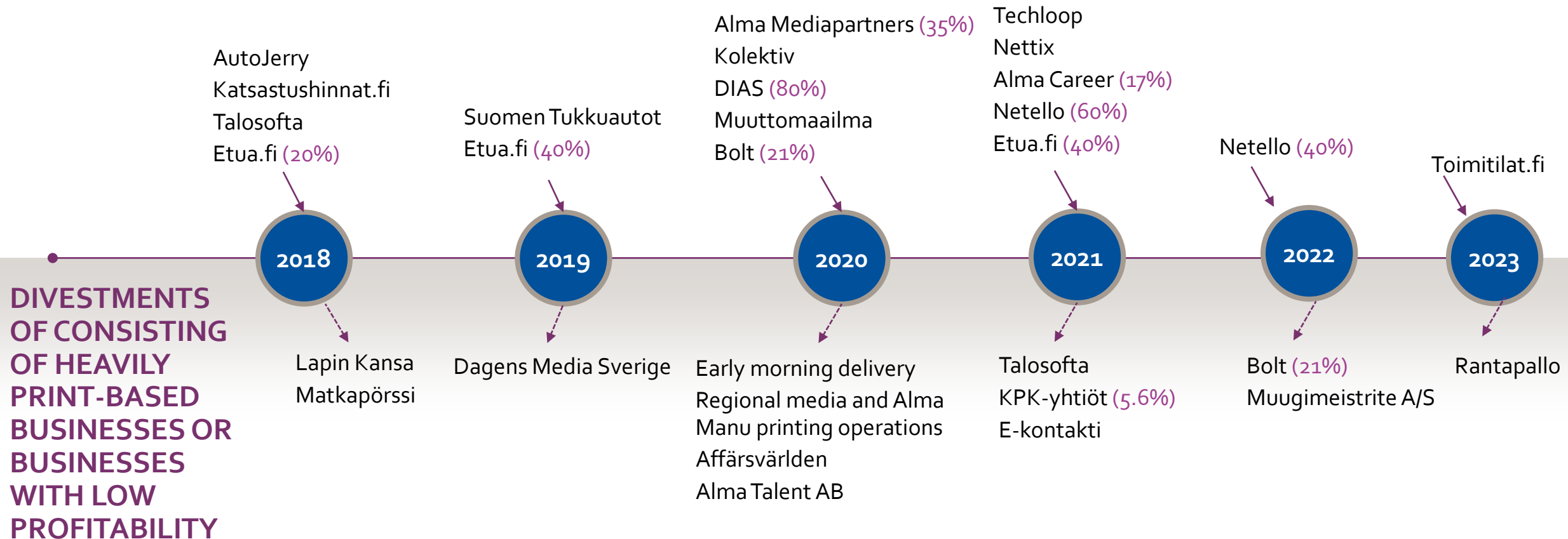


* Without divested operations

- In Q4, comparable revenue decreased by 4.0% as a result of decreased advertising and book sales.
- Business development in Q4 and in FY22:
 - Revenue down by 9.1% to MEUR 25.0 in Q4 and 3.2% to MEUR 96.5 in FY22
 - The adjusted operating profit declined by 1.5% to MEUR 5.1 in Q4 and by 4.0% to MEUR 19.7 in FY22
 - Recurring revenues up by 15.2% in Q4 and 14.0 in FY22 in Alma Talent Services
 - The share of digital business up to 58.6% in Q4 and 59.0% in FY22 of the total business

Continuing the renewal of portfolio – net investments of MEUR 200 to digital transformation and growth

INVESTMENTS OF WITH A STRONG FOCUS ON DIGITAL BUSINESS



Alma Media strategy

1.

TRANSFORM THE CORE

- Continue to diversify from media to marketplaces and digital services
- Develop marketplaces towards advanced digital platforms
- Maximise group synergies through efficient co-operation

2.

GROW IN DIGITAL

- Diversify and develop new revenue streams in current service areas
- Expand in value chains to new business areas with synergy benefits

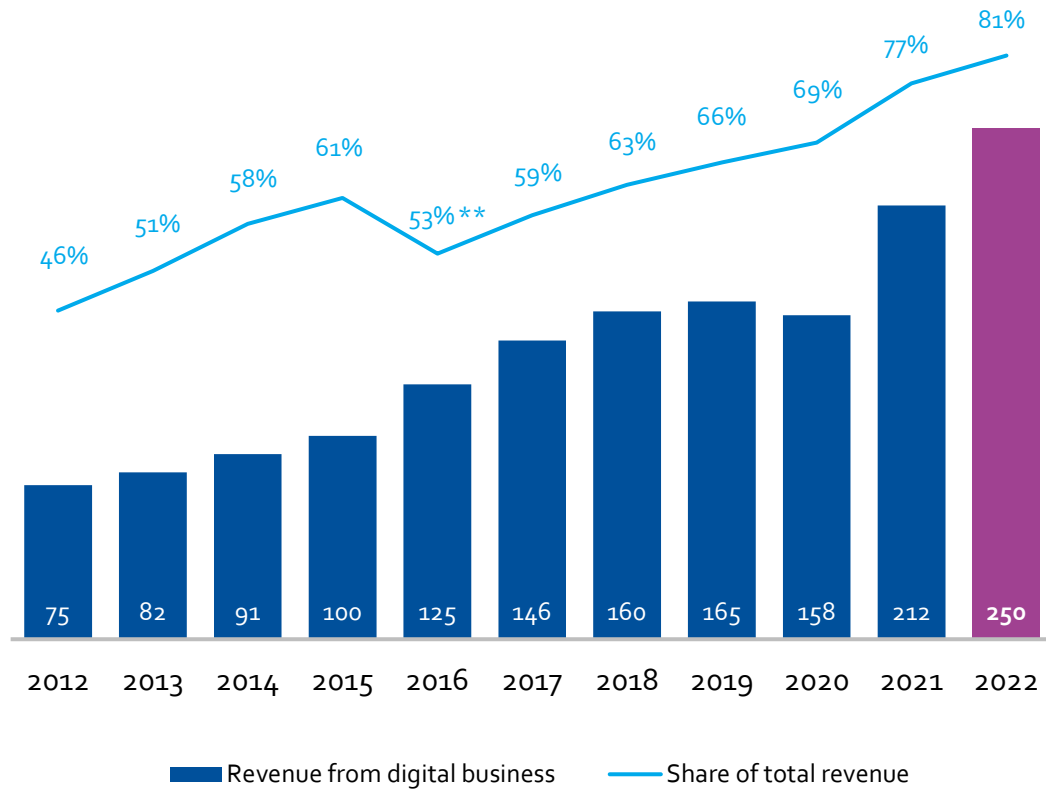
3.

INTERNATIONALISE

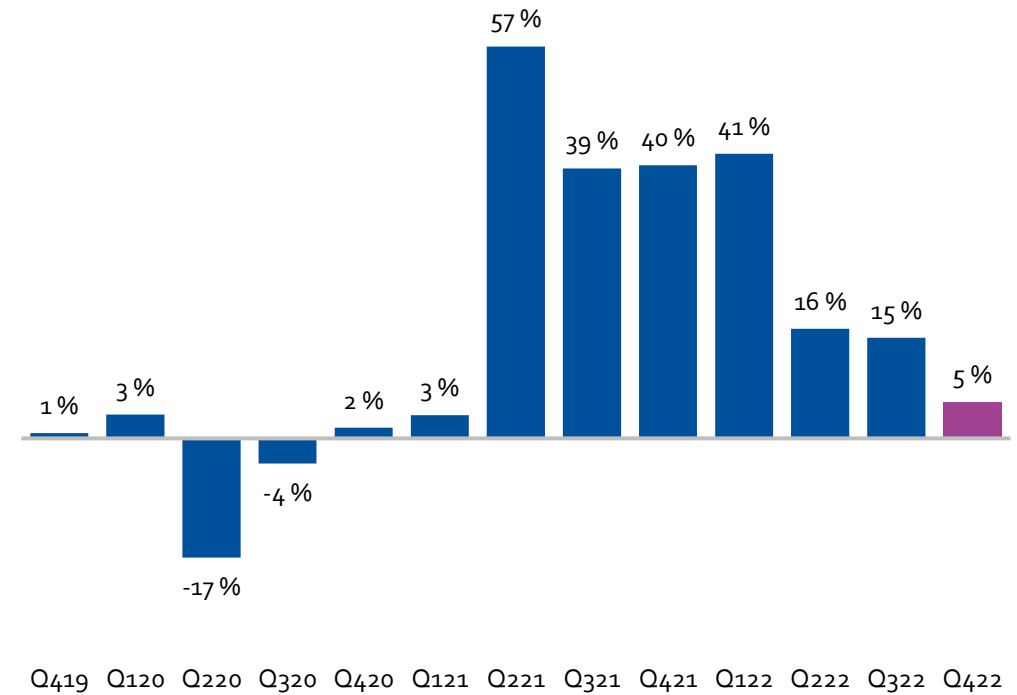
- Expand recruitment businesses to new geographies
- Grow new services to our platforms in current geographical areas

Digital business growth continued for the ninth consecutive quarter

SHARE OF DIGITAL BUSINESS OF GROUP REVENUE*



DIGITAL BUSINESS GROWTH*



* Continuing operations

** Acquisition of Talentum in 2015

A photograph of two women standing in a dimly lit, vibrant environment, possibly a restaurant or bar. The woman on the left, with short blonde hair and glasses, is holding a smartphone and showing it to the woman on the right. The woman on the right has long dark hair and glasses and is smiling. They are both wearing plaid shirts. The background is filled with out-of-focus lights in warm tones of orange, yellow, and blue, creating a bokeh effect. The silhouettes of other people are visible in the background.

OPERATING ENVIRONMENT



Challenging operating environment



Slowing economic growth

Growth decelerates in all operating countries. High inflation, energy prices and interest rates weaken consumer purchasing power. Long-term structural challenges persist in Finland.



Changing consumer behaviour

Digitalisation continues to change consumer behaviour. Expectations towards easy to use, time-saving and safe digital experiences and ecommerce rise. Corporate responsibility is key.



Increasing regulation

Regulatory environment complexes and digital legislation increases. Growing popularity of digital services surges the amount of data used. Data privacy and consumer protection issues even more compelling for companies.



Geopolitical turbulence

Russian aggression in Ukraine has led to a European wide energy crisis. Geopolitical tensions are elevated. Uncertainty of political and economic development is high and forecasting difficult.



Ukrainian crisis

- The black swan of FY 2022, Russia's aggressive invasion to Ukraine, brought severe economic and business consequences:
 - Significantly higher energy prices and inflation
 - Lower economic growth in Europe
 - Increased volatility and insecurity
 - Disruptions in financial markets and supply chains due to sanctions and counter-sanctions
- 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
- No sign of solution to the crisis or the start of major reconstruction of infrastructure yet in sight

Our response

- 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

European Commission financial forecast for Alma's operating countries

Forecasts given on 13 February, 2023 – Unemployment forecasts unchanged from 11 November 2022

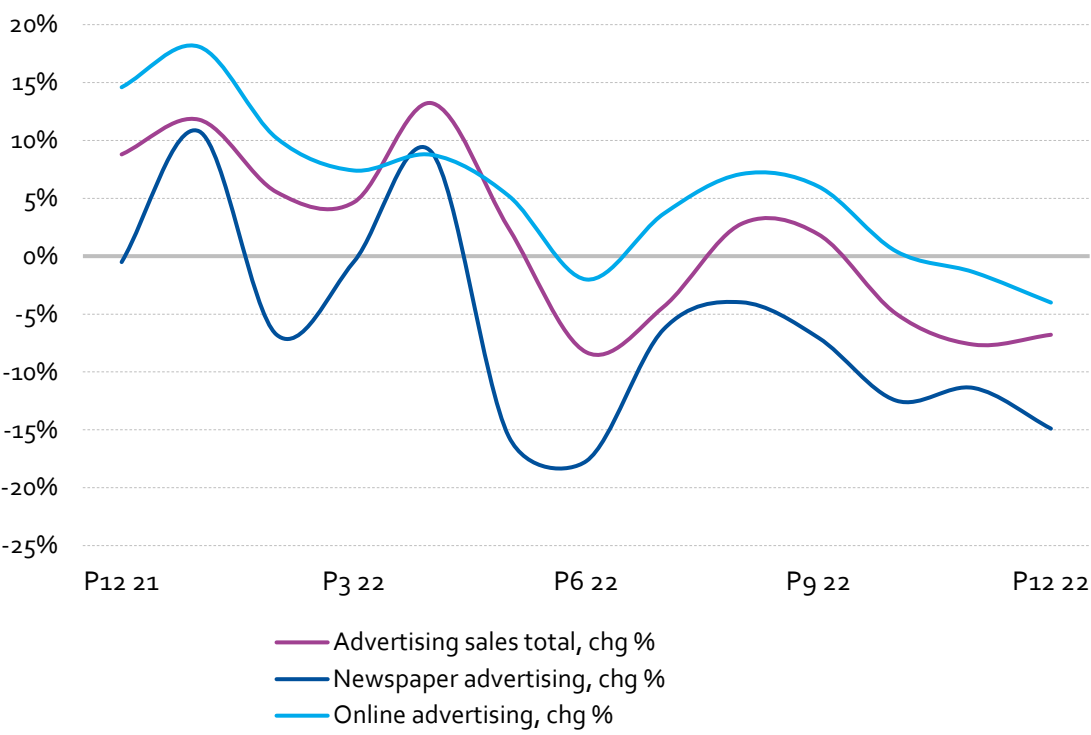
| | GDP change (%) | | Inflation (%) | | Unemployment (%) | |
|-----------|----------------|------|---------------|------|------------------|------|
| | 2022 | 2023 | 2022 | 2023 | 2022 | 2023 |
| Croatia | 6.3 | 1.3 | 10.7 | 6.5 | 6.3 | 6.3 |
| Czechia | 2.5 | 0.1 | 14.8 | 9.3 | 2.7 | 3.3 |
| Estonia | -0.3 | 0.1 | 19.4 | 6.2 | 6.1 | 6.6 |
| Finland | 2.0 | 0.2 | 7.2 | 4.2 | 7.0 | 7.2 |
| Latvia | 1.8 | 0.1 | 17.2 | 7.9 | 7.1 | 8.1 |
| Lithuania | 1.9 | 0.3 | 18.9 | 8.7 | 6.0 | 7.1 |
| Poland | 4.9 | 0.4 | 13.2 | 11.7 | 2.7 | 3.0 |
| Slovakia | 1.7 | 1.5 | 12.1 | 9.7 | 6.3 | 6.4 |
| Slovenia | 5.1 | 1.0 | 9.3 | 6.1 | 4.1 | 4.3 |
| Sweden | 2.4 | -0.8 | 8.1 | 6.3 | 7.2 | 7.6 |

Source: European Economic Forecast, European Commission, February 13, 2023 - unemployment figures unchanged from November 11th 2022

Finnish advertising market

MONTHLY CHANGE IN MEDIA ADVERTISING 12/2021–12/2022

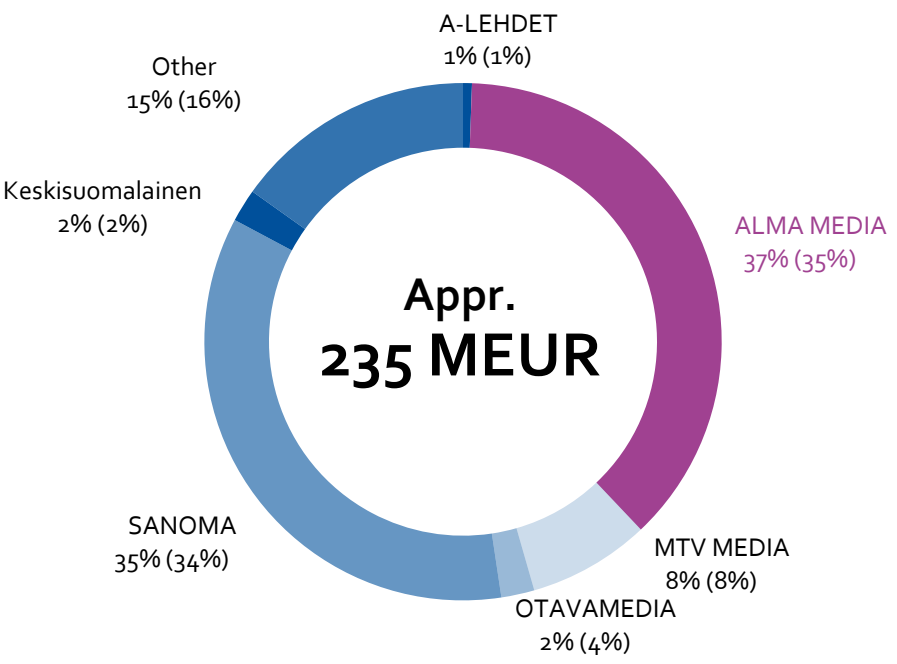
Source: Kantar TNS



ONLINE ADVERTISING BY MEDIA COMPANIES IN FINLAND 2022

(2021)*

Source: Kantar TNS



* Media groups own advertising is included in the figures to the extent that is chargeable between units and businesses.



The Finnish housing market update: December sales volumes the lowest in recent history

| Housing market/sales | Dec 2022 | 2022 |
|----------------------|----------|--------|
| Used apartments | -50.7% | -17.5% |
| New apartments | -67.3% | -46.7% |

| Etuovi.com | Q4 | 2022 |
|------------------|--------|--------|
| Supply/ listings | 10.6% | -0.5% |
| Demand/ searches | -22.6% | -17.6% |

Source: KvKL= Real Estate Industry Confederation

- **KVKL:** 1-12/2022: a total of 66,831 apartments sold — **11% below** the **five-year average**
 - Strong start of 2022 led to sales volumes' decline in Q3, which deepened in Q4. Prices peaked in the spring, fell in September—October, before leveling off towards the end of the year.
 - Overall, housing market sales averaging the long-term 10 years average.
 - In Q4, the housing market sales -35 % below the 5 years average (-29% in used and -66% in new apartments).
- **Etuovi.com:** searches down by 23% in Q4.
 - Increase in the number of new items on sale, demand metrics still at good level for active viewers.
 - Economic uncertainty affecting buyer interest and reflected in the search volumes.
- **Vuokraovi.com:** The number of new listings of rental apartments increased by 3.2% in Q4 and 2.6% in 2022 in the service.
 - Demand continued to be active, which was reflected particularly in the shortening of marketing times.



The Finnish mobility update: Production bottlenecks constrain the industry growth of new vehicles

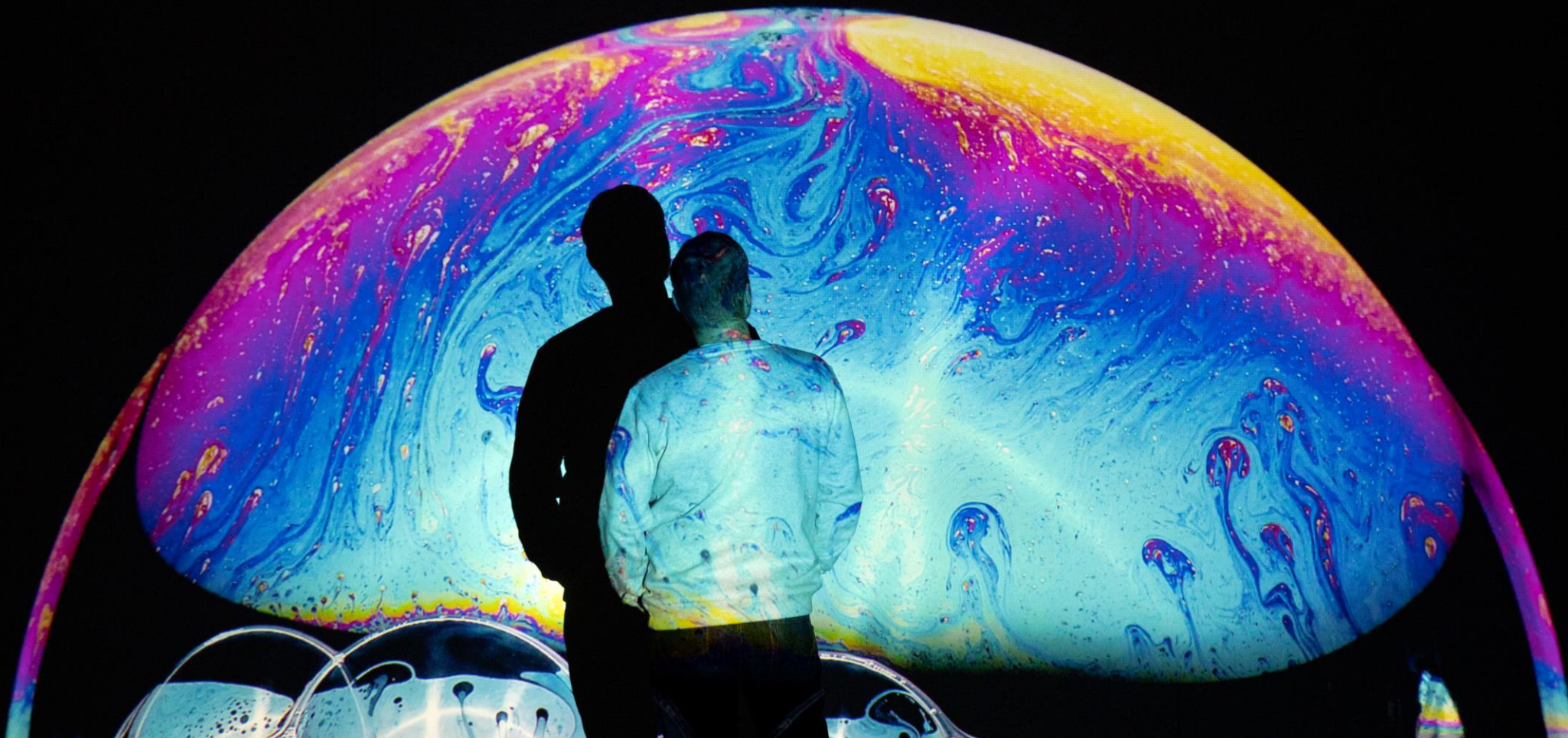
| Cars & mobility market | Dec 2022 | 2022 |
|------------------------|----------|------|
| New cars | -5% | -17% |
| Used cars | -9% | -11% |

Source: AKL=Automotive information Centre

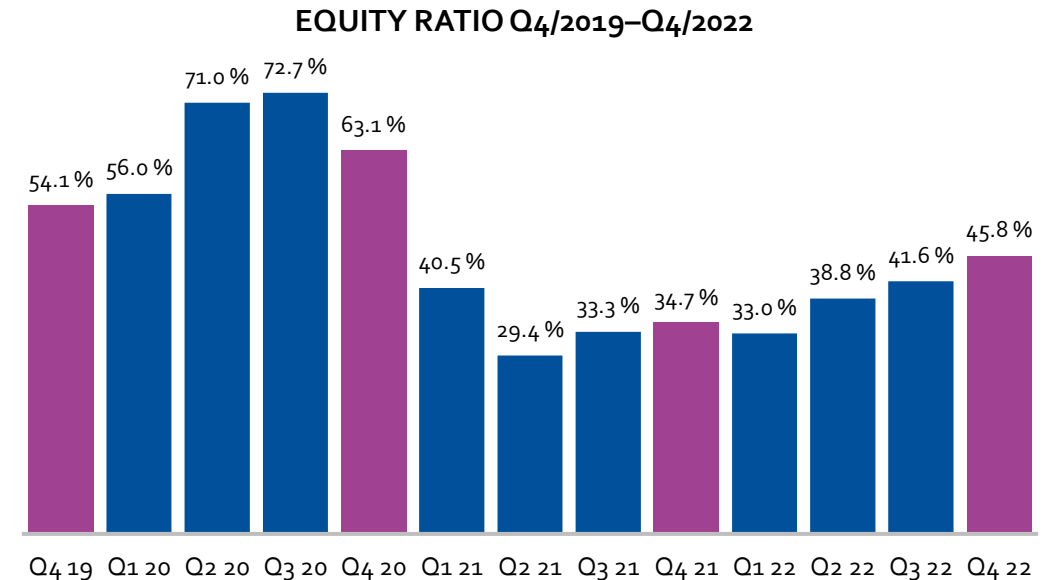
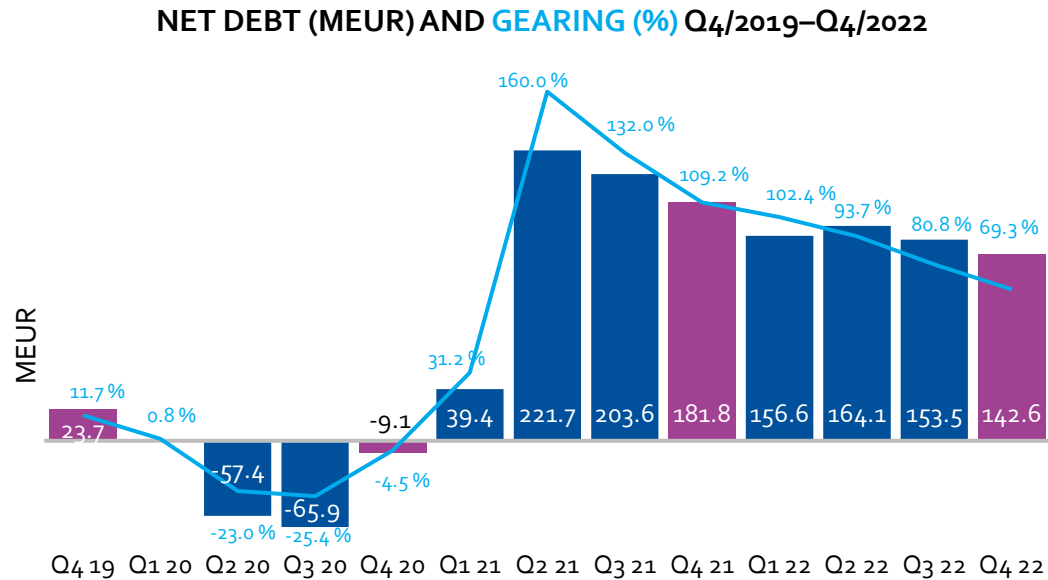
| Nettiauto | Q4 | 2022 |
|-----------------------------|-----|------|
| Sold cars, total | -6% | -10% |
| Gross Market value of sales | -1% | -1% |

- **AKL:** Rapid reverses in the economy, energy crisis and component shortages shook the 2022 car & mobility market.
 - Component shortages and production bottlenecks constrain the industry growth – persisting order backlog.
 - The share of electric cars increased to 17.8% of all registered new cars in 2022 (10.3% in 2021).
- **Nettiauto:** In Q4/2022 used car sales volumes down 6% to 147 000 pcs compared to Q4/2021.
 - Gross market value EUR 2.5 billion, down 1% in Q4 – totaling EUR 10 billion in FY2022.
 - In Q4, sales of low-cost cars (<15 000€) down 8% and high-cost cars (>30 000€) up by 2%. In FY 2022, sales of low-cost cars down 14% and high-cost cars (>30 000€) up by 10%.

SOLID FINANCIAL POSITION



Financial position balancing fast and deleveraging ongoing



| INTEREST-BEARING NET DEBT, MEUR | 12/2022 | 9/2022 |
|-----------------------------------|---------|--------|
| IFRS16 leasing liabilities | 30.7 | 31.2 |
| Loans from financial institutions | 140.0 | 161.0 |
| Commercial papers | 2.0 | - |
| Cash and cash equivalents | 30.0 | 38.7 |
| Interest-bearing net debt | 142.6 | 153.5 |

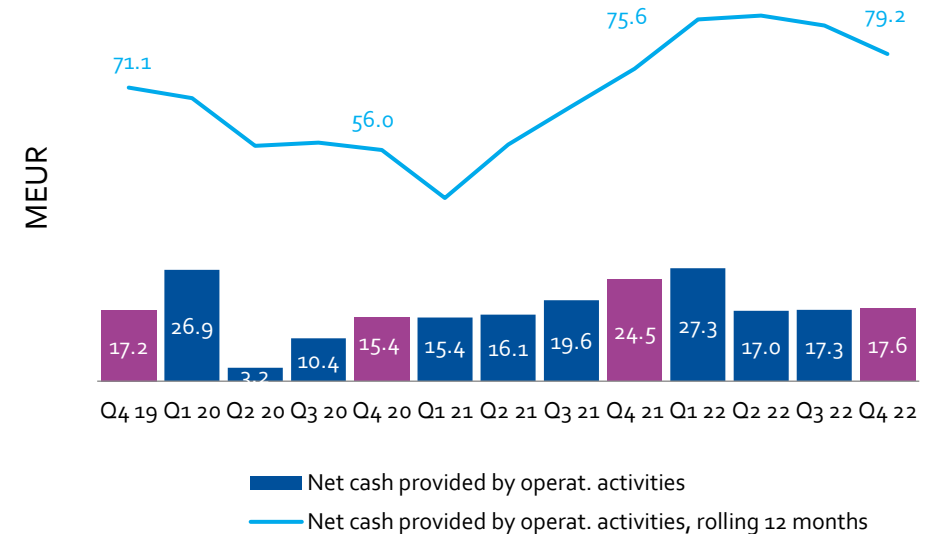
Strong cash flow enables rapid deleveraging

Capital expenditure and acquisitions, MEUR

| | 10-12/2022 | 10-12/2021 | 2022 | 2021 |
|--------------|------------|------------|------|-------|
| Capex | 2.9 | 3.0 | 13.2 | 6.1 |
| Acquisitions | 2.8 | 0.0 | 5.2 | 241.0 |
| Total | 5.7 | 3.0 | 18.3 | 247.1 |

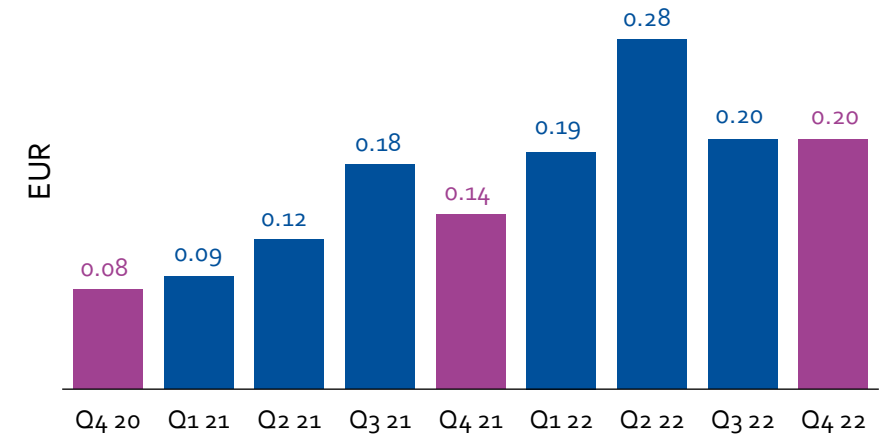
- Cash flow from operating activities was MEUR 17.6 (24.5) in Q4.
- Cash flow from operating activities decreased because of higher paid taxes in Q4 and higher working capital at the end of December.
- In Q4 2022, toimitilat.fi business was acquired (came into effect from the start of 2023) and in Q2 2022 the acquisition concern the redemption of the rest of the shares (40 %) of Netello Systems.

OPERATING CASH FLOW



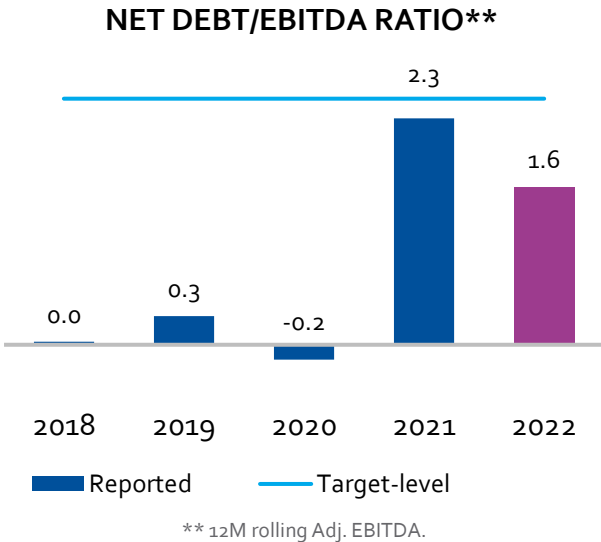
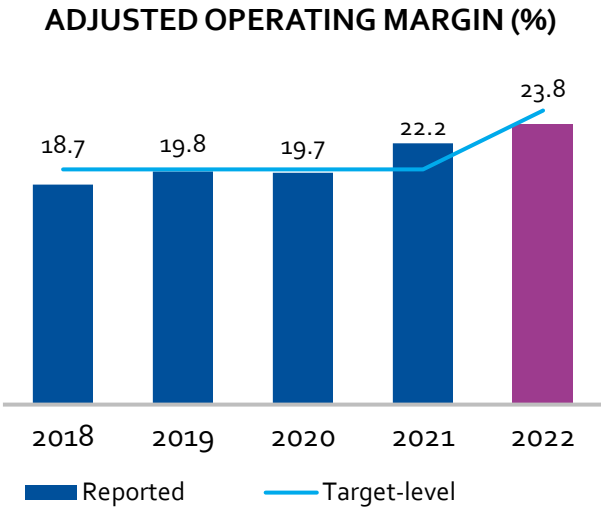
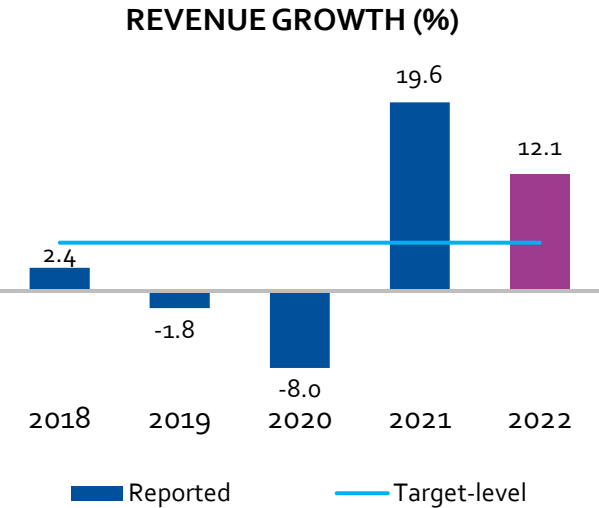
EPS picked up to 20 cents in Q4 2022

- Earnings per share were EUR 0.20 (0.14) in Q4 and 0.88 (0.53) in FY22
- Earnings per share were improved by the change of EUR 4.0 million in the fair value of contingent liabilities (from business acquisitions) recorded in financial items.
- Return on equity was 38.6 (23.9%) and return on investment 18.9% (14.3%) in FY22
- The Board's dividend proposal is EUR 0.44 (0.35) per share



Alma Media's long-term financial targets*

* <https://www.almamedia.fi/en/newsroom/>



| FINANCIAL TARGET | LONG-TERM TARGET LEVEL | PERFORMANCE 2022 |
|------------------------------|------------------------|------------------|
| Revenue growth, % | > 5% | 12% |
| Adjusted operating margin, % | > 25% | 24% |
| Net Debt/EBITDA ratio | < 2.5 | 1.6 |

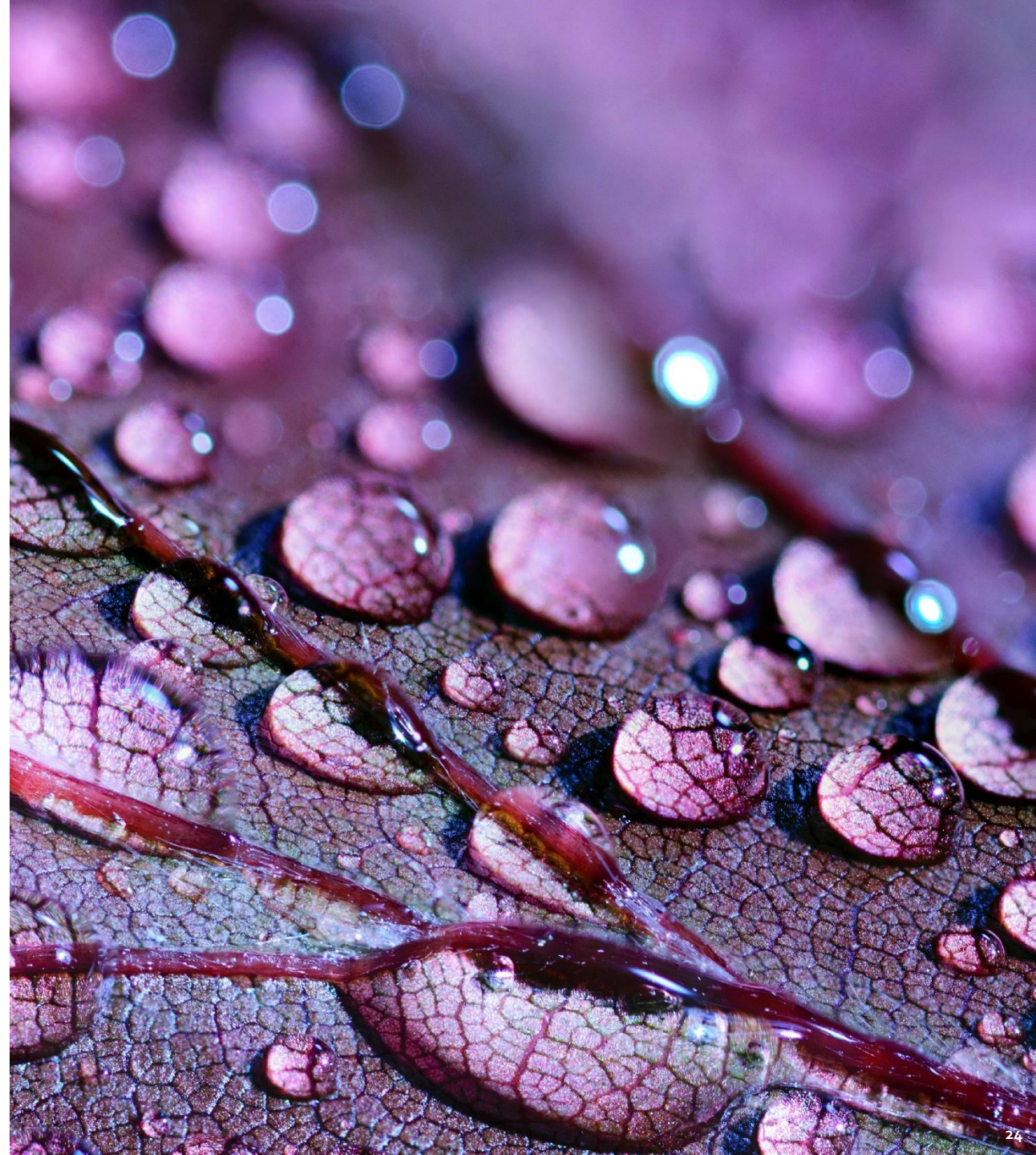
Note: Dividend target is no longer included in Long-Term Financial Targets, though it is disclosed separately in Alma Media's dividend policy.

However, Alma Media has not changed the target: Payout ratio > 50 % * EPS.

Outlook For 2023

Announced on 16 February, 2023

- Alma Media expects its full-year revenue and adjusted operating profit of 2023 to remain at the 2022 level or to decrease from 2022 level.
- The full-year revenue for 2022 was MEUR 308.8 and the adjusted operating profit was MEUR 73.4.
- The outlook is driven by an estimate that Alma Media's revenue and operating profit will decline in H1 due to declining advertising sales and increased costs in the recruitment business. The outlook for the national economy is expected to improve in the H2.
- We estimate demand for recruitment services to remain strong and advertising sales to rebound during the year. Operational efficiency measures initiated by the company will improve profitability in the latter half.



Closing remarks

- Digital transformation has led to a well-balanced and synergistic business mix and to market leadership in chosen areas
- The digital journey continues towards **advanced platforms**
- Leveraging the best of current Alma Career products by expanding into new markets: Building one unified international multi-channel recruitment platform across CEE
- Current portfolio in housing and cars enables focusing on efficient transactional services for retailers and consumers
- In B2B services we hold comprehensive data assets for growing corporate sales with a scalable model
- Solid financial position and strong cash flow enable good dividend payout capacity





Thank You!

Questions?

- Upcoming events in the investor calendar:
 - Annual General Meeting on Tuesday 4 April 2023
 - Interim report for January–March 2023 on Friday, 21 April 2023
 - Interim report for January–June 2023 on Wednesday, 19 July 2023
 - Interim report for January–September 2023 on Thursday, 19 October 2023

