EDITA

Interim Report September 2, 2009

EDITA GROUP INTERIM REPORT JANUARY 1 – JUNE 30, 2009

Increase in net revenue and operating profit

The net revenue of the Edita Group's continuing operations increased 9 percent in January-June, totaling EUR 57.4 million (EUR 52.5 million). This increase was mainly due to the acquisition in Sweden in 2008. Operating profit increased 12 percent, to EUR 2.4 million (EUR 2.2 million). The higher operating profit was the result of efficiency measures taken.

EDITA GROUP KEY FIGURES		Jan-Jun 2009	Jan-Jun 2008	Jan-Dec 2008
Continuing operations				
Net revenue	EUR 1 000	57 391	52 532	111 078
Operating profit	EUR 1 000	2 408	2 158	3 615
Profit/loss for the period	EUR 1 000	1 172	1 050	3 815
Discontinued operations				
Profit/loss on discontinued operations for the period	EUR 1 000	0	-657	-657
Profit/loss for the period	EUR 1 000	**1 172**	**393**	**3 158**
Earnings per share (EPS), continuing operations	EUR	0.19	0.17	0.64
Average number of employees, continuing operations		920	760	896
Gross investment		1 970	8 307	37 736
Balance sheet	EUR 1 000	91 887	84 694	93 748
Equity-to-assets ratio, %	%	33.3	34.9	31.1
Gearing, %	%	82.3	14.7	83.9
Interest-bearing liabilities	EUR 1 000	34 501	22 479	35 544
Cash and cash equivalents	EUR 1 000	9 731	24 525	11 403
Net debt	EUR 1 000	24 770	-2 045	24 141

Timo Lepistö, CEO:

"The improvement in Edita's profit performance shows that the structural change made in our business has been fruitful and that we have been able to adjust our operations to the challenging market conditions in the first half of 2009. Although net revenue has fallen by as much as a fifth in some areas, Edita's profitability has remained quite good."

Group structure

Since the start of the year, the Edita Group has had four business areas: Marketing Services, Editorial Communication, Publishing, and Print & Distribution. No other changes have taken place in Group structure.

Net revenue and profit

The net revenue of the Group's continuing operations was EUR 57.4 million (EUR 52.5 million), of which EUR 33.7 million (EUR 40.8 million) was accumulated in Finland and EUR 23.9 million (EUR 14.6 million) in Sweden. Consolidated operating profit was EUR 2.4 million (EUR 2.2 million). The figures for discontinued operations in January-June 2008 (EUR -0.7 million) included the costs of shutting down the AP-Paino Oy plant in spring 2008.

The net revenue of the ***Marketing Services business area*** was EUR 8.3 million (EUR 2.6 million) and operating profit EUR -0.2 million (EUR -0.2 million). Net revenue grew with the acquisition of Citat Group AB, but the overall growth in net revenue was less than expected. This was because of the steep decline of the media market, especially in Sweden. Due to the low net revenue and the cost of these measures, a loss was recorded in Sweden. In Finland, net revenue was on a par with 2008, and operating profit showed an improvement.

The net revenue of the ***Editorial Communication business area*** was EUR 7.8 million (EUR 0.7 million), and operating profit was EUR 0.4 million (EUR 0.0 million). The acquisition of Citat Group AB boosted net revenue and operating profit. In Finland, net revenue fell and the operating loss grew in comparison with the previous year's figure.

The net revenue of the ***Print & Distribution business area*** was EUR 36.2 million (EUR 43.4 million) and operating profit EUR 1.7 million (EUR 2.1 million). Net revenue decreased both in Finland and Sweden as a result of deterioration in the economy and tighter market conditions. Operating profit was also down in both countries. Operating profit decreased due to the cost of the adjustment measures.

The net revenue of the ***Publishing business area*** was EUR 8.2 million (EUR 9.0 million) and operating profit EUR 1.5 million (EUR 1.2 million). The decline in net revenue was due mostly to the contraction in the textbook and non-fiction markets and tighter market conditions.

Solvency and financial position

The equity-to-assets ratio was 33% (35%). The balance sheet total was EUR 91.9 million (EUR 84.7 million). The improved balance sheet total was due to the acquisition of Citat Group AB in July 2008. Interest-bearing debt was EUR 34.5 million (EUR 22.5 million). Cash and cash equivalents were EUR 9.8 million (EUR 24.6 million) at the end of the period. The figure was reduced by the acquisition of Citat Group AB, which also increased the amount of interest-bearing debt.

Capital expenditure

The Group's gross capital expenditure in the period was EUR 2.0 million (EUR 8.3 million). The expenditure was mainly replacement investments, the principle replacements being printing presses for Edita Prima Oy and Edita Västra Aros AB.

Risks and risk management

The Group's risks are assessed by conducting a regular risk survey. The principal risks concern economic downturn, exchange rates and accumulation of trade receivables.

To prepare for the weakening of general economic conditions and for tougher competition in the printing industry, Edita already took measures to adjust its Finnish operations during the fall of 2008. The adjustment measures were continued in Finland and were also implemented in Sweden in the first half-year of 2009. A significant deterioration in market conditions and a faster-than-expected increase in raw material prices and other costs may weaken the Group’s profitability in 2009.

The Group’s foreign exchange risk grew due to the acquisitions in Sweden. Hedging was used in preparation for weakening exchange rates. The decline in market interest rates was taken into consideration in the review of finance risks. Edita hedged some of its interest-bearing debt.

Special attention was paid to the management of credit loss risks. Collection of outstanding debts as well as monitoring the solvency and creditworthiness of customers were enhanched.

Board of Directors

Carina Brorman and Eva Persson were elected as new members of the Edita Plc Board of Directors at the Annual General Meeting of April 29, 2009. Lauri Ratia (chairman), Jarmo Väisänen (vice chairman), Liisa Jauri, Riitta Laitasalo and Timo Löyttyniemi continue as board members.

Staff

The Group employed an average of 920 persons (823) during the review period, and 899 (811) at the end of the period. The average number of personnel in continuing operations was 920 (760). The parent company employed an average of 36 persons (33), and 37 (34) persons at the end of the period.

The acquisition of Citat Group AB in July 2008 increased the average personnel by 274 persons in the Marketing Services and Editorial Communication business areas. In the other business areas, personnel numbers declined as a result of the adjustment measures that were taken.

Outlook for the remainder of 2009

Edita’s profit performance is affected significantly by the demand for communications services in Finland and Sweden. In comparison with the first six months, we don’t expect the business conditions to improve during the second half of 2009. Edita is ready to react quickly to changes in the market in the second half of 2009 as well.

This interim report has not been audited

Edita Plc

Timo Lepistö
CEO

ATTACHMENT: Financial statements and Notes to the financial statements

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Distribution: State’s Ownership Steering Department, media.

ATTACHMENT: Financial statements and Notes to the financial statements

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CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (IFRS) (EUR 1 000)	Jan 1–Jun 30 2009	Jan 1-Jun 30 2008	Jan 1-Dec 31 2008
Continuing operations			
Net Revenue	**57 391**	**52 532**	**111 078**
Other operating income	667	278	1 136
Cost of sales	-55 717	-50 719	-108 602
Share of profit in associated companies	67	66	2
Operating profit	**2 408**	**2 158**	**3 615**
Financial income	121	603	1 689
Financial expenses	-990	-1 064	-1 185
Profit before taxes	**1 540**	**1 697**	**4 119**
Income taxes	-367	-647	-304
Profit on continuing operations for the period	**1 172**	**1 050**	**3 815**
Discontinued operations			
Profit/loss on discontinued operations for the period	0	-657	-657
Profit for the period	**1 172**	**393**	**3 158**
Other comprehensive income:			
Available-for-sale financial assets	11	-51	-51
Translation differences	100	-53	-3 285
Net gain on hedge of net investment	20	0	0
Tax relating to components of other comprehensive income	-3	10	10
Other comprehensive income after taxes	128	-94	-3 326
Total comprehensive income:	**1 300**	**299**	**-169**
Profit for the period attributable to			
Parent company's shareholders	1 169	739	3 160
Minority interests	3	-346	-2
Total compehensive income attributable to			
Parent company's shareholders	1 297	646	-141
Minority interests	3	-346	-27
Earnings per share calculated on the profit attributable to shareholders of the parent company:			
Basic earnings per share, continuing operations	0.19	0.17	0.64
Basic earnings per share, discontinued operations	0.00	-0.05	-0.11
Basic earnings per share	0.19	0.12	0.53

CONSOLIDATED STATEMENT OF FINANCIAL POSITION (IFRS) (EUR 1 000)

ASSETS	Jun 30 2009	Jun 30 2008	Dec 31 2008
NON-CURRENT ASSETS			
Tangible fixed assets	32 137	32 535	32 125
Goodwill	18 387	2 127	18 343
Other intangible assets	2 198	598	2 274
Interests in associated companies	2 262	2 706	2 302
Other financial assets	432	433	432
Deferred tax assets	285	224	361
	55 699	38 622	55 836
CURRENT ASSETS			
Inventories	8 009	5 924	6 768
Sales receivables and other receivables	18 357	15 559	19 633
Tax receivables	30	0	42
Other current financial assets at fair value	62	65	65
Cash and cash equivalents	9 731	24 525	11 403
	36 188	46 072	37 912
Total assets	**91 887**	**84 694**	**93 748**

EQUITY AND LIABILITIES	30.6.2009	30.6.2008	31.12.2008
EQUITY			
Share capital	6 000	6 000	6 000
Premium reserve	25 870	25 870	25 870
Fair value reserve	22	14	14
Retained profits	-1 891	-2 385	-3 171
Equity attributable to shareholders of the parent company	30 001	29 499	28 712
Minority interests	6	2	0
Total equity	30 007	29 501	28 712
LIABILITIES			
Non-current liabilities			
Capital loan	0	6 433	0
Pension obligations	1 728	1 915	1 710
Interest-bearing non-current liabilities	27 471	15 748	28 617
Non-current provisions	2 039	5 327	2 804
Deferred tax liabilities	1 818	1 572	1 920
	33 057	30 995	35 051
Current liabilities			
Installments on interest-bearing non-current liabilities	5 301	4 817	5 216
Advances received	1 864	47	1 556
Accounts payable and other current liabilities	21 199	19 335	23 212
Tax liabilities	460	0	0
	28 823	24 198	29 984
Total equity and liabilities	**91 887**	**84 694**	**93 748**

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CONDENSED CONSOLIDATED STATEMENT * (EUR 1 000) OF CASH FLOWS

	Jan 1-Jun 30 2009	Jan 1-Jun 30 2008	Jan 1-Dec 31 2008
* Including discontinued operations			
Cash flow from operating activities			
Profit for the period	1 172	393	3 158
Adjustments	3 039	2 364	2 714
Changes in working capital	-1 666	-734	81
Interest paid	-990	-442	-596
Interest received	118	576	1 287
Taxes paid	78	-1 094	-1 332
Net cash flow from operating activities	**1 751**	**1 063**	**5 312**
Net cash flow from investing activities	**-1 310**	**-7 682**	**-29 256**
Net cash flow from financing activities	**-2 136**	**2 218**	**6 920**
Change in cash and cash equivalents	**-1 694**	**-4 401**	**-17 025**
Cash and cash equivalents at start of the period	11 468	29 041	29 041
Effect of changes in exchange rates	10	-9	-507
Effect of changes in fair value investments	8	-41	-41
Cash and cash equivalents at end of the period	**9 792**	**24 590**	**11 468**

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CONSOLIDATED STATEMENT OF CHANGES IN SHAREHOLDERS' EQUITY

	Shareholders' equity attributable to parent company shareholders						Minority interests	Equity total
	Share capital	Share premium fund	Trans-lation diffe-rences	Fair value reserve	Retained earnings	Total		
Shareholders' equity Jan 1 2008	6 000	25 870	-228	55	-2 843	28 854	207	29 061
Dividends paid from subsidiary							-57	-57
Acquisition of minority interests							-150	-150
Change in net investment							347	347
Total comprehensive income			-53	-41	739	646	-346	299
Shareholders' equity Jun 30 2008	6 000	25 870	-280	14	-2 104	29 499	2	29 501
Shareholders' equity Jan 1 2009	6 000	25 870	-3 465	14	294	28 712	0	28 712
Change in minority interests							3	3
Total compehensive income			120	8	1169	1297	3	1300
Shareholders' equity Jun 30 2009	6 000	25 870	-3 345	22	1 454	30 001	6	30 007

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KEY INDICATORS OF FINANCIAL PERFORMANCE		Jan-Jun 2009	Jan-Jun 2008	Jan-Dec 2008
Net revenue	EUR 1 000	57 391	55 146	113 692
Net revenue, continuing operations	EUR 1 000	57 391	52 532	111 078
exports and foreign operations, %		42.8	29.6	38.0
Operating profit	EUR 1 000	2 408	1 518	2 975
Operating profit, continuing operations	EUR 1 000	2 408	2 158	3 615
% of net revenue		4.2 %	4.1 %	3.3%
Profit before taxes	EUR 1 000	1 540	1 037	3 459
Profit before taxes, continuing operations	EUR 1 000	1 540	1 697	4 119
% of net revenue	%	2.7	3.2	3.7
Profit/loss for the period	EUR 1 000	1 172	393	3 158
Profit/loss for the period, continuing operations	EUR 1 000	1 172	1 050	3 815
Equity-to-assets ratio, %	%	33.3	34.9	31.1
Gearing, %	%	82.3	14.7	83.9
Gross capital expenditure	EUR 1 000	1 970	8 307	37 736
% of net revenue		3.4	15.8	33.2
Average number of employees		920	823	929
Average number of employees, continuing operations		920	760	896
Earnings per share (EPS)	EUR	0.19	0.12	0.53
Earnings per share (EPS), continuing operations	EUR	0.19	0.17	0.64
Cash flow from operations/share	EUR	0.29	0.18	0.89
Equity per share	EUR	5.00	4.92	4.79
No. of shares, adjusted for share issue		6 000 000	6 000 000	6 000 000

Formulae for calculating key indicators

Earnings per share, EUR

$$\frac{\text{Shareholders' equity attributable to parent company shareholders}}{\text{Number of shares on closing date (adjusted for share issue)}}$$

Equity-to-assets ratio, %

$$\frac{\text{Shareholders' equity + minority interest}}{\text{Total assets – advances received}}$$

Gearing, %

$$\frac{\text{Interest-bearing liabilities – cash and cash equivalents}}{\text{Shareholders' equity + minority share}}$$

Information by segment

Edta Plc

OPERATING SEGMENTS	**Print& Distrib.**	**Marketing Services**	**Editorial Comm.**	**Publishing**	**Other operations**	**Dis-continued**	**Elim.**	**Total**
(EUR 1 000)								
Financial period Jan-Jun 2009								
External net revenue	33 716	7 985	7 404	8 169	117			57 391
Inter-segment net revenue	2 464	326	377	26	1 988		-5 182	0
Net revenue, total	**36 180**	**8 311**	**7 781**	**8 195**	**2 106**		**-5 182**	**57 391**
Operating profit/loss	**1 733**	**-196**	**375**	**1 496**	**-1 000**			**2 408**
Net financial income / expenses								-869
Taxes								-367
Consolidated profit for the period								**1 172**
Financial period Jan-Jun 2008								
External net revenue	40 772	2 388	404	8 969	0	2 613		55 146
								0
Net revenue, total	**43 415**	**2 558**	**663**	**8 990**	**1 972**	**2 613**	**-5 065**	**55 146**
Operating profit/loss	**2 055**	**-155**	**-21**	**1 191**	**-912**	**-640**		**1 518**
Net financial income/expenses						-17		-478
Taxes								-647
Consolidated profit for the period								**393**
Financial period Jan-Dec 2008								
External net revenue	74 506	11 936	8 904	15 689	44	2 613		113 692
Inter-segment net revenue	4 717	285	449	60	3 764	0	-9 275	0
Net revenue, total	**79 223**	**12 221**	**9 353**	**15 749**	**3 808**	**2 613**	**-9 275**	**113 692**
Operating profit/loss	**2 135**	**-1 201**	**765**	**1 795**	**121**	**-640**		**2 975**
Net financial income/expenses						-17		487
Taxes								-304
Profit for the period								**3 158**

Collateral and contingent liabilities

Edita Plc

COLLATERAL AND CONTINGENT LIABILITIES (EUR 1 000)	Jan-Jun 2009	Jan-Jun 2008	Jan-Dec 2008
Loans from financial institutions secured by mortgages and pledges			
Corporate mortgages given	2 992	1 072	2 978
Property mortgages given	2 018	2 018	2 018
Pledged machinery and equipment	3 925	1 667	1 078
Debts secured by shares			
Carrying amount of pledged shares	610	0	607
Other collateral given on behalf of shareholders			
Property mortgages given	88	88	88
Pledged deposits	20	30	21
Minimum leases payable on the basis of non-cancellable operating leases:			
Within one year	2 558	1 474	3 008
1-5 years	4 116	3 330	4 955
	6 674	4 804	7 963

Principal accounting policies (IFRS) for the interim report

The Edita Group’s interim report was prepared in accordance with the IAS 34 Interim Financial Reporting standard, and the preparation of the report was in compliance with the IFRS standards and interpretations approved for application in the EU and valid on January 1, 2009.

With the exception of the effects of implementing the standards described below, the accounting principles applied in preparing this interim report are the same as those described in the notes to the 2008 financial statements:

IAS 1 (revised 2007) Presentation of Financial Statements

The revision concerns the presentation of the financial statements and the statement of changes in equity. The revision of the standard includes terminological changes and the headings of the principal statements.