

January-March 2012 in brief, continuing operations

- Talentum Group's net sales came to EUR 20.5 million (EUR 21.5 million), a decrease of 4.5%.
- Talentum Group's comparable net sales sales excluding Talentum HR AB were EUR 20.5 million (EUR 20.4 million), an increase of 0.5%.
- Operating income without non-recurring items was EUR 0.2 million (EUR 1.0 million).
- Operating income (EBIT) was EUR -2.6 million (EUR 1.0 million).
- The amount of advertising in Talentum's media decreased by -13.0%
- Net liabilities were EUR -1.8 million (EUR -1.5 million on 31 December 2011).
- Talentum Group carried out a savings program during the first quarter.

Net sales by business area:

- Magazine Business Finland: EUR 7.5 million (EUR 7.5 million)
- Magazine Business Sweden: EUR 6.2 million (EUR 7.0 million)
- Events: EUR 3.2 million (EUR 2.4 million)
- Books and Legal Training: EUR 2.0 million (EUR 2.2 million)
- Direct Marketing: EUR 2.7 million (EUR 2.2 million)

KEY FINANCIAL FIGURES, CONTINUING OPERATIONS *)

EUR million	1-3/2012	1-3/2011	1-12/ 2011
Net sales	20.5	21.5	83.5
Operating income without non-recurring items	0.2	1.0	2.4
Operating income	-2.6	1.0	-0.7
as % of net sales	-12.7	4.8	-0.8
Net cash from operating activities	0.7	1.8	4.6
Total assets	61.9	68.0	57.3
Investments	0.2	0.2	1.4
as % of net sales	0.8	1.1	1.7
Equity ratio %	39.3	35.5	54.1
Gearing ratio % (net debt to equity)	-10.6	58.6	-6.7
Interest-bearing liabilities	1.8	12.3	1.2
Net interest-bearing liabilities	-1.8	10.8	-1.5
Personnel on average	771	734	754
Earnings per share, EUR	-0.05	0.01	-0.04
Cash flow from operating activities per share, EUR	0.02	0.04	0.11
Equity per share, EUR	0.40	0.42	0.50

*) These figures do not include the construction information business sold in August 2011, which is presented as discontinued operation. The figures include Talentum HR AB.

Reporting

Talentum's business operations are divided into six segments: Magazine Business Finland, Magazine Business Sweden, Event Business, Books and Legal Training, Direct Marketing, and Other Operations.

A separate stock exchange release was issued on 17 April 2012 regarding the change in the reporting segments.

CHIEF EXECUTIVE OFFICER AARNE AKTAN:

"In the first quarter, Talentum Group's net sales totalled EUR 20.5 million, an increase of 0.5%. Talentum Group's comparable net sales excluding Talentum HR AB were EUR 20.5 million (EUR 20.4 million), an increase of 0.5%.

Operating income for the first quarter was weighed down by non-recurring items resulting from personnel reduction measures, which were initiated in January 2012, as well as other expenses connected with the reorganisation. These measures yield the target savings of EUR 4.5 million on a yearly level.

Our operating income without non-recurring items was EUR 0.2 million. We are not satisfied with this result, but the efficiency enhancement measures will enable Talentum to improve its competitiveness and profitability.

Our operating income including non-recurring items was EUR -2.6 million.

Of the business segments, Events and Direct Marketing grew steadily.

Sweden's advertising market is unstable and sales of professional journals, in particular dropped close to 10 percent. The performance of the Magazine Business Sweden unit decreased more strongly than the advertising market in general.

The advertising market in Finland decreased by 1.4% during the first quarter compared with the corresponding quarter in 2011. Online advertising market in Finland grew by 13.7% in January-March from last year. Talentum's print media sales in Finland developed weaker than the markets in general. Especially recruitment advertising decreased in unstable economic situation compared with the corresponding quarter last year. Talentum's online sales grew at the same pace with general online advertising sales.

Circulation revenue in Finland grew during the first quarter despite the fact that Finnish Government decided to raise the VAT on subscription magazines to 9 percent effective January 1, 2012. Also the group subscription agreement with Union of Professional Engineers in Finland (UIL) was terminated at the end of 2011. We were able to compensate the lost subscriptions better than expected by determined input into sales. Our circulation sales organization gave a very good input into this.

Our key goal in 2012 is to increase profitability, and we are now working in a determined way with the help of a restructured organisation and competent personnel."

Operating environment and seasonal variation

In the period from January to March, general economic uncertainty has continued in both Finland and Sweden, which may have a weakening effect on the operating environment in the near future.

According to TNS Media Intelligence, spending on advertising for January-February grew by 1.4% in Finland. Growth excluding advertising connected with the presidential election was 1.3%. In periodicals, advertising decreased by -1.7%. Advertising in professional and organizational journals decreased by -7.0%. Online advertising revenues increased by 13.7%. In Sweden, total media advertising rose by 9.3% in the first quarter, while in professional journals there was a decrease of -9.7% (Sweden's Media Agencies - Sveriges Mediebyråer).

The media and advertising markets are subject to seasonal variations. Talentum's magazines and books do not generally come out during the summer holiday season, which is why the third quarter is the weakest in terms of sales. Profit for the third period is almost always negative. Operations are generally at their busiest in the final quarter.

Sector and Talentum prospects for 2012

The company estimates that moderate economic growth in the company's main markets of Finland and Sweden will support moderate growth in advertising in 2012.

Talentum estimates that, in 2012, its comparable net sales (2011: excluding Talentum HR AB sold at the end of the year, about EUR 79 million) will remain at the same level and that operating income without non-recurring items will increase compared to 2011.

Consolidated net sales and profit for January-March 2012, continuing operations

Consolidated net sales for January-March decreased by 4.5%, totalling EUR 20.5 million (EUR 21.5 million).

Consolidated operating income without non-recurring items was EUR 0.2 million (EUR 1.0 million). Non-recurring items for the period January-March of EUR 2.8 million (EUR 0.0 million) included expenses related to personnel reduction and reorganisation, which began in January 2012.

The consolidated operating income for January-March was EUR -2.6 million (1.0 million) and -12.7% (4.8%) of net sales. Net financial expenses amounted to EUR 0.2 million (EUR 0.1 million). The Group's share of the income of associated companies was EUR 0.1 million (EUR -0.0 million).

Income before taxes was EUR -2.7 million (EUR 0.9 million). The Group's taxes for the period under review were EUR 0.5 million (EUR -0.2 million).

Consolidated income for January-March was EUR -2.1 million (EUR 0.7 million).

Short-term risks for the business

Changes in general economic growth will affect Talentum's revenue and revenue structure. Traditionally, about 40% of consolidated net sales are dependent on advertising, particularly in the B2B sector, which is sensitive to economic conditions. In present economic conditions, the share of advertising is about 36% (33%) of net sales. The most economically sensitive component of advertising revenue is job advertising.

The Group's aim is to minimise market risk relating to advertising by increasing revenue from circulation and content sales. The goal is for all Talentum products and services to be market leaders in their fields, so that success is possible, even in a recession.

Online services are a factor that could change the earnings logic of magazines and books in the long term. This channel selection could be significant for the Group's revenue structure. The move from printed products to online products may be particularly rapid under poor economic conditions. If the company is unable to develop its operations to respond to changes in media usage habits, its competitiveness could be undermined.

The Finnish government's decision to raise VAT on subscription magazines to 9 per cent will impact Talentum less than many other Finnish publishers.

With the growth of the Group's international operations, the consolidated profit and loss account and balance sheet are increasingly exposed to the effects of exchange rate fluctuations. The companies' operations are local and language-area-bound by nature, and there are very few currency-denominated transactions. The profit and loss account and balance sheet have not been hedged against exchange rate fluctuations.

Cash flow, financial position and balance sheet for the Group

Cash flow from business operations in the first quarter was lower than in the previous year following the change in working capital and in operating income. Consolidated cash flow from continuing operations was EUR 0.9 million (EUR 1.8 million). The change in consolidated working capital in continuing operations was EUR 3.3 million (EUR 0.5 million). Working capital is negative, as is usual

for the sector, because liabilities include subscription fee advances received from customers of EUR 17.6 million (for balance sheet items, the comparison date is 31 December 2011: EUR 16.8 million). The advance fees on the balance sheet at the end of March include subscription fee advances of EUR 8.3 million for Talentum's magazines, of which EUR 4.8 million is included in non-current receivables and EUR 3.5 million in current receivables.

The consolidated balance sheet total at the end of the period under review stood at EUR 61.9 million (EUR 57.3 million). The Group's interest-bearing loans and borrowing amounted to EUR 1.8 million (EUR 1.2 million). The Group's liquid assets were EUR 3.6 million (EUR 2.6 million). Interest-bearing net liabilities were EUR -1.8 million (EUR -1.5 million).

The Group has a bank overdraft limit of EUR 12 million valid indefinitely, and a financing credit limit of EUR 22 million. The related arrangements are valid until 30 September 2013 and 30 September 2014. A total of EUR 0.0 of the overdraft facilities was in use at the end of the period under review (EUR 0.8 million on 31 December 2011).

The equity ratio at the end of the period under review was 39.3% (54.1%). The Group's equity per share was EUR 0.40 (EUR 0.50). The Group does not hedge against currency fluctuations with regard to the acquisition of subsidiaries. The weakening or strengthening of the Swedish krona against the euro affects the Group's equity through the translation difference arising from the acquisition of the Swedish subsidiaries. On 31 March 2012, the translation difference in the Group's equity was EUR 0.6 million. The change in the first quarter was EUR 0.2 million (positive).

Investments

Gross investment in tangible and intangible assets for January-March totalled EUR 0.2 million (EUR 0.2 million), which is 0.8% (1.1%) of net sales.

Changes in Group structure

The construction information business sold in August 2011 is presented as a discontinued operation.

Talentum Oyj changed its profit centre organisation in January 2012 to better support the Group's current business operations. As a result of the organisational change, Talentum changed the segment division in its financial reporting as of the first quarter of 2012.

A separate stock exchange release was issued on 17 April 2012 regarding the change in external reporting.

Personnel

In January-March, Talentum Group's continued operations employed an average of 771 (734) people. Geographically, the personnel were divided as follows: Finland 433 (404) people, Sweden 140 (154), Denmark 13 (8), Latvia 85 (75), Estonia 91 (85) and Russia 8 (8).

On 30 January 2012, the company started negotiations with personnel representatives to reduce the number of personnel. The negotiations concluded on 21 March 2012 and they covered the personnel of Talentum Oyj and Talentum Media Oy in Finland and the magazine business in Sweden, a total of about 330 people.

Separate stock exchange releases were issued on 30 January 2012 and 21 March 2012 regarding the reduction of personnel.

BUSINESS AREAS, CONTINUING OPERATIONS

EUR million	1-3/ 2012	1-3/ 2011	1-12/ 2011
Net sales			

Magazines Finland	7.5	7.5	30.2
Magazines Sweden	6.2	7.0	25.0
Events	3.2	2.4	8.9
Books and Legal Training	2.0	2.2	9.1
Direct Marketing	2.7	2.2	9.1
Other Activities	-1.1	0.2	1.2
Total	20.5	21.5	83.5
Operating income without non-recurring items			
Magazines Finland	-0.0	0.6	2.4
Magazines Sweden	0.7	1.2	2.4
Events	-0.0	-0.1	-0.6
Books and Legal Training	0.1	0.2	0.8
Direct Marketing	0.4	0.3	1.2
Other Activities	-0.9	-1.2	-3.7
Total	0.2	1.0	2.4
Non-recurring items			
Magazines Finland	0.8	-	-
Magazines Sweden	1.1	-	-0.1
Events	-	-	-
Books and Legal Training	0.4	-	-
Direct Marketing	-	-	-
Other Activities	0.6	-	3.1
Total	2.8	-	3.1
Operating income			
Magazines Finland	-0.8	0.6	2.3
Magazines Sweden	-0.4	1.2	2.5
Events	-0.0	-0.1	-0.6
Books and Legal Training	-0.3	0.2	0.8
Direct Marketing	0.4	0.3	1.2
Other Activities	-1.5	-1.2	-6.9
Total	-2.6	1.0	-0.7

Magazine Business Finland

In the Magazine Business Finland segment, financial development is reported for periodicals. The magazines with the highest circulation are Talouselämä and Tekniikka & Talous.

Net sales for the magazine business in Finland for January-March amounted to EUR 7.5 million (EUR 7.5 million), a reduction of 1.1% from the previous year.

Operating income (EBIT) from the magazine business in Finland was EUR -0.8 million (EUR 0.6 million). Operating income from the magazine business in Finland, excluding non-recurring items, was EUR -0.0 million (EUR 0.6 million).

In January-March, advertising revenue decreased by 11.5% from the previous year. Advertising revenue accounted for 42.3% (47.3%) of net sales in the magazine business in Finland.

MAGAZINE BUSINESS FINLAND REVENUE, CONTINUING OPERATIONS

EUR million	1-3/ 2012	1-3/ 2011	1-12/ 2011
Net sales			
Advertisement revenue	3.2	3.6	14.5
Circulation revenue	4.2	3.9	15.4
Other revenue	0.1	0.1	0.3
Total	7.5	7.5	30.2

Magazine Business Sweden

In the Magazine Business Sweden segment, financial development is reported for periodicals. The magazines with the highest circulation are Ny Teknik and Affärsvärlden.

Net sales for the magazine business in Sweden for January-March amounted to EUR 6.2 million (EUR 7.0 million), a change of -11.4% from the previous year.

Operating income (EBIT) from the magazine business in Sweden was EUR -0.4 million (EUR 1.2 million). Operating income from the magazine business in Sweden, excluding non-recurring items, was EUR 0.7 million (EUR 1.2 million).

In January-March, advertising revenue decreased by 14.8% from the previous year. Advertising revenue accounted for 58.3% (60.6%) of net sales in the magazine business in Sweden.

MAGAZINE BUSINESS SWEDEN REVENUE, CONTINUING OPERATIONS

EUR million	1-3/ 2012	1-3/ 2011	1-12/ 2011
Net sales			
Advertisement revenue	3.6	4.2	15.5
Circulation revenue	2.5	2.6	9.1
Other revenue	0.1	0.2	0.3
Total	6.2	7.0	25.0

Events

The financial development of the Events segment in Finland, Sweden and Denmark is reported under Events segment.

Net sales for the Events business for January-March amounted to EUR 3.2 million (EUR 2.4 million), an increase of 33.0% from the previous year.

Operating income for the Events business was EUR -0.0 million (EUR -0.1 million). The operating income for the Events segment was affected by the EUR 0.1 million (EUR 0.1) depreciation of intangible assets relating to corporate acquisitions. In connection with the acquisition of an events business (formerly IIR Finland Oy), a receivable relating to a non-compete undertaking was recorded, and the related cost entry, which weakens the result, is EUR 0.1 million (EUR 0.1 million).

Books and Legal Training

In the Books and Legal Training segment, financial development is reported for book publishing and legal training. The best known book in the book publishing business is the green Finnish Law book.

Net sales for the Books and Legal Training segment for January-March amounted to EUR 2.0 million (EUR 2.2 million), a decrease of 7.0% from the previous year.

Operating income was EUR -0.3 million (EUR 0.2 million), a reduction of 237.4% from the previous year. Operating income from the Books and Legal Training segment, excluding non-recurring items, was EUR 0.1 million (EUR 0.2 million).

Direct Marketing

In the Direct Marketing segment, financial development is reported for the direct marketing business. The operations of Talentum's subsidiary, Suoramarkkinointi Mega Oy, in Finland and the Baltic countries belong to this segment. The company operates in the telemarketing business.

Net sales for the Direct Marketing business for January-March amounted to EUR 2.7 million (EUR 2.2 million), an increase of 24.6% from the previous year.

Operating income was EUR 0.4 million (EUR 0.3 million), an increase of 36.0% from the previous year.

Other Activities

The Other Activities segment comprises Group operations as well as the Russian subsidiary, Conseco Press. Other Activities segment includes also Talentum HR AB sold in December 2011.

TALENTUM GROUP

Shares and share capital

On 31 March 2012, Talentum Oyj's share capital totalled EUR 18,593,518.79 and the company had 44,295,787 fully paid shares. The shares are listed on the NASDAQ OMX Helsinki stock exchange.

A total of 578,794 Talentum shares were traded in January-March, which corresponded to 1.3% of the total number of shares. The highest price paid for shares in the first quarter was EUR 1.71 and the lowest was EUR 1.46. The closing price for the shares on 31 March 2012 was EUR 1.60. Market capitalisation at the closing price for the period was EUR 70.9 million (EUR 88.1 million). The number of shares used in the calculation of market capitalisation has been adjusted to include the entire share capital of Talentum Oyj.

On 31 March 2012, the company held 681,000 of its own shares, which is about 1.5% of Talentum's total shares and votes.

Shareholding of management and governing bodies

On 31 March 2012, the number of Talentum Oyj shares and options owned by members of the Board of Directors and the CEO, personally or through companies in which they have a controlling interest, was 0, representing 0.0% of the company's total shares and votes.

A total of 10,710 Talentum Oyj's shares were held by the management group on 31 March 2012.

Corporate governance

The AGM on 30 March 2012 decided that there should be five members of the Board of Directors. Joachim Berner, MBA, BBA; Atte Palomäki, Group Vice President Corporate Communications; Merja Strengell, MSc (Eng.); Kai Telanne, CEO; and Henri Österlund, CEO were re-elected as members of the Board.

Kai Telanne was re-elected as the Chairman of the Board and Merja Strengell was re-elected as the Deputy Chairman.

Fees of the members of the Board of Directors

The AGM decided that the following annual fees will be paid to the Board members: members of the Board: EUR 24,000; Deputy Chairman: EUR 30,000; and Chairman: EUR 48,000, and that approximately 40% of the annual fee will be used for the acquisition of Talentum Oyj's shares on behalf of the Board members. The proportion of the fee payable in shares may also be paid by transferring shares held by the company.

Auditing

Authorised Public Accountants PricewaterhouseCoopers Oy were re-elected auditors, with APA Juha Wahlroos as the accountable auditor.

Authorisation for the acquisition of the company's own shares

The Annual General Meeting decided to authorise the Board of Directors to acquire a maximum of 3,500,000 of Talentum Oyj shares, which corresponds to approximately eight (8) per cent of all Talentum Oyj shares. The authorisation will remain in force until 30 June 2013.

Authorisation to decide on a share issue

The Annual General Meeting decided to authorise the Board of Directors to decide on a share issue including the conveyance of shares owned by the company and the issue of special rights. Based on the authorisations, a maximum number of 3,500,000 new shares may be issued and/or shares held by the company may be disposed of, which corresponds to approximately eight (8) per cent of the company's shares. The authorisations will remain in force until 30 June 2013.

Executive management

The executive management team consists of the following as of 18 January 2012:

Chief Executive Officer: **Aarne Aktan** (Chairman of the Board)

Chief Financial Officer: **Niclas Köhler**

Chief Executive Officer responsible for the publishing business in Sweden: **Roger Thorén**

Chief Executive Officer responsible for the publishing business in Finland: **Elina Yrjölä**

Director responsible for the Events Business: **Johan Ehrström**

Deputy CEO, General Counsel: **Lasse Rosengren**. Mr Rosengren is also responsible for the book publishing and legal training business in Finland.

The members of the executive management team report to the CEO.

Flagging notifications

No flagging notifications were made in January-March.

TABLES

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

EUR million	1-3/ 2012	1-3/ 2011	1-12/ 2011
CONTINUING OPERATIONS:			
Net sales	20.5	21.5	83.5
Other operating income	0.2	0.1	0.7
Materials and services	3.3	3.3	13.7
Employee benefit expenses	12.4	10.3	40.3
Depreciation, amortisation and impairment	0.3	0.4	1.7
Other operating expenses	7.4	6.5	29.3
Operating income	-2.6	1.0	-0.7
Financial income	0.0	0.4	1.0
Financial expenses	0.3	0.5	1.7
Share of income of associated companies	0.1	-0.0	0.2
Income before taxes	-2.7	0.9	-1.2
Taxes	0.5	-0.2	-0.6
Income for the period from continuing operations	-2.1	0.7	-1.8
DISCONTINUED OPERATIONS:			

Income for the period from discontinued operations	-	0.1	7.3
Income for the period	-2.1	0.8	5.5
Other comprehensive income:			
Translation differences	0.2	0.0	0.2
Translation differences transferred into profit or loss	-	-	-0.3
Available-for-sale investments	-	-	-0.0
Income tax on available-for-sale investments	-	-	0.0
Total comprehensive income for the period	-1.9	0.8	5.3
Income for the period attributable to:			
Owners of the parent company	-2.2	0.7	5.5
Non-controlling interest	0.0	0.0	0.0
Total comprehensive income for the period attributable to:			
Owners of the parent company	-2.0	0.8	5.3
Non-controlling interest	0.0	0.0	0.0
Basic and diluted Earnings per share, EUR, continuing operations*	-0.05	0.01	-0.04
Basic and diluted Earnings per share, EUR, discontinued operations*	-	0.00	0.17

* Earnings per share are calculated from the income attributed to the equity owners of the parent company.

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

EUR million	31.3.2012	31.3.2011	31.12.2011
ASSETS			
Non-current assets			
Property, plant and equipment	0.9	1.1	1.0
Goodwill	19.8	31.8	19.7
Other intangible assets	12.5	14.1	12.4
Investments in associates	0.4	0.1	0.3
Available-for-sale investments	0.1	0.1	0.1
Deferred tax assets	1.3	1.8	1.0
Other non-current receivables	5.5	1.7	5.6
Total non-current assets	40.6	50.7	40.2
Current assets			
Inventories	0.8	1.1	0.7
Trade and other receivables	16.9	14.6	13.8
Cash and cash equivalents	3.6	1.6	2.6
Current receivables	21.3	17.2	17.2
TOTAL ASSETS	61.9	68.0	57.3
EQUITY AND LIABILITIES			
Equity attributable to owners of the parent			
Share capital	18.6	18.6	18.6
Treasury shares	-2.8	-2.8	-2.8

Other reserves	0.6	0.5	0.4
Invested non-restricted equity fund	-0.2	3.3	2.4
Retained earnings	1.2	-1.4	3.3
Total	17.3	18.3	21.8
Non-controlling interest	0.1	0.1	0.1
Total equity	17.4	18.4	21.9
Non-current liabilities			
Deferred tax liabilities	3.3	3.8	3.3
Non-current financial liabilities	0.1	0.1	0.1
Pension obligation	0.1	0.1	0.1
Other non-current liabilities	0.8	1.7	0.7
Non-current provisions	0.2	0.2	0.2
Total non-current liabilities	4.5	6.0	4.4
Current liabilities			
Current financial liabilities	1.6	12.2	1.1
Advances received	17.6	16.3	16.8
Trade and other payables	19.3	15.1	13.1
Current provisions	1.5	0.0	-
Total current liabilities	40.0	43.7	31.0
TOTAL EQUITY AND LIABILITIES	61.9	68.0	57.3

CONSOLIDATED STATEMENT OF CASH FLOW

EUR million	1-3/ 2012	1-3/ 2011	1-12/ 2011
Cash flows from operating activities			
Operating income	-2.6	1.2	7.0
Adjustments to operating income*	0.2	0.5	-3.4
Change in working capital	3.3	0.6	1.9
Financial items and taxes	-0.1	-0.5	-1.1
Net cash generated from operating activities	0.7	1.8	4.4
Cash flows from investing activities			
Acquisition of subsidiaries and associates, net of cash acquired	-0.2	-	-
Disposal of subsidiaries and associates, net of cash disposed of	-	-	12.4
Acquisition of property, plant and equipment and intangible assets	-0.2	-0.2	-1.4
Net cash generated from investing activities	-0.4	-0.2	11.1
Cash flows from financing activities			
Change in current loans	0.6	-1.6	-13.4
Repayment of non-current loans	-	-	-
Dividends paid and other return of equity	0.0	0.0	-0.9
Net cash used in financing activities	0.6	-1.6	-14.3
Change in cash and cash equivalents	1.0	0.1	1.2
Cash and cash equivalents at the beginning of period	2.6	1.5	1.5
Foreign exchange adjustment	0.0	0.0	-0.1
Net change in cash and cash equivalents	1.0	0.1	1.2

Cash and cash equivalents at the end of period	3.6	1.6	2.6
--	-----	-----	-----

*Adjustments to operating income mainly include depreciation and amortisation and adjustments related to gain and loss on sale resulting from the sale of Group companies presented in the cash from investing activities.

CASH FLOWS FROM DISCONTINUED OPERATIONS

EUR million	1-3/ 2012	1-3/ 2011	1-12/ 2011
Cash flow from operating activities	-	0.0	-0.2
Cash flow from investing activities*	-	0.0	11.4
Cash flow from discontinued operations	-	0.0	11.2

* Gain on the sale of discontinued operations is presented in the cash flow from investing activities.

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

a = Share capital

b = Treasury shares

c = Fair value reserve

d = Translation reserve

e = Invested non-restricted equity fund

f = Retained earnings

g = Equity attributable to equity owners of the parent (before non-controlling interest)

h = Non-controlling interest

i = Total equity

EUR million	a	b	c	d	e	f	g	h	i
Equity 1 January 2012	18.6	-2.8	0.0	0.3	2.4	3.3	21.9	0.1	21.9
Return of equity					-2.6		-2.6		-2.6
Total comprehensive income for the period				0.2			-2.2		-2.0
Equity 31 March 2012	18.6	-2.8	0.0	0.6	-0.2	1.2	17.3	0.1	17.4
Equity 1 January 2011	18.6	-2.8	0.0	0.5	3.3	-2.2	17.4	0.1	17.5
Other items						-0.0	-0.0		-0.0
Total comprehensive income for the period				0.0		0.8	0.8	0.0	0.8
Equity 31 March 2011	18.6	-2.8	0.0	0.5	3.3	-1.4	18.3	0.1	18.4

NOTES TO THE FINANCIAL STATEMENTS

In the preparation of this interim report, Talentum has applied the same principles as in the financial statements for 2011.

All figures in this report have been rounded up or down, so the sums of individual figures may be different from the totals shown.

TALENTUM GROUP BY SEGMENT, CONTINUING OPERATIONS

1-3/2012	Magazines Finland	Magazines Sweden	Events	Books and Legal Training	Direct Marketing	Other Activi- ties	Total
EUR million							
External sales	7.5	6.2	3.2	2.0	1.6	-1.1	20.5
Inter-segment net sales					1.1	-1.1	0.0
Operating income	-0.8	-0.4	-0.0	-0.3	0.4	-1.5	-2.6
Segment income before taxes	-0.8	-0.4	-0.0	-0.3	0.4	-1.5	-2.6
Reconciliation:							
Segment income before taxes							-2.6
Non-recurring items unallocated to the segments							2.8
Financing items, net							0.2
Share of income of associated companies							0.1
Consolidated income before taxes							-2.7

1-3/2011	Magazines Finland	Magazines Sweden	Events	Books and Legal Training	Direct Marketing	Other Activi- ties	Total
EUR million							
External sales	7.5	7.0	2.4	2.2	1.4	0.2	21.5
Inter-segment net sales					0.8	-0.8	0.0
Operating income	0.6	1.2	-0.1	0.2	0.3	-1.2	1.0
Segment income before taxes	0.6	1.2	-0.1	0.2	0.3	-1.2	1.0
Reconciliation:							
Segment income before taxes							1.0
Non-recurring items unallocated to the segments							0.0

Financing items, net							0.1
Share of income of associated companies							-0.0
Consolidated income before taxes							1.0

1-12/2011	Magazines Finland	Magazines Sweden	Events	Books and Legal Training	Direct Marketing	Other Activities	Total
EUR million							
External sales	30.2	25.0	8.9	9.1	5.6	1.2	83.5
Inter-segment net sales					3.5	-3.5	0.0
Operating income	2.4	2.4	-0.6	0.8	1.2	-3.7	2.4
Segment income before taxes	2.4	2.4	-0.6	0.8	1.2	-3.7	2.4
Reconciliation:							
Segment income before taxes							2.4
Non-recurring items unallocated to the segments							-3.1
Financing items, net							-0.8
Share of income of associated companies							0.2
Consolidated income before taxes							-1.2

CHANGE IN SHARE QUANTITIES *

1,000 shares	1-3/2012	1-3/2011	1-12/2011
Shares outstanding at period start	43,615	43,615	43,615
Number of shares outstanding at period end	43,615	43,615	43,615

* Excluding treasury shares held by the company.

For the period under review, the weighted average number of shares used in the calculation of earnings per share during the financial period is 43,614,787 (43,614,787 shares 1-3/2011).

The total number of shares issued is 44,295,787.

PERSONNEL BY SEGMENT ON AVERAGE, CONTINUING OPERATIONS

	1-3/2012	1-3/2011	1-12/2011
Magazines Finland	145	141	144
Magazines Sweden	110	113	112
Events	91	63	78
Books and Legal Training	43	42	44
Direct Marketing	343	314	314
Other Activities	39	61	61
Total	771	734	754

CHANGES IN PROPERTY, PLANT AND EQUIPMENT

EUR million	31.3.2012	31.3.2011	31.12.2011
Carrying amount at the beginning of period	1.0	1.2	1.2
Additions	0.1	0.1	0.5
Disposals through divestments	-	-	-0.6
Accumulated depreciation of disposals through divestments	-	-	0.5
Other disposals	-0.6	-	-0.0
Accumulated depreciation of decreases	0.6	-	0.0
Depreciation for the period	-0.1	-0.1	-0.6
Translation differences	0.0	0.0	0.0
Carrying amount at the end of the period	0.9	1.2	1.0

CHANGES IN INTANGIBLE ASSETS

EUR million	31.3.2012	31.3.2011	31.12.2011
Carrying amount at the beginning of period	32.1	46.2	46.2
Additions	0.1	0.0	0.9
Disposals through divestments	-	-	-16.3
Accumulated amortisation of disposals through divestments	0.2	-	2.6
Other disposals	-0.2	-0.0	-0.4
Accumulated amortisation of other disposals	-	-	0.3
Amortisation for the period	-0.1	-0.5	-1.4
Translation differences	0.2	0.2	0.2
Carrying amount at the end of the period	32.3	45.9	32.1

RELATED PARTY TRANSACTIONS

EUR million	1-3/2012	1-3/2011	1-12/2011
Employee benefits for key management	0.4	0.4	1.5
Associates and joint ventures:			
Sales	0.3	0.0	1.1
Purchases	0.5	-	1.1
Receivables	0.3	0.2	0.2
Liabilities	0.9	0.7	0.8

GUARANTEES

EUR million	31.3.2012	31.3.2011	31.12.2011
Guarantees posted for own commitments			
Guarantees	0.1	0.1	0.1

Calculation of key indicators

Earnings per share = Profit for the period attributable to parent company shareholders / Adjusted average number of shares at the end of the financial period

Equity per share = Equity attributable to parent company shareholders / Adjusted average number of shares at the end of the financial period

Return on invested capital, % = Income before taxes + interest and other financial expenses / Balance sheet total - non-interest-bearing liabilities (average of beginning and end of financial year) x 100

Return on equity, % = Result for the financial period / Total equity (average of beginning and end of financial year) x 100

Equity ratio, % = Total equity / Balance sheet total - advances received x 100

Gearing, % = Interest-bearing liabilities - cash and cash equivalents / Total equity x 100

Market capitalisation = Number of shares at the end of the financial period x trading price at the end of the financial period

This interim report is unaudited.

General statement

The forecasts and estimates presented here are based on the management's current view of economic development, and the actual results may differ substantially from what is now expected of the company.

Next interim report

Talentum Oyj will publish its interim report for the second quarter of 2012 on 20 July 2012.

TALENTUM OYJ
Board of Directors

ADDITIONAL INFORMATION

CEO, Aarne Aktan, tel. +358 40 342 4440 and CFO, Niclas Köhler, tel. +358 40 342 4420.

DISTRIBUTION
NASDAQ OMX Helsinki
Principal media
www.talentum.com

BRIEFING

A briefing in Finnish will be held for analysts and the media today, 27 April 2012 at 10:30 at the Talentum head office, Annankatu 34-36 B, Kamppi, Helsinki, Finland. The interim statements will be presented by Aarne Aktan, Chief Executive Officer. Welcome.

Talentum Oyj
Annankatu 34 - 36 B, 00100 Helsinki
Telephone +358 20 442 40
www.talentum.com