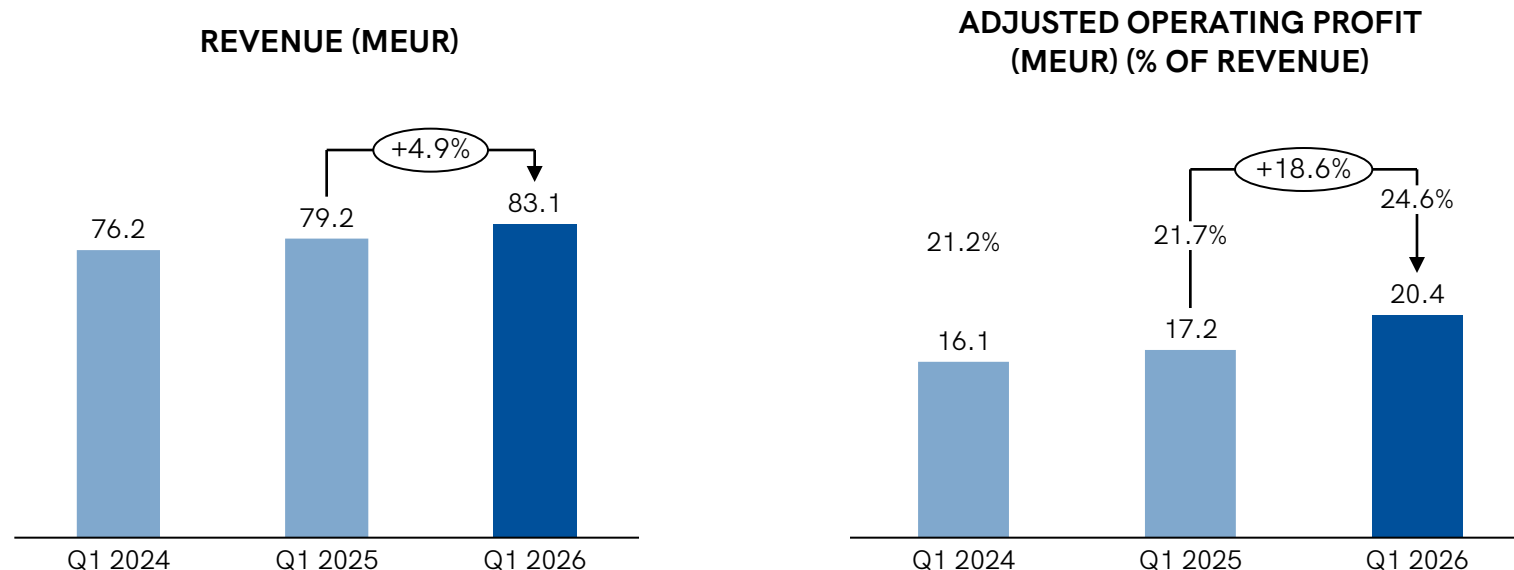




ALMA MEDIA'S Q1 2026:

Profitability continued to strengthen, all segments improved their results

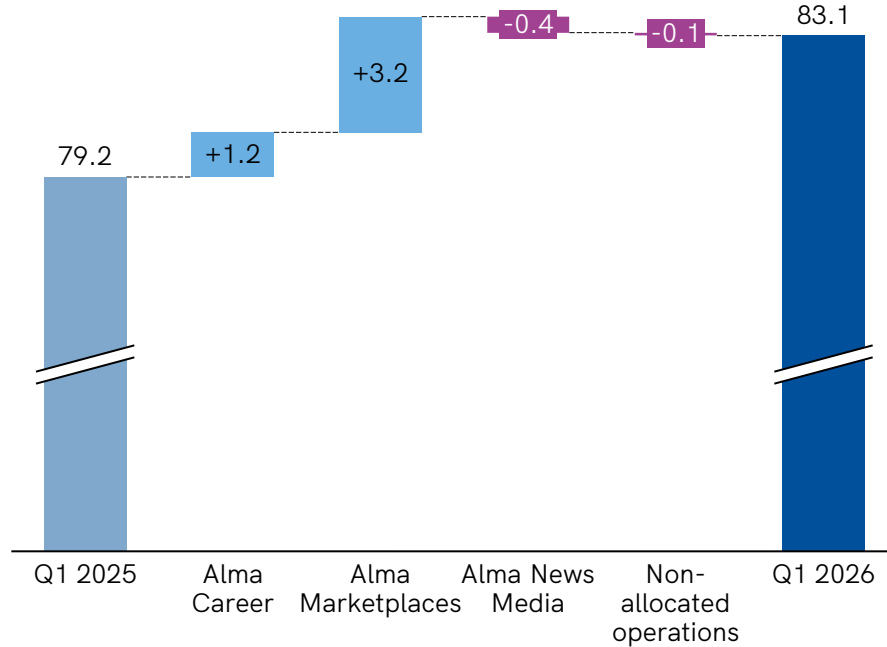
Profitability continued to strengthen, all segments improved their results



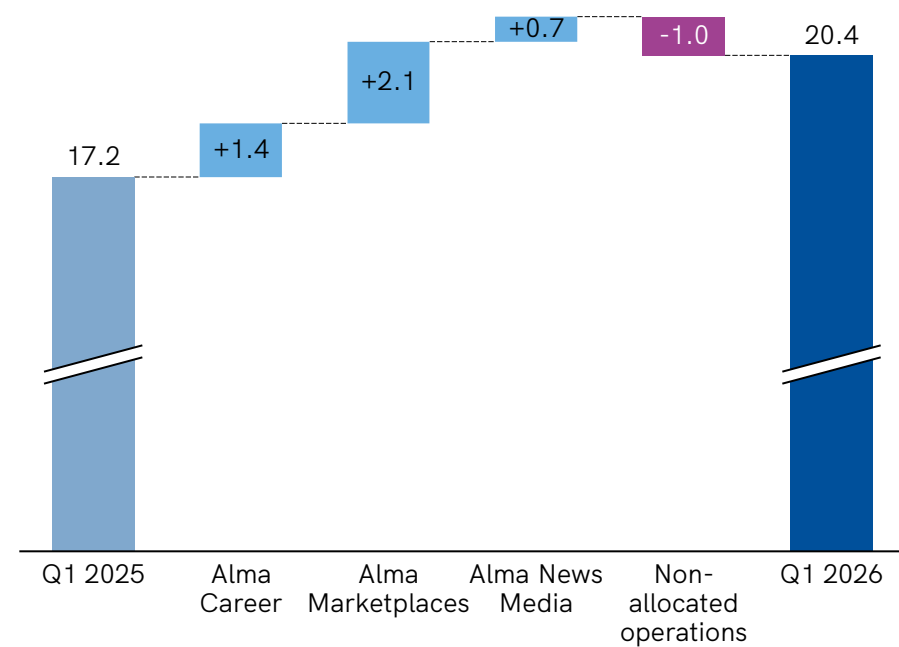
- Strong performance despite the subdued market environment.
- Revenue grew 4.9% to over MEUR 83, within the level of the growth rate set in the Group's long-term financial targets. Organic growth, excluding acquired and divested businesses and at local currencies, grew 3.0%.
- Adjusted operating profit climbed over MEUR 20 with margin of 24.6%.
- Digital services a major driver behind the adjusted operating profit growth.
- The share of digital business up to almost 86% of total revenue.
- The balance sheet capacity continued to strengthen; leverage (rolling 12 month) at 1.0 and equity ratio at 53%.

Adjusted operating profit grew in all segments

REVENUE Q1 2026 (MEUR)

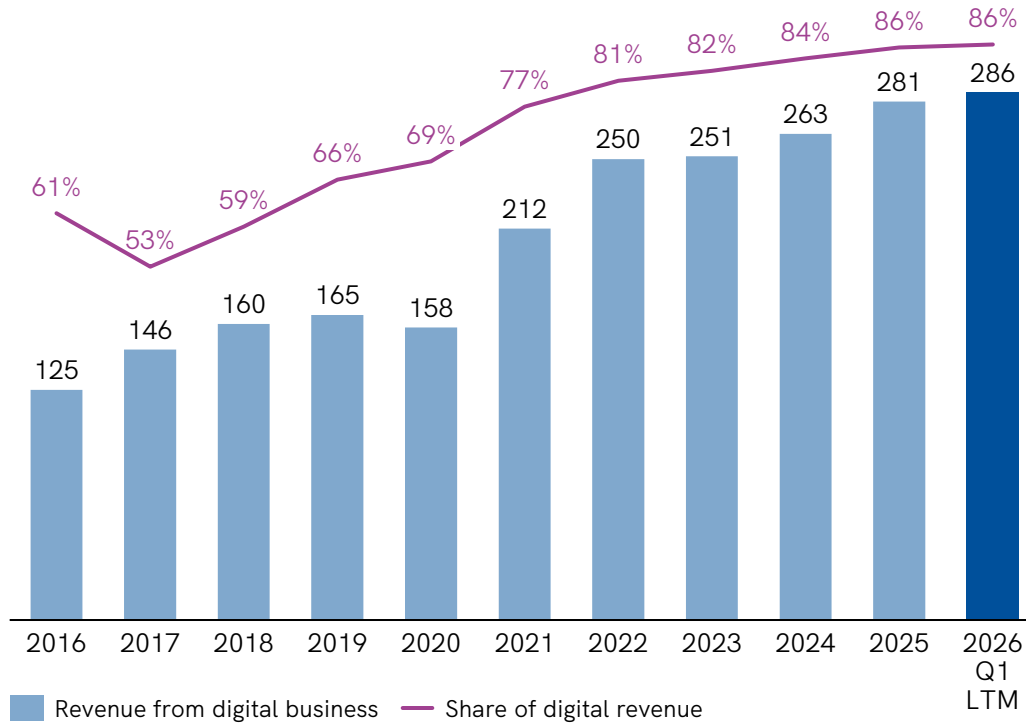


ADJUSTED OPERATING PROFIT Q1 2026 (MEUR)

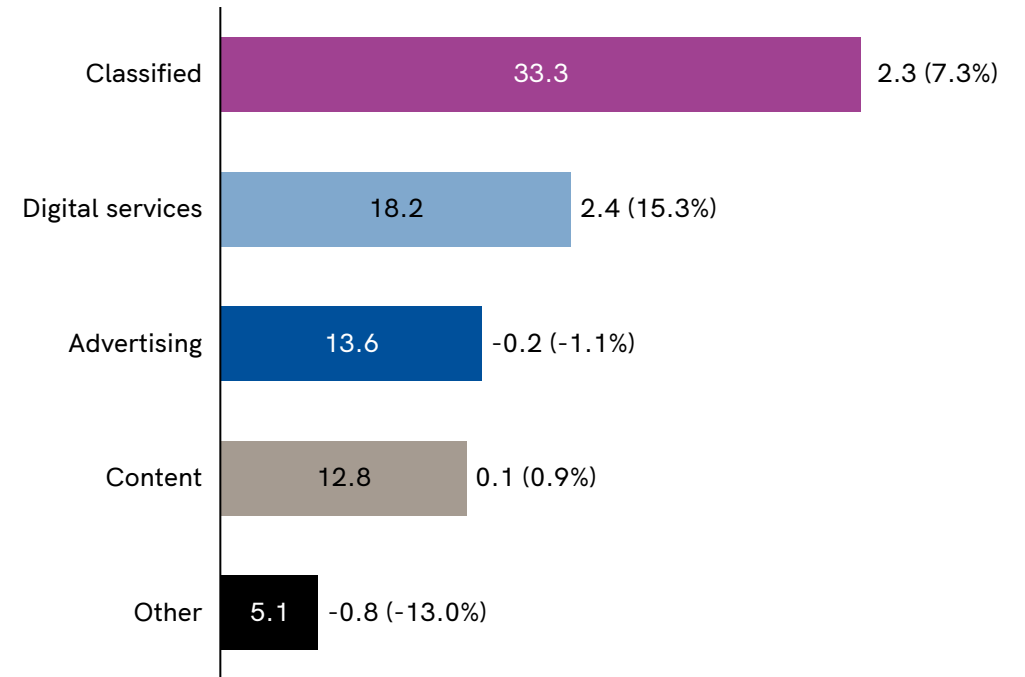


Digital services and proactive portfolio management continued to drive digital business to new all time high

SHARE OF DIGITAL BUSINESS OF GROUP REVENUE*



REVENUE BY REVENUE CLASSES Q1 2026 (MEUR)
(REVENUE CHANGE IN BRACKETS)



Notes: * Continuing operations

DEVELOPMENT BY BUSINESS SEGMENTS



Business segments

Q1 2026

ALMA CAREER

Vesa-Pekka Kirsi

Leading job boards in eight CEE countries. Recruitment advertising, EB, career development and staffing.

Revenue MEUR 27.9	EBIT MEUR 11.2
EBIT margin 40.1%	Digital 95.7%

ALMA MARKETPLACES

Santtu Elsinen

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

Revenue MEUR 30.1	EBIT MEUR 9.5
EBIT margin 31.7%	Digital 96.5%

ALMA NEWS MEDIA

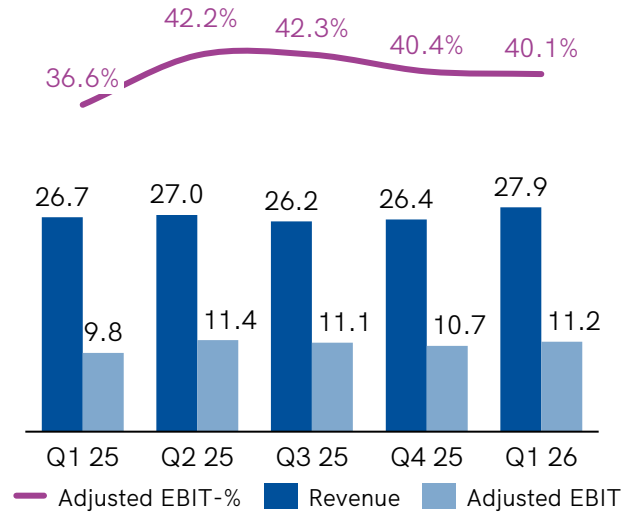
Juha-Petri Loimovuori

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

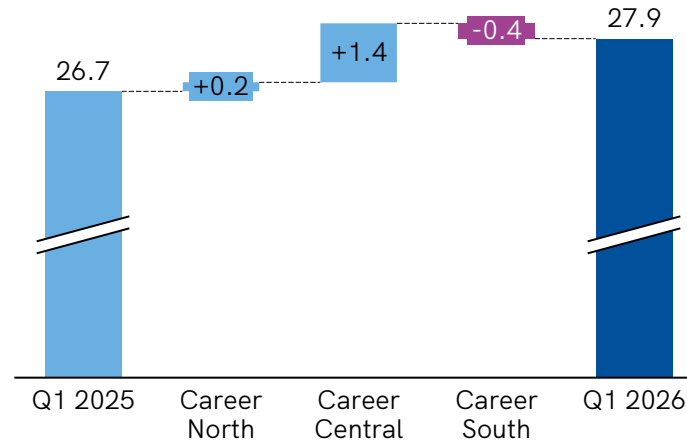
Revenue MEUR 25.4	EBIT MEUR 3.7
EBIT margin 14.4%	Digital 62.2%

Alma Career: Revenue increased, driven by the Czech market, and adjusted operating profit grew by 14.4%

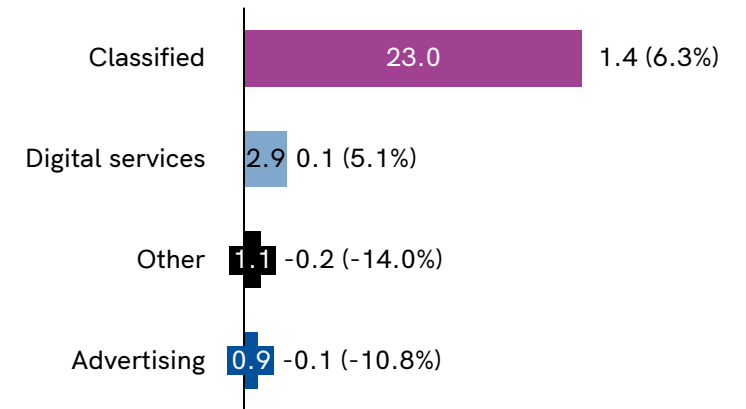
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



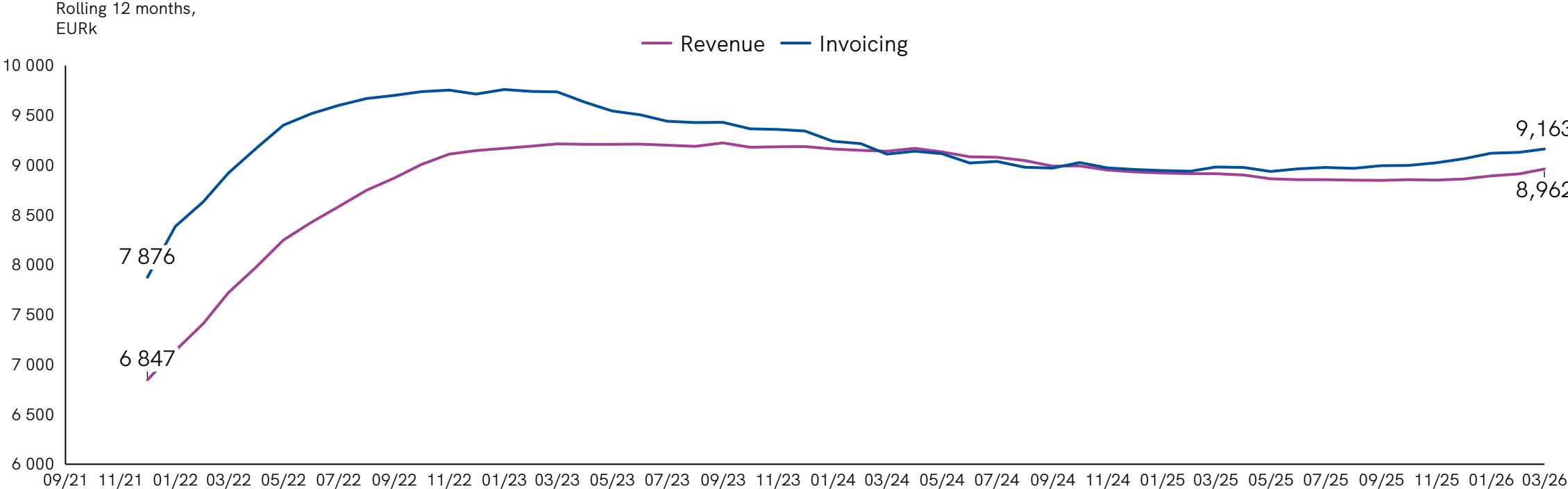
SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)



- Business development in Q1:**

- Revenue increased by 4.6% to MEUR 27.9 (in local currencies up by 2.3%).
- Adjusted operating profit jumped by 14.4% to MEUR 11.2. Profitability benefited from new pricing and productisation models alongside disciplined cost management.
- Invoicing in comparable currencies increased by 2.6%, supported by positive development particularly in Czechia. In Slovakia, invoicing remained broadly flat, while in Croatia it declined.
- Development costs up driven by infra-related ICT expenses associated with the ongoing cloud migration and the common job platform, while lower headcount reduced personnel expenses. The main phase of the Career United initiative is completed, while the remaining system renewal and cloud migration work will continue through 2026, when the project's efficiency gains start to materialize as planned.

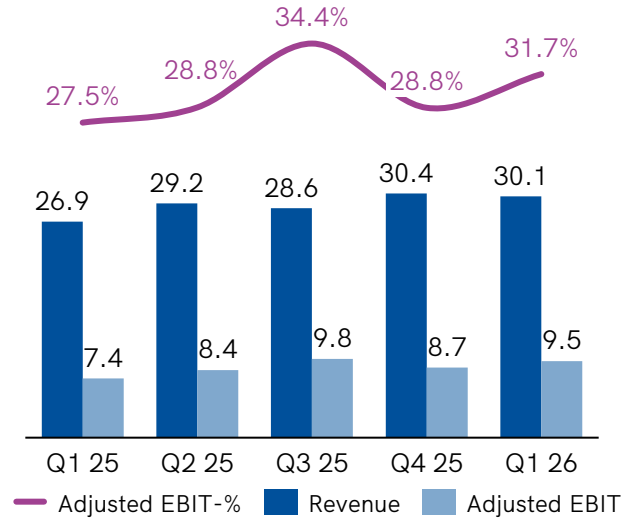
Invoicing & revenue recognition in Alma Career, rolling 12 months



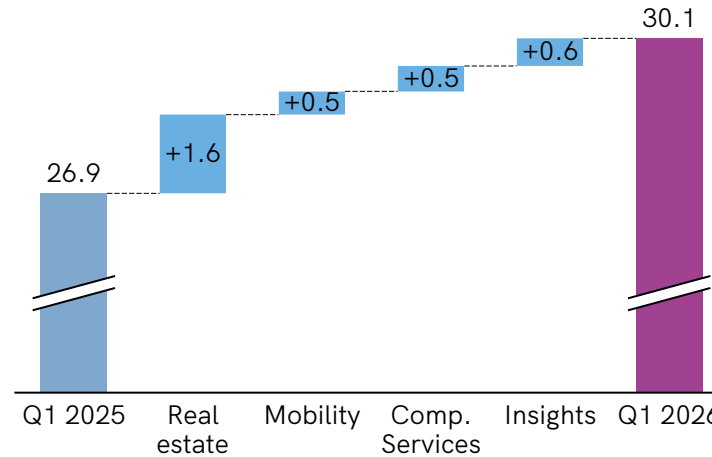
KPIs (monthly averages in thousands)	1-3/ 2026	1-3/ 2025	1-12/ 2025
Unique visitors	6,332	6,731	5,860
Users with job alerts	2,178	2,046	2,110
Number of paid job ads	96	102	93

Alma Marketplaces: Revenue increased by 11.8%, and adjusted operating profit grew by 29.0%

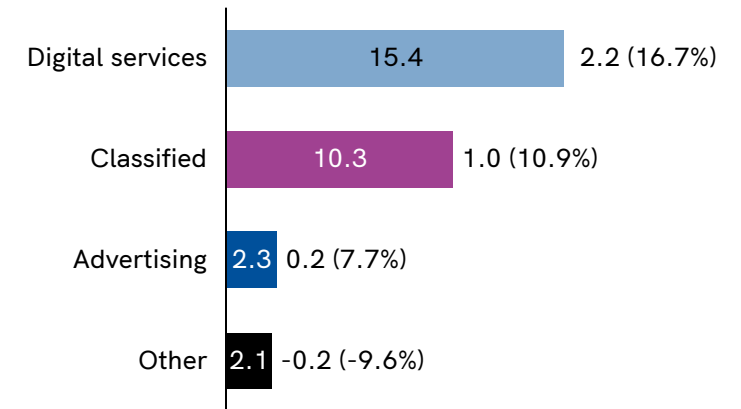
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)

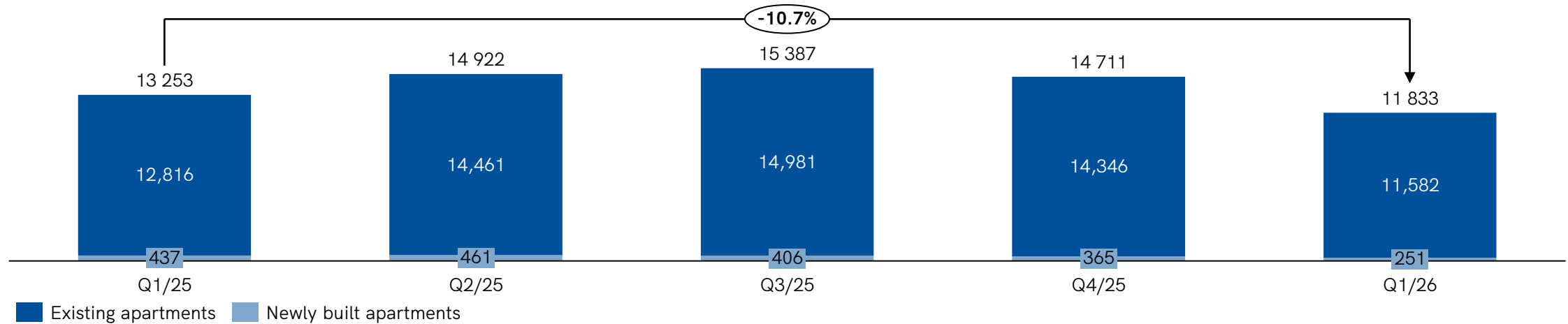


- Business development in Q1:**

- All businesses contributed to the growth.
- Revenue rose 11.8% to MEUR 30.1. The organic growth up by 6.6%. Digital service revenue soared by 16.7%.
- In Real Estate, revenue grew by 16.1%, Classified revenue increased 16.6%, supported by strong momentum in Nordic commercial real estate marketplaces, especially in the Swedish market. Digital housing transactions continued to gain popularity.
- In Mobility, product development and productisation underpinned steady performance: revenue up by 5.5%. Used car trade on par, the new car registrations grew by 3%.
- Insights revenue grew by 9.6%, supported by the acquisition of Edilex Lakitieta Oy and continued growth in recurring, license-based revenue.
- Comparison Services revenue expanded by 26.2%, driven by the acquisition of Effortia.

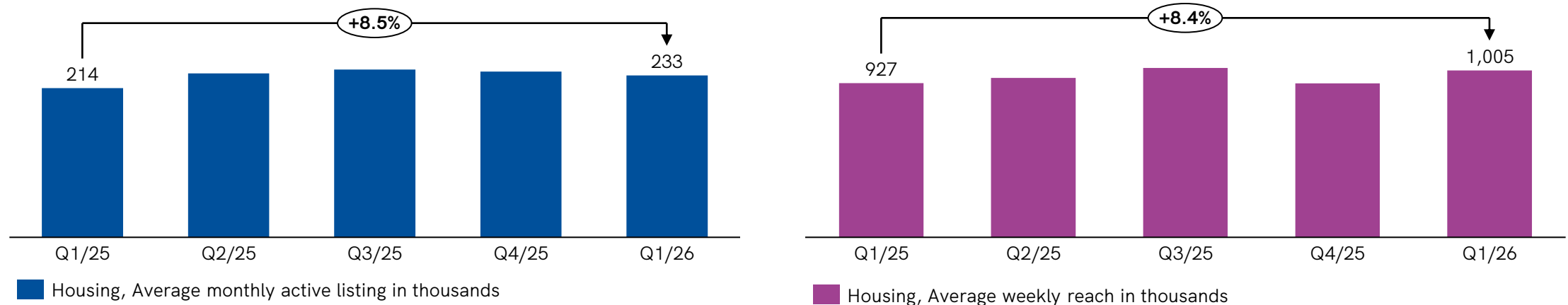
Housing market & marketplaces update

HOUSING MARKET UPDATE (SOLD APARTMENTS)



Source: Federation of Real Estate Agency

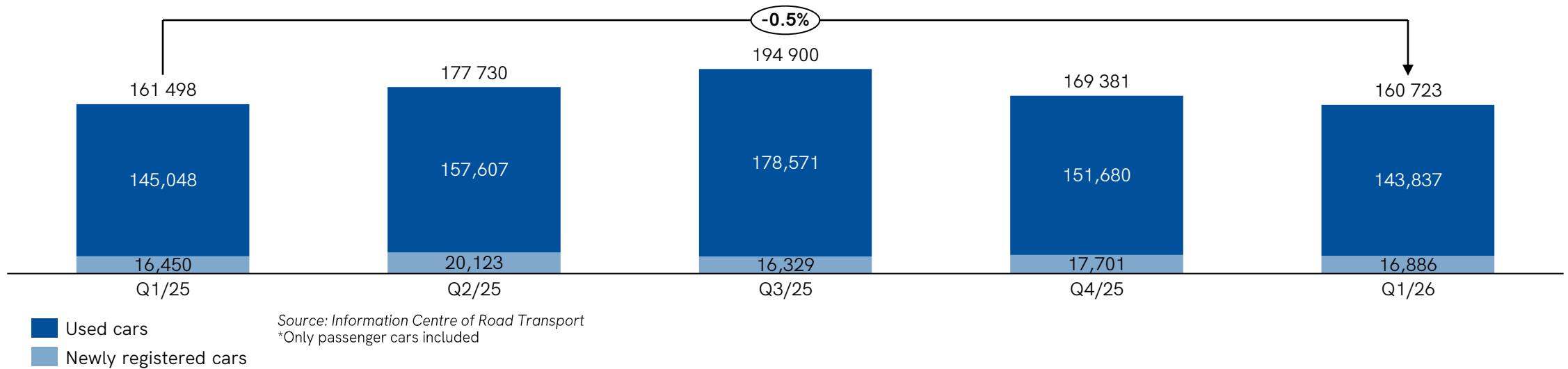
HOUSING MARKETPLACES: ACTIVE LISTINGS* & UNIQUE VISITORS**



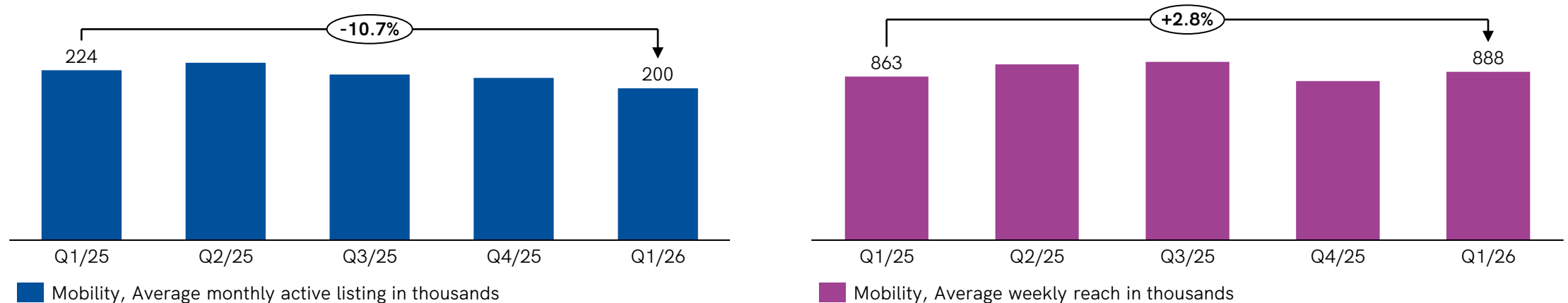
Notes: * The figures include the housing market services: Etuovi, Vuokraovi, Objektvision, Kauppalehti Toimitilat and Toimitilat.fi. ** Visitor figures are based on the Finnish Internet Audience Measurement (FIAM). FIAM is the industry standard for digital media measurement in Finland. The measurement method is based on a computational algorithm that includes statistical uncertainty. The calculation method of the algorithms is continuously being developed, which may cause discontinuities in how the data is presented between different reporting periods. The figures presented represent the best available estimate of the reach of the services.

Mobility market & marketplaces update

MOBILITY MARKET UPDATE* (SOLD CARS)



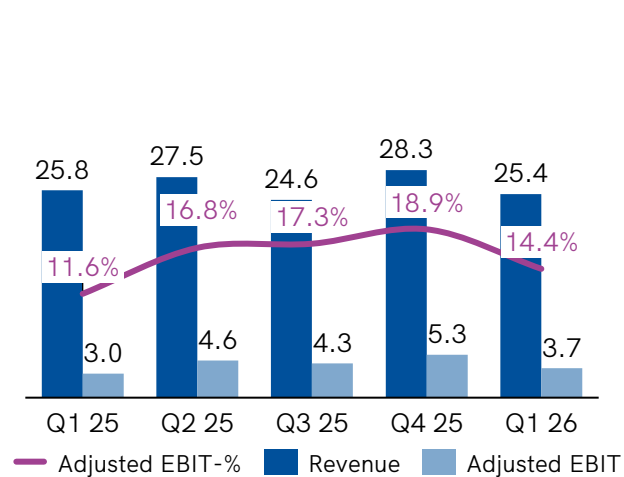
MOBILITY MARKET ACTIVE LISTINGS** & UNIQUE VISITORS***



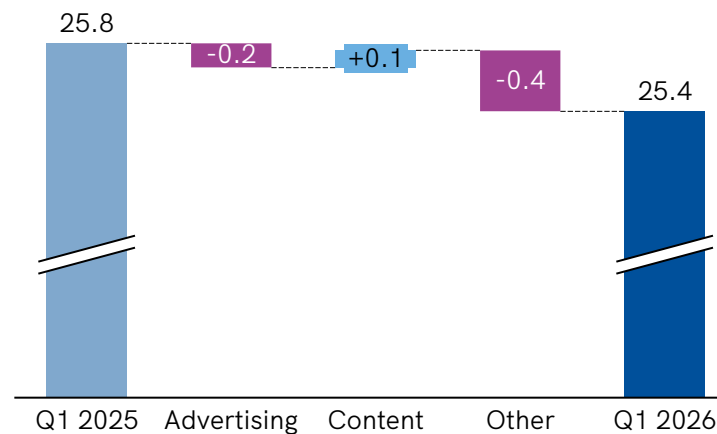
Notes: ** The figures include the mobility market services: Nettiauto, Nettikaravaani, Nettikone, Nettimoto, Nettivaraosa, Nettivene and Autotalli.*** Visitor figures are based on the Finnish Internet Audience Measurement (FIAM). FIAM is the industry standard for digital media measurement in Finland. The measurement method is based on a computational algorithm that includes statistical uncertainty. The calculation method of the algorithms is continuously being developed, which may cause discontinuities in how the data is presented between different reporting periods. The figures presented represent the best available estimate of the reach of the services.

Alma News Media: The strengthening of profitability continued, adj. operating profit increased by 21.9%

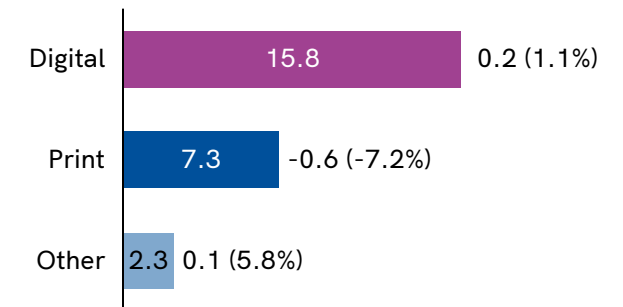
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



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

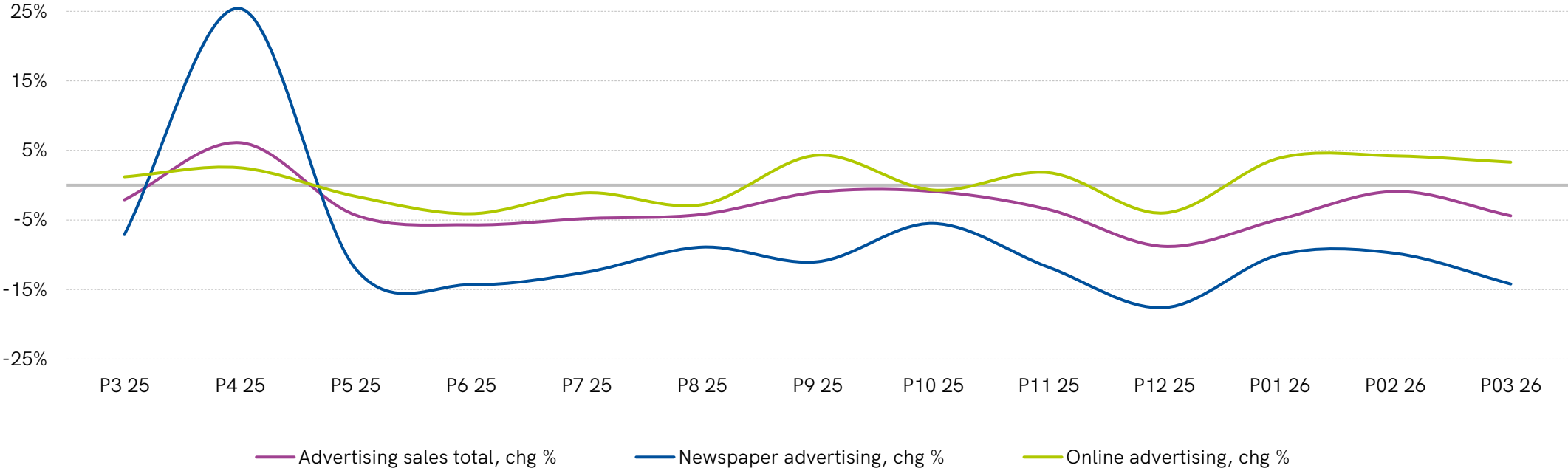


- Business development in Q1:**

- Revenue down by 1.7% to MEUR 25.4. When adjusted for disposed businesses, revenue on par with the comparison period.
- The share of digital business climbed to 62.2%. Digital content revenue increased 10%
- The adjusted operating profit demonstrated a 21.9% hike to MEUR 3.7 - active product portfolio management was a key driver. 9th consecutive improvement q-on-q.
- Cost savings (-4.8%) explained by divested businesses, the efficiency-driven culture and lower print-related expenses.
- High demand for journalism continued: digital subscriptions climbed to over 233K in total.

The Finnish advertising market update

MONTHLY CHANGE IN MEDIA ADVERTISING 03/2025-03/2026

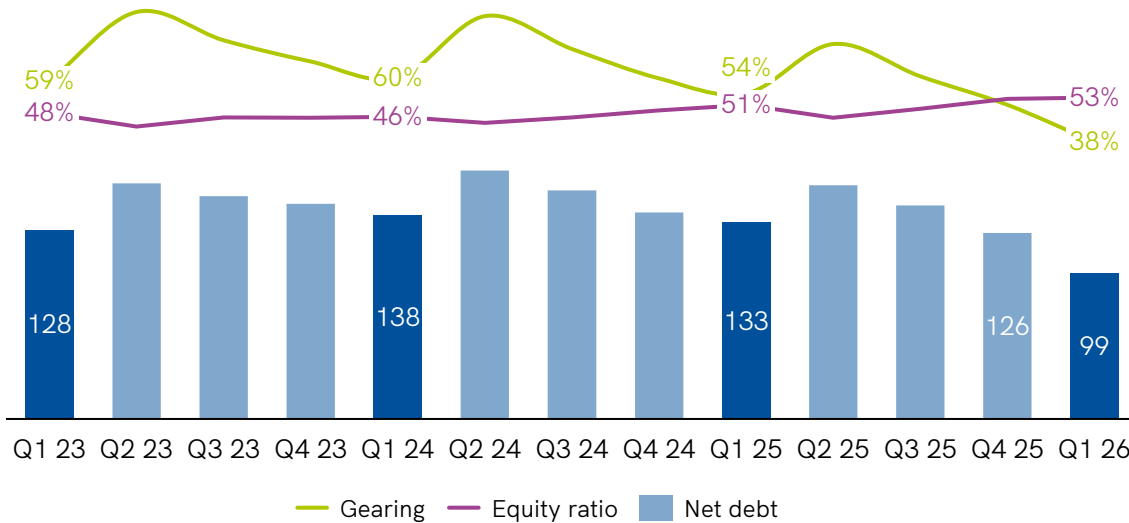


SOLID FINANCIAL POSITION



Balanced financial position

NET DEBT (MEUR), GEARING (%) & EQUITY RATIO (%) Q1/2023 - Q1/2026

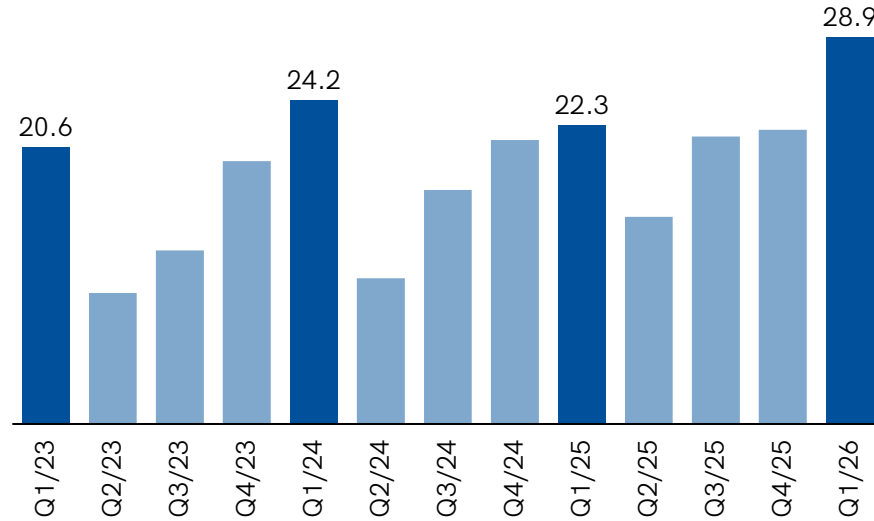


INTEREST-BEARING NET DEBT, MEUR	1-3/2026	1-3/2025
Interest-bearing long-term liabilities	149.1	164.0
IFRS16 lease liabilities	24.1	29.0
Loans from financial institutions	125.0	135.0
Short-term interest-bearing liabilities	8.0	7.2
IFRS16 lease liabilities	8.0	7.2
Cash and cash equivalents	58.5	38.3
Interest-bearing net debt	98.6	132.9

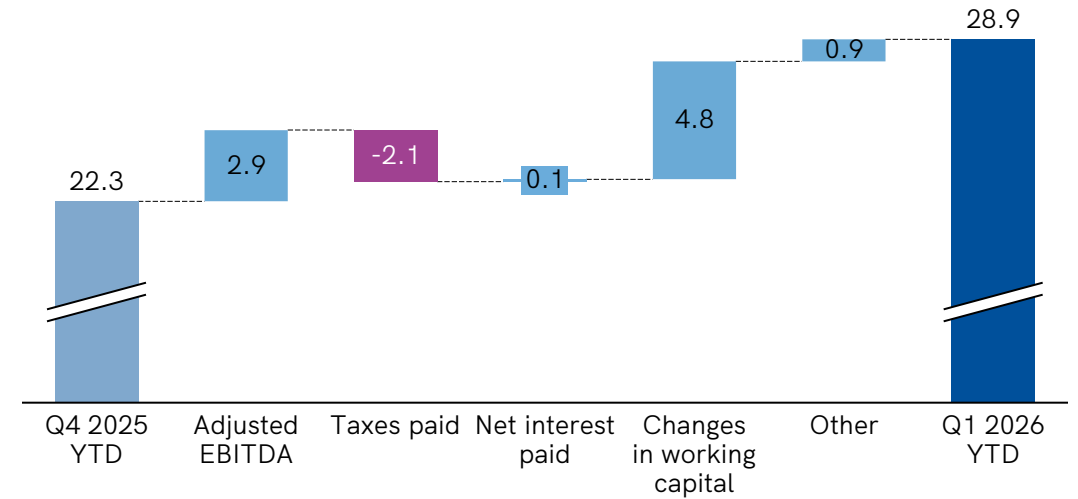
- Alma Media has a commercial paper programme of MEUR 100 in Finland. At the end of March 2026, no commercial papers were issued.
- In Q1, loan repayments were related to the repayments of finance lease liabilities of MEUR 2.
- Average interest rate was 3.3% (3.3%) in Q1.

Strong cash flow

OPERATING CASH FLOW Q1/2023 - Q1/2026 (MEUR)



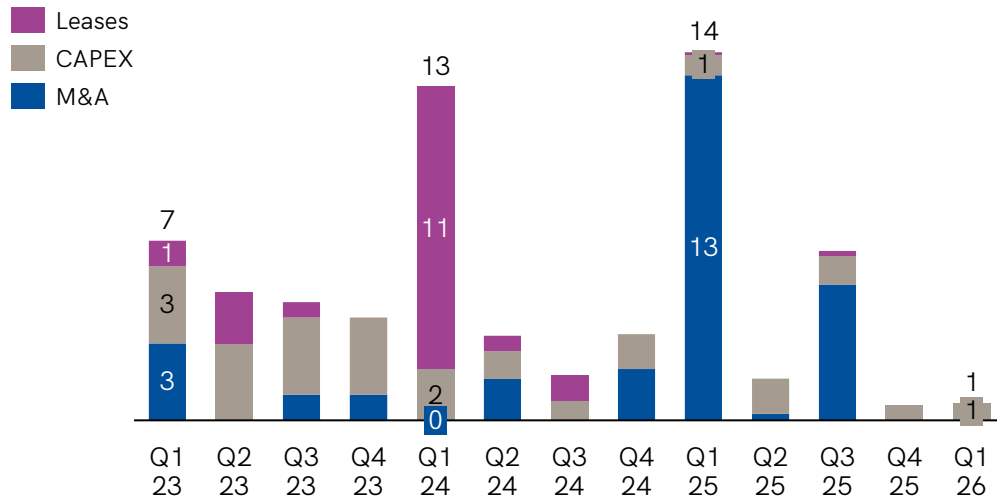
OPERATING CASH FLOW BRIDGE Q1/2025 YTD - Q1/2026 YTD



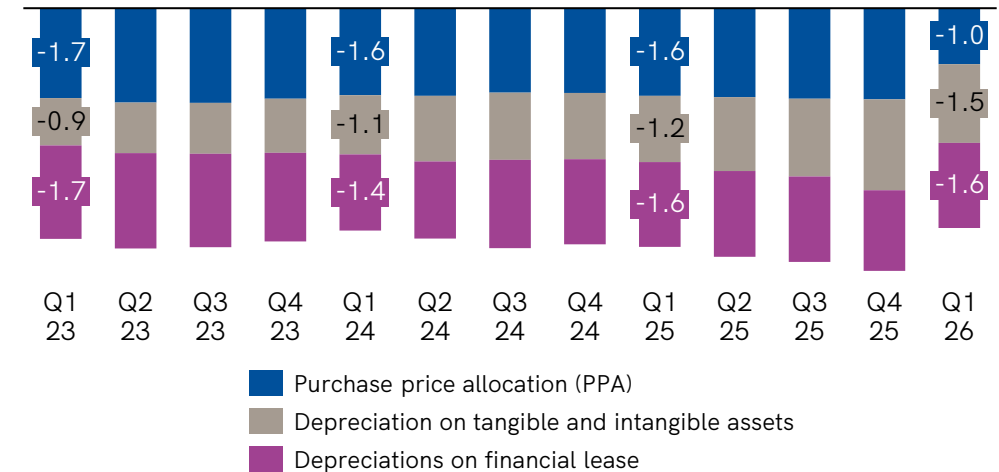
- Cash flow from operating activities was MEUR 28.9 (22.3) in Q1.
- Cash flow from operating activities increased due to the stronger operative result, changes in working capital and decreased due to the increase in taxes paid.
- After investments, cash flow before financing was MEUR 28.2 (8.1) in Q1, incl. investments in tangible and intangible assets

Investments

CAPEX, LEASES, M&A Q1/2023 - Q1/2026



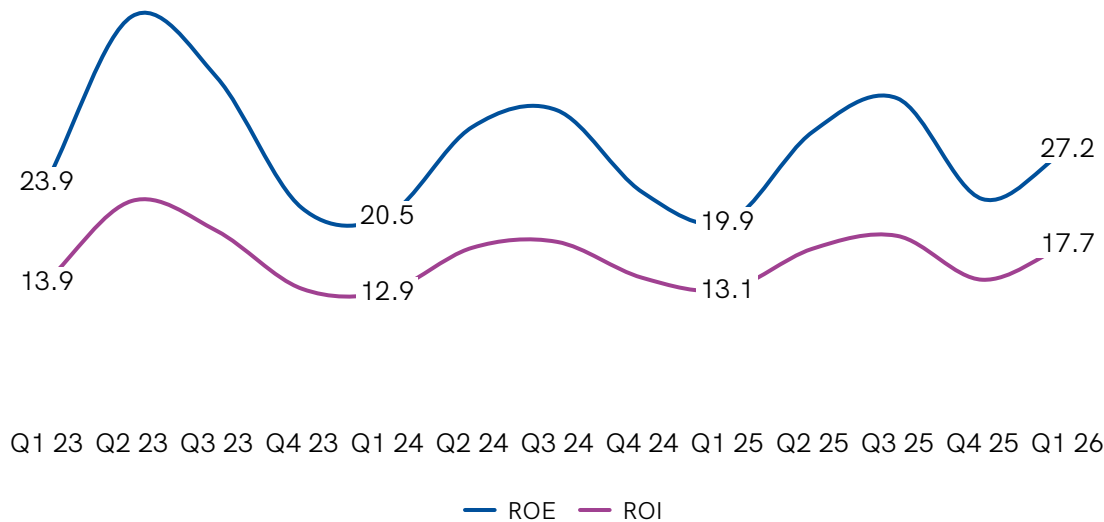
DEPRECIATIONS Q1/2023 - Q1/2026



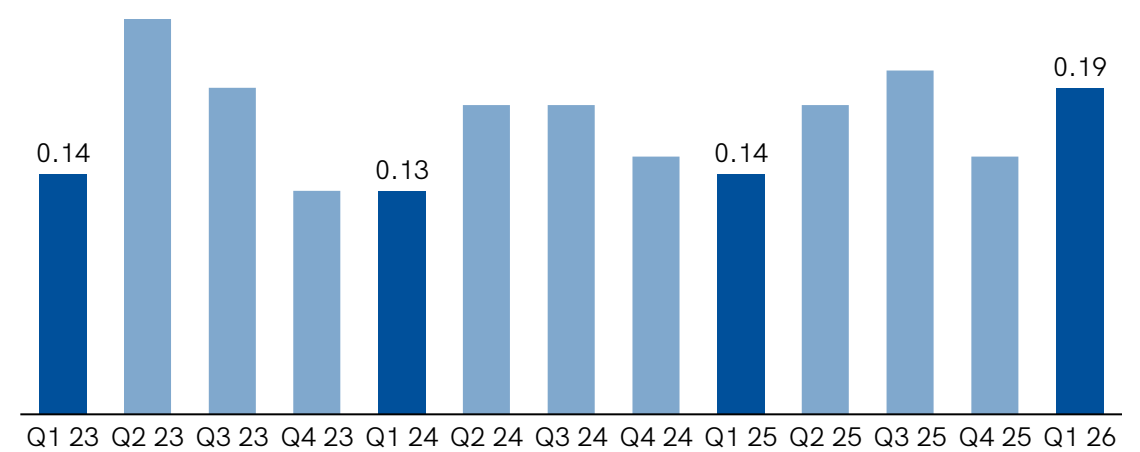
- Investments in Q1 of 2026 totaled MEUR 0.7 (14.2), consisting of maintenance and product development investments and other increases in PPE.
- Capex to support the strategy in developing digital industry solutions and expanding our services in customer's value-chain and additions to right-of-use assets in accordance with IFRS 16.
- Amortisation of intangible assets arising from business acquisitions will decrease in 2026, as some items will be fully amortised and the amortisation will end, resulting in an impact of EUR 4 million compared to 2025.

Earnings per share

ROE & ROI (%) Q1/2023 - Q1/2026*



EARNINGS PER SHARE Q1/2023 - Q1/2026

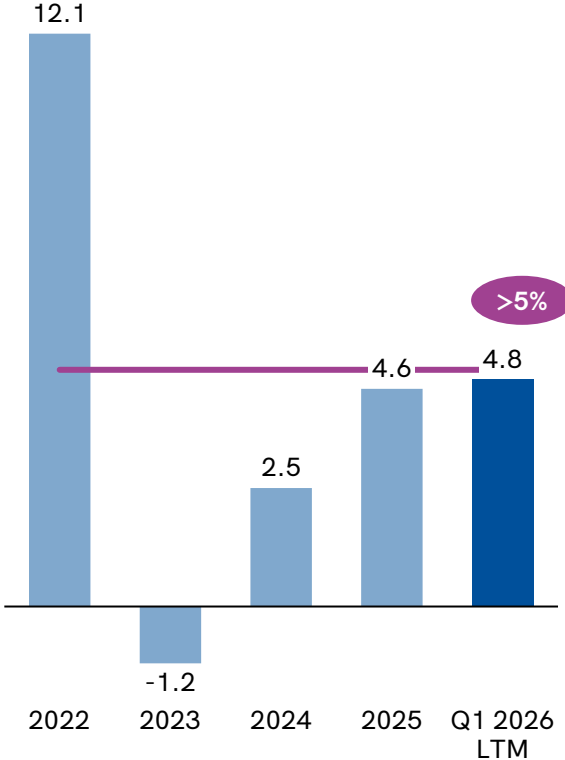


- Earnings per share: 0.19 (0.14) EUR.
- Adjusted items: MEUR -0.1 (-0.6).
- In Q1, a fair value change of MEUR 0.7 (positive MEUR 0.1) was recognised on an interest rate derivate agreement.

Alma Media's long-term financial targets*

REVENUE GROWTH (%)

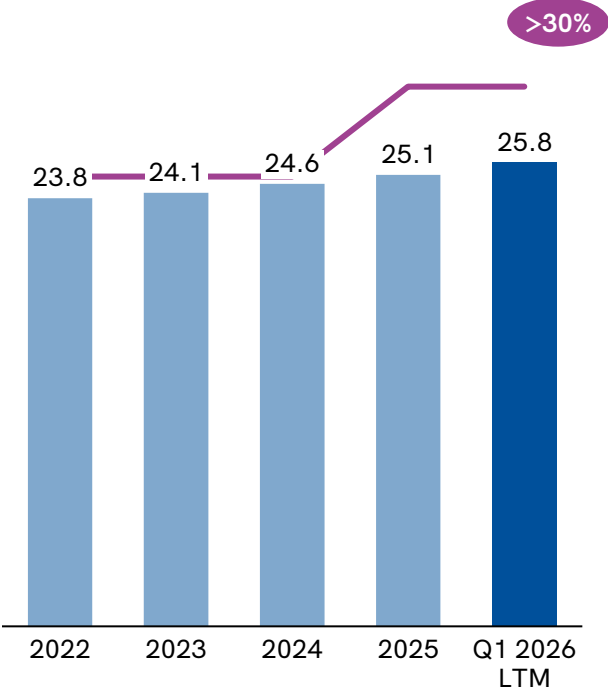
>5.0%



■ Revenue Growth (%) — Target Level >5%

ADJUSTED OPERATING PROFIT (%)*

>30%

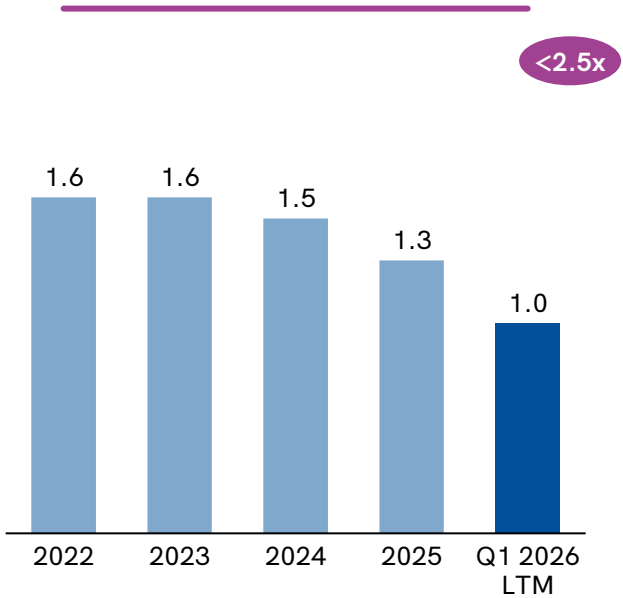


■ Adjusted Operating Profit (%) — Target Level >30%

*Rolling 12 months

NET DEBT/EBITDA RATIO*

<2.5x



■ Net Debt/EBITDA Ratio — Target Level <2.5x

*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.

OPERATING ENVIRONMENT



Challenging operating environment



Lagging economic growth

Recovery signals on horizon, but long-term structural challenges and low consumer confidence curbing the growth of the Finnish economy.



Changing consumer behaviour

Expectations for easy, time-saving, and safe digital experiences and e-commerce increasing. AI transforming how consumers' search, browse, and buy. Rising digital service use and increased data volumes.



Increasing regulation

Complex regulatory environment and expanding digital legislation. Heightened importance of data privacy and consumer protection.

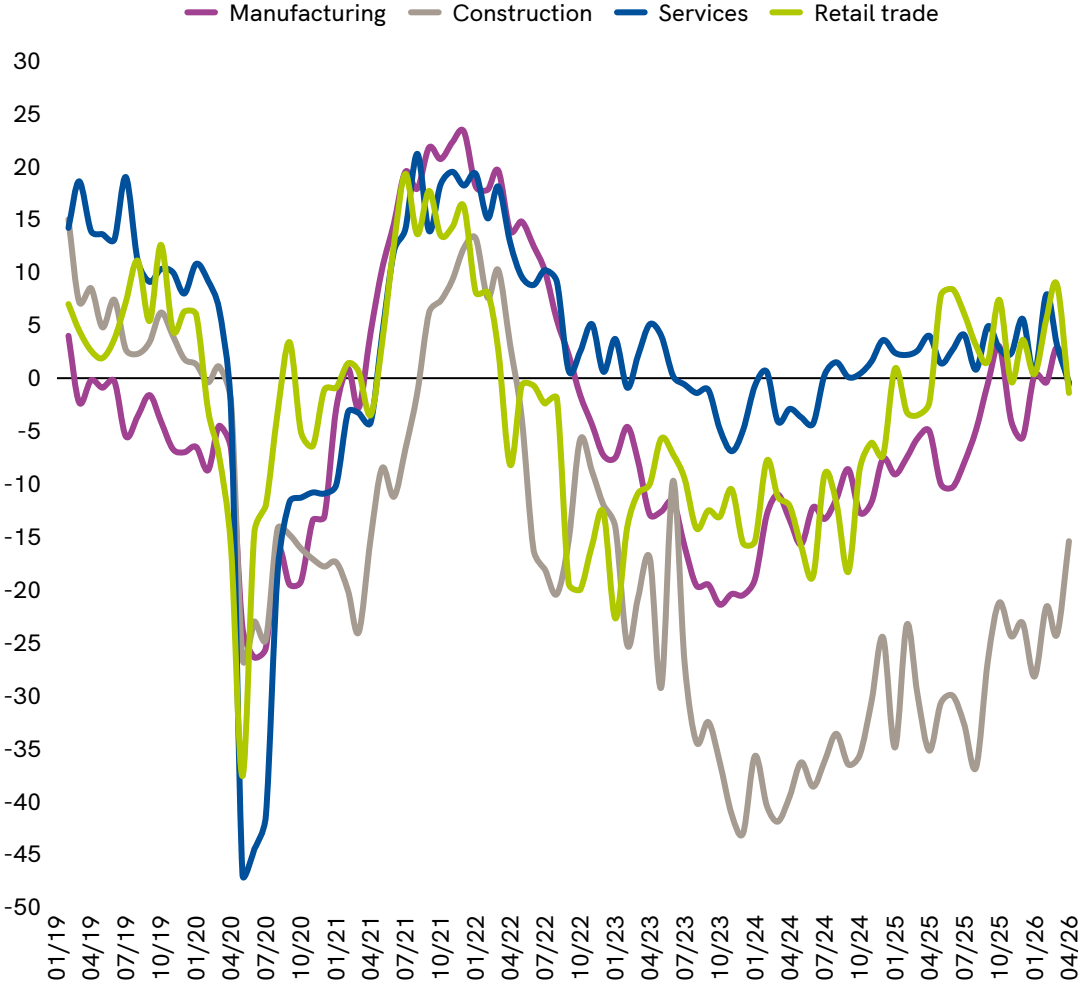


Geopolitical turbulence

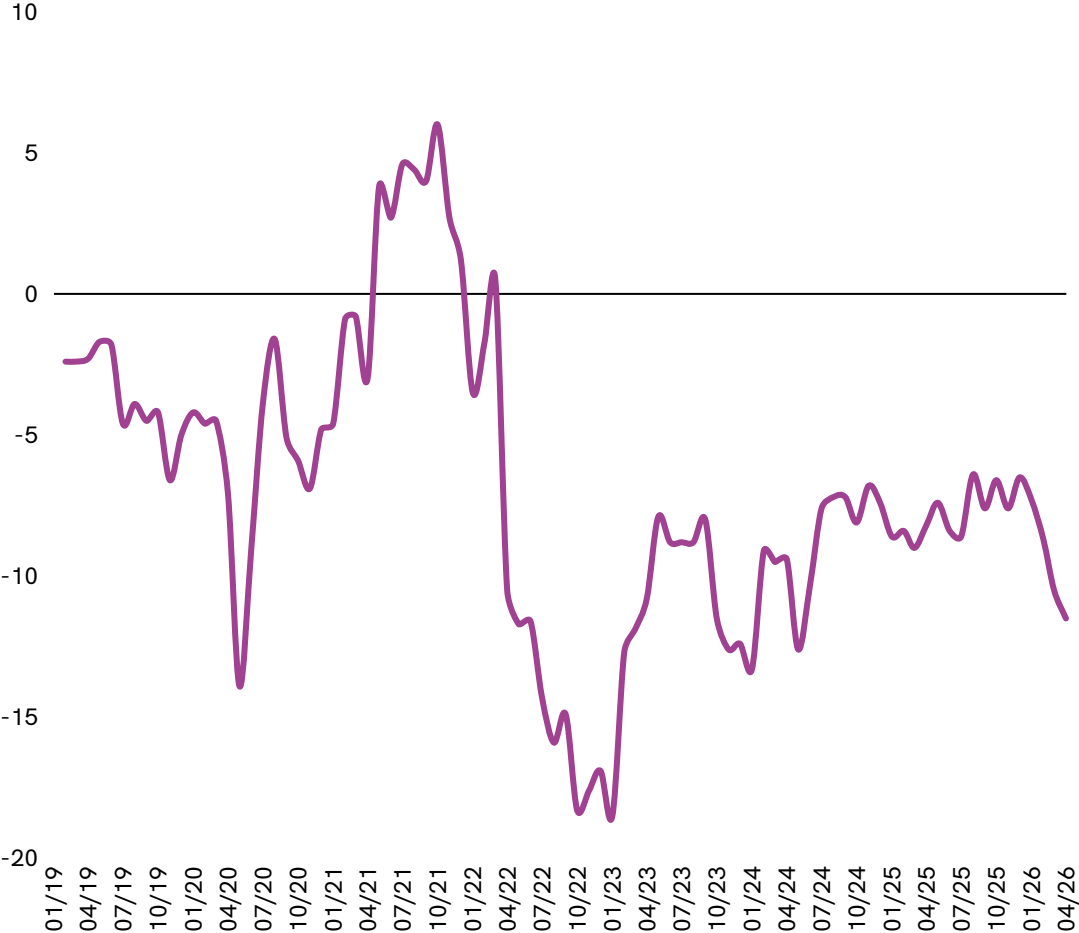
The uncertainty surrounding political and economic development elevated, making forecasting difficult.

Update on Finnish business confidence and consumer confidence

Business Confidence of Finnish Industries

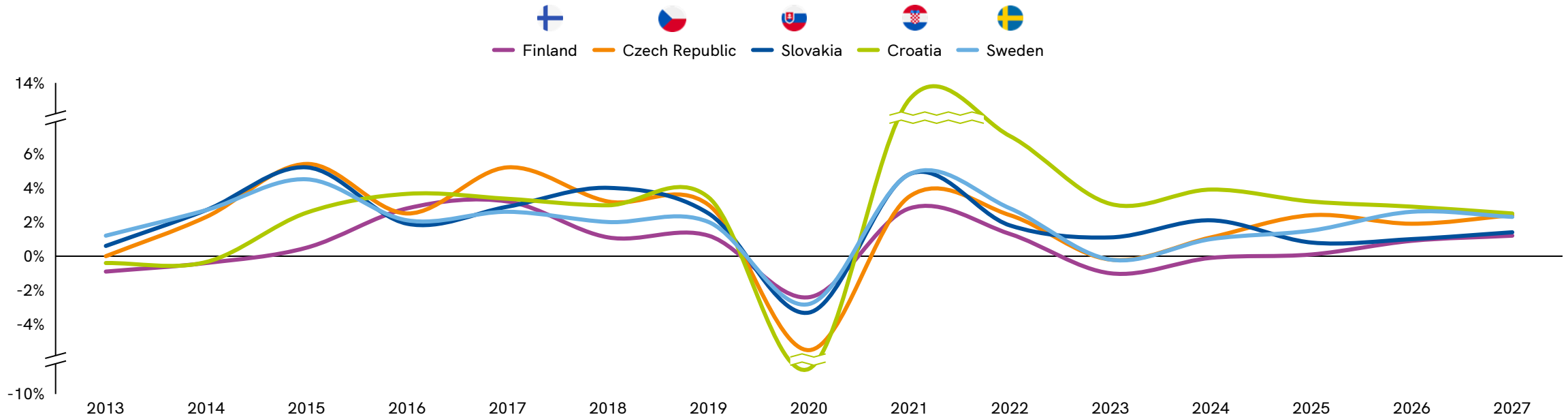


Consumer Confidence



Source: Confederation of Finnish Industries (EK) & Statistics Finland (Tilastokeskus)

GDP growth development in operating countries



Key operating countries

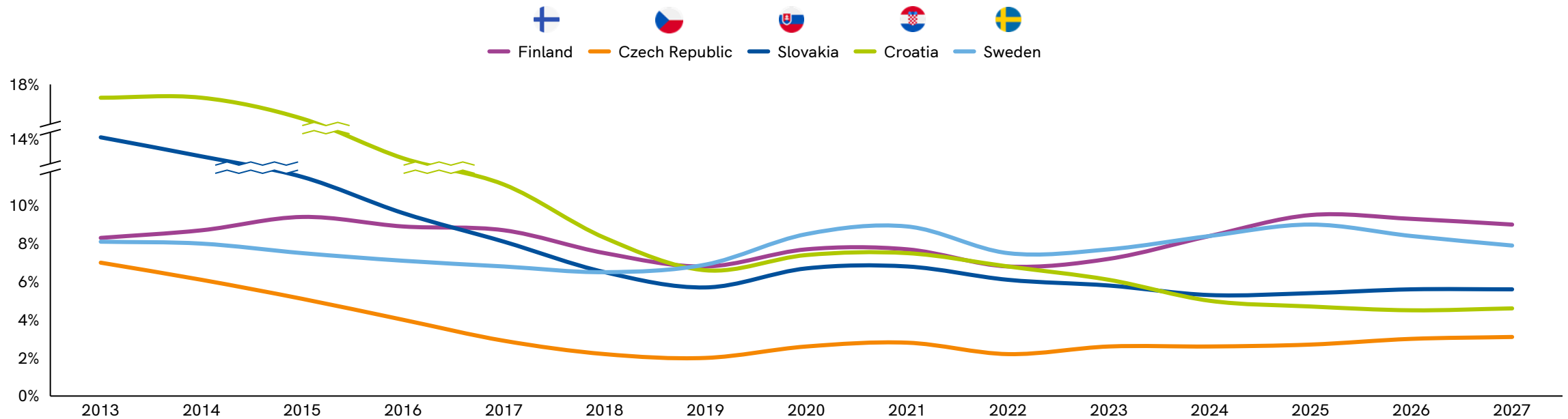
	2020	2021	2022	2023	2024	2025	2026E	2027E
Finland	-2.4%	2.8%	1.3%	-1.0%	-0.1%	0.1%	0.9%	1.2%
Czech Republic	-5.5%	3.5%	2.4%	-0.2%	1.1%	2.4%	1.9%	2.4%
Slovakia	-3.3%	4.8%	1.8%	1.1%	2.1%	0.8%	1.0%	1.4%
Croatia	-8.5%	13.0%	7.0%	3.1%	3.9%	3.2%	2.9%	2.5%
Sweden	-2.8%	4.8%	2.8%	-0.2%	1.0%	1.5%	2.6%	2.3%

Smaller operating countries

	2020	2021	2022	2023	2024	2025	2026E	2027E
Latvia	-2.5%	6.7%	3.4%	-0.3%	-0.4%	1.0%	1.7%	1.9%
Lithuania	0.0%	6.0%	4.8%	-0.3%	2.8%	2.4%	2.8%	2.7%
Bosnia & Herz	-3.0%	7.4%	3.8%	1.6%	2.6%	2.1%	2.5%	3.0%
North Macedonia	-4.7%	4.5%	2.2%	1.0%	2.9%	3.2%	3.3%	3.0%
Estonia	-1.0%	7.2%	-0.5%	-3.0%	-0.3%	0.6%	2.1%	2.0%

Notes: European Commission 11/2025 & Country specific official agencies

Unemployment rate development in operating countries



Key operating countries

	2020	2021	2022	2023	2024	2025	2026E	2027E
Finland	7.7%	7.7%	6.8%	7.2%	8.4%	9.5%	9.3%	9.0%
Czech Republic	2.6%	2.8%	2.2%	2.6%	2.6%	2.7%	3.0%	3.1%
Slovakia	6.7%	6.8%	6.1%	5.8%	5.3%	5.4%	5.6%	5.6%
Croatia	7.4%	7.5%	6.8%	6.1%	5.0%	4.7%	4.5%	4.6%
Sweden	8.5%	8.9%	7.5%	7.7%	8.4%	9.0%	8.4%	7.9%

Smaller operating countries

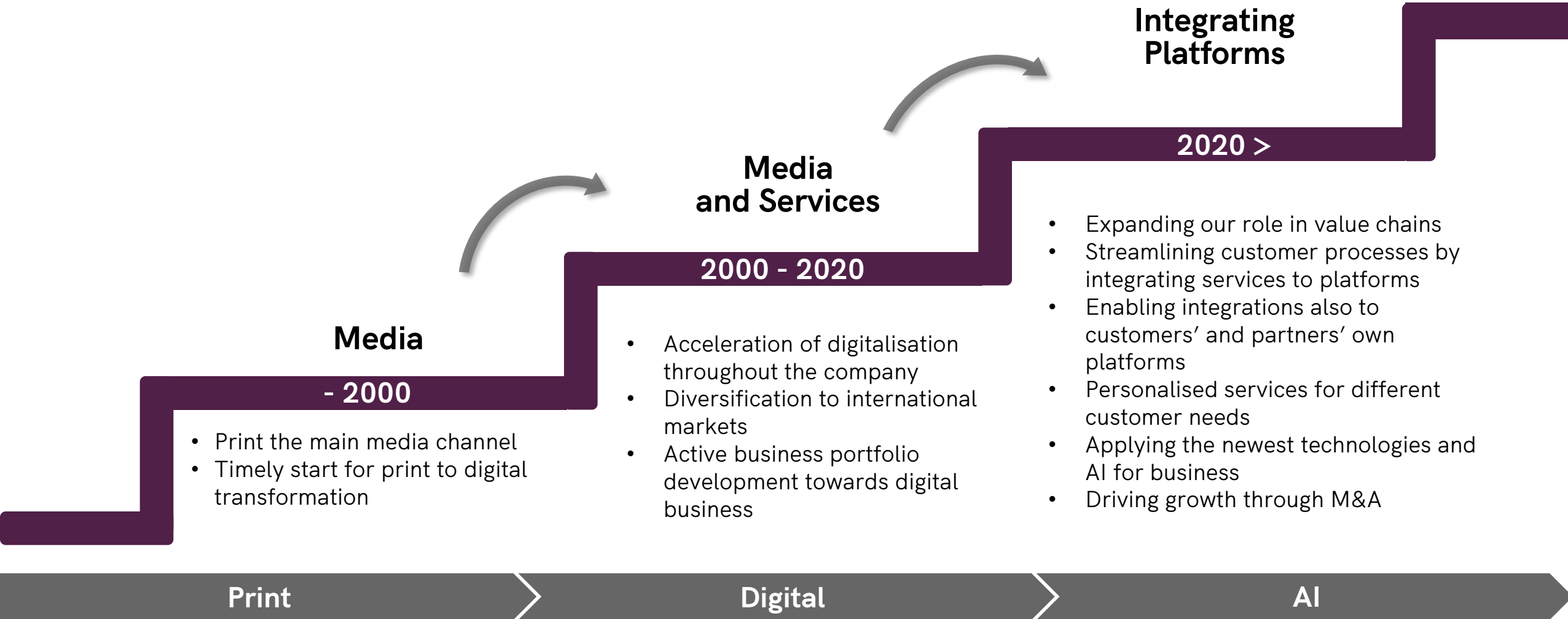
	2020	2021	2022	2023	2024	2025	2026E	2027E
Latvia	8.1%	7.6%	6.9%	6.5%	6.9%	6.8%	6.6%	6.5%
Lithuania	8.5%	7.1%	6.0%	6.9%	7.1%	7.1%	6.8%	6.8%
Bosnia & Herzegovina	15.9%	14.9%	12.7%	10.7%	10.7%	13.2%	13.2%	13.2%
North Macedonia	16.6%	15.8%	14.5%	13.2%	13.4%	12.9%	12.7%	12.5%
Estonia	6.9%	6.2%	5.6%	6.4%	7.6%	7.6%	7.2%	7.1%

STRATEGY AND OUTLOOK



Alma Media's transformational journey

Exploiting paradigm changes in technology and consumer behaviour



Strategy

1 TRANSFORM

- Streamline customer processes by integrating services to platforms
- Increase operational agility to speed up time-to-market
- Advance customer-centric, product-led development with AI

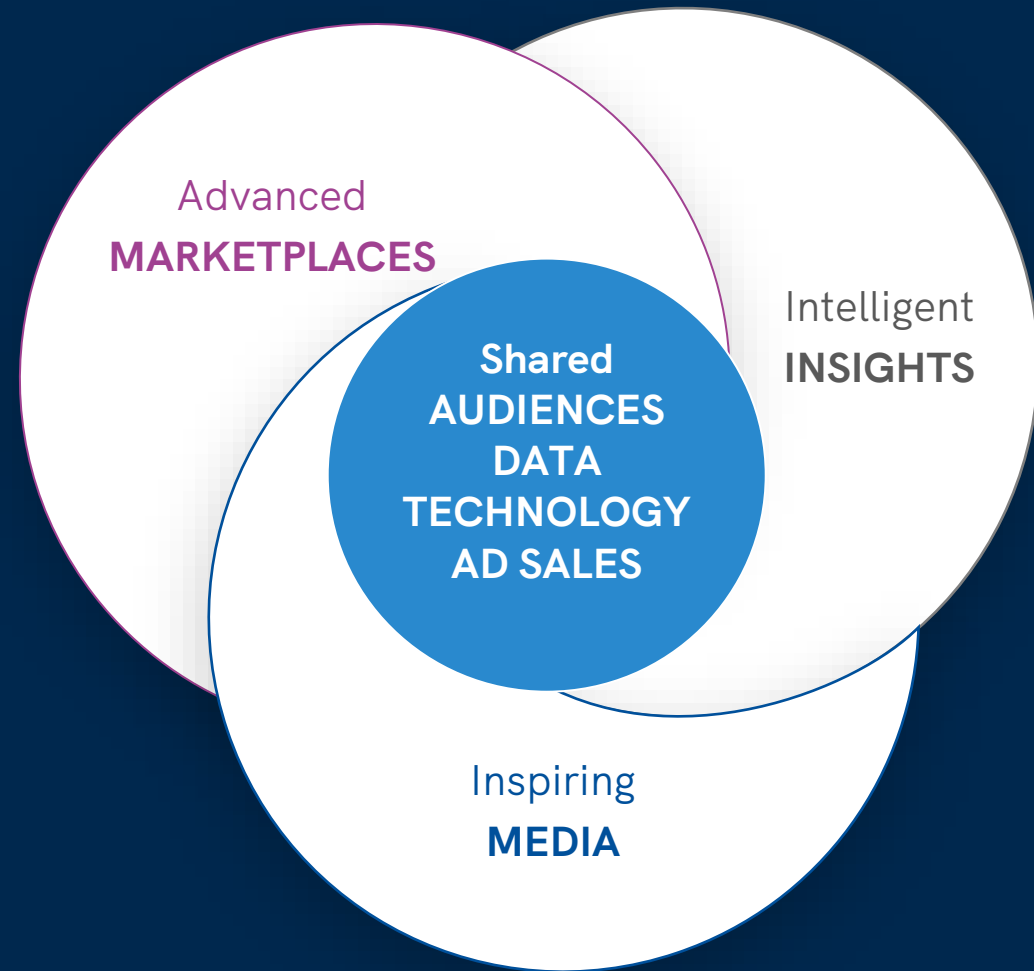
2 GROW

- Increase customer value and diversify 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**

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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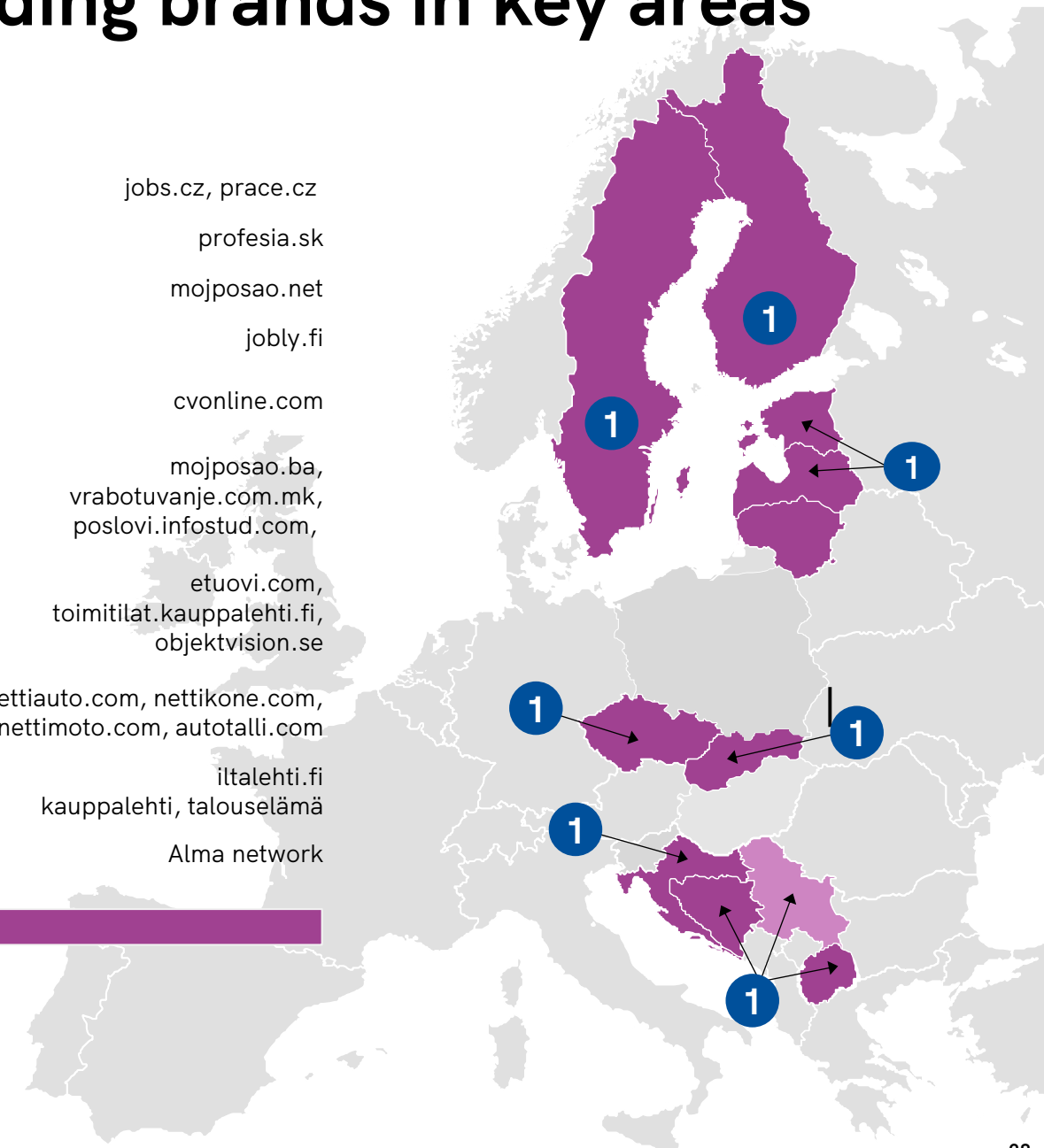
NEWS MEDIA

#1	Finland	iltalehti.fi, kauppalehti, talouselämä
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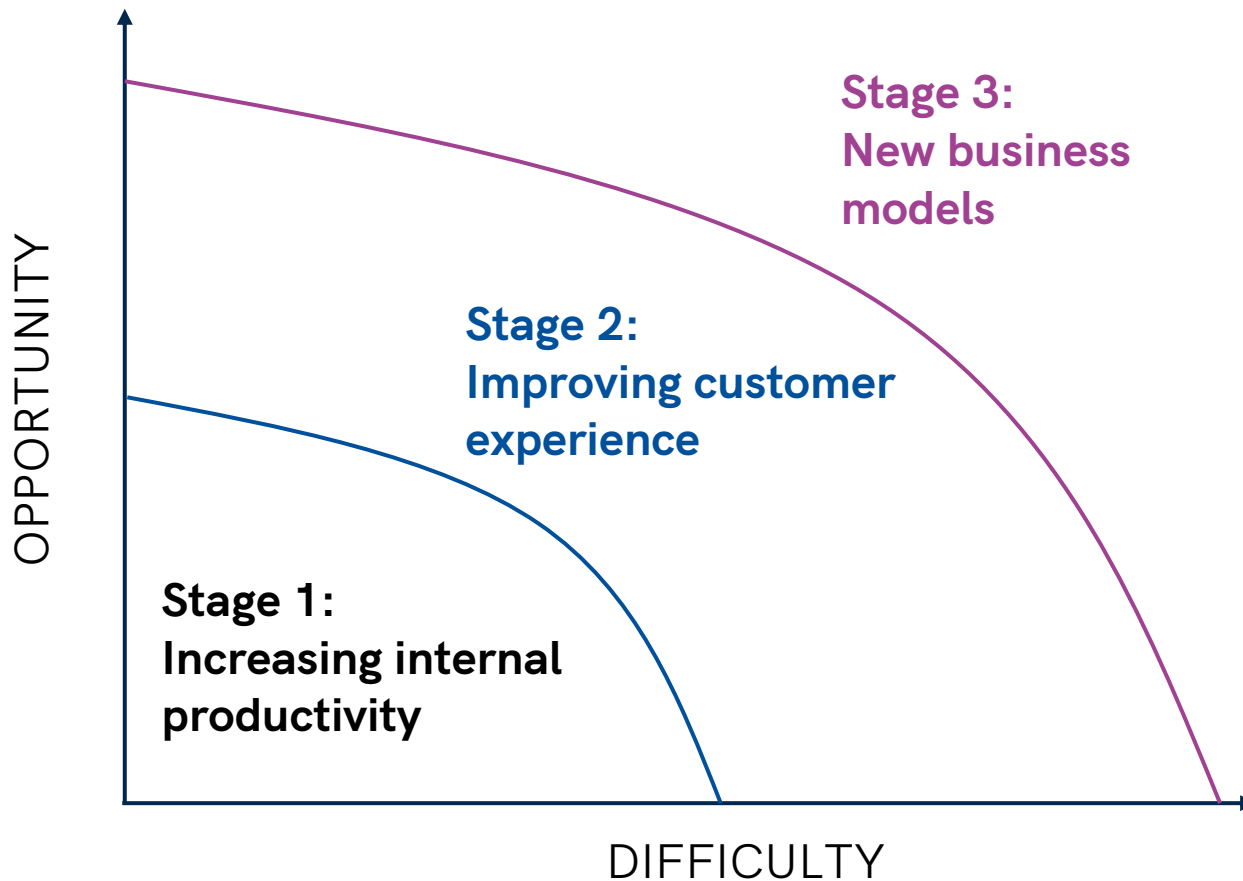
DIGITAL ADVERTISING

#1	Finland	Alma network
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REVENUE SPLIT Q1 2026:



AI boosts Alma's strategy



3

NEW BUSINESS MODELS

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

2

IMPROVING CUSTOMER EXPERIENCE

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

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, and planning

Outlook for 2026

Announced on 5 February 2026

Alma Media expects its full-year revenue of 2026 to remain at the 2025 level and the adjusted operating profit to grow.

The full-year revenue for 2025 was MEUR 327.1 and the adjusted operating profit was MEUR 82.1.

Background for the outlook



The outlook is based on an assessment that the economies in the company's main markets are expected to remain broadly unchanged, and market uncertainty continues to persist. Fluctuations in the global economy may affect market developments.

The subdued growth of the Finnish market and weak consumer confidence are expected to continue, and advertising is still characterised by uncertainty.



The Group's diversified business portfolio – both geographically across several markets and across multiple business areas – together with disciplined cost management, stabilise the company's business performance even in challenging market conditions.

Thank You!

Questions?

Upcoming events in the investor calendar:

- Interim report for January–June 2026 on Wednesday, 12 August 2026
- Interim report for January–September 2026 on Thursday, 29 October 2026

