



IR Presentation

Autumn 2026

Alma in Figures (FY 2025)

Revenue

327
MEUR

Digital business

86%

Adj. operating profit

82
MEUR

1 650

Professionals
in 10 countries

40/60

abroad / in Finland
% of employees

ROE

23%

ROI

15%

Adj. operating profit %

25%

Alma's media reach
about

89%

of Finns weekly

100+

Digital services and
applications

TSR

c. 594%
(2016-2025)

Dividend of

0.48
euros per share

Equity ratio

53%

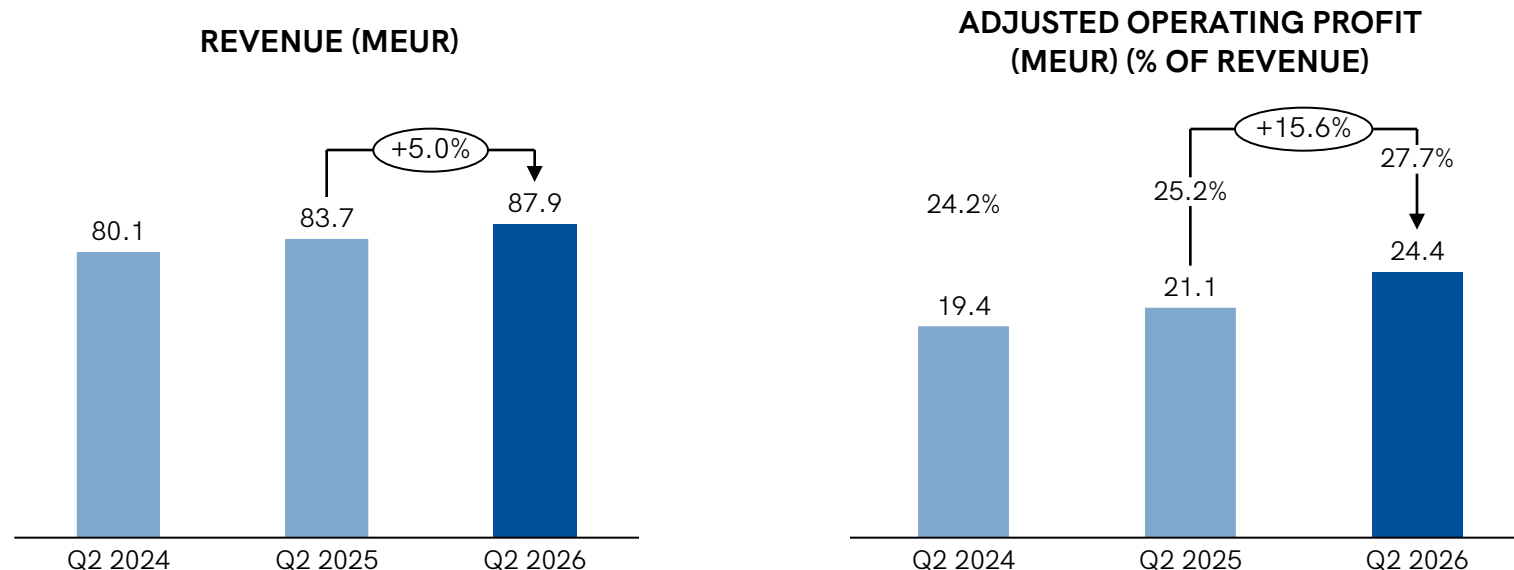
3m

Alma Account
users

A shared first-
party identity and
data layer across
Alma's portfolio

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%.

Alma Career: Building one recruitment platform across CEE

Leading job boards, complemented by recruitment advertising, employer branding, career development and digital HR services.
Scale and a diversified offering create opportunities to serve customers across the full talent lifecycle.

Revenue
Q2 2026
28.5
MEUR
+5.5% y/y

Adj. EBIT Margin
Q2 2026
42%

Digital business
97.2%
of revenue

Market position
#1
in 6 CEE markets

SEGMENT LEAD
Vesa-Pekka Kirsi

Market position & Growth drivers

- In Q2, classified revenue grew 6.7%, driven by continued strength in Czechia. 83% of segment revenue is recurring, high-margin classified job-ad listings.
- Cloud, CRM and Career-platform migration are underway to build one unified, multi-channel recruitment platform across markets.
- Diversified geographic footprint and expanding HR services portfolio mitigate cyclical recruitment market exposure and support earnings resilience.

Local market leadership creates an AI advantage

- AI and global platforms are reshaping how jobs are discovered and matched, increasing the value of local data, trusted brands and market expertise.
- Proprietary local data, strong brands, market expertise and customer relationships create sustainable differentiation for Career.
- AI-driven productivity improvements and shared platform capabilities contribute to efficiency and margin development.

Alma Marketplaces: Moving deeper into the transaction value chain

Market-leading services, customer relationships, proprietary data and transaction flows create a self-reinforcing growth ecosystem.

Revenue
Q2 2026

31.9

MEUR

+9.2% y/y (+6.7% organic)

Adj. EBIT Margin
Q2 2026

34.6%

+5.8pp y/y

High-value digital services
(e.g. Insights and system solutions)

16.2

MEUR

+15.2% y/y in Q2 2026

Market position

#1

Housing & commercial properties
(FI, SE); vehicles & machinery (FI);
legal information (FI)

SEGMENT LEAD
Santtu Elsinen

Market position & Growth drivers

- Broad-based growth across the portfolio, with leading marketplaces across Real estate, Mobility, Service comparisons and B2B services, outperforming underlying market trends and transaction volumes in Q2.
- Digital services now the largest revenue category as the business continues to expand beyond traditional listings.
- Active portfolio development increasing the share of data- and B2B-driven businesses and enhancing the revenue mix and value proposition.
- Realised acquisition synergies, strong brands, product investments, the scaling of Alma Account and a growing focus on higher-value digital services have strengthened profitability and long-term value creation.

AI enhances every stage of the transaction journey

- AI improves discovery, pricing, decision-making and customer outcomes across the transaction journey.
- Transaction activity, user behaviour and Alma Account data create a differentiated foundation for AI-enabled services and customer insights.

Alma News Media: Scaling trusted content and direct audience relationships

Trusted content and direct audience relationships generate proprietary data that strengthens subscriptions, advertising and personalisation.

Revenue
Q2 2026

27.8

MEUR

+1.2% (+2.6% ex-divestments)

Adj. EBIT Margin
Q2 2026

20%

Record-high, 10th straight q/q gain

Digital
subscriptions

239k

Across
Alma's news brands

Alma Account
users

3m+

Registered, group-wide

SEGMENT LEAD

Juha-Petri Loimovuori

Market position & Growth drivers

- Leading national media brands (e.g. Kauppalehti, Iltalehti, Talouselämä) provide one of the broadest audience footprints in Finland, reaching almost 90% of Finns each week.
- Digital content and advertising shift continues to improve revenue quality and resilience with further benefits to come.
- Digitalisation and efficiency measures support profitability despite a subdued market.

Direct audience relationships strengthen digital monetisation

- Trusted journalism, subscriptions and direct audience relationships build engagement and resilience as AI reshapes media discovery and consumption.
- A growing digital subscriber base and Alma Account generate first-party insights that support personalisation, product development and advertising effectiveness.
- AI improves content workflows, customer experiences and monetisation across Alma's media brands.

Strong market positions and leading brands in key areas

RECRUITING

#1	Czech Republic	jobs.cz, prace.cz
#1	Slovakia	profesia.sk
#1	Croatia	mojposao.hr
#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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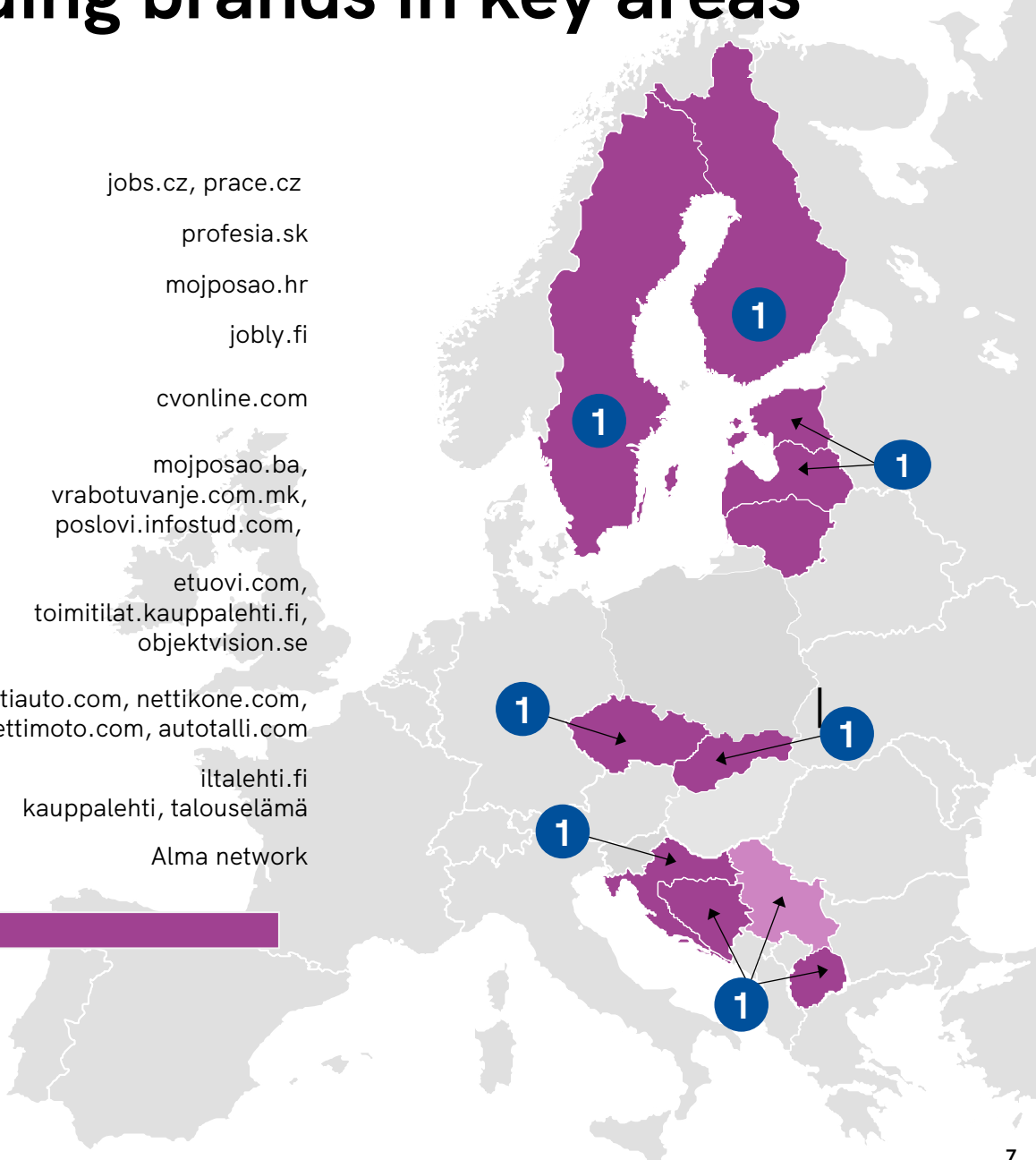
NEWS MEDIA

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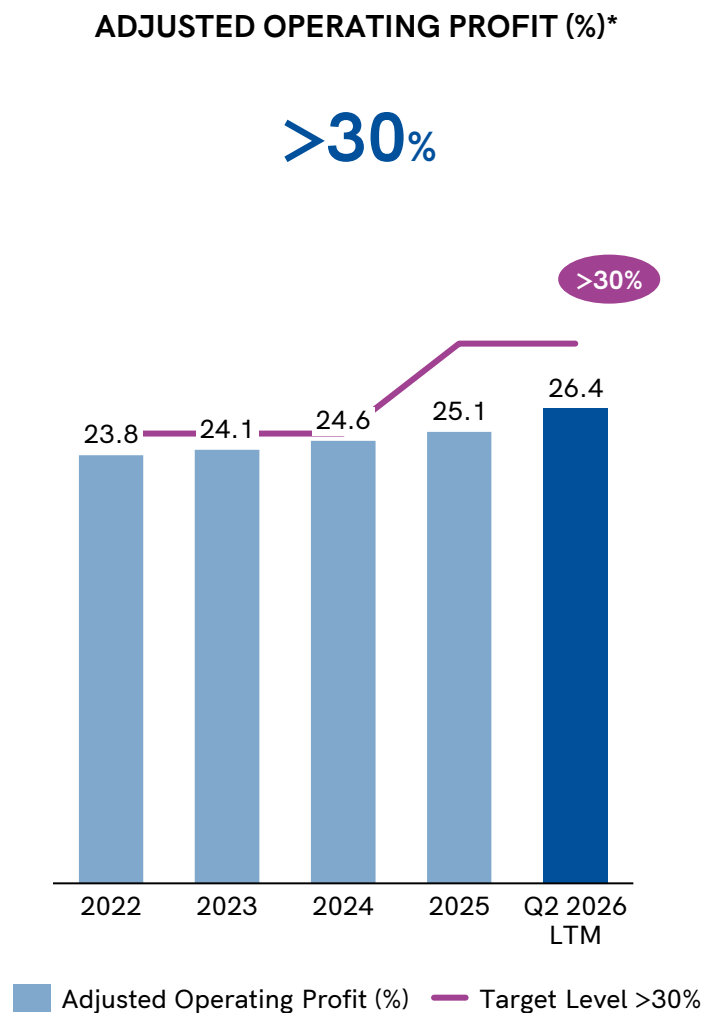
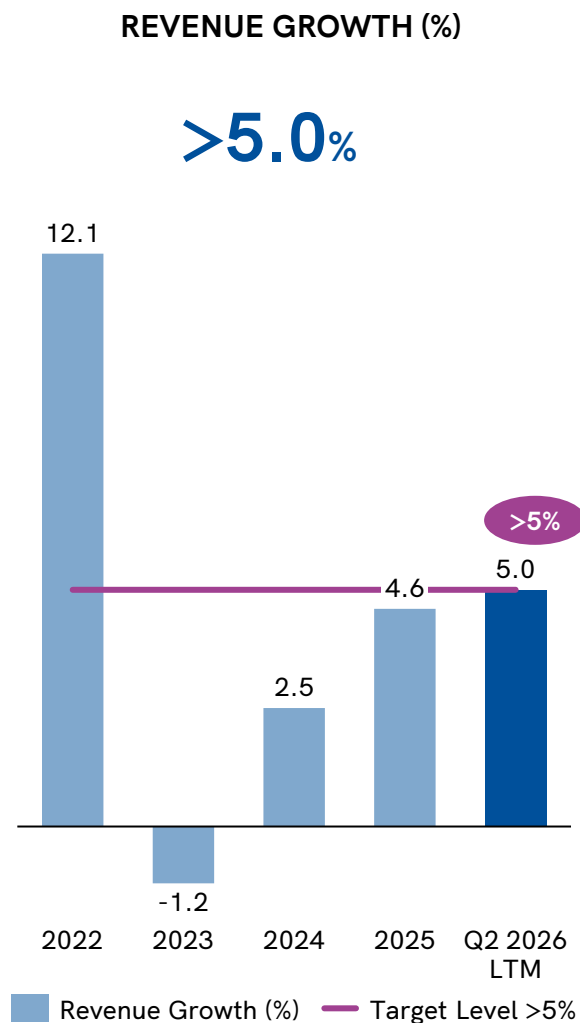
DIGITAL ADVERTISING

#1	Finland	Alma network
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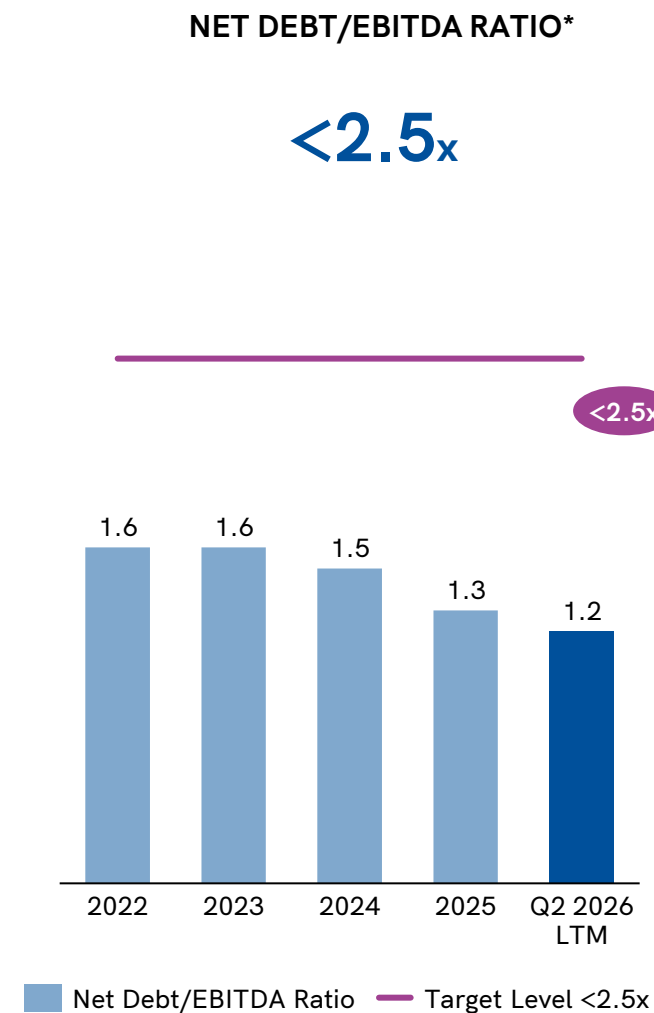
REVENUE SPLIT Q2 2026:



Alma Media's long-term financial targets*



*Rolling 12 months

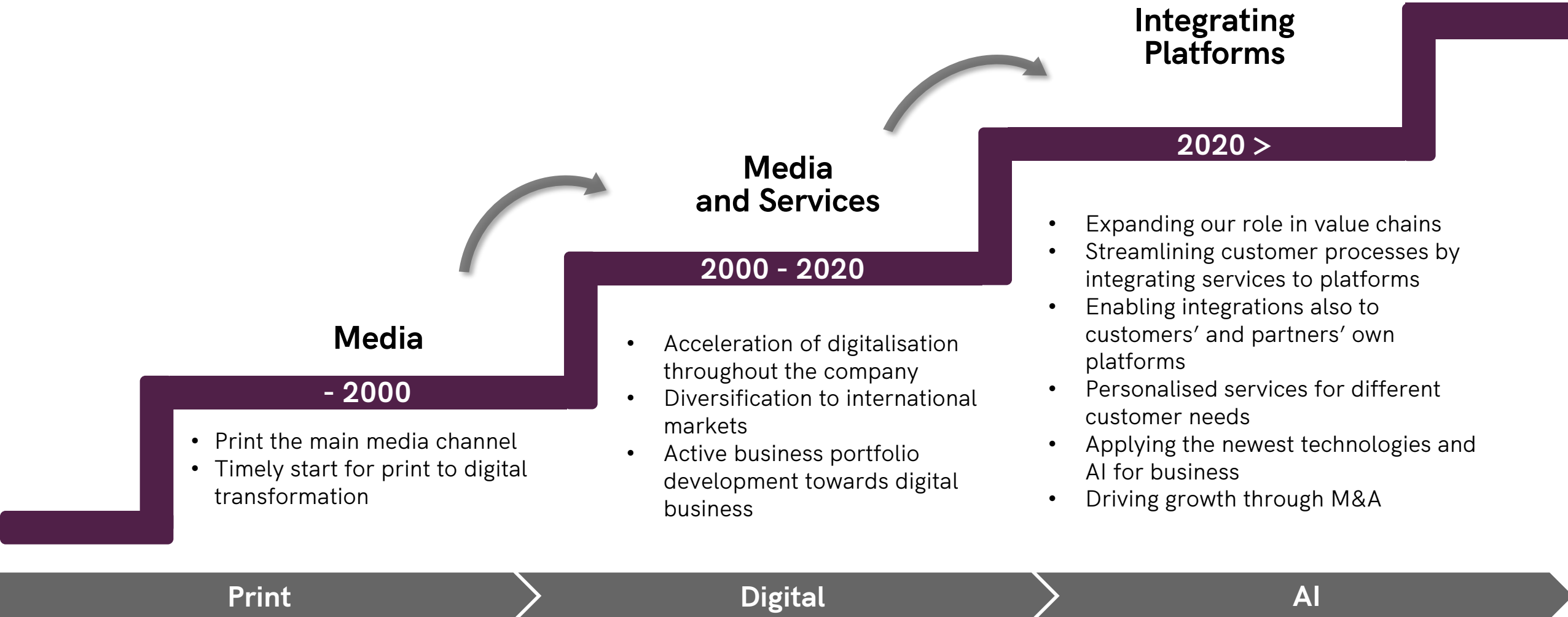


*Adjusted EBITDA, rolling 12 months

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.

Alma Media's transformational journey

Exploiting paradigm changes in technology and consumer behaviour



A man with a beard and headphones, wearing a colorful sweater, is shown against a vibrant, abstract background. The background features large, soft-edged shapes in shades of blue, orange, and pink, resembling a stylized sunset or a large abstract painting. The man is looking slightly to the side with a calm expression, and his hands are positioned near his ears, adjusting the headphones. The overall mood is artistic and modern.

STRATEGY AND OUTLOOK



Strategy

1 TRANSFORM

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

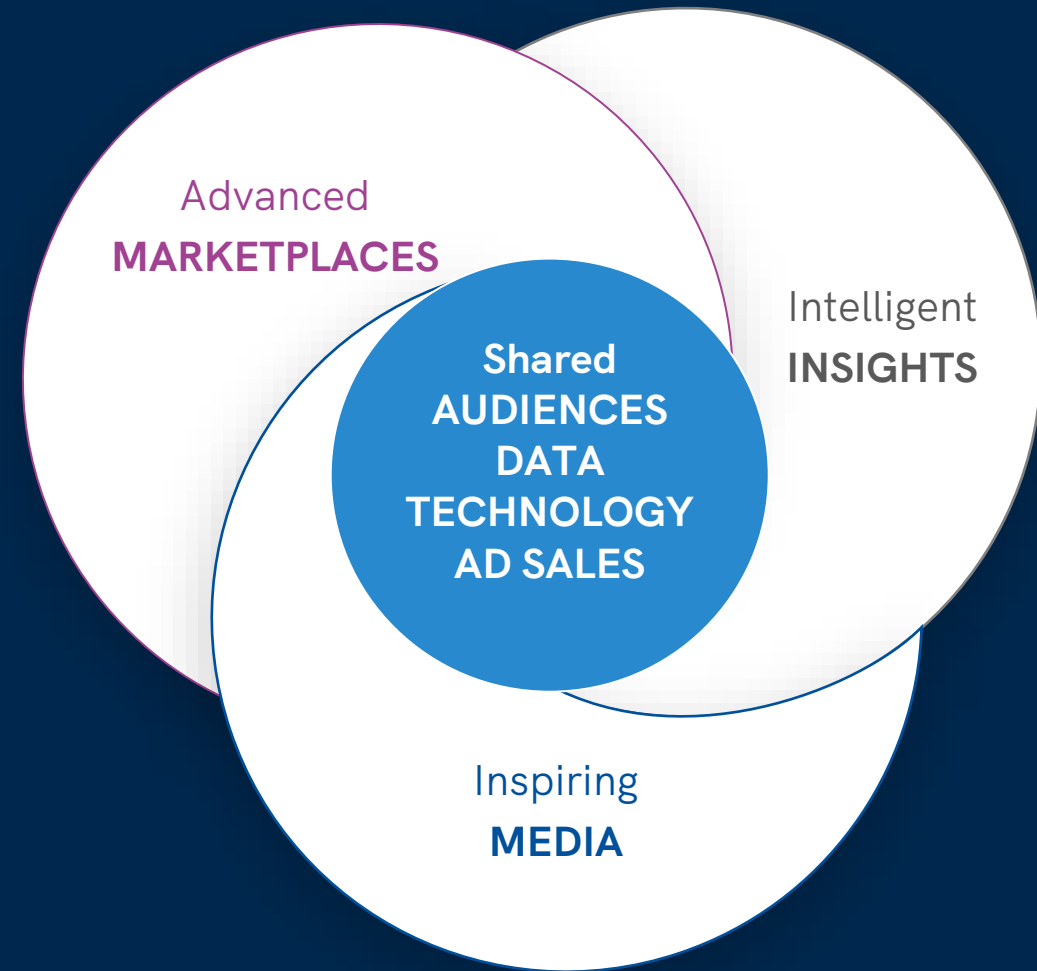
2 GROW

- 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**

Strategic execution highlights

Shared data, technology and audiences drive scalable growth

1

TRANSFORM

2

GROW

3

SCALE

Highlights Q2 2026:

TRANSFORM

- Cloud, CRM and Career platform transformation progressed
- AI scaled across workflows, products and customer solutions

GROW

- Alma Account exceeded 3 million registered users
- Edilex integration delivered growth and synergies
- AI-enabled solutions supported customer value and recurring revenue

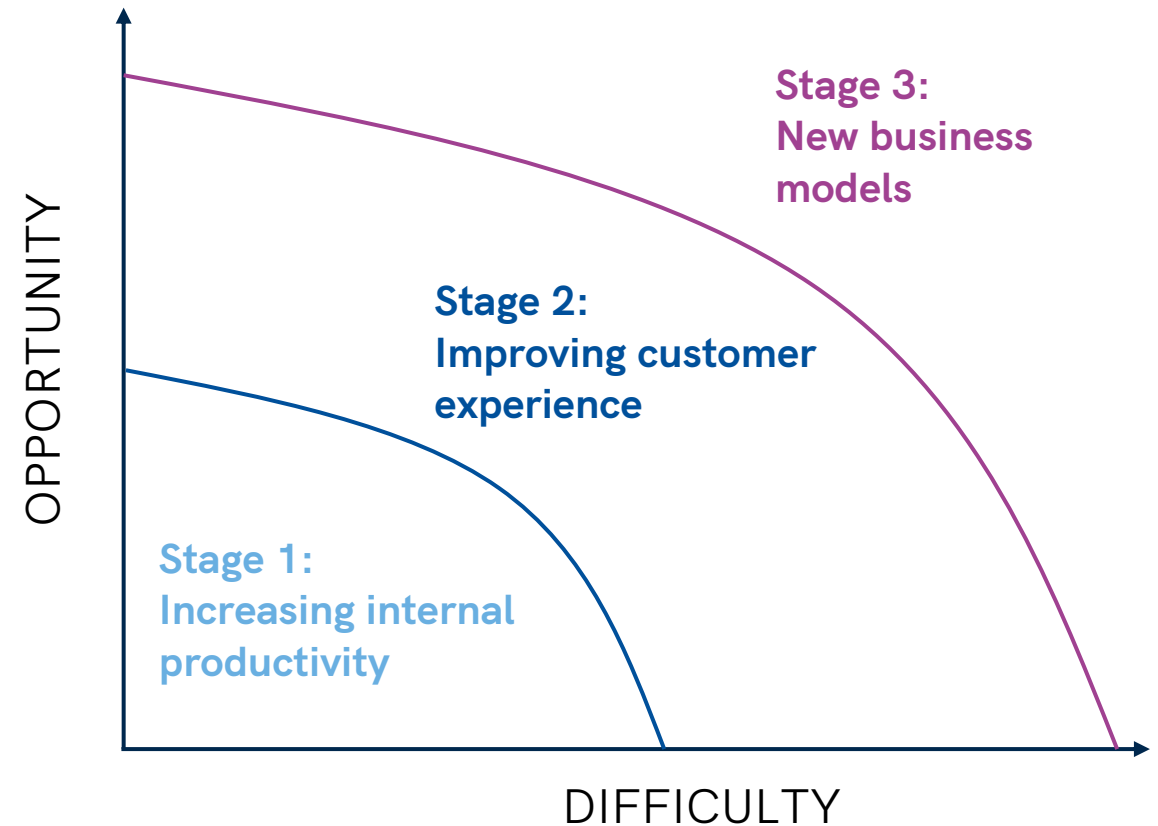
• SCALE

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

Turning proprietary data and AI into customer value and growth

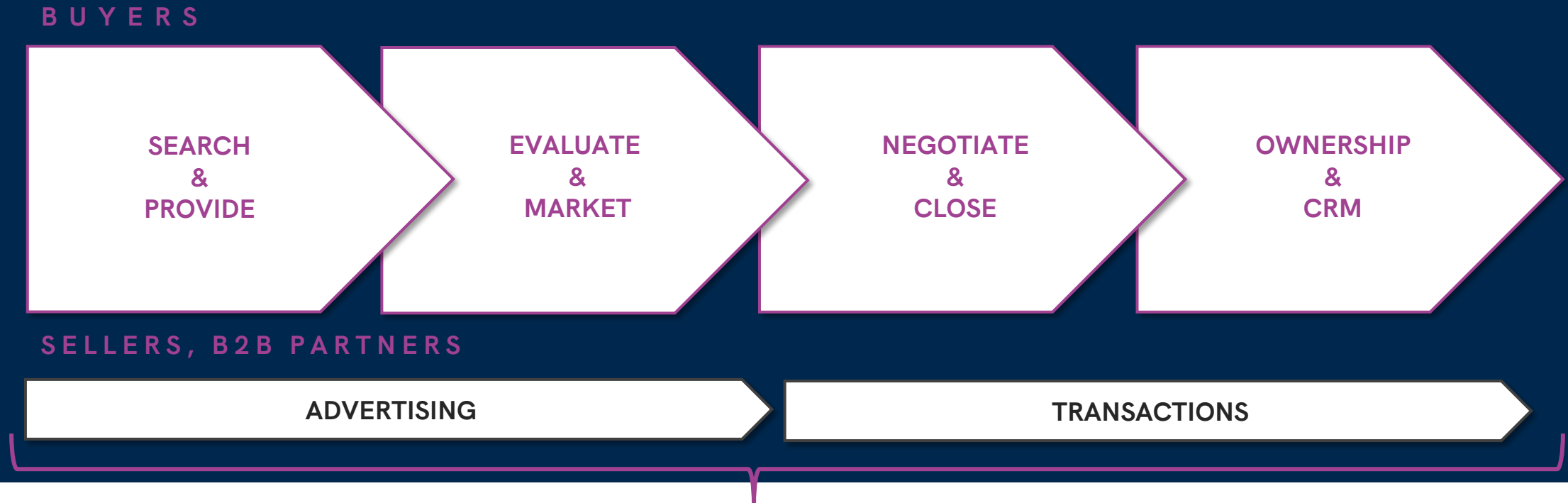
Alma's AI advantage is built on proprietary first-party and transaction data, direct customer relationships and embedded workflows

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



Extending customer value from discovery to transactions

Expanding the addressable market and creating new revenue streams



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.

Alma's value creation engine

A self-reinforcing combination of market-leading platforms, trusted relationships, proprietary data and AI

1

GROW CORE MARKETPLACES

Deepen monetisation through packaging and pricing, professional tools and transactions in housing and mobility

2

SCALE CAREER ACROSS CEE

One international platform with AI-enabled matching, shared products and local market expertise

3

BUILD HIGHER-VALUE MEDIA BUSINESSES

Trusted content, subscriptions, logged-in audiences and AI-enabled personalisation

4

TURN DATA AND AI INTO CUSTOMER VALUE

Leveraging first-party data and AI to accelerate innovation, enhance customer experiences, improve operational efficiency and reduce time-to-market at scale

5

COMPOUND VALUE THROUGH DISCIPLINED CAPITAL ALLOCATION

Organic investment, targeted M&A, strong cash generation and attractive shareholder returns

FINANCIAL OUTCOMES

>5% revenue growth | >30% adjusted operating margin | strong cash generation and shareholder returns

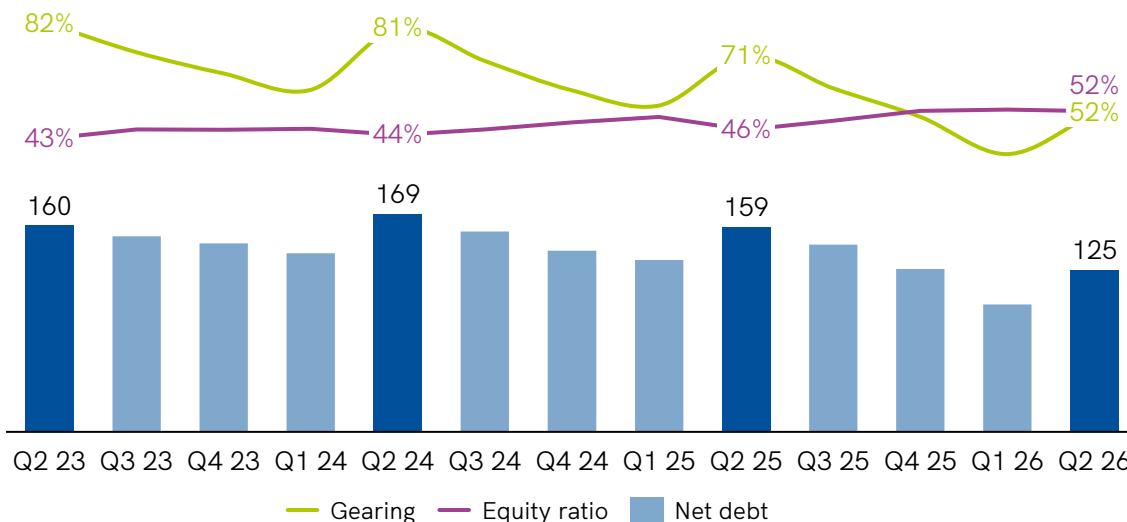


SOLID FINANCIAL POSITION



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.

Strong financial position underpins growth ambitions

Total assets, 30.6.2026

514.9 MEUR

vs 532.4 MEUR 30.6.2025

Net debt, 2026 4-6

125.1 MEUR

vs 158.5 MEUR 2025 4-6

Equity ratio, 30.6.2026

52.4%

vs 46.2 % 30.6.2025

Gearing, 30.6.2026

51.8%

vs 71.4 % 2025 4-6

Operating cash flow, 2026 4-6

15.6 MEUR

vs 15.5 MEUR 2025 4-6

Return on equity (ROE), 2026 4-6

33.0%

vs 28.8 %, 2025 4-6

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.

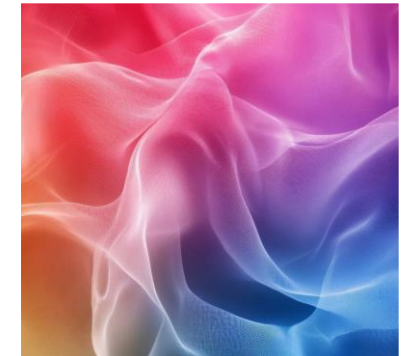
The full-year revenue for 2025 was MEUR 327.1 and the adjusted operating profit was MEUR 82.1.

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.

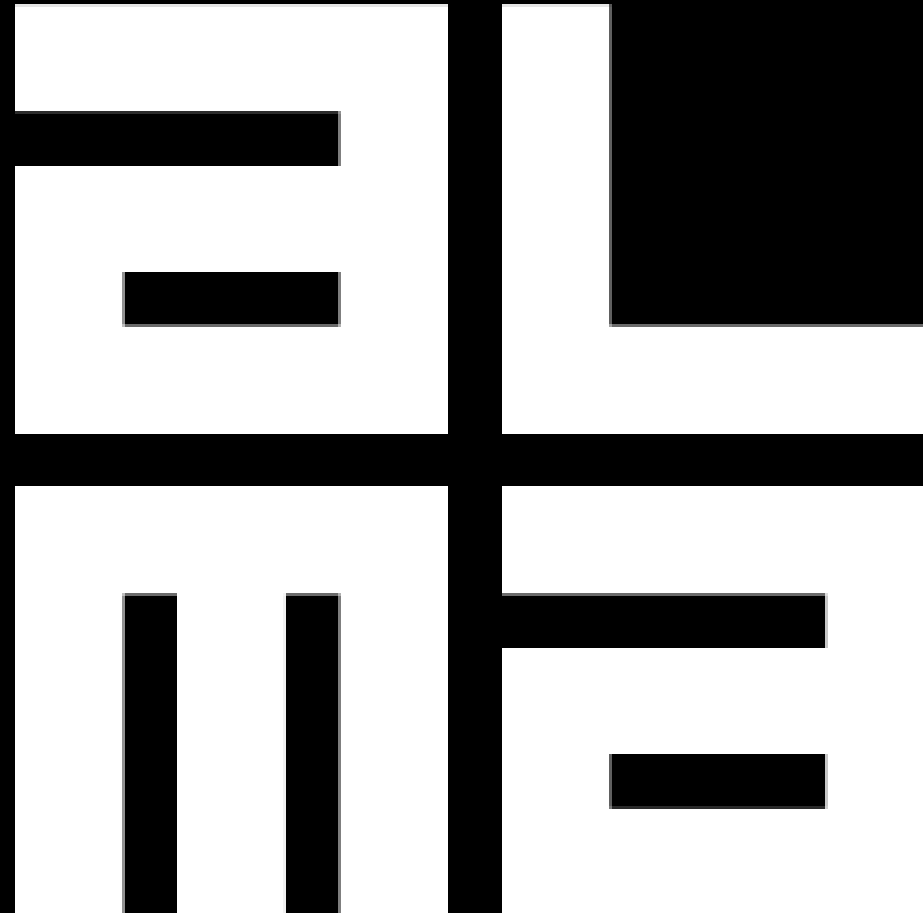


The Group's business diversification across multiple geographical markets and different business areas, together with systematic cost management, stabilises the Company's operations even in challenging market conditions.

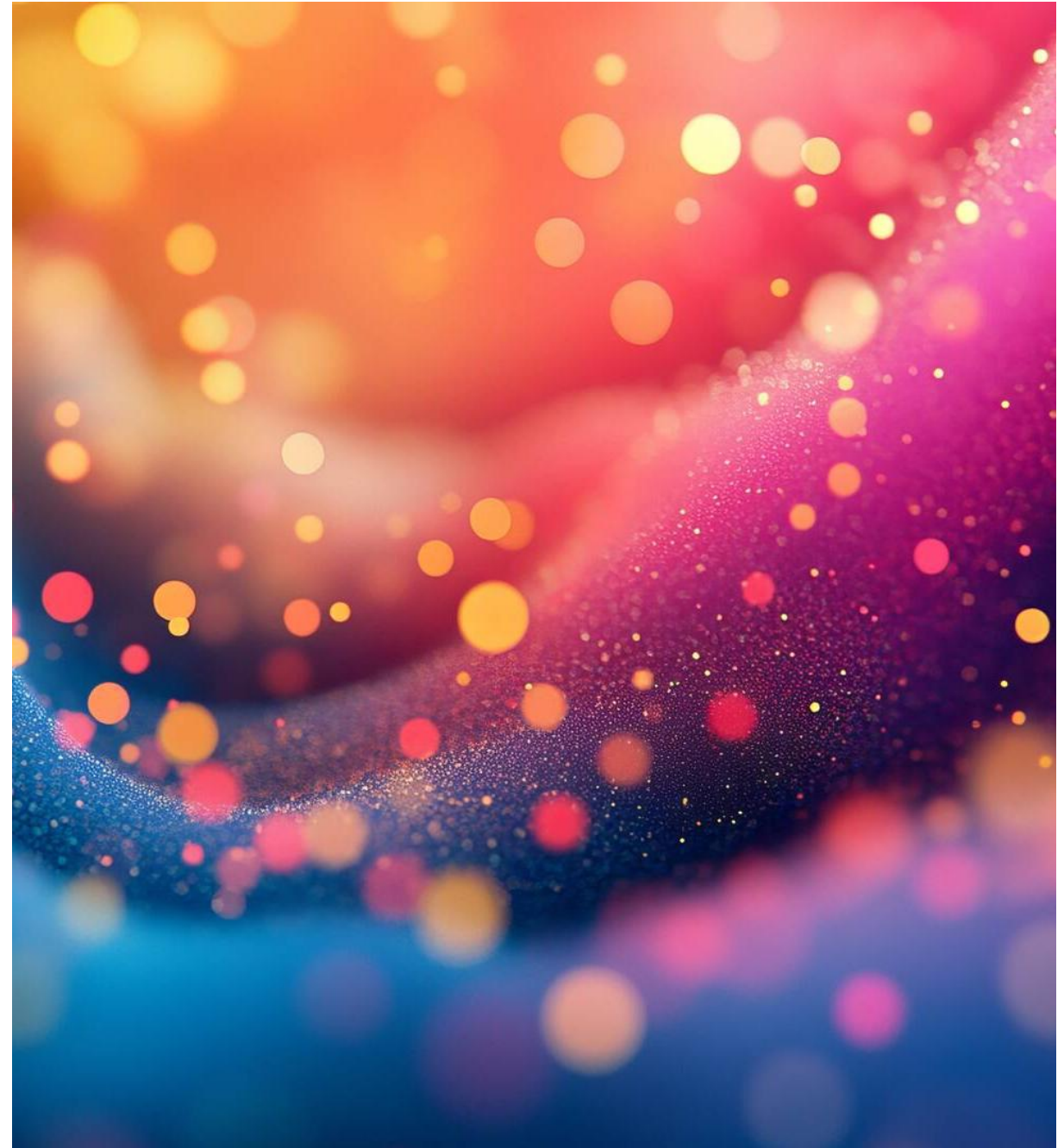
Alma's investment case

- A successful digital transformation has created a balanced portfolio of market-leading businesses, trusted brands and scalable digital platforms.
- Alma Career provides an international growth platform across CEE, combining local market leadership with shared products, technology and proprietary data.
- Marketplaces are moving deeper into the transaction value chain, broadening monetisation through data services, professional tools and transaction solutions.
- Trusted content, subscriptions and logged-in audiences strengthen direct and recurring customer relationships in News Media.
- Alma Account, proprietary first-party and transaction data, and embedded customer workflows create a differentiated foundation for AI-enabled products and personalisation.
- AI accelerates customer value, product development and operational efficiency across the portfolio.
- Strong cash generation, a solid balance sheet and disciplined capital allocation support organic growth, targeted M&A and attractive shareholder returns.



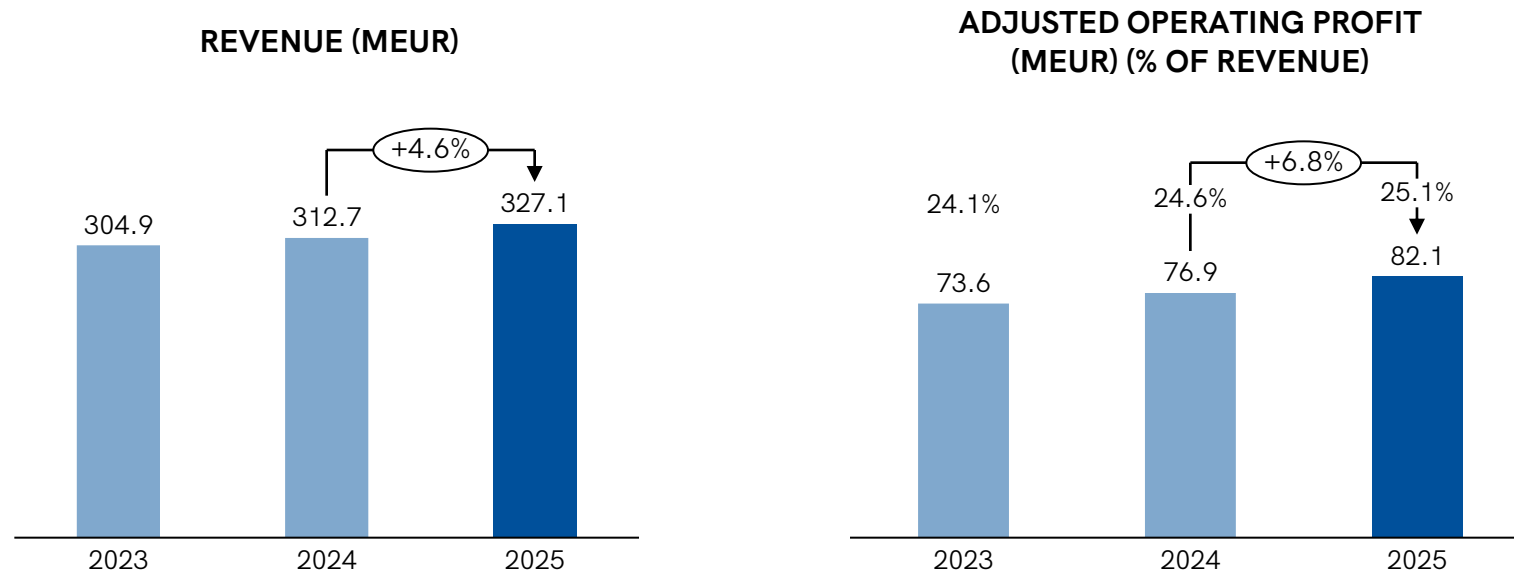


Appendix



FY2025 Highlights

Digital business and portfolio development driving profitable growth



- 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%.

Business segments

H1 2026

ALMA CAREER

Vesa-Pekka Kirsi

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

Revenue MEUR 56.4	Adj. EBIT MEUR 23.2
Adj. EBIT margin 41.0%	Digital 96.4%

ALMA MARKETPLACES

Santtu Elsinen

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

Revenue MEUR 62.0	Adj. EBIT MEUR 20.6
Adj. EBIT margin 33.2%	Digital 96.7%

ALMA NEWS MEDIA

Juha-Petri Loimovuori

Prominent digital news media company in Finland. Pioneer in paid digital content and a major player in digital advertising.

Revenue MEUR 53.2	Adj. EBIT MEUR 9.2
Adj. EBIT margin 17.4%	Digital 63.8%

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

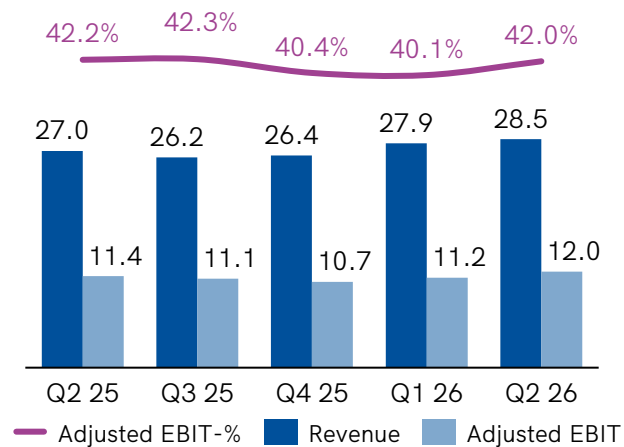
Juha-Petri Loimovuori

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

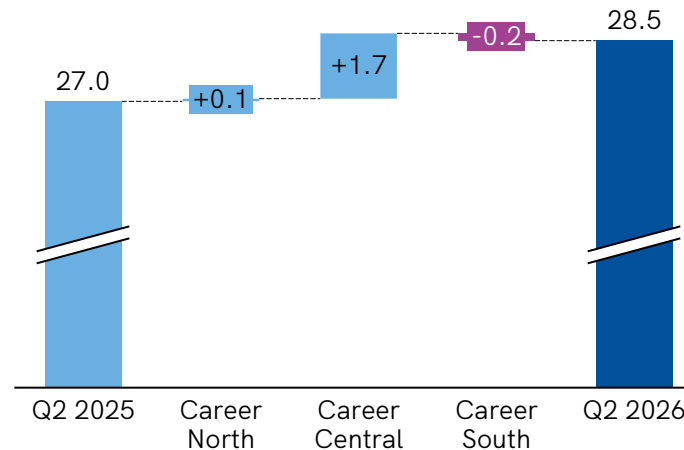
Revenue MEUR 27.8	EBIT MEUR 5.6
EBIT margin 20.0%	Digital 65.3%

Alma Career: Revenue up 5.5% and adjusted operating profit up by 4.9%, driven by strong performance in the Czech market in Q2

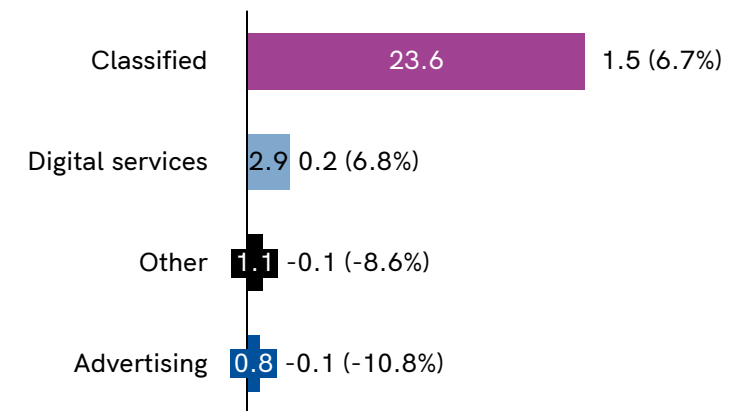
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



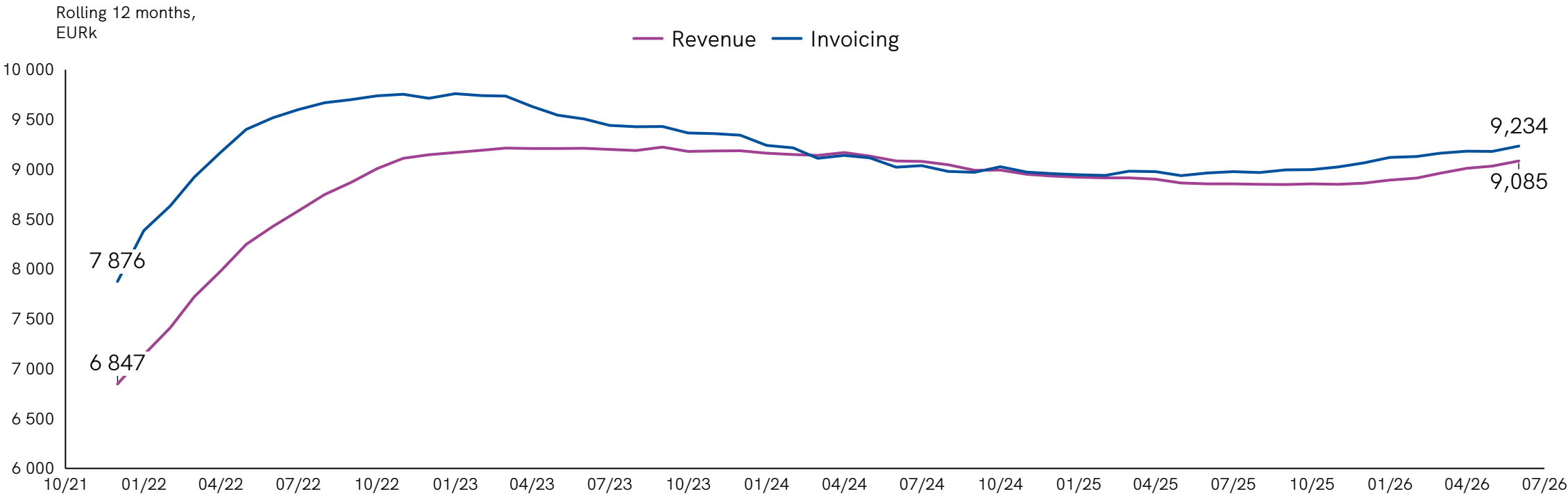
SEGMENT REVENUE BY REVENUE CLASSES
(REVENUE CHANGE IN BRACKETS)



Business development in Q2:

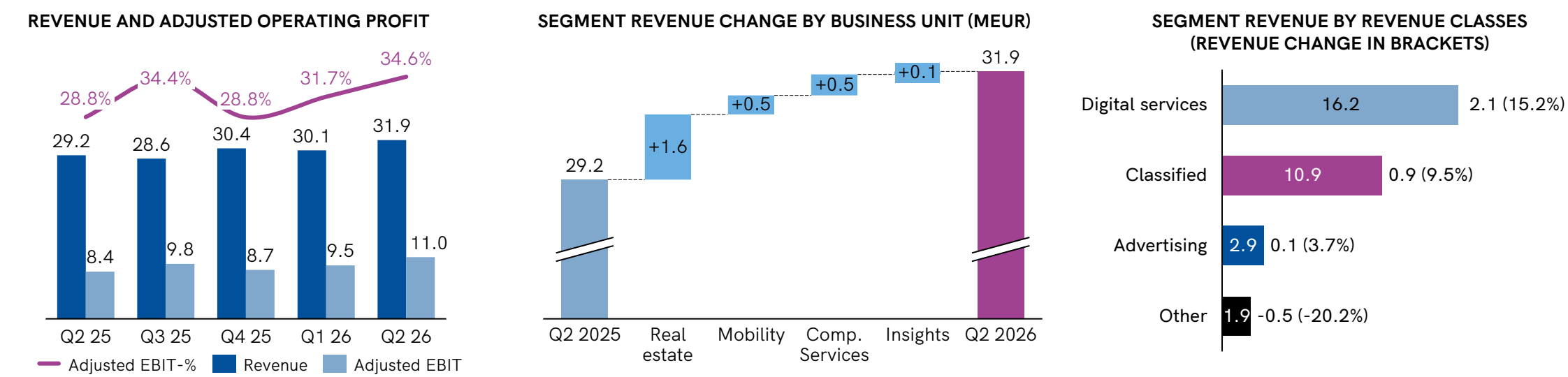
- Revenue increased by 5.5% to MEUR 28.5 (in local currencies up by 4.1%).
- Adjusted operating profit up by 4.9% to MEUR 12 with the stable margin of 42.0%.
- Invoicing in comparable currencies increased by 3.5%, supported by positive development particularly in Czechia.
- Adjusted expenses up 5.7% 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 in Q2

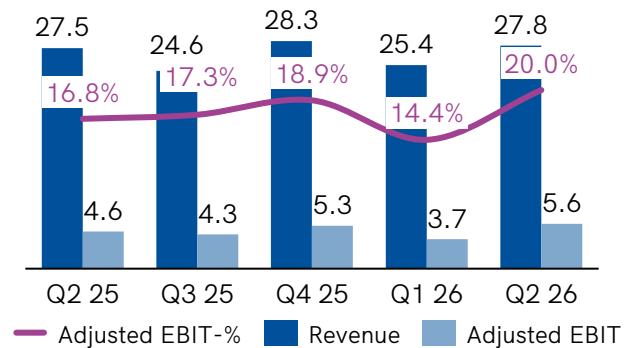


Business development in Q2:

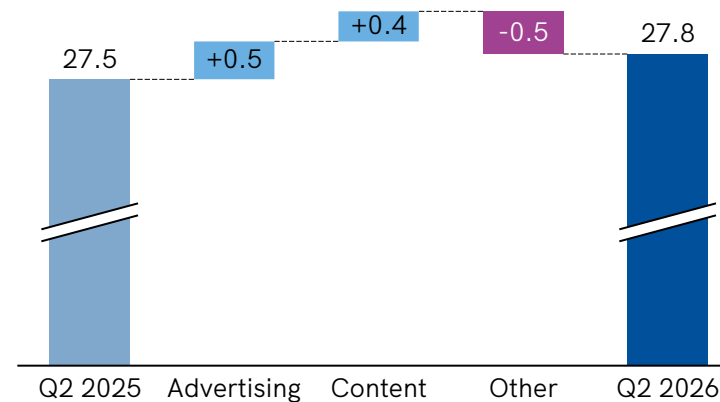
- All businesses contributed to the growth.
- Revenue rose by 9.2% to MEUR 31.9. The organic growth up by 6.7%. Digital service revenue soared by 15.2%.
- In Real Estate, revenue grew by 14.8%. Classified revenue increased by 12.4%, driven by broad-based growth across all business units, particularly 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 in Q2

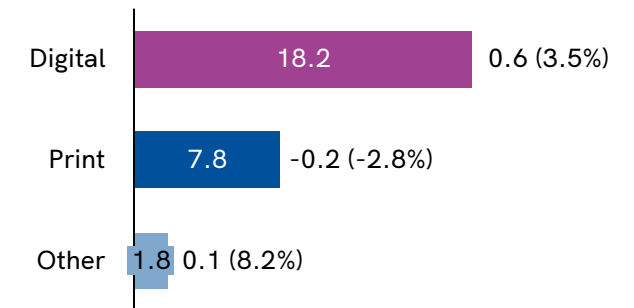
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



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

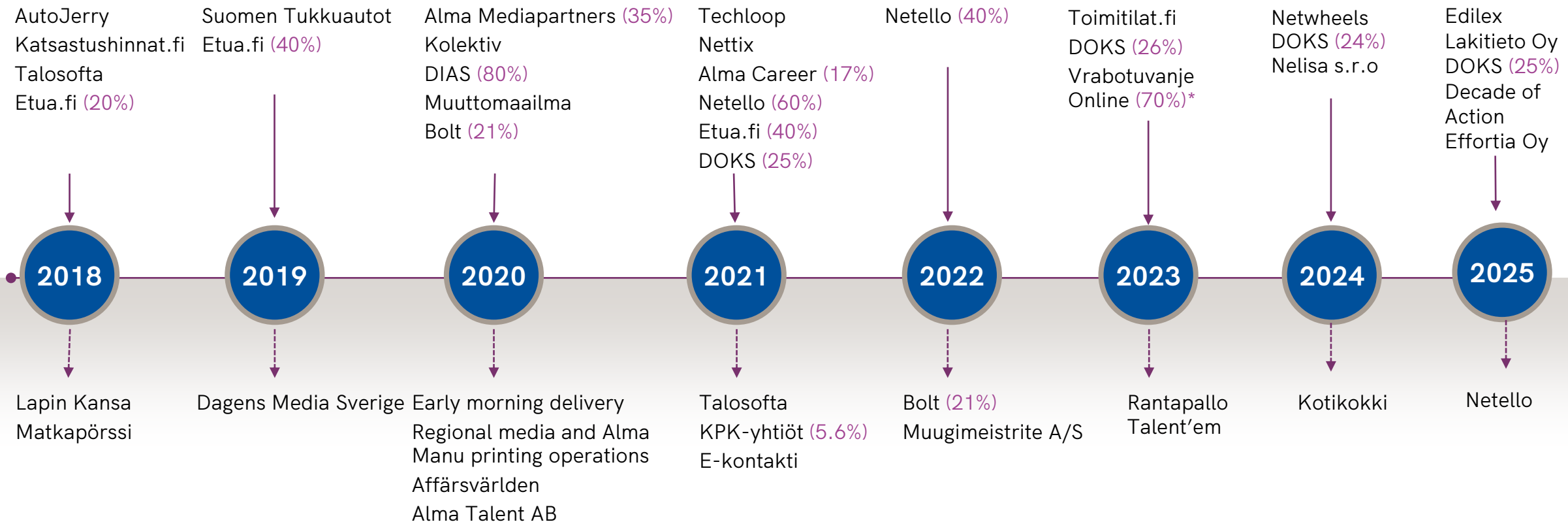


Business development in Q2:

- 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.

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

Sustainability targets and results 2025

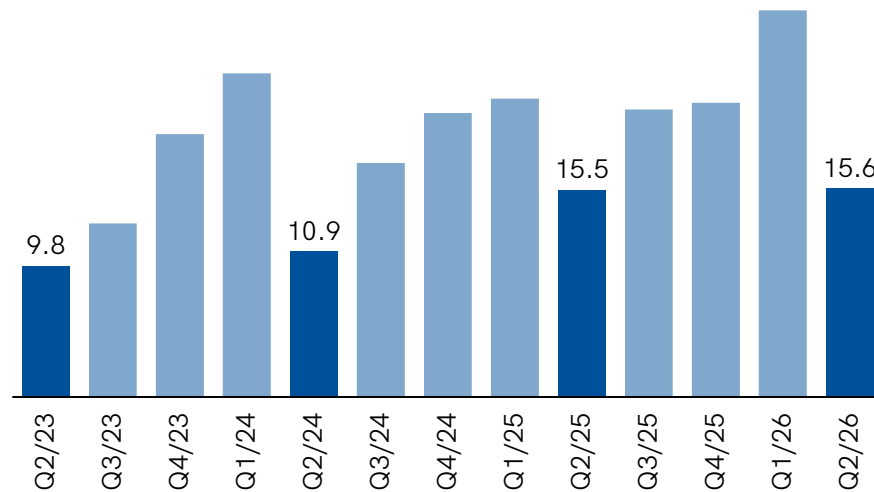
	Topic	KPI	Results in 2025	Target for 2025
Environment	Carbon footprint Own operations (Scope 1 & 2)	CO2 emissions of electricity, heating and cooling, emissions from company cars	236.6 tCO2-eq	Less than 272.8 tCO2-eq
	Carbon footprint Subcontracting chain (Scope 3)	CO2 emissions caused by the subcontracting chain	Addition of 304 tCO2-eq	Deduction of 42 tCO2-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%

SOLID FINANCIAL POSITION

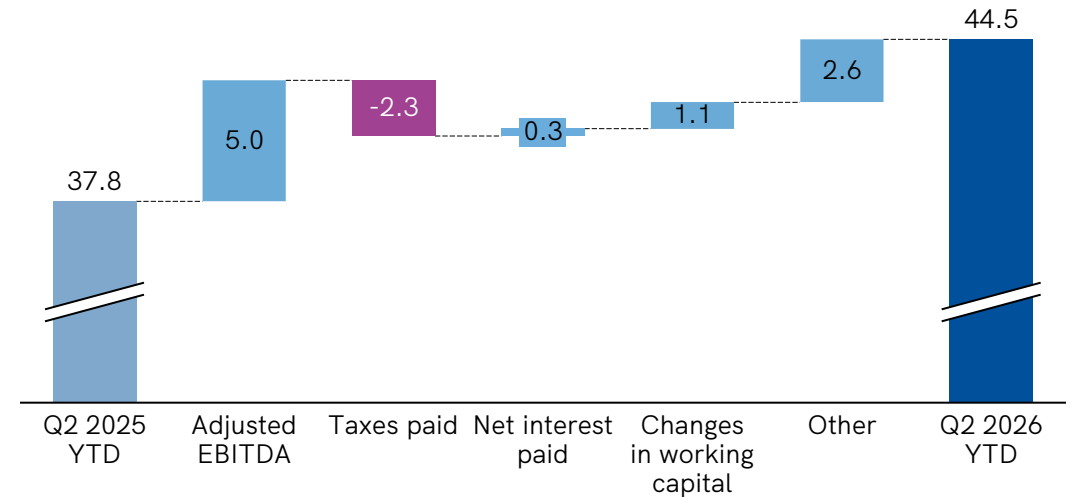


Cash flow

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



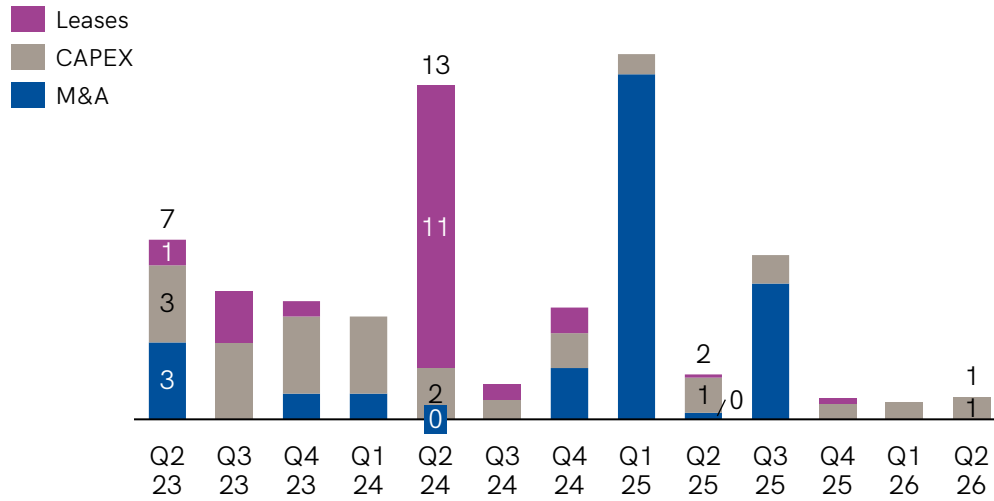
OPERATING CASH FLOW BRIDGE Q2/2025 YTD - Q2/2026 YTD



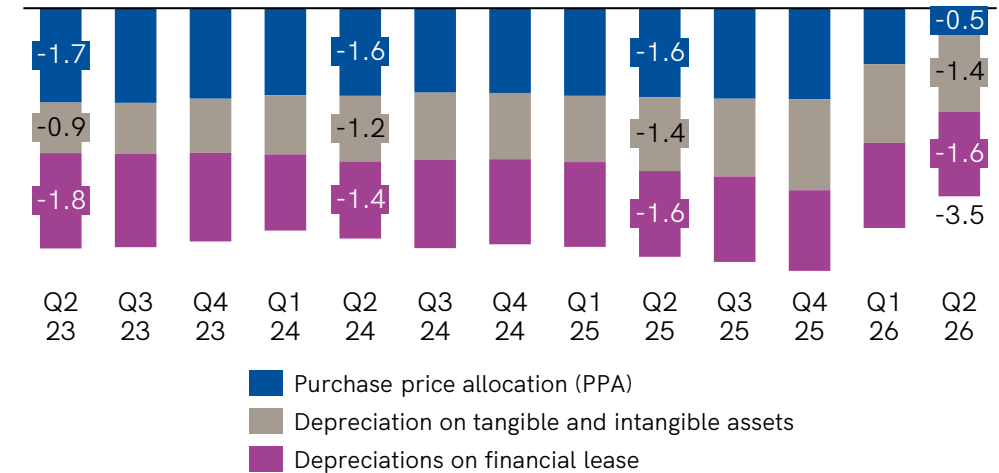
- Cash flow from operating activities was MEUR 15.6 (15.5) in Q2.
- Operating result was strong. Cash flow was strong in Q1 but moderate in Q2, due to normal seasonal timing in working capital. Combined, cash flow for the two quarters remains strong.
- After investments, cash flow before financing was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

Investments

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

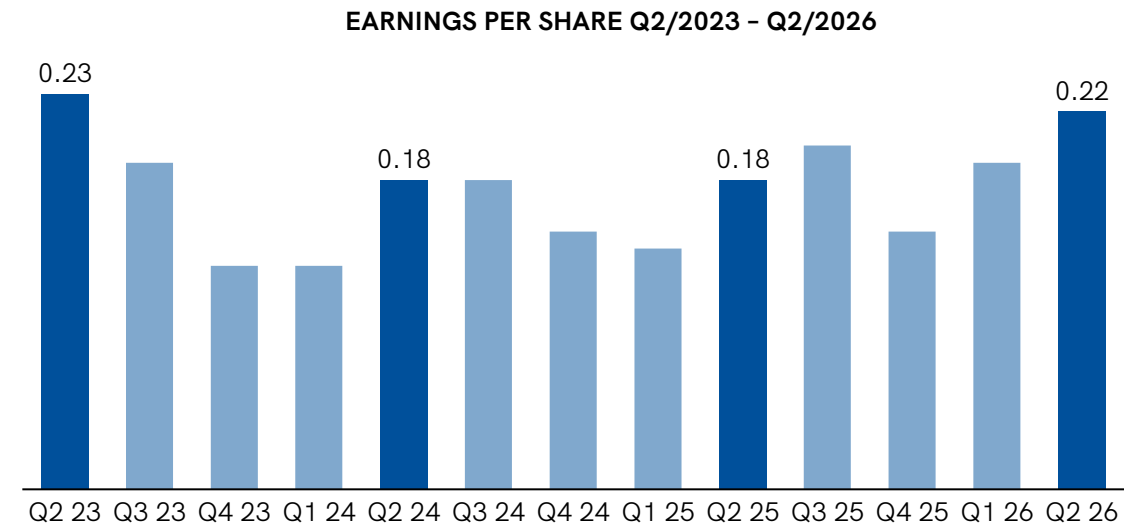
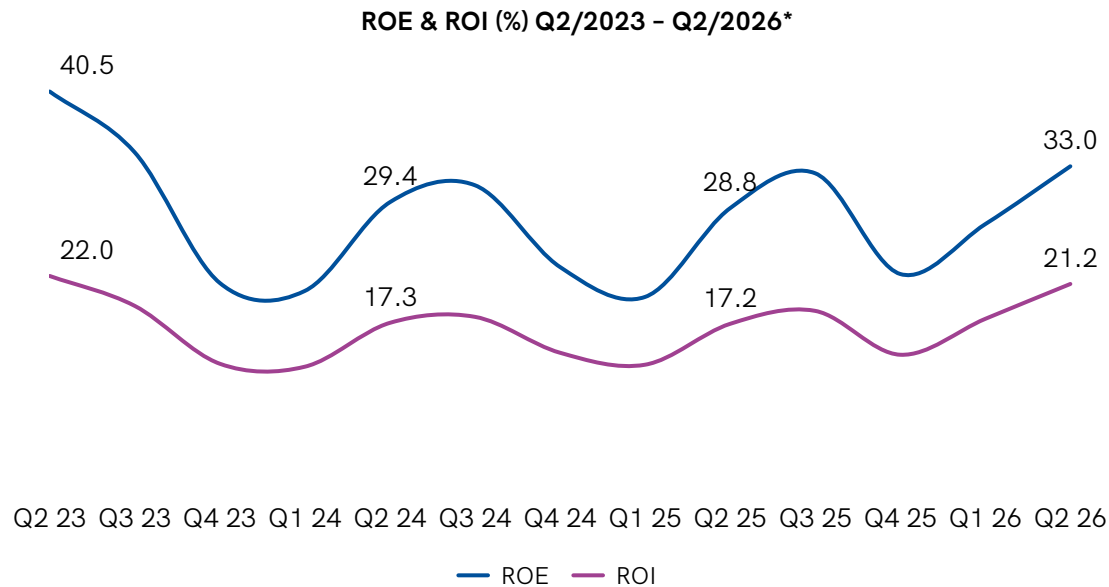


DEPRECIATIONS Q2/2023 - Q2/2026



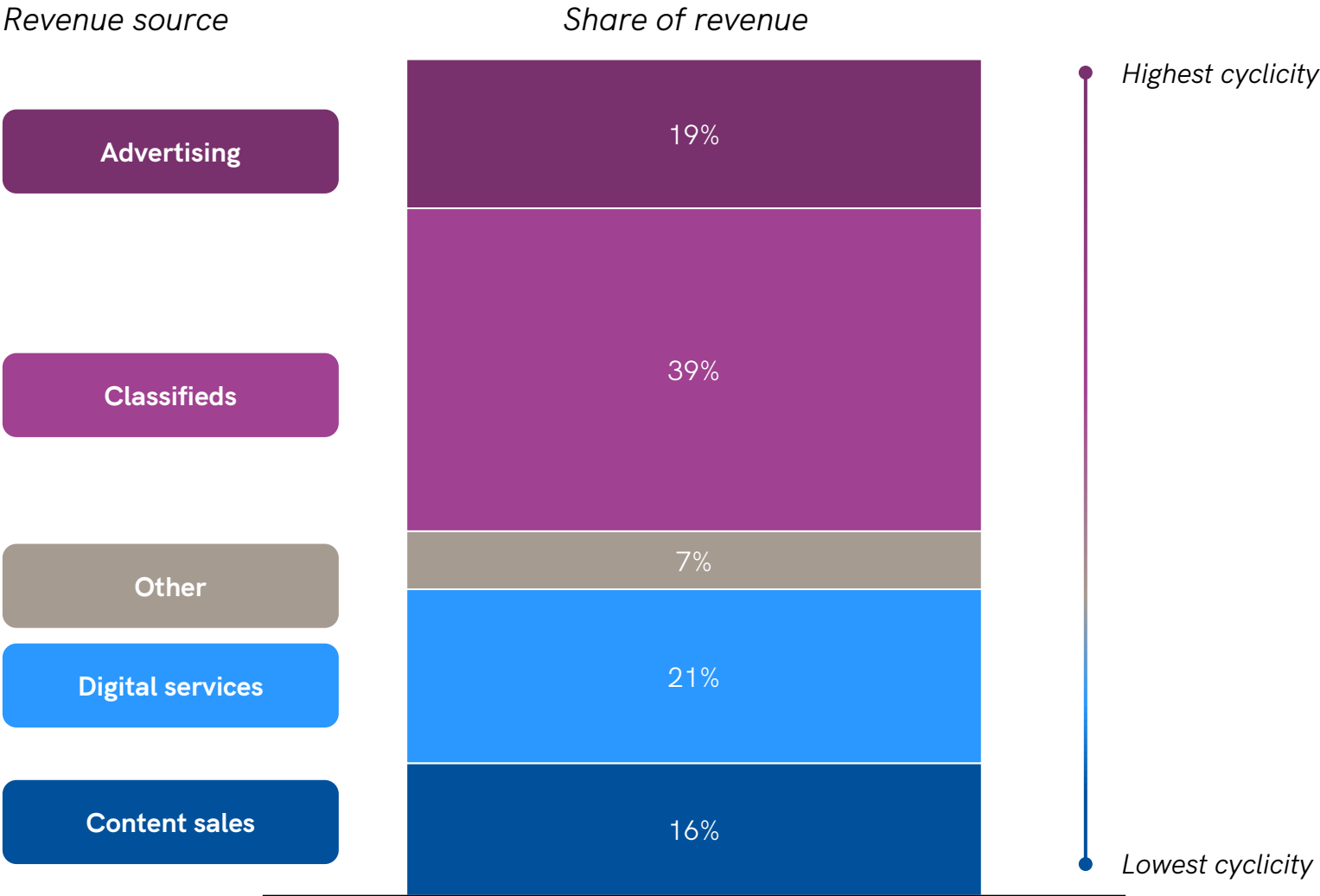
- Investments in Q2 of 2026 totaled MEUR 0.9 (1.6), consisting of maintenance and product development investments and other increases in PPE.
- Capex to support the strategy in developing digital industry solutions and expanding our services in customer's value-chain and additions to right-of-use assets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

Versatile revenue sources, business cyclicality varies



2025

Figures might not add to a 100% due to rounding

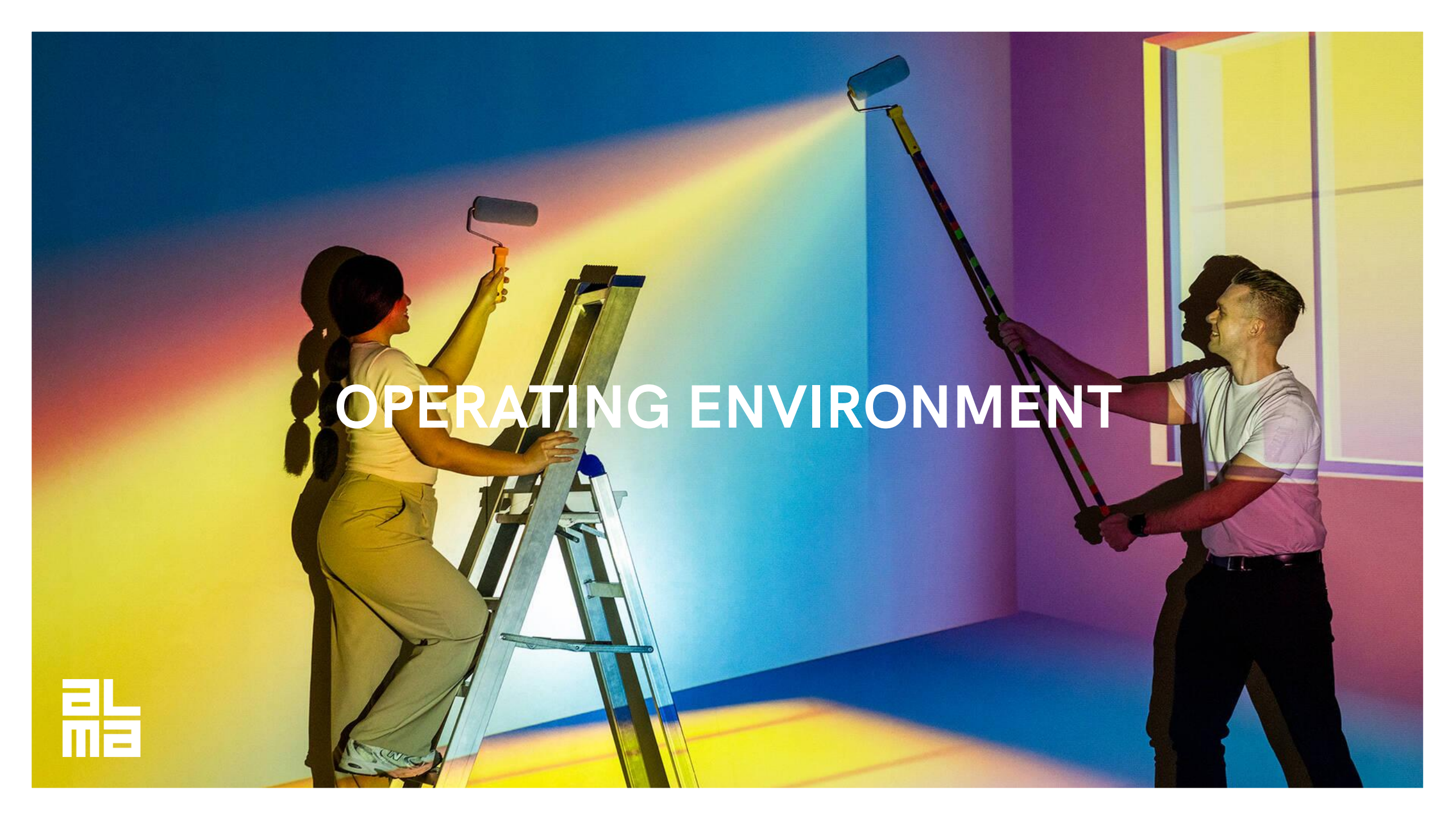
Total Shareholder Return 2016-2025

Total shareholder return 2016 - 2025, %
Includes dividends



Alma Media
+594%

OMXHGI +43%



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.

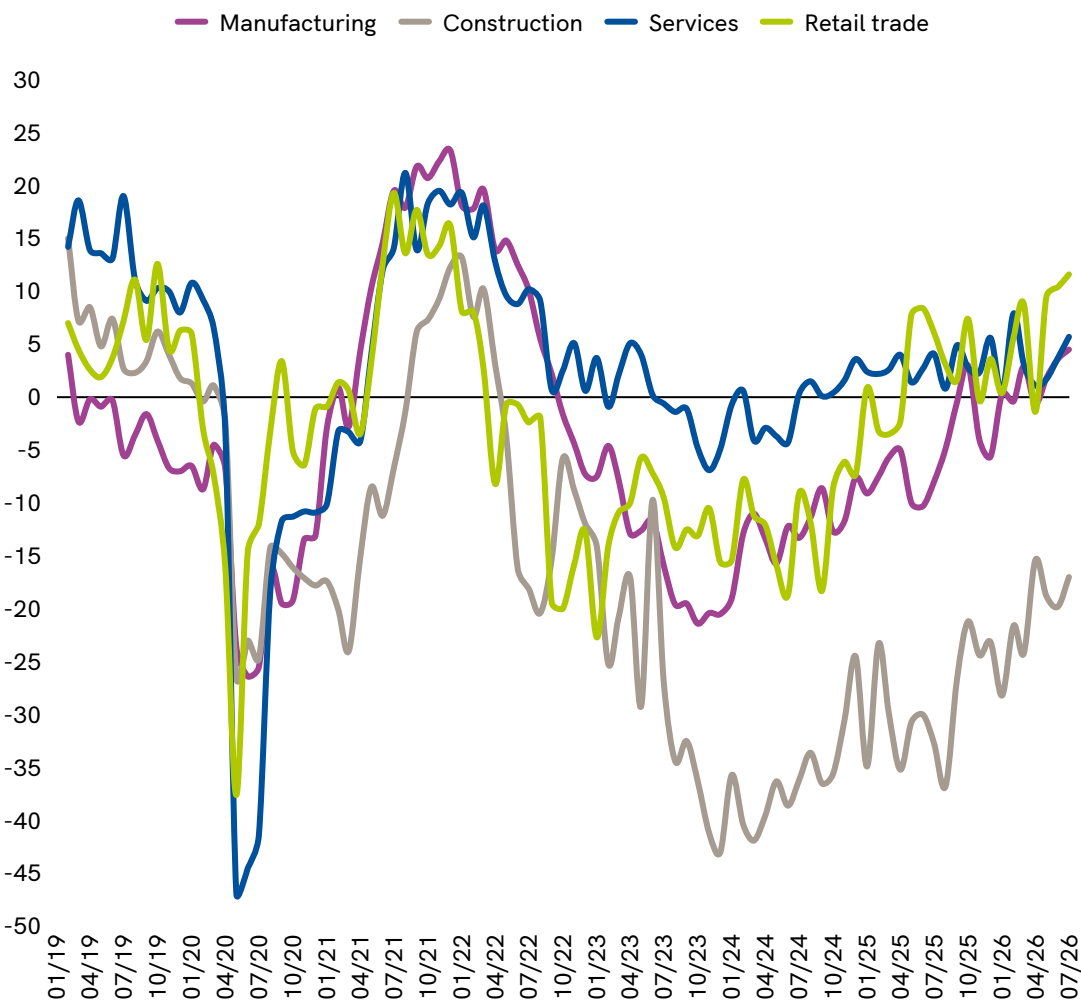


Geopolitical turbulence

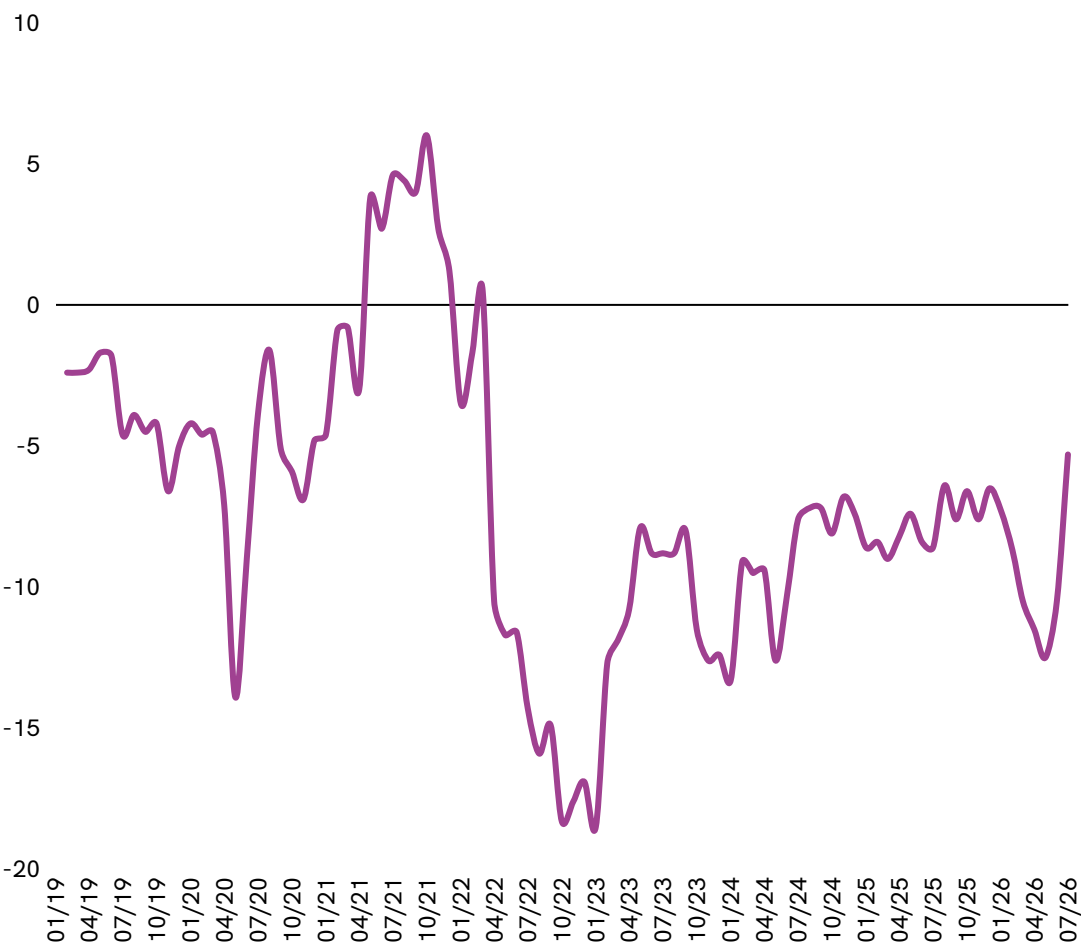
The uncertainty surrounding political and economic development elevated, making forecasting difficult.

Update on Finnish business confidence and consumer confidence

Business Confidence of Finnish Industries

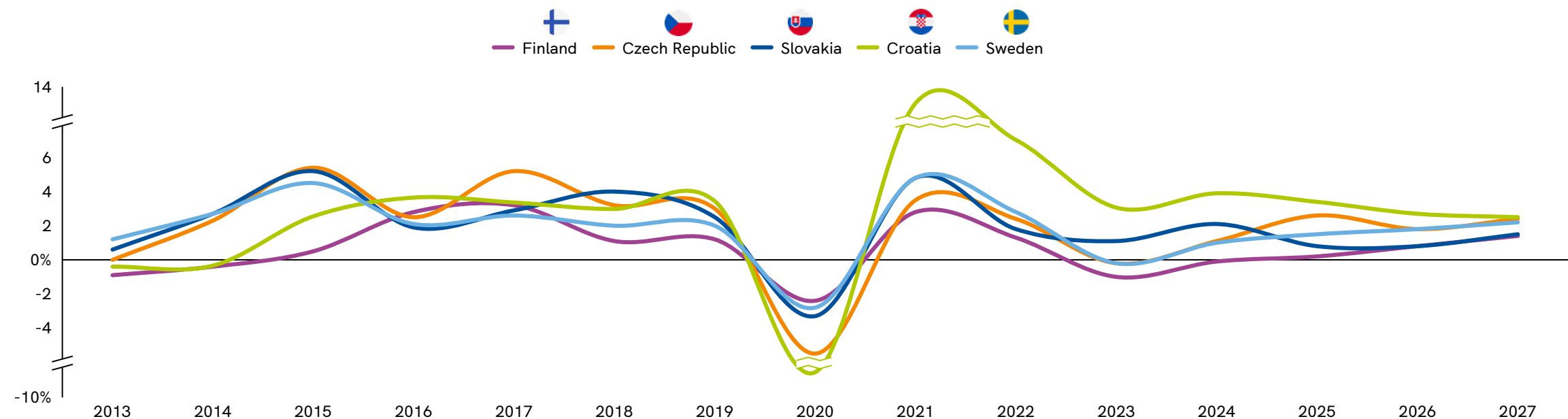


Consumer Confidence



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

GDP growth development in operating countries



Key operating countries

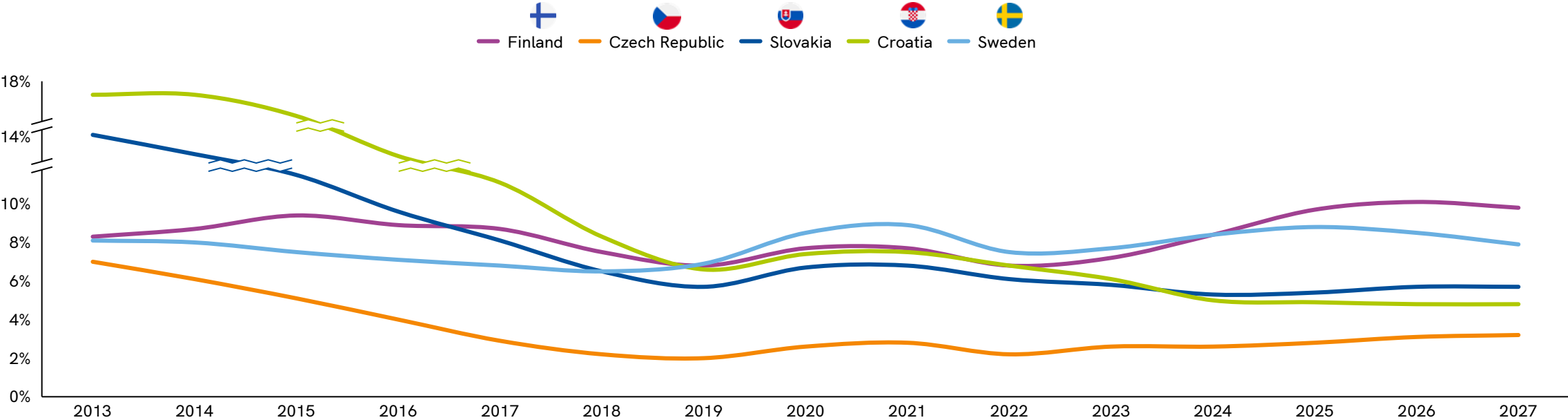
	2020	2021	2022	2023	2024	2025	2026E	2027E
Finland	-2.4%	2.8%	1.3%	-1.0%	-0.1%	0.2%	0.8%	1.4%
Czech Republic	-5.5%	3.5%	2.4%	-0.2%	1.1%	2.6%	1.8%	2.4%
Slovakia	-3.3%	4.8%	1.8%	1.1%	2.1%	0.8%	0.8%	1.5%
Croatia	-8.5%	13.0%	7.0%	3.1%	3.9%	3.4%	2.7%	2.5%
Sweden	-2.8%	4.8%	2.8%	-0.2%	1.0%	1.5%	1.8%	2.2%

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 & 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

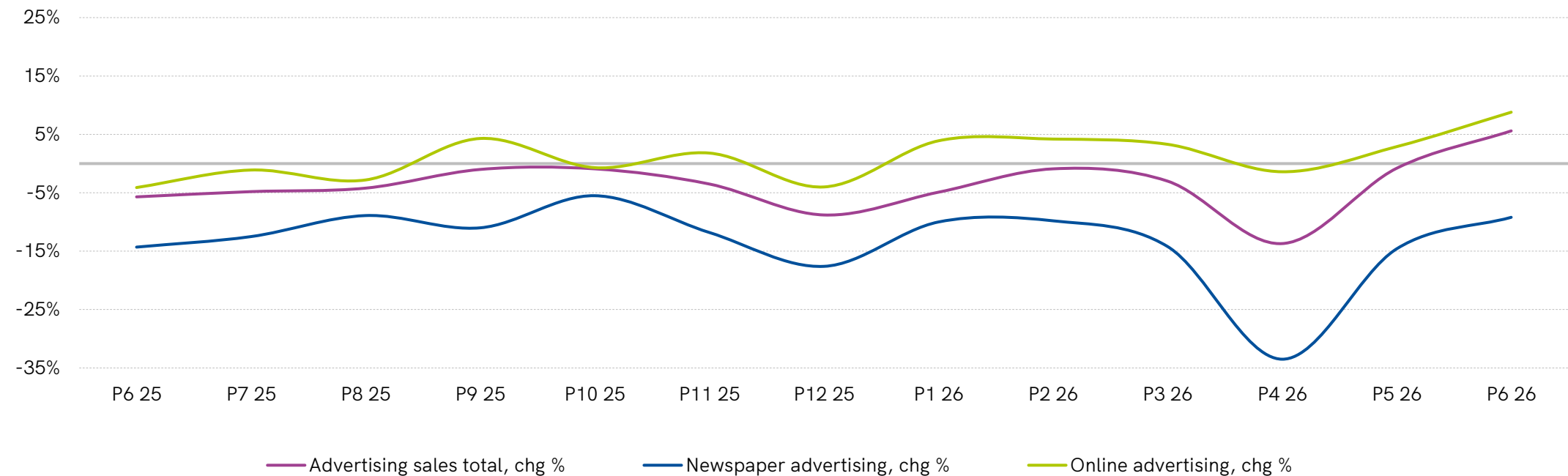
	2020	2021	2022	2023	2024	2025	2026E	2027E
Finland	7.7%	7.7%	6.8%	7.2%	8.4%	9.7%	10.1%	9.8%
Czech Republic	2.6%	2.8%	2.2%	2.6%	2.6%	2.8%	3.1%	3.2%
Slovakia	6.7%	6.8%	6.1%	5.8%	5.3%	5.4%	5.7%	5.7%
Croatia	7.4%	7.5%	6.8%	6.1%	5.0%	4.9%	4.8%	4.8%
Sweden	8.5%	8.9%	7.5%	7.7%	8.4%	8.8%	8.5%	7.9%

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%

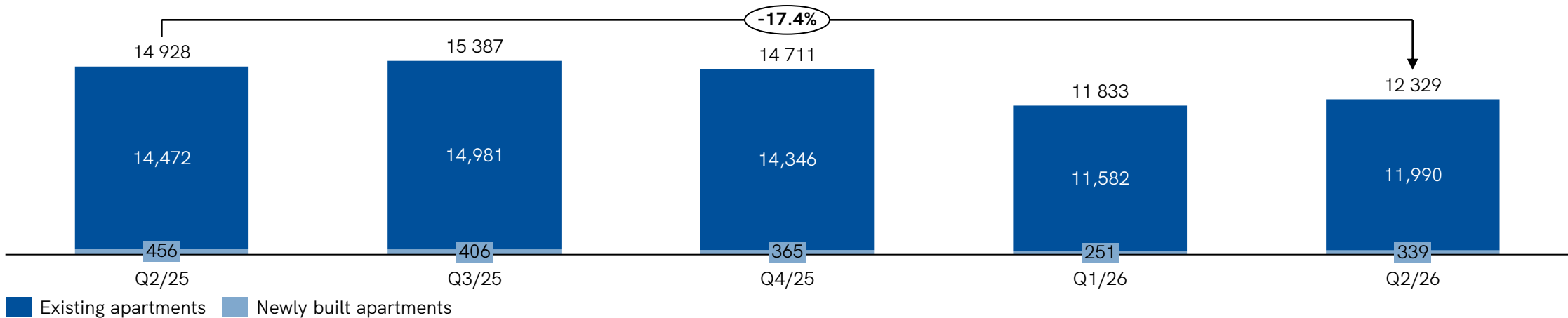
The Finnish advertising market update

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



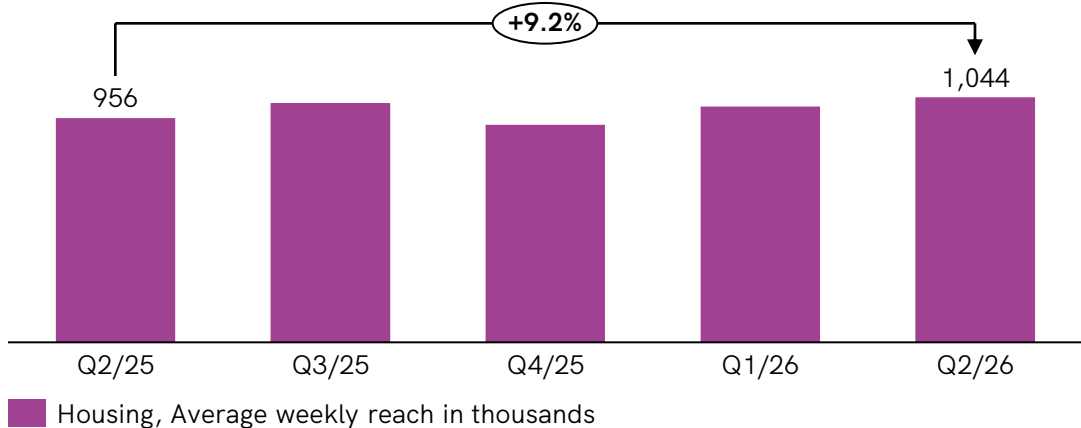
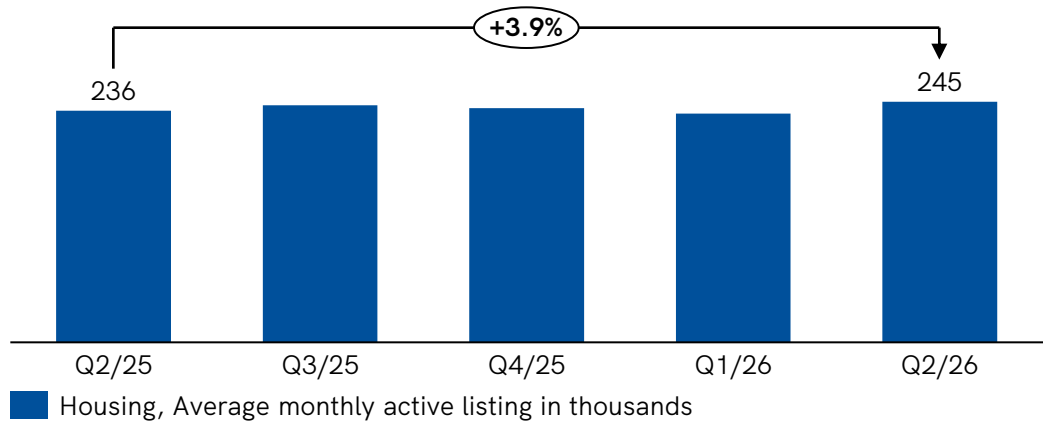
Housing market & marketplaces update

HOUSING MARKET UPDATE (SOLD APARTMENTS)



Source: Federation of Real Estate Agency

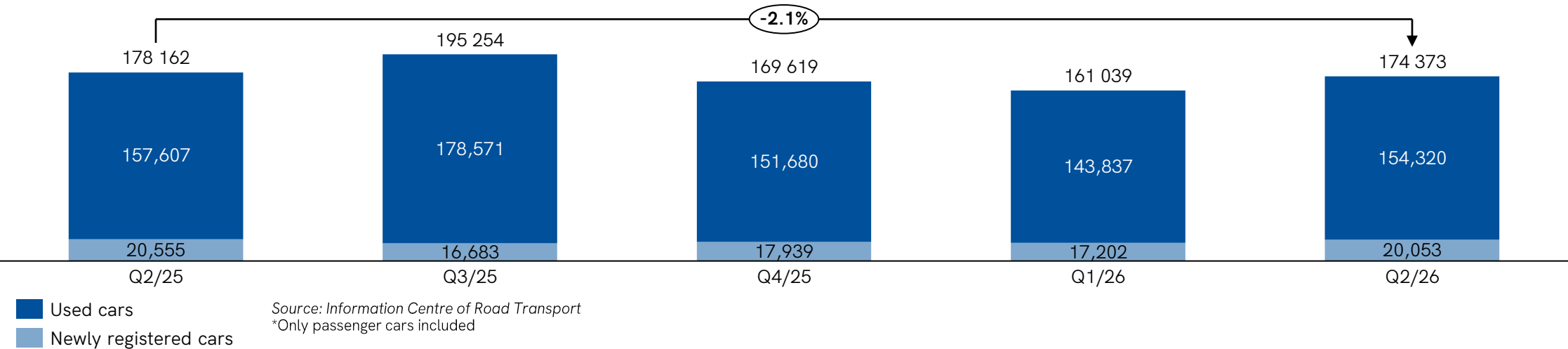
HOUSING MARKETPLACES: ACTIVE LISTINGS* & UNIQUE VISITORS**



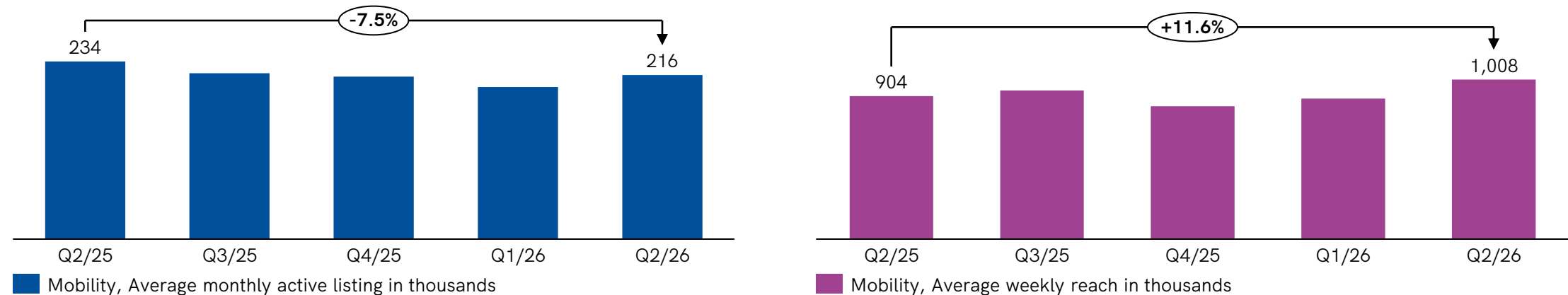
Notes: * The figures include the housing market services: Etuovi, Vuokraovi, Objektvision, Kauppalehti Toimitilat and Toimitilat.fi. ** Visitor figures are based on the Finnish Internet Audience Measurement (FIAM). FIAM is the industry standard for digital media measurement in Finland. The measurement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



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