



# New Alma Media to the Main List of the Helsinki Stock Exchange

**The Listing Committee of the Helsinki Stock Exchange has accepted Almanova Oyj (New Alma Media) to the Main List. Trading in the shares of Alma Media will commence on the Helsinki Stock Exchange's Main List on Monday, November 7, 2005, after the merger between Almanova Oyj and Alma Media Oyj has been registered.**

Alma Media is a media corporation concentrating on publishing, on producing and distributing financial information, and on providing online services. The Group has business, afternoon, regional and local newspapers as well as free sheets in its portfolio. It also runs leading online marketplaces in Finland and is expanding marketplace operations beyond Finland's borders.

The newspaper circulation market in Finland totals roughly MEUR 600. The Finnish media advertising market was EUR 1.15 billion in 2004, of which newspapers accounted for 55 %. Alma Media's share of the total media advertising market was in excess of 10 %

The Group derives close to 50 % of its net sales from advertising sales, 40 % from newspaper circulation revenues. Pro form net sales in 2004 (excluding the television and radio broadcasting operation divested in 2005) amounted to EUR 283 million, generating an operating margin of 12.9 %.

"Ownership of the company is very broad and no one shareholder holds more than ten percent of the total voting power. The company's aim is to be an even more attractive investment prospect for both Finnish and foreign investors, as well as a valued employer and a partner for its stakeholders", said Mr. Kai Telanne, CEO of Alma Media.

Photos of the listing ceremony will be available on the Helsinki Stock Exchange's website at [www.omxgroup.com/helsinkistockexchange](http://www.omxgroup.com/helsinkistockexchange) in the afternoon of November 7, 2005.

## **For more information, please contact:**

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