



Know us

EVIA

annual report 2006



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in here and
be part of
Evia's team!



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Versatile **know-how** since 1955

As the leading integrated marketing communication agency in Finland we offer our customers a comprehensive range of services from advertising to branding and public affairs.

In 2006 Evia had net sales of EUR 10.7 million and gross income of EUR 7.5 million. Our shares are listed on the Helsinki Stock Exchange (Evia Oyj: EVI1V).

Key figures

	2006	2005	Change %
Net sales, EUR 1,000	10,656	12,125	-12,1
Gross income, EUR 1,000	7,488	8,756	-14,5
Operating profit, EUR 1,000	-980	269	(...)
Profit before taxes, EUR 1,000	-1,098	133	(...)
Average number of employees	92	90	2,2
Return on equity, %	-46,1	4,4	(...)
Return on investment, %	-31,5	6,3	(...)
Cash reserves, EUR 1,000	73	569	-87,2
Gearing ratio, %	51,0	51,3	-0,6
Earnings/share, EUR	-0,32	0,04	(...)
Equity/share, EUR	0,53	0,84	-36,9

(...) = change in excess of 100%



CEO's review 14.2.2007

Evia had a financially tough year in 2006. Our goal was to grow in step with the markets: the annual market increase of media advertising in 2006 was 3.7 percent.

We were on target at the start of the year, but towards the end of the year we lost a few big customers, and almost simultaneously a couple of customers postponed their projects. We filled the resulting gap in our sales margin with new customers and trimmed costs. The results of these measures will be seen mainly in 2007.

In spring 2007 we are moving our operations to office spaces that were previously rented by us but have remained partially empty at Bulevardi 6, Helsinki. As a result of this move we will gain access to more efficient workspace. Our target for sales margin in 2007 is moderate, while our fixed costs are considerably lower than last year.

We have reorganized our Executive Board and organization and clarified the division of duties. We aim to further improve customer satisfaction and to react faster to the changing needs of our customers. We aim to be among the best providers in the industry of strategic, result-producing and creative solutions. Our customer rating for strategic expertise has increased to 3.7 and for creative solutions to 3.9 (on a scale of 1-5). Our target rating in both areas is 4.0.

We have entered 2007 with a spirit of strong renewal. I would like to thank our customers, personnel and shareholders for the past year.

Jari Torvelainen
CEO



Operating environment

Electronic advertising continues to grow

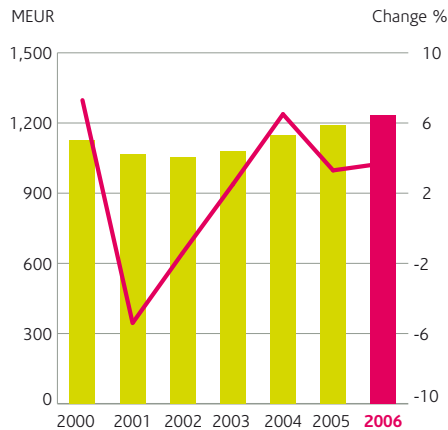
Evia Oyj is one of Finland's biggest marketing communications agencies. In July 2005 there were only nine advertising agencies in Finland with over 50 employees out of a total of 2,444 (Statistics Finland).

Traditionally the marketing and advertising sectors are affected by the prevailing economic development. The operating environment is now on a stable foundation: According to preliminary information the Finnish economy grew by approximately 6% in 2006 over the previous year. The rate of growth is expected to decline to around 3% in 2007 due to rising interest rates.¹

Despite the positive growth in the national economy, the growth in advertising in Finland has been slow.² Its share of GDP in 1989 was 1.14%, compared to just 0.88% in 2006.³

The total value of Finnish media advertising in 2006 was over EUR 1.2 billion, representing growth of 3.7% over the previous year. In

Media advertising spending and trend



Source: MTL, Finnish Association of Marketing Communication Agencies

terms of the total amount of euros, advertising has increased by 53% during the past 10 years.

Newspapers, urban and pick-up papers, and magazines dominate marketing communication in terms of spending, representing 69.6% of the entire advertising cake. At the same time, however, their growth has been the slowest. The electronic media continued to increase its share. Internet advertising in particular performed strongly, posting growth of 25.7%.

Advertising barometer 2000–2007



Source: Association of Finnish Advertisers

The "digital cake" will continue to grow at the expense of other forms of marketing. Furthermore, through customer relationship management (CRM), digitalization has created new forms of competition for advertising agencies: digital agencies, communications agencies and IT consultancies.³

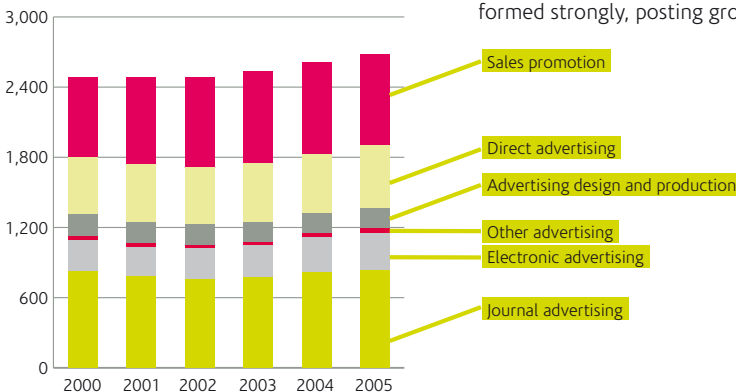
The only clear loser among electronic advertising has been radio advertising, which decreased by 0.8 percent in 2006. Television still takes the greatest slice of the electronic advertising cake with 73,5%.²

Advertisers plan to increase spending in 2007. According to the December 2006 advertising barometer of the Finnish Association of Marketing Communication Agencies (MTL), the biggest relative growth figures were posted for internet advertising (57) and e-mail advertising (52). Industry and the multibranch and retail sectors are increasing their advertising the most.

1 Ministry of Finance 19.12.2006/4
 2 TNS Gallup/Kauppa-lehti 25.1.2007
 3 Estimate, M&M 1.2.2007

Trends in advertising

EUR million, in market prices



Source: Association of Finnish Advertisers/TNS Gallup Oy

Our mission, vision and strategy

Our mission

Creative business booster

We do not satisfy ourselves with conventional solutions but seek instead to innovatively create solutions for our customers, this way increasing the value of their brands. This we achieve in part by creatively combining advertising and marketing elements and tools. We continuously strive to exceed our set targets.

Our vision

To become the best in Finland

We are the only agency in Finland that commands all key areas of expertise in advertising, marketing and communications: advertising and direct marketing, digital communications, brand and design management, and stakeholder and investor relations.

Our vision is to be Finland's best creator of marketing communications in 2010. Achieving this requires from us excellent strategic expertise and the skills to produce creative, effective and result-producing solutions. These aim to ensure that marketing investments pay for themselves many times over.

We work in seamless cooperation with our customers. We take into consideration the needs and aspirations of our customers and work towards a common, pre-described goal.

We believe that this will lead to a high level of customer satisfaction and long-term customer relationships, which in turn will ensure our good profitability.

Our strategy

Creative, measurable and result-producing solutions

We creatively and genuinely combine marketing elements and tools while seeking new, unusual and more productive solutions. These are based on precise situation analyses and accurately determining the customer's challenges, as well as by understanding the target audiences and interactive situations.

We create for our customers effective and creative solutions whose results can be measured. We are confident in our operations and provide good service. We want the best for our customers. At the same time our goal is to perform work profitably.

After each project we measure the satisfaction of our customers in our operations. Our goal is to achieve a rating of at least 4 on a scale of 1 to 5. In 2006 our total average rating was 3.9.

We work actively on developing sales and acquiring new customers, but not at the expense of our financial result. We want to expand our customer base and this way create a more stable basis for operations.

In cooperation with Edelman chain

Evia is in Finland the collaboration partner of international Edelman chain. Edelman has 46 own offices and over 50 affiliate agencies worldwide.

Via this network we take part in various international projects, for example medical communication and brand communication implemented for Shell. Thanks to the Edelman chain we can offer our customers the opportunities of a global network: we have at our disposal not only the latest know-how available but a global system for distributing marketing communication.

In 2006 we handled the implementation of the Pan-European climate change campaign by the EU Commission in Finland. The campaign activated people to carry out environmentally friendly choices in their everyday life. In the opening event held in June Hjällis Harkimo and Taru Valkeapää were among the Finnish celebrities to make their environmental promises. The theme is of ongoing interest and President of Finland Tarja Halonen acts as the guardian of the campaign.



Kudos and glory **to our efforts**

Toyota

In the Loyalty Awards 2006 by the Finnish financial newspaper Kauppalehti Toyota won a total of six awards: four in different size categories and the overall first prize of the entire competition. Toyota is the vehicle brand with the most loyal customer base. Toyota vehicle owners are also the most active to speak on behalf of the brand. Moreover Toyota was awarded as the most attractive brand in used cars. Evia has been responsible for Toyota's marketing communication since 1996.

Vantaan Energia

Vantaan Energia's social responsibility report 2005 was awarded in November as the best social responsibility report in the Ympäristö & yhteiskunta (Environment & society) competition organized by LTT Research Ltd.

Fazer

In May the Suffeli chocolate bar billboard was ranked among the TOP 3 by the Markkinointi&Mainonta (Marketing&Advertising) trade magazine's panel.

Neste Oil

Web-based annual report 2005 was granted an "Outstanding Website" reference in the investor pages section of the WebAward competition held in New York and was this way ranked among the TOP 3-5 in its category. The competition is organized by the Web Marketing Association.

Metso

Metso's web version of the 2005 annual report was given the "Standard of Excellence" reference in the investor relation pages category of the above mentioned competition.

Sony

In January in London Sony's tailored solution for outdoor advertising was selected as JCDecaux Group's best Innovate campaign of December 2005.

Veikkaus

In the Kaiku ("Echo") radio advertising competition the "Mieto" and "Euroviisut" spots were among the finalists. The spots were used in the launch of Keskiviikko-Jokeri (Wednesday Sweepstakes), a popular lottery game organized weekly.

Icecapital

Direct marketing campaign "Kassakaappi" ("Safe") was given an honorary mention in Midas Awards, a competition for financial services communications. The international competition is organized by New York Festivals.

Roche

The advertisement for "Roosa nauha" (Pink Ribbon) campaign was granted a finalist's certificate in its category in the international Global Awards competition for healthcare communications.

Rautaruukki

Rautaruukki's annual report 2005 was given the first prize in the Galerie Art Design & Print competition in its category.

Double victory for Frame Graphics

Frame Graphics received the main prize for the TV show intro designed for the "Suomen Robinson" in the Media & Message competition. The Big Brother TV show intro executed by the company received a Media & Message award.



A close-up portrait of a woman with short dark hair, wearing black-rimmed glasses and a black turtleneck sweater. She is smiling slightly and looking directly at the camera. The background is a solid, bright yellow-green color. There are two pink text boxes overlaid on the image: one in the upper right and one in the lower left.

Branding?

Understand the value of your brand
and cherish it.

Anni Romu,
Communication Consultant

A close-up portrait of a man with short brown hair, wearing black-rimmed glasses and a blue and orange patterned shirt under a dark jacket. He is looking slightly to the left with a neutral expression. The background is a solid, vibrant orange color.

Oddvertising?

**Will surprise and take guts, can
prove effective.**

Sami Haukioja,
Director, IMC



Multimedia?

Artfully achieved.

Juha Kontu,
Consultative Account Director, IMC



My motto?

Together we are stroganoff.

Tomi Jalkanen,
Copywriter

A close-up portrait of a young man with dark, curly hair, wearing black-rimmed glasses and a silver hoop earring in his left ear. He is smiling broadly, showing his teeth. The background is a solid, vibrant orange color. Two magenta rectangular boxes with white text are overlaid on the image: one in the upper left and one in the lower left.

Design?

Reflection of an era.

Nils Kajander,
AD



Print advertising?

**Paper - the cornerstone
of leisurely advertising.**

**Kati Nieminen,
Project Manager**



Communication and PR?

**No gimmicks. Just effective
and surprising deeds.**

Mikael Neuvonen,
Account Manager



What does visual mean?

Une langue que chacun parle,
à la différence du Français.

Mikko Nilsson,
AD



TV advertising?

Often better than
the actual show.

Veera Juvonen,
Concept Designer

A close-up portrait of a man with long, light brown hair, a goatee, and a flat cap. He is wearing a red, white, and blue plaid shirt. He has a playful, slightly pouting expression and is winking with his right eye. The background is a solid light blue color.

Interaction?

Take the bar.

Ilmo Pylkkänen,
Project Manager

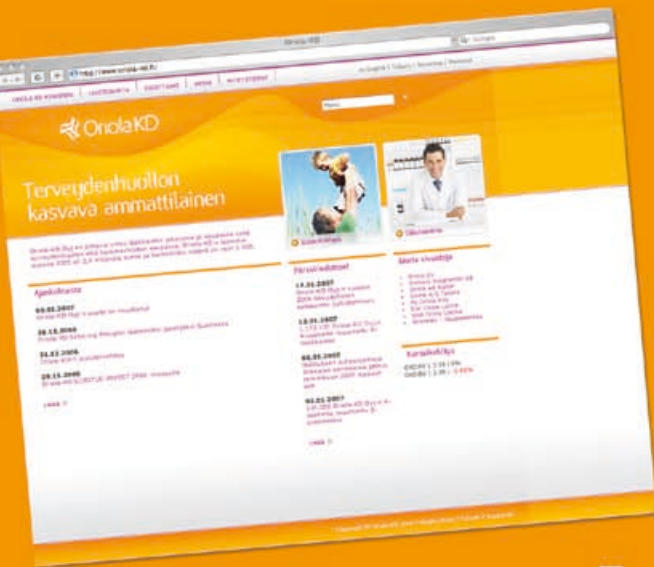
Poster or TV?



Both look superb.



Branding
and listing materials.



Evokes emotions.



Terveystuollon kasvava ammattilainen



A safe invitation.



**Over 40-percent
turn-up.**



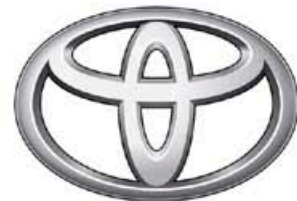
A chocolate angel.



Arresting.

Number one in sales statistics.

Advertising by Evia
since 1996.



TODAY TOMORROW **TOYOTA**

The first
annual report.



The first victory.

NESTE OIL

VTT

Brand development
and advertising.



Brand image
and advertising.

*Kauneutta
ei voi koskaan
olla liikaa.*

avajaiset

eve

A winning annual report,
for the second time in a row.

RUUKKI
more with metals

RUUKKI
more with metals

Ruukki identity - strong as steel
from page one.





A TV campaign



One of the biggest employers in Finland



PUOLUSTUSVOIMAT

Tee työtä, jolla on tarkoitus.



Engineers behind a glass wall, how convenient...



Over and out!

Financial Statements

Good corporate governance is the basis of our operations

Evia Oyj complies with the principles of good corporate governance aimed at transparency at all organizational levels. Evia complies with the Finnish Companies Act and follows the recommendations issued by Helsinki Stock Exchange, the Central Chamber of Commerce and the Confederation of Finnish Industry and Employers on the governance of listed companies.

Evia's financial statement, annual report and interim reports are issued in Finnish and English. Evia adopted International Financial Reporting Standards (IFRS) from the beginning of 2005.

ADMINISTRATIVE BODIES

The bodies responsible for the administration and operations of Evia Oyj are the Annual General Meeting of Shareholders, the Board of Directors and the Managing Director.

Operations at the Group level are the responsibility of the Managing Director of Evia Oyj assisted by the Executive Board. The operations of the subsidiary Frame Graphics are the responsibility of its Managing Director.

ANNUAL GENERAL MEETING

Shareholders may exercise their right to make decisions about the company at the Annual General Meeting (AGM), which is held once a year before the end of May.

The AGM approves the company's income statement and balance sheet and makes decisions regarding the distribution of dividends and discharging the members of the Board of Directors and Managing Directors from liability. The AGM makes other decisions, including the number of members on the Board of Directors

and remuneration for the Board and auditors, and elects the members of the Board and auditors. Shareholders have the right to have an item included on the agenda of the AGM by notifying the Board of Directors in writing in good time before the meeting so that the matter can be noted in the summons to the AGM.

The Annual General Meeting is convened by the Board of Directors. Notices of the AGM are published in Helsingin Sanomat and one other newspaper as determined by the AGM no earlier than two months and no later than 17 days prior to the AGM.

Shareholders registered in the company's shareholder register kept by the Finnish Central Securities Depository Ltd. (Suomen Arvopaperikeskus Oy) are entitled to attend the AGM. Shareholders must notify the company of their intention to attend the AGM at the latest on the day given in the notice of the AGM, which may be no earlier than ten days before the meeting.

Dividends are paid to those shareholders who are registered in the shareholder register kept by the Finnish Central Securities Depository Ltd. (Suomen Arvopaperikeskus Oy) on the record date, which is the third day after the AGM.

BOARD OF DIRECTORS

The Board of Directors is responsible for the management of the company and the proper organization of its activities in accordance with the Finnish Companies Act, the company's Articles of Association and instructions issued by the AGM. The Board is responsible for creating an organization as warranted by company operations, for organizing and safeguarding

operations and for ensuring the company has in place appropriate governance principles and supervisory systems.

The Board decides on strategic matters, long-term guidelines, changes in corporate structure and development and strategic projects. The Board approves annual targets and action plans for the Group and consolidated companies and decides on corporate structuring and acquisitions. The Board's duties include adopting and issuing the company's financial statement, annual report and interim reports. The Board is also responsible for appointing or dismissing the company's Managing Director, appointing the Managing Director's immediate subordinates and deciding on their terms of remuneration and conditions of employment.

The Board prepares an agenda for its work and reviews its work and working practices yearly. This review is undertaken by the Board together with at least the Managing Director and Business Controller, who acts as the secretary to the Board. According to the work agenda, the findings of the review shall be handled at the Board meeting in February.

The Board of Directors consists of three to seven Members, who are elected by the AGM for one year at a time. Members of the Board are considered to be independent only if their only significant connection to the company is membership in the Board and only if they are not dependent on the principle shareholders of the company.

The Board is convened by the Chairman and constitutes a quorum when more than half its members are in attendance. Decisions are made by a simple majority vote. The Chairman shall have the decisive vote should the number

of votes be even. The Controller serves as secretary to the Board. Members of the Board are paid a fixed annual fee. The AGM approves the total sum of fees payable to Board members. The company does not operate a pension scheme covering Board members who are not salaried employees of the company.

FROM 27 FEBRUARY 2006

On 27 February 2006 the AGM decided on an annual fee of EUR 20,000 (EUR 18,500) for the Chairman of the Board and EUR 15,000 (EUR 13,500) for the Deputy Chairman and other Board members.

Due to the small size of the company, a Board with only four members was deemed to be adequate for effectively carrying out the duties of the Board. All members are independent according to the Corporate Governance Recommendation with the exception of Jari Torvelainen, who owns 100 percent of Stratexi Oy, the company's principle shareholder.

The Board convened 17 times. The average attendance rate among members was 100.

Salaries and fees paid to the Board, Managing Director and Executive Board.

EUR	2006	2005
Board	61,750	45,500
Managing Director*	170,520	251,063
Executive Board	502,601	534,177

* Jari Torvelainen became Managing Director of Evia Oyj on 1 August 2005, following which the Managing Director's salary is based on a fixed-term agreement between Stratexi Oy and Evia Oyj that has been made for the term 1 August 2005-31 July 2007. The fixed salary according to this agreement averages EUR 17,500/month, which includes social security costs.

Shares held by Group associates as of 31 December 2006

	Number of shares	% of shares and votes
Jari Torvelainen	1,509,850	43.6
Jukka Virta	2,500	0.1
Arja Talma		
Matti Makkonen		
Panu Kauppinen	1,000	0.0

COMMITTEES

The four-member Board of Directors has not deemed it necessary to appoint committees.

MANAGING DIRECTOR

The Managing Director of Evia Oyj is responsible for the day-to-day management and administration of the company in compliance with the Finnish Companies Act and the directions and instructions issued by the Board of Directors. The Managing Director together with the Controller is responsible for arranging the administration of subsidiaries.

EXECUTIVE BOARD

In 2006 Evia Oyj's Management Group consisted of the Managing Director and Controller.

From 1 January 2006 Evia Oyj's Executive Board has included, in addition to the Managing Director and Controller, a director responsible for sales and client relationships and four directors responsible for defined areas of expertise.

Evia Oyj's Executive Board supports the Managing Director in the management and administration of business operations, including preparing and implementing company strategies. In addition, each member of the Executive Board has a defined area of responsibility, such as sales, expertise and business development, as well as responsibility for managing the personnel of their own team.

Members of the Executive Board are cov-

ered by the Employees' Pensions Act (TEL), which provides earnings-related pension insurance as stipulated by Finnish law.

Evia Oyj's Executive Board convened almost weekly. Key issues covered during the year included honing the strategy and further defining areas of responsibility and operating methods.

REMUNERATION

The Board of Directors decides on the principles of remuneration for its management and key personnel based on a recommendation from the Managing Director. The aim is to offer competitive remuneration. The strategic goals and profitability of the company are taken into account when setting remuneration. The total sum of remuneration consists of salaries with benefits and individual bonuses that are determined according to the strategy.

In 2006 the rewards system was changed. It now covers the commitment of key personnel and motivating those responsible for sales, and all employees have the opportunity to earn rewards based on predefined criteria to help achieve the company's strategy.

In 2006 bonuses were paid to 20 persons, and these bonuses accounted for 1% of total remunerations.

INTERNAL SUPERVISION

The Board of Directors is responsible for Evia's internal supervision by monitoring the operations and realization of targets of the Group and consolidated companies on a monthly basis.

INSIDER REGULATIONS

Evia complies with the insider trading guidelines issued by the Helsinki Stock Exchange, which came into effect on 1 January 2006.

Evia's statutory insiders include Board members, the Managing Director, the auditors, deputy auditors, the Executive Board, the Management Group of the subsidiary and other persons

belonging to upper management who regularly have access to insider information and who are empowered to make decisions affecting the company's development and business operations.

Insiders attached to specific companies include persons employed by the company or who work for the company under separate agreement who regularly have access to insider information due to their position or tasks.

In compliance with the Securities Markets Act, Evia maintains an insider register in the NetSire system of the Finnish Central Securities Depository Ltd.

The company monitors compliance with insider regulations by annually submitting reported data to insiders for verification. The company's Contoller is responsible for coordinating and monitoring trading by insiders.

RISK MANAGEMENT

The Board of Directors of Evia Oyj has defined what it considers to be the company's significant operating risks, the monitoring systems and the operating models used to prevent these risks from occurring and to react to them. Risk management is based on risk probability, indicators, and monitoring responsibility within operative management.

Risks have been defined in the following areas: clients and client relationships, markets and competition, personnel and expertise, information security and liquidity.

Within client risks it is significant that the ten biggest client relationships generate 80% of gross income. The outlook for the sector remains healthy for 2007 due to the positive development of the Finnish economy. Competition within the sector remains intense, which signifies increasing risks for companies in this sector.

Evia's sales plans are drawn up on an annual and quarterly basis. Individual sales

plans are drawn up for key clients. Sales development is monitored weekly. Customer satisfaction is monitored for each project or through surveys and feedback forums once or twice a year.

The job satisfaction and expertise of employees is measured in performance appraisals and work atmosphere surveys. The development of the Evia brand and our reputation is monitored by participating in image surveys carried out within the industry.

Operating risks related to common financing include liquidity, as well as interest rate risks and credit risks. The aim of managing financial risks is to ensure sufficient financing for the company. Alarm limits have been set for all defined risks, based on which protective measures are implemented. Evia did not carry out credit risk management during the reporting period with the exception of various protective measures.

The Managing Director is responsible for managing operative and financial risks and reports on these risks regular to the Board of Directors.

AUDITING

The company has two principal auditors and one deputy auditor. One auditor and the deputy auditor must be Authorized Public Accountants approved by the Central Chamber of Commerce. The term of office of auditors expires at the end of the following AGM after their election.

The auditors for the 2006 financial year were Authorized Public Accountants BDO FinnPartners Oy, with Pertti Hiltunen APA as principal auditor and Erkki Manner APA as deputy auditor.

The independent auditors were paid EUR 30,000 for auditing the 2006 financial statements. No other services were purchased from the auditors.

BOARD OF DIRECTORS OF EVIA OYJ FROM 27.2.2006



Jukka Virta
MSc (Econ), b. 1944

Chairman of the Board since 2006. Independent Member of the Board since 2003.

Managing Director, Pressman Oy, 2002–; Managing Director, Keski-Uusimaa Oy, 1980–2002; Marketing Director, A-lehdet Oy, 1969–1979.

Other board memberships: Member of the Board, A-lehdet Oy, 1990–2005 and Chairman of the Board since 2006. Image Kustannus Oy 2006–

Shares: 2,500



Arja Talma
MSc (Econ), eMBA,
b. 1962

Deputy Chairman and Independent Member of the Board 2006–8.2.2007.

Kesko Oyj, CFO 2005–, Contoller 2004–2005; Oy Radiolinja Ab, Director of Finance and Administration 2001–2003; KPMG Wideri Oy Ab, Partner 2000–2001, Authorized Public Accountant 1992–2001.

Other board memberships: VR-Yhtymä Oy 2006–

Shares: –



Matti Makkonen
MSc (Tech), b. 1952

Independent Member of the Board 2006–. Finnet Oy, President & CEO 2003–2005; Nokia Networks, Senior Vice President, Professional Services, 2000–2003; Sonera Oyj, management posts in mobile communications and telecommunications 1976–2000.

Other board memberships: Ixonos (formerly Tieto-X) 2006–
Shares: –



Jari Torvelainen
MSc (Applied Physics), MBA,
b. 1959

Independent Member of the Board 2001–2005, Deputy Chairman 2002–2005 and Non-independent Member of the Board 2005– Vice President, Corporate Planning, Radiolinja, 2001–2003; Strategy and Transformation service line leader and Management Consultant, Cap Gemini Ernst & Young Finland Oy, 1998–2001; Managing Director, EUNET Finland Oy, 1997–1998; Senior Management positions, Instrumentarium Group and subsidiaries, 1993–1997; Management Consultant, McKinsey & Company Inc, 1992–1993; various business

development responsibilities, Imatran Voima Oy, 1983–1991.

Other board memberships: Axel Technologies Oy 2003–2006, Stratexi Oy since 2003.

Shares: 1,509,850

EXECUTIVE BOARD OF EVIA OYJ ON 1.1.2007

Jari Torvelainen

b. 1959, MSc, MBA, Managing Director and Chairman of the Executive Board

Work experience, board memberships and shares: see Board of Directors.

Maija Isotalo

b. 1955, MSc (Econ.)

Responsible for client relationships and sales. Employed by Evia since 1995 and Executive Board* member since 1998.

Work experience: Senior Executive Vice President, QUAD Oy advertising agency; Business Unit Director and Circulation Director, Uusi Suomi Oy; Marketing Manager, Kauppalehti/Uusi Suomi Oy.

Shares: –

Panu Kauppinen

b. 1964, MSc (Econ.)

Responsible for financial administration (Controller) and operational support. Employed by Evia since 1998 and Executive Board* member since 2001.

Work experience: Controller, Civil Aviation Administration.

Shares: 1,000

Kauko Kyyrö

b. 1953, Engineer, MSc (Marketing)

Responsible for planning. Employed by Evia since 1995 and Executive Board* member since 2001.

Work experience: Management positions at Oy Taucher and Young & Rubicam Ab; sales support positions at Oy Ford Ab, Vator Oy and Esso Ab.
Shares: –

Elina Lahtinen

b. 1956, BSc, eMBA.

Responsible for communications, implementation and finishing. Employed by Evia and Executive Board* member since 2004.

Work experience: Various senior management positions in marketing communications and business development, TeliaSonera Oy; PR & Liaison Manager, Mainostoimisto Womena
Shares: –

Juha Pohjola

b. 1965, Artenom, MA

Responsible for developing creativity. Employed by Evia and Executive Board* member since 2004.

Work experience: Design Director and Unit Manager, Focus MRM Partners; Design Director, Focus Visual Identity; Design Director and various design responsibilities at Viherjuuri Ilme; Designer at Varis & Ojala.

Shares: –

* Previously Management Group member of Evia Helsinki Oy or other subsidiary of Evia Oyj.

Board of Directors' Report

Evia Oyj adopted International Financial Reporting Standards (IFRS)-compliant reporting on 1 January 2005. The comparable figures for 2005 used in this report are IFRS-compliant.

Under IAS 14, Segment Reporting, Evia Oyj Group's primary reporting segments in 2006 are the Group's parent company Evia Oyj and Frame Graphics Oy. Evia offers solutions and services that creatively and effectively combine marketing elements in order to increase customer value. Frame Graphics Oy supplies postproduction and animation services for use in the making of advertising films and television programmes.

NET SALES AND GROSS INCOME

The net sales of Evia Oyj Group in January–December 2006 amounted to EUR 10.66 million (EUR 12.13 million). Net sales decreased by 12.1% compared to the corresponding period in 2005. The decrease in net sales was mainly attributable to the termination of a number of key client relationships and the postponement of some major client projects with short notice. Management considered that it was not possible to invoice for these delays in addition to normal invoicing, as a result of which the organization was trimmed at the end of the year according to the outlook.

Net sales by line of business (primary segment distribution)

Net Sales EUR 1,000	1–12 2006	1–12 2005	Change, %
Evia Oyj*	10,060	11,422	-11.9
Frame Graphics Oy	980	1,115	-12.1
Internal sales	-384	-412	-6.8
Evia Oyj Group	10,656	12,125	-12.1

*The comparative figures include figures by Evia Oyj and Evia Helsinki Oy, which merged with Evia Oyj Dec 31, 2005.

The performance of Evia Oyj Group's business operations is illustrated well by the development of gross income, as net sales include a fluctuating amount of pass-through invoicing from subcontracting work performed for customers. Gross income consists primarily of invoicing for work performed by Evia. The figure also includes a certain amount of subcontracting and media fees, but their share is negligible.

Gross income by line of business (primary reporting segment)

Gross income EUR 1,000	1–12 2006	1–12 2005	Change, %
Evia Oyj*	6,732	7,965	-15.5
Frame Graphics Oy	756	791	-4.4
Evia Oyj Group	7,488	8,756	-14.5

PROFIT DEVELOPMENT

Evia Oyj Group's operating loss amounted to EUR -0.98 million (EUR +0.27 million, -464.3%).

The Group's expenses for 1–12/2006 were EUR 8.28 million (EUR 8.21 million, +0.8%).

Operating profit by line of business (primary reporting segment)

Liikevoitto EUR 1,000	1–12 2006	1–12 2005	Change, %
Evia Oyj*	-807	188	(...)
Frame Graphics Oy	-173	81	(...)
Evia Oyj Group	-980	269	(...)

(...) = change in excess of 100%

BALANCE SHEET

The consolidated balance sheet total at the end of the reporting period was EUR 3.60 million (EUR 5.73 million). This decrease was primarily attributable to the repayment of loans and the weaker result. The amount of sales receivables was lower than in the corresponding period last year.

The change in subcontracting inventories for 10-12/2006 was EUR -0.01 million and the change in working inventories was EUR -0.14 million. The change in inventories totalled EUR -0.15 million. The value of inventories on 31 December 2006 was: working inventory EUR 0.34 million, subcontracting inventory EUR 0.06 million, total EUR 0.40 million.

FINANCIAL POSITION

Evia Oyj Group's financial position weakened during the reporting period compared to the previous financial year. The negative development of the financial position was primarily attributable to the weaker result.

Cash reserves at the end of the reporting period amounted to EUR 0.07 million (EUR 0.57 million). The cash flow from operations during the reporting period was EUR 0.29 million (EUR 0.57 million), and the total cash flow was EUR -0.50 million (EUR -0.03 million). Evia Oyj Group's credit limit was changed to an interest-bearing account (EUR 600 thousand) as of 1 July 2006. Interest-bearing account was not used on 31 December 2006.

The Group's equity to total assets ratio at the end of the reporting period was 51% (51.3%) and the gearing ratio 6.7% (22.6%). The amount of interest-bearing liabilities decreased from the corresponding period in

2005 and was EUR 0.20 million (EUR 1.23 million) at the end of the reporting period.

The return on investment (ROI) during the reporting period was -46.1% and return on equity (ROE) -31.5%

Operating risks related to common financing include liquidity, as well as interest rate risks and credit risks. The aim of managing financial risks is to ensure sufficient financing for the company. Alarm limits have been set for all defined risks, based on which protective measures are implemented. Evia did not carry out credit risk management during the reporting period with the exception of separate protective measures.

	31.12. 2006	31.12. 2005	Change, %
Cash reserves, EUR million	0.07	0.57	-87.7
Interest-bearing liabilities, EUR million	0.20	1.23	-83.7
Equity to total assets ratio, %	51.0	51.3	-0.6
Gearing ratio, %	6.7	22.6	-70.4
Current ratio	0.30	0.50	-40.0
Quick ratio	0.05	0.22	-77.3
	1-12 2006	1-12 2005	Change, %
Cash flow from operations, EUR million	0.29	0.57	-49.4
Cash flow, EUR million	-0.50	0.03	(...)

(...) = change in excess of 100%

PERSONNEL

Evia Oyj Group employed 91 (90) personnel at the start of the reporting period and 78 (91) at the end. The number of employees on fixed-term contracts was 3 (1). The average number of personnel during the reporting period was 92 (90).

Personnel expenses accounted for 62% (60%) of consolidated operating expenses.

PERFORMANCE ANALYSIS BY COMPANY (primary reporting segment)

Evia Oyj

Evia Oyj's operating loss in 2006 was EUR 0.81 million (operating profit EUR 0.19 million), a weakening of 529.3%. The company had net sales of EUR 10.06 million (EUR 11.42 million, -11.9%) and gross income of EUR 6.73 million (EUR 7.97 million, -15.5%). Gross income per capita during the reporting period was EUR 82,098 (EUR 97,134).

Evia Oyj's expenses during the reporting period amounted to EUR 7.40 million (EUR 7.57 million, -2.2%). The comparative figures include those of Evia Helsinki Oy, which merged with Evia Oyj on 31 December 2005.

The company employed an average of 82 (82) personnel in 2006. The company's share of Group net sales during the reporting period was 91.1%, gross income 89.9% and personnel 89.1%.

The Chairman of the Board of Evia Oyj is Jukka Virta and the Managing Director Jari Torvelainen.

Frame Graphics Oy

Frame Graphics Oy had net sales in 2006 of EUR 0.98 million (EUR 1.12 million,

-12.1%) and gross income of EUR 0.76 million (EUR 0.79 million, -4.4%). The company's operating loss in 2006 was EUR 0.17 million (operating profit EUR 0.08 million, -313.6%).

Frame Graphics Oy's expenses during the reporting period amounted to EUR 0.87 million (EUR 0.64 million, +35.8%).

The company employed an average of 10 (8) personnel in 2006. The company's share of Group net sales was 8.9%, gross income 10.1% and personnel 10.9%.

The Managing Director of Frame Graphics Oy is Juha Poraharju.

OPERATING RISKS

Evia's Board of Directors has defined what it considers to be significant operating risks for Evia, as well as the monitoring systems and operating models used to identify and react to these risks.

Risk management is based on risk probability, indicators, and monitoring responsibility within operative management. Operative risk management is the responsibility of the Managing Director, who reports regularly to the Board of Directors.

Risks have been defined in the following areas: clients and client relationships, markets and competition, personnel and expertise, information security and liquidity.

Within client risks it is significant that the ten biggest client relationships generate 80% of gross income.

OTHER EVENTS DURING THE YEAR UNDER REVIEW

The Annual General Meeting of Shareholders of Evia Oyj on 27 February 2006 adopted the financial statements for 2005 and discharged the members of the Board of Directors and the Managing Director from liability for the financial year. The AGM decided in accordance with the Board's proposal that no dividend will be paid for 2005. The AGM also decided that the share premium will be reduced by EUR 3,230,930.39 to cover the loss indicated on the adopted balance sheet.

The company complies with the insider trading guidelines issued by the Helsinki Stock Exchange on 1 January 2006 and the Corporate Governance Recommendation for listed companies except where stated otherwise in the company's principles of corporate governance. Evia's principles of corporate governance can be read in the investor section of the company's website (www.evia.fi) under the section "sijoittajille".

CHANGES IN CORPORATE MANAGEMENT

The Annual General Meeting of Shareholders of Evia Oyj on 27 February 2006 decided the Board of Directors shall consist of four members. Jari Torvelainen, MSc, MBA, and Jukka Virta, MSc (Econ) were re-elected to the Board. Matti Makkonen, MSc (Eng) and Arja Talma, MSc (Econ), eMBA, were elected as new members to the Board.

At its formation meeting, Evia Oyj's new Board of Directors elected Jukka Virta, MSc (Econ) to chair the Board and Arja Talma, MSc (Econ), eMBA, to act as Deputy Chairman. In addition, the Board decided that no committees would be established since the scope of the company's business and size of the Board do not warrant the preparation of items by bodies smaller than the Board.

Jukka Virta, Arja Talma and Matti Makkonen were independent members of the Board of Directors. Arja Talma resigned from the Board of Directors on 8 February 2007.

Authorized public accountants BDO FinnPartners Oy, with Pertti Hiltunen APA as principal auditor and Erkki Manner APA as second auditor, were elected company auditors for the 2006 financial year. APA Hannu Riippi was elected as deputy auditor.

SHARES AND SHARE CAPITAL

Evia Oyj's share capital at the end of the reporting period was EUR 3,465,000. The total number of shares was 3,465,000, each with a counter-value of EUR 1.00.

Board of Directors' authorization

Under a resolution passed at the Annual General Meeting of 27 February 2006, the company's Board of Directors has an authorization to increase the share capital by a maximum of EUR 693,000. The share capital may be increased in one or more instalments through an issue of new shares, convertible bond loans

or stock options.

The Board of Directors did not exercise the authorization during 2006. The company does not hold its own shares, nor does the Board of Directors have any authorization to acquire the company's own shares.

Shareholders

At the end of the reporting period the company had 463 shareholders (495).

Share price and trading

The highest price quoted for the company's shares in 2006 was EUR 1.77 in April (EUR 1.65), the lowest price was EUR 1.02 in December (EUR 1.06), and the average price during the reporting period was EUR 1.33 (EUR 1.46). The closing price on the last day of trading (29 December 2006) was EUR 1.02 (EUR 1.33). Evia Oyj's market capitalization at the closing price was EUR 3.53 million (EUR 4.61 million).

A total of 593,977 (2,513,784) shares were traded during the reporting period, which represents 17.1% (72.5%) of the total number of shares. The total value of traded shares was EUR 0.79 million (EUR 3.66 million).

OUTLOOK FOR 2007

The business is affected by the prevailing economic development and the changes in the corporate marketing investments. Evia estimates that the operational environment will improve.

Evia's results are impacted mainly by changes in client relationships and client projects. The company is focusing in 2007 particularly on increasing the satisfaction of existing clients, increasing profitability and creating new profitable client relationships.

The number of personnel at the end of 2006 was adjusted to meet sales expectations.

The aim of the company is to achieve a positive result in 2007.

Evia Oyj Group - consolidated income statement

EUR 1,000	1 Jan–31 Dec, 2006	1 Jan–31 Dec, 2005
NET SALES	10,656	12,125
Other operating income	143	114
Change in inventories of work in progress	-295	54
Materials and services		
External services	-3,013	-3,427
Short-term personnel expenses	-4	-108
Total	-3,017	-3,536
Personnel expenses	-5,106	-4,949
Depreciation and amortization	-192	-279
Other operating expenses	-3,170	-3,260
OPERATING PROFIT	-980	269
Financial income	7	6
Financial expenses	-125	-142
	-118	-136
PROFIT BEFORE TAXES	-1,098	133
Income taxes	0	-6
NET PROFIT	-1,097	127

Evia Oyj Group - consolidated balance sheet

EUR 1,000	31 Dec, 2006	31 Dec, 2005	EUR 1,000	31 Dec, 2006	31 Dec, 2005
ASSETS			SHAREHOLDERS' EQUITY AND LIABILITIES		
Non-current assets			Equity belonging to Parent Company owners		
Tangible assets	361	551	Share capital	3,465	3,465
Goodwill	1,330	1,341	Share premium account	0	3,231
Other intangible assets	11	31	Retained earnings	-1,635	-3,769
Disposable investment	32	248	Total shareholders' equity	1,830	2,927
Total non-current assets	1,734	2,172	Non-current liabilities		
Current assets			Other interest bearing liabilities	160	268
Inventories	405	700	Current liabilities		
Trade receivables and other receivables	1,353	2,269	Current maturity of non-current liabilities borrowings	36	113
Advance payments	37	18	Current interest-bearing liabilities	0	850
Cash reserves	73	569	Trade payables and other liabilities	1,576	1,569
Total current assets	1,868	3,556	Total current liabilities	1,612	2,532
Total assets	3,602	5,728	Total liabilities	1,772	2,800
			Total shareholders' equity and liabilities	3,602	5,728

Evia Oyj Group - consolidated cash flow statement

EUR 1,000	2006	2005
CASH FLOW FROM OPERATIONS		
Net profit	-1,097	127
Adjustments		
Depreciation and amortization	192	279
Interest and other financial expenses	125	142
Interest received	-7	-6
Taxes	-1	6
Changes in working capital		
Change in trade and other receivables	896	112
Change in inventories	295	-54
Change in account payable and other liabilities	7	109
Interest paid	-125	-142
Interest received	7	6
Taxes paid	1	-6
Net cash flow from operations	293	573
CASH FLOW FROM INVESTMENTS		
Investments in tangible assets	-24	-27
Sales of tangible assets	270	42
Net cash flow from investments	246	15
CASH FLOW FROM FINANCING		
Repayment of loans	-1,035	-561
Net cash flow from financing	-1,035	-561
CHANGE IN LIQUID ASSETS		
Liquid assets on 1 January	569	542
Liquid assets on 31 December	73	569

Evia Oyj Group - changes in shareholders' equity

	Shareholders' equity	Shareholders' premium account	Net profit	Total
SHAREHOLDERS' EQUITY 1 JANUARY 2005	3,465,000	3,230,930	-3,895,542	2,800,388
Net profit			126,870	126,870
SHAREHOLDERS' EQUITY 31 DECEMBER 2005	3,465,000	3,230,930	-3,768,672	2,927,258

	Shareholders' equity	Shareholders' premium account	Net profit	Total
SHAREHOLDERS' EQUITY 1 JANUARY 2006	3,465,000	3,230,930	-3,768,672	2,927,258
Change		-3,230,930	3,230,930	
Net profit			-1,097,257	-1,097,257
SHAREHOLDERS' EQUITY 31 DECEMBER 2006	3,465,000	0	-1,634,999	1,830,001

Notes to **the Financial Statements**

COMPANY INFORMATION

The parent company of the Group is Evia Oyj. The domicile of the parent company is Helsinki and its registered address Lönnrotinkatu 28, FI-00180 Helsinki, Finland, where copies of the financial statements are also available.

PRINCIPLES APPLIED IN THE CONSOLIDATED FINANCIAL STATEMENTS

Accounting principles

The consolidated financial statements have been prepared in compliance with International Financial Reporting Standards (IFRS), including International Accounting Standards (IAS) and their SIC and IFRIC interpretations valid on 31 December 2006. In the Finnish Accounting Act and ordinances based on the provisions of the Act, IFRS refer to the standards and to their interpretations adopted in accordance with the procedures laid down in regulation (EC) No. 1606/2002 of the European Parliament and of the Council. The notes to the consolidated financial statements also comply with the Finnish Accounting Act and Companies Act. The consolidated financial statements are based on the historical cost convention.

Subsidiaries

The consolidated financial statements comprise the parent company Evia Oyj and all its subsidiaries. Subsidiaries are consolidated from the date that Evia Oyj acquired control and are no longer consolidated from the date that control ceases. Intra-Group shareholdings are eliminated using the acquisition cost method. The excess acquisition cost over the fair value of net assets acquired is recognized as goodwill. All intra-Group transactions, receivables and liabilities, as well as intra-Group profit distributions, are eliminated as part of the consolidation process.

Tangible fixed assets and other intangible assets

Fixed assets have been recorded at acquisition cost less accumulated planned depreciation calculated on a straight-line basis. The following economic lives of the different asset items have been applied in calculating planned depreciation:

Other intangible assets	5 years
Machinery	5 years
Equipment	10 years
Other long-term investments	10 years

The residual values and economic lives of tangible fixed assets are reviewed in each financial statement and amended where necessary to represent changes in their expected useful lives.

Tangible fixed assets are no longer depreciated when they are classified as disposable according to IFRS 5.

Profits and losses generated from the elimination or disposal of tangible fixed assets are included in either other operating income or expenses.

Goodwill

In accordance with IFRS 3 goodwill is not depreciated but is instead subjected to an annual impairment test. Goodwill is thus allocated to cash-generating units. Goodwill represents the excess acquisition cost over the fair value of net assets acquired.

Inventories

Inventories are stated at the lower of cost or net realizable value based on the FIFO principle. Inventories comprise works in progress or subcontracted that have not been invoiced. The cost of work hours includes salaries and social security costs directly related to the performance of the work.

Financial assets and financial liabilities

Financial assets comprise cash-in-hand, short-term bank deposits and other short-term liquid investments. Financial liabilities are presented in the financial statements at fair value. Interest payable on financial liabilities is equal to the market price. Liability expenses are recorded as a cost for the period in which they have been created.

Income recognition

Income from services are recognized as income once the service has been rendered.

Income taxes

Income taxes in the consolidated income statement comprise taxes based on taxable income recognized for the period. Taxes based on taxable income recognized for the period are calculated from taxable income according to the valid tax rate. The tax is adjusted by any taxes from previous financial periods.

Segments

The primary reporting segments are companies according to business area. All inter-segment sales are based on the Group's valid pricing structure.

Accounting principles requiring management judgement and use of estimates

The preparation of financial statements requires the use of estimates and assumptions. Although these estimates are based on management's best knowledge of current events and actions, actual results may ultimately differ from those estimates. In addition, the application of the accounting principles requires the use of judgement.

In accordance with IAS 12, taxes are offset in the consolidated balance sheet. Evia Oyj had total liabilities on 31 December 2006 of EUR 2.8 million (additional liabilities of EUR 0.9 million come from 2006). These mature for the most part in 2012. Tax assets of EUR 1.0 million have been recorded in the balance sheet for 31 December 2006, as it is estimated that only a small portion of these can be utilized in the current year. The situation will continue to be assessed by taking into account the profit development of the Group. Additional tax liabilities are not being created, taking into consideration total liabilities.

Evia Oyj has rented property at Bulevardi 6, Helsinki, on a fixed-term lease agreement until 31 December 2008. This space is for the most part sublet. The difference in rents based on the duration of Evia Oyj's lease agreement and sublease agreements is recorded in adjustments as expected liabilities. The duration in short-term rental agreements is assumed to be at least one year. The parent company Evia Oyj has rented property at Parrukatu 2, Helsinki, on a lease agreement that can be terminated no earlier than 30 April 2009. The company will begin to

pay rent on 1 February 2007 of approximately EUR 23,000/month. The Board of Directors of Evia Oyj has decided that Evia Oyj will not use this space to house the company's offices as originally planned. The Board estimates that the space can be sublet and that the rent income will cover the costs of the space.

Group goodwill is no longer amortized on a straight-line basis but is subjected to an impairment test. If the estimated future cash flow of a business is lower than its goodwill on the balance sheet, the resulting impairment loss is recorded as an expense in the income statement. The impairment test is carried out at least once a year: no later than on the last day of each year, 31 December. Goodwill is allocated to Evia Oyj's segments. The book value of goodwill on 31 December 2006 was EUR 1,330,152. The testing of goodwill is based on value-in-use calculations. Value-in-use calculations are based on management-approved financial planning whose forecast period is three years. The capital yield requirement after taxes (WACC) has been used as the discount rate and is adjusted in connection with the impairment test by the tax impact. The components of the yield requirement are the risk-free yield percentage, the market risk premium, the sector-specific beta coefficient, and the cost and target capital structure of borrowing. Growth has been estimated at zero percent in the test.

On the basis of the test carried out on 31 December 2006, no depreciation was recorded. A decrease in budgeted gross income of 8% or higher or increase in budgeted fixed costs of 9% or more would cause a goodwill amortization risk.

Evia Oyj Group - key figures

Earning development and key ratios for the group

	2002	2003	2004	2005	2006
Net sales, EUR million	19,5	16,5	12,2	12,1	10,7
Increase, %	-23,6	-15,3	-26,1	-0,9	-12,1
Gross income, EUR million	15,2	13,2	9,1	8,8	7,5
Increase, %	-15,2	-13,2	-31,1	-3,8	-14,5
Operating profit, EUR million	-3,4	0,2	-0,5	0,3	-1,0
% of net sales	-17,3	1,2	-4,1	2,2	-9,2
Profit before taxes, EUR million	-3,5	0,1	-0,6	0,1	-1,1
% of net sales	-17,9	0,6	-5,0	1,1	-10,3
Gross capital expenditure, EUR million	0,4	0,1	0,1	0,03	0,02
% of net sales	1,9	0,6	0,6	0,2	0,2
Return on equity, %	-69,6	3,1	-19,6	4,4	-46,1
Return on investment, %	-53,5	4,5	-9,3	6,3	-31,5
Gearing ratio	42,3	47,8	46,4	51,3	51,0
Average number of employees	223	171	100	90	92

Balance sheet development for the group

EUR million	2002	2003	2004	2005	2006
Assets					
Non-current assets	4,6	3,7	2,5	2,2	1,7
Current assets	3,3	3,5	3,6	3,6	1,9
Total assets	7,9	7,2	6,1	5,7	3,6
Shareholders' equity and liabilities					
Shareholders' equity	3,3	3,4	2,8	2,9	1,8
Minority interest	0,0	0,0	0,0	0,0	0,0
Non-interest bearing debt	2,9	1,9	1,5	1,6	1,6
Interest bearing debt	1,7	1,9	1,8	1,2	0,2
Total shareholders' equity and liabilities	7,9	7,2	6,1	5,7	3,6

Per share ratios adjusted for share issues

	2002	2003	2004	2005	2006
Earnings/share, EUR	-1,01	0,03	-0,18	0,04	-0,32
Equity/share, EUR	0,95	0,98	0,81	0,84	0,53
Dividends, EUR 1,000	0	0	0	0	0
Dividend/share, EUR	0,00	0,00	0,00	0,00	0,00
Dividend/earnings, EUR	0,00	0,00	0,00	0,00	0,00
Effective dividend yield, %	0,00	0,00	0,00	0,00	0,00
Price/earnings, EUR	neg.	59,52	neg.	36,21	neg.
Average share price, EUR	1,80	1,48	1,39	1,46	1,33
Trading low, EUR	1,03	0,81	1,02	1,06	1,02
Trading high, EUR	3,50	1,93	2,12	1,65	1,77
Share price at year-end, EUR	1,08	1,80	1,10	1,33	1,02
Market capitalization on 31 December, EUR million	3,74	6,24	3,81	4,61	3,53
Trading volume, 1,000 shares	228	575	737	2,514	594
% of total number of shares	6,6	16,6	21,3	72,5	17,1
Average number of shares, adjusted for share issues (1,000)	3 465	3 465	3 465	3 465	3 465
Number of shares at year-end (1,000)	3 465	3 465	3 465	3 465	3 465

Contingent liabilities

EUR 1,000	31 Dec, 2006	31 Dec, 2005	Change %
Floating charges			
Group companies*	1,000	1,000	0
Collateral given			
Group companies	0	216	-100
Guarantees			
Group companies	34	40	-15
Leasing liabilities	598	485	23
Total	1,632	1,741	-6

* As collateral on a EUR 600 kEUR credit account

Calculation of financial ratios:

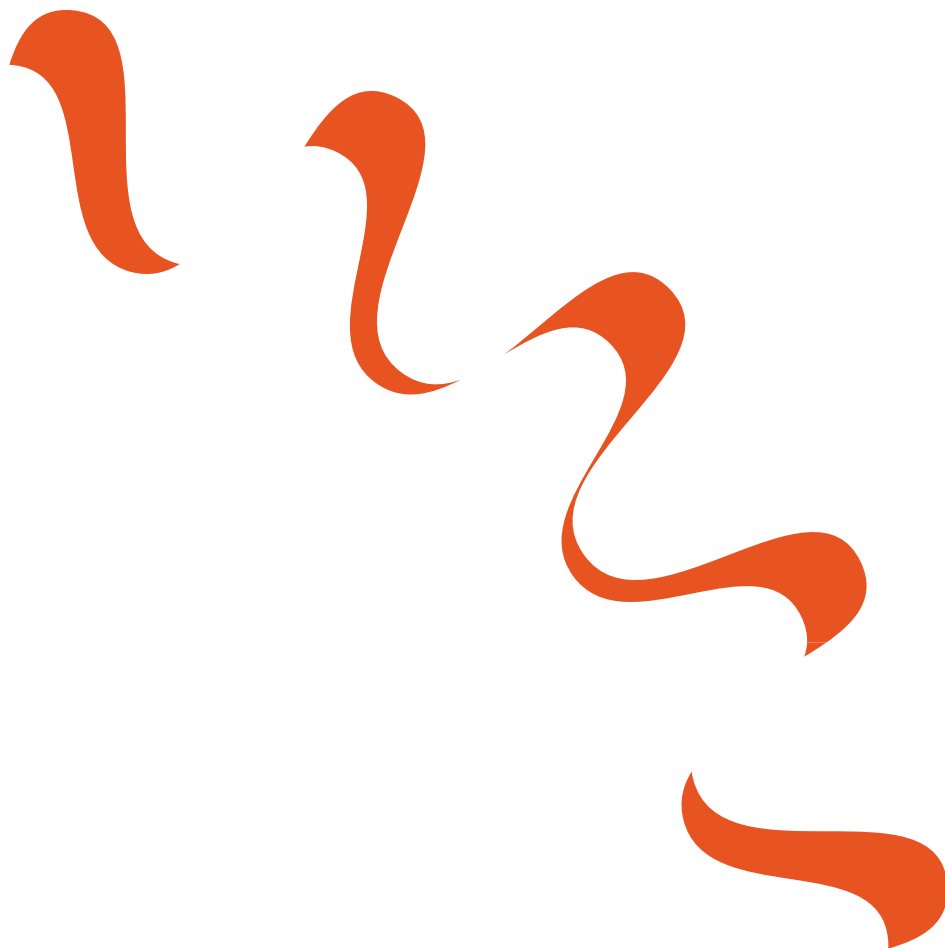
Earnings/share:	
$\frac{\text{Profit before extraordinary items - taxes +/- minority interest}}{\text{Average number of shares adjusted for share issues}}$	
Equity/share:	
$\frac{\text{Shareholders' equity}}{\text{Number of shares adjusted for share issues at year-end}}$	
Effective dividend yield, %:	
$\frac{\text{Dividend per share adjusted for share issues}}{\text{Share price at year-end adjusted for share issues}} \times 100$	
Return on investment, %:	
$\frac{(\text{Profit before extraordinary items} + \text{financial expenses})}{\text{Balance sheet total} - \text{non-interest-bearing debt (on average)}} \times 100$	
Return on equity, %:	
$\frac{\text{Profit before extraordinary items} - \text{taxes}}{\text{Shareholders' equity} + \text{minority interest}} \times 100$	
Gearing ratio, %:	
$\frac{(\text{Shareholders' equity} + \text{minority interest})}{\text{Balance sheet total} - \text{advance payments received}} \times 100$	

Board of Directors' proposal for the payment of dividend

The Group's distributable funds totalled EUR –1,634,998.79 and the Parent Company's distributable funds EUR –1,616,843.49, of which the profit for the financial year is EUR –1,082,625.31.

The Board of Directors proposes to the Annual General Meeting convening on 23 March 2007 that no dividend be paid for the 2006 financial year and that the accounting period's loss will be booked to profit/loss account.

Moreover the Board proposes that the share premium account be reduced by EUR 1,615,000 to cover the net loss indicated by the approved balance sheet.



Auditors' report

To the shareholders of Evia Oyj

We have audited the accounts, financial statements, annual report and administration of Evia Oyj for the financial year 1 January–31 December 2006. The Board of Directors and the Managing Director have prepared the consolidated and parent company's financial statements in accordance with International Financial Reporting Standards (IFRS) approved for use in the EU and the annual report in accordance with the applicable rules and regulations in Finland. Based on our audit we express an opinion on the consolidated financial statements and the parent company's financial statements, annual report and administration.

We have conducted the audit in accordance

with generally accepted auditing standards.

The accounts and accounting principles, contents and presentation of the financial statements and annual report were examined to the extent necessary to determine that the financial statements and annual report are free of material misstatement. The purpose of our review of company administration was to determine that the members of the Board of Directors and the Managing Director have legally complied with the provisions of the Finnish Companies Act.

In our opinion the consolidated and parent company's financial statements that have been prepared in accordance with International Financial Reporting Standards (IFRS) approved for use in the EU give a true and fair view, as intended by these standards, of the Group's

and the parent company's result of operations and financial position.

The annual report has been prepared in accordance with the Finnish Companies Act and other applicable rules and regulations and gives a true and fair view, as intended by the Finnish Companies Act, of the Group's and the parent company's result of operations and financial position.

The consolidated and parent company's financial statements can be adopted, and the members of the Board of Directors and the Managing Director can be discharged from liability for the period audited by us. The proposal of the Board of Directors regarding distributable funds is in compliance with the Finnish Companies Act.

Helsinki, 14 February 2007

BDO FinnPartners Oy
Authorized Public Accountant

Pertti Hiltunen
APA

Erkki Manner
APA

Shares and **shareholders**

Information about our shares

Evia Oyj has a single series of shares. According to the company's Articles of Association, the minimum share capital is EUR 2,000,000 and the maximum share capital EUR 12,000,000. Share capital can be increased or decreased within these limits without changes to the Articles of Association. The minimum number of shares is 2,000,000 and the maximum number 12,000,000.

The number of shares entered by Evia Oyj in the trade register on 31 December 2006 is 3,465,000 and each share entitles the holder to one vote. The shares have no nominal value but an equivalent value of EUR 1.00. The company's shares are in the book entry register maintained by the Finnish Central Securities Depository.

Evia Oyj shares are listed on the Helsinki Stock Exchange I List: small cap > consumer discretionary > media

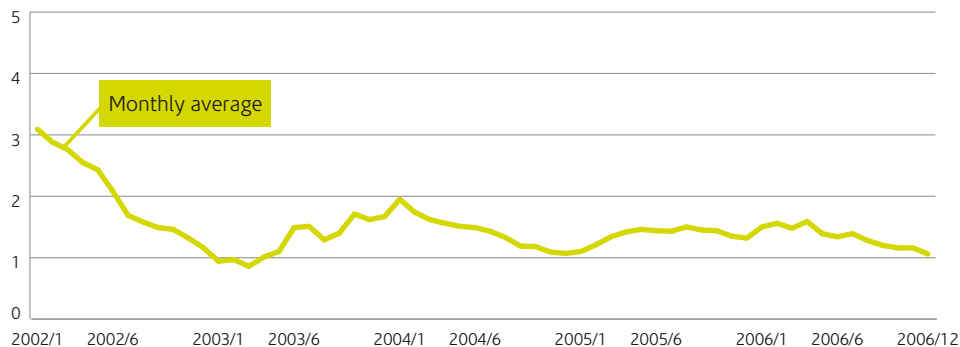
The company has a liquidity providing agreement with eQ Bank Ltd.

Trading code: EVI1V

ISIN code: FI0009900377

Share price, monthly average

EUR



Source: OMX

Share information 2006

Trading high	EUR 1,77 in April
Trading low	EUR1,02 in December
Average share price	EUR 1,33
Share price at year-end	EUR 1,02
Year-end change over 2005, %	-23,3
Trading volume	593,977

Evia Oyj shareholders,
31 December, 2006

	Number of shares and votes	% of shares and votes
Stratexi Oy	1,509,850	43,6
Mahako Oy	408,500	11,8
Suutari Pekka	166,000	4,8
Mäkelä Juhani	78,300	2,3
Siven Pertti	71,000	2,0
Kiilholma Antti	69,400	2,0
Björn Jani	63,000	1,8
Pim Partners Ab	60,000	1,7
Oy Q&A Consulting Ab	59,700	1,7
Puputti Olavi	45,000	1,3
Nominee-registered shares	1,000	0,0
Others	933,250	26,9
Total	3,465,000	100

Evia Oyj group shareholding by Board and
Management, 31 December, 2006

	Number of shares	% of shares and votes
Jukka Virta	2,500	0,1
Jari Torvelainen		
(Stratexi Oy, wholly owned by)	1,509,850	43,6
Arja Talma	0	0,0
Matti Makkonen	0	0,0
Maija Isotalo	0	0,0
Panu Kauppinen	1,000	0,0
Kauko Kyyrö	0	0,0
Elina Lahtinen	0	0,0
Juha Pohjola	0	0,0
Yhteensä	1,513,350	43,7

Evia Oyj Group has no valid share-based
incentives systems.

Shareholders by category,
31 December, 2006

	%
Private business enterprises	63,66
Households	35,95
Shareholders outside of Finland	0,25
Financial institutions and insurance companies	0,11
Non-profit organisations	0,01
Total	99,98
In collective accounts	0,02
Total	100,0

There is a single series of shares.

Shareholding, 31 December, 2006

Shares/shareholder	Number of shareholders	% of share- holders	Number of shares	% of capital stock
1–1,000	290	62,6	130,404	3,8
1,001–2,000	64	13,8	108,055	3,1
2,001–5,000	57	12,3	191,186	5,5
5,001–20,000	35	7,6	329,150	9,5
Over 20,000	17	3,7	2,705,600	78,1
Total	463	100,0	3,464,395	100,0
In collective accounts			605	0,02
Number of shares issued			3,465,000	100,0

Notice to **shareholders**

Annual General Meeting

The Annual General Meeting of Evia Oyj will be held on Friday 23 March 2007 starting at 2pm at the Evia Oyj offices, Lönnrotinkatu 28, 00180 Helsinki, Finland. Registration for the meeting begins at 1.30pm.

Shareholders registered on 13 March 2007 in the company's shareholder register kept by the Finnish Central Securities Depository Ltd. (Suomen Arvopaperikeskus Oy) are entitled to attend the AGM.

Shareholders who wish to attend the Annual General Meeting shall notify thereof by 4pm on 19 March 2007

- by telephone to Marja Karjalainen on +358 9 1255 2434,
- by fax to +358 9 1255 2260,
- by email to marja.karjalainen@evia.fi, or
- by letter addressed to Evia Oyj, Marja Karjalainen, Lönnrotinkatu 28, FI-00180 Helsinki, Finland. Written notification shall arrive prior to the end of the notification period.

It is requested that any powers of attorney be sent to the aforementioned address together with notification.

Payment of dividend

The Board of Directors further proposes that the share capital be decreased by EUR 1,615,000 to cover the net loss indicated by the approved balance sheet.

Decreasing share capital and rights issue

The Board of Directors proposes that the AGM resolve upon decreasing the share capital by EUR 1,615,000 to cover the net loss indicated

by the approved balance sheet. As a result of decreasing the share capital, the company's registered share capital of EUR 3,465,000 would be reduced to EUR 1,850,000.

Decreasing the share capital would not have an impact on the number of shares released by the company or on the distribution of voting. Decreasing the share capital would not require any actions by shareholders.

The Board of Directors further proposes that the AGM authorize the Board of Directors to make a decision on releasing new shares in one or more offerings.

The new shares could be given against payment or without consideration to the company's shareholders in relation to their shareholding percentage or by overriding the privileges of shareholders through a directed rights issue should there be significant financial reasons for the company to do so, such as using shares as payment in possible acquisitions, in other company reorganizations related to business operations, for financing investments, or using the shares as part of the company's reward program. The directed rights issue may only occur without consideration if there is a particularly significant financial reason to do so in terms of the company and by taking into consideration all shareholders.

The authorization would include the right to grant stock options and issue other special rights in the meaning of Chapter 10 Section 1 of the Finnish Companies Act. These stock options and special rights would allow the company's new shares to be acquired against payment either by paying the subscription price in cash or by using the claims of the subscriber to offset the sub-

scription price.

The number of new shares would be limited to 1,000,000. The Board of Directors would be authorized to decide about other factors related to granting stock options and issuing special rights. This authorization would be valid for a period of one year from the decision taken by the AGM.

Proposal by the Board of Directors to amend the Articles of Association

The Board of Directors proposes that the current Articles of Association be replaced with new Articles of Association, whose changes are mainly technical and stem from the new Finnish Companies Act.

Changes of address

Shareholders are requested to notify the book entry register where their book entry account is held of any changes in name, address or share ownership.

Stock exchange releases 2006

Stock exchange releases for 2006 are published on the Evia website at www.evia.fi / Sijoittajille

Financial reports 2007

- Preliminary financial statements 2006: 14 February 2007
- Annual Report 2006: March 2007
- Q1/2006 Interim report: 25 April 2007
- Q2/2006 Interim report: 20 August 2007
- Q3/2006 Interim report: 29 October 2007

Before publication of financial information, the company observes a 30-day closed window period.

Financial information

Evia Oyj publishes financial reports and stock exchange releases in Finnish and English. These are also published on the Evia website at www.evia.fi under the "sijoittajille" section. The annual report is sent to all shareholders and those who order it.

To order financial reports, kindly contact:
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Stenu - Salesman from HELL!!

<http://www.youtube.com/watch?v=IAA3UaRsGKo>

VIRAL COMMUNICATION
VIEWS : over 260.000 times



Annual report project team: Pasi Hiedanpää, Helena Jalanka, Robin Lemonnier, Pete Lipponen, Eero Raunio, Merja Savikurki, Jari Torvelainen and other Evians. **Photographs by:** Toni Vanhakarhu **Translation by:** Edward Crockford, Marja Berisa **Printed by:** Libris **Paper:** cover Invercote Creato Matt 350 g/m², inside MultiOffset 140 g/m², pages with pictures MultiArt Gloss 200 g/m, interleaf Plike Red 330 g/m²

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