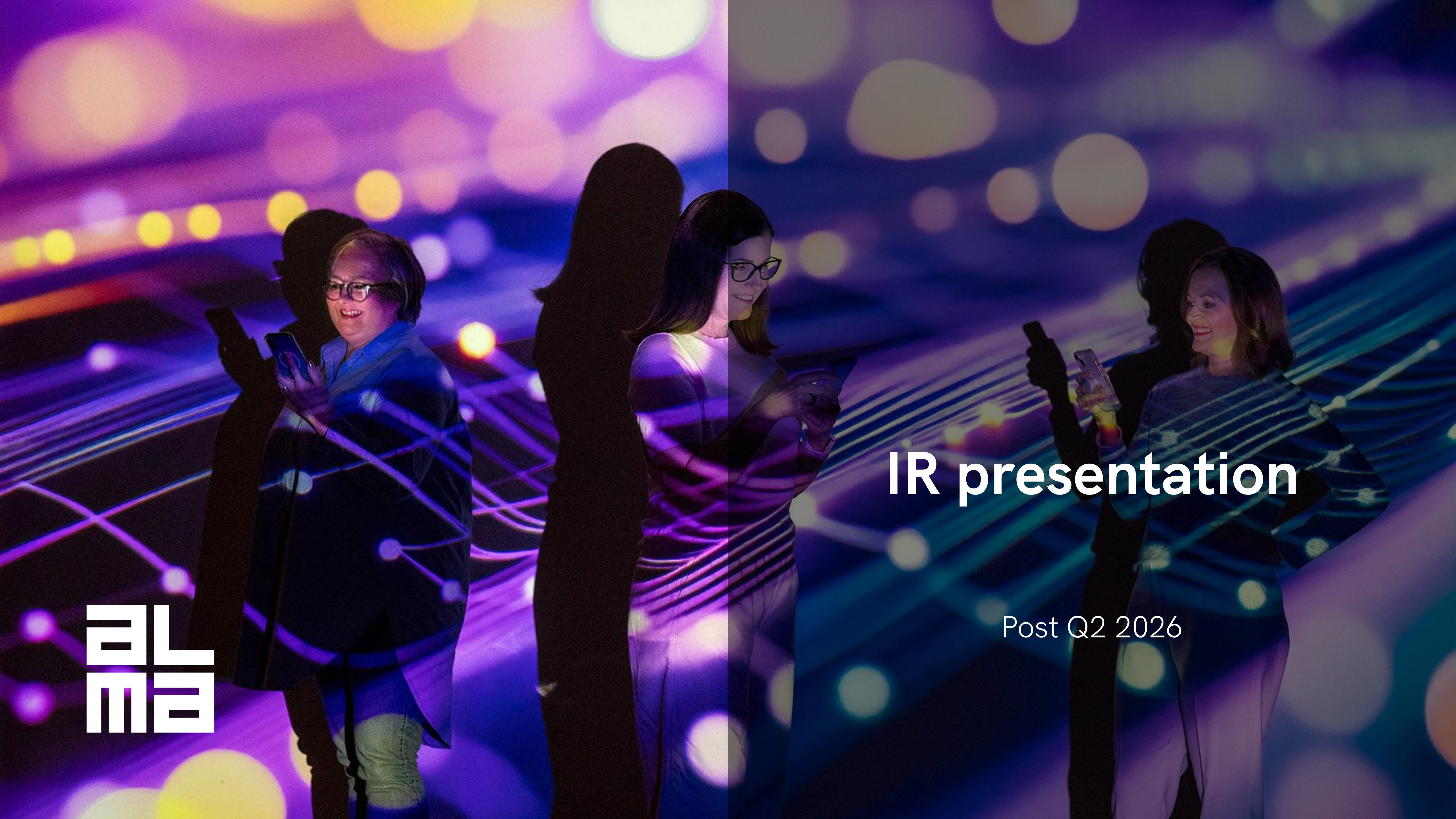


IR presentation

Post Q2 2026

Alma in Figures (FY 2025)

Revenue
327
MEUR

Digital business
86%

Adj. operating profit
82
MEUR

Adj. Operating profit %
25%

40/60
abroad / in Finland
% of employees

ROE
23%

ROI
15%

Equity ratio
53%

Dividend proposal of
0.48
euros per share

Alma's media reach about
89%
of Finns weekly

TSR
c. 594%
(2016–2025)

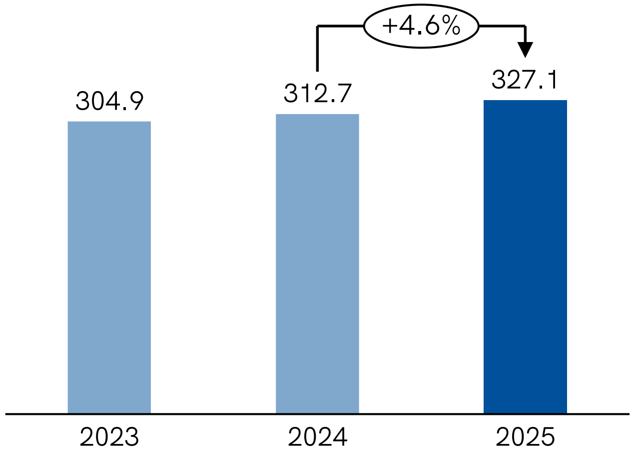
1 650
Professionals
in 11 countries

100+
Digital services and applications

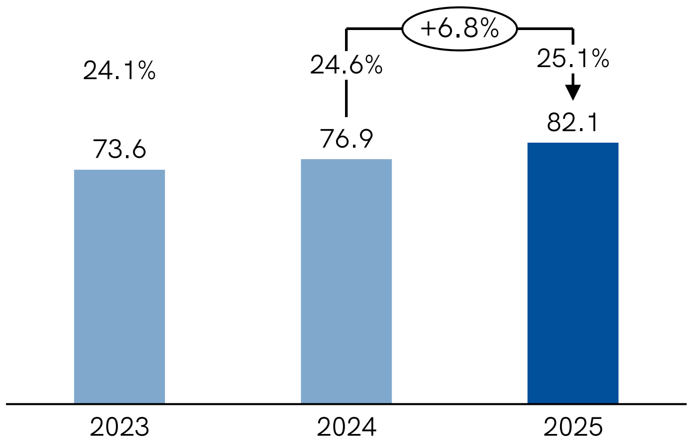
FY2025 Highlights

Digital business and portfolio development driving profitable growth

REVENUE (MEUR)



ADJUSTED OPERATING PROFIT (MEUR) (% OF REVENUE)

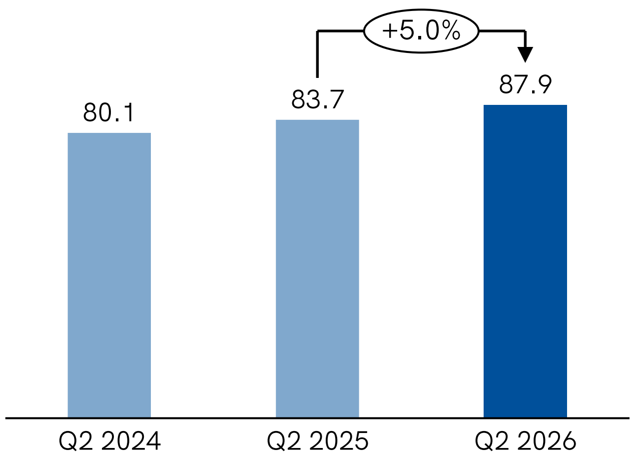


- Solid performance despite uncertainties in the market environment and turbulence in geopolitics.
- Revenue grew to MEUR 327, approaching the growth rate set in the Group's long-term financial targets. Organic growth, excluding acquired and discontinued brands and at local currencies, was 1.8%.
- Adjusted operating profit accelerated to over MEUR 82 with margin of 25.1%. EBITDA reached the MEUR 100 threshold.
- Active product portfolio management contributing to adjusted operating profit growth.
- The share of digital business reached 85.9% of total revenue.
- Strong balance sheet capacity sustained: leverage (rolling 12 month) at 1.3 and equity ratio at 52.6%.

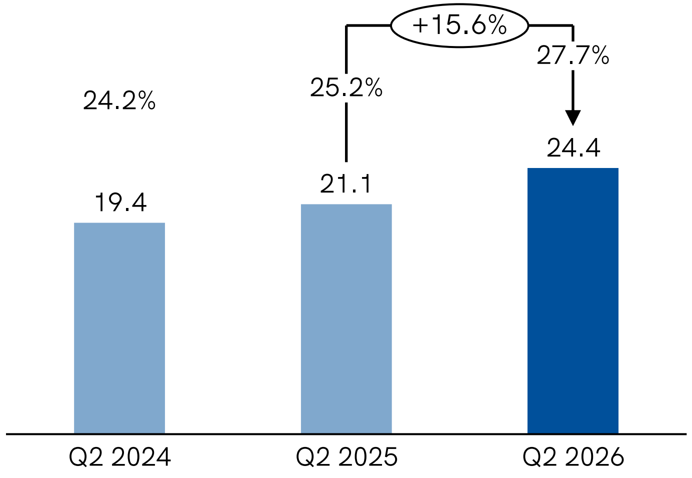
Q2 2026 Highlights

Strong profitability with all segments improving results

REVENUE (MEUR)



ADJUSTED OPERATING PROFIT (MEUR) (% OF REVENUE)



- Alma Media delivered continued growth and improved profitability in Q2
- Revenue grew 5.0% to over MEUR 87.9, at 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 4.1%.
- Adjusted operating profit climbed to MEUR 24.4 with margin of 27.7%.
- Digital services a major driver behind the adjusted operating profit growth.
- The share of digital business up to over 87% of total revenue.
- The financial position remained strong; leverage (rolling 12 month) at 1.2 and equity ratio at 52.4%.

Business segments
Q2 2026

ALMA CAREER
Vesa-Pekka Kirsi

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

Revenue	EBIT
MEUR 28.5	MEUR 12.0
EBIT margin	**Digital**
42.0%	97.2%

ALMA MARKETPLACES
Santtu Elsinen

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

Revenue	EBIT
MEUR 31.9	MEUR 11.0
EBIT margin	**Digital**
34.6%	96.9%

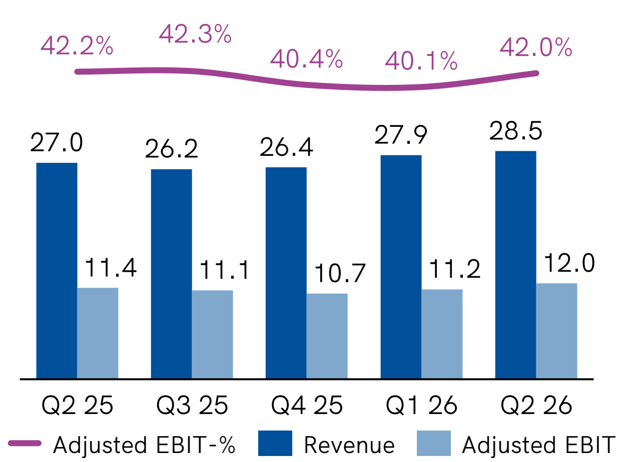
ALMA NEWS MEDIA
Juha-Petri Loimovuori

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

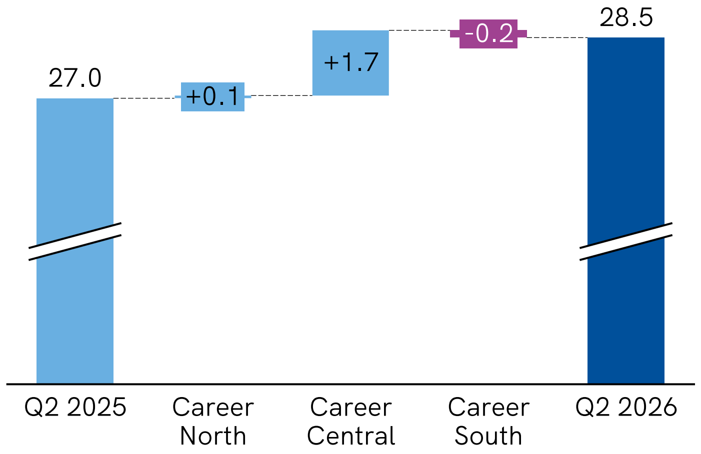
Revenue	EBIT
MEUR 27.8	MEUR 5.6
EBIT margin	**Digital**
20.0%	65.3%

Alma Career: Revenue up 5.5% and adjusted operating profit up by 4.9%, driven by strong performance in the Czech market

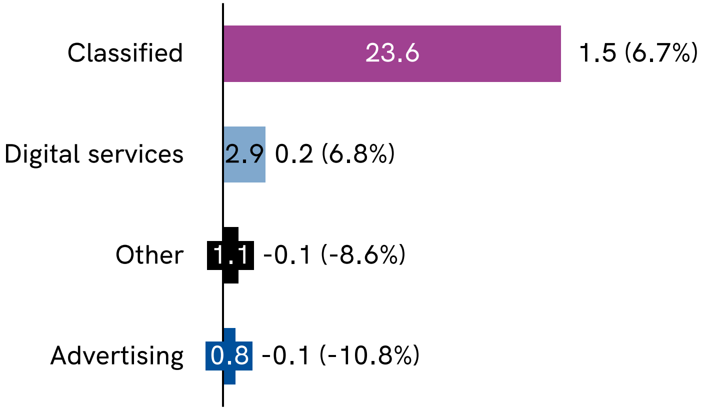
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



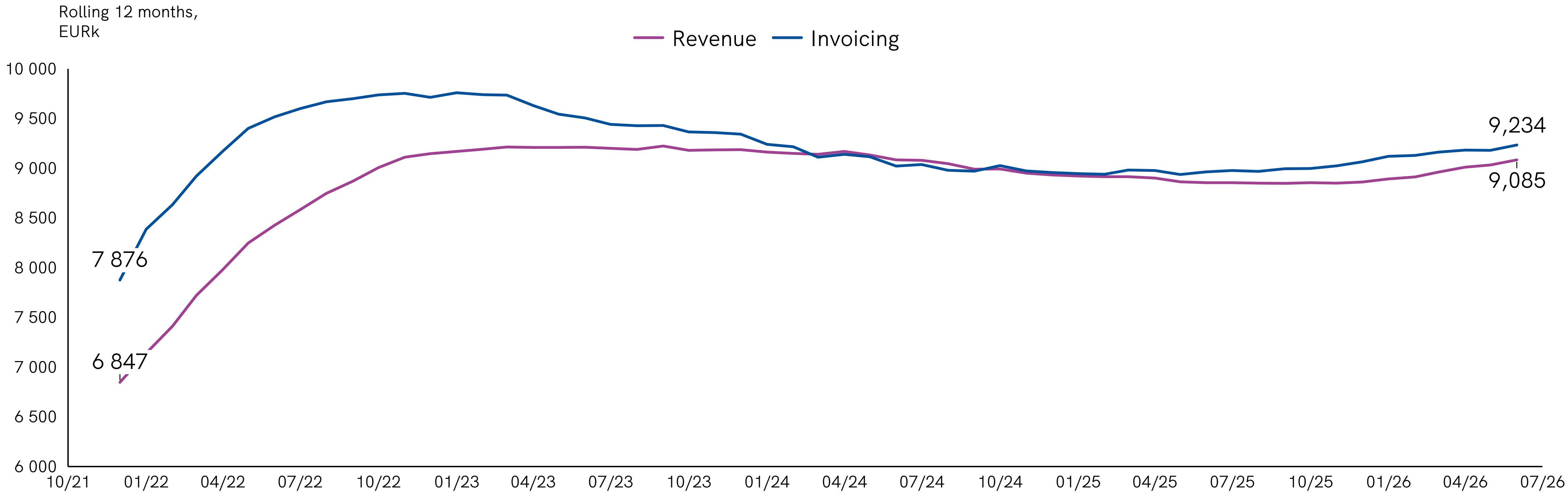
SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)



Business development in Q2:

- Revenue increased by 5.5% to MEUR 28.5 (in local currencies up by 4.1%).
- Adjusted operating profit up by 4.9% to MEUR 12 with the stable margin of 42.0%.
- Invoicing in comparable currencies increased by 3.5%, supported by positive development particularly in Czechia.
- Adjusted expenses up 5.7% to MEUR 16.6; personnel costs continued to decline, partly offset by higher IT and development costs.

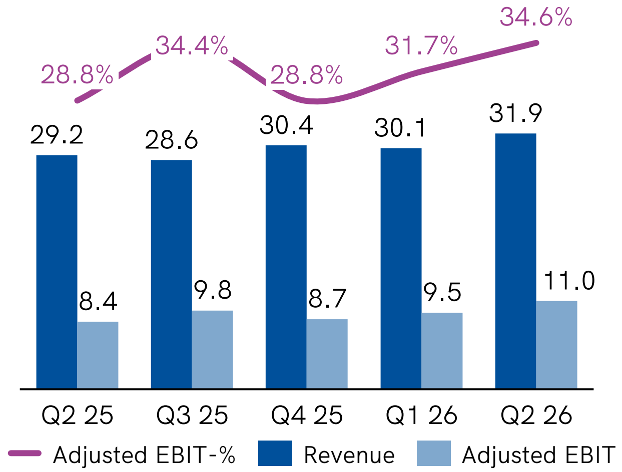
Invoicing & revenue recognition in Alma Career, rolling 12 months



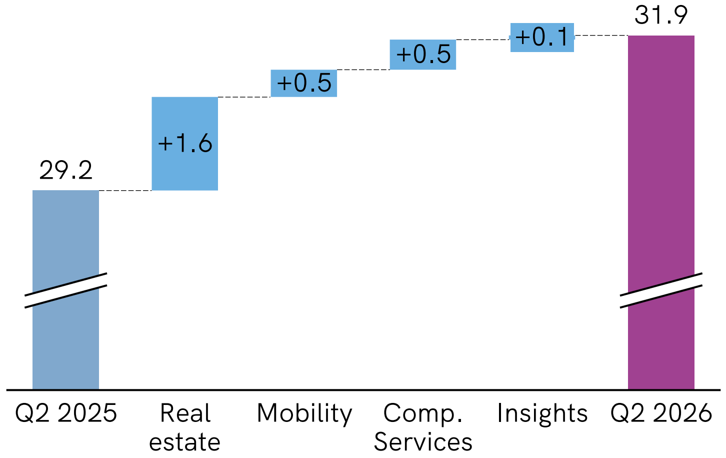
KPIs (monthly averages in thousands)	**4-6/ 2026**	4-6/ 2025	1-12/ 2025
Unique visitors	5,633	5,798	5,860
Users with job alerts	2,217	2,090	2,110
Number of paid job ads	97	101	93

Alma Marketplaces: Revenue up 9.2% and adjusted operating profit up by 31.1%, with growth across all business units

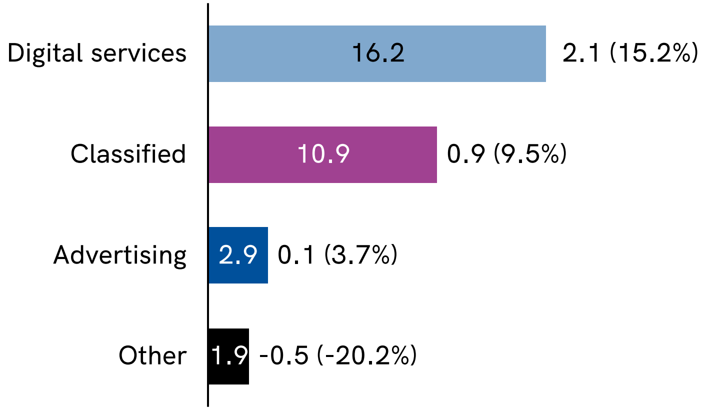
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)

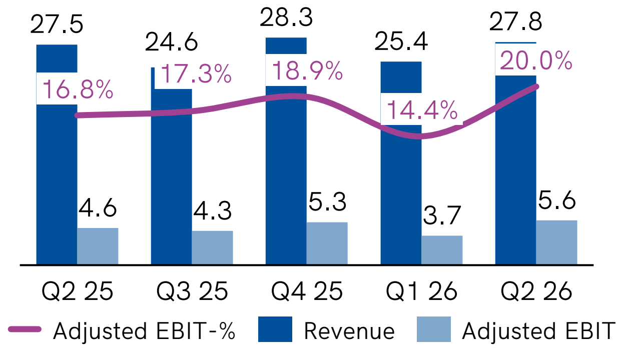


Business development in Q2:

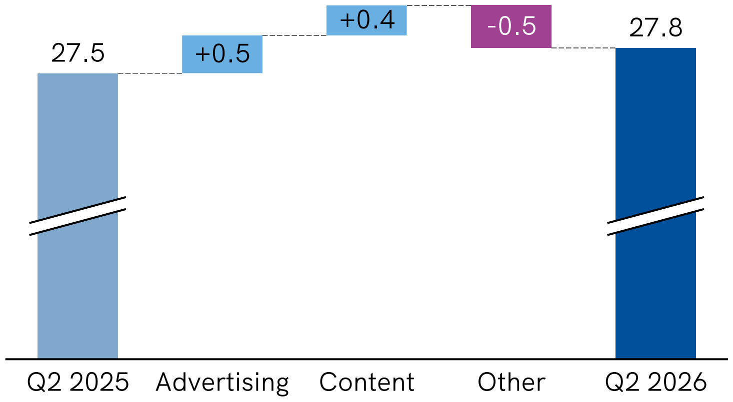
- All businesses contributed to the growth.
- Revenue rose by 9.2% to MEUR 31.9. The organic growth up by 6.7%. Digital service revenue soared by 15.2%.
- In Real Estate, revenue grew by 14.8%. Classified revenue increased by 12.4%, driven by broad-based growth across all business units, particularly in Sweden. Digital housing transactions continued to gain popularity.
- Mobility revenue up 5.0%; classifieds grew 5.6% and digital services 5.2% through ongoing product development and productisation.
- Insights revenue grew by 1.1%, licence-based revenue continued to grow, offsetting the decline in one-off and print sales.
- Comparison Services revenue expanded by 25.3%, driven by the acquisition of Effortia.

Alma News Media: Revenue up 1.2%, adjusted operating profit up 20.6%, with a record 20.0% margin

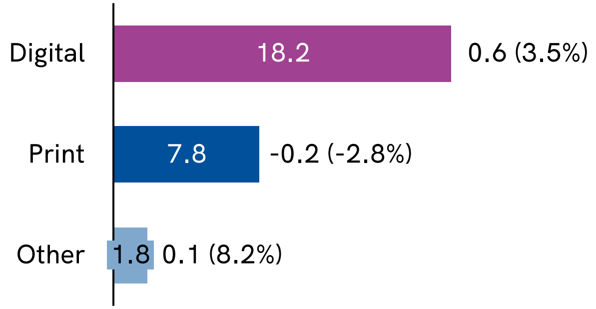
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



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

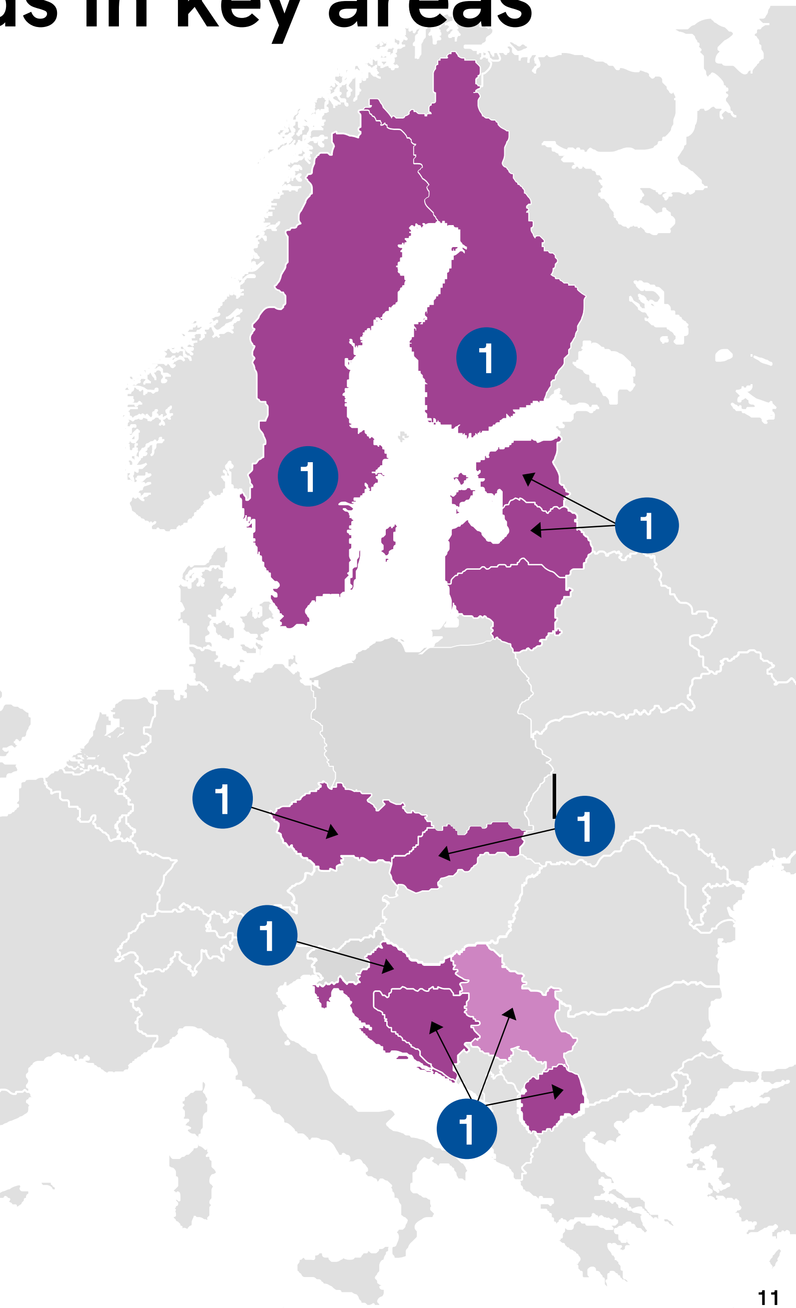


Business development in Q2:

- Revenue up 1.2% (2.6% excluding divestments); digital business share increased to 65.3%.
- Content revenue increased by 3.0%, as strong digital growth (+9.3%) more than offset declining print revenues.
- Advertising revenue up 3.8%; digital advertising grew, while print advertising held steady.
- The adjusted operating profit demonstrated a 20.6% hike to MEUR 5.6 - active product portfolio management was a key driver. 10th consecutive improvement q-on-q.
- Cost discipline continued, with adjusted expenses down 2.8% and stable on a comparable basis.
- High demand for journalism continued: digital subscriptions climbed to 239K in total.

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
VEHICLES AND MACHINERY	#1	Finland	nettiauto.com, nettikone.com, nettimoto.com, autotalli.com
NEWS MEDIA	#1	Finland	iltalehti.fi kauppalehti, talouselämä
DIGITAL ADVERTISING	#1	Finland	Alma network



REVENUE SPLIT
Q2 2026:

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

INVESTMENTS OF WITH A STRONG FOCUS ON DIGITAL BUSINESS

2018	2019	2020	2021	2022	2023	2024	2025
AutoJerry Katsastushinnat.fi Talosofta Etua.fi (20%)	Suomen Tukkuautot Etua.fi (40%)	Alma Mediapartners (35%) Kolektiv DIAS (80%) Muuttomaailma Bolt (21%)	Techloop Nettix Alma Career (17%) Netello (60%) Etua.fi (40%) DOKS (25%)	Netello (40%)	Toimitilat.fi DOKS (26%) Vrabotuvanje Online (70%)*	Netwheels DOKS (24%) Nelisa s.r.o	Edilex Lakitieto Oy DOKS (25%) Decade of Action Effortia Oy
Lapin Kansa Matkapörssi	Dagens Media Sverige	Early morning delivery Regional media and Alma Manu printing operations Affärsvärlden Alma Talent AB	Talosofta KPK-yhtiöt (5.6%) E-kontakti	Bolt (21%) Muugimeistrite A/S	Rantapallo Talent'em	Kotikokki	Netello

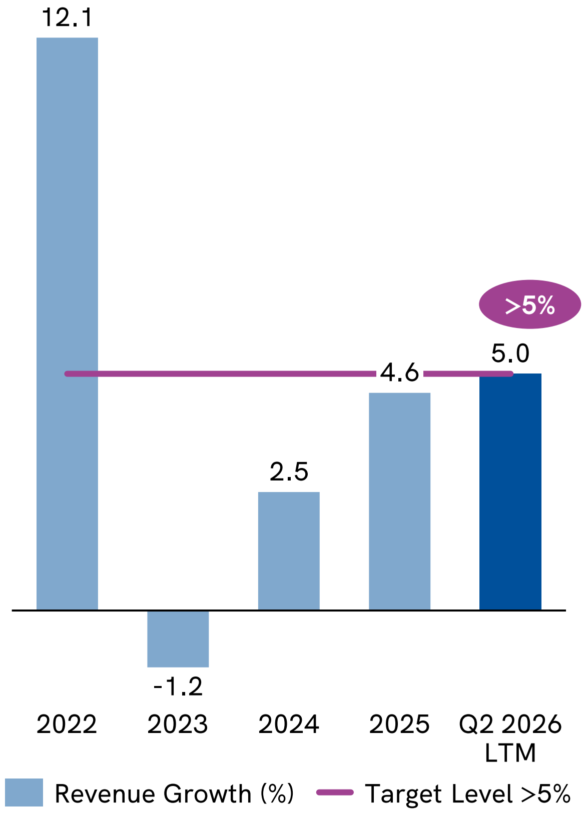
DIVESTMENTS CONSISTING OF HEAVILY PRINT-BASED BUSINESSES OR BUSINESSES WITH LOW PROFITABILITY

SOLID FINANCIAL POSITION

Alma Media’s long-term financial targets*

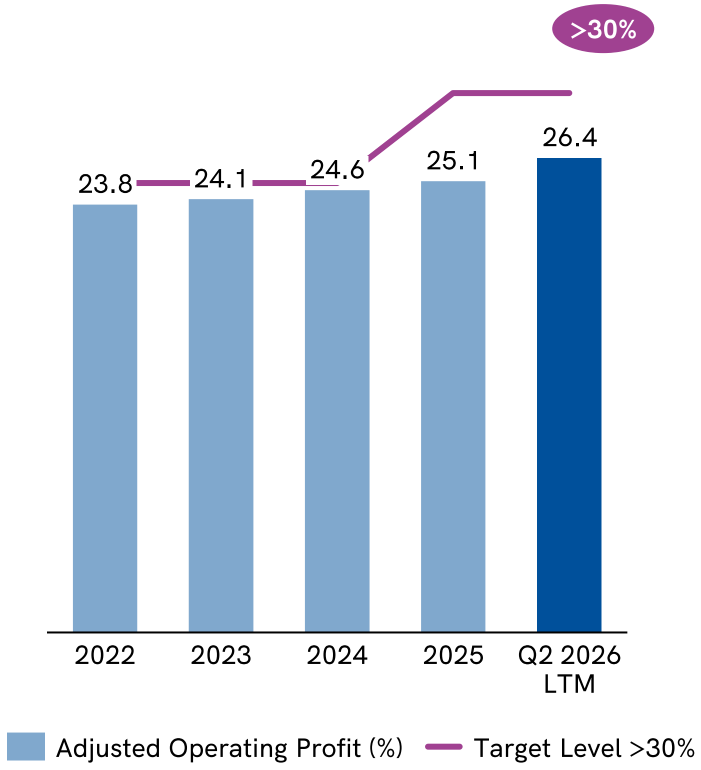
REVENUE GROWTH (%)

>5.0%



ADJUSTED OPERATING PROFIT (%)*

>30%



*Rolling 12 months

NET DEBT/EBITDA RATIO*

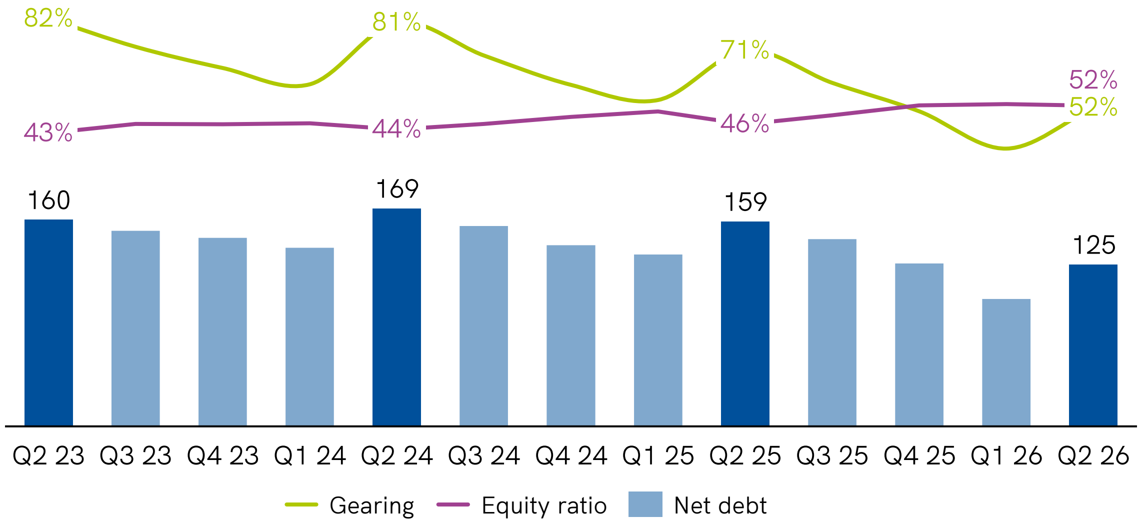
<2.5x

*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.

Balanced financial position

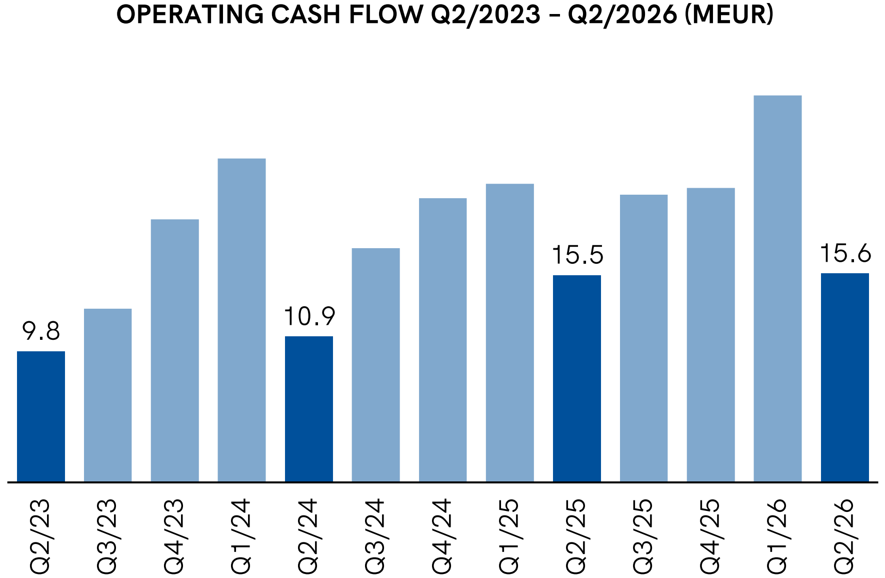
NET DEBT (MEUR), GEARING (%) & EQUITY RATIO (%) Q2/2023 – Q2/2026

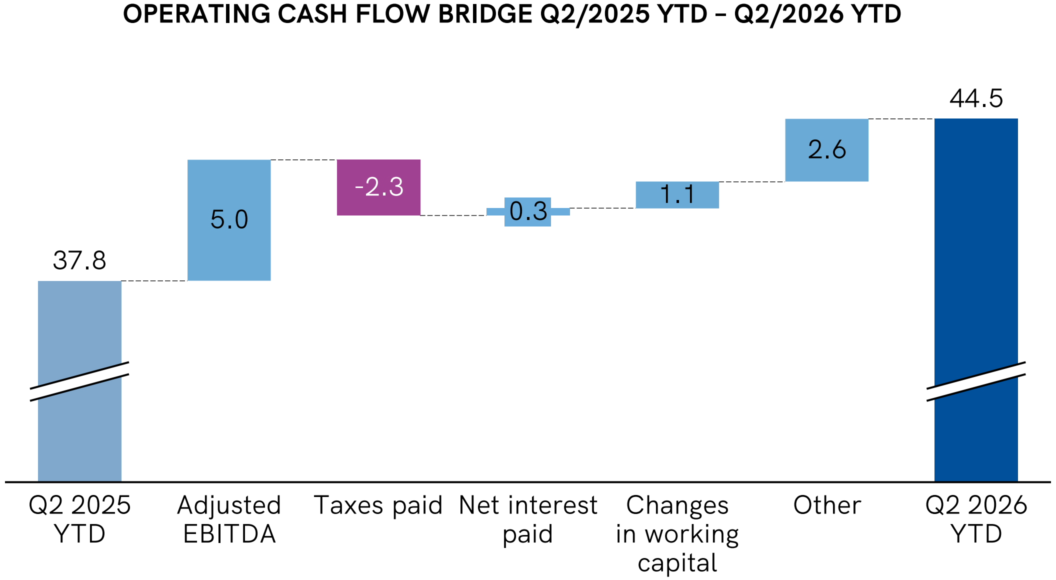


INTEREST-BEARING NET DEBT, MEUR	4-6/2026	4-6/2025
Interest-bearing long-term liabilities	132.8	162.9
IFRS16 lease liabilities	22.8	27.9
Loans from financial institutions	110.0	135.0
Short-term interest-bearing liabilities	18.0	31.2
IFRS16 lease liabilities	8.0	7.2
Commercial papers	10.0	24.0
Cash and cash equivalents	25.7	35.6
Interest-bearing net debt	**125.1**	**158.5**

- Alma Media has a commercial paper program of MEUR 100 in Finland. At the end of June 2026, MEUR 10 of commercial papers were issued.
- In Q2, loan repayments were related to the repayments of a term loan of MEUR 15 and finance lease liabilities of MEUR 2.
- In May 2026, Alma Media renewed its Term Loan interest rate hedge, replacing two derivatives (MEUR 50, maturing Dec 2027; MEUR 30, maturing Aug 2027) with a single MEUR 60 fixed-rate derivative maturing Dec 2028. The new agreement carries forward the fair value of the terminated derivatives at the termination date.
- Average interest rate was 2.9% (2.8%) in Q2.

Cash flow

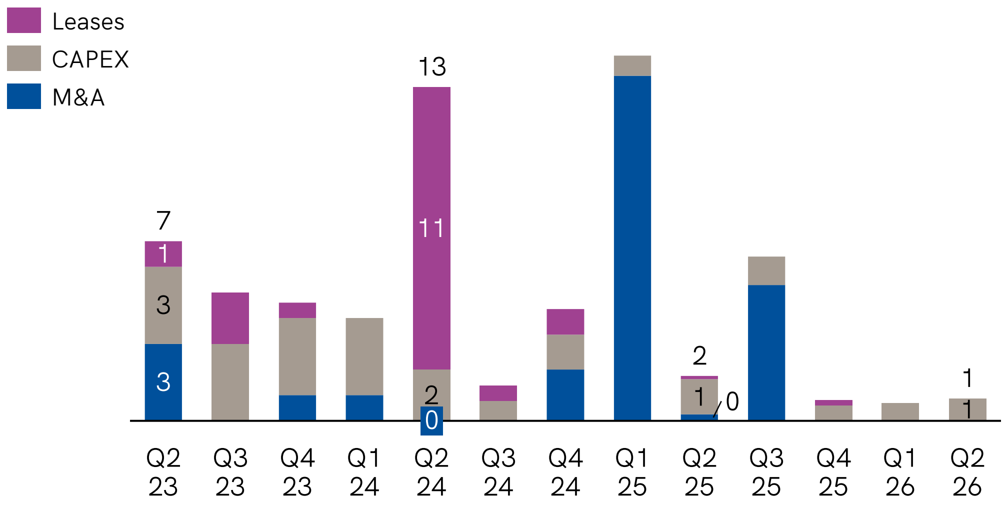




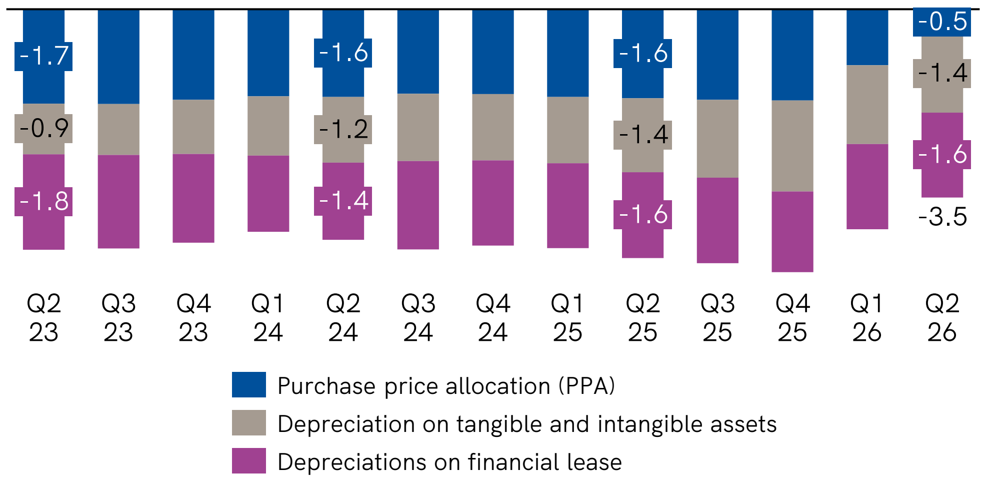
- Cash flow from operating activities was MEUR 15.6 (15.5) in Q2.
- Operating result was strong. Cash flow was strong in Q1 but moderate in Q2, due to normal seasonal timing in working capital. Combined, cash flow for the two quarters remains strong.
- After investments, cash flow before financing was MEUR 14.7 (13.8) in Q2, incl. investments in tangible and intangible assets.

Investments

CAPEX, LEASES, M&A Q2/2023 – Q2/2026

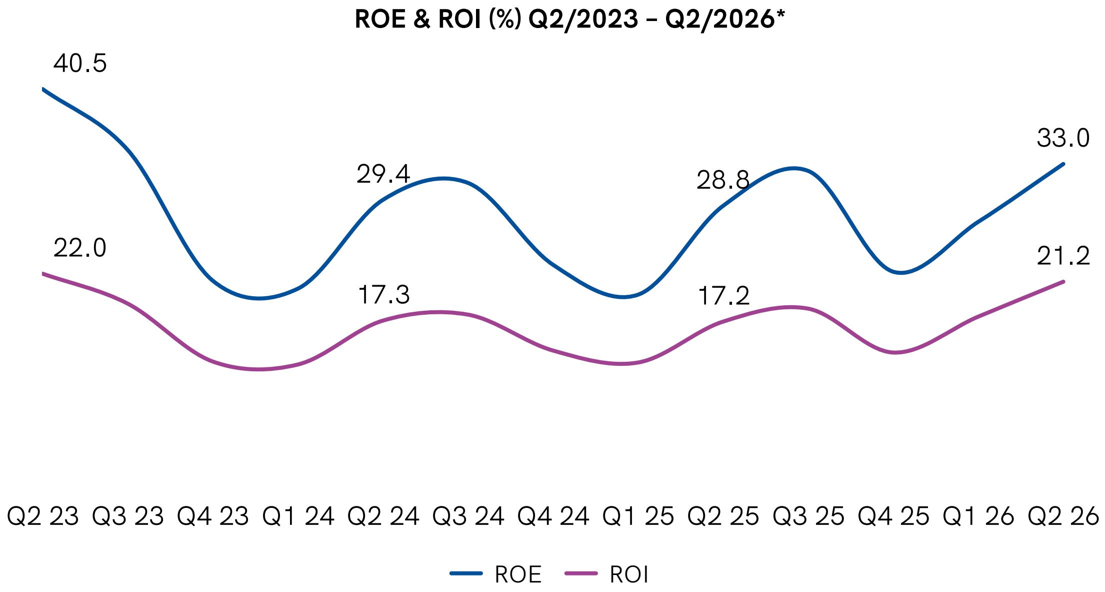


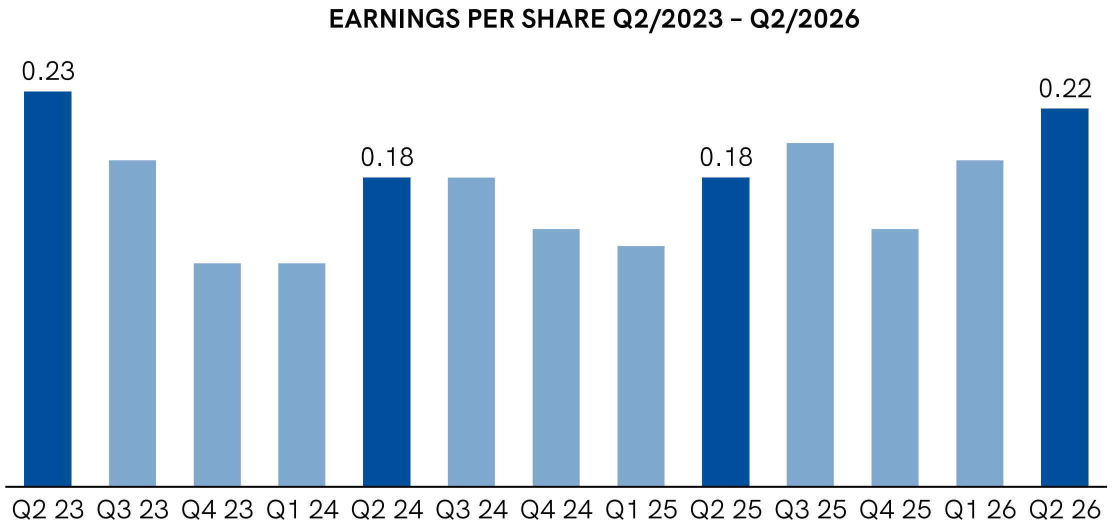
DEPRECIATIONS Q2/2023 – Q2/2026



- Investments in Q2 of 2026 totaled MEUR 0.9 (1.6), 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 MEUR 4 compared to 2025.

Earnings per share





- Earnings per share: 0.22 (0.18) EUR.
- Adjusted items: MEUR -0.2 (-1.2).
- In Q2, a negative fair value change of MEUR 0.3 (negative MEUR 0.2) was recognised on an interest rate derivate agreement.

Notes: *Includes adjusted items

Total Shareholder Return 2016-2025

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

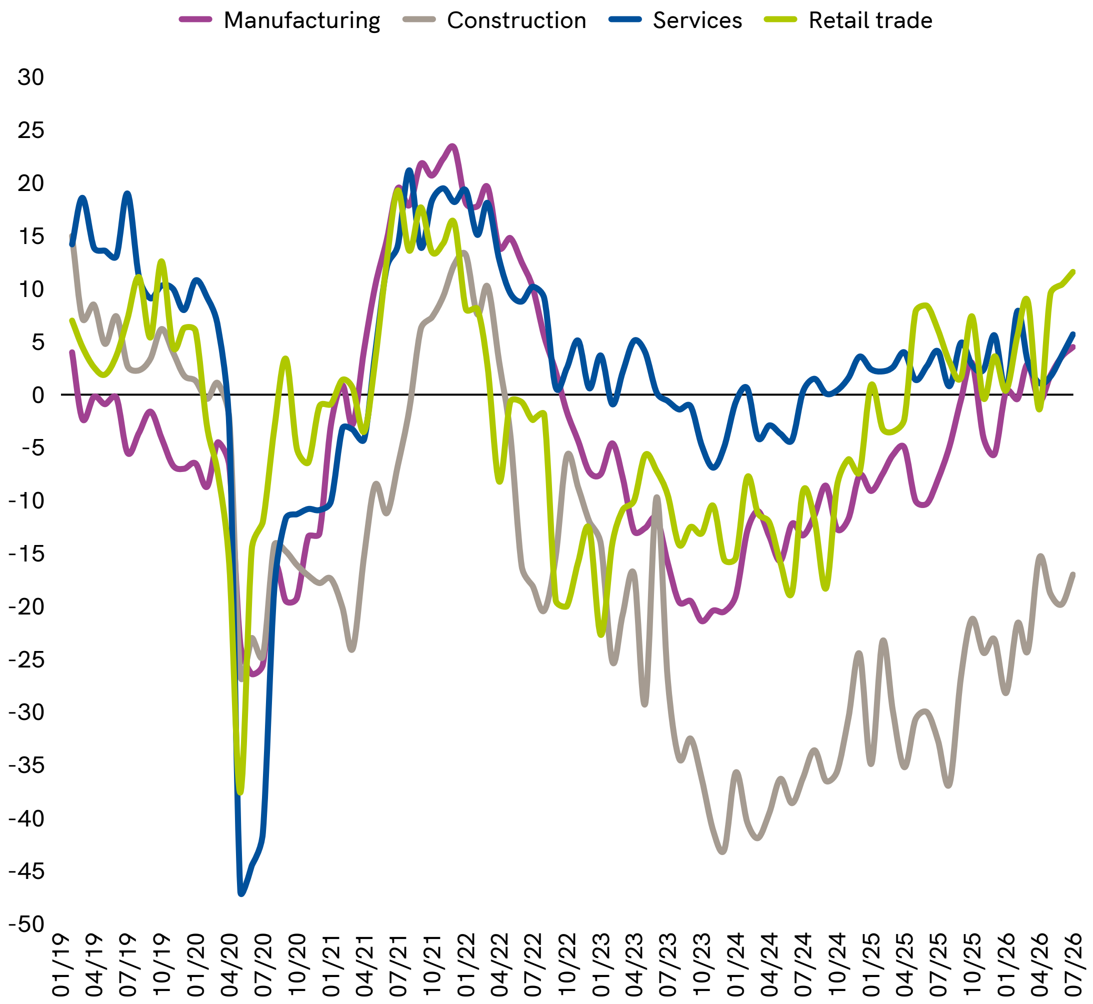
Complex regulatory environment and expanding digital legislation. Heightened importance of data privacy and consumer protection.

Geopolitical turbulence

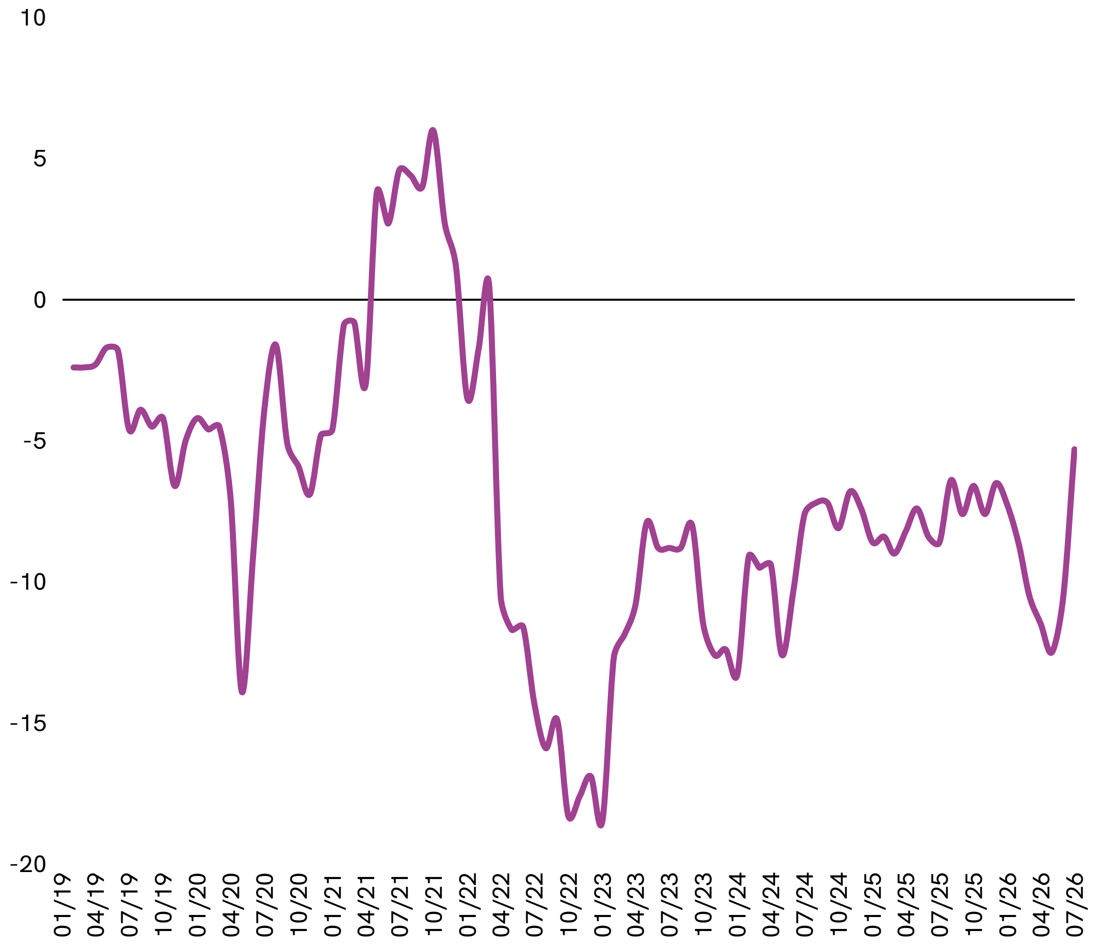
The uncertainty surrounding political and economic development elevated, making forecasting difficult.

Update on Finnish business confidence and consumer confidence

Business Confidence of Finnish Industries

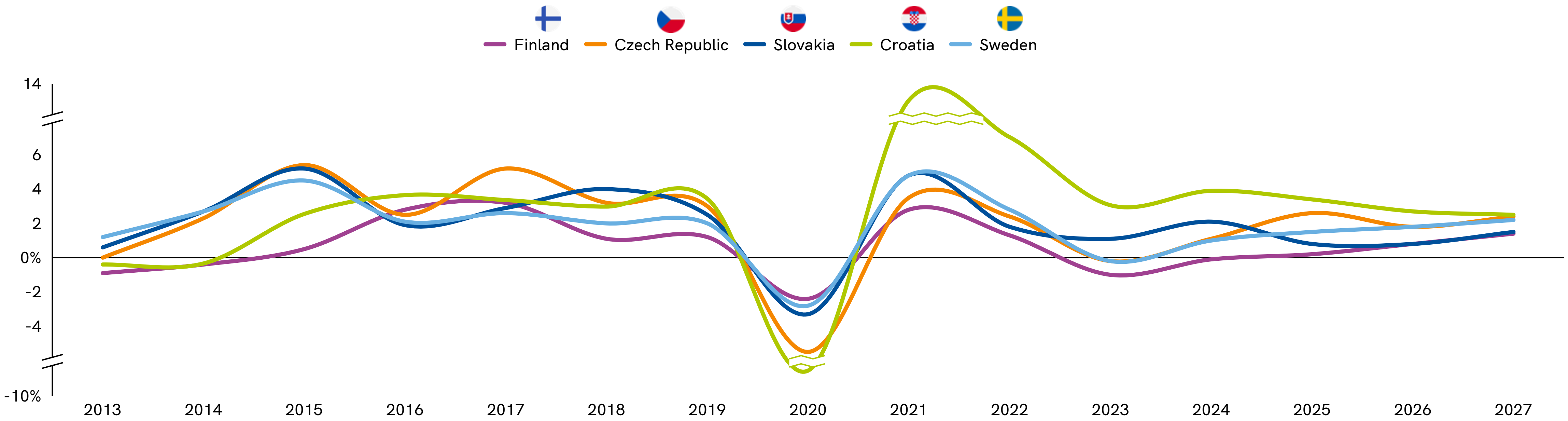


Consumer Confidence



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

GDP growth development in operating countries



Key operating countries

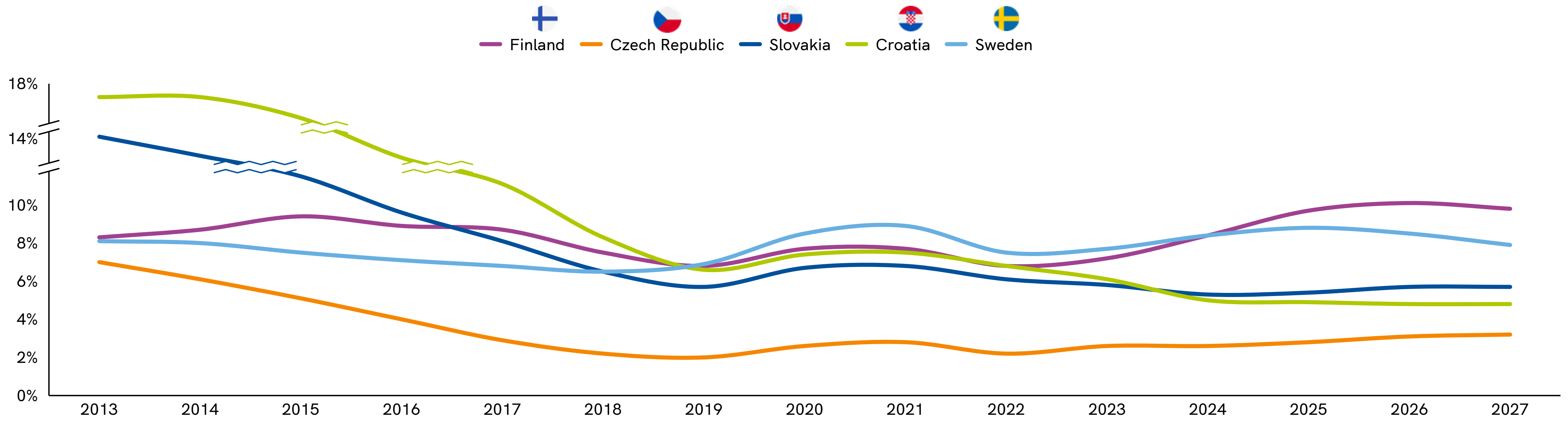
	2020	2021	2022	2023	2024	2025	2026E	2027E
Finland	-2.4%	2.8%	1.3%	-1.0%	-0.1%	0.2%	0.8%	1.4%
Czech Republic	-5.5%	3.5%	2.4%	-0.2%	1.1%	2.6%	1.8%	2.4%
Slovakia	-3.3%	4.8%	1.8%	1.1%	2.1%	0.8%	0.8%	1.5%
Croatia	-8.5%	13.0%	7.0%	3.1%	3.9%	3.4%	2.7%	2.5%
Sweden	-2.8%	4.8%	2.8%	-0.2%	1.0%	1.5%	1.8%	2.2%

Smaller operating countries

	2020	2021	2022	2023	2024	2025	2026E	2027E
Latvia	-2.5%	6.7%	3.4%	-0.3%	-0.4%	2.1%	1.4%	1.6%
Lithuania	0.0%	6.0%	4.8%	-0.3%	2.8%	2.9%	3.0%	2.1%
Bosnia & Herz	-3.0%	7.4%	3.8%	1.6%	2.6%	2.1%	2.3%	2.8%
North Macedonia	-4.7%	4.5%	2.2%	1.0%	2.9%	3.5%	2.9%	2.9%
Estonia	-1.0%	7.2%	-0.5%	-3.0%	-0.3%	0.6%	1.6%	1.7%

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%	9.7%	10.1%	9.8%
Czech Republic	2.6%	2.8%	2.2%	2.6%	2.6%	2.8%	3.1%	3.2%
Slovakia	6.7%	6.8%	6.1%	5.8%	5.3%	5.4%	5.7%	5.7%
Croatia	7.4%	7.5%	6.8%	6.1%	5.0%	4.9%	4.8%	4.8%
Sweden	8.5%	8.9%	7.5%	7.7%	8.4%	8.8%	8.5%	7.9%

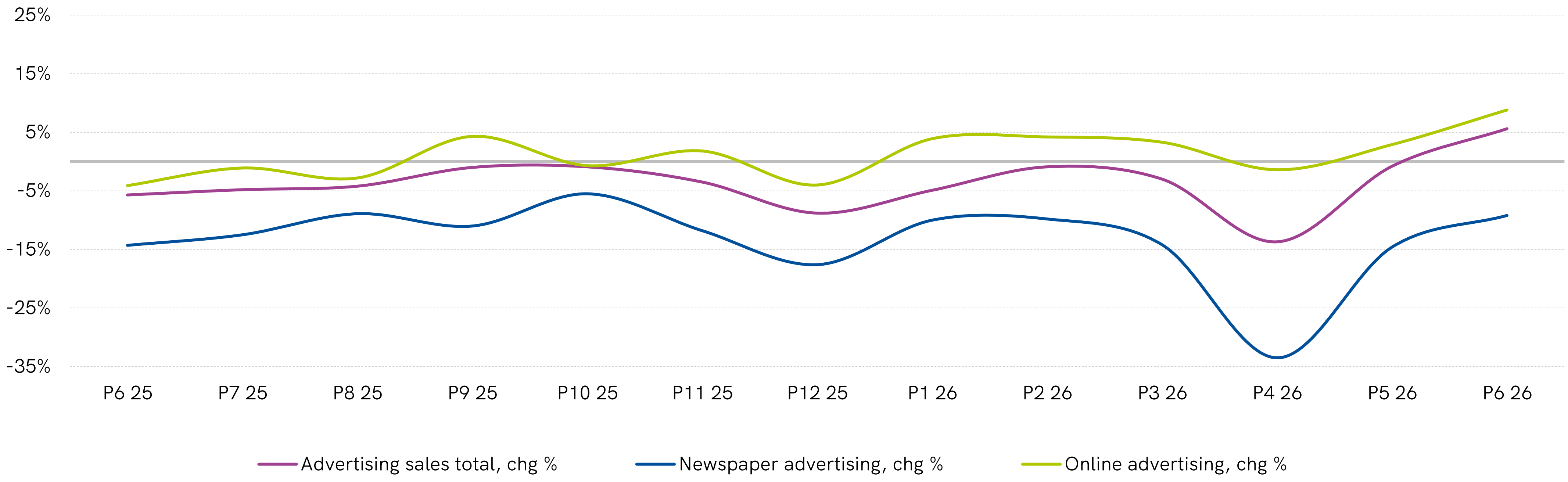
Smaller operating countries

	2020	2021	2022	2023	2024	2025	2026E	2027E
Latvia	8.1%	7.6%	6.9%	6.5%	6.9%	6.9%	6.8%	6.7%
Lithuania	8.5%	7.1%	6.0%	6.9%	7.1%	6.9%	6.7%	6.7%
Bosnia & Herz	15.9%	14.9%	12.7%	10.7%	10.7%	12.2%	12.6%	12.5%
North Macedonia	16.6%	15.8%	14.5%	13.2%	13.4%	11.5%	11.0%	10.5%
Estonia	6.9%	6.2%	5.6%	6.4%	7.6%	7.5%	7.1%	6.8%

Notes: European Commission & IMF

The Finnish advertising market update

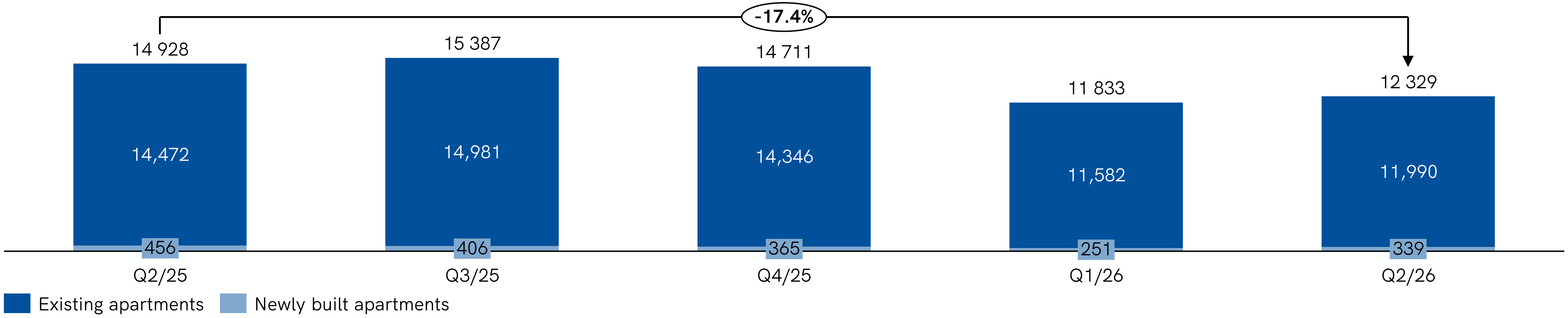
MONTHLY CHANGE IN MEDIA ADVERTISING 06/2025–06/2026



Source: Kantar TNS

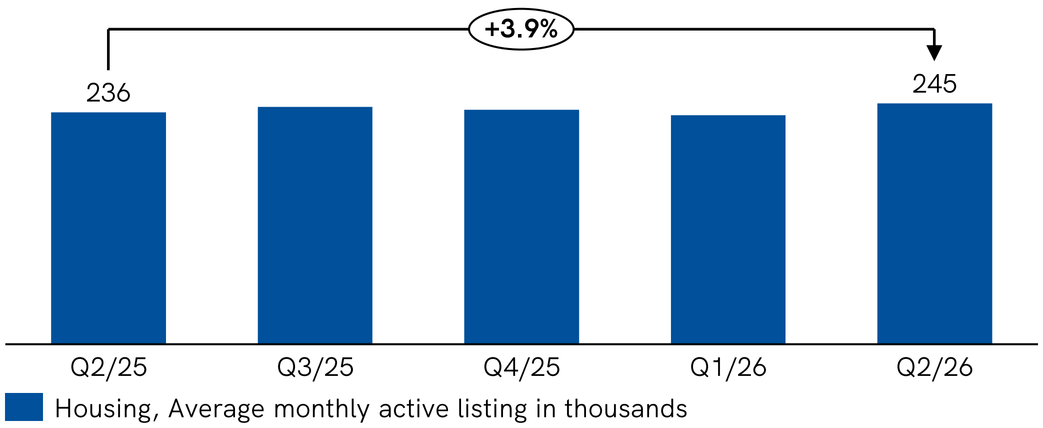
Housing market & marketplaces update

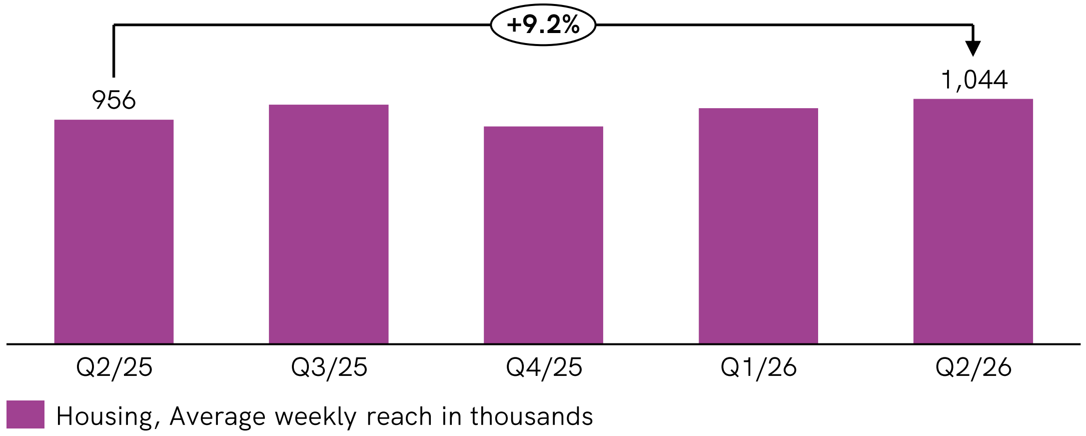
HOUSING MARKET UPDATE (SOLD APARTMENTS)



Source: Federation of Real Estate Agency

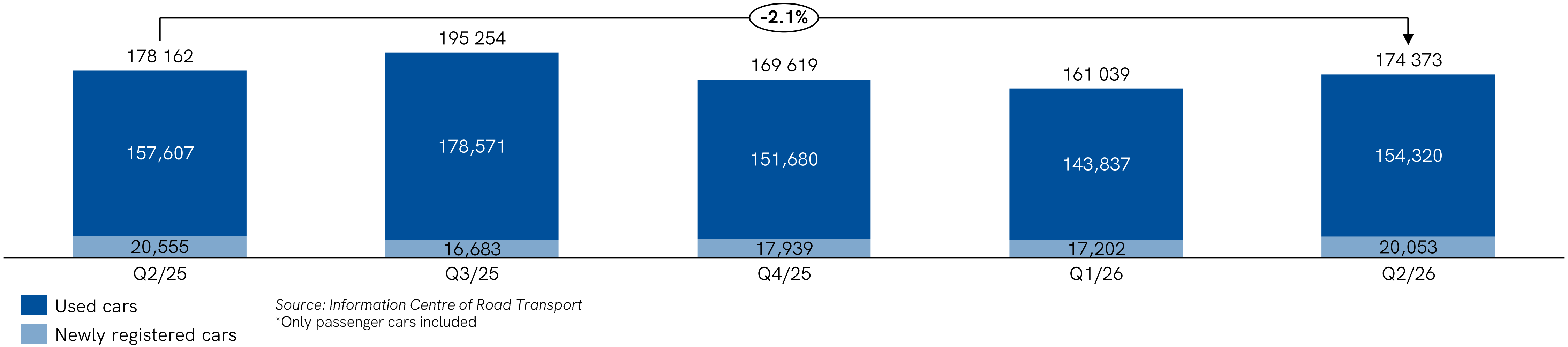
HOUSING MARKETPLACES: ACTIVE LISTINGS* & UNIQUE VISITORS**





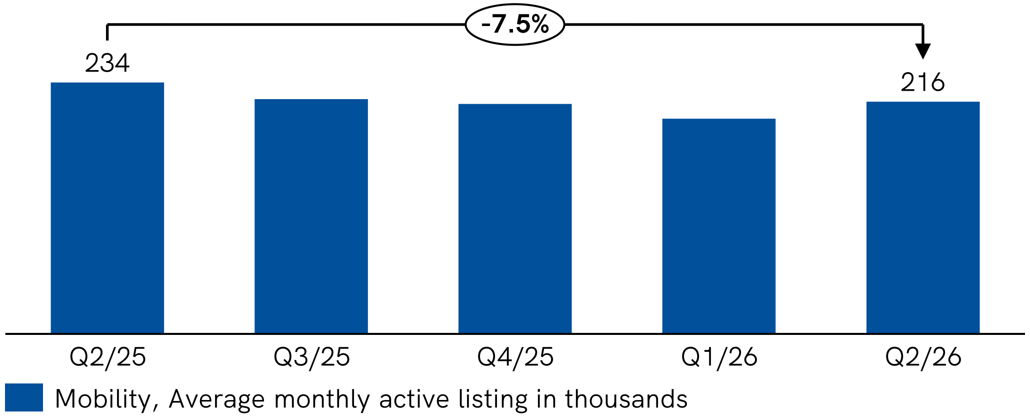
Notes: * The figures include the housing market services: Etuovi, Vuokraovi, Objektvision, Kauppalehti Toimitilat and Toimitilat.fi.** Visitor figures are based on the Finnish Internet Audience Measurement (FIAM). FIAM is the industry standard for digital media measurement in Finland. The measurement 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.

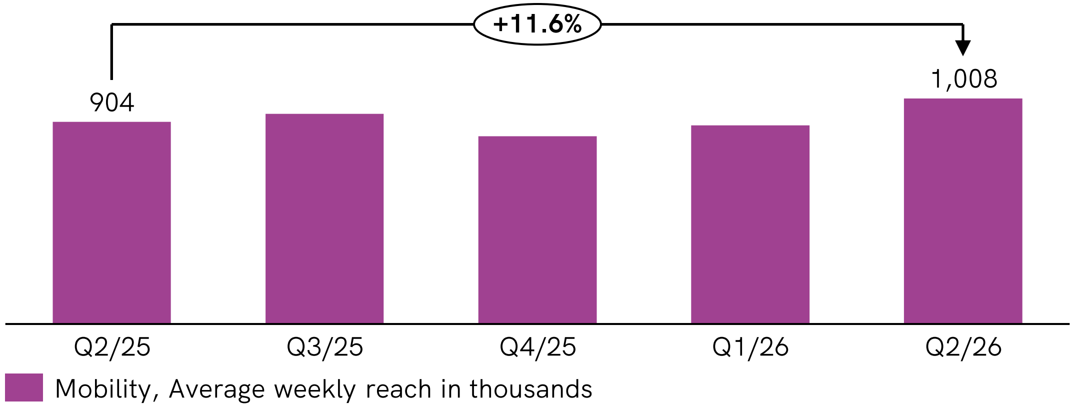
Mobility market & marketplaces update



Source: Information Centre of Road Transport
*Only passenger cars included

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.

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
- No sign of solution to the crisis or the start of major reconstruction of infrastructure yet in sight

Our response

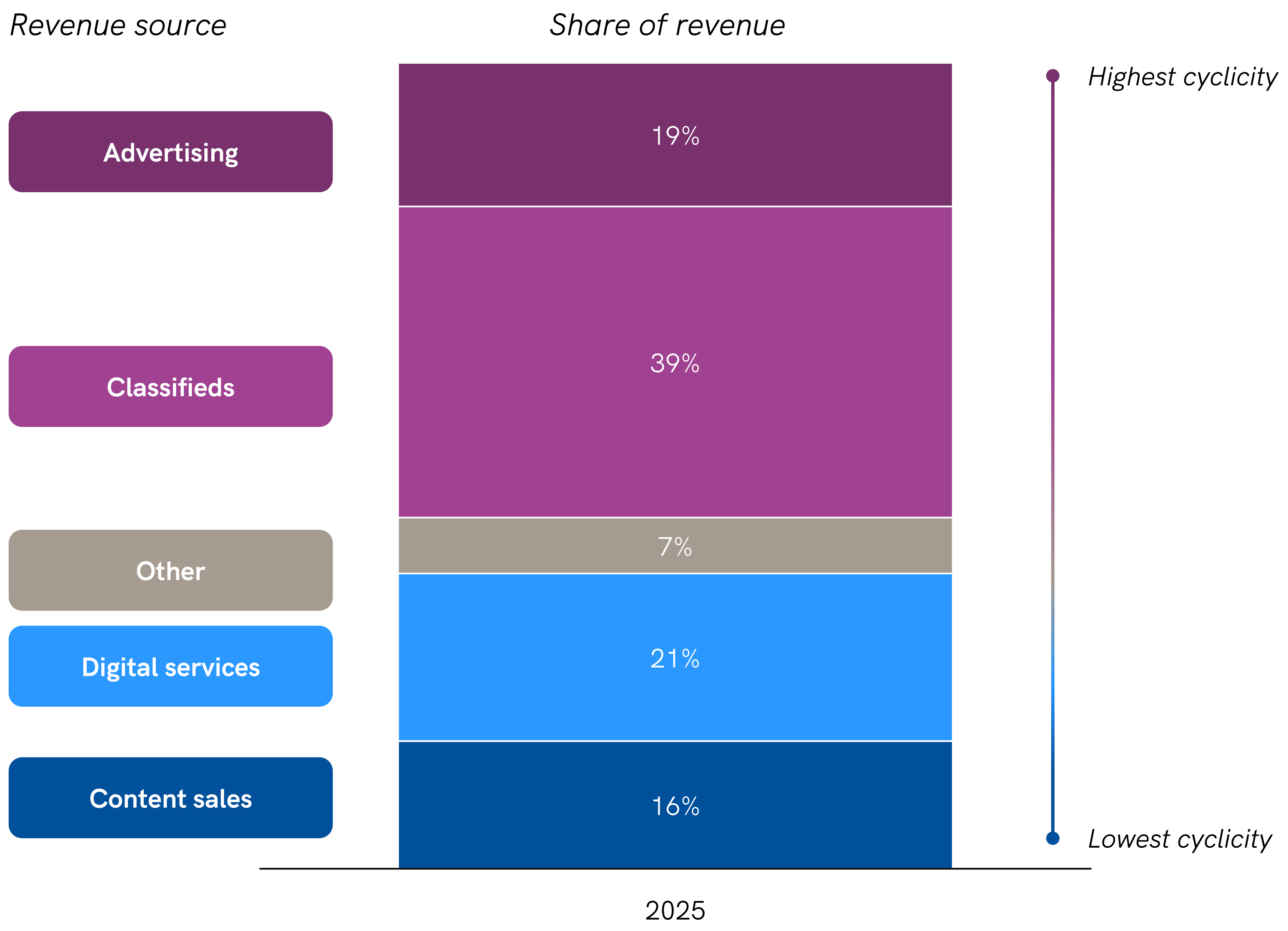
- Expressing solidarity to the people of Ukraine
- Finetuning our products to support Ukrainian immigrants in finding jobs in Alma's operating markets
- Actively searching channels to support and collaborate with Ukrainians in the long term

Sustainability targets and results 2025

	Topic	KPI	Results in 2025	Target for 2025
Environment	Carbon footprint Own operations (Scope 1 & 2)	CO_2 emissions of electricity, heating and cooling, emissions from company cars	236.6 tCO_2-eq	Less than 272.8 tCO_2-eq
	Carbon footprint Subcontracting chain (Scope 3)	CO_2 emissions caused by the subcontracting chain	Addition of 304 tCO_2-eq	Deduction of 42 tCO_2-eq
Social responsibility	Own workforce	Employee experience	Peakon Engage-ment index 7.7	Index above average for the technology sector
	Data security and data protection	The company's services are secure, and data and customer information are processed in a diligent manner	0	Zero serious personal data breaches in the services for which the authorities would impose a fine
	Responsible media: journalism and marketing	Condemnatory decisions issued by the Council for Mass Media Adherence to the International Chamber of Commerce's guidelines on good marketing practices	1 0	<5 condemnatory decisions issued by the Council for Mass Media regarding Alma Media's media Zero violations of the ethical code
Good governance	Ethics in business	Code of Conduct compliance	100%	100%
	Subcontracting chain	Completion of training on the Supplier Code of Conduct (SCoC)	91.3%	90%

STRATEGY AND OUTLOOK

Versatile revenue sources, business cyclicity varies



Figures might not add to a 100% due to rounding

Alma Media's transformational journey

Exploiting paradigm changes in technology and consumer behaviour

Media

- 2000

- Print the main media channel
- Timely start for print to digital transformation

Media and Services

2000 - 2020

- Acceleration of digitalisation throughout the company
- Diversification to international markets
- Active business portfolio development towards digital business

Integrating Platforms

2020 >

- Expanding our role in value chains
- Streamlining customer processes by integrating services to platforms
- Enabling integrations also to customers' and partners' own platforms
- Personalised services for different customer needs
- Applying the newest technologies and AI for business
- Driving growth through M&A

Print → **Digital** → **AI**

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

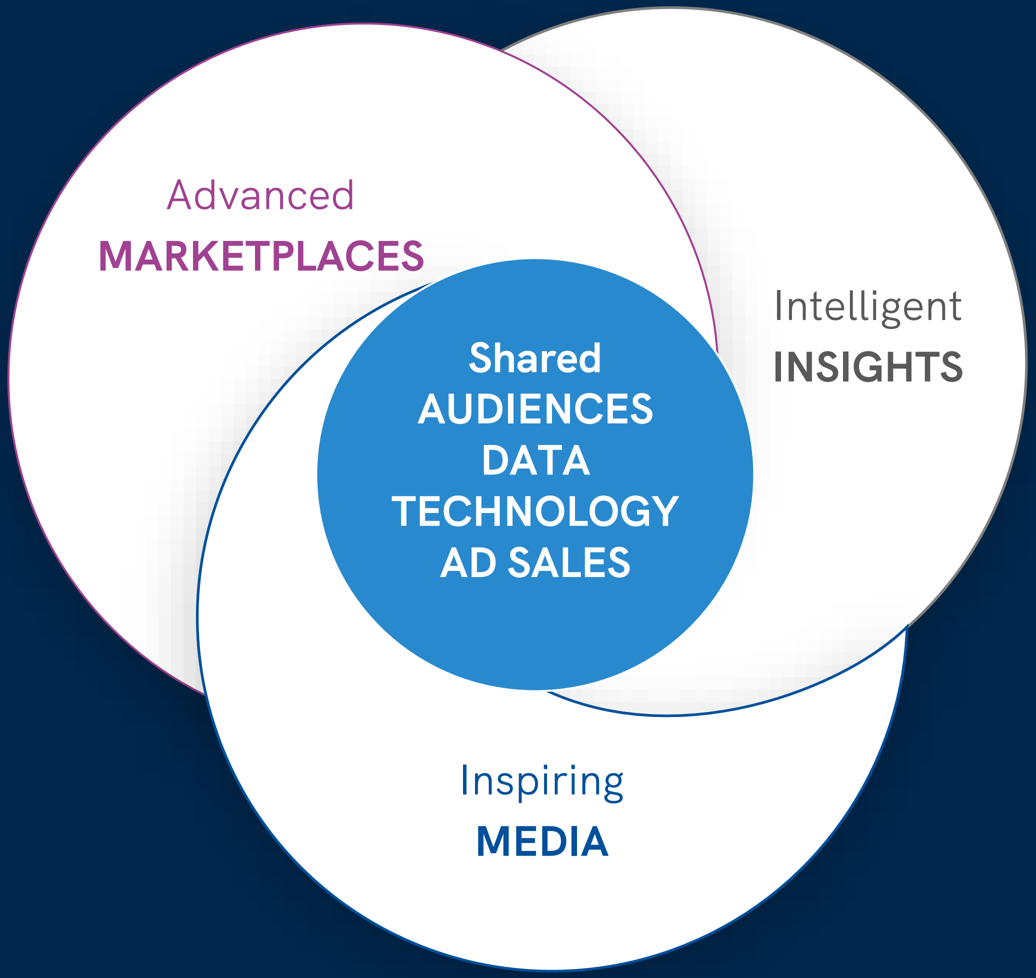
2 GROW

- 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**

Strategy

1 TRANSFORM	2 GROW	3 SCALE

Strategy on Q2 2026 - Highlights

1 TRANSFORM

- AI scaled across workflows, products and customer solutions.
- Cloud, CRM and Career platform transformation on track.
- AI expanded across News Media content, sales and product development.

2 GROW

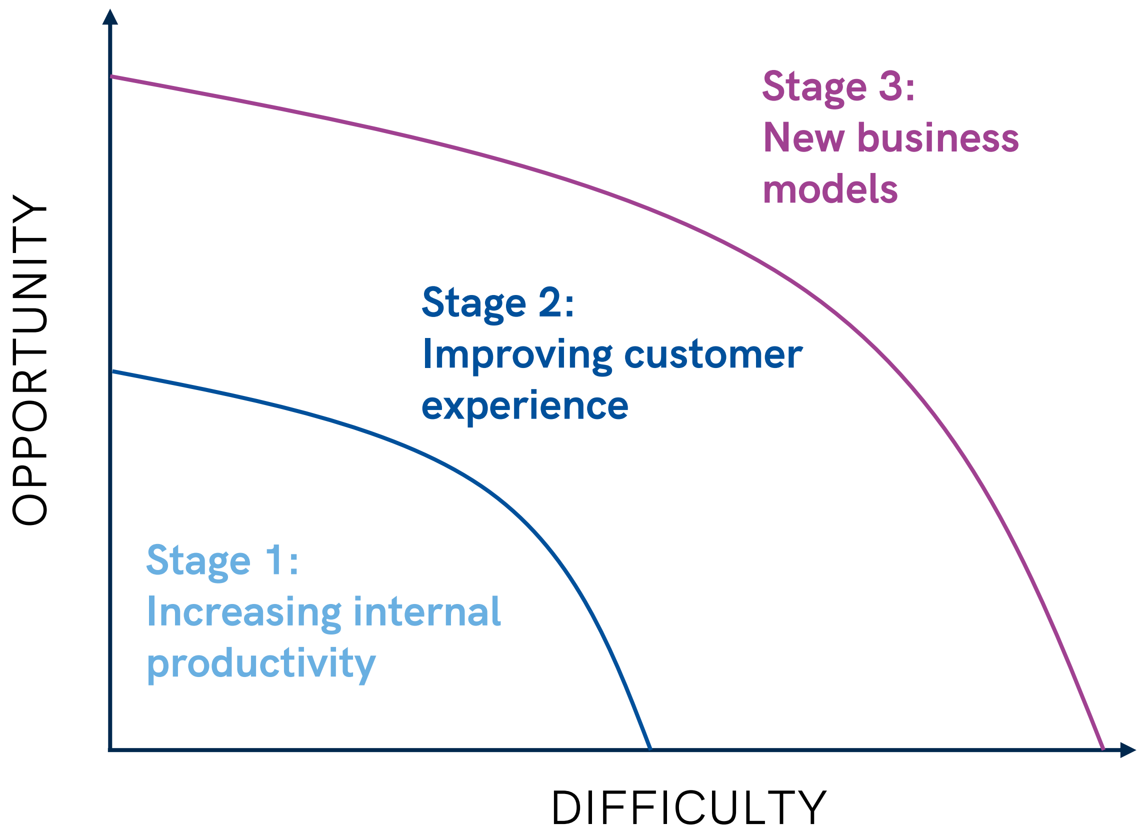
- Alma Account exceeded 3 million registered users.
- AI-driven innovation strengthened customer value and recurring revenue.
- Edilex integration delivered growth and synergies.

3 SCALE

- Shared platforms and cloud capabilities improved scalability and efficiency.
- Group-wide AI and data capabilities accelerated innovation and profitable growth.

AI and data as strategic competitive advantages

- **Unique data, trusted brands and domain expertise become more valuable with AI.**
  Alma's market, audience and transaction data create advantages that generic AI models cannot easily replicate.
- **Embedded platforms deepen customer engagement and increase transaction value**
  Alma's services support the full customer journey from discovery to transactions, driving relevance, engagement and customer loyalty.
- **AI accelerates customer value and profitable growth**
  AI improves matching, personalisation, product development and internal efficiency, supporting both revenue growth and long-term margin expansion.



From classified advertising to transactions

Entering larger potential market and enabling new revenue sources

BUYERS

SEARCH & PROVIDE → EVALUATE & MARKET → NEGOTIATE & CLOSE → OWNERSHIP & CRM

SELLERS, B2B PARTNERS

ADVERTISING → TRANSACTIONS

1. We are strengthening and broadening our offering to provide end-to-end solutions for the digital transaction lifecycle.

2. We support our partners in streamlining customer engagement and sales through digital solutions.

3. Leveraging data-powered AI insights, we continuously innovate with new features and products, while strengthening our portfolio via targeted M&A activity.

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 according to which economic conditions in the Company’s main market areas are expected to remain broadly unchanged, although some positive signals have been seen in the market. Uncertainty in the markets is expected to continue. Fluctuations in the global economy may affect market development.

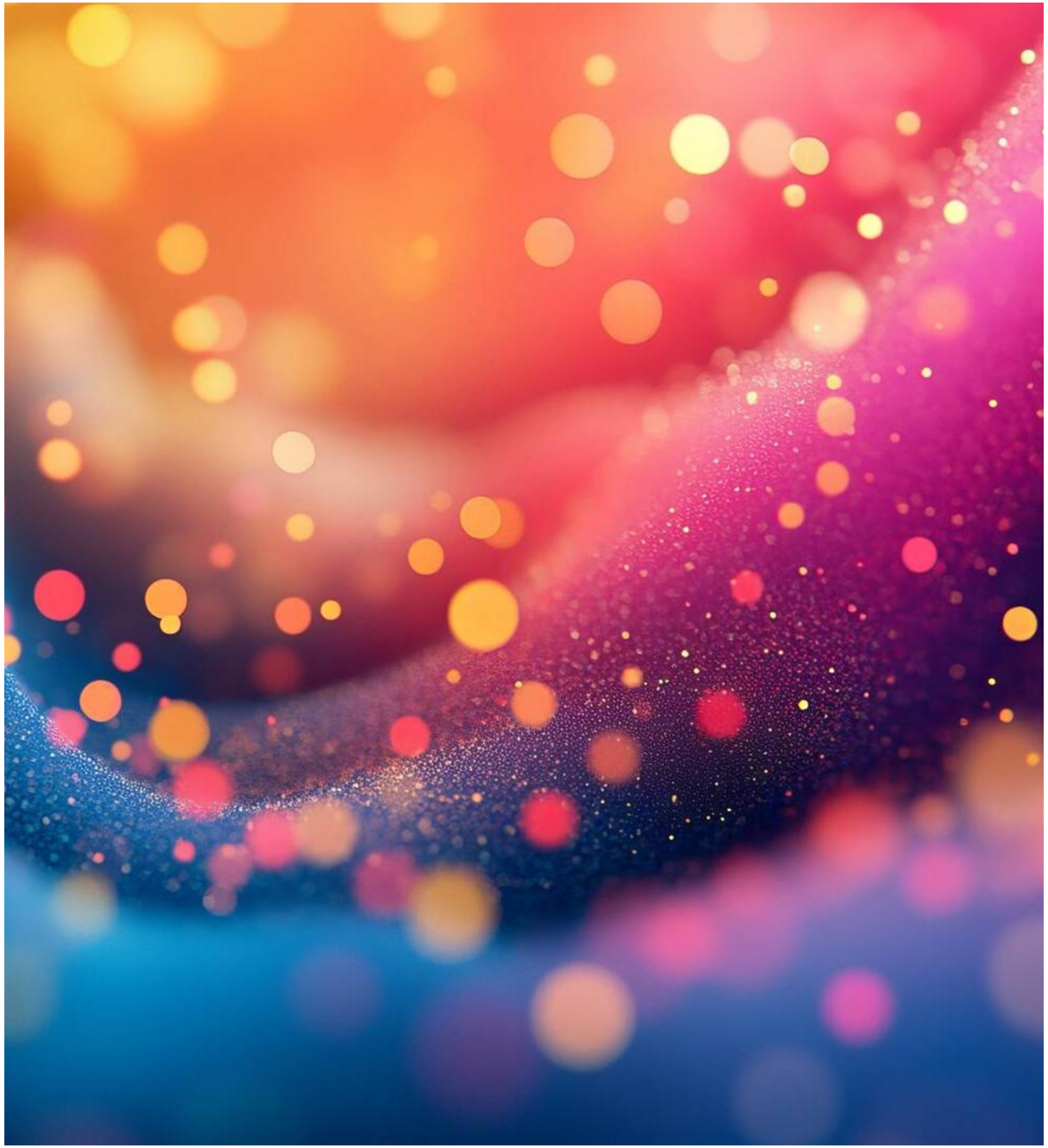
The operating environment in Finland remained mixed, although economic indicators continued to show signs of a gradual recovery. Consumer confidence remained subdued but is expected to strengthen gradually, supporting a broader recovery in demand.

The Group’s business diversification across multiple geographical markets and different business areas, together with systematic cost management, stabilises the Company’s operations 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



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

alma