



REVENUE AND OPERATING PROFIT BY SEGMENT UNDER THE NEW SEGMENT STRUCTURE

2015

REVENUE BY SEGMENT MEUR	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2015 Q1-Q4
Alma Markets					
External	13.8	14.6	14.6	15.7	58.7
Inter-segments	.0	0.0	0.1	0.1	0.3
Alma Markets total	13.8	14.7	14.7	15.9	59.0
Alma Talent					
External	13.4	13.6	12.1	17.1	56.3
Inter-segments	0.4	0.4	0.4	1.1	2.2
Alma Talent total	13.8	14.0	12.5	18.2	58.5
Alma News & Life					
External	9.1	9.6	9.1	8.8	36.6
Inter-segments	1.5	1.7	1.4	2.9	7.5
Alma News & Life total	10.6	11.4	10.4	11.8	44.1
Alma Regions					
External	33.3	32.5	30.0	32.3	128.1
Inter-segments	1.7	1.6	1.5	1.6	6.4
Alma Regions total	34.9	34.1	31.6	33.9	134.5
Eliminations and non-allocated	-1.2	-1.1	-1.2	-1.1	-4.6
Group total	71.9	73.0	68.0	78.6	291.5
	2015	2015	2015	2015	2015
OPERATING PROFIT/LOSS BY SEGMENT, MEUR *)	1-3	4-6	7-9	10-12	1-12
Alma Markets	2.9	4.1	4.2	2.6	13.8
Alma Talent	2.5	1.9	0.7	1.8	6.9
Alma News & Life	-0.4	0.9	0.6	0.7	1.9
Alma Regions	0.2	2.0	2.4	0.1	4.8
Segments total	5.3	8.8	7.9	5.3	27.4
Non-allocated	-2.6	-0.7	-1.9	-4.4	-9.7
Group total	2.7	8.1	6.0	0.9	17.7

* Including non-recurring items

REVENUE AND OPERATING PROFIT BY SEGMENT UNDER THE OLD SEGMENT STRUCTURE

2015, old structure

REVENUE BY SEGMENT MEUR	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2015 Q1-Q4
Digital Consumer Services					
External	14.2	15.1	15.0	16.1	60.4
Inter-segments	0.3	0.3	0.3	0.5	1.3
Digital Consumer Services total	14.5	15.3	15.3	16.6	61.7

Financial Media and Business Services



External	13.4	13.6	12.1	17.1	56.3
Inter-segments	0.4	0.4	0.4	1.1	2.2
Financial Media and Business Services total	13.8	14.0	12.5	18.2	58.5
National Consumer Media					
External	8.6	9.2	8.7	8.5	35.1
Inter-segments	1.3	1.5	1.2	2.6	6.6
National Consumer Media total	9.9	10.7	9.9	11.1	41.6
Regional Media					
External	33.2	32.5	30.0	32.3	128.0
Inter-segments	1.7	1.6	1.6	1.6	6.4
Regional Media total	34.9	34.0	31.6	33.9	134.4
Eliminations and non-allocated	-1.2	-1.1	-1.2	-1.1	-4.6
Group total	71.9	73.0	68.0	78.6	291.5

	2015	2015	2015	2015	2015
OPERATING PROFIT/LOSS BY SEGMENT, MEUR *)	Q1	Q2	Q3	Q4	Q1-Q4
Digital Consumer Services	2.7	3.9	4.0	1.7	12.4
Financial Media and Business Services	2.5	1.9	0.7	1.8	6.9
National Consumer Media	-0.3	0.9	0.7	1.0	2.2
Regional Media	0.4	2.2	2.5	0.8	5.9
Segments total	5.3	8.8	7.9	5.3	27.4
Non-allocated	-2.6	-0.7	-1.9	-4.4	-9.7
Group total	2.7	8.1	6.0	0.9	17.7

* Including non-recurring items

KEY FIGURES BY SEGMENT UNDER THE NEW SEGMENT STRUCTURE

2015

Alma Markets key figures MEUR	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2015 Q1-Q4
Revenue	13.8	14.7	14.7	15.9	59.0
Advertising revenue	12.9	13.8	13.8	14.8	55.3
Service revenue	0.9	0.8	0.9	1.1	3.7
Operating profit excluding non-recurring items	2.9	4.1	4.2	2.6	13.8
Operating profit excluding non-recurring items/revenue, %	21.2	27.7	28.3	16.5	23.3
Operating profit	2.9	4.1	4.2	2.6	13.8
Operating profit/revenue, %	21.2	27.7	28.3	16.5	23.3
Average no. of employees, calculated as full-time employees	498	506	499	504	502
Online sales, % of revenue	100.0	100.0	100.0	100.0	100.0
Alma Talent, key figures MEUR	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2015 Q1-Q4
Revenue	13.8	14.0	12.5	18.2	58.5
Content revenue	4.0	3.8	4.0	7.9	19.7
Advertising revenue	4.0	4.1	3.3	5.8	17.2
Service revenue	4.7	4.9	4.2	4.6	18.4
Operating profit excluding non-recurring items	1.9	1.9	2.1	2.1	8.0

Operating profit excluding non-recurring items/revenue, %	14.0	13.3	17.1	11.3	13.6
Operating profit	2.5	1.9	0.7	1.8	6.9
Operating profit/revenue, %	18.2	13.3	5.8	10.1	11.9
Average no. of employees, calculated as full-time employees	238	247	245	420	287
Online sales, % of revenue	45.0	45.6	46.5	40.6	44.1

Alma News & Life key figures	2015	2015	2015	2015	2015
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	10.6	11.4	10.4	11.8	44.1
Content revenue	6.4	6.1	6.3	5.9	24.7
Advertising revenue	4.1	5.3	4.1	5.8	19.3
Service revenue	0.0	0.0	0.0	0.0	0.1
Operating profit excluding non-recurring items	-0.4	0.9	0.6	1.6	2.8
Operating profit excluding non-recurring items/revenue, %	-3.4	7.8	6.0	13.6	6.2
Operating profit	-0.4	0.9	0.6	0.7	1.9
Operating profit/revenue, %	-3.4	7.8	6.0	6.4	4.3
Average no. of employees, calculated as full-time employees	148	166	162	156	158
Online sales, % of revenue	30.2	33.8	29.8	40.7	33.8

Alma Regions key figures	2015	2015	2015	2015	2015
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	34.9	34.1	31.6	33.9	134.5
Content revenue	15.7	14.3	15.0	14.9	59.8
Advertising revenue	14.5	15.2	12.2	14.5	56.4
Service revenue	4.8	4.7	4.4	4.5	18.3
Operating profit excluding non-recurring items	0.0	2.5	2.6	3.3	8.3
Operating profit excluding non-recurring items/revenue, %	0.1	7.2	8.2	9.7	6.2
Operating profit	0.2	2.0	2.4	0.1	4.8
Operating profit/revenue, %	0.6	5.9	7.6	0.4	3.5
Average no. of employees, calculated as full-time employees, excl. delivery staff	689	706	680	634	677
Average no. of delivery staff	954	1,001	934	827	929
Online sales, % of revenue	2.8	4.1	3.3	4.2	3.6

KEY FIGURES BY SEGMENT UNDER THE OLD SEGMENT STRUCTURE

2015

Digital Consumer Services key figures	2015	2015	2015	2015	2015
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	14.5	15.3	15.3	16.6	61.7
Advertising revenue	13.2	14.1	14.1	15.2	56.6
Service revenue	1.3	1.2	1.2	1.4	5.1
Operating profit excluding non-recurring items	2.7	3.9	4.0	2.8	13.4
Operating profit excluding non-recurring items/revenue, %	18.8	25.6	26.2	16.7	21.8
Operating profit	2.7	3.9	4.0	1.7	12.4
Operating profit/revenue, %	18.8	25.6	26.2	10.4	20.1

Average no. of employees, calculated as full-time employees	505	512	506	512	509
Online sales, % of revenue	100.0	100.0	100.0	100.0	100.0
Financial Media and Business Services key figures	2015	2015	2015	2015	2015
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	13.8	14.0	12.5	18.2	58.5
Content revenue	4.0	3.8	4.0	8.5	20.3
Advertising revenue	4.0	4.1	3.3	5.8	17.2
Service revenue	5.8	6.0	5.2	4.0	21.0
Operating profit excluding non-recurring items	1.9	1.9	2.1	2.1	8.0
Operating profit excluding non-recurring items/revenue, %	14.0	13.3	17.1	11.3	13.6
Operating profit	2.5	1.9	0.7	1.8	6.9
Operating profit/revenue, %	18.2	13.3	5.8	10.1	11.9
Average no. of employees, calculated as full-time employees	238	247	245	420	287
Online sales, % of revenue	42.2	42.7	43.7	39.2	41.7
National Consumer Media key figures	2015	2015	2015	2015	2015
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	9.9	10.7	9.9	11.1	41.6
Content revenue	6.4	6.1	6.3	5.9	24.7
Advertising revenue	3.5	4.6	3.5	5.1	16.8
Service revenue	0.0	0.0	0.0	0.0	0.1
Operating profit excluding non-recurring items	-0.3	0.9	0.7	1.3	2.5
Operating profit excluding non-recurring items/revenue, %	-3.1	8.1	6.6	11.8	6.1
Operating profit	-0.3	0.9	0.7	1.0	2.2
Operating profit/revenue, %	-3.1	8.1	6.6	8.8	5.3
Average no. of employees, calculated as full-time employees	148	166	161	153	157
Online sales, % of revenue	25.5	29.8	25.9	37.1	29.8
Regional Media key figures	2015	2015	2015	2015	2015
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	34.9	34.0	31.6	33.9	134.4
Content revenue	15.7	14.3	15.0	14.9	59.8
Advertising revenue	14.4	15.1	12.2	14.5	56.3
Service revenue	4.8	4.6	4.4	4.5	18.3
Operating profit excluding non-recurring items	0.2	2.6	2.7	3.4	8.9
Operating profit excluding non-recurring items/revenue, %	0.5	7.7	8.6	10.1	6.6
Operating profit	0.4	2.2	2.5	0.8	5.9
Operating profit/revenue, %	1.0	6.4	8.0	2.4	4.4
Average no. of employees, calculated as full-time employees, excl. delivery staff	683	699	674	629	671
Average no. of delivery staff	954	1,001	934	827	929
Online sales, % of revenue	2.7	4.0	3.2	4.1	3.5

ASSETS, LIABILITIES AND CAPITAL EXPENDITURE BY SEGMENT UNDER THE NEW SEGMENT STRUCTURE

2015 2015 2015 2015

	31 Mar.	30 June	30 Sep.	31 Dec.
2015				
ASSETS BY SEGMENT, MEUR	31 Mar.	30 June	30 Sep.	31 Dec.
Alma Markets	80.0	79.0	77.8	79.7
Alma Talent	43.1	42.0	36.0	114.2
Alma News & Life	12.5	12.4	15.4	10.6
Alma Regions	66.3	63.2	62.7	63.2
Segments total	201.9	196.6	191.9	267.8
Non-allocated assets	65.4	62.1	60.4	60.5
Group total	267.4	258.7	252.3	328.3
LIABILITIES BY SEGMENT, MEUR	31 Mar.	30 June	30 Sep.	31 Dec.
Alma Markets	18.2	18.5	15.8	16.7
Alma Talent	11.4	10.8	8.7	33.5
Alma News & Life	5.0	4.0	2.9	3.0
Alma Regions	75.5	70.5	66.5	64.6
Segments total	110.2	103.9	93.9	117.8
Non-allocated liabilities	60.4	52.6	52.7	81.8
Total	170.5	156.5	146.6	199.6

	2015	2015	2015	2015	2015
GROUP CAPITAL EXPENDITURE BY SEGMENT, MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Alma Markets	0.2	0.1	0.5	2.3	3.1
Alma Talent	6.2	0.2	0.8	46.5	53.7
Alma News & Life	0.1	0.1	0.2	0.0	0.4
Alma Regions	0.3	0.5	0.2	0.4	1.4
Segments total	6.8	0.9	1.7	49.1	58.6
Non-allocated	0.4	0.5	0.2	0.4	1.6
Total	7.2	1.5	2.0	49.6	60.2

ASSETS, LIABILITIES AND CAPITAL EXPENDITURE BY SEGMENT UNDER THE OLD SEGMENT STRUCTURE

2015

	31 Mar.	30 June	30 Sep.	31 Dec.
ASSETS BY SEGMENT, MEUR	31 Mar.	30 June	30 Sep.	31 Dec.
Digital Consumer Services	89.2	88.1	90.3	86.2
Financial Media and Business Services	43.1	42.0	40.7	114.2
National Consumer Media	3.3	3.3	2.8	2.8
Regional Media	66.3	63.2	62.7	63.2
Segments total	201.9	196.6	196.5	266.5
Non-allocated assets	65.4	62.1	55.8	61.8
Total	267.4	258.7	252.3	328.3
LIABILITIES BY SEGMENT, MEUR	31 Mar.	30 June	30 Sep.	31 Dec.
Digital Consumer Services	18.6	18.8	16.2	17.1
Financial Media and Business Services	11.4	10.8	10.3	33.5
National Consumer Media	4.7	3.7	2.5	2.5
Regional Media	75.5	70.5	66.5	64.6
Segments total	110.2	103.9	95.5	117.7
Non-allocated liabilities	60.4	52.6	51.1	81.7



Total	170.5	156.5	146.6	199.5
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GROUP CAPITAL EXPENDITURE BY SEGMENT, MEUR	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2015 Q1-Q4
Digital Consumer Services	0.3	0.2	0.5	2.3	3.3
Financial Media and Business Services	6.2	0.2	0.8	46.7	53.9
National Consumer Media	0.1	0.0	0.1	0.0	0.2
Regional Media	0.3	0.5	0.2	0.4	1.4
Segments total	6.8	0.9	1.7	49.4	58.8
Non-allocated	0.4	0.5	0.2	0.3	1.4
Total	7.2	1.5	2.0	49.6	60.2