

ALMA MEDIA CREATES SUSTAINABLE GROWTH

We inspire curiosity and choices – and enable sustainable growth.

1. INPUTS / RESOURCES

PEOPLE & EXPERTISE

- Professional skills of 1,650 employees in 10 European countries
- Expertise in technology, digital marketing, data and journalism

FINANCIAL RESOURCES

- Invested capital MEUR 375.5
- Long-term assets MEUR 532 in 2020-2025

TECHNOLOGY, DATA & BRANDS

- Advanced technology
- Customer and user data
- The Alma brand and over 100 content and service brands

PARTNER NETWORK

- A carefully selected and well managed international partner network

NATURAL RESOURCES

- Electricity and water consumption at our offices and data centres
- Paper consumption (for print and publishing)

2. SHARED CAPABILITIES

Through strong collaboration, we create more value and enable sustainable growth.

Audiences
Data
Technology
Sales

We combine audiences, data, technology and sales to create better services and growth together with our partners.

3. WHAT ALMA DOES

ADVANCED MARKETPLACES

- We connect demand and supply
- We enable commerce and encounters
- We make sustainable everyday choices easier

INTELLIGENT INFORMATION SERVICES

- We turn data and information into insight and decisions
- We provide trusted tools and expert content
- We support more efficient and responsible operations

INSPIRING MEDIA

- We produce trusted information, journalism and entertainment
- We inspire curiosity and discussion
- We support democracy and people's choices

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4. WHAT IS CREATED

STRONG BUSINESS AND GROWTH

- Profitable business
- Investments and innovations
- Competitive brands and services

COMMITTED PEOPLE AND EXPERTISE

- Skilled and motivated personnel
- Safe and equal working environment

DATA & TECHNOLOGY-BASED COMPETITIVE ADVANTAGE

- Scalable platforms and systems
- High-quality audiences and data
- Automation and efficiency

LONG-TERM PARTNERSHIPS AND TRUST

- Value-creating partnerships
- Strong reputation and trust

5. IMPACTS / OUTPUTS (2025)

CUSTOMERS

- Trusted partner: data-safe digital services
- Enabling sustainable choices in work and leisure, housing and mobility.
- Over 86% of revenue from digital sources

SDG



EMPLOYEES

- Employee livelihoods: wages MEUR 98.6 per year.
- Career and competence development of the workforce
- Promoting the experience of diversity, equality and inclusion

SDG



INVESTORS

- Adjusted operating profit MEUR 82.1
- Dividends MEUR 39.4
- Total Shareholder Return (TSR) approx. 594% (2016-2025)
- Company linked to sustainable development

SDG



SOCIETY

- Taxes paid MEUR 95*
- Defending democracy and economic growth
- Impact on the lives of 25 million people
- Co-operation with the third sector

SDG



ENVIRONMENT

- Low-emission own operations, 236.6 tCO2-eqv
- Industry forerunner in low-carbon services
- Accelerating the transition to a low-carbon society

SDG



*Corporate tax, social security contributions and other taxes paid, MEUR



WE ACCELERATE SUSTAINABLE GROWTH
FOR INDIVIDUALS, BUSINESSES AND SOCIETY.

Alma's business promotes nine UN Sustainable Development Goals that are material to us.

