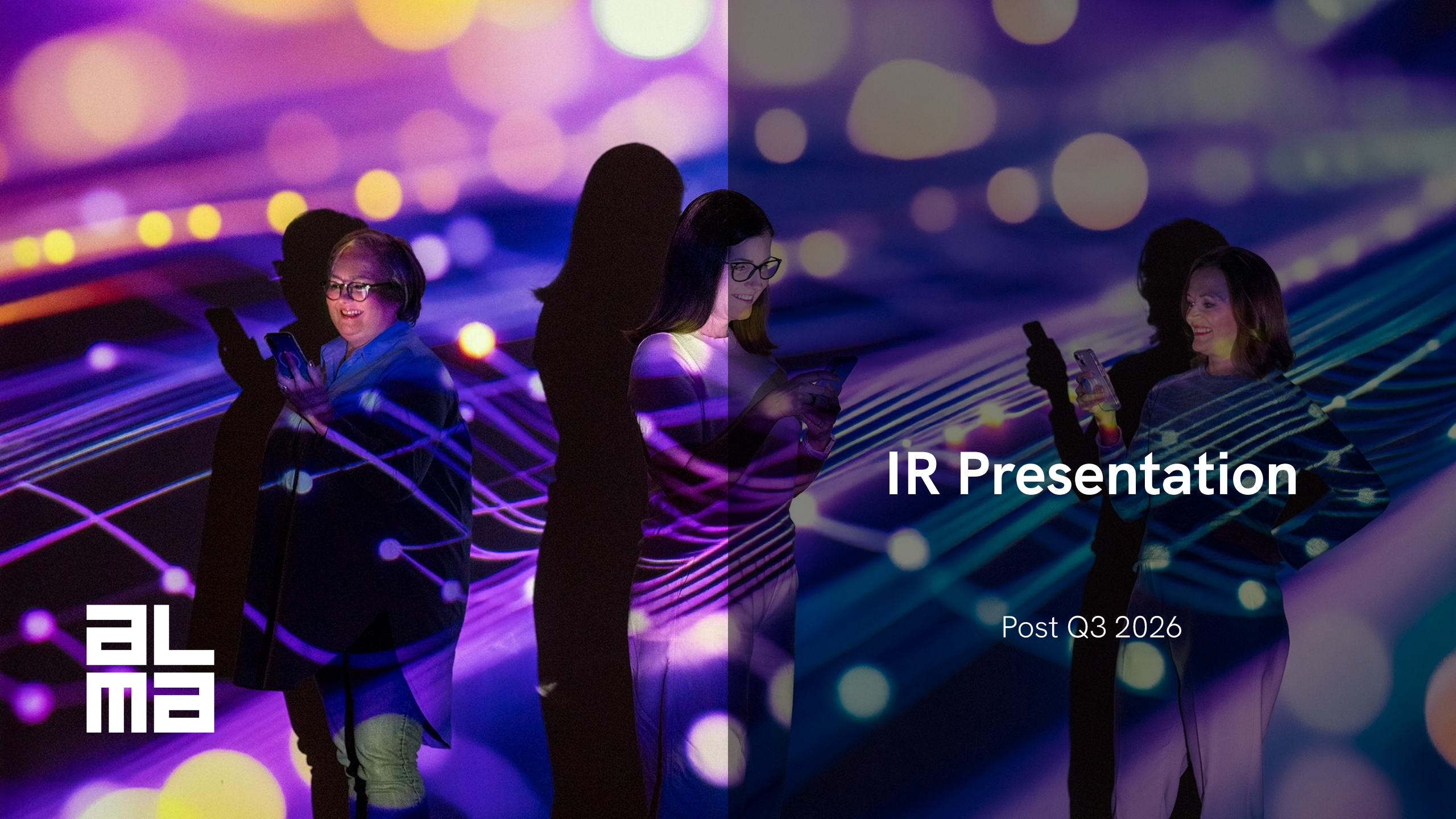


IR Presentation

Post Q3 2026

Alma in Figures (FY 2025)

Revenue
327
MEUR

Digital business
86%

Adj. operating profit
82
MEUR



1649
Professionals

ROE
23%

ROI
15%

Adj. operating profit %
25%

10
European countries

40 / 60
Abroad / in Finland
% of employees

Equity ratio
58%

Dividend of
0.48
euros per share

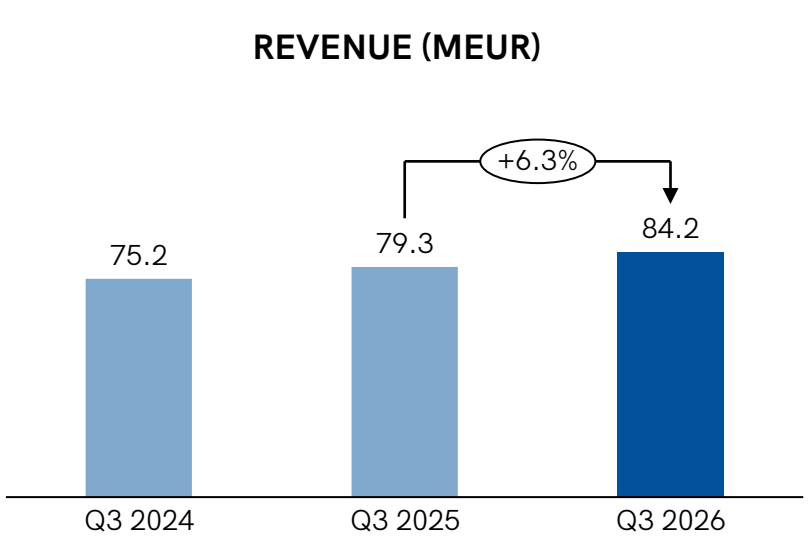
TSR
c. 594%
(2016–2025)

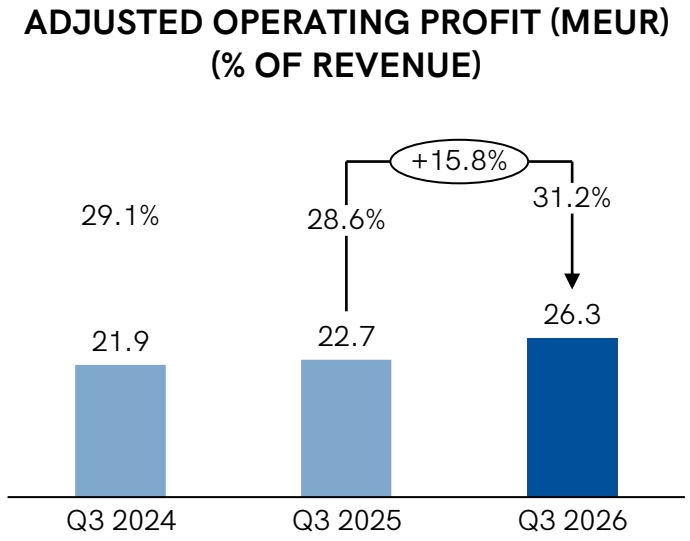
100+
Digital services and applications

Alma's media reach about
89%
of Finns weekly

Q3 2026 Highlights

Revenue increased by 6.3% and adjusted operating profit improved by 15.8% in Q3





- Alma Media delivered continued growth and improved profitability in Q3.
- Organic revenue growth, excluding acquired and divested businesses and at local currencies, grew 5.5%, ahead of the Group's long-term growth target. Revenue grew 6.3% to over MEUR 84.
- Adjusted operating profit climbed to MEUR 26.3 with the margin of 31.2%.
- The share of digital business up to over 88% of total revenue.
- The financial position remained strong; leverage (rolling 12 month) at 1.0 and equity ratio at 54.9%.

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
Q3 2026
27.7
MEUR
+5.7% y/y

Adj. EBIT Margin
Q3 2026
42%

Digital business
97.6%
of revenue

Market position
#1
in 6 CEE markets

SEGMENT LEAD
Vesa-Pekka Kirsi

Market position & Growth drivers

- In Q3, classified revenue grew by 6.3%, supported by broad-based growth in Czechia, and represented 84% of segment revenue.
- 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
Q3 2026
31.9
MEUR
+12.9% y/y (+10.2% organic)

Adj. EBIT Margin
Q3 2026
40%
+5.3pp y/y

Digital services
(e.g. Insights and system solutions)
17.2
MEUR
+18.0% y/y in Q3 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 Q3.
- 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
Q3 2026
24.5
MEUR
-0.6% (+0.7% ex-divestments)

Adj. EBIT Margin
Q3 2026
19%
11th 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

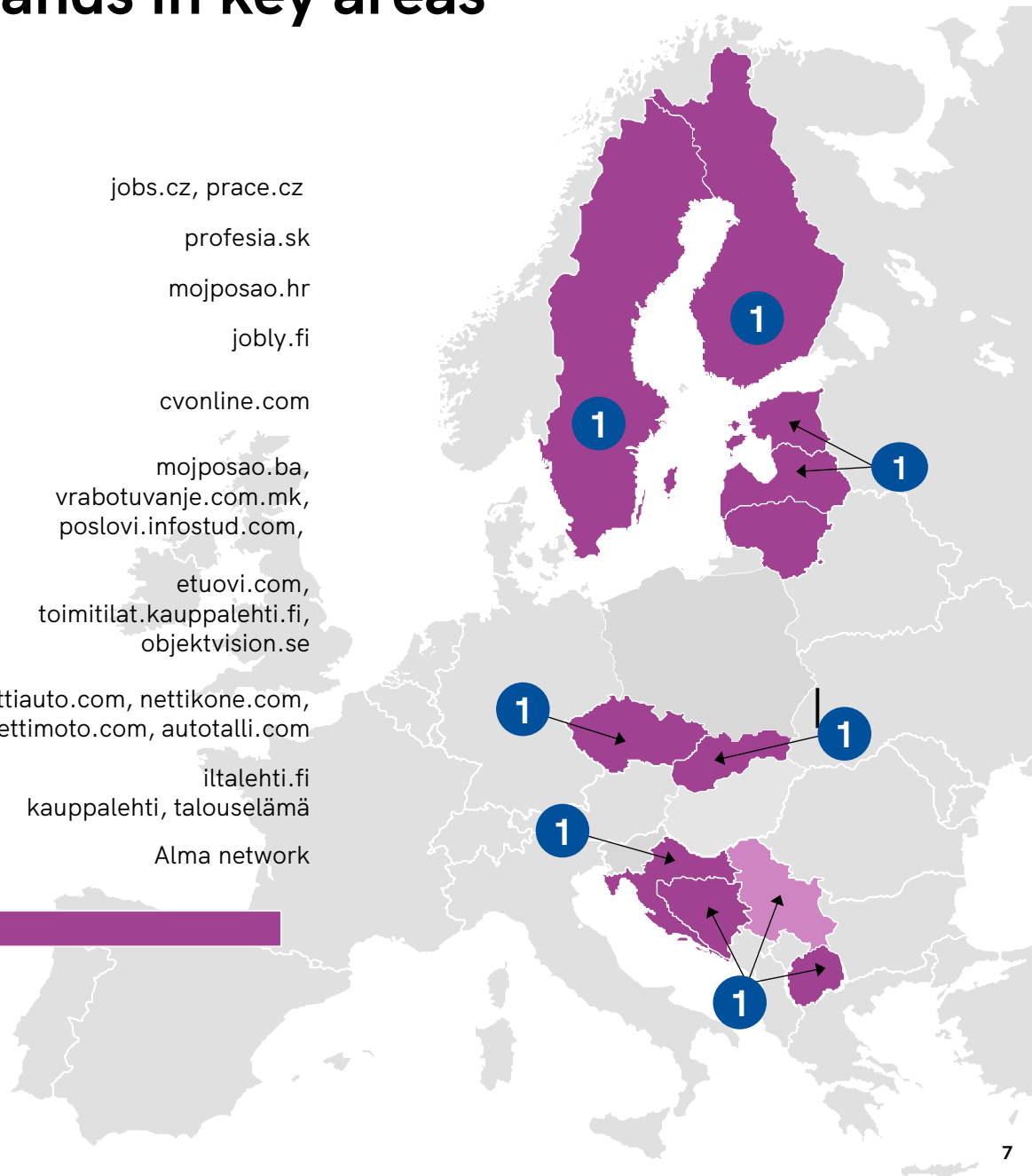
- Leading national media brands (e.g. Kauppalehti, Iltalehti, Talouselämä) provide one of the broadest audience footprints in Finland, reaching almost 90% of Finns each week.
- Digital content and advertising shift continues to improve revenue quality and resilience with further benefits to come.
- Digitalisation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



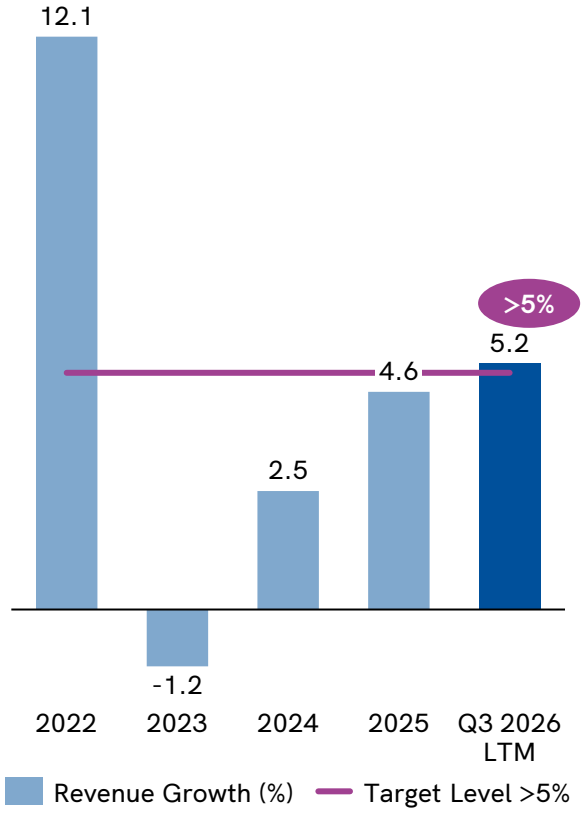
REVENUE SPLIT Q3 2026:



Alma Media's long-term financial targets*

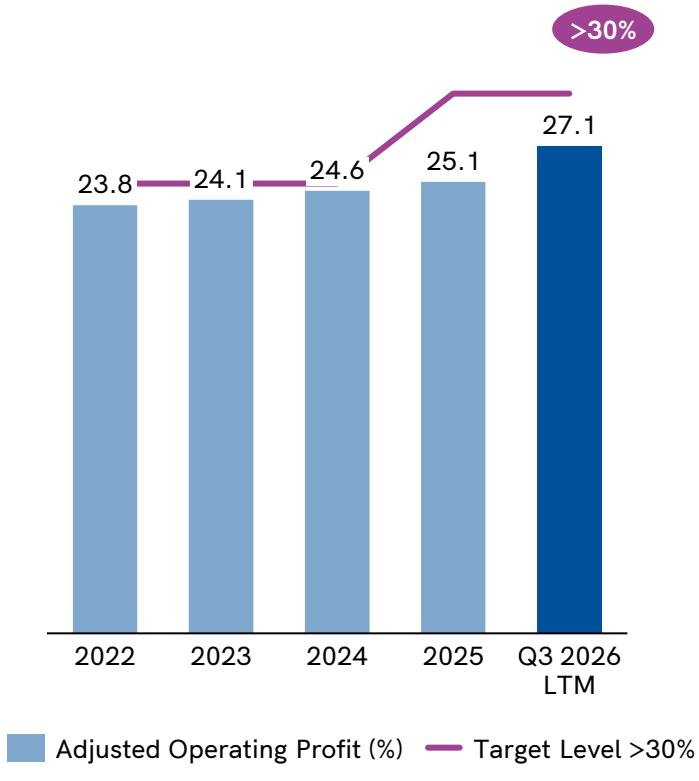
REVENUE GROWTH (%)

>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.


STRATEGY AND OUTLOOK

Alma Media’s transformational journey

Exploiting paradigm changes in technology and consumer behaviour

Pre-2000s

Media

Print as the primary media channel. The first steps of digital transformation.

2000–2020

Digital business

Active portfolio development, accelerating digitalisation and international expansion.

2020 →

Integrating platforms

Strengthening our position across value chains. AI and data at the heart of innovation. Accelerating growth through strategic acquisitions.



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

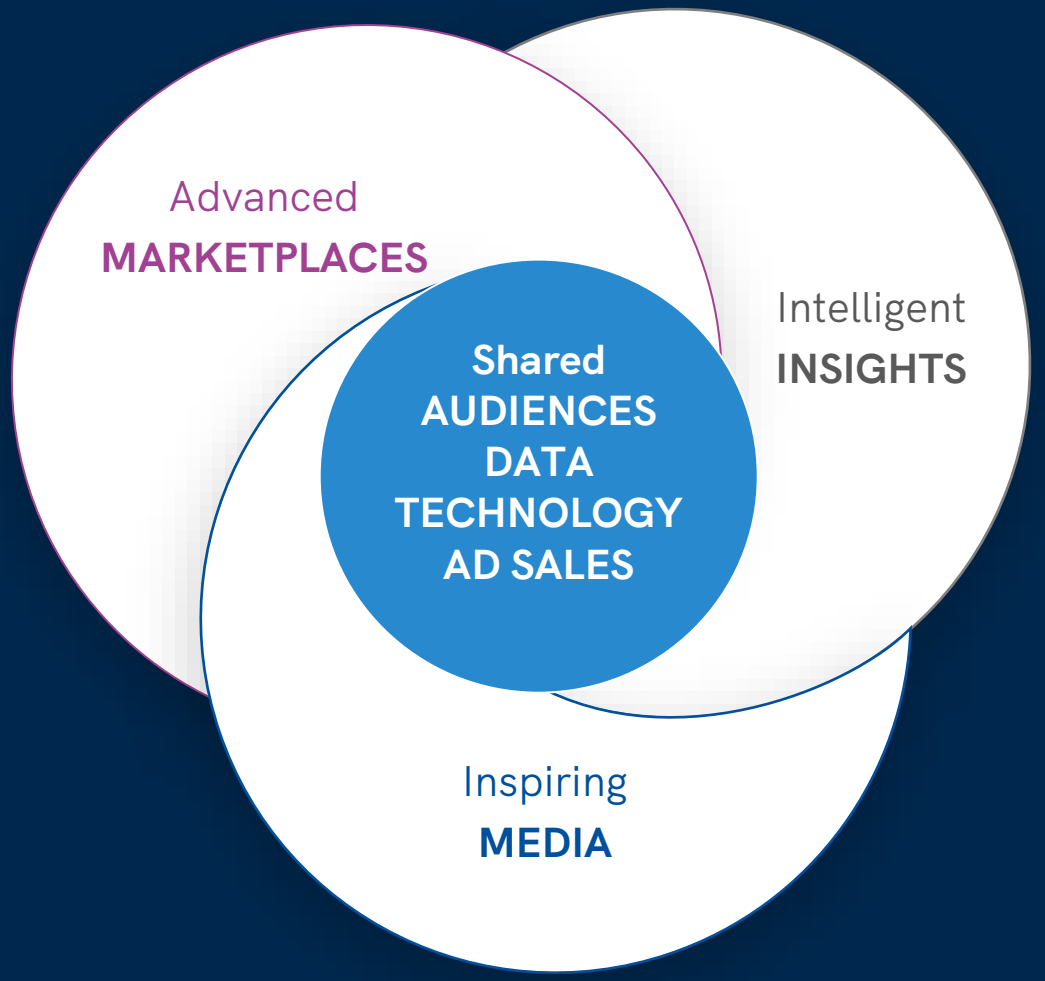
2 GROW

- 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**

Strategy

1	2	3
TRANSFORM	**GROW**	**SCALE**

Q3 Highlights

- AI moved towards workflow-integrated solutions.
- Czech cloud migration completed; CRM rollout progressed.
- AI expanded across sales, content and product development.

- AI-enabled customer solutions expanded across businesses.
- Real Estate ecosystem and digital transactions advanced.
- Edilex synergies realised; DOKS expanded into Sweden.

- Shared platforms advanced across Career and Real Estate.
- AI capabilities scaled through shared technology and expertise.
- Common platforms strengthened scalability and efficiency.

Turning proprietary data and AI into customer value and growth

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.

01
IMPROVING INTERNAL PRODUCTIVITY

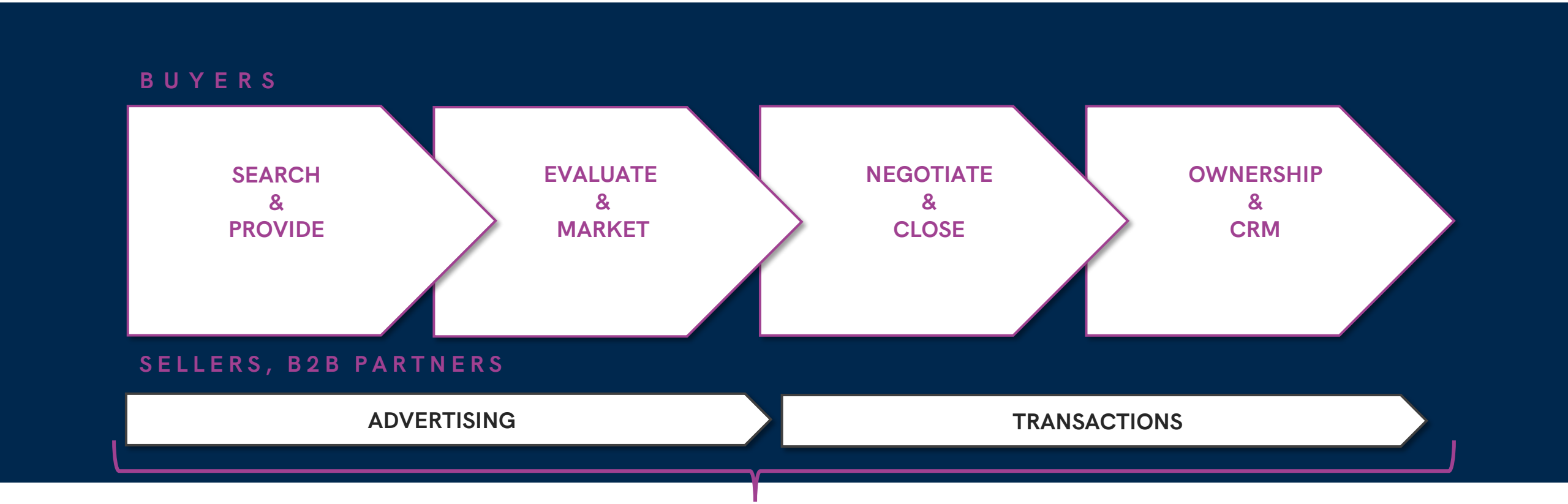
02
IMPROVING CUSTOMER EXPERIENCE

03
NEW BUSINESS MODELS

AI Governance Framework as a foundation

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

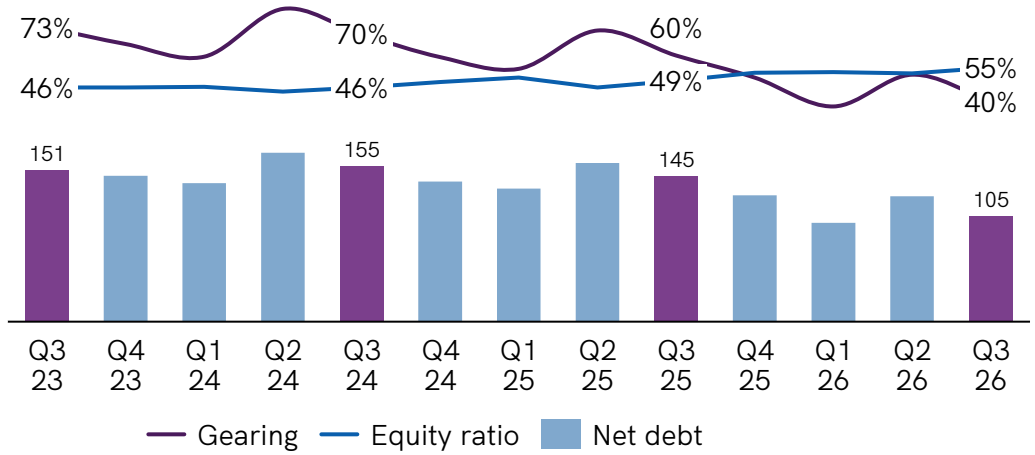
COMPOUND VALUE THROUGH DISCIPLINED CAPITAL ALLOCATION
Organic investment, targeted M&A, strong cash generation and attractive shareholder returns

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 (%) Q3/2023 – Q3/2026



INTEREST-BEARING NET DEBT, MEUR	7-9/2026	7-9/2025
Interest-bearing long-term liabilities	131.4	161.6
IFRS16 lease liabilities	21.4	26.6
Loans from financial institutions	110.0	135.0
Short-term interest-bearing liabilities	17.9	19.3
IFRS16 lease liabilities	7.9	7.3
Commercial papers	10.0	12.0
Cash and cash equivalents	44.2	36.0
Interest-bearing net debt	**105.1**	**144.8**

- Alma Media has a commercial paper program of MEUR 100 in Finland. At the end of Q3 2026, MEUR 10 of commercial papers were issued.
- In Q3, financing cash flow included MEUR 1.9 in lease liability payments, with no new loans drawn down or existing loans repaid.
- In May 2026, Alma Media renewed its Term Loan interest rate hedge, replacing two derivatives of MEUR 50 (maturing in December 2027) and MEUR 30 (August 2027) with a single MEUR 60 fixed-rate derivative maturing in December 2028. The new derivative carries forward the fair value of the terminated derivatives at termination.
- Average interest rate was 3.0% (2.6%) in Q3.

Strong financial position underpins growth ambitions

Total assets, 30.9.2026

529.8 MEUR

vs 538.3 MEUR 30.9.2025

Net debt, 2026 7-9

105.1 MEUR

vs 144.8 MEUR 2025 7-9

Equity ratio, 30.9.2026

54.9%

vs 49.1 % 30.9.2025

Gearing, 30.9.2026

40.0%

vs 60.3 % 2025 7-9

Operating cash flow, 2026 7-9

21.8 MEUR

vs 21.5 MEUR 2025 7-9

Return on equity (ROE), 2026 7-9

37.0%

vs 32.3 %, 2025 7-9

Outlook for 2026

Announced on 29 October 2026

Alma Media expects its full-year revenue and the adjusted operating profit of 2026 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 positive business development in the first nine months of the year is expected to continue and support revenue growth for the full year. The outlook does not assume a material improvement in market conditions, and market uncertainty continues. The outlook for adjusted operating profit remains unchanged.

The outlook is based on an assessment that economic conditions in the Company's main market areas are expected to remain broadly unchanged, although positive signals have been observed. Fluctuations in the global economy may affect market development.

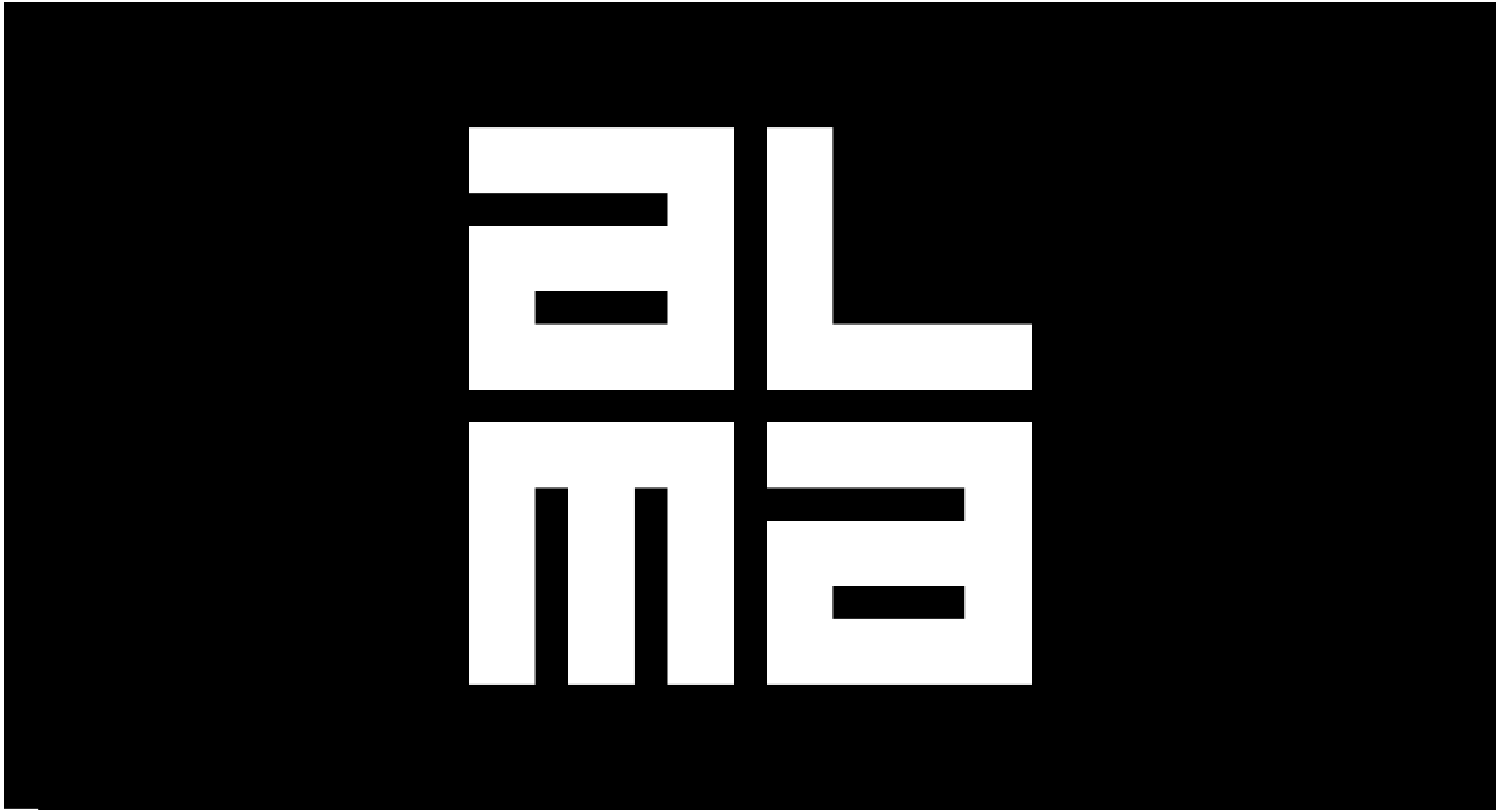


The operating environment in Finland remained mixed, although economic indicators continued to show signs of a gradual recovery. Consumer confidence remained subdued but is expected to strengthen gradually, supporting a broader recovery in demand. The Group's business diversification across multiple geographical markets and different business areas, together with systematic cost management, stabilises the Company's operations even in challenging market conditions.

Alma as an 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

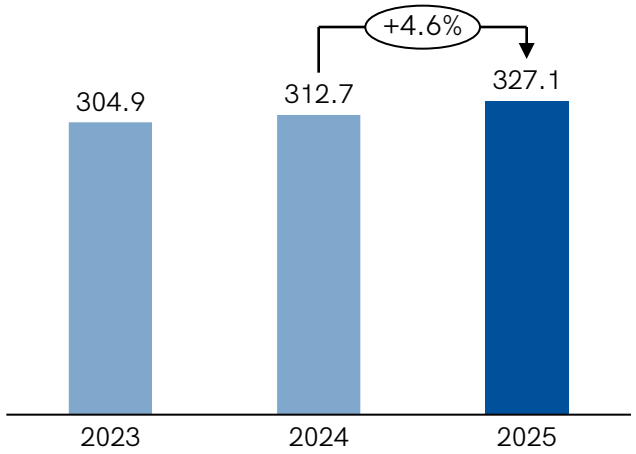




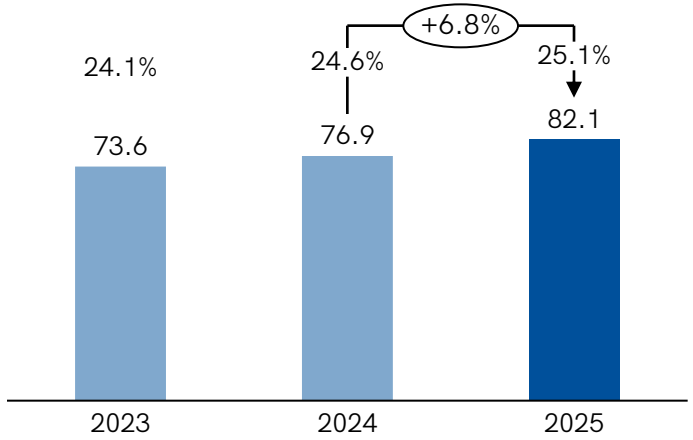
FY2025 Highlights

Digital business and portfolio development driving profitable growth

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%.

Business segments

Q3 2026

ALMA CAREER
Vesa-Pekka Kirsi

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

Revenue	Adj. EBIT
MEUR 27.7	**MEUR 11.7**
Adj. EBIT margin	Digital
42.2%	**97.6%**

ALMA MARKETPLACES
Santtu Elsinen

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

Revenue	Adj. EBIT
MEUR 32.3	**MEUR 12.8**
Adj. EBIT margin	Digital
39.7%	**97.9%**

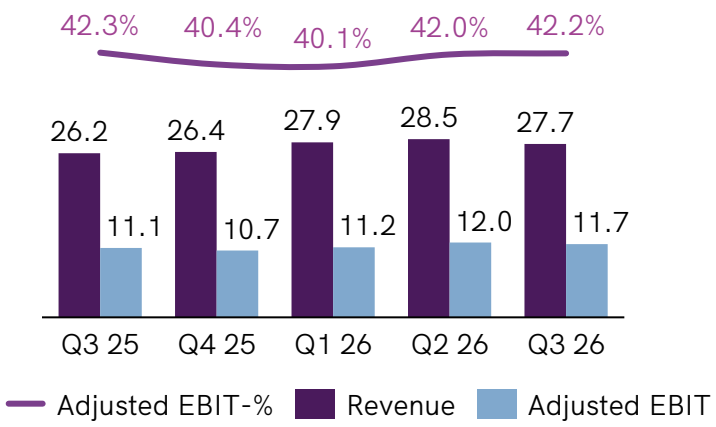
ALMA NEWS MEDIA
Juha-Petri Loimovuori

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

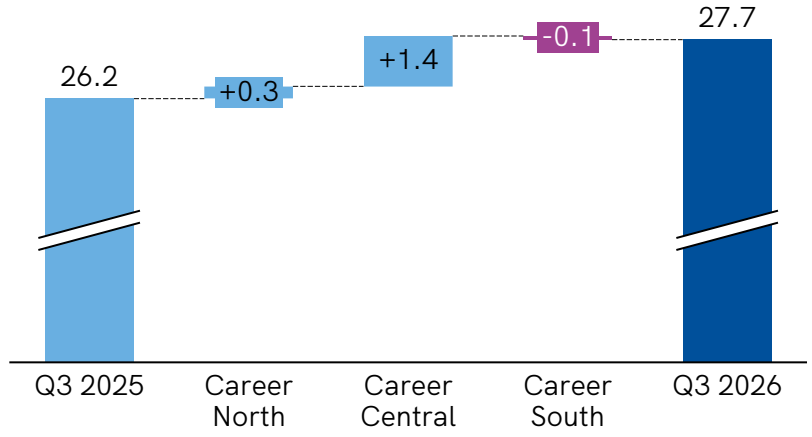
Revenue	Adj. EBIT
MEUR 24.5	**MEUR 4.5**
Adj. EBIT margin	Digital
18.5%	**65.2%**

Alma Career: Revenue up 5.7% and adjusted operating profit up by 5.5%, driven by strong performance in the Czech market

REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



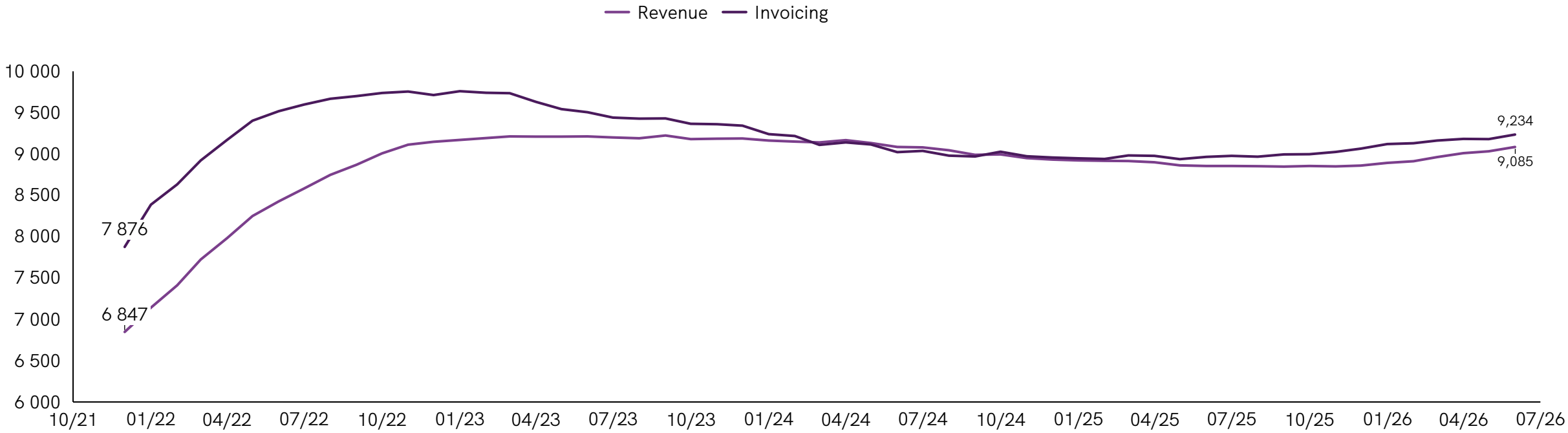
SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)



Business development in Q3:

- Revenue increased by 5.7% to MEUR 27.7 (in local currencies up by 4.2%).
- Adjusted operating profit up by 5.5% to MEUR 11.7 with a stable margin of 42.2%.
- Invoicing in comparable currencies increased by 4.1%, supported by positive development particularly in Czechia.
- Adjusted expenses up 5.7% to MEUR 16; IT costs increased due to higher cloud usage, common development activities and temporary cost overlaps.

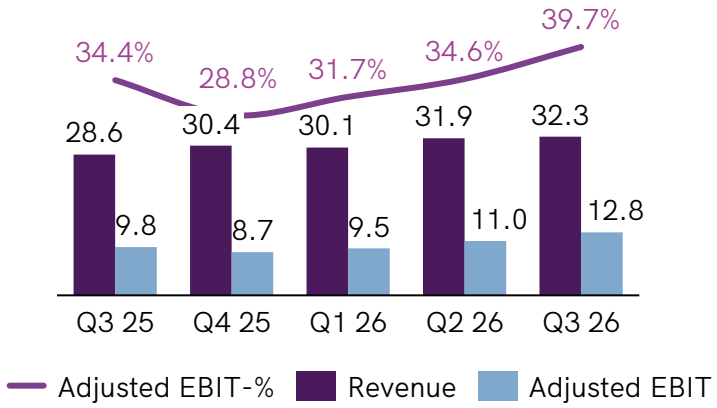
Invoicing & revenue recognition in Alma Career, rolling 12 months



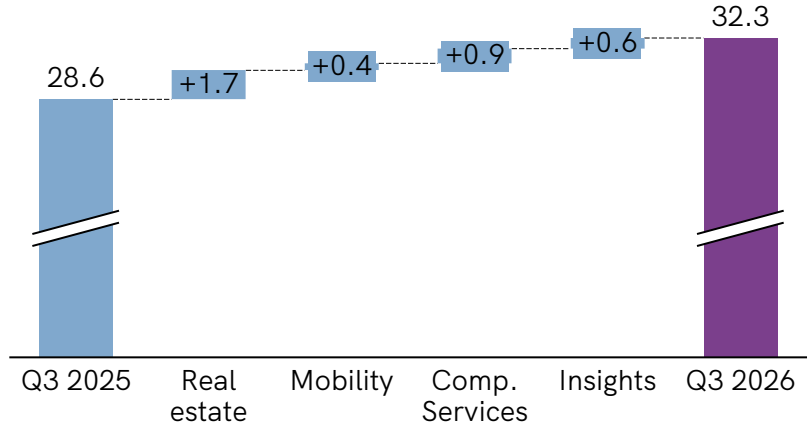
KPIs (monthly averages in thousands)	**7-9/ 2026**	7-9/ 2025	1-12/ 2025
Unique visitors	5,540	5,571	5,860
Users with job alerts	2,261	2,144	2,110
Number of paid job ads	92	93	93

Alma Marketplaces: Revenue up 12.9% and adjusted operating profit up by 30.4%, with growth across all business units

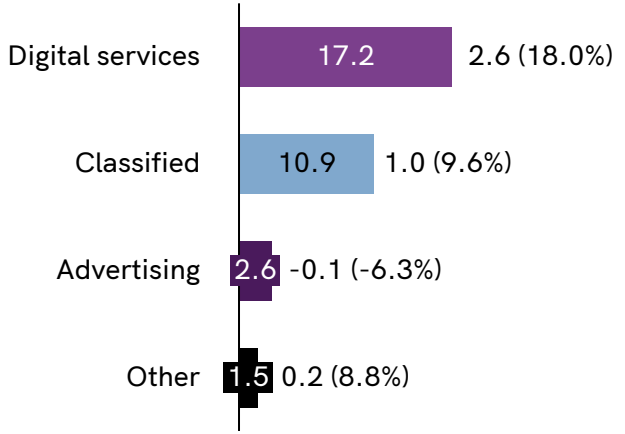
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)

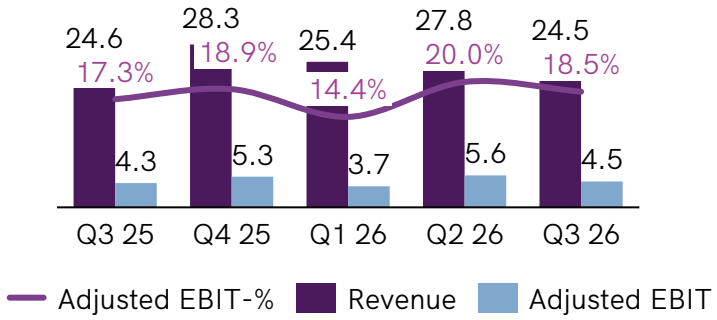


Business development in Q3:

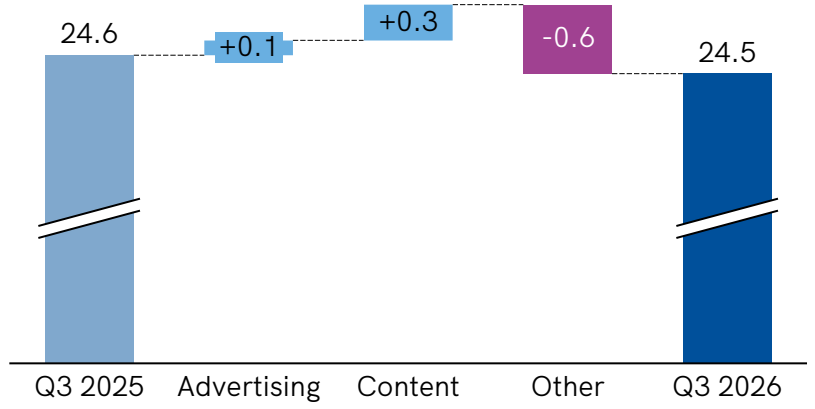
- All businesses contributed to the growth.
- Revenue rose by 12.9% to MEUR 32.3. The organic growth was up by 10.2%. Digital service revenue soared by 18%.
- In Real Estate, revenue grew by 15.9%. Classified revenue increased by 11%, driven by broad-based growth across all business units, particularly in Sweden. Digital housing transactions continued to gain popularity.
- Mobility revenue up 4.3%, classifieds grew 8.4% and digital services in the unit was on par with the comparison period.
- Insights revenue grew by 11.1%, licence-based revenue continued to grow, while the one-off and print sales remained stable.
- Comparison Services revenue expanded by 39%, driven by the acquisition of Effortia's electricity comparison services.

Alma News Media: Revenue on par, adjusted operating profit up 6.3%, with an 18.5% margin

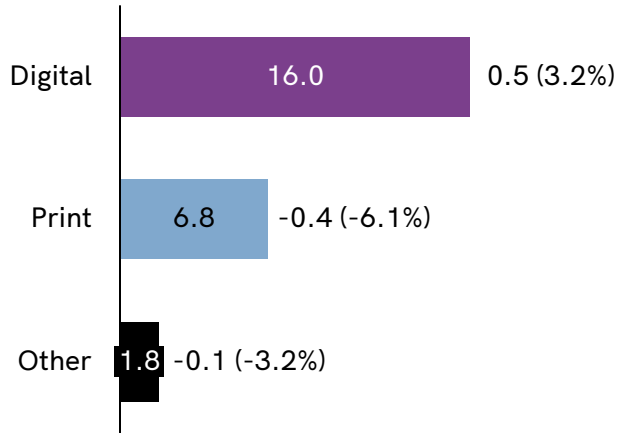
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



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

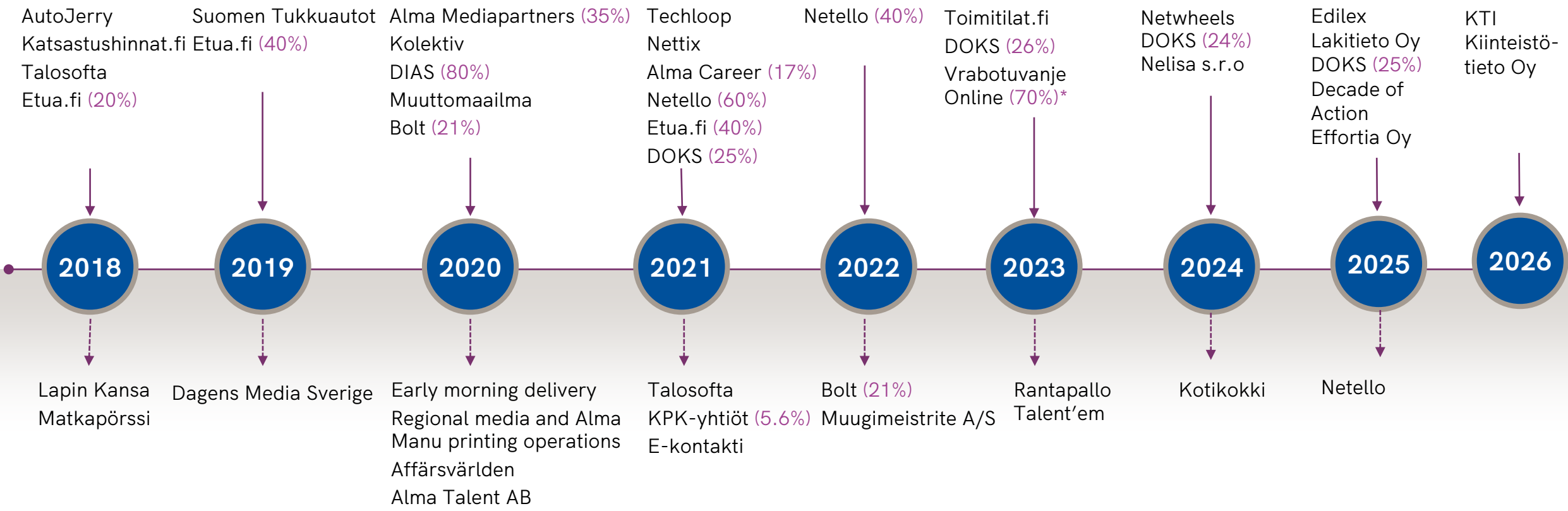


Business development in Q3:

- Revenue on par with the comparison period; digital business share climbed to 65.2%.
- Content revenue increased by 2.5%, as strong digital growth (+10.0%) more than offset declining print revenues.
- Advertising revenue up by 1.3%; digital advertising grew by 2.0%, while print advertising declined.
- Profitability strengthened for the 11th consecutive quarter Q-on-Q, with adjusted operating profit up 6.3% to MEUR 4.5.
- Adjusted expenses down 2.2%; broadly stable on a comparable basis.
- High demand for journalism continued, with digital subscriptions totalling c. 240,000 (223,000).

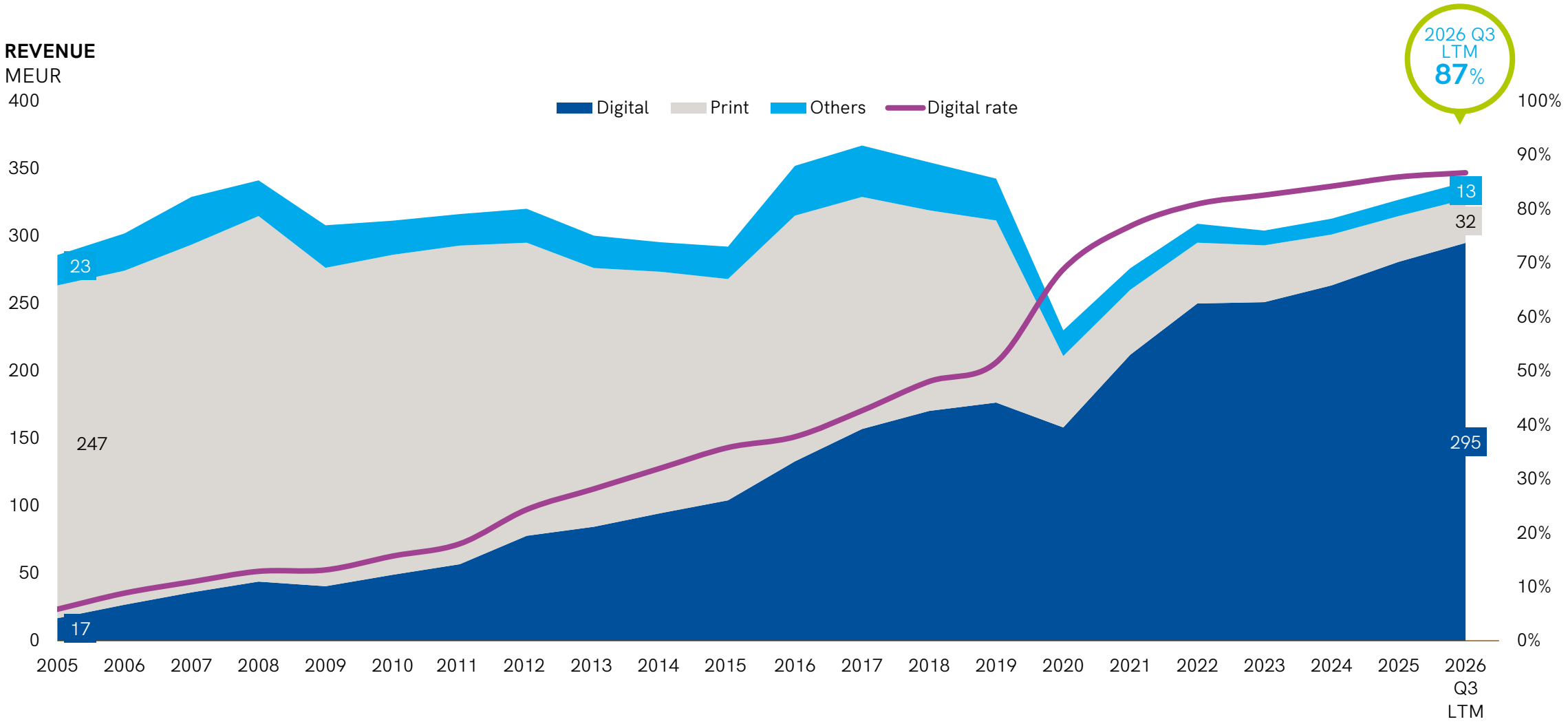
Continuing the renewal of portfolio – investments to digital transformation and growth

INVESTMENTS OF WITH A STRONG FOCUS ON DIGITAL BUSINESS



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

Digital transformation



Sustainability targets and results

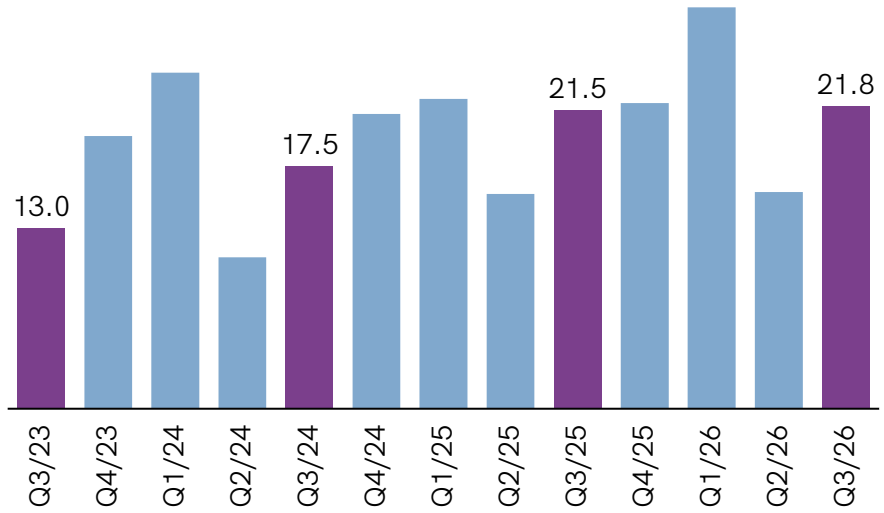
	Topic	KPI	Results in 2025	Target for 2025
Environment	Carbon footprint Own operations (Scope 1 & 2)	CO2 emissions of electricity, heating and cooling, emissions from company cars	236.6 tCO2-eq	Less than 272.8 tCO2-eq
	Carbon footprint Subcontracting chain (Scope 3)	CO2 emissions caused by the subcontracting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



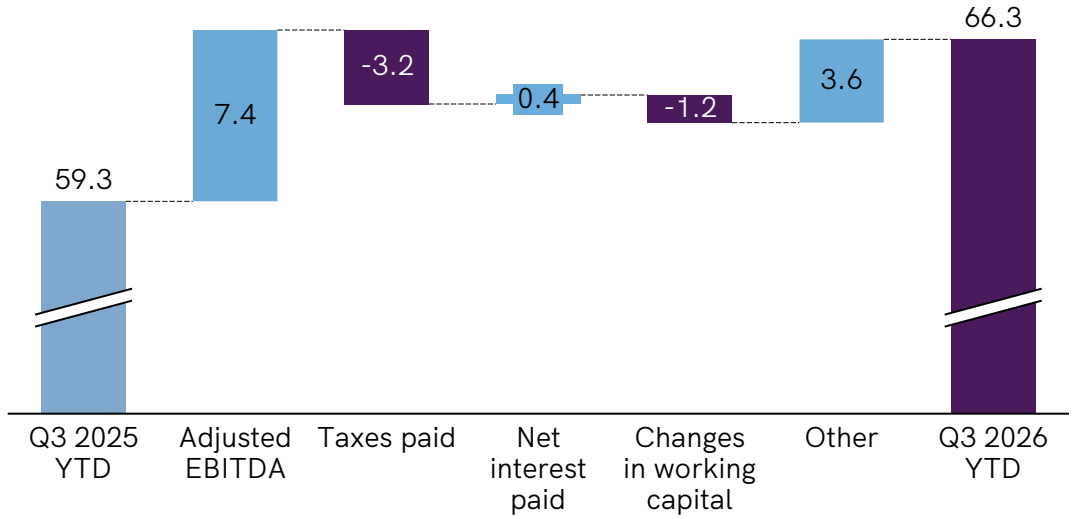
FINANCIAL POSITION

Cash flow

OPERATING CASH FLOW Q3/2023 – Q3/2026 (MEUR)



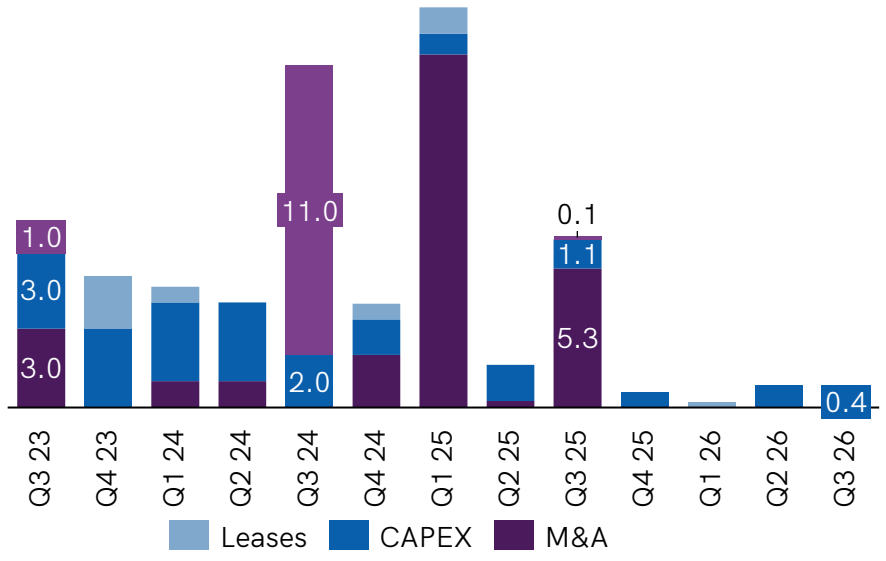
OPERATING CASH FLOW BRIDGE Q3/2025 YTD – Q3/2026 YTD



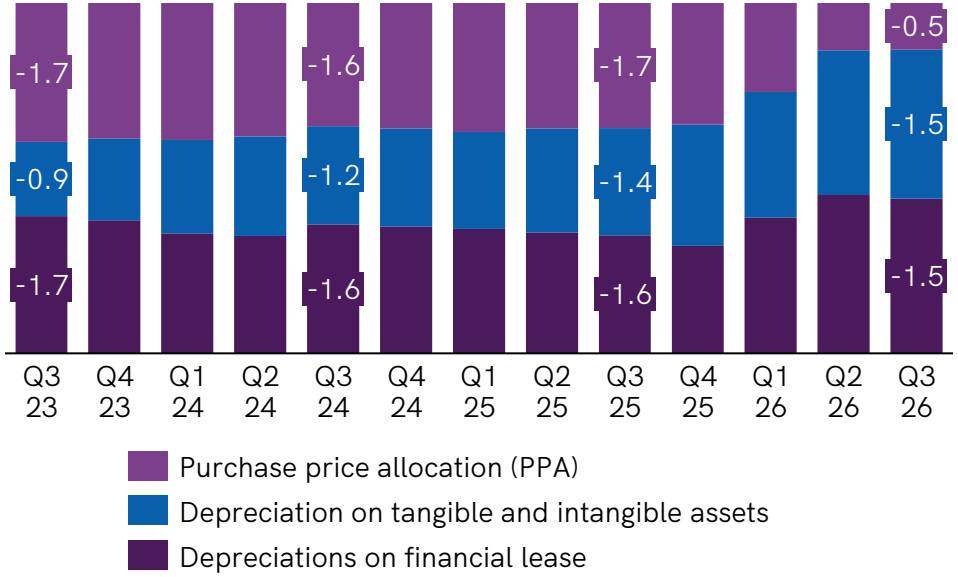
- Cash flow from operating activities was MEUR 21.8 (21.5) in Q3.
- Operating result was strong. Cash flow was strong in Q1 and Q3 but more moderate in Q2 due to normal seasonal changes in working capital, remaining strong overall for the first nine months.
- Cash flow after investments and before financing was MEUR 21.4 (15.1) in Q3, incl. investments in tangible and intangible assets.

Investments

CAPEX, LEASES, M&A Q3/2023 – Q3/2026



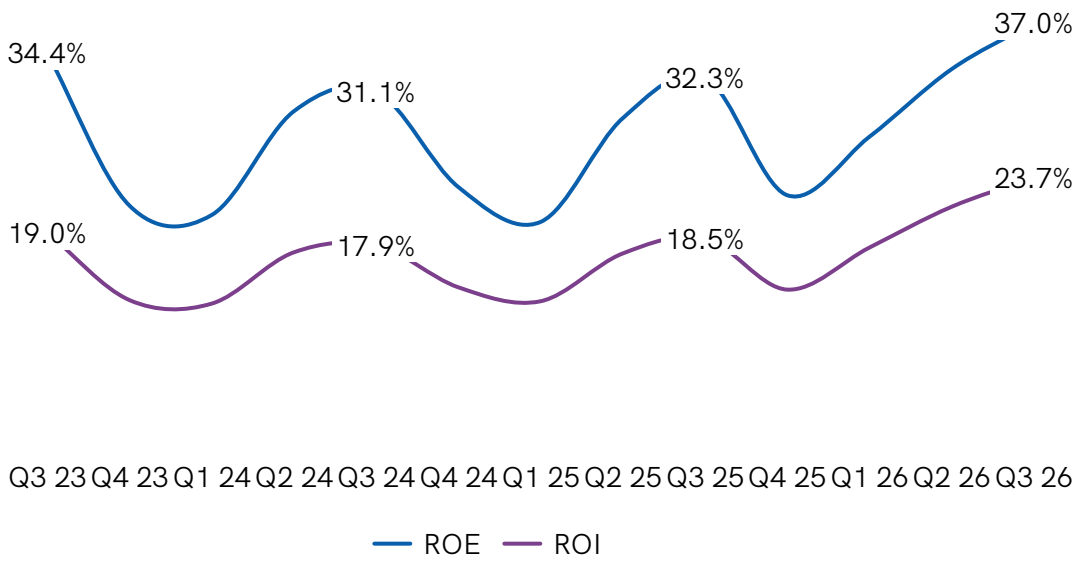
DEPRECTIATIONS Q3/2023 – Q3/2026



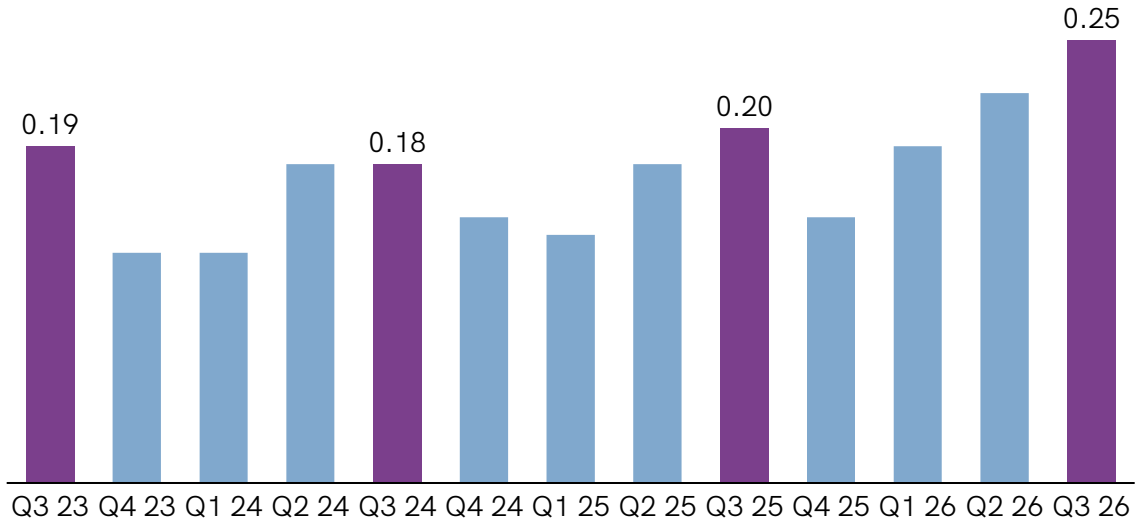
- Capital expenditure in Q3 totaled MEUR 0.4 (6.4), mainly consisting of technology renewal and product development investments.
- Depreciation remained broadly stable, while PPA-related depreciation continued to decline.

Earnings per share

ROE & ROI (%) Q3/2023 – Q3/2026*

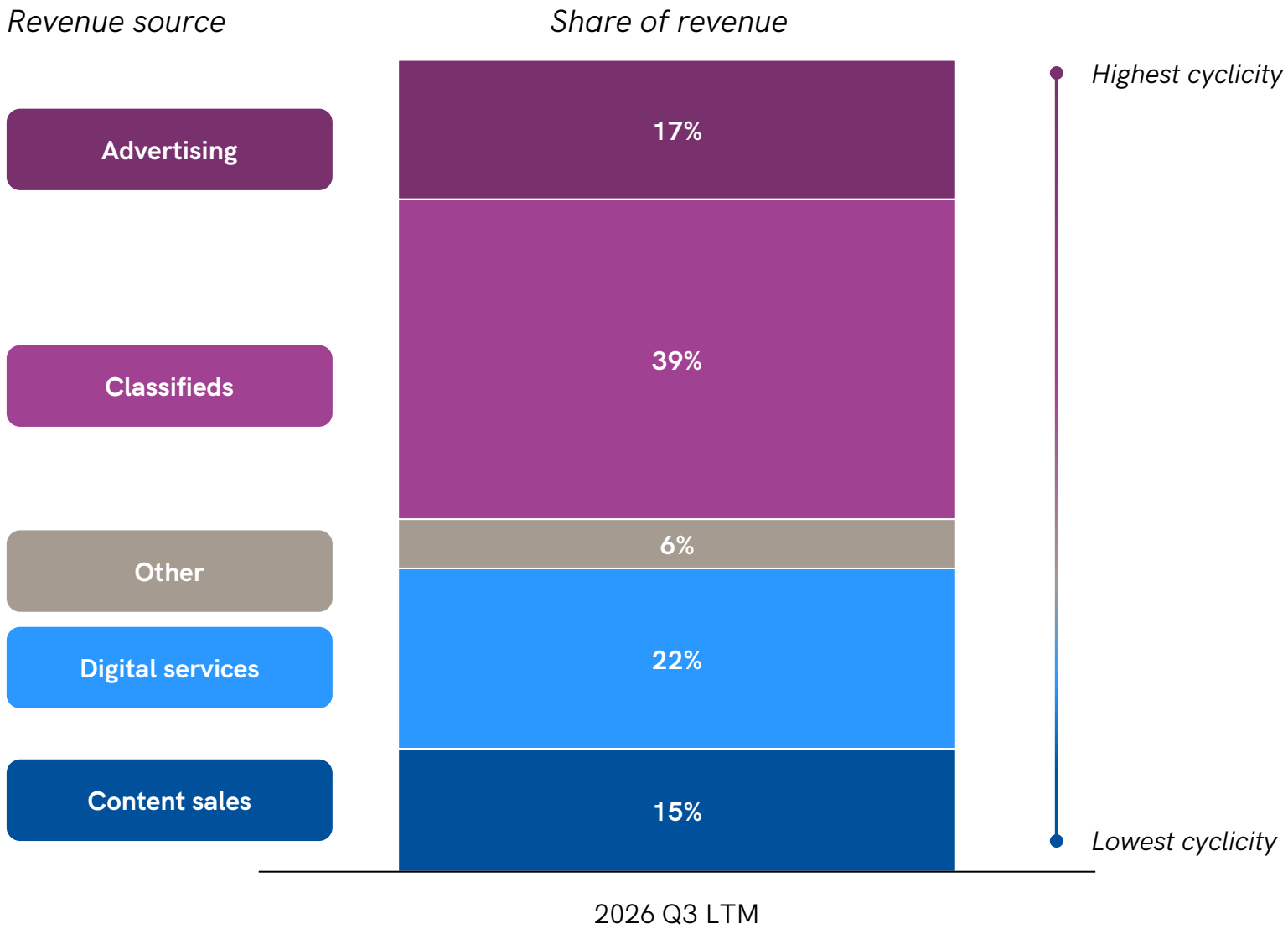


EARNINGS PER SHARE Q3/2023 – Q3/2026



- Earnings per share: 0.25 (0.20) EUR.
- Adjusted items: MEUR 0.0 (-0.1).
- In Q3, a positive fair value change of MEUR 1.0 (positive MEUR 0.3) was recognised on an interest rate derivate agreement.

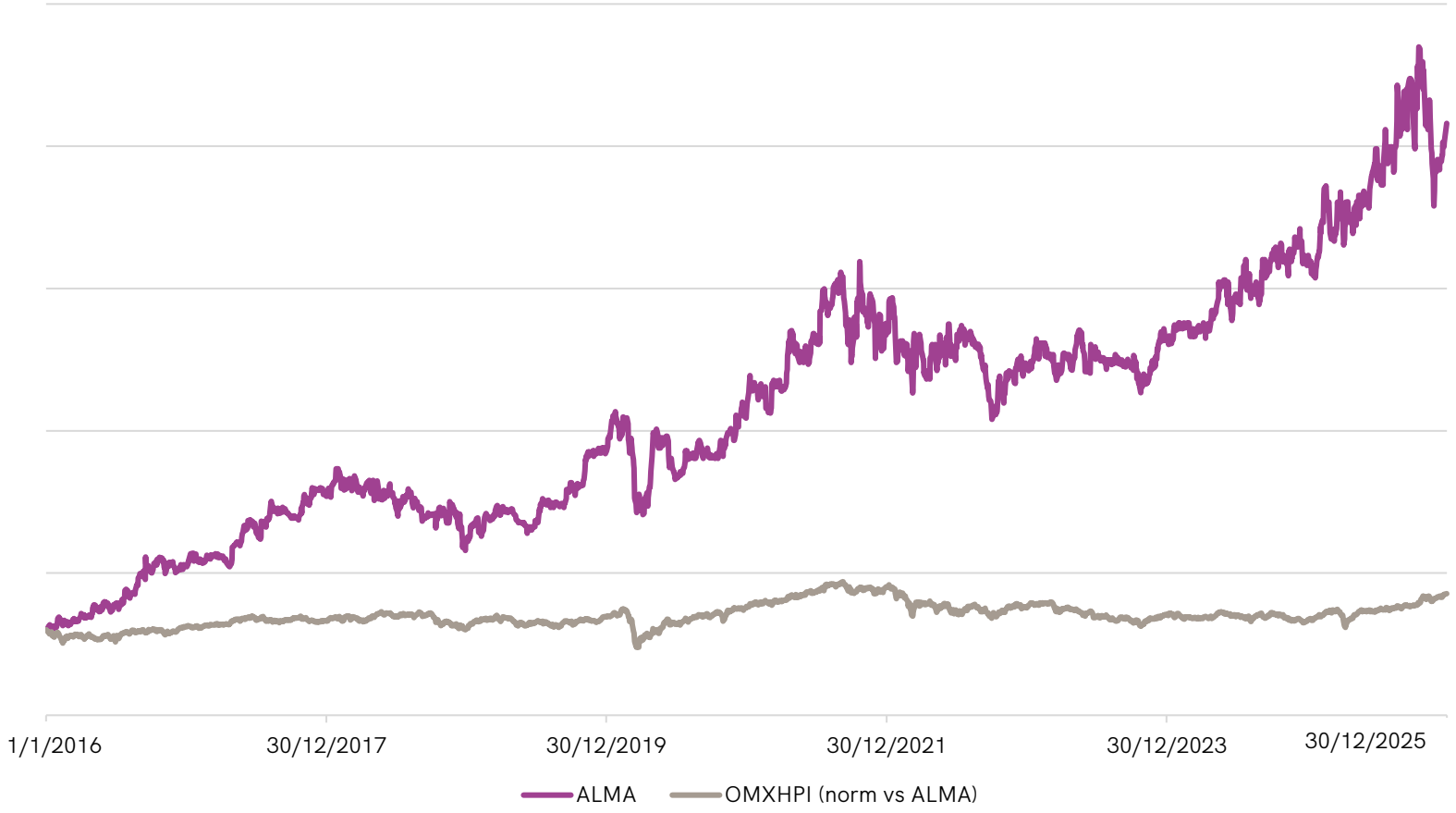
Versatile revenue sources, business cyclicity varies



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.

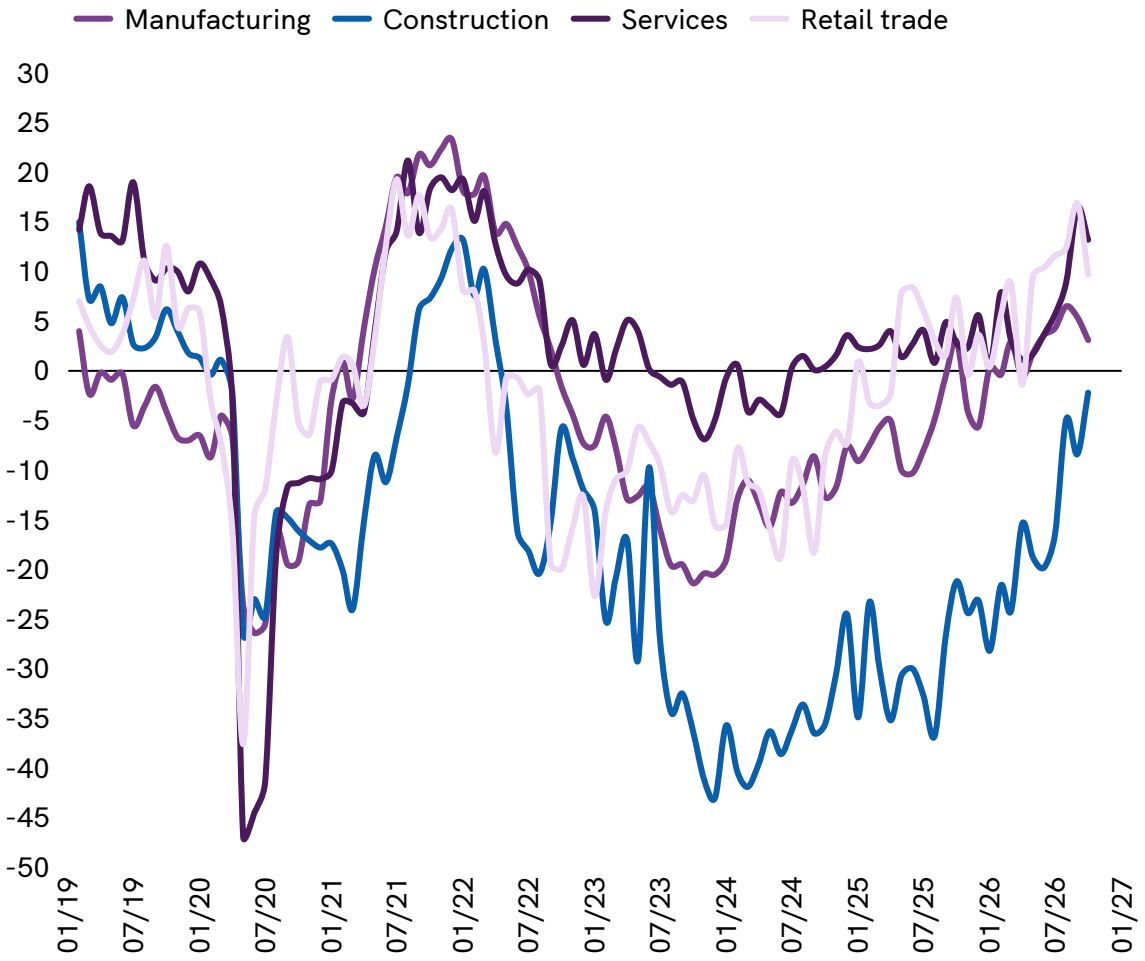


Geopolitical turbulence

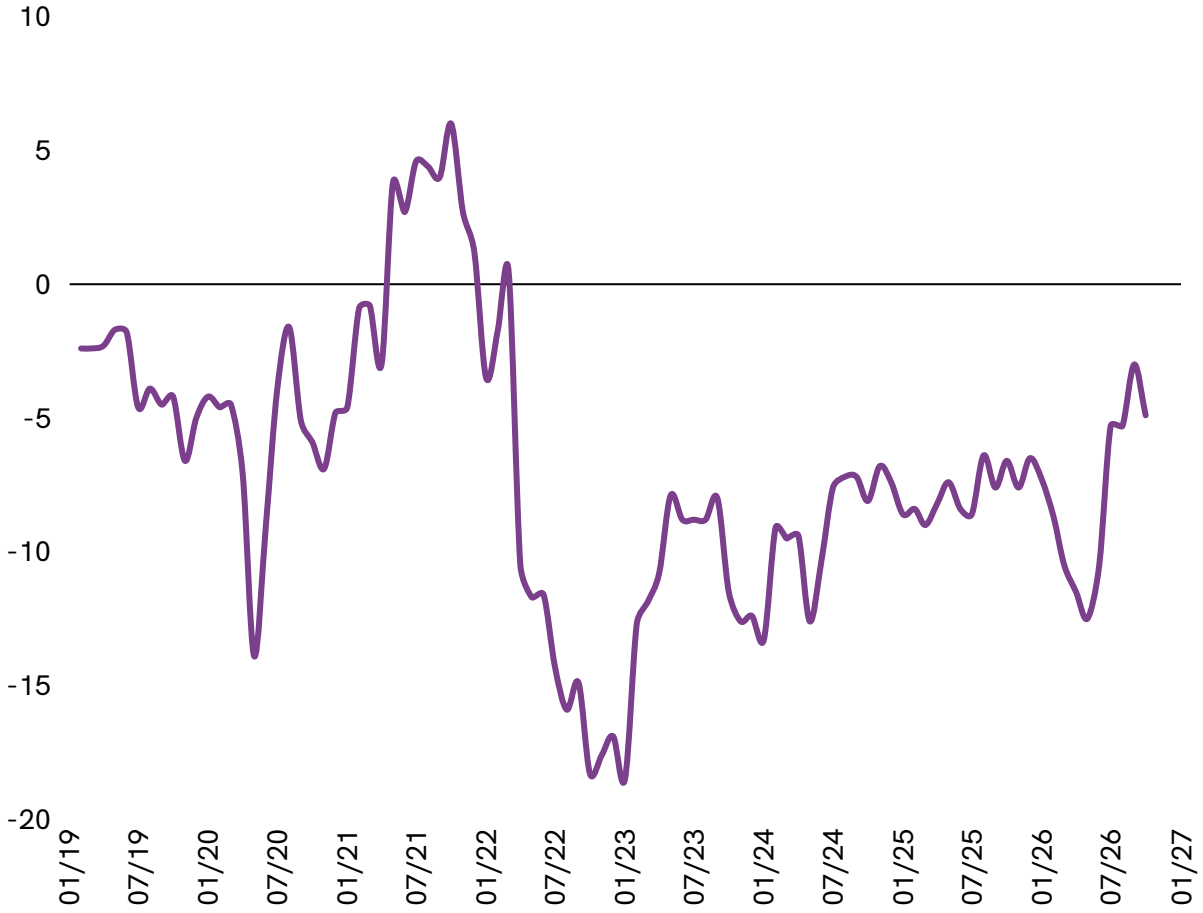
The uncertainty surrounding political and economic development elevated, making forecasting difficult.

Update on Finnish business confidence and consumer confidence

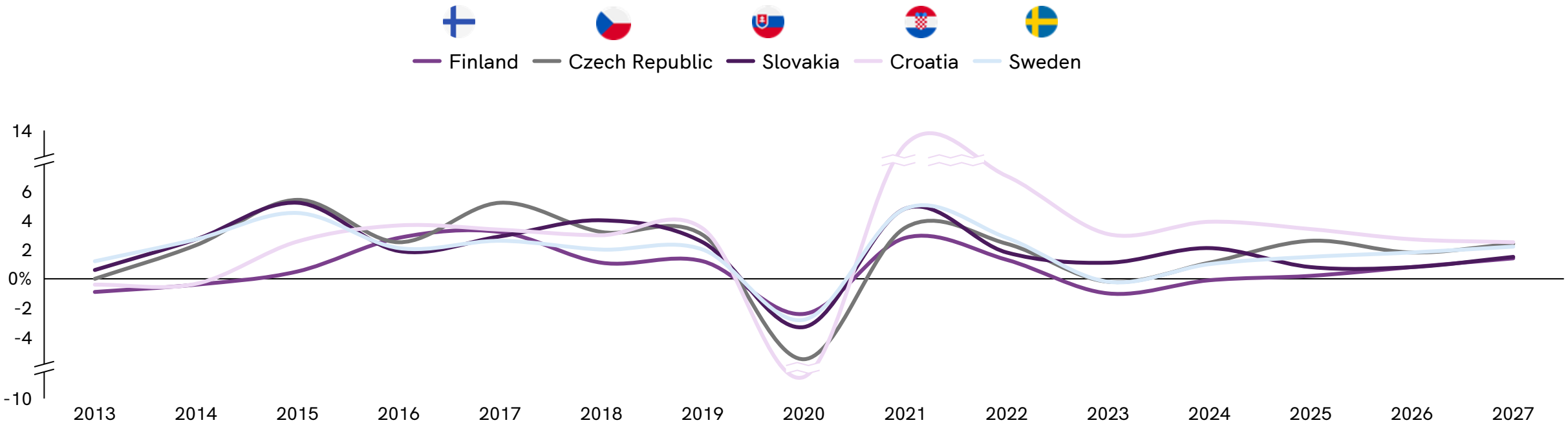
Business Confidence of Finnish Industries



Consumer Confidence



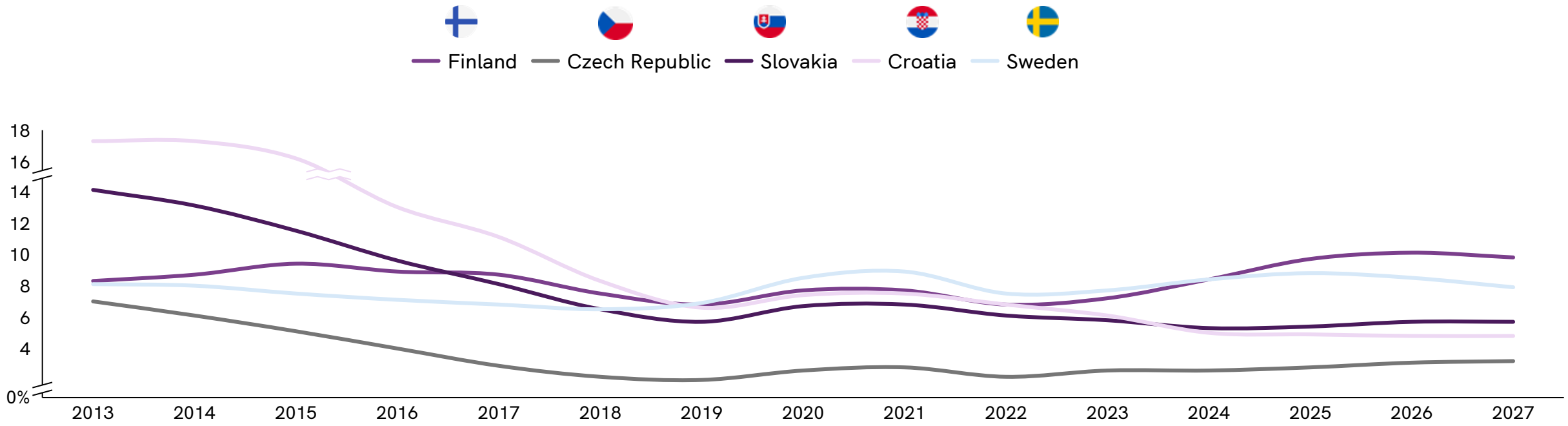
GDP growth development in operating countries



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

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

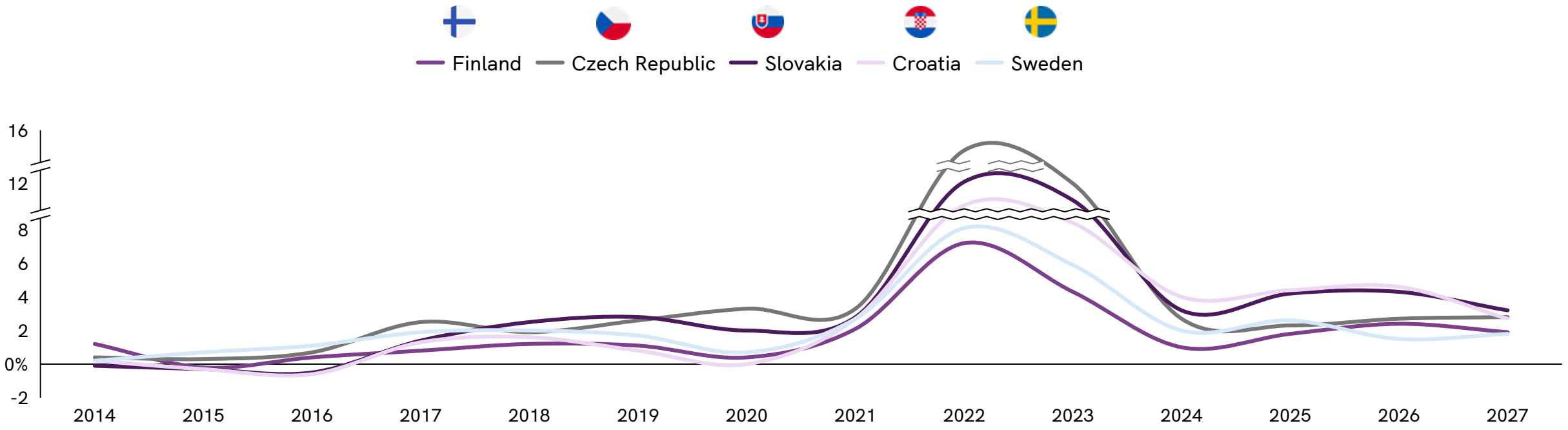
Unemployment rate development in operating countries



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

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

Inflation development in operating countries

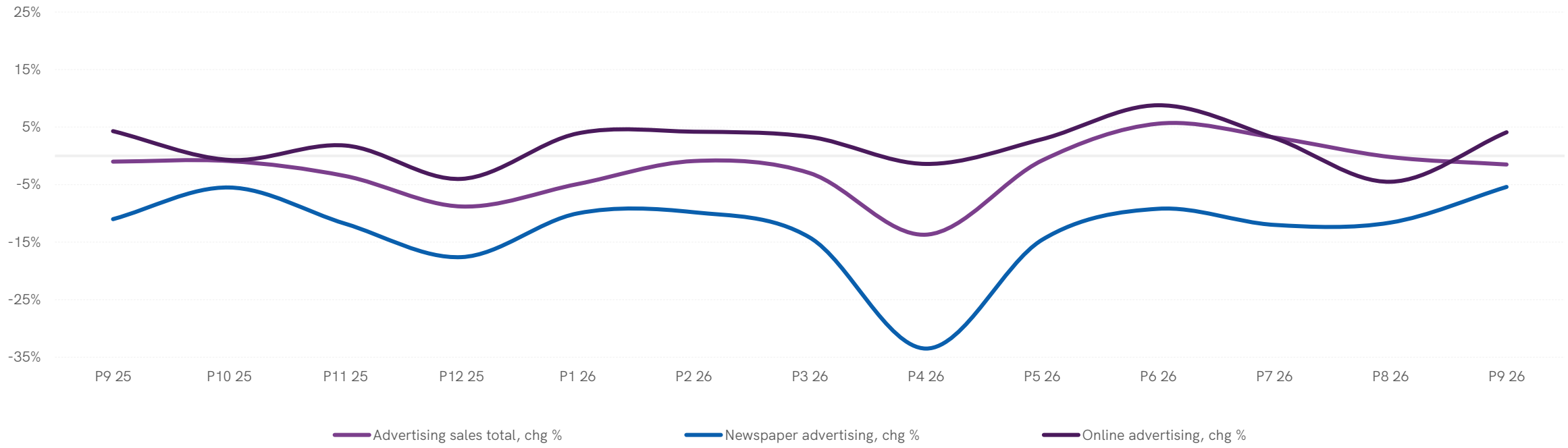


	2020	2021	2022	2023	2024	2025	2026E	2027E
Finland	0.4%	2.1%	7.2%	4.3%	1.0%	1.8%	2.4%	1.9%
Czech Republic	3.3%	3.3%	14.8%	12.0%	2.7%	2.3%	2.7%	2.8%
Slovakia	2.0%	2.8%	12.1%	11.0%	3.2%	4.2%	4.3%	3.2%
Croatia	0.0%	2.7%	10.7%	8.4%	4.0%	4.4%	4.6%	2.7%
Sweden	0.7%	2.7%	8.1%	5.9%	2.0%	2.6%	1.5%	1.8%

	2020	2021	2022	2023	2024	2025	2026E	2027E
Latvia	0.1%	3.2%	17.2%	9.1%	1.3%	3.8%	3.6%	2.2%
Lithuania	1.1%	4.6%	18.9%	8.7%	0.9%	3.4%	4.4%	2.7%
Bosnia and Herzegovina	-1.1%	2.0%	14.0%	6.1%	1.7%	4.0%	5.3%	4.5%
North Macedonia	1.2%	3.2%	14.2%	9.4%	3.5%	4.1%	4.4%	3.1%
Estonia	-0.6%	4.5%	19.4%	9.1%	3.7%	4.8%	4.4%	2.9%

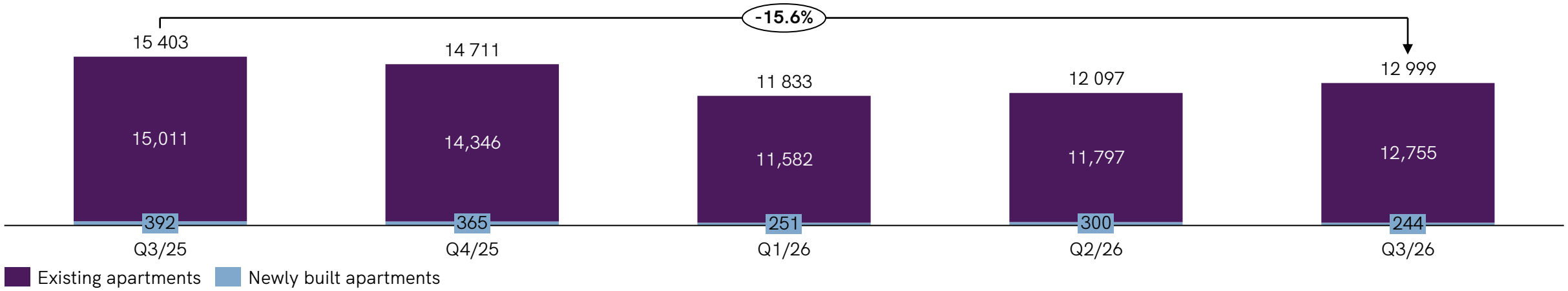
The Finnish advertising market update

MONTHLY CHANGE IN MEDIA ADVERTISING 09/2025–09/2026

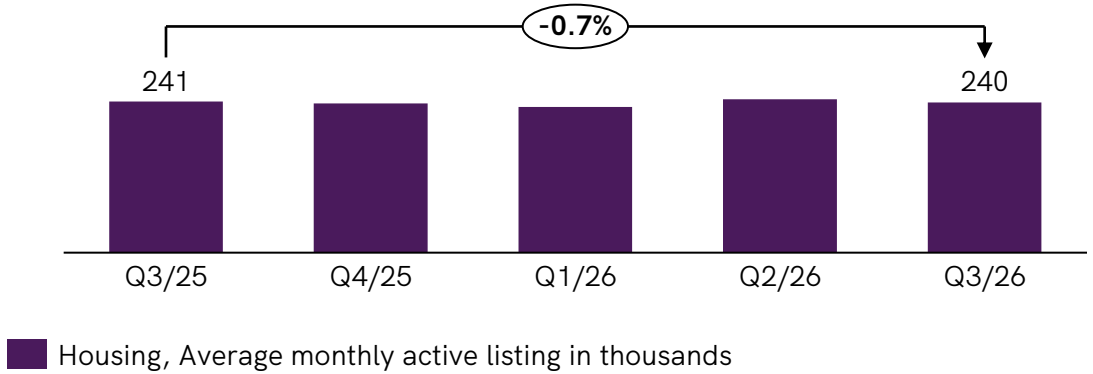


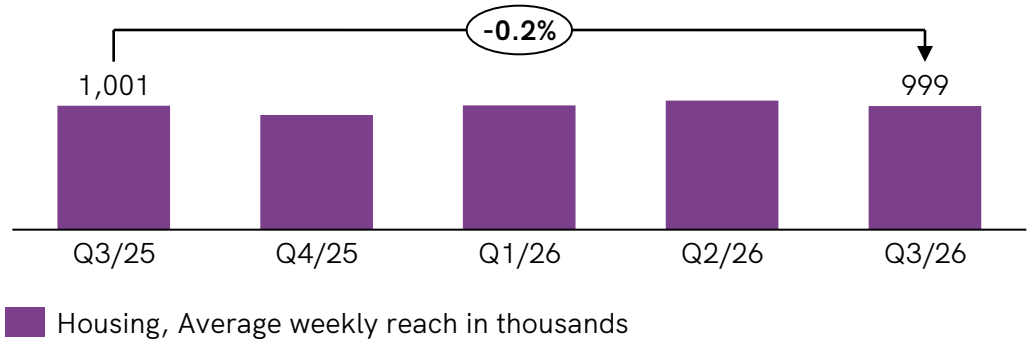
Housing market & marketplaces update

HOUSING MARKET UPDATE (SOLD APARTMENTS)



HOUSING MARKETPLACES: ACTIVE LISTINGS* & UNIQUE VISITORS**

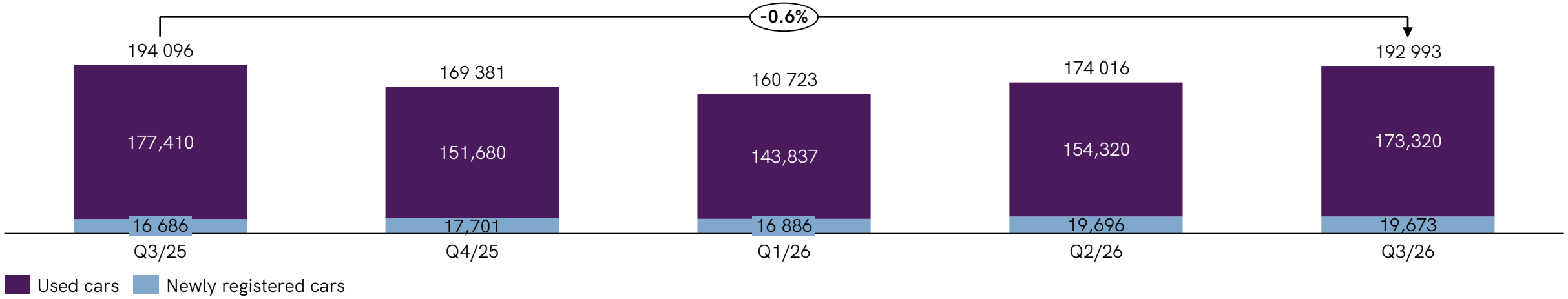




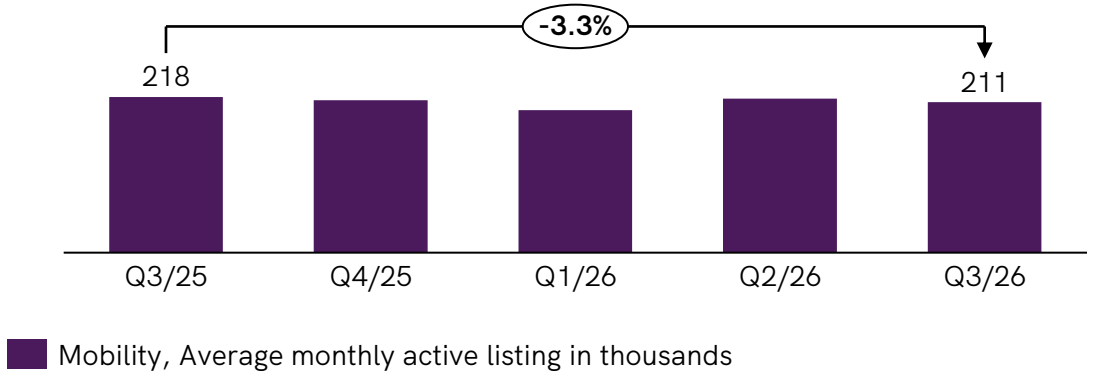
Notes: * The figures include the housing market services: Etuovi, Vuokraovi, Objektvision, Kauppalehti Toimitilat and Toimitilat.fi.** Visitor figures are based on the Finnish Internet Audience Measurement (FIAM). FIAM is the industry standard for digital media measurement in Finland. The measurement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

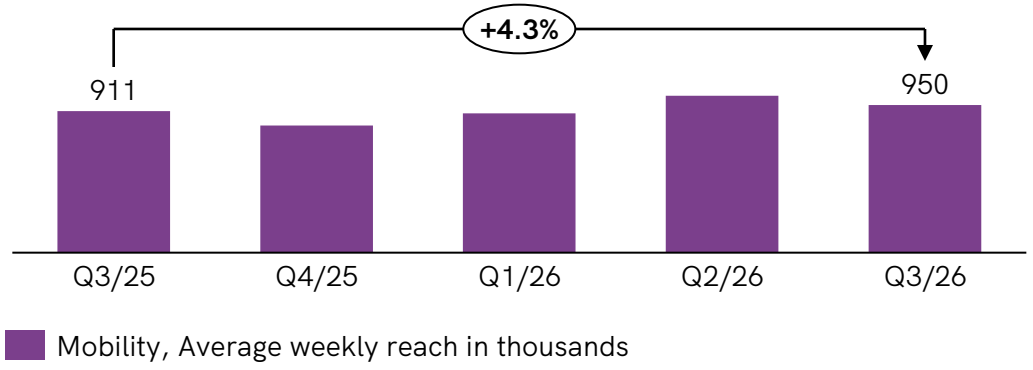
Mobility market & marketplaces update

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