



**ALMA MEDIA
IN THE DIGITAL FRONTLINE**

INVESTOR PRESENTATION POST Q1 2024



Alma in figures

Revenue

305

MEUR

Digital business

>82%

Adj. operating profit

74

MEUR

Adj. Operating profit %

24%

ROE

>26%

ROI

>16%

Equity ratio

46%

Dividend of

0.45

euros

TSR

380%

(2014-2023)



Professionals

1 700

12

European countries

Strong market positions and leading brands in key areas

RECRUITING

| | | |
|------|---|---|
| #1 | Czech Republic | jobs.cz, prace.cz |
| #1 | Slovakia | profesia.sk |
| #1 | Croatia | mojposao.net |
| #3 | Finland | jobly.fi |
| #1-2 | Estonia, Latvia, Lithuania | cvonline.com |
| #1 | Bosnia and Herzegovina, Macedonia, Serbia | kolektiv.ba, vrabotuvanje.com.mk, Poslovi.infostud.com, |

HOUSING

| | | |
|----|---------|------------|
| #1 | Finland | etuovi.com |
|----|---------|------------|

VEHICLES AND MACHINERY

| | | |
|----|---------|--|
| #1 | Finland | nettiauto.com, nettikone.com, nettimoto.com, autotalli.com |
|----|---------|--|

COMMERCIAL PREMISES

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

FINANCIAL & PROFESSIONAL MEDIA

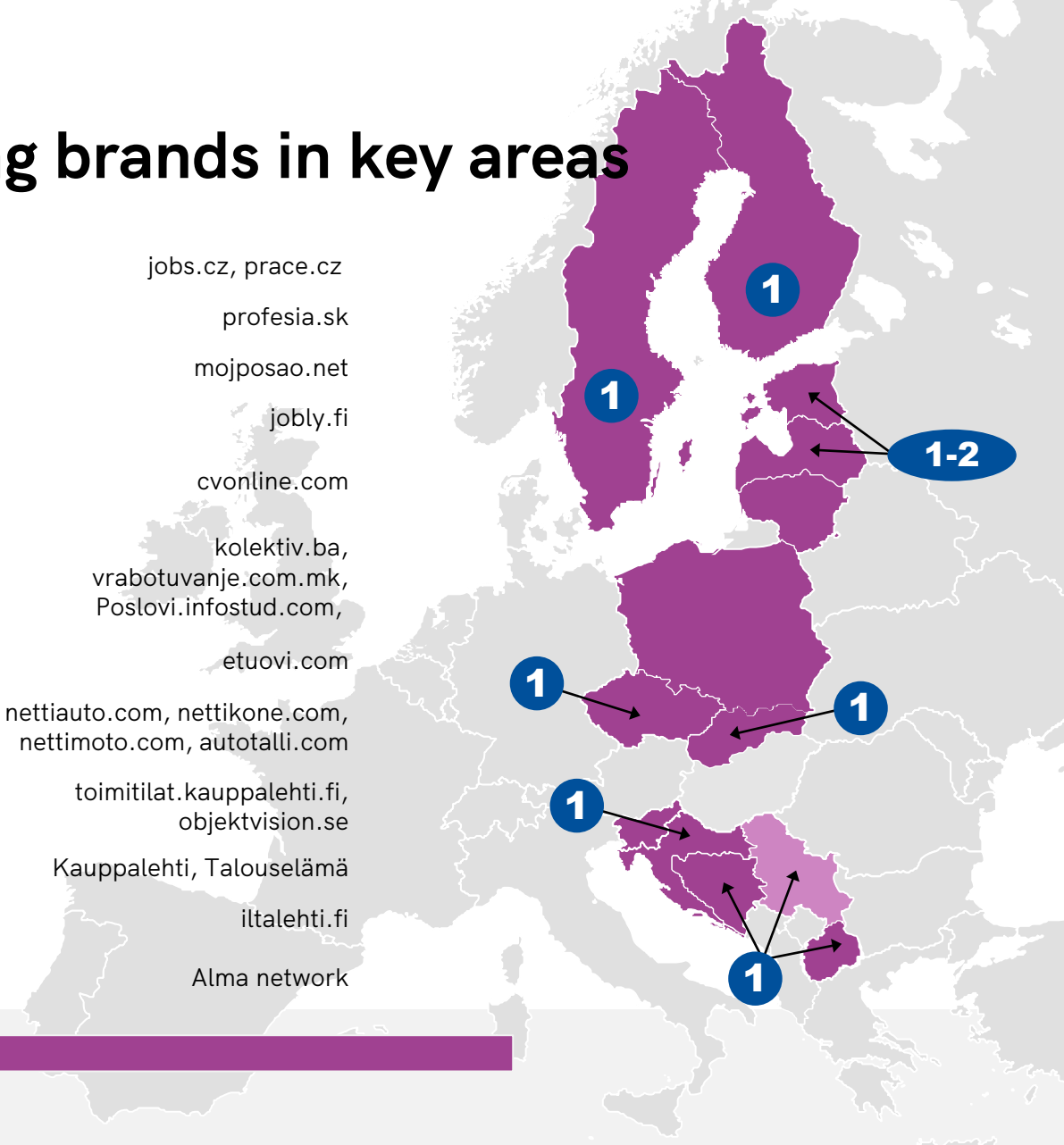
| | | |
|----|---------|--------------------------|
| #1 | Finland | Kauppalehti, Talouselämä |
|----|---------|--------------------------|

NEWS MEDIA

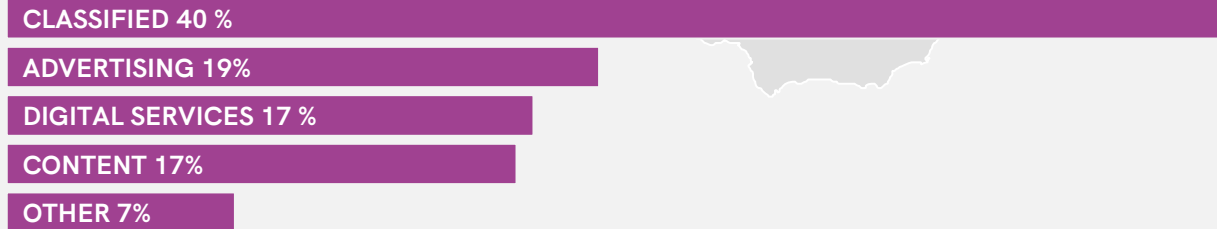
| | | |
|----|---------|--------------|
| #1 | Finland | iltalehti.fi |
|----|---------|--------------|

DIGITAL ADVERTISING

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



REVENUE SPLIT Q1 2024:



Two decades of digital transformation

2005-2010

Online becomes significant

Sale of MTV3 broadcasting

2010-2015

Growth and internationalisation of digital services

Acquisition of Central European digital recruitment marketplaces

2015-2020

Acceleration of growth utilising the possibilities of digital

Public bid for Talentum and digital bolt-on acquisitions

2020-2022

More balanced business portfolio

Divestment of regional media business and printing operations

Nettix acquisition

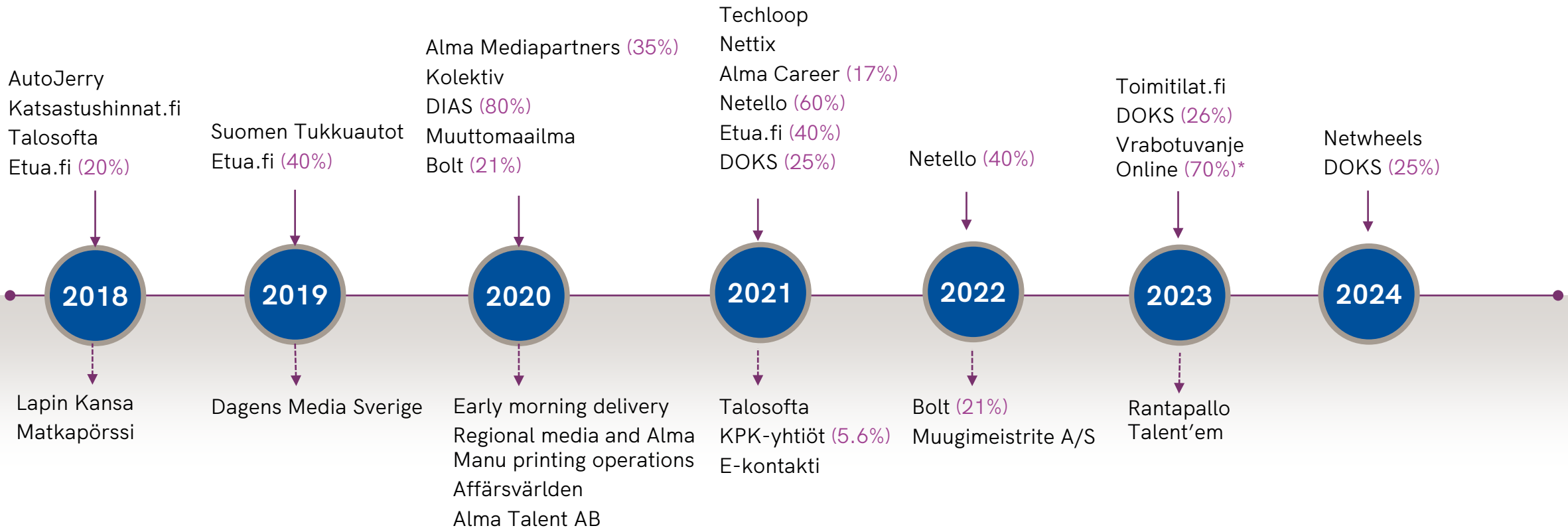
2023 and beyond

Towards advanced platforms

Development of transaction services that enable new revenue streams

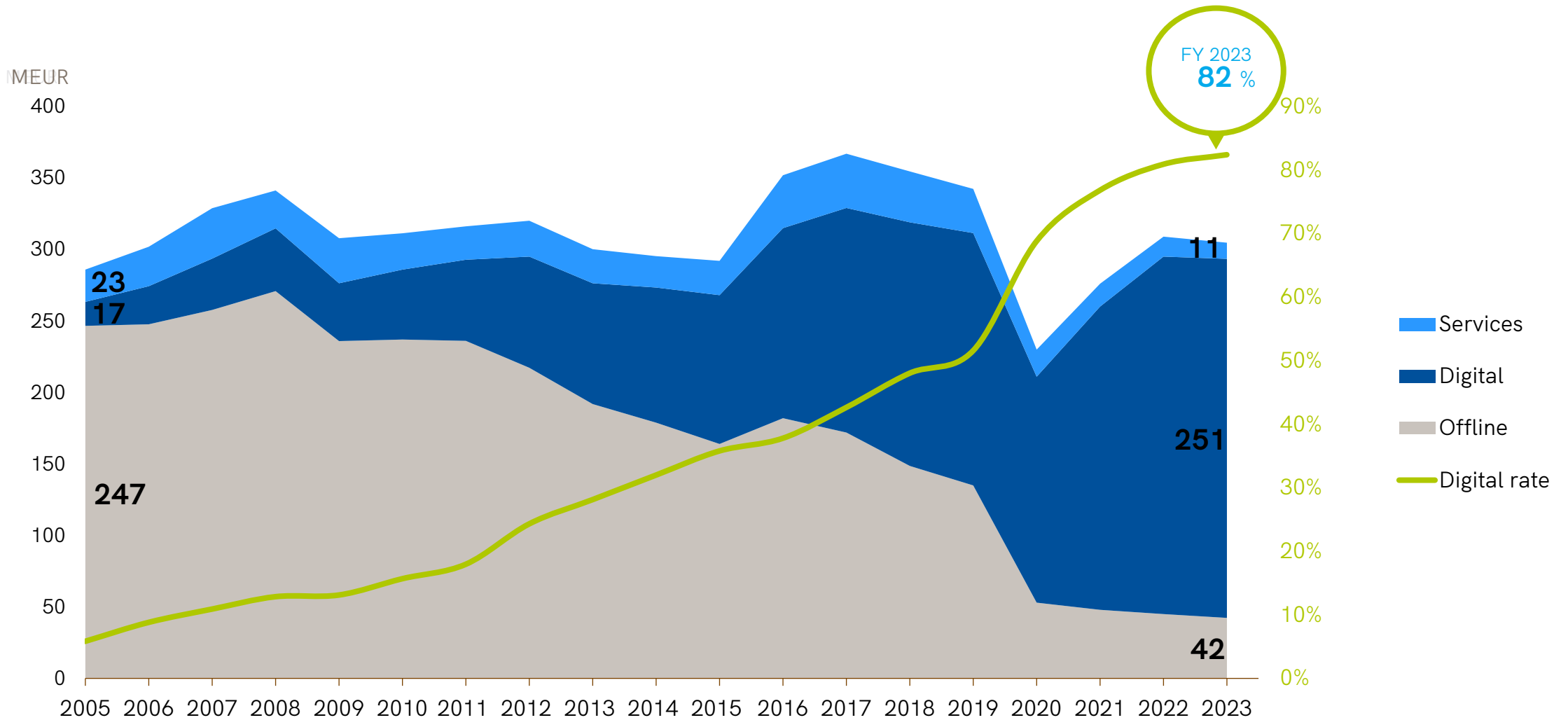
Continuing the renewal of portfolio – net investments over MEUR 200 to digital transformation and growth

INVESTMENTS OF WITH A STRONG FOCUS ON DIGITAL BUSINESS

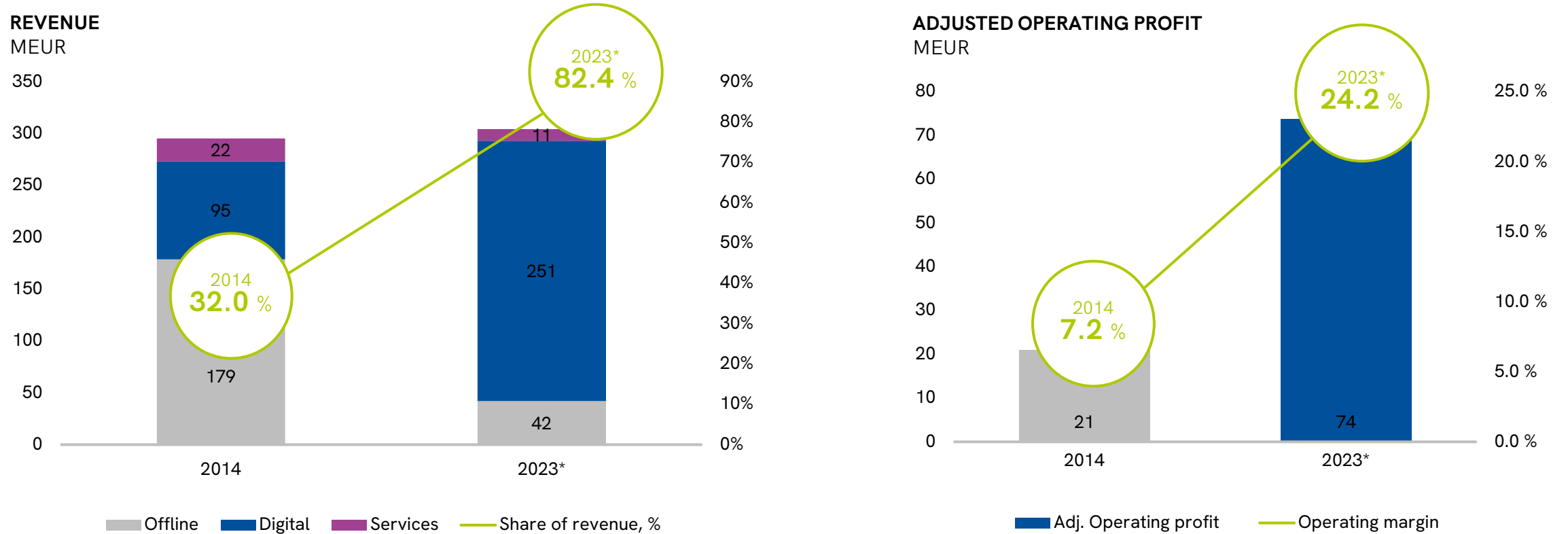


DIVESTMENTS OF CONSISTING OF HEAVILY PRINT-BASED BUSINESSES OR BUSINESSES WITH LOW PROFITABILITY

Digital transformation



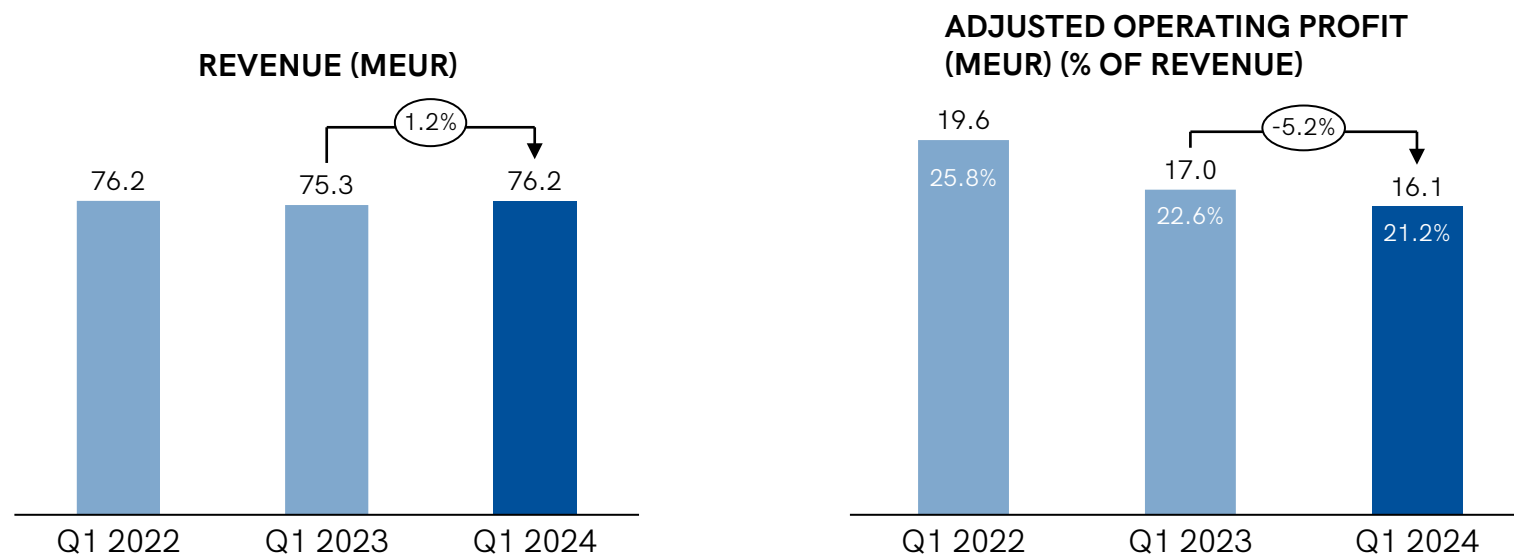
Digital transformation and change in business mix driving operational gearing



* Continuing operations

Q1 2024 Highlights

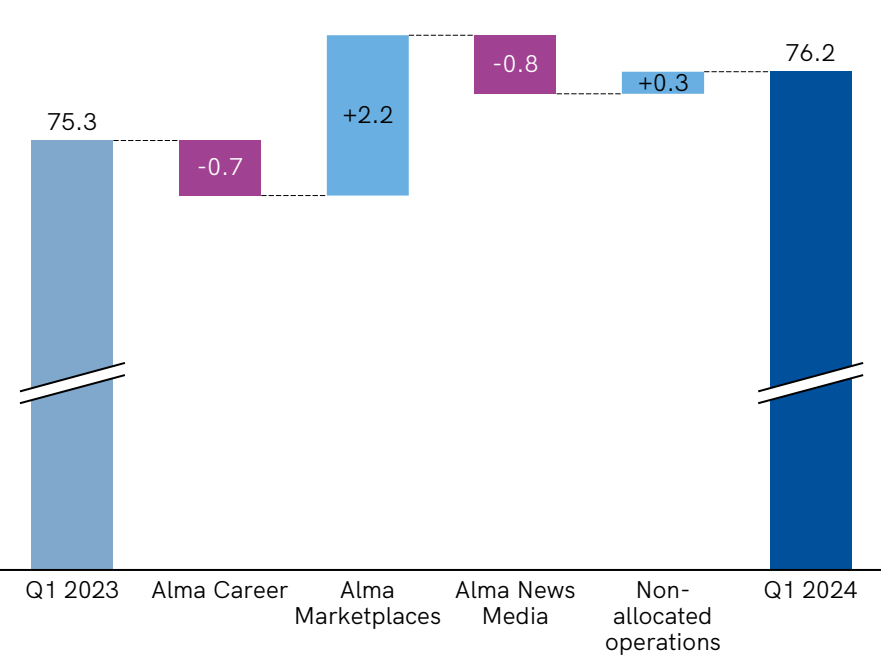
Revenue on par with the comparison period in Q1, adjusted operating profit fell slightly



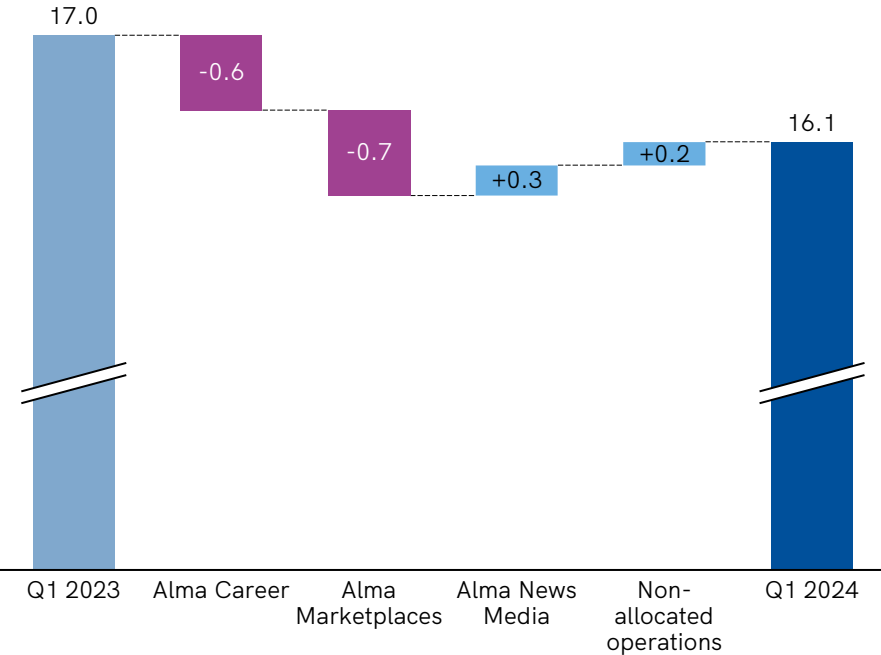
- Solid performance despite headwinds and subdued market environment.
- Revenue on par with comparison period: Q1 MEUR 76, weakened koruna affecting MEUR 1.
- Adjusted operating profit down by 5% to MEUR 16 with 21.2% margin in Q1.
- The share of digital business up to 82.9% in Q1 of total revenue.
- Healthy balance sheet: gearing at 59.8 % and equity ratio at 46.3%.

Turnover improved due to acquisitions. Weakened koruna and the market conditions curbed the growth

REVENUE Q1 2024 (MEUR)

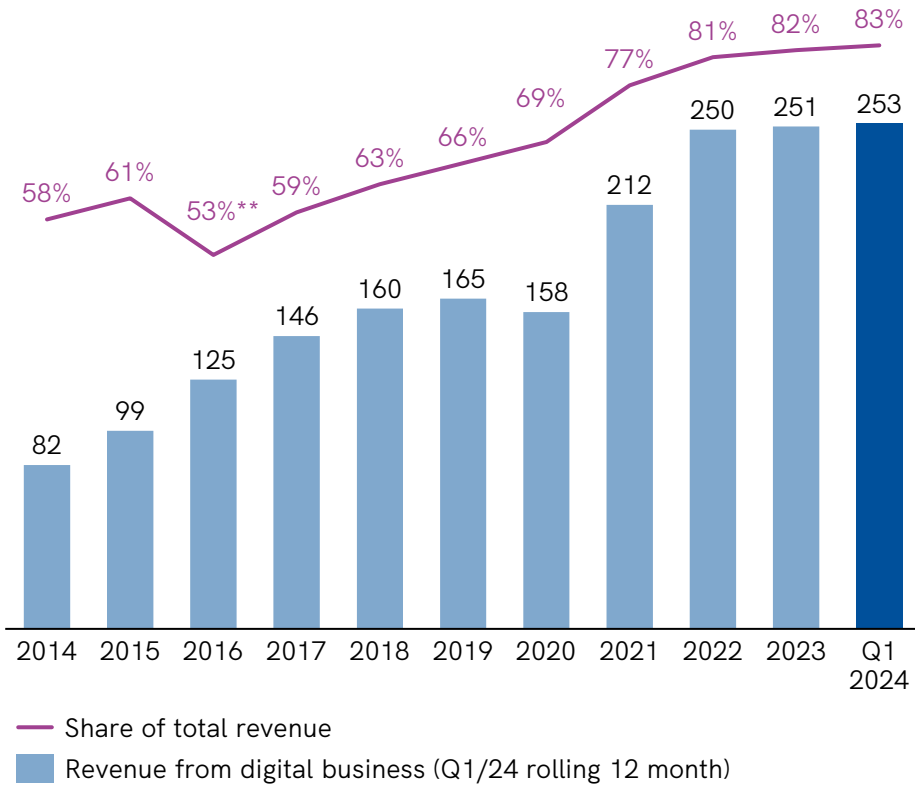


ADJUSTED OPERATING PROFIT Q1 2024 (MEUR)

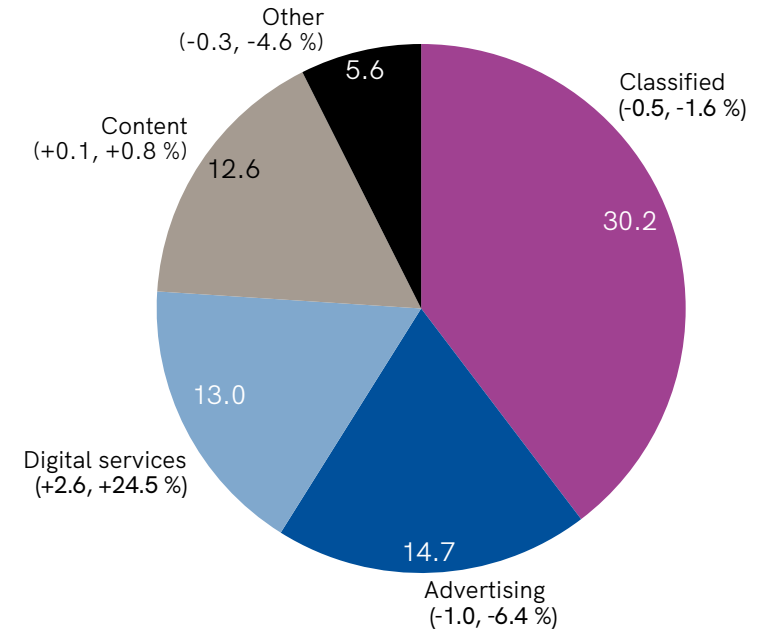


Share of digital business continued to grow

SHARE OF DIGITAL BUSINESS OF GROUP REVENUE*



REVENUE BY REVENUE CLASSES (MEUR)
(REVENUE CHANGE IN BRACKETS)*



* Continuing operations ** Acquisition of Talentum in 2015

New business segments

Q1 2024

ALMA CAREER Vesa-Pekka Kirsi

Leading Job boards in 11 CEE countries. Recruitment advertising, EB, career development and staffing.

Revenue
MEUR 26.9

Adj. EBIT
MEUR 10.4

Adj. EBIT margin
38.7%

Digital
99%

ALMA MARKETPLACES Santtu Elsinen

Leading marketplaces in real estate, mobility and business premises. Comparison services and B2B services.

Revenue
MEUR 22.9

Adj. EBIT
MEUR 5.8

Adj. EBIT margin
25.5%

Digital
96%

ALMA NEWS MEDIA Juha-Petri Loimovuori

Leading digital news media in the Finnish market. Pioneer in paid digital content and a leader in digital advertising.

Revenue
MEUR 26.4

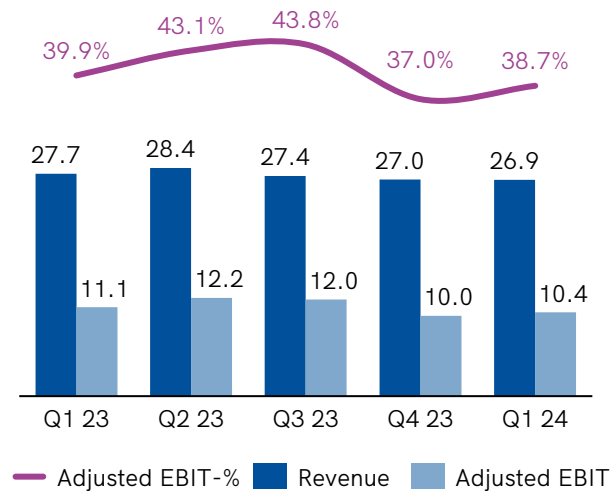
Adj. EBIT
MEUR 2.6

Adj. EBIT margin
9.7%

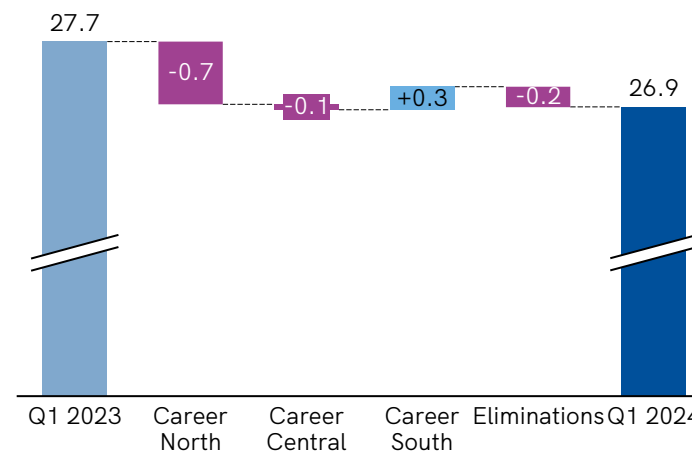
Digital
56%

Alma Career: In local currencies, turnover on par with the comparison period in Q1

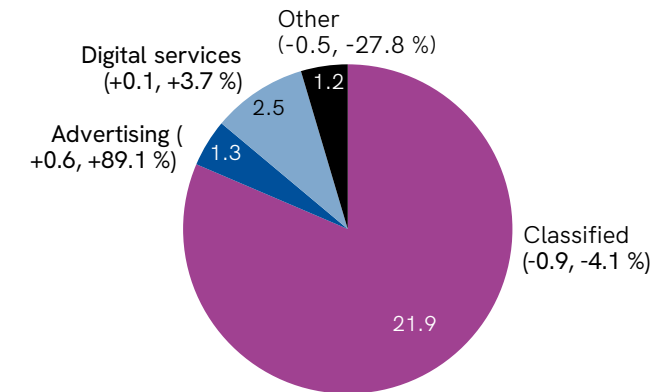
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)

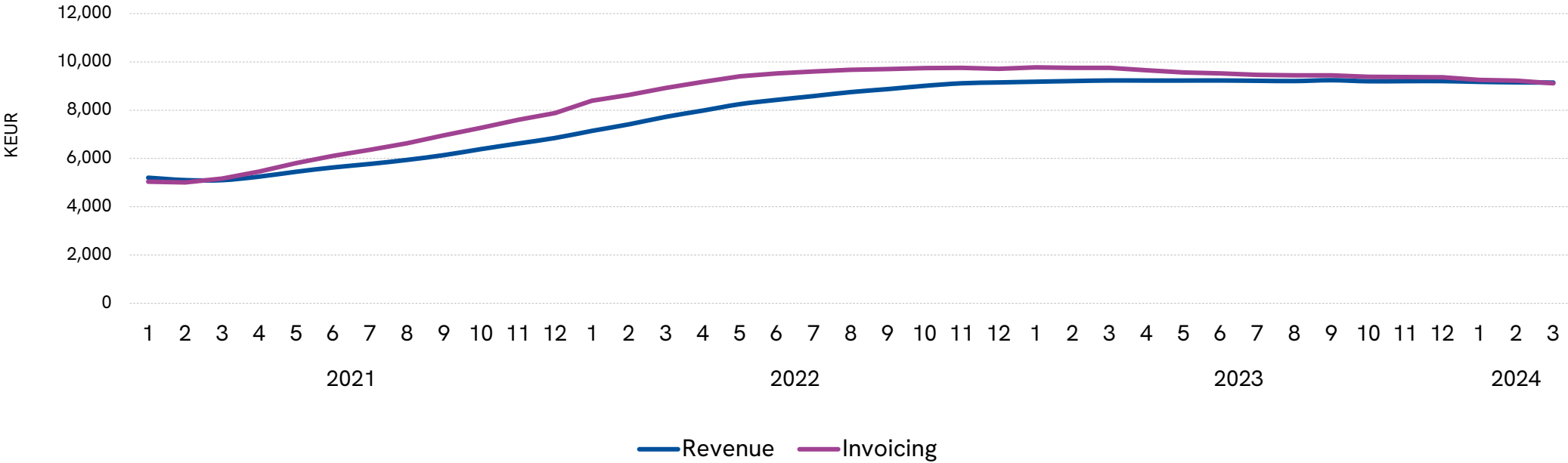


SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)



- In Slovakia and Croatia, the dynamic recruitment market was driven by employee activity, competition for skilled labour and a low unemployment rate. Investments in product development continued. In Czechia, business ran moderately well, but the weakened currency affected the turnover.
- Finland and Baltics continue to struggle with weak macro-economic conditions.
- Sales and marketing investments remained at fairly level.
- Business development:
 - Revenue on comparison level: MEUR 27 in Q1.
 - EBIT declined by 6 % and with local currencies by 2 %
 - Business momentum varied like a spring weather: cool in North, warm in South.

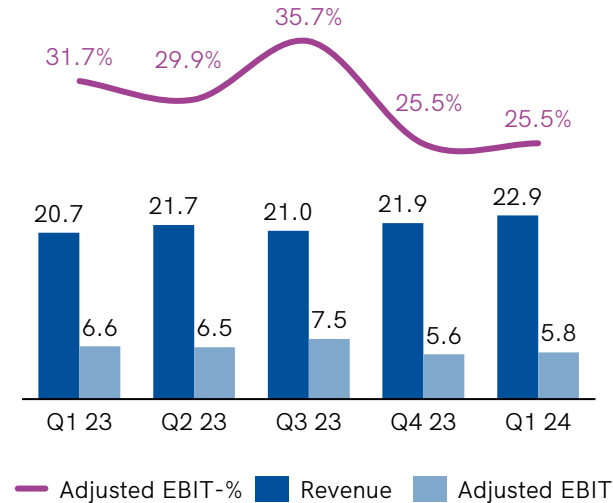
Invoicing & revenue recognition in Alma Career, rolling 12 months



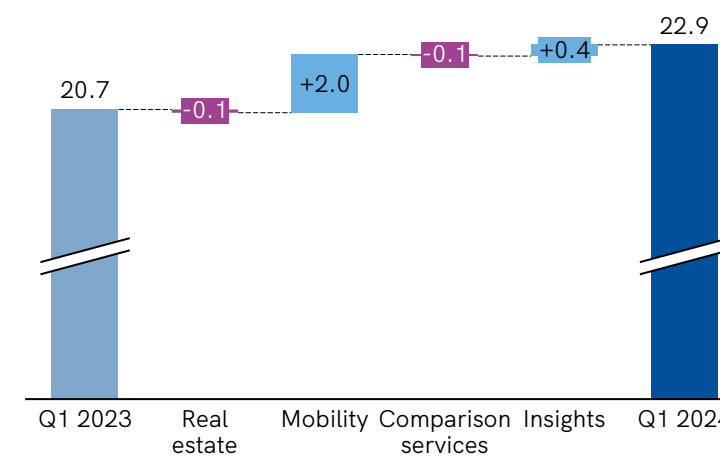
| KPIs (monthly averages in thousands) | 1-3/ 2024 | 1-3/ 2023 | 1-12/ 2023 |
|--------------------------------------|--------------|--------------|---------------|
| Unique visitors | 5,891 | 6,028 | 5,337 |
| Users with job alerts | 1,775 | 1,819 | 1,873 |
| Number of paid job ads | 104 | 93 | 94 |

Alma Marketplaces: Supported by acquisitions, turnover increased. The housing market continued to be subdued in Q1

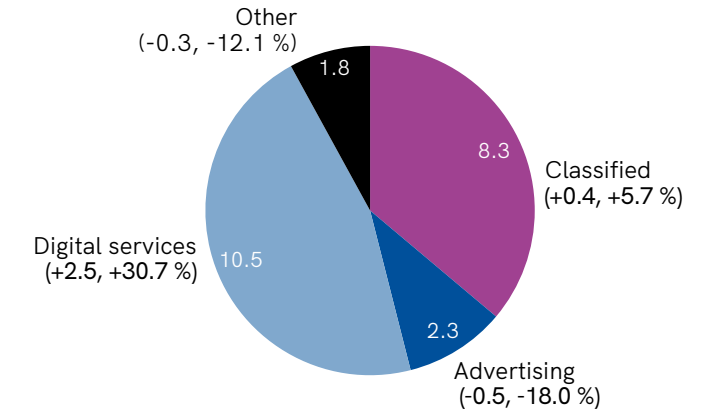
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



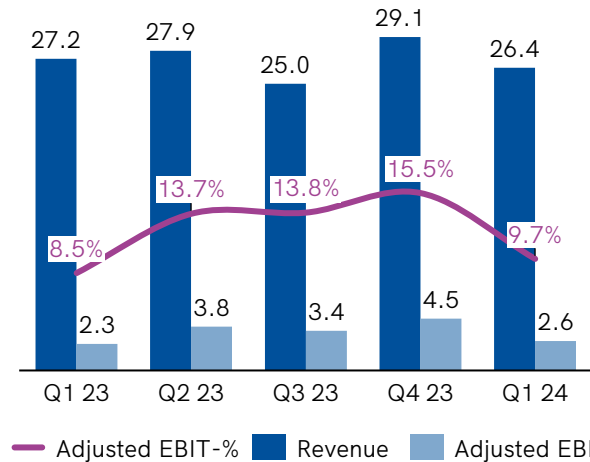
SEGMENT REVENUE BY BUSINESS UNIT (REVENUE CHANGE IN BRACKETS)



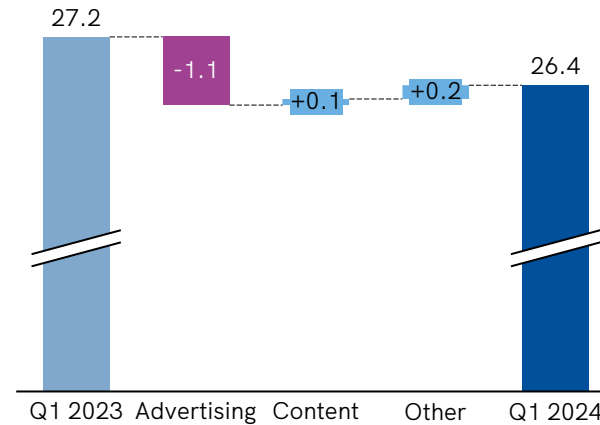
- Profitability under pressure due to the decline in advertising sales and increased costs in product development.
- Investments particularly focused on service development in marketplaces and comparison services.
- Business development:
 - Revenue up by 10.5% to MEUR 22.9 in Q1.
 - Adjusted operating profit down by 11.1% to MEUR 5.8 in Q1.
 - Solid demand in mobility, Netwheels had a jump start in the segment.
 - High growth in business premises marketplaces particularly in Sweden.

Alma News Media: The active cost management measures drove the adjusted operating profit increase

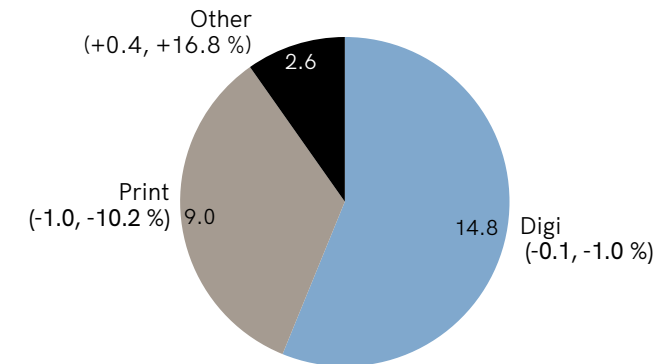
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



SEGMENT REVENUE BY BUSINESS UNIT (REVENUE CHANGE IN BRACKETS)



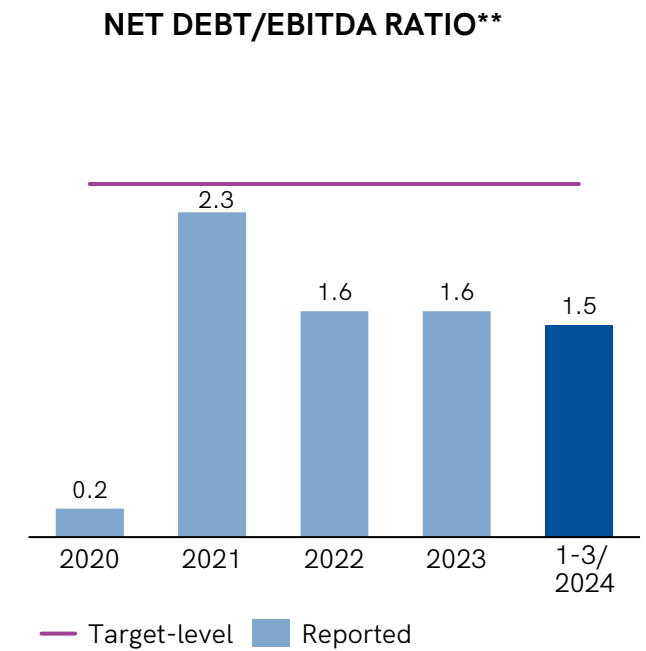
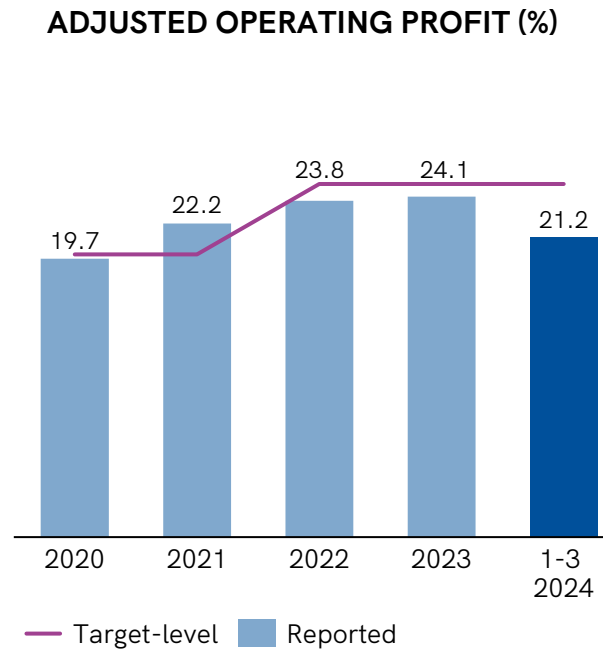
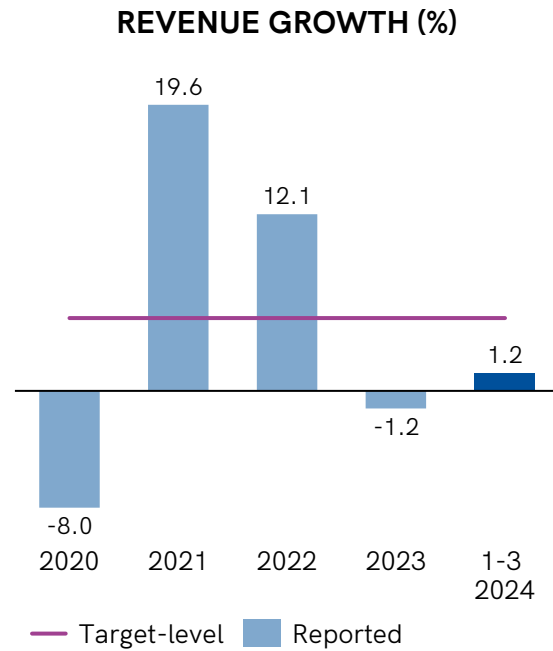
- The Segment's revenue down by 2.9% to MEUR 26.4 in Q1
- Adjusted operating profit up by 11.2% to MEUR 2.6 in Q1.
- Digital content sales up by 12.4 %.
- High demand for journalism continued, IL Plus subscriptions to 52K.
- Cost savings were achieved especially in printing, distribution and content production procurements.

SOLID FINANCIAL POSITION



Alma Media's long-term financial targets*

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



**12M rolling Adj. EBITDA

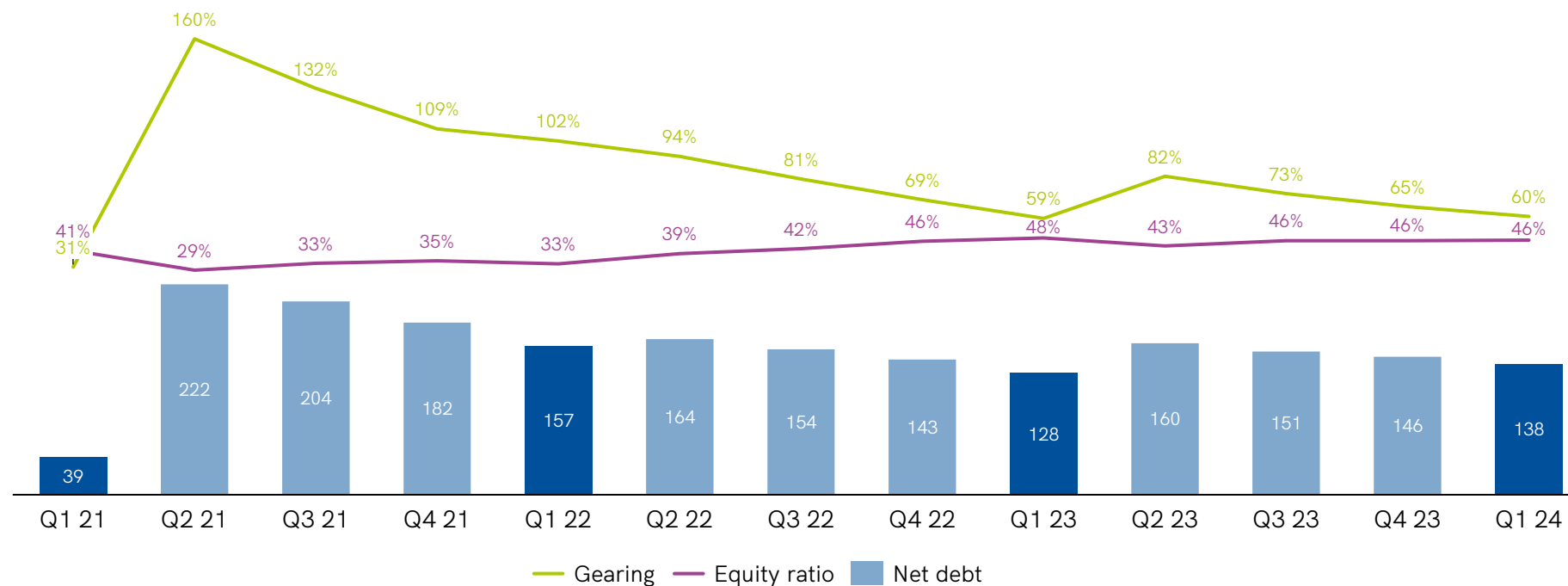
| FINANCIAL TARGET | LONG-TERM TARGET LEVEL | PERFORMANCE 1-3/2024 |
|------------------------------|------------------------|----------------------|
| Revenue growth, % | > 5% | 1.2% |
| Adjusted operating margin, % | > 25% | 21.2% |
| Net Debt/EBITDA ratio | < 2.5 | 1.5 |

Note: Dividend target is not 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.

Balanced financial position

NET DEBT (MEUR), GEARING (%) & EQUITY RATIO (%) Q1/2021-Q1/2024

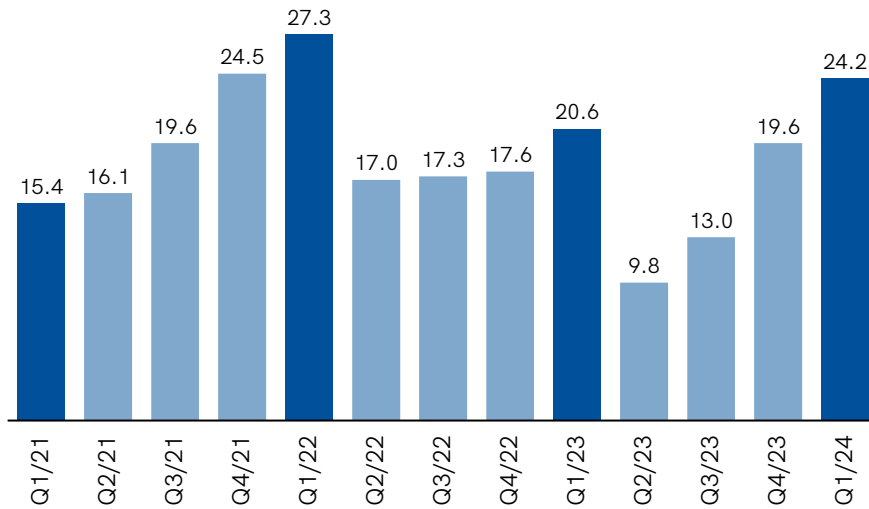


- In Q1, no new financing loans were raised.
- In Q1, loan repayments were related to the repayments of finance lease debts.
- Average interest rate was 3.5% (2.4%).

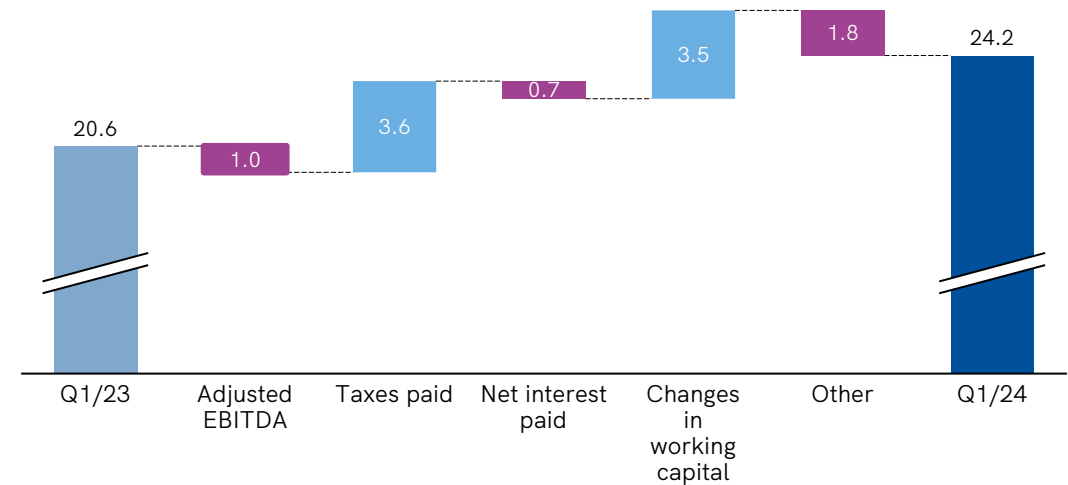
| INTEREST-BEARING NET DEBT, MEUR | 03/2024 | 12/2023 |
|-----------------------------------|--------------|--------------|
| IFRS16 leasing liabilities | 37.4 | 38.1 |
| Loans from financial institutions | 160.0 | 160.0 |
| Commercial papers | 0.0 | 0.0 |
| Cash and cash equivalents | 59.3 | 52.4 |
| Interest-bearing net debt | 138.1 | 145.7 |

Solid cash flow

OPERATING CASH FLOW (MEUR)

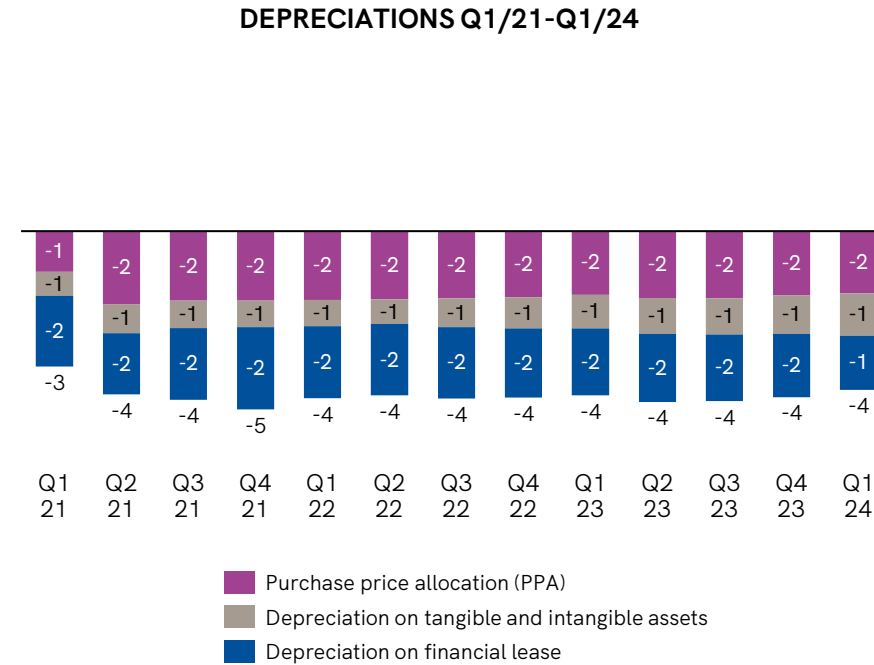
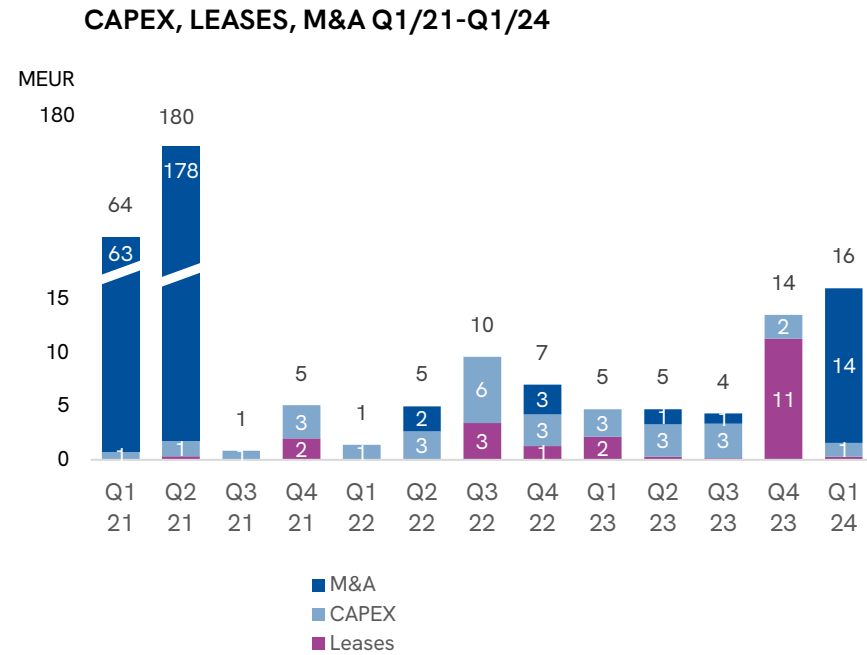


OPERATING CASH FLOW BRIDGE Q1/23-Q1/24



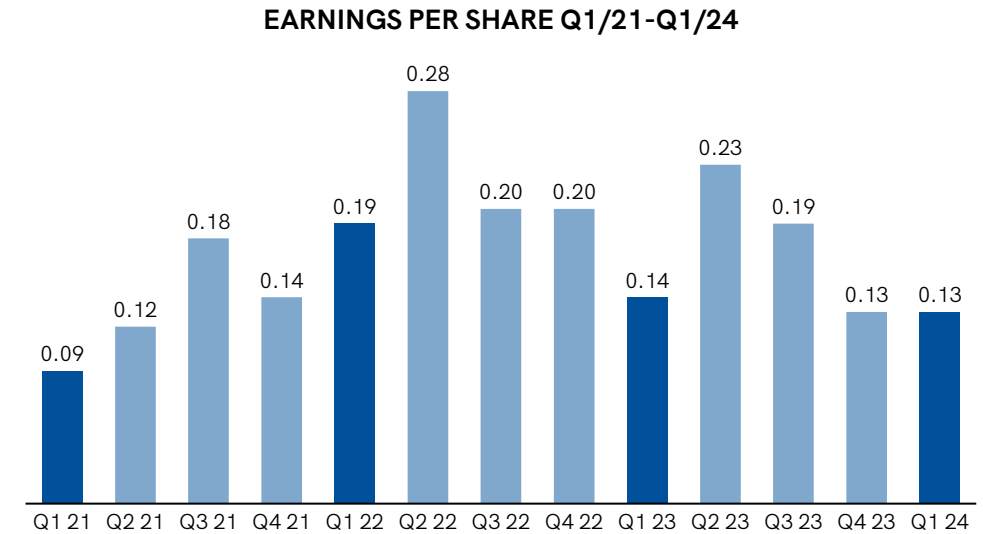
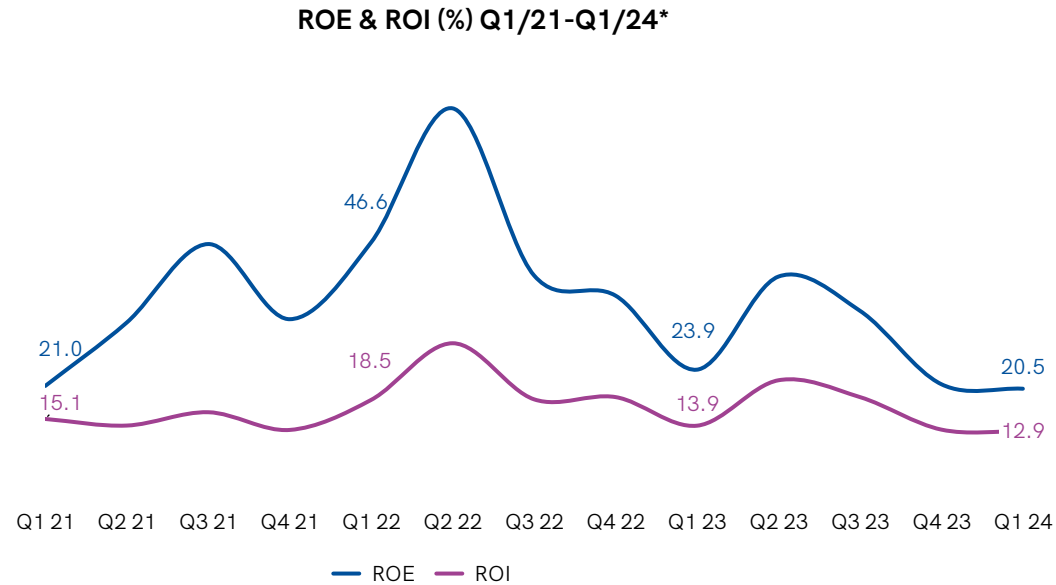
- Cash flow from operating activities was MEUR 24.2 (20.6).
- Cash flow from operating activities increased due to decrease in working capital and lower taxes paid, offsetting higher interests paid.
- After investments, cash flow before financing was MEUR 8.6 (18.7).

Sound financial position enabled investments totalling MEUR 16



- Acquired Businesses: Alma Media purchased the automotive industry software company Netwheels Oy to strengthen its car and transport services offering to corporate customers. Netwheels Oy provides software as a service (SaaS) to automotive industry.
- Capex made to support the company's strategy to develop digital industry solutions and expand our services in customer's value-chain. In addition, investments made to premises.
 - Key projects include: OviPro (housing), Kauppiasalusta (mobility) and Common job board platform in recruitment.

Earnings per share and dividends



*Adjusted items included

- Earnings per share 0.13 (0.14) EUR
- Adjusted items MEUR -1.2 (-0.5)
- Higher Interest expenses MEUR 2.2 (1.0), offset by positive fair value adjustment of derivatives (interest and exchange rates) MEUR 0.9 (-0.8)

European Commission financial forecast for Alma's operating countries. Latest Alma Media operating countries' updates

| | GDP change (%) | | Inflation (%) | | Unemployment (%) | |
|--------------------------|----------------|------|---------------|------|------------------|--------|
| | 2024 | 2023 | 2024 | 2023 | 2024 | 2023 |
| Bosnia & Herz | 2.0* | 1.5* | 3.5* | 6.5* | n/a | 15.3** |
| Croatia | 2.6 | 2.6 | 2.5 | 8.4 | 6.2* | 6.5* |
| Czechia | 1.1 | -0.4 | 2.9 | 12.0 | 2.5* | 2.4* |
| Estonia | -1.9 | -2.6 | 3.2 | 9.1 | 6.9* | 7.0* |
| Finland | 0.6 | -0.4 | 1.4 | 4.3 | 7.3* | 7.2* |
| Latvia | 1.7 | -0.6 | 2.2 | 9.1 | 6.6* | 6.8* |
| Lithuania | 2.1 | -0.3 | 2.4 | 8.7 | 6.7* | 6.8* |
| N. Macedonia | 2.7* | 2.0* | 4.1* | 9.5* | 13.7* | 13.8* |
| Poland | 2.7 | 0.2 | 5.2 | 10.9 | 2.8* | 3.0* |
| Slovakia | 2.3 | 1.1 | 3.5 | 11.0 | 5.4* | 5.7* |
| Slovenia | 1.9 | 1.3 | 2.9 | 7.2 | 3.7* | 3.6* |
| Sweden | 0.2 | -0.1 | 1.7 | 5.9 | 8.5* | 7.6* |

Source: European Economic Forecast, European Commission, Feb 15 2024, *Figures from 11/2023, no update on Feb 15 2024 by the Commission
 **Source: IMF forecast 11/2023

OPERATING ENVIRONMENT



Challenging operating environment



Lagging economic growth

Subdued growth in many operating countries. High inflation and interest rates weakening the 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 on rise.



Increasing regulation

Digital legislation increasing. Growing popularity of digital services surging the amount of data used. Data privacy and consumer protection key issues for companies.



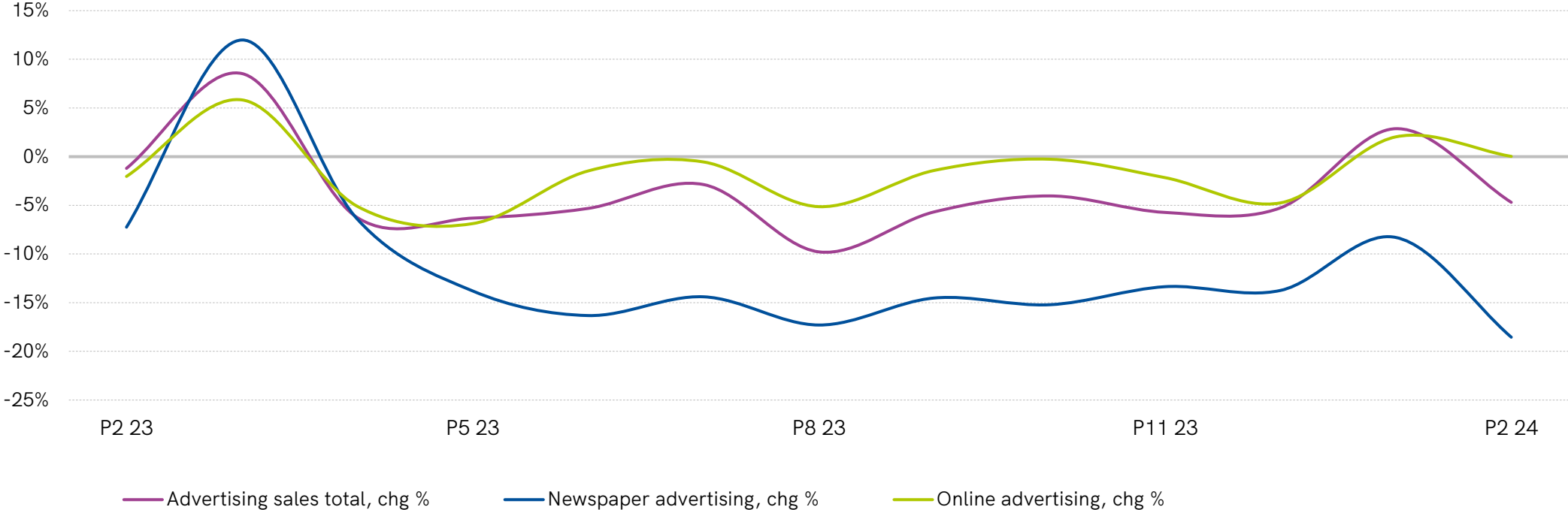
Geopolitical turbulence

Geopolitical tensions elevated. Uncertainty of political and economic development high and forecasting difficult.

The Finnish advertising market update

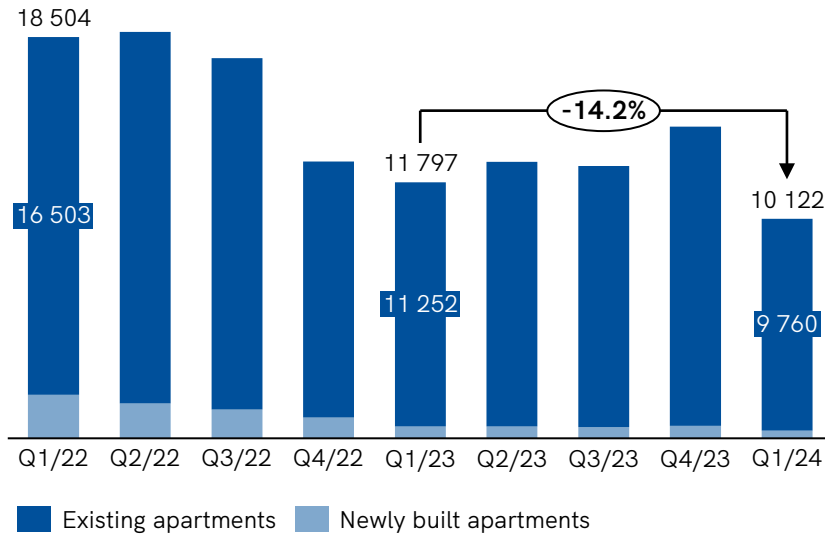
MONTHLY CHANGE IN MEDIA ADVERTISING 2/2023-2/2024

Source: Kantar TNS



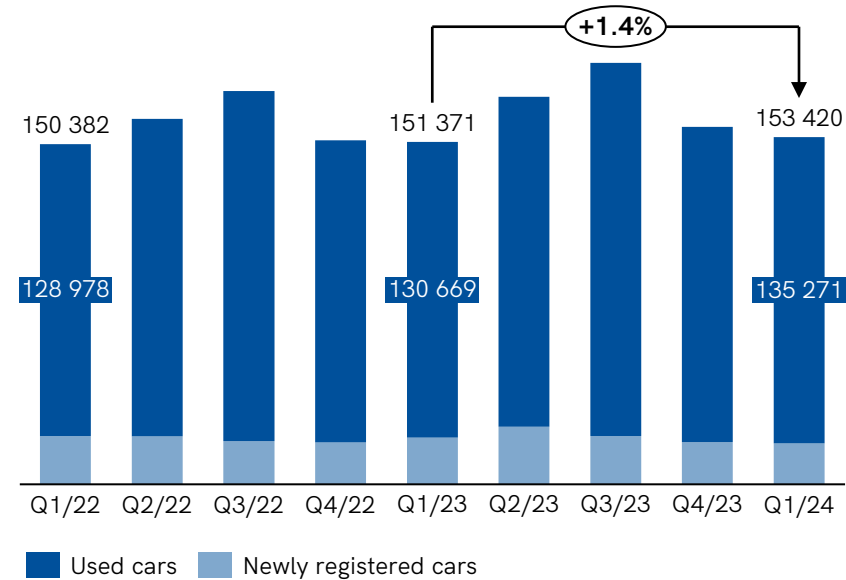
Housing & mobility market update + Marketplaces' KPIs

HOUSING MARKET UPDATE (SOLD APARTMENTS)



Source: Federation of Real Estate Agency

MOBILITY MARKET UPDATE* (SOLD CARS)



Source: Information Centre of Road Transport

*Only passenger cars included

| KPIs (monthly averages in thousands) | 1-3/2023 | 1-3/2024 | Change-% |
|--------------------------------------|----------|----------|----------|
| Unique visitors | 1,396 | 1,251 | -10.4 % |
| Average listings | 156 | 163 | +4.2 % |

| KPIs (monthly averages in thousands) | 1-3/2023 | 1-3/2024 | Change-% |
|--------------------------------------|----------|----------|----------|
| Unique visitors | 792 | 858 | +8.3 % |
| Average listings | 27 | 28 | +2.1 % |

The KPI figures include the housing market services: Etuovi and Vuokraovi

The KPI figures include the mobility market services: Nettiauto





Ukrainian crisis

- 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 Eastern 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

Sustainability as an integral part of our strategy

Alma Media has gained international recognition by its ambitious work for climate and responsible business.



ENVIRONMENTAL

- Minimising CO2 emissions in own operations and in subcontracting chain
- Science-based SBTI climate objectives



SOCIAL RESPONSIBILITY

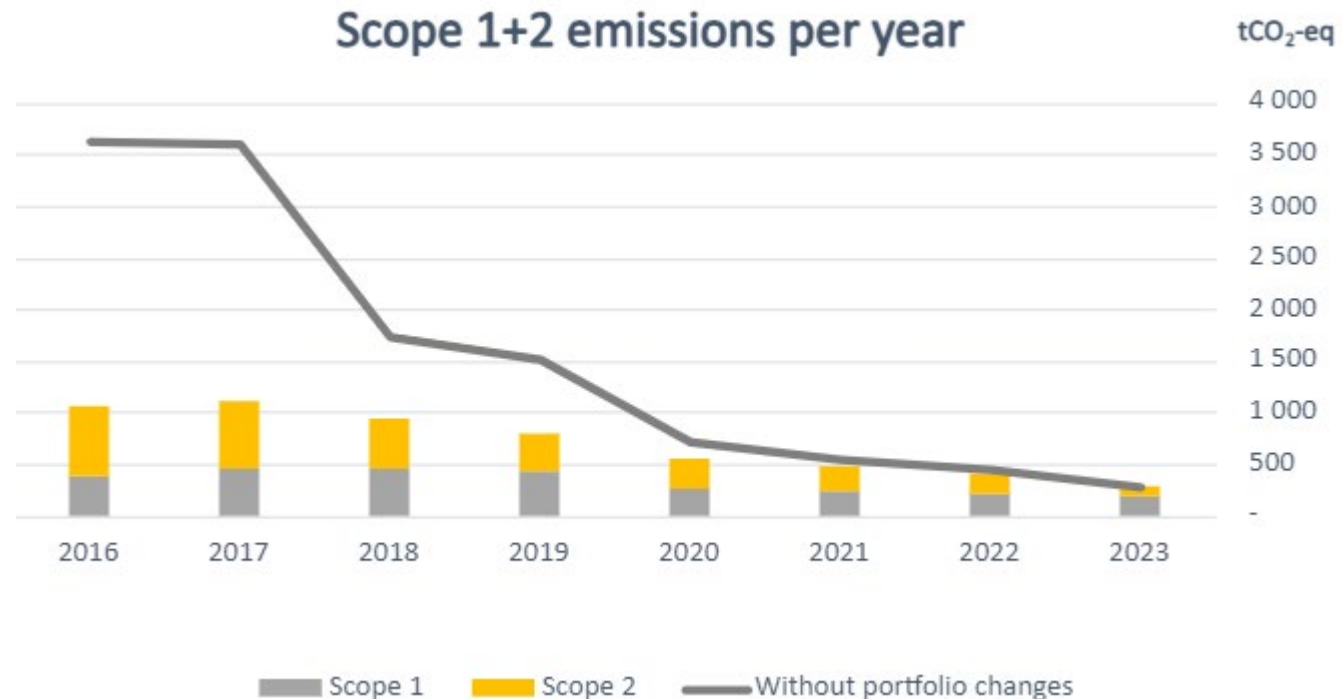
- Responsible media, journalism and marketing
- Engaging employees and guaranteeing high quality of working life



GOOD GOVERNANCE

- Prevention of corruption, bribery and violation against human rights
- Ensuring high security and data protection

Alma Media has significantly cut down its carbon footprint in the last few years





STRATEGY AND OUTLOOK

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

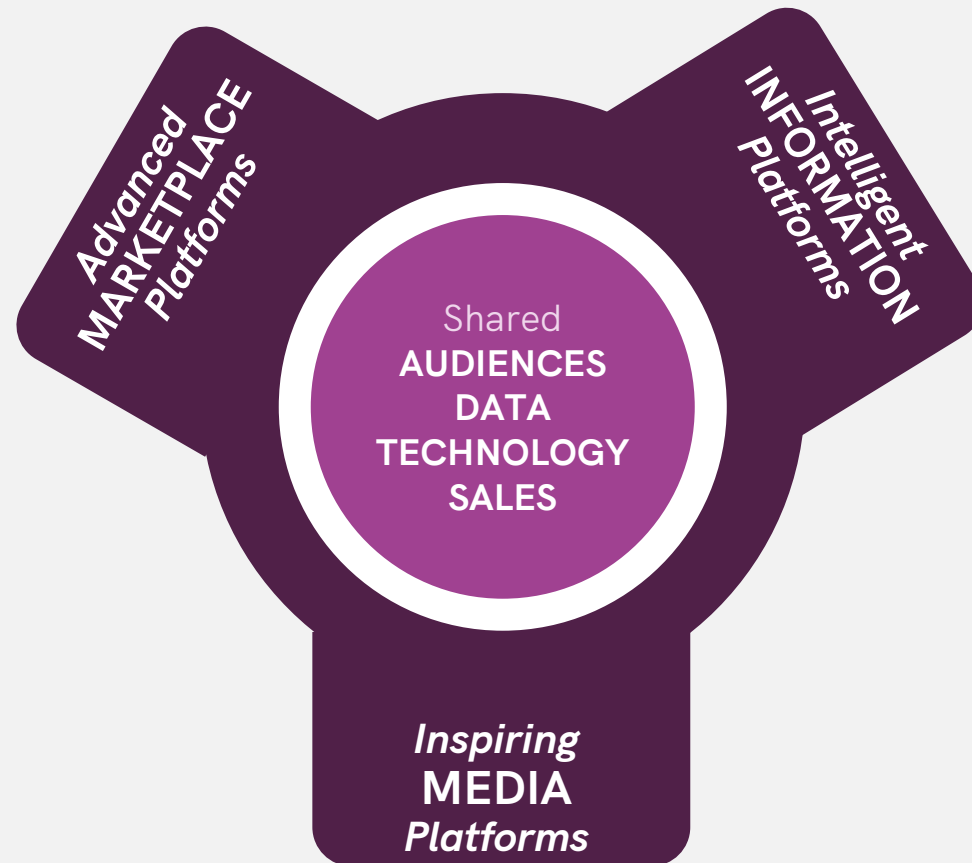
3.

INTERNATIONALISE

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

Alma Media Strategy

Synergy creation

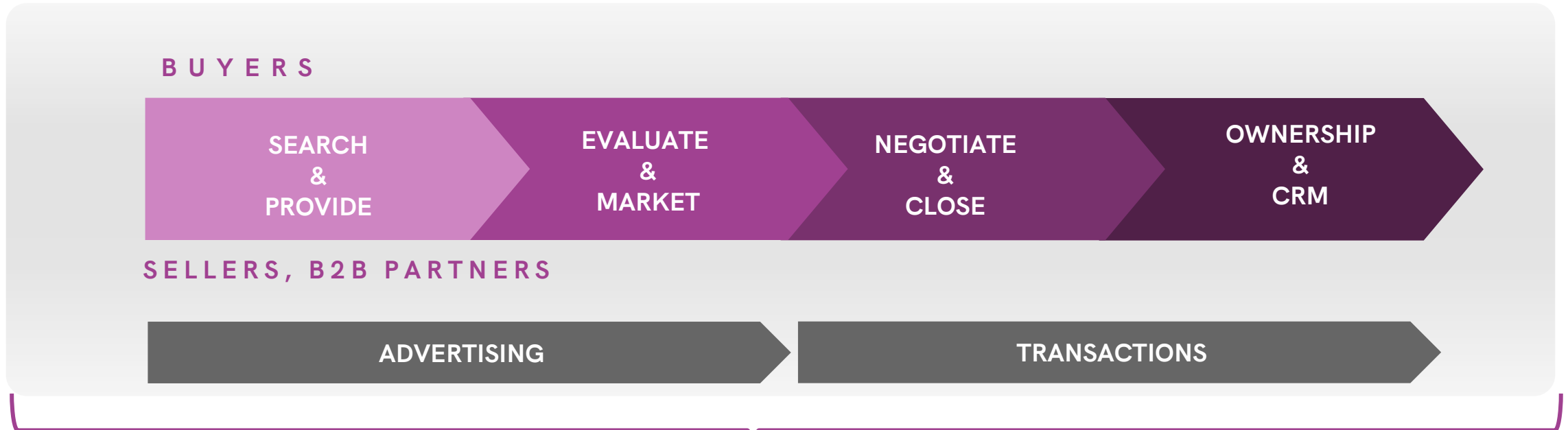


Alma Media concentrates on recruitment, housing and commercial property, mobility, media and information services with synergies:

- By utilising the reach of media platforms, directing user traffic and commercialising the user data for growing high ARPU/ARPA services.
- By developing seamless user experiences within different services.
- By utilising group synergy with shared sales and digital marketing, systems and development.
- By strengthening co-operation between and within business segments to further develop market leading offering on platforms.

From classified advertising to transactions

Entering larger potential market and enabling new revenue sources



- 1 We further develop and complement our product portfolio to cover the entire digital buying and selling process.
- 2 We help to streamline our partners' customer management and sales in digital environment.
- 3 We develop new features and new products based on AI supported data, and complement our portfolio through M&A.



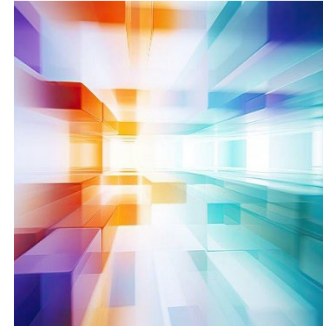
Outlook For 2024

Announced on 16 February 2024

Alma Media expects its full-year revenue and adjusted operating profit of 2024 to remain at the 2023 level.

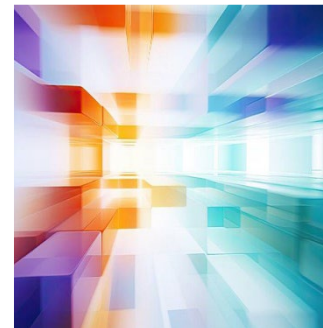
The full-year revenue for 2023 was MEUR 304.9 and the adjusted operating profit was MEUR 73.6.

Background for the outlook



The outlook is based on an estimate that there will be no material changes to the prevailing situation in the company's main market areas. In our operating countries, forecasts for national economies have been updated downwards due to weak development in 2024, which is also reflected in the development of the recruitment market. In Finland, demand and employment are expected to decline and there is still uncertainty in advertising.

Acquisitions increase the company's turnover and operating profit.



The decentralisation of the Group's business both geographically to several markets and different business areas, as well as determined management of costs, will stabilise the company's outlook even in challenging market conditions.

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 cash flow enable good dividend payout capacity



Thank You!

Questions?

- Upcoming events in the investor calendar:
 - Thursday, 18 July 2024:
Interim report for January-June 2024
 - Friday, 18 October 2024:
Interim report for January-September 2024

