



PRESS RELEASE

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Proventus acquires 15.2 percent of the shares in Alma Media

On January 7, 2005, Proventus Industrier AB acquired 4,426,676 series I shares and 931,796 series II shares in Alma Media Corporation representing 8.5 percent of the company's share capital and 15.2 percent of the votes. Prior to the acquisition, Proventus did not own any shares in Alma Media. The sellers of the shares are Suomi Mutual Life Assurance Company, Pohjola Non-Life Insurance Company Ltd and Ilmarinen Mutual Pension Insurance Company.

– This investment in Alma Media follows our investment in Swedish TV4 and increases our possibilities to participate in the development of the future Nordic TV market. Alma Media has a strong position in the Finnish media market and also a key role in the Nordic TV market, says Daniel Sachs, CEO of Proventus.

– Proventus does not have any media operations of its own and plans, as an independent investor, to contribute actively to develop Alma Media and TV4. Following the acquisition on Friday we have initiated discussions with the other large owners of Alma Media regarding how to co-operate in the restructuring of Alma Media in such a way that the interest of all shareholders is considered, concludes Daniel Sachs.

Founded in 1980, Proventus is a private investment company based in Sweden with equity in excess of 300 million euro and a successful track record in transforming ailing companies including the restructuring of Kosta Boda, the formation of the Gota bank group and the turn around of the Aritmos group including Tretorn and Puma. Proventus is the principal shareholder in Swedish toy company BRIO AB and Finnish furniture company Artek.

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