



**AL  
MA**

**ALMA MEDIA CORPORATION  
INTERIM REPORT Q1 2021  
21 APRIL 2021**

## Alma Media's Interim Report January–March 2021:

### Adjusted operating profit in Q1 was on a par with the comparison period. Significant transactions executed successfully.

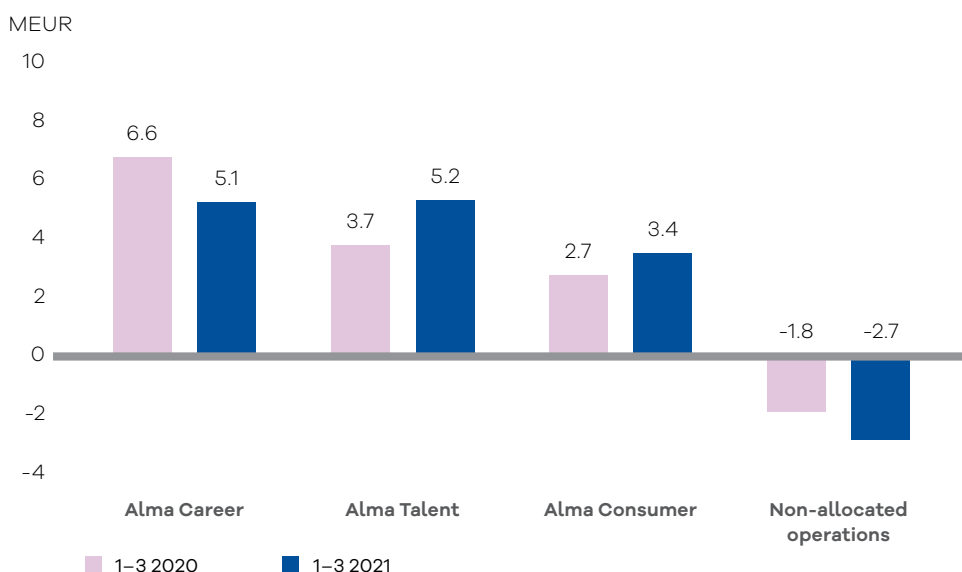
Alma Media's new segment structure entered into effect on 1 March 2021. Alma Media also changed its revenue reporting by distributing revenue between marketplaces, media and service revenue. As part of the transition to a new segment structure, the Alma Mediapartners services that were previously reported as part of the Alma Markets business segment are now reported under the Alma Consumer business segment. In connection with the change, the name Alma Markets was changed to Alma Career.

On 9 April 2021, Alma Media published comparison data under the new segment structure and the revised distribution of revenue for each quarter and for the full financial year January–December 2020. The reporting in this interim report reflects the new segment structure and revised distribution of revenue. Alma Media also publishes more detailed segment-specific revenue and profitability figures in accordance with the nature of each segment's business.

#### Financial performance January–March 2021:

- Revenue MEUR 58.1 (61.9), down 6.1%.
- The share of revenue represented by digital business was 74.1% (67.3%).
- Adjusted operating profit MEUR 11.1 (11.2), down 1.1%.
- Operating profit MEUR 10.8 (12.2), down 11.6%.
- Earnings per share from continuing operations EUR 0.09 (0.10).
- Equity ratio 40.5% (56.0%), gearing 31.2% (0.8%).
- Alma Career: Revenue and profitability declined year-on-year as expected. The recovery of invoicing was better than anticipated and added-value services developed favourably.
- Alma Talent: Revenue increased by 6% excluding the effect of the divested business operations in Sweden and profitability improved significantly. Strong growth was seen in digital services, digital content and direct marketing.
- Alma Consumer: The housing marketplaces business and competitive tender services saw growth in revenue and their profitability improved. The segment's revenue was weighed down by print media.

#### Business segments' adjusted operating profit



## Key figures

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1–Q4
Revenue	58.1	61.9	-6.1	230.2
Marketplaces	21.9	24.3	-9.5	86.7
Media	22.8	26.1	-12.5	94.9
Content, media	11.7	13.8	-15.2	50.4
- of which digital	32.4 %	20.8 %		25.4 %
Advertising, media	11.1	12.3	-9.6	44.5
- of which digital	78.2 %	70.1 %		74.5 %
Services	13.3	11.5	15.4	48.6
- of which digital	64.7 %	54.9 %		53.8 %
Adjusted total expenses	47.9	50.7	-5.6	186.0
Adjusted EBITDA	14.6	15.3	-4.9	60.8
EBITDA	14.3	16.3	-12.5	58.9
Adjusted operating profit	11.1	11.2	-1.1	45.4
% of revenue	19.1	18.1		19.7
Operating profit (loss)	10.8	12.2	-11.6	43.1
% of revenue	18.6	19.7		18.7
Profit for the period	8.1	10.2	-20.4	33.3
Earnings per share, EUR (basic and diluted)	0.09	0.10	-11.6	0.33
Digital business revenue	43.1	41.7	3.4	158.4
Digital business, % of revenue	74.1	67.3		68.8

### Operating environment in 2021

The global COVID-19 pandemic continues to influence and create uncertainty for economic development in 2021. The national economies of Finland and Alma Media's other operating countries are nevertheless expected to recover compared to 2020.

The rapid growth in the use of digital media and services during the exceptional circumstances caused by the COVID-19 pandemic as well as the simultaneous quick adoption of new technology suggest that consumer behaviour has changed permanently. The digitalisation of services and the ecosystems they create is expected to accelerate further in the next few years, and sales and purchases will continue to move to digital marketplaces.

Consequently, the structural transformation of the media sector is expected to continue and strengthen further. Data, analytics, machine learning and automation will become increasingly important, which calls for increasing investments in technology.

### Outlook for 2021 (unchanged, updated on 5 March due to the Nettix acquisition)

The uncertainty in Alma Media's operating environment is continuing due to the COVID-19 pandemic in 2021. In 2021, Alma Media expects its full-year revenue and adjusted operating profit for continuing operations to increase compared to 2020. In 2020, the full-year revenue of the Group's continuing operations was MEUR 230.2 and the adjusted operating profit was MEUR 45.4.

## Market situation in the main markets

According to Kantar TNS, the total advertising volume in Finland decreased by 13.8% (-2.3%) to MEUR 108.9 in January–February. Online media advertising increased by 2.7% (+4.6%), with classified advertising in online media growing by 4.0% (-4.0%). Advertising in magazines and newspapers decreased by 20.5% (-10.9%). In terms of volume, the total market for afternoon papers declined by 15% (-12%) in the first quarter of 2021.

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 in February 2021. The European Commission predicts that Finland's GDP will grow by 2.8 per cent in 2021 and 2.0 per cent in 2022. The Ministry of Finance forecasts that the unemployment rate in Finland will be 8.0 per cent in 2021 and 7.6 per cent in 2022. The European Commission predicts that the Czech GDP will grow by 3.2 per cent in 2021 and 5.0 per cent in 2022. The Czech National Bank estimates that the unemployment rate will be 3.6 per cent in 2021 and 2.5 per cent in 2022. The European Commission predicts that Slovakia's GDP will grow by 4.0 per cent in 2021 and 5.4 per cent in 2022. The National Bank of Slovakia estimates that the unemployment rate will be 7.1 per cent in 2021 and 6.3 per cent in 2022.

## The impacts of the pandemic on Alma Media's business in the first quarter of 2021:

In spite of the deterioration of the COVID-19 pandemic situation, the negative impacts of the exceptional circumstances on the Group's business mainly involved recruitment, events and travel-related businesses. As the impacts of the COVID-19 pandemic became less severe, no further significant cost savings were pursued in Alma Media's businesses. Instead, investments in product development, for example, were increased in the first quarter.

The recovery of the sales and invoicing of the Alma Career segment's recruitment business continued, although the delay between invoicing and the recognition of revenue had a negative impact on the revenue performance of the recruitment business in the first quarter of 2021. Revenue is expected to turn to growth starting from the second quarter. No customer events were organised in the Alma Talent segment during the review period. All training activities were carried out online due to the restrictions imposed by the authorities to prevent the spread of COVID-19. In the Alma Consumer segment, the travel restrictions caused by the pandemic and the accelerated shift among readers from print to digital further sharpened the

decline of Iltalehti's single-copy sales. The pandemic also continues to have a negative impact on Alma Media's digital service related to travel and tourism.

## CEO's review

The year 2021 has started favourably in spite of the pandemic. Alma Media's result for the first quarter was better than we anticipated in the uncertain operating environment. Our revenue was reduced by the lower revenue of the recruitment business, as expected, but also by the weak development of content and advertising revenue from print media.

The adjusted operating profit of the Alma Career segment decreased by 22.9 per cent due to lower revenue. During the early part of the year, the demand for recruitment services and the gradual recovery of customer invoicing have continued in spite of the difficult COVID-19 situation in many of our operating countries. The delay between invoicing and the recognition of revenue had a negative impact on the revenue performance of the recruitment business in the first quarter of 2021. Revenue is expected to turn to growth starting from the second quarter. Alma Career's strategic goal is to expand from job boards and recruitment advertising to services. In respect to this, positive development was seen in Seduo digital training service and other added-value services related to recruitment during the period under review.

In the Alma Talent segment, the accelerating transition of media and services towards digital business models was reflected in the share of digital business rising to 54.5 per cent. Thanks to the successful structural transformation, the development of the segment's business was strong across the board during the review period. The rapid growth (39%) of digital content revenue continued, compensating for the decline in print media revenue. Direct marketing services and Alma Talent Services also performed very well. In services, strong development was achieved in the marketplaces business as well as digital property information, company information and law-related services, for example. Advertising revenue reduced due to divested businesses and restrictions imposed by the authorities on customer events.

In the Alma Consumer segment, the good development of the housing-related marketplaces business and competitive tender services continued and their first quarter performance was strong. Media revenue was reduced by the decline of print media, particularly with single-copy sales being affected by the restrictions on movement. In digital advertising, growth was seen in

content marketing. One important initiative aimed at the growth of paid editorial content during the review period was the launch of the IL Plus digital subscription product.

The past few months have been a significant period in our efforts to build an increasingly competitive Alma Media. We have completed several significant transactions over a short period of time. We have acquired full ownership of Alma Mediapartners and Alma Career and we have expanded our product portfolio in digital housing transactions as well as advertising and recruitment business technologies. In March 2021, we closed our largest-ever acquisition by acquiring Nettix, the leading marketplace for motor vehicles. Following this acquisition, we have strong business cornerstones in areas that represent the most pivotal investments in consumers' lives – housing and cars – along with Finland's leading digital advertising network.

### Strategy implementation during the review period

The competitive situation in Alma Media's operating environment is expected to intensify further during the strategy period 2021–2023. The international platform giants have strengthened their position in several sectors, such as advertising and the marketplaces business. Local competition is also expected to increase in Alma Media's operating countries. The impact of smaller niche operators that focus on narrow fields and disrupt existing business models is already apparent in several markets.

The foundation of Alma Media's strategy is built on the digital transformation of the core business, growth in digital business and internationalisation. Alma Media has identified four strategic focus areas with respect to the development of its existing businesses: 1) audience acquisition, engagement & monetisation, 2) marketing solutions, 3) co-operation for larger scale and 4) the commercialisation of data.

In addition to organic growth, Alma Media actively seeks new business opportunities through acquisitions. The Group is growing and diversifying its product portfolio by expanding from media to marketplaces business and digital services. The Group will continue the internationalisation of the recruitment business, focusing on Eastern Europe and the Balkans. The COVID-19 pandemic has accelerated the ongoing digitalisation process and increased the demand for related services and solutions. The change presents

new digital business opportunities in areas such as the subscription business, housing and property transactions, online professional training and online buying.

One key element of the Group's strategy is the continued expansion from content generation and advertising in media and marketplaces towards new digital products and services that address customer needs and cover the entire value chain, ranging from sales systems to transactions. At the same time, the company will establish partnerships to participate in broad and seamless digital service ecosystems in the recruitment, housing and automotive verticals, for example.

In March 2021, Alma Media signed an agreement to acquire Nettix Oy's entire share capital from Otava Group. The acquisition strengthens Alma Media's position in the marketplaces business in Finland, especially in automotive and mobility services. In addition, the acquisition of Nettix Oy opens new business opportunities, for example in renting and leasing operations. In 2020, Nettix had revenue of MEUR 22.5, EBITDA of MEUR 11.2 and operating profit of MEUR 10.0. The enterprise value of the acquired business was MEUR 170. Nettix Oy's business consists of Finland's leading motor vehicle marketplaces, such as Nettiauto, Nettikone and Nettimoto. In addition, Nettix consists of Konepörssi, the leading professional media for the machine and transport business, and the news service Ampparit. The acquisition of Nettix is a continuation of Alma Media's strategy that 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.

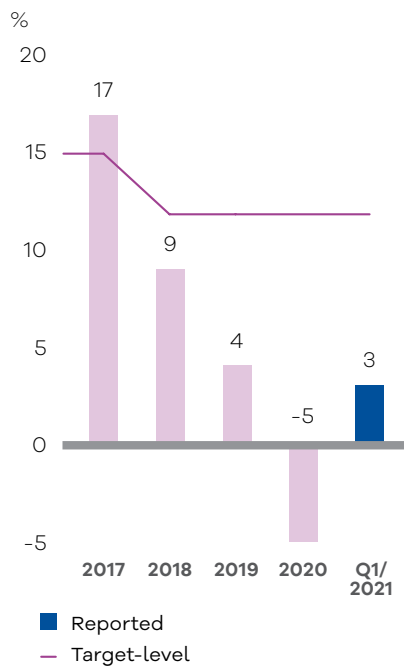
Alma Career Oy was transferred entirely to Alma Media's ownership during the review period. In March, Alma Media acquired Monster Worldwide Scandinavia AB's 16.66 per cent minority shareholding in Alma Career. The purchase price was MEUR 58.5. The purchase price of the minority shareholding was based on Alma Career Group's debt-free enterprise value of the entire share capital, EUR 300 million. Simplifying the ownership structure will clarify and support 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 ten European countries.

LMC s.r.o, a subsidiary of Alma Career Oy, acquired the Czech start-up Quantiq s.r.o. in January 2021. The company's SaaS-based recruitment service Techloop.io is targeted at IT professionals and businesses. The algorithm-based recruitment service Techloop analyses job applications, quickly and efficiently coordinating the most viable applicants registered in the service with known IT vacancies. Established in 2016, Quantiq's revenue in 2020 was approximately MEUR 0.3.

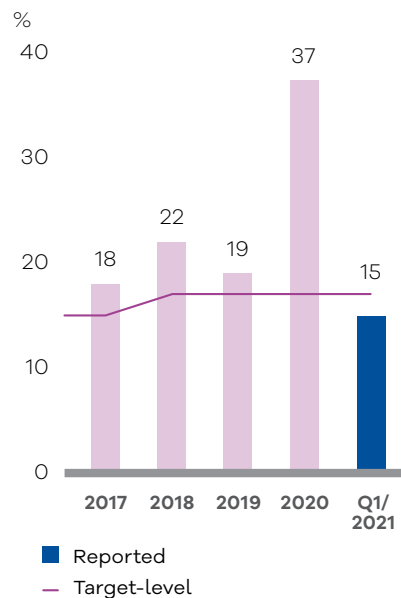
To strengthen Alma Media's centralised media sales in Alma Media Solutions' SME digital advertising market, Alma Media acquired 60 per cent of the share capital of Netello Systems Oy during the review period. Established in 1999, Netello Systems Oy provides SMEs with highly effective search engine optimisation (SEO) and solutions and related services, such as conversion rate optimisation (CRO), search engine marketing (SEM) and web design. Netello Systems Oy's revenue amounted to MEUR 2.2 in 2020.

Alma Media's long-term financial targets:

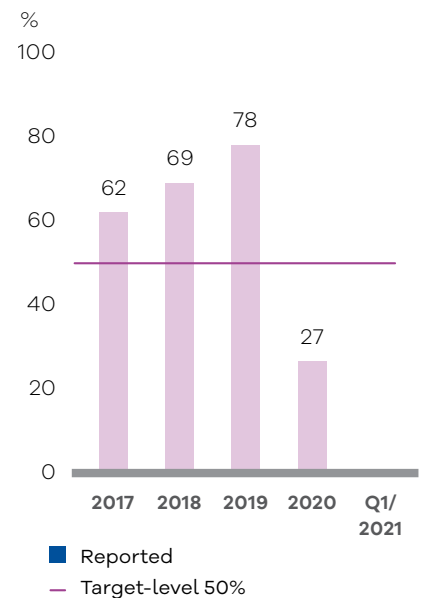
### Digital business growth



### Return on investment\*



### Dividend payout ratio



\* Return on investment for 2020 includes the gain on the sale of the regional news media business.

# Alma Media Group Interim Report 1 January–31 March 2021

The figures are compared in accordance with the International Financial Reporting Standards (IFRS) with those of the corresponding period in 2020, unless otherwise stated. The figures in the tables are independently rounded. 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.

## Key figures

### Income statement

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1–Q4
Revenue	58.1	61.9	-6.1	230.2
Adjusted total expenses	47.9	50.7	-5.6	186.0
Adjusted EBITDA	14.6	15.3	-4.9	60.8
EBITDA	14.3	16.3	-12.5	58.9
Adjusted operating profit	11.1	11.2	-1.1	45.4
% of revenue	19.1	18.1		19.7
Operating profit (loss)	10.8	12.2	-11.6	43.1
% of revenue	18.6	19.7		18.7
Profit for the period before tax	10.4	12.5	-17.1	42.2
Profit for the period	8.1	10.2	-20.4	33.3

### Balance sheet

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1–Q4
ASSETS	344.4	417.1	-17.4	333.9
Net debt	39.4	1.1	3,427.9	-9.1
Interest-bearing liabilities	91.7	88.4	3.8	38.9
Non-interest-bearing liabilities	124.4	109.7	13.3	90.5
Capital expenditure	64.1	6.8	841.9	91.4
Equity ratio %	40.5	56.0	-27.7	63.1
Gearing %	31.2	0.8	3,593.0	-4.5

## Employees

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Average no. of employees, excl. telemarketers	1,443	1,534	-6.0	1 497
Telemarketers on average	363	320	13.5	335

## Key figures

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Return on equity/ROE (annual)*	21.0	41.1	-48.9	48.7
Return on investment/ROI (annual)*	15.1	29.1	-47.9	37.4
Earnings per share, EUR (basic)	0.09	0.21	-55.9	1.13
Earnings per share, EUR (diluted)	0.09	0.21	-56.7	1.11
Earning per share, continuing operations, basic	0.09	0.10	-11.6	0.33
Earning per share, discontinued operations, basic		0.11		0.80
Cash flow from operating activities/share, EUR	0.19	0.33	-43.0	0.68
Shareholders' equity per share	1.51	2.26	-33.5	2.23
Dividend per share				0.30
Effective dividend yield %				3.4
P/E Ratio				7.9
Market capitalisation	714.5	509.1	40.3	734.9
Average number of shares, basic (YTD)**	82,320	82,352		82,262
Average number of shares, diluted (YTD)**	83,841	83,445		83,692
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 disposed of 57,630 of its own shares in 2021. At the end of the review period, the company held 63,381 of its own shares.

\*\*\* Includes treasury shares held by the company



# Revenue

## January–March 2021

Alma Media's revenue decreased by 6.1% to MEUR 58.1 (61.9). The effect of acquired and divested businesses on the decrease in revenue was MEUR -1.6. The decline in the revenue of marketplaces was influenced by the lower revenue of the recruitment business. Media revenue was reduced by the decline in content and advertising revenue from print media as well as the

impact of the divestment of Alma Media's Swedish media business. The growth of service revenue was supported by, for example, acquired businesses – such as the digital housing transaction service DIAS – and the positive development of direct marketing and digital services during the review period.

## Revenue

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1–Q4
Alma Career	16.2	18.4	-12.1	62.7
Alma Talent	24.5	25.6	-4.5	95.1
Alma Consumer	17.5	17.9	-2.3	69.9
Segments total	58.2	61.9	-6.1	227.7
Non-allocated operations	-0.1	-0.1	53.2	2.5
Total	58.1	61.9	-6.1	230.2

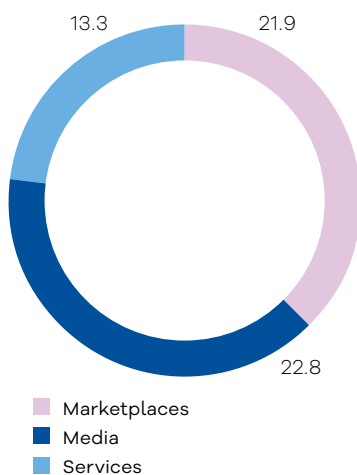
## Revenue by geographical area

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1–Q4
Finland	40.5	40.1	0.8	158.4
Other countries	17.6	21.7	-19.0	71.8
Group total	58.1	61.9	-6.1	230.1

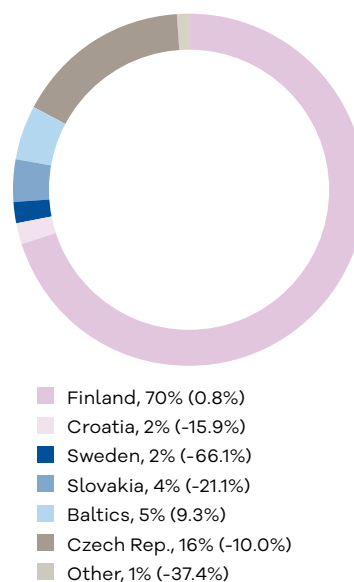
\* Revenue by geographical area is presented in accordance with the countries in which the Group's units are located.

## Revenue split 2021

MEUR



## Revenue split geographically 2021



# Result

## January–March 2021

Adjusted operating profit was MEUR 11.1 (11.2), or 19.1% (18.1%) of revenue. Operating profit was MEUR 10.8 (12.2), or 18.6% (19.7%) of revenue. Operating profit includes net adjusted items in the amount of MEUR -0.3 (1.0) related to gains on asset sales and operational restructuring. The adjusted items in the comparison period were related to items recognised through profit or loss arising from acquisitions achieved in stages.

Total expenses decreased in the first quarter by MEUR 2.7 due to divestments and lower marketing expenses. Depreciation and impairment included in the total expenses amounted to MEUR 3.5 (4.1). The result of continuing operations for January–March was MEUR 8.1 (10.2).

## Adjusted operating profit/loss

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1–Q4
Alma Career	5.1	6.6	-22.9	20.6
Alma Talent	5.2	3.7	41.4	16.2
Alma Consumer	3.4	2.7	27.8	15.0
Segments total	13.7	13.0	5.8	51.9
Non-allocated operations	-2.7	-1.8	49.3	-6.5
Total	11.1	11.2	-1.1	45.4

## Items adjusting operating profit

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

## Adjusted items

MEUR	2021 Q1	2020 Q1	2020 Q1-Q4
Alma Career			
Restructuring		0.0	-0.1
Items recognised through profit or loss arising from business acquisitions		0.9	0.9
Alma Talent			
Impairment losses			-0.3
Restructuring		-0.2	-0.7
Gains (losses) on the sale of assets			-2.2
Alma Consumer			
Items recognised through profit or loss arising from business acquisitions		0.5	0.1
Non-allocated			
Transaction costs of divested and acquired businesses	-0.4	-0.1	
Gains (losses) on the sale of assets	0.2		
Adjusted items in operating profit	-0.3	1.0	-2.3
Adjusted items in profit before tax	-0.3	1.0	-2.3

## Operating profit/loss

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Alma Career	5.1	7.5	-31.7	21.4
Alma Talent	5.2	3.5	49.4	13.1
Alma Consumer	3.4	3.2	7.4	15.1
Segments total	13.7	14.1	-2.9	49.6
Non-allocated operations	-2.9	-1.9	52.0	-6.5
Total	10.8	12.2	-11.6	43.1

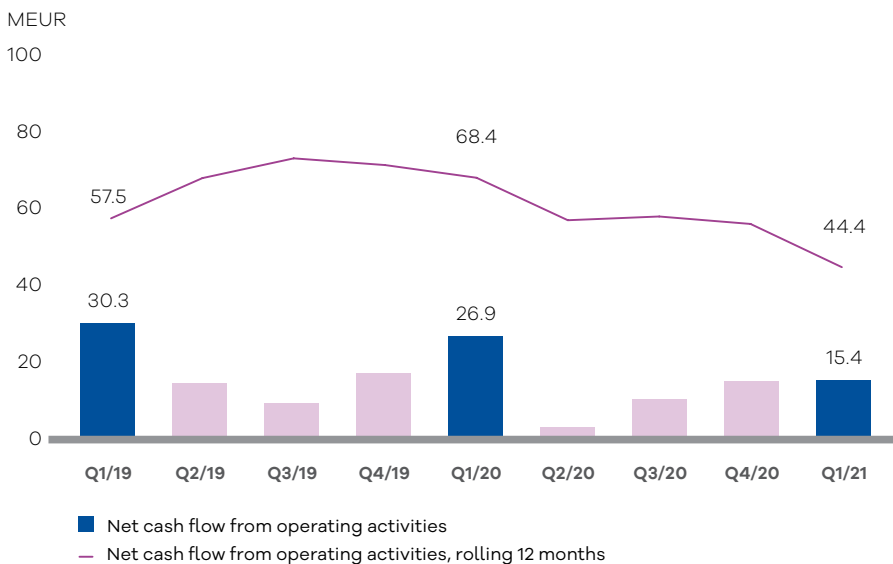
## Balance sheet and financial position

At the end of March 2021, the consolidated balance sheet stood at MEUR 344.4 (417.1). The Group's equity ratio at the end of March was 40.5% (56.0%) and equity per share was EUR 1.51 (2.27). Cash flow from operating activities amounted to MEUR 15.4 (26.9) in January–March. Cash flow from operating activities decreased year-on-year due to a divestment, the lower EBITDA of continuing operations and higher taxes paid. Cash flow before financing was MEUR -48.3 (22.2) in January–March. The most significant investments in the first quarter were the redemption of the minority interest in Alma Career Oy and the acquisition of shares in Netello Systems Oy and Quantiq s.r.o.

In March 2021, Alma Media agreed on a committed bridge financing facility of MEUR 220 with OP Corporate Bank Plc. A total of MEUR 50 of the loan was drawn in March. The loan will fall due no later than 18 months from the date of withdrawal. 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 2021. Alma Media will convert the bridge facility into long-term financing during 2021. In connection with the arrangement, the company agreed on terminating the previous financing limits (MEUR 25). Alma Media still has a commercial paper programme of MEUR 100 in Finland. Of the commercial paper programme, MEUR 5.0 was in use on 31 March 2021.

At the end of March 2021, the Group's interest-bearing debt amounted to MEUR 91.7 (88.3). Interest-bearing net debt totalled MEUR 39.4 (1.1).

### Cash flow from operating activities, MEUR

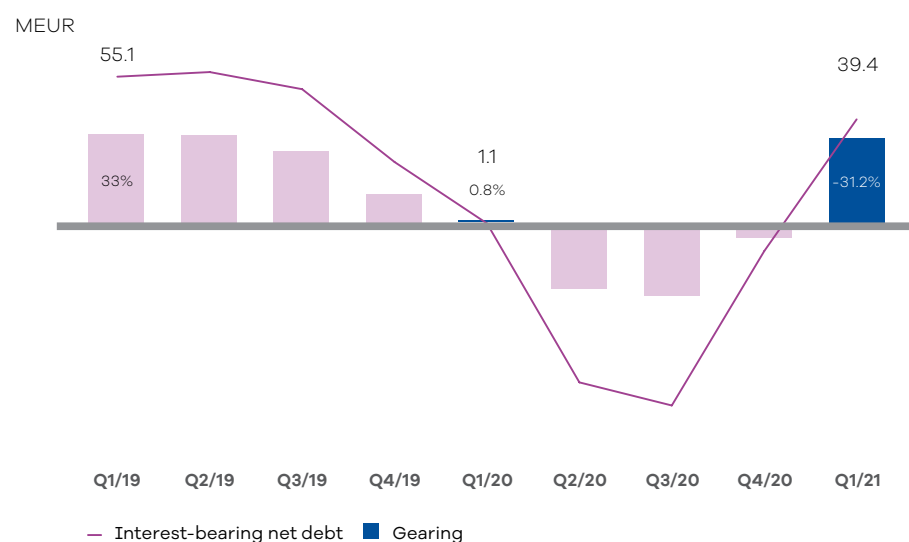


## Interest-bearing net debt

MEUR	2021 Q1	2020 Q1	2020 Q1- Q4
Interest-bearing long-term liabilities	79.7	76.5	31.9
IFRS 16 lease liabilities	29.7	76.5	31.9
Loans from financial institutions	50.0		
IFRS 16 lease liabilities	12.0	11.8	7.0
Commercial papers	7.0	11.8	7.0
Interest-bearing net debt	5.0		
Cash and cash equivalents	52.3	87.2	48.0
Interest-bearing net debt	39.4	1.1	-9.1

Alma Media had MEUR 1.3 in financial assets created in conjunction with business combinations measured at fair value and recognised through profit or loss and MEUR 19.9 in financial liabilities measured at fair value and recognised through profit or loss.

## Interest-bearing net debt and gearing



## Changes in Group structure in 2021

LMC s.r.o, a subsidiary of Alma Career Oy and a leading recruitment service company in the Czech Republic, acquired the Czech start-up Quantiq s.r.o. The company's SaaS-based recruitment service Techloop.io is targeted at IT professionals and businesses.

Alma Media Corporation acquired Monster Worldwide Scandinavia AB's 16.66 per cent minority shareholding in Alma Career. The purchase price was MEUR 58.5. With this transaction, Alma Career Oy was transferred entirely to Alma Media's ownership.

On 31 March 2021, Alma Media acquired 60 per cent of the share capital of Netello Systems Oy, a company that provides digital marketing solutions especially to SMEs.

## Capital expenditure

Alma Media Group's capital expenditure in the first quarter of 2021 totalled MEUR 64.0 (6.8). The capital expenditure consisted of the acquisition of shares in Netello Oy and Quantic s.r.o., the acquisition of the minority interest in Alma Career Oy as well as normal operating and maintenance investments.

## Capital expenditure by segment

MEUR	2021 Q1	2020 Q1	2020 Q1- Q4
Alma Career	2.1	3.6	8.5
Alma Talent	0.1	0.1	25.4
Alma Consumer	3.3	2.7	3.5
Segments total	5.5	6.4	37.4
Non-allocated	58.6	0.4	54.1
Total	64.1	6.8	91.4

## Capital expenditure and acquisitions

MEUR	2021 Q1	2020 Q1	2020 Q1- Q4
Capex	0.8	0.7	3.6
Acquisitions	63.3	6.1	87.8
Total	64.1	6.8	91.4

## Depreciation

MEUR	2021 Q1	2020 Q1	2020 Q1- Q4
Depreciation of tangible and intangible assets	2.4	2.7	10.6
Amortisation of intangible assets related to acquisitions	1.0	1.4	5.1
Total	3.5	4.1	15.8

## 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 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 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, Monster.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	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Revenue	16.2	18.4	-12.1	62.7
Marketplaces	14.6	17.3	-15.6	58.1
Services	1.6	1.2	41.2	4.6
Adjusted total expenses	11.2	11.8	-5.4	42.7
Adjusted EBITDA	5.8	7.5	-22.8	23.9
EBITDA	5.8	8.4	-30.7	24.7
Adjusted operating profit	5.1	6.6	-22.9	20.6
% of revenue	31.5%	35.9%		32.8%
Operating profit (loss)	5.1	7.5	-31.7	21.4
% of revenue	31.5%	40.6%		34.2%
Employees on average	564	624	-9.6	588
Digital business revenue	16.2	17.9	-10.0	62.1
Digital business, % of revenue	99.8%	97.5%		99.1%

## Revenue

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Finland	1.2	1.3	-13.0	2.9
Croatia	1.4	1.7	-15.9	4.7
Czech Republic	9.1	10.1	-10.0	37.3
Slovakia	2.5	3.2	-21.1	9.8
Baltic countries	1.8	1.8	1.1	6.2
Other countries	0.4	0.6	-37.4	1.9

### January–March 2021

The Alma Career segment's revenue decreased by 12.1% to MEUR 16.2 (18.4) in the first quarter of 2021. Acquired businesses had an effect of MEUR 0.1 on revenue. In spite of the deterioration of the COVID-19 situation in Alma Career's various operating countries, the demand for recruitment services continued to recover during the review period and the segment's revenue declined less than expected. The revenue performance of the digital training service Seduo and other added-value services related to recruitment was good during the review period.

Total expenses during the review period decreased by 5.4% to MEUR 11.2 due to marketing expenses decreasing year-on-year.

Adjusted operating profit amounted to MEUR 5.1 (6.6) in the first quarter. Adjusted operating profit was 31.5% (35.9%) of revenue. The segment's operating profit was MEUR 5.1 (7.5). No adjusted items were reported during the review period. The adjusted items in the comparison period were related to items recognised in profit or loss arising from an acquisition achieved in stages.



## 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 and businesses a comprehensive range of content related to company information, real estate information, law, financial management, competence development, leadership and marketing services. Alma Talent has operations in Finland, Sweden and the Baltic countries.

## Key figures

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Revenue	24.5	25.6	-4.5	95.1
Marketplaces	1.5	1.3	18.8	5.5
Media	12.8	15.6	-18.1	54.4
Content, media	8.4	9.7	-13.5	35.2
- of which digital	44.6%	29.2%		36.3%
Advertising, media	4.4	5.9	-25.7	19.3
- of which digital	52.4%	47.2%		50.4%
Services	10.1	8.7	16.5	35.2
- of which digital	56.6%	42.5%		47.2%
Adjusted total expenses	19.7	22.0	-10.3	78.9
Adjusted EBITDA	6.2	4.9	26.8	20.4
EBITDA	6.2	4.7	32.2	17.6
Adjusted operating profit	5.2	3.7	41.4	16.2
% of revenue	21.3%	14.4%		17.1%
Operating profit (loss)	5.2	3.5	49.4	13.1
% of revenue	21.3%	13.6%		13.7%
Average no. of employees, excl. telemarketers	425	485	-12.3	456
Telemarketers on average	363	320	13.5	335
Digital business revenue	13.3	10.6	25.6	44.6
Digital business, % of revenue	54.5%	41.5%		46.9%

## Revenue

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Alma Talent Media	12.8	13.2	-2.8	50.9
- of which digital	47.3%	37.6%		42.4%
Alma Talent Services	8.4	7.3	15.3	28.4
- of which digital	86.6%	67.7%		77.1%
Direct marketing	3.9	3.4	16.9	14.7
Divested operations and eliminations*	-0.7	1.8	-139.2	1.0

## Adjusted operating profit/loss

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Alma Talent Media	2.6	1.8	42.7	8.3
Alma Talent Services	2.1	1.5	34.2	6.6
Direct marketing	0.6	0.3	88.1	1.6
Divested operations and eliminations*	0.0	0.0	-104.4	-0.2

\* Divested operations consist of the Swedish media business, which was sold in June 2020.

### January–March 2021

In January–March, the Alma Talent segment's revenue decreased by 4.5% to MEUR 24.5 (25.6). Acquired and divested businesses reduced revenue by MEUR 1.6. Excluding the effect of the divested Swedish media business, revenue increased by 6%. Digital business accounted for 54.5% (41.5%) of the segment's revenue.

The rapid growth (39%) of digital content revenue continued in Talent Media's content revenue, compensating fully for the decline in print media revenue. Advertising revenue was reduced during the period under review by divested businesses as well as restrictions imposed by the authorities on customer events. Talent Media received MEUR 0.4 in media subsidies from the state to compensate for losses caused to media companies by the COVID-19 pandemic. The funds will be used in 2021 for the development of journalistic content. As the digital transformation of the media business continued, Talent Media's profitability developed favourably during the review period.

In January–March, Talent Services increased its revenue by 15.3% and its adjusted operating profit improved by 34.2%. Strong development was achieved in the

marketplaces business as well as digital property information, company information and law-related services, for example. The digital housing transaction service DIAS, acquired late last year, was also a factor in the growth of revenue. Due to restrictions imposed by the authorities in response to the COVID-19 pandemic, all training activities were organised entirely online.

The positive development of the direct marketing business continued, with revenue and profitability improving in each operating country.

The segment's adjusted total expenses amounted to MEUR 19.7 (22.0). The reduction in expenses was attributable to the divestment of the Swedish media business. The Alma Talent segment's adjusted operating profit was MEUR 5.2 (3.5) and operating profit MEUR 5.2 (3.7). No adjusted items were reported during the review period. The adjusted items in the comparison period were related to operational restructuring.

## Alma Consumer

The business of the Alma Consumer segment includes the multi-channel news and lifestyle media Iltalehti, Finland's leading housing marketplace Etuovi and housing rental marketplace Vuokraovi, the automotive marketplace Autotalli as well as the housing and car trade systems that serve companies representing these fields. The segment also includes competitive tender and comparison services, such as Autojerry, Urakkamaailma and Etua.

Alma Consumer's competitiveness is based on the superior 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	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Revenue	17.5	17.9	-2.3	69.9
Marketplaces	5.8	5.5	4.8	22.7
Media	10.1	10.7	-5.3	40.7
Content, media*	3.3	4.1	-19.1	15.2
Advertising, media	6.8	6.6	3.1	25.4
- of which digital	93.9%	90.4%		92.2%
Services	1.6	1.7	-6.0	6.5
Adjusted total expenses	14.5	15.2	-5.0	54.9
Adjusted EBITDA	3.9	3.2	21.8	17.0
EBITDA	3.9	3.7	5.1	17.1
Adjusted operating profit	3.4	2.7	27.8	15.0
% of revenue	19.6%	15.0%		21.5%
Operating profit (loss)	3.4	3.2	7.4	15.1
% of revenue	19.6%	17.8%		21.6%
Employees on average	292	307	-5.0	293
Digital business revenue	13.8	13.3	3.8	52.6
Digital business, % of revenue	78.6%	74.1%		75.3%

\* Content revenue consists entirely of the single-copy sales of Iltalehti.

## Revenue

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
Housing	4.0	3.8	6.0	15.5
Vehicles and machinery	1.6	1.8	-15.5	6.4
Competitive and sharing economy services	1.6	1.4	12.6	6.4
Media and ad-funded services	10.3	10.9	-5.3	41.7
- of which digital	64.5%	56.9%		58.4%

### January–March 2021

The Alma Consumer segment's revenue decreased by 2.3% in the first quarter to MEUR 17.5 (17.9). The effect of divested business operations on the decrease in revenue was MEUR 0.1. Digital business accounted for 78.6% (74.1%) of the segment's revenue.

The segment's housing-related marketplaces, such as Etuovi.com and Vuokraovi.com, saw growth in revenue and profitability during the review period. The decline in revenue in the car-related business area was mainly attributable to lower revenue of the automotive systems business. Competitive tender services, such as Urakkamaailma.fi and AutoJerry.fi, saw strong growth in January–March.

Revenue from the media business decreased by MEUR 0.6 mainly due to the decline of print media: single-copy sales and print media advertising declined. Digital

advertising grew by 7%, or MEUR 0.4. The restrictions on movement introduced to restrict the spread of COVID-19 reduced the single-copy sales of Iltalehti by MEUR 0.8 during the review period. Alma Consumer received MEUR 0.4 in media subsidies from the state to compensate for losses caused to media companies by the COVID-19 pandemic. The funds will be used in 2021 for the development of journalistic content.

The segment's total expenses decreased by 5.0% mainly due to lower expenses allocated to print media and amounted to MEUR 14.5 (15.2). The segment's adjusted operating profit was MEUR 3.4 (2.7), or 19.6% (15.0%) of revenue. The segment's operating profit was MEUR 3.4 (3.2). No adjusted items were reported during the review period. The adjusted items in the comparison period were related to items recognised in profit or loss arising from an acquisition achieved in stages.

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 2021	31 Mar 2020	31 Dec 2020
Alma Career	82.8	76.2	80.0
Alma Talent	118.1	97.0	116.6
Alma Consumer	48.4	44.6	42.6
Segments total	249.2	217.7	239.3
Discontinued operations	0.0	93.1	0.0
Non-allocated assets and eliminations	95.2	106.3	94.6
<b>Total</b>	<b>344.4</b>	<b>417.1</b>	<b>333.9</b>

### Liabilities by segment

MEUR	31.3.2021	31.3.2020	31.12.2020
Alma Career	30.8	30.3	25.3
Alma Talent	43.3	30.4	38.8
Alma Consumer	12.2	10.6	9.0
Segments total	86.3	71.3	73.1
Liabilities related to assets classified as held for sale	0.0	71.8	0.0
Non-allocated liabilities and eliminations	130.3	55.7	56.3
<b>Total</b>	<b>216.6</b>	<b>198.8</b>	<b>129.4</b>

### Annual General Meeting 2021

Alma Media Corporation's Annual General Meeting (AGM) held on 24 March 2021, with special arrangements, confirmed the financial statements for 2020 and released the members of the Board of Directors and the President and CEO from liability.

Peter Immonen, Esa Lager, Alexander Lindholm, Petri Niemisvirta, Jorma Ollila and Catharina Stackelberg-Hammarén were elected as Board members. In its constitutive meeting after the AGM, the Board of Directors elected Jorma Ollila as its Chairman and Petri Niemisvirta as its Vice Chairman.

### Dividends

In accordance with the proposal of the Board of Directors, the AGM resolved that a dividend of EUR 0.30 per share be paid for the financial year 2020. 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, 26 March 2021. The dividend was paid on 6 April 2021.

### 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 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 2022: 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 per cent 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 2021 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 2021 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 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 six (6) as proposed by the Shareholders' Nomination Committee.

The current 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, Petri Niemisvirta, Jorma Ollila and Catharina Stackelberg-Hammarén.

### 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 2021. 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 Article 8 of the Articles of Association so that the company could publish an invitation to the Annual General Meeting in at least one widely read media or on the company's website or by delivering a registered letter to shareholders. The first paragraph of Article 8 of the Articles of Association will be amended as follows:

"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."

### 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 29 April 2020.

### **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 issuable 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 29 April 2020, but not the share issue authorisation proposed above.

### **Charitable donations**

The AGM authorised the Board to decide on donations amounting to no more than a total of EUR 50,000 to universities in 2021–2022, with the more detailed conditions of the donations to be decided by the Board of Directors.

### **Constitutive meeting of the Board of Directors**

In its constitutive meeting held after the AGM, the Board of Directors elected Jorma Ollila as its Chairman and Petri Niemisvirta as its Vice Chairman.

The Board of Directors also appointed the members to its permanent committees. Esa Lager, Alexander Lindholm and Petri Niemisvirta were elected as

members of the Audit Committee, with Esa Lager as Chairman. Peter Immonen, Jorma Ollila and Catharina Stackelberg-Hammarén were elected as members of the Nomination and Compensation Committee, with Peter Immonen as Chairman.

The Board of Directors has assessed that, with the exception of Peter Immonen, Esa Lager, Alexander Lindholm and Jorma Ollila, the members of the Board are independent of the company and its significant shareholders. 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 Jorma Ollila has been a member of the Board of Otava Ltd. for ten consecutive years in 2019 (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 930,131 Alma Media shares were traded on the Nasdaq Helsinki stock exchange, representing 1.1% 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 2021, was EUR 9.0. The lowest quotation during the review period was EUR 8.42 and the highest EUR 9.98. Alma Media Corporation's market capitalisation at the end of the review period was MEUR 741.45. Alma Media Corporation holds a total of 63,381 of its own shares.

### **Share-based retention and incentive schemes LTI 2015 and LTI 2019**

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 share and transfer restrictions.

The Board of Directors of Alma Media Corporation has 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). 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 2020 on 17 February 2021. 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](http://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 2021.

### 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's most significant strategic risks are related to the potential decline in online audiences for digital services and media as well as a potential permanent decrease in digital advertising sales and listing advertising. For print media, the most significant risk is a potential permanent decline in the readership of publications. The industry is undergoing changes following the transformation in media consumption and technological development. 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 product and service offering for advertisers and enrich end user services. Alma Media will manage customer data and behavioural data by centralising customer data repositories and deploying analysis and activation technology, taking regulatory requirements into consideration. As the significance of data in Alma Media's business has increased, the Group's strategic risks also include cyber risks. The regulation of the media sector and the related market practices are becoming stricter. The changes in the operating environment and the rapid technological development require continuous investments in employee competence and development.

The most significant operational risks are disturbances of information technology and communications. 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.

### Events after the review period

Alma Media closed the acquisition of Nettix Oy, the leading marketplace for motor vehicles in Finland, from Otava Group. The transaction was announced on 5 March 2021 and closed on 1 April 2021. Nettix Oy will be reported as part of the Alma Consumer business segment starting from the second quarter of 2021. In 2020, Nettix Oy had revenue of MEUR 22.5, EBITDA of MEUR 11.2 and operating profit of MEUR 10.0. The enterprise value of the acquired business was MEUR 170. In connection with closing the acquisition, Alma Media drew a second instalment under the financing agreement signed in March, totalling MEUR 170. Alma Media estimates that the transaction will generate annual synergy gains of EUR 1.5 million by 2022, mostly associated with media sales, support functions, premises, IT systems and IT development. The transaction costs related to the acquisition are estimated to amount to MEUR 1.5, of which MEUR 0.5 was recognised as an expense in 2020 and MEUR 0.4 in the first quarter of 2021. The expense will be recognised as an adjusted item in 2021.

According to a preliminary estimate, the Nettix Oy acquisition will increase Alma Media's goodwill by MEUR 145. In addition, other intangible assets are estimated to increase by MEUR 30 in connection with the transaction. The measurement of assets at fair value in connection with the transaction is estimated to increase total annual depreciation by approximately MEUR 3. The company will publish the transaction's acquisition cost calculation and more specific effects on the balance sheet in connection with the interim report for the second quarter.



# Summary of interim report and notes

## Comprehensive income statement

MEUR	2021 Q1	2020 Q1	Change %	2020 Q1-Q4
<b>REVENUE</b>	<b>58.1</b>	<b>61.9</b>	<b>-6.1</b>	<b>230.2</b>
Other operating income	1.1	1.4	-23.2	3.3
Materials and services	7.9	9.4	-16.0	32.7
Expenses arising from employee benefits	25.1	25.6	-1.7	93.3
Depreciation and write-downs	3.5	4.1	-15.3	15.8
Other operating expenses	11.8	12.0	-1.3	48.7
<b>OPERATING PROFIT</b>	<b>10.8</b>	<b>12.2</b>	<b>-11.6</b>	<b>43.1</b>
Finance income	0.2	0.5	-156.6	0.3
Finance expenses	0.7	0.3	-108.1	1.3
Share of result of assoc. companies	0.0	0.0	-215.4	0.1
<b>PROFIT BEFORE TAX</b>	<b>10.4</b>	<b>12.5</b>	<b>-17.1</b>	<b>42.2</b>
Income tax	2.2	2.3	-2.2	9.0
PROFIT FROM CONTINUING OPERATIONS	8.1	10.2	-20.4	33.3
PROFIT FROM DISCONTINUED OPERATIONS		8.7	-100.0	65.8
<b>PROFIT FOR THE PERIOD</b>	<b>8.1</b>	<b>18.9</b>	<b>-57.1</b>	<b>99.1</b>
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)				0.2
Items that may later be transferred to be recognised through profit or loss				
Translation differences	0.6	-2.0		0.6
Other comprehensive income for the year, net of tax	0.6	-2.0		0.7
<b>TOTAL COMPREHENSIVE INCOME FOR THE PERIOD</b>	<b>8.7</b>	<b>16.9</b>		<b>99.8</b>
Profit for the period attributable to:				
– Owners of the parent	7.6	17.3		93.3
– Non-controlling interest	0.5	1.6		5.7
Total comprehensive income for the period attributable to:				
– Owners of the parent	8.2	15.3		94.0
– Non-controlling interest	0.5	1.6		5.7
Distribution of total comprehensive income				
– Continuing operations	8.7	8.2		34.0
– Discontinued operations		8.7		65.8
Earnings per share calculated from the profit for the period attributable to the parent company shareholders:				
– Earnings per share, basic	0.09	0.21		1.13
– Earnings per share, diluted	0.09	0.21		1.11
– Earnings per share, continuing operations	0.09	0.10		0.33
– Earnings per share, discontinued operations		0.11		0.80

## Balance sheet

MEUR	31 Mar 2021	31 Mar 2020	31 Dec 2020
<b>ASSETS</b>			
<b>NON-CURRENT ASSETS</b>			
Goodwill	153.6	132.4	150.7
Intangible assets	57.9	53.1	55.1
Tangible assets	38.4	44.7	40.6
Investments in associated companies	6.4	2.8	6.6
Other non-current financial assets	4.0	3.8	3.9
Deferred tax assets	0.3	0.5	0.3
<b>TOTAL NON-CURRENT ASSETS</b>	<b>260.6</b>	<b>237.3</b>	<b>257.2</b>
<b>CURRENT ASSETS</b>			
Inventories	0.7	0.7	0.6
Current tax assets	1.2	0.4	1.0
Trade receivables and other receivables	29.7	26.9	27.1
Financial assets, short-term	0.0	0.4	0.0
Cash and cash equivalents	52.3	58.3	48.0
<b>TOTAL CURRENT ASSETS</b>	<b>83.8</b>	<b>86.7</b>	<b>76.7</b>
Assets classified as held for sale		93.1	
<b>TOTAL ASSETS</b>	<b>344.4</b>	<b>417.1</b>	<b>333.9</b>
<b>EQUITY AND LIABILITIES</b>			
Share capital	45.3	45.3	45.3
Share premium reserve	7.7	7.7	7.7
Translation differences	0.6	-2.5	0.0
Invested non-restricted equity fund	19.1	19.1	19.1
Retained earnings	51.5	117.2	111.4
Equity attributable to owners of the parent	124.2	186.8	183.6
Non-controlling interest	3.7	31.4	21.0
<b>TOTAL EQUITY</b>	<b>127.9</b>	<b>218.3</b>	<b>204.6</b>
<b>LIABILITIES</b>			

MEUR	31 Mar 2021	31 Mar 2020	31 Dec 2020
<b>NON-CURRENT LIABILITIES</b>			
Non-current interest-bearing liabilities	79.7	35.2	31.9
Deferred tax liabilities	12.1	10.6	11.5
Pension liabilities	0.7	0.8	0.7
Provisions		0.3	0.0
Other financial liabilities	17.2	2.0	13.6
Other non-current liabilities	0.0	0.1	0.0
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>109.8</b>	<b>49.0</b>	<b>57.8</b>
<b>CURRENT LIABILITIES</b>			
Current financial liabilities	14.8	8.9	9.8
Advances received	28.8	14.3	9.9
Income tax liability	0.7	3.1	3.4
Provisions		0.1	0.0
Trade payables and other payables	62.5	51.6	48.5
<b>TOTAL CURRENT LIABILITIES</b>	<b>106.8</b>	<b>78.0</b>	<b>71.6</b>
Liabilities related to assets classified as held for sale		71.8	
<b>TOTAL LIABILITIES</b>	<b>216.6</b>	<b>198.8</b>	<b>129.4</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>344.5</b>	<b>417.1</b>	<b>333.9</b>

# Consolidated statement of change in equity

## Equity attributable to owners of the parent

MEUR	A	B	C	D	E	F	G	H
<b>Profit for the period</b>	45.3	7.7	0.0	19.1	111.4	183.6	21.0	204.6
Other comprehensive income					7.6	7.6	0.5	8.1
Translation differences						0.0		0.0
Transactions with equity holders			0.6			0.6		0.6
Dividends paid by parent								
Dividends paid by subsidiaries					-24.7	-24.7		-24.7
Refund of unredeemed dividends					0.1	0.1		
Share-based payment transactions and								
exercised share options					0.4	0.4		0.4
Change in ownership in subsidiaries					-43.4	-43.4	-17.6	-61.0
<b>Total equity on 31 Mar 2021</b>	45.3	7.7	0.6	19.1	51.5	124.1	3.7	127.9
<b>Equity 1 Jan 2020</b>	45.3	7.7	-0.5	19.1	100.5	172.1	30.4	202.5
Profit for the period					17.3	17.3	1.6	18.9
Other comprehensive income						0.0		0.0
Translation differences			-2.0			-2.0	-0.9	-2.9
Transactions with equity holders								
Dividends paid by subsidiaries							-0.2	-0.2
Acquisition of own shares					-0.8	-0.8		-0.8
Share-based payment transactions and					0.2	0.2		0.2
exercised share options					0.0	0.0	0.5	0.4
<b>Change in ownership in subsidiaries</b>	45.3	7.7	-2.5	19.1	117.2	186.8	31.4	218.3
<b>Equity 31 Mar 2020</b>								

Column headings:

A = Share capital

B = Share premium reserve

C = Translation differences

D = Invested non-restricted equity fund

E = Retained earnings

F = Total

G = Non-controlling interest

H = Equity total

## Cash flow statement

MEUR	2021 Q1	2020 Q1	2020 Q1-Q4
<b>OPERATING ACTIVITIES</b>			
Profit for the period	8.1	18.9	99.0
Adjustments	6.9	8.1	-39.6
Change in working capital	5.2	2.4	5.8
Dividends received	0.1	0.0	0.2
Interest received	0.0	0.0	0.1
Interest paid and other finance expenses	-0.3	-0.8	-1.5
Taxes paid	-4.6	-1.7	-8.1
<b>Net cash flow from operating activities</b>	<b>15.4</b>	<b>26.9</b>	<b>56.0</b>
<b>INVESTING ACTIVITIES</b>			
Acquisitions of tangible assets	-0.2	-0.2	-0.9
Acquisitions of intangible assets	-0.4	-0.4	-2.2
Proceeds from sale of tangible and intangible assets	0.4	0.0	0.0
Other investments		-0.4	-0.6
Business acquisitions less cash and cash equivalents at the time of acquisition	-63.4	-4.2	-72.5
Proceeds from sale of businesses less cash and cash equivalents at the time of sale		0.4	51.1
<b>Acquisition of associated companies</b>			<b>-4.0</b>
<b>Net cash flows from/(used in) investing activities</b>	<b>-63.6</b>	<b>-4.8</b>	<b>-28.4</b>
<b>Cash flow before financing activities</b>	<b>-48.3</b>	<b>22.2</b>	<b>27.6</b>
<b>CASH FLOWS FROM/(USED IN) FINANCING ACTIVITIES</b>			
Acquisition of own shares		-0.8	-1.5
Loans taken	54.7		
Payments of finance lease liabilities	-2.2	-2.4	-7.4
Dividends paid		-0.2	-37.6
<b>Net cash flows from/(used in) financing activities</b>	<b>52.5</b>	<b>-3.3</b>	<b>-46.4</b>
Change in cash and cash equivalent funds (increase +/decrease -)	4.3	18.8	-18.9
Cash and cash equivalents at beginning of period	48.0	67.1	67.1
Effect of change in foreign exchange rates	0.0	1.3	-0.2
<b>Cash and cash equivalents at end of period</b>	<b>52.3</b>	<b>87.2</b>	<b>48.0</b>

## Associated companies

### Share of result of associated comp

MEUR	2021 Q1	2020 Q1	2020 Q1-Q4
Alma Career	0.0	0.0	0.1
Alma Talent	0.0	0.0	0.0
Alma Consumer	0.0	0.0	0.0
Other associated companies	0.0	0.0	0.0
<b>Total</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>

## Acquired businesses in 2021

Alma Media has acquired the following business operations in 2021:

Business	Acquisition date	Acquired share	Group share
<b>Alma Career segment</b>			
Quantiq s.r.o	Online	7 January 2021	100%
<b>Alma Consumer segment</b>			
Netello Systems Oy	Online	31 March 2021	60%

The Alma Career segment's information on acquired businesses is presented in combined form.

MEUR	Fair values entered in integration
Property, plant and equipment	
Intangible assets	0.8
Trade receivables and other receivables	0.0
Cash and cash equivalents	0.0
<b>Total</b>	<b>0.8</b>
Deferred tax liabilities	0.1
Trade payables and other payables	0.2
<b>Total</b>	<b>0.3</b>
Total identifiable net assets at fair value 100%	0.5
Group's share of net assets	0.4
IFRS acquisition cost	1.9
Goodwill	1.5

The Alma Consumer segment's information on acquired businesses is presented in combined form.

MEUR	Fair values entered in integration
Property, plant and equipment	0.0
Intangible assets	3.1
Trade receivables and other receivables	0.3
Cash and cash equivalents	0.2
<b>Total</b>	<b>3.5</b>
Deferred tax liabilities	0.6
Trade payables and other payables	0.5
<b>Total</b>	<b>1.0</b>
Total identifiable net assets at fair value 100%	2.5
Group's share of net assets	1.5
IFRS acquisition cost	2.9
Goodwill	1.4

## Contingent considerations

Contingent considerations arising from business acquisitions are classified as financial liabilities recognised at fair value through profit or loss. The amount of the contingent considerations due to acquisitions and business arrangements is based on the profits of the acquired businesses in 2021–2024.

## Contingent consideration liability

MEUR	
Initial recognition of the liability	19.9
<b>Fair value of the contingent consideration liability at the end of the period</b>	<b>19.9</b>

## Contingent Consideration Assets

MEUR	
Initial recognition of the assets	1.8
Change in fair value during previous financial periods	-0.5
<b>Fair value of the contingent consideration assets at the end of the period</b>	<b>1.3</b>

## Employees

### Employees by geographical area

	2021 Q1	2020 Q1	2020 Q1–Q4
Employees, Finland	848	892	864
Employees, other countries	595	642	634
<b>Employees, total</b>	<b>1,443</b>	<b>1,534</b>	<b>1,497</b>

## Provisions

The company had no provisions on 31 March 2021 (MEUR 0.8). It has not been necessary to change the estimates made when the provisions were entered.

## Commitments and contingencies

### Commitments and contingencies

MEUR	31 Mar 2021	31 Mar 2020	31 Dec 2020
Collateral for others			
Guarantees	0.0	0.9	0.0
Other commitments and contingencies	0.1	0.1	0.1
Minimum lease payments on other lease agreements:			
Within one year	0.4	0.5	0.3
Within 1–5 years	0.5	0.7	0.4
<b>Total</b>	<b>0.9</b>	<b>1.2</b>	<b>0.7</b>

## Derivative contracts

MEUR	31 Mar 2021	31 Mar 2020	31 Dec 2020
Commodity derivative contracts, electricity derivatives			
Fair value*	0.0	-0.1	0.0
Nominal value	0.1	0.2	0.1
Foreign currency derivatives			
Fair value*	0.0	0.4	0.0
Nominal value	9.0	7.5	6.0

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



## Related party transactions

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

## Related party transactions

MEUR	2021 Q1	2020 Q1	2020 Q1-Q4
Sales of goods and services	0.0	0.0	0,2
Associated companies			0,0
Principal shareholders	0.0	0.0	0,1
Corporations where management exercises influence	0.0		0,1
Purchases of goods and services	0.1	0.1	0,6
Associated companies	0.0	0.1	0,3
Principal shareholders	0.0	0.0	0,1
Corporations where management exercises influence	0.1	0.0	0,1

## Quarterly information

MEUR	2021 Q1	2020 Q4	2020 Q3	32020 Q2	2020 Q1
<b>REVENUE</b>	<b>58.1</b>	<b>61.9</b>	<b>53.8</b>	<b>52.6</b>	<b>61.9</b>
Alma Career	16.2	15.3	15.5	13.5	18.4
Alma Talent	24.5	26.4	20.7	22.4	25.6
Alma Consumer	17.5	19.3	16.9	15.7	17.9
Eliminations and non-allocated	-0.1	0.9	0.7	1.0	-0.1
<b>ADJUSTED TOTAL EXPENSES</b>	<b>47.9</b>	<b>51.4</b>	<b>40.9</b>	<b>43.0</b>	<b>50.7</b>
Alma Career	11.2	11.8	10.1	8.9	11.8
Alma Talent	19.7	21.1	16.6	19.6	22.0
Alma Consumer	14.5	14.5	12.3	12.9	15.2
Eliminations and non-allocated	2.6	4.0	1.9	1.5	1.7
<b>ADJUSTED EBITDA</b>	<b>14.6</b>	<b>14.6</b>	<b>17.0</b>	<b>13.8</b>	<b>15.3</b>
Alma Career	5.8	4.4	6.4	5.6	7.5
Alma Talent	6.2	6.6	5.1	3.9	4.9
Alma Consumer	3.9	5.3	5.2	3.3	3.2
Eliminations and non-allocated	-1.3	-1.7	0.4	1.0	-0.2
<b>ADJUSTED OPERATING PROFIT/LOSS</b>	<b>11.1</b>	<b>11.1</b>	<b>13.2</b>	<b>9.8</b>	<b>11.2</b>
Alma Career	5.1	3.7	5.5	4.8	6.6
Alma Talent	5.2	5.7	4.1	2.8	3.7
Alma Consumer	3.4	4.9	4.6	2.8	2.7
Eliminations and non-allocated	-2.7	-3.1	-1.1	-0.5	-1.8
<b>% OF REVENUE</b>	<b>19.1</b>	<b>18.0</b>	<b>24.5</b>	<b>18.7</b>	<b>18.1</b>
Alma Career	31.5	24.2	35.5	35.3	35.9
Alma Talent	21.3	21.5	19.9	12.4	14.4
Alma Consumer	19.6	25.2	27.5	17.9	15.0
Non-allocated operations	0.0	0.0	0.0	0.0	0.0
<b>ADJUSTED ITEMS</b>	<b>-0.3</b>	<b>-0.4</b>	<b>0.0</b>	<b>0.2</b>	<b>1.0</b>
Alma Career	0.0	0.1	-0.1	0.0	0.9
Alma Talent	0.0	0.0	0.0	-3.0	-0.2
Alma Consumer	0.0	-0.4	0.0	0.0	0.5
Non-allocated operations	-0.3	0.0	0.0	0.1	-0.1
<b>OPERATING PROFIT/LOSS</b>	<b>10.8</b>	<b>10.8</b>	<b>13.2</b>	<b>7.0</b>	<b>12.2</b>
Alma Career	5.1	3.8	5.4	4.8	7.5
Alma Talent	5.2	5.7	4.1	-0.2	3.5
Alma Consumer	3.4	4.4	4.6	2.8	3.2
Non-allocated operations	-2.9	-3.1	-1.1	-0.4	-1.9
Finance income	0.2	0.4	0.1	0.0	0.6
Finance expenses	0.7	0.3	0.1	0.7	0.3
Share of profit of associated companies	0.0	-0.2	0.2	0.2	0.0
<b>PROFIT BEFORE TAX</b>	<b>10.4</b>	<b>9.9</b>	<b>13.4</b>	<b>6.5</b>	<b>12.5</b>
Income tax	-2.2	-2.5	-1.9	-2.3	-2.3
<b>PROFIT FOR THE PERIOD</b>	<b>8.1</b>	<b>7.4</b>	<b>11.5</b>	<b>4.2</b>	<b>10.2</b>

## Main accounting principles (IFRS)

This Interim Report has been prepared according to IFRS standards (IAS 34). The Interim Report applies the same accounting principles and calculation methods as the annual accounts dated 31 December 2020 and the new and revised IFRS standards described in the 2020 financial statements. The Interim Report does not, however, contain all the information or notes to the accounts included in the annual financial statements.

This report should therefore be read in conjunction with the company's financial statements for 2020. This Interim Report applies the same accounting principles as the consolidated financial statements, with the exception of the following new standards adopted at the start of the financial year:

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

The continuing operations consist of Alma Career, which focuses on digital marketplaces, Alma Talent, a provider of financial media and services aimed at professionals and businesses, and Alma Consumer, which focuses on the national consumer media business. In April 2020, the Group divested its regional news media business and printing business, which were treated as discontinued operations in 2020. The post-divestment estimated and fixed costs related to support services have been allocated to the continuing operations and the comparison figures for 2020 have been adjusted accordingly.

Starting from the beginning of 2021, the Group has recognised advances received allocated to the recruitment business in the Czech Republic in advances received on the balance sheet instead of in trade and other payables, which was previously the case. The effect of the change amounted to MEUR 14.7 on 31 March 2021.

## 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, 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

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

## General statement

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

## ALMA MEDIA CORPORATION Board of Directors

### More information:

Kai Telanne, President and CEO,  
telephone +358 (0)10 665 3500

Juha Nuutinen, CFO, telephone +358 (0)10 665 3873

### Alma Media's financial calendar 2021

- Interim Report for January–June 2021 on Wednesday, 21 July 2021 at approximately 8:00 EET
- Interim Report for January–September 2021 on Thursday, 21 October 2021 at approximately 8:00 EET



**Alma Media Corporation**

Alvar Aallon katu 3 C, 00100 Helsinki P.O. Box 140, FI-00101 Helsinki, Finland  
Tel. +358 10 665 000, [firstname.lastname@almamedia.fi](mailto:firstname.lastname@almamedia.fi), [almamedia@almamedia.fi](mailto:almamedia@almamedia.fi)