



IR Presentation

Post Q2 2025

Alma in figures (FY 2024)

Revenue

313

MEUR

Digital business

84%

Adj. operating
profit

77

MEUR

Adj. Operating
profit %

25%

40/60

abroad / in Finland
% of employees

ROE

23%

ROI

15%

Equity ratio

49%

Dividend of

0.46

euros per share

Alma's media
reach about

89%

of Finns weekly

TSR

c. 500%

(2015-2024)



1 660

Professionals
in 11 countries



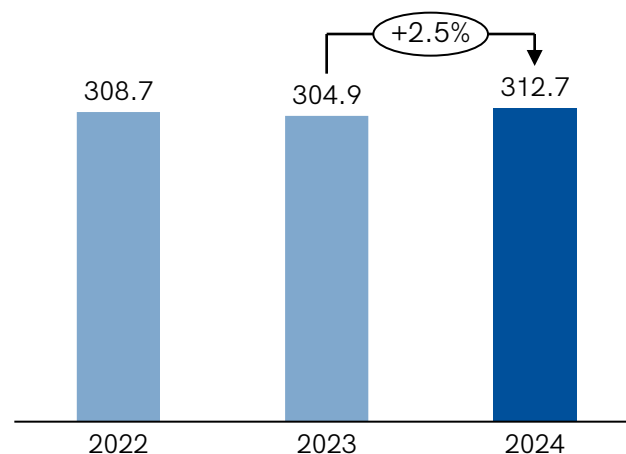
100+

Digital services and
applications

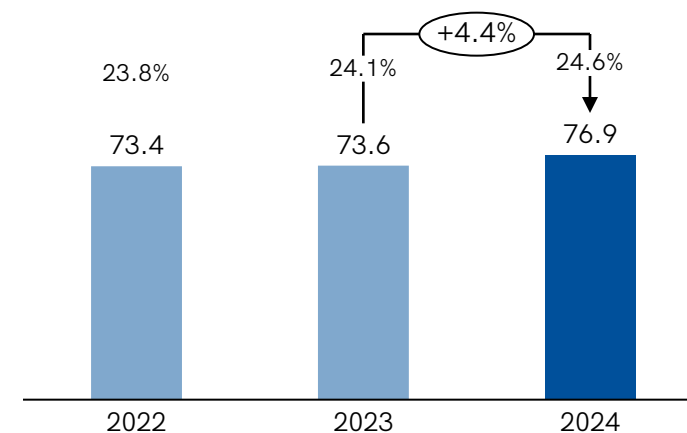
FY 2024 Highlights

Revenue grew by 2.5%, adjusted operating profit up by 4.4%

REVENUE (MEUR)



ADJUSTED OPERATING PROFIT
(MEUR) (% OF REVENUE)

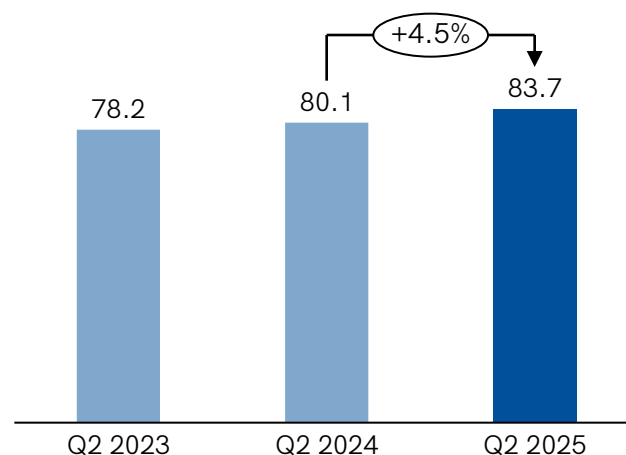


- Solid performance despite headwinds and subdued market environment.
- Revenue grew to MEUR 313, up 2.5%.
- Adjusted operating profit up to MEUR 76.9 with margin of 24.6%.
- The share of digital business up to 84.2% of total revenue.
- Healthy balance sheet: leverage (rolling 12 month) at 1.5.

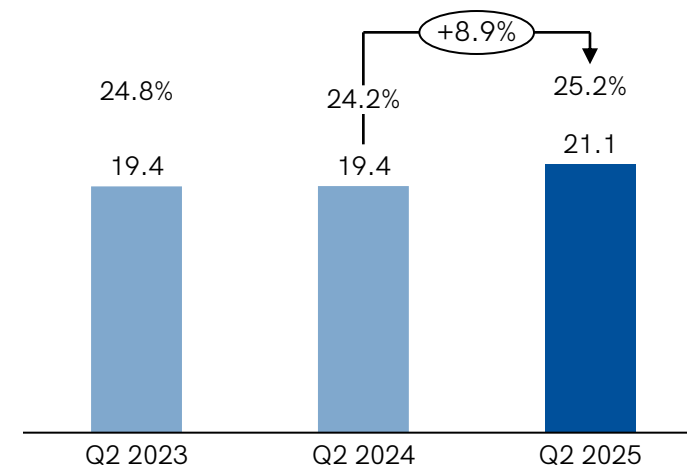
Q2 2025 Highlights

Revenue grew by 4.5%, adjusted operating profit up by 8.9%

REVENUE (MEUR)



ADJUSTED OPERATING PROFIT
(MEUR) (% OF REVENUE)



- Solid performance despite uncertainties in the market environment.
- Disciplined cost management applied across all segments.
- Revenue grew to MEUR 83.7. The organic growth excluding acquired and discontinued businesses and at local currencies was 2.7%.
- Adjusted operating profit up to MEUR 21.1 with margin of 25.2%.
- The share of digital business up to 86.2% of total revenue.
- Healthy balance sheet: leverage (rolling 12 month) at 1.7 and equity ratio at 46.1%.

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
#2	Finland	jobly.fi
#1-3	Estonia, Latvia, Lithuania	cvonline.com
#1	Bosnia and Herzegovina, Macedonia, Serbia	mojposao.ba, vrabotuvanje.com.mk, poslovi.infostud.com,

HOUSING AND COMMERCIAL PREMISES

#1	Finland, Sweden	etuovi.com, toimitilat.kauppalehti.fi, objektvision.se
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VEHICLES AND MACHINERY

#1	Finland	nettiauto.com, nettikone.com, nettimoto.com, autotalli.com
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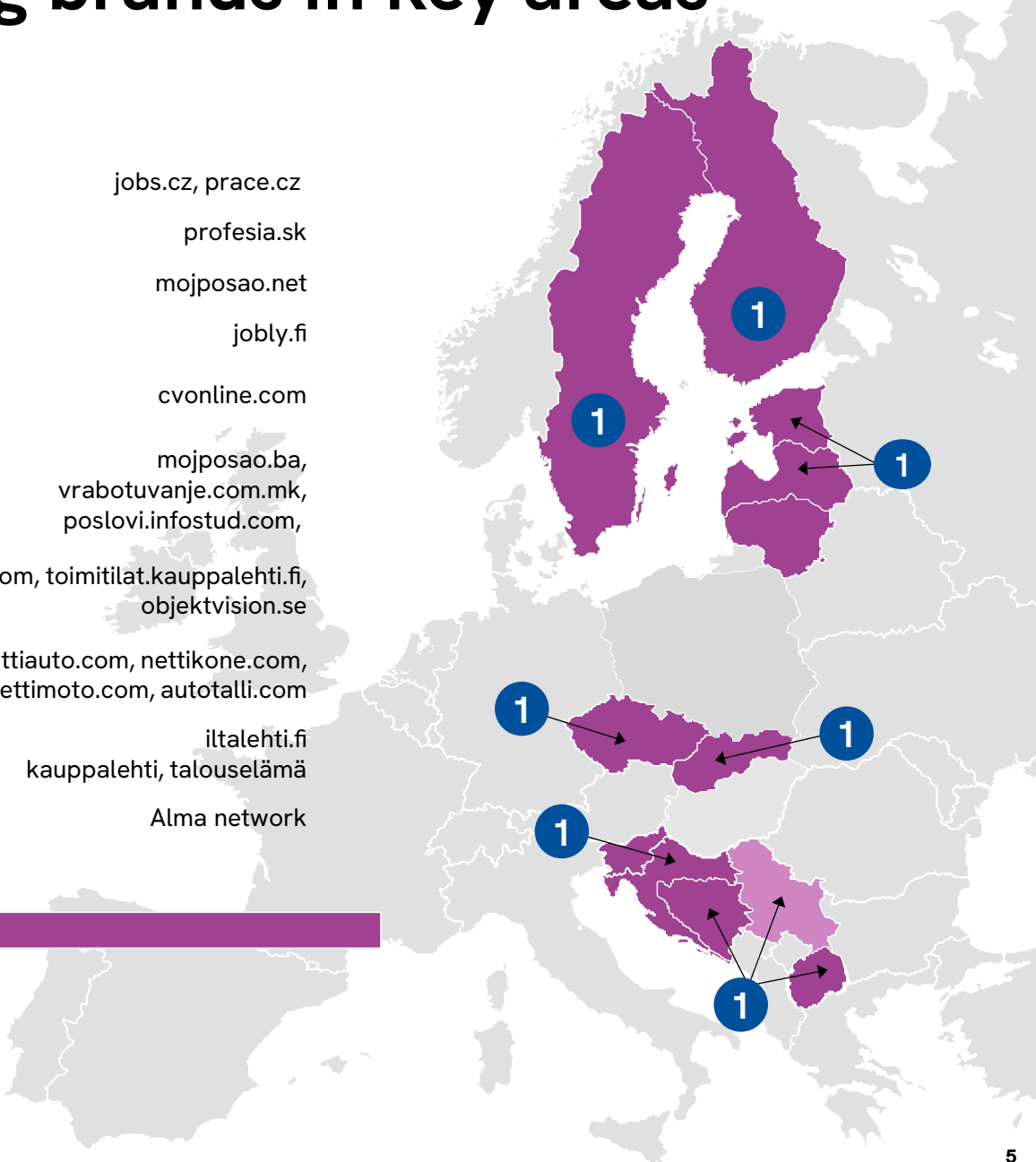
NEWS MEDIA

#1	Finland	iltalehti.fi kauppalehti, talouselämä
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DIGITAL ADVERTISING

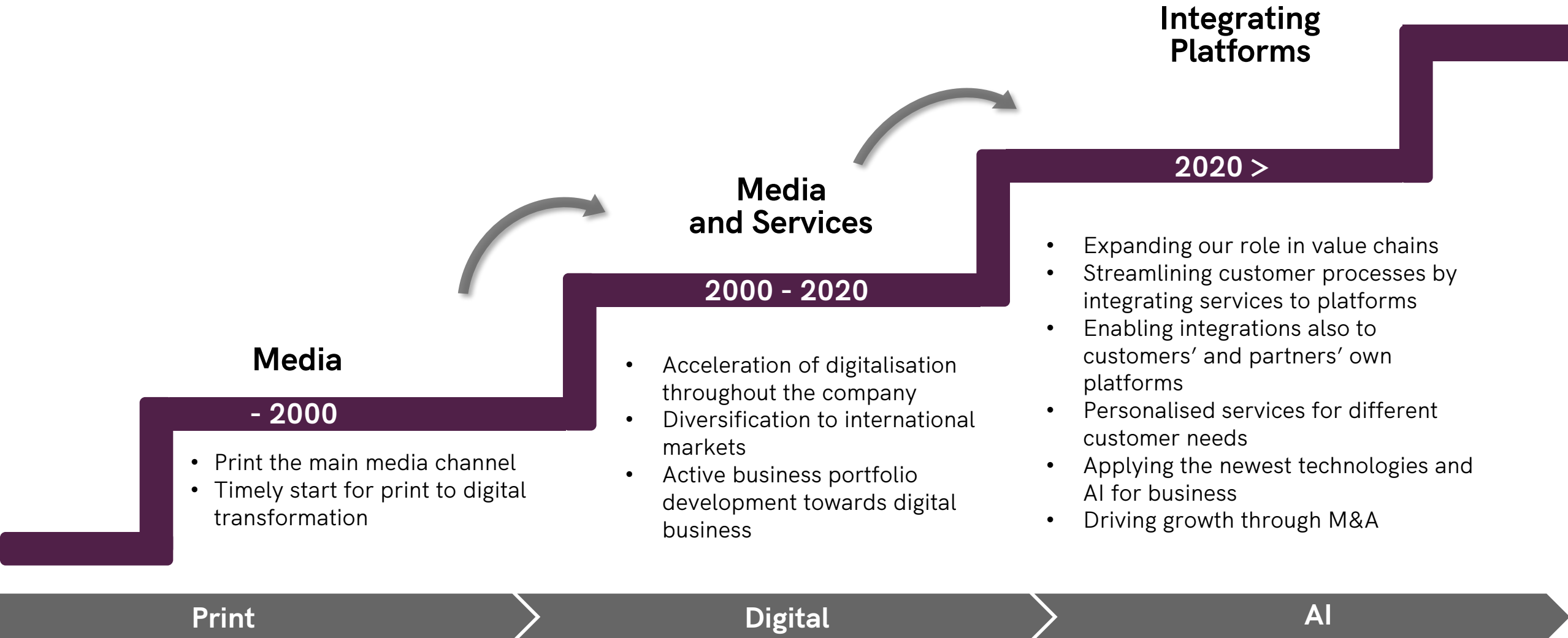
#1	Finland	Alma network
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REVENUE SPLIT Q2 2025:



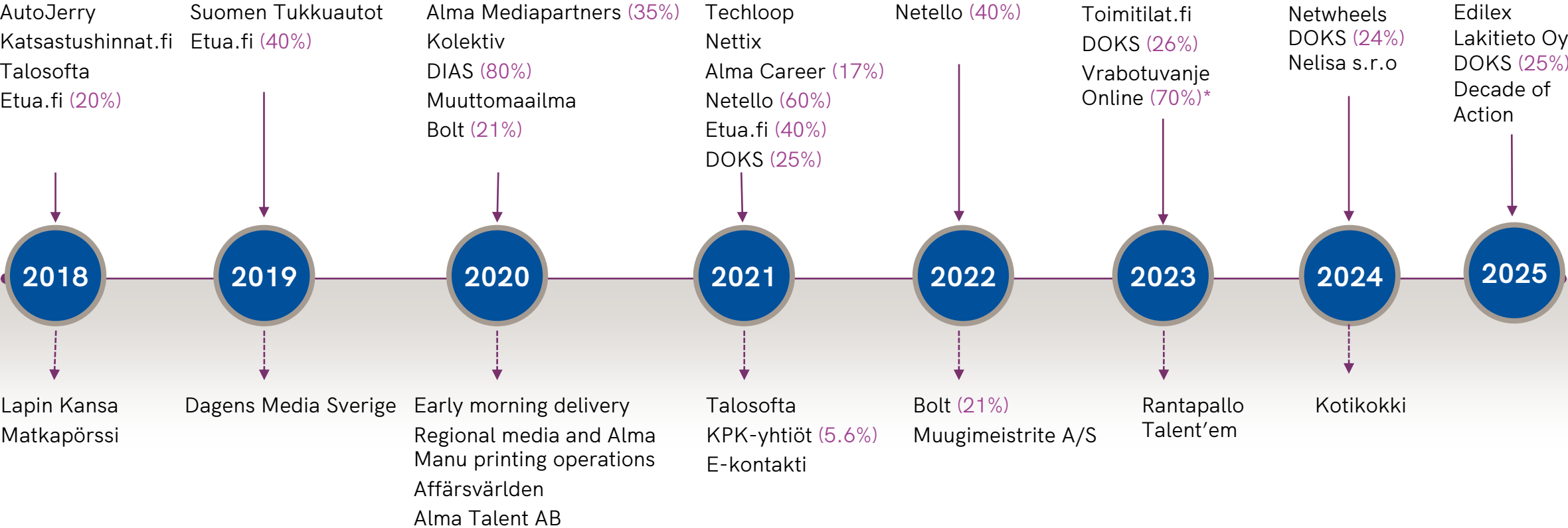
Alma Media's transformational journey

Exploiting paradigm changes in technology and consumer behaviour



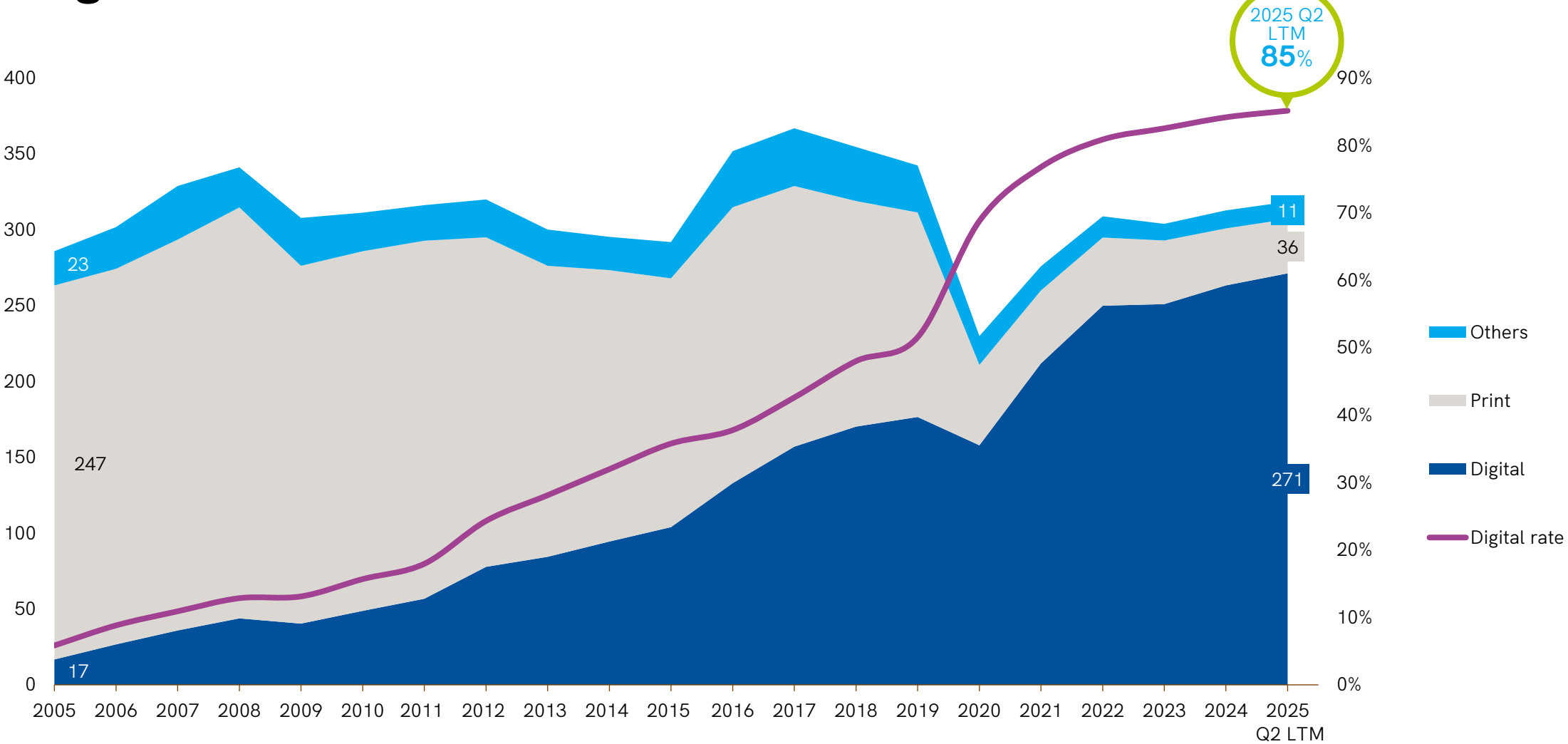
Continuing the renewal of portfolio – net investments over MEUR 200 to digital transformation and growth

INVESTMENTS OF WITH A STRONG FOCUS ON DIGITAL BUSINESS

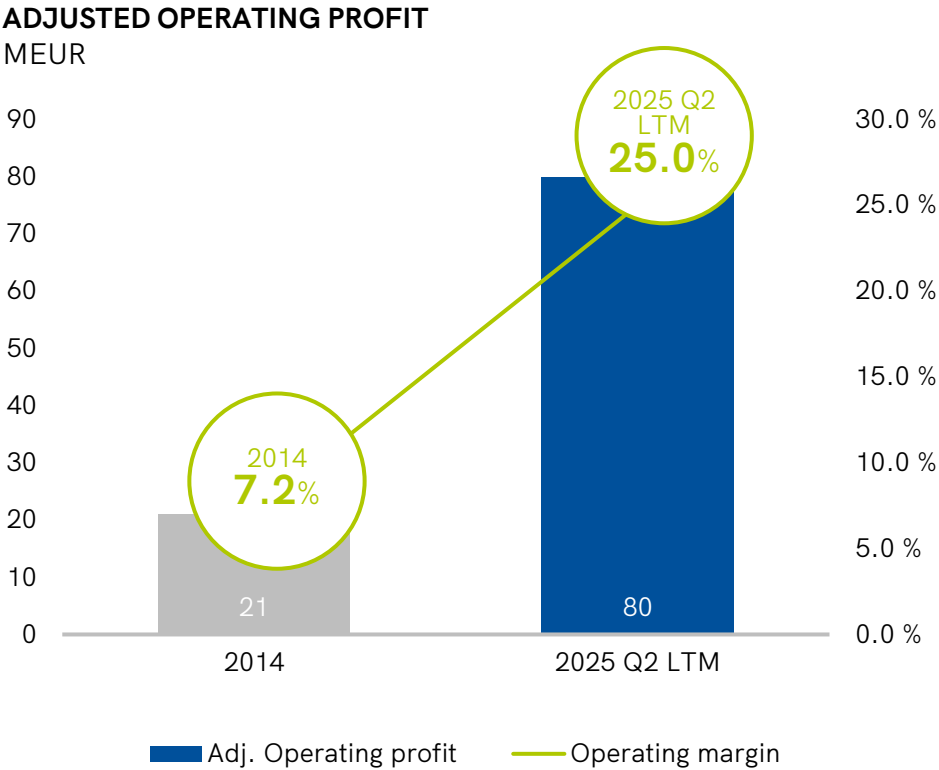
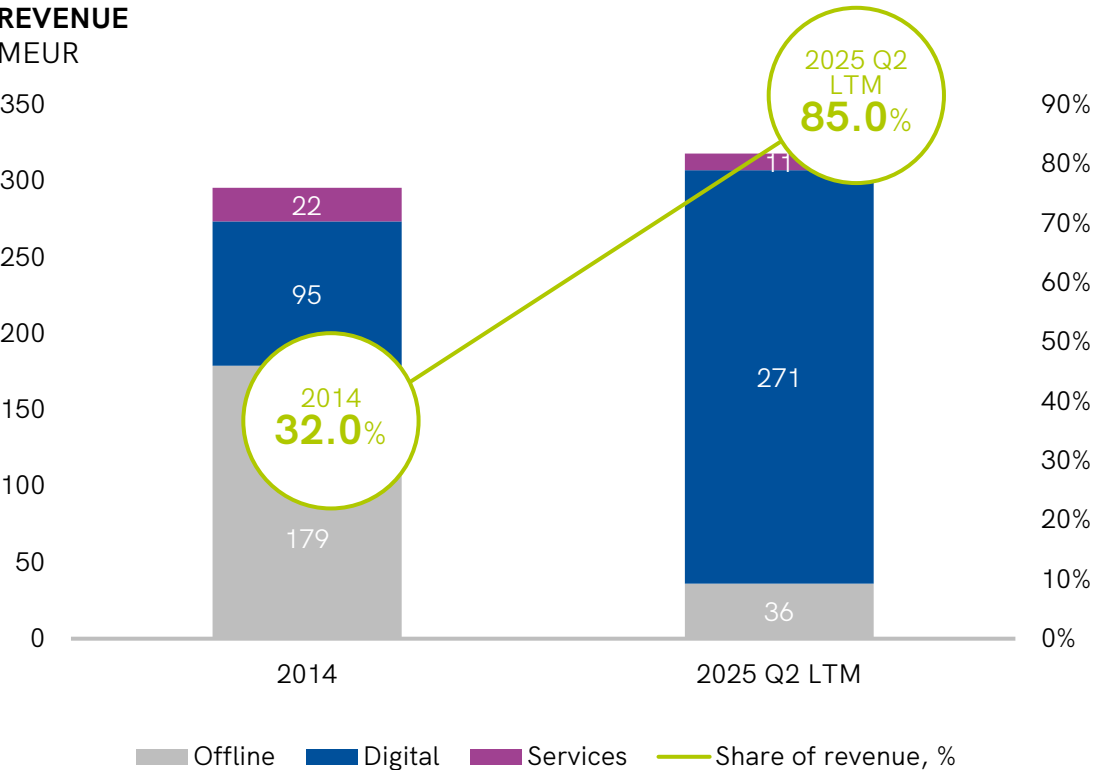


DIVESTMENTS OF CONSISTING OF HEAVILY PRINT-BASED BUSINESSES OR BUSINESSES WITH LOW PROFITABILITY

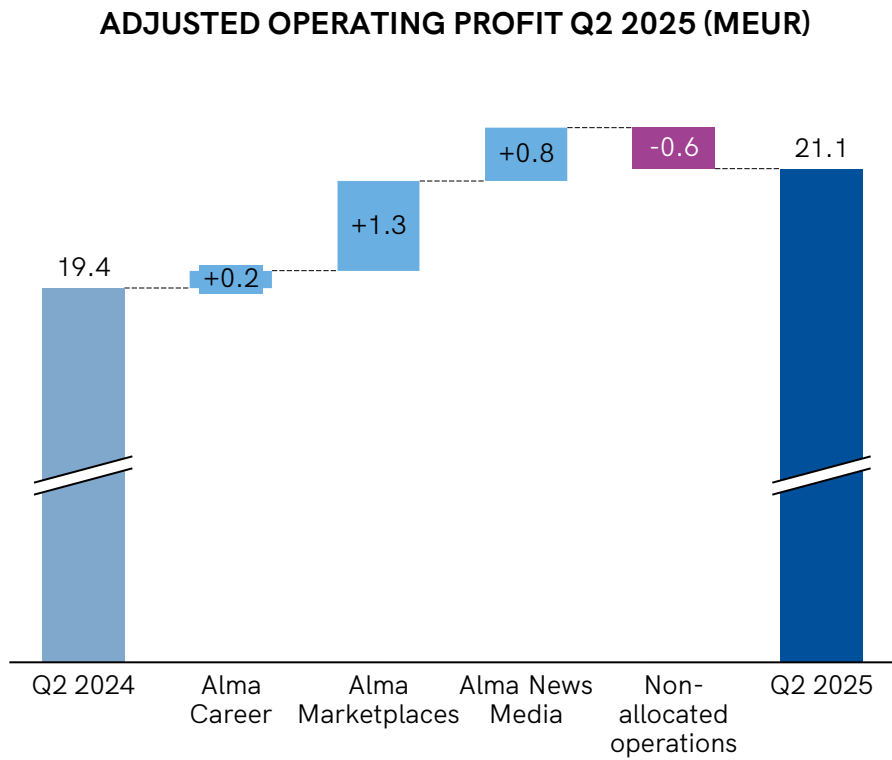
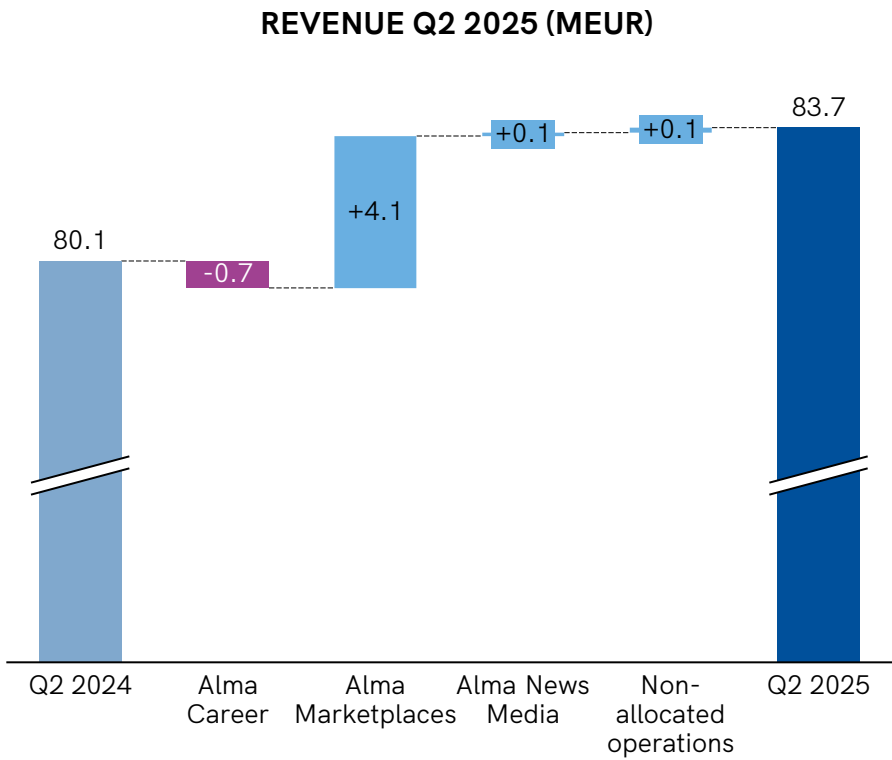
Digital transformation



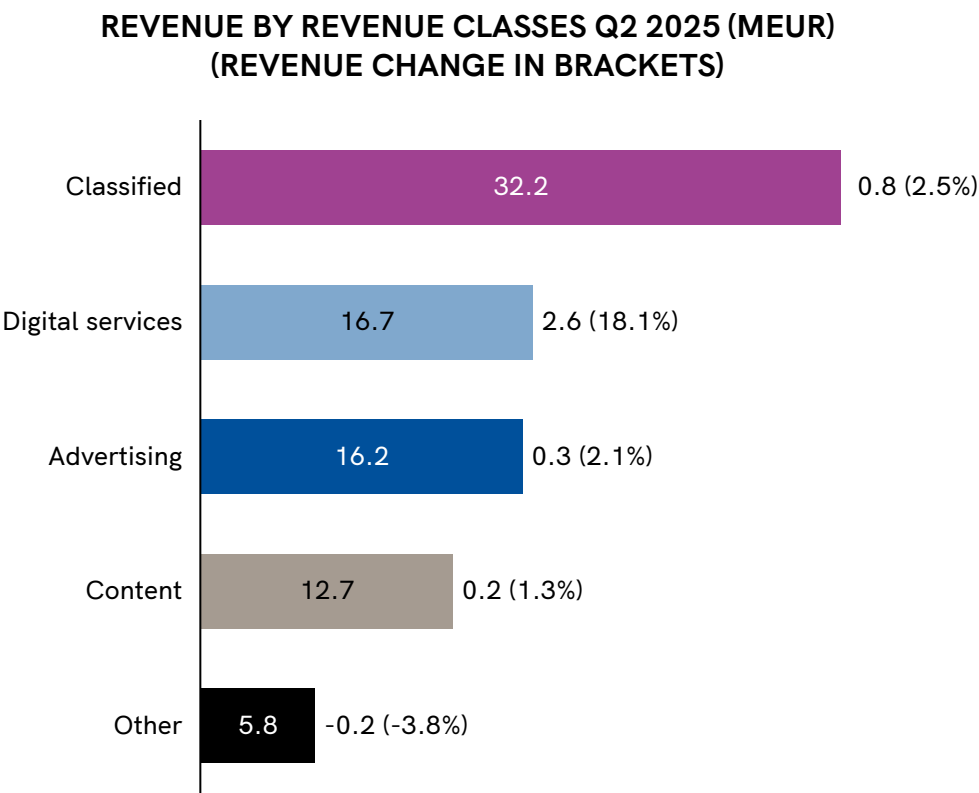
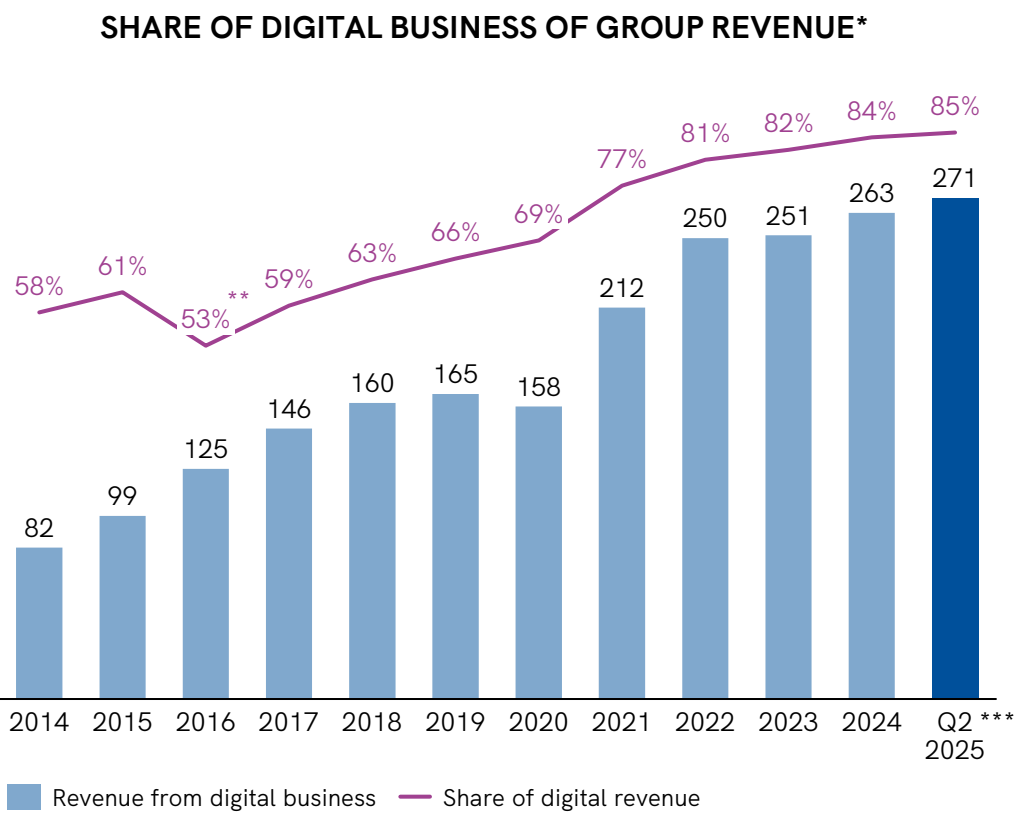
Digital transformation and change in business mix driving operational gearing



Acquisitions supported revenue growth, while challenging market conditions and uncertainty tempered overall expansion



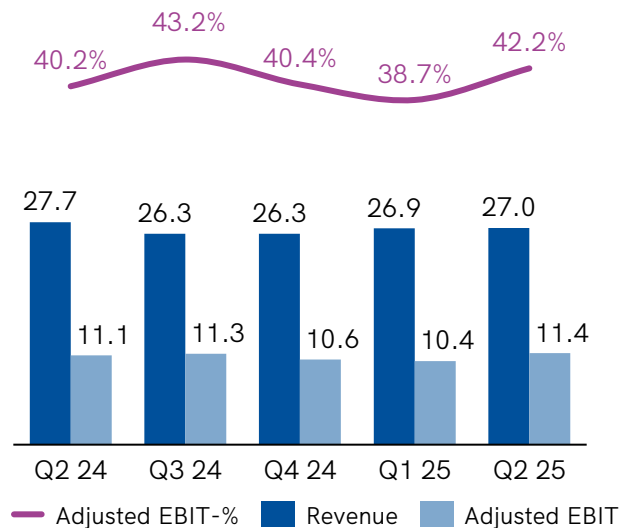
On rolling 12 months basis, the proportion of digital business reached record-high levels



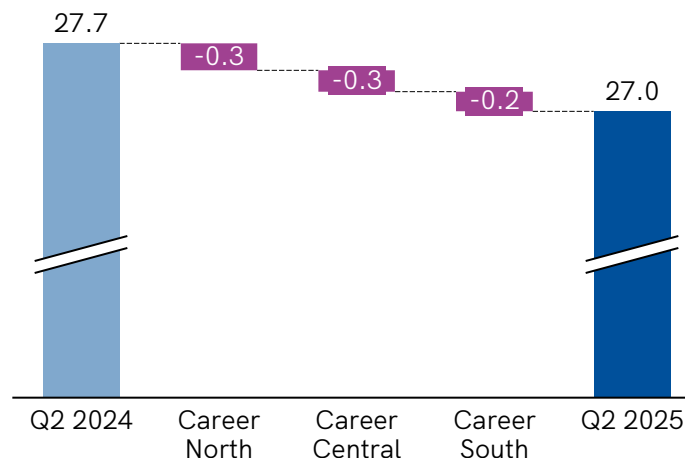
Notes: * Continuing operations ** Acquisition of Talentum in 2015 *** Rolling 12-months

Alma Career: Adjusted operating profit turned to growth as a result of efficiency improvement measures

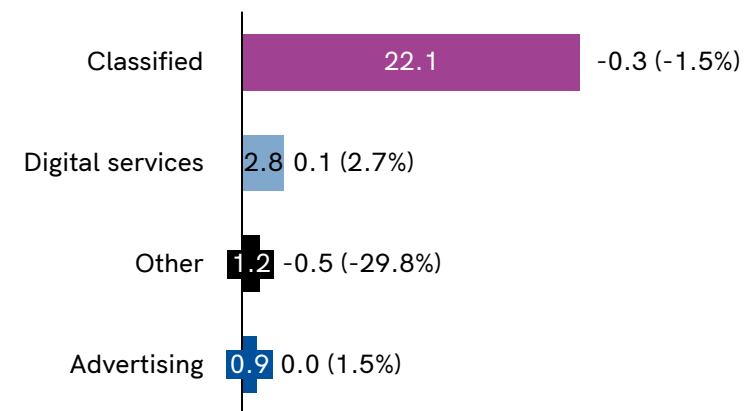
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)

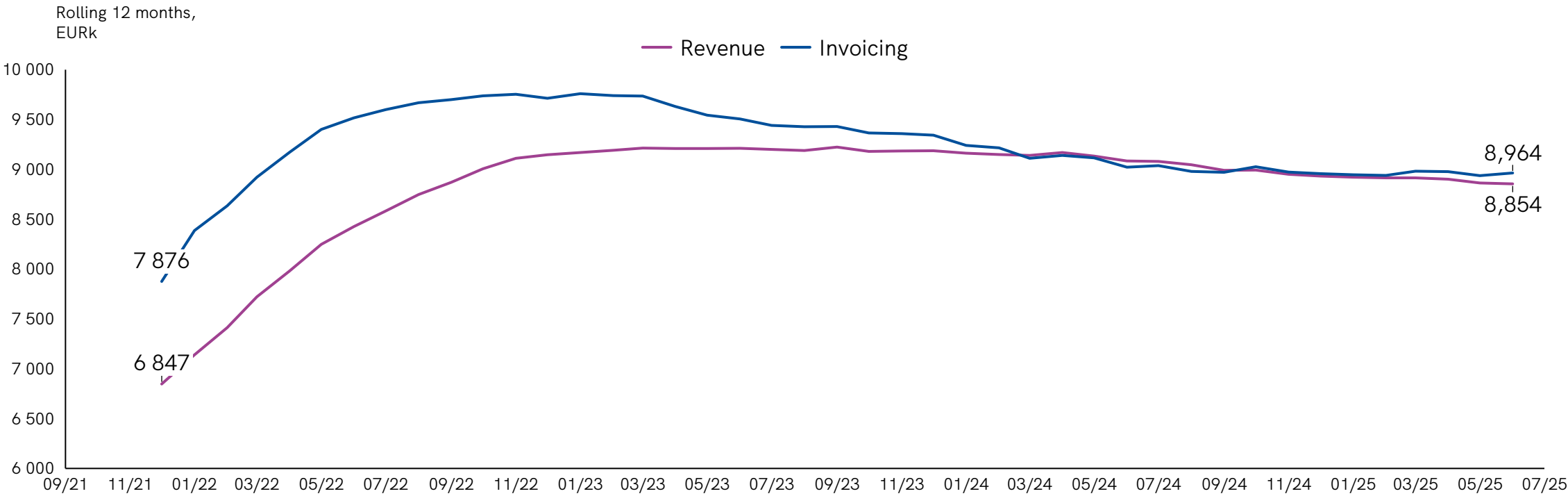


SEGMENT REVENUE BY REVENUE CLASSES
(REVENUE CHANGE IN BRACKETS)



- Czechia's recruitment market had stable employee activity and competition for skilled labour as well as low unemployment rates.
- The development of invoicing in local currencies on par with comparison period.
- The segment's profitability improved as a result of cost savings.
- Continued investments in product development are progressing as planned, reflected in the current high-cost level. The Career United initiative is set to strengthen internal collaboration and drive productivity gains. System renewal will proceed in phases through the end of 2026, enabling reductions in overlapping costs as anticipated.
- Business development in Q2:
 - Revenue down by 2.6% to MEUR 27 (in local currencies down by 2.9%).
 - Adjusted operating profit up by 2.2% to MEUR 11.4.

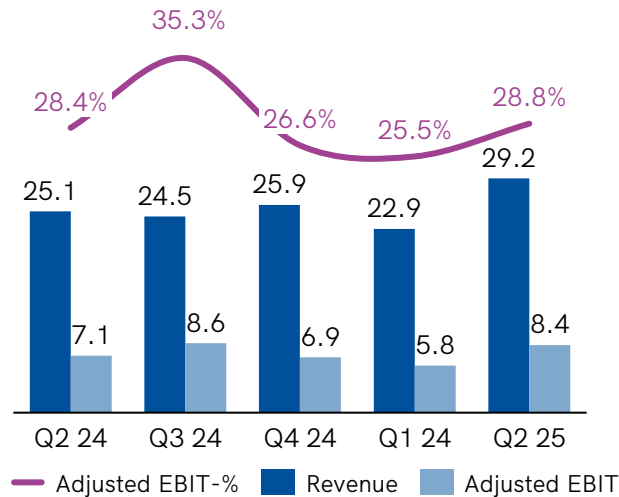
Invoicing & revenue recognition in Alma Career, rolling 12 months



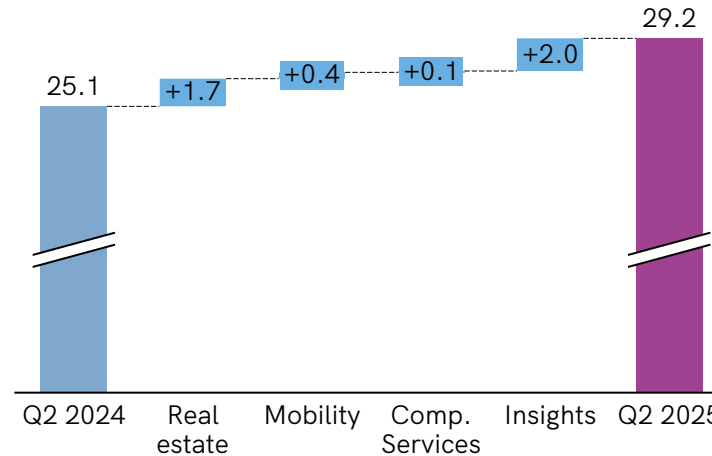
KPIs (monthly averages in thousands)	4-6/ 2025	4-6/ 2024	1-12/ 2024	1-12/ 2023
Unique visitors	5,798	5,823	6,063	6,105
Users with job alerts	2,090	1,951	1,979	2,012
Number of paid job ads	101	104	100	103

Alma Marketplaces: Revenue grew by 16.5% organically as well as supported by acquisitions – profitability continued to strengthen

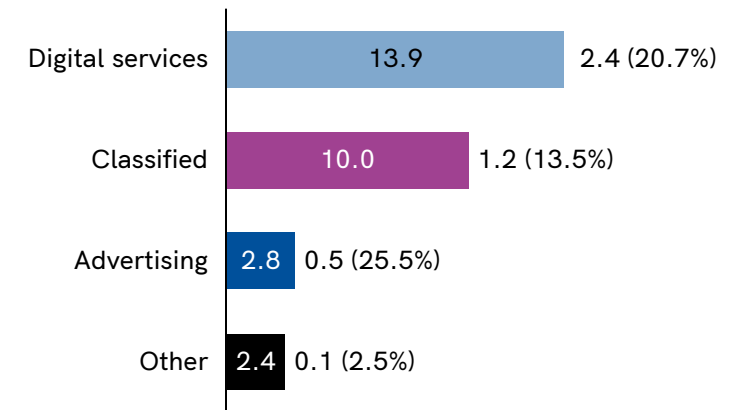
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



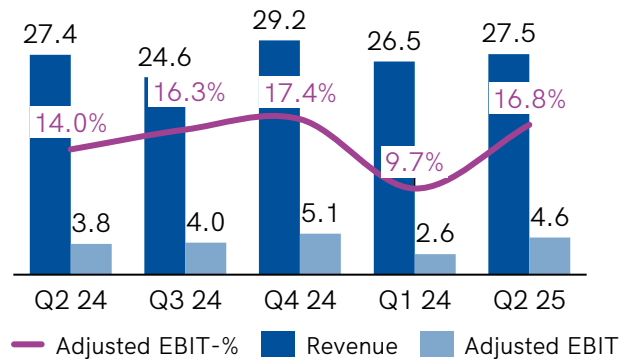
SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)



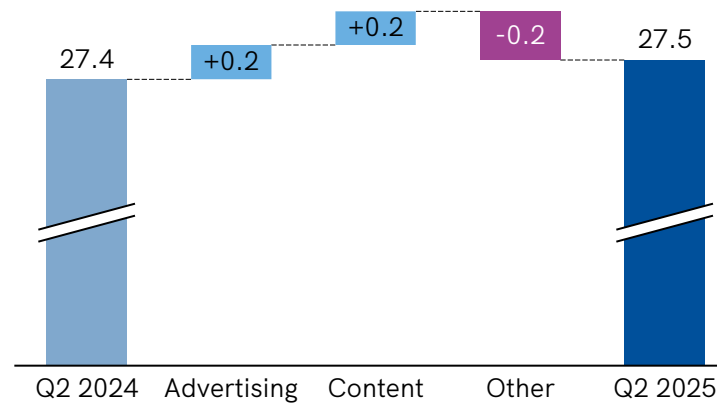
- Growth derived from segment's all business areas. The organic growth saw an 9.5% increase.
- Investments focused on service development.
- The housing market still subdued, but increasing signs of recovery in the number of used dwellings trades. Digital housing transactions continue to gain popularity.
- Business development in Q2:
 - Revenue rose 16.5% to MEUR 29.2. Digital services' revenue soared.
 - Adjusted operating profit surged by 18.2% to MEUR 8.4.
 - Diverse revenue base contributing to Real Estate's growth. High growth in business premises marketplaces continued, particularly in Sweden (+26,4 %).
 - Solid demand in mobility continued, even as the new car market remained subdued.

Alma News Media: Revenue on par, adjusted operating profit climbed by 20.1%

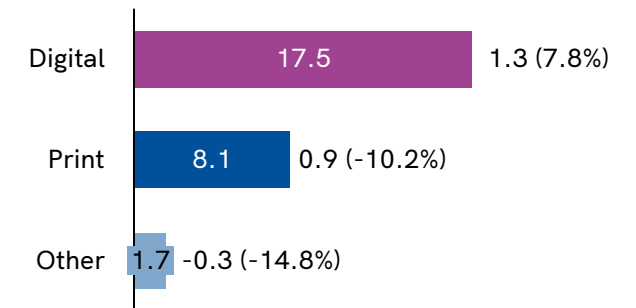
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



SEGMENT REVENUE BY DIGITAL/PRINT
(REVENUE CHANGE IN BRACKETS)



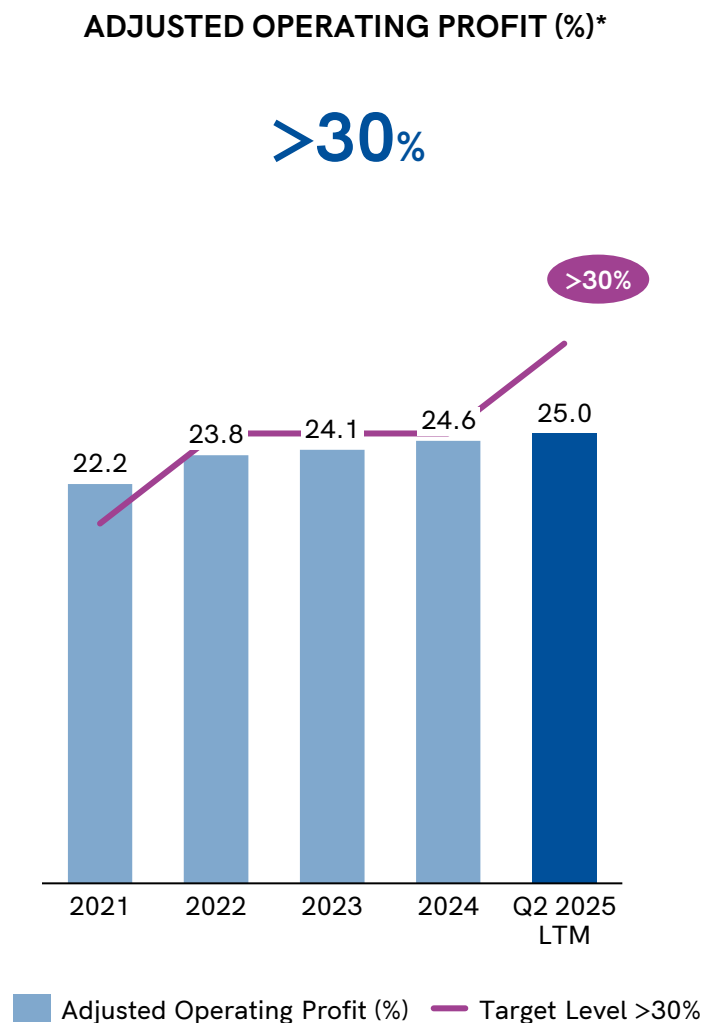
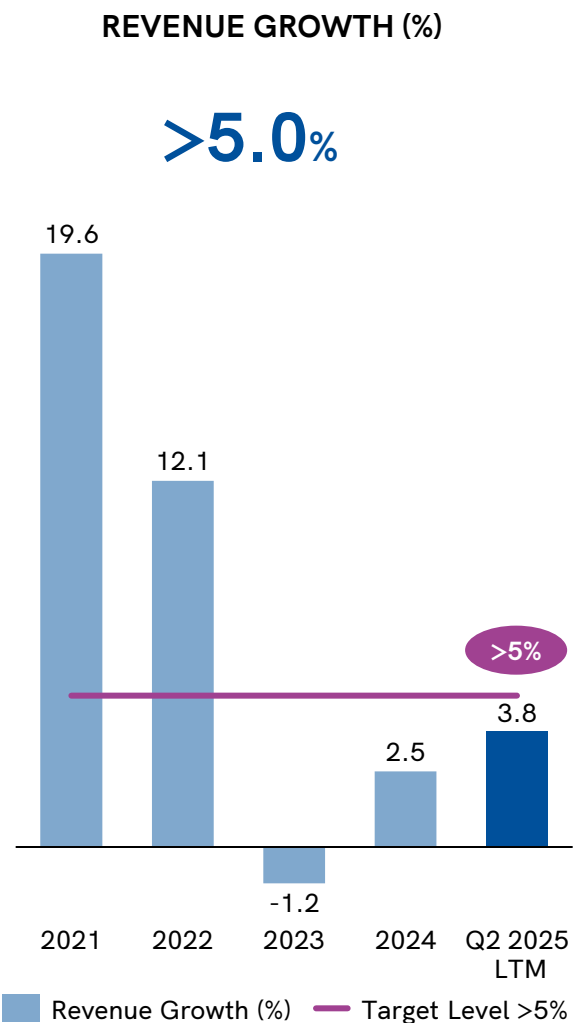
- Revenue on par with comparison period at MEUR 27.5. Adjusted for discontinued brands, revenue increased by 2.2%. Marketing services declined by MEUR 0.2.
- Adjusted operating profit demonstrated a 20.1% hike to MEUR 4.6.
- Digital business climbed clearly over the 60% threshold.
- High demand for journalism continued: now close to 217K digital subscriptions.
- Digital revenue rose by 7.8%.
- Cost savings (-2.9%) is explained by discontinued brands and lower printing and distribution expenses.



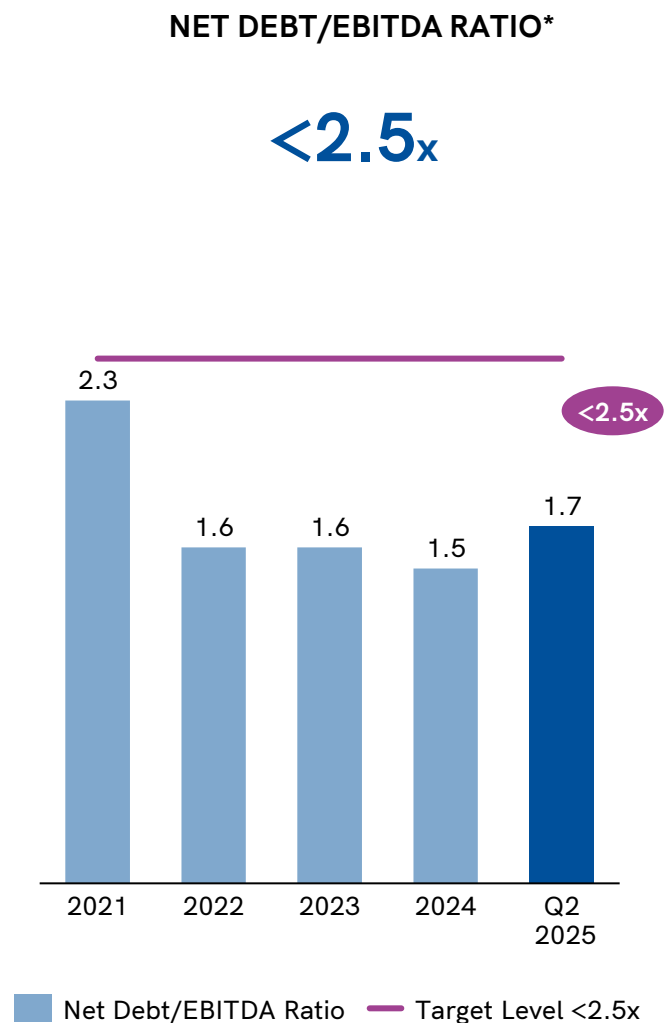
SOLID FINANCIAL POSITION



Alma Media's long-term financial targets*



*Rolling 12 months

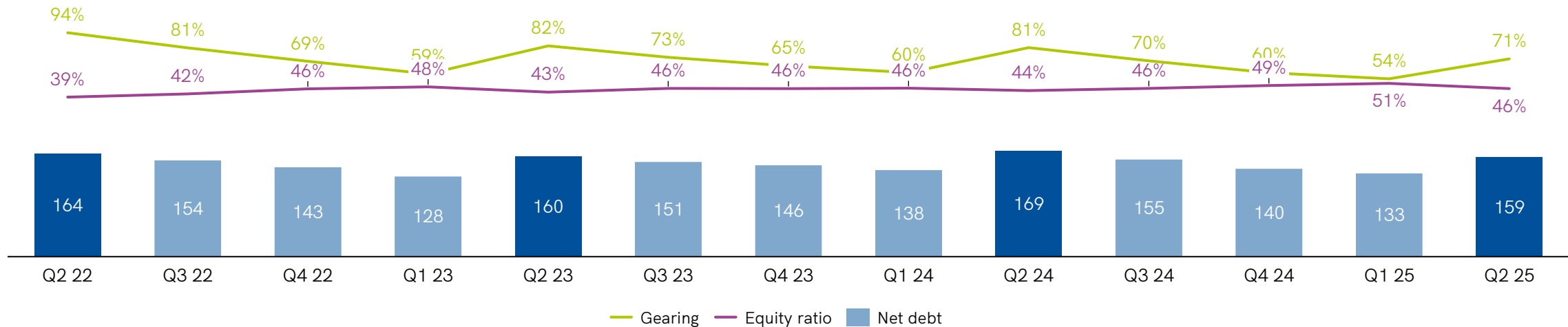


*Adjusted EBITDA, rolling 12 months

Notes: 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 (%) Q2/2022 – Q2/2025

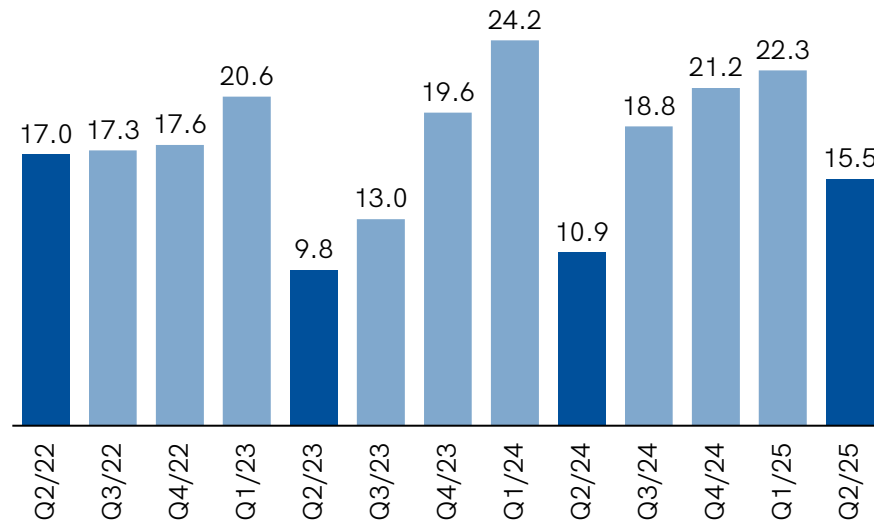


- Alma Media has a commercial paper programme of MEUR 100 in Finland. At the end of June MEUR 24 of commercial papers were issued.
- In H1, loan repayments were related to the repayments of finance lease debts and the Term Loan amortisation of MEUR 10.
- Average interest rate was 2.8% (3.9%) in Q2.

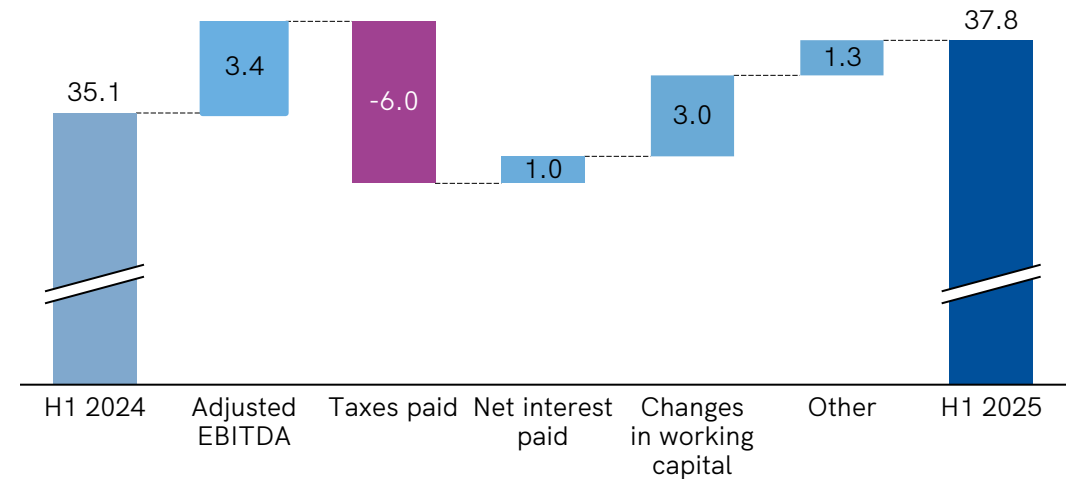
INTEREST-BEARING NET DEBT, MEUR	1-6/2025	1-6/2024
IFRS16 leasing liabilities	27.9	29.8
Loans from financial institutions	135.0	160.0
Commercial papers	0.0	0.0
Cash and cash equivalents	35.6	28.0
Interest-bearing net debt	158.5	168.5

Solid cash flow

OPERATING CASH FLOW Q2/2022 - Q2/2025 (MEUR)



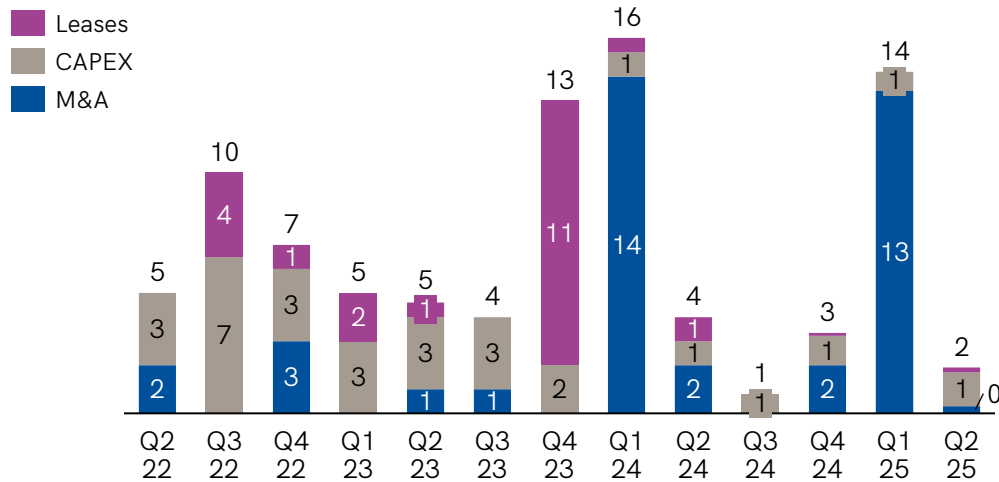
OPERATING CASH FLOW BRIDGE H1/2024 - H1/2025



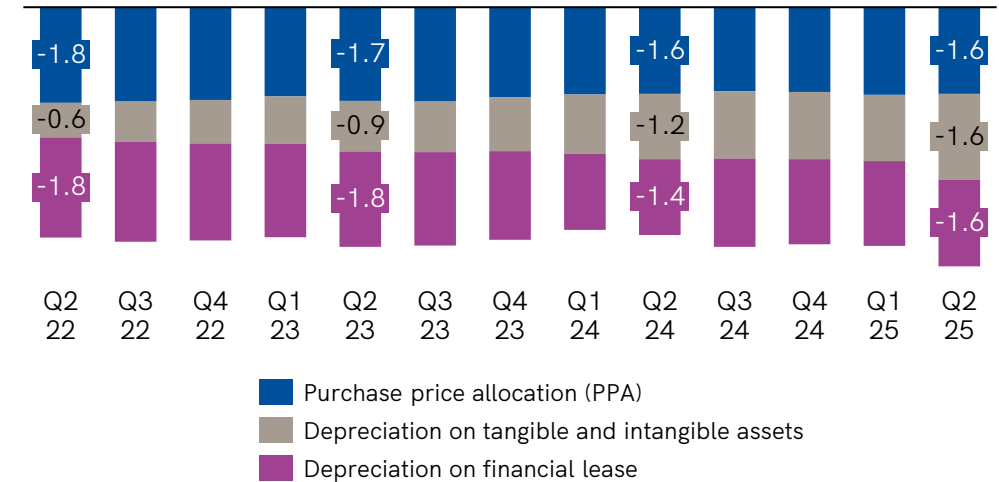
- Cash flow from operating activities was MEUR 15.5 (10.9) in Q2.
- Cash flow from operating activities increased due to the stronger operative result, changes in working capital and decreased due to the increase in taxes paid.
- After investments, cash flow before financing was MEUR 13.8 (8.3) in Q2, incl. investments in Decade of Action and Hilla Villas.

Investments

CAPEX, LEASES, M&A Q2/2022 - Q2/2025

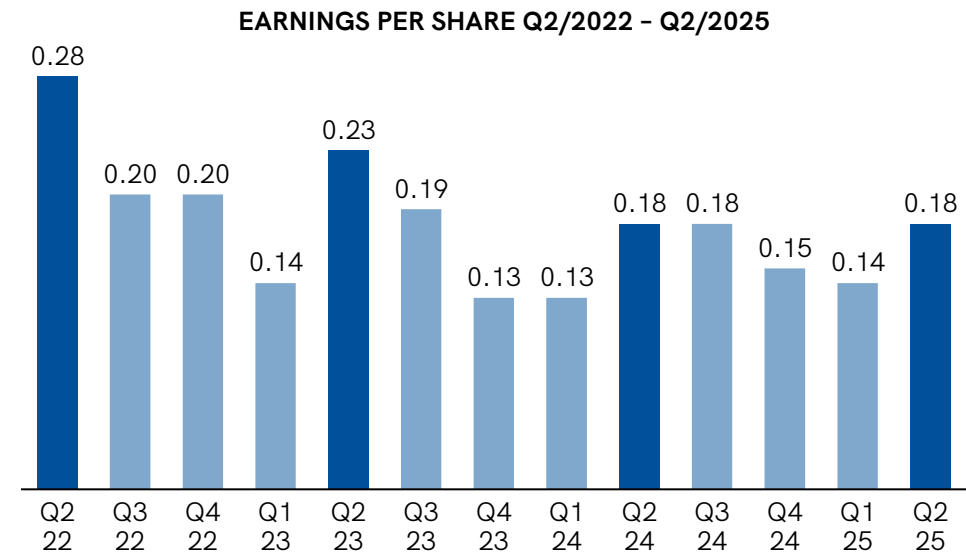
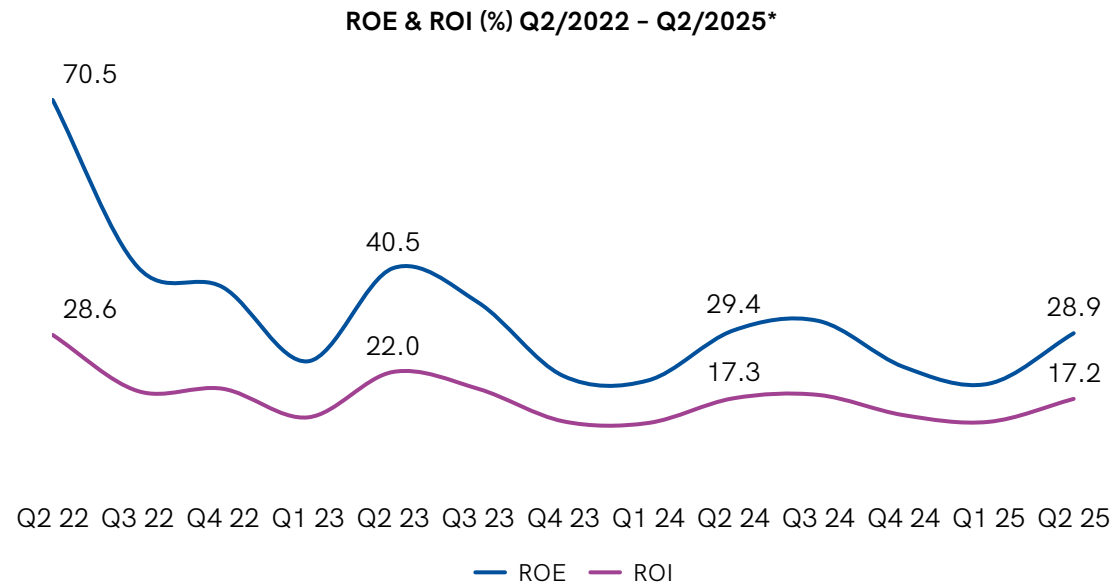


DEPRECIATIONS Q2/2022 - Q2/2025



- Investments in Q2 of 2025 totaled MEUR 1.6 (2.7)
- The investments consisted of the acquisition of the Decade of Action business and an investment in the Hilla Villas business
- Capex to support the strategy in developing digital industry solutions and expanding our services in customer's value-chain and additions to right-of-use assets in accordance with IFRS 16.
- In February 2025, Alma Media acquired the entire share capital of Edilex Lakitiety Oy. The acquisition will expand Alma Media's legal content offering.
- In April 2024, Alma Media increased its ownership in Suomen Tunnistetiety Oy from 51% to 75%, and in Q1 2025 to 100%.

Earnings per share



- Earnings per share: 0.18 (0.18) EUR.
- Adjusted items: MEUR -1.2 (-0.2).
- In Q2 a negative fair value change of MEUR 0.2 (positive 0.5) was recognized on an interest rate derivative agreement.
 - In H1 a negative fair value change of MEUR -0.1 (positive 1.2) was recognized

Total Shareholder Return 2015-2024

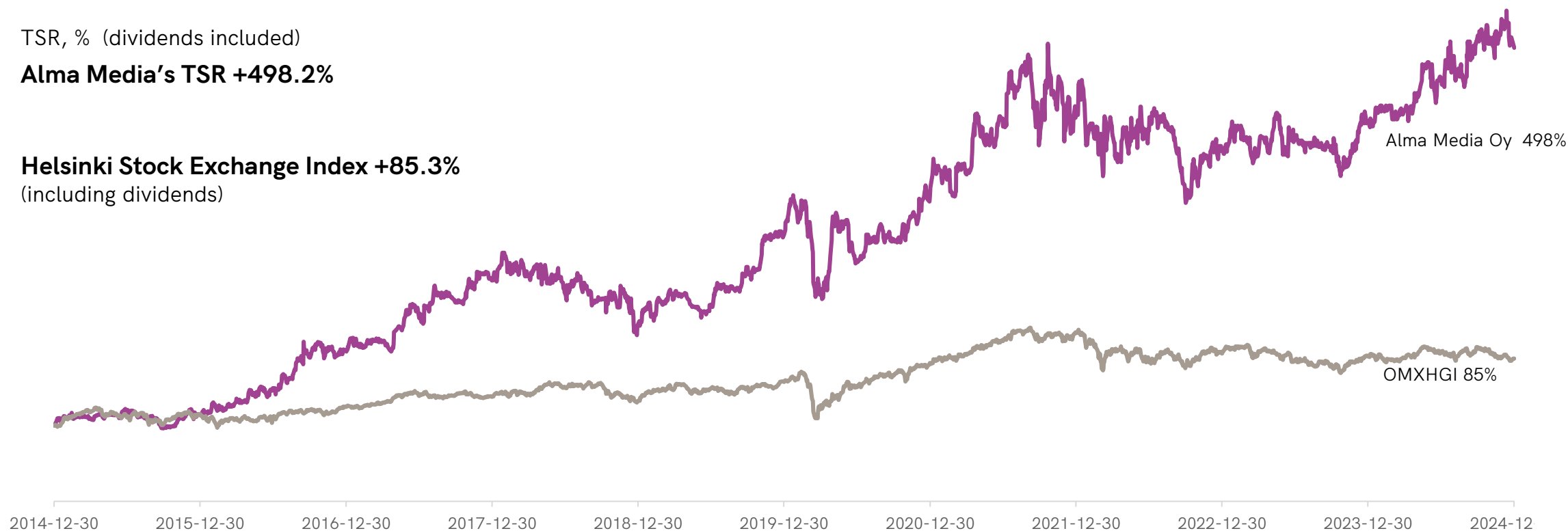
2015-2024

TSR, % (dividends included)

Alma Media's TSR +498.2%

Helsinki Stock Exchange Index +85.3%

(including dividends)





OPERATING ENVIRONMENT



Challenging operating environment



Lagging economic growth

Growth picking up, but major changes in geopolitics and trade policies increase uncertainty. Low consumer confidence curbing the growth and long-term structural challenges persist in Finland.



Changing consumer behaviour

Digitalisation continues to change consumer behaviour. Expectations of ease to use, time-saving and secure digital experience and ecommerce growth continue.



Increasing regulation






Digital legislation increasing. Growing popularity of digital services. Data privacy and consumer protection key issues for companies.



Geopolitical turbulence

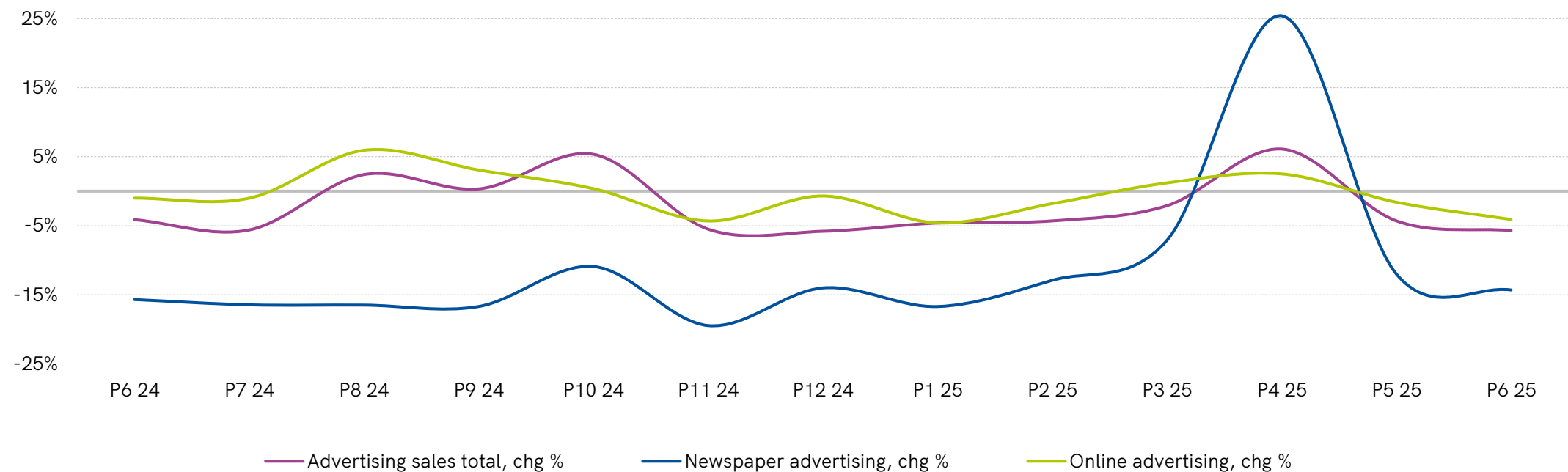
Geopolitical tensions elevated. Uncertainty of political and economic development high and forecasting difficult.

Latest European Commission financial forecast for Alma's operating countries

	GDP Change (%)		Inflation (%)		Unemployment (%)		
	2025	2026	2025	2026	2025	2026	
	1.0	1.3	1.7	1.5	8.6	8.3	Finland
	1.9	2.1	2.2	2.0	2.6	2.6	Czechia
	1.5	1.4	4.0	2.9	5.3	5.3	Slovakia
	3.2	2.9	3.4	2.0	4.6	4.5	Croatia
	1.1	1.9	2.2	1.6	8.7	8.4	Sweden
	1.1	2.3	3.8	2.3	7.6	7.3	Estonia
	0.5	2.0	3.0	1.7	6.8	6.6	Latvia
	2.8	3.1	2.6	1.2	6.8	6.6	Lithuania
	2.0	2.3	3.0	3.3	11.2	10.9	Bosnia & Herz
	3.0	3.1	2.7	2.3	12.5	12.1	N Macedonia

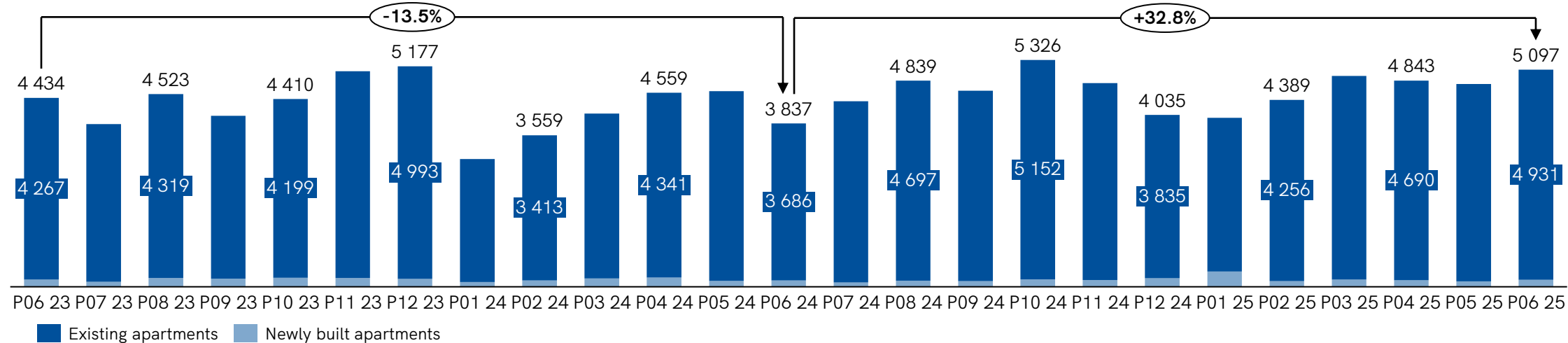
The Finnish advertising market update

MONTHLY CHANGE IN MEDIA ADVERTISING 06/2024-06/2025



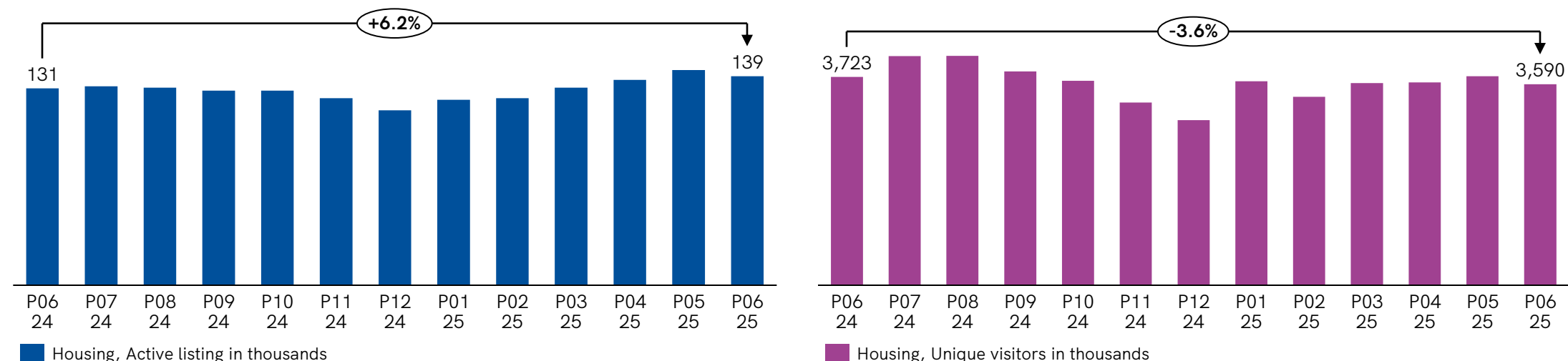
Housing market & marketplaces update

HOUSING MARKET UPDATE (SOLD APARTMENTS)



Source: Federation of Real Estate Agency

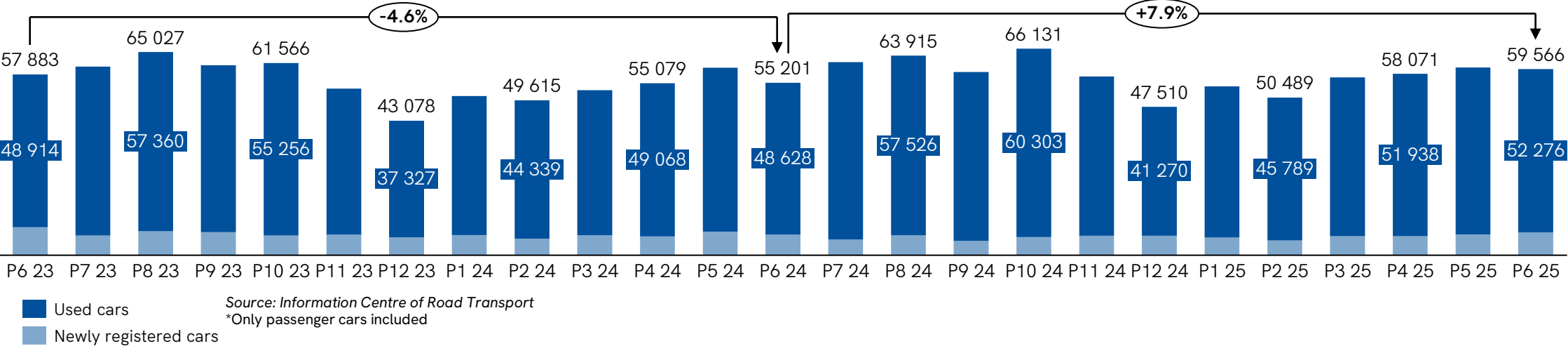
HOUSING MARKETPLACES: ACTIVE LISTINGS & UNIQUE VISITORS*



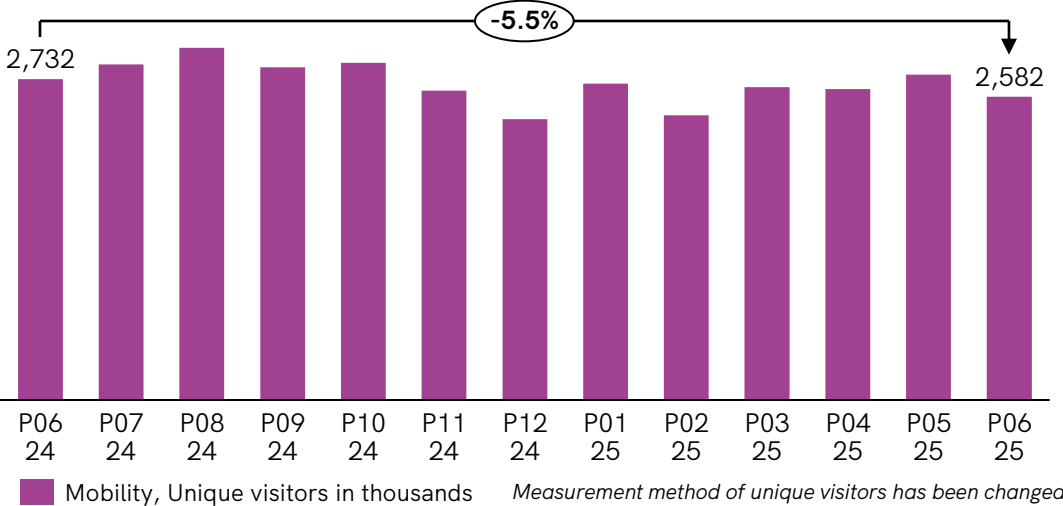
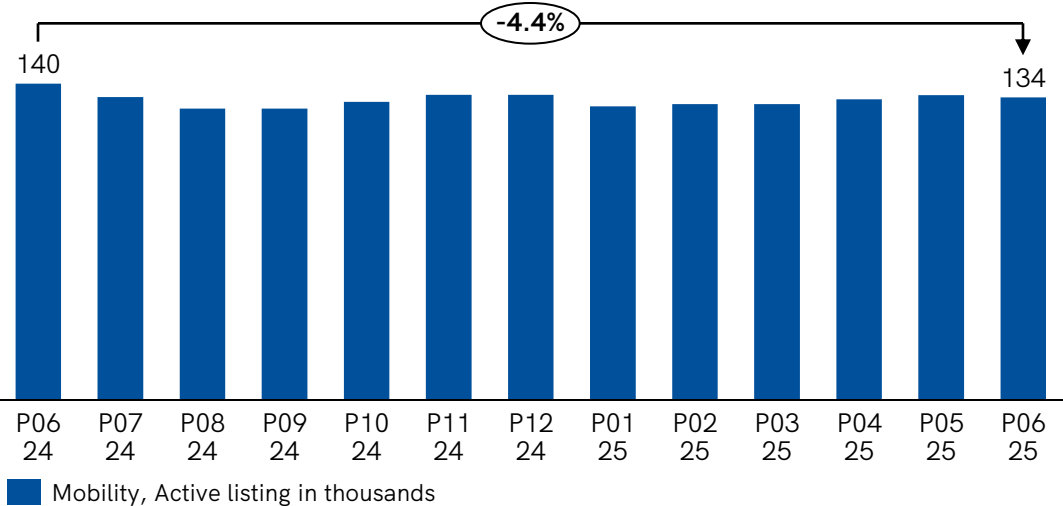
Notes: * The figures include the housing market services: Etuovi and Vuokraovi

Mobility market & marketplaces update

MOBILITY MARKET UPDATE* (SOLD CARS)



MOBILITY MARKET ACTIVE LISTINGS & UNIQUE VISITORS**



Measurement method of unique visitors has been changed, limiting the comparability of 2024 figures

Notes: ** The figures include the mobility market services Autotali and 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

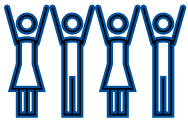
Sustainability as an integral part of our strategy

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

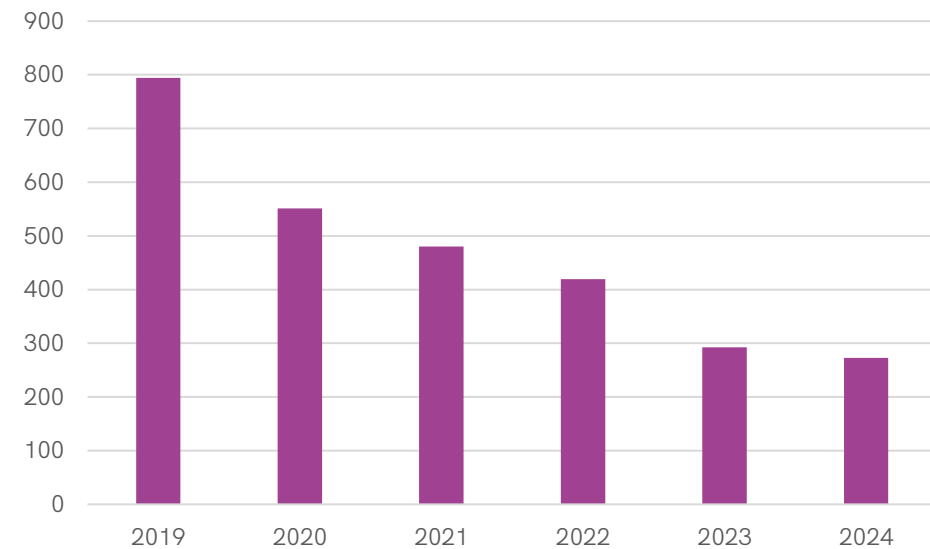


GOOD GOVERNANCE

- 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

Scope 1 + 2 emissions, tCO2-eq



Scope 1 + 2 change compared to 2019

-30.6 % -39.5 % -47.2 % -63.2 % -65.6 %

A man with a beard and short dark hair is wearing large black over-ear headphones. He is wearing a thick, textured sweater with a vibrant, multi-colored pattern in shades of yellow, orange, red, and blue. He has his hands behind his head, adjusting the headphones. The background is a large, abstract painting with bold, expressive brushstrokes in various colors, including a large orange and red circular shape on the right and blue and white shapes on the left.

STRATEGY AND OUTLOOK



Business segments

Q2 2025

ALMA CAREER

Vesa-Pekka Kirsi

Leading Job boards in 10 CEE countries. Recruitment advertising, EB, career development and staffing.

Revenue MEUR 27.0	EBIT MEUR 11.4
EBIT margin 42.2 %	Digital 98.5 %

ALMA MARKETPLACES

Santtu Elsinen

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

Revenue MEUR 29.2	EBIT MEUR 8.4
EBIT margin 28.8 %	Digital 95.9 %

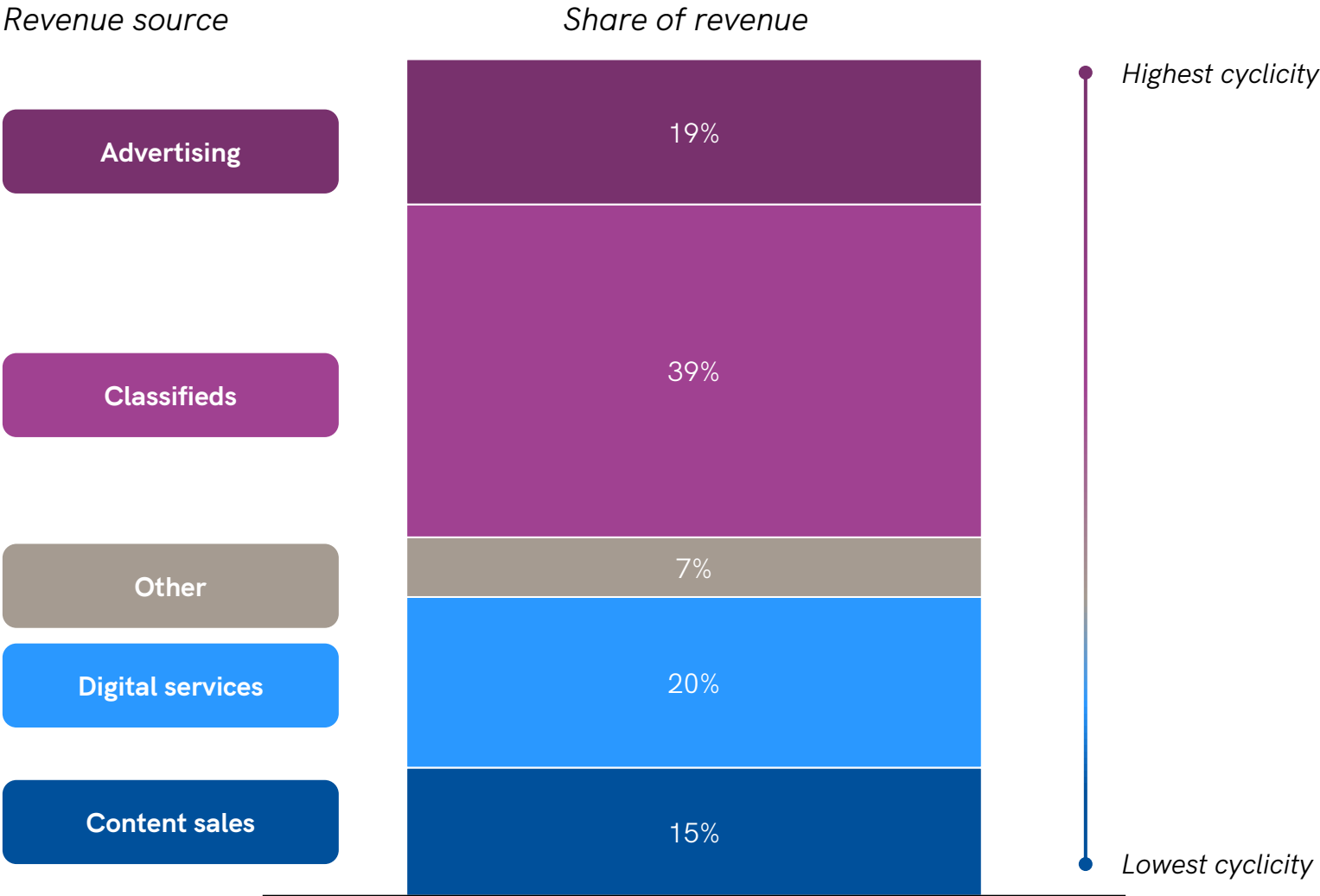
ALMA NEWS MEDIA

Juha-Petri Loimovuori

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

Revenue MEUR 27.5	EBIT MEUR 4.6
EBIT margin 16.8 %	Digital 63.9 %

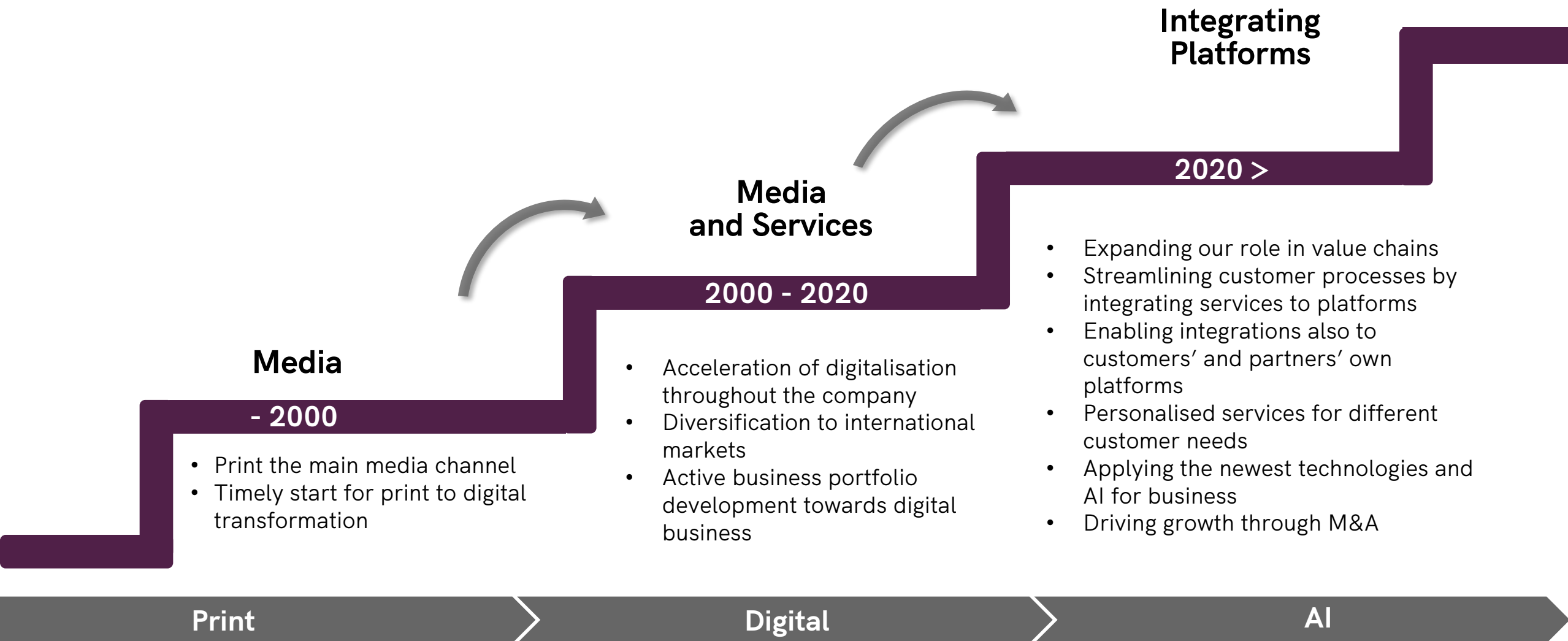
Versatile revenue sources, business cyclicality varies



Q2 2025

Alma Media's transformational journey

Exploiting paradigm changes in technology and consumer behaviour



STRATEGY

1

TRANSFORM

- Streamline customer processes by integrating services to platforms
- Systematically improve all products and processes with AI
- Increase operational agility to speed up time-to-market

2

GROW

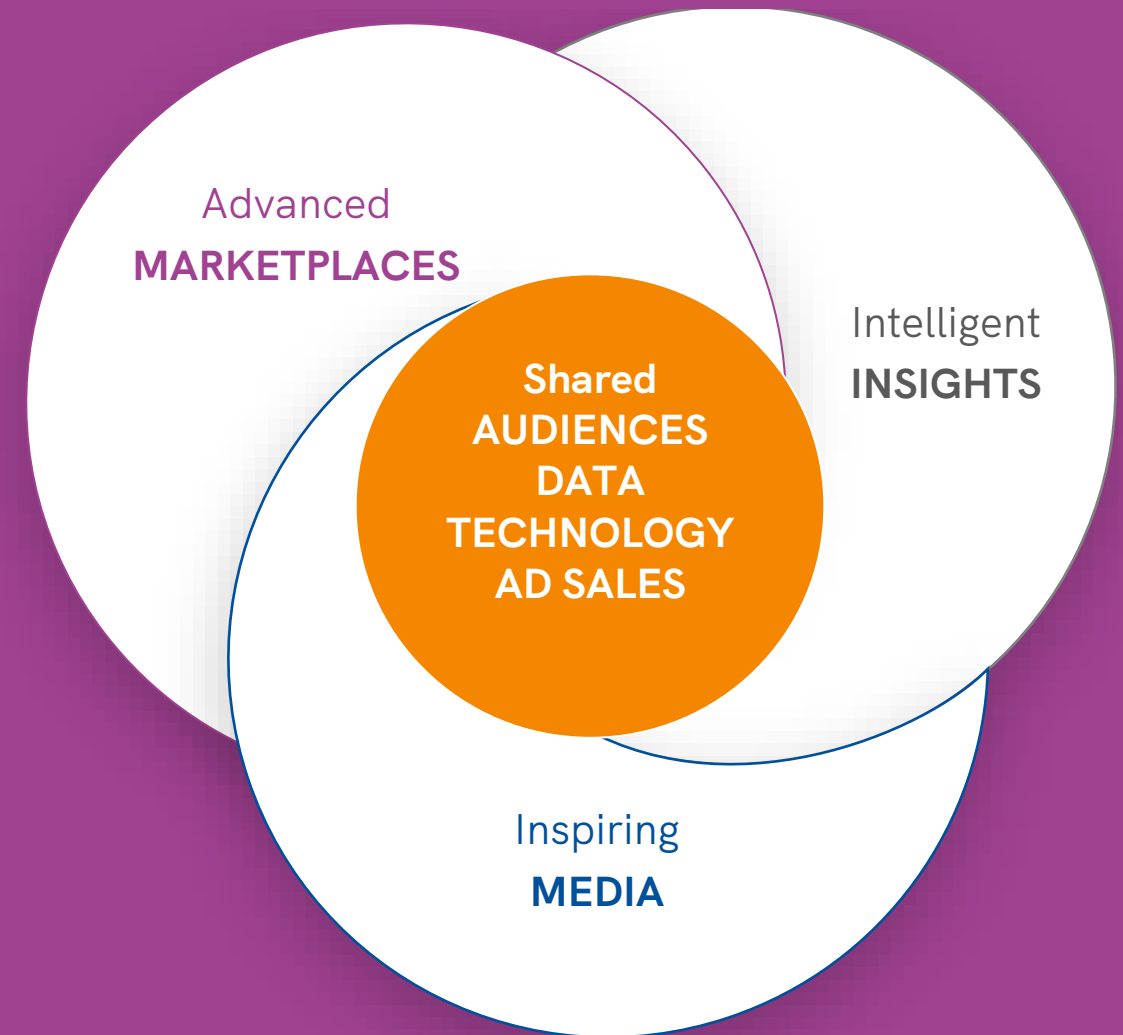
- Diversify and build new products and revenue streams
- Develop the best human and technology capabilities
- Accelerate growth through M&A

3

SCALE

- Scale existing assets to create new products and services
- Expand businesses to new geographies
- Leverage synergies through efficient co-operation

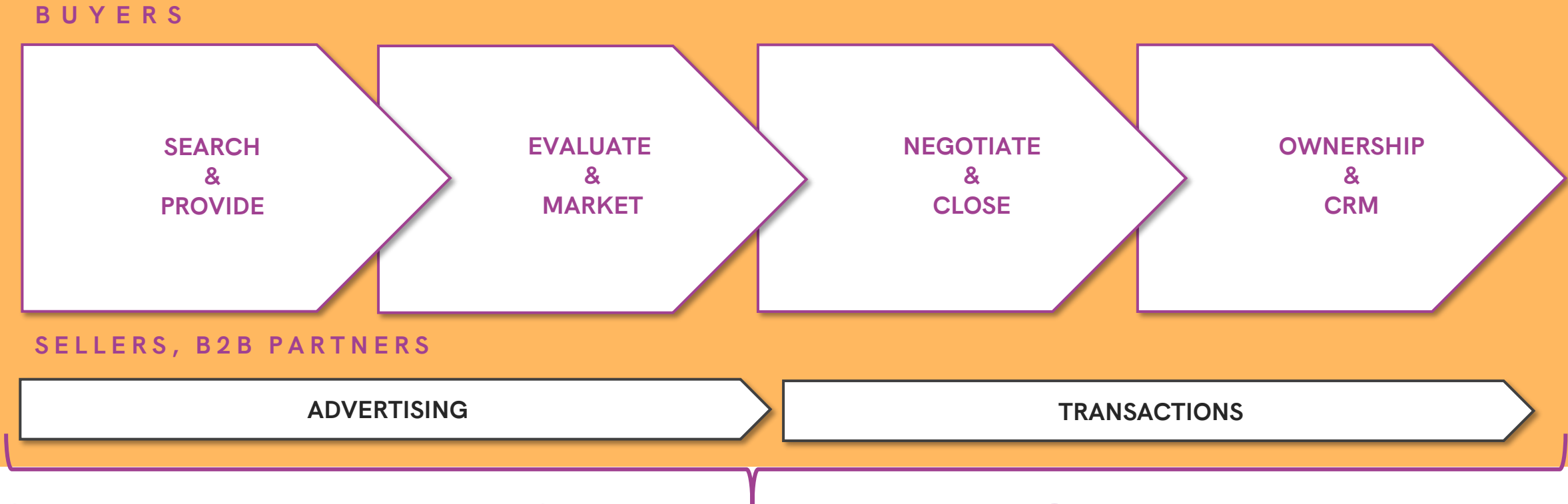
SYNERGIES



Alma Media concentrates on **recruitment, real estate, mobility, media and insights.**

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.

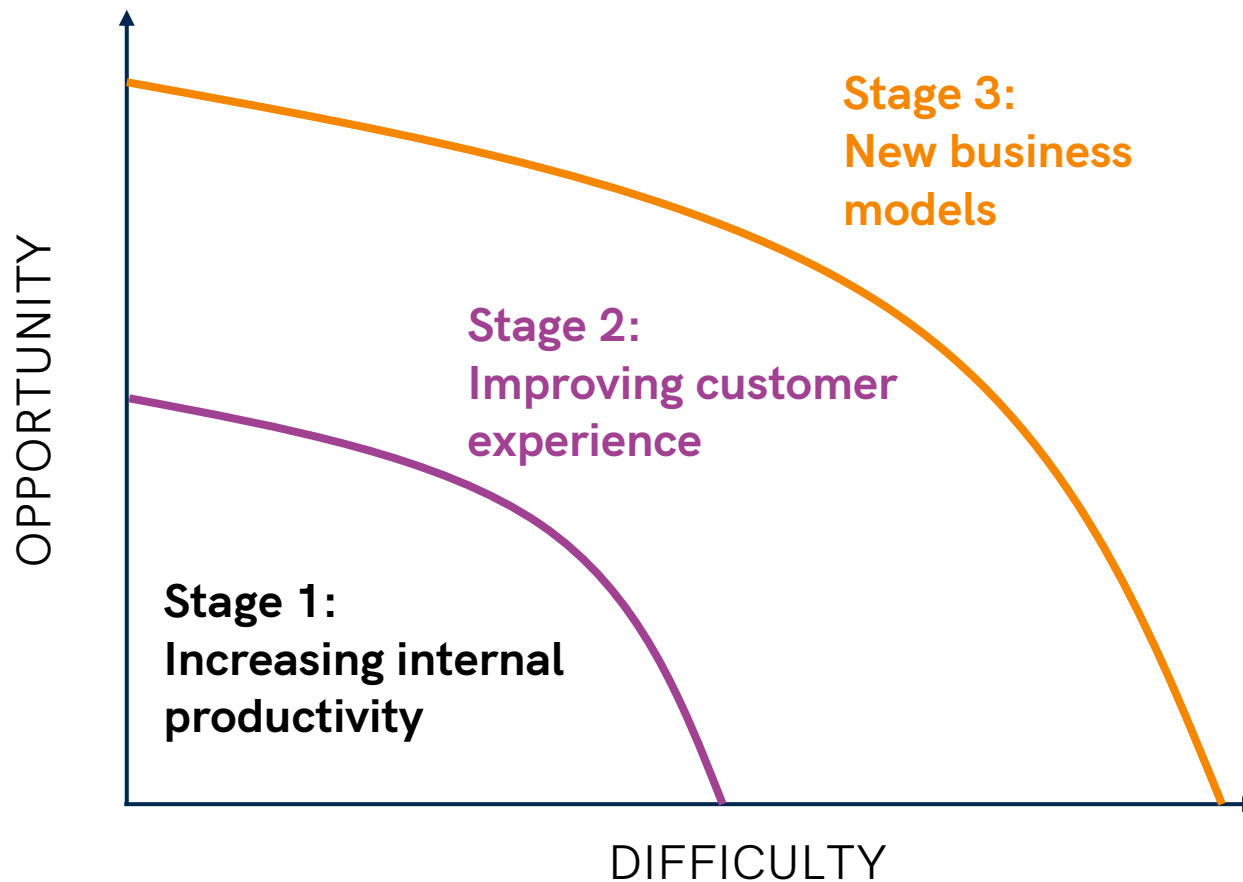
2

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.

AI boosts Alma's strategy



1. INCREASING INTERNAL PRODUCTIVITY

- Use of AI tools for individual productivity, e.g., in software or content creation.
- Automating internal processes, e.g., reporting, forecasting, or planning

2. IMPROVING CUSTOMER EXPERIENCE

- Improving products via AI-based features
- Improving customer-facing processes, e.g., via personalisation and self-service

3. NEW BUSINESS MODELS

- Changing existing business models and value chains
- Creating completely new ones

Outlook For 2025

Announced on 5 February 2025

Alma Media expects its full-year revenue and adjusted operating profit of 2025 to remain at the 2024 level.

The full-year revenue for 2024 was MEUR 312.7 and the adjusted operating profit was MEUR 76.9.

Background for the outlook



The outlook is based on an assessment of the company's main market areas, where national economies are expected to pick up, but the uncertainty continues. The global economy fluctuations may affect the development of the market.

The period of slow growth in Finland is expected to continue and there is still uncertainty in advertising. Acquisitions will support the development of the Group's turnover and operating profit.



Group business diversification, geographically for several markets and for various business areas, as well as the determined management of costs, will stabilise the company's outlook even in challenging market conditions.

Thank You!

Upcoming events in the investor calendar:

- Interim report for January–September 2025 on Friday, 31 October 2025



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 integrating 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



