



Alma Media
Corporation

Q2 Interim Report
22 July 2016

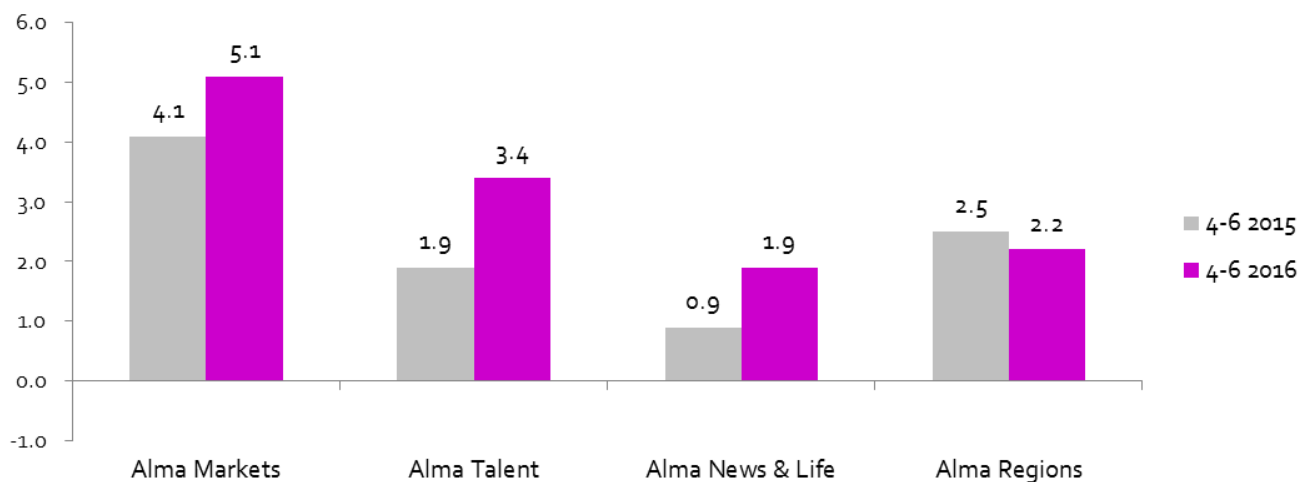
Alma Media's Interim Report January–June 2016:

GOOD GROWTH IN PROFITABILITY AND DIGITAL BUSINESS IN THE SECOND QUARTER

Financial performance April–June 2016:

- Revenue MEUR 92.0 (73.0), up 25.9%.
- Adjusted operating profit MEUR 9.9 (6.8), or 10.8% (9.3%) of revenue, up 45.5%.
- Operating profit MEUR 9.1 (8.1), or 9.9% (11.1%) of revenue, up 12.5%.
- Earnings per share EUR 0.07 (0.07).
- Alma Markets: Strong growth continued internationally as well as in Finland.
- Alma Talent: The benefits gained from the integration of Talentum boosted operating profit.
- Alma News & Life: The segment's online advertising grew by 26.6%.
- Alma Regions: Profitability declined slightly year-on-year.

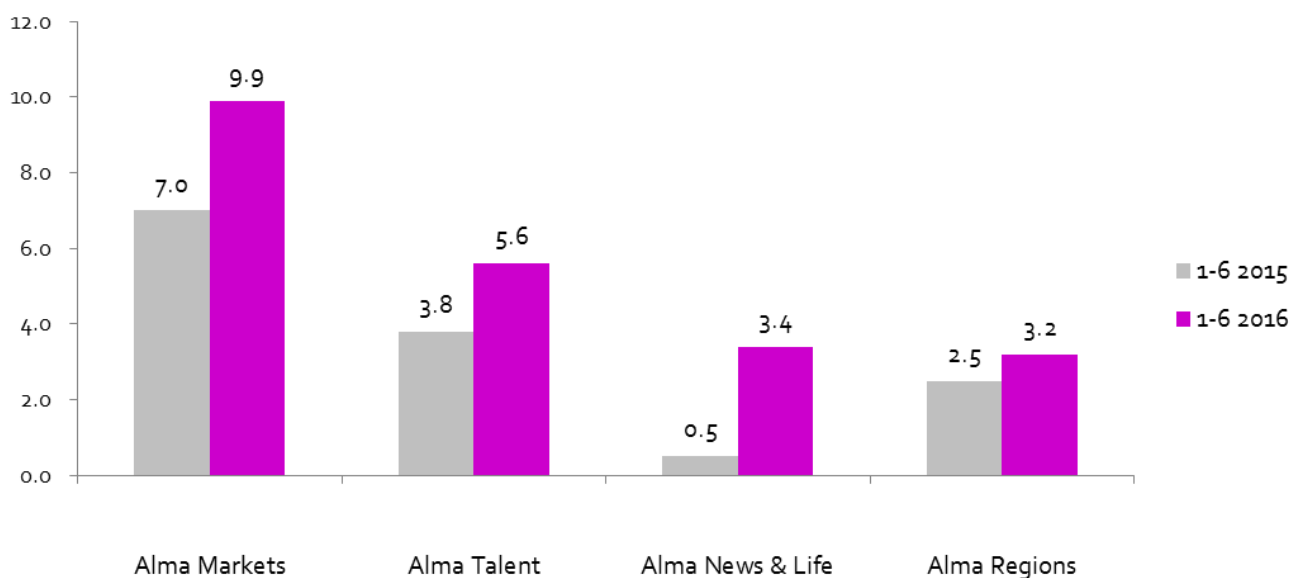
Business segments' adjusted operating profit, April–June, MEUR (excludes non-allocated functions)



Financial performance January–June 2016:

- Revenue MEUR 178.7 (144.9), up 23.3%.
- Adjusted operating profit MEUR 15.4 (8.7), or 8.6% (6.0%) of revenue, up 77.1%.
- Operating profit MEUR 11.6 (10.8), or 6.5% (7.4%) of revenue, up 7.8%.
- Earnings per share EUR 0.08 (0.09).
- At the end of the period, the equity ratio was 55.7% and the gearing ratio 41.9%.

Business segments' adjusted operating profit, January–June, MEUR (excludes non-allocated functions)



| KEY FIGURES MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
|---|------------|------------|-------------|---------------|---------------|-------------|---------------|
| Revenue | 92.0 | 73.0 | 25.9 | 178.7 | 144.9 | 23.3 | 291.5 |
| Content revenue | 32.6 | 24.2 | 34.7 | 65.0 | 50.1 | 29.6 | 104.1 |
| Content revenue, print | 28.9 | 22.5 | 28.6 | 57.9 | 47.0 | 23.3 | 97.0 |
| Content revenue, online | 3.7 | 1.7 | 114.7 | 7.0 | 3.2 | 123.2 | 7.1 |
| Advertising revenue | 45.6 | 38.4 | 18.8 | 86.3 | 73.9 | 16.8 | 148.2 |
| Advertising revenue, print | 19.4 | 17.8 | 9.1 | 35.9 | 34.5 | 3.8 | 66.2 |
| Advertising revenue, online | 26.2 | 20.6 | 27.5 | 50.5 | 39.3 | 28.5 | 82.0 |
| Service revenue | 13.8 | 10.5 | 31.7 | 27.4 | 20.9 | 31.0 | 39.2 |
| Adjusted total expenses | 82.2 | 66.4 | 23.8 | 163.6 | 136.4 | 19.9 | 268.7 |
| Adjusted EBITDA | 14.4 | 10.2 | 40.9 | 24.3 | 15.6 | 56.5 | 37.4 |
| EBITDA | 13.6 | 11.5 | 18.3 | 20.5 | 17.6 | 16.6 | 34.5 |
| Adjusted operating profit | 9.9 | 6.8 | 45.5 | 15.4 | 8.7 | 77.1 | 23.4 |
| % of revenue | 10.8 | 9.3 | | 8.6 | 6.0 | | 8.0 |
| Operating profit (loss) | 9.1 | 8.1 | 12.5 | 11.6 | 10.8 | 7.8 | 17.7 |
| % of revenue | 9.9 | 11.1 | | 6.5 | 7.4 | | 6.1 |
| Profit for the period | 6.9 | 6.3 | 9.0 | 8.5 | 8.2 | 4.3 | 12.1 |
| Earnings per share, EUR (undiluted and basic) | 0.07 | 0.07 | -5.2 | 0.08 | 0.09 | -14.2 | 0.13 |
| Online sales | 33.8 | 26.1 | 29.5 | 65.4 | 50.2 | 30.1 | 104.2 |
| Online sales, % of revenue | 36.7 | 35.7 | | 36.6 | 34.7 | | 35.7 |

Outlook for 2016:

The Finnish economy is expected to show zero growth or only slight growth in 2016. Alma Media's main operating countries in Eastern Central Europe, such as the Czech Republic and Slovakia, are expected to see continued economic growth, but at a lower rate than in 2015.

Macroeconomic development affects both consumer demand and advertising volume. The structural transformation of advertising will continue in 2016; online advertising will grow, while print media advertising will decline. Total advertising volume is not expected to increase in Finland in 2016.

The Talentum acquisition completed in late 2015 will increase Alma Media's revenue and operating profit in 2016. In 2016, Alma Media expects its full-year revenue and adjusted operating profit to increase from the 2015 level. The full-year revenue for 2015 was MEUR 291.5, and the adjusted operating profit was MEUR 23.4.

Kai Telanne, President and CEO:

The second quarter saw Alma Media continue the positive development achieved in the first quarter. The Group's revenue grew by 26 per cent to MEUR 92 due to reasons including the Talentum acquisition as well as positive development in the sales of the Alma Markets and News & Life segments. Adjusted operating profit increased by 46 per cent and amounted to MEUR 9.9. Earnings per share were weighed down by a provision of MEUR 1.5 recognised in relation to restructuring expenses in Alma Talent's Swedish operations.

The second quarter revenue of the Alma Markets segment increased by 20 per cent and operating profit by 25 per cent. The factors behind the excellent performance included both international recruitment services and domestic marketplaces.

The comparable revenue of Alma Talent increased slightly. The segment's operating profit, however, showed significant improvement as a result of cost synergies, with the integration of Talentum's business operations into a new entity progressing as planned and in a positive spirit. The arrangements concerning the Finnish operations have mostly been completed, including relocations to new premises. The integration process is still ongoing, particularly in Swedish operations, where significant restructuring decisions were made in June.

The Alma News & Life segment achieved significant growth in digital advertising revenue for the third consecutive quarter. The unit's revenue from digital consumer services grew due to reasons including the acquisition of a majority share in Rantapallo.fi. As a result of the positive development of the digital business, on the one hand, and declining single-copy sales, on the other hand, digital revenue grew to account for 41 per cent of the unit's total revenue. The unit more than doubled its result.

The Alma Regions segment achieved good development in digital content and advertising sales in local and regional media in the second quarter. However, as the growing digital sales volume is not yet sufficient to cover the gap left by the falling sales of print media, the unit's revenue and adjusted operating profit declined.

As a whole, Alma Media's team play and the Group's strong media and service brands proved their effectiveness in an operating environment that remains full of challenges. Economic trends in Alma Media's operating countries in Central Europe remained favourable, which creates conditions for the continued success of Alma Markets' recruitment services. In Sweden, the strong economy provides a solid foundation for new growth in Alma Talent's Swedish operations. Finland's fledgling economic growth, however, hangs in the balance with factors such as European political turbulence influencing economic decisions.

The relatively low level of marketing that Finnish companies engage in for their own products has been shown by research to be a problem for our national competitiveness. Through its actions and initiatives, Alma Media strives to support the strengthening of a pro-growth atmosphere in Finland. In our view, significantly increasing marketing investments would be one of the ways to build growth and success not only for Finnish businesses, but also the country as a whole.

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The figures are compared in accordance with the International Financial Reporting Standards (IFRS) with those of the corresponding period in 2015, unless otherwise stated. The figures in the tables are independently rounded.

| KEY FIGURES MEUR | 2016 | 2015 | Change | 2016 | 2015 | Change | 2015 |
|---|--------|--------|--------|--------|--------|--------|--------|
| | Q2 | Q2 | % | Q1–Q2 | Q1–Q2 | % | Q1–Q4 |
| Revenue | 92.0 | 73.0 | 25.9 | 178.7 | 144.9 | 23.3 | 291.5 |
| Operations in Finland | 72.7 | 62.5 | 16.3 | 141.4 | 124.6 | 13.5 | 246.9 |
| Operations outside Finland | 19.2 | 10.5 | 83.5 | 37.3 | 20.3 | 83.5 | 44.6 |
| Adjusted total expenses | 82.2 | 66.4 | 23.8 | 163.6 | 136.4 | 19.9 | 268.7 |
| Adjusted EBITDA | 14.4 | 10.2 | 40.9 | 24.3 | 15.6 | 56.5 | 37.4 |
| EBITDA | 13.6 | 11.5 | 18.3 | 20.5 | 17.6 | 16.6 | 34.5 |
| Adjusted operating profit | 9.9 | 6.8 | 45.5 | 15.4 | 8.7 | 77.1 | 23.4 |
| % of revenue | 10.8 | 9.3 | | 8.6 | 6.0 | | 8.0 |
| Operating profit (loss) | 9.1 | 8.1 | 12.5 | 11.6 | 10.8 | 7.8 | 17.7 |
| % of revenue | 9.9 | 11.1 | | 6.5 | 7.4 | | 6.1 |
| Profit before tax | 9.0 | 8.0 | 12.6 | 11.1 | 10.4 | 6.8 | 16.8 |
| Profit for the period | 6.9 | 6.3 | 9.0 | 8.5 | 8.2 | 4.3 | 12.1 |
| Return on Equity/ROE (Annual)* | 24.3 | 27.9 | -12.8 | 13.8 | 16.5 | -16.0 | 10.4 |
| Return on Investment/ROI (Annual)* | 14.8 | 16.3 | -8.7 | 9.3 | 10.5 | -11.3 | 6.9 |
| Balance sheet total | | | | 329.5 | 258.7 | 27.4 | 328.2 |
| Capital expenditure | 4.2 | 1.5 | 186.5 | 6.7 | 8.7 | -22.5 | 60.2 |
| Equity ratio, % | | | | 41.9 | 42.7 | -1.8 | 42.5 |
| Gearing, % | | | | 55.7 | 62.1 | -10.3 | 59.2 |
| Interest-bearing net debt | | | | 70.0 | 63.4 | 10.3 | 76.2 |
| Interest-bearing liabilities | | | | 88.1 | 77.0 | 14.5 | 90.6 |
| Non-interest-bearing liabilities | | | | 115.7 | 79.6 | 45.4 | 108.9 |
| Average no. of employees, calculated as full-time employees, excl. delivery staff | 2,351 | 1,794 | 31.1 | 2,405 | 1,766 | 36.1 | 1,793 |
| Average no. of delivery staff | 864 | 1,001 | -13.7 | 847 | 977 | -13.4 | 929 |
| Share indicators | | | | | | | |
| Earnings per share, EUR (undiluted and basic) | 0.07 | 0.07 | -5.2 | 0.08 | 0.09 | -14.2 | 0.13 |
| Cash flow from operating activities/share, EUR | 0.04 | 0.06 | -26.4 | 0.29 | 0.25 | 15.1 | 0.43 |
| Shareholders' equity per share, EUR | | | | 1.31 | 1.16 | 13.6 | 1.35 |
| Dividend per share, EUR | | | | | | | 0.12 |
| Effective dividend yield, % | | | | | | | 4.0 |
| P/E Ratio | | | | | | | 23.1 |
| Market capitalisation | | | | 310.6 | 239.3 | 29.8 | 247.1 |
| Average no. of shares (1,000 shares) | | | | | | | |
| – undiluted and basic | 82,383 | 75,487 | | 82,383 | 75,487 | | 76,394 |
| No. of shares at the end of the period (1,000 shares) | | | | 82,383 | 75,487 | | 82,383 |

*) See Accounting Principles of the Interim Report

In a stock exchange release published on 20 June 2016, Alma Media announced a change to its reporting terminology in accordance with the guidelines issued by the European Securities and Markets Authority (ESMA) concerning Alternative Performance Measures. The change became effective starting from 22 July 2016. Alma Media replaced the previously

used term "operating profit excluding non-recurring items" with the term "adjusted operating profit". The previously used term "EBITDA excluding non-recurring items" was replaced by the term "adjusted EBITDA". The definitions are unchanged.

Strategy and related activities during the review period

The cornerstones of Alma Media's strategy are multi-channel content, marketing and advertising solutions, digital services and improving resources and competencies.

Alma Media has strengthened its consumer service offering alongside its media business. In the review period, Alma Media acquired a majority share in Rantapallo.fi, which is Finland's most extensive marketplace for package tours. The company also includes the online travel service Matkapörssi and LT Lentokeskus, which provides B2B services to travel agencies. The aim is to build an offering that provides comprehensive services to travel agents and consumers who are interested in travelling. Synergies will also be achieved between the editorial content produced by Rantapallo and Iltalehti's lifestyle editorial team.

Alma Media's subsidiary Alma Mediapartners Oy made an additional investment in Urakkamaailma.fi, a marketplace for renovation and construction work. Urakkamaailma.fi is a service where consumers and housing companies can find verified contractors with reviews by users for all kinds of renovation and construction projects. Closer cooperation with Urakkamaailma.fi will serve the customers of Etuovi.com, among others, by creating a more extensive service offering.

Alma Regions launched Reviiri, a digitalisation project to develop local content services and promote customers' shift to digital. The project's total cost is MEUR 1.4 and it has been granted MEUR 0.6 in media innovation funding from Tekes, the Finnish Funding Agency for Innovation.

In May, Alma Regions launched the online service Ikuisuus.fi, a death notice and memorial website service to be used jointly by Alma Media's newspapers. The service enables publishing death notices digitally, alongside the traditional newspaper notices. Service users can also create a memorial website for their loved ones online.

The decisions related to the integration of Alma Talent's Finnish operations have been implemented for the most part. Alma Talent and Monster expanded their cooperation in recruitment advertising sales. Alma Talent implemented restructuring measures in the Talentum Sweden companies with the aim of achieving cost savings in the production of editorial content and reorganising the functions to meet the requirements of digital media. The co-determination negotiations (MBL) related to the restructuring measures concerned 47 employees and were concluded in June. The reorganisation will result in the reduction of 11 employees by the end of the year. The reduction was achieved through natural attrition, voluntary retirement and severance packages.

In order to develop the resources and competencies of its employees, Alma Media has shifted to a continuous and flexible model with respect to the target setting and performance discussions held between employees and supervisors. The new model engages employees better and increases understanding of the implementation of the strategy of the Group and its various businesses in practice and in the work of each Alma Media employee.

| Alma Media's financial targets | 2012 | 2013 | 2014 | 2015 | Q1-Q2/2016 | Target |
|---------------------------------------|-------------|-------------|-------------|-------------|-------------------|---------------|
| Digital business growth | 36.8% | 8.4% | 11.9% | 8.7% | 30.1% | > 15% |
| Return on Investment (ROI), % | 13.8% | 10.0% | 9.8% | 6.9% | 9.3% | > 15% |
| Dividend payout ratio* | 45% | 50% | 63% | 92% | n/a | > 50% |

* Includes repayment of capital to shareholders

Market situation in the main markets

According to TNS Media Intelligence, the total advertising volume in Finland decreased by 1.3% (decreased by 3.3%) in the second quarter, while advertising in online media increased in Finland by 16.0% (5.1%) in April-June. Advertising in city papers and newspapers declined by 4.7% (declined by 5.1%) in Finland. Advertising in magazines in Finland decreased in April-June by 10.2% (decreased by 15.7%). In terms of volume, the total market for afternoon papers declined by 18.3% (declined by 11.8%) in the second quarter of 2016.

According to Sveriges Mediebyråer, the total advertising volume in Sweden increased by 3.3% (decreased by 0.7%) in January–May 2016. Advertising in online media grew by 15.7% in Sweden. Advertising in trade magazines in Sweden decreased by 19.2% (decreased by 17.1%).

Alma Media's main markets in Eastern Central Europe are the Czech Republic and Slovakia. According to a forecast by the European Commission, the Czech GDP will grow by 2.1% (4.2%) in 2016. The Czech National Bank estimates that GDP will grow by 3.4% in 2016. In Slovakia, the European Commission's forecast for GDP growth in 2016 is 3.2% (3.6%). The National Bank of Slovakia estimates GDP growth in 2016 to be 3.3%.

Changes in Group structure in 2016

In January 2016, Alma Media's subsidiary Alma Mediapartners Oy acquired 51 per cent of the share capital of Raksa ja KotiKauppa Oy (NettiKoti) and the acquired business will be consolidated in Alma Media Group in full. NettiKoti provides ERP systems for construction and renovation.

In January 2016, LMC s.r.o, a subsidiary of Alma Career Oy, acquired Jobote s.r.o, a Czech start-up developing and providing new technology in recruitment.

In April 2016, Alma Media Corporation increased its share in Rantapallo Oy from 35% to 79%. Rantapallo.fi is a comprehensive online travel service established in 2007 to provide information, inspiration and services to online readers interested in travel and tourism. A transaction whereby Rantapallo Oy acquired the businesses of Matkapörssi Oy and LT Lentokeskus Oy was made at the same time. Matkapörssi is an online travel service and its subsidiary LT Lentokeskus offers B2B services for travel agencies.

In June 2016, Alma Media's subsidiary Alma Mediapartners Oy increased its ownership in Remonttibulevardi Oy (Urakkamaailma.fi) from 30% to 51%. The acquired business will be consolidated in Alma Media Group in full. Launched in 2012, Urakkamaailma.fi is a service where consumers and housing companies can find verified contractors with reviews by users for all kinds of renovation and construction projects.

Group revenue and result for April–June 2016

The Group's second-quarter revenue increased by 25.9% to MEUR 92.0 (73.0). The effect of Talentum Corporation, acquired in November 2015, on the increase in revenue was MEUR 18.6. The Alma360 business, divested in September 2015, represented a decrease in revenue of MEUR -2.7.

Content revenue grew by 34.7% to MEUR 32.6 (24.2). Talentum's effect on the increase in content revenue was MEUR 8.9. Comparable content revenue declined by 1.4% due to the lower circulations of print media.

Revenue from advertising sales increased by 18.8% to MEUR 45.6 (38.4). Talentum's effect on the increase in advertising revenue was MEUR 4.2. Online advertising sales increased by 27.5% to MEUR 26.2 (20.6). Advertising sales for print media increased by 9.1% to MEUR 19.4 (17.8).

Service revenue totalled MEUR 13.8 (10.5). Service revenue includes items such as the sale of information services, the event and direct marketing business and the printing and distribution services sold to customers outside the Group by Alma Manu.

Total expenses increased in the second quarter by MEUR 16.9, or 25.2%, to MEUR 83.9 (67.0). Acquisitions and restructuring measures accounted for MEUR 15.4 of the increase in expenses. Depreciation and impairment included in the total expenses amounted to MEUR 4.5 (3.4).

Adjusted operating profit was MEUR 9.9 (6.8), or 10.8% (9.3%) of revenue. Operating profit was MEUR 9.1 (8.1), or 9.9% (11.1%) of revenue. The operating profit includes net adjusted items in the amount of MEUR -0.8 (1.3) related to restructuring and gains on sales from acquisitions achieved in stages. The non-recurring items in the comparison period were mainly related to gains on the sale of assets and restructuring costs.

The result for April–June 2016 was MEUR 6.9 (6.3), and the adjusted result was MEUR 7.7 (5.0).

Group revenue and result for January–June 2016

In the first half of the year, revenue grew by 23.3% to MEUR 178.7 (144.9). The effect of Talentum Corporation, acquired in November 2015, on the increase in revenue was MEUR 37.4. The Alma360 business, divested in September 2015, represented a decrease in revenue of MEUR -5.4, while the newspapers in Kainuu, divested at the beginning of March 2015, represented a decrease in revenue of MEUR -2.0.

Content revenue grew by 29.6% to MEUR 65.0 (50.1). Talentum's effect on the increase in content revenue was MEUR 17.6. Comparable content revenue declined by 2.7% due to the lower circulations of print media.

Revenue from advertising sales increased by 16.8% to MEUR 86.3 (73.9). Online advertising sales increased by 28.5% to MEUR 50.5 (39.3). Advertising sales for print media increased by 3.8% from the comparison period, to MEUR 35.9 (34.5). Talentum's effect on the increase in advertising revenue was MEUR 7.9.

Service revenue totalled MEUR 27.4 (20.9). Service revenue includes items such as the sale of information services, the event and direct marketing business and the printing and distribution services sold to customers outside the Group by Alma Manu.

Total expenses increased in the first half of the year by MEUR 31.2, or 22.8%, to MEUR 168.4 (137.1). Acquisitions and restructuring measures accounted for MEUR 28.7 of the increase in expenses. Depreciation and impairment included in the total expenses amounted to MEUR 8.9 (6.8).

Adjusted operating profit was MEUR 15.4 (8.7), or 8.6% (6.0%) of revenue. Operating profit was MEUR 11.6 (10.8), or 6.5% (7.4%) of revenue. The operating profit includes net adjusted items in the amount of MEUR -3.8 (2.1) related to restructuring and gains on sales from acquisitions achieved in stages. The adjusted items in the comparison period were related to restructuring costs and gains on the sale of assets.

The result for January–June 2016 was MEUR 8.5 (8.2), and the adjusted result was MEUR 12.3 (6.1).

Business segments

The Group revised its segment reporting effective from the beginning of 2016 and issued a stock exchange release on the matter on 20 April 2016. Changes to the Group's segment reporting:

- New names for the segments
- The business operations of Alma Diverso, which was previously reported under the Digital Consumer Services segment, were transferred to the Alma News & Life and Alma Regions segments.
- The revenue of the E-kontakti business was transferred from Group service revenue to Group advertising revenue.
- In addition, a significant proportion of JM Tieto's revenue will be categorised under online business after being previously categorised as non-online business.

Alma Media's reportable segments are Alma Markets (previously Digital Consumer Services), Alma Talent (previously Financial Media and Business Services), Alma News & Life (previously National Consumer Media) and Alma Regions (previously Regional Media). Centralised services produced by the Group's parent company and Talentum Corporation as well as centralised support services for advertising and digital sales for the entire Group are reported outside segment reporting.

The Group's reportable segments correspond to the Group's operating segments. Operations that produce similar products and services are combined into operating segments due to their uniform profitability and other uniform characteristics.

As the structure and composition of the reportable segments have changed, Alma Media has, in accordance with the IFRS 8 Operating Segments standard, adjusted the corresponding items in segment information for the 2015 comparison period. The effect of the change, as well as segment revenue and operating profit under the previous and newly adopted segment structures, is presented in the tables section of this interim report.

REVENUE AND OPERATING PROFIT/LOSS BY SEGMENT

| REVENUE MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
|--|------------|------------|-------------|---------------|---------------|-------------|---------------|
| Alma Markets | | | | | | | |
| External | 17.6 | 14.6 | | 34.3 | 28.4 | | 58.7 |
| Inter-segments | -0.1 | 0.0 | | -0.1 | 0.1 | | 0.3 |
| Alma Markets total | 17.6 | 14.7 | 19.7 | 34.2 | 28.5 | 20.2 | 59.0 |
| Alma Talent | | | | | | | |
| External | 29.2 | 13.6 | | 57.4 | 27.1 | | 56.3 |
| Inter-segments | 1.3 | 0.4 | | 2.4 | 0.7 | | 2.2 |
| Alma Talent total | 30.5 | 14.0 | 117.8 | 59.8 | 27.8 | 115.2 | 58.5 |
| Alma News & Life | | | | | | | |
| External | 8.5 | 9.6 | | 16.3 | 18.7 | | 36.6 |
| Inter-segments | 3.6 | 1.7 | | 6.6 | 3.2 | | 7.5 |
| Alma News & Life total | 12.1 | 11.4 | 6.4 | 23.0 | 21.9 | 4.8 | 44.1 |
| Alma Regions | | | | | | | |
| External | 31.0 | 32.5 | | 59.9 | 65.8 | | 128.1 |
| Inter-segments | 2.0 | 1.6 | | 3.9 | 3.2 | | 6.4 |
| Alma Regions total | 33.0 | 34.1 | -3.2 | 63.7 | 69.0 | -7.6 | 134.5 |
| Eliminations and non-allocated | -1.2 | -1.1 | | -2.1 | -2.3 | | -4.6 |
| Total | 92.0 | 73.0 | 25.9 | 178.7 | 144.9 | 23.3 | 291.5 |
| ADJUSTED OPERATING PROFIT/LOSS MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
| Alma Markets | 5.1 | 4.1 | 25.1 | 9.9 | 7.0 | 42.0 | 13.8 |
| Alma Talent | 3.4 | 1.9 | 83.2 | 5.6 | 3.8 | 48.2 | 8.0 |
| Alma News & Life | 1.9 | 0.9 | 109.7 | 3.4 | 0.5 | 537.4 | 2.8 |
| Alma Regions | 2.2 | 2.5 | -11.1 | 3.2 | 2.5 | 26.8 | 8.3 |
| Segments total | 12.5 | 9.3 | 35.2 | 22.1 | 13.8 | 59.9 | 32.9 |
| Non-allocated | -2.6 | -2.5 | -6.7 | -6.6 | -5.1 | -30.4 | -9.5 |
| Total | 9.9 | 6.8 | 45.5 | 15.4 | 8.7 | 77.1 | 23.4 |
| ADJUSTED ITEMS MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
| Alma Markets | 0.0 | 0.0 | | 0.0 | 0.0 | | 0.0 |
| Alma Talent | -1.5 | 0.0 | | -3.0 | 0.6 | -614.3 | -1.0 |
| Alma News & Life | 0.9 | 0.0 | | 0.9 | 0.0 | | -0.8 |
| Alma Regions | -0.2 | -0.4 | 60.2 | -1.3 | -0.3 | -418.9 | -3.6 |
| Segments total | -0.8 | -0.4 | -79.4 | -3.3 | 0.3 | -1,118.0 | -5.5 |
| Non-allocated | 0.0 | 1.7 | -100.0 | -0.5 | 1.7 | -127.3 | -0.3 |
| Total | -0.8 | 1.3 | -160.5 | -3.8 | 2.1 | -285.1 | -5.7 |
| OPERATING PROFIT/LOSS MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
| Alma Markets | 5.1 | 4.1 | 25.9 | 10.0 | 7.0 | 42.5 | 13.8 |
| Alma Talent | 1.9 | 1.9 | 0.0 | 2.7 | 4.4 | -39.4 | 6.9 |
| Alma News & Life | 2.8 | 0.9 | 212.4 | 4.3 | 0.5 | 709.3 | 1.9 |
| Alma Regions | 2.0 | 2.0 | -0.5 | 1.9 | 2.2 | -17.2 | 4.8 |
| Segments total | 11.7 | 8.8 | 33.1 | 18.7 | 14.1 | 32.6 | 27.4 |
| Non-allocated | -2.6 | -0.7 | -263.2 | -7.1 | -3.3 | -111.9 | -9.7 |
| Total | 9.1 | 8.1 | 12.6 | 11.6 | 10.8 | 7.9 | 17.7 |

Alma Markets

The recruitment services Monster.fi, Jobs.cz, Prace.cz, CV Online, Profesia.sk, MojPosao.net, Monster.hu, Monsterpolska.pl, Monster.cz and Jobote.com are reported in the Alma Markets segment.

The segment includes several online services: the housing-related services Etuovi.com, Vuokraovi.com and Urakkamaailma.fi, the travel portal Gofinland.fi and the automotive services Autotalli.com, Autosofta and Alkali. Nettikoti, which specialises in software for ERP systems in new construction and renovation, and Kivi, a real estate agency system, are also reported in this segment.

| KEY FIGURES MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1–Q2 | 2015 Q1–Q2 | Change % | 2015 Q1–Q4 |
|--|------------|------------|-------------|---------------|---------------|-------------|---------------|
| Revenue | 17.6 | 14.7 | 19.7 | 34.2 | 28.5 | 20.2 | 59.0 |
| Advertising revenue | 16.3 | 13.8 | 18.1 | 31.7 | 26.7 | 18.8 | 55.3 |
| Service revenue | 1.2 | 0.8 | 47.0 | 2.5 | 1.8 | 41.4 | 3.7 |
| Adjusted total expenses | 12.5 | 10.6 | 17.4 | 24.4 | 21.5 | 13.1 | 45.4 |
| Adjusted EBITDA | 6.4 | 5.3 | 19.5 | 12.5 | 9.5 | 31.2 | 18.8 |
| EBITDA | 6.4 | 5.3 | 20.1 | 12.5 | 9.5 | 31.5 | 18.8 |
| Adjusted operating profit | 5.1 | 4.1 | 25.1 | 9.9 | 7.0 | 42.0 | 13.8 |
| % of revenue | 29.0 | 27.7 | | 29.0 | 24.6 | | 23.3 |
| Operating profit | 5.1 | 4.1 | 25.9 | 10.0 | 7.0 | 42.5 | 13.8 |
| % of revenue | 29.2 | 27.7 | | 29.1 | 24.6 | | 23.3 |
| Average no. of employees, calculated as full-time employees | 536 | 506 | 6.0 | 527 | 502 | 5.0 | 502 |
| Online sales | 17.6 | 14.7 | 19.7 | 34.2 | 28.5 | 20.2 | 59.0 |
| Online sales, % of revenue | 100.0 | 100.0 | | 100.0 | 100.0 | | 100.0 |
| | | | | | | | |
| OPERATIONAL KEY FIGURES | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1–Q2 | 2015 Q1–Q2 | Change % | 2015 Q1–Q4 |
| Online services, unique browsers, weekly, on average (thousands*) | | | | | | | |
| Etuovi.com | 818.5 | 669.1 | 22.3 | 795.9 | 615.9 | 29.2 | 665.7 |
| Autotalli.com | 122.7 | 116.4 | 5.4 | 124.7 | 128.7 | -3.1 | 121.1 |

*) The average weekly browser figures for Etuovi.com and Autotalli.com in 2016 are based on visitor volume monitoring produced by Google Analytics, while the figures for 2015 are based on TNS Gallup's monitoring.

April–June 2016

The Alma Markets segment's revenue increased by 19.7% to MEUR 17.6 (14.7). Domestic revenue increased across all business areas: housing-related services, automotive services and recruitment services. The segment's international recruitment business continued to achieve strong growth. In total, the revenue from the recruitment business increased by 19.2% during the review period and accounted for 76.0% (76.4%) of the segment's revenue in the second quarter of 2016. Acquisitions (Autosofta, Nettikoti, Urakkamaailma) increased revenue by MEUR 0.3.

The adjusted total expenses in the review period amounted to MEUR 12.5 (10.6). The increase in total expenses was attributable to investments in sales, marketing and ICT functions.

The Alma Markets segment's adjusted operating profit was MEUR 5.1 (4.1) in the second quarter. Adjusted operating profit was 29.0% (27.7%) of revenue. The segment's operating profit was MEUR 5.1 (4.1). No adjusted items were reported during the review period.

January–June 2016

The Alma Markets segment's revenue increased by 20.2% to MEUR 34.2 (28.5) in the first half of 2016. The recruitment business accounted for 76.3% (76.7%) of the segment's revenue in the first half of 2016.

The adjusted total expenses in the review period amounted to MEUR 24.4 (21.5). The Alma Markets segment's adjusted operating profit was MEUR 9.9 (7.0) in the first half of 2016. The segment's operating profit was MEUR 10.0 (7.0). No adjusted items were reported in the first half of the year.

Alma Talent

The Alma Talent business segment publishes 19 trade and financial magazines and newspapers, as well as a variety of books. The business unit also offers skills development and growth services to professionals and businesses in different fields, from events and training to information services. Alma Talent has operations in Finland, Sweden and the Baltics. Alma Talent media include Kauppalehti, Talouselämä, Tekniikka & Talous, Markkinointi&Mainonta, Arvopaperi and Tivi. In Sweden, Alma Talent's publications include Affärsvärlden, Ny Teknik and Dagens Media.

| KEY FIGURES MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
|--|------------|------------|-------------|---------------|---------------|-------------|---------------|
| Revenue | 30.5 | 14.0 | 117.8 | 59.8 | 27.8 | 115.2 | 58.5 |
| Content revenue | 13.1 | 3.8 | 240.0 | 25.9 | 7.8 | 232.8 | 19.7 |
| Advertising revenue | 8.6 | 4.1 | 106.5 | 16.0 | 8.2 | 95.0 | 17.2 |
| Service revenue | 8.9 | 6.0 | 47.8 | 17.9 | 11.8 | 51.6 | 21.6 |
| Adjusted total expenses | 27.2 | 12.2 | 123.7 | 54.4 | 24.0 | 126.7 | 50.7 |
| Adjusted EBITDA | 4.4 | 2.1 | 113.3 | 7.6 | 4.2 | 80.7 | 9.0 |
| EBITDA | 2.9 | 2.1 | 38.3 | 4.6 | 4.8 | -3.5 | 9.1 |
| Adjusted operating profit | 3.4 | 1.9 | 83.2 | 5.6 | 3.8 | 48.2 | 8.0 |
| % of revenue | 11.2 | 13.3 | | 9.4 | 13.7 | | 13.6 |
| Operating profit | 1.9 | 1.9 | 0.0 | 2.7 | 4.4 | -39.4 | 6.9 |
| % of revenue | 6.1 | 13.3 | | 4.4 | 15.7 | | 11.9 |
| Average no. of employees, calculated as full-time employees | 957 | 247 | 288.2 | 973 | 242 | 301.8 | 287 |
| Online sales | 9.1 | 6.4 | 43.0 | 17.7 | 12.6 | 40.5 | 25.8 |
| Online sales, % of revenue | 29.9 | 45.6 | | 29.6 | 45.3 | | 44.1 |
| OPERATIONAL KEY FIGURES | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
| Online services, unique browsers, weekly, on average (thousands*) | | | | | | | |
| Kauppalehti.fi | 1,010.6 | 1,003.6 | 0.7 | 1,074.9 | 1,007.0 | 6.7 | 1,026.7 |
| Talouselama.fi | 280.1 | 291.6 | -3.9 | 295.1 | 304.1 | 0.0 | 307.8 |
| Audited circulation (thousands*) | | | | | | | Q1-Q4 |
| Kauppalehti, print | | | | | | | 47.7 |
| Kauppalehti, online | | | | | | | 53.3 |
| Talouselämä, print | | | | | | | 75.1 |
| Talouselämä, online | | | | | | | 6.7 |

*) The online services' average weekly browser figures are based on TNS Gallup's monitoring data

April-June 2016

The Alma Talent segment's revenue increased by 117.8% to MEUR 30.5 (14.0). Online business accounted for 29.9% (45.6%) of the segment's revenue. The Talentum businesses acquired in November 2015 contributed MEUR 18.6 to the increase in revenue. The Alma360 business, divested in September 2015, represented a decrease in revenue of MEUR -2.7.

The content revenue of the Alma Talent segment increased by 240.0% to MEUR 13.1 (3.8). The Talentum businesses contributed MEUR 8.9 to the increase in content revenue. Advertising sales in the second quarter amounted to MEUR 8.6 (4.1). The Talentum businesses accounted for MEUR 4.2 of the increase in advertising revenue. Online advertising revenue increased by 94.5% year-on-year. Taking acquisitions and divestments into account, online advertising sales increased by 3.8%.

The segment's adjusted total expenses amounted to MEUR 27.2 (12.2). Acquisitions and restructuring measures accounted for MEUR 15.2 of the increase in adjusted expenses.

The Alma Talent segment carried out co-determination negotiations in Sweden during the review period. It was also decided that the subsidiary FYI Events Denmark ApS, which specialises in the event business, will close down its operations in Denmark. Restructuring expenses recognised in the review period amounted to MEUR 1.5.

The Alma Talent segment's adjusted operating profit was MEUR 3.4 (1.9) and operating profit MEUR 1.9 (1.9). Adjusted operating profit was 11.2% (13.3%) of revenue. Acquisitions and divestments accounted for MEUR 0.7 of the increase in adjusted operating profit. The adjusted items in the review period were related to restructuring, while the adjusted items recognised in the comparison period were related to a sales gain on an acquisition achieved in stages.

January–June 2016

The Alma Talent segment's revenue increased by 115.2% to MEUR 59.8 (27.8). Online business accounted for 29.6% (45.3%) of the segment's revenue. The Talentum businesses acquired in November 2015 contributed MEUR 37.0 to the increase in revenue. The Alma360 business, divested in September 2015, represented a decrease in revenue of MEUR -5.4.

The content revenue of the Alma Talent segment increased by 232.8% to MEUR 25.9 (7.8). The increase in digital content revenue covered the decline in content revenue from print media. The Talentum businesses contributed MEUR 17.6 to the increase in content revenue. Advertising sales in the first half of 2016 amounted to MEUR 16.0 (8.2). Online advertising revenue increased by 85.7% year-on-year. The Talentum businesses accounted for MEUR 8.0 of the increase in advertising revenue.

The segment's adjusted total expenses amounted to MEUR 54.4 (24.0). Acquisitions and restructuring measures accounted for MEUR 30.7 of the increase in adjusted expenses.

The Alma Talent segment's adjusted operating profit was MEUR 5.6 (3.8) and operating profit MEUR 2.7 (4.4). Adjusted operating profit was 9.4% (13.7%) of revenue. The Talentum businesses contributed MEUR 2.2 to the increase in the segment's adjusted operating profit. The adjusted items in the review period, MEUR -3.0, were related to restructuring, while the adjusted items recognised in the comparison period, MEUR 0.6, were related to a sales gain on an acquisition achieved in stages.

Alma News & Life

The Alma News & Life segment includes the various digital and print news and lifestyle content of the national Iltalehti. The online services Telkku.com, Kotikokki.net, E-kontakti.fi and Rantapallo.fi are also reported in this segment.

| KEY FIGURES MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1–Q2 | 2015 Q1–Q2 | Change % | 2015 Q1–Q4 |
|--|------------|------------|-------------|---------------|---------------|-------------|---------------|
| Revenue | 12.1 | 11.4 | 6.4 | 23.0 | 21.9 | 4.8 | 44.1 |
| Content revenue | 5.4 | 6.1 | -11.2 | 10.9 | 12.5 | -12.5 | 24.7 |
| Advertising revenue | 6.5 | 5.3 | 23.5 | 11.8 | 9.4 | 25.6 | 19.3 |
| Adjusted total expenses | 10.3 | 10.5 | -2.2 | 19.6 | 21.4 | -8.4 | 41.4 |
| Adjusted EBITDA | 2.0 | 0.9 | 113.3 | 3.5 | 0.6 | 467.3 | 2.9 |
| EBITDA | 2.9 | 0.9 | 210.5 | 4.4 | 0.6 | 612.6 | 2.6 |
| Adjusted operating profit | 1.9 | 0.9 | 109.7 | 3.4 | 0.5 | 537.4 | 2.8 |
| % of revenue | 15.3 | 7.8 | | 14.6 | 2.4 | | 6.2 |
| Operating profit | 2.8 | 0.9 | 212.4 | 4.3 | 0.5 | 709.3 | 1.9 |
| % of revenue | 22.8 | 7.8 | | 18.6 | 2.4 | | 4.3 |
| Average no. of employees, calculated as full-time employees | 142 | 166 | -14.4 | 147 | 157 | -6.3 | 158 |
| Online sales | 5.0 | 3.8 | 30.1 | 9.3 | 7.0 | 31.9 | 14.9 |
| Online sales, % of revenue | 41.3 | 33.8 | | 40.3 | 32.0 | | 33.8 |

| OPERATIONAL KEY FIGURES | 2016 | 2015 | | | 2016 | 2015 | 2015 |
|---|---------|---------|-------|---------|---------|-------|---------|
| | Q2 | Q2 | | | Q1-Q2 | Q1-Q2 | Q1-Q4 |
| Online services, unique browsers, weekly, on average (thousands*) | | | | | | | |
| Iltaalehti.fi | 5,278.4 | 5,762.4 | -8.4 | 5,341.8 | 5,477.8 | -2.5 | 5,523.5 |
| Telkku.com | 538.2 | 819.7 | -34.3 | 609.6 | 818.2 | -25.5 | 723.9 |

*) The online services' average weekly browser figures are based on TNS Gallup's monitoring data

April-June 2016

The Alma News & Life segment's revenue increased by 6.4% to MEUR 12.1 (11.4) in April-June as a result of growth in Iltaalehti's online advertising. Rantapallo, which was acquired during the review period, contributed MEUR 0.4 to the increase in revenue. The share of online business of the segment's revenue grew to 41.3% (33.8%). At the same time, advertising grew to account for more than half of the segment's total revenue.

The segment's content revenue declined by 11.2% to MEUR 5.4 (6.1) in April-June due to the decrease in the circulation of Iltaalehti's print edition. The segment's advertising revenue increased by 23.5% to MEUR 6.5 (5.3). The segment's online advertising revenue increased by 26.6% to MEUR 4.8 (3.8) on the strength of mobile advertising and programmatic buying. The Rantapallo acquisition accounted for MEUR 0.2 of the increase in advertising revenue. Advertising revenue from print media grew by 16.0%.

The segment's adjusted total expenses amounted to MEUR 10.3 (10.5). The decrease in total expenses was particularly attributable to the decrease in printing and distribution costs due to lower print media sales, as well as reduced service purchases in content production. Rantapallo accounted for MEUR 0.4 of the increase in expenses.

The segment's adjusted operating profit was MEUR 1.9 (0.9), or 15.3% (7.8%) of revenue. The review period's adjusted items, MEUR 0.9, were related to a sales gain on the Rantapallo acquisition achieved in stages (preliminary). The segment's operating profit was MEUR 2.8 (0.9).

January-June 2016

The Alma News & Life segment's revenue increased by 4.8% to MEUR 23.0 (21.9) in January-June as a result of growth in online advertising. Rantapallo, which was acquired during the review period, contributed MEUR 0.4 to the increase in revenue. Online business accounted for 40.3% (32.0%) of the segment's revenue.

The segment's content revenue declined by 12.5% to MEUR 10.9 (12.5) in January-June due to the decrease of Iltaalehti's circulation. The segment's advertising sales increased by 25.6% to MEUR 11.8 (9.4). The segment's online advertising revenue increased by 30.9% to MEUR 9.1 (6.9) on the strength of mobile advertising and programmatic buying. Advertising revenue from print media grew by 11.5%.

The segment's adjusted total expenses amounted to MEUR 19.6 (21.4). The decrease in total expenses was particularly attributable to the decrease in printing and distribution costs due to lower print media sales, as well as reduced service purchases in content production. Rantapallo accounted for MEUR 0.4 of the increase in expenses.

The segment's adjusted operating profit was MEUR 3.4 (0.5). The adjusted operating profit was 14.6% (2.4%) of revenue. The adjusted items recognised in January-June were related to a sales gain on the Rantapallo acquisition achieved in stages (preliminary).

Alma Regions

The print and online publishing business of Aamulehti, Satakunnan Kansa, Lapin Kansa/Pohjolan Sanomat and several local and town papers is reported in the Alma Regions segment. The printing and distribution unit Alma Manu is also included in this segment.

| KEY FIGURES MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
|---|------------|------------|-------------|---------------|---------------|-------------|---------------|
| Revenue | 33.0 | 34.1 | -3.2 | 63.7 | 69.0 | -7.6 | 134.5 |
| Content revenue | 14.1 | 14.3 | -0.9 | 28.2 | 29.9 | -5.8 | 59.8 |
| Advertising revenue | 14.2 | 15.2 | -6.0 | 26.9 | 29.6 | -9.3 | 56.4 |
| Service revenue | 4.6 | 4.7 | -1.3 | 8.7 | 9.4 | -7.8 | 18.3 |
| Adjusted total expenses | 30.8 | 31.7 | -2.9 | 60.6 | 66.6 | -9.0 | 126.4 |
| Adjusted EBITDA | 3.1 | 3.3 | -7.5 | 4.9 | 4.2 | 16.3 | 11.8 |
| EBITDA | 2.9 | 2.9 | 0.5 | 3.6 | 4.0 | -9.3 | 9.3 |
| Adjusted operating profit | 2.2 | 2.5 | -11.1 | 3.2 | 2.5 | 26.8 | 8.3 |
| % of revenue | 6.6 | 7.2 | | 4.9 | 3.6 | | 6.2 |
| Operating profit | 2.0 | 2.0 | -0.5 | 1.9 | 2.2 | -17.2 | 4.8 |
| % of revenue | 6.1 | 5.9 | | 2.9 | 3.2 | | 3.5 |
| Average no. of employees, calculated as full-time employees, excl. delivery staff | 563 | 706 | -20.2 | 590 | 697 | -15.5 | 677 |
| Average no. of delivery staff | 864 | 1,001 | -13.7 | 847 | 977 | -13.4 | 929 |
| Online sales | 2.2 | 1.4 | 60.9 | 4.2 | 2.4 | 78.4 | 4.8 |
| Online sales, % of revenue | 6.7 | 4.1 | | 6.6 | 3.4 | | 3.6 |
| OPERATIONAL KEY FIGURES | 2016 Q2 | 2015 Q2 | | 2016 Q1-Q2 | 2015 Q1-Q2 | | 2015 Q1-Q4 |
| Online services, unique browsers, weekly, on average (thousands*) | | | | | | | |
| Aamulehti.fi | 611.6 | 511.0 | 19.7 | 625.3 | 481.2 | 30.0 | 544.4 |
| Audited circulation (thousands) | | | | | | | |
| Aamulehti | | | | | | | 100.2 |
| Printing volume (in thousands) | 74,492 | 72,617 | | 141,527 | 137,375 | | 277,578 |
| Paper usage (tonnes) | 6,835 | 6,191 | | 12,805 | 11,920 | | 23,966 |

*) The online services' average weekly browser figures are based on TNS Gallup's monitoring data

April-June 2016

The Alma Regions segment's revenue amounted to MEUR 33.0 (34.1) in April-June. Online business accounted for 6.7% (4.1%) of the segment's revenue.

The segment's content revenue declined by 0.9% to MEUR 14.1 (14.3) in April-June. The segment's advertising sales declined by 6.0% to MEUR 14.2 (15.2). Advertising sales for print media decreased by 7.6%. The segment's online advertising revenue increased by 26.0% to MEUR 0.9 (0.7). The advertising revenue in the comparison period includes MEUR 0.8 in sales related to election campaigning. The segment's service revenue decreased by 1.3% to MEUR 4.6 (4.7).

The segment's adjusted total expenses were MEUR 30.8 (31.7) and total expenses MEUR 31.0 (32.2). The factors contributing to the decline in total expenses included efficiency improvement measures for newspapers as well as printing operations.

The segment's adjusted operating profit was MEUR 2.2 (2.5) and operating profit MEUR 2.0 (2.0). The adjusted operating profit was 6.6% (7.2%) of revenue. The adjusted items in the review period were related to restructuring costs. The adjusted items in the comparison period were related to operational restructuring and gains on the sale of assets.

January–June 2016

The Alma Regions segment's revenue declined by 7.6% to MEUR 63.7 (69.0) in January–June. Online business accounted for 6.6% (3.4%) of the segment's revenue. The effect of the newspapers divested in 2015 on the decrease in revenue was MEUR 2.0.

The segment's content revenue declined by 5.8% to MEUR 28.2 (29.9) in January–June. The effect of the newspapers divested in 2015 on the decrease in content revenue was MEUR 0.9. The segment's advertising sales declined by 9.3% to MEUR 26.9 (29.6). Advertising sales for print media decreased by 11.4%. The segment's online advertising sales increased by 34.8% to MEUR 1.8 (1.3). The effect of the newspapers divested in 2015 on the decrease in advertising revenue was MEUR 1.1.

The segment's service revenue decreased by 7.8% to MEUR 8.7 (9.4). The Group's external sales of printing services declined in low-margin high-volume printed products.

The segment's adjusted total expenses were MEUR 60.6 (66.6) and total expenses MEUR 61.9 (67.2). The factors contributing to the decline in total expenses included efficiency improvement measures for newspapers as well as printing operations. The effect of divested newspapers on the decrease in the segment's expenses was MEUR 2.5.

The segment's adjusted operating profit was MEUR 3.2 (2.5) and operating profit MEUR 1.9 (2.2). The adjusted operating profit was 4.9% (3.6%) of revenue. Adjusted restructuring expenses recognised in the first half of the year amounted to MEUR 1.3. The adjusted items in the comparison period were related to a sales gain on real estate and operational restructuring.

Associated companies

In January 2016, Alma Media's subsidiary Alma Mediapartners Oy acquired 24% of the share capital of AutoJerry Oy, which offers competitive tender services for car servicing.

SHARE OF PROFIT OF ASSOCIATED COMPANIES

| | 2016 | 2015 | 2016 | 2015 | 2015 |
|----------------------------|------|------|-------|-------|-------|
| MEUR | Q2 | Q2 | Q1–Q2 | Q1–Q2 | Q1–Q4 |
| Alma Markets | 0.0 | 0.0 | 0.1 | 0.1 | 0.3 |
| Alma Talent | 0.1 | 0.3 | 0.3 | 0.5 | 1.0 |
| Alma News & Life | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Alma Regions | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other associated companies | 0.0 | -0.1 | 0.2 | 0.0 | 0.3 |
| Total | 0.2 | 0.2 | 0.6 | 0.5 | 1.6 |

* Alma Talent's figures for the comparison period include Alma Media Group's share of the result of Talentum Corporation.

Items adjusting operating profit

Items adjusting operating profit are income or expense arising from non-recurring or rare events. Gains or losses from the sale or discontinuation of business operations or assets, gains or losses from restructuring business operations as well as impairment losses of goodwill and other assets are recognised by the Group as adjustments. Adjustments are recognised in the profit and loss statement within the corresponding income or expense group.

| ADJUSTED ITEMS | 2016 | 2015 | 2016 | 2015 | 2015 |
|--------------------------------------|------|------|-------|-------|-------|
| MEUR | Q2 | Q2 | Q1–Q2 | Q1–Q2 | Q1–Q4 |
| Alma Markets | | | | | |
| Impairment losses | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Restructuring | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Gains on the sale of assets | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Alma Talent | | | | | |
| Impairment losses | 0.0 | 0.0 | 0.0 | 0.0 | -1.2 |
| Restructuring | -1.5 | 0.0 | -3.0 | 0.0 | 0.0 |
| Gains (losses) on the sale of assets | 0.0 | 0.0 | 0.0 | 0.6 | 0.2 |

| | | | | | |
|---|------|------|------|------|------|
| Alma News & Life | | | | | |
| Impairment losses | 0.0 | 0.0 | 0.0 | 0.0 | -0.5 |
| Restructuring | 0.0 | 0.0 | 0.0 | 0.0 | -0.3 |
| Gains (losses) on the sale of assets | 0.9 | 0.0 | 0.9 | 0.0 | 0.0 |
| Alma Regions | | | | | |
| Impairment losses | 0.0 | 0.0 | 0.0 | 0.0 | -1.1 |
| Restructuring | -0.2 | -0.5 | -1.3 | -0.6 | -2.8 |
| Gains (losses) on the sale of assets | 0.0 | 0.1 | 0.0 | 0.3 | 0.3 |
| Non-allocated | | | | | |
| Impairment losses | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Restructuring | 0.0 | -0.1 | -0.5 | -0.1 | -0.5 |
| Costs related to the Talentum acquisition | | | | | -1.8 |
| Gains (losses) on the sale of assets | 0.0 | 1.9 | 0.0 | 1.9 | 2.0 |
| ADJUSTED ITEMS IN OPERATING PROFIT | -0.8 | 1.3 | -3.8 | 2.1 | -5.7 |
| ADJUSTED ITEMS IN PROFIT BEFORE TAX | -0.8 | 1.3 | -3.8 | 2.1 | -5.7 |

Balance sheet and financial position

At the end of June 2016, the consolidated balance sheet stood at MEUR 329.5 (258.7). The Group's equity ratio at the end of June was 41.9% (42.7%) and equity per share was EUR 1.31 (1.16).

Consolidated cash flow from operations in April–June was MEUR 3.5 (4.4). Cash flow before financing was MEUR -0.8 (5.8). Consolidated cash flow from operations in January–June was MEUR 24.2 (19.2). Cash flow before financing was MEUR 17.9 (18.1).

At the end of June, the Group's interest-bearing debt amounted to MEUR 88.1 (77.0). The total interest-bearing debt comprised MEUR 62.5 in finance leasing debt, MEUR 12.5 in loans from financial institutions and MEUR 13.0 in commercial papers. The Group's interest-bearing net debt at the end of June stood at MEUR 70.0 (63.4).

Alma Media has two MEUR 15.0 committed financing limits and one MEUR 20 committed financing limit at its disposal, which were entirely unused on 30 June 2016. In addition, the company has a commercial paper programme of MEUR 100 in Finland. Of the commercial paper programme, MEUR 13.0 was in use on 30 June 2016.

Alma Media did not have financial assets or liabilities created in conjunction with business combinations measured at fair value and recognised through profit or loss on 30 June 2016. Financial liabilities measured at fair value and recognised through profit or loss amounted to MEUR 1.0 (2.9).

Capital expenditure

Alma Media Group's capital expenditure in January–June 2016 totalled MEUR 6.7 (8.7). The capital expenditure mainly consisted of the acquisitions of Jobote s.r.o., Raksa ja Kotikauppa Oy, Rantapallo Oy and Remonttibulevardi Oy, as well as normal operating and maintenance investments.

| CAPITAL EXPENDITURE BY SEGMENT | | | | | |
|--------------------------------|------|------|-------|-------|-------|
| SEGMENT | 2016 | 2015 | 2016 | 2015 | 2015 |
| MEUR | Q2 | Q2 | Q1–Q2 | Q1–Q2 | Q1–Q4 |
| Alma Markets | 0.1 | 0.1 | 1.2 | 0.3 | 3.1 |
| Alma Talent | 0.1 | 0.2 | 0.5 | 6.4 | 53.7 |
| Alma News & Life | 3.2 | 0.1 | 3.3 | 0.2 | 0.4 |
| Alma Regions | 0.4 | 0.5 | 0.8 | 0.8 | 1.4 |
| Segments total | 3.8 | 0.9 | 5.8 | 7.7 | 58.6 |
| Non-allocated | 0.4 | 0.5 | 0.9 | 0.9 | 1.6 |
| Total | 4.2 | 1.5 | 6.7 | 8.7 | 60.2 |

Governance

During the review period, Alma Media prepared its processes and operating methods related to compliance with the new Market Abuse Regulation (MAR), which entered into force on 3 July 2016. As part of the implementation of MAR, the company's Code of Conduct was updated and a whistleblowing channel for employees was introduced.

The Alma Media share

In April–June, altogether 2,196,167 Alma Media shares were traded on the NASDAQ Helsinki Stock Exchange, representing 2.7% of the total number of shares. The closing price of the Alma Media share at the end of the last trading day of the reporting period, 30 June 2016, was EUR 3.77. The lowest quotation during the review period was EUR 3.23 and the highest EUR 3.86. Alma Media Corporation's market capitalisation at the end of the review period was MEUR 310.6 (MEUR 239.3 on 30 June 2015).

Option programme and share-based incentive programme

Alma Media's option programme 2009 ended on 31 March 2016.

The Board of Directors of Alma Media Corporation approved the establishment of a new long-term share-based incentive programme for the key management of Alma Media in 2015 and, in March 2016, decided to launch the share-based incentive programme (LTI 2016) based on it in 2016. The share-based incentive programme consists of annually commencing individual plans, each subject to separate Board approval. Each of the individual plans consists of three main elements: an investment in Alma Media shares as a precondition for participation in the scheme, matching shares based on the above share investment and the possibility of earning performance-based matching shares. At most 43 people are eligible to participate in LTI 2016 and 35 people in LTI 2015.

Market liquidity guarantee

The Alma Media share has no market liquidity guarantee in effect.

Flagging notices

Alma Media has not received notices of changes in shareholdings pursuant to Chapter 9, Section 5 of the Finnish Securities Markets Act in 2016.

Risks and risk management

At Alma Media Group, the task of risk management is to detect, evaluate and monitor business opportunities, threats and risks to ensure the achievement of objectives and business continuity. The risk management process identifies and controls the risks, develops appropriate risk management methods and regularly reports on risk issues to the risk management organisation and the Board of Directors. Risk management is part of Alma Media's internal control function and thereby part of good corporate governance.

The most critical strategic risks for Alma Media are a significant drop in its print newspaper readership, a permanent decline in advertising sales and a significant increase in distribution and delivery costs. The group subscriptions of the major financial and technology-related magazines are significant in scale. Changes to the subscription agreements could have a substantial impact on the magazines' total subscription volumes. The media industry is undergoing changes following the transformation in media consumption and technological development. Alma Media's strategic objective is to meet this challenge through renewal and the development of new business in digital consumer and business services.

Fluctuating economic cycles are reflected in the development of advertising sales. Advertising sales account for approximately half of the Group's revenue. Business operations outside Finland, such as in Eastern and Central European countries, include country-specific risks relating to market development and economic growth. The expansion of business outside Finland has reduced the risks inherent in operating in one market area.

Disturbances of information technology and communications as well as disruption of printing are the most important operational risks.

SUMMARY OF INTERIM REPORT AND NOTES

| COMPREHENSIVE INCOME STATEMENT MEUR | 2016 Q2 | 2015 Q2 | Change % | 2016 Q1-Q2 | 2015 Q1-Q2 | Change % | 2015 Q1-Q4 |
|--|--------------------|--------------------|---------------------|-----------------------|-----------------------|---------------------|-----------------------|
| REVENUE | 92.0 | 73.0 | 25.9 | 178.7 | 144.9 | 23.3 | 291.5 |
| Other operating income | 1.1 | 2.1 | -49.0 | 1.3 | 3.0 | -56.1 | 3.6 |
| Materials and services | 19.5 | 17.2 | 13.3 | 37.8 | 36.4 | 3.9 | 69.6 |
| Employee benefits expense | 39.6 | 31.3 | 26.7 | 80.7 | 62.5 | 29.2 | 124.1 |
| Depreciation, amortisation and impairment | 4.5 | 3.4 | 32.1 | 8.9 | 6.8 | 30.5 | 16.8 |
| Other operating expenses | 20.3 | 15.2 | 33.9 | 40.9 | 31.4 | 30.2 | 66.9 |
| OPERATING PROFIT | 9.1 | 8.1 | 12.5 | 11.6 | 10.8 | 7.8 | 17.7 |
| Finance income | 0.3 | 0.3 | 8.0 | 0.3 | 0.3 | 13.3 | 0.3 |
| Finance expenses | 0.7 | 0.7 | 4.8 | 1.5 | 1.3 | 17.5 | 2.8 |
| Share of profit of associated companies | 0.2 | 0.2 | -1.4 | 0.6 | 0.5 | 7.9 | 1.6 |
| PROFIT BEFORE TAX | 9.0 | 8.0 | 12.6 | 11.1 | 10.4 | 6.8 | 16.8 |
| Income tax | 2.1 | 1.6 | 26.3 | 2.6 | 2.2 | 16.1 | 4.7 |
| PROFIT FOR THE PERIOD | 6.9 | 6.3 | 9.0 | 8.5 | 8.2 | 4.3 | 12.1 |

OTHER COMPREHENSIVE INCOME:

| | | | | | | | |
|--|------------|------------|--|------------|------------|--|-------------|
| Items that are not later transferred to be recognised through profit or loss | | | | | | | |
| Items arising due to the redefinition of net defined benefit liability (or asset item) | 0.0 | 0.0 | | 0.0 | 0.0 | | 1.2 |
| Tax on items that are not later transferred to be recognised through profit or loss | 0.0 | 0.0 | | 0.0 | 0.0 | | -0.2 |
| Items that may later be transferred to be recognised through profit or loss | | | | | | | |
| Translation differences | -0.3 | 0.3 | | -0.4 | 0.6 | | 1.0 |
| Share of other comprehensive income of associated companies | 0.0 | 0.1 | | 0.0 | 0.2 | | 0.1 |
| Income tax relating to components of other comprehensive income | 0.0 | 0.0 | | 0.0 | 0.0 | | 0.0 |
| Other comprehensive income for the year, net of tax | -0.3 | 0.4 | | -0.4 | 0.7 | | 2.1 |
| TOTAL COMPREHENSIVE INCOME FOR THE PERIOD | 6.6 | 6.7 | | 8.1 | 8.9 | | 14.2 |

Profit for the period attributable to:

| | | | | | | | |
|----------------------------|-----|-----|--|-----|-----|--|-----|
| – Owners of the parent | 5.8 | 5.6 | | 6.6 | 7.0 | | 9.9 |
| – Non-controlling interest | 1.1 | 0.7 | | 1.9 | 1.1 | | 2.1 |

Total comprehensive income for the period attributable to:

| | | | | | | | |
|----------------------------|-----|-----|--|-----|-----|--|------|
| – Owners of the parent | 5.5 | 6.0 | | 6.2 | 7.7 | | 11.9 |
| – Non-controlling interest | 1.1 | 0.7 | | 1.9 | 1.1 | | 2.3 |

Earnings per share calculated from the profit for the period attributable to the parent company shareholders:

| | | | | | | | |
|---|------|------|--|------|------|--|------|
| - Earnings per share (basic and diluted), EUR | 0.07 | 0.07 | | 0.08 | 0.09 | | 0.13 |
|---|------|------|--|------|------|--|------|

BALANCE SHEET

| MEUR | 30 Jun 2016 | 30 Jun 2015 | 31 Dec 2015 |
|---|--------------------|--------------------|--------------------|
| ASSETS | | | |
| NON-CURRENT ASSETS | | | |
| Goodwill | 122.5 | 73.9 | 118.6 |
| Other intangible assets | 71.5 | 38.1 | 72.3 |
| Tangible assets | 67.5 | 73.0 | 70.5 |
| Investments in associated companies | 5.9 | 25.3 | 6.8 |
| Other non-current financial assets | 4.5 | 3.7 | 4.6 |
| Deferred tax assets | 1.5 | 1.4 | 1.6 |
| CURRENT ASSETS | | | |
| Inventories | 2.3 | 1.2 | 2.2 |
| Current tax assets | 0.8 | 2.1 | 1.8 |
| Trade receivables and other receivables | 34.8 | 26.5 | 35.3 |
| Cash and cash equivalents | 18.2 | 13.6 | 14.4 |
| TOTAL ASSETS | 329.5 | 258.7 | 328.2 |
| MEUR | | | |
| | 30 Jun 2016 | 30 Jun 2015 | 31 Dec 2015 |
| EQUITY AND LIABILITIES | | | |
| Share capital | 45.3 | 45.3 | 45.3 |
| Share premium reserve | 7.7 | 7.7 | 7.7 |
| Translation differences | -2.0 | -1.9 | -1.6 |
| Invested non-restricted equity fund | 19.1 | 0.0 | 19.1 |
| Retained earnings | 38.0 | 36.1 | 41.0 |
| Equity attributable to owners of the parent | 108.2 | 87.2 | 111.5 |
| Non-controlling interest | 17.5 | 15.0 | 17.2 |
| TOTAL EQUITY | 125.7 | 102.2 | 128.7 |
| LIABILITIES | | | |
| NON-CURRENT LIABILITIES | | | |
| Non-current interest-bearing liabilities | 67.5 | 68.8 | 63.1 |
| Deferred tax liabilities | 13.9 | 7.0 | 14.2 |
| Pension liabilities | 1.5 | 2.7 | 1.5 |
| Provisions | 0.3 | 0.0 | 0.2 |
| Other financial liabilities | 0.0 | 0.0 | 0.2 |
| Other non-current liabilities | 0.2 | 0.3 | 0.2 |
| CURRENT LIABILITIES | | | |
| Current financial liabilities | 21.7 | 11.8 | 28.5 |
| Advances received | 29.9 | 19.5 | 25.3 |
| Income tax liability | 0.0 | 0.0 | 2.2 |
| Provisions | 0.7 | 0.5 | 0.6 |
| Trade payables and other payables | 68.1 | 46.0 | 63.5 |
| TOTAL LIABILITIES | 203.8 | 156.5 | 199.5 |
| TOTAL EQUITY AND LIABILITIES | 329.5 | 258.7 | 328.2 |

CONSOLIDATED STATEMENT OF CHANGE IN EQUITY

Column headings:

A = Share capital

B = Share premium reserve

C = Translation differences

D = Invested non-restricted equity fund

E = Retained earnings

F = Total

G = Non-controlling interest

H = Equity total

| MEUR | Equity attributable to owners of the parent | | | | | F | G | H |
|--|---|-----|------|------|------|-------|------|-------|
| | A | B | C | D | E | | | |
| Equity on 1 Jan 2016 | 45.3 | 7.7 | -1.6 | 19.1 | 41.0 | 111.5 | 17.2 | 128.7 |
| Profit for the period | | | | | 6.6 | 6.6 | 1.9 | 8.5 |
| Other comprehensive income | | | -0.4 | | 0.0 | -0.4 | 0.0 | -0.4 |
| Transactions with equity holders | | | | | | | | |
| Dividends paid by parent | | | | | -9.7 | -9.7 | | -9.7 |
| Dividends paid by subsidiaries | | | | | | | -1.8 | -1.8 |
| Share-based payment transactions and exercised share options | | | | | 0.2 | 0.2 | | 0.2 |
| Equity on 30 Jun 2016 | 45.3 | 7.7 | -2.0 | 19.1 | 38.0 | 108.2 | 17.5 | 125.7 |
| MEUR | | | | | | | | |
| Equity on 1 Jan 2015 | 45.3 | 7.7 | -2.5 | 0.0 | 38.0 | 88.5 | 15.2 | 103.7 |
| Profit for the period | | | | | 7.0 | 7.0 | 1.1 | 8.2 |
| Other comprehensive income | | | 0.6 | | 0.2 | 0.7 | | 0.7 |
| Transactions with equity holders | | | | | | | | |
| Dividends paid by parent | | | | | -9.1 | -9.1 | | -9.1 |
| Dividends paid by subsidiaries | | | | | | | -1.4 | -1.4 |
| Share-based payment transactions and exercised share options | | | | | 0.0 | 0.0 | | 0.0 |
| Equity on 30 Jun 2015 | 45.3 | 7.7 | -1.9 | 0.0 | 36.1 | 87.2 | 15.0 | 102.2 |

CASH FLOW STATEMENT

| MEUR | 2016 Q2 | 2015 Q2 | 2016 Q1-Q2 | 2015 Q1-Q2 | 2015 Q1-Q4 |
|--|------------|------------|---------------|---------------|---------------|
| OPERATING ACTIVITIES | | | | | |
| Profit for the period | 6.9 | 6.3 | 8.5 | 8.2 | 12.1 |
| Adjustments | 5.7 | 3.4 | 11.2 | 7.4 | 20.3 |
| Change in working capital | -6.3 | -4.0 | 8.8 | 7.1 | 4.5 |
| Dividends received | 0.2 | 1.0 | 0.6 | 1.1 | 1.7 |
| Interest received | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 |
| Interest paid and other finance expenses | -0.5 | -0.6 | -1.0 | -1.2 | -1.9 |
| Taxes paid | -2.5 | -1.8 | -4.0 | -3.3 | -3.7 |
| Net cash flow from operating activities | 3.5 | 4.4 | 24.1 | 19.2 | 33.2 |
| INVESTING ACTIVITIES | | | | | |
| Acquisitions of tangible and intangible assets | -1.1 | -0.8 | -2.5 | -1.3 | -3.3 |
| Proceeds from sale of tangible and intangible assets | 0.0 | 1.9 | 0.0 | 2.2 | 2.2 |
| Other investments | 0.0 | 0.0 | 0.0 | -0.1 | -0.1 |
| Proceeds from sale of other investments | 0.0 | 0.6 | 0.0 | 0.6 | 1.0 |
| Acquisition of subsidiaries | -3.1 | 0.0 | -3.8 | -2.3 | -26.8 |
| Acquisition of associated companies | 0.0 | -0.4 | 0.0 | -0.4 | -0.5 |

| | | | | | |
|---|-------|------|-------|-------|-------|
| Proceeds from sale of subsidiaries and recovered acquisition cost | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 |
| Proceeds from sale and repayment of capital of associated companies | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Net cash flows from/(used in) investing activities | -4.3 | 1.4 | -6.2 | -1.2 | -22.1 |
| Cash flow before financing activities | -0.8 | 5.8 | 17.9 | 18.1 | 11.1 |
| FINANCING ACTIVITIES | | | | | |
| Non-current loans taken | 0.0 | 0.0 | 10.0 | 0.0 | 0.0 |
| Repayment of non-current loans | 0.0 | 0.0 | -2.5 | 0.0 | 0.0 |
| Current loans taken | 23.0 | 2.0 | 46.0 | 22.0 | 45.0 |
| Repayment of current loans | -26.0 | -9.5 | -56.0 | -28.1 | -43.2 |
| Dividends paid | -1.8 | -1.4 | -11.7 | -10.5 | -10.5 |
| Net cash flows from/(used in) financing activities | -4.8 | -8.9 | -14.2 | -16.5 | -8.7 |
| Change in cash and cash equivalent funds (increase +/decrease -) | -5.6 | -3.2 | 3.7 | 1.5 | 2.4 |
| Cash and cash equivalents at beginning of period | 23.8 | 16.7 | 14.4 | 12.0 | 12.0 |
| Effect of change in foreign exchange rates | 0.0 | 0.1 | 0.0 | 0.1 | 0.1 |
| Cash and cash equivalents at end of period | 18.2 | 13.6 | 18.2 | 13.6 | 14.4 |

Acquired businesses in 2016

| | <u>Business</u> | <u>Acquisition date</u> | <u>Acquired share</u> | <u>Group share</u> |
|-------------------------------------|-----------------|-------------------------|-----------------------|--------------------|
| <u>Alma Markets segment</u> | | | | |
| Raksa ja KotiKauppa Oy | Online service | 1 Jan 2016 | 51% | 33.15% |
| Jobote s.r.o | Online service | 1 Jan 2016 | 100% | 83% |
| Remonttibulevardi Oy | Online service | 2 Jun 2016 | 51% | 33.15% |
| <u>Alma News & Life segment</u> | | | | |
| Rantapallo Oy | Online service | 1 Apr 2016 | 79% | 79% |

| | Fair values entered in integration |
|--|------------------------------------|
| MEUR | |
| Intangible assets | 2.7 |
| Trade receivables and other receivables | 0.3 |
| Cash and cash equivalents | 0.3 |
| Total | 3.3 |
| Deferred tax liabilities | 0.5 |
| Trade payables and other payables | 0.8 |
| Total | 1.3 |
| Total identifiable net assets at fair value 100% | 2.0 |
| Group's share of net assets | 1.6 |
| IFRS acquisition cost (preliminary) | 4.5 |
| Goodwill (preliminary) | 2.9 |

The fair values entered on intangible assets in integration relate primarily to acquired customer relationships, ICT applications and a trademark. Factors contributory to goodwill were the expected synergies related to these businesses.

| MEUR | Fair values entered in integration |
|--|------------------------------------|
| Intangible assets | 0.7 |
| Trade receivables and other receivables | 0.1 |
| Cash and cash equivalents | 0.2 |
| Total | 0.9 |
| Deferred tax liabilities | 0.1 |
| Trade payables and other payables | 0.1 |
| Total | 0.2 |
| Total identifiable net assets at fair value 100% | 0.7 |
| Group's share of net assets | 0.3 |
| IFRS acquisition cost | 1.2 |
| Goodwill | 0.9 |

The fair values entered on intangible assets in integration relate primarily to acquired ICT applications and customer relationships. Factors contributory to goodwill were the expected synergies related to these businesses.

Contingent considerations

Contingent considerations arising from business acquisitions are classified as financial liabilities recognised at fair value through profit or loss. The amount of the contingent considerations due to acquisitions and business arrangements is based on the revenue and operating profits of the acquired businesses in 2015 and 2016.

CONTINGENT CONSIDERATION LIABILITY MEUR

| | |
|---|------|
| Initial recognition of the liability | 0.6 |
| Change in fair value during previous financial periods | 0.0 |
| Considerations, settled in cash | -0.4 |
| Change in fair value during the financial period | 0.0 |
| Fair value of the contingent consideration liability at the end of the period | 0.2 |

| REVENUE BY GEOGRAPHICAL AREA MEUR | 2016 Q2 | 2015 Q2 | 2016 Q1-Q2 | 2015 Q1-Q2 | 2015 Q1-Q4 |
|--|------------|------------|---------------|---------------|---------------|
| Segments, Finland | 67.2 | 59.9 | 130.9 | 119.6 | 235.3 |
| Segments, other countries | 19.2 | 10.5 | 37.3 | 20.3 | 44.6 |
| Segments total | 86.4 | 70.4 | 168.2 | 140.0 | 280.0 |
| Non-allocated | 5.5 | 2.6 | 10.5 | 5.0 | 11.5 |
| Group, total | 92.0 | 73.0 | 178.7 | 144.9 | 291.5 |
| OPERATING PROFIT BY GEOGRAPHICAL AREA MEUR | 2016 Q2 | 2015 Q2 | 2016 Q1-Q2 | 2015 Q1-Q2 | 2015 Q1-Q4 |
| Segments, Finland | 9.1 | 6.4 | 12.7 | 10.1 | 16.8 |
| Segments, other countries | 2.6 | 2.4 | 6.0 | 4.1 | 10.6 |
| Segments total | 11.7 | 8.8 | 18.7 | 14.1 | 27.4 |
| Non-allocated | -2.6 | -0.7 | -7.1 | -3.4 | -9.7 |
| Group, total | 9.1 | 8.1 | 11.6 | 10.8 | 17.7 |

| EMPLOYEES BY GEOGRAPHICAL AREA | 2016 | 2015 | 2016 | 2015 | 2015 |
|--------------------------------|-------|-------|-------|-------|-------|
| | Q2 | Q2 | Q1–Q2 | Q1–Q2 | Q1–Q4 |
| Employees, Finland | 1,519 | 1,388 | 1,593 | 1,363 | 1,362 |
| Employees, other countries | 832 | 406 | 812 | 404 | 430 |
| Employees, total | 2,351 | 1,794 | 2,405 | 1,766 | 1,793 |

*) Revenue and operating profit by geographical area is presented in accordance with the countries in which the Group's units are located.

Information by segment

Alma Media's segments are Alma Markets, Alma Talent, Alma News & Life and Alma Regions. The descriptive section of the interim report presents the revenue and operating profits of the segments and the allocation of the associated companies' results to the reporting segments.

The following table presents the assets and liabilities by segment, as well as the non-allocated asset and liability items.

| ASSETS BY SEGMENT | | | |
|---------------------------------------|-------------|-------------|-------------|
| MEUR | 30 Jun 2016 | 30 Jun 2015 | 31 Dec 2015 |
| Alma Markets | 77.1 | 79.0 | 79.7 |
| Alma Talent | 111.6 | 42.0 | 114.2 |
| Alma News & Life | 15.8 | 12.4 | 10.6 |
| Alma Regions | 61.0 | 63.2 | 63.2 |
| Segments total | 265.6 | 196.6 | 267.8 |
| Non-allocated assets and eliminations | 64.0 | 62.1 | 60.5 |
| Total | 329.5 | 258.7 | 328.2 |

| LIABILITIES BY SEGMENT | | | |
|--|-------------|-------------|-------------|
| MEUR | 30 Jun 2016 | 30 Jun 2015 | 31 Dec 2015 |
| Alma Markets | 19.6 | 18.5 | 16.7 |
| Alma Talent | 34.8 | 10.8 | 33.5 |
| Alma News & Life | 1.6 | 4.0 | 3.0 |
| Alma Regions | 68.4 | 70.5 | 64.6 |
| Segments total | 124.4 | 103.9 | 117.8 |
| Non-allocated liabilities and eliminations | 79.4 | 52.6 | 81.7 |
| Total | 203.8 | 156.5 | 199.5 |

Provisions

The company's provisions totalled MEUR 1.0 (0.5) on 30 June 2016. It has not been necessary to change the estimates made when the provisions were entered.

Commitments and contingencies

| COMMITMENTS AND CONTINGENCIES | | | |
|---|-------------|-------------|-------------|
| MEUR | 30 Jun 2016 | 30 Jun 2015 | 31 Dec 2015 |
| Collateral for others | | | |
| Guarantees | 1.2 | 1.4 | 1.2 |
| Other commitments and contingencies | 2.2 | 1.6 | 2.5 |
| Minimum lease payments on other lease agreements: | | | |
| Within one year | 10.7 | 8.7 | 11.4 |
| Within 1–5 years | 35.0 | 25.4 | 37.1 |
| After 5 years | 25.9 | 29.0 | 28.5 |
| Total | 71.6 | 63.2 | 76.9 |

In addition, the Group has purchase agreements that, based on IFRIC 4, include a lease component as per IAS 17. Minimum payments based on these agreements:

0.2 0.1 0.1

DERIVATIVE CONTRACTS

| MEUR | 30 Jun 2016 | 30 Jun 2015 | 31 Dec 2015 |
|---|-------------|-------------|-------------|
| Commodity derivative contracts, electricity derivatives | | | |
| Fair value* | -0.1 | -0.1 | -0.1 |
| Nominal value | 0.3 | 0.4 | 0.3 |
| Interest rate derivatives | | | |
| Fair value* | -0.8 | -0.6 | -0.7 |
| Nominal value | 19.4 | 19.6 | 19.5 |
| Foreign currency derivatives | | | |
| Fair value* | 0.0 | 0.0 | 0.0 |
| Nominal value | 2.4 | 1.5 | 2.4 |

* The fair value represents the return that would have arisen if the derivative had been cleared on the balance sheet date.

Related party transactions

Alma Media Group's related parties are the major shareholders of the parent company, associated companies and companies owned by them. Related parties also include the Group's senior management and their related parties (members of the Board of Directors, President and CEO and Managing Directors, and the Group Executive Team). The following table summarises the business operations undertaken between Alma Media and its related parties as well as the status of their receivables and liabilities:

| RELATED PARTY TRANSACTIONS MEUR | 2016 Q2 | 2015 Q2 | 2016 Q1-Q2 | 2015 Q1-Q2 | 2015 Q1-Q4 |
|--|------------|------------|---------------|---------------|---------------|
| Sales of goods and services | 0.1 | 0.0 | 0.1 | 0.0 | 0.2 |
| Associated companies | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 |
| Principal shareholders | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 |
| Corporations where management exercises influence | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Purchases of goods and services | 0.5 | 0.7 | 1.0 | 1.4 | 2.9 |
| Associated companies | 0.5 | 0.7 | 1.0 | 1.4 | 2.7 |
| Principal shareholders | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Corporations where management exercises influence | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Trade receivables, loan and other receivables at the end of the reporting period | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Associated companies | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Trade payables at the reporting date | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 |
| Associated companies | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 |

Share-based incentive programme

In February 2015, The Board of Directors of Alma Media Corporation approved a share-based incentive programme for the key management of Alma Media and, in March 2016, decided to launch the share-based incentive programme (LTI 2016) based on it in 2016.

Three plans were started in spring 2015 under the programme: a fixed matching share plan and two performance matching plans. Investment in Alma Media shares is a precondition for participation. At most 43 people are eligible to participate in LTI 2016 and 35 people in LTI 2015. In each plan, the participant can earn a maximum of two

matching shares for each invested share, which means that the maximum numbers of Alma Media shares that can be earned under the plans are 390,000 shares (LTI 2016) and 459,300 shares (LTI 2015) (gross amounts from which taxes are withheld).

In the fixed matching share plan, the participant receives two matching shares for each invested share free of charge after a two-year vesting period, provided that the participant holds on to the shares invested in the plan and remains employed by Alma Media Group for the duration of the vesting period, or until spring 2018 (LTI 2016) or spring 2017 (LTI 2015). The maximum numbers of matching shares that can be earned are currently 195,000 shares (LTI 2016) and 153,100 shares (LTI 2015) (gross amounts from which taxes are withheld).

In the performance matching plans, the participant may earn at most two matching shares based on the profitable growth of the digital business and at most two matching shares based on the total shareholder return of the Alma Media share. Any performance matching shares earned will be paid based on digital business growth in spring 2018 and based on the total shareholder return of the company's share in spring 2020. The maximum numbers of matching shares that can be earned under the performance matching plans are currently 390,000 shares (LTI 2016) and 153,100 shares (LTI 2015) (gross amounts from which taxes are withheld).

The Board of Directors anticipates that no new shares will be issued in connection with the new share-based incentive plan. Therefore, the plan will have no dilutive effect on the number of the company's registered shares. The Annual General Meeting of Alma Media Corporation held on 17 March 2016 authorised the Board of Directors to decide on the repurchase of a maximum of 824,000 shares in one or more lots, and further authorised the Board of Directors to decide on a share issue by transferring shares in possession of the company to implement incentive programmes.

Payment of the incentive is contingent on the participant holding on to the shares invested in the plan and remaining employed by the Group for the duration of the plans, until March 2017, 2018 and 2020. The incentives are paid partly in cash and partly in shares. The cash component is intended to cover taxes incurred by the participant from the incentive.

The fair value of the reward is expensed until the matching shares are paid. The fair value of the share component is determined on the date on which the target group has agreed to the conditions of the plan. The financing cost arising from the obligation to hold shares and dividends expected during the vesting period have been deducted from the value of the share. The fair value of the plan based on the total shareholder return of the share also takes the market-based earning criteria into consideration. The cash component of the incentive is remeasured on each reporting date during the vesting period based on the price of the share on the date in question.

| QUARTERLY INFORMATION MEUR | 2016 Q2 | 2016 Q1 | 2015 Q4 | 2015 Q3 | 2015 Q2 | 2015 Q1 | 2014 Q4 | 2014 Q3 | 2014 Q2 |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| REVENUE | 92.0 | 86.7 | 78.6 | 68.0 | 73.0 | 71.9 | 76.6 | 70.5 | 75.7 |
| Alma Markets | 17.6 | 16.7 | 15.9 | 14.7 | 14.7 | 13.8 | 13.9 | 12.8 | 13.1 |
| Alma Talent | 30.5 | 29.3 | 18.2 | 12.5 | 14.0 | 13.8 | 14.0 | 12.2 | 13.1 |
| Alma News & Life | 12.1 | 10.9 | 11.8 | 10.4 | 11.4 | 10.6 | 11.8 | 12.0 | 13.6 |
| Alma Regions | 33.0 | 30.8 | 33.9 | 31.6 | 34.1 | 34.9 | 38.3 | 34.6 | 37.3 |
| Eliminations and non-allocated | -1.2 | -0.9 | -1.1 | -1.2 | -1.1 | -1.2 | -1.4 | -1.1 | -1.4 |
| ADJUSTED TOTAL EXPENSES | 82.2 | 81.4 | 71.7 | 60.6 | 66.4 | 70.0 | 71.2 | 63.5 | 69.5 |
| Alma Markets | 12.5 | 11.9 | 13.3 | 10.6 | 10.6 | 10.9 | 12.0 | 10.2 | 10.7 |
| Alma Talent | 27.2 | 27.2 | 16.3 | 10.4 | 12.2 | 11.9 | 12.2 | 10.0 | 11.7 |
| Alma News & Life | 10.3 | 9.4 | 10.2 | 9.8 | 10.5 | 10.9 | 11.6 | 11.1 | 11.7 |
| Alma Regions | 30.8 | 29.8 | 30.6 | 29.1 | 31.7 | 34.9 | 34.7 | 32.1 | 34.5 |
| Eliminations and non-allocated | 1.4 | 3.1 | 1.3 | 0.7 | 1.4 | 1.4 | 0.6 | 0.0 | 0.9 |
| ADJUSTED EBITDA | 14.4 | 9.9 | 10.8 | 11.0 | 10.2 | 5.3 | 8.9 | 10.4 | 9.7 |
| Alma Markets | 6.4 | 6.1 | 3.9 | 5.4 | 5.3 | 4.2 | 3.3 | 4.0 | 3.7 |
| Alma Talent | 4.4 | 3.2 | 2.5 | 2.3 | 2.1 | 2.1 | 1.9 | 2.3 | 1.4 |
| Alma News & Life | 2.0 | 1.6 | 1.6 | 0.7 | 0.9 | -0.3 | 0.2 | 0.9 | 2.0 |
| Alma Regions | 3.1 | 1.8 | 4.2 | 3.4 | 3.3 | 0.9 | 4.5 | 3.8 | 4.2 |
| Eliminations and non-allocated | -1.4 | -2.8 | -1.3 | -0.8 | -1.4 | -1.6 | -1.0 | -0.6 | -1.6 |
| ADJUSTED OPERATING PROFIT/LOSS | 9.9 | 5.5 | 7.1 | 7.6 | 6.8 | 1.9 | 5.6 | 7.0 | 6.3 |
| Alma Markets | 5.1 | 4.8 | 2.6 | 4.2 | 4.1 | 2.9 | 1.9 | 2.6 | 2.4 |
| Alma Talent | 3.4 | 2.2 | 2.1 | 2.1 | 1.9 | 1.9 | 1.8 | 2.2 | 1.3 |
| Alma News & Life | 1.9 | 1.5 | 1.6 | 0.6 | 0.9 | -0.4 | 0.2 | 0.9 | 1.9 |
| Alma Regions | 2.2 | 1.0 | 3.3 | 2.6 | 2.5 | 0.0 | 3.7 | 2.5 | 2.8 |
| Eliminations and non-allocated | -2.6 | -4.0 | -2.5 | -1.9 | -2.5 | -2.6 | -2.0 | -1.2 | -2.2 |
| % OF REVENUE | 10.8 | 6.4 | 9.0 | 11.1 | 9.3 | 2.7 | 7.3 | 9.9 | 8.3 |
| Alma Markets | 29.0 | 29.0 | 16.5 | 28.3 | 27.7 | 21.2 | 13.8 | 20.6 | 18.4 |
| Alma Talent | 11.2 | 7.6 | 11.3 | 17.1 | 13.3 | 14.0 | 13.2 | 17.7 | 10.2 |
| Alma News & Life | 15.3 | 13.9 | 13.6 | 6.0 | 7.8 | -3.4 | 1.4 | 7.3 | 14.1 |
| Alma Regions | 6.6 | 3.1 | 9.7 | 8.2 | 7.2 | 0.1 | 9.7 | 7.2 | 7.5 |
| Non-allocated | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| ADJUSTED ITEMS | -0.8 | -3.0 | -6.2 | -1.6 | 1.3 | 0.8 | -0.8 | -0.5 | -0.2 |
| Alma Markets | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | 0.0 | 0.0 |
| Alma Talent | -1.5 | -1.4 | -0.2 | -1.4 | 0.0 | 0.6 | -0.5 | -0.5 | 0.0 |
| Alma News & Life | 0.9 | 0.0 | -0.8 | 0.0 | 0.0 | 0.0 | -0.6 | 0.0 | 0.0 |
| Alma Regions | -0.2 | -1.1 | -3.1 | -0.2 | -0.4 | 0.2 | -1.5 | 0.0 | 0.0 |
| Non-allocated | 0.0 | -0.5 | -2.0 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | -0.2 |
| OPERATING PROFIT/LOSS | 9.1 | 2.5 | 0.9 | 6.0 | 8.1 | 2.7 | 4.8 | 6.5 | 6.1 |
| Alma Markets | 5.1 | 4.8 | 2.6 | 4.2 | 4.1 | 2.9 | 3.6 | 2.6 | 2.4 |
| Alma Talent | 1.9 | 0.8 | 1.8 | 0.7 | 1.9 | 2.5 | 1.4 | 1.6 | 1.3 |
| Alma News & Life | 2.8 | 1.5 | 0.7 | 0.6 | 0.9 | -0.4 | -0.4 | 0.9 | 1.9 |
| Alma Regions | 2.0 | -0.2 | 0.1 | 2.4 | 2.0 | 0.2 | 2.3 | 2.5 | 2.8 |
| Non-allocated | -2.6 | -4.5 | -4.4 | -1.9 | -0.7 | -2.6 | -2.0 | -1.2 | -2.3 |
| Finance income | 0.3 | 0.1 | 0.0 | 0.0 | 0.3 | 0.1 | 0.1 | 0.0 | 0.2 |
| Finance expenses | 0.7 | 0.8 | 1.2 | 1.2 | 0.7 | 0.6 | 0.7 | 0.8 | 0.9 |
| Share of profit of associated companies | 0.2 | 0.3 | 0.8 | 0.3 | 0.2 | 0.3 | 1.1 | 0.2 | 0.3 |
| PROFIT BEFORE TAX | 9.0 | 2.1 | 1.4 | 5.1 | 8.0 | 2.4 | 5.4 | 5.9 | 5.8 |
| Income tax | -2.1 | -0.5 | -1.1 | -1.4 | -1.6 | -0.6 | -1.3 | -1.1 | -1.0 |
| PROFIT FOR THE PERIOD | 6.9 | 1.6 | 0.3 | 3.7 | 6.3 | 1.8 | 4.0 | 4.8 | 4.8 |

Main accounting principles (IFRS)

This interim report has been prepared according to IFRS standards (IAS 34). The interim report applies the same accounting principles and calculation methods as the annual accounts dated 31 December 2015 and the new and revised IFRS standards described in the 2015 financial statements. The interim report does not, however, contain all the information or notes to the accounts included in the annual financial statements. This report should therefore be read in conjunction with the company's financial statements for 2015. The accounting principles of the financial years 2015 and 2016 are comparable. Alma Media revised the Group's segment structure from the beginning of 2016, and issued a stock exchange release announcing the change on 20 April 2016. The company has no discontinued operations to report in the 2015–2016 financial periods.

The key indicators are calculated using the same formulae as applied in the previous annual financial statements. The quarterly percentages of Return on Investment (ROI) and Return on Equity (ROE) have been annualised using the formula $((1 + \text{quarterly return})^4 - 1)$. The percentage of online business of revenue is calculated as $\text{online business/revenue} * 100$. The figures in this interim report are independently rounded.

The figures in this release are unaudited.

Seasonality

The Group recognises its content revenue from publishing activities as paid. For this reason, content revenues accrue in the income statement fairly evenly during the four quarters of the year. The bulk of newspaper subscription invoicing takes place at the beginning of the year and, therefore, the cash flow from operating activities is the strongest early in the year. This also affects the company's balance sheet position in different quarters.

General statement

This report contains certain statements that are estimates based on the management's best knowledge at the time they were made. For this reason, they contain a certain amount of risk and uncertainty. The estimates may change in the event of significant changes in the general economic conditions.

ALMA MEDIA CORPORATION

Board of Directors

Alma Media's financial calendar 2016

Alma Media will publish financial reports in 2016 as follows:

– Interim report for January–September 2016 on Friday, 28 October at approximately 9:00 EET