

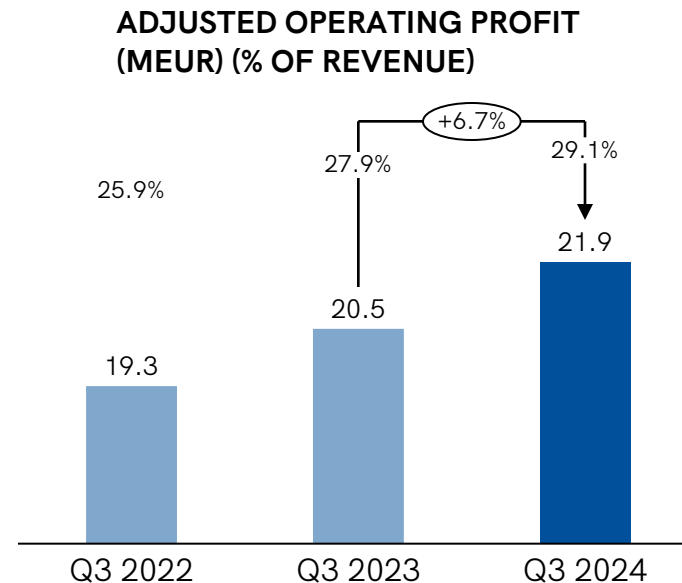
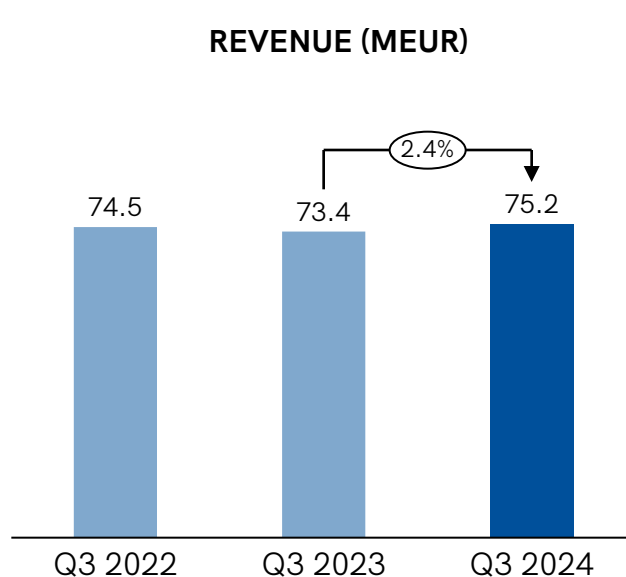


ALMA MEDIA'S Q3 INTERIM REPORT 2024:

Adjusted operating profit increased by 6.7% driven by
Marketplaces and News Media segments

Q3 2024 Highlights

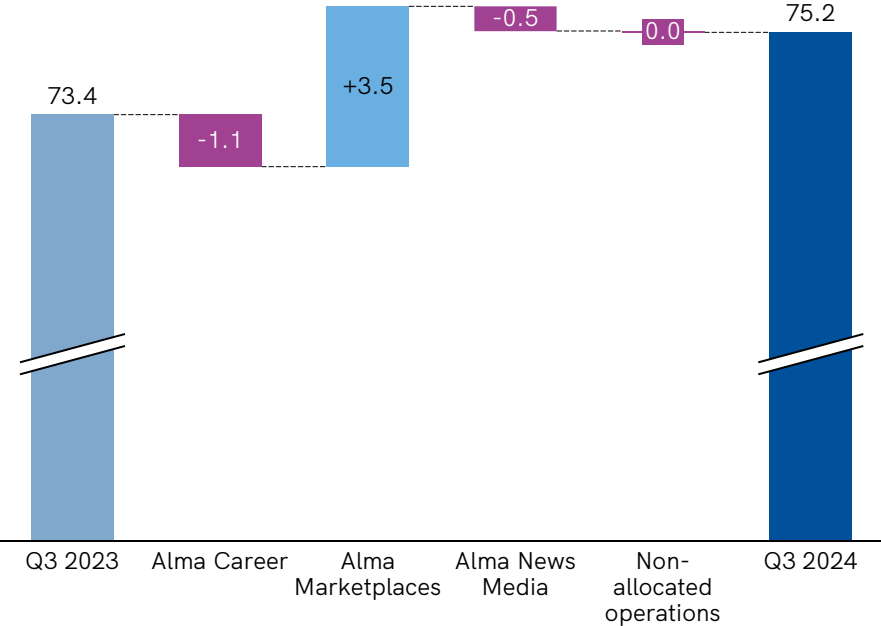
Revenue grew by 2.4%, adjusted operating profit up by 6.7%



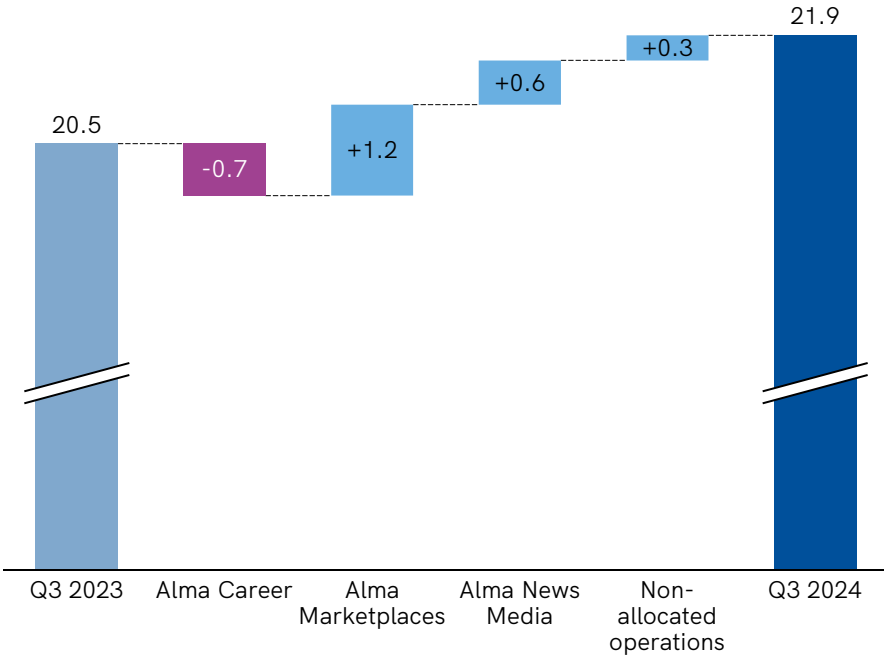
- Solid performance despite headwinds and subdued market environment.
- Revenue grew to MEUR 75.2, weakened koruna affecting MEUR -0.7 and the acquisitions contributing MEUR 2.3.
- Adjusted operating profit up to MEUR 21.9 with a record-high 29.1% margin.
- The share of digital business climbed to highest-ever 86.2% of total revenue.
- Healthy balance sheet: leverage (rolling 12 month) at 1.7 and equity ratio at 46.2%.

Revenue bolstered by acquisitions. Weakened koruna and the market conditions curbing the growth

REVENUE Q3 2024 (MEUR)

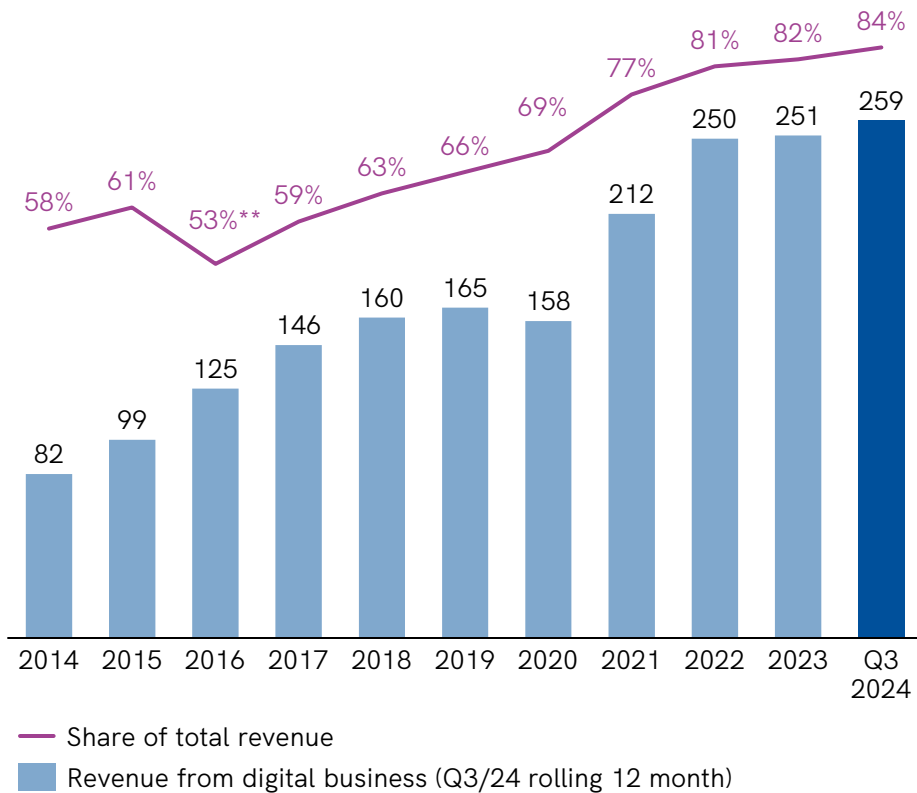


ADJUSTED OPERATING PROFIT Q3 2024 (MEUR)

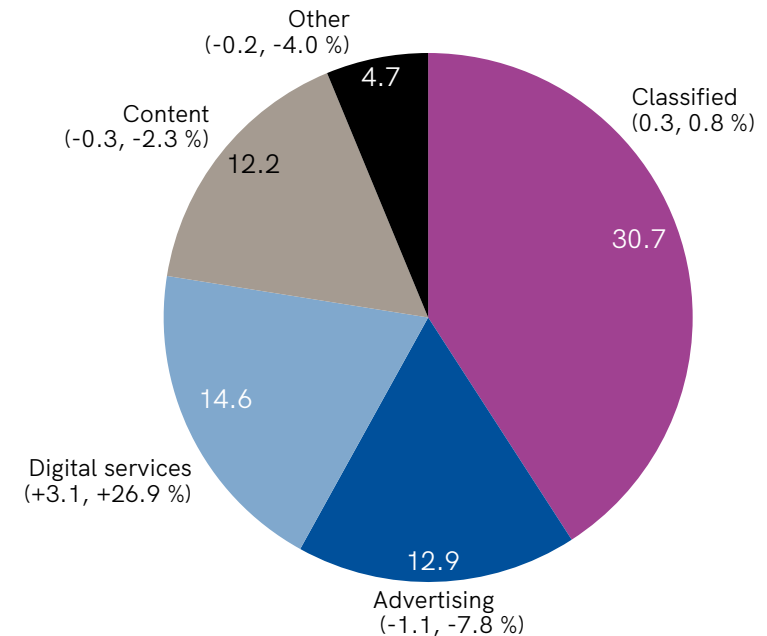


Share of digital business continued to grow to new records

SHARE OF DIGITAL BUSINESS OF GROUP REVENUE*



REVENUE BY REVENUE CLASSES (MEUR)
(REVENUE CHANGE IN BRACKETS)



* Continuing operations ** Acquisition of Talentum in 2015

DEVELOPMENT BY BUSINESS SEGMENTS



New business segments

Q3 2024

ALMA CAREER Vesa-Pekka Kirsi

Leading Job boards in 10 CEE countries. Recruitment advertising, EB, career development and staffing.

Revenue
MEUR 26.3

Adj. EBIT
MEUR 11.3

Adj. EBIT margin
43.2%

Digital
99.3%

ALMA MARKETPLACES Santtu Elsinen

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

Revenue
MEUR 24.5

Adj. EBIT
MEUR 8.6

Adj. EBIT margin
35.3%

Digital
98.3%

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 24.5

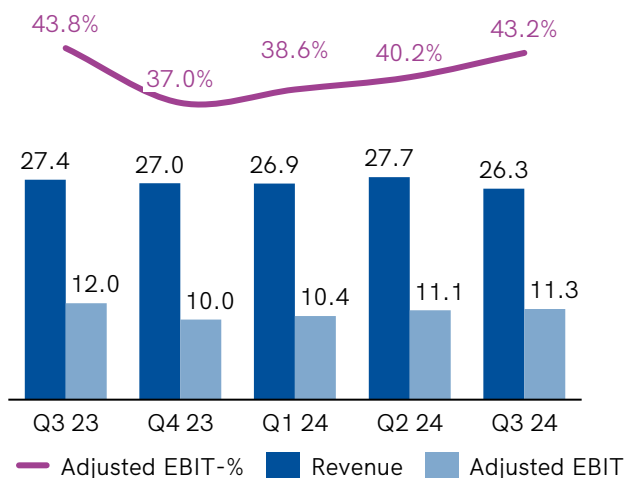
Adj. EBIT
MEUR 4.0

Adj. EBIT margin
16.4%

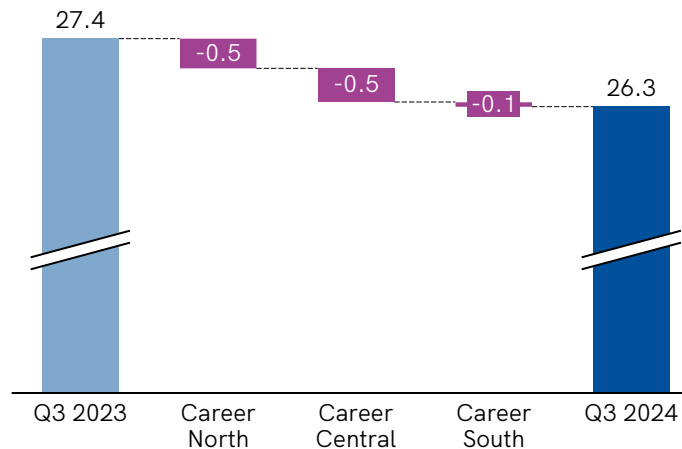
Digital
60.1%

Alma Career: In local currencies, revenue down by 1.6% in Q3. The development of common platform continued

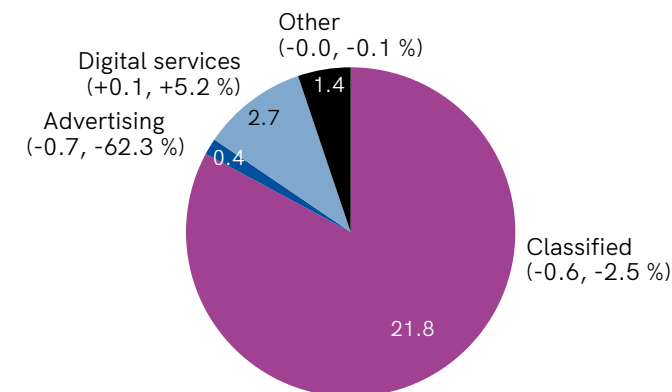
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)

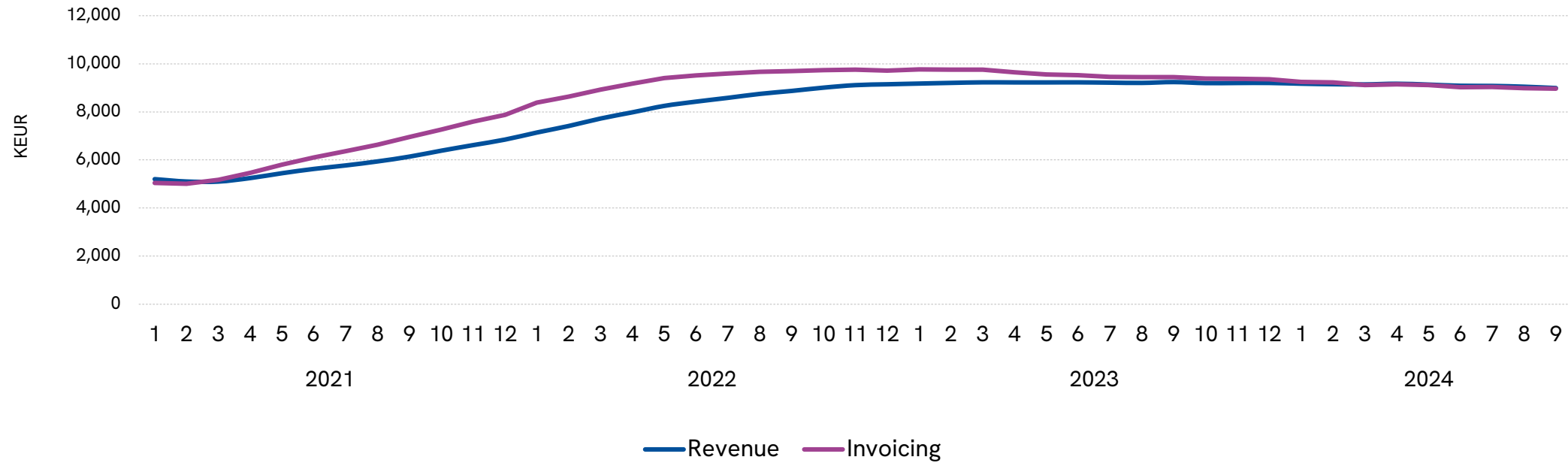


SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)



- In Slovakia, dynamic recruitment market was driven by employee activity, competition for skilled labour and low unemployment rates. In Czechia, business ran moderately well, but the weakened currency affected revenue (MEUR -0.7).
- Finland and Baltics continued to struggle with weak macroeconomic conditions.
- Investments in product development continued and Career United proceeded to deepen internal cooperation and improve productivity.
- The development of invoicing in local currencies on par with the comparison period.
- Business development in Q3:
 - Revenue softened by 4.1% to MEUR 26.3.
 - EBIT experienced a decline of 5.5% to MEUR 11.3.

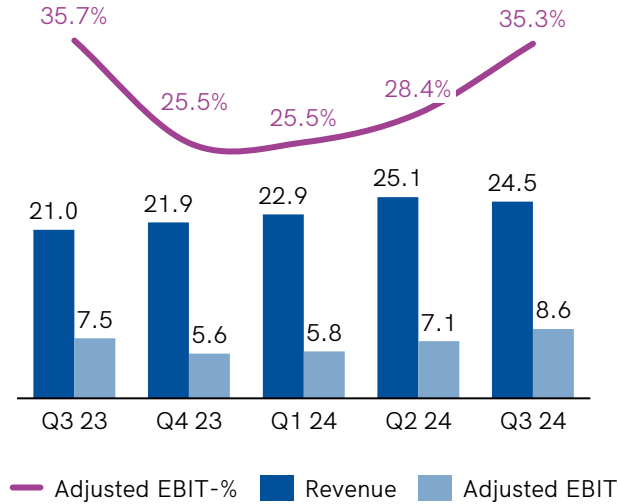
Invoicing & revenue recognition in Alma Career, rolling 12 months



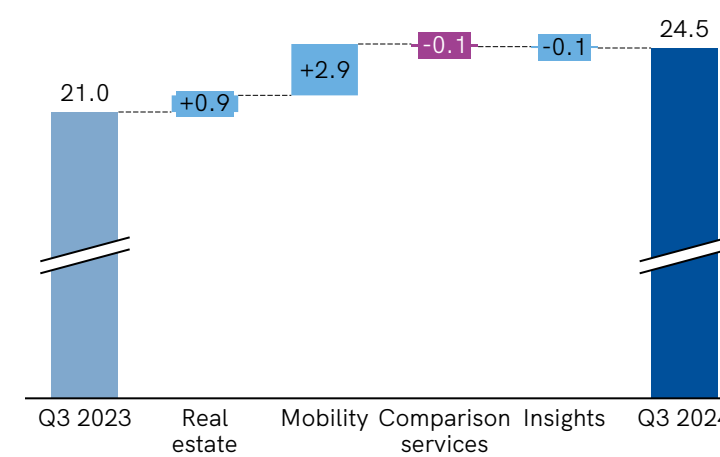
| KPIs (monthly averages in thousands) | 7-9/ 2024 | 7-9/ 2023 | 1-9/ 2024 | 1-9/ 2023 | 1-12/ 2023 |
|--------------------------------------|---------------------|--------------|---------------------|--------------|---------------|
| Unique visitors | 5,906 | 5,828 | 6,195 | 6,252 | 6,105 |
| Users with job alerts | 1,996 | 2,017 | 1,958 | 1,987 | 2,012 |
| Number of paid job ads | 100 | 100 | 104 | 108 | 103 |

Alma Marketplaces: Revenue and adjusted operating profit rose both organically and due to acquisitions

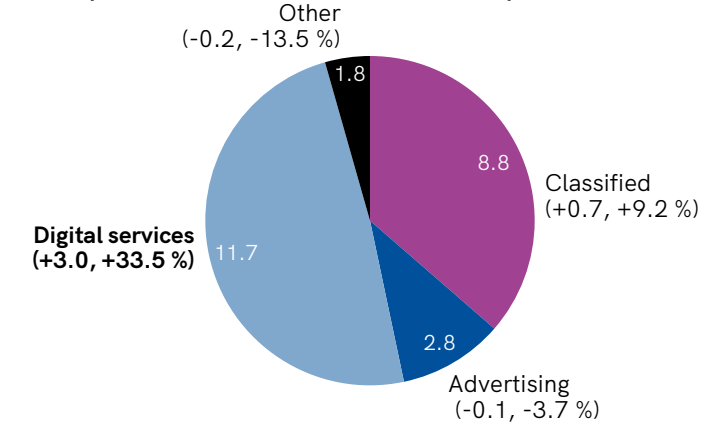
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY BUSINESS UNIT (MEUR)



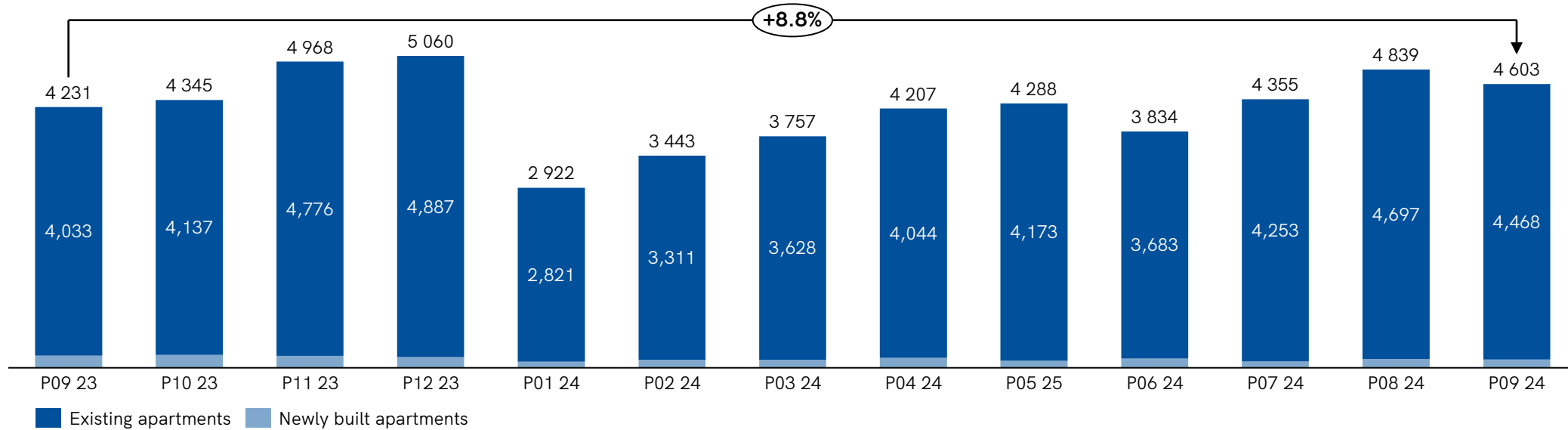
SEGMENT REVENUE BY REVENUE CLASSES (REVENUE CHANGE IN BRACKETS)



- High profitability despite the pressure from the decline in advertising sales and increased costs in product development.
- The organic growth was 5.5%.
- Investments particularly focused on service development.
- The housing market still subdued, but increasing signs of recovery on horizon.
- Business development in Q3:
 - Revenue rose 16.6% to MEUR 24.5. Digital services' revenue soared 33.5%.
 - Adjusted operating profit up by 15.5% to MEUR 8.6.
 - Solid demand in mobility, integration of Netwheels into the segment gaining a good speed.
 - High growth in business premises marketplaces continued particularly in Sweden.

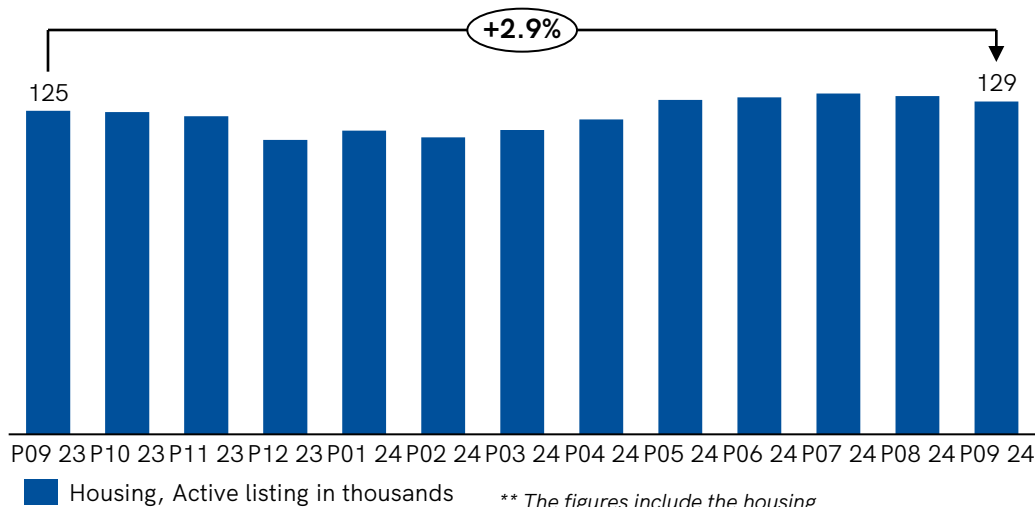
Housing market & marketplaces update

HOUSING MARKET UPDATE (SOLD APARTMENTS)

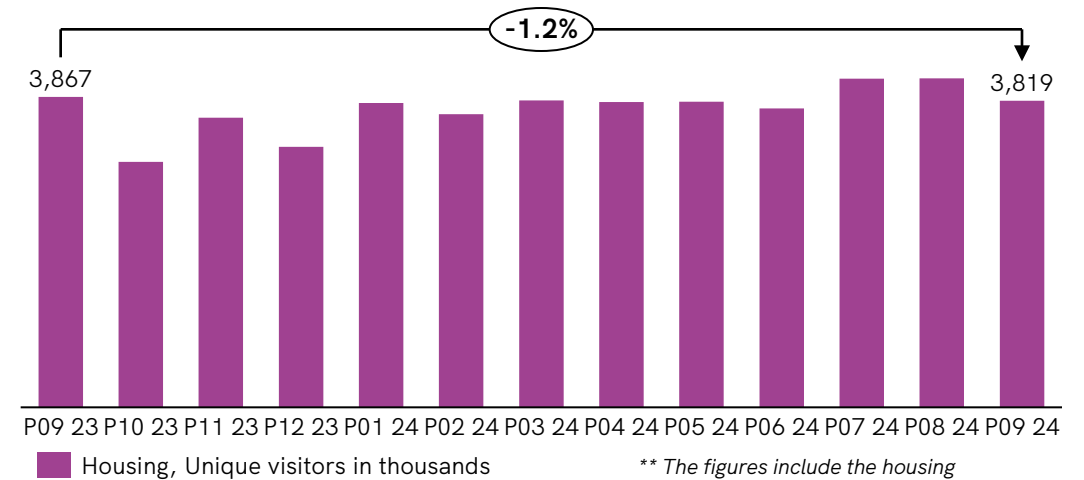


Source: Federation of Real Estate Agency

HOUSING MARKETPLACES: ACTIVE LISTINGS & UNIQUE VISITORS

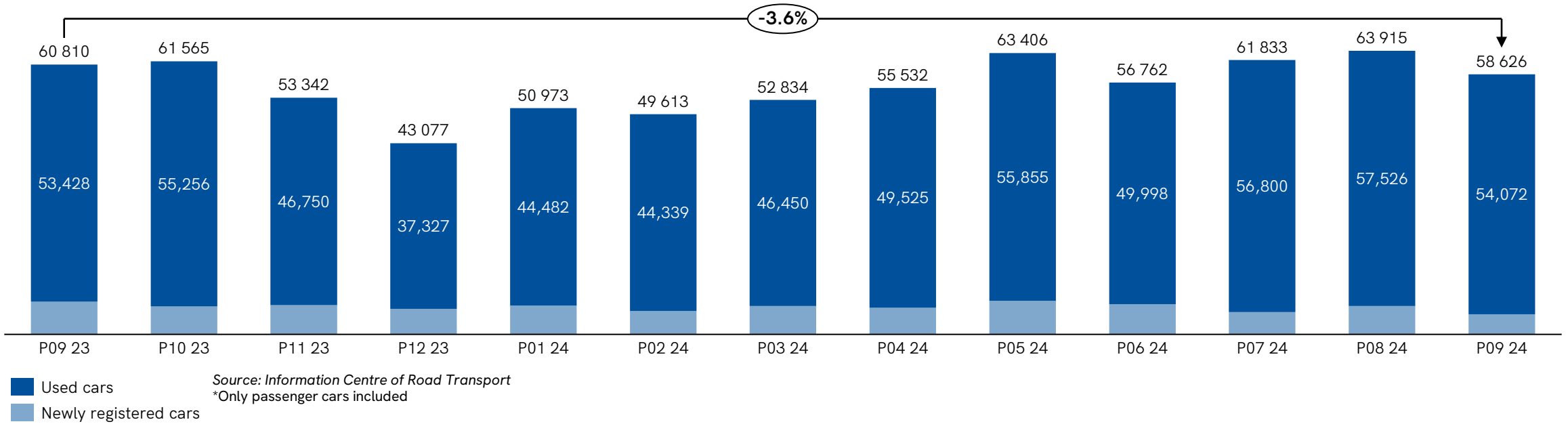


** The figures include the housing market services: Etuovi and Vuokraovi

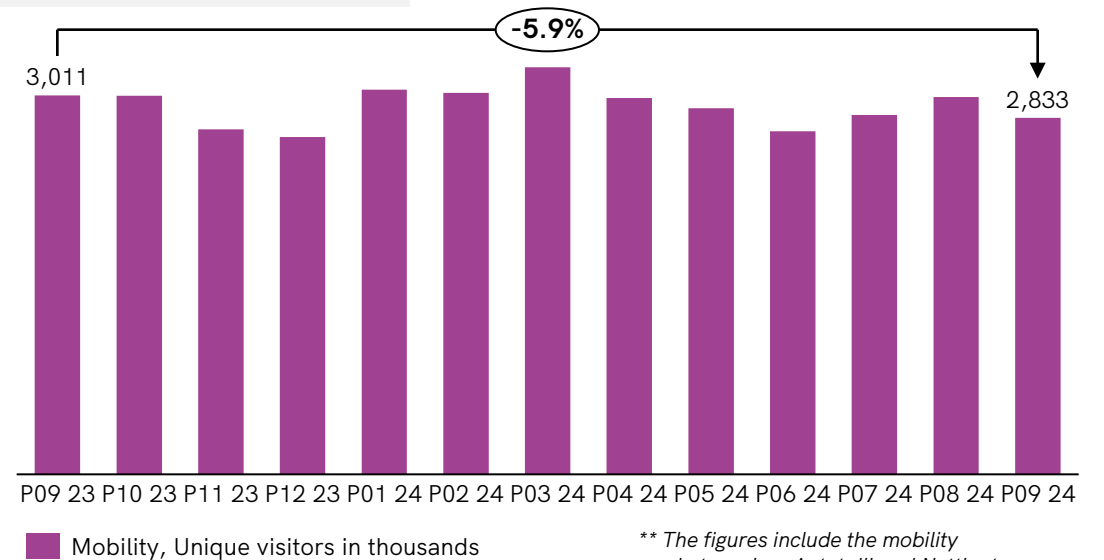
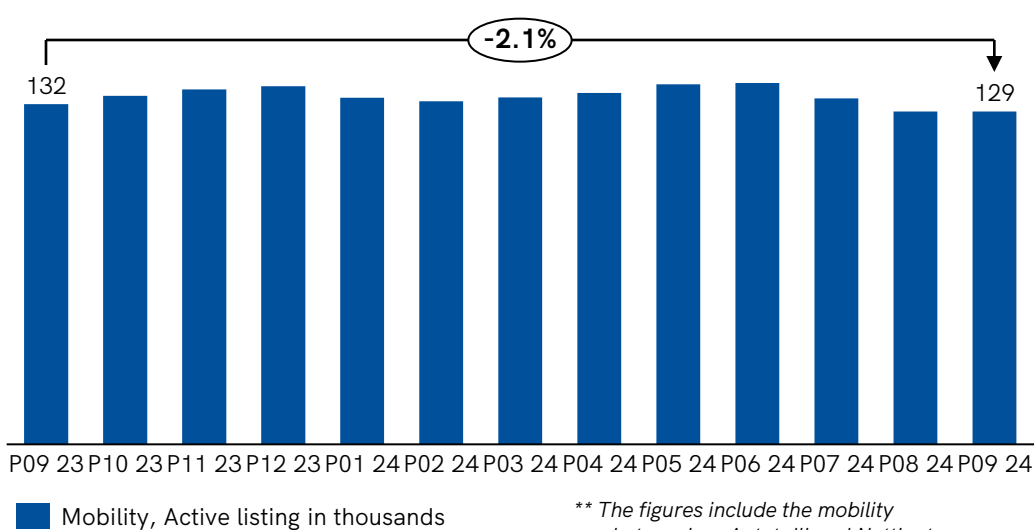


** The figures include the housing market services: Etuovi and Vuokraovi

Mobility market & marketplaces update

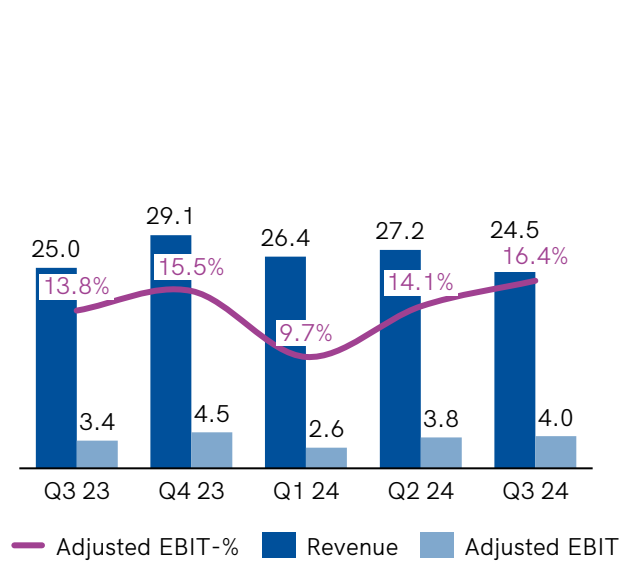


MOBILITY MARKET ACTIVE LISTINGS & UNIQUE VISITORS

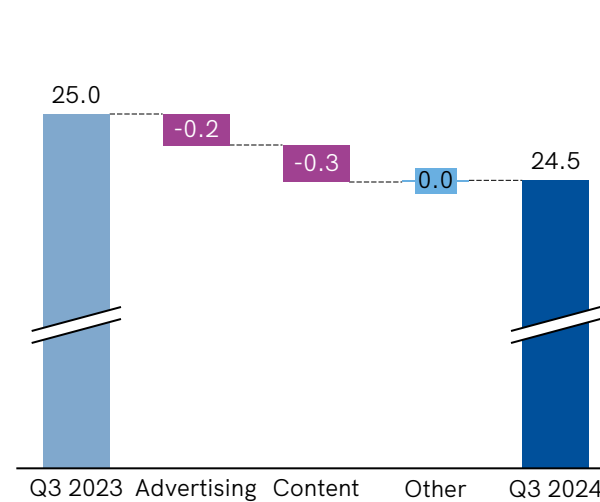


Alma News Media: Adjusted operating profit hiked due to the rigorous cost management and drop of print-based costs

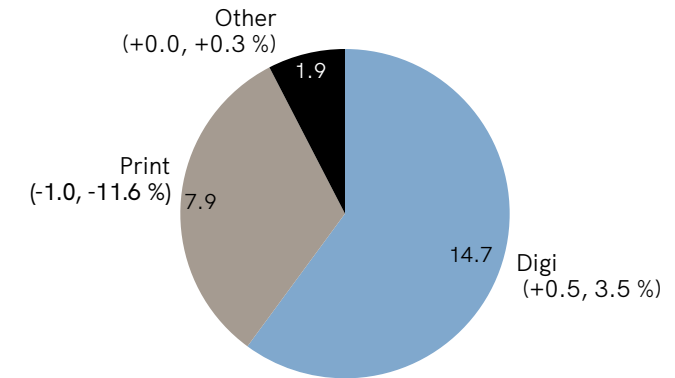
REVENUE AND ADJUSTED OPERATING PROFIT



SEGMENT REVENUE CHANGE BY REVENUE CLASSES (MEUR)



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



- The Segment's revenue experienced a modest decrease of 2.2% to MEUR 24.5.
- Adjusted operating advanced by 16.4% to MEUR 4.0.
- Digital business climbed over the 60% threshold.
- High demand for journalism continued, IL Plus subscriptions rose by 18% (y-on-y) to almost 56K.
- Cost savings (-5.1%) were achieved especially in printing, distribution and content production procurements.

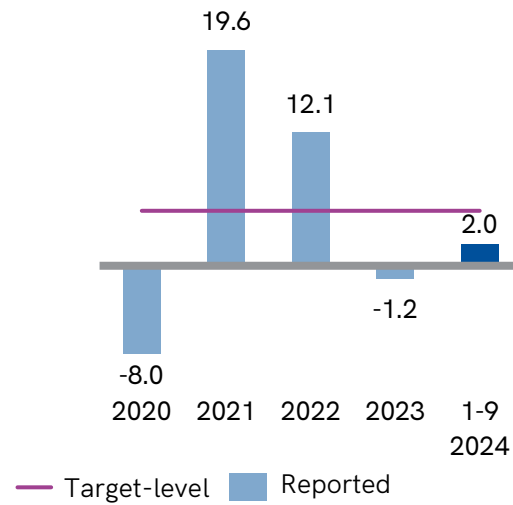
SOLID FINANCIAL POSITION



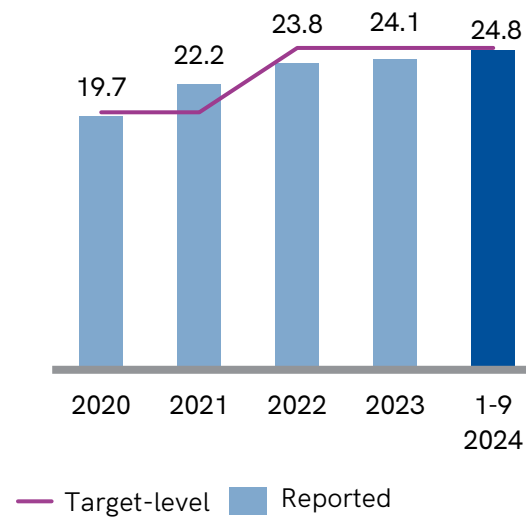
Alma Media's long-term financial targets*

* <https://www.almamedia.fi/en/newsroom/>

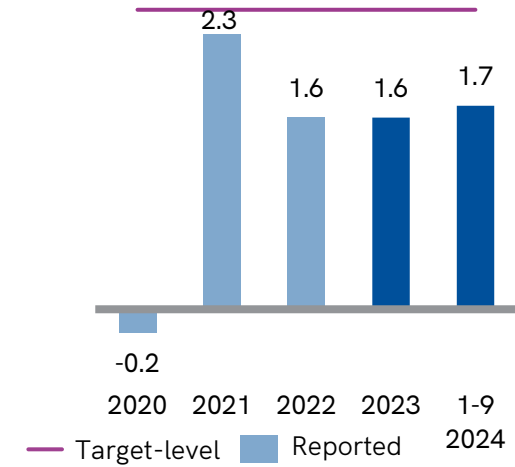
REVENUE GROWTH (%)



ADJUSTED OPERATING PROFIT (%)



NET DEBT/EBITDA RATIO**



**12M rolling Adj. EBITDA

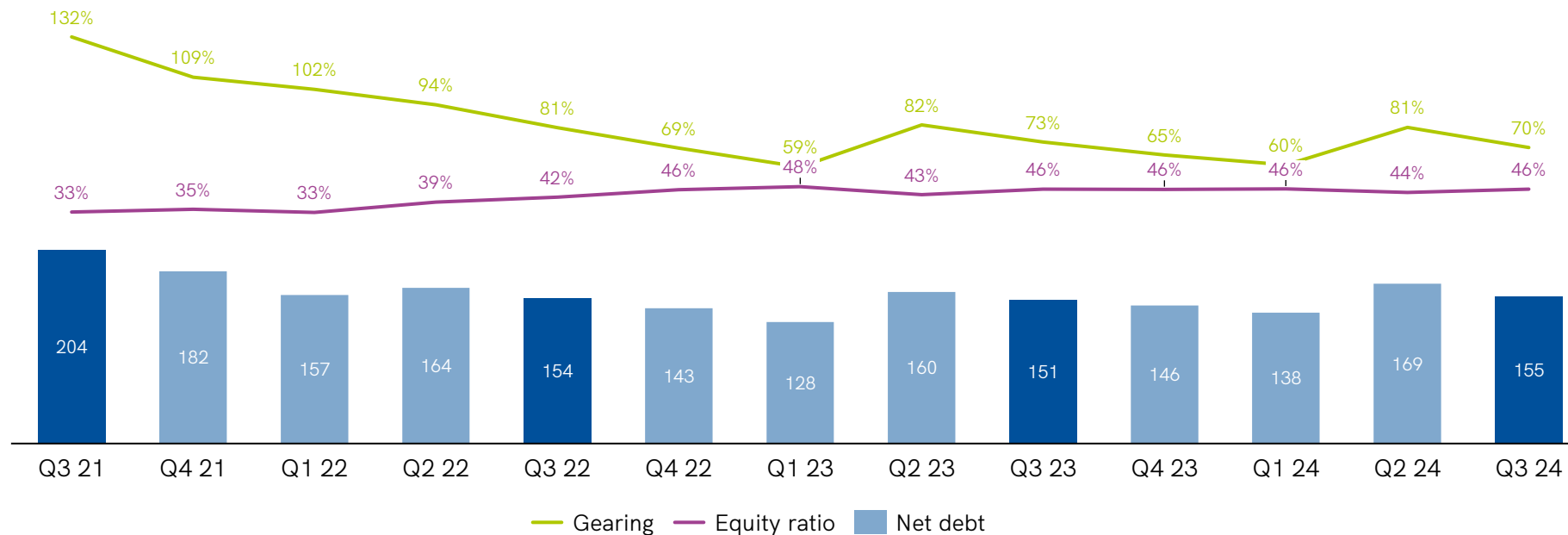
| FINANCIAL TARGET | LONG-TERM TARGET LEVEL | PERFORMANCE 1-9/2024 |
|------------------------------|------------------------|----------------------|
| Revenue growth, % | > 5% | 2.0 % |
| Adjusted operating margin, % | > 25% | 24.8% |
| Net Debt/EBITDA ratio | < 2.5 | 1.7 |

Note: Dividend target is not included in Long-Term Financial Targets, though it is disclosed separately in Alma Media's dividend policy.

However, Alma Media has not changed the target: Payout ratio > 50 % * EPS.

Balanced financial position

NET DEBT (MEUR), GEARING (%) & EQUITY RATIO (%) Q3/2021-Q3/2024

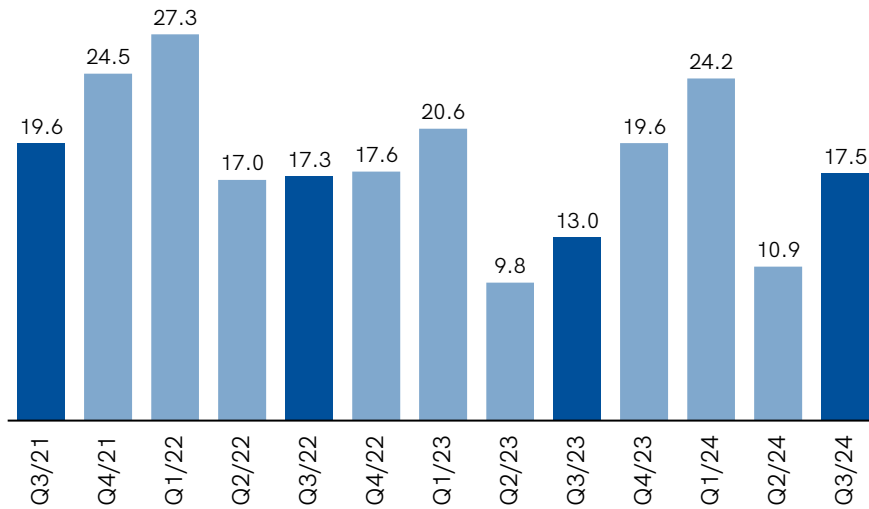


- In Q3, no new financing loans were raised.
- In Q3, loan repayments were related to the repayments of finance lease debts.
- Average interest rate was 3.8% (4.0%) in Q3.

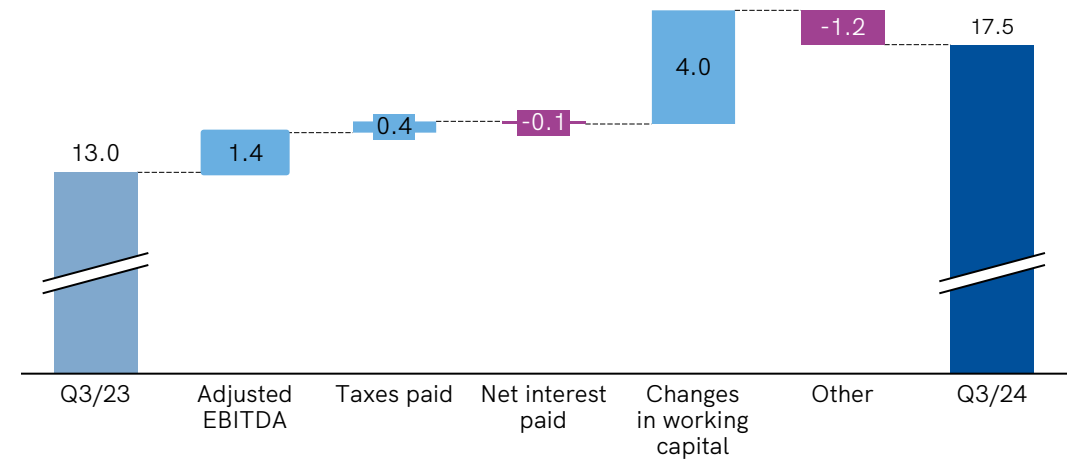
| INTEREST-BEARING NET DEBT, MEUR | 09/2024 | 12/2023 |
|-----------------------------------|--------------|--------------|
| IFRS16 leasing liabilities | 36.6 | 38.1 |
| Loans from financial institutions | 160.0 | 160.0 |
| Commercial papers | 0.0 | 0.0 |
| Cash and cash equivalents | 41.7 | 52.4 |
| Interest-bearing net debt | 155,0 | 145.7 |

Solid cash flow

OPERATING CASH FLOW (MEUR)



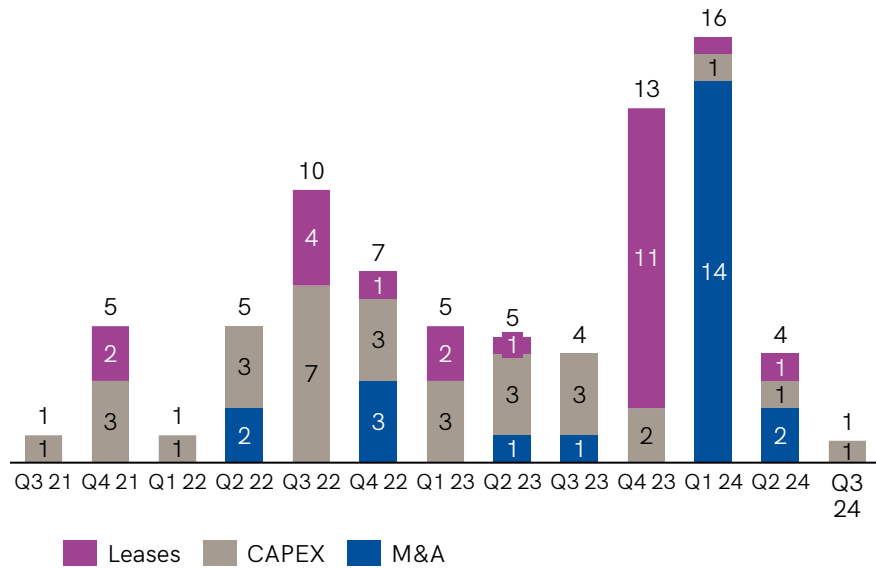
OPERATING CASH FLOW BRIDGE Q3/23-Q3/24



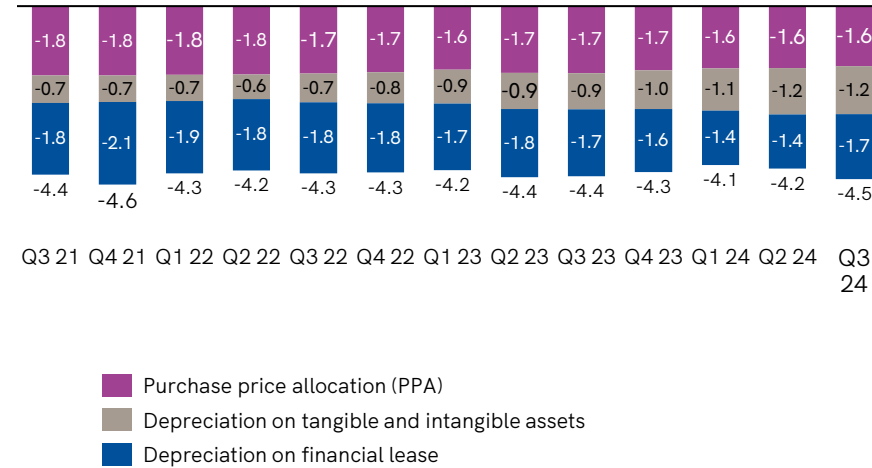
- Cash flow from operating activities was MEUR 17.5 (13.0) in Q3.
- Cash flow from operating activities increased due to higher EBITDA and changes in working capital.
- After investments, cash flow before financing was MEUR 16.4 (10.5) in Q3.

Investments

CAPEX, LEASES, M&A Q3/21-Q4/24

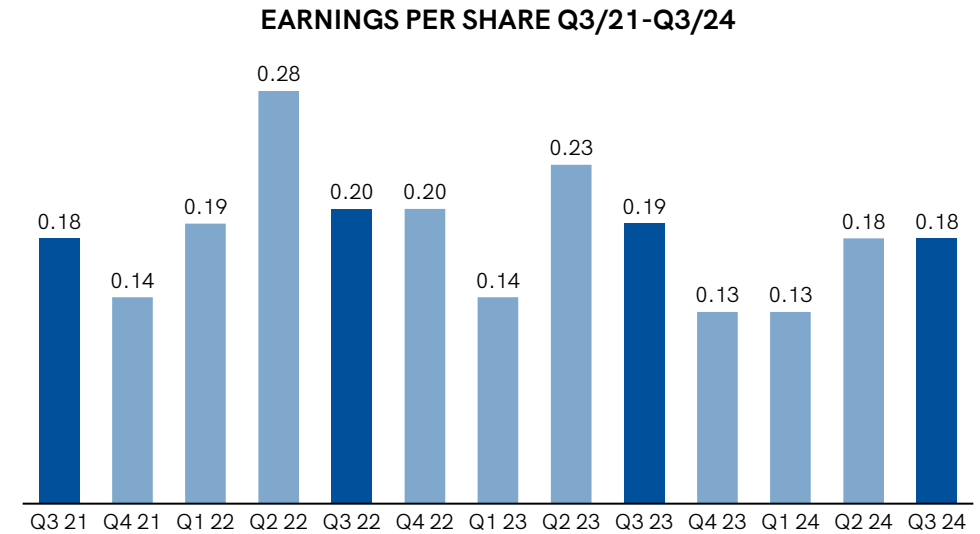
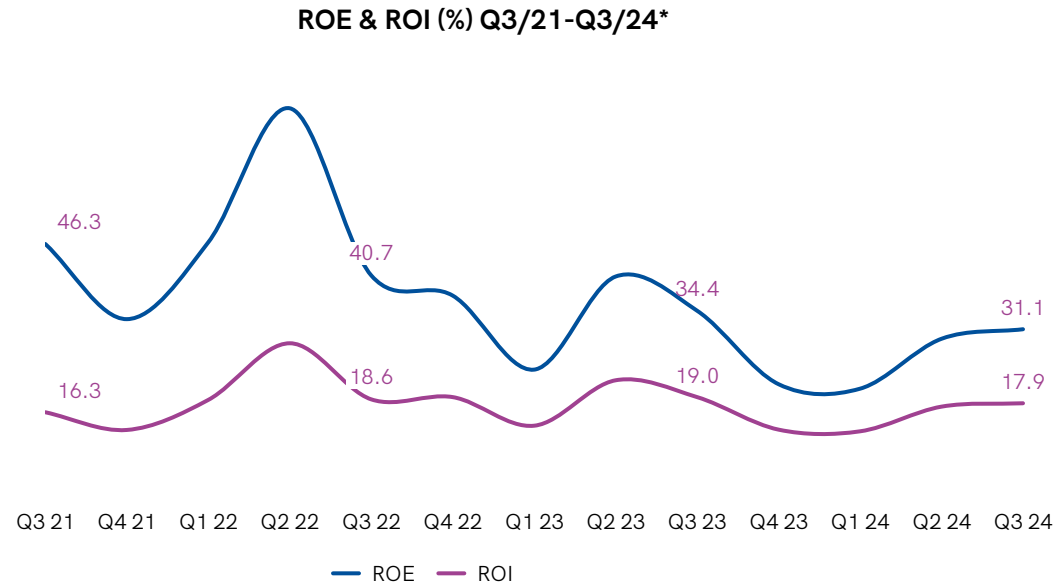


DEPRECIATIONS Q3/21-Q3/24



- In January 2024, Alma Media purchased the automotive industry software company Netwheels Oy to strengthen its car and transport services offering to corporate customers. Netwheels Oy provides software as a service (SaaS) to automotive industry.
- In April 2024, Alma Media increased its ownership in Suomen Tunnistetieto Oy to 75% from 51%.
- Capex to support the strategy in developing digital industry solutions and expanding our services in customer's value-chain, focusing on investments to Mobility services.

Earnings per share and dividends














*Adjusted items included

- Earnings per share: 0.18 (0.19) EUR.
- Adjusted items: MEUR -0.3 (0.3).
- Higher interest expenses: MEUR 2.2 (1.7).
- A negative fair value change of MEUR 1.2 (0.3) was recognised on an interest rate derivate agreement.

OPERATING ENVIRONMENT



European Commission financial forecast for Alma's operating countries - Latest Alma Media operating countries' updates

| | GDP Change % | | Inflation (%) | | Unemployment (%) | | |
|---|--------------|------|---------------|------|------------------|------|--------------------------|
| | 2024 | 2025 | 2024 | 2025 | 2024 | 2025 | |
|  | 0.0 | 1.4 | 1.4 | 2.1 | 7.4 | 7.2 | <i>Finland</i> |
|  | 1.2 | 2.8 | 2.5 | 2.2 | 2.8 | 2.9 | <i>Czechia</i> |
|  | 2.2 | 2.9 | 3.1 | 3.6 | 5.4 | 5.2 | <i>Slovakia</i> |
|  | 3.3 | 2.9 | 3.5 | 2.2 | 5.8 | 5.6 | <i>Croatia</i> |
|  | 0.2 | 2.1 | 2.0 | 1.9 | 8.4 | 8.2 | <i>Sweden</i> |
|  | -0.5 | 3.1 | 3.4 | 2.1 | 7.4 | 6.9 | <i>Estonia</i> |
|  | 1.7 | 2.6 | 1.6 | 2.0 | 6.5 | 6.3 | <i>Latvia</i> |
|  | 2.0 | 2.9 | 1.9 | 1.8 | 7.0 | 6.9 | <i>Lithuania</i> |
|  | 2.3 | 2.6 | 2.8 | 2.4 | 12.8 | 12.2 | <i>Bosnia & Herz</i> |
|  | 2.3 | 2.6 | 2.8 | 2.4 | 3.7 | 3.6 | <i>Slovenia</i> |
|  | 2.9 | 3.0 | 3.0 | 1.9 | 12.9 | 12.8 | <i>N Makedonia</i> |

Challenging operating environment



Lagging economic growth

Subdued growth in many operating countries. Inflation and high interest rates weakening the consumer purchasing power. Long-term structural challenges persist in Finland.



Changing consumer behaviour

Digitalisation continues to change consumer behaviour. Expectations of ease of use, time-saving and secure digital experience and ecommerce growth continue.



Increasing regulation

Digital legislation increasing. Growing popularity of digital services surging the amount of data used. Data privacy and consumer protection key issues for companies.



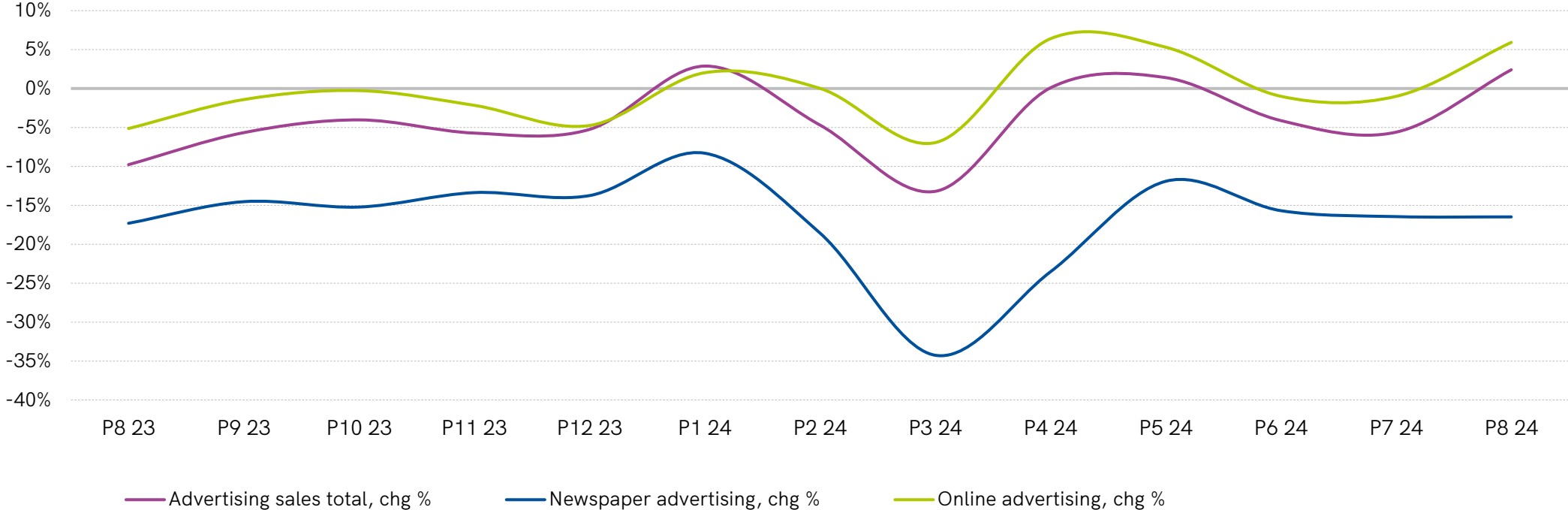
Geopolitical turbulence

Geopolitical tensions elevated. Uncertainty of political and economic development high and forecasting difficult.

The Finnish advertising market update

MONTHLY CHANGE IN MEDIA ADVERTISING 8/2023-8/2024

Source: Kantar TNS



STRATEGY AND OUTLOOK



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 |
| #3 | Finland | jobly.fi |
| #1-2 | 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

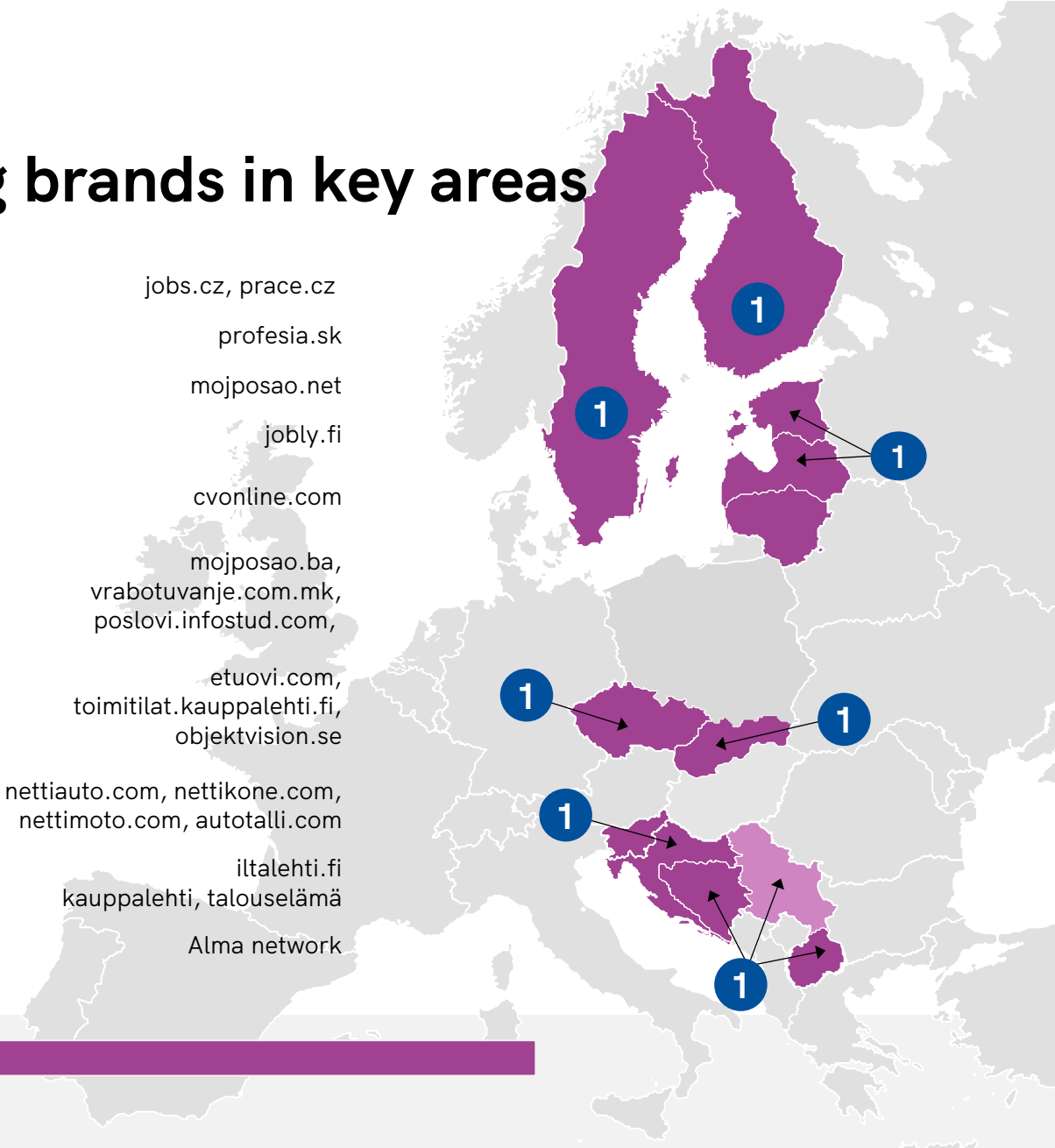
| | | |
|----|---------|--|
| #1 | Finland | nettiauto.com, nettikone.com, nettimoto.com, autotalli.com |
|----|---------|--|

NEWS MEDIA

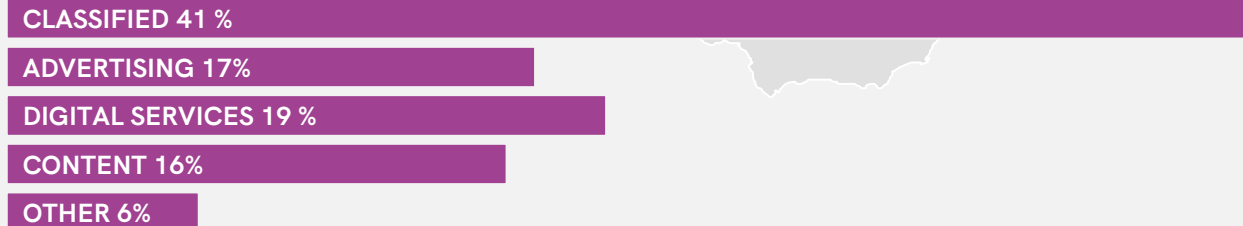
| | | |
|----|---------|--|
| #1 | Finland | iltalehti.fi, kauppalehti, talouselämä |
|----|---------|--|

DIGITAL ADVERTISING

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

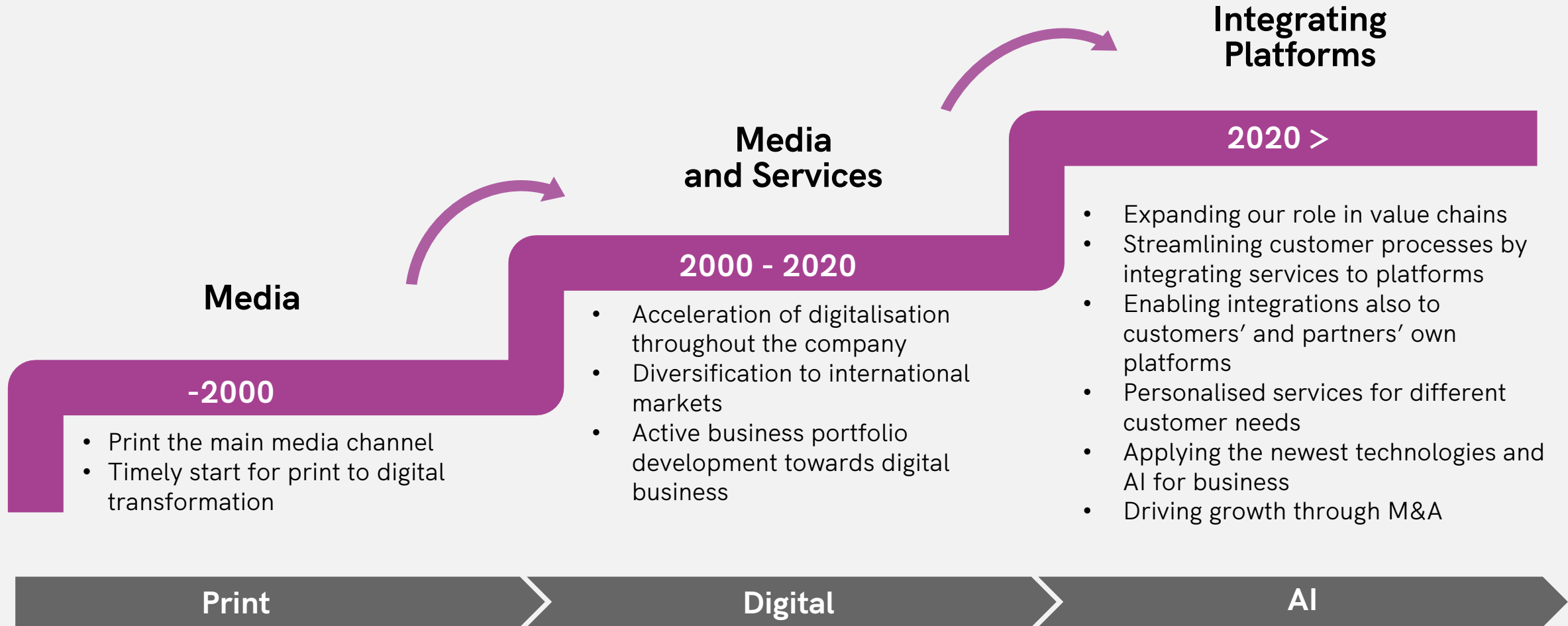


REVENUE SPLIT Q3 2024:



Alma Media's transformational journey

Exploiting paradigm changes in technology and consumer behaviour



Alma Media strategy summary

1.

TRANSFORM

- Streamline customer processes by integrating services to platforms
- Systematically improve all products and processes with AI
- Increase operational agility to speed up time-to-market

2.

GROW

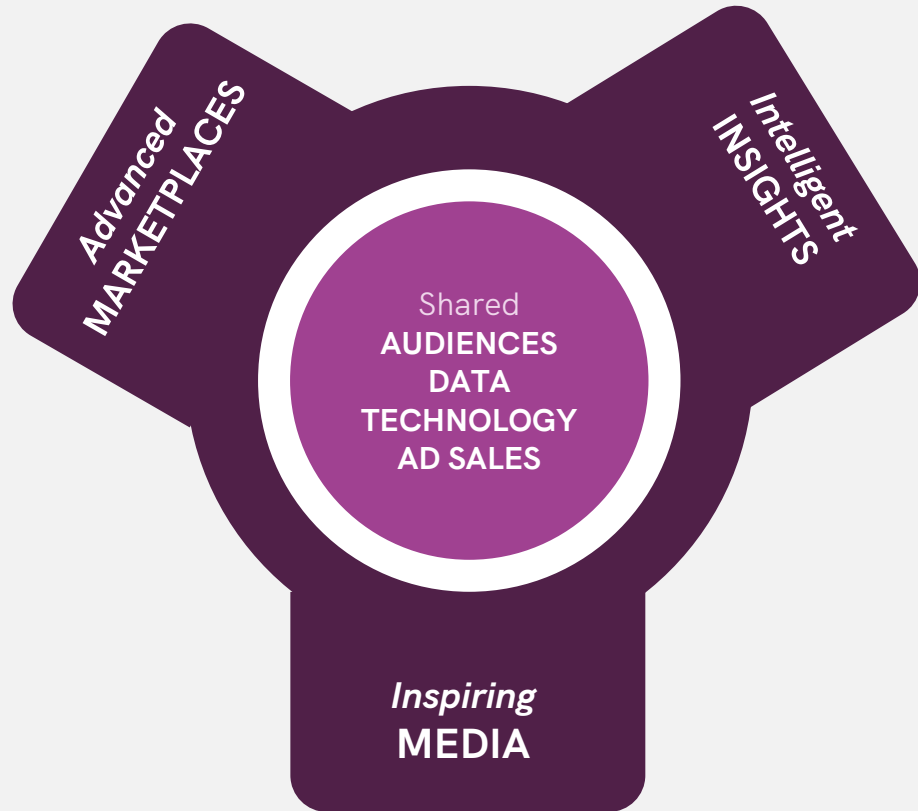
- Diversify and build new products and revenue streams
- Develop the best human and technology capabilities
- Accelerate growth through M&A

3.

SCALE

- Scale existing assets to create new products and services
- Expand businesses to new geographies
- Leverage synergies through efficient co-operation

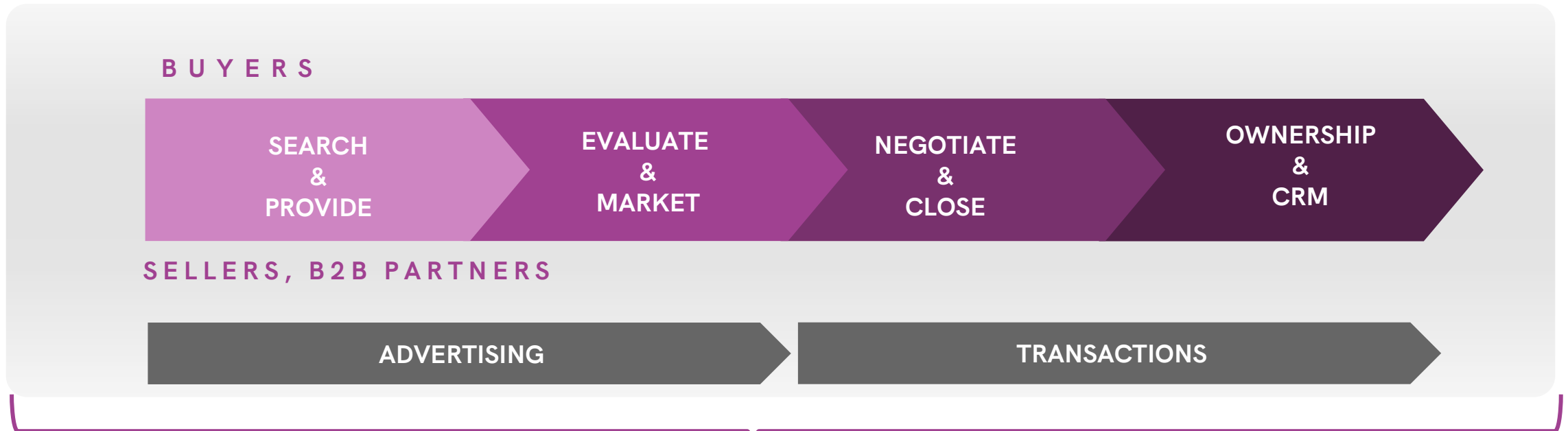
Synergy creation within strategic business areas



- Alma Media concentrates on recruitment, real estate, mobility, media and insights
- Group synergy is based on co-operation between and within businesses:
 - Growth of average revenue per user (ARPU) through audience reach and direction of visitor traffic across Alma's services
 - Data collection, refinement and commercialisation
 - Shared technology, tools, platforms and competencies
 - Advertising sales and digital marketing
 - Development of seamless user experiences
 - Effective shared group services and global processes

From classified advertising to transactions

Entering larger potential market and enabling new revenue sources



- 1** We further develop and complement our product portfolio to cover the entire digital buying and selling process.
- 2** We help to streamline our partners' customer management and sales in digital environment.
- 3** We develop new features and new products based on AI supported data, and complement our portfolio through M&A.

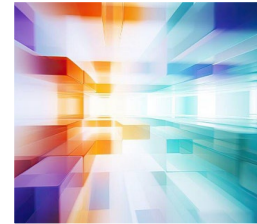
Outlook For 2024

Announced on 16 February 2024 (unchanged)

Alma Media expects its full-year revenue and adjusted operating profit of 2024 to remain at the 2023 level.

The full-year revenue for 2023 was MEUR 304.9 and the adjusted operating profit was MEUR 73.6.

Background for the outlook



The outlook is based on an estimate that there will be no material changes to the prevailing situation in the company's main market areas. In our operating countries, forecasts for national economies were revised downwards due to weak development in early 2024, which is also reflected in the development of the recruitment market. In Finland, demand and employment are expected to remain unchanged and there is still uncertainty in advertising.

Acquisitions increase the company's turnover and operating profit.



The decentralisation of the Group's business both geographically to several markets and different business areas, as well as determined management of costs, will stabilise the company's outlook even in challenging market conditions.

Thank You!

Questions?

Upcoming events in the investor calendar:

- Financial Statement Bulletin for financial year 2024 on Wednesday, 5 February 2025
- Interim report for January–March 2025 on Friday, 25 April 2025
- Interim report for January–June 2025 on Thursday 17 July 2025
- Interim report for January–September 2025 on Friday, 31 October 2025

