OFFER DOCUMENT **29 June 2023**

Mandatory Public Tender Offer by Otava Ltd for All Issued and Outstanding Shares in Alma Media Corporation

Otava Ltd (“**Otava**” or the “**Offeror**”) has offered to acquire through a mandatory public tender offer in accordance with Chapter 11 of the Finnish Securities Markets Act (746/2012, as amended, the “**SMA**”) and the terms and conditions of this tender offer document (the “**Offer Document**”), all of the issued and outstanding shares (the “**Shares**" or, individually, a “**Share**”) in Alma Media Corporation (the “**Company**” or “**Alma Media**") that are not held by the Offeror, the Company or any of its subsidiaries (the “**Offer**”).

The Offeror is a private limited company incorporated and existing under the laws of Finland, which acquired a total of 686,860 Shares in the Company through share purchases made between 14 June and 15 June 2023. The Offeror’s shareholding in all shares and voting rights in Alma Media was approximately 30.05 per cent at the time of the triggering of the obligation to launch the Offer on 15 June 2023, excluding Shares held in treasury by Alma Media. The highest price paid for the Shares was EUR 9.10 per Share, which is also the highest price paid by Otava for the Shares in Alma Media for a period of six (6) months prior to the triggering of the obligation to launch the Offer. As a result of the share purchases, Otava's shareholding in Alma Media increased to a total of 24,723,705 Shares, representing approximately 30.06 per cent of all Shares and voting rights in the Company as of the close of trading on 28 June 2023, excluding the Shares held in treasury by Alma Media. Prior to the share purchases, Otava held a total of 24,036,845 Shares in Alma Media, representing approximately 29.18 per cent of all Shares in Alma Media. Otava is the largest shareholder of Alma Media. 21,303,467 Shares, representing approximately 25.86 per cent of all Shares and voting rights issued by Alma Media, are held by shareholders who have irrevocably agreed in advance not to accept the Offer for the Shares held by them, provided that the Offer is carried out in accordance with the terms and conditions and within the time frame described herein (the "**Irrevocable Undertakings**").

After the shareholding of Otava in Alma Media exceeded 30 per cent of all voting rights carried by the Shares in Alma Media, Otava has become obligated to launch a mandatory public tender offer for all Shares and securities entitling to Shares in Alma Media in accordance with Chapter 11, Section 19 of the SMA. The Offer concerns all those Shares in Alma Media which are not held by the Offeror, the Company, or its subsidiaries. On the date of this Offer Document, Alma Media holds a total of 131 876 Shares in treasury.

Alma Media is a public limited liability company incorporated and existing under the laws of Finland with its Shares admitted to trading on the official list of Nasdaq Helsinki Ltd (“**Nasdaq Helsinki**”).

The Offer was announced by the Offeror on 21 June 2023 with an offer price of EUR 9.10 in cash for each Share validly tendered in the Offer (the “**Offer Price**”) The Offer Price corresponds to the highest price paid by Otava for the Shares in Alma Media for a period of six months prior to the triggering of the obligation to launch the Offer.

The Offer Price represents a discount of approximately 2.0 per cent compared to the volume-weight average price during the six months period preceding the triggering of the obligation to launch the Offer, a discount of approximately 0.8 per cent compared to the volume-weight average price during the three months period preceding the triggering of the obligation to launch the Offer, and an equal price compared to the closing price of the Share on Nasdaq Helsinki on 14 June 2023, the last day of trading before the triggering of the obligation to launch the Offer.

The acceptance period for the Offer commences on 30 June 2023 at 9:30 a.m. (Finnish time) and expires on 21 July 2023, at 4:00 p.m. (Finnish time), unless the offer period is extended (the “**Offer Period**”). For details, please see “*Terms and Conditions of the Offer*”.

In accordance with the Chapter 11, Section 13 of the SMA, the Board of Directors of the Company shall issue a statement concerning the Offer. The statement on the Offer shall be issued no later than five banking days prior to the earliest possible expiration date of the Offer Period. As of the date of this Offer Document, Alma Media's Board of Directors has not issued a statement on the Offer.

The information on this front page should be read in conjunction with, and is qualified in its entirety by, the more detailed information in this Offer Document, in particular under “*Terms and Conditions of the Offer*”.

THE OFFER IS NOT BEING MADE DIRECTLY OR INDIRECTLY IN ANY JURISDICTION WHERE PROHIBITED BY APPLICABLE LAW AND THIS OFFER DOCUMENT AND RELATED ACCEPTANCE FORMS ARE NOT AND MAY NOT BE DISTRIBUTED, FORWARDED OR TRANSMITTED INTO OR FROM ANY JURISDICTION WHERE PROHIBITED BY APPLICABLE LAW BY ANY MEANS WHATSOEVER INCLUDING, WITHOUT LIMITATION, MAIL, FACSIMILE TRANSMISSION, E-MAIL OR TELEPHONE. IN PARTICULAR, THE OFFER IS NOT MADE IN AND THIS OFFER DOCUMENT MUST UNDER NO CIRCUMSTANCES BE DISTRIBUTED INTO AUSTRALIA, CANADA, HONG KONG, JAPAN, NEW ZEALAND, SOUTH AFRICA OR SWITZERLAND OR ANY OTHER JURISDICTION WHERE PROHIBITED BY APPLICABLE LAW. ANY PURPORTED ACCEPTANCE OF THE OFFER RESULTING DIRECTLY OR INDIRECTLY FROM A VIOLATION OF THESE RESTRICTIONS WILL BE INVALID.

Financial Adviser to the Offeror

Arranger of the Offer

RESTRICTIONS AND IMPORTANT INFORMATION

This Offer Document has been prepared in compliance with Finnish law, including the SMA, the Decree of the Finnish Ministry of Finance on the Contents and Publication as well as Exceptions Granted from the Contents of an Offer Document as well as Mutual Recognition of an Offer Document Approved in the European Economic Area (1022/2012) and the regulations and guidelines 9/2013 of the Finnish Financial Supervisory Authority (the "**FIN-FSA**") on Takeover Bids and Mandatory Bids (FIVA 10/01.00/2013). This Offer Document constitutes an offer document as referred to in Chapter 11, Section 11 of the SMA. This Offer Document and the Offer are governed by Finnish law and any disputes arising out of or in connection with this Offer Document and/or the Offer will be exclusively settled by a court of competent jurisdiction in Finland.

The Offeror has undertaken to follow the Helsinki Takeover Code issued by the Finnish Securities Market Association (the "**Helsinki Takeover Code**") as referred to in Chapter 11, Section 28 of the SMA.

The FIN-FSA has approved a Finnish language version of this Offer Document, but the FIN-FSA assumes no responsibility for the accuracy of the information presented therein. The decision number of the approval of the FIN-FSA is FIVA/2023/1207. This is an English language translation of the Finnish language Offer Document. In the event of any discrepancy between the Finnish and English language versions of this Offer Document, the Finnish language version will prevail.

As permitted under Finnish law and other applicable laws or regulations, the Offeror may purchase Shares also outside the Offer on Nasdaq Helsinki or otherwise prior to the expiry of the Offer period or any extended Offer Period or Subsequent Offer Period (as defined below) at price that does not exceed the Offer Price of EUR 9.10 per Share, as the case may be.

The Offer is not being made, and the Shares will not be accepted for purchase from or on behalf of persons, directly or indirectly, in any jurisdiction in which the making or acceptance thereof would not be in compliance with applicable laws or regulations of such jurisdiction or would require any registration, approval or other measures with any regulatory authority not expressly contemplated by this Offer Document. The Offer is not being made, and the Shares will not be accepted for purchase from or on behalf of persons, directly or indirectly, in contravention of any applicable sanctions laws or regulations, including any sanctions regulations of the United Nations, the European Union, the United States, the United Kingdom or any other sanctions regulation in force and followed by state of Finland during the Offer Period or the acceptance procedure of the Offer. Persons obtaining and/or into whose possession this Offer Document comes are required to take due note and observe all such restrictions and obtain any necessary authorisations, approvals or consents. Neither the Offeror nor its affiliates nor any of its respective advisers accepts any liability for any violation by any person of any such restriction. Any person (including, without limitation, custodians, nominees and trustees) who intends to forward this Offer Document or any related document to any jurisdiction outside Finland should carefully read this section "*Restrictions and Important Information*" before taking any action. The distribution of this Offer Document in jurisdictions other than Finland may be restricted by law and, therefore, persons into whose possession this Offer Document comes should inform themselves about and observe such restrictions. Any failure to comply with any such restrictions may constitute a violation of the securities laws of any such jurisdiction.

The Offer is not being made, directly or indirectly, in or into Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland and this Offer Document and any and all materials related thereto should not be sent in or into Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland (including by use of, or by any means or instrumentality, for example, e-mail, post, facsimile transmission, telephone or internet, of interstate or foreign commerce, or any facilities of a national securities exchange), and the Offer cannot be accepted directly or indirectly or by any such use, means or instrumentality, in or from within Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland. Accordingly, copies of this Offer Document and any related materials are not being, and must not be, mailed, forwarded, transmitted or otherwise distributed or sent in or into or from Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland or, in their capacities as such, to custodians, trustees, agents or nominees holding Shares for Australian, Canadian, Hong Kong, Japanese, New Zealander, South African or Swiss persons, and persons receiving any such documents (including custodians, nominees and trustees) must not distribute, forward, mail, transmit or send them in, into or from Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland. Any person accepting the Offer shall be deemed to represent to the Offeror such person's compliance with these restrictions and any purported acceptance of the Offer that is a direct or indirect consequence of a breach or violation of these restrictions shall be null and void. Shareholders wishing to accept the Offer must not use the mailing system of Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland for any purpose directly or indirectly related to acceptance of the Offer. Envelopes containing acceptances must not be postmarked in Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland. When completing the acceptance, shareholders wishing to accept the Offer must provide an address that is not located in Australia, Canada, Hong Kong, Japan, New Zealand, South

Africa or Switzerland. Shareholders will be deemed to have declined the Offer if they (i) submit an envelope postmarked in Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland or (ii) provide an address located in Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland. Shareholders will be deemed to have declined the Offer if they do not make the representations and warranties set out in the acceptance.

All financial and other information presented in this Offer Document concerning the Company has been extracted from, and has been prepared exclusively based upon, publicly available information including the unaudited interim report published by the Company as at and for the three months ended 31 March 2023, the audited consolidated financial statements as at and for the year ended 31 December 2022, other stock exchange releases published by the Company, entries in the Finnish Trade Register, and other publicly available information. Consequently, the Offeror does not accept any responsibility for such information except for the accurate reproduction of such information herein.

This Offer Document will only be supplemented or updated with any financial statement release, interim report half-year report or other stock exchange release published by Alma Media after the date of this Offer Document only to the extent required by mandatory law. The Offeror will not separately inform any person about the publication of any such financial statement release interim report, half-year report or other stock exchange release published by Alma Media.

Advium Corporate Finance Ltd. ("**Advium**") is acting exclusively for the Offeror and no one else in connection with this Offer and other the matters referred to in this document, and will not consider any other person (whether or not he/she is a recipient of this document) as a client in connection with the Offer, and will not be responsible to anyone other than the Offeror for providing the protections afforded to its clients or for providing advice in relation to the Offer or any transaction or arrangement referred to in this document.

Evli Plc ("**Evli**") is acting as the Arranger of the Offer, and will not consider any person other than the Offeror as a client in connection with the Offer, and will not be responsible to anyone other than the Offeror for providing the protections afforded to clients of Evli, nor for providing any advice in relation with the Offer.

Information for Shareholders in the United States

Shareholders of Alma Media in the United States are advised that the shares in Alma Media are not listed on a U.S. securities exchange.

The Offer will be made for all of the issued and outstanding shares in Alma Media, which is domiciled in Finland, and is subject to Finnish disclosure and procedural requirements. The Offer is made in the United States pursuant to section 14(e) of, and Regulation 14E under, the Exchange Act, subject to the exemption provided under Section 14d-1(c) under the Exchange Act for a Tier I tender offer (the "**Tier I Exemption**"), and otherwise in accordance with the disclosure and procedural requirements of Finnish law, including with respect to the Offer timetable, settlement procedures, withdrawal, waiver of conditions and timing of payments, which are different from those in the United States. In particular, the financial information included in this Offer Document has been prepared in accordance with applicable accounting standards in Finland, which may not be comparable to the financial statements or financial information of U.S. companies. The Offer is made to Alma Media's shareholders resident in the United States on the same terms and conditions as those made to all other shareholders of Alma Media to whom an offer is made. Any informational documents, including this Offer Document, are being disseminated to U.S. shareholders on a basis comparable to the method that such documents are provided to Alma Media's other shareholders. U.S. shareholders should consider that the Offer Price for the Offer is being paid in EUR and that no adjustment will be made to the Offer Price based on any changes in the exchange rate.

To the extent permissible under applicable laws or regulations, the Offeror and its affiliates or its brokers and its brokers' affiliates (acting as agents for the Offeror or its affiliates, as applicable) may from time to time after the date of this Offer Document and during the pendency of the Offer, and other than pursuant to the Offer, directly or indirectly purchase or arrange to purchase Shares or any securities that are convertible into, exchangeable for or exercisable for Shares. These purchases may occur either in the open market at prevailing prices or in private transactions at negotiated prices. To the extent information about such purchases or purchasing arrangements is made public in Finland, such information will be disclosed by means of a press release or other means reasonably calculated to inform U.S. shareholders of Alma Media of such information. In addition, the financial advisers to the Offeror may also engage in ordinary course trading activities in securities of Alma Media, which may include purchases or arrangements to purchase such securities. To the extent required in Finland, any information about such purchases will be made public in Finland in the manner required by Finnish law.

NEITHER THE U.S. SECURITIES AND EXCHANGE COMMISSION NOR ANY U.S. STATE SECURITIES COMMISSION HAS APPROVED OR DISAPPROVED THE OFFER, PASSED UPON THE MERITS OR FAIRNESS OF THE OFFER, OR PASSED ANY COMMENT UPON THE ADEQUACY, ACCURACY OR COMPLETENESS OF THE DISCLOSURE IN THIS RELEASE IN RELATION TO THE OFFER. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENCE IN THE UNITED STATES.

The receipt of cash pursuant to the Offer may be a taxable transaction. Each holder of Shares is urged to consult its independent professional advisers regarding the tax and other consequences of accepting the Offer.

To the extent the Offer is subject to U.S. securities laws, those laws only apply to U.S. holders of Shares, and will not give rise to claims on the part of any other person. It may be difficult for Alma Media's shareholders to enforce their rights and any claims they may have arising under the U.S. federal securities laws, since the Offeror and Alma Media are located in a non-U.S. jurisdiction and some or all of their respective officers and directors may be residents of non-U.S. jurisdictions. Alma Media's shareholders may not be able to sue the Offeror or Alma Media or their respective officers or directors in a non-U.S. court for violations of the U.S. federal securities laws. It may be difficult to compel the Offeror and Alma Media and their respective affiliates to subject themselves to a U.S. court's judgment.

Availability of Documents

The Finnish language version of this Offer Document is available at otavakonserni.fi/konsernin-kuulumisia/pakollinen-julkinen-ostotarjous-alma-media-oyjn-osakkeista/, and this English language translation of the Offer Document is available at otavakonserni.fi/group-news/mandatory-public-tender-offer-of-shares-in-alma-media-corporation/, each as of the date of this Offer Document.

Forward-looking Statements

This Offer Document contains statements that, to the extent they are not historical facts, constitute "forward-looking statements". Forward-looking statements include statements concerning plans, expectations, projections, objectives, targets, goals, strategies, future events, future revenues or performance, capital expenditures, financing needs, plans or intentions relating to acquisitions, competitive strengths and weaknesses, plans or goals relating to financial position, future operations and development, business strategy and the trends in the industries and the political and legal environment and other information that is not historical information. In some instances, they can be identified by the use of forward-looking terminology, including the terms "believes", "intends", "may", "will" or "should" or, in each case, their negative or variations on comparable terminology. By their very nature, forward-looking statements involve inherent risks, uncertainties and assumptions, both general and specific, and risks exist that the predictions, forecasts, projections and other forward-looking statements will not be achieved. Given these risks, uncertainties and assumptions, investors are cautioned not to place undue reliance on such forward-looking statements. Any forward-looking statements contained herein speak only as at the date of the Offer Document.

Certain Key Dates

The following timetable sets forth certain key dates relating to the Offer, provided that the Offer Period has not been extended or discontinued in accordance with, and subject to, the terms and conditions of the Offer and applicable laws and regulations:

Notice of the obligation to launch the Offer	16 June 2023
Announcement of the Offer	21 June 2023
Offer Period commences	30 June 2023
Offer Period expires	On or about 21 July 2023
Announcement of the preliminary result of the Offer	On or about 24 July 2023
Announcement of the final result of the Offer	On or about 26 July 2023
Payment of the Offer Price	On or about 27 July 2023

PARTIES RESPONSIBLE FOR THE OFFER DOCUMENT

The Offeror

Otava Ltd
Address: Uudenmaankatu 10, FI-00120 Helsinki, Finland
Domicile: Helsinki, Finland

The Board of Directors of the Offeror
Henrik Ehrnrooth (Chairman)
Mervi Airaksinen
Philip Aminoff
Jesse Maula
Jorma Ollila
Eva Reenpää

CEO of the Offeror
Pehr Alexander Lindholm

This Offer Document has been prepared by the Offeror pursuant to Chapter 11, Section 11 of the SMA.

The persons responsible for the Offer Document represent that to their best understanding the information contained in this Offer Document is in accordance with the facts and contains no omission likely to affect the assessment of the benefits of the Offer.

All information concerning Alma Media presented in this Offer Document has been extracted exclusively from publicly available information. The Offeror confirms that this information has been accurately reproduced and that as far as the Offeror is aware and is able to ascertain from information published by Alma Media, no facts have been omitted which would render the reproduced information incorrect or misleading.

29 June 2023

Otava Ltd

ADVISERS TO THE OFFEROR

Financial Adviser to the Offeror in connection with the Offer

Advium Corporate Finance Ltd.
Aleksanterinkatu 19 A, 5. krs
FI-00100 Helsinki
Finland

Arranger of the Offer

Evli Plc
Aleksanterinkatu 19
FI-00100 Helsinki
Finland

Legal Adviser to the Offeror in connection with the Offer

Hannes Snellman Attorneys Ltd
Eteläesplanadi 20
FI-00130 Helsinki
Finland

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BACKGROUND AND OBJECTIVES

Background to the Offer

The Offeror, Otava, is a private limited liability company incorporated under the laws of Finland. The Offeror's business areas are general literature and learning materials publishing and printing (Otava Publishing Company Ltd and Otava Book Printing Ltd), book retail trade (Suomalainen Kirjakauppa Ltd) and magazine publishing (Otavamedia Ltd).

Alma Media is a public limited liability company incorporated under the laws of Finland, with its shares listed on the official list of Nasdaq Helsinki. Alma Media is an international company of digital media, marketplaces and services with a strong capacity for renewal. Alma Media's business operations in Finland include leading housing and automotive marketplaces, financial and professional media, national consumer media and content and data services for businesses and professionals. Alma Media's international business in Eastern Central Europe, Sweden and the Baltics countries consists of recruitment services and a marketplace for commercial properties. Alma Media's best-known brands in Finland include Kauppalehti, Talouselämä, Iltalehti, Etuovi.com and Nettiauto. Internationally Alma Media has recruitment services in the Czech Republic (prace.cz and jobs.cz), Slovakia (Profesia.sk) and Croatia (mojposao.net).

The Offeror acquired through its share purchases made between 14 June and 15 June 2023 a total of 686,860 Shares in Alma Media Corporation. The highest price paid for the acquired Shares was EUR 9.10, which is also the highest price paid by Otava for the Shares in Alma Media within the last six (6) months preceding the triggering of the obligation to launch the Offer. As a result of the share purchases, Otava's shareholding in Alma Media increased to a total of 24,723,705 Shares, corresponding to approximately 30.06 per cent of all Shares and voting rights in the Company as of the close of trading on 28 June 2023, excluding the Shares held in treasury by Alma Media. Otava's shareholding as at the triggering of the obligation to launch the Offer on 15 June 2023 corresponded to approximately 30.05 per cent of all Shares and voting rights in Alma Media, excluding the Shares held in treasury by Alma Media. Prior to the share purchases, the Offeror held 24,036,845 Shares in Alma Media, representing approximately 29.18 per cent of all Shares in Alma Media. Otava is the largest shareholder of Alma Media.

After the Offeror's holding in Alma Media exceeded 30 per cent of the voting rights carried by Shares in Alma Media, excluding Shares held in treasury by Alma Media, the Offeror has become obligated to launch a mandatory public tender offer for all Shares and securities entitling to Shares in Alma Media in accordance with Chapter 11, Section 19 of the SMA.

Offer's Effects on the Operations and Assets of Alma Media and on its Management and Employees

The completion of the Offer is not expected to have any effects on the operations, assets, the position of the management or employees, or the location of the offices of Alma Media. The Offeror has not entered into any agreements with the management of the Company or employees based on the completion of the Offer.

Effects on the Operations and Assets of the Offeror and on its Management and Employees

Other than as a result of the payment of the Offer Price, the completion of the Offer is not expected to have any effects on the operations, assets, the position of the management or employees, or the location of the offices of the Offeror.

Offeror's Strategic Plans

Alma Media is a strategic investment for the Offeror, and the Offeror sees itself as a long-term and significant shareholder in the Company. The Offeror aims to keep Alma Media as a listed company. The Offeror is of the view that operating as a listed company will continue to provide the Company with good prerequisites and a stable foundation to develop its business and grow profitably, and enables flexible prerequisites for the financing of the Company's business operations.

Financing of the Offer

The Offeror expects to be able to finance the Offer in full with its existing cash holdings, provided that the acquired total shareholding in Alma Media as a result of the Offer does not exceed 50 per cent of all the Shares in Alma Media, including the current shareholding of the Offeror in Alma Media. In addition, the Offeror has obtained commitment letters from Nordea Bank Oyj and OP Corporate Bank plc (together, the "**Lenders**") securing the availability of external debt financing for the amount exceeding cash holdings in case the acquired total shareholding of the Offeror in Alma Media as a result of the Offer would exceed 50 per cent of all the shares in Alma Media, including the current shareholding of the Offeror in Alma Media. The financing of the Offer has been secured up to the amount that may be raised by the Offeror taking into account the Irrevocable Undertakings, pursuant to which shareholders in Alma Media holding approximately 25.86 per cent of the Shares and voting rights in Alma Media in the aggregate have undertaken not to accept the Offer for their Shares. The Offeror's obligation to complete the Offer is not conditional upon availability of financing, and the Offeror does not require any third-party consents for the financing of the Offer. The financial arrangements for the Offer do not have any impact on the operations or obligations of Alma Media.

The debt financing has been committed on a customary European "certain funds" basis, subject to the following conditions:

a) the provision of certain customary documentary and commercial conditions precedent,

b) no change of control has occurred in the Offeror, no other public tender offer has been made for the Shares in Alma Media, Alma Media has not announced a merger or demerger together with another party, and no other party or parties acting in concert have acquired control in Alma Media,

c) the Offeror is not in breach of sanctions provisions as set out in the terms and conditions of the debt financing,

d) no payment default, a breach of a major undertaking, a major misrepresentation, certain invalidities or repudiations, insolvency or certain insolvency proceedings have occurred or continue to occur, and such event would not occur from the utilization of the debt financing

e) certain statements are still true, and

f) it has not become illegal for the lender or the group company of the lender or a similar party to make available or allow to remain outstanding the debt financing under the relevant facilities agreement or to fulfil other terms of the relevant facilities agreement.

Offeror's Future Plans in Respect of the Alma Media Shares

The Offeror's intention is not to acquire all Shares in the Company to the extent that it does not result from the Offer. As shareholders in Alma Media holding in aggregate approximately 25.86 per cent of the Shares and voting rights in the Company have in advance given Irrevocable Undertakings to not accept the Offer with respect to the Shares held by them, the Offeror does not expect that the Offer will result in a right or obligation to redeem all shares in the Company in accordance with the Finnish Companies Act (624/2006, as amended, "**FCA**"). It is the intention of the Offeror that trading with the Shares on Nasdaq Helsinki will continue as usual notwithstanding the completion of the Offer.

Obligation to Make a Mandatory Offer

According to Chapter 11, Section 19 of the SMA, a shareholder holding more than thirty (30) per cent or fifty (50) per cent of the voting rights attached to shares in a company, the shares of which are subject to trading on a regulated market, is obligated to make a public offer (mandatory offer) for all the remaining shares and securities issued by the company entitling to shares in the company.

Redemption under the Finnish Companies Act

According to Chapter 18, Section 1 of the FCA, a shareholder holding more than nine-tenths (9/10) of the total number of shares and voting rights in a limited liability company has the right to acquire and, subject to a demand by other shareholders, is also obligated to redeem the shares owned by the other shareholders in the company at a fair price.

After the completion of the Offer, should the Offeror obtain more than ninety (90) percent of the Shares and voting rights carried by the Shares in Alma Media, calculated in accordance with Chapter 18, Section 1 of the FCA, the Offeror will initiate compulsory redemption proceedings in accordance with the FCA as soon as reasonably practicable. The compulsory redemption procedure is set forth in more detail in the FCA. Since the Offer Price is subject to further reduction for the distribution or declaration of any dividends, the Offeror intends to request for the redemption price to be similarly reduced if any distribution is paid to the shareholders of Alma Media prior to the Offeror acquiring the remaining Shares in the compulsory redemption proceedings.

Compliance with the Recommendation Pursuant to Chapter 11, Section 28 of the SMA

Alma Media has undertaken to follow the Helsinki Takeover Code as referred to in Chapter 11, Section 28 of the SMA.

Irrevocable Undertakings by the Shareholders

21,303,467 Shares, which is approximately 25.86 per cent of all Shares and voting rights in Alma Media, are held by shareholders who have in advance irrevocably undertaken not to accept the Offer with respect to the Shares held by them, provided that the Offer is executed in accordance with the terms and timetable described herein.

Fees payable based on the completion of the Offer

The Offeror has appointed Advium Corporate Finance Ltd as its financial advisor, Evli Plc as arranger of the Offer and Hannes Snellman Attorneys Ltd as legal adviser in connection with the Offer. Part of the fees payable to Advium and Evli by the Offeror in connection with the Offer are dependent on the completion of the Offer: the amount of fees, which is dependent on the completion of the Offer, is based on the number of Shares received by the Offeror as a result of the Offer. The Offeror will not pay any remuneration or other benefits to the members of the Board of Directors, the CEO or other senior management of Alma Media as a result of the Offer.

Governing Law

The Offer and this Offer Document are governed by the laws of Finland and any dispute arising out of or in connection with them will be settled by a court of competent jurisdiction in Finland.

Statement by the Board of Directors of Alma Media

The Board of Directors of Alma Media is obligated to release a statement concerning the Offer in accordance with the Chapter 11, Section 13 of the SMA. The Offer Document will be supplemented with the statement without delay after the statement is released. The statement will be attached in this Offer Document in Annex C.

Approvals from Authorities

Otava is of the view that the completion of the Offer will not require approvals from competition authorities at least in a situation in which Otava's shareholding of all Shares in Alma Media remains below 36.84 per cent as a result of the Offer. If Otava's shareholding would exceed the aforementioned threshold as a result of the Offer, the Offeror would contact the Finnish Competition and Consumer Authority (the "**FCCA**") and other potentially competent competition authorities to confirm whether reaching of the threshold requires an approval of the FCCA and/or any other competent competition authority for the shareholding acquired as a result of the Offer. It should also be noted that in this case, Otava would not be allowed to use the voting rights conferred by the Shares acquired as a result of the Offer or otherwise influence the competitive behaviour of Alma Media before the FCCA or any other competent competition authority would have taken a position on whether reaching of the threshold would lead to the acquisition of control, and/or Otava's shareholding in Alma Media acquired as a result of the Offer would have been approved. Therefore, the completion of the Offer is not subject to any approvals from competition authorities.

The Offeror is not aware of any other regulatory or similar approvals which would be required for the completion of the Offer on the date of this Offer Document. In case there were such regulatory or similar approvals, the Offeror will use its reasonable best efforts to obtain any such regulatory approvals. However, the length and outcome of the possible regulatory approval process is not within the control of the Offeror, and there can be no assurances that possible clearances will be obtained within the estimated timeframe, if at all. If all such regulatory approvals would not have been obtained prior to the expiry of the Offer Period, the Offeror may extend the offer period in accordance with, and subject to, the terms and conditions of the Offer and applicable laws and regulations, in order to satisfy the Conditions to Completion.

INFORMATION ON THE PRICING OF THE OFFER

Grounds for Determining the Offer Price

According to Chapter 11, Section 23 of the SMA, the consideration to be offered in a mandatory public tender offer for all shares and other securities entitling to shares in the target company shall be the market price. The starting point in determining the market price shall be the highest price paid for the securities subject to the tender offer by the offeror or by a person related to the offeror as stipulated in Chapter 11, Section 5 of the SMA, during a period of six (6) months preceding the triggering of the obligation to launch the tender offer.

Under the Offer, the Offeror is offering a cash consideration of EUR 9.10 for each Share validly tendered.

The Offeror acquired a total of 686,860 shares in Alma Media Corporation between 14 June and 15 June 2023, as a result of which, Otava's holding of shares and voting rights in Alma Media increased to a total of 24,723,705 Shares. The Offeror's shareholding as at the triggering of the obligation to launch the Offer on 15 June 2023 was approximately 30.05 per cent of all Shares and voting rights in Alma Media, excluding the Shares held in treasury by Alma Media. For the Shares acquired between 14 June and 15 June 2023, the highest price paid was EUR 9.10 per Share and the lowest price paid was EUR 8.85 per Share, which also were the highest and lowest prices paid by Otava for the Shares in Alma Media during a period of six (6) months preceding the triggering of the obligation to launch the Offer. Prior to the share purchases, Otava held 24,036,845 Shares in Alma Media. As of the close of trading on 28 June 2023, the Offeror holds approximately 30.06 per cent of all Shares and voting rights in Alma Media, excluding the Shares held in treasury by Alma Media. In addition to the Shares acquired between 14 June and 15 June 2023, the Offeror or parties related to the Offeror as referred to in Chapter 11, Section 5 of the SMA have not during a period of six (6) months preceding the triggering of the obligation to launch the Offer acquired any Shares in the Company. The Offeror has not acquired Shares in Alma Media between 15 June 2023, the date on which the obligation to launch the Offer was triggered, and 21 June 2023, the date on which the Offer was announced. No other party referred to in Chapter 11, Section 5 of the SMA holds any Shares in the Company.

Trading Prices and Volumes of the Shares

The Shares of Alma Media are listed on the official list of Nasdaq Helsinki under the trading code "ALMA". The ISIN code of the shares of Alma Media is FI0009013114.

The following graph sets forth the price development and trading volume of the shares of Alma Media on Nasdaq Helsinki for the three years preceding the triggering of the obligation to launch the Offer (i.e., from 14 June 2020 to 14 June 2023):

The closing price of the Share on Nasdaq Helsinki on 14 June 2023, the last day of trading preceding the triggering of the obligation to launch the Offer, was EUR 9.10 per Share. The volume-weighted average trading price of the Shares on Nasdaq Helsinki over a three (3) month period preceding the triggering of the obligation to launch the Offer, i.e. between 14 March 2023 and 14 June 2023, was EUR 9.17. The corresponding volume-weighted average trading price during the six (6) months, i.e., between 14 December 2022 and 14 June 2023, was EUR 9.29 preceding the triggering of the obligation to launch the Offer.

The Offer Price is EUR 9.10 per each Share, which corresponds to a discount of approximately 2.0 per cent compared to the volume-weighted average price of Share during the six (6) months preceding the triggering of the obligation to launch the Offer, a discount of approximately 0.8 per cent compared to the volume-weighted average price of Share during the three (3) months preceding the triggering of the obligation to launch the Offer, and an equal price compared to the closing price of the share on Nasdaq Helsinki on 14 June 2023, i.e., the last day of trading preceding the triggering of the obligation to launch the Offer.

The following table sets forth quarterly information on the trading volumes and trading prices of the shares of Alma Media on Nasdaq Helsinki for three (3) years preceding the triggering of the obligation to launch the Offer:

Date range					Total	Total	Closing price		WVAP
Quarter	Year	Period	Start	End	Volume	Turnover	Low	High	Quarterly
Q1	2020	Q1 2020	1.1.2020	31.3.2020	1,365,038	10,931,781	6.10	9.14	8.01
Q2	2020	Q2 2020	1.4.2020	30.6.2020	1,091,387	8,092,617	6.04	8.32	7.41
Q3	2020	Q3 2020	1.7.2020	30.9.2020	984,380	7,260,294	6.80	7.88	7.38
Q4	2020	Q4 2020	1.10.2020	31.12.2020	1,040,513	8,296,126	7.36	8.98	7.97
Q1	2021	Q1 2021	1.1.2021	31.3.2021	930,131	8,650,331	8.66	9.74	9.30
Q2	2021	Q2 2021	1.4.2021	30.6.2021	1,487,376	14,781,753	9.04	10.68	9.94
Q3	2021	Q3 2021	1.7.2021	30.9.2021	667,809	7,550,997	9.80	12.30	11.31
Q4	2021	Q4 2021	1.10.2021	31.12.2021	613,708	6,704,830	9.91	12.60	10.93
Q1	2022	Q1 2022	1.1.2022	31.3.2022	1,038,379	10,460,356	8.95	11.60	10.07
Q2	2022	Q2 2022	1.4.2022	30.6.2022	1,053,285	10,349,160	9.02	10.50	9.83
Q3	2022	Q3 2022	1.7.2022	30.9.2022	325,905	3,130,756	7.94	10.46	9.61
Q4	2022	Q4 2022	1.10.2022	31.12.2022	386,898	3,501,240	8.03	9.90	9.05
Q1	2023	Q1 2023	1.1.2023	31.3.2023	610,541	5,799,210	8.99	10.10	9.50
Q2	2023	Q2 2023	1.4.2023	30.6.2023	1,137,558	10,424,559	8.76	9.86	9.16

Other Public Offers Regarding the Shares

To the knowledge of the Offeror no other offer for the Shares or any securities entitling to shares in Alma Media has been publicly made by third party during the twelve (12) months preceding the triggering of the obligation to launch the Offer.

TERMS AND CONDITIONS OF THE OFFER

Object of the Offer

Otava Oy (the "**Offeror**") offers to acquire through a mandatory public cash tender offer in accordance with Chapter 11 of the Finnish Securities Markets Act (746/2012, as amended, the "**SMA**") and subject to the terms and conditions set forth herein all of the issued and outstanding shares (the "**Shares**") in Alma Media Oyj (the "**Company**" or "**Alma Media**") that are not held by the Offeror, the Company or any of its subsidiaries (the "**Offer**"). On the date of this offer document (the "**Offer Document**"), Alma Media has issued a total of 82,383,182 Shares, out of which the Offeror holds 24,723,705 Shares and Alma Media holds 131,876 Shares based on the situation at the end of trading on 28 June 2023. Thus, the Offer is made of 57,527,601 Shares.

Offer Price

The Offer was announced by the Offeror on 21 June 2023 (the "**Offer Announcement**") with an offer price of EUR 9.10 in cash for each Share validly tendered in the Offer in accordance with its terms and conditions (the "**Offer Price**").

The Offer Price has been determined based on 82,383,182 issued and outstanding Shares as at the date of this Offer Document. Should the Company increase the number of Shares as a result of any measure with a dilutive effect, or in any other way distribute or transfer value to its shareholders, or if a record date with respect to any of the foregoing occurs prior to any settlement of the Offer (with the effect that any resulting distribution of funds is not payable to the Offeror), the Offeror reserves the right to reduce the Offer Price payable accordingly on a euro-for-euro basis.

Any adjustment of the Offer Price pursuant to the above will be announced by way of a stock exchange release.

Offer Period

The offer period for the Offer commences on 30 June 2023, at 9:30 a.m. (Finnish time) and expires on 21 July 2023, at 4:00 p.m. (Finnish time) (the "**Offer Period**"), unless the Offer Period is extended as described below. The acceptance of the Offer must be received by the relevant account operator, as described below under "*– Acceptance Procedure for the Offer*", before the expiration of the Offer Period.

The Offeror may extend the Offer Period (i) at any time until the Conditions to Completion (as defined exhaustively below under *"Conditions to Completion of the Offer"*) have been fulfilled and/or (ii) with a Subsequent Offer Period (as defined below) in connection with any announcement whereby the Offeror declares the Offer unconditional.

The Offeror will announce a possible extension of the Offer Period, including the duration of the extended Offer Period, which shall be at least two (2) weeks, with a stock exchange release during the Offer Period. Furthermore, the Offeror will announce any possible further extension of an already extended Offer Period or an extension of a discontinued extended Offer Period during an already extended Offer Period or a discontinued extended Offer Period.

According to Chapter 11, Section 12 of the SMA, the duration of the Offer Period in its entirety may not extend beyond ten (10) weeks. However, if the Conditions to Completion have not been fulfilled due to a particular obstacle as referred to in the Finnish Financial Supervisory Authority's (the "**FIN-FSA**") Regulations and Guidelines (9/2013) on Takeover Bids and Mandatory Bids (as amended, the "**Takeover Guidelines**"), such as, for example, pending approval by a competition authority, the Offeror may extend the Offer Period beyond ten (10) weeks until such obstacle has been removed and the Offeror has had reasonable time to respond to the situation in question, provided that the business operations of the Company are not hindered for longer than is reasonable, as referred to in Chapter 11, Section 12, Subsection 2 of the SMA. The Offer Period may also be extended as required under applicable laws and regulations. The expiry date of any extended Offer Period will in such case, unless published in connection with the announcement of the extension of the Offer Period, be published by the Offeror at least two (2) weeks before such expiry. Further, any Subsequent Offer Period may extend beyond ten (10) weeks.

The Offeror may discontinue any extended Offer Period should all the Conditions to Completion (as defined below) be fulfilled prior to the expiration of the extended Offer Period and consummate the Offer in accordance with its terms and conditions by purchasing the Shares validly tendered and not properly withdrawn in the Offer. Should the Offeror discontinue the extended Offer Period, the Offeror will announce its decision thereon as soon as possible after such a decision has been made and, in any case, no less than two (2) weeks prior to the expiration of the discontinued extended Offer Period. If the Offeror discontinues the extended Offer Period, the extended Offer Period will expire at an earlier time on a date announced by the Offeror.

The Offeror reserves the right to extend the Offer Period following any announcement whereby the Offeror declares the Offer unconditional (such extended Offer Period, the "**Subsequent Offer Period**"). In the event of such Subsequent Offer Period, the Subsequent Offer Period will expire on the date and at the time determined by the Offeror in such an announcement. The expiration of a Subsequent Offer Period will be announced at least two (2) weeks before the expiration of such Subsequent Offer Period.

Conditions to Completion of the Offer

In accordance with Chapter 11, Section 15 of the SMA, a mandatory tender offer may only be subject to obtaining the necessary regulatory decisions.

The Offeror is of the view that the completion of the Offer will not require approvals from competition authorities at least in a situation in which Otava's shareholding of all Shares in Alma Media remains below 36.84 per cent as a result of the Offer. If Otava's shareholding would reach the aforementioned threshold as a result of the Offer, the Offeror would contact the Finnish Competition and Consumer Authority (the "**FCCA**") and other potentially competent competition authorities to confirm whether the reaching of the threshold requires an approval of the FCCA and/or any other competent competition authority for the shareholding acquired as a result of the Offer. It should also be noted that in this case, Otava would not be allowed to use the voting rights conferred by the Shares acquired as a result of the Offer or otherwise influence the competitive behaviour of Alma Media before the FCCA and/or any other competent competition authority would have taken a position on whether reaching of the threshold would lead to the acquisition of control, and/or Otava's shareholding in Alma Media acquired as a result of the Offer would have been approved. Therefore, the completion of the Offer is not subject to any approvals by competition authorities.

The obligation of the Offeror to accept for payment the Shares validly tendered and to complete the Offer shall be subject to the receipt of all necessary regulatory approvals, permits and consents (the "**Conditions to Completion**") on or by the date of the Offeror's announcement of the final result of the Offer in accordance with Chapter 11, Section 18 of the SMA. However, on the date of this Offer Document, the Offeror is not aware of any other regulatory or similar approvals which would be required for the completion of the Offer.

Obligation to Increase the Offer Price and to Pay Compensation

The Offeror reserves the right to acquire Shares also in public trading on Nasdaq Helsinki or otherwise outside the Offer during and after the Offer Period (including any extension thereof) and any Subsequent Offer Period and thereafter to the extent permitted by applicable laws and regulations.

Should the Offeror or another party acting in concert with the Offeror in a manner as stipulated in Chapter 11, Section 5 of the SMA acquire Shares after the Offer Announcement and before the expiry of the Offer Period or any Subsequent Offer Period at a price higher than the Offer Price, or otherwise on more favourable terms, the Offeror must, in accordance with Chapter 11, Section 25 of the SMA, amend the terms and conditions of the Offer to correspond with the terms and conditions of such an acquisition on more favourable terms (increase obligation). In such case, the Offeror will make public its increase obligation without delay and pay, in connection with the completion of the Offer, the increased Offer Price in accordance with such amended terms and conditions of the Offer to those shareholders that have accepted the Offer.

Should the Offeror or another party acting in concert with the Offeror in a manner as stipulated in Chapter 11, Section 5 of the SMA acquire Shares within nine (9) months after the expiration of the Offer Period or any Subsequent Offer Period at a price higher than the Offer Price, or otherwise on more favourable terms, the Offeror must, in accordance with Chapter 11, Section 25 of the SMA, pay the difference between the consideration paid in an acquisition on more favourable terms and the Offer Price paid to those shareholders that have accepted the Offer (compensation obligation). In such case, the Offeror will make public its compensation obligation without delay and pay the difference between the consideration paid in such an acquisition on more favourable terms and the Offer Price within one (1) month of the date when the compensation obligation arose for those shareholders that have accepted the Offer.

However, according to Chapter 11, Section 25, Subsection 5 of the SMA, the compensation obligation will not be triggered in circumstances where the payment of a higher price than the Offer Price is based on an arbitral award pursuant to the FCA, provided that the Offeror or any other party referred to in Chapter 11, Section 5 of the SMA has not offered to acquire Shares on terms that are more favourable than those of the Offer before or during the arbitral proceedings.

Acceptance Procedure of the Offer

The Offer may be accepted by a shareholder registered during the Offer Period in the shareholders' register of Alma Media maintained by Euroclear Finland Oy ("**Euroclear Finland**"), with the exception of Alma Media and its subsidiaries. The Offer must be accepted separately for each book-entry account that Shares are held on. A shareholder of Alma Media submitting an acceptance must have a cash account with a financial institution operating in Finland or abroad (see "*– Terms of Payment and Settlement*" and "*Restrictions and Important Information*"). Shareholders may only accept the Offer unconditionally and for all Shares that are held on the book-entry accounts mentioned in the acceptance form at the time of the execution of the transaction with respect to the Shares of such shareholder. Acceptances submitted during the Offer Period are valid also until the expiration of an extended or discontinued extended Offer Period, if any.

Most Finnish account operators are expected to send a notice regarding the Offer and related instructions and an acceptance form to their customers who are registered as shareholders in the shareholders' register of Alma Media maintained by Euroclear Finland. Shareholders of Alma Media who do not receive such instructions or an acceptance form from their account operator or asset manager should first contact their account operator or asset manager and can subsequently contact Evli Plc ("**Evli**") by sending an email to operations@evli.com, where such shareholders of Alma Media can receive information on submitting their acceptance of the Offer, or, if such shareholders are U.S. residents or located within the United States, they may contact their brokers for the necessary information.

Those shareholders of Alma Media whose Shares are nominee-registered and who wish to accept the Offer, must submit their acceptance in accordance with the instructions given by their custodian of the nominee-registered Shares. The Offeror will not send an acceptance form or any other documents related to the Offer to nominee-registered shareholders of Alma Media.

If any Shares are pledged or otherwise subject to restrictions that prevent or limit their transferability, the acceptance of the Offer may require the consent of the pledgee or other beneficiary of such restriction. If so, acquiring this consent is the responsibility of the relevant shareholder of Alma Media. Such consent must be delivered in writing to the account operator.

A shareholder of Alma Media who wishes to accept the Offer must submit the properly completed and duly executed acceptance form to the account operator that manages the shareholder's book-entry account in accordance with the instructions and within the time period set by the account operator. Any acceptance must be submitted in such a manner that it will be received within the Offer Period and/or any Subsequent Offer Period taking into account, however, the instructions given by the relevant account operator. The account operator may request the receipt of acceptances prior to the expiration of the Offer Period and/or Subsequent Offer Period. Shareholders of Alma Media submit acceptances at their own risk. Any acceptance will be considered as submitted only when an account operator has actually received it. The Offeror reserves the right to reject or approve, in its sole discretion, any acceptance submitted outside the Offer Period or any Subsequent Offer Period, as applicable, or in an incorrect or incomplete manner.

A shareholder who has validly accepted the Offer in accordance with the terms and conditions of the Offer may not sell or otherwise transfer their tendered Shares. By accepting the Offer, the shareholders authorise their account operator to enter into their book-entry account a sales reservation or a restriction on the right of disposal in the manner set out in "– *Technical Completion of the Offer*" below after the shareholder has delivered a duly executed acceptance form with respect to the Shares. Furthermore, the shareholders of Alma Media that accept the Offer authorise their account operator to perform necessary entries and undertake any other measures needed for the technical execution of the Offer, and to sell all the Shares held by the shareholder of Alma Media at the time of the execution of the settlement of the Offer, as set out under "– *Completion of the Offer* " below, to the Offeror in accordance with the terms and conditions of the Offer. In connection with the settlement of the Offer, the sales reservation or the restriction on the right of disposal will be removed and the Offer Price will be transferred to the shareholders of Alma Media.

By giving an acceptance on the Offer, the shareholder authorises their depository participant to disclose the necessary personal data, the number of their book-entry account and the details of the acceptance to the parties involved in the order or the execution of the order and settlement of the Shares.

Right of Withdrawal of Acceptance

The acceptance of the Offer shall be binding and cannot be withdrawn, unless otherwise provided under applicable law. In accordance with Chapter 11, Section 16 of the SMA, the holders of the Alma Media Shares validly tendered may also withdraw their acceptance during the Offer Period if the Offer Period has lasted over ten (10) weeks and the Offer has not been completed. Withdrawing the acceptance during the time the Offer is valid is also possible in the event that a third party announces a competing public tender offer for the Shares, provided that the execution of the settlement of the Shares as set out under "– *Completion of the Offer*" below has not yet been executed.

In such case where the right of withdrawal exists, a valid withdrawal of an acceptance of the Offer requires that a withdrawal notification is submitted in writing to the account operator to whom the original acceptance was submitted.

For nominee-registered Shares, the shareholders must request their relevant custodian to execute a withdrawal notification.

If a shareholder of Alma Media validly withdraws an acceptance of the Offer, the sales reservation or the restriction on the right of disposal with respect to Shares, as applicable, will be removed within three (3) Finnish banking days of the receipt of a withdrawal notification.

A shareholder of Alma Media who has validly withdrawn their acceptance of the Offer may accept the Offer again during the Offer Period or, if the Offer Period has been extended, prior to the expiry of such extended Offer Period or during the Subsequent Offer Period, if any, by following the procedure set out under "*– Acceptance Procedure of the Offer*" above.

A shareholder of Alma Media who withdraws their acceptance of the Offer is obligated to pay any fees that their account operator or custodian may collect for the withdrawal. In accordance with the Takeover Guidelines, if a competing offer has been announced during the Offer Period and the completion of the Offer has not taken place, the shareholder must be able withdraw of their acceptance of the Offer free of charge. In such situation, the Offeror will not charge the shareholders for validly withdrawing their acceptance, nor will Evli in their capacity as arranger of the Offer.

Technical Completion of the Offer

When an account operator has received the properly completed and duly executed acceptance form with respect to the Shares in accordance with the terms and conditions of the Offer, the account operator will enter a sales reservation or a restriction on the right of disposal into the relevant shareholder's book-entry account. In connection with the settlement of the Offer, the sales reservation or the restriction on the right of disposal will be removed and the Offer Price will be paid to the relevant shareholder.

Announcement of the Result of the Offer

The preliminary result of the Offer will be announced by a stock exchange release on or about the first (1st) Finnish banking day following the expiration of the Offer Period (including any extended or discontinued Offer Period). The final result of the Offer will be announced on or about the third (3rd) Finnish banking day following the expiration of the Offer Period. In connection with the announcement of the final result, the percentage of the Shares in respect of which the Offer has been validly accepted and not validly withdrawn will be confirmed.

The Offeror will announce the initial percentage of the Shares validly tendered during a Subsequent Offer Period on or about the first (1st) Finnish banking day following the expiry of the Subsequent Offer Period and the final percentage on or about the third (3rd) Finnish banking day following the expiry of the Subsequent Offer Period.

Completion of the Offer

The settlement of the Offer will be executed with respect to all of those Shares of Alma Media with respect to which the Offer has been validly tendered, and not validly withdrawn, on or about the fourth (4th) Finnish banking day following the expiration of the Offer Period, or if the Offer Period has been extended or discontinued, the expiration of the extended or discontinued Offer Period (the "**Completion Date**"), preliminarily expected to be on 27 July 2023. If possible, the settlement of the Shares will be executed on Nasdaq Helsinki, provided that such execution is allowed under the rules applied to trading on Nasdaq Helsinki. Otherwise, the settlement will be made outside Nasdaq Helsinki. The completion trades will be settled on or about the Completion Date (the "**Clearing Day**"), preliminarily expected to be on 27 July 2023.

Terms of Payment and Settlement

The Offer Price will be paid on the Clearing Day to each shareholder of Alma Media who has validly accepted, and not validly withdrawn, the Offer into the management account of the shareholder's book-entry account. In any case, the Offer Price will not be paid to any bank accounts situated in Australia, Canada, Hong Kong, Japan, New Zealand, South Africa or Switzerland or any other jurisdiction where the Offer is not being made. Also, the Offer is not being made, and the Shares will not be accepted for purchase from or on behalf of persons, directly or indirectly, in violation of any applicable sanctions laws or regulations, including any sanctions regulations in force during the Offer Period or the acceptance procedure of the Offer which are complied with by the United Nations, the European Union, the United States, the United Kingdom or the state of Finland (see "*Restrictions and Important Information*"). The actual time of receipt of the payment by an individual shareholder will in each case depend on the schedules for payment transactions between financial institutions and agreement between the individual shareholder and their respective account operator, custodian or nominee.

In the event of a Subsequent Offer Period, the Offeror will in connection with the announcement thereof announce the terms of payment and settlement for Shares tendered during the Subsequent Offer Period. The settlement with respect to Shares validly tendered and accepted in accordance with the terms and conditions of the Offer during the Subsequent Offer Period will, however, be executed within not more than two (2) week intervals.

The Offeror reserves the right to postpone the payment of the Offer Price if payment is prevented or suspended due to a force majeure event, but will immediately effect such payment once the force majeure event preventing or suspending payment is resolved.

Transfer of Title

Title to the Shares in respect of which the Offer has been validly accepted, and not validly withdrawn, will pass to the Offeror on the Clearing Day against the payment of the Offer Price by the Offeror to the tendering shareholder. In the event of a Subsequent Offer Period, title to the Shares validly tendered in the Offer during a Subsequent Offer Period will pass to the Offeror against the payment of the Offer Price by the Offeror to the tendering shareholder as promptly as reasonable following their tender.

Transfer Tax and Other Payments

The Offeror will pay any transfer tax that may be charged in Finland in connection with the sale of the Shares pursuant to the Offer.

Each shareholder of Alma Media is liable for any payments that, based on an agreement made with the shareholder, an account operator may charge as well as for any fees and commissions charged by account operators, custodians, custodial nominee account holders or other parties related to the release of collateral or the revoking of any other restrictions preventing the sale of the Shares. Each shareholder of Alma Media is liable for any fees that relate to a withdrawal of an acceptance made by the shareholder. In accordance with the Takeover Guidelines, if a competing offer has been announced during the Offer Period and the completion of the Offer has not taken place, the shareholder must be able withdraw of their acceptance of the Offer free of charge. In such situation, the Offeror will not charge the shareholders for validly withdrawing their acceptance, nor will Evli in their capacity as arranger of the Offer.

The Offeror is liable for any other customary costs caused by the registration of entries in the book-entry system required by the Offer, the execution of trades pertaining to the Shares pursuant to the Offer and the payment of the Offer Price.

The receipt of cash pursuant to the Offer by a shareholder may be a taxable transaction for the respective shareholder under applicable tax laws, including those of the country of residency of the shareholder. Any tax liability arising to a shareholder from the receipt of cash pursuant to the Offer will be paid and borne by such shareholder. Each shareholder is urged to consult with an independent professional adviser regarding the tax consequences of accepting the Offer.

Other Matters

This Offer Document is governed by Finnish law. Any disputes arising out of or in connection with the Offer will be settled by a court of competent jurisdiction in Finland.

The Offeror will decide on all other matters related to the Offer, subject to applicable laws and regulations.

Other Information

Evli acts as arranger in relation to the Offer, which means that it performs certain administrative services relating to the Offer. This does not mean that a person who accepts the Offer (the "**Participant**") will be regarded as a customer of Evli as a result of such acceptance. A Participant will be regarded as a customer only if Evli has provided advice to the Participant or has otherwise contacted the Participant personally regarding the Offer. If the Participant is not regarded as a customer, the investor protection rules under the Finnish Act on Investment Services (747/2012, as amended) will not apply to the acceptance. This means, among other things, that neither the so-called customer categorization nor the so-called appropriateness test will be performed with respect to the Offer. Each Participant is therefore responsible for ensuring that it has sufficient experience and knowledge to understand the risks associated with the Offer.

Important Information regarding NID and LEI

According to Directive 2014/65/ EU on markets in financial instruments (MiFID II), all investors must have a global identification code from 3 January 2018, in order to carry out a securities transaction. These requirements require legal entities to apply for registration of a Legal Entity Identifier ("**LEI**") code, and natural persons need to ascertain their National ID or National Client Identifier ("**NID**") in order to be able to accept the Offer. Note that it is each person's legal status that determines whether a LEI code or NID number is required, and the book-entry account operator may be prevented from performing the transaction on behalf of the person in question if a LEI code or NID number (as applicable) is not provided. Legal persons who need to obtain a LEI code can contact the relevant authority or one of the suppliers available on the market. Those who intend to accept the Offer are encouraged to apply for registration of a LEI code (legal persons) or ascertain their NID number (natural persons) well in advance, as this information is required in the acceptance form upon acceptance of the Offer.

Information regarding Processing of Personal Data

Shareholders who accept the Offer will submit personal data, such as name, address and social security number, to Evli, who is the controller for the processing of such data. Personal data provided to Evli will be processed in data systems to the extent required to administer the Offer. Personal data obtained from sources other than the customer may also be processed. Personal data may also be processed in the data systems of companies with which Evli cooperates and it may be disclosed to the Offeror to the extent necessary for administering the Offer. Address details may be obtained by Evli through an automatic procedure executed by Euroclear Finland. Additional information on processing of personal data by Evli, including details on how to exercise data subjects' rights, may be found at www.evli.com.

PRESENTATION OF THE OFFEROR

The Offeror in Brief

The Offeror is a private limited company Otava Ltd (Business ID 0822255-6), which is incorporated under the laws of Finland. The Offeror is domiciled in Helsinki and its registered address is Uudenmaankatu 10, FI-00120 Helsinki, Finland. The Offeror publishes books, educational materials and magazines, publishes online services and owns the bookstore Suomalainen Kirjakauppa.

Otava Group's (as defined below) revenue for the financial period ended on 31 December 2022 was approximately EUR 239.6 million. Otava Group's business is divided into three business areas: general literature and educational materials publishing and printing (Otava Publishing Company Ltd and Otava Book Printing Ltd), book retail trade (Suomalainen Kirjakauppa Ltd) and magazine publishing (Otavamedia Ltd).

The book publishing business consists of publishing books and educational materials. The business area's revenue for the financial period ended on 31 December 2022 was approximately EUR 78.8 million. The number of printed titles published in the financial period was 811, while the number of e-published titles was 1,864. The number of books sold during the financial period was approximately 9.8 million. There were 63 sales outlets at the end of the financial period.

The revenue of the book retail trade business area for the financial period ended on 31 December 2022 was approximately EUR 89.9 million. The business area sold approximately 2.8 million books during the financial period.

The magazine publishing business consists of publishing magazines and online media. In the financial period ended on 31 December 2022 the business area generated revenues of approximately EUR 80.7 million. The business area published 123 magazine titles during the financial period. The volume of magazine sales during the financial period was approximately 23 million copies.

Persons Related to the Offeror as Stipulated in Chapter 11, Section 5 of the SMA

Otava Group consists of the Offeror and seven (7) companies directly controlled by the Offeror ("**Otava Group**"). In addition, Otava exercises effective control over Kirjavälitys Oy, in which Otava holds 47.1 per cent of the shares. The Offeror is the parent company of Otava Group, Otava Oy, which owns approximately 30.06 per cent of all Alma Media Shares and voting rights, excluding the shares held in treasury by Alma Media, as of the close of trading on 28 June 2023. Persons related to the Offeror as referred to in Chapter 11, Section 5 of the SMA include the direct majority owned subsidiaries of Otava as well as Kirjavälitys Oy. Besides the companies belonging to the Otava Group there are no other parties in concert with the Offeror as referred to in Chapter 11, Section 5 of the SMA. Neither the Offeror nor any other parties referred to in Chapter 11, Section 5 of the SMA have acquired any Shares of Alma Media in public trading or otherwise during the six (6) months period preceding the Announcement. In addition to the Shares acquired between 14 June and 15 June 2023 the Offeror has not acquired any Shares in Alma Media between the date of the triggering of the obligation to launch the Offer on 15 June 2023 and the date of the announcement of the Offer on 21 June 2023. None of the other parties referred to in the Chapter 11, Section 5 of the SMA hold any Shares.

The Board of Directors and the CEO

As at the date of this Offer Document, the Board of Directors of the Offeror consists of the following persons: Henrik Ehrnrooth (Chairman), Mervi Airaksinen, Philip Aminoff, Jesse Maula, Jorma Ollila and Eva Reenpää. Alexander Lindholm acts as the CEO of the Offeror.

PRESENTATION OF ALMA MEDIA

All financial and other information presented in this Offer Document concerning Alma Media has been extracted from, and has been exclusively based upon, the interim report published by Alma Media as at and for the three months ended 31 March 2023, the annual report and audited financial statements published by Alma Media as at and for the year ended 31 December 2022, stock exchange releases published by Alma Media, entries in the Finnish Trade Register and other publicly available information. Consequently, the Offeror does not accept responsibility for such information except for the accurate reproduction of such information herein.

General Overview

Alma Media is an international company of digital media, marketplaces and services with a strong capacity for renewal. Alma Media's business operations in Finland include leading housing and automotive marketplaces, financial and professional media, national consumer media and content and data services for businesses and professionals. Alma Media's international business in Eastern Central Europe, Sweden and the Baltic countries consists of recruitment services and an online marketplace for commercial properties. In Finland, Alma Media's best-known brands include Kauppalehti, Talouselämä, Iltalehti, Jobly, Etuovi.com, Nettiauto and Nettimoto. Internationally, Alma Media has recruitment services in countries such as the Czech Republic (prace.cz and jobs.cz), Slovakia (Profesia.sk) and Croatia (mojposao.net).

Alma Media's revenue in 2022 was approximately EUR 308.8 million. Alma Media's adjusted operating profit amounted to approximately EUR 73.4 million in 2022, which is approximately 23.8 percent of revenue. At the end of 2022, Alma Media employed 1,831 persons. Most of the employees are based in Finland where Alma Media is headquartered.

Alma Media is a public limited liability company incorporated under the laws of Finland, with its shares listed on the official list of Nasdaq Helsinki under the trading code "ALMA". The ISIN code of the shares of Alma Media is FI0009013114. Alma Media is registered in the Finnish Trade Register under the business identity code 1944757-4 and its legal entity identifier (LEI) code is 743700ILU1PL86IW3429. The Company is domiciled in Helsinki, and its registered address is Alvar Aallon katu 3 C, FI-00100 Helsinki, Finland.

Shares and Share Capital

As at the date of this Offer Document, the registered share capital of Alma Media amounts to EUR 45,292,111.80 and the number of issued shares in Alma Media is 82,383,182, of which 82,251,306 are outstanding shares and 131,876 are held in treasury. The Shares in Alma Media have no nominal value. The articles of association of Alma Media do not include provisions on the minimum or maximum amount of share capital.

Alma Media has one class of shares and its Shares are entered into the Finnish book-entry securities system. Each Share entitles its holder to one vote at each general meeting of shareholders of Alma Media. All Shares give equal rights to dividends and other distributable funds by Alma Media. The articles of association of Alma Media do not include any provisions or restrictions on voting rights that deviate from provisions of the FCA.

Ownership Structure

The following table sets forth the ten largest shareholders of Alma Media and their ownership of all issued Shares and voting rights in Alma Media according to the shareholders' register maintained by Euroclear Finland Oy ("**Euroclear Finland**") as at 31 May 2023:

	Number of shares	Percent of shares and votes
Otava Ltd	24 036 845	29,18
Mariatorp Oy	15 675 473	19,03
Ilkka Oyj	8 993 473	10,92
Varma Mutual Pension Insurance Company	5 627 994	6,83
Ilmarinen Mutual Pension Insurance Company	3 221 695	3,91
Nordea Nordic Small Cap Fund	1 859 045	2,26
Elo Mutual Pension Insurance Company	1 516 792	1,84
Evli Suomi Select Fund	1 237 616	1,50
Veljesten Viestintä Oy	851 500	1,03
Keskisuomalainen Oyj	782 497	0,95
Ten largest shareholders in total	**63 802 930**	**77,45**
Other shareholders	18 499 606	22,46
Treasury shares	80 646	0,09
Total	**82 383 182**	**100,00**

Treasury Shares

To the knowledge of the Offeror, Alma Media and its subsidiaries hold as at the date of this Offer Document in the aggregate 131,876 treasury shares, representing approximately 0.16 per cent of all Shares and voting rights of Alma Media. The Offer is not being made of the treasury Shares held by Alma Media or Shares held by its subsidiaries.

Stock Options and Special Rights Entitling to Shares

To the knowledge of the Offeror, Alma Media has not issued any stock options or special rights entitling to shares. Information on such rights is not recorded in the Finnish Trade Register.

To ensure management's motivation and commitment, Alma Media has share-based incentive systems LTI 2019 and LTI 2015.

LTI 2015 consists of annually commencing individual share-based incentive plans, each subject to separate approval of the Board of Directors. In the matching share plan, the participant receives a fixed amount of matching shares against an investment in Alma Media shares. Under the matching share plan (LTI 2015 I), which started in 2015, the participant receives two matching shares for each invested share free of charge after a two-year vesting period, provided that the other conditions stipulated in the terms of the plan for the receipt of the share-based incentive are still satisfied at the time of performance of the incentive.

The performance matching plan comprises a five-year performance period in total. The potential share rewards will be delivered in tranches after three and five years if the performance targets set by the Board of Directors are attained.

The Board of Directors of Alma Media has decided on the share-based incentive schemes based on the LTI 2015 plan for the following years: LTI 2015 III (2017) and LTI 2015 IV (2018). The Board of Directors has estimated that no new shares will be issued in connection with LTI 2015. Therefore, the plan will have no dilutive effect on the number of the Company's registered shares.

In December 2018, the Board of Directors of Alma Media decided on changes to the long-term share-based incentive scheme for senior management (LTI 2019). The Board of Directors has also decided to establish a new long-term share-based incentive plan for the company's other key employees. The new incentive plan will commence from the beginning of 2019.

In February 2023, the Board of Directors of Alma Media decided on the commencement of a new period under the long-term share-based incentive scheme for senior management (MSP 2023). In addition, the Board of Directors decided on the commencement of a new period under the performance-based share-based incentive scheme aimed at middle management and selected key employees (PSP 2023).

Alma Media's annual general meeting held on 4 April 2023 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 issuing own shares, among other things to implement the incentive schemes.

Authorizations

Authorisation to the Board of Directors to decide on the repurchase own shares

Alma Media's annual general meeting held on 4 April 2023 authorised the Board of Directors to decide on the repurchase of the Company's own shares. On the basis of the authorisation a maximum of 824,000 shares may be repurchased in one or more lots. The maximum authorised quantity represents approximately one (1) per cent of the Company's entire share capital.

The shares shall be acquired under the authorisation using the Company's non-restricted shareholders' equity through trading on a regulated market arranged by Nasdaq Helsinki Ltd and in accordance with its rules and instructions, for which reason the acquisition is directed, in other words, the shares will be purchased otherwise than in proportion to the shareholders' current holdings. The price paid for the shares must be based on the price of the Company share on the regulated market so that the minimum price of purchased shares is the lowest market price of the share quoted on the regulated market during the term of validity of the authorisation and the maximum price, correspondingly, the highest market price quoted on the regulated market during the term of validity of the authorisation.

On the basis of the authorisation, shares can be purchased for the purpose of improving the Company's capital structure, financing or carrying out corporate acquisitions or other arrangements, implementing incentive schemes for the management or key employees or to be otherwise transferred or cancelled.

The authorisation is valid until the following annual general meeting of Alma Media, but not later than 30 June 2024.

Authorisation to the Board of Directors to decide on the transfer of own shares

Alma Media's annual general meeting held on 4 April 2023 authorised the Board of Directors to decide on a share issue by transferring shares in possession of the company. A maximum of 824,000 shares may be issued on the basis of this authorisation. The maximum authorised quantity represents approximately one (1) per cent of the Company's entire share capital. The authorisation entitles the Board of Directors to decide on a directed share issue, which entails deviating from the pre-emption rights of shareholders. The Board of Directors can use the authorisation in one or more lots. The authorisation can be used to implement incentive schemes for the management or key employees of the Company.

The authorisation is valid until the following annual general meeting of Alma Media, but not later than 30 June 2024. This authorisation overrides the share issue authorisation granted at the annual general meeting of Alma Media held on 29 March 2022.

Authorisation to the Board of Directors to decide on a share issue

Alma Media's annual general meeting held on 4 April 2023 authorised the Board of Directors to decide on a share issue. A maximum of 16,500,000 shares may be issued on the basis of this authorisation. The maximum number of shares that may be issued under the authorisation corresponds to approximately twenty (20) per cent of the Company's entire share capital. On the basis of the authorisation, the share issue can be implemented by issuing new shares or by transferring treasury shares. The authorisation entitles the Board to decide on a directed share issue, which entails deviating from the pre-emption rights of shareholders. The authorisation can be used in one or more lots.

The Board can use the authorisation for developing the capital structure of the Company, widening the ownership base, financing or executing acquisitions or other arrangements, or for other purposes decided on by the Board of Directors. The authorisation cannot, however, be used to implement incentive schemes for the management or key employees of the Company.

The authorisation is valid until the following annual general meeting, but not later than 30 June 2024. This authorisation overrides the corresponding share issue authorisation granted by the annual general meeting held on 29 March 2022.

Charitable donations

Alma Media's annual general meeting on 4 April 2023 authorised the Board of Directors to decide on donations of a total maximum of EUR 100,000 for charitable or corresponding purposes, as well as to decide on the recipients of donations, their intended uses and other terms and conditions of donations.

Shareholders' Agreements and Certain Other Agreements

The Offeror is not aware of any shareholders' agreements or other agreements or arrangements concerning the use of voting power or shareholding in Alma Media or containing information that would materially affect the assessment of the benefits of the Offer.

Board of Directors, President and CEO and Auditor

In accordance with the provisions of the FCA, the Board of Directors of Alma Media is responsible for the Company's management and the proper organization of its operations.

According to the articles of association of Alma Media, the Company's Board of Directors comprises no less than three (3) and no more than nine (9) members. The annual general meeting of Alma Media elects the members of the Board of Directors. The Board of Directors elects the Chair and the Vice Chair of the Board of Directors from among its members. As at the date of this Offer Document, the Board of Directors consists of the following persons: Catharina Stackelberg-Hammarén, (Chair), Eero Broman, Heikki Herlin, Peter Immonen, Esa Lager, Alexander Lindholm and Kaisa Salakka.

In addition, according to Alma Media's articles of association, the Company may have a CEO, whose election and dismissal is decided by the Board of Directors of the Company. As at the date of this Offer Document, the CEO of Alma Media is Kai Telanne.

The auditor of Alma Media is audit firm PricewaterhouseCoopers Oy, with Niina Vilske, Authorised Public Accountant, as the responsible auditor.

Alma Media's Ownership in the Offeror

To the knowledge of the Offeror, Alma Media does not own any shares or securities entitling to shares in the Offeror or in any party related to the Offeror in the manner referred to in Chapter 11, Section 5 of the SMA.

Financial Information

The unaudited consolidated interim report published by Alma Media as at and for the three months ended on 31 March 2023, and audited consolidated financial statements of Alma Media as at and for the financial year ended on 31 December 2022, and the Board of Directors' report as at and for the financial year ended on 31 December 2022, are included in this Offer Document (see "*Annex A: Financial Information of Alma Media*") in the form published by Alma Media.

Future Prospects Published by Alma Media

The future prospects and information on risks to which Alma Media is exposed has been described in the audited consolidated financial statements of Alma Media published on 14 March 2023. See "*Annex A: Financial Information of Alma Media*."

Articles of Association

The articles of association of Alma Media are included in this Offer Document. See "*Annex B: Articles of Association of Alma Media*".

ANNEX A

FINANCIAL INFORMATION OF ALMA MEDIA

The unaudited consolidated interim report published by Alma Media as at and for the three months ended 31 March 2023 and the *audited consolidated financial statements published by Alma Media as at and for the year ended 31 December 2022, as they have been included in this Offer Document, are based on information made public by Alma Media. The Offeror does not accept any responsibility for such information except for the accurate reproduction of such information in this Offer Document.*

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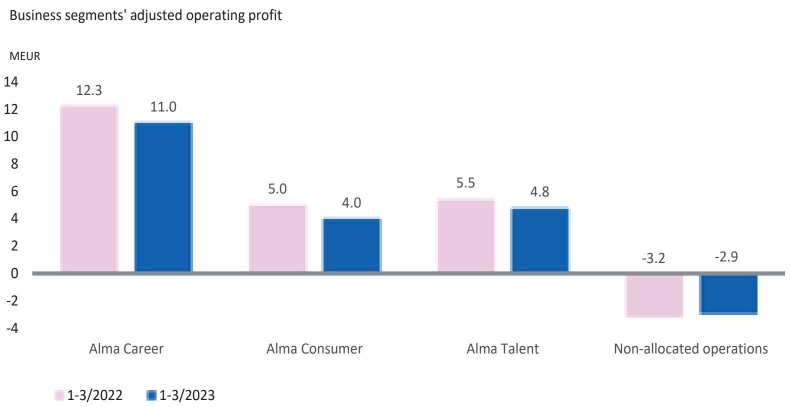
ALMA MEDIA CORPORATION INTERIM REPORT Q1/2023

21 APRIL 2023

Alma Media's Interim Report January–March 2023: Revenue decreased slightly year-on-year, digital revenue continued to grow. Operating profit decreased from the comparative period.

Financial performance January–March 2023:

- Revenue MEUR 75.2 (76.2), down 1.3%.
- The share of digital business was 81.8% (79.9%) of total revenue.
- Adjusted operating profit MEUR 17.0 (19.6), down 13.3%.
- Operating profit MEUR 16.5 (19.8), down 16.7%.
- Alma Career: Revenue grew, but increased operating expenses weakened profitability.
- Alma Consumer: Profitability was reduced by lower advertising revenue, as well as increased product development, printing and delivery costs.
- Alma Talent: Comparable revenue was on a par with the previous year. Profitability decreased due to the weaker performance of the media business. The adjusted operating profit of Talent Services grew by 19%.
- Earnings per share EUR 0.14 (0.19).



Operating environment in 2023

The effects of Russia's war of aggression and dwindling economic growth were reflected in the operating environment in early 2023. The European economy continued to be adversely affected by sanctions, supply chain disruptions and problems associated with the availability of raw materials, among other things. High inflation continued, while market interest rates increased sharply year-on-year. Combined, these factors have put consumer confidence to the test and reduced the real purchasing power of households relative to the comparison period.

The growth rates of the national economies of Finland and Alma Media's other operating countries are expected to decrease in 2023.

In its February economic forecast, **the European Commission** estimated that economic growth in the eurozone was 3.5% on average in 2022, but projected slower growth of 0.8% in 2023 and 1.6% in 2024. The Commission estimated that, in spite of the disruptions caused by the war, a recession was avoided in the first quarter of 2023, and economic activity will begin to recover in the second half of 2023 if the situation in the energy markets continues to stabilise, supply disruptions abate and export demand is strengthened.

The Commission estimated that the EU's average annual inflation rate last year was 9.2%. This year, it is expected to slow down to 6.4% and further to 2.8% in 2024.

Market situation in the main markets

According to **Kantar TNS**, advertising volume in January–February 2023 decreased by 3.2% compared to the corresponding period in 2022.

Among the media categories, growth was seen in February in movie and outdoor advertising, radio advertising, and advertising in city newspapers and free distributed newspapers. The industries with the largest year-on-year increases in media advertising compared to February 2022 were tourism and transport, finance, oil and energy, and cosmetics. Advertising declined the most in the pharmaceutical, telecommunications services, food and retail sectors. Job advertising decreased by 25.7% in February. Brand advertising increased by 0.5% year-on-year. Retail advertising declined by 5.3% and classified advertising by 2.7%.

In terms of volume, the market for tabloids declined by 6.2% in the first quarter of 2023.

According to the **Finnish Information Centre of Automobile Sector**, a total of 20,969 new passenger cars were registered in January–March 2023, which is 3.5% less than in the comparison period. According to the same source, a total of 130,669 passenger cars were sold in the used car market, which is 1.2% higher than in the previous year.

The Central Federation of Finnish Real Estate Agencies estimates that the housing transaction volume bottomed out around the turn of the year 2022–2023, but the rate of recovery is slow and the market is characterised by uncertainty. Real estate agencies and construction companies reported a total of 3,048 housing transactions to the price monitoring service maintained by the Central Federation of Finnish Real Estate Agencies in January 2023 (-43.6% year-on-year) and 3,869 transactions in February (-39.5% year-on-year) and in March 4,393 (-34.1% year-on-year)

In addition to Finland, Alma Media's main markets are the Czech Republic and Slovakia in Eastern Central Europe. According to the latest forecast by **the European Commission**, Finnish GDP growth in 2022 was 2.0% and it is projected to slow down to 0.2% this year, while the Czech Republic's growth rate of 2.5% will fall to 0.1% and Slovakia's growth rate of 1.7% will fall to 1.5%.

The Commission estimates that, in 2023, the unemployment rate will be 7.2% in Finland, 3.3% in the Czech Republic and 6.4% in Slovakia.

Outlook for 2023 (unchanged, updated on 16 February 2023)

Alma Media expects its full-year revenue and adjusted operating profit of 2023 to remain at the 2022 level or to decrease from the 2022 level. The full-year revenue for 2022 was MEUR 308.8 and the adjusted operating profit was MEUR 73.4.

The outlook is driven by an estimate that Alma Media's revenue and operating profit will decline in the first half of the year as a result of declining advertising sales and increased costs in the recruitment business. The outlook for the national economy is expected to improve in the second half of the year. We estimate demand for recruitment services to remain strong and advertising sales to rebound during the year. Operational efficiency measures initiated by the company will improve profitability in the latter half.

CEO's review: Building success in spite of turbulence

Alma Media's business performance in the first quarter was in line with expectations in spite of the slowing of economic growth and the disruptions caused by Russia's war of aggression. Revenue decreased by 1.3% to MEUR 75.2 and adjusted operating profit decreased by 13.3% to MEUR 17.0. Excluding divested businesses, revenue was on a par with the comparison period. Profitability was weakened by the decrease in media advertising sales and increased expenses. Measures to adapt costs and protect profit performance are under way, with good progress being made. The effects of these measures will become apparent particularly in the latter half of the year.

The **Alma Career** segment had a fairly good quarter, considering that the comparison period was a historically strong period. Demand for recruitment services increased revenue by 3.6% to MEUR 27.7. Adjusted operating profit declined by 10.0% to MEUR 11.0, representing 39.9% of revenue.

Sales of recruitment services remained at a good level in the Czech Republic, Slovakia and Croatia. The continued high level of activity in the recruitment market is driven by intense competition for skilled labour. The low unemployment rate in our key operating countries also boosts demand for our added-value services.

The Career United project, which seeks to deepen internal cooperation, continued to progress according to plan, which will help curb the increase in costs going forward. The increase (15.3%) in costs was attributable to investments in product development and visitor marketing, among other things.

Customer invoicing increased year-on-year, and we expect revenue in Q2 to be at least on a par with the comparison period. Market conditions are expected to remain challenging in the Baltic countries and particularly in Finland.

The **Alma Consumer** segment's revenue decreased by 2.3% to MEUR 24.2. Adjusted operating profit declined by 20.0% to MEUR 4.0, representing 16.7% of revenue. Digital business accounted for 82.5% of revenue. Revenue from comparison services and sharing economy services showed strong development, but revenue from media and media-related services decreased by 6.5%. The drop in advertising revenue can be considered significant (-12.3%). We continued our planned investments, particularly focusing on service development in marketplaces and comparison services.

The demand for news and the level of media consumption have remained high due to the prevailing geopolitical tensions and interest in war-related news. The demand for the paid Iltalehti Plus service continued to develop favourably. The service now has 42,500 subscribers.

Among the segment's business areas, revenue from housing-related services grew by 1.1% in spite of the difficult market conditions, while revenue from automotive and mobility-related services was close to the level seen in the comparison period. We also launched Baana, a digital used car auction service between consumers and car dealers. The growth of the automotive segment was hindered by the global supply chain problems and component shortages in the automotive industry. Furthermore, increased consumer uncertainty caused by high energy prices, inflation and market interest rates was reflected in housing and automotive marketplaces and related advertising more than in the preceeding quarters.

In the **Alma Talent** segment, comparable revenue – excluding the Baltic telemarketing business divested in the spring – remained on a par with the comparison period. IPO activity was very low and the market situation was also otherwise difficult for financial media. Nevertheless, the segment's strong digital transformation continued, with the share of digital business rising to exceed 60% of revenue. The adjusted operating profit was 20.3% of revenue. It declined by 11.8% year-on-year to MEUR 4.8.

Strategically significant success stories were the increase of 20% in Alma Talent Services' recurring revenues, which was driven by growth in revenue from business information and law-related services, as well as the positive development of real estate business in Finland and Sweden.

Alma Media in a good position

Our financial position has been strengthened as planned thanks to our strong profit performance and cash flow. Our gearing at the end of the quarter stood at 58.7% (102.4%) and our equity ratio was 47.6% (33.0%).

Russia's invasion of Ukraine has slowed down economic growth in Alma Media's operating countries: inflation has accelerated, market interest rates have risen, consumers' confidence in their finances has declined substantially, and geopolitical tensions have increased. Alma Media's financial development and performance have been strong despite these factors. The decisions made in previous years – with regard to focusing on marketplaces, for example – are now producing positive results.

We will continue to build future growth through the continuous development of our operations and the creation of new openings. With regard to the marketplace and service business, our development is heading towards more advanced digital platforms. As the purchase processes are digitalised, we want to help our customers to easily and smoothly interact in digital platforms, and to offer them additional services at different stages of the transaction process.

Kai Telanne
President and CEO

Strategy implementation during the review period

The digital transformation strategy of recent years has been successful: the majority of the company's revenue comes from digital sources and the share of digital business has already exceeded 80%. The marketplace business accounts for nearly half of revenue, the media business for about a third and services for about a fifth. In the media business, the digital transformation from print to digital media continues. With regard to the marketplace and service business, development is moving to the next level and towards more advanced platforms.

The trend of digitalisation continues and is driven by the development of technology and the change in consumer behaviour. Digital business is evolving to meet the expectations of service users. Competition continues to increase, as more and more international technology giants and new market-disrupting operators challenge local operators. Alma Media is preparing for changes in the market and will continue to implement the three focus areas of the strategy:

1) digital transformation
2) growth of digital business
3) internationalisation.

Our goal is to strengthen our current business in recruitment, professional media and services as well as consumer media and services. Users are increasingly interested in online services and trading, even when it comes to larger household purchases. With the digitalisation of purchasing processes, we are taking a strategic step towards developing our marketplaces from classified advertisement listing services to advanced digital platforms. The goal is to help both our end users and our B2B partners to easily and smoothly interact online, and aim to offer additional services at different stages of the transaction process.

Examples of these new services in terms of mobility include online documentation and electronic payments in the car trade, the "Helpot Kaupat" ("Easy transaction") model that can be used with a smartphone, and Baana, a digital auction service for used cars that was launched in February 2023. Similar examples in terms of housing include the OviPro service package, electronic tools for all stages of a housing transaction, and the Asuntoneuvos service, which provides tools for the digitalisation of lease management and up-to-date market information to support housing investment.

We are aiming for market leadership in the areas of recruitment, housing and real estate, as well as automotive and mobility. We will diversify revenue streams in existing service areas and complement our offering with new, synergistic services. We will continue to move forward on the path of internationalisation in the recruitment business and also look for new opportunities in the current markets. In addition to organic development, growth will be accelerated through acquisitions.

An effective response to intensifying competition and a changing operating environment requires active cooperation and the sharing of information within the Group and within business segments. We have launched the Career United integration project with the aim of accelerating growth as well as innovation and securing the market positions of the Alma Career businesses as the leading recruitment services. The cooperation between the segments and the businesses in Finland will continue and synergy will be sought from joint advertising sales, data and technology know-how and audience growth.

Economic growth is slowing down in our operating countries

The war in Ukraine has hampered economic development throughout Europe. Economic growth in our operating countries is expected to slow down in 2023. Geopolitical risks have also increased in our operating areas. Uncertainty about political and economic developments is very high, and forecasting is difficult.

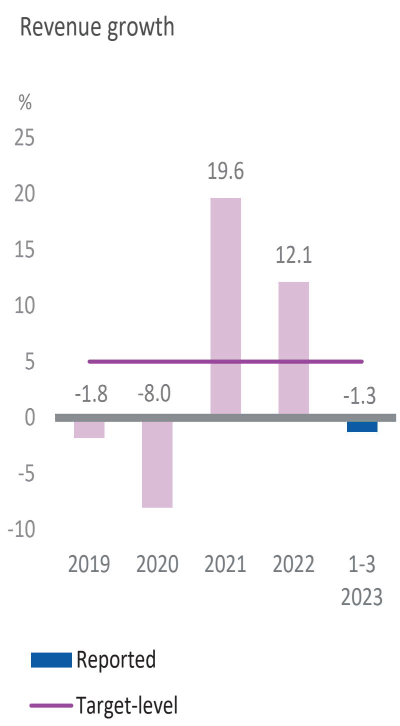
Although long-term trends, such as digitalisation, support the development of our business throughout the 2023–2025 strategy period, the company prepares for times of uncertainty and various scenarios of weakening economic growth through careful planning and risk management.

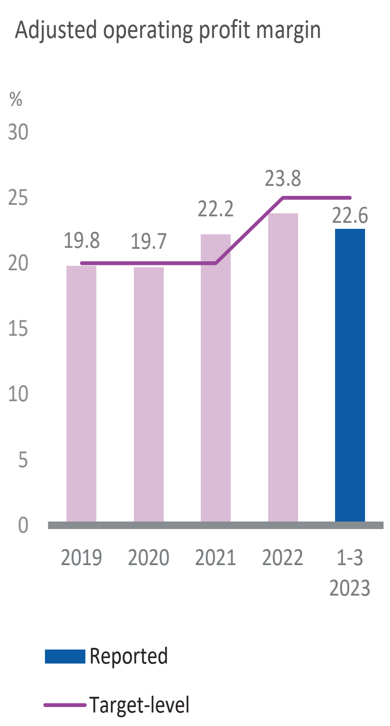
Long-term financial targets

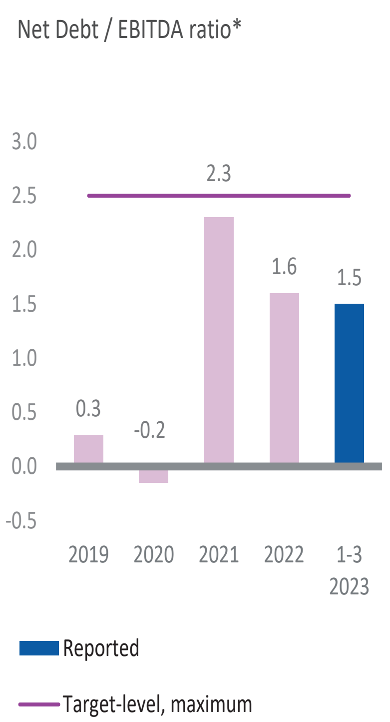
The Group's long-term financial targets, set by the Board of Directors, are related to business growth, profitability and solvency. They are based on our view of changes in the operating environment, the competitive landscape and the progress of the transformation strategy.

The long-term financial targets are as follows:

– Growth: annual revenue growth in excess of 5%
– Profitability: adjusted operating profit margin in excess of 25%
– Solvency target: net debt/EBITDA less than 2.5







* Adjusted EBITDA, rolling 12 months.

Sustainability

As a media company, Alma Media plays a central role in building an increasingly sustainable society. The Group's media and services play important roles in mitigating climate change and changing the way society operates with regard to promoting equality, diversity and social engagement in working life, for example.

The Group's digital services enable consumers to make lower-emission and more energy-efficient choices when buying a home or a car, for instance. Alma Media aims to combine sustainability, strategic competitive advantage and creating new business based on corporate responsibility. The Group takes a responsible approach to the development of new products and services and aims to prevent all serious data security breaches.

The sustainability targets set for 2023 in Alma Media's sustainability programme are also incorporated into the incentive schemes for employees. The company's targets for the year 2023 are as follows:

• Reduce the greenhouse gas emissions arising from Alma Media's own activities (Scope 1 and Scope 2) by 4.3%. The energy consumption of business premises and company cars represent the most significant proportion of the greenhouse gas emissions from the company's own operations.

• Reduce the greenhouse gas emissions arising from Alma Media's subcontracting chain (Scope 3) by 1.2%. The most significant climate impacts in the subcontracting chain are related to the printing and delivery of newspapers and magazines.

• Achieve a score of at least 83% in the QWL (Quality Work Life) index.

• Ensure that 100% of Alma Media's employees have completed the company's online Code of Conduct training.

• Engage the commitment of 90% of Alma Media's key subcontractors to the Group's Code of Conduct.

• Refrain from publishing advertisements that violate the guidelines of good marketing practices published by the International Chamber of Commerce

• Minimise the number of condemnatory decisions issued to the company's media by the Council for Mass Media.

• Prevent serious data privacy breaches.

Progress in sustainability measures during the review period

• Alma Media continued to engage subcontractors' commitment to the company's new Supplier Code of Conduct. By the end of the quarter, the Group's key subcontractors that had participated in Supplier Code of Conduct training was 80% in terms of the number of suppliers and 83% in terms of the value of procurement.

• Measures to improve the efficiency of the use of premises were continued throughout the company. The aim is to reduce the number of square metres of our premises and thereby the emissions caused by energy use. The floor area of Alma Media's premises in Tampere, Finland was halved at the beginning of 2023, which corresponds to a reduction of approximately 15% in office space at the Group level.

• Alma Media was recognised for its sustainability efforts concerning the subcontracting chain in the CDP 2022 Supplier Engagement Rating (SER), which put the Group in the top 8% globally. CDP is a global non-profit organisation that evaluates the performance of nearly 15,000 companies in total. CDP's annual reporting and assessment process is widely regarded as the gold standard for the transparency of environmental action by companies. CDP is one of the most comprehensive global sources of information on environmental action by companies and public authorities.

Environmental responsibility	Social responsibility	Good governance
• Minimising CO2 emissions	• Responsible media, journalism and marketing	• Preventing corruption, bribery and human rights violations
	• Employee commitment and a high-quality employee experience	• Preventing serious data security breaches
TARGET 2030: Reduction of greenhouse gas emissions from our own operations by 52% and those arising from the subcontracting chain by 14% from 2019	TARGET 2023: Condemnatory decisions issued to media by the Council for Mass Media < 5	TARGET 2023: 100% of Alma Media employees have taken the Code of Conduct course
TARGET 2023: Annual reduction of greenhouse gas emissions from own operations by 4.3% and those arising from the subcontracting chain by 1.2%	TARGET 2023: The Group does not publish any advertisements that violate the guidelines of good marketing practices published by the International Chamber of Commerce	TARGET 2023: 90% of key subcontractors have committed themselves to observing the Group's Code of Conduct
	TARGET 2023: Quality of Working Life index (QWL) over 83%	CONTINUOUS OBJECTIVE: No serious data security violations in the Group's services

Key figures
Income statement

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Revenue	75.2	76.2	-1.3	308.8
Marketplaces	36.6	35.0	4.5	144.6
Media	25.5	26.2	-2.7	107.8
- of which digital	58.8%	60.1%		60.6%
Service revenue	13.1	15.0	-12.3	56.3
- of which digital	75.9%	67.3%		71.8%
Digital business revenue	61.6	60.9	1.2	249.7
Digital business, % of revenue	81.8	79.9		80.9
Adjusted total expenses	58.3	56.7	2.8	235.7
Adjusted EBITDA	21.3	24.0	-11.2	90.6
EBITDA	20.7	24.1	-14.0	97.2
Adjusted operating profit	17.0	19.6	-13.3	73.4
% of revenue	22.6	25.8		23.8
Operating profit/loss	16.5	19.8	-16.7	80.0
% of revenue	21.9	26.0		25.9
Profit for the period before tax	14.6	20.1	-27.2	86.4
Profit for the period	11.7	16.0	-27.1	71.9

Balance sheet

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Assets	514.6	512.1	0.5	495.2
Net debt	128.0	156.6	-18.2	142.6
Interest-bearing liabilities	171.1	201.6	-15.2	172.7
Non-interest-bearing liabilities	125.3	157.7	-20.6	116.7
Capital expenditure	5.4	1.4	289.2	18.3
Equity ratio %	47.6	33.0	44.0	45.8
Gearing %	58.7	102.4	-42.7	69.3

Employees

	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Average no. of employees, excl. telemarketers	1,680	1,638	2.5	1,679
Telemarketers on average	143	322	-55.5	196

Key figures

	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Return on equity/ROE (annual)*	23.9	46.6	-48.6	38.6
Return on investment/ROI (annual)*	13.9	18.5	-25.0	18.9
Earnings per share, EUR (basic)	0.14	0.19	-26.7	0.88
Earnings per share, EUR (diluted)	0.14	0.19	-26.7	0.86
Cash flow from operating activities/share, EUR	0.25	0.33	-24.4	0.96
Shareholders' equity per share	2.63	1.82	44.7	2.48
Dividend/share				0.44
Effective dividend yield %				4.7
P/E Ratio				10.7
Market capitalisation	762.0	799.9	-4.7	744.4
Average number of shares, basic (YTD)	82,204	82,295		82,185
Average number of shares, diluted (YTD)	83,324	83,396		83,706
Number of shares at the end of the period (1,000 shares)	82,383	82,383		82,383

* Annual return, see Accounting Principles of the Interim Report. The key figures also include adjusted items.

** The company has acquired 109,203 of its own shares in 2023 and disposed of 128,828 shares. At the end of the review period, the company held 178,766 of its own shares.

*** Includes treasury shares held by the company.

Revenue

January-March 2023

Alma Media's revenue decreased by 1.3% to MEUR 75.2 (76.2). Divested businesses had an effect of MEUR -1.4 on revenue. Organic growth, excluding divestments, was on a par with the previous year.

Revenue

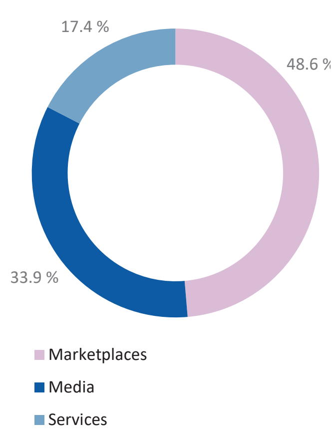
MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Alma Career	27.7	26.7	3.6	109.8
Alma Consumer	24.2	24.8	-2.3	104.1
Alma Talent	23.9	25.2	-5.4	96.5
Segments total	75.7	76.7	-1.2	310.4
Non-allocated and eliminations	-0.5	-0.4	-9.4	-1.6
Total	75.2	76.2	-1.3	308.8

Geographical revenue split

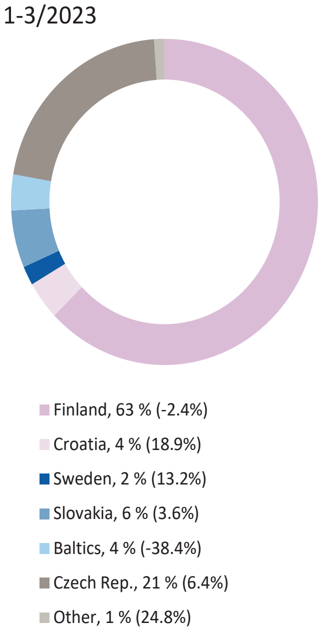
(MEUR)	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Finland	47.3	48.5	-2.4	197.9
Other countries	27.9	27.7	0.6	110.9
Group total	75.2	76.2	-1.3	308.8

* Revenue by geographical area is presented in accordance with the countries in which the business units are located.

Revenue split 1-3/2023



Revenue split geographically 1-3/2023



Result

January-March 2023

Adjusted operating profit was MEUR 17.0 (19.6), or 22.6% (25.8%) of revenue. Operating profit was MEUR 16.5 (19.8), or 21.9% (26.0%) of revenue. The adjusted items in the review period were related to the restructuring of operations and a loss recognised on the sale of a business. The adjusted items in the comparison period were related to a gain recognised on the sale of a business and the restructuring of operations.

Total expenses increased in the first quarter by MEUR 2.1. The increase in expenses was attributable to investments in digital business development and marketing. Depreciation and impairment included in the total expenses amounted to MEUR 4.3 (4.3). Profit for January–March came to MEUR 11.7 (16.0). Earnings per share were EUR 0.14 (0.19).

Adjusted operating profit/loss

	2023	2022	Change	2022
MEUR	**Q1**	**Q1**	**%**	**Q1–Q4**
Alma Career	11.0	12.3	-10.0	42.5
Alma Consumer	4.0	5.0	-20.0	24.4
Alma Talent	4.8	5.5	-11.8	19.7
Segments total	19.9	22.8	-12.6	86.6
Non-allocated operations	-2.9	-3.2	8.4	-13.2
Total	17.0	19.6	-13.3	73.4

Items adjusting operating profit

Items adjusting operating profit are income or expenses 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, transaction costs arising from acquisitions, and impairment losses of goodwill and other assets are recognised by the Group as adjustments. Adjustments are recognised in the income statement within the corresponding income or expense group.

Adjusted items

MEUR	2023 Q1	2022 Q1	2022 Q1–Q4
Alma Career			
Restructuring		0.0	-0.2
Gains (losses) on the sale of assets		0.0	6.2
Alma Consumer			
Gains (losses) on the sale of assets	-0.4	0.2	0.2
Alma Talent			
Restructuring		-0.1	-0.1
Gains (losses) on the sale of assets			0.5
Non-allocated			
Restructuring	-0.1		
Adjusted items in operating profit	-0.5	0.2	6.6
Adjusted items in profit before tax	-0.5	0.2	6.6

Operating profit/loss

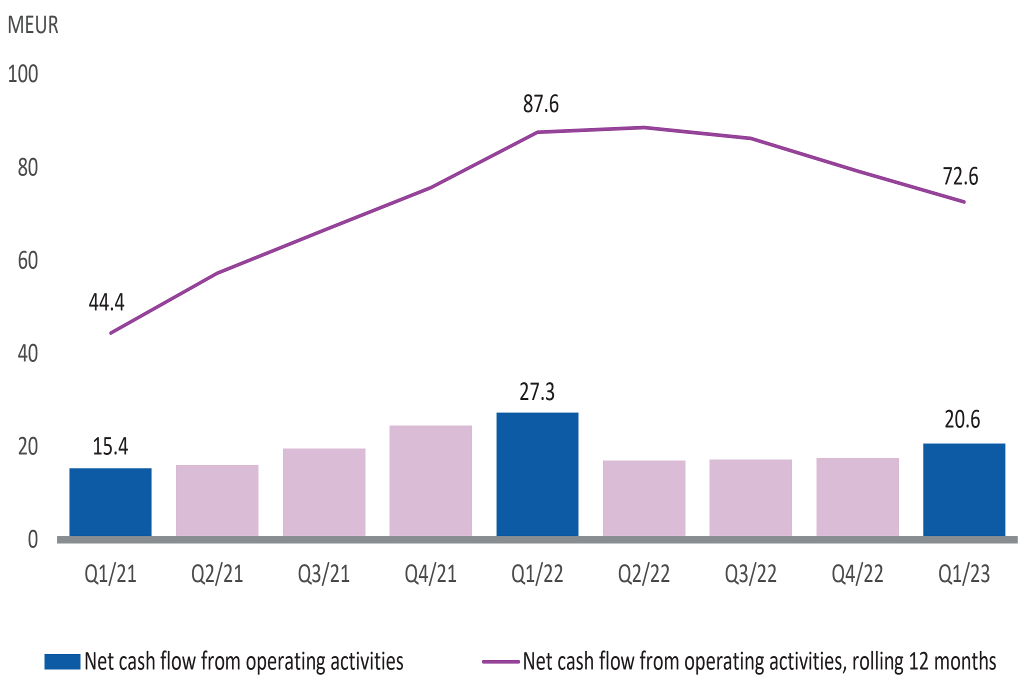
MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Alma Career	11.0	12.3	-10.0	48.5
Alma Consumer	3.6	5.3	-31.0	24.6
Alma Talent	4.8	5.4	-10.8	20.1
Segments total	19.5	22.9	-15.0	93.2
Non-allocated operations	-3.0	-3.2	4.2	-13.2
Total	16.5	19.8	-16.7	80.0

Balance sheet and cash flow statement

At the end of March 2023, the consolidated balance sheet stood at MEUR 514.6 (512.1). The Group's equity ratio at the end of March was 47.6% (33.0%), and equity per share was EUR 2.63 (1.82).

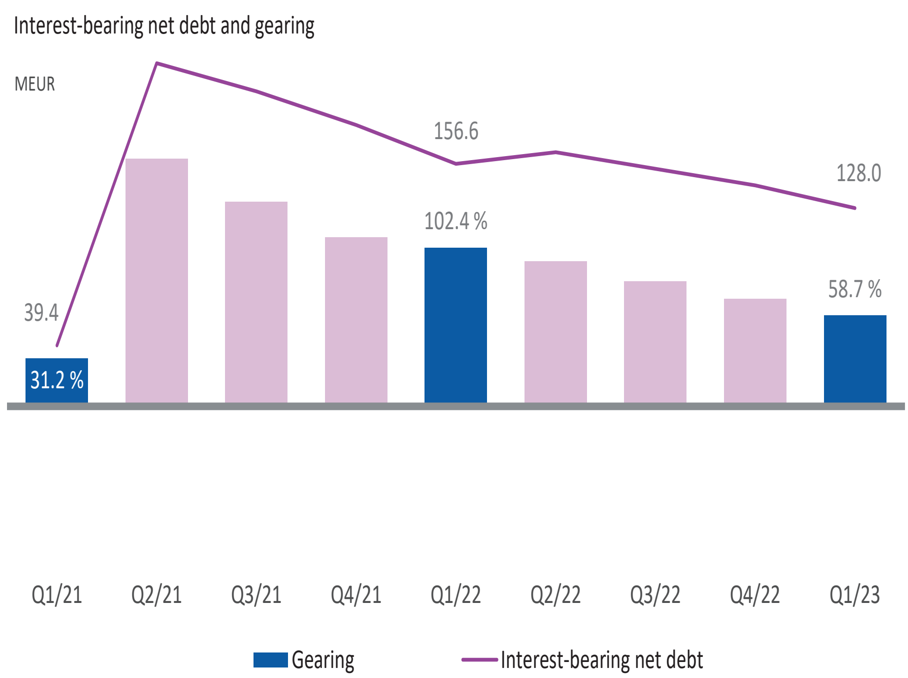
Cash flow from operating activities in January–March was MEUR 20.6 (27.3). Cash flow from operating activities decreased year-on-year due to the weakened EBITDA, increased working capital, higher taxes paid and higher finance expenses. Cash flow after investments and before financing was MEUR 18.7 (26.6) in January–March.

Net cash flow from operating activities, MEUR



Interest-bearing net debt

(MEUR)	2023 Q1	2022 Q1	2022 Q1–Q4
Interest-bearing long-term liabilities	164.3	194.7	163.7
IFRS 16 lease liabilities	24.3	24.7	23.7
Loans from financial institutions	140.0	170.0	140.0
Short-term interest-bearing liabilities	6.8	6.9	9.0
IFRS 16 lease liabilities	6.8	6.9	7.0
Commercial papers	0.0	0.0	2.0
Cash and cash equivalents	43.0	45.0	30.0
Interest-bearing net debt	128.0	156.6	142.6



In December 2021, Alma Media signed a new MEUR 200 financing arrangement. This replaced the temporary financing agreement that was in place for financing acquisitions. The new agreement has a maturity of 36 months. The remaining principal on the long-term loan at the end of March 2023 was MEUR 140.

The financing arrangement that is currently in place also includes a MEUR 30 revolving credit facility (RCF). The facility is used for the Group's general financing purposes, and it was entirely unused on 31 March 2023. The revolving credit facility has a maturity of 48 months. The financing arrangement includes the usual covenants concerning the equity ratio and the ratio of net debt to EBITDA. The Group met the covenants on 31 March 2023.

Alma Media has a commercial paper programme of MEUR 100 in Finland. The commercial paper programme was unused on 31 March 2023.

At the end of March 2023, Alma Media's interest-bearing debt amounted to MEUR 171.1 (201.6). Interest-bearing net debt totalled MEUR 128.0 (156.6).

Alma Media had MEUR 0.2 in financial assets created in conjunction with business combinations measured at fair value and recognised through profit or loss, and MEUR 10.4 in financial liabilities measured at fair value and recognised through profit or loss.

Alma Media signed an interest rate derivative agreement in December 2021. The agreement is a four-year fixed interest rate agreement that will commence from the signature moment in two years' time. The nominal value of the derivative is MEUR 50. The negative fair value change of MEUR 0.3 generated by the derivative in the first quarter is recognised in finance expenses.

Changes in Group structure in 2023

In February 2023, Alma Media Corporation sold its shareholding (79%) in Rantapallo Oy to TukTuk Media Oy. Alma Media recognised a loss of MEUR 0.4 on the transaction.

Capital expenditure

Alma Media Group's capital expenditure in the first quarter of 2023 totalled MEUR 5.4 (1.4). The capital expenditure consisted of normal operational and replacement investments, the acquisition of Toimitilat.fi, and increases in IFRS 16 lease liabilities.

Capital expenditure by segment

(MEUR)	2023 Q1	2022 Q1	2022 Q1–Q4
Alma Career	0.5	0.3	6.0
Alma Consumer	1.5	0.5	6.2
Alma Talent	2.9	0.2	3.6
Segments total	4.8	1.0	15.8
Non-allocated	0.6	0.4	2.5
Total	5.4	1.4	18.3

Capital expenditure and acquisitions

(MEUR)	2023 Q1	2022 Q1	2022 Q1–Q4
Capex	2.6	1.4	13.2
Acquisitions	2.8	0.0	5.2
Total	5.4	1.4	18.3

Depreciation

(MEUR)	2023 Q1	2022 Q1	2022 Q1–Q4
Depreciation of tangible and intangible assets	2.6	2.5	10.2
Amortisation of intangible assets related to acquisitions	1.7	1.8	7.0
Total	4.3	4.3	17.2

Business segments

Alma Media's reportable segments consist of **Alma Career**, which focuses on the recruitment business and recruitment-related services in Eastern Central Europe and Finland; **Alma Consumer**, which focuses on the consumer media and marketplaces business; and **Alma Talent**, which provides financial media and services aimed at professionals and businesses. Centralised services produced by the Group's parent company, 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.

Alma Career

The recruitment-related services Jobs.cz, Prace.cz, CVOnline, Profesia.sk, MojPosao.net, MojPosao.ba, Jobly.fi, the Seduo online training service and Prace za rohem are reported under the Alma Career segment. In addition to enhancing job advertising, Alma Career's objective is to expand the business into new services to support the needs of job-seekers and employers, such as job advertising-related technology, digital staffing services and training. Alma Career operates in 10 countries in Europe.

Key figures

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Revenue	27.7	26.7	3.6	109.8
Marketplaces	25.0	24.1	3.5	99.2
Services	2.7	2.6	4.6	10.6
Adjusted total expenses	16.7	14.5	15.3	67.4
Adjusted EBITDA	11.8	13.0	-9.3	45.5
EBITDA	11.8	13.0	-9.3	51.4
Adjusted operating profit	11.0	12.3	-10.0	42.5
% of revenue	39.9%	46.0%		38.8%
Operating profit/loss	11.0	12.3	-10.0	48.5
% of revenue	39.9%	46.0%		44.2%
Employees on average	717	652	10.0	682
Digital business revenue	27.6	26.6	3.8	108.6
Digital business, % of revenue	99.9%	99.7%		98.9%

Revenue

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Czech Republic	16.0	15.1	6.4	64.0
Slovakia	4.3	4.2	3.6	17.4
Baltic countries	2.7	3.0	-10.9	11.4
Croatia	2.9	2.4	18.9	10.1
Finland	1.2	1.6	-21.6	5.6
Other countries	0.8	0.7	24.8	2.6

Operational key figures

Monthly averages Year	Unique visitors	Users of job alerts	Unique visitors/job alerts
Q1/2023	5,562,333	1,825,000	32.8%
2022	5,410,333	1,746,163	32.3%
2021	5,835,417	1,664,917	28.5%
2020	5,790,333	1,584,500	27.4%
2019	5,573,667	1,478,750	26.5%

* The Baltic countries and Poland are excluded from the figures

Monthly averages Year	Advertiser	Paid advertisements	Invoicing	Invoicing/advertiser	Invoicing/paid advertisements
Q1/2023	16,733	103,229	10,591,667	631	103
2022	16,123	111,621	8,716,250	541	78
2021	14,679	104,336	6,974,917	475	67
2020	11,038	71,183	4,567,250	414	64
2019	13,533	99,386	5,870,167	434	59

January–March 2023

The Alma Career segment's revenue increased by 3.6% to MEUR 27.7 (26.7) in the first quarter of 2023. The demand for recruitment services remained good in Eastern Central Europe. In Finland and the Baltic countries, revenue decreased in line with the development of the market.

Total expenses for the review period increased by 15.3% to MEUR 16.7, particularly due to increased investments in visitor marketing, employees and product development.

Adjusted operating profit amounted to MEUR 11.0 (12.3) in the first quarter. The adjusted operating profit was 39.9% (46.0%) of revenue. The segment’s operating profit was MEUR 11.0 (12.3). No adjusted items were reported during the review period or the comparison period.

Alma Consumer

The Alma Consumer segment consists of a broad portfolio of more than 30 consumer and B2B brands. The business of the Alma Consumer segment includes the multi-channel news and lifestyle media Iltalehti, Finland's leading housing marketplace Etuovi.com, the rental housing marketplace Vuokraovi.com, the automotive marketplaces Nettiauto, Autotalli.com and Nettimoto, as well as the housing and car trade systems that serve companies representing these fields.

In addition, the segment includes comparison services, such as Autojerry, Urakkamaailma and Etua. Netello, which specialises in digital advertising solutions, is also reported under the Alma Consumer segment.

Alma Consumer's competitiveness is based on the excellent reach of media and services as a digital network, the unique user data pool, and the developing industry verticals in the areas of media, housing, cars and comparison services. Alma Consumer operates in Finland.

Key figures

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Revenue	24.2	24.8	-2.3	104.1
Marketplaces	10.1	9.8	3.2	41.6
Media	11.7	12.5	-6.5	52.1
Content, media	3.9	3.7	7.4	16.3
Advertising, media	7.7	8.8	-12.3	35.8
- of which digital	88.0%	88.8%	-0.9	90.1%
Services	2.4	2.5	-2.7	10.4
Adjusted total expenses	20.2	19.7	2.2	79.8
Adjusted EBITDA	5.4	6.3	-14.4	29.9
EBITDA	5.0	6.6	-23.4	30.1
Adjusted operating profit	4.0	5.0	-20.0	24.4
% of revenue	16.7%	20.4%		23.4%
Operating profit/loss	3.6	5.3	-31.0	24.6
% of revenue	15.0%	21.2%		23.6%
Employees on average	370	360	2.8	374
Digital business revenue	20.0	20.5	-2.8	86.1
Digital business, % of revenue	82.5%	82.9%		82.7%

Revenue

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Housing	4.3	4.2	1.1	18.2
Cars and mobility	6.3	6.4	-0.5	25.8
Comparison services and the sharing economy	2.0	1.6	23.8	7.3
Media and media-like services	11.6	12.5	-7.8	52.7
- of which digital	69.3%	71.9%		70.4%
Divested operations and eliminations	0.0	0.0	34.2	0.0

Adjusted operating profit

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Housing	1.7	1.9	-8.7	8.4
Cars and mobility	1.7	1.7	-0.1	7.6
Comparison services and the sharing economy	0.8	0.5	73.4	2.3
Media and media-like services	-0.2	0.9	-126.6	6.3
Divested operations and eliminations	-0.0	0.0	-145.1	-0.3

January–March 2023

The Alma Consumer segment's revenue declined by 2.3% to MEUR 24.2 (24.8) in the first quarter. Digital business accounted for 82.5% (82.9%) of the segment's revenue.

Revenue from the media and media-related services vertical decreased by 7.8%. Advertising revenue decreased by 12.3%. Advertising declined particularly in the automotive and retail sectors. Content revenue increased by 7.4%, driven by growth in the sales of digital subscriptions.

In the housing business area, revenue increased by 1.1%, which was attributable to the growth of classified advertising in the Etuovi.com service. The uncertainty in the housing market was reflected in reduced search volumes in housing marketplaces, but the number of active e-mail alert subscriptions was at a record high. Prospective buyers were very interested in keeping an eye on homes put up for sale. The supply of residential properties for sale increased as the selling times became longer: There were 9.7% more active listings on Etuovi.com, while searches, i.e. the demand for residential properties for sale, decreased by 14.0%. The 6.2% increase in the number of active e-mail alert subscriptions is indicative of pent-up demand in the longer term. In the rental housing market, the supply of properties continued to grow on Vuokraovi.com. Demand remained brisk, which was reflected in a 33% increase in the number of removed listings. The active time listings were posted on the marketplace returned to a more moderate level compared to the previous years, which suggests that demand and supply are starting to be better balanced. In the supply of rental housing, the number of active listings increased by 9.5% and the number of new listings grew by 10.5%. Searches for rental apartments increased by 2.6% and the number of new e-mail alert subscriptions grew by 9.4%, but the number of active e-mail alert subscriptions declined by 21.3%.

Revenue from the automotive and mobility vertical was on a par with the comparison period. The total number of cars sold on Nettiauto.com increased by 2% year-on-year and amounted to 147,000 vehicles. The total value of the transactions (approximately MEUR 2,600) increased by 3%. The sales volume in all price ranges (priced under EUR 15,000, between EUR 15,000 - 30,000 and over EUR 30,000). .

The segment's total expenses increased by 2.2% to MEUR 20.2 (19.7). The higher costs were attributable to investments in product development and marketing in marketplace and comparison services and increased printing and distribution expenses in the media business. The segment's adjusted operating profit was MEUR 4.0 (5.0), or 16.7% (20.4%) of revenue. The segment's operating profit was MEUR 3.6 (5.3). The adjusted items in the review period were due to a loss recognised on the sale of a business. The adjusted items in the comparison period were related to a gain recognised on the sale of a business.

Alma Talent

Alma Talent's core business consists of digital subscription-based content media, as well as digital data, content and marketplace services. In addition to the leading financial media brand Kauppalehti, Alma Talent's financial and professional media include Talouselämä, Tekniikka&Talous and Arvopaperi.

Alma Talent Services offers professionals a comprehensive range of services related to company information, real estate information, law, financial management, competence development, leadership and marketing.

Key figures

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Revenue	23.9	25.2	-5.4	96.5
Marketplaces	2.1	1.6	30.6	6.7
Media	13.3	13.3	-0.3	53.4
Content, media	8.6	8.5	1.1	34.4
- of which digital	50.8%	50.1%		50.3%
Advertising, media	4.7	4.8	-2.6	19.0
- of which digital	55.0%	56.7%		59.8%
Services	8.5	10.3	-17.7	36.4
- of which digital	63.1%	54.6%		59.4%
Adjusted total expenses	19.0	19.8	-3.7	76.8
Adjusted EBITDA	5.7	6.4	-12.1	23.1
EBITDA	5.7	6.4	-11.3	23.5
Adjusted operating profit	4.8	5.5	-11.8	19.7
% of revenue	20.3%	21.7%		20.4%
Operating profit/loss	4.8	5.4	-10.8	20.1
% of revenue	20.3%	21.5%		20.9%
Average no. of employees, excl. telemarketers	412	452	-8.8	438
Telemarketers on average	143	322	-55.5	196
Digital business revenue	14.4	14.2	1.2	57.0
Digital business, % of revenue	60.4%	56.4%		59.0%

Revenue

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Alma Talent Media	13.4	13.4	-0.4	53.8
- of which digital	51.8%	52.1%		53.4%
Alma Talent Services	8.9	8.7	2.0	34.1
- of which digital	84.0%	82.9%		82.9%
Direct marketing	2.2	2.3	-3.2	9.7
Divested operations and eliminations *)	-0.6	0.8	-184.5	-1.1

Operating profit

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Alma Talent Media	2.2	3.0	-29.0	10.9
Alma Talent Services	2.4	2.0	19.1	7.4
Direct marketing	0.3	0.3	-8.1	1.5
Divested operations and eliminations	-0.1	0.1	-178.0	0.0

Recurring invoicing, Alma Talent Services

MEUR	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
Alma Talent Services				
Recurring *	2.8	2.3	20.0%	10.0
Recurring like **	4.0	4.0	1.0%	15.2
Non recurring ***	2.1	2.4	-13.3%	9.0
Total	8.9	8.7	2.0%	34.1

* Recurring licence-based revenue.

** Recurring, volume-based revenue, sold mainly in connection with licensing agreements.

*** Non-recurring revenue based on one-off sales.

January–March 2023

The Alma Talent segment's revenue decreased by 5.4% to MEUR 23.9 (25.2) in the first quarter. The divestment of business operations in the Baltic countries had an effect of MEUR 1.4 on the decrease in revenue. Comparable revenue was on a par with the previous year. Digital business accounted for 60.4% (56.4%) of the segment's revenue.

Talent Media's content revenue increased by 1.1%, with digital content revenue growing by 2.0% and print media revenue being on a par with the previous year. Advertising sales decreased by 2.6%, particularly due to a decline in advertising in the automotive and financial sectors.

The revenue of Talent Services increased by 2.0%. Revenue was increased by continuously invoiced sales of company information and law-related services as well as good development of business premises marketplaces in Finland and Sweden. Sales were reduced by the reduced transaction volume of the housing and real estate markets. Adjusted operating profit increased by 19.1%. Digital business represented 76.6% (82.9%) of Alma Talent's services.

Revenue from direct marketing, excluding divested businesses, decreased by 3.2% to MEUR 2.2.

The segment's adjusted total expenses were MEUR 19.0 (19.8). The comparable increase in expenses amounted to MEUR 0.6 and was attributable to higher employee expenses, printing and distribution costs, and sales and marketing expenses. The Alma Talent segment's adjusted operating profit was MEUR 4.8 (5.5) and operating profit MEUR 4.8 (5.4). No adjusted items were reported during the review period. The adjusted items in the comparison period were related to the restructuring of operations.

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

Assets by segment

(MEUR)	31 Mar 2023	31 Mar 2022	31 Dec 2022
Alma Career	93.9	88.6	90.0
Alma Consumer	223.0	223.2	221.9
Alma Talent	110.8	113.9	110.6
Segments total	427.7	425.7	422.5
Non-allocated assets and eliminations	89.3	86.5	72.7
Total	**517.1**	**512.1**	**495.2**

Liabilities by segment

(MEUR)	31 Mar 2023	31 Mar 2022	31 Dec 2022
Alma Career	55.7	45.6	48.8
Alma Consumer	15.4	15.6	14.4
Alma Talent	36.1	42.7	31.9
Segments total	107.2	103.9	95.1
Non-allocated liabilities and eliminations	189.6	255.4	194.2
Total	**296.7**	**359.3**	**289.3**

Annual General Meeting 2023 (held after the review period on 4 April 2023)

Alma Media Corporation's Annual General Meeting (AGM) held on 4 April 2023 confirmed the financial statements for 2022 and released the members of the Board of Directors and the President and CEO from liability.

Peter Immonen, Esa Lager, Alexander Lindholm, Catharina Stackelberg-Hammarén, Eero Broman, Heikki Herlin and Kaisa Salakka were elected as Board members. In its constitutive meeting after the AGM, the Board of Directors elected Catharina Stackelberg-Hammarén as its Chair and Eero Broman as its Vice Chair.

At the AGM, 112 shareholders were represented, corresponding to 63,841,447 shares and votes (77.49% of the total number of shares). The AGM voted in favour of all of the proposals made to the AGM by the Board of Directors and the Shareholders' Nomination Committee with at least 94.43% of the votes given.

Dividends

In accordance with the proposal of the Board of Directors, the AGM resolved that a dividend of EUR 0.44 per share be paid for the financial year 2022. The dividend was paid to shareholders who are registered in Alma Media Corporation's shareholder register maintained by Euroclear Finland Ltd on the record date of the payment, 6 April 2023. The dividend was paid on 17 April 2023.

Remuneration Report

The AGM confirmed the Remuneration Report for the Governing Bodies.

Remuneration of Board members

In accordance with the proposal of the Shareholders' Nomination Committee, the AGM decided that the remuneration will be increased, and that the following annual remuneration be paid to the members of the Board of Directors for the term of office ending at the close of the Annual General Meeting 2024: to the Chair of the Board of Directors, EUR 68,800 (earlier EUR 62,500) per year; to the Vice Chair, EUR 44,000 (earlier EUR 40,000) per year, and to members EUR 35,800 (earlier EUR 32,500) per year.

In addition, the Chair of the Board of Directors and the Chair of the Audit Committee will be paid a fee of EUR 1,500, the Chair of the Nomination and Compensation Committee a fee of EUR 1,000, the Deputy Chairs of the committees a fee of EUR 700 and members a fee of EUR 500 for those Board and Committee meetings that they attend. The travel expenses of Board members will be compensated in accordance with the company's travel policy.

The attendance fees specified above for each meeting are doubled for (i) members living outside Finland in Europe or (ii) meetings held outside Finland in Europe; and tripled for (i) members resident outside Europe or (ii) meetings held outside Europe.

The members of the Board shall, as decided by the Annual General Meeting, acquire a number of Alma Media Corporation shares corresponding to approximately 40% of the full amount of the annual remuneration for Board members, taking into account tax deduction at source, at the trading price on the regulated market arranged by the Helsinki Stock Exchange. Members of the Board are required to arrange the acquisition of the shares within two weeks of the release of the first quarter 2023 interim report or, if this is not possible due to insider trading regulations, as soon as possible thereafter. If it is not possible to acquire the shares by the end of 2023 for a reason such as pending insider transactions, the annual remuneration is paid in cash. Shares acquired in this way cannot be transferred until the recipient's membership on the Board has ended. The company is liable to pay any asset transfer taxes which may arise from the acquisition of shares.

Composition of the Board of Directors

The AGM confirmed the number of Board members as seven (7) as proposed by the Shareholders' Nomination Committee.

The following Board members were re-elected for the new term of office, extending until the end of the subsequent Annual General Meeting: Peter Immonen, Esa Lager, Alexander Lindholm, Catharina Stackelberg-Hammarén, Eero Broman, Heikki Herlin and Kaisa Salakka.

Fee and election of auditor

In accordance with the recommendation of the Board of Directors' Audit Committee, it was decided that the auditor's fees be paid according to the invoice approved by the company. Authorised Public Accountants PricewaterhouseCoopers Oy were elected as Alma Media Corporation's auditor for the financial year 2023. PricewaterhouseCoopers Oy has confirmed that Niina Vilske, APA, will serve as the principal auditor.

Amendment to the Articles of Association

The AGM decided to amend the Articles of Association as follows:
Article 4 Board of Directors: the first sentence of the first paragraph of Article 4 will be amended to read as follows: "The Board of Directors shall see to the administration of the company and the appropriate organisation of its operations."

Article 5 CEO: Article 5 will be amended to read as follows: "The company may have a CEO. The Board of Directors decides on the appointment and dismissal of the CEO."

Article 9 Venue of the General Meeting: the following sentences will be added to Article 9 after the first sentence: "The Board of Directors may decide that the Annual General Meeting will be held without a meeting venue so that the shareholders will exercise their decision-making power fully and in real time during the meeting by means of a telecommunications connection and a technological device. The Board of Directors may also decide that a shareholder may participate in the Annual General Meeting in such a way that the shareholders exercise their decision-making power fully during the meeting by means of a telecommunications connection and a technological device."

Article 12 Obligation to redeem shares: Article 12 will be removed altogether.

Authorisation to the Board of Directors to decide on the repurchase own shares

The AGM authorised the Board of Directors to decide on the repurchase of a maximum of 824,000 shares in one or more lots. The maximum authorised quantity represents approximately one (1) per cent of the company's entire share capital. The shares shall be acquired using the company's non-restricted shareholders' equity through trading on a regulated market arranged by Nasdaq Helsinki Ltd and in accordance with its rules and instructions, for which reason the acquisition is directed, in other words, the shares will be purchased otherwise than in proportion to the shareholders' current holdings. The price paid for the shares must be based on the price of the company share on the regulated market so that the minimum price of purchased shares is the lowest market price of the share quoted on the regulated market during the term of validity of the authorisation and the maximum price, correspondingly, the highest market price quoted on the regulated market during the term of validity of the authorisation. Shares can be purchased for the purpose of improving the company's capital structure, financing or carrying out corporate acquisitions or other arrangements, implementing incentive schemes for the management or key employees or to be otherwise transferred or cancelled. The authorisation is valid until the following AGM, but not later than 30 June 2024.

Authorisation to the Board of Directors to decide on the transfer of own shares

The AGM authorised the Board of Directors to decide on a share issue by transferring shares in possession of the company. A maximum of 824,000 shares may be issued on the basis of this authorisation. The maximum authorised quantity represents approximately one (1) per cent of the company's entire share capital. The authorisation entitles the Board to decide on a directed share issue, which entails deviating from the pre-emption rights of shareholders. The Board can use the authorisation in one or more lots. The Board of Directors can use the authorisation to implement incentive schemes for the management or key employees of the company.

The authorisation is valid until the following AGM, but not later than 30 June 2024. This authorisation overrides the share issue authorisation granted at the Annual General Meeting of 29 March 2022.

Authorisation to the Board of Directors to decide on a share issue

The AGM authorised the Board of Directors to decide on a share issue. A maximum of 16,500,000 shares may be issued on the basis of this authorisation. The maximum number of shares that may be issued under the authorisation corresponds to approximately 20 per cent of the company's entire share capital. The share issue can be implemented by issuing new shares or by transferring treasury shares. The authorisation entitles the Board to decide on a directed share issue, which entails deviating from the pre-emption rights of shareholders. The Board can use the authorisation in one or more lots.

The Board can use the authorisation for developing the capital structure of the company, widening the ownership base, financing or executing acquisitions or other arrangements, or for other purposes decided on by the Board. The authorisation cannot, however, be used to implement incentive schemes for the management or key employees of the company.

The authorisation is valid until the following AGM, but not later than 30 June 2024. This authorisation overrides the corresponding share issue authorisation granted by the AGM of 29 March 2022, but not the share issue authorisation proposed above.

Charitable donations

The AGM authorised the Board to decide on donations of a total maximum of EUR 100,000 for charitable or corresponding purposes, as well as to decide on the recipients of donations, their intended uses and other terms and conditions of donations.

Constitutive meeting of the Board of Directors

In its constitutive meeting held after the AGM, the Board of Directors elected Catharina Stackelberg-Hammarén as its Chair and Eero Broman as its Vice Chair.

The Board of Directors also appointed the members to its permanent committees. Eero Broman, Heikki Herlin and Kaisa Salakka were elected as members of the Audit Committee, with Esa Lager as Chair. Alexander Lindholm and Catharina Stackelberg-Hammarén were elected as members of the Nomination and Compensation Committee, with Peter Immonen elected as Chair.

The Board of Directors has assessed that, with the exception of Eero Broman, Heikki Herlin, Peter Immonen, Esa Lager and Alexander Lindholm, the members of the Board are independent of the company and its significant shareholders. Heikki Herlin is the Chair of the Board of Mariatorp Oy, Peter Immonen is a member of the Board of Mariatorp Oy, Esa Lager is a member of the Board of Ilkka-Yhtymä Oyj, Alexander Lindholm is the CEO of Otava Group and, as of 2022, Eero Broman has been a member of the Board of Otava Ltd for over 10 consecutive years (a relationship with a significant shareholder pursuant to subsection j) of Recommendation 10 of the Corporate Governance Code).

Share and stock markets

In January–March, altogether 600,970 Alma Media shares were traded on the Nasdaq Helsinki stock exchange, representing 0.7% of the total number of shares. The closing price of the Alma Media share at the end of the last trading day of the review period, 31 March 2023, was EUR 9.25. The lowest quotation during the review period was EUR 8.84 and the highest EUR 10.20. Alma Media Corporation's market capitalisation at the end of the review period was MEUR 762.04. Alma Media Corporation holds a total of 178,766 of its own shares.

Share-based retention and incentive schemes

Alma Media's long-term share-based incentive schemes for senior management and certain key employees consist of annually commencing individual plans, each subject to separate Board approval. The main elements of each individual plan are: an investment in Alma Media shares as a precondition for participation in the scheme, matching shares based on the said share investment, the possibility of earning performance-based matching shares, and transfer restrictions.

In February 2023, the Board of Directors of Alma Media Corporation decided on the commencement of a new period under the long-term share-based incentive scheme for senior management (MSP 2023). The Board of Directors further decided on the commencement of a new period under the performance-based share-based incentive scheme aimed at middle management and selected key employees (PSP 2023). The incentive schemes were established and originally announced in December 2018.

In accordance with the EU Shareholder Rights Directive (SHRD), Alma Media published its Remuneration Report for 2022 on 14 March 2023. The Remuneration Policy, which documents the principles of the remuneration of the Group's governing bodies and the key terms applicable to service contracts, is available on the company website at www.almamedia.fi/en/investors/governance/remuneration. The terms of the various share-based retention and incentive schemes (long-term retention and incentive schemes) are described in the Remuneration Policy.

Flagging notices

The company did not receive any flagging notices during the first quarter of 2023.

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 is used to identify and manage risks, develop appropriate risk management methods, and regularly report on risks 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 company's most significant strategic risks are related to rapid changes in the existing business models of marketplaces, changes in media consumption among consumers, and data protection violations.

An increasingly important source of competitive advantage, but also a strategic risk, in Alma Media's business is the ability to use customer data to improve the users' service experience and develop the product and service offering for advertisers. Alma Media manages customer data and behavioural data, taking regulatory requirements into consideration, by centralising customer data repositories and deploying analysis and activation technology. Potential restrictions concerning the use of third-party cookies could create uncertainty factors, at least temporarily, related to digital advertising sales.

The regulation of the media sector and the related market practices is becoming stricter.

The changes in the operating environment and the rapid technological development require continuous investments in employee competence and development. Ensuring adequate and highly competent technology-related human resources for the years to come is a significant strategic risk.

A further risk to Alma Media's business is the potential decline in digital audiences, as well as a potential permanent decrease in digital advertising sales and listing advertising.

The continuation of the widespread COVID-19 pandemic may have an impact on the demand for services and cause substantial production disruptions in business

In addition to the COVID-19 pandemic, the escalation of geopolitical risks in Alma Media's operating countries may have a significant impact on service demand.

The most significant operational risks are data security and cyber risks, disruptions of information technology and communications as well as interruptions in daily news production. Data security risks are managed in various ways; for example, by improving proactive automation to detect server attacks in a timely manner and by regularly training the employees on data security and data privacy.

The non-financial risk management process also covers responsibility risks whose significance is assessed both in financial terms and in terms of the potential damage caused to the Group's reputation if the risk were to materialise. The Group communicates its sustainability risks and challenges related to the development of corporate sustainability transparently in its stakeholder communications.

Events after the review period

On 3 April 2023, Alma Media Corporation acquired a majority stake in Suomen Tunnistetieto Oy. Suomen Tunnistetieto's DOKS service provides an efficient and secure digital tool for managing anti-money laundering obligations, monitoring sanctions and, in general, identifying and knowing customers (Know Your Customer, the KYC process). Alma Media Corporation had previously acquired 25% of the company in summer 2021, and its shareholding now increased to 51%.

The Senior Vice President in charge of the Alma Consumer business segment, Mr. Kari Kivelä (63), has announced that he will retire from his current post by 31 December 2023, as made possible by his executive contract. Kivelä started as the publisher and Editor-in-Chief of Alma Media's afternoon paper Iltalehti in 2005, and has been employed in his current position since 2018.

Mr. Santtu Elsinen (50) has been appointed as Kivelä's successor. Elsinen has been Alma Media's Chief Digital Officer (CDO) and a member of the Group Executive Team since 2016. Elsinen has been a member of the Alma Consumer business segment's management team since 2018. Elsinen's previous positions include Director of Business Development at Talentum Oyj and Director of Business Development at Satama Interactive Oyj.

Ms. Virpi Juvonen (60), Senior Vice President, Human Resources at Alma Media, has also announced that she will retire by the end of 2023 as made possible by her executive contract. Juvonen was appointed as Iltalehti's HR Manager in 2007 and has held her current position since 2012.

Summary of Interim Report and notes

Comprehensive income statement

(MEUR)	2023 Q1	2022 Q1	Change %	2022 Q1–Q4
REVENUE	**75.2**	**76.2**	**-1.3**	**308.8**
Other operating income	0.1	0.3	-76.1	7.2
Materials and services	9.0	9.1	-1.2	37.6
Employee benefits expense	30.2	30.2	-0.2	119.6
Depreciation and impairment	4.3	4.3	-1.7	17.2
Other operating expenses	15.4	13.1	17.9	61.6
OPERATING PROFIT	**16.5**	**19.8**	**-16.7**	**80.0**
Finance income	0.0	2.0	-136.9	9.2
Finance expenses	1.9	1.6	29.5	2.9
Share of profit of associated companies	0.0	-0.2	-101.4	0.7
PROFIT BEFORE TAX	**14.6**	**20.1**	**-31.9**	**86.4**
Income tax	2.9	4.0	-14.3	14.5
PROFIT FOR THE PERIOD	**11.7**	**16.0**	**-36.3**	**71.9**
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)				0.1
Items that may later be transferred to be recognised through profit or loss				
Translation differences	0.8	1.2		0.3
Other comprehensive income for the period, net of tax	0.8	1.2		0.4
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	**12.5**	**17.2**		**72.3**
Profit for the period attributable to:				
– Owners of the parent	11.7	16.0		71.9
– Non-controlling interest	0.0	0.0		0.0
Total comprehensive income for the period attributable to:				
– Owners of the parent	12.5	17.2		72.3
– Non-controlling interest	0.0	0.0		0.0
Earnings per share calculated from the profit for the period attributable to the parent company shareholders:				
– Earnings per share, basic	0.14	0.19		0.88
– Earnings per share, diluted	0.14	0.19		0.86

Balance sheet

(MEUR)	31 Mar 2023	31 Mar 2022	31 Dec 2022
ASSETS			
NON-CURRENT ASSETS			
Goodwill	297.2	295.1	294.4
Intangible assets	88.1	88.7	87.4
Tangible assets	3.5	2.4	3.6
Right-of-use assets	30.4	30.8	30.0
Investments in associated companies	4.2	3.4	4.2
Other non-current financial assets	8.3	3.6	8.8
Deferred tax assets	0.7	0.8	0.6
TOTAL NON-CURRENT ASSETS	**432.4**	**424.8**	**429.0**
CURRENT ASSETS			
Inventories	0.7	0.8	0.7
Current tax assets	0.3	0.5	0.1
Trade receivables and other receivables	37.7	34.8	35.4
Financial assets, short-term	0.3	2.3	0.0
Cash and cash equivalents	43.0	45.0	30.0
TOTAL CURRENT ASSETS	**82.1**	**83.4**	**66.2**
Assets classified as held for sale		4.0	
TOTAL ASSETS	**514.6**	**512.1**	**495.2**
EQUITY AND LIABILITIES			
Share capital	45.3	45.3	45.3
Share premium reserve	7.7	7.7	7.7
Translation differences	1.4	1.5	0.6
Invested non-restricted equity fund	19.1	19.1	19.1
Retained earnings	143.5	76.3	131.7
Equity attributable to owners of the parent	217.0	149.9	204.4
Non-controlling interest	1.3	3.0	1.5
TOTAL EQUITY	**218.2**	**152.9**	**205.9**
LIABILITIES			
NON-CURRENT LIABILITIES			
Non-current financial liabilities	140.0	170.0	140.0
Non-current lease liabilities	24.3	24.7	23.7
Deferred tax liabilities	17.0	19.0	17.1
Pension liabilities	0.6	0.8	0.6
Other financial liabilities	9.6	16.3	9.6
TOTAL NON-CURRENT LIABILITIES	**191.6**	**230.8**	**191.1**
CURRENT LIABILITIES			
Current financial liabilities	2.1	1.1	3.0
Current lease liabilities	6.8	6.9	7.0
Advances received	55.6	49.1	45.4
Income tax liability	3.6	3.3	7.0
Trade payables and other payables	36.6	68.1	35.9
TOTAL CURRENT LIABILITIES	**104.7**	**128.5**	**98.2**
TOTAL LIABILITIES	**296.3**	**359.3**	**289.3**
TOTAL EQUITY AND LIABILITIES	**514.6**	**512.1**	**495.2**

Consolidated statement of change in equity

Equity attributable to owners of the parent

(MEUR)	Equity attributable to owners of the parent A	B	C	D	E	F	G	H
Equity 1 Jan 2023	**45.3**	**7.7**	**0.6**	**19.1**	**131.7**	**204.4**	**1.5**	**205.9**
Profit for the period					11.7	11.7	0.0	11.7
Other comprehensive income								
Translation differences			0.8			0.8		0.8
Transactions with equity holders								
Dividends paid by parent						0.0		0.0
Dividends paid by subsidiaries						0.0	-0.0	-0.0
Acquisition of own shares					-1.1	-1.1		-1.1
Incentive schemes implemented and paid in the form of shares					0.9	0.9		0.9
Change in ownership in subsidiaries					0.3	0.3	-0.2	0.1
Equity 31 Mar 2023	**45.3**	**7.7**	**1.4**	**19.1**	**143.5**	**217.0**	**1.3**	**218.2**
Equity 1 Jan 2022	**45.3**	**7.7**	**0.3**	**19.1**	**91.2**	**163.6**	**2.9**	**166.5**
Profit for the period					16.0	16.0	0.0	16.0
Other comprehensive income								0.0
Translation differences			1.2			1.2		1.2
Transactions with equity holders								
Dividends paid by parent					-28.8	-28.8		-28.8
Acquisition of own shares					-1.4	-1.4		-1.4
Disposal of own shares						0.0		0.0
Incentive schemes implemented and paid in the form of shares					-0.5	-0.5		-0.5
Change in ownership in subsidiaries						0.0		0.0
Equity 31 Mar 2022	45.3	7.7	1.5	19.1	76.3	150.1	3.0	153.0

Column headings:
A = Share capital
B = Share premium reserve
C = Translation differences
D = Invested non-restricted equity fund
E = Retained earnings
F = Equity attributable to owners of the parent, total
G = Non-controlling interest
H = Equity total

Cash flow statement

(MEUR)	2023 Q1	2022 Q1	2022 Q1–Q4
OPERATING ACTIVITIES			
Profit for the period	11.7	16.0	72.0
Adjustments	10.0	8.2	22.4
Change in working capital	5.4	8.4	-2.8
Dividends received	0.0	0.1	0.3
Interest received	0.0	0.0	0.1
Interest paid and other finance expenses	-1.1	-0.5	-2.1
Taxes paid	-5.4	-5.0	**-10.6**
Net cash flow from operating activities	**20.6**	**27.3**	**79.2**
INVESTING ACTIVITIES			
Acquisitions of tangible assets	-0.5	-0.6	-3.3
Acquisitions of intangible assets	-2.1	-0.7	-5.7
Proceeds from sale of tangible and intangible assets	0.0	0.0	0.0
Other investments	-0.1	0.0	-0.4
Business acquisitions less cash and cash equivalents at the time of acquisition	0.0	0.0	-5.2
Proceeds from sale of businesses less cash and cash equivalents at the time of sale	0.7	0.6	1.4
Acquisition of associated companies	0.0	-0.0	-0.0
Proceeds from sale of associated companies	0.0	0.0	10.1
Net cash flows from/(used in) investing activities	**-1.9**	**-0.7**	**-3.0**
Cash flow before financing activities	**18.7**	**26.6**	**76.2**
CASH FLOWS FROM/(USED IN) FINANCING ACTIVITIES			
Acquisition of own shares	-1.1	-1.4	-4.2
Loans taken	8.0	0.0	36.0
Repayment of loans	-10.0	-30.0	-94.0
Payments of finance lease liabilities	-2.5	-2.1	-7.1
Dividends paid	0.0	-0.0	-28.9
Net cash flows from/(used in) financing activities	**-5.6**	**-33.6**	**-98.2**
Change in cash and cash equivalent funds (increase +/decrease -)	13.0	-6.9	-21.9
Cash and cash equivalents at beginning of period	30.0	51.9	51.9
Effect of change in foreign exchange rates	-0.1	0.0	0.0
Cash and cash equivalents at end of period	**43.0**	**45.0**	**30.0**

Associated companies

Share of result of associated companies

MEUR	2023 Q1	2022 Q1	2022 Q1–Q4
Alma Career	0.0	-0.2	0.6
Alma Consumer	0.0	0.0	0.0
Alma Talent	0.0	0.0	0.0
Other associated companies	0.0	0.0	0.0
Total	0.0	-0.2	0.7

Acquired businesses in 2023

Alma Media has acquired the following business operations in 2023:

	Business	Acquisition date	Acquired share	Group share
Alma Talent segment				
Toimitilat.fi	Online services	1 Jan 2023	100%	100%

The Alma Talent segment's information on acquired businesses.

MEUR	Fair value
Consideration, settled in cash	0.6
Contingent consideration	0.6
Total consideration	**3.4**

The assets and liabilities recorded as a result of the acquisition were as follows:

MEUR	Fair values entered in integration Total
Total assets acquired	**1.1**
Deferred tax liabilities	0.2
Total liabilities acquired	**0.3**
Acquired identifiable net assets at fair value, total	**0.9**
Group's share of net assets	**0.9**
Goodwill	**2.5**
Annual amortisation of intangible assets related to acquisitions	**0.2**

The fair values entered on intangible assets in consolidation relate primarily to acquired customer agreements, the brand and information systems developed in-house. Factors contributing to goodwill were the synergies related to these businesses expected to be realised and the expectation of the growth of the business premises marketplaces business in the coming years.

Contingent considerations

Contingent considerations arising from business acquisitions are classified as financial liabilities recognised at fair value through profit or loss. The contingent consideration liabilities arose from acquisitions of business operations and are based on the acquired businesses' result in 2023–2025. Depending on individual agreements, the actual total amount of the contingent consideration liabilities may range from MEUR 0 to MEUR 26. Based on the best available information, MEUR 10.4 in liabilities has been recognised on 31 March 2023.

Contingent consideration liability

(MEUR)	31 Mar 2023	31 Dec 2022
Fair value of the contingent consideration liability at the start of the period	9.9	16.8
New considerations	0.6	
Considerations, settled in cash		-2.4
Change in fair value during the financial period		-4.6

Contingent consideration assets

(MEUR)	31 Mar 2023	31 Dec 2022
Fair value of the contingent consideration assets at the start of the period	0.2	0.2
Fair value of the contingent consideration assets at the end of the period	**0.2**	**0.2**

Employees

	2023 Q1	2022 Q1	2022 Q1–Q4
Employees, Finland	977	957	999
Employees, other countries	703	681	680
Employees, total	**1,680**	**1,638**	**1,679**

Commitments and contingencies

Commitments and contingencies

(MEUR)	31 Mar 2023	31 Mar 2022	31 Mar 2022
Collateral for others			
Guarantees	0.0	0.0	0.0
Other commitments and contingencies	0.0	0.0	0.0
Minimum lease payments on other lease agreements:			
Within one year	0.4	0.4	0.4
Within 1–5 years	0.7	0.8	0.7
Total	**1.1**	**1.1**	**1.1**

Derivative contracts

(MEUR)	31 Mar 2023	31 Mar 2022	31 Mar 2022
Interest rate derivatives			
Fair value	5.2	2.3	5.5
Nominal value	50.0	50.0	50.0
Foreign currency derivatives			
Fair value	-1.2	-0.6	-0.7
Nominal value	13.7	15.1	13.7

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:

(MEUR)	2023 Q1	2022 Q1	2022 Q1–Q4
Sales of goods and services	0.4	0.1	0.7
Associated companies	0.0	0.0	0.1
Principal shareholders	0.2	0.0	0.1
Corporations where management exercises influence	0.2	0.1	0.5
Purchases of goods and services	0.4	0.3	1.3
Associated companies	0.1	0.0	0.2
Principal shareholders	0.2	0.1	0.4
Corporations where management exercises influence	0.1	0.1	1.0
Trade receivables, loans and other receivables at the end of the reporting period	0.1	0.0	0.1
Associated companies	0.0	0.0	0.0
Principal shareholders	0.0	0.0	0.0
Corporations where management exercises influence	0.0		0.0
Trade payables at the reporting date	0.0	0.1	0.0
Associated companies	0.0	0.1	0.0
Principal shareholders	0.0	0.0	0.0

Quarterly information

MEUR	2023 Q1	2022 Q4	2022 Q3	2022 Q2	2022 Q1	2021 Q4	2021 Q3	2021 Q2
REVENUE	**75.2**	**78.7**	**74.5**	**79.3**	**76.2**	**78.0**	**67.8**	**71.6**
Alma Career	27.7	27.4	27.3	28.4	26.7	24.1	21.9	20.0
Alma Consumer	24.2	25.0	22.1	24.1	25.2	27.5	22.4	25.2
Alma Talent	23.9	26.8	25.4	27.1	24.8	26.9	23.6	26.6
Eliminations and non-allocated	-0.5	-0.5	-0.3	-0.4	-0.4	-0.5	-0.1	-0.2
ADJUSTED TOTAL EXPENSES	**58.3**	**63.5**	**55.3**	**60.2**	**56.7**	**62.6**	**50.0**	**55.0**
Alma Career	16.7	19.0	17.3	16.7	14.5	16.0	13.0	12.2
Alma Consumer	20.2	19.9	17.3	19.8	19.8	22.3	17.4	20.2
Alma Talent	19.0	20.9	18.6	20.5	19.7	20.2	17.0	19.3
Eliminations and non-allocated	2.4	3.7	2.1	3.1	2.7	4.0	2.6	3.4
ADJUSTED EBITDA	**21.3**	**19.6**	**23.6**	**23.5**	**24.0**	**20.2**	**22.2**	**20.8**
Alma Career	11.8	9.2	10.8	12.5	13.0	8.9	9.7	8.4
Alma Consumer	5.4	5.9	5.6	5.1	6.4	6.1	6.0	6.0
Alma Talent	5.7	7.3	8.3	8.0	6.3	8.0	7.9	8.8
Eliminations and non-allocated	-1.6	-2.8	-1.1	-2.2	-1.8	-2.9	-1.4	-2.4
ADJUSTED OPERATING PROFIT/LOSS	**17.0**	**15.2**	**19.3**	**19.2**	**19.6**	**15.5**	**17.8**	**16.6**
Alma Career	11.0	8.4	10.0	11.8	12.3	8.2	9.0	7.7
Alma Consumer	4.0	5.1	4.8	4.3	5.5	5.2	5.0	5.1
Alma Talent	4.8	5.8	6.8	6.6	5.0	6.7	6.5	7.3
Eliminations and non-allocated	-2.9	-4.2	-2.4	-3.5	-3.2	-4.5	-2.8	-3.5
% OF REVENUE	**22.6**	**19.4**	**25.9**	**24.3**	**25.8**	**19.9**	**26.3**	**23.2**
Alma Career	39.9	30.8	36.9	41.5	46.0	34.0	41.2	38.6
Alma Consumer	16.7	20.5	21.7	17.9	21.7	18.9	22.5	20.2
Alma Talent	20.3	21.8	26.9	24.4	20.4	24.8	27.8	27.5
Non-allocated operations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ADJUSTED ITEMS	**-0.5**	**-0.3**	**0.0**	**6.7**	**0.2**	**0.0**	**-0.4**	**-3.6**
Alma Career	0.0	-0.2	0.0	6.2	0.0	0.0	0.0	0.0
Alma Consumer	-0.4	-0.1	0.0	0.5	-0.1	0.0	-0.0	0.0
Alma Talent	0.0	0.0	0.0	0.0	0.2	0.0	-0.4	0.0
Non-allocated operations	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	-3.6
OPERATING PROFIT/LOSS	**16.5**	**15.0**	**19.3**	**25.9**	**19.8**	**15.5**	**17.4**	**13.0**
Alma Career	11.0	8.2	10.0	18.0	12.3	8.2	9.0	7.7
Alma Consumer	3.6	5.1	4.8	4.8	5.4	5.2	5.0	5.1
Alma Talent	4.8	5.8	6.8	6.6	5.3	6.7	6.1	7.3
Non-allocated operations	-3.0	-4.2	-2.4	-3.5	-3.2	-4.5	-2.8	-7.1
Finance income	0.0	9.2	5.1	3.8	0.0	0.2	0.0	0.3
Finance expenses	1.9	2.9	2.6	2.0	0.5	0.1	0.6	0.7
Share of profit of associated companies	0.0	0.3	0.3	0.3	-0.2	0.3	0.7	-0.1
PROFIT BEFORE TAX	**14.6**	**18.6**	**20.2**	**27.5**	**20.1**	**16.0**	**17.4**	**12.6**
Income tax	-2.9	-2.4	-4.0	-4.1	-4.0	-4.1	-2.8	-2.9
PROFIT FOR THE PERIOD	**11.7**	**16.2**	**16.2**	**23.4**	**16.0**	**11.8**	**14.6**	**9.7**

Main accounting principles (IFRS)

This Interim Report has been drawn up in accordance with IFRS standards (IAS 34). The Interim Report applies the same accounting principles and calculation methods as the annual accounts dated 31 December 2022. New and amended IFRS standards that have entered into effect in 2023 have not had an effect on the accounting principles. The Interim Report does not, however, contain all of the information or notes to the accounts included in the annual financial statements. This Interim Report should therefore be read in conjunction with the company's financial statements for 2022.

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+quarterly return)4)-1). The percentage of revenue from digital business is calculated as digital business/ revenue * 100. The figures in this Interim Report are independently rounded.

Alternative Performance Measures

Alma Media Corporation additionally uses and presents Alternative Performance Measures to better illustrate the operative development of its business and to improve comparability between reporting periods. The Alternative Performance Measures are reported in addition to IFRS key figures.

The Alternative Performance Measures used by Alma Media Corporation are the following:
- Adjusted operating profit (MEUR and % of revenue)
- Profit before tax and financial items excluding adjusted items
- Adjusted EBITDA
- Operating profit excluding depreciation, amortisation, impairment losses and adjusted items

Items adjusting operating profit are income or expenses arising from non-recurring or rare events. Gains or losses from the sale or discontinuation of business operations or assets, and 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 income statement within the corresponding income or expense group.
- Interest-bearing net debt (MEUR)
- Interest-bearing debt — cash and cash equivalents

The figures in this release are unaudited.

Seasonality

Content revenue from the media business is recognised on an accrual basis. For this reason, content revenues accrue in the income statement fairly evenly during the four quarters of the year. The bulk of subscription invoicing – especially for print subscriptions – takes place at the beginning of the year and, therefore, the cash flow from operating activities is also the strongest early in the year. This affects the company's balance sheet position in different quarters. As the Group's operations become increasingly digital, the seasonality of cash flow from operating activities will be reduced.

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

More information:

Kai Telanne, President and CEO, tel. +358 (0)10 665 3500
Juha Nuutinen, CFO, tel. +358 (0)10 665 3873

Alma Media's financial calendar 2023

- Interim Report for January–June 2023 on Wednesday, 19 July 2023 at approximately 8:00 EET
- Interim Report for January–September 2023 on Thursday, 19 October 2023 at approximately 8:00 EET

Report by the Board of Directors

Drivers of change in the operating environment

SLOWING ECONOMIC GROWTH
- Slowing growth in Alma Media's operating countries
- The impacts of high inflation, energy prices and market interest rates on consumer purchasing power
- Long-term structural challenges in the Finnish economy

RECRUITMENT
- A growing shortage of skilled professionals
- Increasing workforce mobility
- Employers increasingly try to reach passive jobseekers
- The use of freelancers and leased employees is on the rise

STRUCTURAL CHANGE IN DIGITAL MARKETING AND SALES
- Digital platforms take on a growing role in commerce, throughout the sales and marketing ecosystem
- Technology providers take a growing slice of the cake of digital advertising
- New forms of digital advertising, such as content marketing, videos and visual search, are increasingly effective in marketing

CHANGING CONSUMER BEHAVIOUR
- Digitalisation changes consumer behaviour permanently
- Increasing expectations of convenience, time saving and security with regard to the digital experience and e-commerce
- Corporate sustainability plays a key role

HOUSING
- Rental housing becomes increasingly common
- The housing ecosystem becomes digital and the use of electronic transactions increases
- Marketplaces evolve from listing services to platforms for housing transactions and services
- In construction and housing, reducing the carbon footprint and sustainable development continues to increase in significance
- Higher inflation and market interest rates have a negative impact on the housing transaction volume and consumer confidence

TECHNOLOGY AND DATA
- Increasing significance of technology and automation across all businesses and processes
- Data ownership and data-driven development as key drivers of business success
- Intense global competition for talent
- Cyber security and data protection are increasingly important due to consumer expectations, regulatory requirements and the deteriorating global security situation

CARS AND MOBILITY
- Digitalisation changes mobility and the automotive trade
- Alternative fuel vehicles grow in significance in the automotive trade
- The sharing economy grows in this area
- Marketplaces evolve to offer a wider selection of services
- Component availability issues cause disruptions in the supply chains for new cars

REGULATION
- The EU's expanding data regulation imposes stringent requirements on businesses utilising data.
- The development of regulations at the EU level requires continuous monitoring, reporting and actions from companies
- The growing popularity of digital services continuously increases the amount of data used

MEDIA
- Paid content grows in popularity
- The need for reliable, fact-based information continues to grow
- Competition for consumers' time and money intensifies in the advertising market
- News media production becomes more data-driven and automation-driven

TENSIONS
- Russia's invasion to Ukraine has led to a Europe-wide energy crisis
- There is high uncertainty about political and economic developments and forecasting is difficult

Description of the operating environment

Market situation in the main markets

According to Kantar TNS, the total advertising volume in Finland increased to MEUR 1,328 in 2022 (MEUR 1,276). The total volume exceeded the pre-pandemic level of 2019.

Advertising sales declined by 7.2% in printed newspapers and by 11.3% in magazines, but increased by 4.5% in online media. The industries with the largest increases in media advertising were tourism and transport, telecommunications services, the financial sector and retail. Between December 2021 and December 2022, brand advertising declined by 8.3%, retail advertising by 3.7%, classified advertising by 7.9% and job advertising by 26.6%.

In terms of volume, the market for afternoon papers in Finland declined by 7.7% (-9.5%).

The effects of Russia's war of aggression and dwindling economic growth were clearly reflected in the operating environment in the fourth quarter of 2022. The European economy was adversely affected by sanctions, supply chain disruptions and problems associated with the availability of raw materials, among other things. The prices of energy, raw materials and food continued to rise quickly, while market interest rates rose sharply. Combined, these developments have lowered consumer confidence, household purchasing power, consumption and economic growth. However, pandemic-related restrictions in Europe were eased in the early part of the year and eventually lifted, which helped stimulate activity in the service sector.

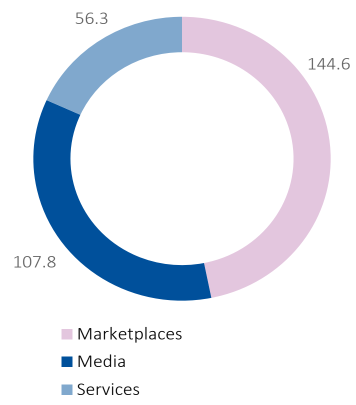
In December, The European Central Bank (ECB) estimated that economic growth in the eurozone was 3.4% on average in 2022, but expected it to slow to only 0.5% in 2023. It estimated that GDP will shrink slightly both in the last quarter of 2022 and the first quarter of 2023, as disruptions in energy imports due to the war have continued throughout the economy.

According to the forecast of the ECB, the average annual inflation rate for last year was 8.4%. This year, it is expected to slow to 6.3% and further to 3.4% in 2024.

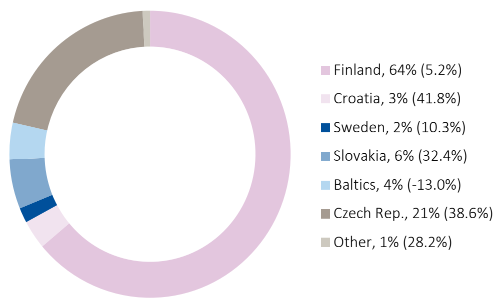
In addition to Finland, Alma Media's main markets are the Czech Republic and Slovakia in Eastern Central Europe. The European Commission published its latest GDP forecasts on 13 February 2023. According to the forecast, Finnish

REVENUE MEUR	2022 Q1–Q4	2021 Q1–Q4	Change %
Alma Career	109.8	82.2	33.6
Alma Consumer	104.1	94.5	10.2
Alma Talent	96.5	99.7	-3.2
Segments total	310.4	276.4	12.3
Non-allocated operations	-1.6	-0.9	69.7
Total	308.8	275.4	12.1

Revenue split 2022
MEUR



Revenue split geographically 2022



ADJUSTED OPERATING PROFIT/LOSS MEUR	2022 Q1–Q4	2021 Q1–Q4	Change %
Alma Career	42.5	30.0	41.7
Alma Consumer	24.4	23.9	1.8
Alma Talent	19.7	20.6	-4.0
Segments total	86.6	74.5	16.2
Non-allocated operations	-13.2	-13.4	1.6
Total	73.4	61.1	20.2

ADJUSTED ITEMS MEUR	2022	2021
Alma Career		
Restructuring	-0.2	
Gains (losses) on the sale of assets	6.2	
Alma Consumer		
Items recognised through profit or loss arising from business acquisitions		-0.4
Gains (losses) on the sale of assets	0.2	
Alma Talent		
Restructuring	-0.1	
Gains (losses) on the sale of assets	0.5	0.0
Non-allocated		
Transaction costs of divested and acquired businesses		-4.1
Gains (losses) on the sale of assets		0.2
Adjusted items in operating profit	6.6	-4.3
Adjusted items in profit before tax	6.6	-4.3

GDP growth in 2022 was 2.0% and will slow to 0.2% this year; the Czech Republic's growth of 2.5% will slow to 0.1% and Slovakia's growth rate of 1.7% will slow to 1.5%.

The Commission estimates that, in 2023, the unemployment rate in Finland will be 7.2%, 3.3% in Czechia and 6.4% in Slovakia.

Revenue increased by 12.1%

Group revenue and result in 2022

Alma Media's revenue grew by 12.1% to MEUR 308.8 (275.4). Acquired and divested businesses had an effect of MEUR -1.0 on revenue. Organic growth, excluding acquisitions and divestments, was 12.8%. The growth of revenue was attributable to the strong growth of recruitment demand, acquisitions, and the growth of digital advertising.

Adjusted operating profit was MEUR 73.4 (61.1), or 23.8% (22.2%) of revenue. Operating profit was MEUR 80.0 (56.8), or 25.9% (20.6%) of revenue. The adjusted items in 2022 consisted of gains recognised on business sales, the divestment of shares in the associated company Bolt Group Oy, and operational restructuring. The adjusted items in the comparison period were related to gains and losses on the sale of assets and transaction costs related to acquisitions.

Total expenses increased by 7.2% to MEUR 236. The increase in expenses was attributable to acquisitions, higher investments in digital business development, as well as higher marketing and employee expenses. Depreciation and impairment included in the total expenses amounted to MEUR 17.2 (16.7). Profit for 2022 came to MEUR 71.9 (44.3). Earnings per share were EUR 0.88 (0.53).

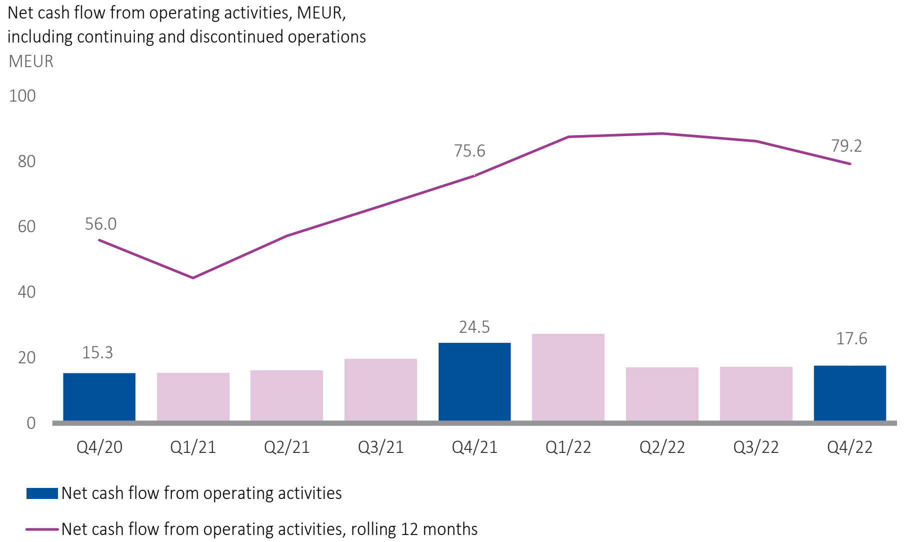
Balance sheet and financial position

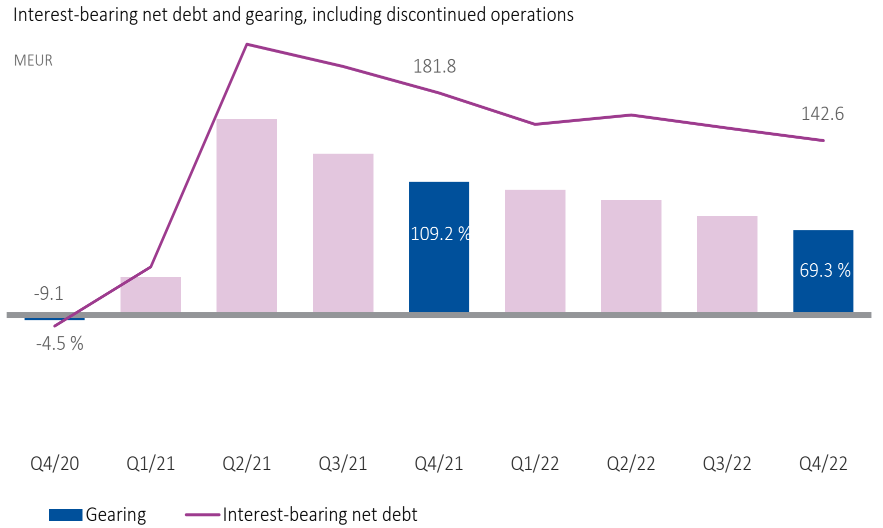
At the end of December 2022, the consolidated balance sheet stood at MEUR 495.2 (518.4). The Group's equity ratio at the end of December was 45.8% (34.7%), and equity per share was EUR 2.48 (1.99).

Cash flow from operating activities in 2022 was MEUR 79.2 (75.6). Cash flow from operating activities improved year-on-year thanks to the improved operating profit and in spite of the increase of working capital. Cash flow after investments and before financing was MEUR 76.2 (-162.3) in 2022.

In December 2021, Alma Media signed a new MEUR 200 financing arrangement. This replaced the temporary financing agreement that had been in place for financing acquisitions. The new agreement has a maturity of 36 months. Repayments of MEUR 60 on long-term loans were made in 2022. The new financing arrangement also includes a MEUR 30 revolving credit facility (RCF). The facility will be used for the Group's general financing purposes, and it was entirely unused on 31 December 2022.

The revolving credit facility has a maturity of 48 months. The financing arrangement includes the usual covenants concerning the equity ratio and the ratio of net debt to EBITDA. The Group met the covenants on 31 December 2022.





Alma Media has a commercial paper programme of MEUR 100 in Finland. Of the commercial paper programme, MEUR 2 had been used on 31 December 2022. At the end of 2022, Alma Media's interest-bearing debt amounted to MEUR 172.7 (233.7). Interest-bearing net debt totalled MEUR 142.6 (181.8).

Alma Media had MEUR 0.2 in financial assets created in conjunction with business combinations measured at fair value and recognised through profit or loss, and MEUR 9.9 in financial liabilities measured at fair value and recognised through profit or loss.

Alma Media signed an interest rate derivative agreement in December 2021. The agreement is a four-year fixed interest rate agreement that will commence in December 2023. The nominal value of the derivative is MEUR 50. The positive fair value change of MEUR 5.2 generated by the derivative in 2022 is recognised in finance income.

Capital expenditure

Alma Media Group's capital expenditure in 2022 totalled MEUR 18.3 (247.1). The capital expenditure consisted of the acquisition of the Toimitilat.fi business, normal operational and replacement investments, and increases in IFRS 16 lease liabilities.

Research and development costs

The Group's research and development costs in 2022 totalled MEUR 7.6 (MEUR 4.6). MEUR 5.6 (MEUR 3.6) was recognised in the income statement, and development costs of MEUR 1.9 (MEUR 1.0) were capitalised on the balance sheet in 2022. There were capitalised research and development costs totalling MEUR 3.7 (MEUR 2.2) on the balance sheet on 31 December 2022.

Business segments in 2022

Alma Media's reportable segments consist of Alma Career, which focuses on the recruitment business and recruitment-related services in Eastern Central Europe and Finland; Alma Consumer, which focuses on the consumer media and marketplaces business, and Alma Talent, which provides financial media and services aimed at professionals and businesses; and. Centralised services produced by the Group's parent company, 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.

Alma Career

The Alma Career segment's revenue increased by 33.6% to MEUR 109.8 (82.2) in 2022. Revenue and profitability were at record-high levels due to the strong demand for recruitment services and added-value services related to recruitment.

In 2022, total expenses increased by 28.6% to MEUR 67.4 due to higher employee and ICT expenses. In addition, marketing investments were significantly increased, particularly with regard to the acquisition of visitor traffic to recruitment portals. Costs were also increased by the high level of inflation in the segment's key operating countries.

Adjusted operating profit was MEUR 42.5 (30.0) in 2022. The adjusted operating profit was 38.8% (36.6%) of revenue. The segment's operating profit was MEUR 48.5 (30.0). The adjusted items in the review period were related to a capital gain recognised on the sale of shares in the associated company Bolt Group Oy and restructuring of operations. No adjusted items were reported during the comparison period.

Alma Consumer

The Alma Consumer segment's revenue grew by 10.2% to MEUR 104.1 (94.5) in 2022. Acquired and divested businesses had a net effect of MEUR 4.5 on revenue growth. Organic revenue growth was 5.5%. Digital business accounted for 82.7% (81.0%) of the segment's revenue. In the housing business area, revenue increased by 11.5% in 2022. Good development in all areas contributed to growth. Housing systems and advertising on the Etuovi.com and Vuokraovi.com services grew. There were 0.5% fewer active listings for residential properties for sale on the Etuovi.com service when compared to the comparison period. Searches, i.e. the demand for residential properties for sale, decreased by 17.6% from the comparison period; particularly after the first quarter, the market took a downward turn due to factors including higher market interest rates and declining consumer confidence. The number of new sales listings increased by 2.6%. On the Vuokraovi.com service, the number of searches for rental apartments declined by 5.2%, the number of active e-mail alert subscriptions declined by 8.4%, and the number of listings on the service decreased by 0.8% from the previous year.

The growth in revenue from the automotive, mobility and comparison service business areas was mainly attributable to the acquisition of Nettix Oy.

Revenue from media and media-related services increased by 8.3%. Comparable digital advertising grew substantially, by MEUR 2.4 (8.2%). Retail industry boosted the growth of advertising in particular.

Record-high revenue and profitability for Alma Career

The segment's total expenses increased by 12.4% to MEUR 79.8 (71.0). The increase in expenses was attributable to acquisitions, investments in product development and marketing, and a significant increase in printing expenses. The segment's adjusted operating profit was MEUR 24.4 (23.9), or 23.4% (25.3%) of revenue. The segment's operating profit was MEUR 24.6 (23.5). The adjusted items in the review period were related to profit recognised on the sale of a business. The adjusted items in the comparison period were related to losses on the sale of a business.

Alma Talent

The Alma Talent segment's revenue declined by 3.2% to MEUR 96.5 (99.7) in 2022. The divestment of business operations in the Baltic countries had an effect of MEUR 5.4 on the decrease in revenue. Comparable revenue increased by 2.4%.

Digital business accounted for 59.0% (55.4%) of the segment's revenue.

Talent Media's content revenue grew by 2.3%, which was attributable to a 9.8% increase in digital content revenue, exceeding the 4.2% decline in print media revenue. Advertising declined by 3.5%, which was due to a sharp slowdown in listing advertising from the previous year, among other things.

The revenue of Alma Talent services was on a par with the previous year. Growth was achieved in the continuously invoiced company information and law-related services as well as in the sales of marketplaces. Revenue declined in the book and training business. Adjusted operating profit increased by 1.2% to MEUR 7.4 (7.3). Digital business represented 82.9% (83.2%) of Alma Talent's services.

Revenue from direct marketing, excluding the effect of divestments, was on a par with the comparison period.

The segment's adjusted total expenses amounted to MEUR 76.8 (79.6). The Alma Talent segment's adjusted operating profit was MEUR 19.7 (20.6) and operating profit MEUR 20.1 (20.5). The adjusted items in the review period were related to operational restructuring. The adjusted items in the comparison period were related to a loss on a sale.

Alma Media's strategy

Alma Media creates sustainable growth by taking advantage of the opportunities presented by the digital transformation. The objective is to increase shareholder value through revenue growth and improved profitability. Alma Media is developing and expanding its current business operations and seeking growth opportunities in new businesses and markets.

Strategy implementation during the review period

Alma Media's strategy during the year under review included responding to the changes in media consumption and the demand for digital service by providing content and services that are of value to users in their daily life, work and free time. The strategic priorities included growing the marketplaces business in Finland and internationally, expanding the Group's professional media and services aimed at professionals as well as developing national multi-channel consumer media and services.

The digital transformation strategy of recent years has been successful: the majority of the company's revenue is now derived from digital sources and the share of digital business has already exceeded 80%. The marketplace business accounts for nearly half of revenue, the media business for about a third and services for about a fifth. In the media business, the digital transformation from print to digital media continues. With regard to the marketplace and service business, development is moving to the next level and towards more advanced trading platforms.

The trend of digitalisation continues and is driven by the development of technology and the change in consumer behaviour. Digital business is evolving in response to the expectations of service users. Competition continues to increase, as more and more international technology giants and new market-disrupting operators challenge local operators.

Alma Media is preparing for changes in the market and will continue to implement the three focus areas of the strategy: 1) the digital transformation, 2) the growth of digital business and 3) internationalisation.

Our goal is to strengthen our current business in recruitment, professional media and services as well as consumer media and services. Users are increasingly interested in online services and trading, even when it comes to larger household purchases.

With the digitalisation of purchasing processes, we are taking a strategic step towards developing our marketplaces from classified advertisement listing services to advanced digital platforms. The goal is to help both our end users and our B2B partners to easily and smoothly interact online, and we also aim to offer additional services at different stages of the transaction process. Examples of these new services in terms of mobility include online paperwork and electronic payments in the car trade, the "Helpot Kaupat" ("Easy transaction") model that can be used with a smartphone, and the digital auction of used cars that will start in the first quarter of 2023. Similar examples in terms of housing include the OviPRO service package, complete electronic tools for housing transactions,

80% of Alma Media's revenue is derived from digital business

and the Asuntoneuvos service, which provides tools for the digitalisation of lease management and up-to-date market information to support housing investment.

We are aiming for market leadership in the areas of recruitment, housing and real estate, as well as automotive and mobility. We will diversify revenue streams in existing service areas and complement our offering with new, synergistic services. We will continue to move forward on the path of internationalisation in the recruitment business and also look for new opportunities in the current markets. In addition to organic development, growth will be accelerated through acquisitions.

An effective response to intensifying competition and a changing operating environment requires active cooperation and the sharing of information within the Group and within industries. We have launched the Career United integration programme with the aim of accelerating growth and innovation and securing the market positions of the Alma Career businesses as leading recruitment services. The cooperation between the segments and the businesses in Finland will continue and synergy will be sought from joint advertising sales, data and technology know-how and audience growth.

Economic growth is slowing in our operating countries

The war in Ukraine has hampered economic development throughout Europe, and growth has slowed down our operating countries. Economic growth in our operating countries is expected to weaken, and, in some countries, even a recession is expected in 2023. Geopolitical risks have also increased in our operating areas. There is significant uncertainty about political and economic developments and forecasting is difficult. Although long-term trends, such as digitalisation, support the development of our business throughout the strategy period, the company prepares for times of uncertainty and various scenarios of weakening economic growth through careful planning and risk management.

TRANSFORMATION OF THE CORE BUSINESS	• Further expansion of operations from media to marketplaces and digital services • Developing marketplaces towards digital commerce platforms • Strengthening cooperation and synergies within the Group and the business segments
DIGITAL GROWTH	• Developing new revenue streams and diversifying revenue streams in the current service areas • Expanding the value chain to new business areas that complement the existing businesses
INTERNATIONALISATION	• Expanding to new geographical regions to accelerate growth • Expanding business operations in the current geographical regions

Long-term financial targets

The Group's long-term financial targets, set by the Board of Directors, are related to business growth, profitability and solvency. They are based on our view of changes in the operating environment, the competitive landscape and the progress of the transformation strategy.

The long-term financial targets are as follows:
– Growth: annual revenue growth in excess of 5%
– Profitability: adjusted operating profit margin in excess of 25%
– Solvency target: net debt/EBITDA less than 2.5

Changes in Group structure

In December 2021, Alma Media's subsidiary Alma Media Finland Ltd agreed to sell the online dating service E-kontakti to the City Digital group. The business was transferred to the new owner on 1 January 2022. The transaction resulted in a capital gain of MEUR 0.2.

Alma Media Corporation's subsidiary Alma Career Oy completed the sale of its share in its associated company, the Finnish staffing services provider Bolt Group Oy. The transaction was announced on 21 February 2022 and it was completed on 1 April 2022 after the approval of the Finnish Competition and Consumer Authority. The transaction resulted in a capital gain of MEUR 6.2, which was treated as an item recognised through profit or loss and as an adjusted item in the second quarter.

In April 2022, Alma Talent Oy's subsidiary Suoramarkkinointi Mega Oy agreed to sell its shareholding in Muugimeistrite A/S, corresponding to 80% of the total share capital, to the company's acting management. The transaction resulted in a capital gain of MEUR 0.5.

In May 2022, the share capital of Netello Systems Oy was transferred entirely to Alma Media's ownership. Alma Media previously held a 60% stake in the company.

In December 2022, Alma Talent Oy, a subsidiary of Alma Media, agreed to acquire the business of the rental commercial property marketplace Toimitilat.fi from Talso Oy. The transaction was carried out as a business acquisition on 1 January 2023.

Alma Media's business segment strategies and their implementation during the year

Alma Career

- Leading recruitment services in Eastern Central Europe, for example Jobs.cz, Prace.cz, Profesia.sk, MojPosao.net and MojPosao.ba and, in Finland, Jobly.fi.
- The Seduo online training service and the mobile service Prace za rohem.
- Operates in Finland and nine other European countries.

The recruitment-related services Jobs.cz, Prace.cz, CV.ee, CVonline.lv, CV.lt, Profesia.sk, MojPosao.net, MojPosao.ba and Jobly.fi are reported under the Alma Career segment. In addition to enhancing job advertising, the segment's objective is to expand the business into new services to support the needs of job-seekers and employers, such as job advertising-related technology, digital staffing services and training.

In businesses related to job advertising, the focus is on making the services more attractive and enhancing their competitiveness by sharing know-how, technology and best practices between the Alma Career countries. Potential areas of growth in the recruitment business include: 1) disruptive technologies and services related to recruitment advertising, 2) digital HR services and 3) professional training.

Alma Career Oy is a wholly-owned subsidiary of Alma Media Corporation. The clear ownership structure supports the development of Alma Career's recruitment business in accordance with Alma Media's strategy. Alma Career Oy has operated as the parent company of the Alma Career Group, which includes recruitment companies in 10 European countries.

Alma Media's digital recruitment service Jobly.fi was launched during the review period. It is the first in Finland to offer a next-generation service platform that takes into account the applicant's abilities comprehensively; not only education, skills and experience, but also the applicant's individual characteristics and social strengths, such as people skills. The service platform's algorithm-driven classification enhances and accelerates recruitment processes by providing increasingly targeted search results. Jobly is also the world's first job search service to provide jobseekers with access to independent information on the impact of companies.

Alma Career published the Workania.eu job portal for Ukrainian jobseekers in its operating countries. Created through collaboration between Alma Career's country organisations in the Czech Republic and Slovakia, the portal collects information on jobs suitable for Ukrainians from the recruitment websites of Alma Career's operating countries and publishes it in a one service.

Alma Career Oy sold its 21.05% shareholding in Bolt Group Oy, a Finnish company specialising in temporary staffing for the construction industry, to a newly established company consisting of the Finnish private equity firm Vaaka Partners and the operative management and staff of Bolt Group Oy.

The Career United project progressed as planned. The project deepens internal cooperation and enhances product development as well as the more extensive use of common technology and innovations.

Alma Consumer

- Iltalehti, a large Finnish national multichannel news media and diverse lifestyle media that reaches approximately three million Finns each week.
- Several marketplaces for consumers and businesses, such as the housing marketplaces Etuovi.com and Vuokraovi.com, as well as the mobility marketplaces Nettiauto.com, Nettimoto.com, Nettikone.com and Autotalli.com.

- Profitably growing comparison services, such as Urakkamaailma.fi., Muuttomaailma.fi, Autojerry.fi and Katsastushinnat.fi.
- Sales systems for industry customers in the housing and automotive sectors.
- Operates in Finland.

The segment's competitiveness is based on the comprehensive reach of media and services as a digital network, the user data pool, and the developing industry verticals in the areas of media, housing, cars and comparison services. The focus of the strategy is on a strong high-reach digital news media with a growing and committed audience and in whose readership the proportion of registered users is growing.

Alma Consumer's goals include strengthening digital services that involve media synergies and make the daily life or free time of consumers easier. This will be achieved both organically and through acquisitions. The business segment's strategy also includes promoting the signed-on use of services on a quick schedule (Alma ID) and increasing paid editorial content (Iltalehti Plus). Data collected with the consent of registered users also provides versatile targeting solutions for advertising.

In line with its strategy, Alma Consumer continues to focus on digital media, digital advertising and digital services. New growth areas in digital advertising include developing the offering and content marketing solutions. As buying processes become increasingly digital, development in the marketplace and service business is moving to the next level and towards more advanced digital trading platforms. The goal is to help customers use online services smoothly and conveniently and to offer additional services at different stages of the transaction process. Examples of these new services in the Alma Consumer segment in terms of mobility include online paperwork and electronic payments in the car trade, the "Helpot Kaupat" ("Easy transaction") model that can be used with a smartphone, and the digital auction of used cars that will start in the first quarter of 2023. Similar examples in terms of housing include the OviPRO service package, which includes electronic tools for all stages of a housing transaction, and Asuntoneuvos, which provides tools for the digitalisation of lease management and up-to-date market information.

The share capital of Netello Systems Oy, a provider of digital marketing solutions for small and medium-sized enterprises in particular, was transferred entirely to Alma Media's ownership during the year under review. Alma Media previously held a 60% stake in the company. The E-kontakti online dating service was sold to the City Digital group in December 2021 and the business was transferred to the new owner on 1 January 2022.

Alma Talent

- Subscription-based digital content media. Alma Talent publishes Finland's leading financial media brand Kauppalehti along with other financial and professional media, including Talouselämä, Tekniikka&Talous, Tivi, Mediuutiset and Arvopaperi.
- Digital information services and marketplace services. Alma Talent Services offers professionals and businesses a comprehensive range of information on companies and real estate as well as content related to law and management. The services also include business premises marketplaces in Finland and Sweden as well as Digitaalinen Asuntokauppa DIAS Oy, which is a platform for digital housing transactions.
- Suoramarkkinointi Mega provides telemarketing services to customers in various industries in Finland.
- Operates in Finland and Sweden.

Alma Talent's business is divided into two areas: financial and professional media in Finland and digital services aimed at companies and professionals. Alma Talent is developing a strong and integrated service portfolio to complement its profitable media business and further increase continuous licence-based revenue.

Alma Talent Media produces useful content while continuously developing the reader experience of its brands as well as subscription packages and advertising productisation around the brands. Investments in product development help to grow and diversify the audiences of the media brands.

Alma Talent Services focuses on the development of digital information and content services as well as new services that make use of data. We are building a next-generation legal information service and expanding the product portfolio to include digital compliance and sales intelligence solutions. We also invest in increasing our market share in the commercial real estate marketplaces business in the Nordic countries and develop digital housing transaction services in cooperation with banks and real estate agents.

The segment seeks new growth opportunities in scalable and subscription-based digital services targeted at professionals and companies:

- We refine company information into new services to support customers' sales management,

strategic management and risk management processes. We make extensive use of the Group's information content (including news content and signals from financial media).
- Next-generation legal services compile legal content that is relevant to the customer into a single easy-to-use service. The demand for compliance services will increase in the future.
- In the commercial premises marketplace business, we will redesign the platform to meet the diverse needs of our customers in Finland and Sweden and expand our digital services to cover the various stages of the end-to-end process.
- The digital housing transaction platform connects buyers, sellers, real estate agents and banks in a single system. The platform is already used by over 3,000 real estate agents and nearly the entire Finnish mortgage market. Alma Talent owns 80.5% of Digitaalinen asuntokauppa DIAS Oy.

During the review period, Alma Talent agreed to acquire the business of the rental commercial property marketplace Toimitilat.fi from Talso Oy on 1 January 2023. During the period under review, Alma Talent Oy's subsidiary Suoramarkkinointi Mega Oy sold its shareholding in Muugimeistrite A/S, corresponding to 80% of the total share capital, to the company's acting management.

Alma Media Solutions

The Alma Media Solutions unit serves advertisers in the development, marketing and sales of media sales products at the Alma Media level. Its task is to apply itself to customers' marketing communications challenges and also offer comprehensive solutions outside the boundaries of traditional media advertising. The unit's focus areas include content marketing and data-driven solutions. The strategic choices of Alma Media Solutions include strengthening its position in the SME advertising market, diversifying service production in advertising and improving the customer experience.

Alma's media currently reach millions of Finns every week. Online users constitute a network that advertisers can use to target their messaging at the relevant target groups. For example, the use of data and marketing automation makes it possible to recommend relevant and interesting content and subscription products to subscribers and steer users from one Alma network service to another on a personalised basis. The strategic initiatives are also aimed at improving the customer experience and strengthening user commitment to the Group's media.

Success in the digital transformation of media requires user identification and the diverse use of user data. As the use of data improves the personalisation of content, user registration is advantageous for both consumers and the business. Alma Media complies fully with data privacy legislation with regard to signing on. Alma ID, a common sign-on system for the readers of Alma Media's digital content and the users of services, enables smooth and secure switching from one service to another in Alma's digital network under the single sign-on principle. The single sign-on solution will be expanded to cover all of Alma Media's services in Finland. The solution allows consumers to manage the collection and use of data related to the use of services.

Statement of non-financial information

This section describes Alma Media's sustainability-related activities in accordance with Chapter 3a of the Finnish Accounting Act (non-financial information). The Group's reporting of non-financial information includes not only environmental, social and ethical perspectives but also the themes of sustainable media, responsible journalism and responsible marketing as well as data security and data privacy, which are important aspects of Alma Media's digital business.

The reporting of non-financial information complies, where applicable, with the supplement concerning the reporting of climate-related information. In sustainability reporting, Alma Media observes the principle of materiality. The Group updated its materiality analysis in autumn 2021 based on an extensive stakeholder survey, individual interviews, industry analyses and expert workshops. More information on the development of sustainability is provided in Alma Media's Sustainability Report 2022, which is drawn up in accordance with the Global Reporting Initiative (GRI) guidelines and adheres to the Sustainable Accounting Standards Board (SASB) reporting guidelines where applicable.

Description of the business model

The company supports the development of democratic society by producing pluralistic, objective and high-quality content as well as by providing useful, secure and reliable digital services for consumers and businesses. Alma Media's business operations consist of digital marketplaces, media and services. The Group's reporting segments are Alma Career, Alma Consumer and Alma Talent. Alma Media Group also uses shared functions to pursue synergies between businesses to increase the creation of customer value.

Digital marketplaces and services constitute a key area of Alma Media's business. They include services related to recruitment, housing, cars and mobility, for example. The customers of Alma Media's digital services include both companies and consumers. The digital services business model is based on customer fees charged for classified advertising, fees for increased visibility in classified advertising, targeted media advertising, service sales and subscription fees and licence fees for the use of information systems. The digital housing transaction platform DIAS serves buyers and sellers in the housing market and it was developed in collaboration with banks and real estate agents. The Group's other services include information services, training services, event services, digital marketing services and the direct marketing business.

The media business includes, for example, the professional and financial media and books published by Alma Talent as well as the national consumer media published by Alma Consumer. The media business is based on the reach of the content and the customer and reader relationship between the audience and the media. The strength of this relationship can vary from occasional visitors or buyers of single copies to the use of online services as registered users of online services, paying consumers of digital content and long-term subscribers of print publications.

Alma Media's media and services are the best-known brands in their segments in Finland and the Group's operating countries in Eastern Central Europe. The popularity of these services among users is based on a high level of usability, unique content and the importance of the social or communal dimension. Responding to the needs of local customers is the key to success. In both the service business and the media business, readers and online visitors constitute target groups that are characteristic to each brand. These target groups are the basis for advertising sales. These target group contacts are sold to advertisers on a brand-specific basis and as audience segments in the digital Alma network.

Value creation

Alma Media's purpose is to accelerate the sustainable growth of individuals, companies and society. The cornerstones of our strategy are business transformation, digital growth and internationalisation. Alma Media's business is based on marketplaces, media and services.

Value creation model

RESOURCES

Human Talent
- The professional skills of 1,700 employees in 11 European countries
- Expertise in technology, digital marketing and data

Financial Capital
- Invested capital MEUR 389
- Investments MEUR 391 in 2018–2022

Technology & intellectual Property
- The Alma brand and over 100 content and service brands
- Advanced technology
- Customer and user data

Business Partners
- A carefully selected and well-managed network of business partners

Natural resources
- Electricity and water consumption at our offices and data centres
- Paper consumption (for print and publishing)

BUSINESS MODEL AND SUCCESS DRIVERS

Enriching and fostering strong brands

Customer retention

Talent management

MARKETPLACES
MEDIA
SERVICES

Operatinal excellence

Digital innovation

Smart capital allocation

Good governance

Innovation-driven sustainability

SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY EDUCATION · 5 GENDER EQUALITY · 8 DECENT WORK AND ECONOMIC GROWTH · 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 11 SUSTAINABLE CITIES AND COMMUNITIES · 12 RESPONSIBLE CONSUMPTION AND PRODUCTION · 13 CLIMATE ACTION · 16 PEACE, JUSTICE AND STRONG INSTITUTIONS · 17 PARTNERSHIPS FOR THE GOALS

IMPACT (2022)

Customers
- MEUR 309 in revenue: digital marketplaces, media and services
- Enabling sustainable choices for consumers and professionals
- Over 80% of revenue from digital sources

Employees
- MEUR 92.2 per year in compensation
- Developing skills, talent and careers
- Promoting diversity, equality and inclusion

Investors
- Adjusted operating profit MEUR 73.4
- Dividends MEUR 36
- MEUR 1.7 in net interest paid to financial institutions

Society
- MEUR 83.1 in taxes paid*
- Defending democracy, freedom of speech and the market economy
- Enabling choices
- Promoting digitalisation
- Co-operation with NGOs

Environment
- Low emission operations
- Accelerating the transition to a low-carbon digital economy.

* Corporate tax, social security contributions and other taxes paid MEUR

Description of the management of non-financial information

Alma Media has a systematic sustainability management method that includes the necessary policies, processes, management and organisation as well as competence and communication. The Group develops the sustainability of its operations with a long-term approach based on its Code of Conduct, guidelines and commitments, the objectives outlined in its sustainability programme and its SBTi climate targets (Science-Based Targets). Alma Media observes the principles of the UN Global Compact initiative, the Universal Declaration of Human Rights, the ILO Declaration on Fundamental Principles and Rights at Work and other essential international human rights conventions and recommendations. Alma Media develops the sustainability of its operations at various levels of the organisation as part of day-to-day business.

The Group Executive Team assesses the sustainability programme regularly and the Board of Directors monitors sustainability performance based on the information reported by the management. Unit-level management teams and key individuals also play a key role by making sustainability-related decisions in the context of developing operations and services. In 2022, the Group Executive Team discussed sustainability-related projects extensively at three strategy meetings and common sustainability-related topics at six other meetings. During the year under review, Alma Media's Board of Directors discussed the company's sustainability programme four times, in connection with interim reporting. Alma Media's corporate communications coordinates the progress of the sustainability programme.

The cornerstones of Alma Media's sustainability programme are profitable growth and a high standard of business ethics, a future-fit workforce, environmental responsibility, and responsible media, marketplaces, and digital services. Targets have been set for each element of sustainability and their achievement is monitored annually.

Based on a materiality assessment, Alma Media's sustainability programme is linked to nine of the UN Sustainable Development Goals that relate directly to Alma Media's opportunities to have an impact through its business operations: quality education, gender equality, decent work and economic growth, innovation and procurement, sustainable cities and communities, responsible consumption, climate action, peace and justice, and partnerships for the goals.

Our sustainability programme covers

nine

of the

UN

Sustainable Development Goals

Summary of Alma Media's key sustainability targets

	KPI	Target	Result 2021	Objectives 2023
Responsible journalism: journalism marketing	Condemnatory decisions issued by the Council for Mass Media	<5 condemnatory decisions issued by the Council for Mass Media regarding Alma Media's media	2 condemnatory decisions for Iltalehti	<5 condemnatory decisions issued by the Council for Mass Media regarding Alma Media's media
	Adherence to the International Chamber of Commerce's guidelines on good marketing practices	0 advertisements in violation of good marketing practices in the Group's media and services	0	0 advertisements in violation of good marketing practices in the Group's media and services
Ethics in business: employees subcontractors	Adherence to Alma Media's updated Code of Conduct among the Group's employees and in the subcontracting chain	Rate of completion of Code of Conduct training among the Group's employees	100% of the employees	100% of the employees
		Most significant subcontractors commit to Alma Media's Code of Conduct	73 per cent of the most significant subcontractors completed the company's Code of Conduct training.	90 per cent of the most significant subcontractors have completed the company's Code of Conduct training.
Data security and data protection	Alma Media's services offer a high standard of data security for users, and customer data is processed in a diligent and legally compliant manner	There are no serious data privacy breaches in the services for which the authorities would impose a fine.	0	0 serious data privacy breaches
Good employer	Alma Media's QWL (Quality Worklife) employee survey	> 83%	83.1%	83% QWL index
Environmental responsibility: Own operations (Scope 1 & 2) Subcontracting chain (Scope 3)	CO_2 emissions arising from the consumption of electricity, district heating and district cooling and the energy consumption of company cars	-52% (2019–2030)	-9.2% (Scope 1 & 2)	-4.3% (Scope 1 & 2)
	Indirect CO_2 emissions caused by the subcontracting chain	-14% (2019–2030)	+8.2% (Scope 3)	-1.23% (Scope 3)

A high standard of business ethics

Alma Media bears social, economic and environmental responsibility for its operations and does not condone the use of unethical or environmentally or socially unsustainable operating methods by its suppliers and partners. The Group has a zero tolerance policy for corruption, bribery, human rights violations and inhumane working conditions. All of the company's employees in 11 countries are committed to the Alma Media Code of Conduct and have completed training on the Code of Conduct. During the year under review, 73% of Alma Media's key subcontractors completed the company's new online training for subcontractors on the Supplier Code of Conduct.

Alma Media's employees and stakeholders have access to an anonymous whistleblowing channel for reporting any possibly observed misconduct. Alma Media's whistleblowing team receives the notifications and reports them to the Audit Committee of the Board of Directors. During the year under review, the Group was informed of three suspected Code of Conduct violations through the whistleblowing channel.

There were no incidents of corruption or anti-competitive behaviour at Alma

Alma Media and the environment	Unit	2019	2020	2021	2022
Amount of energy					
Fuels	GJ	6,151	3,946	3,634	3,380
Electricity	GJ	7,455	5,991	5,414	5,429
District heating and district cooling	GJ	4,955	3,880	6,071	5,423
Emissions					
Direct emissions (Scope 1)	tCO_2-eq				
Fuels		420	264	240	217
Indirect emissions (Scope 2)	tCO_2-eq				
District heating, district cooling and electricity, market-based		375	291	250	228
District heating, district cooling and electricity, location-based		494	349	411	386
Share of renewable energy, Scope 1 and Scope 2		28%	36%	49%	53%
Share of renewable energy, Scope 2		42%	49%	63%	68%
Scope 3	tCO_2-eq	17,338	13,964	14,996	16,222

Media in 2022. The company is also not aware of any ongoing official investigations related to Alma Media. During the year under review, Alma Media was not the subject of any reprimands from the authorities or rulings pertaining to non-compliance with laws and regulations governing economic, environmental or social responsibility. As a result, there were no financial losses arising from legal action. The Group's executive management, assisted by the legal department, is responsible for the ethicality of Alma Media's business operations. Sustainability is one of the common incentive criteria for Alma Media's management and employees.

Environmental responsibility

For two decades, Alma Media has systematically and successfully implemented a strategy based on the digital transformation of business. During the past five years, Alma Media has halved the greenhouse gas emissions arising from its own operations. The production and distribution of digital content and services is not only more environmentally friendly but also more cost-efficient compared to print products. At the same time, the transition to low-carbon society has created business opportunities and increased resource efficiency. In 2022, digital sources accounted for 80%, or approximately MEUR 250, of Alma Media's business. The transition from print to digital has been reflected in improved profitability and increased adjusted operating profit. The Group's annual capital expenditure under the digital business model has amounted to approximately MEUR 4 on average.

In 2018, Alma Media was the third media company in the world to publish approved, science-based climate targets. Thanks to significant changes in the business operations, the SBT for 2025 based on the 2016 baseline was achieved ahead of schedule and the company wanted to update and significantly tighten its climate targets.

In June 2022, the Science Based Targets (SBT) organisation approved Alma Media's new science-based climate targets. Alma Media is committed to reducing its absolute Scope 1 and Scope 2 greenhouse gas emissions by 52 per cent and the emissions of its subcontracting chain by 14 per cent by 2030 compared to 2019. The SBTi initiative aims to limit global warming to 1.5°C. Emission reductions in accordance with Alma Media's plan will focus particularly on reducing emissions from company cars, district heating and cooling in business premises, and on magazine printing, logistics and ICT procurement in the subcontracting chain. The carbon footprint of Alma Media's own operations is small, and only four per cent of the greenhouse gases arising from the Group arise in the Group's own operations, while 96 per cent arise in the subcontracting chain.

According to the SBTi target set by Alma Media in 2022, the company must reduce its greenhouse gas emissions caused by electricity, district heating, district cooling and fuel consumption by 4.3% annually until 2030. Indirect greenhouse gas emissions from procurement must decrease until 2030 and by 1.2% annually.

To improve the reliability and continuity of emission calculations, Alma Media adopted the International Energy

Agency IEA's country-specific emission coefficients in 2021 for instances where an energy producer-specific emission factor is unavailable, and emission figures were retrospectively recalculated according to this decision. The figures for 2019–2022 have also been adjusted to only reflect the Group's continuing operations. The reporting of environmental figures covers all of Alma Media.

In 2022, the Scope 1 and Scope 2 emissions reported by the company decreased by 9.3 per cent compared to 2021. Compared to 2019, the baseline year for the SBTi target, the change is -44.1%. The purchasing of zero-emission hydropower electricity continued in Finland in 2022 and, for example, the cloud services and telecommunication services used for data management in Alma Media's Finnish operations are produced primarily from renewable energy or the emissions are offset.

Table on the page 24 describes the environmental indicators, amounts and development of own energy, direct greenhouse gas emissions (Scope 1) and indirect greenhouse gas emissions (Scope 2) in the Group's continuing operations during the period 2019–2022. The energy consumption of properties controlled by the Group totalled 3,013 MWh of electricity, district heating and district cooling. Renewable energy accounted for 68% of the total. The energy consumption of the cars owned and used by the company decreased by 9.5% compared to the previous year. The decrease in the energy consumption of company cars was due to an increase in remote work and remote meetings in business operations as well as the renewal of the car fleet towards a lower-emission, more energy-efficient direction. Alma Media calculates the consumption of electricity, district heating and district cooling mainly at the company's Finnish properties based on the invoices issued by the energy companies. The same practice is used in the other operating countries where consumption data is available. If the data is not available and if energy is included in the monthly rent for the property, electricity consumption is calculated based on the floor area. In the business activities in Finland, electricity is hydropower-generated, emission-free and renewable. With regard to the head office in Finland, the procurement of district heating and cooling produced with renewable energy was continued in 2022.

The energy consumption data for Alma Media's company cars and cars that fall under an unlimited car benefit has been primarily collected from service providers. The calculation of emissions is based on actual energy consumption where purchased energy types are multiplied by energy type-specific emission coefficients for each country of use. Scope 1 emissions consist primarily of carbon dioxide emissions (CO_2). When possible, Alma Media utilises the energy supplier-specific emission figures in the calculation of Scope 2 emissions using the market-based method. If such figures are not available, the Group uses the country-specific IEA emission coefficients that are also used as the basis of location-specific emission calculations.

In 2022, the Group's greenhouse gas emission intensity was 0.26 tCO_2e per employee. Alma Media calculates its greenhouse gas emission intensity based on its Scope 1 and Scope 2 emissions. Scope 2 emissions are calculated using the market-based method. Emissions intensity is reported relative to the number of employees. The greenhouse gas emissions caused by the electricity, district heating and district cooling consumption of properties decreased by 9.1% from the comparison year to 228 tCO_2e, calculated using the market-based method. Energy consumption is measured using country, type and supplier-specific emission coefficients.

Alma Media's indirect Scope 3 emissions continued on a downward trend during the year as the circulations of print publications continued to decline and consumers switched from print to digital media. The emissions caused by business flights taken by Alma Media employees increased by 177% year-on-year as the pandemic-related travel restrictions were lifted, but the level of emissions was still 37% lower than in 2019. Emissions were decreased by the lower use of services resulting from the reduced utilisation rate of transport services, distribution, aviation emissions and business premises. Alma Media achieved its environmental targets for 2022, with the exception of the Scope 3 emissions of the subcontracting chain. The increase in emissions was due to

Alma Media upgraded its climate targets

higher procurement activity relating to the printing of newspapers and magazines and the development of digital services, for example. However, even in Scope 3 emissions, the company maintained a downward trend in line with the long-term target level for the year 2030. The Group's indirect Scope 3 emissions declined by 9% (1,195 tCO_2e) compared to 2019. The calculation of emissions associated with the final recycling of publications covers all of Alma Media's newspapers, magazines and books. Alma Media reports the figures for ongoing business.

Following Russia's invasion of Ukraine in February 2022, Finland and the rest of Europe were hit with an energy crisis. Russia began to blackmail Europe with its energy asset, and during the spring and summer, imports of electricity, wood chips, pipeline gas, coal and oil from Russia ceased. Electricity prices, in particular, were at times very high due to the crisis, but historically high prices were paid for almost all forms of energy. However, the dependence of Finland and Alma Media's operating countries on natural gas was lower than in the rest of Europe. The appalling war in Ukraine has forced the whole of Europe to innovate and renew itself in the field of energy. In addition to improvements in energy efficiency, renewable energy, hydrogen and new technologies have increasingly transformed from a possibility to a reality in almost all of the company's operating countries.

In 2023, Alma Media will continue to focus on minimising the carbon footprint of its own operations and reducing emissions in its subcontracting chain, as well as on strengthening the climate-friendly impacts of its own operations. Alma Media will continue to require the company's most significant service providers to commit to the climate targets and the implementation of the company's Code of Conduct. The renewal of the company's car fleet in a lower-emission, more energy-efficient direction will be continued in all operating countries. Alma Media's operating countries in Eastern Central Europe are also engaged in an active dialogue with the landlords of the premises on the possibilities of ensuring the use of low-emission and renewable energy. Various measures are taken to ensure that cooperation to mitigate climate change, promote sustainable consumption and ethical good governance in business is sufficiently ambitious, comprehensive and effective.

Reporting in accordance with the EU Taxonomy Regulation

In order to meet the European Union's climate and energy targets for 2030 and achieve the objectives of the European Green Deal, it is essential to direct investments towards sustainable projects and activities. The EU Taxonomy Regulation, which entered into force in 2021, establishes a classification system for economic activities based on their environmental sustainability. This classification system primarily specifies required disclosures that help investors and companies make informed decisions on environmentally sustainable economic activities. The purpose of the classification system, which is referred to as the EU taxonomy, is to identify economic activities that are relevant to climate change and to establish science-based criteria for these activities to assess the sustainability and eco-friendliness of the operations of companies. It classifies taxonomy-eligible and taxonomy-aligned activities, which are economic activities that make the most substantial contribution to the achievement of the EU's climate targets. The EU taxonomy focuses on six environmental objectives:

1. climate change mitigation;
2. climate change adaptation;
3. the sustainable use and protection of water and marine resources;
4. the transition to a circular economy;
5. pollution prevention and control;
6. the protection and restoration of biodiversity and ecosystems.

Reporting obligations for the financial year 2022

The Taxonomy Regulation (Article 8) applies to undertakings, such as Alma Media, that are subject to a reporting obligation under the Directive concerning the reporting of non-financial information (NFRD). Taxonomy regulations: Regulation (EU) 2020/852 of the European Parliament and of the Council, the related Delegated Regulation and its annexes (Annex I climate change mitigation and Annex II climate change adaptation). Pursuant to the regulation, Alma Media has an obligation to report as taxonomy KPIs the share of turnover, capital expenditure and operating expenditure relating to activities that are identified in the taxonomy as potentially environmentally sustainable economic activities or meet the technical screening criteria of the taxonomy.

In accordance with the Taxonomy Regulation, the Commission has produced a list of environmentally sustainable activities and issued Delegated Regulations to specify the technical screening criteria for each environmental objective. The reporting obligations enter into force in several stages according to the schedule set out in the Taxonomy Regulation. The first Delegated Regulation on sustainable activities with regard to the first two environmental objectives (1. climate change mitigation and 2. climate change adaptation) has been published. The classification system will be expanded later to cover the reporting obligations relating to the EU's environmental objectives 3 to 6.

In the second year of reporting under the Taxonomy Regulation, companies are required to disclose the taxonomy-eligible share of their activities and report on the taxonomy alignment of their taxonomy-eligible activities. Taxonomy-eligible activities refer to activities that are identified in the taxonomy, and taxonomy-aligned activities refer to those taxonomy-eligible activities that meet the technical screening criteria. The technical screening criteria determine whether an activity contributes substantially to the achievement of the environmental objective in question. An activity can only be classified as sustainable if the criteria are met. Furthermore, even if an activity meets the technical screening criteria, the reporting entity must ensure that the activity does no significant harm to any of the other five environmental objectives and is in line with the UN Guiding Principles on Business and Human Rights and the OECD Guidelines.

Alma Media's approach to EU taxonomy eligibility and alignment

The EU taxonomy and its technical screening criteria are dynamic, and the development of the criteria will continue as part of the development of the EU's sustainable finance framework. The development of the EU taxonomy has first prioritised certain economic activities, and not all economic activities have yet been taken into account in the framework and its criteria. We reported on our taxonomy eligibility for the first time last year and noted that, due to the nature of our operations, the direct emissions caused by our operations, and consequently the negative climate change impacts of our own operations, are minor.

To determine the taxonomy-eligible share of our operations, we have conducted an analysis to assess which of our activities correspond to the economic activities identified in the taxonomy. The aims of this effort were as follows:

a) to identify and assess the Group's significant taxonomy-eligible and taxonomy-aligned activities
b) to assess the impacts of the identified economic activities and ensure that they meet the technical screening criteria
c) calculate and communicate our taxonomy-eligible and taxonomy-aligned key performance indicators (KPIs)

In the next stage of determining the taxonomy alignment of our taxonomy-eligible and taxonomy-aligned activities, we will assess whether the activity makes a substantial contribution to at least one environmental objective, meet the technical screening criteria (TSC) for all economic activities as presented in the Taxonomy Regulation, do no significant harm to any of the environmental objectives (DNSH) and meet the minimum social safeguards (MSS). Our interpretation based on the analysis is that part of Alma Media's business substantially contributes to the environmental objective of climate change adaptation.

With regard to turnover, we have identified the following as taxonomy-eligible and taxonomy-aligned activities: digital advertising relating to the marketplaces business, the training business, book sales, digital advertising relating to the media business, and digital data-driven service solutions that enable emissions reductions in accordance with taxonomy activity 8.2 (data-driven solutions for GHG emissions reductions), 8.3 (programming and broadcasting activities) and 11 (education). While we have identified multiple activities as being taxonomy-eligible and taxonomy-aligned, we have ensured that each service or product produced by the Group is counted only once in the KPI reflecting taxonomy-eligible and taxonomy-aligned turnover.

At this stage, only those economic activities that have the greatest need and potential to substantially contribute to climate change mitigation and adaptation are considered to be within the scope of the EU Taxonomy Regulation. As most of Alma Media's business activities are not yet defined in the EU Taxonomy, they are classified in the table above as non-eligible. This includes classified advertising in the marketplaces business, print-based media business, digital comparison services, the data business, telemarketing and media sales consulting.

As regards capital expenditure, our definition of taxonomy-eligible and taxonomy-aligned capital expenditure covers capital expenditure that is closely linked to taxonomy-eligible and taxonomy-aligned assets based on turnover and that meet the more detailed specifications concerning the reduction of emissions. Alma Media's taxonomy-eligible and taxonomy-aligned capital expenditure mainly relates to business premises project and capital expenditure on digital advertising sales systems.

As regards operating expenditure, our definition of taxonomy-eligible and taxonomy-aligned operating expenditure covers operating expenditure that aims to reduce environmental emissions and is allocated to research, server, business premises, motor vehicle or training expenses. Examples of operating expenditure that we have counted as taxonomy-eligible and taxonomy-aligned include investments in electric vehicle charging infrastructure and the electrification of the motor vehicle fleet, employee training investments related to climate action and the additional costs of renewable energy purchased by the Group. It should be noted that the definition of taxonomy-eligible and taxonomy-aligned operating expenditure is highly specific and it only includes a very small proportion of the Group's operating expenditure. Operating expenditure has been defined in accordance with the taxonomy regulations and it includes Alma Media Group's research and development expenditure, expenditure on business premises' energy and renovations and the leasing expenses for the motor vehicle fleet.

We continuously monitor the development of the taxonomy regulations and assess – and report on – the taxonomy eligibility and taxonomy alignment of Alma Media's economic activities accordingly. Alma Media's taxonomy reporting may change when the final technical screening criteria for the four remaining environmental objectives of the taxonomy are completed. In addition to the taxonomy-related activities that have already been identified, certain other Alma Media activities may be taxonomy-eligible under the four other environmental objectives. Consequently, Alma Media's taxonomy-eligible and taxonomy-aligned turnover may increase in 2023, as some of the activities related to the company's services may be partly covered by the upcoming "Transition to a circular economy" environmental objective.

Accounting principles concerning the financial KPIs related to the EU taxonomy

The taxonomy-related reporting obligations include a description of the accounting principles concerning the financial KPIs, including the calculation criteria for the numerator and the denominator. In this section, we discuss how turnover, capital expenditure and operating expenditure have been defined and allocated to the numerator, and describe the calculation criteria for turnover, capital expenditure and operating expenditure included in the denominator. The turnover KPI determines the degree to which the Group's activities are taxonomy-eligible and taxonomy-aligned. The capital expenditure and operating expenditure KPIs illustrate how the Group aims to improve its infrastructure, processes and production lines to become a low-carbon operator or reduce climate emissions.

Turnover

In determining taxonomy-eligible and taxonomy-aligned turnover, Alma Media includes in the numerator the estimated total turnover of products and services relating to taxonomy-eligible and taxonomy-aligned economic activities. The denominator corresponds to Alma Media's total turnover according to the consolidated financial statements for 2022.

Capital expenditure

In determining taxonomy-eligible capital expenditure, Alma Media includes in the numerator capital expenditure on assets relating to taxonomy-eligible and taxonomy-aligned economic activities. The denominator covers increases in tangible and intangible assets during the financial year, as reported in Alma Media Group's financial statements for 2022.

Operating expenditure

In determining taxonomy-eligible operating expenditure, Alma Media includes in the numerator the direct operating expenditure associated with products and services relating to taxonomy-eligible economic activities. The denominator covers direct expenditure relating to research and development, building renovations, leases, maintenance and repairs, and other direct expenses associated with tangible and intangible assets

Table 1: Turnover

Economic activities	Codes	Turnover FY2022	Turnover FY2021	Share of turnover	Contributes substantially to an environmental objective						Does no significant harm to any environmental objective										
					Climate change mitigation	Climate change adaptation	Water and marine resources	Circular economy	Pollution	Biodiversity and ecosystems	Climate change mitigation	Climate change adaptation	The sustainable use and protection of water and marine resources	The transition to a circular economy	Pollution prevention and control	The protection and restoration of biodiversity and ecosystems	Adherence to the UN Guiding Principles on Business and Human Rights and the OECD Guidelines	Share of taxonomy-aligned turnover of total turnover, 2022	Share of taxonomy-aligned turnover of total turnover, 2021	Enabling activity	Transitional activity
		MEUR	MEUR	%	%	%	%	%	%	%	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Incl.			E	T
Taxonomy-eligible and taxonomy-aligned																					
Data-driven solutions for GHG emissions reductions	8.2	7.7	6.8	2.5	0	2.5	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	2.5	2.5	N/A	
Programming, broadcasting and other media activities	8.3	77.5	68.9	25.1	0	25.1	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	25.1	25.0	E	
Education	11.1	15.0	13.7	4.9	0	4.9	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	4.9	5.0	E	
Total		**100.1**	**89.4**	**32.4**	**0**	**32.4**	**0**	**0**	**0**	**0**	**Y**	**Y**	**Y**	**Y**	**Y**	**Y**	**Complies**	**32.4**	**32.5**		
Taxonomy-eligible but not taxonomy-aligned																					
No economic activities		0	0	0	0	0	0	0	0	0								0	0		
Taxonomy-eligible share		**100.1**	**89.4**	**32.4**	**0.0**	**32.4**	**0**	**0**	**0**	**0**	**Y**	**Y**	**Y**	**Y**	**Y**	**Y**	**Complies**	**32.4**	**32.5**		
Non-eligible share																					
Marketplaces, classified advertising		122.3	96.4	39.6																	
Print media		41.2	43.2	13.3																	
Other operations		45.1	46.3	14.6																	
Total		**208.6**	**186.0**	**67.6**																	
Total turnover		**308.8**	**275.4**	**100**																	

Table 2: Capital expenditure

					Contributes substantially to an environmental objective						Does no significant harm to any environmental objective										
Economic activities	**Codes**	**Capital expenditure FY2022**	**Capital expenditure FY2021**	**Share of capital expenditure**	**Climate change mitigation**	**Climate change adaptation**	**Water and marine resources**	**Circular economy**	**Pollution**	**Biodiversity and ecosystems**	**Climate change mitigation**	**Climate change adaptation**	**The sustainable use and protection of water and marine resources**	**The transition to a circular economy**	**Pollution prevention and control**	**The protection and restoration of biodiversity and ecosystems**	**Adherence to the UN Guiding Principles on Business and Human Rights and the OECD Guidelines**	**Share of taxonomy-aligned capital expenditure of total capital expenditure, 2022**	**Share of taxonomy-aligned capital expenditure of total capital expenditure, 2021**	**Enabling activity**	**Transitional activity**
		MEUR	MEUR	%	%	%	%	%	%	%	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Incl.	%	%	E	T
Taxonomy-eligible and taxonomy-aligned																					
Investments relating to activities in accordance with item 8.3 of the taxonomy regulations	8.3	0.8	0.1	6.0	0.0	6.0	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	6.0	1.7	E	
Investments in business premises solutions that reduce climate emissions		3.4	0.0	25.4	0.0	25.4	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	25.4	0.0	E	
Total		4.1	0.1	31.4	0.0	31.4	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	31.4	1.7	E	
Non-eligible																					
Other operations		9.1	6.0	68.6																	
Total		**13.2**	**6.1**	**100**																	

Table 3: Operating expenditure

				Contributes substantially to an environmental objective						Does no significant harm to any environmental objective										
Economic activities	**Operating expenditure FY2022**	**Operating expenditure FY2021**	**Share of operating expenditure**	**Climate change mitigation**	**Climate change adaptation**	**Water and marine resources**	**Circular economy**	**Pollution**	**Biodiversity and ecosystems**	**Climate change mitigation**	**Climate change adaptation**	**The sustainable use and protection of water and marine resources**	**The transition to a circular economy**	**Pollution prevention and control**	**The protection and restoration of biodiversity and ecosystems**	**Adherence to the UN Guiding Principles on Business and Human Rights and the OECD Guidelines**	**Share of taxonomy-aligned operating expenditure of total operating expenditure, 2022**	**Share of taxonomy-aligned operating expenditure of total operating expenditure, 2021**	**Enabling activity**	**Transitional activity**
	MEUR	MEUR	%	%	%	%	%	%	%	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Incl.	%	%	E	T
Taxonomy-eligible and taxonomy-aligned																				
Share of research and development costs recognised as expenses and relating to taxonomy-aligned research and development expenditure	4.6	3.5	39.4	0.0	39.4	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	39.4	38.7	E	
Business premises expenses (maintenance costs, electrical charging systems, sustainably produced energy) that reduce climate emissions	0.1	0.2	1.2	0.0	1.2	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	1.2	2.6	E	
Replacement of fully electric or hybrid cars / cost	0.2	0.1	1.9	0.0	1.9	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	1.9	1.3	E	
Server expenses allocated to taxonomy-aligned economic activities	0.9	0.6	7.3	0.0	7.3	0	0	0	0	Y	Y	Y	Y	Y	Y	Complies	7.3	6.3	E	
Total	**5.8**	**4.4**	**49.8**	**0.0**	**49.8**	**0**	**0**	**0**	**0**	Y	Y	Y	Y	Y	Y	**Complies**	**49.8**	**49.0**	**E**	
Non-eligible																				
Share of research and development costs recognised as expenses and not relating to taxonomy-aligned research and development expenditure	**1.0**	**0.1**	**9.0**																	
Business premises expenses that are not directly related to the reduction of climate emissions	1.6	2.0	13.3																	
Expenses relating to cars that are not fully electric or hybrid	0.3	0.4	2.9																	
Server expenses not allocated to taxonomy-aligned economic activities	2.5	1.7	21.8																	
Training costs	0.4	0.3	3.4																	
Non-eligible operating expenditure, total	5.8	4.6	50.4																	
Total operating expenditure	**11.7**	**8.9**	**100**																	

	Number of employees	Women as supervisors, %	Men as supervisors, %
Finland	1,029	45	55
Czech Republic	432	25	75
Baltic countries: Estonia, Latvia, Lithuania	75	50	50
Slovakia	124	18	82
Croatia	95	50	50
Bosnia	47	50	50
Sweden	16	0	100
Other	35	25	75
Total	**1,831**	**38**	**62**

	Under 30 years	30–50 years	Over 50 years	Fixed term	Permanent	Full-time	Part-time	Total
Baltic countries	17%	76%	7%	0%	100%	93%	7%	100%
Bosnia and Herzegovina	21%	77%	2%	32%	68%	100%	0%	100%
Croatia	13%	84%	3%	0%	100%	89%	11%	100%
Other operating countries	15%	85%	0%	8%	92%	100%	0%	100%
Sweden	19%	75%	6%	6%	94%	88%	12%	100%
Slovakia	19%	78%	3%	1%	99%	97%	3%	100%
Finland	18%	62%	20%	7%	93%	88%	12%	100%
Czech Republic	15%	82%	3%	9%	91%	85%	15%	100%

Responsible media

The main sustainability target of the company's media is the truthfulness of the content, the reliability of the sources, the accuracy of the content and the promotion of good commercial practice. Alma Media does not receive or grant political or other contributions that could compromise its independence. Alma Media's media brands grant discounts on advertising to non-profits and non-governmental organisations as well as parties and candidates in election advertising, but the terms of the discounts are the same for everyone. One of the indicators is the number of condemnatory decisions of the Council for Mass Media addressed to the media, which shall not exceed the threshold of five (5) condemnatory decisions. During the year under review, Alma Media's Iltalehti received two condemnatory decisions from the Council for Mass Media. In another decision, the Council for Mass Media stated that Iltalehti should have labelled the news about its IL Plus service more clearly as an advertisement. According to another condemnatory decision, Iltalehti corrected an error in one of the news reports too slowly. In 2022, the Council for Mass Media handled a total of 41 complaints in Finland and issued a condemnatory decision in eight of those cases.

The company's media also have annual development targets to promote the sustainable development of society. Of the financial and professional media, Kauppalehti and Tekniikka&Talous set their own specific keywords for each editorial article offering solutions to climate change. The keyword makes it easier for the reader to find content that offers solutions for mitigating climate change and improves the verification of the effectiveness of the media in raising the awareness of citizens and companies. A total of 180 articles offering solutions to mitigate climate change were published in Kauppalehti and 203 such articles were published in Tekniikka&Talous. These articles were read a total of 1.5 million times. In 2022, the editorial offices of Iltalehti and Kauppalehti were trained on the background of the condemnatory decisions made by the Council for Mass Media and, at the editorial staff's own request, training on the terminology of diversity was also organised in Iltalehti in cooperation with the LGBTI rights organisation SETA. In addition, Iltalehti's journalists received training on legislation concerning journalism.

The truthfulness of marketing and preventing the misleading of consumers is a basic condition for campaigns published in the Group's media and services. The automation and internationalisation of advertising and the increasingly complex digital advertising ecosystem require Alma Media to make significant investments in maintaining a high-quality and safe media environment. The Group systematically strengthens its technical capabilities and employee competencies to ensure that no advertising fraud or advertisements that are contrary to good marketing practices are published in its online and mobile services, and that user data is not collected or used inappropriately in connection with advertising. Alma Media complies with the legislation governing marketing as well as the marketing communications industry's self-regulation in monitoring the advertising activities of its customers and when engaging in marketing communications for its media brands and services. The Group is actively involved in the development of digital marketing competence throughout the marketing communications industry in Finland.

The company promotes good commercial practice and complies with the marketing rules of the International Chamber of Commerce and the guidelines of the Council of Ethics in Advertising. The key principle guiding responsible operations is that the company's online or mobile services do not contain advertisements that would violate the marketing regulations of the International Chamber of Commerce. In the year under review, one programmatically purchased gambling advertisement by an international operator managed to penetrate the technical protection of our site and was briefly published on our site. The advertisement was quickly removed, as foreign gambling advertising is not allowed in Finland. Alma Media did not receive any complaints in its operating countries from the authorities that supervise ethics in advertising or the marketing industry's own self-regulatory bodies.

Responsible marketplaces and services

Alma Media develops its online services with a long-term approach with the aim of providing consumers and advertisers with safe and versatile services with the best customer experience. It is essential for the success of the Group's business that the users of its digital services feel confident that their customer data is stored, managed and used responsibly.

Alma Media assesses its performance as a responsible digital operator primarily from the perspective of the users of the Group's services. Accordingly, the Group has selected the security of its service as the focus area of its responsibility efforts. The Group has set two annual targets in this area. In line with the first target, no serious breach of data protection should occur in the company's online services. During the year under review, the company submitted one (1) personal data security breach notification to the data protection authority and received a total of zero (0) requests for clarification. In addition, the company received two (2) requests for clarification from the Finnish Transport and Communications Agency Traficom regarding the use of cookies on the website. The incidents did not result in condemnatory decisions or a sanction imposed by a decision of the authority. During the year, no legal action was taken against the Group related to the privacy of users.

Alma Media's business environment is constantly changing. That is why the company regularly reviews the risks affecting data security and the ability to react to the risks of the changing environment. Data security and data protection will be strengthened as necessary in order to reduce risks. In order to mitigate these identified risks (both external and internal threats), entities outside Finland have been integrated into the Group network, which has brought all units under the same data security policies and controls, as well as user and access management. The Group's privacy policy describes the Group's responsibilities, requirements and practices related to the collection, use and storage of data based on the applicable legislation. At Alma Media, users of online services are asked for the necessary permits and the data is primarily used to deliver the service ordered by the user, to develop the user experience and to meet users' expectations. Secondarily, user data is used, for example, on the basis of user interest and behaviour, to target relevant advertising and content.

As the operating environment became significantly more unstable in 2022, Alma Media updated its business continuity plan. The purpose of the continuity plan is to enable business to continue in problematic circumstances by adopting an appropriate strategy and measures to protect people and property. The business continuity plan outlines the potential impacts of disasters on the business and describes the policy related to these situations to ensure the company's rapid recovery after a potential crisis.

The management of the business units, together with the ICT organisation and the legal department, are responsible for the technical development of the online services owned by the Group and for ensuring that they comply with data protection and data security recommendations and regulations as well as maintaining the appropriate level of employee competence pertaining to data protection and data security.

Diversity, equality and inclusion

The foundation for Alma Media's development of an equal and diverse work community is provided by regular employee surveys, among other things. The survey results, salary analyses and other employee data are used as the starting point when Alma Media's Finnish business units update their non-discrimination, diversity and equality plans in two-year intervals under the guidance of the HR function. The plans cover topics such as differences in pay, the justification for fixed-term employment relationships and the job-specific gender distribution in each unit.

Alma Media recruits new employees purely based on their competence and aptitude. All Alma Media employees have the right to:

- fair and incentivising remuneration,
- competence development,
- feedback,
- information about the company,
- a safe, comfortable, renewing and evolving work environment, and
- respect for privacy and private life.

In accordance with the Group's Code of Conduct, everyone at Alma Media must respect basic human rights. Alma Media does not condone discrimination based on age, gender, race, skin colour, nationality or ethnic origin, religious beliefs, convictions, family relationships, sexual orientation or disabilities.

Alma Media has a zero tolerance policy regarding the discrimination and inappropriate treatment of employees. The Group reports annually on whether it has been informed of any such incidents. A total of six (6) suspected incidents of bullying or sexual harassment were reported in 2022. All of the incidents reported to the company were thoroughly investigated. The necessary measures were taken and all six cases were closed by the end of the year.

Alma Media's Board of Directors had eight members in 2022. Two (25%) of them were women. The average age of the Members of the Board was 52 years. Alma Media's Group Executive Team consisted of 10 members during the year under review, three (30%) of whom were women. The average age of the Group Executive Team was 55 years. Women accounted for 38 per cent of supervisors in the Group as a whole and 45 per cent of supervisors in Finland. A more detailed distribution of employees is provided in Table 8.

More than 90 per cent of Alma Media's employees were permanently employed during the year under review. Most of Alma Media's employees worked full time. A special feature of Alma Media's Finnish operations was — as in previous years — the use of freelancers by the Group's media brands. Each year, the Group's media brands employ dozens of photographers and journalists by way of freelance contracts in addition to their in-house resources. The media brands order stories, videos and photos from the freelancers based on their needs. In the year under review, the largest age group in all of Alma Media's country units was 30–50. In Finland, the proportions of employees aged under 30 and over 50 were almost equal. In the other operating countries, the second-largest age group was employees under 30 years of age. More detailed region-specific information on employment contract types, the age distribution and the duration of employment is provided on page 32 in the Sustainability report.

In order to develop an equal and diverse work community during the year under review, Alma Media surveyed employees' experiences of diversity, equality and inclusion in all Alma Media's operating countries. A total of 596 people responded to the survey, and the response rate was 40%. Based on the survey responses, employees have equal opportunities to develop their skills and Alma Media is seen as a flexible employer in different life situations. Based on the results, Alma Medians perceive the work community as equal. The results will be used in the development of these themes.

We continued to coach our employees in workshops aimed at increasing employee appreciation towards diversity and viewing diversity as a resource. By the end of 2022, approximately 700 Alma employees had participated in these workshops. We also adhered to our multi-location work principles, which facilitate and increase flexibility in combining individual life situations and work, and improve well-being at work. During 2022, we offered our employees the opportunity to increase their competence in diversity and inclusion through online coaching. Alma Media participated in Pride Week in June, and the colours of the rainbow were seen in Alma's offices, Teams background and social media channels. In addition, for Pride month, Alma offered two trainings open to everyone on the theme in Alma's digital training service, Seduo: 'The basics of rainbow communications' and 'A great team is an inclusive team'.

Future-fit workforce

In a constantly changing operating environment, competence development plays a key role in ensuring future competitiveness. Alma Media's HR strategy supports the Group's business through the goal-driven development of employee competence, amongst other things. It is based on competence targets, which are defined at the team level at a minimum.

The Group's aim is to have a personal plan prepared for each employee to support the development of their competence. Goal-driven competence development is followed up on in one-on-one discussions between the supervisors and employees. Alma Media arranges training programmes that support the development of employee competence and invests in the collaborative learning of employees and knowledge sharing by organising mentoring programmes, competence workshops and theme events, amongst other things. The company takes a long-term approach to the development of managerial work and builds an international network of supervisors to support the sharing of best practices related to leadership and management.

Alma Media measures its performance in engaging the commitment of employees and competence development by means of annual employee surveys, which provide a comprehensive picture of employee perceptions regarding the effectiveness of the work community and Alma Media as an employer. The most extensive of these surveys is the annual Quality of Work Life (QWL) survey conducted in all of Alma Media's units. The target set for the survey is a QWL index of at least 83 per cent. This target was exceeded in the year under review, with the score being 83.1 per cent. The state of the work community is also measured annually by finding out how willing the employees are to recommend Alma Media as an employer. The target is a score of at least 8 on a scale of 1–10. Alma Media achieved a score of 8.3 (eNPS 43).

In addition to using surveys, Alma Media evaluates its performance as an employer by monitoring the long-term retention of new employees. The target is for 90 per cent of new employees to stay with the Group for at least two years after being hired. Of the employees who joined the company two years ago as new employees in Finland, 86.5 per cent remained with the company during the year under review. The voluntary departure turnover of Alma Media's employees in the Group's operating countries was 10.2 per cent on average.

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.

Alma Media uses a harmonised risk assessment and reporting model.

With regard to risks, the company also monitors the development of national, EU-level and international regulations and agreements. Risks are assigned priorities in the risk matrix by estimating the euro-denominated impacts and probabilities of the realisation of each risk. In estimating the impacts of the realisation of risks, reputation impacts and environmental impacts are taken into account in addition to the estimated direct euro-denominated impacts. Each segment, function and unit is responsible for the management of risks related to their operations.

The company's most significant strategic risks are related to rapid changes in the existing business models of marketplaces, changes in media consumption among consumers, and data protection violations. An increasingly important source of competitive advantage, but also a strategic risk, in Alma Media's business is the ability to use customer data to improve the users' service experience and develop the product and service offering for advertisers. Alma Media manages customer data and behavioural data, taking regulatory requirements into consideration, by centralising customer data repositories and deploying analysis and activation technology.

Potential restrictions concerning the use of third-party cookies could create uncertainty factors, at least temporarily, related to digital advertising sales. The regulation of the media sector and the related market practices is becoming stricter. The changes in the operating environment and the rapid technological development require continuous investments in employee competence and development. Ensuring adequate and highly competent technology-related human resources for the years to come is a significant strategic risk. A further risk to Alma Media's business is the potential decline in digital audiences, as well as a potential permanent decrease in digital advertising sales and listing advertising.

The continuation of the widespread pandemic may have a significant impact on the demand for services on the one hand and, on the other hand, it can cause substantial production disruptions in business processes due to significant risks related to employee health.

In addition to the COVID-19 pandemic, geopolitical risks in Alma Media's operating countries may have a significant impact on service demand.

The most significant operational risks are cyber risks, disruptions of information technology and communications as well as interruptions in daily news production. Data security risks are managed in various ways; for example, by improving proactive automation to detect server attacks in a timely manner and by regularly training the employees on data security and data privacy.

The non-financial risk management process also covers responsibility risks whose significance is assessed both in financial terms and in terms of the potential damage caused to the Group's reputation if the risk were to materialise. The Group communicates its sustainability risks and challenges related to the development of corporate sustainability transparently in its stakeholder communications.

Risks related to the erosion of the responsibility of media and services

Even in Finland, trust in the media has weakened, although it is still high by international comparison. Alma Media's business is based on trust. Readers, advertisers and the users of digital services must be able to trust that the Group publishes truthful, objective and pluralistic content while also providing a secure advertising environment and digital services that are safe to use. To maintain the trust of its readers and customers, Alma Media systematically develops its employees' competencies and technological skills, and the Group has also set annual and long-term targets concerning responsible journalism and marketing as well as digital responsibility, which are incorporated into the incentive schemes for employees. The day-to-day work of editorial teams, media sales and the ICT organisation are also guided by the decisions of the regulatory bodies concerning responsible journalism and marketing, data privacy and data security. They are also guided by the feedback from customers and readers received through various channels and the results of reader and customer satisfaction surveys.

Environmental risks

Based on its materiality assessment of sustainability, Alma Media has determined that the strategic decision to invest in digital business reduces risks related to climate change and the environment. In the short term, warmer winters will complicate the timbering of wood by the paper suppliers that operate as Alma's subcontractors, which may lead to higher paper prices. Increasingly strict national and EU-level climate regulations may also have cost impacts in Alma Media's subcontracting chain. Changes involving paper and delivery costs have an effect on the costs of print publications, for example. Print media accounts for approximately 66% (MEUR 32) of Alma Media's content sales. In the longer term, increasing extreme weather phenomena caused by climate change are predicted to increase the risk of technical disruptions to digital services in Alma Media's operating countries.

Alma Media manages its environmental risks by systematically developing its operations in accordance with the Group's science-based SBTi climate targets and by also engaging the commitment of its key suppliers to the Group's climate targets.

The environmental risks associated with purchasing are reduced by Alma Media operating in 11 European countries. The procurement of each country unit is focused on the domestic market or nearby regions, which enables comprehensive oversight of suppliers. The risk of disruptions in the availability of digital services is mitigated by improving operational reliability. Operational reliability has been improved by transitioning to cloud services and by purchasing other necessary server capacity from state-of-the-art data centres.

Social and HR-related risks

The development of Alma Media's business is highly dependent on the systematic development of employee competence and the Group's ability to attract and retain highly competent and motivated employees. Many of the professional groups that are significant to the Group's capacity for renewal and competitiveness are characterised by intense competition in the job market. For this reason, Alma Media considers the failure to adequately develop competencies and engage the commitment of employees to be its most significant HR-related risk.

The Group manages its HR-related risks by taking a long-term approach to the development of its employer image, recruitment, supervisory work and management.

In accordance with its HR strategy, the Group also invests in career guidance and provides employees with diverse opportunities for on-the-job learning and the continuous development of competence.

Alma Media assesses its risk management performance by monitoring its progress towards its responsibility targets related to the Group's ability to engage and retain new employees, the employee experience and strengthening the company's employer image. Progress towards these targets is reported annually.

Risks related to unethical business practices and human rights violations

Alma Media has a vast and diverse subcontracting network that ranges from sole proprietorships engaged in content production to large international corporations. Alma Media has business operations in 11 countries. Ethics violations by the Group's subcontractors or employees could potentially have financial or legal repercussions for Alma Media and they could damage the Group's reputation. To ensure that consistent ethical principles are observed in the Group's business operations, Alma Media requires all of its employees and its most significant subcontractors to commit to the Group's ethical business principles and takes a goal-driven approach to the development of its organisational culture and operating methods and strives to minimise risks through target setting, reporting and communication, among other things.

The continuity plan was updated

During the year under review, as the operating environment became significantly more unstable, Alma Media updated its business continuity plan. The plan is an important part of the company's risk management and ensures the continuity of operations in the event of disruptions. It systematically describes how the continuity of certain functions, processes or systems is ensured in disruptions and how they are recovered, including the actions to be taken in response to a specific disruptive event. The aim is to reduce negative impacts and accelerate recovery.

The continuation of business in problematic circumstances is ensured by adopting an appropriate strategy and measures to protect people and property. The continuity plan outlines the potential impacts of disasters on the business and describes the operating policy related to these situations to ensure the company's rapid recovery after a potential crisis.

Due to the changes in the potential threats in spring 2022, Alma Media carried out a so-called hardening of the data security controls of critical systems to improve interference tolerance and recovery from disruptions. The response to personal data breaches was enhanced with updated instructions, of which a separate version was also prepared for the company's subcontractors.

Risk	Risk definition	Risk mitigating actions
STRATEGIC RISKS		
Changes in media consumption and the business models of marketplaces	Industry transformation following trends in media consumption and technological development. The capacity of product and service development to assess changes in consumer behaviour or invest in the appropriate technological service solutions.	Business development driven by customer needs. Measures to promote digital business competitiveness. Ensuring that content is interesting. Developing the user interfaces of media as well as purchasing paths and payment systems, for example. Sufficient investments and resources in research and development.
Changes in the competitive landscape and intensifying competition	Expansion of international platforms, industry convergence, reduced price competitiveness. Technological solutions and implementations by platform providers that restrict the operations of other companies. Regulation and potential legislative changes concerning taxation.	Service business development, active development of the existing business, diversification of revenue sources, geographic diversification of business.
Digital media audiences and digital advertising	A significant drop in subscribers and readers, a permanent decline in digital advertising sales and pricing pressures on services	Maintaining and developing an interactive media-reader relationship, customer satisfaction surveys, Alma Media's internal cooperation in content production, content sales, advertising sales, support functions and product development. Distribution partnerships and cooperation with publishers.
Customer data, restrictions on the use of third-party cookies	The ability to utilise the growing amount of customer data in delivering better and more targeted service solutions. The capacity of product and service development to anticipate changes in customer needs. Violations of the GDPR or other regulations governing data privacy. Third-party cookies cannot be used for data collection and, subsequently, for targeting advertising and content sales.	Business development driven by customer needs. Measures to promote digital business competitiveness and data management. Sufficient investments and resources in data management and systems as well as the development of data privacy procedures and employee competence. Increasing the number of registered users of services and increasing the use of Alma ID.
The global pandemic and its continuation	A widespread pandemic may have a significant impact on the demand for services and products on the one hand and, on the other hand, it can cause substantial production disruptions in business processes due to significant risks related to employee health	Monitoring the operating environment and reacting to changing circumstances with sufficient speed. The organisation's ability to adapt to the prevailing circumstances. Occupational safety measures concerning employees
GDPR and data protection	Interpretations by the authorities regarding the practical application of the GDPR and the EU's expanding data regulation .	Internal training, monitoring legislation and the regulatory interpretations of the authorities, building processes for legally required changes in the organisation
Data regulation	The final form and impacts of the EU's data regulation package (DSA, DMA, DGA, Data Act, AI Act) are not yet known but, in the worst-case scenario, the impacts on Alma Media's business operations could be significant	Scenario analyses and preparation for various outcomes together with the business. Internal training, monitoring legislation and the regulatory interpretations of the authorities, increasing awareness of legally required changes in the organisation
Competence; the retention, recruitment and development of highly competent employees	Technological development and the demands of new technology increase the risk of obtaining and maintaining sufficient competencies and achieving employee commitment.	HR strategy, creating commitment in key individuals, additional resource allocation and trainee programmes, employee well-being.

Risk	Risk definition	Risk mitigating actions
Geopolitical risks	Geopolitical risks in our operating countries can have a significant impact on the demand for services and cause significant production disruptions in business processes	Continuous monitoring and reacting quickly to the changing environment. The organisation's ability adapt to its operations to the prevailing circumstances. Responding in accordance with the continuity plan if necessary.
OPERATIVE RISKS		
Serious disruptions in information technology, networks and data communications and recovery from such disruptions	The reliability of information networks. Inability to appropriately restore operations or data after a major disruption, damage to or unavailability of back-ups	Contingency plans, decentralised server solutions, cloud computing, ensuring sufficient competencies. Planning and testing pertaining to back-ups of data. Detailed targets for the business segments' cloud infrastructure and services, and specifying employee-level responsibilities and procedures.
Cyber risks	The risk of being targeted by data security attacks and data theft.	Contingency plans and risk management actions, ensuring sufficient competencies, insurance.
Disruptions in daily news production	Serious problems with the functioning of content generation systems (e.g. Newspilot, Writer, Open Content).	System design, back-ups, software vendors' support agreements, reactive capabilities. Moving services to a managed public cloud to increase flexibility.
FINANCIAL RISKS		
Interest and foreign exchange risks	A change in an interest rate or currency exchange rate causes a significant impact on the company's profit or balance sheet position.	Treasury policy and the hedging principles defined therein.
Refinancing risk	The company is unable to renew maturing financing agreements.	Treasury policy, financing plan and agreements, sufficiently long maturity of loans, sufficient equity ratio.
Liquidity risk	The company is unable to cover its maturing obligations in the short term.	Treasury policy, financing limit agreements of sufficient size.
RISKS RELATED TO THE REPORTING OF NON-FINANCIAL INFORMATION		
Risks related to journalism	The erosion of the appreciation and reliability of media content. Monitoring and managing editorial content is challenging in the digital environment	Developing editorial teams' practices and employee competence. Reader satisfaction surveys, customer contacts and feedback. Participation in journalism industry events and organisations.
Risks related to marketing	Diminishing reliability as an advertising environment. Publishing advertising that is contrary to good marketing practices or disrupts the reading experience. Ethical risks related to digital marketing, such as programmatic buying, including partner risks, providing a safe brand environment as a publisher. Technological risks.	Customer satisfaction surveys, customer contacts and feedback. Developing marketing practices and employee competence. Technology acquisition.
Risks related to service providers	Reputation risks related to unethical actions by service providers used by Alma Media	Careful risk analysis before signing an agreement, monitoring, engaging service providers' commitment to Alma Media's Code of Conduct

Identification, assessment and management of risks and opportunities related to climate change

Alma Media's climate scenarios aim to identify both risks and opportunities related to climate change. The company has two scenarios that differ in terms of their assessments of technological development, regulation and changes in the political operating environment as well as the level of ambition concerning climate change. The scenario analyses are based on the company's internal industry expertise and conclusions drawn on the basis of external sources. As digital sources represent 80% of Alma Media's business, climate change is not seen to constitute a significant direct operational or financial risk to the company. The digital scalability of business, large reach, digital expertise and in-house product development present opportunities for Alma Media to mitigate climate change through its actions in its key industries and promote the transition to a low-carbon society.

The optimistic scenario is based on warming of 1.5–2°C, while the pessimistic scenario is based on global warming of 4°C. Transition risks are the most significant risks in both scenarios. Acute and chronic physical risks are more relevant in higher-temperature scenarios.

The EU's ambitious climate targets, paired with the still-unfinished regulations and guidelines for digital business, as well as differences in application in the company's operating countries, constitute a key uncertainty factor. For example, most of the company's business activities are still entirely excluded from the EU's taxonomy classification, which makes target setting more difficult. Alma Media is committed to the Paris Climate Agreement and supports ambitious global climate action to reduce emissions and improve resource efficiency.

Climate-related risks

The management of climate-related risks has been integrated into the Group's risk management process and adheres to the same operating models as the management of other significant risks and uncertainties. Risks are identified and assessed on a regular basis and in accordance with a predetermined process. Each risk has a designated owner. They are responsible for risk management. Risks are reported and monitored on a regular basis in various teams made up of management, employees and specialists. Climate-related risks are divided into two categories: transition risks and physical risks. The identified physical risks generally fall into the category of operative risks, while transition risks are generally strategic risks.

Financial impacts:
Low 0–1%,
Medium 3–5%,
High 10–20%.

Time horizon:
Short-term 1–2 years,
Medium-term 3–5 years,
Long-term 10–20 years.

In addition to the impacts, the estimated probability (improbable/probable/highly probable) and indicated financial impacts as a combination of probability. Risks and opportunities related to temperature, wind, water and solid mass were taken into consideration, and the most significant of these are listed in the table below.

Alma Media's climate scenarios

	Topic	Transition risks and opportunities Below 2°C climate model SSP1-2.6	Transition risks and opportunities +3–4°C climate model SSP5-8.5	Preparing for transition risks: management or adaptation, and probability	Financial impact
Transition risk	Policies and regulation	• The transition to a low-carbon society poses risks to the company, but also presents opportunities. • Carbon pricing. Emissions trading schemes. Carbon border tax. Carbon border adjustment mechanisms. • The Sustainable Finance Disclosure Regulation (SFDR) enables lower-cost external financing for low-carbon companies. • Increasing regulation limits the company's choice of partners in subcontracting. • Growing obligations for transparency in reporting increase costs within the company but also present business opportunities, as Alma Media already operates in the business information market. • Growing requirements pertaining to biodiversity may limit the use of hydropower as a source of Scope 1 energy for Alma Media.	• The unpredictable regulatory environment poses challenges to the company's operations and the fulfilment of its obligations. • Major differences in regional adaptation. • The business environment becomes less predictable for both Alma Media and its customers. • Protecting biodiversity emerges as an objective that is even more important than climate targets, as climate targets are almost impossible to achieve without protecting biodiversity.	• Alma Media's strategy is based on digital growth and development, which supports climate change mitigation. • Low-carbon business model. • SBTi targets: reducing emissions from own operations and the subcontracting chain. • Probable in the medium term.	Low
Transition risk	Techno-logy	• Technological development speeds up, which accelerates digitalisation but also increases the company's costs. • The development of technology enables the development of new climate-related business.	• Adaptation requires increasing investments in technology and the rapid acceleration of digitalisation. • Rapid technological development and digital solutions are needed to support adaptation for customers. • Alma Media has the digital capabilities necessary for developing new services relating to sustainable consumption and the circular economy.	• Alma Media uses continuity planning to prepare for the identification of technological risks and reacting to them. • The company systematically strengthens its digital and technology competencies. • The geographical diversification of server locations reduces the risk of service disruptions. • Highly probable in the short term.	Low
Transition risk	Market (demand and supply)	• Fluctuations in the energy market are reflected in consumer confidence. Rising energy prices reduce household purchasing power and the willingness to make larger purchases for one's home. • In the area of cars and mobility, the demand for non-fossil powered vehicles exceeds the supply, production bottlenecks grow and market growth in the automotive sector – for both new and used cars – slows. • The business environment changes as increasing regulation affects consumer preferences and Alma Media's customers. • The demand for low-carbon goods and services grows, which presents a business opportunity for Alma Media. • Declining travel and tourism in Croatia and Slovenia leads to lower demand for labour and recruitment services.	• Carbon pricing makes business difficult in certain geographical regions and creates price-related barriers to economic activity with regard to air travel, for example. • The limited availability of commodities increases prices, including the price of energy, raw materials that are critical to society, and technological components. • The mobility of people and goods is significantly reduced. • Waves of climate displacement from Africa and Asia can disrupt society and negatively affect the advertising sales business. • Quick digital solutions are needed to support customers' adaptation, which also presents an opportunity for a digital company with its own product development activities.	• Alma Media actively develops its products and services to respond to changes in the market, such as the impacts of regulation. • Consumer preferences and the changing needs of business customers are closely monitored. • Services and media are developed further to provide solutions to climate change. • Highly probable in the short term.	Low
Transition risk	Reputation and brand	• Alma Media is a leader in its industry with regard to the transition to a low-carbon society. The company has ambitious SBTi targets extending to 2030. • Failure to grow taxonomy-aligned business is a potential risk that may affect the availability of financing..	• Failure to grow taxonomy-aligned business could make the company less attractive to investors.	• The SBTi targets are in line with the Paris Climate Agreement (Scope 1, 2 and 3). Active development of Alma Media's product portfolio and value-added services to mitigate climate change. • Improbable.	Low

Alma Media's climate scenarios

	Nature of the risk	Transition risks and opportunities Below 2°C climate model SSP1-2.6	Transition risks and opportunities +3–4°C climate model SSP5-8.5	Preparation for physical risks: management or adaptation, and risk probability	Financial impact
Physical risk	Acute risks	• The increase in physical risks is moderate. Certain phenomena, such as hurricanes, will become more common around the world. Floods will become more common in Europe. • Vulnerability to physical risks is considered to be lower in Europe than elsewhere in the world, but extreme weather phenomena may have an impact to some degree in Alma Media's operating countries in Eastern Central Europe. • Extreme temperatures leading to fatalities and significant losses in productivity will remain rare in Alma Media's operating regions. • Increased uncertainty in the operating environment increases the need for information and real-time, reliable news coverage of events..	• Extreme weather phenomena, such as drought and wildfires, storms and subsequent flash floods and landslides will become more common, posing an acute physical risk of the loss of buildings, property and human lives. • Indirect losses will also occur due to transport and delivery issues or the jeopardised continuity of business. • The risks include losses of margins on interrupted business operations and damage to movable property and equipment. • Elevated risks may drive demand for investments in adaptation, potential relocation and business disruptions caused by damages and the need to repair premises after extreme events.	• The most significant exposures to physical risks can be avoided through Alma Media's effective continuity planning, which is updated on a regular basis. • The geographical diversification of operations into smaller units reduces physical risks for the Group as a whole. • Probable in the short and medium term..	Low
	Chronic long-term risks	• Long-term changes in the climate affect the availability of energy, hydropower and wind power production, and energy demand, as heating and cooling needs become increasingly seasonal. • The flooding of rivers will increase due to sudden increases in rainfall. .	• Long-term changes in the climate affect the availability of energy, hydropower and wind power production, and energy demand, as heating and cooling needs become increasingly seasonal. • In the Nordic countries, the average temperature of waters will rise more than in the rest of the world in relative terms. • Productivity losses and health issues will be highlighted in certain regions due to heat waves.	• The regular updating and re-evaluation of climate scenarios. • Developing new business models together with customers and partners to mitigate climate change..	Low

Financial impacts:
- Low 0–1%,
- Medium 3–5%,
- High 10–20%.

Time horizon:
- Short-term 1–2 years,
- Medium-term 3–5 years,
- Long-term 10–20 years.

In addition to the impacts, the estimated probability (improbable/probable/highly probable)

Risks and opportunities related to temperature, wind, water and solid mass were taken into consideration, and the most significant of these are listed in the table. above.

Changes in Group structure in 2022

Changes in Group structure are described in the strategy section of the Report by the Board of Directors as well as in the notes to the consolidated financial statements, in Note 4.2 Subsidiaries, Note 4.3 Business combinations and 4.4 Associated companies.

Annual General Meeting 2022

Alma Media Corporation's Annual General Meeting (AGM), held on 29 March 2022 under special arrangements, confirmed the financial statements for 2021 and released the members of the Board of Directors and the President and CEO from liability. The AGM decided that a dividend of EUR 0.35 per share shall be paid for the financial year 2021.

Peter Immonen, Petri Niemisvirta, Esa Lager, Alexander Lindholm, Catharina Stackelberg-Hammarén, Eero Broman, Heikki Herlin and Kaisa Salakka were elected as Board members. In its constitutive meeting after the AGM, the Board of Directors elected Catharina Stackelberg-Hammarén as its Chair and Eero Broman as its Vice Chair.

The Board of Directors also appointed the members to its permanent committees. Petri Niemisvirta, Eero Broman, Kaisa Salakka and Heikki Herlin were elected as members of the Audit Committee, with Esa Lager as Chair. Catharina Stackelberg-Hammarén and Alexander Lindholm were elected as members of the Nomination and Compensation Committee, with Peter Immonen as Chair.

The Board of Directors has assessed that, with the exception of Peter Immonen, Esa Lager, Alexander Lindholm, Heikki Herlin and Eero Broman, the members of the Board are independent of the company and its significant shareholders. Heikki Herlin is the Chair of the Board of Mariatorp Oy, Peter Immonen is a member of the Board of Mariatorp Oy, Esa Lager is a member of the Board of Ilkka-Yhtymä Oyj, Alexander Lindholm is the CEO of Otava Group and, as of 2022, Eero Broman has been a member of the Board of Otava Ltd for over 10 consecutive years (a relationship with a significant shareholder pursuant to subsection J.) of Recommendation 10 of the Corporate Governance Code).

Mikko Korttila, General Counsel of Alma Media Corporation, serves as the secretary to the Board of Directors in accordance with the Board's Charter.

The AGM appointed Pricewaterhouse-Coopers Oy as the company's auditors, with Niina Vilske, APA, as the principal auditor.

Remuneration of Board members

In accordance with the proposal of the Shareholders' Nomination Committee, the Annual General Meeting decided that the remuneration be kept unchanged, and that the following annual remuneration be paid to the members of the Board of Directors for the term of office ending at the close of the Annual General Meeting 2023: to the Chairman of the Board of Directors, EUR 62,500 per year; to the Vice Chairman, EUR 40,000 per year, and to members EUR 32,500 per year.

In addition, the Chair of the Board of Directors and the Chair of the Audit Committee will be paid a fee of EUR 1,500, the Chair of the Nomination and Compensation Committee a fee of EUR 1,000, the Deputy Chairs of the committees a fee of EUR 700 and members a fee of EUR 500 for those Board and Committee meetings that they attend. The travel expenses of Board members will be compensated in accordance with the company's travel policy.

The attendance fees for each meeting are:

- doubled for (i) Members living outside Finland in Europe or (ii) meetings held outside Finland in Europe; and
- tripled for (i) members resident outside Europe or (ii) meetings held outside Europe.

The Members of the Board shall, as decided by the Annual General Meeting, acquire a number of Alma Media Corporation shares corresponding to approximately 40% of the full amount of the annual remuneration for Board Members, taking into account tax deduction at source, at the trading price on the regulated market arranged by the Helsinki Stock Exchange. Members of the Board are required to arrange the acquisition of the shares within two weeks of the release of the first quarter 2023 interim report or, if this is not possible due to insider trading regulations, as soon as possible thereafter. If it is not possible to acquire the shares by the end of 2023 for a reason such as pending insider transactions, the annual remuneration shall be paid in cash. Shares acquired in this way cannot be transferred until the recipient's membership on the Board has ended. The company is liable to pay any transfer taxes that may arise from the acquisition of shares.

Authorisation to the Board of Directors to repurchase own shares

The AGM authorised the Board of Directors to decide on the repurchase of a maximum of 824,000 shares in one or more lots. The maximum authorised quantity represents approximately one (1) per cent of the company's entire share capital. The shares shall be acquired using the company's non-restricted shareholders' equity through trading on a regulated market arranged by Nasdaq Helsinki Ltd and in accordance with its rules and instructions, for which reason the acquisition is directed, in other words, the shares will be purchased otherwise than in proportion to the shareholders' current holdings. The price paid for the shares shall be based on the price of the company share on the regulated market so that the minimum price of purchased shares is the lowest market price of the share quoted on the regulated market during the term of validity of the authorisation and the maximum price, correspondingly, the highest market price quoted on the regulated market during the term of validity of the authorisation. Shares can be purchased for the purpose of improving the company's capital structure, financing or carrying out corporate acquisitions or other arrangements, implementing incentive schemes for the management or key employees or to be otherwise transferred or cancelled. The authorisation is valid until the following AGM, but not later than 30 June 2022.

Authorisation to the Board of Directors to decide on the transfer of own shares

The AGM authorised the Board of Directors to decide on a share issue by transferring shares in possession of the company. A maximum of 824,000 shares may be issued on the basis of this authorisation. The maximum authorised quantity represents approximately one (1) per cent of the company's entire share capital. The authorisation entitles the Board to decide on a directed share issue, which entails deviating from the pre-emption rights of shareholders. The Board can use the authorisation in one or more lots. The Board of Directors can use the authorisation to implement incentive programmes for the management or key employees of the company.

The authorisation is valid until the following AGM, but not later than 30 June 2022. This authorisation overrides the share issue authorisation granted at the Annual General Meeting of 24 March 2021.

Authorisation to the Board of Directors to decide on a share issue

The AGM authorised the Board of Directors to decide on a share issue. A maximum of 16,500,000 shares may be issued on the basis of this authorisation. The maximum number of shares that may be issued under the authorisation corresponds to approximately 20 per cent of the company's entire share capital. The share issue can be implemented by issuing new shares or by transferring treasury shares. The authorisation entitles the Board to decide on a directed share issue, which entails deviating from the pre-emption rights of shareholders. The Board can use the authorisation in one or more lots.

The Board can use the authorisation for developing the capital structure of the company, widening the ownership base, financing or executing acquisitions or other arrangements, or for other purposes decided on by the Board. The authorisation cannot, however, be used to implement incentive schemes for the management or key employees of the company.

The authorisation is valid until the following AGM, but not later than 30 June 2022. This authorisation overrides the corresponding share issue authorisation granted by the AGM of 24 March 2021, but not the share issue authorisation proposed above.

Donations

The AGM authorised the Board to decide on donations amounting to no more than a total of EUR 50,000 to universities in 2022–2023, with the more detailed conditions of the donations to be decided by the Board of Directors.

Dividends

In accordance with the proposal of the Board of Directors, the AGM resolved that a dividend of EUR 0.35 per share be paid for the financial year 2021. The dividend was to be paid to shareholders who

20 principal shareholders on 31 December 2022	Pcs	% of shares and votes
1. Otava Oy	24,036,845	29.18
2. Mariatorp Oy	15,675,473	19.03
3. Ilkka Oyj	8,993,473	10.92
4. Varma Mutual Pension Insurance Company	5,627,994	6.83
5. Ilmarinen Mutual Pension Insurance Company	3,221,695	3.91
6. Nordea Nordic Small Cap	1,859,045	2.26
7. Elo Mutual Pension Insurance Company	1,563,000	1.90
8. Sr Evli Suomi Select	1,120,961	1.36
9. Veljesten Viestintä Oy	851,500	1.03
10. Keskisuomalainen Oyj	782,497	0.95
11. Häkkinen Matti Juhani	721,390	0.88
12. C.V Åkerlundin Mediasäätiö Sr.	382,871	0.46
13. Broman Eero Väinö	367,071	0.45
14. Sinkkonen Raija Irmeli	333,431	0.40
15. Danilostock Oy	330,000	0.40
16. Koskinen Riitta Inkeri	274,571	0.33
17. Tallberg Marianne	237,250	0.29
18. Telanne Kai Markus	216,155	0.26
19. Tampereen Tuberkuloosisäätiö Sr	210,000	0.25
20. Alma Media Corporation	198,391	0.24
Total	**67,003,613**	**81.33**
Nominee-registered	4,505,465	5.47
Other*	10,874,104	13.20
Total	**82,383,182**	**100.00**

*) Alma Media Corporation owns a total of 198,391 of its own shares, representing 0.24% of the total number of the company's shares and related votes.

Ownership structure on 31 December 2022	Number of shareholders	% of shareholders	Number of shares	% of shares
Private companies	334	3.2	51,762,547	62.8
Financial and insurance institutions	14	0.1	3,627,990	4.4
Public entities	7	0.1	10,419,218	12.6
Households	9,775	94.9	10,626,529	12.9
Non-profit associations	107	1.0	1,231,119	1.5
Foreign owners	48	0.5	210,314	0.3
Nominee-registered shares	10	0.1	4,505,465	5.5
Total	**10,295**	**100.0**	**82,383,182**	**100.0**

Distribution of ownership	Number of shareholders	% of shareholders	Number of shares	% of shares
1–100	3,889	3.2	167,261	0.2
101–1 000	4,726	0.1	1,930,477	2.3
1,001–10,000	1,497	0.1	4,266,707	5.2
10,001–100,000	153	94.9	3,778,754	4.6
100,001–500,000	17	1.0	3,671,777	4.5
500,000–	13	0.5	68,568,206	83.2
Total	**10,295**	**100.0**	**82,383,182**	**100.0**

were registered in Alma Media Corporation's shareholder register maintained by Euroclear Finland Ltd on the record date, 31 March 2022. The dividend was paid on 7 April 2022.

The Alma Media share

In 2022, altogether 2,804,467 Alma Media shares were traded at the NASDAQ Helsinki Stock Exchange, representing 3.4% of the total number of shares. The closing price of the Alma Media share at the end of the last trading day of the review period, 30 December 2022, was EUR 9.40. The lowest quotation during the review period was EUR 7.78 and the highest EUR 11.80. Alma Media Corporation's market capitalisation at the end of the review period was MEUR 774.4.

At the end of the financial year, on 31 December 2022, Alma Media Corporation held a total of 198,391 of its own shares. In 2022, the company purchased 426,462 of its own shares for a total cost of MEUR 4.2. In 2022, the company transferred 398,481 of its own shares without consideration as part of the long-term share-based incentive scheme for the company's employees.

Share-based retention and incentive schemes

The share-based incentive schemes are described in Note 1.4.2 to the consolidated financial statements.

Flagging notices

Alma Media Corporation did not receive any flagging notices in 2022.

Corporate Governance Statement for 2022

In 2022, Alma Media Corporation applied the Finnish Corporate Governance Code 2020 for listed companies in its unaltered form. A Corporate Governance Statement required by the Corporate Governance Code is presented as a separate report in connection with the Annual Report. In addition, it is publicly available on Alma Media's website at www.almamedia.fi/en/investors/governance/corporate-governance-statement/.

Remuneration policy and remuneration report

In accordance with the EU Shareholder Rights Directive, Alma Media has published its Remuneration Policy, which documents the principles of the remuneration of the Group's governing bodies and the key terms applicable to service contracts on 8 March 2022. The remuneration policy of the governing bodies was presented to Alma Media's Annual General Meeting on 29 March 2022 and it was approved without a vote. The 2022 remuneration report for the Group's governing bodies, produced in compliance with the EU Shareholder rights Directive (SHRD) and the Finnish Corporate Governance Code 2020 for listed companies, will be discussed at the Annual General Meeting to be held on 4 April 2023.

Operating environment in 2023

The national economies of Finland and Alma Media's other operating countries are expected to see a marked decline in the growth rate in 2023, and some countries are even expecting a recession. According to the European Central Bank, economic activity will start to recover in the second half of 2023 if the situation in the energy market stabilises, supply disruptions subside, real incomes improve and export demand strengthens.

Outlook for 2023

Alma Media expects its full-year revenue and adjusted operating profit in 2023 to remain at the 2022 level or decrease from 2022. The full-year revenue for 2022 was MEUR 308.8 and the adjusted operating profit was MEUR 73.4.

The outlook is based on the assessment that the company's revenue and operating profit will decline in the first half of the year due to lower advertising sales and the higher costs of the recruitment business. The economic outlook is expected to improve in the second half of the year. We expect the demand for recruitment services to remain strong and advertising sales to recover during the year. The efficiency improvement measures initiated by the Group will improve profitability in the latter half of the year.

Dividend proposal to the Annual General Meeting

On 31 December 2022, the Group's parent company had distributable funds totalling EUR 156,856,329 (144,833,995). Alma Media's Board of Directors proposes to the Annual General Meeting that a dividend of EUR 0.44 per share be paid for the financial year 2022 (2021: EUR 0.35 per share). The dividend will be paid to shareholders who are registered in Alma Media Corporation's shareholder register maintained by Euroclear Finland Ltd on the record date, 6 April 2023. The Board of Directors proposes that the dividend be paid on 17 April 2023. Based on the number of outstanding shares on the closing date, 31 December 2022, the dividend payment totals EUR 36,161,308 (28,774,470).

No essential changes have taken place after the end of the financial year with respect to the company's financial standing. The proposed distribution of profit does not, in the view of the Board of Directors, compromise the company's liquidity.

Management ownership

The members of the Board of Directors, the President and CEO of the parent company and the other members of the Group Executive Team together held 16,412,148 shares in the company on 31 December 2022, representing 19.9% of the total number of shares and votes. Based on the incentive schemes currently in effect, the President and CEO and the members of the Group Executive Team may receive a total of 1,347,816 shares in the company, corresponding to 1.6% of the total number of shares and votes.

	SHAREHOLDINGS 31 December 2022 **	2015 IV TSR	2020 MSP	2021 MSP	2022 MSP
Catharina Stackelberg-Hammarén, Chair of the Board	28,535				
Jorma Ollila, Chair of the Board until 29 March 2022 *	20,448				
Eero Broman, Deputy Chair	367,071				
Petri Niemisvirta, member of the Board	26,756				
Heikki Herlin, member of the Board	15,690,503				
Peter Immonen, member of the Board	5,625				
Esa Lager, member of the Board	19,450				
Alexander Lindholm, member of the Board	5,625				
Kaisa Salakka, member of the Board	1,320				
Kai Telanne, President and CEO	216,155	36,000	120,000	126,000	150,000
Santtu Elsinen, Group Executive Team	39,565	9,000	30,000	36,000	42,000
Virpi Juvonen, Group Executive Team	43,812	6,000	24,000	30,000	36,000
Tiina Kurki, Group Executive Team	49,772	9,000	24,000	30,000	36,000
Kari Kivelä, Group Executive Team	82,096	12,000	36,000	42,000	48,000
Mikko Korttila, Group Executive Team	56,135	9,000	30,000	36,000	42,000
Elina Kukkonen, Group Executive Team	21,023	5,000	14,316	13,500	24,540
Juha-Petri Loimovuori, Group Executive Team	87,619	12,000	36,000	42,000	48,000
Vesa-Pekka Kirsi, Group Executive Team	6,600	0			39,600
Juha Nuutinen, Group Executive Team	60,092	6,000	30,000	36,000	42,000
Total	**16,412,148**	**104,000**	**344,316**	**391,500**	**508,140**

*** Shareholding on 29 March 2022**
**** The figure also includes holdings of entities under their control as well as holdings of related parties.**

Key figures describing financial performance

The key figures are calculated according to IFRS recognition and measurement principles.

INCOME STATEMENT		IFRS 2022	Change %	IFRS 2021	Change %	IFRS 2020	Change %	IFRS 2019	Change %	IFRS 2018
Revenue	MEUR	308.8	12.1	275.4	19.6	230.2	-8.0	250.2	-1.8	254.7
Digital revenue	MEUR	249.7	17.7	212.1	33.9	158.9	-4.7	166.7	3.2	161.5
% of revenue	%	80.9		77.0		69.0		66.6		63.4
Operating profit (loss)	MEUR	80.0	40.9	56.8	31.7	43.1	-13.0	49.5	4.4	47.5
% of revenue	%	25.9		20.6		18.7		19.8		18.6
Adjusted operating profit	MEUR	73.4	20.2	61.1	34.7	45.4	-8.2	49.4	3.8	47.6
% of revenue	%	23.8		22.2		19.7		19.8		18.7
Adjusted items*	MEUR	6.6	-252.5	-4.3	90.2	-2.3	-2196.5	0.1	-178.9	0.1
Profit before tax	MEUR	86.4	53.4	56.3	33.4	42.2	-13.8	49.0	1.8	48.1
Adjusted profit before tax	MEUR	79.9	31.7	60.6	36.3	44.5	-9.0	48.9	1.3	48.3
Profit for the period, continuing operations	MEUR	72.0	62.6	44.3	33.1	33.3	-17.8	40.5	5.8	38.2
Share of profit of associated compa-nies	MEUR	0.7	31.3	1.0	755.2	0.1	-78.4	0.5	272.0	-0.3
Net financial expenses	MEUR	-5.8	-504.1	1.4	47.0	1.0	-8.7	1.1	-208.8	-1.0
Net financial expenses, % of revenue	%	-1.9		0.5		0.4		0.4		-0.4
Profit for the period, discontinued operations	MEUR					65.8	702.7	8.2		9.7
Profit for the period	MEUR	72.0	62.6	44.3	-55.2	99.1	103.6	48.7	1.6	47.9

* The adjusted items are specified in more detail on page 12 of the Report by the Board of Directors.

BALANCE SHEET *		IFRS 2022	Change %	IFRS 2021	Change %	IFRS 2020	Change %	IFRS 2019	Change %	IFRS 2018
Balance sheet total	MEUR	495.2	-4.5	518.4	55.2	333.9	-16.7	400.9	16.0	345.6
Interest-bearing net debt	MEUR	142.6		181.8		-9.1		23.7		2.0
Interest-bearing liabilities	MEUR	172.7	-26.1	233.7	500.9	38.9	-57.1	90.8	76.2	51.5
Non-interest-bearing liabilities	MEUR	116.6	-1.3	118.2	30.6	90.5	-15.9	107.6	0.3	107.2

OTHER INFORMATION *		IFRS 2022	Change %	IFRS 2021	Change %	IFRS 2020	Change %	IFRS 2019	Change %	IFRS 2018
Average no. of employees, excl. tele-marketers		1,679	8.4	1,549	3.4	1,497	-2.1	1,530	1.2	1,512
Telemarketers on average		196	-41.8	337	0.6	335	10.2	304	-7.2	328
Capital expenditure	MEUR	18.3	-92.6	247.1	170.4	91.4	620.0	12.7	-41.7	21.8
Capital expenditure, % of revenue	%	5.9		89.7		39.7		5.1		8.6
Research and development costs	MEUR	7.6	64.3	4.6	0.0	4.6	8.1	4.3	-1.0	4.3
Research and development costs, % of revenue	%	2.4		1.7		2.0		1.7		1.7

KEY FIGURES *		IFRS 2022	Change %	IFRS 2021	Change %	IFRS 2020	Change %	IFRS 2019	Change %	IFRS 2018
Return on equity (ROE)	%	38.6	62.0	23.9	-51.0	48.7	94.7	25.0	-10.0	27.8
Return on investment (ROI)	%	18.9	32.7	14.3	-61.9	37.4	96.5	19.0	-11.6	21.6
Equity ratio	%	45.8		34.7		63.1		54.1		57.5
Gearing	%	69.3		109.2		-4.5		11.7		1.5

* The figures include both continuing and discontinued operations, unless otherwise mentioned

PER SHARE DATA *		**IFRS 2022**	**IFRS 2021**	**Change %**	**IFRS 2020**	**Change %**	**IFRS 2019**	**Change %**	**IFRS 2018**
Earnings per share, basic	EUR	0.88	0.53		1.13		0.51		0.51
Earnings per share, diluted	EUR	0.86	0.52		1.11		0.50		0.50
Cash flow from operating activities per share	EUR	0.96	0.92		0.68		0.87		0.68
Shareholders' equity per share	EUR	2.48	1.99		2.23		2.09		1.94
Dividend per share **	EUR	0.44	0.35		0.30		0.40		0.35
Payout ratio	%	50.3	66.0		26.5		78.0		69.2
Effective dividend yield	%	4.7	3.2		3.4		5.0		6.3
P/E Ratio		10.7	20.4		7.9		15.5		10.9
Highest share price	EUR	11.80	12.7		9.30		8.10		8.14
Lowest share price	EUR	7.78	8.42		5.82		5.48		5.10
Share price on 30 December	EUR	9.40	10.82		8.92		7.96		5.54
Market capitalisation ***	MEUR	774.4	891.4		734.9		655.8		456.4
Turnover of shares, total	kpcs	2,804	3,699		4,481		3,464		19,644
Relative turnover of shares, total	%	3.4	4.5		5.4		4.2		23.9
Average no. of shares (1,000 shares), basic, excluding treasury shares	kpcs	82,185	82,213		82,262		82,283		82,147
Average no. of shares (1,000 shares), diluted	kpcs	83,706	83,991		83,692		83,673		83,219
No. of shares on 31 December	kpcs	82,383	82,383		82,383		82,383		82,383

* The figures include both continuing and discontinued operations, unless otherwise mentioned

** Board's proposal to the Annual General Meeting

*** Includes treasury shares

Calculation of key figures

Return on shareholders' equity, % (ROE)	Profit for the period / Shareholders' equity + non-controlling interest (average during the year)	x 100
Return on investment, % (ROI)	Profit for the period + interest and other financial expenses / Balance sheet total - non-interest-bearing debt (average during the year)	x 100
Equity ratio, %	Shareholders' equity + non-controlling interest / Balance sheet total - advances received	x 100
Operating profit	Profit before tax and financial items	
EBITDA	Operating profit excluding depreciation, amortisation and impairment losses	
Digital business, % of revenue	Digital business revenue / Revenue	x 100
Basic earnings per share, EUR	Share of net profit belonging to parent company owners / Average number of shares adjusted for share issues - treasury shares	
Diluted adjusted earnings per share, EUR	Share of net profit belonging to parent company owners / Diluted average number of shares adjusted for share issues	
Gearing, %	Interest-bearing debt - cash and bank receivables / Shareholders' equity + non-controlling interest	x 100
Net financial expenses, %	Financial income and expenses / Revenue	x 100
Dividend per share, EUR	Dividend per share approved by the Annual General Meeting with respect to the most recent year, the Board's proposal to the AGM	
Payout ratio, %	Dividend/share / Share of EPS belonging to parent company owners	x 100
Effective dividend yield, %	Dividend/share adjusted for share issues / Final quotation at close of period adjusted for share issues	x 100
Price/earnings (P/E) ratio	Final quotation at close of period adjusted for share issues / Share of EPS belonging to parent company owners	
Shareholders' equity per share, EUR	Equity attributable to owners of the parent / Basic number of shares at the end of period adjusted for share issues - treasury shares	
Market capitalisation of share stock, EUR	Number of shares x closing price at end of period	

Alternative Performance Measures

Alma Media Corporation additionally uses and presents Alternative Performance Measures to illustrate the operative development of its business and improve comparability between reporting periods. The Alternative Performance Measures are reported in addition to IFRS key figures.

The Alternative Performance Measures used by Alma Media Corporation are the following:

Operating profit excluding adjusted items (MEUR and % of revenue)	Profit before tax and financial items excluding adjusted items
EBITDA excluding adjusted items	Operating profit excluding depreciation, amortisation, impairment losses and adjusted items

Items adjusting operating profit are income or expenses 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 income statement within the corresponding income or expense group.

Interest-bearing net debt (MEUR)	Interest-bearing debt – cash and cash equivalents

Consolidated comprehensive income statement

MEUR	Note	1.1.–31.12.2022	1.1.–31.12.2021
Revenue	1.1, 1.2	**308.8**	**275.4**
Other operating income	1.2	7.2	1.4
Change in inventories of finished products		0.0	0.1
Materials and services	1.3	37.6	35.6
Expenses arising from employee benefits	1.3, 1.4	119.6	109.2
Depreciation, amortisation and impairment	2.1, 2.2	17.2	16.7
Other operating expenses	1.3	61.6	58.6
Operating profit	1.1	**80.0**	**56.8**
Finance income	3.1	9.2	0.9
Finance expenses	3.1	3.4	2.3
Share of profit of associated companies	4.4	0.7	1.0
Profit before tax		**86.4**	**56.3**
Income tax	5.1, 5.2	-14.5	-12.1
Profit for the period		**71.9**	**44.3**
Other comprehensive income			
Items arising due to the redefinition of net defined benefit liability (or asset item)		0.1	-0.2
Translation differences		0.3	0.3
Other comprehensive income for the year, net of tax		0.4	0.1
Total comprehensive income for the year, net of tax		**72.3**	**44.3**

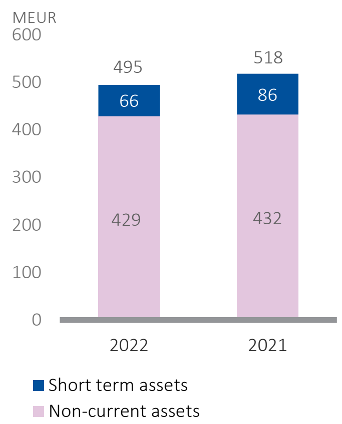
MEUR	Note	1.1.–31.12.2022	1.1.–31.12.2021
Profit for the period attributable to			
Owners of the parent company		71.9	43.6
Non-controlling interest		0.0	0.7
Total comprehensive income for the period attributable to:			
Owners of the parent company		72.3	43.7
Non-controlling interest		0.0	0.7
Earnings per share calculated from the profit for the period attributable to the parent company shareholders (€)			
Earnings per share (basic)	3.9	0.88	0.53
Earnings per share (diluted)	3.9	0.86	0.52

Consolidated balance sheet

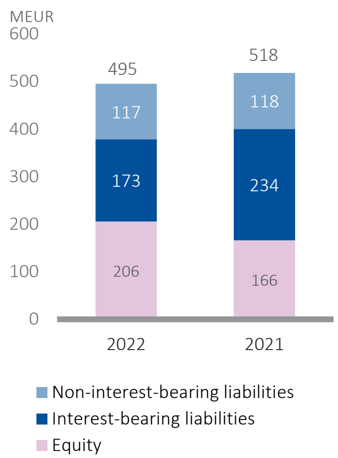
MEUR	Note	31.12.2022	31.12.2021
ASSETS			
Non-current assets			
Goodwill	2.1	294.4	294.5
Other intangible assets	2.1	87.4	90.6
Tangible assets	2.2	3.6	2.3
Right-of-use assets	2.2	30.0	32.9
Shares in associated companies	4.4	4.2	7.7
Pension receivables, defined benefit plans	3.6	0.0	0.0
Other non-current financial assets	3.2	8.8	3.8
Deferred tax assets	5.2	0.6	0.7
		429.0	**432.5**
Current assets			
Inventories	3.7	0.7	0.7
Tax receivables		0.1	1.8
Trade and other receivables	3.7	35.4	31.5
Cash and cash equivalents	3.2	30.0	51.9
		66.2	**85.9**
Assets, total		**495.2**	**518.4**
EQUITY AND LIABILITIES			
Share capital		45.3	45.3
Share premium reserve		7.7	7.7
Translation differences		0.6	0.3
Invested non-restricted equity fund		19.1	19.1
Retained earnings		131.7	91.1
Equity attributable to owners of the parent	3.9	**204.4**	**163.5**
Non-controlling interest		1.5	2.9
Total equity		**205.9**	**166.5**

MEUR		31.12.2022	31.12.2021
Non-current liabilities			
Deferred tax liabilities	5.2	17.2	18.9
Pension liabilities	3.6	0.6	0.8
Lease liabilities	3.3	23.7	26.8
Non-current financial liabilities	3.3	149.6	216.3
		191.2	**262.8**
Current liabilities			
Advances received		45.4	39.2
Income tax liability		7.0	5.3
Lease liabilities	3.3	7.0	7.0
Current financial liabilities	3.3	3.0	0.8
Trade and other payables	3.7	35.9	36.8
		98.2	**89.1**
Liabilities, total		**289.4**	**351.9**
Equity and liabilities, total		**495.2**	**518.4**

Balance sheet, Assets



Balance sheet, Equity & liabilities

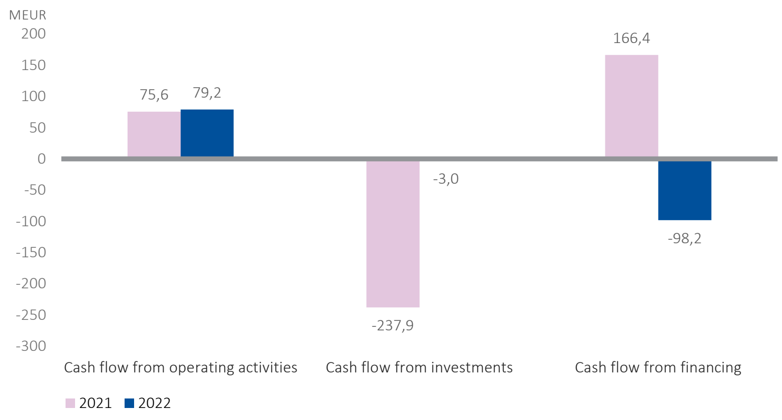


Consolidated cash flow statement

MEUR	Note	1.1.–31.12.2022	1.1.–31.12.2021
Cash flow from operating activities			
Profit for the period		71.9	44.3
Adjustments		22.4	37.1
Change in working capital		-2.8	7.3
Dividends received		0.3	0.4
Interest received		0.1	0.1
Interest paid		-2.1	-2.2
Taxes paid		-10.6	-11.3
Net cash flow from operating activities		**79.2**	**75.6**
Investing activities			
Acquisitions of tangible assets		-3.3	-1.5
Acquisitions of intangible assets		-5.7	-2.3
Proceeds from sale of tangible and intangible assets		0.0	0.4
Other investments		-0.4	-0.5
Proceeds from sale of available-for-sale financial assets		0.0	1.0
Business acquisitions less cash and cash equivalents at the time of acquisition		-5.2	-236.7
Proceeds from sale of businesses less cash and cash equivalents at the time of sale		1.4	2.2
Acquisition of associated companies	4.4	0.0	-0.4
Proceeds from sale of associated companies	4.4	10.1	0.0
Cash flows from/(used in) investing activities		**-3.0**	**-237.9**

MEUR	Note	1.1.–31.12.2022	1.1.–31.12.2021
Cash flow before financing activities		**76.2**	**-162.3**
Financing activities			
Long-term loans taken			420.0
Repayment of long-term loans		-60.0	-220.0
Short-term loans taken		36.0	5.0
Repayment of short-term loans		-34.0	-5.0
Payments of lease liabilities		-7.1	-7.5
Acquisition of own shares		-4.2	-1.1
Dividends paid and capital repayment	3.9	-28.9	-24.9
Financing activities		**-98.2**	**166.4**
Change in cash and cash equivalent funds increase (+) decrease (-)		-21.9	4.1
Cash and cash equivalents at beginning of period	3.2	**51.9**	**48.0**
Effect of change in foreign exchange rates		0.0	-0.2
Cash and cash equivalents at end of period	3.2	**30.0**	**51.9**

Cash flow from investing activities



MEUR		1.1.–31.12.2022	1.1.–31.12.2021
Cash flow from operating activities			
Adjustments:			
Depreciation, amortisation and impairment	2	17.2	16.7
Share of profit of associated companies	4.4	-0.7	-1.0
Capital gains (losses) on the sale of fixed assets and other investments		-7.2	0.0
Financial income and expenses	3.1	-5.8	1.4
Income tax	5.1	14.5	12.1
Change in provisions	1.3	0.0	-0.0
Other adjustments		4.3	7.9
Adjustments, total		**22.4**	**37.1**
Change in working capital:			
Change in trade receivables		-6.4	-2.9
Change in inventories		0.0	-0.1
Change in trade payables		3.5	10.3
Change in working capital, total		**-2.8**	**7.3**
Investing activities			
Investments financed through finance leases		-5.2	-2.1
Gross capital expenditure, payment-based *)		-4.2	-2.2
Sold and purchased business operations, non-payment-based		-2.4	-237.2
Investments, total		**-11.8**	**-241.5**

* Excluding investments of acquired businesses

Consolidated statement of changes in equity

MEUR	Note	Share capital	Share premium reserve	Foreign currency translation reserve	Invested non-restricted equity fund	Retained earnings	Equity attributable to the owners of parent	Non-controlling interest	Total equity
Total equity 1 January 2021		**45.3**	**7.7**	**0.0**	**19.1**	**111.4**	**183.6**	**21.0**	**204.6**
Profit for the period						43.6	43.6	0.7	44.3
Other comprehensive income						-0.2	-0.2		-0.2
Translation differences				0.3			0.3	0.6	0.8
Transactions with equity holders									
Dividends paid by parent						-24.7	-24.7		-24.7
Share of subsidiaries' dividends allocated to non-controlling interests							0.0	0.0	0.0
Acquisition of own shares						-1.1	-1.1		-1.1
Refund of unredeemed dividends						0.1	0.1		0.1
Tax-like payments related to shares transferred in connection with the share-based incentive scheme						-0.6	-0.6		-0.6
Accrual-based proportion of the share-based incentive scheme recognised for the financial year						4.2	4.2		4.2
Acquisitions and other changes in non-controlling interests						-41.6	-41.6	-19.3	-60.9
Total equity 31 December 2021	3.9	**45.3**	**7.7**	**0.3**	**19.1**	**91.2**	**163.6**	**2.9**	**166.5**
Total equity 1 January 2022		**45.3**	**7.7**	**0.3**	**19.1**	**91.2**	**163.6**	**2.9**	**166.5**
Profit for the period						71.9	71.9	0.0	71.9
Other comprehensive income						0.1	0.1		0.1
Translation differences				0.3		0.3	0.3		0.3
Transactions with equity holders									
Dividends paid by parent						-28.8	-28.8		-28.8
Share of subsidiaries' dividends allocated to non-controlling interests								-0.1	-0.1
Acquisition of own shares						-4.2	-4.2		-4.2
Tax-like payments related to shares transferred in connection with the share-based incentive scheme						-4.2	-4.2		-4.2
Performance-based proportion of the share-based incentive scheme recognised for the financial year						4.4	4.4		4.4
Acquisitions and other changes in non-controlling interests						1.3	1.3	-1.4	-0.1
Total equity 31 December 2022	3.9	**45.3**	**7.7**	**0.6**	**19.1**	**131.7**	**204.5**	**1.5**	**205.9**

Accounting principles used in the consolidated financial statements

Basic information on the Group

Alma Media Corporation (1944757-4) is an innovative media group focusing on digital services and journalistic content. The company's best-known brands are Kauppalehti, Talouselämä, Iltalehti, Etuovi.com, Nettiauto and Jobly. Alma Media generates sustainable growth from media to services, providing content and services that benefit users in their everyday lives, work and leisure time. Alma Media operates in 13 European countries. The Group's parent company Alma Media Corporation is a Finnish public company established under Finnish law, domiciled in Helsinki at Alvar Aallon katu 3 C, PL 140, FI-00100 Helsinki, Finland.

A copy of the consolidated financial statements is available online at www.almamedia.fi or from the parent company head office.

The Board of Directors approved the financial statements for disclosure on 15 February 2023. According to the Finnish Limited Liability Companies Act, shareholders have the opportunity to approve or reject the financial statements at the General Meeting of Shareholders held after publication. It is also possible to amend the financial statements at the General Meeting of Shareholders.

The figures in the financial statements are independently rounded.

Accounting principles

The consolidated financial statements have been prepared in accordance with the International Financial Reporting Standards, IFRS. The IAS and IFRS standards and SIC and IFRIC interpretations in effect on 31 December 2022 have been applied. International Financial Reporting Standards refer to the standards and their interpretations approved for application in the EU in accordance with the procedure stipulated in EU regulation (EU) no 1606/2002 and embodied in Finnish accounting legislation and the statutes enacted under it. The notes to the consolidated financial statements also comply with Finnish accounting and company legislation.

The consolidated financial statements are based on the purchase method of accounting unless otherwise specified in the accounting principles below. The figures in the tables in the financial statements are presented in millions of euros except where presenting the figures at a greater level of accuracy is deemed to be appropriate.

Changes in accounting principles

The changes in IFRS standards that entered into effect in the financial year 2022 mainly consisted of amendments to existing standards, and they had no material effect on Alma Media's consolidated financial statements.

Translation of items denominated in foreign currencies

Figures in the consolidated financial statements are shown in euro, the euro being the functional and presentation currency of the parent company. Foreign currency items are entered in EUR at the rates prevailing at the transaction date. Monetary foreign currency items are translated into EUR using the rates prevailing at the balance sheet date. Non-monetary foreign currency items are measured at their fair value and translated into EUR using the rates prevailing at the balance sheet date. In other respects, non-monetary items are measured at the rates prevailing at the transaction date. Exchange rate differences arising from sales and purchases are treated as additions or subtractions respectively in the statement of comprehensive income. Exchange rate differences related to loans and loan receivables are taken to other finance income and expenses in the profit or loss for the period.

The income statements of foreign Group subsidiaries are translated into EUR using the weighted average rates during the period, and their balance sheets at the rates prevailing on the balance sheet date. Goodwill arising from the acquisition of foreign companies is treated as assets and liabilities of the foreign units in question and translated into EUR at the rates prevailing on the balance sheet date. Translation differences arising from the consolidation of foreign subsidiaries and associated companies are entered under shareholders' equity. Exchange differences arising on a monetary item that forms part of the reporting entity's net investment in the foreign operation shall be recognised in the balance sheet and reclassified from equity to profit or loss on disposal of the net investment.

Operating profit and EBITDA

IAS 1 Presentation of Financial Statements does not include a definition of operating profit or gross margin. Gross margin is the net amount formed when other operating profit is added to net sales, and material and service procurement costs adjusted for the change in inventories of finished and unfinished products, the costs arising from employee benefits and other operating expenses are subtracted from the total. Operating profit is the net amount formed when other operating profit is added to net sales, and the following items are then subtracted from the total: material and service procurement costs adjusted for the change in inventories of finished and unfinished products; the costs arising from employee benefits; depreciation, amortisation and impairment costs; and other operating expenses. All other items in the profit or loss not mentioned above are shown under operating profit. Exchange rate differences and changes in the fair value of derivative contracts are included in operating profit if they arise on items related to the company's normal business operations. Otherwise they are recognised in the financial items.

Adjusted items

Adjusted items are income or expense arising from non-recurring or rare events. Gains or losses from the sale or discontinuation of business operations or assets, transaction costs arising from business acquisitions, gains or losses from restructuring business operations as well as impairment losses of goodwill and other assets are recognised by the Group as adjusted items. Adjusted items are recognised in the profit and loss statement within the corresponding income or expense group. Adjusted items are described in the Report by the Board of Directors.

Accounting principles requiring management's judgement and key sources of estimation uncertainty

The preparation of the consolidated financial statements in conformity with IFRS requires management to make estimates and assumptions which may differ from actual results in the future. Management is also required to use its discretion as to the application of the accounting principles used to prepare the statements.

The management of the Group makes judgement-based decisions pertaining to the selection and application of the accounting principles used in the financial statements. This particularly applies in cases where the existing IFRS regulations allow for alternative methods of recognition, measurement and presentation.

Alma Media has identified subscription products and customer loyalty products in accordance with the provisions of IFRS 15. As the item prices of these products are not material, they are not treated as separate performance obligations based on the management's assessment of materiality. The revenue derived from such products is recognised as part of the main products.

According to IFRS 15 Revenue from Contracts with Customers, an entity shall recognise revenue when it satisfies a performance obligation by transferring a promised good or service to a customer. Alma Media's exception to the revenue recognition practices required by IFRS 15 is the recognition of revenue from credit packages associated with the recruitment business. In credit package transactions, the customer buys credits against which Alma Media provides advertising sales services during the validity of the credits, subject to an agreed-upon price list. According to the management's assessment, recognising revenue evenly over the contract period instead of a revenue recognition model based on actual use leads to essentially the same outcome as recognising revenue based on the use of the credits.

The estimates made in conjunction with preparing the financial statements are based on the management's best assessments on the reporting period end date. The estimates are based on prior experience, as well as future assumptions that are considered to be the most likely on the balance sheet date with regard to issues such as the expected development of the Group's economic operating environment in terms of sales and cost levels. The Group monitors the realisation of estimates and assumptions, as well as changes in the underlying factors, on a regular basis in cooperation with the business units, using both internal and external sources of information. Any changes to these estimates and assumptions are entered in the accounts for the period in which the estimate or assumption is adjusted and for all periods thereafter.

Future assumptions and key sources of uncertainty related to estimates made on the balance sheet date that involve a significant risk of changes to the book values of the Group's assets and liabilities during the following financial year are presented below. The management has considered these components of the financial statements to be the most relevant in this regard, as they involve the most complicated accounting policies from the Group's perspective and their application requires the most extensive application of significant estimates and assumptions—for example, in the valuation of assets. In addition, the effects of potential changes to the assumptions and estimates used in these components of the financial statements are estimated to be the largest.

The determination of the fair value of intangible assets in conjunction with business combinations is based on the management's estimate of the cash flows related to the assets in question. The determination of the fair value of liabilities related to contingent considerations arising from business combinations are based on the management's estimate. The key variable in the change in fair value of contingent considerations is the estimate of future operating profit.

Impairment tests: The Group tests goodwill and intangible assets with an indefinite useful life for impairment annually and reviews any indications of impairment in the manner described above. The amounts recoverable from cash-generating units are recognised based on calculations of their fair value. The preparation of these calculations requires the use of estimates. The estimates and assumptions used to test major goodwill items for impairment, and the sensitivity of changes in these factors with respect to goodwill testing is described in more detail in the note which specifies goodwill.

Useful lives: Estimating useful lives used to calculate depreciation and amortisation also requires management to estimate the useful lives of these assets. The useful lives applied for each type of asset are listed in the notes under 2.2 Property, Plant and Equipment and 2.1 Intangible Assets.

Other estimates: Other management estimates relate mainly to other assets, such as the current nature of receivables and capitalised R&D costs, to tax risks, to determining pension obligations and to the utilisation of tax assets against future taxable income.

For leases that are valid with a reasonable level of certainty but have a short period of notice, the financial statements also include an assumption of the period of time the premises in question will be used in business operations. This estimate affects the balance sheet amount of lease liability for the leases for the premises in question.

Notes to the consolidated financial statements

1. Segments and operating profit

1.1 Information by segment

Alma Media has three business segments: Alma Career, which focuses on the recruitment business and recruitment-related services in Eastern Central Europe and Finland; Alma Talent, which provides financial media and services aimed at professionals and businesses; and Alma Consumer, which focuses on the consumer media and marketplaces business. Centralised services produced by the Group's parent company, as well as centralised support services for advertising and digital sales for the entire Group, are reported as non-allocated items in segment reporting.

The Group's reportable segments correspond to the Group's operating segments. Segment information is based on internal management reporting, which has been prepared in accordance with IFRS.

Recruitment-related services, such as Jobs.cz, Prace.cz, CV-Online, Profesia.sk, MojPosao.net, MojPosao.ba, Jobly, the Seduo online training service and Prace za rohem, are reported under the Alma Career segment. In addition to enhancing job advertising, Alma Career's objective is to expand the business into new services to support the needs of job-seekers and employers, such as job advertising-related technology, digital staffing services and training. Alma Career operates in 10 countries in Europe.

Alma Talent's core business consists of digital subscription-based content media, as well as digital data, content and marketplace services. In addition to the leading financial media brand Kauppalehti, Alma Talent's financial and professional media include Talouselämä, Tekniikka&Talous and Arvopaperi. Alma Talent Services offers professionals a comprehensive range of services related to company information, real estate information, law, financial management, competence development, leadership and marketing.

The Alma Consumer segment consists of a broad offering of over 30 consumer and B2B brands. The business of the Alma Consumer segment includes the multi-channel news and lifestyle media Iltalehti, Finland's leading housing marketplace Etuovi.com and housing rental marketplace Vuokraovi.com, the automotive marketplaces Nettiauto, Autotalli.com and Nettimoto, as well as the housing and car trade systems that serve companies representing these fields.

In addition, the segment includes comparison services, such as Autojerry, Urakkamaailma and Etua.fi. Netello, which specialises in digital advertising solutions, is also reported under the Alma Consumer segment.

Alma Consumer's competitiveness is based on the reach of media and services as a digital network, the user data pool, and the developing industry verticals in the areas of media, housing, cars and comparison services.

The segments' assets and liabilities are items used by the respective segments in their business operations.

The Group's business is mainly divided between two geographical areas: Finland and the rest of Europe. Alma Career operates in Finland and 10 other European countries, principally the Czech Republic and Slovakia. The Alma Talent segment's business operations are located in Finland and Sweden. The Alma Consumer segment operates in Finland.

The revenue and assets for different geographical regions are based on where the services are located. The following tables show the geographical breakdown of the Group's revenue and assets in 2022 and 2021:

Revenue

MEUR	2022	Share of total, %	2021	Share of total, %
Segments, Finland	197.9	64.1	188.1	68.3
Segments, other countries	110.9	35.9	87.3	31.7
Total	**308.8**	**100.0**	**275.4**	**100.0**

Operating profit

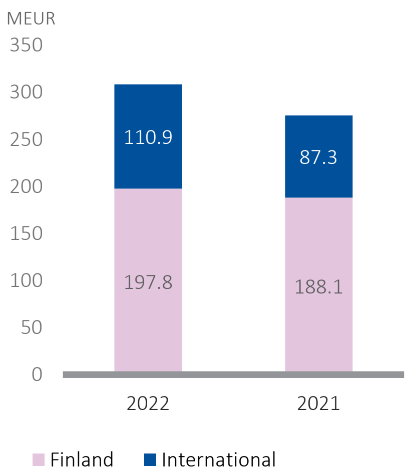
MEUR	2022	Share of total, %	2021	Share of total, %
Segments, Finland	48.3	60.4	41.1	72.5
Segments, other countries	44.9	56.1	32.9	58.0
Segments total	93.2	116.5	74.1	130.5
Non-allocated *	-13.2	-16.5	-17.3	-30.5
Total	**80.0**	**100.0**	**56.8**	**100.0**

* The non-allocated operations comprise the common services produced by the parent company.

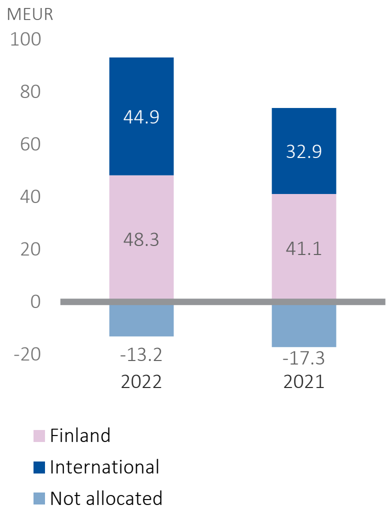
Assets

MEUR	2022	Share of total, %	2021	Share of total, %
Finland	339.4	68.5	375.2	72.4
Other countries	156.1	31.5	144.0	27.8
Eliminations	-0.3	-0.1	-0.9	-0.2
Total	**495.2**	**100.0**	**518.4**	**100.0**

Revenue



Operating profit



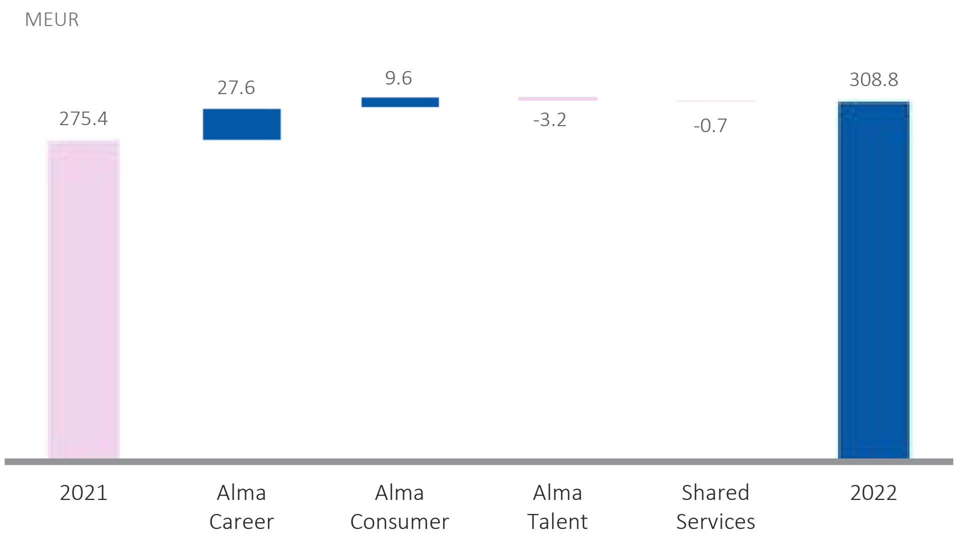
Revenue

MEUR	Alma Career	Alma Con-sumer	Alma Talent	Segments, total	Non-allocat-ed items and eliminations	Group
Financial year 2022						
Revenue						
External revenue	110.6	74.4	89.7	274.7	34.1	308.8
Inter-segment revenue	-0.8	29.7	6.8	35.7	-35.7	0.0
Segments total	**109.8**	**104.1**	**96.5**	**310.4**	**-1.6**	**308.8**
Financial year 2021						
Revenue						
External revenue	83.1	67.8	94.2	245.0	30.4	275.4
Inter-segment revenue	-0.9	26.8	5.5	31.3	-31.3	
Segments total	**82.2**	**94.5**	**99.7**	**276.4**	**-0.9**	**275.4**

Profit for the period

MEUR	Alma Career	Alma Consum-er	Alma Talent	Reportable segments total	Non-allo-cated items and elimina-tions	Group
Financial year 2022						
EBITDA excluding adjusted items	45.5	29.9	23.1	98.5	-7.8	90.6
Depreciation, amortisation and impairment	-2.9	-5.5	-3.4	-11.8	-5.3	-17.2
Operating profit excluding adjusted items	42.5	24.4	19.7	86.6	-13.2	73.4
Adjusted items	6.0	0.2	0.4	6.6	0.0	6.6
Operating profit/loss	48.5	24.6	20.1	93.2	-13.2	80.0
Share of profit of associated companies	0.6	0.0	0.0	0.7	0.0	0.7
Net financial expenses	-1.1	-0.2	4.2	2.8	3.0	5.8
Profit before tax and appro-priations	**48.0**	**24.3**	**24.3**	**96.7**	**-10.2**	**86.5**
Income tax					-14.5	-14.5
Profit for the period	**48.0**	**24.3**	**24.3**	**96.7**	**-24.8**	**71.9**

Change in revenue, 2021-2022

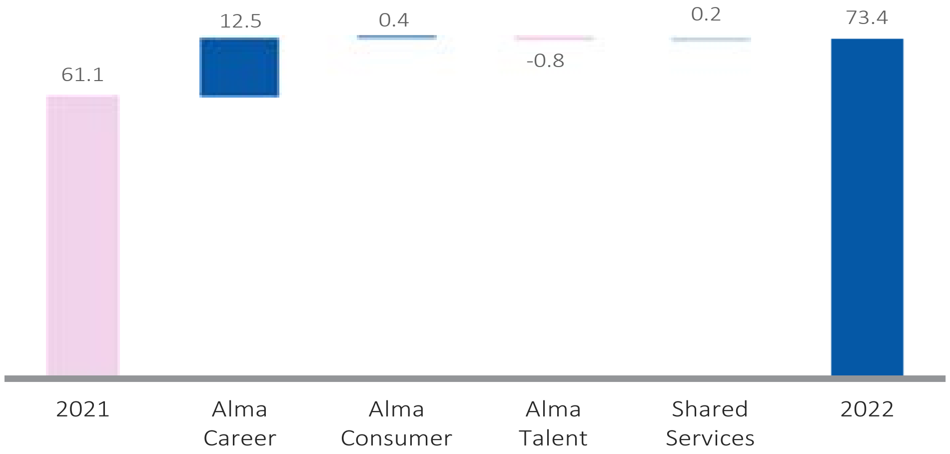


Profit for the period

MEUR	Alma Career	Alma Consumer	Alma Talent	Reportable segments total	Non-allocated items and eliminations	Group
Financial year 2021						
EBITDA excluding adjusted items	32.8	28.6	24.3	85.7	-7.9	77.8
Depreciation and impairment	-2.8	-4.6	-3.7	-11.1	-5.6	-16.6
Operating profit excluding adjusted items	30.0	23.9	20.6	74.5	-13.4	61.1
Adjusted items	0.0	-0.4	0.0	-0.4	-3.9	-4.3
Operating profit/loss	30.0	23.5	20.5	74.1	-17.3	56.8
Share of profit of associated companies	1.0	0.0	0.0	1.0	0.0	1.0
Net financial expenses	0.3	-0.2	-0.7	-0.6	-0.9	-1.4
Profit before tax and appropriations	**31.4**	**23.3**	**19.8**	**74.5**	**-18.2**	**56.3**
Income tax				0.0	-12.1	-12.1
Profit for the period	**31.4**	**23.3**	**19.8**	**74.5**	**-30.2**	**44.3**

Change in adjusted operating profit, 2021-2022

MEUR



Assets and liabilities

MEUR	Alma Career	Alma Consumer	Alma Talent	Segments, total	Non-allocated items and eliminations	Group
Financial year 2022						
Assets	86.2	221.9	110.1	418.3	72.7	491.0
Investments in associated companies and joint ventures	3.7	0.0	0.5	4.2	0.1	4.2
Assets, total	**89.9**	**221.9**	**110.6**	**422.5**	**72.7**	**495.2**
Liabilities, total	**48.8**	**14.4**	**31.9**	**95.1**	**194.3**	**289.4**
Capital expenditure	6.0	6.2	3.6	15.8	2.5	18.3
Financial year 2021						
Assets	79.7	224.1	113.1	416.9	93.8	510.7
Investments in associated companies and joint ventures	7.2	0.0	0.4	7.6	0.1	7.7
Assets, total	**86.9**	**224.1**	**113.5**	**424.5**	**93.9**	**518.4**
Liabilities, total	**39.5**	**14.2**	**38.4**	**92.1**	**259.8**	**351.9**
Capital expenditure	3.2	180.9	1.0	185.2	61.9	247.1

The assets not allocated to segments comprise financial assets and tax receivables. Liabilities not allocated to segments are financial and tax liabilities.

1.2 Operating income

1.2.1 Revenue

IFRS 15 includes a five-stage framework for the recognition of revenue from contracts with customers. According to IFRS 15, an entity shall recognise revenue at an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. Revenue can be recognised over time or at a point in time, with the central criterion being the transfer of control.

Alma Media changed its revenue reporting on 1 March 2021, with revenue now being distributed between marketplaces, media and service revenue. These constitute the Alma Media Group's significant revenue streams.

The revenue of marketplaces mainly consists of digital advertising revenue. Revenue from classified digital advertising sales is recognised over time during the term of the advertisement. Revenue from the sales of advertisements with a long contract period (1–12 months) is recognised over the contract period. Advertising revenue in marketplaces and media consists of selling advertising space in the Group's media and services, both online and in print. The performance obligations in marketplaces and media advertising are advertising online and in print publications, such as display advertising, content marketing and partner sales. Digital revenue from marketplaces and media is recognised over time, primarily based on the timing of the advertisement's publication, while revenue from print advertising sales is recognised at a point in time, based on publication dates.

Media content revenue includes fees for content sold by the Group's media. Revenue from media content sales is earned from content sold for both print and digital publications. Under media content revenue, digital services and print products are separate performance obligations, with print revenue recognised at a point in time on the publication dates and digital revenue recognised over time during the term of the agreement, relative to calendar days.

Service sales include the Alma Talent segment's book, event and training business and the sale of information services. The Group also has online services aimed at consumers. Service revenue is recognised over time during the period in which the service is delivered.

Alma Media also engages in business operations where Alma Media acts as an agent for services provided by external partners. In these cases, Alma Media does not have primary responsibility for the fulfilment of the contract. The net amount of consideration is recognised as revenue when the sales transaction occurs. Agency sales represent a small proportion of total revenue.

Transaction prices are list prices or contractual customer-specific prices, less other items that reduce the amount of expected consideration, such as discounts granted. Alma Media's contracts typically do not include variable amounts of consideration where the related uncertainty would only be resolved after the performance obligation has been fulfilled. Due to the nature of Alma Media's products and services, returning them is not possible as a rule. Accordingly, no refund liabilities arise from their sale. When the period between the transfer of the product or service to the customer and the customer paying for it is one year or less, Alma Media applies the practical expedient by which it does not need to recognise a significant financing component nor adjust the transaction price for the effects of the time value of money.

As a rule, the subscriptions associated with content revenue are paid at the start of the subscription period. Marketplace revenue, media advertising revenue and service revenue are paid at the start of the contract period as a rule. Payments received from customers are treated as prepayments on the balance sheet, from where the prepayments are recognised as revenue as the performance obligations are transferred to customers based on, for example, based on the publication dates of the print products included in subscriptions.

Alma Media has incremental costs of obtaining contracts, such as commissions on the sale of publications. Alma Media applies the practical expedient and does not recognise an asset from the costs incurred to obtain a contract. The costs would be recognised as expenses in one year or less.

The balance sheet items related to contracts with customers are included in trade receivables, which are described in more detail in note 3.7, and in advances received, which totalled MEUR 45.4 (MEUR 39.2) on 31 December 2022.

2022 MEUR	Alma Career	Alma Consumer	Alma Talent	Segments, total	Non-allocated items and eliminations*	Group
Marketplaces	**99.2**	**41.6**	**6.7**	**147.5**	**-2.9**	**144.6**
Media		**52.1**	**53.4**	**105.5**	**2.3**	**107.8**
Content media		16.3	34.4	50.8	0.0	50.8
- of which digital		11.9%	50.3%			37.9%
Advertising media		35.8	19.0	54.8	2.3	57.1
- of which digital		90.1%	59.5%			80.8%
Service revenue	**10.6**	**10.4**	**36.4**	**57.3**	**-1.0**	**56.3**
- of which digital	96.3%	98.7%	59.4%			71.8%
Total	**109.8**	**104.1**	**96.5**	**310.4**	**-1.6**	**308.8**

* Service revenue includes rental income that is not treated in accordance with IFRS 15. The amount of rental income is immaterial with respect to the consolidated financial statements.

2021 MEUR	Alma Career	Alma Consumer	Alma Talent	Segments, total	Non-allocated items and eliminations*	Group
Marketplaces	**74.1**	**37.3**	**6.2**	**117.6**	**-1.2**	**116.4**
Media		**47.9**	**53.2**	**101.1**	**0.8**	**101.9**
Content media		14.7	33.5	48.2	0.0	48.2
- of which digital		3.4%	46.7%			33.5%
Advertising media		33.3	19.6	52.9	0.8	53.7
- of which digital		88.6%	57.4%			77.8%
Service revenue	**8.1**	**9.3**	**40.3**	**57.7**	**-0.6**	**57.1**
- of which digital	96.8%	98.0%	54.7%			65.7%
Total	**82.2**	**94.5**	**99.7**	**276.4**	**-0.9**	**275.4**

* Service revenue includes rental income that is not treated in accordance with IFRS 15. The amount of rental income is immaterial with respect to the consolidated financial statements.

1.2.2 Other operating income

MEUR	2022	2021
Gains on sale of non-current assets	6.9	0.2
Other operating income	0.3	1.2
Total	**7.2**	**1.4**

1.3 Operating expenses

1.3.1 Materials and services

MEUR	2022	2021
Use of materials and supplies		
External services	37.6	35.6
Total	**37.6**	**35.6**
Materials and services	**37.6**	**35.6**

1.3.2 Research and development expenses

The Group's research and development costs in 2022 totalled MEUR 7.6 (MEUR 4.6). MEUR 5.6 (MEUR 3.6) was recognised in the income statement and development expenses of MEUR 1.9 (MEUR 1.0) was capitalised on the balance sheet in 2022. There were capitalised research and developments expenses totalling MEUR 3.7 (MEUR 2.2) on the balance sheet on 31 December 2022.

1.3.3 Employee benefits expense

Employee benefits cover short-term employee benefits, other long-term benefits, benefits paid in connection with dismissal and post-employment benefits.

Short-term employee benefits include salaries and benefits in kind, annual holidays and bonuses. Other long-term benefits include, for example, a celebration, holiday or remuneration based on a long period of service. Benefits paid in connection with dismissal are benefits that are paid due to the termination of an employee's contract and not for service in the company.

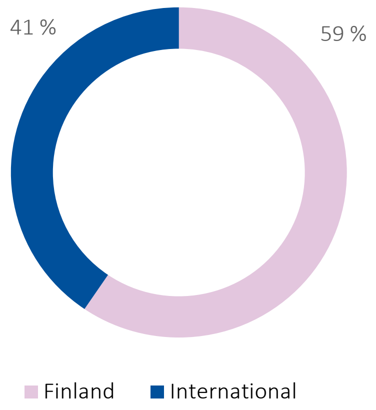
Post-employment benefits comprise pension and benefits to be paid after termination of the employee's contract, such as life insurance and healthcare. These benefits are classified as either defined contribution or defined benefit plans. The Group has both forms of benefit plans. The accounting principles related to pensions are presented in more detail in Note 3.5 Pension obligations.

Past service costs are recognised as expenses through profit or loss at the earlier of the following: when the plan is rearranged or downsized, or when the entity recognises the related rearrangement expenses or benefits related to the termination of employment.

MEUR	2022	2021
Wages, salaries and fees	92.2	84.8
Pension costs – defined contribution plans	12.9	11.9
Share-based payment transaction expense	4.4	4.3
Other employee expenses	10.0	8.3
Total	**119.6**	**109.2**

Average number of employees, calculated as full-time employees (excl. telemarketers)	2022	2021
Alma Career	682	594
Alma Consumer	374	339
Alma Talent	438	444
Shared operations	184	172
Total	**1,679**	**1,549**
Telemarketers on average	196	337

Personnel



1.3.4 Other operating expenses

Specification of other operating expenses by category:

MEUR	2022	2021
Information technology and telecommunication	30.3	27.2
Business premises	1.7	2.2
Sales and marketing expenses	14.2	11.9
Administration and experts	7.3	8.1
Other employee costs	6.7	4.8
Other expenses	1.4	4.4
Total	**61.6**	**58.6**

1.3.5 Audit expenses

EUR 1,000	2022	2021
Companies belonging to the PricewaterhouseCoopers chain		
Audit	244.1	232.8
Reporting and opinions	25.9	4.0
Other	69.2	127.1
Total	**339.2**	**363.4**

The non-audit services provided by PricewaterhouseCoopers Oy for Alma Media Group companies in the financial period 2022 totalled EUR 69,200 (a total of EUR 127,000 in the financial period 2021).

1.4 Salaries, bonuses and share-based payments paid to management

The reward scheme of the President and CEO of Alma Media Corporation and other senior management consists of a fixed monetary salary (monthly salary), fringe benefits (company car and a mobile telephone benefit, and a housing benefit for the President & CEO), an incentive bonus related to the achievement of financial and operational targets (short-term reward scheme) and a share-based incentive scheme for key employees of the Group (long-term reward scheme) as well as a pension benefit for management.

1.4.1 Salaries and bonuses paid to management

Parent company President and CEO (Kai Telanne)

EUR 1,000	2022	2021
Salaries and other short-term employee benefits	1,007.7	908.4
Post-employment benefits	471.9	415.2
Incentive schemes implemented and paid in the form of shares	908.7	944.5
Total	**2,388.4**	**2,268.1**

The figures in the table are presented on an accrual basis. In 2022, the salary and benefits paid to the President and CEO of the Group totalled EUR 3,450,902 (2021: EUR 1,410,619).

Pension benefits of the President and CEO:
In addition to statutory employment pension security, the President and CEO has a defined contribution group pension benefit. The supplementary pension contribution of the President and CEO's fixed annual salary is 37% of the annual salary, which is calculated by adding a computational share of 50% of the maximum incentive to the fixed annual salary. The retirement age is 60 years, at which time the payment of insurance premiums terminates. The pension is determined on the basis of the insurance savings accrued by the time of retirement. Retirement can be postponed up to 70 years of age. In this case, the pension is determined on the basis of insurance savings adjusted according to the value development of the investment objects.

Notice period of the President and CEO:
The notice period of the President and CEO is six months. An additional contractual compensation equal to 12 months' salary is paid if the employer terminates his contract without the President and CEO being in breach of contract. This compensation corresponding to the 12-month salary is not paid if the President and CEO resigns on his own initiative. Alma Media's Board of Directors decides on the appointment and, as necessary, dismissal of the President and CEO.

Other members of the Group Executive Team

EUR 1,000	2022	2021
Salaries and other short-term employee benefits	2,659.4	2,850.0
Post-employment benefits	857.2	840.6
Incentive schemes implemented and paid in the form of shares	1,853.1	1,782.1
Total	**5,369.7**	**5,472.8**

The figures in the table are presented on an accrual basis. In 2022, the salary and benefits paid to the other members of the Group Executive Team totalled EUR 7,050,554 (2021: EUR 3,954,450).

Board of Directors of Alma Media Corporation and benefits paid to its members

EUR 1,000	2022	2021
Catharina Stackelberg-Hammarén, Chair since 29 March 2022, member until 29 March 2022	78.0	39.0
Jorma Ollila, Chair until 29 March 2022	3.5	78.5
Eero Broman, Deputy Chair since 29 March 2022	48.3	
Petri Niemisvirta, Deputy Chair until 29 March 2022, member since 29 March 2022	40.9	50.2
Heikki Herlin, member since 29 March 2022	39.0	
Peter Immonen, member	40.0	40.0
Esa Lager, member	45.5	45.5
Alexander Lindholm, member	39.0	40.0
Kaisa Salakka, member since 29 March 2022	39.0	
Päivi Rekonen, member until 29 March 2022		4.0
Total	**373.2**	**297.2**

The figures in the table are presented on an accrual basis. According to the resolution of the General Meeting, the benefits to the Board members are paid as shares of Alma Media Corporation.

Salaries and benefits to the Board of Directors,
the President and CEO, and other members of the Group Executive Team, total

EUR 1,000	2022	2021
Salaries and other short-term employee benefits	4,040.3	4,055.6
Post-employment benefits	1,329.1	1,255.9
Incentive schemes implemented and paid in the form of shares	2,761.8	2,726.6
Total	**8,131.2**	**8,038.1**

1.4.2 Share-based retention and incentive schemes

Share-Based Incentive Scheme (LTI 2015)

In 2015, the Board of Directors of Alma Media Corporation approved the establishment of a long-term share-based incentive scheme for the key management of Alma Media (hereinafter referred to as "LTI 2015"). The objective of LTI 2015 is to align the interests of the participants with those of Alma Media's shareholders by creating a long-term equity interest for the participants and, thus, to increase the company value in the long term as well as to drive performance culture, retain participants and offer them competitive compensation for excellent performance in the company.

LTI 2015 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 said share investment and the possibility of earning performance-based matching shares.

Matching Share Plan

In the matching share plan, the participant receives a fixed amount of matching shares against an investment in Alma Media shares. In the matching share plan that commenced in 2015 (LTI 2015 I), the participant receives two matching shares for each invested share free of charge after a two-year vesting period, provided that the other conditions stipulated by the terms of the plan for the receipt of the share-based incentive are still satisfied at the time.

Performance Matching Plan

The performance matching plan comprises a five-year performance period in total. The potential share rewards will be delivered in tranches after three and five years if the performance targets set by the Board of Directors are attained.

The performance measures used in the performance matching plan that commenced in 2015 are based on the company's profitable growth and share value. If the performance targets set by the Board of Directors are attained in full, the participant will receive in total four matching shares for each invested share free of charge, provided that the other conditions stipulated by the terms of the plan for the receipt of the share-based incentive are still satisfied at the time.

Share-based incentive schemes LTI 2015 III (2017) and LTI 2015 IV (2018)

The Board of Directors of Alma Media Corporation has decided on the following share-based incentive schemes for the following years based on the LTI 2015 scheme: LTI 2015 III (2017) and LTI 2015 IV (2018). The main terms of the incentive schemes correspond to those of the share-based incentive scheme that was launched in 2015.

The Board of Directors has estimated that no new shares will be issued in connection with LTI 2015. Therefore, the plan will have no dilutive effect on the number of the company's registered shares.

The allocation and maximum reward potential of the share-based incentive scheme for the President and CEO and the Group Executive Team: The information covers the LTI III and LTI IV incentive schemes:

Share-Based incentive scheme (LTI 2019)

In December 2018, the Board of Directors of Alma Media Corporation decided on changes to the share-based, long-term incentive scheme of the company's top management. At the same time, the Board of Directors decided to establish a new share-based long-term incentive scheme for the other key employees of Alma Media Corporation. The new incentive scheme entered into effect from the beginning of 2019.

The Annual General Meeting of Alma Media Corporation held on 29 March 2022 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.

In February 2020, the Board of Directors of Alma Media Corporation decided on the commencement of a new period under the long-term share-based incentive scheme for senior management (MSP 2020). The Board of Directors further decided on the commencement of a new period under the performance-based share-based incentive scheme aimed at middle management and selected key employees (PSP 2020).

In April 2021, the Board of Directors of Alma Media Corporation decided on the commencement of a new period under the long-term share-based incentive scheme for senior management (MSP 2021). The Board of Directors further decided on the commencement of a new period under the performance-based share-based incentive scheme aimed at middle management and selected key employees (PSP 2021).

In February 2022, the Board of Directors of Alma Media Corporation decided on the commencement of a new period under the long-term share-based incentive scheme for senior management (MSP 2022). The Board of Directors further decided on the commencement of a new period under the performance-based share-based incentive scheme aimed at middle management and selected key employees (PSP 2022).

Recognition of share-based incentives

Share-based incentives are recognised in their entirety as equity-settled share-based payment transactions. Share-based incentives payable on the basis of incentive schemes are paid in shares in net amounts after deducting taxes from the amount payable in shares. The incentives are based on the market price of Alma Media's share on the grant date and recognised as an employee benefit expense over the vesting period with corresponding entries in equity.

Principal terms and conditions of the performance share plan:

Instrument	Performance Matching Plan MSP 2022	Performance Matching Share Plan PSP 2022
AGM date/ Date of issuing	29 Mar 2022	29 Mar 2022
Maximum number of shares	528,000	290,000
Dividend adjustment	No	No
Initial allocation date	16 Feb 2022	16 Feb 2022
Performance period begins	1 Jan 2022	1 Jan 2022
Performance period ends	31 Dec 2024	31 Dec 2024
Vesting date	28 Feb 2025	28 Feb 2025
Maximum contractual life, years	3.0	3.0
Remaining contractual life, years	2.2	2.2
Maximum number of people entitled to participate	10	80
Payment method	Cash & share	Cash & share

Instrument	Matching share plan MSP 2021	Performance share plan PSP 2021	Matching share plan MSP 2020
AGM date/ Date of issuing	18 Dec 2018	18 Dec 2018	18 Dec 2018
Maximum number of shares	450,000	226,000	390,000
Dividend adjustment	No	No	No
Initial allocation date	7 Apr 2021	7 Apr 2021	8 May 2020
Performance period begins	1 Jan 2021	1 Jan 2021	1 Jan 2020
Performance period ends	31 Dec 2023	31 Dec 2023	31 Dec 2022
Vesting date	29 Feb 2024	29 Feb 2024	28 Feb 2023
Maximum contractual life, years	3.0	3.0	2.8
Remaining contractual life, years	1.2	1.2	0.2
Maximum number of people entitled to participate	9	58	9
Payment method	Cash & share	Cash & share	Cash & share

Instrument	Performance share plan PSP 2020	Performance share plan MSP 2019	Matching share plan PSP 2019
AGM date/ Date of issuing	18 Dec 2018	18 Dec 2018	18 Dec 2018
Maximum number of shares	226,000	375,000	310,000
Dividend adjustment	No	No	No
Initial allocation date	8 May 2020	28 Mar 2019	28 Mar 2019
Performance period begins	1 Jan 2020	1 Jan 2019	1 Jan 2019
Performance period ends	31 Dec 2022	31 Dec 2021	31 Dec 2021
Vesting date	28 Feb 2023	28 Feb 2022	28 Feb 2022
Maximum contractual life, years	2.8	2.9	2.9
Remaining contractual life, years	0.2		
Maximum number of people entitled to participate	47		
Payment method	Cash & share	Cash & share	Cash & share

Instrument	Performance matching share plan LTI 2015 IV	Performance matching share plan LTI 2015 III	Performance matching share plan TSR LTI 2015 IV
AGM date/ Date of issuing	12 Feb 2015	12 Feb 2015	12 Feb 2015
Maximum number of shares	195,000	195,000	195,000
Dividend adjustment	No	No	No
Initial allocation date	7 May 2018	30 Jun 2017	7 May 2018
Performance period begins	1 Jan 2018	1 Jan 2017	1 Jan 2018
Performance period ends	31 Mar 2021	31 Mar 2022	31 Mar 2023
Vesting date	31 Mar 2021	31 Mar 2022	31 Mar 2023
Maximum contractual life, years	3.8	4.8	4.8
Remaining contractual life, years			0.3
Maximum number of people entitled to participate			31
Payment method	Cash & share	Cash & share	Cash & share

Measurement inputs for the incentives granted during the reporting period	
Share price at time of granting, EUR	10.88
Share price at end of period, EUR	9.40
Dividend yield assumption, EUR	0.94
Valuation method	Monte Carlo simulation
Fair value on 31 December 2022, MEUR	3.8

Changes during share plan period

1 Jan 2022	Matching share plan MSP 2022	Performance share plan PSP 2022	Matching share plan MSP 2021	Performance share plan PSP 2021	Matching share plan MSP 2020
Outstanding at the beginning of the reporting period, pcs			391,500	206,000	344,316
Changes during the period					
Granted during the period	508,140	258,000			
Lost during the period		18,000		20,000	
Earned during the period					
31 Dec 2022					
Outstanding at the end of the period, pcs	508,140	240,000	391,500	186,000	344,316

Changes during share plan period

1 Jan 2022	Performance share plan PSP 2020	Matching share plan MSP 2019	Performance share plan PSP 2019	Performance matching share plan TSR LTI 2015 III	Performance matching share plan LTI 2015 IV	Performance matching share plan TSR LTI 2015 IV	Total
Outstanding at the beginning of the reporting period, pcs	203,000	375,000	214,000	139,810	146,988	146,988	2,167,602
Changes during the period							
Granted during the period		13,729					779,869
Lost during the period	9,000		25,601	6,499	35,042	2,000	116,142
Earned during the period		388,729	188,399	133,311	111,946		822,385
31 Dec 2022							
Outstanding at the end of the period, pcs	194,000					144,988	2,008,944

Effect of the share-based incentive programme on the financial year's result and financial position

MEUR	2022	2021
Costs for the financial year, share-based payments	4.4	4.2
Estimate of the total future share payable to the tax authorities of all current LTI incentive schemes after the financial period	7.5	8.0

2 Tangible and intangible assets

2.1 Intangible assets and goodwill

Goodwill created through mergers and acquisitions is recorded at the amount by which the sum of the purchase price, the share of the non-controlling interest in the acquired entity and the purchaser's previously held share in the entity exceed the fair value of the net assets acquired. Goodwill is applied to cash-generating units and tested on the transition date and thereafter annually for impairment. Goodwill is measured at the original acquisition cost less impairment losses.

Research costs are entered as an expense in the period in which they arise. Development costs arising from the development of new or significantly improved products are capitalised as intangible assets when the costs of the development stage can be reliably determined, the product is technically feasible and economically viable, the product is expected to produce an economic benefit and the Group has the intention and the required resources to complete the development effort. Capitalised development costs include the costs of material, labour and testing as well as capitalised borrowing costs, if any, that directly arise from the process of making the product complete for its intended purpose. Development costs that have previously been recognised as expenses will not be capitalised at a later date.

Patents, customer agreements, copyright and software licences with a finite useful life are shown in the balance sheet and expensed on a straight-line basis in the profit or loss during their useful lives. No depreciation is entered on intangible assets with an indefinite useful life; instead, these are tested annually for impairment. In Alma Media, intangible assets with an indefinite useful life are trademarks measured at fair value at the time of acquisition.

The useful lives of intangible assets are 3–10 years.

MEUR	Intangible rights	Other intangible assets	Advances, intangible	Goodwill	Total
Financial year 2022					
Acquisition cost 1 Jan	**159.9**	**1.8**	**2.2**	**296.2**	**460.1**
Increases	0.5	0.0	5.4	0.0	5.8
Acquisitions of business operations	0.0	0.0	0.0	0.0	0.0
Decreases	-0.2	-0.1	-0.2	-0.7	-1.2
Exchange rate differences	1.0	0.0	0.0	0.5	1.5
Transfers between items	2.2	0.0	-2.2	0.0	0.0
Acquisition cost 31 Dec	**163.4**	**1.7**	**5.1**	**296.0**	**466.3**
Accumulated depreciation, amortisation and impairment 1 Jan	**72.4**	**1.0**	**0.0**	**1.7**	**75.1**
Accumulated depreciation in decreases and transfers	0.0	0.0	0.0	0.0	0.0
Depreciation for the financial year	8.7	0.4	0.0	0.0	9.0
Exchange rate differences	0.3	0.0	0.0	0.0	0.3
Accumulated depreciation, amortisation and impairments 31 Dec	**81.3**	**1.4**	**0.0**	**1.7**	**84.4**

MEUR	Intangible rights	Other intangible assets	Advances, intangible	Goodwill	Total
Book value 1 Jan	**87.7**	**0.7**	**2.2**	**294.5**	**385.1**
Book value 31 Dec	**82.1**	**0.2**	**5.1**	**294.4**	**381.8**
Financial year 2021					
Acquisition cost 1 Jan	**122.7**	**1.1**	**1.1**	**152.3**	**277.2**
Increases	0.1	1.6	1.9	0.0	3.6
Acquisitions of business operations	41.0	0.0	0.0	142.6	183.6
Decreases	-6.6	-0.9	0.0	0.0	-7.5
Exchange rate differences	1.8	0.0	0.0	1.3	3.2
Transfers between items	0.9	0.0	-0.9	0.0	0.0
Acquisition cost 31 Dec	**159.9**	**1.8**	**2.2**	**296.2**	**460.1**
Accumulated depreciation, amortisation and impairment 1 Jan	**69.3**	**0.6**	**0.0**	**1.7**	**71.5**
Accumulated depreciation in decreases and transfers	-5.4	-0.9	0.0	0.0	-6.3
Depreciation for the financial year	7.3	1.3	0.0	0.0	8.6
Exchange rate differences	1.2	0.0	0.0	0.0	1.2
Accumulated depreciation, amortisation and impairments 31 Dec	**72.4**	**1.0**	**0.0**	**1.7**	**75.1**
Book value 1 Jan	**53.6**	**0.4**	**1.1**	**150.7**	**205.8**
Book value 31 Dec	**87.7**	**0.7**	**2.2**	**294.5**	**385.1**

Allocation of intangibles with indefinite lives to cash-generating units

The book value of intangible assets includes intangible rights totalling MEUR 59.5 which are not depreciated; instead, these rights are tested annually for impairment. In Alma Media, intangible assets with an indefinite useful life are trademarks measured at fair value at the time of acquisition. These non-depreciated intangible rights are allocated to the cash-generating units as follows:

MEUR	2022	2021
Alma Career	**16.3**	**15.9**
Alma Consumer	**26.5**	**26.8**
Alma Talent	**16.7**	**16.7**
Assets with indefinite lives, total	**59.5**	**59.4**

Allocation of goodwill to business operations:

MEUR	2022	2021
A significant amount of goodwill has been allocated to the following cash-generating units		
Alma Career	**48.8**	**47.9**
Alma Consumer	**169.5**	**169.8**
Alma Talent	**76.0**	**76.7**
Non-allocated goodwill	**0.1**	**0.1**
Total goodwill	**294.4**	**294.5**

Goodwill, intangible rights with indefinite useful lives and other long-term assets are tested at the level of cash generating units. In testing for impairment, the recoverable amount is the value in use.

Following the model used before, estimated cash flows determined in the test are based on the Group's strategic forecasts for the following three years confirmed by the Board of Directors and business units' management. The years following this period are estimated by the management, taking the business cycle into account. The calculations of value in use are based on a period of 5 years. The cash flow for the terminal year is determined on the basis of the cash flow of the most recent year of the forecast period and without a growth assumption. In addition to general economic factors, the main assumptions and variables used when determining cash flows are, for the media business, the growth assumptions for advertising and content sales in different market segments, the unit-specific average cost of capital (discount rate) and the estimated development of revenue from marketplaces. The growth rate assumptions vary in different market segments and in different product categories. When evaluating growth, past events in the Group and the impact of business cycles are taken into account.

Impairment testing of goodwill and intangibles with indefinite lives

ⓘ On each balance sheet date, the Group assesses the carrying amounts of its assets to determine whether there is any indication of impairment. If any such indication exists, the recoverable amount of the asset is estimated. In addition, the recoverable amounts are assessed annually of goodwill, capitalised development costs for projects in progress and intangible assets with an indefinite useful life. These are assessed regardless of whether or not indications of impairment exist. The recoverable amounts of intangible and tangible assets are determined as the higher of the fair value of the asset less cost to sell, or the value in use. The value in use refers to the estimated future net cash flows obtainable from the asset or cash-generating unit, discounted to their current value. Impairment losses are recognised when the carrying amount of the asset or cash-generating unit exceeds the recoverable amount. Impairment losses are recognised in the profit or loss. An impairment loss may be reversed if circumstances regarding the intangible or tangible assets in question change. Impairment losses recognised on goodwill are never reversed.

The Group's business, advertising sales in particular, is very dependent on business cycles. A significant portion of the Group's revenue is generated from advertising sales. Advertising sales correlate with changes in GDP, and changes in advertising sales are largely intensified at cyclical turns. Investments in advertising have been low in Finland in relation to the level of GDP in 2013–2022, even by international comparison. Alma Media estimates that advertising investments will grow, or at least remain at the current level, in the domestic market. The growth assumptions for revenue and costs used in the value-in-use calculations are presented in the table below.

According to its strategy, the Group has invested in the development of digital products and services. Digital services account for over 80% of the Group's revenue. In digital services, the realised changes are larger and the future growth assumptions are higher than in average advertising investments.

The discount rate used in impairment testing has been determined using geographical (country) and business-specific weighted average cost of capital (WACC) separately for the media business and the digital business. The discount rate is determined net of taxes. The WACC consists of the required return on equity and the required return on debt after corporate taxes (net of taxes as adjusted for final presentation purposes). Following capital market theory, the generally accepted method of estimating the cost of equity is the Capital Asset Pricing Model (CAPM). Following the CAPM, the rate of return on equity can be constructed from the risk-free interest rate and a risk premium. Elements of WACC/CAPM have been determined for impairment testing by an independent third party analyst. The calculations take into account the risk-adjusted WACC, in which the beta for the asset item is based on the median of the peer group and the capital structure (D/EV) is based on the industry's average gearing ratio on the valuation date. The calculations also apply the small enterprise risk premium, approximately 1.43%, which is based on Alma Media's market capitalisation on the valuation date as well as the statistical analysis of small enterprise risk premiums conducted by Duff & Phelps.

Changes from 2021:

No changes were made to the Alma Career and Alma Consumer segments' tested units. The Alma Talent segment is tested as a single entity instead of by country, which was the case previously.

The most significant growth assumptions used in impairment testing

Financial year 2022		Revenue growth assumption, % *	Expense growth assumption, % *	WACC before taxes, %	Business
Alma Career	Finland, the Czech Republic, the Baltic countries, Slovakia	3.6	3.2	12.6	Digital
Alma Consumer	Finland	2.3	2.9	10.7	Media, digital
Alma Talent	Finland, Sweden	1.1	1.9	10.8	Media, digital, services

Financial year 2021		Revenue growth assumption, % *	Expense growth assumption, % *	WACC before taxes, %	Business
Alma Career	Finland, the Czech Republic, the Baltic countries, Slovakia	7.9	8.3	9.7	Digital
Alma Consumer	Finland	5.8	5.1	8.3	Media, digital
Alma Talent	Finland, Sweden	2.5	2.8	8.3	Media, digital, services

* The growth assumptions are based on the annual averages for the period.

Impairment losses and their allocation

During the past financial year, the Group recognised MEUR 0.6 in impairment losses, which were allocated to other investments. In the management's view, there are no indications of impairment with regard to the units of Alma Media Group. During the previous financial year, the Group recognised MEUR 0.2 in impairment losses, which were allocated to other investments.

Sensitivity analyses of impairment testing

Goodwill allocated to new business areas, as well as goodwill arising from recent acquisitions, is more sensitive to impairment testing and, therefore, more likely to be subject to impairment loss when the above main assumptions change.

In connection with the sensitivity analysis, the impact of an increase in the discount rate (at most 3%), a decrease in marketplaces sales (at most 6%) and a decrease in media sales (at most 6%) on estimated cash flows has been estimated. The sensitivity analysis of marketplaces sales and media sales is based on the management view of the future development on the balance sheet date.

The aggregate book values of the Alma Career segment were approximately 17% of the current value of the estimated recoverable amount at the time of testing. The impact of the terminal on the value-in-use was 63% in the calculations. Based on the analysis carried out by the management, the estimated net present value (NPV) of future cash flows has increased by a total of MEUR 102 compared to 2021. This increase is particularly attributable to the strong growth of demand in the recruitment business. The effect of the increase in the WACC discount rate compared to the previous financial year was approximately MEUR 119. The profitability of the recruitment business is expected to continue to grow in the years to come. The book value of the assets of the Alma Career segment on the reporting date was MEUR 75. Based on the sensitivity analysis performed, the Alma Career business does not involve a significant risk of future impairment.

The aggregate book values of the Alma Consumer segment were approximately 75% of the current value of the estimated recoverable amount at the time of testing. The impact of the terminal on the value-in-use was approximately 67% in the calculations. Based on the analysis carried out by the management, the estimated net present value (NPV) of future cash flows has decreased by a total of MEUR 37 compared to 2021. Profitability remained stable in 2022, especially in the media and marketplaces businesses. The effect of the increase in the discount rate on the decrease in the net present value was approximately MEUR 76. Profit performance is expected to remain stable in the years to come. Based on the sensitivity analysis performed, the Alma Consumer segment is not subject to a significant risk of future impairment.

The aggregate book values of the Alma Talent segment were approximately 53% of the current value of the estimated recoverable amount at the time of testing. The impact of the terminal on the value-in-use was 66% in the calculations. Based on the analysis carried out by the management, the net present value (NPV) of future cash flows has decreased by a total of MEUR 25 compared to 2021. The profitability of the business has remained stable. The effect of the increase in the discount rate on the decrease in the net present value was approximately MEUR 48. Profit performance is expected to remain stable in the years to come. Based on the sensitivity analysis performed, the Alma Talent business does not include a significant risk of future impairment.

The balance sheet value of associated companies is assessed in relation to the cash flow obtained from the companies (dividend income), in comparison to their net asset value, or through other assessment of the company's profit performance with respect to future cash flow estimates. Based on the analysis performed, the shares in associated companies do not include a risk of impairment.

2.2 Property, plant and equipment

Property, plant and equipment are measured at cost less depreciation, amortisation and impairment losses. The acquisition cost includes the costs arising directly from the acquisition of a tangible asset. In the event that a tangible asset comprises several components with different useful lives, each component will be recognised as a separate asset.

Straight line depreciation is entered on the assets over their estimated useful lives. Depreciation is not entered on land. The estimated useful lives are:

Buildings	30–40 years
Structures	5 years
Machinery and equipment	3–15 years

The residual value and useful life of an asset are reviewed, at a minimum, at the end of each financial period and adjusted, where necessary, to reflect the changes in their expected useful lives.

When an item of property, plant and equipment is replaced, the costs related to this new item are capitalised. The same procedure is applied in the case of major inspection or service operations. Other costs arising later are capitalised only when they give the company added economic benefit. All other expenses, such as normal service and repair procedures, are entered as an expense in the profit or loss as they arise.

Gains and losses arising from the decommissioning and sale of tangible assets are recognised through profit and loss under other operating income and expenses. The gains or losses on sale are defined as the difference between the selling price and the remaining acquisition cost.

MEUR	Buildings and structures	Machinery and equipment	Other tangible assets	Advance payments and purchases in progress	Total
Financial year 2022					
Acquisition cost 1 Jan	**58.0**	**2.8**	**1.4**	**0.1**	62.4
Increases	4.2	1.7	0.0	1.6	7.4
Decreases	-0.2	-0.8	-0.1	0.0	-1.2
Exchange rate differences	0.0	0.0	0.0	0.0	0.0
Transfers between items	0.9	0.7	-0.1	-1.6	0.0
Acquisition cost 31 Dec	**63.0**	**4.4**	**1.2**	**0.1**	**68.8**
Accumulated depreciation, amortisation and impairment 1 Jan	25.0	1.8	0.2		27.1
Accumulated depreciation in decreases	-0.1	-0.8	-0.2	0.0	-1.1
Depreciation for the financial year	7.1	1.0	0.1	0.0	8.1
Exchange rate differences	0.1	0.8	0.0	0.0	0.0
Accumulated depreciation, amortisation and impairments 31 Dec	32.1	2.8	0.1	0.0	35.1
Book value 1 Jan	**33.0**	**1.0**	**1.1**	**0.1**	**35.2**
Book value 31 Dec	**30.9**	**1.6**	**0.9**	**0.1**	**33.6**

MEUR	Buildings and structures	Machinery and equipment	Other tangible assets	Advance payments and purchases in progress	Total
Financial year 2021					
Acquisition cost 1 Jan	57.3	2.5	1.3	0.0	**61.3**
Increases	1.1	0.3	0.1	0.4	1.9
Decreases	-0.4	-0.3	0.0	0.0	-0.7
Exchange rate differences	0.0	0.1	0.0	0.0	0.1
Transfers between items	0.0	0.3	0.0	-0.4	-0.1
Acquisition cost 31 Dec	**58.0**	**2.8**	**1.4**	**0.1**	**62.4**
Accumulated depreciation, amortisation and impairment 1 Jan	20.2	0.3	0.1		**20.7**
Accumulated depreciation in decreases	-1.4	-0.3	0.0		-1.7
Depreciation for the financial year	6.2	1.8	0.1		8.1
Exchange rate differences	0.0	0.1	0.0		0.1
Accumulated depreciation, amortisation and impairments 31 Dec	25.0	1.8	0.2		**27.1**
Book value 1 Jan	**37.1**	**2.1**	**1.2**	**0.0**	40.6
Book value 31 Dec	**33.0**	**1.0**	**1.1**	**0.1**	**35.2**

Property, plant and equipment include right-of-use assets as follows:

MEUR	Buildings	Machinery and equipment	Total
Financial year 2022			
Acquisition cost 1 Jan	**57.0**	**2.6**	**59.6**
Increases	4.2	1.0	5.2
Decreases	-0.2	-0.7	-0.9
Acquisition cost 31 Dec	**61.0**	**2.9**	**63.9**
Accumulated depreciation 1 Jan	**25.3**	**1.4**	**26.7**
Accumulated depreciation in decreases			
Depreciation for the financial year	6.6	0.8	7.3
Accumulated depreciation 31 Dec	**31.8**	**2.1**	**33.9**
Book value 31 Dec	**29.2**	**0.8**	**30.0**
Financial year 2021			
Acquisition cost 1 Jan	**56.1**	**1.4**	**57.5**
Increases	0.9	1.2	2.1
Acquisition cost 31 Dec	**57.0**	**2.6**	**59.6**
Accumulated depreciation 1 Jan	**19.1**	**0.2**	**19.3**
Depreciation for the financial year	6.2	1.2	7.4
Accumulated depreciation 31 Dec	**25.3**	**1.4**	**26.7**
Book value 31 Dec	**31.7**	**1.2**	**32.9**

3. Capital structure and financial expenses

3.1 Financial income and expenses

Financial income presented by category of financial instrument

MEUR	2022	2021
Interest income on held-to-maturity investments	0.1	0.1
Fair value gain on items recognised at fair value through profit or loss		
Change in the fair value of contingent consideration liabilities	4.2	0.2
Changes in value of non-current investments		0.1
Change in the fair value of interest rate and foreign currency derivatives	4.8	0.4
Dividend income from assets measured at fair value through other comprehensive income	0.1	0.2
Total	**9.2**	**0.9**

Financial expenses by category of financial instrument

MEUR	2022	2021
Interest expenses from interest-bearing debts measured at amortised cost	1.2	1.1
Interest expenses from leases recognised on the balance sheet and measured at amortised cost	0.5	0.5
Foreign exchange gains and losses (loans and receivables)	0.4	0.1
Changes in value of non-current investments	0.5	
Other financial expenses	0.7	0.6
Total	**3.4**	**2.3**

3.2 Financial assets

The Group's financial assets are measured and classified according to IFRS 9 as follows: measured at amortised cost, measured at fair value through comprehensive income, and measured at fair value through profit or loss. The classification is made on initial acquisition and it is based on the objective of the business model and the contractual cash flow characteristics of the financial assets.

Financial assets measured at fair value through profit or loss are contingent considerations from the sales of the business operations and derivatives. Contingent considerations arise in sales of business operations. The company employs interest rate derivatives to hedge against changes in the interest rates of financial liabilities. Contingent considerations and derivatives are measured at fair value as they arise and remeasured on the balance sheet date. Changes in the fair value of the contingent considerations are recognised in the profit or loss. Changes in the fair value of derivatives are recognised through profit or loss in the financial items.

The measurement of contingent considerations and liabilities is based on the discounted values of estimated future cash flows. The measurement is conducted on each reporting date based on the terms of consideration agreements. The management estimates whether the terms are met on each reporting date.

Financial assets measured at amortised cost include trade receivables and other receivables. Impairment on trade receivables is recognised based on expected credit losses using the simplified approach described in Note 3.6.3. Trade receivables and contract assets are written off when the Group has no reasonable expectations of the recovery of the contractual cash flows. Indications that recovering the contractual cash flows cannot be reasonably expected to occur include a debtor experiencing considerable financial difficulties, the probability of bankruptcy, the failure to make payments or a payment being delayed by more than 180 days. Impairment losses recognised on trade receivables and contract assets are presented under other operating expenses in the income statement.

Unquoted shares are measured at acquisition cost in the absence of a reliable fair value. Dividends received from shares are recognised in financial income when the right to the dividend is established.

Cash and cash equivalents consist of cash, demand and time deposits, and other short-term highly liquid investments. The Group has assessed that there are no material expected credit losses associated with cash and cash equivalents.

The transaction date is generally used when recognising financial assets. Financial assets are derecognised from the balance sheet when the Group has lost the contractual right to the cash flows or when the Group has transferred a substantial portion of the risks and income to an external party.

3.2.1 Other financial assets

MEUR	Balance sheet values 2022	Balance sheet values 2021
Non-current financial assets		
Available-for-sale financial assets		
Unquoted share investments, assets classified as held for sale	3.4	3.6
Investments held to maturity		
Interest rate derivatives	5.5	0.2
Total	**8.8**	**3.8**
Financial assets, total	**8.8**	**3.8**

Unquoted share investments are presented in the following table:

MEUR	2022	2021
At beginning of period	3.6	3.9
Other increases	0.4	0.6
Decreases	-0.6	0.9
At end of period	**3.4**	**3.6**

3.2.2 Cash and cash equivalents

MEUR	2022	2021
Cash and bank accounts	30.0	51.9
Total	**30.0**	**51.9**

3.3 Financial liabilities

The determination of the fair value of liabilities related to contingent considerations arising from business combinations are based on the management's estimate. The key variables in the change in the fair value of contingent considerations are estimates of future operating profit. Contingent liabilities arising from acquisitions are classified as financial liabilities through profit or loss. They are recognised at fair value in the balance sheet and the change in fair value is recognised in the financial items through profit or loss.

Other financial liabilities are initially recognised in the balance sheet at fair value. Later other financial liabilities are measured at amortised cost. Financial liabilities are included in current and long-term liabilities and can be interest-bearing or non-interest bearing.

Costs arising from interest-bearing liabilities are expensed in the period in which they arise. The Group has not capitalised its borrowing costs because the Group does not incur borrowing costs on the purchase, building or manufacturing of an asset in the manner specified in IAS 23.

The Group leases various offices, warehouses, equipment and vehicles. Rental contracts are typically made for fixed periods of 6 months to 15 years, but may have extension options as described below.

Contracts may include both lease and non-lease components. The Group allocates the consideration in the contract to the lease and non-lease components based on their relative stand-alone prices. The other components of leases, such as service agreements, are not included in the balance sheet value. Instead, they are recognised as expenses as they are incurred.

Lease terms are negotiated on an individual basis and contain a wide range of different terms and conditions. The lease agreements do not impose any covenants other than the security interests in the leased assets that are held by the lessor. Leased assets may not be used as security for borrowing purposes.

Leases applying to tangible assets in which the Group holds a significant share of the risks and rewards incidental to their ownership are recognised as right-of-use assets and as a corresponding liability when the leased asset is available for use by the Group.

Assets and liabilities arising from a lease are initially measured on a present value basis. Lease liabilities include the net present value of the following lease payments:
• fixed payments
• variable lease payment that are based on an index or a rate, initially measured using the index or rate as at the commencement date

The lease payments are discounted using the interest rate implicit in the lease or the lessee's incremental borrowing rate. The incremental borrowing rate is the rate that the lessee would have to pay to borrow the funds necessary to obtain an asset of similar value to the right-of-use asset in a similar economic environment with similar terms, security and conditions.

The computational interest rate used in calculating lease liabilities varies between 1.5% and 6.0% depending on the lease agreement, and the amount of the liability is based on the contractual obligations pertaining to leases for business premises. If the computational interest rate used in calculating lease liabilities were to be increased by one percentage point, the effect on financial expenses would be MEUR 0.3.

The Group is exposed to potential future increases in variable lease payments based on an index or rate, which are not included in the lease liability until they take effect. When adjustments to lease payments based on an index or rate take effect, the lease liability is reassessed and adjusted against the right-of-use asset.

Lease payments are allocated between principal and finance cost. The finance cost is charged to profit or loss over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period.

Right-of-use assets are measured at cost comprising the amount of the initial measurement of the lease liability. Right-of-use assets are generally depreciated over the shorter of the asset's useful life and the lease term on a straight-line basis.

Payments associated with short-term leases of equipment and vehicles and all leases of low-value assets are recognised on a straight-line basis as an expense in profit or loss. Short-term leases are leases with a lease term of 12 months or less. Low-value assets comprise IT equipment and small items of office furniture.

Extension and termination options are included in a number of property and equipment leases across the Group. These are used to maximise operational flexibility in terms of managing the assets used in the Group's operations.

Most extension options in offices and vehicles leases have not been included in the lease liability, because the Group could replace the assets without significant cost or business disruption. Alma Media has leases for which the lease term has been defined as valid with reasonable certainty. For these leases, the extension option has been defined as three years.

The lease term is reassessed if an option is actually exercised (or not exercised) or the Group becomes obliged to exercise (or not exercise) it. The assessment of reasonable certainty is only revised if a significant event or a significant change in circumstances occurs, which affects this assessment, and that is within the control of the lessee.

The lease contracts recognised on the balance sheet are mainly for business premises and cars. Leases for ICT equipment, on the other hand, are treated as off-balance sheet obligations.

The table describes the Group's non-current and current financial liabilities.

MEUR	2022	2021
FINANCIAL LIABILITIES		
Non-current financial liabilities		
Financial liabilities measured at amortised cost		
Non-current lease liabilities	23.7	26.8
Non-current loans from credit institutions	140.0	200.0
Liabilities recognised at fair value through profit or loss		
Contingent consideration liabilities arising from the acquisition of business operations	9.6	16.3
Other liabilities	0.0	0.0
Total	**173.3**	**243.1**
Current financial liabilities		
Based on amortised cost		
Lease liabilities	7.0	7.0
Short-term loans from credit institutions	2.0	0.0
Liabilities recognised at fair value through profit or loss	1.0	0.8
Foreign currency derivatives	0.7	0.3
Contingent consideration liabilities arising from the acquisition of business operations	0.3	0.5
Total	**9.9**	**7.8**
Financial liabilities total	**183.3**	**250.8**

The Group's financial liabilities are denominated in euro and carry a variable interest rate. At the end of 2022, the Group's interest-bearing liabilities consisted of a Term Loan and lease liabilities. The hedging of the interest rate risk is described in more detail in Note 3.7 Financial risks.

The average interest rate of the Group's financial liabilities in 2022 was 0.9% (1.2% in 2021).

Reconciliation of net debt

MEUR	Cash and cash equivalents	Lease liabilities within one year	Lease liabilities after one year	Loans within one year	Loans after one year	Total
Net debt 1 Jan 2022	**51.9**	**7.0**	**26.8**		**200.0**	**181.8**
Cash flows	-21.9	-7.1		2.0	-60.0	-43.2
Acquisitions – lease liabilities and incentives						
Increase in IFRS 16 lease liability			4.1			4.1
Exchange rate adjustments						
Other non-cash changes		7.1	-7.1			
Net debt 31 Dec 2022	**30.0**	**7.0**	**23.7**	**2.0**	**140.0**	**142.6**
Net debt 1 Jan 2021	**48.0**	**7.0**	**31.9**		**0.0**	**-9.1**
Cash flows	4.1	-7.5			200.0	188.3
Acquisitions – lease liabilities and incentives						
Increase in IFRS 16 lease liability			2.0			2.0
Exchange rate adjustments						
Other non-cash changes		7.5	-7.5			
Net debt 31 Dec 2021	**51.9**	**7.0**	**26.8**		**200.0**	**181.8**

The Group has categorised items recognised at fair value through profit or loss according to the following hierarchy of fair values:

	2022	2021
Level 2		
Interest rate derivatives	5.5	0.2
Foreign currency derivatives	-0.7	-0.3
Level 3		
Contingent consideration liabilities arising from the acquisition of business operations	9.9	16.8
Shares measured at fair value through comprehensive income	3.4	3.6

Level 1 includes the quoted (unadjusted) prices of identical liabilities in active markets.
Level 2 instruments' fair values are, to a significant degree, based on inputs other than the quoted prices included in Level 1, but nevertheless on data that can be either directly or indirectly verified for the asset or liability in question.
Level 3 includes inputs concerning liabilities that are not based on observable market data (unobservable inputs).

No transfers between the fair value hierarchy levels have taken place during the ended financial period and the previous financial period.

The contingent consideration liabilities arose from acquisitions of business operations and are based on the acquired businesses' projected growth and profit performance during the period 2021–2025. Depending on individual agreements, the actual total amount of the contingent consideration liabilities may range from MEUR 0 to MEUR 26. Based on the best available information, MEUR 9.9 in liabilities has been recognised in the financial statements dated 31 December 2022 (MEUR 16.8 on 31 December 2021).

Contingent consideration liability

MEUR	31.12.2022	31.12.2021
Fair value of the contingent consideration liability at the start of the period	16.8	19.9
Considerations, settled in cash	-2.4	-2.0
Change in fair value during the financial period *	-4.6	-1.1
Fair value of the contingent consideration liability at the end of the period	9.8	16.8

* Includes changes in the fair value of the contingent consideration liabilities for Digitaalinen asuntokauppa DIAS Oy, Asuntopuntari and Netello Systems Oy

Contingent consideration assets

MEUR	31.12.2022	31.12.2021
Fair value of the contingent consideration assets at the start of the period	0.2	1.8
Change in fair value during previous financial periods		-0.5
Considerations, settled in cash		-0.6
Change in fair value during the financial period		-0.5
Fair value of the contingent consideration assets at the end of the period	0.2	0.2

The book values of financial liabilities correspond to their fair values. The table below separately describes the fair values of derivative contracts and the value of the underlying instruments.

Derivative contracts

MEUR	2022	2021
Interest rate derivatives		
Fair value	5.5	0.2
Value of underlying instruments	50.0	50.0
Foreign currency derivative		
Fair value	-0.7	-0.3
Value of underlying instruments	13.7	11.9

The fair values of forward exchange contracts are determined using the market prices for contracts of similar duration on the balance sheet date. The fair values of interest rate swaps have been determined using a method based on the present value of future cash flows, supported by market interest rates and other market information on the balance sheet date. The fair values correspond to the prices the Group would pay or receive in an orderly transaction for the derivative contract in the prevailing market conditions on the balance sheet date.

The maturity distribution of financial liabilities is described in more detail in Note 3.7. Financial risks

Maturities of lease liabilities

MEUR	2022	2021
Lease liabilities – total minimum lease payments		
2022		7.4
2023	7.5	6.6
2024	7.1	6.0
2025	6.6	5.4
2026	6.1	5.4
2027	4.7	
Later	1.5	4.5
Total	**33.5**	**35.2**
Lease liabilities – present value of minimum lease payments		
2022		7.2
2023	7.0	6.3
2024	6.9	5.7
2025	6.3	5.1
2026	5.4	5.0
2027	4.1	
Later	1.1	4.3
Total	**30.7**	**33.7**
Financial expenses accruing in the future	**2.7**	**1.5**

3.4 Other leases

Short-term leases with a term of less than 12 months and leases of low value, such as leases for ICT equipment, are treated as off-balance sheet liabilities.

When the Group is the lessor, lease income is entered in the profit or loss on a straight-line basis over the lease term.

The Group as the lessee

Minimum lease payments payable based on other non-cancellable leases:

MEUR	2022	2021
Within one year	0.4	0.4
Within 1–5 years	0.7	0.5
After 5 years	0.0	0.0
Total	**1.1**	**0.9**

The Group as the lessor

Minimum rental payments receivable based on other non-cancellable leases:

MEUR	2022	2021
Within one year	0.2	0.8
Within 1–5 years	0.2	0.1
Total	**0.4**	**0.9**

3.5 Pension obligations

The Group has both defined contribution pension plans and defined benefit pension plans.

The defined benefit pension plans comprise the Group's old supplementary pension plans for personnel, which have already been discontinued and closed. The benefits associated with them include both supplementary pension benefits and death benefits. The Group's defined benefit pension plans include both funded and unfunded pension plans. The unfunded pension plans are direct supplementary pension obligations, primarily for old employees who have already retired. The new supplementary pension benefits granted by the Group are defined contribution-based pension plans.

Obligations arising from defined benefit plans are calculated for each arrangement separately using the Projected Unit Credit Method. Pension costs are recognised as expenses over the beneficiaries' period of employment in the Group based on calculations made by authorised actuaries. The discount rate used in calculating the present value of the pension obligation is based on market yields on high quality corporate bonds issued by the company and, if this data is not available, on yields of government bonds. The maturity of corporate and government bonds and corresponds to a reasonable extent with the maturity of the pension obligation. The pension plan assets measured at fair value on the balance sheet date are deducted from the present value of the pension obligation to be recognised in the balance sheet. The net liabilities (or assets) associated with the defined benefit pension plan are recorded on the balance sheet.

Service costs for the period (pension costs) and the net interest on the net liabilities associated with the defined benefit plan are recognised through profit or loss and presented under employee benefit expenses. Items (such as actuarial gains and losses and return on funded defined benefit plan assets) arising from the redefinition of the net liabilities (or assets) associated with the defined benefit plan are recognised in other comprehensive income in the period in which they arise.

Present value of obligations and fair value of assets

MEUR	2022	2021
Present value of unfunded obligations	0.6	0.7
Present value of funded obligations	0.2	0.4
Fair value of assets	-0.2	-0.3
Pension liability	**0.6**	**0.8**

The defined benefit pension obligation on the balance sheet is determined as follows:

MEUR	31.12.2022	31.12.2021
Present value of obligations at start of period	1.1	1.1
Divestments		
Service cost during period	0.0	0.0
Interest cost	0.0	0.0
Actuarial gains and losses	-0.2	0.2
Payments of defined benefit obligations	-0.1	-0.1
Present value of funded obligations at end of period	**0.8**	**1.1**
Fair value of plan assets at start of period	0.3	0.3
Divestments		
Interest income	0.0	0.0
Actuarial gains and losses	-0.1	0.0
Restructuring of contracts	0.0	0.0
Incentive payments paid		
Payments of defined benefit obligations	0.0	0.0
Fair value of plan assets at end of period	**0.2**	**0.3**
Defined benefit pension liabilities	**0.6**	**0.8**
Net pension liability		
Pension liability	0.6	0.8
Pension asset		
Net pension liability	**0.6**	**0.8**

The plan assets are invested primarily in fixed income or share-based instruments, and they have an aggregate expected annual return of 3.0%. A more detailed specification of the plan assets is not available. The plan assets are considered to be included in the payment made to the insurance company. The assets are the insurance company's responsibility and part of the insurance company's investment assets. Accordingly, no specification of the assets can be presented.

The defined benefit pension expense in the income statement is determined as follows:

MEUR	2022	2021
Service cost during period	0.0	0.0
Interest cost	0.0	0.0
Interest income	0.0	0.0
Actuarial gains and losses and adjustments	-0.1	0.2
Total	**-0.1**	**0.2**

Changes in liabilities shown on the balance sheet

MEUR	2022	2021
At beginning of period	0.8	0.7
Divestments	0.0	0.0
Incentive payments paid		
Payments of defined benefit obligations	-0.1	-0.1
Pension expense in income statement	0.0	0.0
Comprehensive income for the period	-0.1	0.2
Defined benefit pension liabilities on the balance sheet	**0.6**	**0.8**

A similar investment is expected to be made in the plan in 2023 as in 2022.

Sensitivity analysis of the pension plan

MEUR	Present value of pension obligation	Change in present value of pension obligation, %
Change of +0.5%-p in the discount rate	0.8	-13.6
Change of +0.5%-p in the salary increase assumption	0.2	1.6
Change of +0.5%-p in the pension increase rate	0.8	9.2

The sensitivity analysis uses the same methods as the calculation of the pension obligation. Sensitivity is calculated for changes in the discount rate, the salary increase assumption, pension increases and the insurance company's bonus index. Sensitivity has been calculated by changing one parameter at a time.

Actuarial assumptions used

%	2022	2021
Discount rate	3.1	0.3
Future salary increase assumption	3.8	2.9
Inflation assumption	2.6	1.7
Future increase in pension benefit	2.8	2.0

The duration of the pension plan is 7–9 years. The duration was calculated based on a discount rate of 3.1% (0.3%).

Defined benefit plans expose the Group to several different risks, the most significant of which are the following:

Asset volatility
The calculation of the liabilities arising from the plans uses a discount rate based on the yield of bonds issued by the company. If the yield on the assets used for the plan is lower than this level, there will be a deficit.

Inflation risk
Some of the benefit obligations under the plans are tied to inflation, and higher inflation will lead to higher liabilities (although a ceiling for inflation adjustments has been set in most cases to protect the plan from unusually high inflation).

Life expectancy
As the majority of the obligations under the plans are related to providing lifelong benefits to the members, the expected increase in life expectancy will result in higher obligations under the plans.

3.6 Working capital

3.6.1 Inventories

ⓘ Inventories are materials and supplies, work in progress and finished goods.

Fixed overhead costs are capitalised to inventories in manufacturing. Inventories are measured at the lower of their acquisition cost or net realisable value. The net realisable value is the sales price expected to be received on them in the normal course of business less the estimated costs necessary to bring the product to completion and the costs of selling. The acquisition cost is defined by the FIFO (first-in-first-out) method. Within Alma Media, inventories mainly consist of the products sold by the book business.

MEUR	2022	2021
Finished products	0.7	0.7
Total	**0.7**	**0.7**

3.6.2 Trade and other receivables

In recognising expected credit losses, the Group applies the simplified approach defined in IFRS 9, according to which a loss allowance based on lifetime expected credit losses is recognised for all trade receivables and contract assets. For the purposes of determining expected credit losses, trade receivables have been grouped on the basis of shared credit risk characteristics and delinquency in payment. Credit losses are recognised in other operating expenses.

31.12.2022 MEUR	Current	5–30 days past due	31–120 days past due	121–180 days past due	More than 180 days past due	Total
Expected loss rate	0.14%	0.92%	3.43%	32.99%	100%	
Gross carrying amount – trade receivables	23.0	2.5	1.0	0.0	0.4	26.9
Loss allowance	0.0	0.0	0.0	0.0	0.4	0.5

31.12.2021 MEUR	Current	5–30 days past due	31–120 days past due	121–180 days past due	More than 180 days past due	Total
Expected loss rate	0.14%	0.92%	3.43%	32.99%	100%	
Gross carrying amount – trade receivables	23.1	2.1	0.7	0.1	0.5	26.6
Loss allowance	0.0	0.0	0.0	0.0	0.5	0.6

MEUR	2022	2021
Trade receivables	26.5	26.6
Receivables from associated companies		
Total	**26.5**	**26.6**
Receivables from others		
Prepaid expenses and accrued income	5.3	4.3
Other receivables	3.6	0.6
Total	**8.9**	**4.9**
Receivables, total	**35.4**	**31.5**

The book values of trade receivables, other current and non-current receivables and other current investments are estimated to correspond to fair values. The impact of discounting is not significant.

3.6.3 Trade payables and other liabilities

The book values of trade payables and other liabilities are estimated to correspond with their fair values. The impact of discounting is not significant taking the maturity of the liabilities into account.

The main items in accrued expenses and prepaid income are allocated wages, salaries and other employee expenses.

MEUR	2022	2021
Trade payables	3.7	4.2
Owed to associated companies		
Trade payables		0.0
Accrued expenses and prepaid income	26.2	26.0
Other liabilities	6.0	6.6
Total	**35.9**	**36.8**

3.7 Financial risks

Financial risk management is part of the Group's risk management policy. The risk management strategy and plan, the control limits imposed and the course of action are reviewed annually. The Group has a risk management organisation tasked with identifying the risks threatening the company's business, assess and update them, develop the necessary risk management methods and regularly report on the risks. Alma Media categorises its financial risks as follows:

Interest rate risk

The interest rate risk describes how changes in interest rates and maturities related to various interest-bearing business transactions and balance sheet items could affect the Group's financial position and net result. The impact of the interest rate risk on net result can be reduced using interest rate swaps, interest forwards and futures and interest or foreign exchange options.

The Group's interest-bearing debt totalled MEUR 172.7 (233.7) on 31 December 2022. The interest-bearing debt consists of a Term Loan of MEUR 140 with a maturity of three years, IFRS 16 lease liabilities, and a short-term commercial paper in the amount of MEUR 2. The Group's net debt amounted to MEUR 142.6 (181.8) on 31 December 2022.

The computational interest rate used in calculating lease liabilities varies between 1.5% and 6.0% depending on the lease agreement, and the amount of the liability is based on the contractual obligations pertaining to leases for business premises. If the computational interest rate used in calculating lease liabilities were to be increased by one percentage point, the effect on the Group's financial expenses would be MEUR 0.3.

The variable interest rate on the Term Loan is linked to the three-month Euribor rate. If the three-month Euribor rate used as the reference rate for the Term Loan were to increase by one percentage point in 2023, the annual effect on financial expenses would be MEUR 1.4.

In December 2021, the Group took out an interest rate hedge for its Term Loan. The interest rate hedge has a nominal value of MEUR 50. The interest rate hedge agreement is a four-year fixed interest rate agreement that will commence in December 2023. On the balance sheet date, the fair value of the interest rate hedge was MEUR 5.5 (0.2). The change in fair value has been recognised through profit or loss in financial items.

Foreign exchange risks

Transaction risk

The transaction risk describes the impact of changes in foreign exchange rates on sales, purchases and balance sheet items denominated in foreign currencies Alma Media's most significant currencies in addition to the euro are the Czech koruna, the Swedish krona and the US dollar. The impact of changes in exchange rates on net result in the most important currencies of the Group can be reduced by the following measures:

- Cash flows in the same currency are netted through a common foreign currency account whenever the cost/benefit ratio is significant
- Known, continuous and significant foreign currency cash flow is hedged. The Czech koruna is hedged at a target level of approximately 50% of the cash flow accrued during the next two years.

Translation risk

A foreign exchange risk that arises from the translation of foreign investments into the functional currency of the parent company, the euro. The risk associated with translating long-term net investments in foreign currencies is assessed on a regular basis. Should there be a clear and permanent risk of a currency devaluating, Group management may decide to hedge the company's foreign currency exposure. There was no hedged open currency exposure related to translation risk on the balance sheet date.

The Group's open foreign currency derivatives on the balance sheet date are described in Note 3.3.

Capital management risks

Liquidity management

In December 2021, Alma Media signed a new MEUR 200 Term Loan financing facility that will mature in December 2024. This replaced the temporary Bridge Facility agreement that was in place for financing acquisitions. Voluntary early repayments amounting to MEUR 60 were made in 2022 to amortise the Term Loan. The financing arrangement includes the usual covenants concerning the equity ratio and the ratio of net debt to EBITDA. The Group met the covenants on 31 December 2022.

The new financing arrangement also includes a MEUR 30 revolving credit facility (RCF). The facility will be used for the Group's general financing purposes. The revolving credit facility has a maturity of four years and it was entirely unused on 31 December 2022.

Liquidity is assessed daily and liquidity forecasts are made at weekly, monthly and 12-month rolling intervals.

On the balance sheet date, the company had a commercial paper programme of MEUR 100 in Finland. Within the programme, the company may issue commercial papers to a total value of MEUR 0–100. During the financial year, the Group took out MEUR 36 under the commercial paper programme and repaid MEUR 34. Of the commercial paper programme, MEUR 2 was in use on 31 December 2022.

Long-term capital funding

To secure its long-term financing needs, Alma Media uses capital market instruments, leasing or other financial arrangements. The table illustrates the maturity distribution of interest-bearing liabilities and other trade payables and short-term financial liabilities:

Credit risk

The Group's credit policy is described and documented in the Group credit management policy. The Group does not have significant risks of past due receivables because it has a large customer base and no individual customer will comprise a significant amount. During the financial year, credit losses of MEUR 0.4 were recognised through profit or loss. These credit losses were caused by an unexpected change in customers' economic environment. The maturity structure of trade receivables is presented in Note 3.6.2 Trade and other receivables.

Capital management

The aim of the Group's capital management is to support business operations through an optimal capital structure and to secure normal business preconditions. The capital structure is influenced through dividend distribution, for example. The development of the Group's capital structure is continuously monitored with gearing and equity ratio key figures. The company's financing agreements contain covenants concerning the company's equity ratio and the ratio of net debt to EBITDA. The following describes the values of these key figures in 2022 and 2021 as well as an itemisation of net debt and changes therein during the financial periods in question.

MEUR 31.12.2022	0–6 months	1 year	1–2 years	2–5 years	Over 5 years	Total	Balance sheet value
Loans from financial institutions	1.7	1.7	143.5			146.9	140.0
Commercial paper	2.0					2.0	2.0
Contingent consideration liability			9.6			9.6	9.6
Lease liabilities	3.8	3.8	7.1	17.4	1.5	33.5	30.7
Foreign currency derivative	0.4	0.4				0.7	0.7
Trade payables and other current financial liabilities	35.9					35.9	35.9
Total	**43.7**	**5.8**	**160.1**	**17.4**	**1.5**	**228.6**	**218.9**

MEUR 31.12.2021	0–6 months	1 year	1–2 years	2–5 years	Over 5 years	Total	Balance sheet value
Loans from financial institutions	0.4	0.8	3.5	203.5		208.2	200.0
Contingent consideration liability				16.8		16.8	16.8
Lease liabilities	3.6	3.6	6.6	17.1	4.3	35.2	33.7
Foreign currency derivative	0.2	0.2				0.2	0.2
Trade payables and other current financial liabilities	36.8					36.8	36.8
Total	**41.0**	**4.6**	**10.1**	**237.4**	**4.3**	**297.2**	**234.0**

Reconciliation of net debt

MEUR	2022	2021
Interest-bearing long-term liabilities	163.7	226.8
Short-term interest-bearing liabilities	9.0	7.0
Cash and cash equivalents	30.0	51.9
Net debt	142.6	181.8
Total equity	205.9	166.5
Gearing, %	69.3%	109.2%
Equity ratio, %	45.8%	34.7%

3.8 Information on shareholders' equity and its management

The Group classifies the instruments it has issued in either equity or liabilities (financial liabilities) based on their nature. An equity instrument is any contract that evidences a residual interest in the assets of an entity after deducting all of its liabilities. Expenses related to the issuance or acquisition of equity instruments are presented as a deduction from equity. If the Group acquires equity instruments of its own, their acquisition cost is deducted from equity.

The following describes information on Alma Media Corporation's shares and changes in 2022.

	Total number of shares	Share capital, MEUR	Share premium fund, MEUR	Invested non-restricted equity fund, MEUR
1.1.2022	82,383,182	45.3	7.7	19.1
31.12.2022	**82,383,182**	**45.3**	**7.7**	**19.1**

The company has one share series and all shares confer the same voting rights with one vote per share. The shares have no nominal value.

Book-entry securities system

The company's shares are registered in the book-entry system. Only such shareholders have the right to receive distributable funds from the company, and to subscribe to shares in conjunction with an increase in the share capital, 1) who are listed as shareholders in the shareholders' register on the record date; or 2) whose right to receive payment is recorded in the book-entry account of a shareholder listed in the shareholders' register on the record date, and this right is entered in the shareholders' register; or 3) whose shares, in the case of registered shares, are registered in their book-entry account on the record date, and as required by section 28 of the Act on the Book-Entry System, the respective manager of the shares is listed on the record date in the shareholders' register as the manager of said shares. Shareholders whose ownership is registered in the waiting list on the record date have the right to receive distributable funds from the company, and the right to subscribe to shares in conjunction with an increase in the share capital, provided they are able to furnish evidence of ownership on the record date.

Own shares

Alma Media Corporation owns a total of 198,391 of its own shares, representing 0.2 per cent of the total number of the company's shares and related votes. The total registered number of Alma Media's shares is 82,383,182, which entitle to 82,383,182 votes.

Foreign currency translation reserve

The translation differences fund comprises the exchange rate differences arising from the translation into EUR of the financial statements of the independent foreign units.

Share premium reserve

In cases in which stock options have been decided during the time the previous Finnish Limited Liability Companies Act (29.9.1978/734) was in force, payments received for share subscriptions based on stock options have been recognised in share capital and the share premium reserve in accordance with the terms of the respective option programmes, less the transaction costs.

Distributable funds

The distributable funds of the Group's parent company totalled EUR 156,846,256 on 31 December 2022.

Dividend policy

Alma Media aims to pay, on average, more than 50% of the profit for the period in dividends or capital repayments over the long term.

Redemption of shares

A shareholder whose proportional holding of all company shares or whose proportional entitlement to votes conferred by the company shares, either individually or jointly with other shareholders, is or exceeds 33.3% or 50% is obligated on demand by other shareholders to redeem such shareholders' shares.

3.9.1 Earnings per share

Basic earnings per share are calculated by dividing the profit for the period attributable to the ordinary equity holders of the parent by the weighted average number of shares outstanding during the year. Diluted earnings per share are calculated by dividing the profit for the period attributable to the equity holders of the parent by the weighted average number of diluted shares during the period.

MEUR	2022	2021
Profit attributable to ordinary shareholders of parent	72.0	43.6
Number of shares (1,000 pcs)		
Weighted average number of shares for basic earnings per share	82,185	82,213
Incentive schemes	1,522	1,778
Diluted weighted average number of outstanding shares	83,706	83,991
Earnings per share (basic)	0.88	0.53
Earnings per share (diluted)	0.86	0.52

4. Consolidation

4.1 General principles of consolidation

All subsidiaries are consolidated in the consolidated financial statements. Subsidiaries are companies in which the Group has a controlling interest. The criteria for control are fulfilled when the Group is exposed, or has rights, to variable returns from its involvement with an entity and has the ability to affect those returns through its power over the entity. The accounting principles applied in the subsidiaries have been brought into line with the IFRS principles applied in the consolidated financial statements. Mutual holdings are eliminated using the purchase method. Purchase consideration and the individualised assets and liabilities of the acquired entity are recognised at their fair value on the acquisition date. The costs related to the acquisition, with the exception of costs arising from the issue of equity or debt securities, are recorded as expenses. Additional purchase cost, if applicable, is recognised at fair value on the acquisition date and classified as a liability through profit or loss. Additional purchase cost classified as a liability is measured through profit or loss at fair value on the last day of each reporting period.

4.2 Subsidiaries

The Group's parent and subsidiary relationships are as follows:

		Holding, %		Share of votes, %	
Company	**Finland**	**2022**	**2021**	**2022**	**2021**
Parent company Alma Media Corporation	Finland				
Alma Finanssipalvelut Oy	Finland	100.0		100.0	
Alma Career Oy	Finland	100.0	100.0	100.0	100.0
Alma Career, spletno oglasevanje d.o.o	Slovenia	100.0	100.0	100.0	100.0
Alma Media Suomi Oy	Finland	100.0	100.0	100.0	100.0
Alma Talent Oy	Finland	100.0	100.0	100.0	100.0
CV-Online Estonia OÜ	Estonia	100.0	100.0	100.0	100.0
Digitaalinen asuntokauppa DIAS Oy	Finland	80.5	80.5	80.5	80.5
Etua Oy	Finland	100.0	100.0	100.0	100.0
Karenstock Oy	Finland	100.0	100.0	100.0	100.0
Kolektiv d.o.o	Bosnia and Herzegovina	100.0	100.0	100.0	100.0
Kotikokki.net Oy	Finland	65.0	65.0	65.0	65.0
LMC s.r.o	Czech Republic	100.0	100.0	100.0	100.0
Talentem s.r.o.	Czech Republic	100.0	100.0	100.0	100.0
Objektvision AB	Sweden	100.0	100.0	100.0	100.0
Profesia s.r.o	Slovakia	100.0	100.0	100.0	100.0
Profesia s.r.o	Czech Republic	100.0	100.0	100.0	100.0
Rantapallo Oy	Finland	79.0	79.0	79.0	79.0
SIA CV-Online Latvia	Latvia	100.0	100.0	100.0	100.0
Seduo Slovakia	Slovakia	100.0		100.0	
Suoramarkkinointi Mega Oy	Finland	100.0	100.0	100.0	100.0
TAU On-line d.o.o	Croatia	100.0	100.0	100.0	100.0
UAB CV-Online LT	Lithuania	100.0	100.0	100.0	100.0
Neirone SP. z.o.o	Poland	100.0		100.0	
Netello Systems Oy	Finland	100.0	60.0	100.0	60.0

Subsidiaries merged with other Group companies during the financial year:	Finland	Holding, % 2022	Holding, % 2021	Share of votes, % 2022	Share of votes, % 2021
Alma Mediapartners Oy	Finland	100.0	100.0	100.0	100.0
Nettix Oy	Finland	100.0	100.0	100.0	100.0
Quantiq s.r.o	Czech Republic	100.0	100.0	100.0	100.0

Subsidiaries sold during the period:	Finland	Holding, % 2022	Holding, % 2021	Share of votes, % 2022	Share of votes, % 2021
Müügimeistrite A/S	Estonia		80.0		80.0
Telemarket SIA	Latvia		72.0		72.0

In 2022, disposals of subsidiaries had an effect of MEUR -0.2 on the Group's equity.

Itemisation of significant non-controlling interests in the Group:

Subsidiary	Finland	Holding, % 2022	Holding, % 2021
Digitaalinen asuntokauppa DIAS Oy	Finland	19.5	19.5

During the financial year 2022, Alma Media Corporation acquired 40% of the share capital of Netello Systems and thereby increased its shareholding to 100% (previously 60%). The acquisition had an effect of MEUR -0.1 on the Group's equity.

During the financial year 2021, Alma Media Corporation acquired the entire share capital of Nettix Oy, 60% of the share capital of Netello Systems and increased its shareholding to 100% in Alma Career Oy (previously 83.34%) and Etua Oy (previously 60%).

In 2021, the redemption of the non-controlling interests of 16.66% in Alma Career Oy and 40% in Etua Oy affected the Group's balance sheet position by the redemption prices of the non-controlling interests being deducted directly from the Group's equity. The redemption of the minority interest in Alma Career Oy reduced the Group's equity by MEUR 40 and the redemption of the minority interest in Etua Oy increased the Group's equity by MEUR 0.7.

4.3 Business combinations

ⓘ Subsidiaries acquired are consolidated from the time when the Group gains the right of control, and divested subsidiaries until the Group ceases to exercise the right of control. All intra-Group transactions, receivables, liabilities and profits are eliminated in the consolidated financial statements. The distribution of the profit for the year between the parent company owners and non-controlling interest shareholders is shown in the statement of comprehensive income. The eventual non-controlling interest in the acquired companies is measured at fair value or to the amount corresponding to the share of the non-controlling interest based on the proportionate share of the specified net assets. The measurement method is defined for each acquisition separately.

The comprehensive income is attributed to parent company shareholders and non-controlling shareholders, even if this were to lead to a negative portion being attributed to non-controlling shareholders. The amount of shareholders' equity attributable to non-controlling shareholders is shown as a separate item in the balance sheet under shareholders' equity. Changes in the parent company's holding in a subsidiary that do not lead to a loss of control are treated as equity transactions.

In conjunction with acquisitions achieved in stages, the previous holding is measured at fair value through profit or loss. When the Group loses control in a subsidiary, the remaining investment is measured at fair value through profit or loss on the date control in the subsidiary is lost, and the difference is recognised through profit or loss.

Acquisitions that took place before 1 January 2010 are recognised according to the provisions valid at the time.

Acquisitions in 2022

The Group did not carry out any acquisitions in 2022.

Acquisitions in 2021

The Group carried out the following acquisitions in 2021:

	Business	Acquisition date	Acquired share	Group share
Alma Career segment				
Quantiq s.r.o	Online service	7 Jan 2021	100%	100%
Alma Consumer segment				
Netello Systems Oy	Online service	31 Mar 2021	60%	60%
Nettix Oy	Online service	1 Apr 2021	100%	100%

Alma Career

Consideration

MEUR	Fair value
Consideration, settled in cash	1.0
Contingent consideration	0.9
Total consideration	**1.9**

The assets and liabilities recorded as a result of the acquisition were as follows:

MEUR	Fair values entered in integration
Property, plant and equipment	0.8
Trade receivables and other receivables	0.0
Cash and cash equivalents	0.0
Total assets acquired	**0.8**
Deferred tax liabilities	0.1
Trade payables and other payables	0.2
Total liabilities acquired	**0.3**
Acquired identifiable net assets at fair value, total	**0.5**
Group's share of net assets	**0.5**
Goodwill	**1.5**
Annual amortisation of intangible assets related to acquisitions	**0.0**

Alma Consumer

Consideration

	Fair values entered in integration		
MEUR	Nettix Oy	Other	Total
Consideration, settled in cash	171.2	2.9	174.1
Total consideration	**171.2**	**2.9**	**174.1**

The assets and liabilities recorded as a result of the acquisition were as follows:

MEUR	Nettix Oy	Other	Total
Property, plant and equipment	0.0	0.0	0.1
Intangible assets	38.7	3.1	41.7
Trade receivables and other receivables	1.9	0.3	2.2
Cash and cash equivalents	3.2	0.2	3.4
Total assets acquired	**43.8**	**3.6**	**47.4**
Deferred tax liabilities	7.6	0.6	8.1
Trade payables and other payables	4.7	0.6	5.3
Total liabilities acquired	**12.3**	**1.1**	**13.4**
Acquired identifiable net assets at fair value, total	**31.6**	**2.4**	**34.0**
Group's share of net assets	**31.6**	**1.5**	**33.0**
Non-controlling interest		**1.0**	**1.0**
Goodwill	**139.7**	**1.4**	**141.1**

Alma Media completed the acquisition of Nettix Oy from Otava Group in spring 2021. The transaction was announced on 5 March 2021 and closed on 1 April 2021.

Nettix Oy is reported as part of the Alma Consumer business segment starting from the second quarter of 2021.

Nettix Oy's business consists of Finland's leading motor vehicle marketplaces, such as Nettiauto, Nettikone and Nettimoto, and they reach an audience of 2.5 million Finns every week.

In 2020, marketplaces generated over 81% of Nettix Oy's revenue. The compound annual growth rate (CAGR) of the marketplaces was approximately 7% in 2016–2020. In addition, Nettix Oy consists of Konepörssi, the leading professional media for machine and transport business, and the news service Ampparit. As a result of the acquisition, a total of 39 Nettix Oy employees (converted to full-time employees) were transferred to Alma Media.

The acquisition of Nettix Oy is a continuation of Alma Media's strategy, which concentrates on digital media and services. Nettix complements Alma Media's marketplaces business, offering opportunities for cross-selling and additional sales and the sharing of best practices between the services. Through this acquisition, Alma Media continues its strategic expansion into new digital products and services that address customer needs and cover the entire value chain, ranging from sales systems to transactions. Digitalisation of mobility services and the automotive ecosystem is expected to accelerate even further in the next few years, and sales and purchases will continue to move to digital marketplaces.

In 2020, Nettix Oy's revenue totalled MEUR 22.5, its EBITDA was MEUR 11.2 and its operating profit amounted to MEUR 10.0. The purchase price for the acquired business was MEUR 171.2. There are no additional purchase price components included in the transaction. Alma Media financed the acquisition entirely with debt. The transaction costs related to the acquisition have amounted to MEUR 4.6, of which MEUR 0.5 was recognised in expenses in 2020 and MEUR 4.1 in other other operating expenses in the first half of 2021. The expense is treated as an operating profit adjustment item in 2021. The Nettix Oy acquisition increases Alma Media's goodwill by MEUR 140. The goodwill consists of the future growth expectations of the business, as well as synergies. Alma Media estimates that the transaction will generate annual synergy gains of approximately MEUR 1.5, mostly associated with media sales, support functions, premises, IT systems and IT development. In addition, other intangible assets increased by MEUR 38 in connection with the transaction, consisting of customer agreements amounting to MEUR 16.8 and brands amounting to MEUR 21. The assets recognised at fair value in connection with the acquisition increase depreciation by MEUR 3.4 annually. Nettix Oy's effect on Alma Media Group's revenue in 2021 was MEUR 16.5, on EBITDA MEUR 8.2, and on operating profit less PPA amortisation MEUR 5.3. Had Nettix Oy been consolidated into Alma Media Group from the beginning of 2021, its effect on the Group's revenue would have been MEUR 21.8, on EBITDA 10.7, and on operating profit less PPA amortisation MEUR 6.8.

The fair values entered on intangible assets in consolidation relate primarily to acquired customer agreements, the brand and information systems developed in-house. Factors contributing to goodwill were the synergies related to these businesses expected to be realised and the expectation of the growth of the mobility marketplaces business in the coming years.

Consideration paid for acquisitions – cash flow

MEUR	2022	2021
Paid cash less acquired cash:		
Cash consideration		236.5
Asset transfer tax and transaction costs	0.0	4.5
Contingent considerations paid during the financial year	2.4	
Less acquired amounts		
Cash		3.4
Net cash flow – capital expenditure	**2.4**	**236.7**

4.4 Investments in associated companies and joint ventures

Associated companies are those in which the Group has a significant controlling interest. A significant controlling interest arises when the Group holds 20% or more of the company's voting rights or over which the Group otherwise is able to exercise significant control. A joint arrangement is an arrangement of which two or more parties have joint control. Joint control is the contractually agreed sharing of control of an arrangement, which exists only when decisions about the relevant activities require the unanimous consent of the parties sharing control. A joint arrangement is either a joint operation or a joint venture. A joint venture is a joint arrangement whereby the Group has rights to the net assets of the arrangement, whereas in a joint operation, the Group has rights to the assets, and obligations for the liabilities, relating to the arrangement. Associated companies and joint ventures are consolidated using the equity method. Investments in associated companies include any goodwill arising from their acquisition. If the Group's share of the associated company's losses exceeds the book value of the investment, this investment is entered at zero value in the balance sheet and any losses in excess of this value are not recognised unless the Group has obligations with respect to the associated companies. The Group's share of the results of its associated companies is shown as a separate item after operating profit. The Group's share of its associated companies' other changes in comprehensive income is recognised in the consolidated comprehensive income statement under other comprehensive income.

MEUR	2022	2021
Investments in associated companies and joint ventures		
At beginning of period	7.7	6.6
Increases		0.5
Decreases	-4.0	0.0
Share of results	0.7	1.0
Capital repayments received		
Dividends received	-0.2	-0.3
Impairment		
At end of period	**4.2**	**7.7**

Further information on associated companies:

Summary of financial information on associated companies and joint ventures (100%).

MEUR	Alma Career	Alma Talent	Other associated companies
Year 2022			
Current assets	4.2	0.5	
Non-current assets	10.8	0.0	
Current liabilities	0.9	0.2	
Non-current liabilities	2.9	0.1	
Revenue	24.4	0.8	
Profit/loss for the period	3.1	0.1	
Other comprehensive income			
Reconciliation between associated companies' and joint ventures' financial information and the balance sheet value recognised by the Group:			
Associated company's net assets	11.3	0.0	0.1
Group's share of net assets	3.0	0.1	0.1
Goodwill	0.6	0.4	
Other adjustments	0.1		
Associated companies' balance sheet value on the consolidated balance sheet	3.7	0.5	0.1
Receivables from associated companies			
Owed to associated companies			
Dividends and capital repayments received from associated companies during the period	0.2		

MEUR	Alma Career	Alma Talent	Other associated companies
2021			
Current assets	23.7	0.5	
Non-current assets	8.3	0.0	
Current liabilities	13.6	0.1	
Non-current liabilities	3.0	0.1	
Revenue	81.4	0.3	
Profit/loss for the period	4.9	-0.1	
Other comprehensive income	0	0	
Reconciliation between associated companies' and joint ventures' financial information and the balance sheet value recognised by the Group:			
Associated company's net assets	12.5	-0.1	0.1
Group's share of net assets	3.6	0.1	0.1
Goodwill	3.2	0.4	
Other adjustments	1.0	0	
Associated companies' balance sheet value on the consolidated balance sheet	7.2	0.4	0.1
Receivables from associated companies			
Owed to associated companies			
Dividends and capital repayments received from associated companies during the period	0.3		

Associated companies	Segment	Holding (%)	Share of votes (%)
Year 2022			
Infostud 3 d.o.o.	Alma Career	25.0	25.0
Kytöpirtti Oy	Non-allocated	43.2	43.2
Media Metrics Finland Oy	Alma Career	25.0	25.0
Suomen Tunnistetieto Oy	Alma Talent	25.0	25.0
Vrabotuvanje Online	Alma Career	30.0	30.0

During the financial year, the Group sold its 21.1% stake in the associated company Bolt Group Oy.

4.5 Related party transactions

Alma Media Group's related parties are its associated companies (see Note 4.4), the companies that they own and affiliated companies. The related parties also include the Group's most significant shareholders. The largest shareholders are listed in the Report by the Board of Directors.

Related parties also include the company's management (the Board of Directors, the Presidents and the Group Executive Team). The employee benefits of management and other related party transactions between management and the company are detailed in Note 1.4.

Sales of goods and services with related party members are based on the Group's prices in force at the time of transaction.

Related party transactions – associated companies

MEUR	2022	2021
Sales of goods and services	0.1	0.1
Purchases of goods and services	0.2	0.1
Trade, loan and other receivables	0.0	0.0
Trade payables		-0.1

Related party transactions – principal shareholders

MEUR	2022	2021
Sales of goods and services	0.1	0.1
Purchases of goods and services	0.7	0.2
Trade, loan and other receivables	0.0	0.0
Trade payables	0.0	0.0
Acquired businesses*		171.2
Divested business operations**		1.0

Related party transactions – corporations where management exercises influence

MEUR	2022	2021
Sales of goods and services	0.5	0.2
Purchases of goods and services	0.7	0.2
Trade, loan and other receivables	0.0	0.0
Trade payables		

* The selling party in the Nettix Oy transaction in 2021 was Otava Markkinapaikat Oy, a subsidiary of Otava Oy, which is Alma Media's largest shareholder. Otava Oy is Alma Media's largest shareholder, and the transaction has been classified as a transaction with a related party.

** In 2021, Alma Media Corporation sold its shareholding in KPK Yhtiöt Oyj (formerly Keski-Pohjanmaan Kirjapaino Oyj) to Ilkka-Yhtymä. The transaction concerned the 24,379 series A shares held by Alma Media Corporation, corresponding to 5.6 per cent of KPK Yhtiöt Oyj's share capital and 0.5 per cent of votes.

5 Other notes

5.1 Income tax

The tax expense in the profit or loss comprises the tax based on the company's taxable income for the period together with deferred taxes. The tax based on taxable income for the period is the taxable income calculated on the applicable tax rate in each country of operation. The tax is adjusted for any tax related to previous periods.

MEUR	2022	2021
Current income tax charge	15.5	13.5
Adjustments in respect of current income tax of previous years	0.0	0.0
Deferred taxes	-1.0	-1.5
Total	**14.5**	**12.1**

Reconciliation of tax expenses in the income statement and tax calculated on the parent company's tax rate (20.0%):

MEUR	2022	2021
Profit before tax	86.4	56.3
Share of profit of associated companies	-0.7	-1.0
Total	**85.8**	**55.3**
Tax calculated on the parent company's tax rate of 20.0%	17.2	11.1
Impact of varying tax rates of foreign subsidiaries	-0.4	-0.2
Tax-free income	-2.5	-0.1
Non-tax-deductible expenses	0.2	1.3
Items from previous periods		
Use of previously non-entered deferred tax assets		
Unrecognised deferred tax asset from the confirmed tax losses	0.0	0.0
Recognition of previously unrecognised deferred tax assets on the balance sheet		
Other items	0.0	0.1
Tax recognised in the income statement	**14.5**	**12.1**

Tax impacts of entries due to IAS 19 accounting principles are included in other comprehensive income.

5.2 Deferred tax assets and liabilities

Deferred tax assets and liabilities are recognised on all temporary differences between their book and actual tax values. Deferred taxes are calculated using the tax rates enacted by the balance sheet date. However, the deferred tax liability is not recognised on the initial recognition of goodwill or if it arises from the initial recognition of an asset or liability in a transaction other than a business combination that, at the time of the transaction, affects neither accounting nor taxable profit or loss.

Deferred tax assets are recognised to the extent that it is probable that taxable profit will be available against which the deductible temporary differences can be utilised. A deferred tax liability is recognised on non-distributed retained earnings of subsidiaries when it is likely that the tax will be paid in the foreseeable future. Deferred tax assets and liabilities are netted by the company when they relate to income tax levied by the same tax authority and when the tax authority permits the company to pay or receive a single net tax payment. Deferred taxes are recognised to the extent that it is probable that taxable profit will be available, against which the deductible temporary differences can be utilised. For this purpose, the conditions for the recognition of deferred taxes are assessed on the final day of each reporting period.

Changes in deferred taxes during 2022:

MEUR	31.12.2021	Recognised in income statement	Recognised in equity	Acquired/sold subsidiaries	31.12.2022
Deferred tax assets					
Provisions	0.0	0.0	0.0	0.0	0.0
Pension benefits	0.0	0.0	0.0	0.0	0.0
Deferred depreciation	0.0	0.0	0.0	0.0	0.0
Loss for the period recognised in deferred tax assets		0.0	0.0	0.0	0.0
Other items	0.4	0.0	0.0	0.0	0.4
Total	**0.5**	**-0.1**	**0.0**	**0.0**	**0.4**
Taxes, net	0.3				0.2
Deferred tax assets on balance sheet	0.7				0.6
Deferred tax liabilities					

MEUR	31.12.2021	Recognised in income statement	Recognised in equity	Acquired/sold subsidiaries	31.12.2022
Accumulated depreciation differences	0.2	0.0	0.0	0.0	0.2
Business combinations	17.8	-1.5	0.0	0.0	16.3
Retained earnings of subsidiary companies	0.5	0.0	0.0	0.0	0.5
Other items	0.0	0.1	0.0	0.0	0.1
Total	**18.6**	**-1.4**	**0.0**	**0.0**	**17.1**
Taxes, net	0.3				0.2
Deferred tax liabilities on balance sheet	18.9				17.2

No deferred tax asset has been recognised on the confirmed losses of Group companies. The utilisation of tax assets requires that the normal operations of such companies would generate taxable income. The losses expire in 2023, at the latest.

Changes in deferred taxes during 2021:

MEUR	31.12.2020	Recognised in income statement	Recognised in equity	Acquired/sold subsidiaries	31.12.2021
Deferred tax assets					
Provisions	0.1	-0.1	0.0	0.0	0.0
Pension benefits	0.0	0.0	0.0	0.0	0.0
Deferred depreciation	0.0	0.0	0.0	0.0	0.0
Other items	-0.1	0.5	0.0	0.0	0.4
Total	**0.0**	**0.4**	**0.0**	**0.0**	**0.5**
Taxes, net	0.2				0.3
Deferred tax assets on balance sheet	0.3				0.7
Deferred tax liabilities					
Accumulated depreciation differences	0.2	0.0	0.0	0.0	0.2
Business combinations	10.7	-1.1	0.0	8.2	17.8
Retained earnings of subsidiary companies	0.4	0.1	0.0	0.0	0.5
Other items	-0.1	0.1	0.0	0.0	0.0
Total	**11.3**	**-0.9**	**0.0**	**8.2**	**18.6**
Taxes, net	0.2				0.3
Deferred tax liabilities on balance sheet	11.5				18.9

5.3 Events after the balance sheet date

The period during which matters affecting the financial statements are taken into account is the period from the closing of the accounts to the release of the statements. The release date is the day on which the Financial Statements Bulletin will be published. Events occurring during the period referred to above are examined to determine whether they do or do not render it necessary to correct the information in the financial statements.

Information in the financial statements is corrected in the case of events that provide additional insight into the situation prevailing on the balance sheet date. Events of this nature include, for example, information received after the closing of the accounts indicating that the value of an asset had already been reduced on the balance sheet date.

Alma Talent Oy, a subsidiary of Alma Media, agreed to acquire the business of the rental commercial property marketplace Toimitilat.fi from Talso Oy. The transaction will be carried out as a business acquisition on 1 January 2023.

	Business	Acquisition date
Alma Talent segment		
Toimitilat.fi	Online service	1 Jan 2023

Alma Talent

Consideration

MEUR	Fair value
Consideration, settled in cash	2.8
Contingent consideration	0.6
Total consideration	**3.4**

The assets and liabilities recorded as a result of the acquisition were as follows:

MEUR	Fair values entered in integration
Intangible assets	1.1
Total assets acquired	**1.1**
Deferred tax liabilities	0.2
Total liabilities acquired	**0.3**
Acquired identifiable net assets at fair value, total	**0.9**
Group’s share of net assets	**0.9**
Goodwill	**2.5**
Annual amortisation of intangible assets related to acquisitions	**0.2**

The fair values entered on intangible assets in consolidation relate primarily to acquired customer agreements, the brand and information systems developed in-house. Factors contributing to goodwill were the synergies related to these businesses expected to be realised and the expectation of the growth of the business premises marketplaces business in the coming years.

Parent company income statement (FAS)

EUR	Note	1 January–31 December 2022	1 January–31 December 2021
Revenue	6.1	24,627,319	22,680,291
Other operating income	6.2	2,185	196,300
Materials and services	6.3	1,881	15,911
Expenses arising from employee benefits	6.4	15,050,760	11,072,872
Depreciation, amortisation and impairment	6.5	443,291	730,749
Other operating expenses	6.6, 6.7, 6.8	22,374,554	21,547,856
Operating profit (loss)		**-13,240,981**	**-10,490,797**
Financial income and expenses	6.9	30,972,534	24,749,320
Profit before appropriations and taxes		**17,731,553**	**14,258,522**
Appropriations	6.10	26,665,369	19,627,811
Income tax	6.11	-3,300,496	-1,818,067
Profit for the period		**41,096,427**	**32,068,266**

Parent company balance sheet (FAS)

EUR	Note	31.12.2022	31.12.2021
ASSETS			
Non-current assets			
Intangible assets	6.12	1,206,829	611,405
Property, plant and equipment	6.13	1,275,263	1,009,638
Investments			
Holdings in Group companies	6.14	500,537,954	529,877,545
Other investments	6.14	2,280,269	1,930,410
Non-current receivables	6.15	5,468,485	234,737
Non-current assets, total		**510,768,800**	**533,663,736**
Current assets			
Current receivables	6.15	31,546,165	26,767,223
Cash and cash equivalents		7,284,931	22,352,457
Current assets, total		**38,831,096**	**49,119,680**
Assets, total		**549,599,896**	**582,783,416**

EUR	Note	31.12.2022	31.12.2021
EQUITY AND LIABILITIES			
Equity			
Share capital		45,292,112	45,292,112
Share premium reserve		119,295,759	119,295,759
Other reserves		5,357,269	5,357,269
Invested non-restricted equity fund		110,756,338	110,756,338
Retained earnings (loss)		5,126,546	2,214,360
Profit for the period (loss)		41,096,427	32,068,266
Total equity	6.16	**326,924,451**	**314,984,104**
Accumulated appropriations	6.17	**181,872**	**158,241**
Liabilities			
Non-current liabilities	6.18	**140,485,840**	**200,610,241**
Current liabilities	6.19	**82,007,734**	**67,030,830**
Liabilities, total		**222,493,574**	**267,641,071**
Shareholders' equity and liabilities, total		**549,599,896**	**582,783,416**

Parent company cash flow statement (FAS)

EUR	1 January–31 December 2022	1 January–31 December 2021
Cash flow from operating activities		
Profit for the period	41,096,427	32,068,266
Depreciation, amortisation and impairment	443,291	730,749
Gains on sale of non-current assets		-148,868
Net financial expenses (income statement)	-27,738,786	-29,919,549
Income tax	3,300,496	1,818,067
Other adjustments	-20,951,215	-13,725,849
Change in working capital:		
Change in trade receivables and other receivables	-5,557,372	836,194
Change in trade payables and other payables	305,941	-1,117,097
Dividend received	29,942,746	31,533,254
Interest received	31,142	60,399
Interest expenses paid and other finance expenses	-2,235,102	-1,674,104
Taxes paid	-212,449	-2,475,865
Cash flow from operating activities	**18,425,119**	**17,985,597**
Capital expenditure		
Acquisitions of business operations	-2,692,408	-238,722,246
Capital repayments	30,000,000	5,000,000
Acquisitions of tangible assets	-384,445	-35,539
Acquisitions of intangible assets	-919,894	
Other investments	-350,000	-230,000
Proceeds from sale of available-for-sale financial assets		950,000
Proceeds from sale of tangible and intangible assets		407,458
Acquisition and sale of associated companies		-450,000
Net cash flows from/(used in) investing activities	**25,653,253**	**-233,080,327**
Cash flow before financing activities	**44,078,371**	**-215,094,730**

EUR	1 January–31 December 2022	1 January–31 December 2021
Financing activities		
Non-current loans taken		419,440,972
Repayment of non-current loans	-60,000,000	-220,000,000
Current loans taken	26,000,000	11,000,000
Repayment of current loans	-24,000,000	-11,000,000
Acquisition of own shares	-4,191,315	-1,135,557
Change in interest-bearing receivables	12,248,738	24,091,493
Group contributions received and paid	19,600,000	11,440,000
Dividends paid	-28,803,320	-24,695,940
Net cash flows from/(used in) financing activities	**-59,145,897**	**209,140,968**
Change in cash and cash equivalent funds (increase +/decrease -)	**-15,067,526**	**-5,953,762**
Cash and cash equivalents at beginning of period	22,352,457	28,306,219
Cash and cash equivalents at end of period	7,284,931	22,352,457

Accounting principles used in the parent company's financial statements

General information

Alma Media Corporation is a Finnish public limited company incorporated under Finnish law. Its registered office is in Helsinki at the address Alvar Aallon katu 3 C, P.O. Box 140, FI-00101 Helsinki, Finland.

Parent company financial statements

The financial statements of the parent company are prepared in accordance with Finnish Accounting Standards (FAS).

The parent company was established on 27 January 2005. On 7 November 2005, the old Alma Media Corporation was merged with Almanova Corporation, which adopted the name Alma Media Corporation after the merger. The merger difference arising in conjunction with the merger has been capitalised to the Group's shares.

Non-current assets

Tangible and intangible assets are capitalised at direct acquisition cost less planned depreciation and write-downs. Planned depreciation is calculated from the original acquisition cost based on the estimated economic life of the asset. The land areas are not depreciated. The economic lifetimes of the assets are as follows:

Machinery and equipment	3–10 years
Other intangible assets	5–10 years
Intangible rights	5–10 years

Research and development costs

Research costs are recognised as an expense in the financial period during which they are incurred. Development costs are capitalised when it is expected that the intangible asset will generate future economic added value and the costs arising from this can be reliably determined.

Taxes

Taxes in the income statement are the taxes corresponding to the results of the Group companies during the financial year as well as adjustments to taxes in previous years. No deferred tax assets are recognised in the parent company's accounts.

Foreign currency items

Foreign currency items are entered at the rates prevailing on the transaction date. Receivables and payables on the balance sheet are valued at the average rate on the balance sheet date. Exchange rate differences arising from sales and purchases are treated as additions or subtractions, respectively, in the income statement. Realised and unrealised exchange rate differences related to loans and loan receivables are recognised in other financial income and expenses in the income statement. The parent company does not have any significant foreign currency loans.

Pension commitments

Statutory and voluntary employee pension benefits for the parent company's personnel are arranged mainly through pension insurance companies.

Other employee benefits

The parent company has a long-term share-based incentive scheme for key management in effect. In accordance with Finnish Accounting Standards (FAS), the option benefit and the share reward are not measured at fair value, nor is the calculated employee benefit expensed in the income statement.

Notes to the parent company's financial statements

6.1 Revenue by market area

MEUR	2022	2021
Finland	24.6	22.7
Total	**24.6**	**22.7**

6.2 Other operating income

MEUR	2022	2021
Gains on the sale of assets	0.0	0.2
Other income	0.0	0.0
Total	**0.0**	**0.2**

6.3 Materials and services

MEUR	2022	2021
Materials and services	0.0	0.0
Total	0.0	**0.0**

6.4 Employee expenses

MEUR	2022	2021
Wages, salaries and fees	12.8	8.7
Pension expenses	1.4	1.6
Other payroll-related expenses	0.9	0.8
Total	**15.1**	**11.1**
Average number of employees	100	99
Salaries and bonuses paid to management		
President and CEO	1.0	0.9
Other members of the Group Executive Team	2.7	2.9
Members of the Board of Directors	0.4	0.3
Total	**4.0**	**4.1**

The benefits to which the President and CEO of the parent company is entitled are described in more detail in Note 1.4.1 to the consolidated financial statements.

6.5 Depreciation and write-downs

MEUR	2022	2021
Depreciation on tangible and intangible assets	0.4	0.7
Total	**0.4**	**0.7**

6.6 Other operating expenses

MEUR	2022	2021
Information technology and telecommunication	12.7	10.7
Business premises	6.1	6.3
Other expenses	3.6	4.5
Total	**22.4**	**21.5**

6.7 Auditors' fees

EUR 1,000	2022	2021
Audit	244.1	232.3
Reporting and opinions	25.9	4.0
Tax consultation		
Other	69.2	127.1
Total	**339.2**	**363.4**

Parent company audit expenses include audit fees for the whole group.

6.8 Research and development costs

The Group's research and development costs in 2021 totalled EUR 125,000 (EUR 140,000). No development costs were capitalised on the balance sheet in 2022 or 2021.

6.9 Financial income and expenses

MEUR	2022	2021
Dividend income		
From Group companies	29.8	31.2
From associated companies	0.2	0.3
From others	0.0	0.0
Total	**29.9**	**31.5**
Income from other non-current investments		
From others		0.2
Other interest and financial income		
From Group companies	0.0	0.1
Fair value gain on financial assets at fair value through profit or loss	5.2	0.2
From others	0.0	0.0
Total	**5.3**	**0.3**
Impairment of non-current investments		
Impairment of shares in Group companies	-2.0	-5.6
Total	**-2.0**	**-5.6**
Interest expenses and other financial expenses		
To Group companies	-0.8	
To others	-1.5	-1.7
Total	**-2.3**	**-1.7**
Foreign exchange rate gains/losses		
Foreign exchange rate gains and losses	0.1	0.0
Financial income and expenses, total	**31.0**	**24.7**

6.10 Appropriations

MEUR	2022	2021
Difference between planned depreciation and depreciation made for tax purposes	0.0	0.0
Group contribution	26.7	19.6
Total	**26.7**	**19.6**

6.11 Income tax

MEUR	2022	2021
Income tax from regular business operations	-3.3	-1.8
Total	**-3.3**	**-1.8**

6.12 Intangible assets

MEUR	Intangible rights	Advance payments	Total
Financial year 2022			
Acquisition cost 1 Jan	3.4		3.4
Increases		0.9	0.9
Acquisition cost 31 Dec	**3.4**	**0.9**	**4.3**
Accumulated depreciation, amortisation and impairment 1 Jan	2.7		2.7
Depreciation for the financial year	0.3		0.3
Accumulated depreciation 31 Dec	**3.1**		**3.1**
Book value 31 Dec 2022	**0.3**	**0.9**	**1.2**

MEUR	Intangible rights	Total
Financial year 2021		
Acquisition cost 1 Jan	6.3	6.3
Decreases	-3.0	-3.0
Acquisition cost 31 Dec	**3.4**	**3.4**
Accumulated depreciation, amortisation and impairment 1 Jan	5.0	5.0
Accumulated depreciation in decreases	-3.0	-3.0
Depreciation for the financial year	0.7	0.7
Accumulated depreciation 31 Dec	**2.7**	**2.7**
Book value 31 Dec 2021	**0.6**	**0.6**

6.13 Tangible assets

MEUR	Buildings	Machinery and equipment	Other tangible assets	Total
Financial year 2022				
Acquisition cost 1 Jan		0.2	1.1	1.3
Increases		0.4		0.4
Decreases				
Acquisition cost 31 Dec		**0.6**	**1.1**	**1.8**
Accumulated depreciation 1 Jan		0.1	0.2	0.3
Accumulated depreciation in decreases				
Depreciation for the financial year		0.1	0.1	0.1
Accumulated depreciation 31 Dec		**0.2**	**0.2**	**0.5**
Book value 31 Dec 2022		**0.4**	**0.9**	**1.3**
Financial year 2021				
Acquisition cost 1 Jan	0.5	0.1	1.2	1.8
Increases		0.0		0.0
Decreases	-0.5		0.0	-0.5
Acquisition cost 31 Dec	**0.0**	**0.2**	**1.1**	**1.3**
Accumulated depreciation 1 Jan	0.3	0.1	0.1	0.5
Accumulated depreciation in decreases	-0.3			-0.3
Depreciation for the financial year	0.0	0.0	0.1	0.1
Accumulated depreciation 31 Dec		**0.1**	**0.2**	**0.3**
Book value 31 Dec 2021	**0.0**	**0.0**	**0.9**	**1.0**

6.14 Investments

MEUR	Shares in Group companies	Shares in associated companies	Shares, other	Total
Financial year 2022				
Acquisition cost 1 Jan	663.2	1.6	0.3	665.2
Increases	2.7		0.4	3.0
Decreases	-30.0			-30.0
Transfers between items				
Acquisition cost 31 Dec	**635.7**	**1.6**	**0.7**	**638.0**
Accumulated depreciation, amortisation and impairment 1 Jan	133.2			133.2
Accumulated depreciation in decreases and transfers				
Impairment	2.0			2.0
Accumulated depreciation, amortisation and impairments 31 Dec	**135.2**			**135.2**
Book value 31 Dec 2022	**500.5**	**1.6**	**0.7**	**502.8**
Financial year 2021				
Acquisition cost 1 Jan	432.4	1.2	0.8	434.4
Increases	235.8	0.5	0.2	236.5
Decreases	-5.0		-0.7	-5.7
Transfers between items				
Acquisition cost 31 Dec	**663.2**	**1.6**	**0.3**	**665.2**
Accumulated depreciation, amortisation and impairment 1 Jan	127.6			127.6
Accumulated depreciation in decreases and transfers				
Impairment	5.6			5.6
Accumulated depreciation, amortisation and impairments 31 Dec	**133.2**			**133.2**
Book value 31 Dec 2021	**530.0**	**1.6**	**0.3**	**531.8**

Parent company holdings in Group companies and associated companies

Company	Registered office	Holding %	Share of votes, %	Group holding %
Subsidiaries				
Alma Career Oy	Helsinki, Finland	100.00	100.00	100.00
Alma Finanssipalvelut Oy	Helsinki	100.00	100.00	100.00
Alma Media Suomi Oy	Helsinki	100.00	100.00	100.00
Alma Talent Oy	Helsinki	100.00	100.00	100.00
Etua Oy	Helsinki	100.00	100.00	100.00
Karenstock Oy	Helsinki	100.00	100.00	100.00
Kotikokki.net Oy	Helsinki	65.00	65.00	65.00
Netello Systems Oy	Helsinki	100.00	100.00	100.00
Objektvision AB	Stockholm, Sweden	100.00	100.00	100.00
Rantapallo Oy	Helsinki	79.00	79.00	79.00
Associated companies				
Infostud 3 d.o.o.	Serbia	25.00	25.00	25.00
Kytöpirtti Oy	Seinäjoki, Finland	43.20	43.20	43.20
Suomen Tunnistetieto Oy	Turku, Fin-land	25.00	25.00	25.00

During the financial year 2022, Alma Media Corporation acquired 40% of the share capital of Netello Systems and thereby increased its shareholding to 100% (previously 60%). Alma Mediapartners Oy and Nettix Oy were merged with Alma Media Suomi Oy during the financial year 2022.

6.15 Receivables

MEUR	2022	2021
Non-current receivables		
Interest rate derivatives	5.5	0.2
Non-current receivables, total	**5.5**	**0.2**
Current receivables		
Receivables from Group companies		
Loan receivables*	28.8	22.8
Prepaid expenses and accrued income	0.7	0.7
Total	**29.5**	**23.4**
Receivables from others		
Trade receivables	0.0	0.0
Other receivables	0.1	0.1
Prepaid expenses and accrued income**	1.9	3.2
Total	**2.0**	**3.4**
Current receivables, total	**31.5**	**26.8**

* Cash and cash equivalents in Group bank accounts are included in loan receivables.

** Major items in prepaid expenses and accrued income consist of purchase invoice accruals.

6.16 Shareholders' equity

MEUR	2022	2021
Restricted shareholders' equity		
Share capital 1 Jan	45.3	45.3
Share capital 31 Dec	45.3	45.3
Share premium reserve 1 Jan	119.3	119.3
Share premium reserve 31 Dec	119.3	119.3
Other reserves 1 Jan	5.4	5.4
Other reserves 31 Dec	5.4	5.4
Restricted shareholders' equity total	**169.9**	**169.9**
Non-restricted shareholders' equity		
Invested non-restricted equity fund 1 Jan	110.8	110.8
Invested non-restricted equity fund 31 Dec	110.8	110.8
Retained earnings 1 Jan	34.3	27.5
Cancellation of unpaid dividends		0.1
Dividend payment	-28.8	-24.7
Acquisition of own shares	-4.2	-1.1
Disposal of own shares	3.8	0.5
Retained earnings 31 Dec	**5.1**	**2.2**
Profit for the period	41.1	32.1
Non-restricted shareholders' equity total	**157.0**	**145.0**
Total equity	**326.9**	**315.0**

MEUR	2022	2021
Calculation of the parent company's distributable funds on 31 December		
Invested non-restricted equity fund	110.8	110.8
Capitalised research and development costs	-0.1	-0.2
Profit from the previous year	5.1	2.2
Profit for the period	41.1	32.1
Total	**156.9**	**144.8**

6.17 Appropriations

MEUR	2022	2021
Difference between planned depreciation and depreciation made for tax purposes	0.2	0.2

6.18 Non-current liabilities

MEUR	2022	2021
Loans from credit institutions	140.0	200.0
Other non-current liabilities	0.5	0.6
Total	**140.5**	**200.6**

6.19 Current liabilities

MEUR	2022	2021
Loans from credit institutions	2.0	
Trade payables	0.9	0.6
Total	**2.9**	**0.6**
Liabilities to Group companies		
Trade payables	0.0	0.0
Other liabilities	73.7	62.5
Accrued expenses and prepaid income		
Total	**73.7**	**62.5**
To others		
Other current liabilities	0.4	0.6
Accrued expenses and prepaid income	5.1	3.3
Total	**5.4**	**3.9**
Current liabilities total	**82.0**	**67.0**

Most of the accrued expenses and prepaid income consist of allocated employee expenses.

6.20 Commitments and contingencies

MEUR	2022	2021
Collateral for Group company's commitments		
Guarantees	2.5	2.5
Other own commitments		
Rental commitments – within one year	5.6	5.8
Rental commitments – after one year	20.2	25.1
Rental commitments total	25.9	30.9
Total		
Guarantees	2.5	2.5
Other commitments	25.9	30.9
Commitments total	**28.4**	**33.4**

Alma Media has a MEUR 30 committed financing limit at its disposal, which was entirely unused on 31 December 2022. The company also has a commercial paper programme of MEUR 100 in Finland. Of the commercial paper programme, MEUR 2 was in use on 31 December 2022.

6.21 Derivative contracts

MEUR	2022	2021
Interest rate derivative		
Fair value*	5.5	0.2
Nominal value	50.0	50.0

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

Signatures to the report by the Board of Directors and the financial statements

The distributable funds of the Group's parent company totalled EUR 156,856,329 on 31 December 2022.

There were 82,383,182 shares carrying dividend rights.

The Board of Directors proposes to the Annual General Meeting that a dividend of EUR 0.44 per share be paid for the financial year 2022. Based on the number of outstanding shares on the balance sheet date 31 December 2022, the dividend payment totals EUR 36,161,308.

No essential changes have taken place after the end of the financial year with respect to the company's financial standing. The proposed distribution of profit does not, in the view of the Board of Directors, compromise the company's liquidity.

Helsinki, 15 February 2023

Catharina Stackelberg-Hammarén
Chair of the Board

Eero Broman
Deputy Chair of the Board

Esa Lager
Board member

Petri Niemisvirta
Board member

Peter Immonen
Board member

Kaisa Salakka
Board member

Alexander Lindholm
Board member

Heikki Herlin
Board member

Kai Telanne
President and CEO

AUDITOR'S NOTE

A report on the audit carried out has been submitted today.

Helsinki, 15 February 2023

PricewaterhouseCoopers Oy
Authorised Public Accountants

Niina Vilske
Authorised Public Accountant

Auditor's Report (Translation of the Finnish Original)

To the Annual General Meeting of Alma Media Corporation

Report on the Audit of the Financial Statements

Opinion
In our opinion,
- the consolidated financial statements give a true and fair view of the group's financial position and financial performance and cash flows in accordance with International Financial Reporting Standards (IFRS) as adopted by the EU
- the financial statements give a true and fair view of the parent company's financial performance and financial position in accordance with the laws and regulations governing the preparation of the financial statements in Finland and comply with statutory requirements.

Our opinion is consistent with the additional report to the Audit Committee.

What we have audited
We have audited the financial statements of Alma Media Oyj (business identity code 1944757-4) for the year ended 31 December 2022. The financial statements comprise:
- the consolidated balance sheet, statement of comprehensive income, statement of changes in equity, statement of cash flows and notes, including a summary of significant accounting policies
- the parent company's balance sheet, income statement, statement of cash flows and notes.

Basis for Opinion
We conducted our audit in accordance with good auditing practice in Finland. Our responsibilities under good auditing practice are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence
We are independent of the parent company and of the group companies in accordance with the ethical requirements that are applicable in Finland and are relevant to our audit, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

To the best of our knowledge and belief, the non-audit services that we have provided to the parent company and to the group companies are in accordance with the applicable law and regulations in Finland and we have not provided non-audit services that are prohibited under Article 5(1) of Regulation (EU) No 537/2014. The non-audit services that we have provided are disclosed in note 1.3.5 to the Financial Statements.

Our Audit Approach

Summary

Materiality	• We have applied an overall group materiality of EUR 4,0 million
Group scoping	• We have audited the parent company and its subsidiaries in Finland, Czech Republic and Slovakia.
Key audit matters	• Valuation of goodwill and intangibles with indefinite lives • Valuation of holdings in group companies (parent company)

As part of designing our audit, we determined materiality and assessed the risks of material misstatement in the financial statements. In particular, we considered where management made subjective judgements; for example, in respect of significant accounting estimates that involved making assumptions and considering future events that are inherently uncertain.

Materiality

The scope of our audit was influenced by our application of materiality. An audit is designed to obtain reasonable assurance whether the financial statements are free from material misstatement. Misstatements may arise due to fraud or error. They are considered material if individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

Based on our professional judgement, we determined certain quantitative thresholds for materiality, including the overall group materiality for the consolidated financial statements as set out in the table below. These, together with qualitative considerations, helped us to determine the scope of our audit and the nature, timing and extent of our audit procedures and to evaluate the effect of misstatements on the financial statements as a whole.

Overall group materiality

EUR 4,0 million

How we determined it

We used 5% of profit before tax to determine overall group materiality.

Rationale for the materiality benchmark applied

We chose profit before tax as the benchmark because, in our view, it is the benchmark against which the performance of the group is most commonly measured by users, and is a generally accepted benchmark. We chose 5% which is within the range of acceptable quantitative materiality thresholds in auditing standards.

How we tailored our group audit scope

We tailored the scope of our audit, taking into account the structure of the group, the accounting processes and controls, and the industry in which the group operates.

We have performed audit procedures in the most significant subsidiaries in Finland, Czech Republic and Slovakia. We have considered that the remaining subsidiaries don't present a reasonable risk of material misstatement for consolidated financial statements.

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

As in all of our audits, we also addressed the risk of management override of internal controls, including among other matters consideration of whether there was evidence of bias that represented a risk of material misstatement due to fraud.

Key audit matter in the audit of the group

Valuation of goodwill and intangibles with indefinite lives

Refer to Accounting principles and note 2.1 of the consolidated financial statements

On 31 December 2022 the Group's goodwill balance amounted to EUR 294,4 million and intangible rights with indefinite lives EUR 59,5 million. Goodwill and intangible rights with indefinite lives are allocated to the cash-generating units.

The Company tests goodwill for potential impairment whenever there is an indication that the carrying value may be impaired and at least once a year. The impairment testing is carried out by comparing the recoverable amount against the carrying value of goodwill.

The recoverable amounts are determined using the value in use model. Value in use calculations are subject to significant management judgement with respect to cash flows forecasts and discount rates.

Valuation of goodwill and intangible rights with indefinite lives is a key audit matter due to the significance of the balance sheet amount and the high degree of management judgement involved.

How our audit addressed the key audit matter

Our audit procedures included, for example, the following procedures:

- We assessed the methodology applied in the value in use calculation by comparing it to the requirements of IAS 36, Impairment of Assets, and testing the mathematical accuracy of calculations.
- We evaluated the process by which the future cash flow forecasts were determined for the value in use model and compared the forecasts to the budgets and strategic plans approved by the Board of Directors.
- We assessed the reasonableness of cash flow forecasts, for example, by comparing the accuracy of prior period revenue growth and operating profit forecasts to actual outcomes.
- We considered whether the sensitivity analysis performed by the management around key assumptions was appropriate.
- The discount rates applied within the model were assessed by PwC business valuation specialists.
- We assessed the adequacy and the appropriateness of the disclosures in the financial statements.

Key audit matter in the audit of the parent company

Valuation of holdings in group companies

Refer to note 6.14 of the parent company's financial statements

On 31 December 2022 holdings in group companies in the parent company's balance sheet amounted to EUR 500,5 million. The parent company has accounted for a EUR 2,0 million impairment of holdings in group companies during the financial year.

The holdings in group companies are tested annually for impairment by comparing the recoverable amount against the book value of an individual holding. The recoverable amounts are determined using the value in use model.

Valuation of holdings in group companies is a key audit matter due to the significance of the balance sheet amount and the high degree of management judgement involved.

How our audit addressed the key audit matter

Our audit procedures included, for example, the following procedures:

- We evaluated the process by which the future cash flow forecasts were determined for the value in use model and compared the forecasts to the budgets and strategic plans approved by the Board of Directors.
- We assessed the reasonableness of cash flow forecasts, for example, by comparing the accuracy of prior period revenue growth and operating profit forecasts to actual outcomes.
- The discount rates applied within the model were assessed by PwC business valuation specialists.

There are no significant risks of material misstatement referred to in Article 10(2c) of Regulation (EU) No 537/2014 with respect to the consolidated financial statements or the parent company financial statements.

Responsibilities of the Board of Directors and the Managing Director for the Financial Statements

The Board of Directors and the Managing Director are responsible for the preparation of consolidated financial statements that give a true and fair view in accordance with International Financial Reporting Standards (IFRS) as adopted by the EU, and of financial statements that give a true and fair view in accordance with the laws and regulations governing the preparation of financial statements in Finland and comply with statutory requirements. The Board of Directors and the Managing Director are also responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board of Directors and the Managing Director are responsible for assessing the parent company's and the group's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting. The financial statements are prepared using the going concern basis of accounting unless there is an intention to liquidate the parent company or the group or to cease operations, or there is no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with good auditing practice will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with good auditing practice, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the parent company's or the group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the Board of Directors' and the Managing Director's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the parent company's or the group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the parent company or the group to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events so that the financial statements give a true and fair view.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Other Reporting Requirements

Appointment

We were first appointed as auditors by the annual general meeting on 20 March 2014. Our appointment represents a total period of uninterrupted engagement of 9 years.

Other Information

The Board of Directors and the Managing Director are responsible for the other information. The other information comprises the report of the Board of Directors and the information included in the Annual Report, but does not include the financial statements and our auditor's report thereon. We have obtained the report of the Board of Directors prior to the date of this auditor's report and the Annual Report is expected to be made available to us after that date.

Our opinion on the financial statements does not cover the other information.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. With respect to the report of the Board of Directors, our responsibility also includes considering whether the report of the Board of Directors has been prepared in accordance with the applicable laws and regulations.

In our opinion

- the information in the report of the Board of Directors is consistent with the information in the financial statements
- the report of the Board of Directors has been prepared in accordance with the applicable laws and regulations.

If, based on the work we have performed on the other information that we obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Helsinki 15 February 2023
PricewaterhouseCoopers Oy
Authorised Public Accountants

Niina Vilske
Authorised Public Accountant (KHT)

Independent Auditor's Reasonable Assurance Report on Alma Media Corporation's ESEF Financial Statements

To the Management of Alma Media Oyj

We have been engaged by the Management of Alma Media Oyj (business identity code 1944757-4) (hereinafter also "the Company") to perform a reasonable assurance engagement on the Company's consolidated IFRS financial statements for the financial year 01 January–31 December 2022 in European Single Electronic Format ("ESEF financial statements").

Management's Responsibility for the ESEF Financial Statements

The Management of Alma Media Oyj is responsible for preparing the ESEF financial statements so that they comply with the requirements as specified in the Commission Delegated Regulation (EU) 2019/815 of 17 December 2018 ("ESEF requirements"). This responsibility includes the design, implementation and maintenance of internal control relevant to the preparation of ESEF financial statements that are free from material noncompliance with the ESEF requirements, whether due to fraud or error.

Our Independence and Quality Control

We have complied with the independence and other ethical requirements of the International Code of Ethics for Professional Accountants (including International Independence Standards) issued by the International Ethics Standards Board for Accountants (IESBA Code), which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

Our firm applies International Standard on Quality Control 1 and accordingly maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Our Responsibility

Our responsibility is to express an opinion on the ESEF financial statements based on the procedures we have performed and the evidence we have obtained.

We conducted our reasonable assurance engagement in accordance with the International Standard on Assurance Engagements (ISAE) 3000 (Revised) Assurance Engagements Other than Audits or Reviews of Historical Financial Information. That standard requires that we plan and perform this engagement to obtain reasonable assurance about whether the ESEF financial statements are free from material noncompliance with the ESEF requirements.

A reasonable assurance engagement in accordance with ISAE 3000 (Revised) involves performing procedures to obtain evidence about the ESEF financial statements compliance with the ESEF requirements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material noncompliance of the ESEF financial statements with the ESEF requirements, whether due to fraud or error. In making those risk assessments, we considered internal control relevant to the Company's preparation of the ESEF financial statements.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Opinion

In our opinion, Alma Media Oyj's ESEF financial statements for the financial year ended 31 December 2022 comply, in all material respects, with the minimum requirements as set out in the ESEF requirements.

Our reasonable assurance report has been prepared in accordance with the terms of our engagement. We do not accept, or assume responsibility to anyone else, except for Alma Media Oyj for our work, for this report, or for the opinion that we have formed.

Helsinki 13 March 2023
PricewaterhouseCoopers Oy
Authorised Public Accountants

Niina Vilske
Authorised Public Accountant (KHT)

ANNEX B

ARTICLES OF ASSOCIATION OF ALMA MEDIA

1) Name and registered office

The name of the company is Alma Media Oyj in Finnish, Alma Media Abp in Swedish, and Alma Media Corporation in English. The company's registered office is in Helsinki, Finland.

2) Field of business of the company

The company's line of business includes all business activities related to media, publishing, other communications, training, marketing, digital marketplaces, information technology and services, and the provision of payment, financing and insurance services as well as all other activities that are related to or support the aforementioned business activities. The company can carry out its operations either directly or through its subsidiaries and associated companies.

3) Shares and book-entry securities system

The company shares are included in the book-entry securities system.

4) The Board of Directors

The Board of Directors is responsible for the company's governance and its appropriate organisation. The Board of Directors comprises no less than three (3) and no more than nine (9) members. The Board of Directors shall elect from among its members a Chairman and a Deputy Chairman.

The term of office of a member of the Board of Directors shall be one (1) year. The term of office of the Board of Directors ends at the close of the Annual General Meeting following its election.

The company's President may not be the Chairman of the Board.

5) CEO

The company may have a CEO. The Board of Directors decides on the selection and dismissal of the CEO.

6) Representation of the company

The company shall be represented by the chairman of the Board of Directors and the President of the company, each singly, and the members of the Board of Directors, two jointly.

The Board of Directors may authorize company employees to sign for the company such that two shall sign jointly, or one singly together with any member of the Board.

The Board of Directors shall decide on the granting of procuration. Procuration may be granted only so that two holders of procuration may sign jointly, or any holder of procuration singly together with any member of the Board or together with a person authorized by the Board to sign for the company.

7) Auditors

The company shall have at least one (1) auditor, who shall have one (1) deputy, for the purpose of auditing the company's accounts and governance. An auditing firm can also be appointed as the auditor. If an auditing firm that is entered in the register of auditors of the Finnish Patent and Registration Office (PRH) and whose key audit partner is an Authorised Public Accountant is appointed the auditor, no deputy is required.

The term of office of the auditors is the financial year and their duties will cease at the close of the following Annual General Meeting.

8) Invitation to General Meeting

General meetings shall be announced in at least one of the widely read media, or on the company website, or else in writing to shareholders by registered letter no earlier than three (3) months and no later than three (3) weeks prior to the meeting date. The invitation to the General Meeting shall, however, be delivered no later than nine (9) days before the record date for the meeting.

To be entitled to attend a General Meeting, a shareholder shall notify the company of his or her attendance by the date specified by the Board of Directors in the invitation to the General Meeting. The date so indicated shall not be earlier than ten (10) days prior to the meeting.

9) Venue of General Meeting

The General Meeting shall be held at a location decided by the Board of Directors, which may be in Helsinki or Tampere.

The Board of Directors may decide that the Annual General Meeting will be held without a meeting venue so that the shareholders will exercise their decision-making power fully and in real time during the meeting by means of a telecommunications connection and a technological device.

The Board of Directors may also decide that a shareholder may participate in the Annual General Meeting in such a way that the shareholders exercise their decision-making power fully during the meeting by means of a telecommunications connection and a technological device.

10) Annual General Meeting

The Annual General Meeting shall be held yearly latest by the end of April on a date specified by the Board of Directors.

At the Annual General Meeting the following shall be:

presented:

1. the financial statements, comprising the income statement, balance sheet, cash flow statement and notes to the statements, and

2. the auditor's report,

decided:

3. approval of the financial statements,

4. disposal of the profit shown in the balance sheet,

5. discharge from liability of the members of the Board of Directors and the President,

6. number of members on the Board of Directors, their remuneration, and compensation for travel expenses, and

7. the number of auditors and their remuneration

elected:

8. the members of the Board of Directors, and

9. the auditor and, if required, the deputy auditor, and

discussed:

10. any other matters mentioned in the invitation.

11) Financial year

The company's financial year is the calendar year.

ANNEX C

STATEMENT BY THE BOARD OF DIRECTORS OF ALMA MEDIA