

ALMA

ALMA MEDIA CORPORATION
INTERIM REPORT Q1 2022

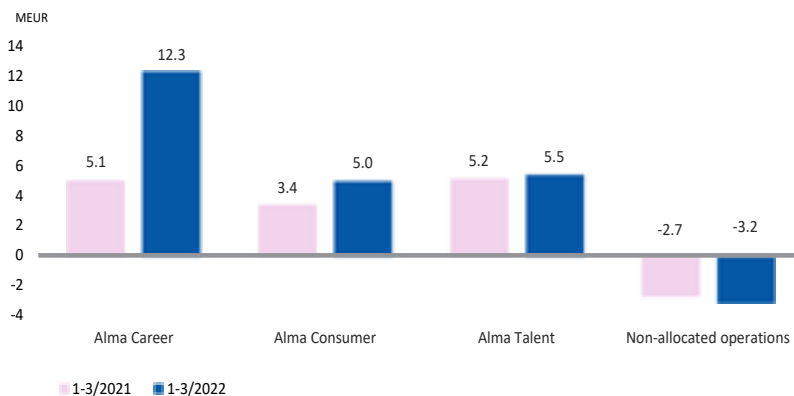
22 APRIL 2022

Alma Media's Interim Report January–March 2022: Revenue and operating profit increased significantly by strong organic growth and acquisitions

Financial performance January–March 2022:

- Revenue MEUR 76.2 (58.1), up 31.3%.
- The share of revenue represented by digital business was 79.9% (74.1%)
- Adjusted operating profit MEUR 19.6 (11.1), up 77.4%.
- Operating profit MEUR 19.8 (10.8), up 83.2%.
- Earnings per share EUR 0.19 (0.09).
- Alma Career: A record-breaking quarter in all business areas and operating countries in spite of the crisis in Ukraine.
- Alma Consumer: Revenue and operating profit were increased by acquisitions and strong organic revenue growth of 11%, especially in digital media.
- Alma Talent: Revenue grew in the media business as well as the service business, boosted by strong demand for digital products.
- Equity ratio 33.0% and gearing 102.4%.

Business segments' adjusted operating profit



The operating environment in 2022 and the impacts of the crisis in Ukraine

The economic growth outlook in Europe was strong at the beginning of the year, but the crisis in Ukraine made the outlook more negative at the end of February. The European economy will be adversely affected by the sanctions against Russia and the related counter-sanctions. The supply shock caused by the war has further accelerated inflation. Market interest rates in Europe have also risen.

The national economies of Finland and Alma Media's other operating countries are still expected to grow this year, but the period of rapid growth is expected to have levelled off. In addition to the war, the global COVID-19 pandemic and the variants of the virus still affect the overall economic situation and continue to create increased uncertainty regarding economic development in 2022.

The overall economic situation in our operating countries still appears to be moderate in spite of the uncertainty caused by the pandemic, the war, rising inflation and production costs, the threat of stagflation and the shortage of labour.

The demand for digital advertising, media and services is expected to continue to grow. The digitalisation of services and the ecosystems they create is expected to accelerate, and sales and purchases will continue to move to digital marketplaces. E-commerce is expected to accelerate, also with regard to larger goods. Data, analytics, machine learning and automation will become increasingly important, which calls for growing investments in technology.

Outlook for 2022

In 2022, Alma Media expects its full-year revenue and adjusted operating profit to increase from the 2021 level. The full-year revenue for 2021 was MEUR 275.4 and the adjusted operating profit was MEUR 61.1.

Market situation in the main markets

Media advertising in Finland continued to grow in the first quarter. According to Kantar TNS, the advertising volume in January - February 2022 increased by 8.5% compared to last year. Advertising in print newspapers rose 2.2%, but declined 14.3% in print magazines. Advertising increased in other media categories. Job advertising increased by 17.9% year-on-year, brand advertising by 4.8%, retail advertising by 13.0% and classified advertising by 19.8% compared to year ago.

In terms of volume, the total market for afternoon papers in Finland declined by 7% (-15%) in the first quarter of 2022.

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 2022, before Russia's attack on Ukraine. According to this forecast, Finnish GDP growth (3.5% in 2021) will slow down to 3.0%, the Czech GDP will grow by 4.4% and Slovakia's GDP will grow by 5.0% this year. However, there are significant uncertainties in these GDP forecasts and it is likely that the projections described above will clearly be lowered later this year.

On 13 April 2022, the Finnish Ministry of Finance predicted that the unemployment rate in Finland will be 7.2% this year. In February 2022, the Slovakian Ministry of Labour estimated that the country's unemployment rate was 6.9%. In March, the Czech Ministry of Labour and Social Affairs estimated that the national unemployment rate was 3.4%.

CEO's review: Strong growth in an exceptional operating environment

Russia's attack on Ukraine shocked Europe. However, the economic impacts of the war on Alma Media's operations have been minor thus far, and the company's businesses achieved strong development in the first quarter of the year. Revenue grew by 31.1% to MEUR 76.2. Adjusted operating profit grew at a record rate of 77.4%, reaching MEUR 19.6.

The Alma Career segment had an excellent quarter. The continued strong demand for recruitment services increased revenue by 65.0% to MEUR 26.7. Adjusted operating profit grew by 140.5% to MEUR 12.3, representing 46.0% of revenue. The demand for recruitment services increased in all of our operating countries, and the positive development of added-value services related to recruitment – such as system solutions and employer branding related – continued. While COVID-19 infection numbers remained high due to the Omicron variant, the public authorities moved to quickly lift restrictions in all of our operating countries. The brisk activity in the recruitment market is believed to stem from the strong recovery of labour demand from the COVID-19 crisis, which increases the need for recruitment advertising and accelerates competition for labour. As our customer invoicing was again at a strong level, we expect growth to continue in the second quarter. The potential negative impacts of the crisis in Ukraine on the segment's business operations are not expected to materialise until the second half of the year at the earliest.

Strong growth was seen in all businesses in the Alma Consumer segment. Revenue grew by 41.5% to MEUR 24.8. Organic revenue growth was 11.1%. Adjusted operating profit grew by 47.4% to MEUR 5.0, representing 20.4% of revenue. The share of revenue represented by digital business rose to 82.9%. Revenue from media and media-related services increased by 22.1%. Russia's attack on Ukraine increased the consumption of news media, which had a positive impact on Iltalehti. The demand for the paid Iltalehti Plus service developed favourably throughout the quarter. The benefits of the integration of Nettix and synergies between our Finnish media and marketplaces are also becoming increasingly apparent. In the second quarter, the increase in consumer uncertainty caused by the war in Ukraine may be reflected particularly in housing and automotive marketplaces and related advertising.

The Alma Talent segment's revenue increased by 3% to MEUR 25.2. The segment's strong digital transformation continued, with the share of digital business rising to 56.4% of revenue. Adjusted operating profit grew by 5.2% to MEUR 5.5, representing 21.7% of revenue. Alma Talent Media's revenue increased by 4.8% to MEUR 13.4, and Alma Talent Services' revenue increased by 3.6% to MEUR 8.7.

Talent Media's content revenue grew by 11%, as the increase in digital content revenue exceeded the decline in print media revenue. The war in Ukraine tempered the growth of the transaction volume for housing and other properties as well as new IPOs. At the same time, the war increased online traffic for the segment's media. The digital housing transaction service continued to grow in popularity, and Talent's positive performance was also attributable to digital business information and law services. Finland's leading HR industry event, HRx, was organised very successfully at the end of March. The event brought a large number of HR professionals physically together to enjoy networking activities and discussions and to be inspired by leaders in the field.

Our financial position strengthened as planned in the first quarter thanks to our excellent profit performance and strong cash flow. Our gearing at the end of the quarter stood at 102.3%, compared to 160.0% at the end of the Q2 2021 after significant acquisitions that had an impact on our financial position. Our equity ratio increased from 29.4% to 33.0% over the same period.

The war in Ukraine will have an impact on economic growth also in Alma Media's operating countries. While our company has no business activities or assets in Ukraine or Russia, we will not be unaffected by the indirect economic impacts of the war. While the estimates of economic development naturally involve uncertainty, it is likely that the war will weaken economic growth and simultaneously accelerate inflation in Alma Media's operating countries during the remainder of the year. Emotionally, we have been hit hard by the tragedy in Ukraine. We have supported refugees through aid organisations and offered free advertising space to the organisations. We have also supported Ukrainians in finding work by developing a job portal Workania.eu for Ukrainians entering the Alma Career countries. Service helps Ukrainian refugees find work in their own language, and the service currently has over 7000 jobs available to Ukrainians.

The crisis in Ukraine and the still fluctuating epidemiological situation underscore the importance of agility, strategic flexibility and resilience for a company. To operate in volatile and uncertain conditions, we need to have a strategy that is clear, well-communicated and capable of being implemented. It is also important for us to have a strong operational capacity as well as adaptability, flexibility and a willingness to work towards shared goals. As the COVID-19 pandemic has shown, Alma Media employees have the ability to quickly adapt to difficult circumstances and maintain excellent business performance even in weak economic environment. In spite of the geopolitical gloom, we look forward to the post-crisis period with optimism.

Kai Telanne

President and CEO

Strategy implementation during the review period

Alma Media has undergone a significant transformation over the course of a few years as the Group has divested its regional media and printing business and invested in the digital marketplaces business.

The Group's long-term financial targets, which have been approved by the Board of Directors, are related to business growth, profitability and solvency. The targets 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

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 and monetisation, 2) the development of marketing solutions, 3) cooperation to achieve economies of 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's approach to acquisitions is to find targets that represent a good fit with Alma Media's strategy and can be effectively integrated into the Group. For example, the synergies between Alma Media's Finnish marketplaces and Nettix, which was acquired in spring 2021, are already clearly apparent.

The Group will continue the internationalisation of the recruitment business, focusing on Eastern Europe and the Balkans. Internally, the Group also looks to strengthen international cooperation and the identification and refinement of best practices. For example, the Career United project in the Career segment actively seeks to deepen cooperation, effectively identify best practices and expand their use in different operating countries.

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.

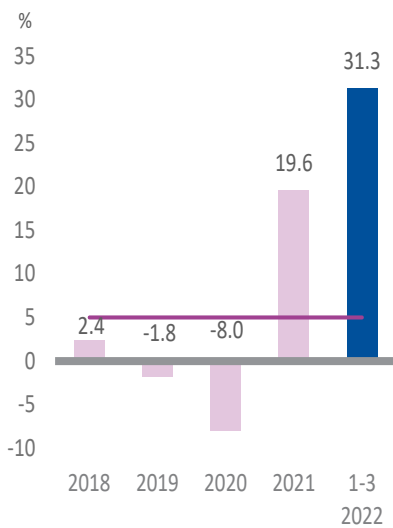
One key element of the Group's strategy is the continued expansion from content generation and advertising in media and marketplaces towards new digital products and services that address customer needs and cover the entire value chain, ranging from sales systems to transactions. At the same time, the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

The competitive situation in Alma Media's operating environment is expected to intensify further during the strategy period 2022–2024. 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 demand for digital media and digital services is expected to continue to grow. The digitalisation of services and the ecosystems they create is expected to accelerate in the next few years, and sales and purchases will continue to move to digital marketplaces. E-commerce is also expected to accelerate with regard to larger consumer goods; for example, in the automotive and housing markets. Data, analytics, machine learning and automation will become increasingly important, which calls for increasing investments in technology.

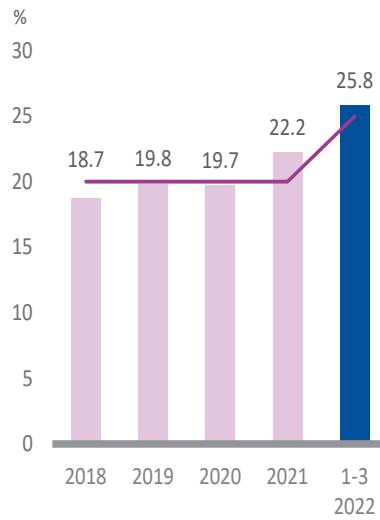
As regards the economy and society, we are looking forward to increased interest in economic structures and long-term challenges in Europe. We expect labour markets to continue to perform well during the strategy period and we also expect intensifying competition for labour – and accelerating wage inflation – in at least some of our operating countries.

Revenue growth



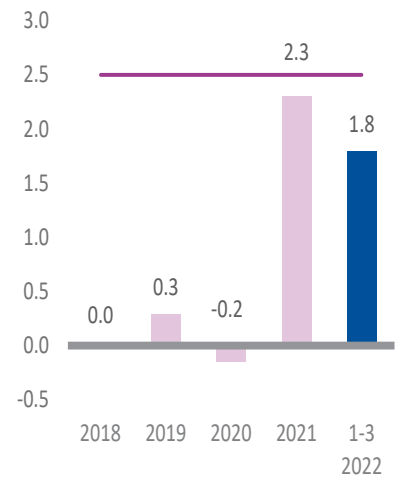
■ Reported
— Target-level

Adjusted operating profit margin



■ Reported
— Target-level

Net Debt / EBITDA ratio*



■ Reported
— Target-level, maximum

* 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 supporting 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.

Alma Media updated its sustainability programme in autumn 2021. Starting from 2022, sustainability targets are incorporated into the employees' incentive criteria. Alma Media's most significant risks and opportunities are related to responsible journalism and marketing in the media business, and data security and data protection in digital services.

The key drivers of success in the media business include trust in media and enabling pluralistic discussion in society while also providing a secure and high-quality media environment.

Alma Media is committed to science-based climate targets and seeks to minimise the greenhouse gas emissions arising from its own operations and to engage the supply chain to its climate targets. The Group wants to be a media sector leader in the transition to a carbon-neutral future.

Alma Media aims to provide a high-quality employee experience and to allow employees to maintain a healthy work-life balance. The Group continuously develops the competence of its employees and their opportunities for personal growth.

Alma Media's sustainability efforts include sustainability actions both large and small, and that the Group's employees act sustainably in their day-to-day work. The Group's sustainability efforts are also characterised by helping society by leveraging Alma Media's core competencies. For example, job seeking for Ukrainians in new circumstances is facilitated by the development of Workania, a shared application between the Alma Career countries that makes it faster for displaced Ukrainians to find work. The service was launched after the war in Ukraine broke out, and it quickly grew to have thousands of job listings for Ukrainians.

Alma Media does not condone corruption, bribery or human rights violations in its business activities. Employees and suppliers are required to commit to Alma Media's Code of Conduct.

Environmental responsibility:	Social responsibility	Good governance
<ul style="list-style-type: none"> • Minimising CO2 emissions 	<ul style="list-style-type: none"> • Responsible media, journalism and marketing • Employee commitment and a high-quality employee experience 	<ul style="list-style-type: none"> • Preventing corruption, bribery and human rights violations • Preventing serious data security breaches
TARGET 2030: Reduction of greenhouse gas emissions from own operations by 46% and those arising from the subcontracting chain by 14%	TARGET 2022: Condemnatory decisions issued to media by the Council for Mass Media < 5	TARGET 2022: 100% of Alma Media employees have taken the Code of Conduct course
TARGET 2022: Annual reduction of greenhouse gas emissions from own operations by 4.3% and those arising from the subcontracting chain by 1.2%	TARGET 2022: The Group does not publish any advertisements that violate the guidelines of good marketing practices published by the International Chamber of Commerce	TARGET 2022: 50% of key subcontractors have committed themselves to observing the Group's Code of Conduct
	TARGET 2022: Quality of Working Life index (QWL) over 83%	CONTINUOUS OBJECTIVE: No serious data security breaches in the Group's services

Key figures

Income statement

MEUR	2022	2021	Change	2021
	Q1	Q1	%	Q1-Q4
Revenue	76.2	58.1	31.3	275.4
Marketplaces	35.0	21.9	59.6	116.4
Media	26.2	22.8	14.9	101.9
- of which digital	60.1%	54.8%		56.9%
Service revenue	15.0	13.3	12.6	57.1
- of which digital	67.3%	64.7%		65.7%
Digital business revenue	60.9	43.1	41.4	212.1
Digital business, % of revenue	79.9%	74.1%		77.0%
Adjusted total expenses	56.7	47.9	18.3	215.6
Adjusted EBITDA	24.0	14.6	64.5	77.8
EBITDA	24.1	14.3	68.7	73.5
Adjusted operating profit	19.6	11.1	77.4	61.1
% of revenue	25.8	19.1		22.2
Operating profit (loss)	19.8	10.8	83.2	56.8
% of revenue	26.0	18.6		20.6
Profit for the period	16.0	8.1	97.1	44.3

Balance

MEUR	2022	2021	Change	2021
	Q1	Q1	%	Q1-Q4
Assets	512.3	344.4	48.8	518.4
Net debt	156.6	39.4	296.9	181.8
Interest-bearing liabilities	201.6	91.7	119.8	233.7
Non-interest-bearing liabilities	157.7	124.4	26.8	118.2
Capital expenditure	1.4	64.1	-97.8	247.1
Equity ratio %	33.0	40.5	-18.5	34.7
Gearing %	102.4	31.2	228.1	109.2

Employees

	2022	2021	Change	2021
	Q1	Q1	%	Q1-Q4
Average no. of employees, excl. telemarketers	1,638	1,443	13.6	1,549
Telemarketers on average	322	363	-11.4	337

Key figures

	2022	2021	Change	2021
	Q1	Q1	%	Q1-Q4
Return on equity/ROE (annual)*	46.6	21.0	124.4	23.9
Return on investment/ROI (annual)*	18.5	15.1	23.9	14.3
Earnings per share, EUR (basic)	0.19	0.09	109.6	0.53
Earnings per share, EUR (diluted)	0.19	0.09	110.7	0.52
Cash flow from operating activities/share, EUR	0.33	0.19	77.8	0.92
Shareholders' equity per share	1.82	1.51	20.7	1.99
Dividend per share				0.35
Effective dividend yield %				3.2
P/E Ratio				20.4
Market capitalisation	799.9	714.5	12.0	891.4
Average number of shares, basic (YTD)	82,295	82,320		82,213
Average number of shares, diluted (YTD)	83,396	83,841		83,991
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.

** In 2022, the Group has acquired 135,665 of its own shares and disposed of 218,092 shares. At the end of the review period, the Group held 87,983 of its own shares.

*** Includes treasury shares held by the company.

Revenue

January–March 2022

Alma Media's revenue grew by 31.3% to MEUR 76.2 (58.1). Acquired and divested businesses had a net effect of MEUR 5.4 on revenue growth. Organic growth, excluding acquisitions and divestments, was 17.3%. The growth of revenue was attributable to the strong growth of recruitment demand, acquisitions, and the growth of digital advertising.

Revenue

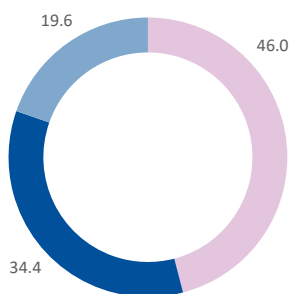
MEUR	2022	2021	Change	2021
	Q1	Q1	%	Q1–Q4
Alma Career	26.7	16.2	65.0	82.2
Alma Consumer	24.8	17.5	41.5	94.5
Alma Talent	25.2	24.5	3.0	99.7
Segments total	76.7	58.2	31.8	276.4
Non-allocated and eliminations	-0.4	-0.1	-321.1	-0.9
Total	76.2	58.1	31.3	275.4

Geographical revenue split

MEUR	2022	2021	Change	2021
	Q1	Q1	%	Q1–Q4
Finland	48.5	40.5	19.9	188.1
Other countries	27.7	17.6	57.4	87.3
Group total	76.2	58.1	31.3	275.4

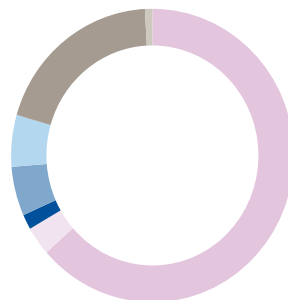
* Revenue by geographical area is presented in accordance with the countries in which the Group's units are located.

Revenue split 1-3/2022



■ Marketplaces
■ Media
■ Services

Revenue split geographically 1-3/2022



■ Finland, 64 % (20.0%)
■ Croatia, 3 % (74.3%)
■ Sweden, 2 % (6.8%)
■ Slovakia, 5 % (64.6%)
■ Baltics, 6 % (37.5%)
■ Czech Rep., 20 % (66.0%)
■ Other, 1 % (64.3%)

Result

January–March 2022

Adjusted operating profit was MEUR 19.6 (11.1), or 25.8% (19.1%) of revenue. Operating profit was MEUR 19.8 (10.8), or 26.0% (18.6%) of revenue. The adjusted items in the review period and the comparison period were related to a loss recognised on the sale of a business and the restructuring of operations.

Total expenses increased in the first quarter by MEUR 8.4. 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 4.3 (3.5). The result for January–March was MEUR 16.0 (8.1). Earnings per share were EUR 0.19 (0.09).

Adjusted operating profit/loss

MEUR	2022	2021	Change	2021
	Q1	Q1	%	Q1–Q4
Alma Career	12.3	5.1	140.5	30.0
Alma Consumer	5.0	3.4	47.4	23.9
Alma Talent	5.5	5.2	5.2	20.6
Segments total	22.8	13.7	66.0	74.5
Non-allocated operations	-3.2	-2.7	-18.5	-13.4
Total	19.6	11.1	77.4	61.1

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	2022	2021	2021
	Q1	Q1	Q1-Q4
Alma Consumer			
Gains (losses) on the sale of assets	0.2		
Items recognised through profit or loss arising from business acquisitions			-0.4
Alma Talent			
Restructuring	-0.1		-0.0
Non-allocated			
Transaction costs of divested and acquired businesses		-0.4	-4.1
Gains (losses) on the sale of assets		0.2	0.2
Adjusted items in operating profit		-0.3	-4.3
Adjusted items in profit before tax	0.2	-0.3	-4.3

Operating profit/loss

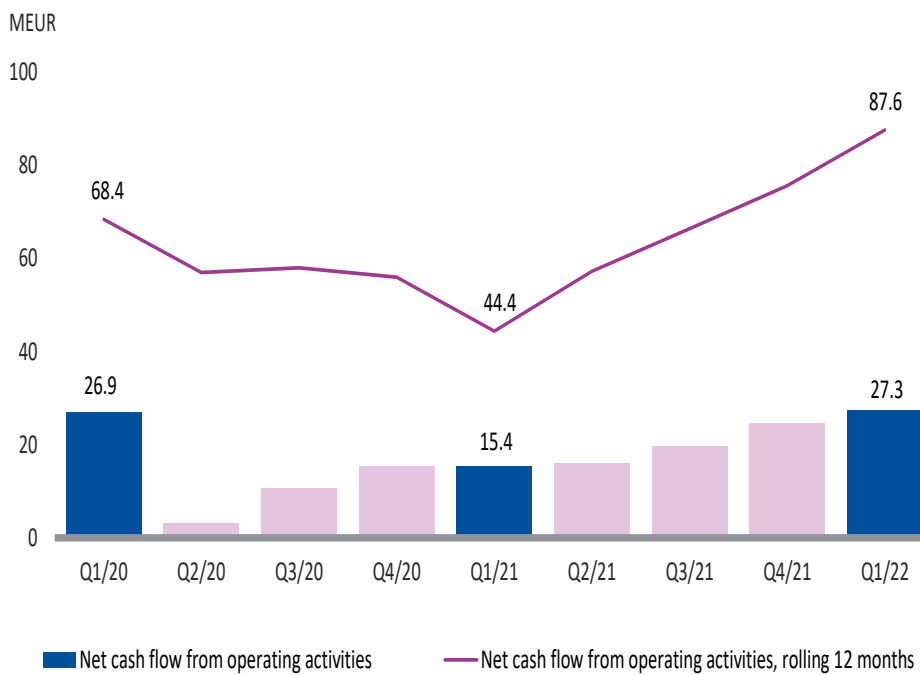
MEUR	2022	2021	Change	2021
	Q1	Q1	%	Q1-Q4
Alma Career	12.3	5.1	140.5	30.0
Alma Consumer	5.3	3.4	53.6	23.5
Alma Talent	5.4	5.2	4.0	20.5
Segments total	22.9	13.7	67.1	74.1
Non-allocated operations	-3.2	-2.9	-7.7	-17.3
Total	19.8	10.8	83.2	56.8

Balance sheet and cash flow statement

At the end of March 2022, the consolidated balance sheet stood at MEUR 512.3 (344.4). The Group's equity ratio at the end of March was 33.0% (40.5%), and equity per share was EUR 1.82 (1.51).

Cash flow from operating activities in January–March was MEUR 27.3 (15.4). Cash flow from operating activities improved year-on-year thanks to the improved operating profit and lower working capital. Cash flow after investments and before financing was MEUR 26.6 (-48.3) in January–March.

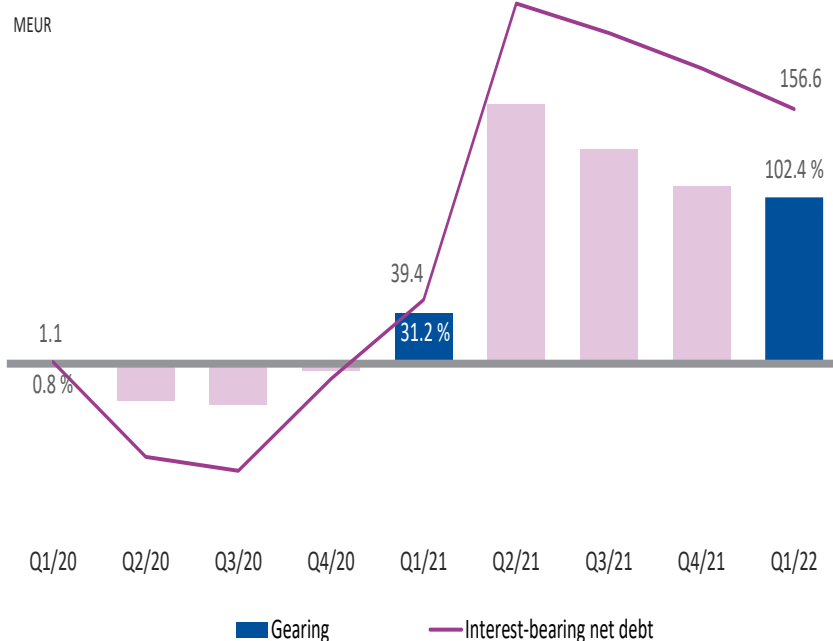
Net cash flow from operating activities, MEUR



Interest-bearing net

MEUR	2022	2021	2021
	Q1	Q1	Q1-Q4
Interest-bearing long-term liabilities	194.7	79.7	226.8
IFRS 16 lease liabilities	24.7	29.7	26.8
Loans from financial institutions	170.0	50.0	200.0
Short-term interest-bearing liabilities	6.9	12.0	7.0
IFRS 16 lease liabilities	6.9	7.0	7.0
Commercial papers		5.0	
Cash and cash equivalents	45.0	52.3	51.9
Interest-bearing net debt	156.6	39.4	181.8

Interest-bearing net debt and gearing



In December 2021, Alma Media signed a new MEUR 200 Term Loan financing facility. This replaced the temporary Bridge Facility agreement that was in place for financing acquisitions. The new agreement has a maturity of 36 months. A long-term loan repayment of MEUR 30 was made in March 2022. Further, 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 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 2022.

Alma Media has a commercial paper programme of MEUR 100 in Finland. The commercial paper programme was unused on 31 March 2022.

At the end of March 2022, Alma Media's interest-bearing debt amounted to MEUR 201.6 (91.7). Interest-bearing net debt totalled MEUR 156.6 (39.4).

Alma Media had MEUR 0.4 in financial assets created in conjunction with business combinations measured at fair value and recognised through profit or loss, and MEUR 16.8 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 two years' time. The nominal value of the derivative is MEUR 50. The positive fair value change of MEUR 2.0 generated by the derivative in the first quarter is recognised in finance income.

Changes in Group structure in 2022

In December 2021, Alma Media's subsidiary Alma Media Finland Ltd agreed to sell the dating service E-kontakti to the City Digital group. The business was transferred to the new owner on 1 January 2022. The transaction did not have a significant impact on Alma Media's result.

Alma Career Ltd, a subsidiary of Alma Media Corporation, agreed on 18 February 2022 to sell all of its share capital, representing 21.05% of the total share capital of Bolt Group Ltd, to a newly established company consisting of the Finnish private equity firm Vaaka Partners as well as the operative management and staff of Bolt Group Ltd. Following the approval Finnish Competition and Consumer Authority, the transaction is expected to be completed by the end of April 2022 with an estimated gain on sale of MEUR 5.5, which will be treated as an item recognised through profit or loss and as an adjusted item in the second quarter. The minority interest in the associated company Bolt Group Ltd is presented as an asset held for sale on the balance sheet on 31 March 2022.

Capital expenditure

Alma Media Group's capital expenditure in the first quarter of 2022 totalled MEUR 1.4 (64.1). The capital expenditure consisted of normal operational and replacement investments, as well as increases in IFRS 16 lease liabilities.

Capital expenditure by segment

MEUR	2022	2021	2021
	Q1	Q1	Q1-Q4
Alma Career	0.3	2.1	3.2
Alma Consumer	0.5	3.3	180.9
Alma Talent	0.2	0.1	1.0
Segments total	1.0	5.5	185.2
Non-allocated	0.4	58.6	61.9
Total	1.4	64.1	247.1

Capital expenditure and acquisitions

MEUR	2022	2021	2021
	Q1	Q1	Q1-Q4
Capex	1.4	0.7	6.1
Acquisitions	0.0	63.3	241.0
Total	1.4	64.1	247.1

Depreciation

MEUR	2022	2021	2021
	Q1	Q1	Q1-Q4
Depreciation of tangible and intangible assets	2.5	2.4	10.2
Amortisation of intangible assets related to acquisitions	1.8	1.0	6.5
Total	4.3	3.5	16.7

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 11 countries in Europe.

Key figures

	2022	2021	Change	2021
MEUR	Q1	Q1	%	Q1-Q4
Revenue	26.7	16.2	65.0	82.2
Marketplaces	24.1	14.6	65.8	74.1
Services	2.6	1.6	57.0	8.1
Adjusted total expenses	14.5	11.2	29.2	52.4
Adjusted EBITDA	13.0	5.8	124.5	32.8
EBITDA	13.0	5.8	124.5	32.8
Adjusted operating profit	12.3	5.1	140.5	30.0
% of revenue	46.0%	31.5%		36.6%
Operating profit (loss)	12.3	5.1	140.5	30.0
% of revenue	46.0%	31.5%		36.6%
Employees on average	652	564	15.5	594
Digital business revenue	26.6	16.2	64.8	81.9
Digital business, % of revenue	99.7%	99.8%		99.7%

Revenue

	2022	2021	Change	2021
MEUR	Q1	Q1	%	Q1-Q4
Czech Republic	15.1	9.1	66.0	46.2
Slovakia	4.2	2.5	64.6	13.1
Baltic countries	3.0	1.8	69.1	9.3
Croatia	2.4	1.4	74.3	7.1
Finland	1.6	1.1	37.9	5.0
Other countries	0.7	0.4	64.3	2.1

Operational key figures

Monthly average			
Year	Unique visitors	Users of job alerts	Unique visitors/job alerts
Q1/2022	5,611,000	1,717,667	30.6%
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%
2018	5,302,667	1,295,917	24.4%

Baltic countries and Poland are excluded from the figures

Monthly average					
Year	Number of advertisers	Number of paid advertisements	Invoicing, EUR	Invoicing/advertiser EUR	Invoicing/paid advertisements EUR
Q1/2022	17,416	126,314	10,239,000	588	81
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
2018	13,409	103,434	5,876,917	438	57

January–March 2022

The Alma Career segment's revenue increased by 65% to MEUR 26.7 (16.2) in the first quarter of 2022. The demand for recruitment services strengthened in all of the segment's operating countries, driving revenue and profitability to record high levels. The positive development of added-value services related to recruitment – such as system solutions and employer image advertising – continued.

Total expenses for the review period increased by 29.2% to MEUR 14.5 due to higher employee and marketing expenses. In the Group's key operating countries, expenses are increased by accelerating wage inflation.

Adjusted operating profit amounted to MEUR 12.3 (5.1) in the first quarter. The adjusted operating profit was 46.0% (31.5%) of revenue. The segment's operating profit was MEUR 12.3 (5.1). 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 37 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. 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

	2022	2021	Change	2021
MEUR	Q1	Q1	%	Q1-Q4
Revenue	24.8	17.5	41.5	94.5
Marketplaces	9.8	5.8	69.2	37.3
Media	12.5	10.1	23.4	47.9
Content, media	3.7	3.3	11.7	14.7
Advertising, media	8.8	6.8	29.1	33.3
- of which digital	88.8%	93.9%	-5.4	88.6%
Services	2.5	1.6	55.3	9.3
Adjusted total expenses	19.7	14.5	36.4	71.0
Adjusted EBITDA	6.3	3.9	63.0	28.6
EBITDA	6.6	3.9	68.4	28.1
Adjusted operating profit	5.0	3.4	47.4	23.9
% of revenue	20.4%	19.6%		25.3%
Operating profit (loss)	5.3	3.4	53.6	23.5
% of revenue	21.2%	19.6%		24.9%
Employees on average	360	292	23.3	339
Digital business revenue	20.5	13.8	49.3	76.6
Digital business, % of revenue	82.9%	78.6%		81.0%

Revenue

	2022	2021	Change	2021
MEUR	Q1	Q1	%	Q1-Q4
Housing	4.2	3.8	11.2	16.3
Cars and mobility	6.4	1.6	311.5	21.4
Comparison services and the sharing economy	1.6	1.3	18.8	6.9
Media and media-like services	12.6	10.3	22.1	48.8
- of which digital	72.1%	64.5%		67.2%
Divested operations and eliminations *	0.0	0.5	-97.1	1.1

* The divested Talosofta and E-kontakti businesses are presented as divested operations.

Adjusted operating profit

	2022	2021	Change	2021
MEUR	Q1	Q1	%	Q1-Q4
Housing	1.9	1.9	-1.6	7.9
Cars and mobility	1.7	0.6	205.4	7.8
Comparison services and the sharing economy	0.5	0.7	-32.5	2.9
Media and media-like services	0.9	0.4	158.0	6.3
Divested operations and eliminations *	0.0	-0.1	-107.2	-1.0

January–March 2022

The Alma Consumer segment's revenue grew by 41.5% to MEUR 24.8 (17.5) in the first quarter. Acquired and divested businesses had a net effect of MEUR 5.4 on revenue growth. Organic revenue growth was 11.0%. Digital business accounted for 82.9% (78.6%) of the segment's revenue.

In the housing business area, revenue increased by 11.2% in the first quarter. Good development in all areas contributed to growth. Housing systems and media advertising on the Etuovi.com and Vuokraovi.com online services grew.

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 22.1%. Comparable digital advertising grew substantially, by MEUR 1.2 (18.1%). Telecom services and the retail industry supported the growth of advertising.

The segment's total expenses increased by 36.4% to MEUR 19.7 (14.5). The increase in expenses was attributable to acquisitions and investments in product development and marketing. The segment's adjusted operating profit was MEUR 5.0 (3.5), or 20.4% (19.6%) of revenue. The segment's operating profit was MEUR 5.3 (3.4). The adjusted items in the review period were related to profit recognised on the sale of a business. No adjusted items were reported in the comparison period.

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

	2022	2021	Change	2021
MEUR	Q1	Q1	%	Q1-Q4
Revenue	25.2	24.5	3.0	99.7
Marketplaces	1.6	1.5	4.9	6.2
Media	13.3	12.8	4.0	53.2
Content, media	8.5	8.4	1.1	33.5
- of which digital	50.1%	44.6%		46.7%
Advertising, media	4.8	4.4	9.5	19.6
- of which digital	56.7%	52.4%		57.4%
Services	10.3	10.1	1.3	40.3
- of which digital	54.6%	56.6%		54.7%
Adjusted total expenses	19.8	19.7	0.4	79.6
Adjusted EBITDA	6.4	6.2	4.6	24.3
EBITDA	6.4	6.2	3.6	24.2
Adjusted operating profit	5.5	5.2	5.2	20.6
% of revenue	21.7%	21.3%		20.6%
Operating profit (loss)	5.4	5.2	4.0	20.5
% of revenue	21.5%	21.3%		20.6%
Average no. of employees, excl. telemarketers	452	425	6.3	444
Telemarketers on average	322	363	-11.4	337
Digital business revenue	14.2	13.3	6.6	55.2
Digital business, % of revenue	56.4%	54.5%		55.4%

Revenue

	2022	2021	Change	2021
MEUR	Q1	Q1	%	Q1-Q4
Alma Talent Media	13.4	12.8	4.8	53.5
- of which digital	52.1%	47.3%		50.6%
Alma Talent Services	8.7	8.4	3.6	33.8
- of which digital	82.9%	86.6%		83.2%
Direct marketing	3.6	3.9	-7.7	15.1
Divested operations and eliminations	-0.6	-0.7	-15.1	-2.7

Operating profit

MEUR	2022	2021	Change	2021
	Q1	Q1	%	Q1-Q4
Alma Talent Media	3.0	2.6	17.8	11.1
Alma Talent Services	2.0	2.1	-0.8	7.3
Direct marketing	0.4	0.6	-31.1	2.1
Divested operations and eliminations	0.0	-0.0	-184.8	0.1

Recurring invoicing, Alma Talent Services

MEUR	2022	2021	Change	2021
	Q1	Q1	%	Q1-Q4
Alma Talent Services				
Recurring*	2.3	2.1	9.9%	8.7
Recurring-like**	4.0	3.8	3.5%	15.2
Non-recurring***	2.4	2.5	-1.6%	9.9
Total	8.7	8.4	3.6%	33.8

* 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 2022

The Alma Talent segment's revenue increased by 3.0% to MEUR 25.2 (24.5) in January–March. Digital business accounted for 56.4% (54.5%) of the segment's revenue.

Talent Media's content revenue grew by 1.1%, which was attributable to an 13.6% increase in digital content revenue that exceeded the 9.0% decline in print media revenue. The growth in advertising was driven by digital advertising and partner marketing.

Talent Services' revenue increased by 3.6%. The increase was attributable to the growth of the digital housing transaction service, company information and law-related services as well as marketplaces. Adjusted operating profit was on a par with the previous year due to planned increases in the number of employees and investments in product development. Digital business represented 82.9% (86.6%) of Alma Talent's services.

Revenue from direct marketing decreased by 7.7% as energy industry operators, among others, reduced their spending on direct marketing. The segment's adjusted total expenses came to MEUR 19.8 (19.7). The Alma Talent segment's adjusted operating profit was MEUR 5.5 (5.2) and operating profit MEUR 5.4 (5.2).

The non-recurring items during the review period were related to operational restructuring. No adjusted items were reported during the comparison period.

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 2022	31 Mar 2021	31 Dec 2021
Alma Career	88.6	82.8	86.9
Alma Consumer	223.2	48.4	224.1
Alma Talent	113.9	118.1	113.5
Segments total	425.7	249.2	424.5
Non-allocated assets and eliminations	86.5	95.2	93.9
Total	512.1	344.4	518.4

Liabilities by segment

MEUR	31 Mar 2022	31 Mar 2021	31 Dec 2021
Alma Career	45.6	30.8	39.5
Alma Consumer	15.6	12.2	14.2
Alma Talent	42.7	43.3	38.4
Segments total	103.9	86.3	92.1
Non-allocated liabilities and eliminations	255.4	130.3	259.8
Total	359.3	216.6	351.9

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.

Eero Broman, Heikki Herlin, Peter Immonen, Esa Lager, Alexander Lindholm, Petri Niemisvirta, Catharina Stackelberg-Hammarén 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.

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 paid to shareholders who 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.

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.

In addition, 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 2022 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 2022 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 eight (8) as proposed by the Shareholders' Nomination Committee.

Peter Immonen, Esa Lager, Alexander Lindholm, Petri Niemisvirta and Catharina Stackelberg-Hammarén were re-elected as members of the Board of Directors for a new term of office, extending until the end of the subsequent Annual General Meeting. Eero Broman, Heikki Herlin and Kaisa Salakka were elected to the Board of Directors for the same term of office as new members.

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 2022. PricewaterhouseCoopers Oy has confirmed that Niina Vilske, APA, will serve as the principal auditor.

Amendment to the Articles of Association

The AGM resolved to amend the definition of the company's line of business in Article 2 of the Articles of Association as follows:

"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."

Authorisation of 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 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.

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 2022–2023, 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 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, Petri Niemisvirta 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 1,038,379 Alma Media shares were traded on the Nasdaq Helsinki stock exchange, representing 1.3% 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 2022, was EUR 9.71. The lowest quotation during the review period was EUR 8.52 and the highest EUR 11.80. Alma Media Corporation's market capitalisation at the end of the review period was MEUR 799.9. Alma Media Corporation holds a total of 87,983 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 shares, and transfer restrictions.

Alma Media Corporation's Board of Directors has 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). 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 Policy for 2022 and Remuneration Report for 2021 on 16 February 2022. 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 2022.

Risks and risk management

At Alma Media Group, the task of risk management is to detect, evaluate and monitor business opportunities, threats and risks, to ensure the achievement of objectives and business continuity.

The risk management process identifies and controls the risks, develops appropriate risk management methods, and regularly reports on risk issues to the risk management organisation and the Board of Directors. Risk management is part of Alma Media's internal control function and thereby part of good corporate governance.

The company's most significant strategic risks are related to cyber risks, data security and data privacy violations, rapid changes in the existing business models of marketplaces and changes in media consumption among consumers. 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.

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, 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 disturbances of information technology and communications as well as interruptions in daily news production.

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

Summary of Interim Report and notes

Comprehensive income statement

MEUR	2022 Q1	2021 Q1	Change %	2021 Q1-Q4
REVENUE	76.2	58.1	31.3	275.4
Other operating income	0.3	1.1	-73.0	1.4
Materials and services	9.1	7.9	15.2	35.5
Expenses arising from employee benefits	30.2	25.1	20.4	109.2
Depreciation and impairment	4.3	3.5	23.8	16.7
Other operating expenses	13.1	11.8	10.4	58.6
OPERATING PROFIT	19.8	10.8	83.2	56.8
Finance income	2.0	0.2	988.5	0.9
Finance expenses	1.6	0.7	144.2	2.3
Share of profit of associated companies	-0.2	0.0	-100.0	1.0
PROFIT BEFORE TAX	20.1	10.4	95.6	56.3
Income tax	4.0	2.2	81.4	12.1
PROFIT FOR THE PERIOD	16.0	8.1	99.4	44.3
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	1.2	0.6		0.3
Other comprehensive income for the period, net of tax	1.2	0.6		0.1
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	17.2	8.7		44.3
Profit for the period attributable to:				
- Owners of the parent	16.0	7.6		43.6
- Non-controlling interest	0.0	0.5		0.7
Total comprehensive income for the period attributable to:				
- Owners of the parent	17.2	8.2		43.7
- Non-controlling interest	0.0	0.5		0.7
Earnings per share calculated from the profit for the period attributable to the parent company shareholders:				
- Earnings per share, basic	0.19	0.09		0.53
- Earnings per share, diluted	0.19	0.09		0.52

Balance sheet

MEUR	31 Mar 2022	31 Mar 2021	31 Dec 2021
ASSETS			
NON-CURRENT ASSETS			
Goodwill	295.1	153.6	294.5
Intangible assets	88.7	57.9	90.6
Tangible assets	2.4	2.2	2.3
Right-of-use assets	30.8	36.2	32.9
Investments in associated companies	3.4	6.4	7.7
Other non-current financial assets	3.6	4.0	3.6
Deferred tax assets	0.8	0.3	0.7
TOTAL NON-CURRENT ASSETS	424.8	260.6	432.3
CURRENT ASSETS			
Inventories	0.8	0.7	0.7
Current tax assets	0.5	1.2	1.8
Trade receivables and other receivables	34.8	29.7	31.5
Financial assets, short-term	2.3	0.0	0.2
Cash and cash equivalents	45.0	52.3	51.9
TOTAL CURRENT ASSETS	83.4	83.8	86.1
Assets classified as held for sale	4.0		
TOTAL ASSETS	512.3	344.4	518.4
EQUITY AND LIABILITIES			
Share capital	45.3	45.3	45.3
Share premium reserve	7.7	7.7	7.7
Translation differences	1.5	0.6	0.3
Invested non-restricted equity fund	19.1	19.1	19.1
Retained earnings	76.5	51.5	91.2
Equity attributable to owners of the parent	150.1	124.2	163.6
Non-controlling interest	3.0	3.7	2.9
TOTAL EQUITY	153.1	127.9	166.5
LIABILITIES			
NON-CURRENT LIABILITIES			
Non-current financial liabilities	170.0	50.0	200.0
Non-current lease liabilities	24.7	29.7	26.8
Deferred tax liabilities	19.0	12.1	18.9
Pension liabilities	0.8	0.7	0.8
Other financial liabilities	16.3	17.2	16.3
TOTAL NON-CURRENT LIABILITIES	230.8	109.8	262.8
CURRENT LIABILITIES			
Current financial liabilities	1.1	7.8	0.8
Current lease liabilities	6.9	7.0	7.0
Advances received	49.1	28.8	39.2
Income tax liability	3.3	0.7	5.3
Trade payables and other payables	68.1	62.5	36.8
TOTAL CURRENT LIABILITIES	128.4	106.8	89.1

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 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		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
Incentive schemes implemented and paid in the form of shares						-0.5	-0.5		-0.5
Equity 31 Mar 2022		45.3	7.7	1.5	19.1	76.3	150.1	3.0	152.9
Equity 1 Jan 2021		45.3	7.7	0.0	19.1	111.4	183.6	21.0	204.6
Profit for the period						7.6	7.6	0.5	8.1
Other comprehensive income							0.0		0.0
Translation differences				0.6			0.6		0.6
Transactions with equity holders									
Dividends paid by parent						-24.7	-24.7		-24.7
Refund of unredeemed dividends						0.1	0.1		0.1
Incentive schemes implemented and paid in the form of shares						0.4	0.4		0.4
Change in ownership in subsidiaries						-43.4	-43.4	-17.6	-61.0
Equity 31 Mar 2021		45.3	7.7	0.6	19.1	51.5	124.1	3.7	127.9

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

	2022	2021	2021
MEUR	Q1	Q1	Q1-Q4
OPERATING ACTIVITIES			
Profit for the period	16.0	8.1	44.3
Adjustments	8.2	6.9	37.1
Change in working capital	8.4	5.2	7.3
Dividends received	0.1	0.1	0.4
Interest received	0.0	0.0	0.1
Interest paid and other finance expenses	-0.5	-0.3	-2.2
Taxes paid	-5.0	-4.6	-11.3
Net cash flow from operating activities	27.3	15.4	75.6
INVESTING ACTIVITIES			
Acquisitions of tangible assets	-0.6	-0.2	-1.5
Acquisitions of intangible assets	-0.7	-0.4	-2.3
Proceeds from sale of tangible and intangible assets		0.4	0.4
Other investments			-0.5
Proceeds from sale of available-for-sale financial assets			1.0
Repayment of loan receivables			
Business acquisitions less cash and cash equivalents at the time of acquisition		-63.4	-236.7
Proceeds from sale of businesses less cash and cash equivalents at the time of sale	0.6		2.2
Acquisition of associated companies			-0.4
Net cash flows from/(used in) investing activities	-0.7	-63.6	-237.9
Cash flow before financing activities	26.6	-48.3	-162.3
CASH FLOWS FROM/(USED IN) FINANCING ACTIVITIES			
Acquisition of own shares	-1.4		-1.1
Loans taken		54.7	425.0
Repayment of loans	-30.0		-225.0
Payments of finance lease liabilities	-2.1	-2.2	-7.5
Dividends paid			-24.9
Net cash flows from/(used in) financing activities	-33.6	52.5	166.4
Change in cash and cash equivalent funds (increase +/decrease -)	-7.0	4.3	4.1
Cash and cash equivalents at beginning of period	51.9	48.0	48.0
Effect of change in foreign exchange rates	0.0	0.0	-0.2
Cash and cash equivalents at end of period	45.0	52.3	51.9

Associated companies

Share of result of associated companies

MEUR	2022 Q1	2021 Q1	2021 Q1-Q4
Alma Career	-0.2	0.0	1.0
Other associated companies	0.0	0.0	0.0
Total	-0.2	0.0	1.0

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 2022–2025. 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 16.8 in liabilities has been recognised on 31 March 2022. The consideration agreements include one consideration liability with an unlimited maximum amount based on the EBITDA of the acquired business in the financial year 2022, multiplied by a factor

Contingent consideration liability

MEUR	
Initial recognition of the liability	16.8
Fair value of the contingent consideration liability at the end of the period	16.8

Contingent consideration assets

MEUR	
Initial recognition of the assets	2.0
Change in fair value during previous financial periods	-1.0
Considerations, settled in cash	-0.6
Fair value of the contingent consideration assets at the end of the period	0.4

Employees

	2022	2021	2021
	Q1	Q1	Q1-Q4
Employees, Finland	957	848	926
Employees, other countries	681	595	623
Employees, total	1,638	1,443	1,549

Commitments and contingencies

Commitments and contingencies

MEUR	31 Mar 2022	31 Mar 2021	31 Dec 2021
Collateral for others			
Guarantees		0.0	
Other commitments and contingencies		0.1	
Minimum lease payments on other lease agreements:			
Within one year	0.4	0.4	0.4
Within 1-5 years	0.8	0.5	0.5
Total	1.1	0.9	0.9

Derivative contracts

MEUR	31 Mar 2022	31 Mar 2021	31 Dec 2021
Commodity derivative contracts, electricity derivatives			
Fair value*		0.0	
Nominal value		0.1	
Interest rate derivatives			
Fair value*	2.3		0.2
Nominal value	50.0		50.0
Foreign currency derivatives			
Fair value*	-0.6	0.0	-0.3
Nominal value	15.1	9.0	11.9

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,

MEUR	2022	2021	2021
	Q1	Q1	Q1-Q4
Sales of goods and services	0.1	0.0	0.2
Associated companies	0.0	0.0	0.0
Principal shareholders	0.0	0.0	0.1
Corporations where management exercises influence	0.1	0.0	0.1
Purchases of goods and services	0.3	0.1	0.6
Associated companies	0.0	0.0	0.3
Principal shareholders	0.1	0.0	0.1
Corporations where management exercises influence	0.1	0.1	0.1
Trade receivables, loans and other receivables at the end of the reporting period	0.0	0.0	0.0
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	0.1	0.0	0.0
Associated companies	0.1	0.0	0.0
Principal shareholders		0.0	0.0
Acquired businesses *			
Principal shareholders			171.2
Divested business operations **			
Principal shareholders			1.0

* The selling party of Nettix Oy is 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.

** 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.

Quarterly information

	2022	2021	2021	2021	2021	2020	2020	2020
MEUR	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2
REVENUE	76.2	78.0	67.8	71.6	58.1	63.0	54.9	53.7
Alma Career	26.7	24.1	21.9	20.0	16.2	15.3	15.5	13.5
Alma Consumer	24.8	26.9	23.6	26.6	17.5	19.3	16.9	15.7
Alma Talent	25.2	27.5	22.4	25.2	24.5	27.5	21.8	23.5
Eliminations and non-allocated	-0.4	-0.5	-0.1	-0.2	-0.1	0.9	0.7	1.0
ADJUSTED TOTAL EXPENSES	56.7	62.6	50.0	55.0	47.9	51.4	40.9	43.0
Alma Career	14.5	16.0	13.0	12.2	11.2	11.8	10.1	8.9
Alma Consumer	19.7	20.2	17.0	19.3	14.5	14.5	12.3	12.9
Alma Talent	19.8	22.3	17.4	20.2	19.7	21.1	16.6	19.6
Eliminations and non-allocated	2.7	4.0	2.6	3.4	2.6	4.0	1.9	1.5
ADJUSTED EBITDA	24.0	20.2	22.2	20.8	14.6	15.7	18.1	14.9
Alma Career	13.0	8.9	9.7	8.4	5.8	4.4	6.4	5.6
Alma Consumer	6.3	8.0	7.9	8.8	3.9	5.3	5.2	3.3
Alma Talent	6.4	6.1	6.0	6.0	6.2	7.7	6.2	5.0
Eliminations and non-allocated	-1.8	-2.9	-1.4	-2.4	-1.3	-1.7	0.4	1.0
ADJUSTED OPERATING PROFIT/LOSS	19.6	15.5	17.8	16.6	11.1	12.2	14.3	10.9
Alma Career	12.3	8.2	9.0	7.7	5.1	3.7	5.5	4.8
Alma Consumer	5.0	6.7	6.5	7.3	3.4	4.9	4.6	2.8
Alma Talent	5.5	5.2	5.0	5.1	5.2	6.8	5.2	3.9
Eliminations and non-allocated	-3.2	-4.5	-2.8	-3.5	-2.7	-3.1	-1.1	-0.5
% OF REVENUE	25.8	19.9	26.3	23.2	19.1	19.4	26.0	20.3
Alma Career	46.0	34.0	41.2	38.6	31.5	24.2	35.5	35.3
Alma Consumer	20.4	24.8	27.8	27.5	19.6	25.2	27.5	17.9
Alma Talent	21.7	18.9	22.5	20.2	21.3	24.6	24.0	16.5
Non-allocated operations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ADJUSTED ITEMS	0.2	0.0	-0.4	-3.6	-0.3	-0.4	-0.0	-2.9
Alma Career	0.0	0.0	0.0	0.0	0.0	0.1	-0.1	0.0
Alma Consumer	0.2	0.0	-0.4	0.0	0.0	-0.4	0.0	0.0
Alma Talent	-0.1	0.0	-0.0	0.0	0.0	0.0	0.0	-3.0
Non-allocated operations	0.0	0.0	0.0	-3.6	-0.3	0.0	0.0	0.1
OPERATING PROFIT/LOSS	19.8	15.5	17.4	13.0	10.8	11.9	14.3	8.1
Alma Career	12.3	8.2	9.0	7.7	5.1	3.8	5.4	4.8
Alma Consumer	5.3	6.7	6.1	7.3	3.4	4.4	4.6	2.8
Alma Talent	5.4	5.2	5.0	5.1	5.2	6.8	5.2	0.9
Non-allocated operations	-3.2	-4.5	-2.8	-7.1	-2.9	-3.1	-1.1	-0.4
Finance income	2.0	0.2	0.0	0.3	0.0	-0.4	0.0	0.0
Finance expenses	1.6	0.1	0.6	0.7	0.5	0.3	0.2	0.7
Share of profit of associated companies	-0.2	0.3	0.7	-0.1	0.0	-0.2	0.2	0.2
PROFIT BEFORE TAX	20.1	16.0	17.4	12.6	10.4	11.0	14.5	7.6
Income tax	-4.0	-4.1	-2.8	-2.9	-2.2	-2.5	-1.9	-2.3
PROFIT FOR THE PERIOD	16.0	11.8	14.6	9.7	8.1	8.5	12.6	5.3

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 2021. New and amended IFRS standards that have entered into effect in 2022 have not had a (material) effect on the accounting principles. 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 2021. 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 revenue from digital business is calculated as $\text{digital business/revenue} * 100$. 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:

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

Alma Media's financial calendar 2022

- Interim Report for January–June 2022 on Wednesday, 20 July 2022, at approximately 8:00 EET
- Interim Report for January–September 2022 on Thursday, 20 October 2022, at approximately 8:00 EET