

REVENUE AND OPERATING PROFIT BY SEGMENT UNDER THE NEW SEGMENT STRUCTURE

REVENUE BY SEGMENT MEUR	2023 Q1	2023 Q2	2023 Q3	2023 Q4	2023 Q1-Q4
Alma Career	27.7	28.4	27.4	27.0	110.5
Alma Marketplaces	20.7	21.7	21.0	21.9	85.4
Alma News Media	27.2	27.9	25.0	29.1	109.1
Segments total	75.6	78.0	73.4	77.9	304.9
Non-allocated	-0.3	0.2	0.0	0.0	0.0
Total	75.3	78.2	73.4	78.0	304.9

OPERATING PROFIT/LOSS BY SEGMENT MEUR *)	2023 Q1	2023 Q2	2023 Q3	2023 Q4	2023 Q1-Q4
Alma Career	11.1	11.9	12.3	9.7	45.0
Alma Marketplaces	6.2	7.4	7.5	5.4	26.4
Alma News Media	2.3	3.7	3.4	4.0	13.5
Segments total	19.5	23.1	23.2	19.2	85.0
Non-allocated	-3.0	-3.2	-2.4	-3.3	-12.0
Total	16.5	19.9	20.8	15.8	73.0

*) includes adjusted items

REVENUE AND OPERATING PROFIT BY SEGMENT UNDER THE OLD SEGMENT STRUCTURE

REVENUE BY SEGMENT MEUR	2023 Q1	2023 Q2	2023 Q3	2023 Q4	2023 Q1-Q4
Alma Career	27.7	28.4	27.4	27.0	110.5
Alma Consumer	24.2	26.3	24.7	25.2	100.4
Alma Talent	23.9	23.4	21.5	26.0	94.8
Segments total	75.7	78.2	73.6	78.1	305.6
Non-allocated	-0.5	0.0	-0.1	-0.1	-0.7
Total	75.3	78.2	73.4	78.0	304.9

OPERATING PROFIT/LOSS BY SEGMENT MEUR	2023 Q1	2023 Q2	2023 Q3	2023 Q4	2023 Q1-Q4
Alma Career	11.1	11.9	12.3	9.7	45.0
Alma Consumer	3.6	5.6	5.8	4.0	19.0
Alma Talent	4.8	5.5	5.1	5.5	21.0
Segments total	19.5	23.1	23.2	19.2	85.0
Non-allocated	-3.0	-3.2	-2.4	-3.3	-12.0
Total	16.5	19.9	20.8	15.8	73.0

*) includes adjusted items

KEY FIGURES UNDER THE NEW SEGMENT STRUCTURE AND DISTRIBUTION OF REVENUE

Alma Media, key figures	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	75.3	78.2	73.4	78.0	304.9
Classified	30.7	31.6	30.5	29.6	122.4
Advertising	15.7	17.2	14.0	18.1	64.9
Digital services	10.5	11.0	11.5	10.9	43.9
Content	12.5	12.7	12.5	12.7	50.5
Other	5.9	5.7	4.9	6.7	23.2
Adjusted total expenses	58.3	59.0	53.0	61.5	231.8
Adjusted EBITDA	21.3	23.8	24.9	21.0	91.0
EBITDA	20.7	24.3	25.2	20.4	90.6
Adjusted operating profit	17.0	19.4	20.5	16.7	73.6
Adjusted operating profit, %	22.6 %	24.8 %	27.9 %	21.5 %	24.1 %
Operating profit (loss)	16.5	19.9	20.8	15.8	73.0
Operating profit, %	21.9 %	25.4 %	28.3 %	20.3 %	23.9 %
Employees average	1680	1699	1714	1686	1695
Digital business revenue	61.6	64.6	61.6	63.4	251.2
Digital business, % of revenue	81.8 %	82.6 %	83.9 %	81.3 %	82.4 %

Alma Career key figures	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	27.7	28.4	27.4	27.0	110.5
Classified	22.9	23.5	22.3	21.7	90.4
Advertising	0.7	1.0	1.1	1.3	4.1
Digital services	2.4	2.4	2.6	2.1	9.5
Other	1.7	1.5	1.4	1.9	6.5
Adjusted total expenses	16.7	16.2	15.4	17.3	65.6
Adjusted EBITDA	11.8	13.0	12.7	10.7	48.1
EBITDA	11.8	12.7	13.0	10.6	48.1
Adjusted operating profit	11.1	12.2	12.0	10.0	45.3
Adjusted operating profit, %	39.9 %	43.1 %	43.8 %	37.0 %	41.0 %
Operating profit (loss)	11.1	11.9	12.3	9.7	45.0
Operating profit, %	39.9 %	42.0 %	44.9 %	36.0 %	41.0 %
Employees average	717	702	696	701	704
Digital business revenue	27.6	27.8	27.1	26.5	109.1
Digital business, % of revenue	99.8 %	97.9 %	100.0 %	98.2 %	98.8 %

REVENUE	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Career North	3.9	3.5	3.2	3.2	13.7
Career Central	20.0	21.4	20.7	20.3	82.5
Career South	3.6	3.6	3.6	3.6	14.3
Divested operations and eliminations	0.1	0.0	-0.1	-0.1	-0.1

Alma Marketplaces, key figures	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	20.7	21.7	21.0	21.9	85.4
Classified	7.8	8.1	8.1	7.9	32.0
Advertising	2.8	3.1	2.6	2.6	11.1
Digital services	8.1	8.6	9.0	8.8	34.4
Other	2.1	1.9	1.3	2.7	7.9
Adjusted total expenses	14.2	15.3	13.5	16.4	59.3
Adjusted EBITDA	8.1	8.2	9.2	7.4	32.8
EBITDA	7.7	9.0	9.2	7.2	33.1
Adjusted operating profit	6.6	6.5	7.5	5.6	26.1
Adjusted operating profit, %	31.7 %	29.9 %	35.7 %	25.5 %	30.6 %
Operating profit (loss)	6.2	7.4	7.5	5.4	26.4
Operating profit, %	29.7 %	34.0 %	35.7 %	24.7 %	31.0 %
Employees average	346	355	369	375	361
Digital business revenue	19.3	20.6	20.3	20.0	80.2
Digital business, % of revenue	93.2 %	94.8 %	96.6 %	91.3 %	94.0 %

REVENUE	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Real estate	8.5	9.0	8.7	8.7	34.9
Mobility	5.7	6.1	5.9	5.9	23.6
Comparison services	2.0	2.1	2.2	1.8	8.2
Insights	4.5	4.5	4.2	5.5	18.7
Divested operations and eliminations	0.0	0.0	0.0	0.0	0.0

Alma News Media key figures	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	27.2	27.9	25.0	29.1	109.1
Advertising	12.3	12.9	10.3	14.0	49.5
- of which digital	75.7 %	80.6 %	83.2 %	77.2 %	78.9 %
Content	12.5	12.7	12.5	12.7	50.5
- of which digital	40.0 %	40.0 %	41.4 %	43.1 %	41.1 %
Other	2.4	2.2	2.2	2.3	9.2
Adjusted total expenses	24.9	24.1	21.6	24.5	95.1
Adjusted EBITDA	3.0	4.5	4.1	5.1	16.6
EBITDA	3.0	4.4	4.1	4.6	16.0
Adjusted operating profit	2.3	3.8	3.4	4.5	14.0
Adjusted operating profit, %	8.5 %	13.7 %	13.8 %	15.5 %	12.9 %
Operating profit (loss)	2.3	3.7	3.4	4.0	13.5
Operating profit, %	8.5 %	13.4 %	13.8 %	13.9 %	12.4 %
Employees average	436	463	476	440	454
Digital business revenue	15.0	16.0	14.2	16.8	62.0
Digital business, % of revenue	55.0 %	57.5 %	56.8 %	58.0 %	56.9 %

KEY FIGURES BY SEGMENT UNDER THE OLD SEGMENT STRUCTURE

Alma Media, key figures	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	75.3	78.2	73.4	78.0	304.9
Marketplaces	35.0	36.7	35.4	34.3	141.4
Media	25.5	26.6	23.5	27.6	103.2
- of which digital	58.8 %	61.7 %	61.4 %	62.2 %	61.1 %
Services	14.8	14.9	14.5	16.1	60.3
- of which digital	78.5 %	80.2 %	82.2 %	76.0 %	79.2 %
Adjusted total expenses	58.3	59.0	53.0	61.5	231.8
Adjusted EBITDA	21.3	23.8	24.9	21.0	91.0
EBITDA	20.7	24.3	25.2	20.4	90.6
Adjusted operating profit	17.0	19.4	20.5	16.7	73.6
Adjusted operating profit, %	22.6 %	24.8 %	27.9 %	21.5 %	24.1 %
Operating profit (loss)	16.5	19.9	20.8	15.8	73.0
Operating profit, %	21.9 %	25.4 %	28.3 %	20.3 %	23.9 %
Employees average	1680	1699	1714	1686	1695
Digital business revenue	61.6	64.6	61.6	63.4	251.2
Digital business, % of revenue	81.8 %	82.6 %	83.9 %	81.3 %	82.4 %

Alma Career, key figures	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	27.7	28.4	27.4	27.0	110.5
Marketplaces	23.4	24.3	23.2	22.7	93.6
Services	4.3	4.1	4.2	4.2	16.8
Adjusted total expenses	16.7	16.2	15.4	17.3	65.6
Adjusted EBITDA	11.8	13.0	12.7	10.7	48.1
EBITDA	11.8	12.7	13.0	10.6	48.1
Adjusted operating profit	11.1	12.2	12.0	10.0	45.3
Adjusted operating profit, %	39.9 %	43.1 %	43.8 %	37.0 %	41.0 %
Operating profit (loss)	11.1	11.9	12.3	9.7	45.0
Operating profit, %	39.9 %	42.0 %	44.9 %	36.0 %	40.7 %
Employees average	717	702	696	701	704
Digital business revenue	27.6	27.8	27.1	26.5	109.1
Digital business, % of revenue	99.8 %	97.9 %	100.0 %	98.2 %	98.8 %

REVENUE	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Finland	1.2	0.9	0.7	0.9	3.7
Croatia	2.9	3.0	2.9	2.9	11.7
Czech Republic	16.0	16.4	16.0	15.4	63.8
Slovakia	4.3	5.2	5.0	5.5	20.0
Baltic countries	2.7	2.6	2.5	2.3	10.0
Other countries	0.8	0.7	0.8	1.6	3.9

Alma Consumer key figures	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	24.2	26.3	24.7	25.2	100.4
Marketplaces	10.1	11.0	10.8	10.0	41.9
Media	11.7	12.8	11.5	12.7	48.7
Content, media	3.9	4.3	4.5	4.0	16.8
Advertising, media	7.7	8.5	7.0	8.7	32.0
- of which digital	88.0 %	88.9 %	92.2 %	90.1 %	89.7 %
Services	2.4	2.5	2.4	2.4	9.7
Adjusted total expenses	20.2	20.8	18.9	21.0	80.9
Adjusted EBITDA	5.4	7.0	7.2	5.7	25.3
EBITDA	5.0	7.0	7.2	5.5	24.7
Adjusted operating profit	4.0	5.6	5.8	4.2	19.6
Adjusted operating profit, %	16.7 %	21.2 %	23.4 %	16.5 %	19.5 %
Operating profit (loss)	3.6	5.6	5.8	4.0	19.0
Operating profit, %	15.0 %	21.2 %	23.4 %	15.8 %	18.9 %
Employees average	370	394	413	395	393
Digital business revenue	20.0	21.6	20.3	21.1	82.9
Digital business, % of revenue	82.5 %	82.2 %	82.2 %	83.5 %	82.6 %

REVENUE	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Housing	4.3	4.7	4.5	4.1	17.5
Cars and mobility	6.3	6.7	6.2	6.4	25.7
Comparison services and the sharing economy	2.0	2.1	2.3	1.9	8.3
Media and media-like services	11.6	12.8	11.7	12.7	48.7
- of which digital	69.3 %	68.5 %	65.8 %	72.0 %	68.9 %
Divested operations and eliminations	0.0	0.0	0.0	0.0	0.1

ADJUSTED OPERATING PROFIT	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Housing	1.7	1.8	2.1	1.2	6.9
Cars and mobility	1.7	1.7	1.6	1.2	6.2
Comparison services and the sharing economy	0.8	0.9	1.0	0.6	3.3
Media and media-like services	-0.2	1.2	1.1	1.3	3.3
Divested operations and eliminations	0.0	0.0	0.0	-0.1	-0.1

Alma Talent, key figures	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Revenue	23.9	23.4	21.5	26.0	94.8
Marketplaces	2.1	2.1	2.1	2.3	8.6
Media	13.3	12.8	11.2	14.0	51.3
Content, media	8.6	8.4	8.0	8.7	33.7
- of which digital	50.8 %	52.7 %	55.7 %	54.1 %	53.3 %
Advertising, media	4.7	4.4	3.2	5.3	17.6
- of which digital	55.0 %	63.6 %	63.6 %	56.1 %	59.0 %
Services	8.5	8.5	8.1	9.7	34.8
- of which digital	63.1 %	67.4 %	69.5 %	61.6 %	65.2 %
Adjusted total expenses	19.0	18.7	16.4	20.0	74.2
Adjusted EBITDA	5.7	5.6	6.0	6.7	24.1
EBITDA	5.7	6.4	6.0	6.3	24.5
Adjusted operating profit	4.8	4.7	5.1	5.9	20.6
Adjusted operating profit, %	20.3 %	20.1 %	23.9 %	22.8 %	21.7 %
Operating profit (loss)	4.8	5.5	5.1	5.5	21.0
Operating profit, %	20.3 %	23.6 %	23.9 %	21.1 %	22.2 %
Employees average	412	424	432	420	422
Digital business revenue	14.4	15.1	14.3	15.9	59.7
Digital business, % of revenue	60.4 %	64.3 %	66.5 %	61.3 %	63.0 %

REVENUE	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Alma Talent Media	13.4	12.8	11.3	14.1	51.7
- of which digital	51.8 %	56.5 %	57.5 %	54.3 %	54.9 %
Alma Talent Services	8.9	8.9	8.5	10.2	36.5
- of which digital	84.0 %	87.6 %	91.6 %	81.2 %	85.9 %
Direct Marketing	2.2	2.3	2.3	2.3	9.1
Divested operations and eliminations	-0.6	-0.7	-0.6	-0.6	-2.5

ADJUSTED OPERATING PROFIT/LOSS	2023	2023	2023	2023	2023
MEUR	Q1	Q2	Q3	Q4	Q1-Q4
Alma Talent Media	2.2	2.1	2.0	2.9	9.2
Alma Talent Services	2.4	2.2	2.7	2.7	10.1
Direct Marketing	0.3	0.4	0.4	0.3	1.4
Divested operations and eliminations	-0.1	0.0	0.0	0.0	-0.1