

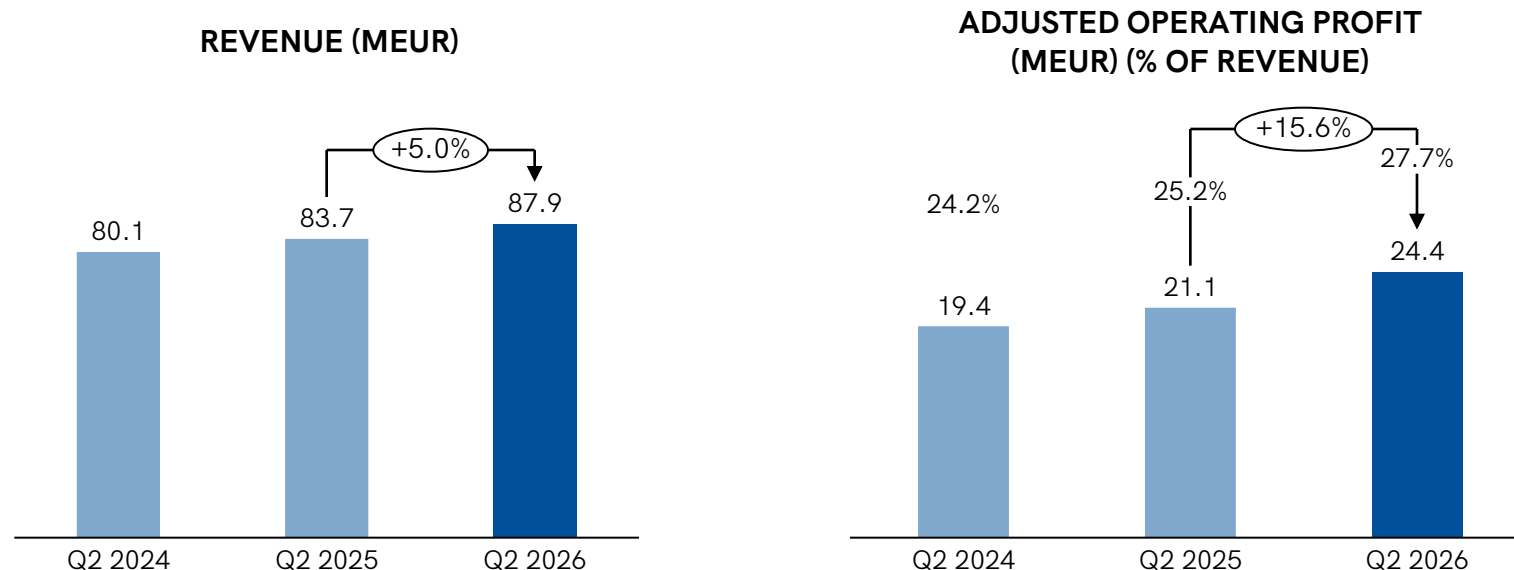


ALMA MEDIA'S Q2 2026:

Strong profitability with all segments improving results

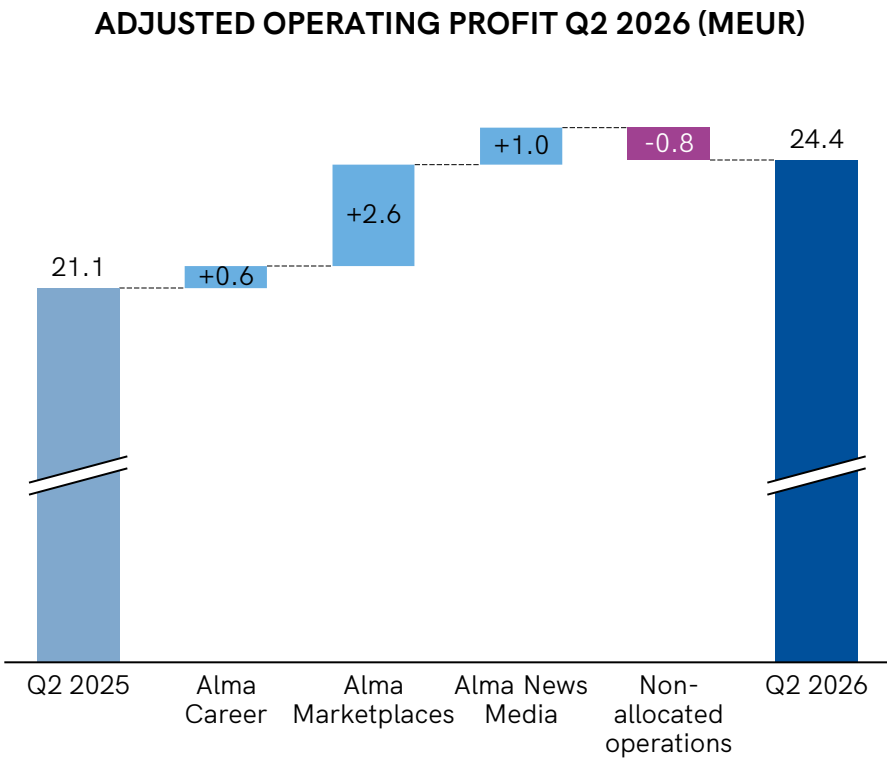
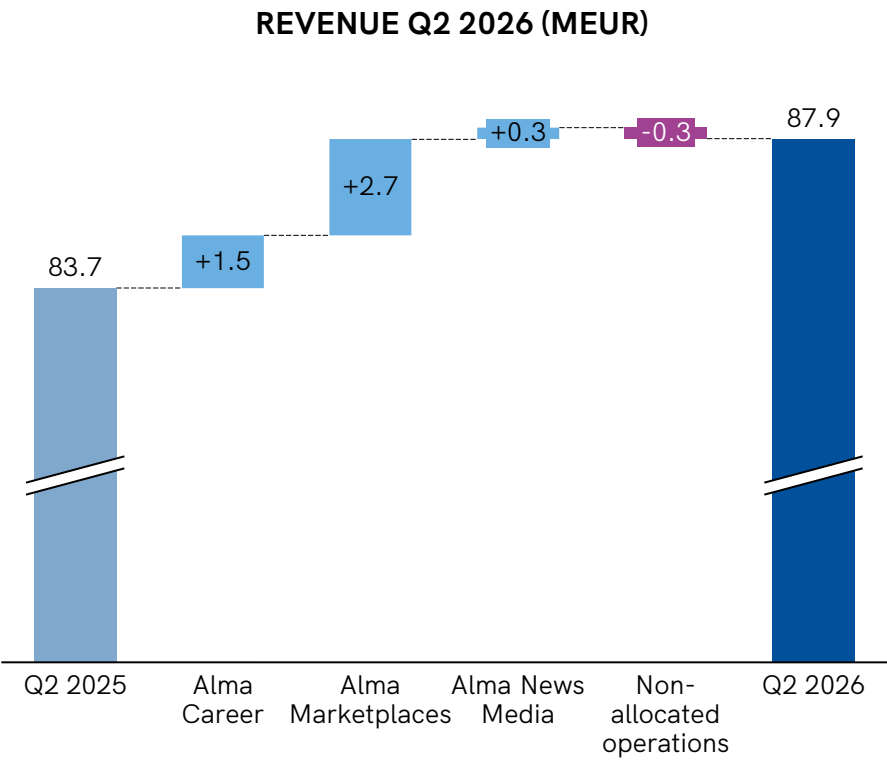
Q2 2026 Highlights

Strong profitability with all segments improving results

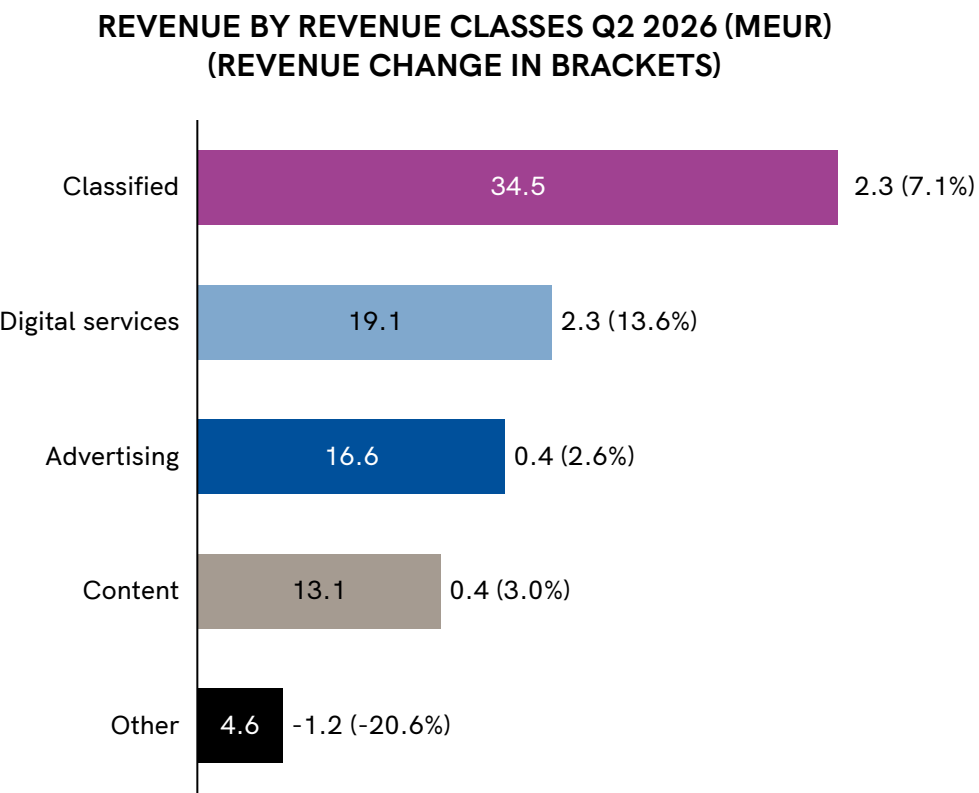
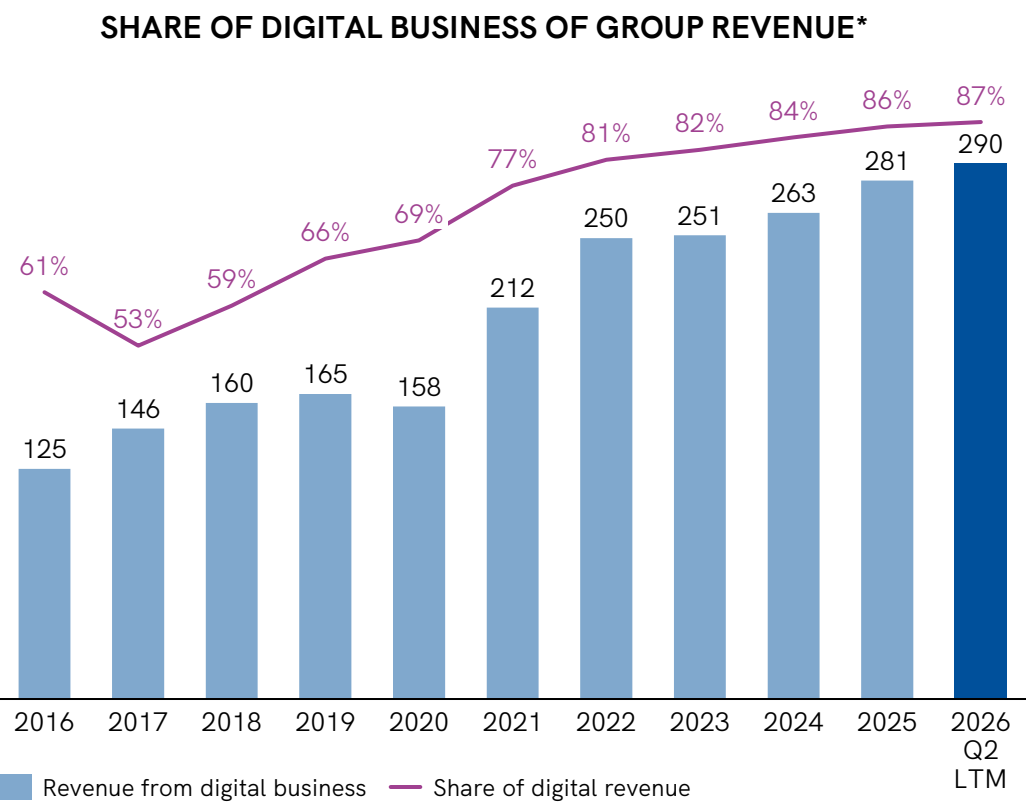


- Alma Media delivered continued growth and improved profitability in Q2
- Revenue grew 5.0% to over MEUR 87.9, at the level of the growth rate set in the Group's long-term financial targets. Organic growth, excluding acquired and divested businesses and at local currencies, grew 4.1%.
- Adjusted operating 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%.

Adjusted operating profit grew in all segments



Digital services and proactive portfolio management contributed to the growth



Notes: * Continuing operations

DEVELOPMENT BY BUSINESS SEGMENTS



Business segments

Q2 2026

ALMA CAREER

Vesa-Pekka Kirsi

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

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

ALMA MARKETPLACES

Santtu Elsinen

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

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

ALMA NEWS MEDIA

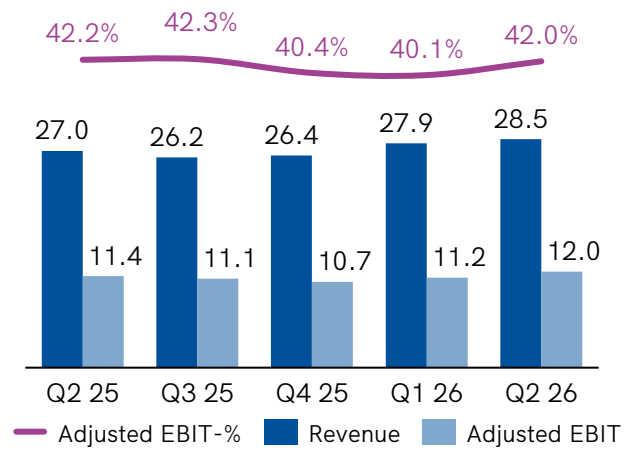
Juha-Petri Loimovuori

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

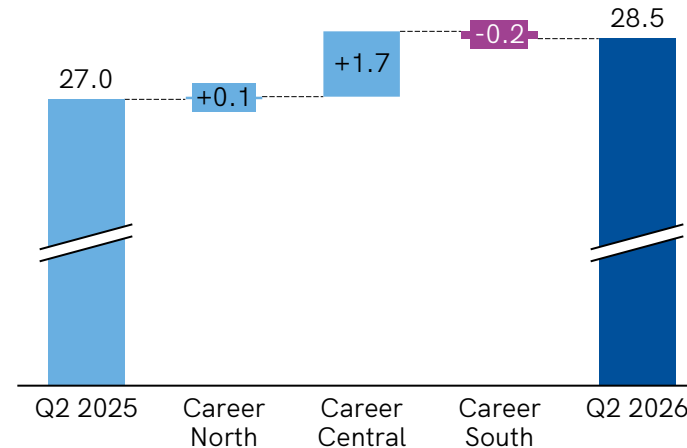
Revenue MEUR 27.8	EBIT MEUR 5.6
EBIT margin 20.0%	Digital 65.3%

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

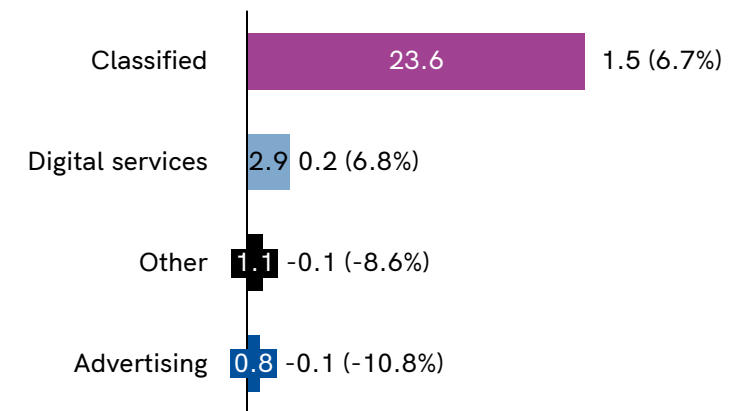
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



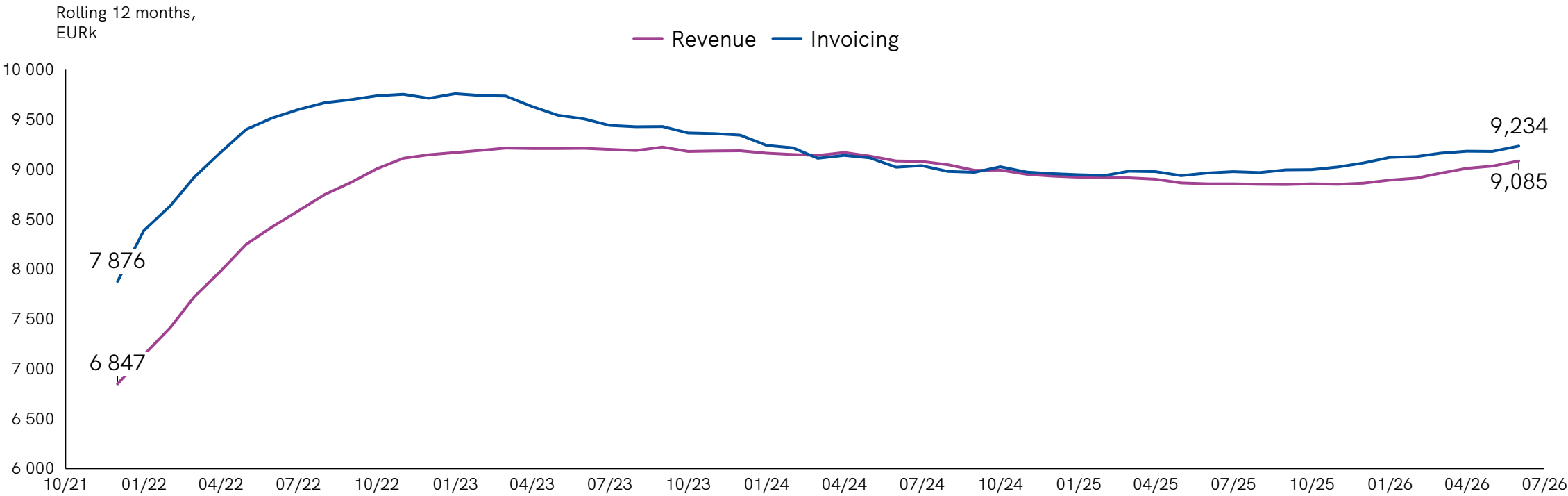
SEGMENT REVENUE BY REVENUE CLASSES
(REVENUE CHANGE IN BRACKETS)



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.

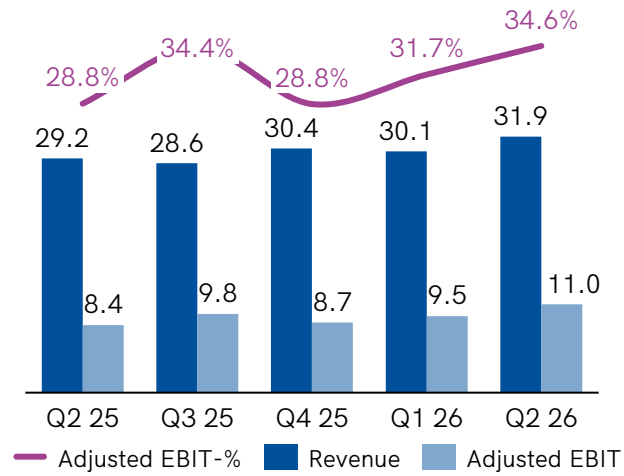
Invoicing & revenue recognition in Alma Career, rolling 12 months



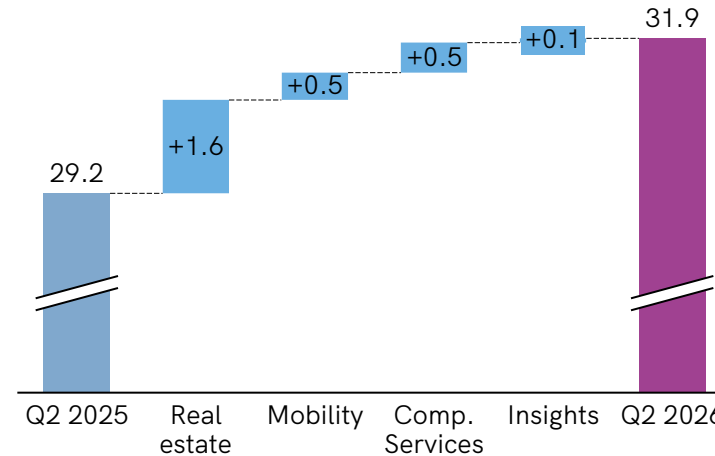
KPIs (monthly averages in thousands)	4-6/ 2026	4-6/ 2025	1-12/ 2025
Unique visitors	5,633	5,798	5,860
Users with job alerts	2,217	2,090	2,110
Number of paid job ads	97	101	93

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

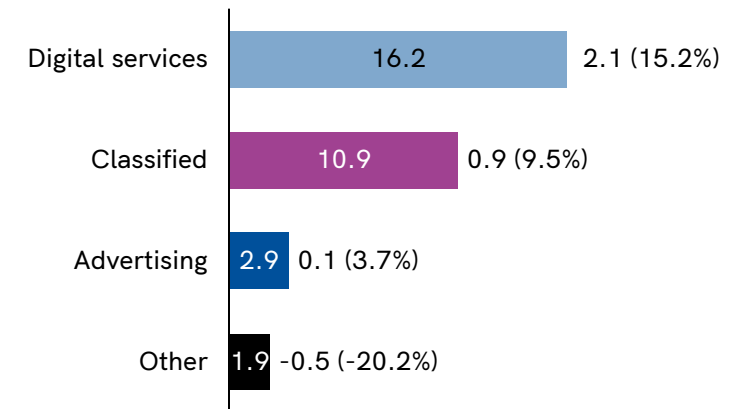
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



SEGMENT REVENUE BY REVENUE CLASSES
(REVENUE CHANGE IN BRACKETS)

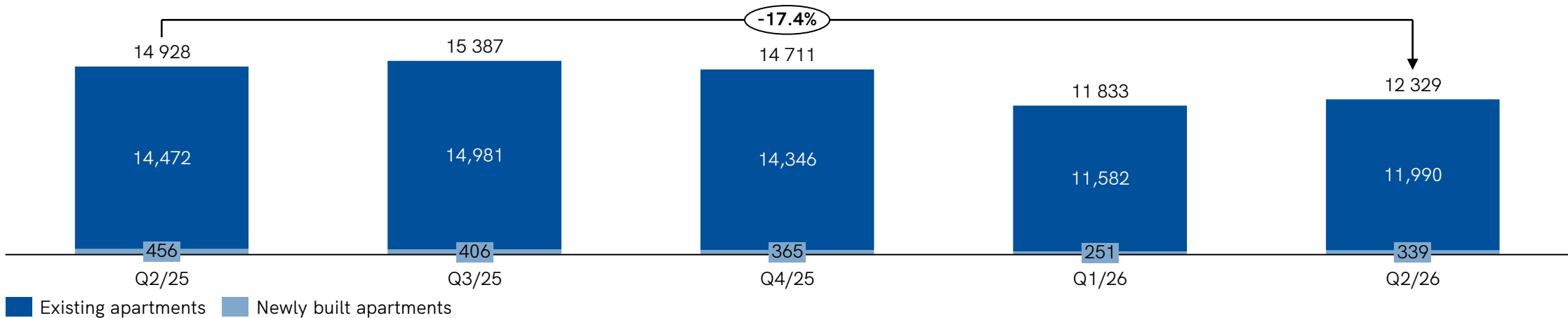


Business development in Q2:

- 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.

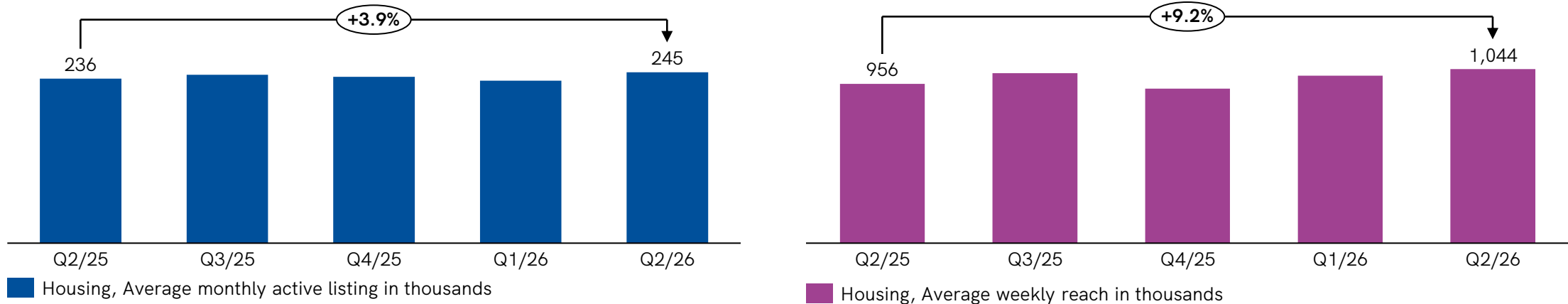
Housing market & marketplaces update

HOUSING MARKET UPDATE (SOLD APARTMENTS)



Source: Federation of Real Estate Agency

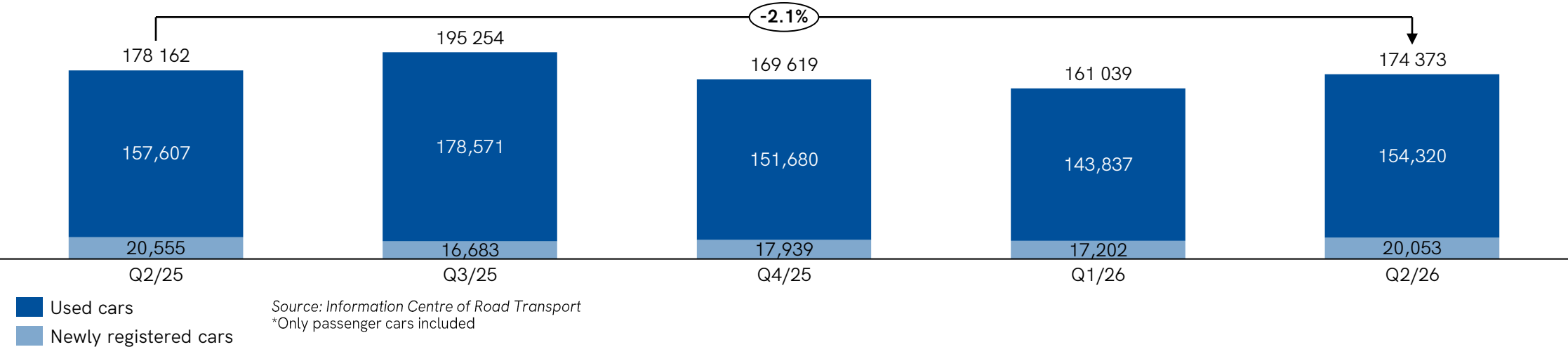
HOUSING MARKETPLACES: ACTIVE LISTINGS* & UNIQUE VISITORS**



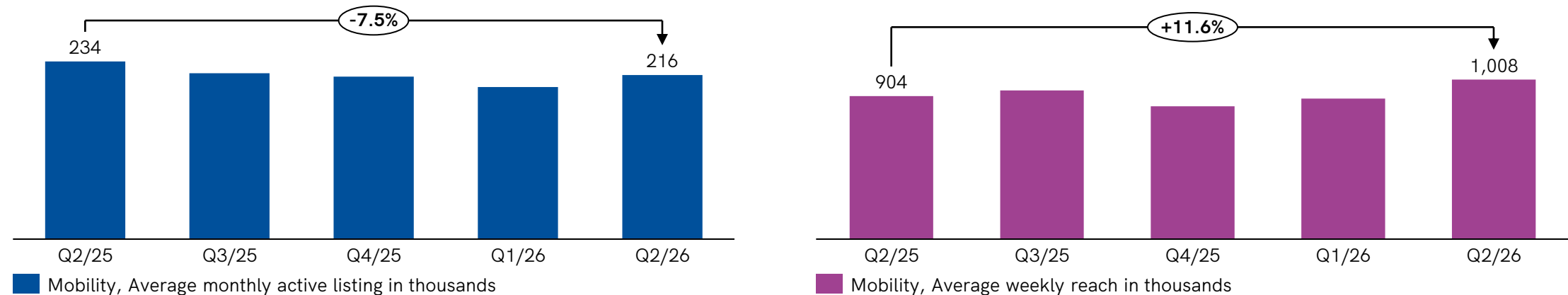
Notes: * The figures include the housing market services: Etuovi, Vuokraovi, Objektvision, Kauppalehti Toimitilat and Toimitilat.fi. ** Visitor figures are based on the Finnish Internet Audience Measurement (FIAM). FIAM is the industry standard for digital media measurement in Finland. The measurement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



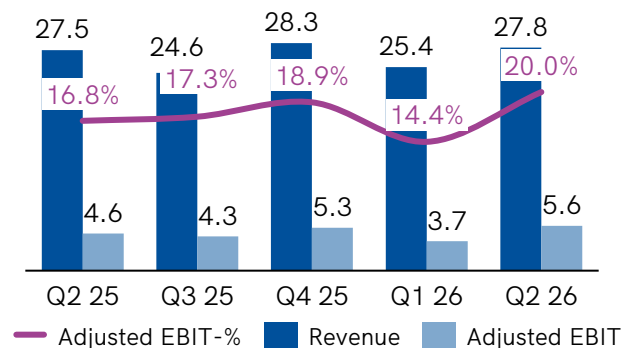
MOBILITY MARKET ACTIVE LISTINGS** & UNIQUE VISITORS***



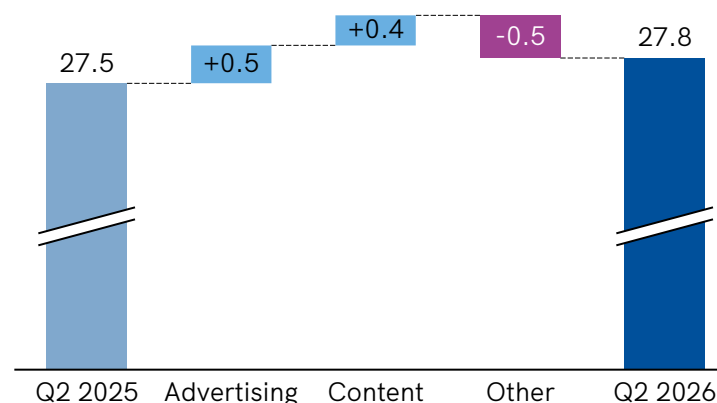
Notes: ** The figures include the mobility market services: Nettiauto, Nettikaravaani, Nettikone, Nettimoto, Nettivaraosa, Nettivene and Autotalli.*** Visitor figures are based on the Finnish Internet Audience Measurement (FIAM). FIAM is the industry standard for digital media measurement in Finland. 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: Revenue up 1.2%, adjusted operating profit up 20.6%, with a record 20.0% margin

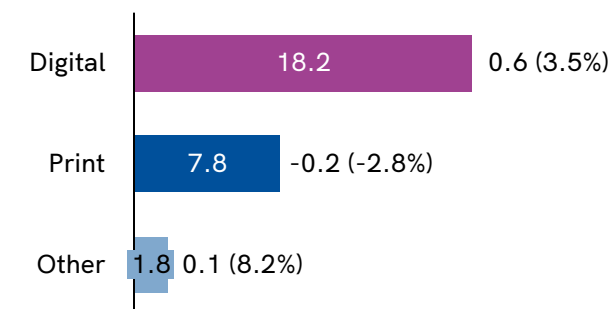
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



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

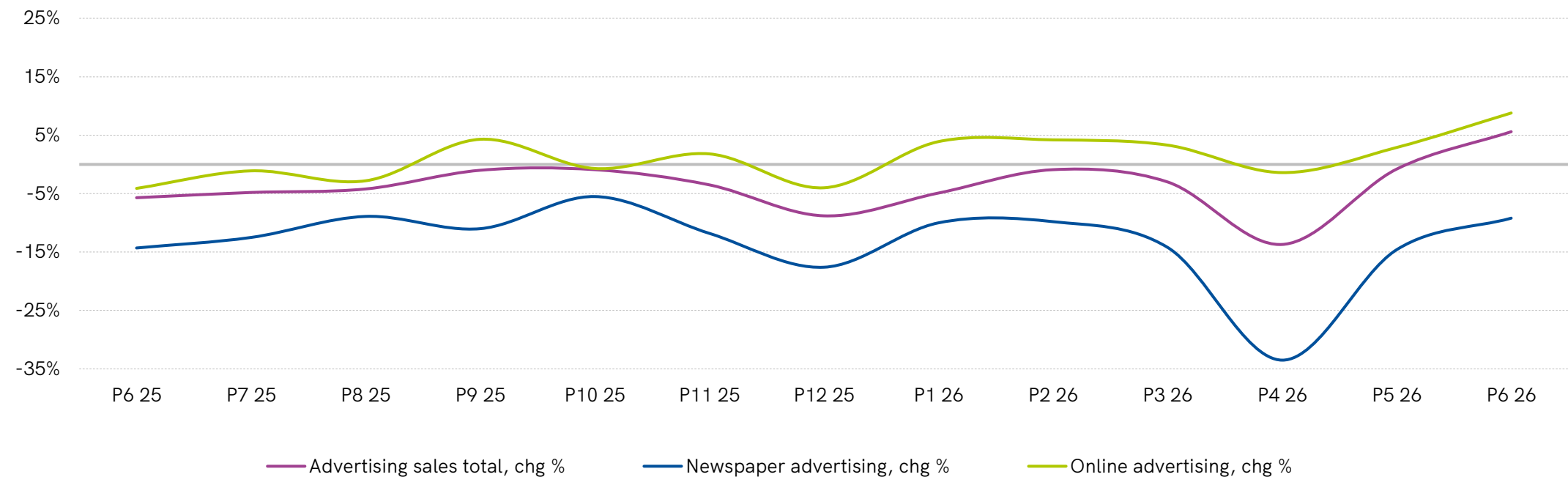


Business development in Q2:

- 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.

The Finnish advertising market update

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

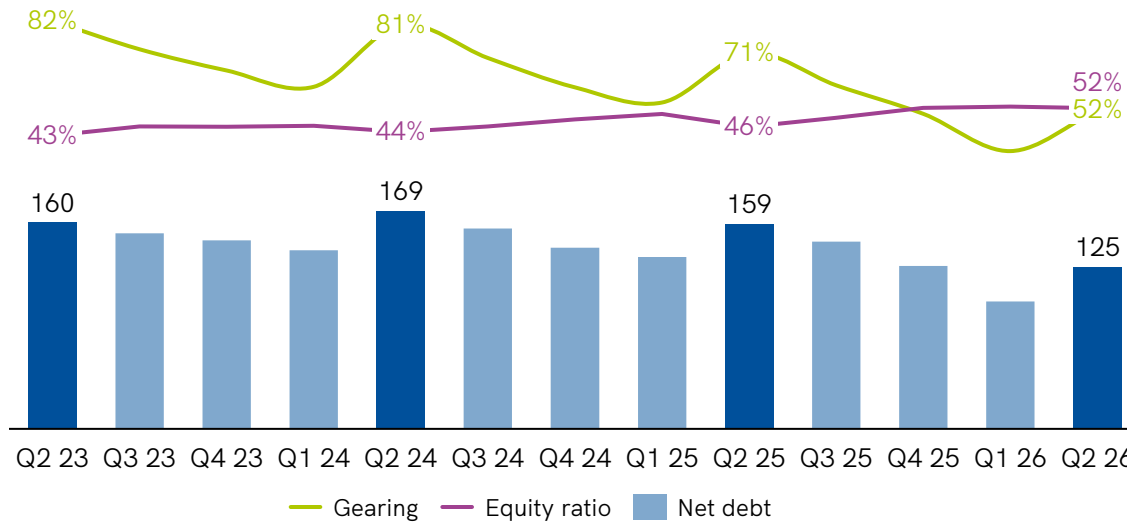


SOLID FINANCIAL POSITION



Balanced financial position

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

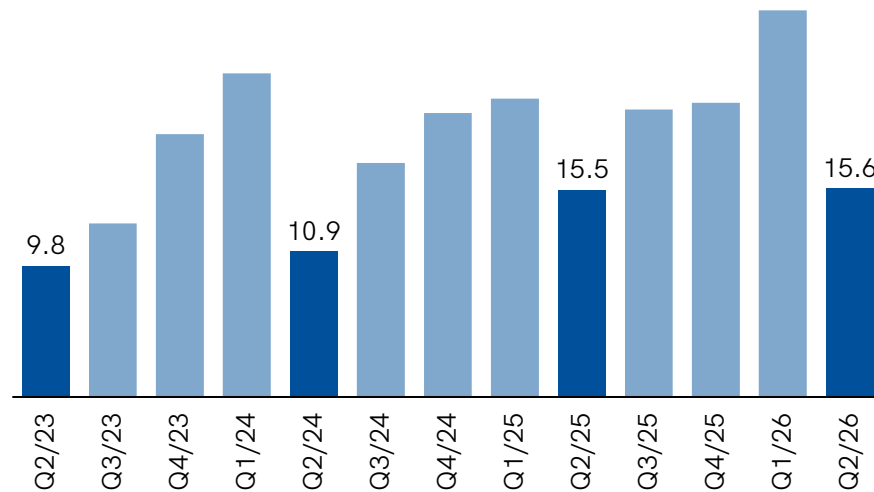


INTEREST-BEARING NET DEBT, MEUR	4-6/2026	4-6/2025
Interest-bearing long-term liabilities	132.8	162.9
IFRS16 lease liabilities	22.8	27.9
Loans from financial institutions	110.0	135.0
Short-term interest-bearing liabilities	18.0	31.2
IFRS16 lease liabilities	8.0	7.2
Commercial papers	10.0	24.0
Cash and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

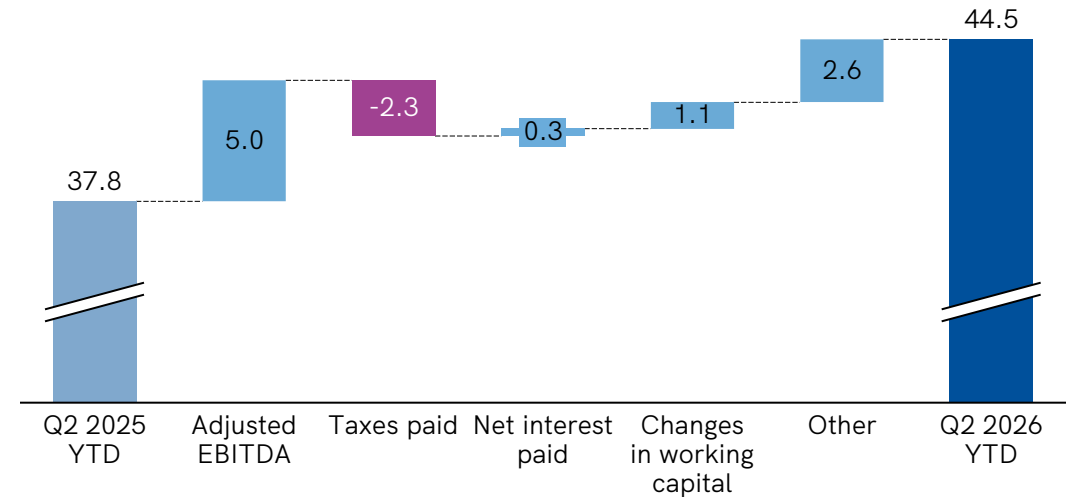
- Alma Media has a commercial paper program of MEUR 100 in Finland. At the end of June 2026, MEUR 10 of commercial papers were issued.
- In Q2, loan repayments were related to the repayments of a term loan of MEUR 15 and finance lease liabilities of MEUR 2.
- In May 2026, Alma Media renewed its Term 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

OPERATING CASH FLOW Q2/2023 - Q2/2026 (MEUR)



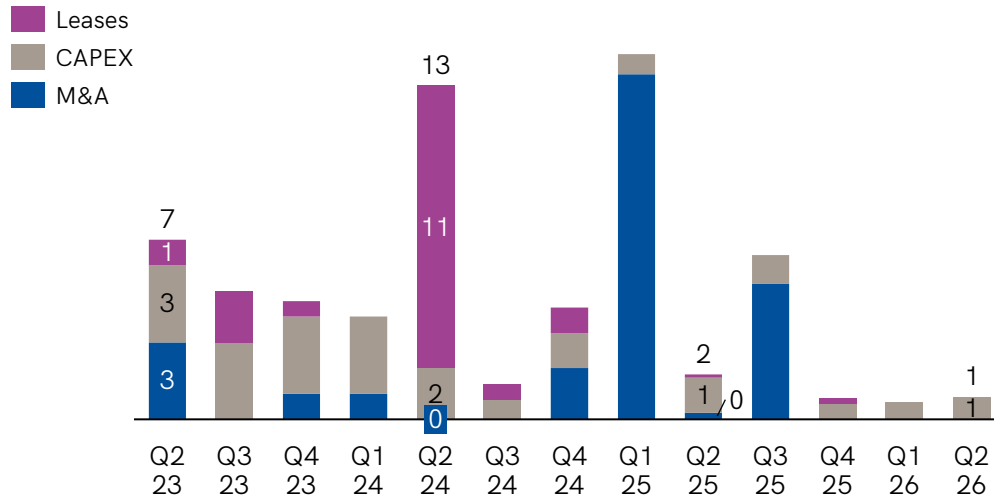
OPERATING CASH FLOW BRIDGE Q2/2025 YTD - Q2/2026 YTD



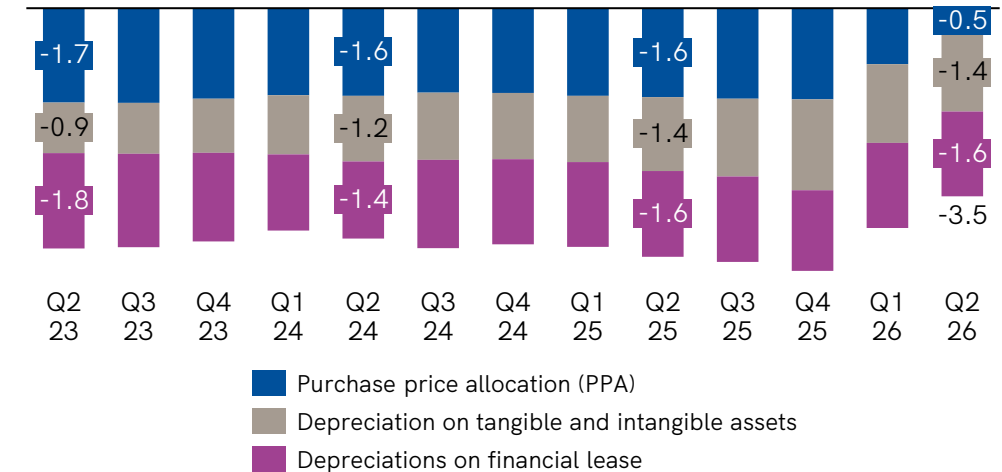
- Cash flow from operating activities was MEUR 15.6 (15.5) in Q2.
- Operating result was strong. Cash flow was strong in Q1 but moderate in Q2, due to normal seasonal timing in working capital. Combined, cash flow for the two quarters remains strong.
- After investments, cash flow before financing was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

Investments

CAPEX, LEASES, M&A Q2/2023 - Q2/2026

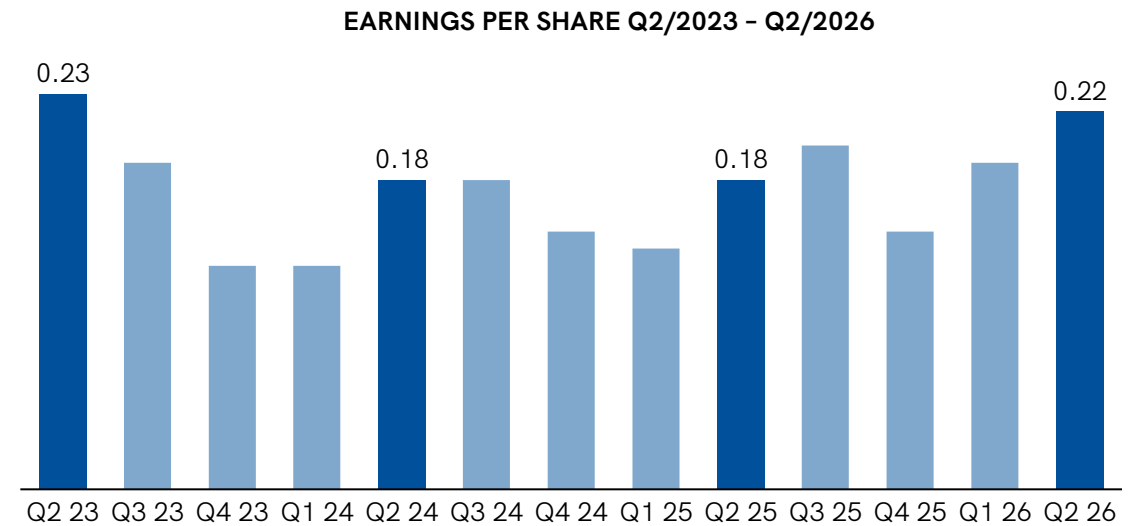
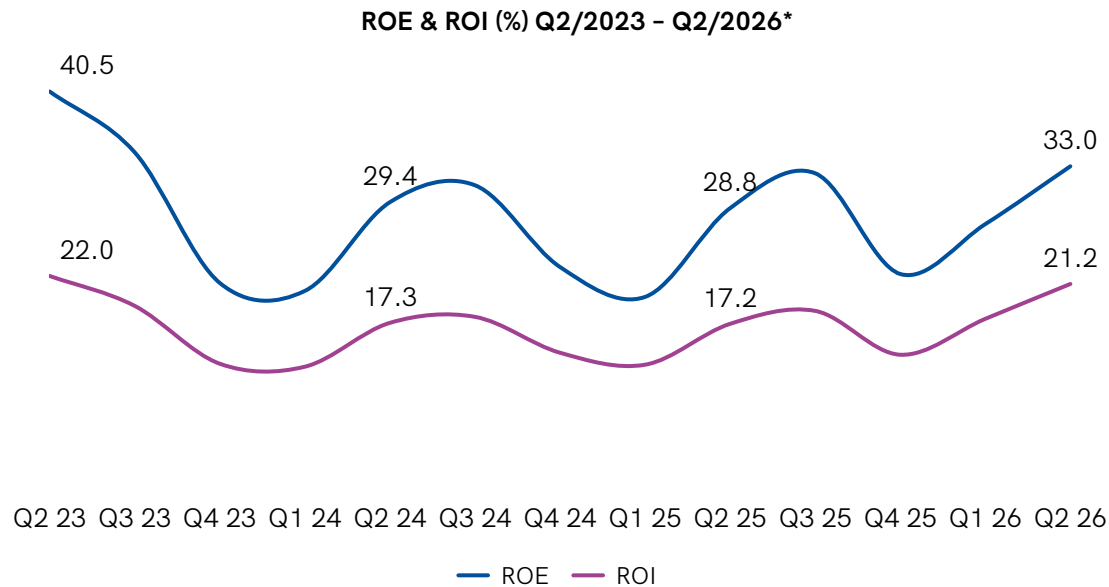


DEPRECIATIONS Q2/2023 - Q2/2026



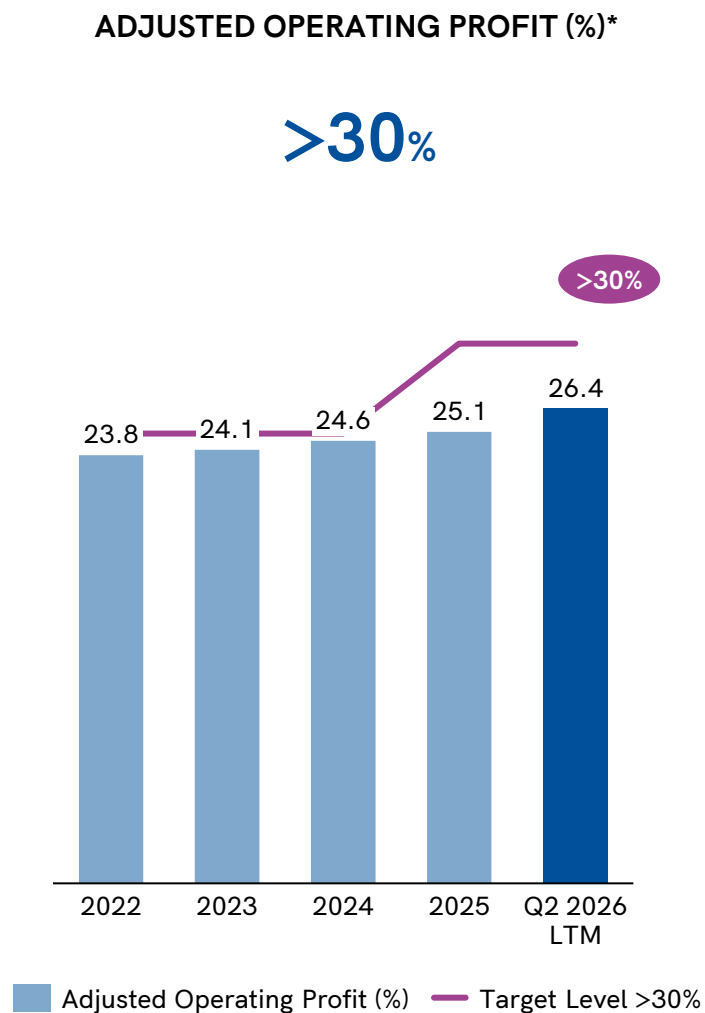
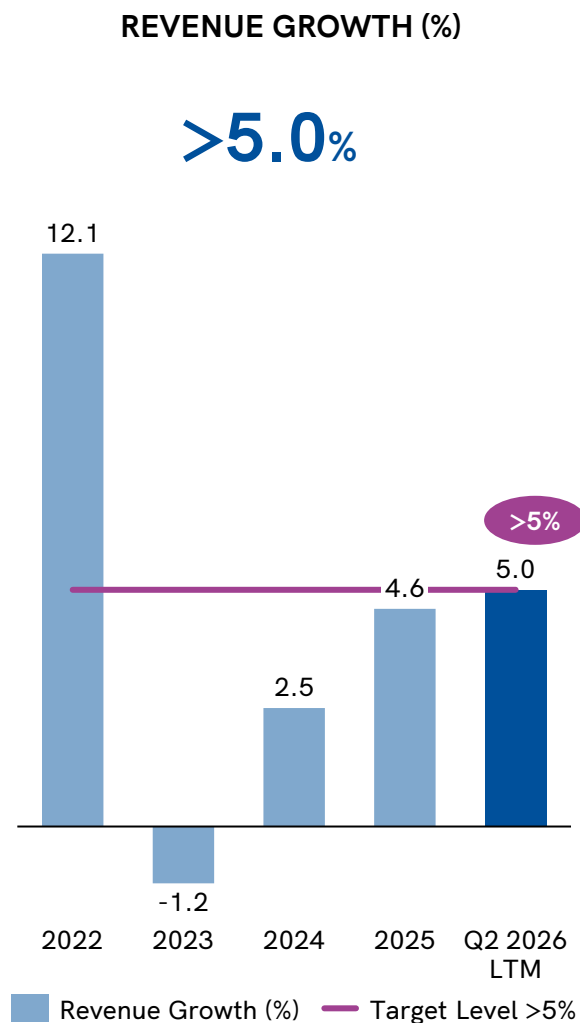
- Investments in Q2 of 2026 totaled MEUR 0.9 (1.6), consisting of maintenance and product development investments and other increases in PPE.
- Capex to support the strategy in developing digital industry solutions and expanding our services in customer's value-chain and additions to right-of-use assets 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

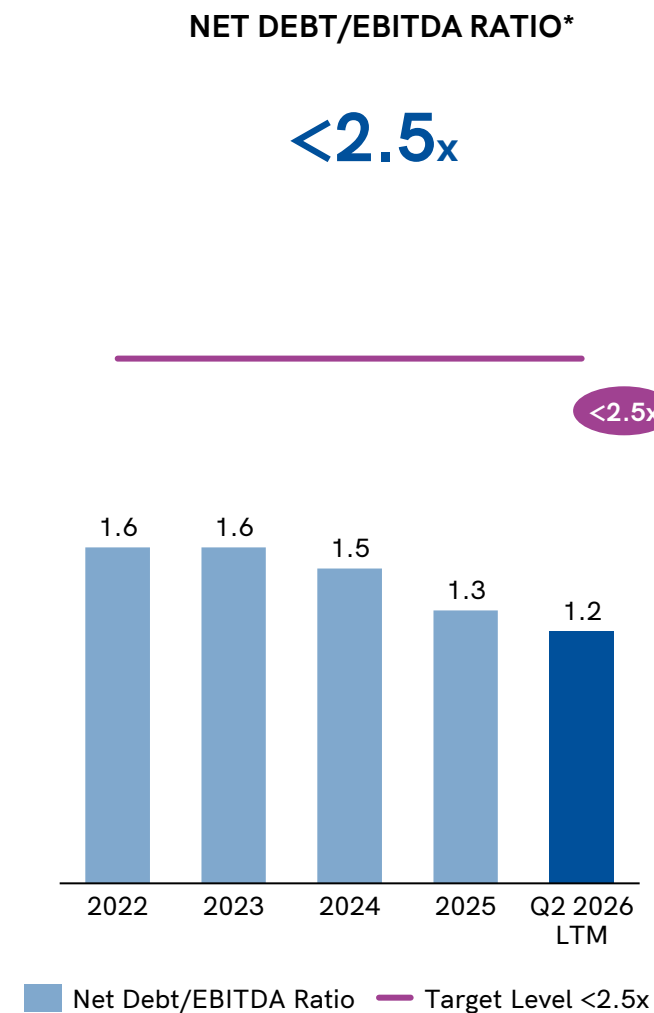


- Earnings per share: 0.22 (0.18) EUR.
- Adjusted items: MEUR -0.2 (-1.2).
- In Q2, a negative fair value change of MEUR 0.3 (negative MEUR 0.2) was recognised on an interest rate derivate agreement.

Alma Media's long-term financial targets*



*Rolling 12 months



*Adjusted EBITDA, rolling 12 months

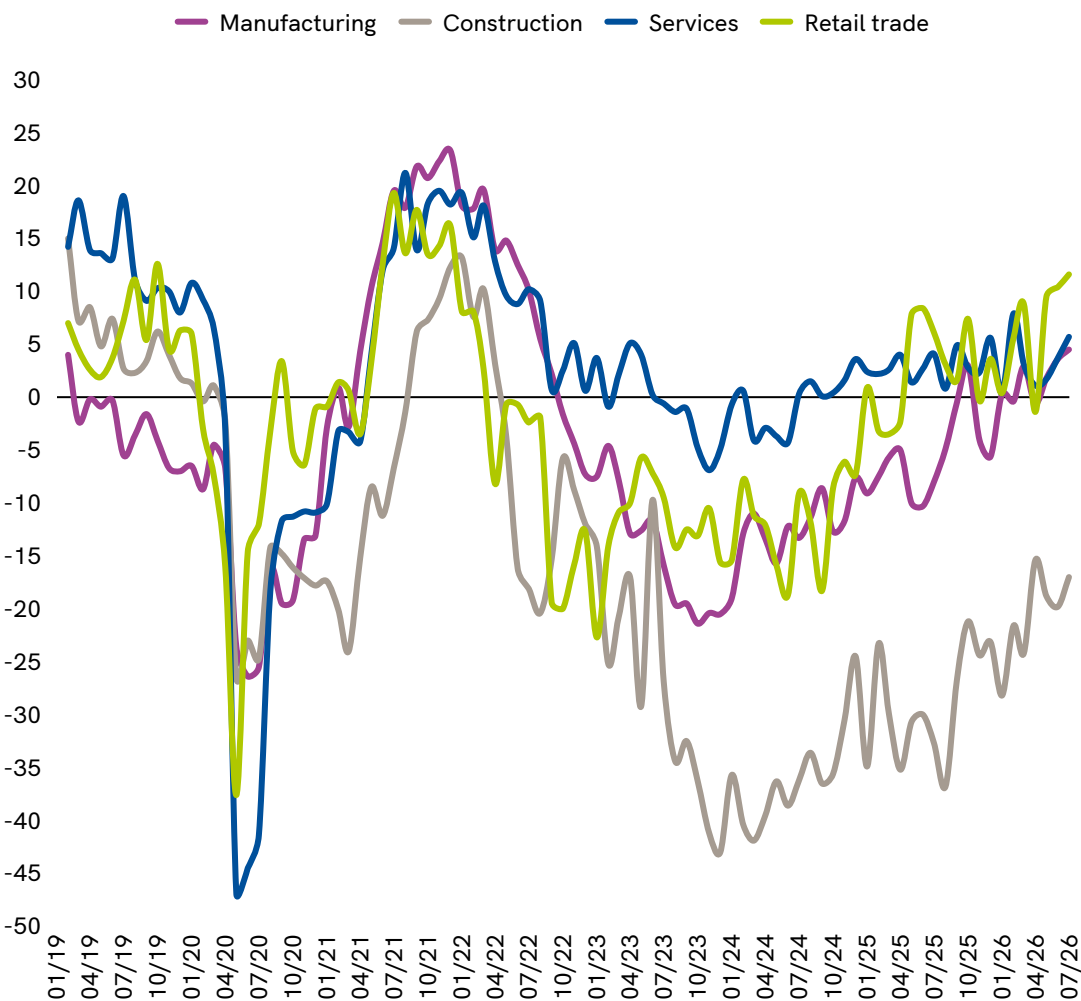
Notes: Dividend target is not included in Long-Term Financial Targets, though it is disclosed separately in Alma Media's dividend policy. However, Alma Media has not changed the target: Payout ratio > 50 % * EPS.

OPERATING ENVIRONMENT

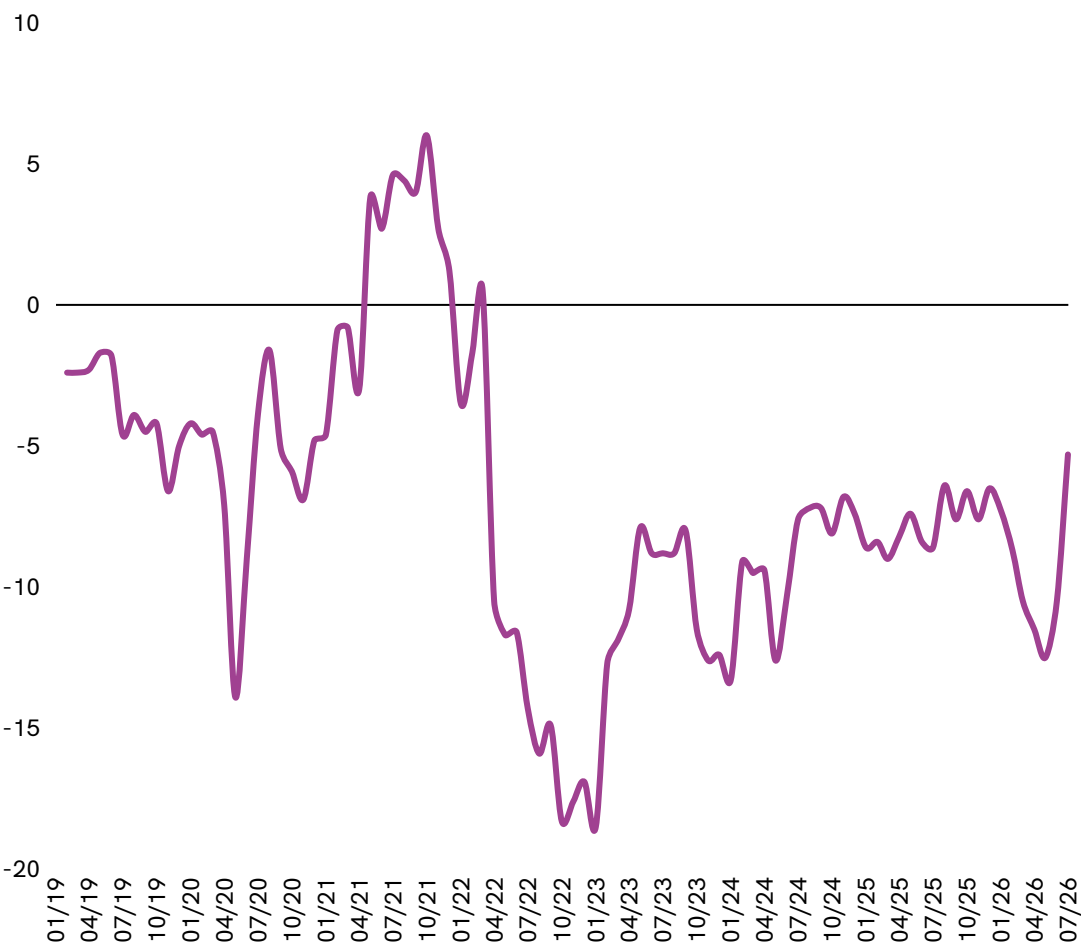


Update on Finnish business confidence and consumer confidence

Business Confidence of Finnish Industries

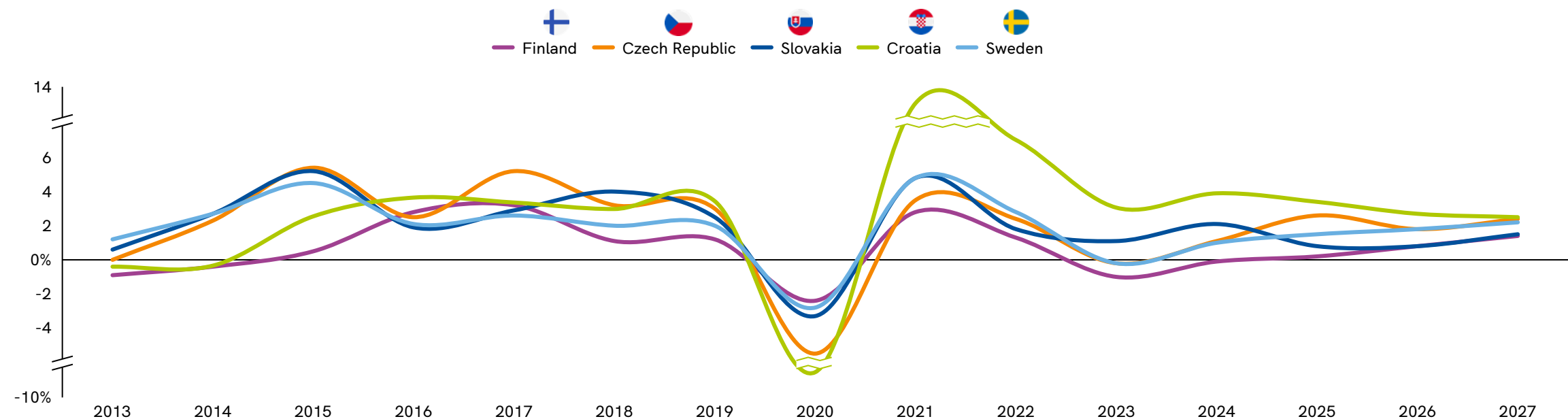


Consumer Confidence



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

GDP growth development in operating countries



Key operating countries

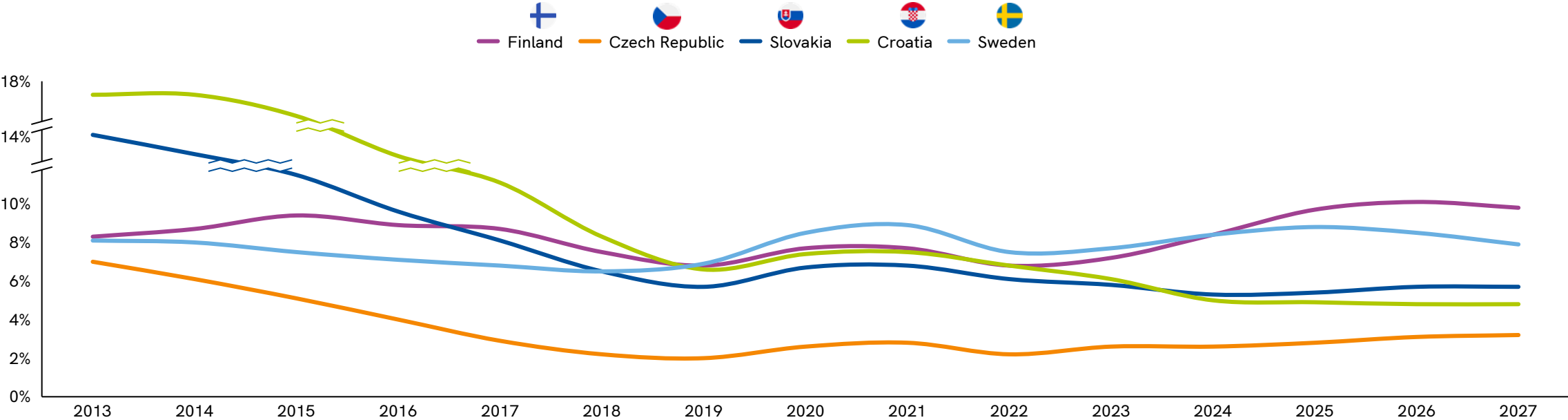
	2020	2021	2022	2023	2024	2025	2026E	2027E
Finland	-2.4%	2.8%	1.3%	-1.0%	-0.1%	0.2%	0.8%	1.4%
Czech Republic	-5.5%	3.5%	2.4%	-0.2%	1.1%	2.6%	1.8%	2.4%
Slovakia	-3.3%	4.8%	1.8%	1.1%	2.1%	0.8%	0.8%	1.5%
Croatia	-8.5%	13.0%	7.0%	3.1%	3.9%	3.4%	2.7%	2.5%
Sweden	-2.8%	4.8%	2.8%	-0.2%	1.0%	1.5%	1.8%	2.2%

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 & Herzegovina	-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

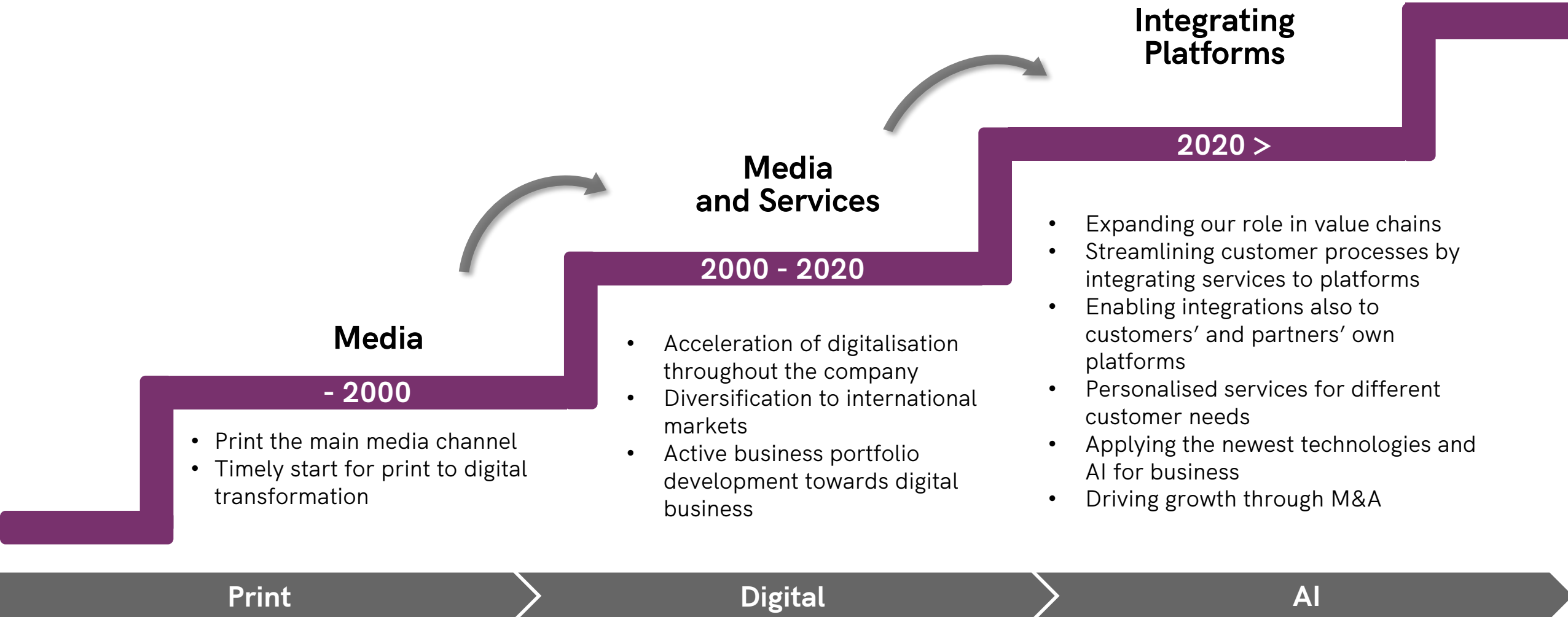
	2020	2021	2022	2023	2024	2025	2026E	2027E
Latvia	8.1%	7.6%	6.9%	6.5%	6.9%	6.9%	6.8%	6.7%
Lithuania	8.5%	7.1%	6.0%	6.9%	7.1%	6.9%	6.7%	6.7%
Bosnia & Herzegovina	15.9%	14.9%	12.7%	10.7%	10.7%	12.2%	12.6%	12.5%
North Macedonia	16.6%	15.8%	14.5%	13.2%	13.4%	11.5%	11.0%	10.5%
Estonia	6.9%	6.2%	5.6%	6.4%	7.6%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

STRATEGY AND OUTLOOK



Alma Media's transformational journey

Exploiting paradigm changes in technology and consumer behaviour



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
----	---------	--

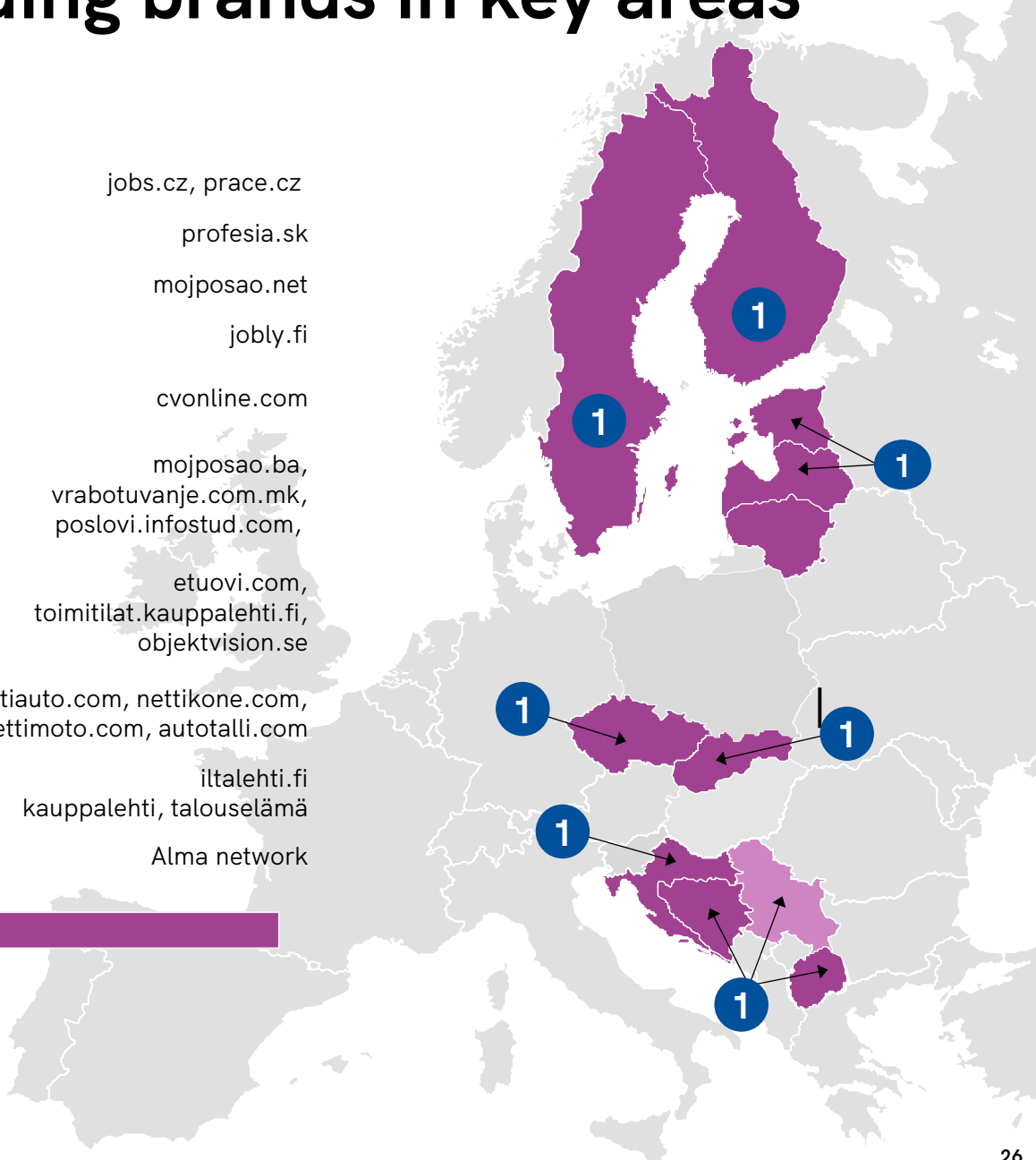
NEWS MEDIA

#1	Finland	iltalehti.fi, kauppalehti, talouselämä
----	---------	--

DIGITAL ADVERTISING

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

REVENUE SPLIT Q2 2026:



Strategy

1

TRANSFORM

2

GROW

3

SCALE

Strategy on Q2 2026 - Highlights

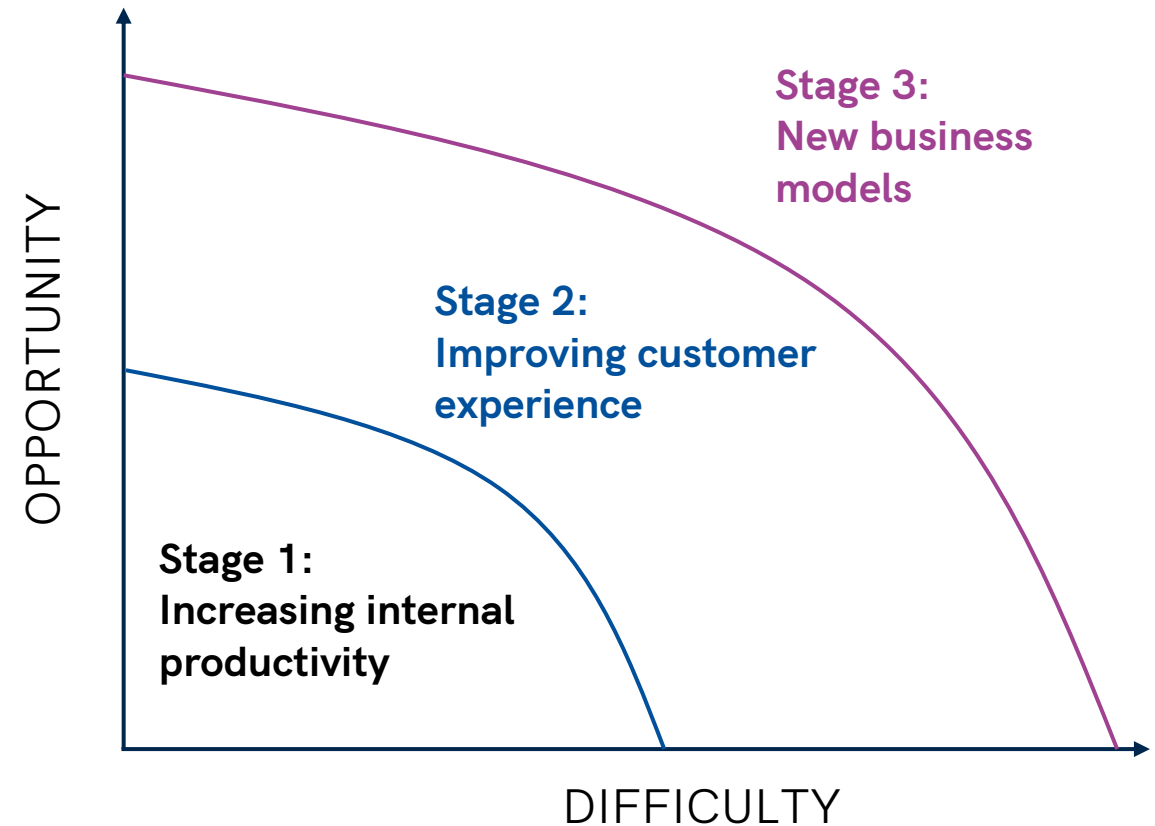
- AI scaled across workflows, products and customer solutions.
- Cloud, CRM and Career platform transformation on track.
- AI expanded across News Media content, sales and product development.

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

- 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.



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.

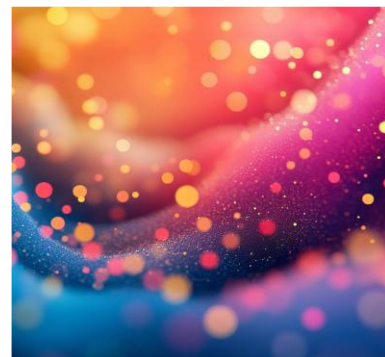
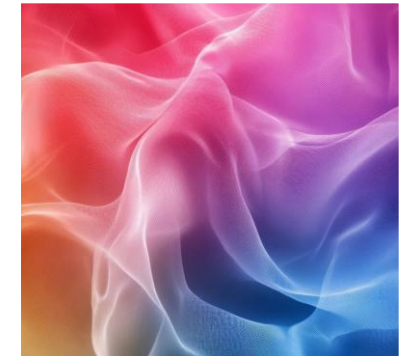
The full-year revenue for 2025 was MEUR 327.1 and the adjusted operating profit was MEUR 82.1.

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–September 2026 on Thursday, 29 October 2026

