

New segments to be introduced as of Q2 2010

- Overall desire to simplify and streamline group structure and communication
- New segments will reflect Schibsted's strategic development and management structure
- Provides a good fundament for analysis and valuation of the Group
- Underlying details published for each media house will remain unchanged
- Detailed historical comparison figures published on www.schibsted.com/ir



Revenues by business area

1 quarter 2009	2 quarter 2009	3 quarter 2009	4 quarter 2009	1 quarter 2010	OPERATING REVENUES SCHIBSTED GROUP	Full year 2009
2 919	2 996	3 264	3 566	3 258	SCHIBSTED GROUP	12 745
1 889	1 928	2 320	2 520	2 334	MEDIA HOUSES SCANDINAVIA	8 657
565	573	973	1 078	1 094	Media Norge Group (ex FINN)	3 189
472	492	498	499	466	Verdens Gang Group	1 961
734	760	736	826	751	Schibsted Sverige Group	3 056
72	63	70	90	54	Publishing	295
255	248	241	249	83	Other	993
(209)	(208)	(198)	(222)	(114)	Eliminations	(837)
276	301	206	291	234	MEDIA HOUSES INTERNATIONAL	1 074
113	137	76	135	98	20 Minutes	461
158	159	128	151	134	Eesti Meedia Group	596
5	5	2	4	2	Other	16
0	0	0	1	0	Eliminations	1
655	679	649	644	666	ONLINE CLASSIFIEDS	2 627
182	195	201	186	211	FINN	764
422	433	389	389	394	Schibsted Classified Media	1 633
57	66	70	76	64	Hitta	269
0	0	0	0	0	Other	0
(6)	(15)	(11)	(7)	(3)	Eliminations	(39)
12	8	4	12	12	HEADQUARTER	36
12	8	4	12	12	Schibsted ASA/Schibsted Finans AS	36
147	142	138	169	75	OTHER	596
147	142	138	169	75	Other/Eliminations	596
(60)	(62)	(53)	(70)	(63)	ELIMINATIONS	(245)

EBITA by business area

1 quarter 2009	2 quarter 2009	3 quarter 2009	4 quarter 2009	1 quarter 2010	OPERATING PROFIT (EBITA) SCHIBSTED GROUP	Full year 2009
(3)	184	303	348	266	SCHIBSTED GROUP	832
3	100	172	202	177	MEDIA HOUSES SCANDINAVIA	477
(10)	30	10	52	44	Media Norge Group (ex FINN)	82
61	82	100	80	81	Verdens Gang Group	323
(14)	17	38	53	49	Schibsted Sverige Group	94
1	(1)	8	13	(1)	Publishing	21
3	5	15	(2)	(1)	Other	21
(38)	(34)	2	7	7	Associated companies	(63)
0	1	(1)	(1)	(2)	Eliminations	(1)
(38)	7	(32)	29	(18)	MEDIA HOUSES INTERNATIONAL	(34)
(27)	(3)	(26)	25	(11)	20 Minutes	(31)
(3)	11	(2)	6	(5)	Eesti Meedia Group	12
(8)	(2)	(3)	(1)	(3)	Other	(14)
0	0	0	0	0	Associated companies	0
0	1	(1)	(1)	1	Eliminations	(1)
85	143	198	165	150	ONLINE CLASSIFIEDS	591
40	80	91	67	81	FINN	278
43	62	99	72	61	Schibsted Classified Media	276
3	3	8	28	10	Hitta	42
0	0	0	0	0	Other	0
(1)	0	0	(1)	(1)	Associated companies	(2)
0	(2)	0	(1)	(1)	Eliminations	(3)
(51)	(61)	(39)	(60)	(53)	HEADQUARTER	(211)
(51)	(61)	(39)	(60)	(53)	Schibsted ASA/Schibsted Finans AS	(211)
(1)	(5)	4	12	10	OTHER	10
1	(5)	4	12	10	Other	12
0	0	0	0	0	Eliminations	0
(2)	0	0	0	0	Associated companies	(2)
(1)	0	0	0	0	ELIMINATIONS	(1)

Reconciliation between new segments and former segments		
New segments	Former segment	Comments
MEDIA HOUSES SCANDINAVIA		
Media Norge Group (ex FINN)	Norway	Media Norge ex Finn.no.
Verdens Gang Group	Norway	
Schibsted Sverige Group	Sweden	Schibsted Sweden ex. Hitta.
Publishing	Norway/Sweden	Scanpix, Møteplatsen, Schibsted Eiendom, Absolutt Fotball, Schibsted Trykk until Q4 2009.
Other	Norway/Sweden	Metro Sweden, TT and minor companies. Until Q2 2009 also Media Norge newspapers ex Aftenposten and Polaris Media.
Eliminations		
MEDIA HOUSES INTERNATIONAL		
20 Minutes	International	
Eesti Meedia Group	International	
Other	International	Moi Rajon
Associated companies	International	Minor companies
Eliminations		
ONLINE CLASSIFIEDS		
FINN	Norway	
Schibsted Classified Media	International	
Hitta	Sweden	
Other	-	-
Associated companies		Minor companies. InfoJobs Italy until Q2 2009.
Eliminations		
HEADQUARTER		
Schibsted ASA/Schibsted Finans AS	Other	
OTHER		
Other	Various	Sandrew Metronome, and some minor companies. Metronome until Q2 2009, Basefarm until Q4 2009.
Eliminations		
Associated companies		Aspiro until Q2 2009.
ELIMINATIONS		

Reconciliation between Media Platform and Business Area		
Media Platform	Business Area	Company
Print Newspapers		
Media Norge (ex Aftenposten)	Media Houses Scandinavia	Media Norge Group (ex FINN)
Aftenposten	Media Houses Scandinavia	Media Norge Group (ex FINN)
Verdens Gang	Media Houses Scandinavia	Verdens Gang Group
Aftenbladet	Media Houses Scandinavia	Schibsted Sverige Group
SvD	Media Houses Scandinavia	Schibsted Sverige Group
20 Minutes print	Media Houses International	20 Minutes
Schibsted Trykk	Media Houses Scandinavia	Media Norge from Q1 2010
Eesti Meedia Group	Media Houses International	Eesti Meedia Group
Schibsted Classified Media Print	Online Classifieds	Schibsted Classified Media
Other / eliminations		
Online newspapers		
Verdens Gang Multimedia	Media Houses Scandinavia	Verdens Gang Group
Media Norge (ex Aftenposten)	Media Houses Scandinavia	Media Norge Group (ex FINN)
Aftenposten Multimedia	Media Houses Scandinavia	Media Norge Group (ex FINN)
Aftenbladet Nya Medier	Media Houses Scandinavia	Schibsted Sverige Group
SvD Nya Medier	Media Houses Scandinavia	Schibsted Sverige Group
Other / eliminations		
Classifieds/Directories		
FINN	Online Classifieds	FINN
Schibsted Søk	Online Classifieds	FINN and Schibsted Sverige
Hitta	Online Classifieds	Schibsted Sverige Group
Blocket/BytBil	Online Classifieds	Schibsted Classified Media
Schibsted Classified Media (ex Blocket/BytBil)	Online Classifieds	Schibsted Classified Media
Other / eliminations		
Live pictures		
Sandrew Metronome Group	Other	Other
Kanal 2	Media Houses International	Eesti Meedia Group
Other / eliminations		
Other		
Publishing	Media Houses Scandinavia	Publishing
Schibsted ASA / Schibsted Finans / Schibsted Eiendom Group / Basefarm	Schibsted ASA and Schibsted Finans in HQ. Schibsted Eiendom Group in Media Houses Scandinavia, Basefarm in Other	Various
Other / eliminations		