

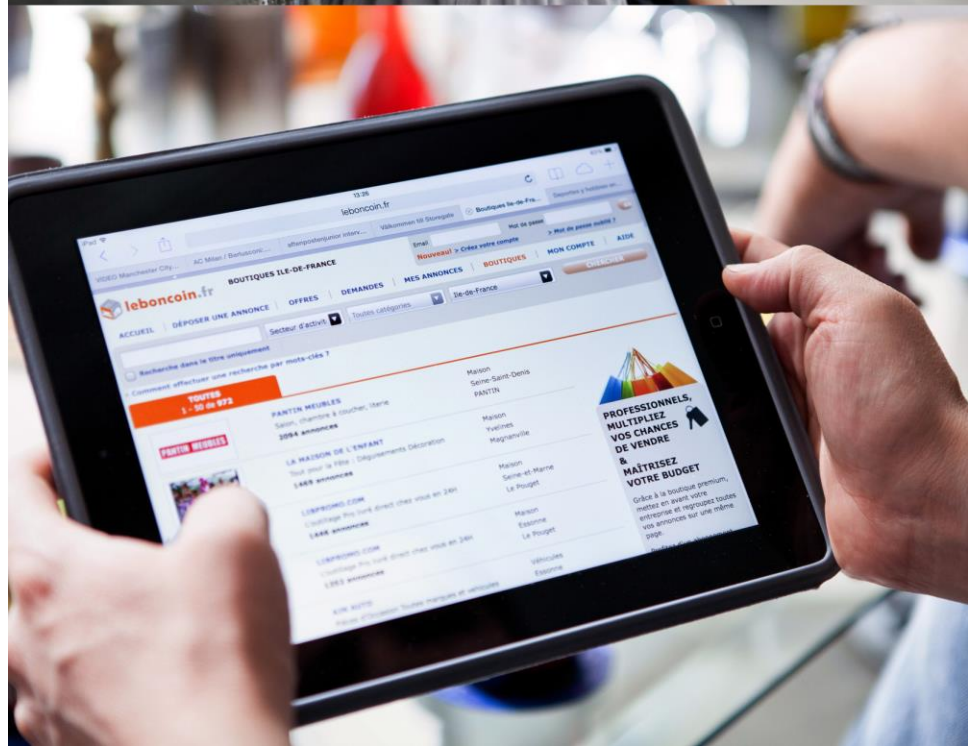


SCHIBSTED
MEDIA GROUP

Shaping
the media
of tomorrow.
Today.

Quarterly results Q2 2014

Rolv Erik Ryssdal, CEO
Trond Berger, CFO
18 July 2014



Mixed results in Q2 – well positioned for future online classifieds growth

Online classifieds



Solid revenue growth in France and Sweden. Finn developing platform for long term growth

Building momentum for real estate growth in France

Positive effect from investments in traffic growth in Spain and Italy, though leading to lower EBITDA contribution in Q2

Significant investments in new ventures yielding strong traffic growth – new ads per day in Brazil +160% Y/Y

Media Houses

Continued strong online growth

Negative print development continues – putting further pressure on margins

Continuous efforts to adapt cost base to the market development

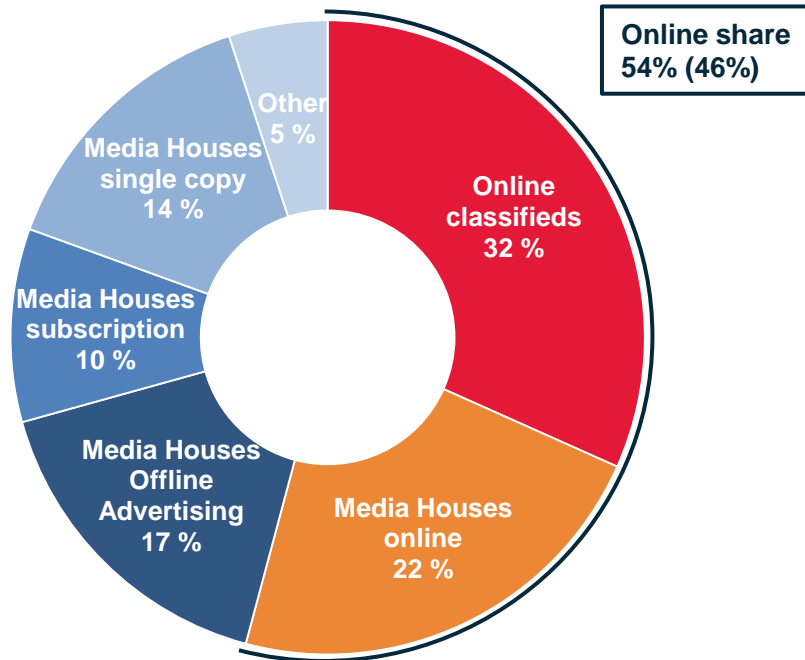
Strong revenue development and improved EBITDA margin in Schibsted Growth



Continued progress in digitalization

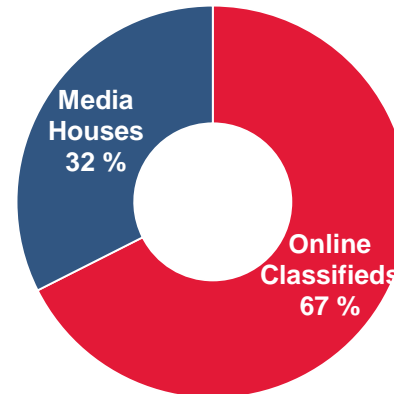
Revenues Q2 2014

Percentage



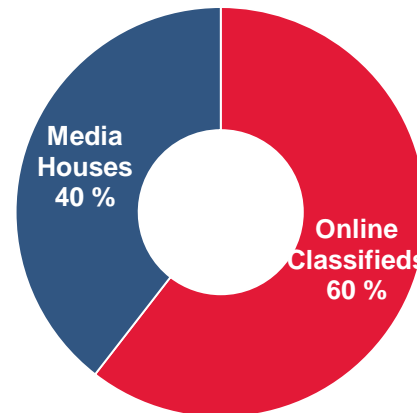
EBITDA* ex New Ventures Q2 2014

Percentage



EBITDA* Q2 2014

Percentage





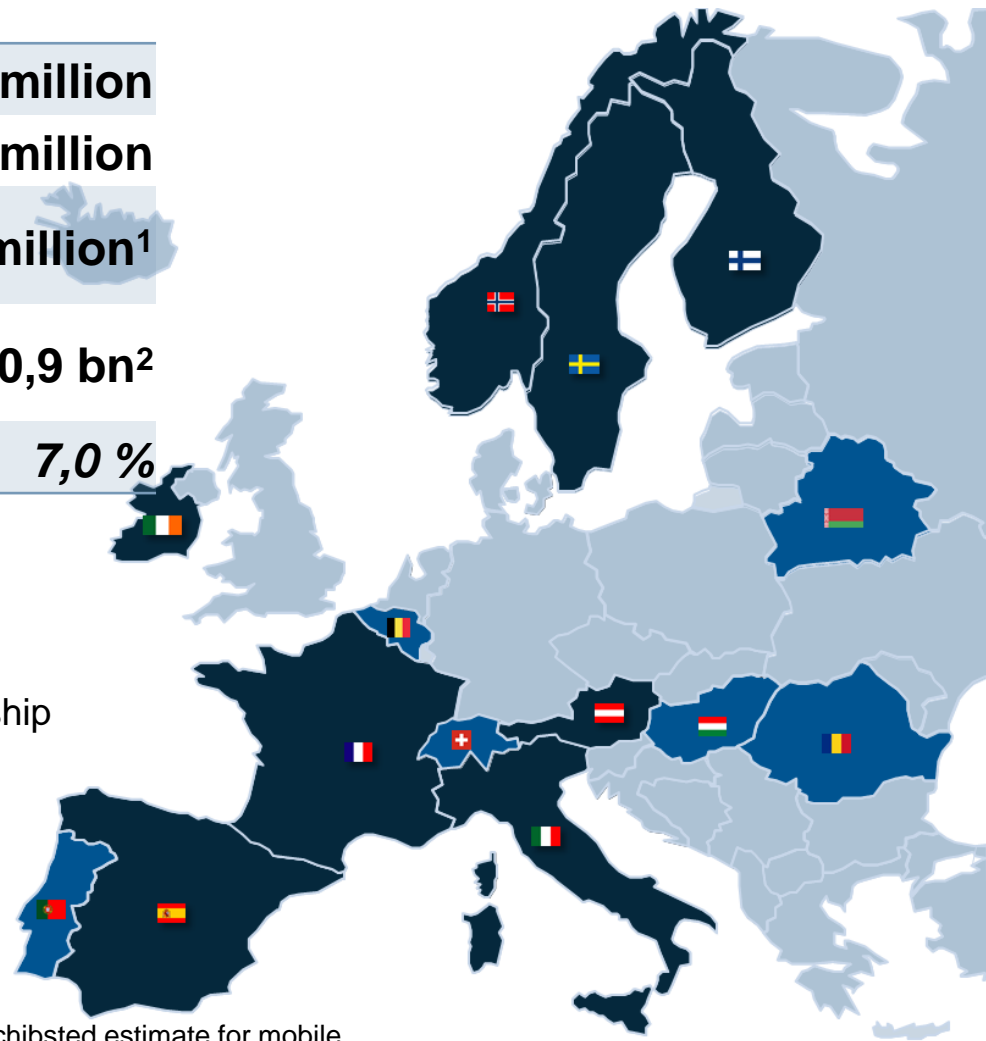
*) EBITDA excluding HQ and Other operations

Online classifieds

European footprint of market leading online classifieds sites

Population (million)	208 million
Internet users (million)	162 million
Schibsted unique users per month	~65 million ¹
Internet advertising spend 2014 (bn USD)	USD 10,9 bn ²
2013-2017 annual growth	7,0 %









-  = Market leading sites
-  = Sites competing for market leadership



1) Unduplicated data. Source: Comscore for desktop users, Schibsted estimate for mobile.

2) Source: IDG

Growth potential in European countries ramping up traffic and revenues

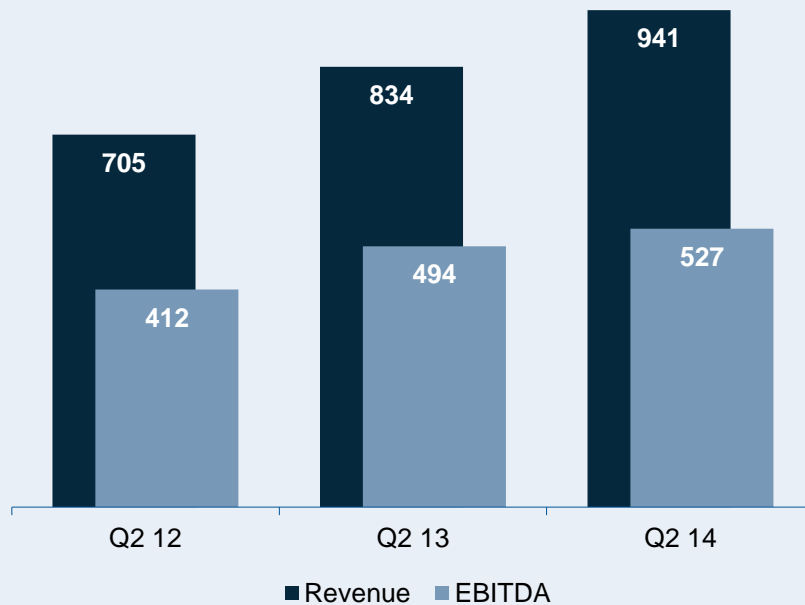
Market	Position				Overall traffic rank in the country ²	Current rate of monetization
	General	Cars	Real est.	Jobs		
 France	1	1	1		3	Low
 Norway	1	1	1	1	3 ³	High
 Sweden	1	1	2	1-2	3 ³	Medium/high
 Spain ¹	1-2	1-2	1-2	1	6	Low/medium
 Italy	1	1			9	Low
 Austria	1	1-2	1		4	Low
 Ireland	1	1-2			3	Medium
 Finland	1	1-2			6	Low

1) Agreed to acquire Milanuncios.com 2) Page views, source Comscore

3) TNS Gallup and KIA Index. Facebook and Google not in the surveys, but estimated to have higher traffic.

15-20% medium to long term growth target

Large established
- Consistent strong performance

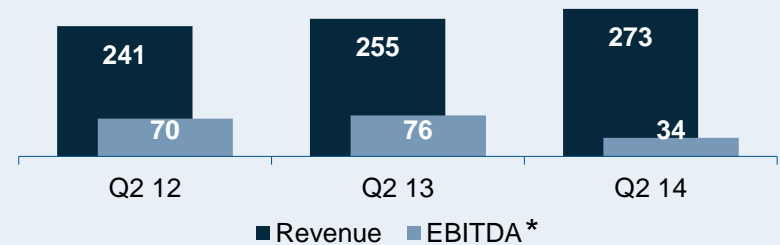


Figures in NOK million

Other established
- Large untapped potential

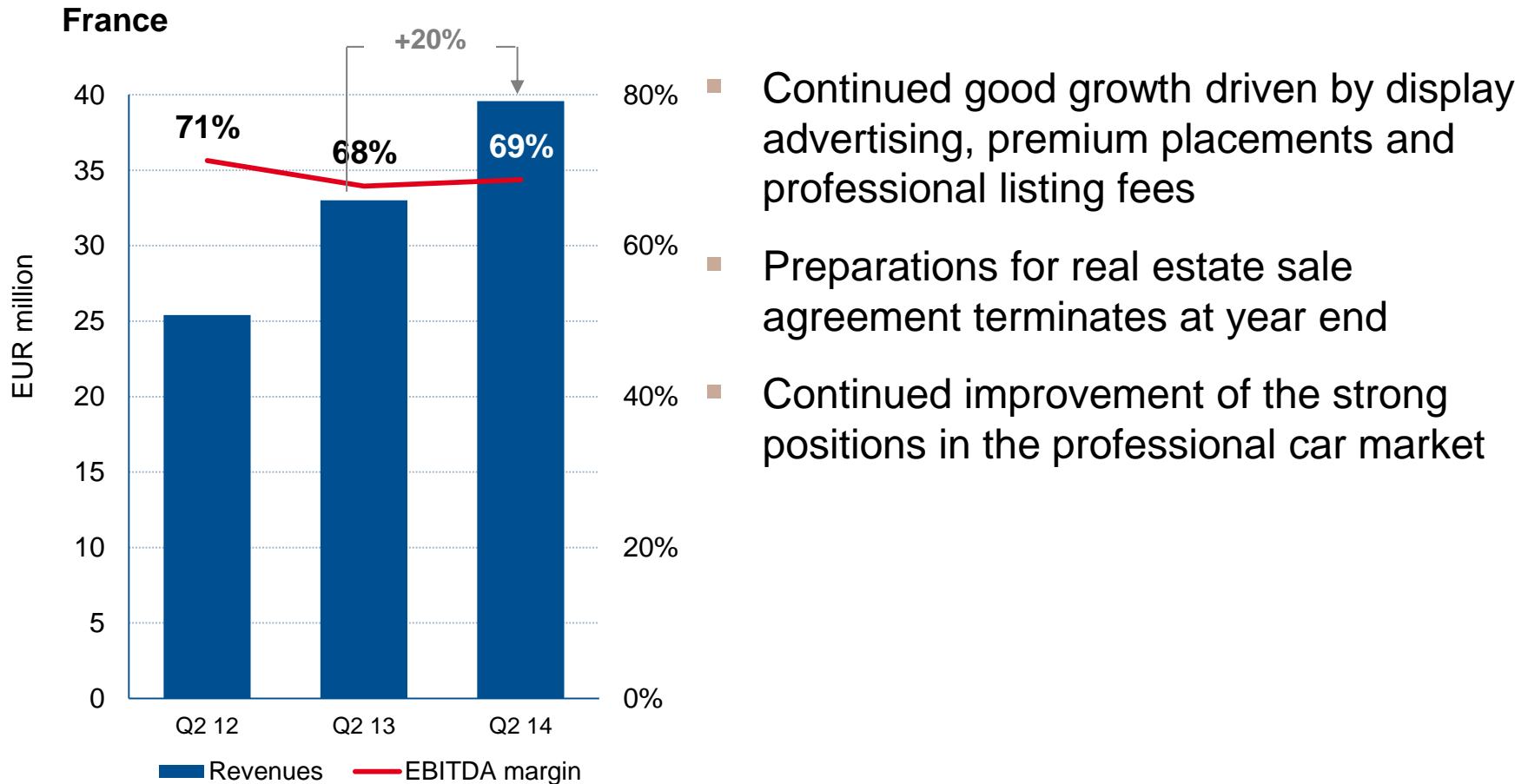


- 30-40% revenue growth in Italy, Austria, Malaysia, Ireland and Hungary
- Decline in Spain



*EBITDA and share of profit from joint ventures and associated companies

Continued growth with a broad range of growth drivers



Significant potential in real estate

Leboncoin leading in total listings and traffic, but low monetization

	Leboncoin	SeLoger
Unique visitors ¹	8.4 mln	3.2 mln
Pro listings ¹	987,762	1,080,853
Private listings ¹	384,048	0
Active agents ¹	25,120	24,527

April 2014 data

- Standalone strategy to be implemented as Spir agreement expires end 2014
- Ramp up of sale during autumn 2014
- The French real estate market
 - 668,000 objects sold in 2013*, of which 70% through agents and 30% C2C
 - Online real estate ad market estimated to be around EUR 250 million per year**

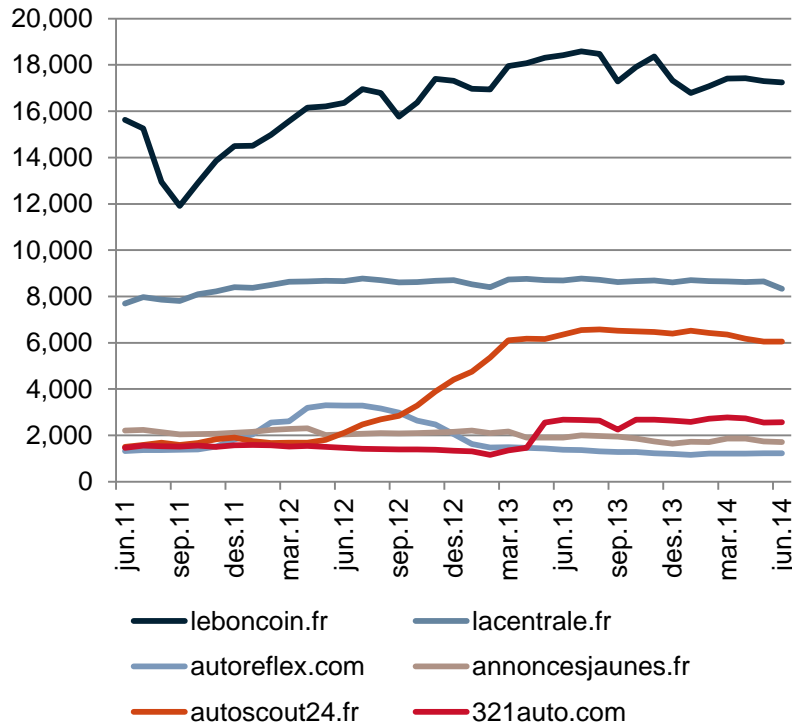
*) Source: FNAIM

1) Source: Batibiz **) Source: xerfi precepta 2011/Leboncoin

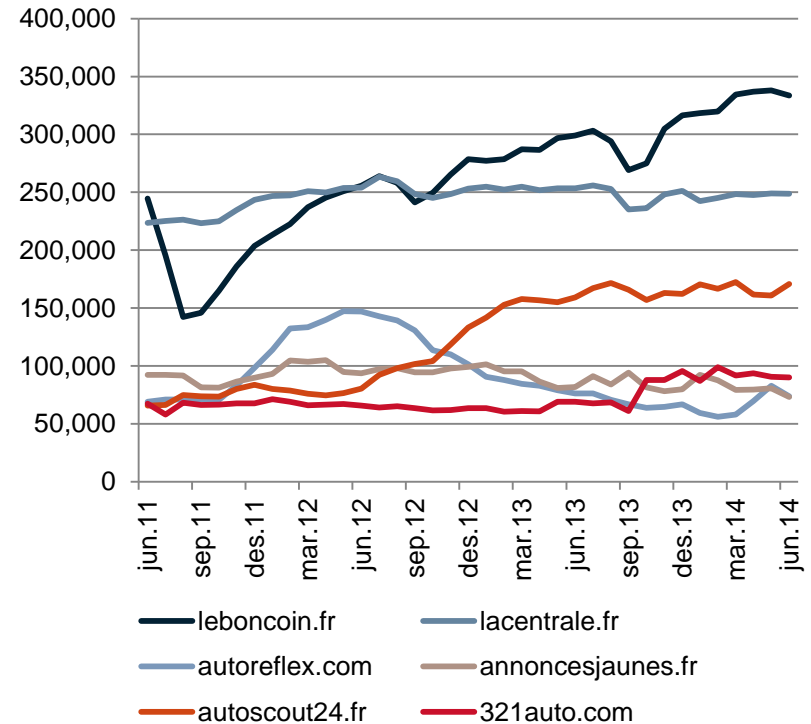
Leboncoin strengthens car market share

Clear volume leader

Car dealers on the site



Number of pro cars on the site

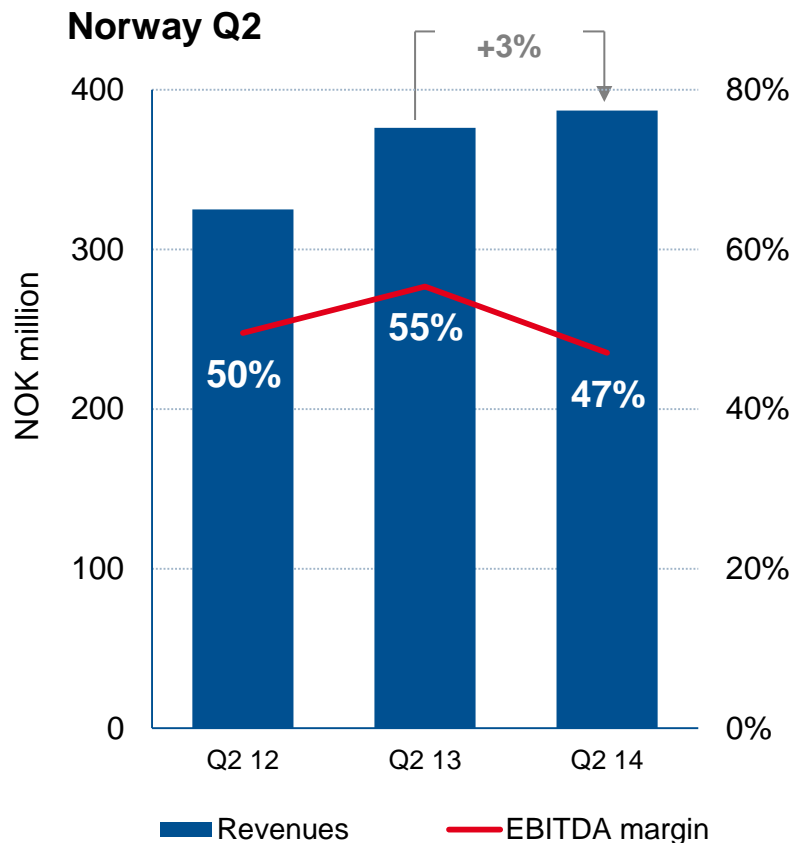




Norway

Finn.no investing in next generation online marketplace

5-10% annual revenue growth medium to long term expected



- Freemium strategy boosts traffic and volumes
- Developing new mobile functionality peer to peer solutions – including payments
- Revenue growth year to date of 8%
- **Some negative Easter effect in Q2**
- Jobs under continued macro pressure – causing margin decline
- Freemium strategy reduces 2014 revenues with around 3% and EBITDA with around 6% (NOK 40 million)
- **Implemented from May 14**

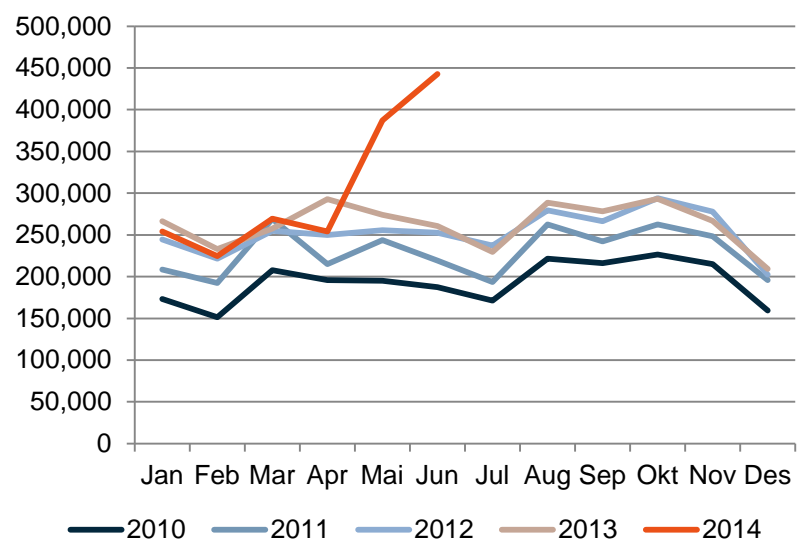


Norway



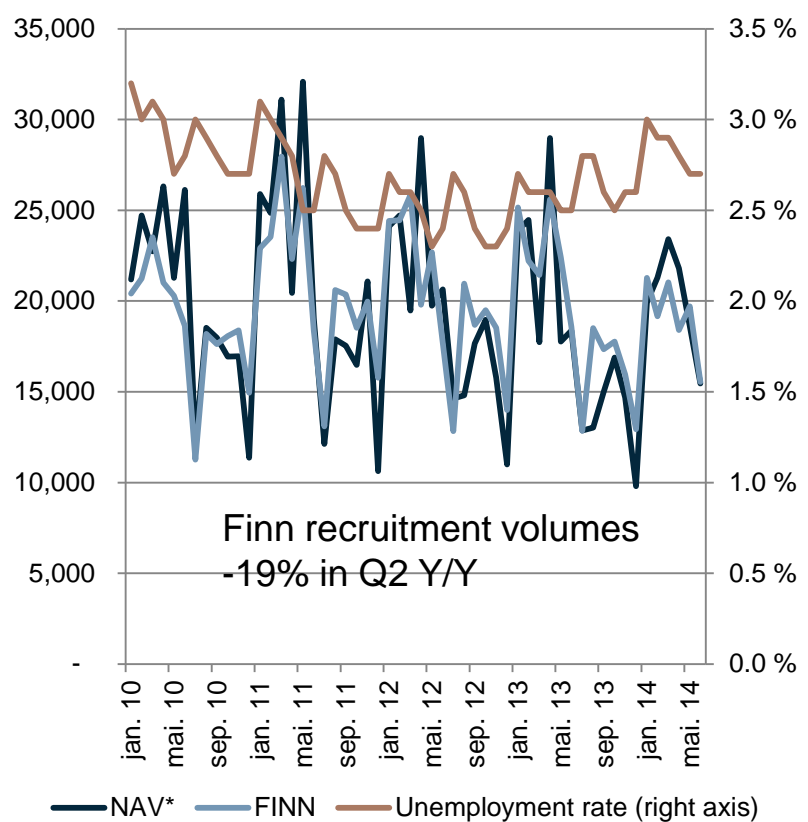
Strong volume growth in generalist – freemium strategy on track

Sharp volume growth in generalist



- On track to reach 3-5x volume growth
- Number of private advertisers is doubled
- Traffic and share of logged in users increased
- No negative effect on ad quality

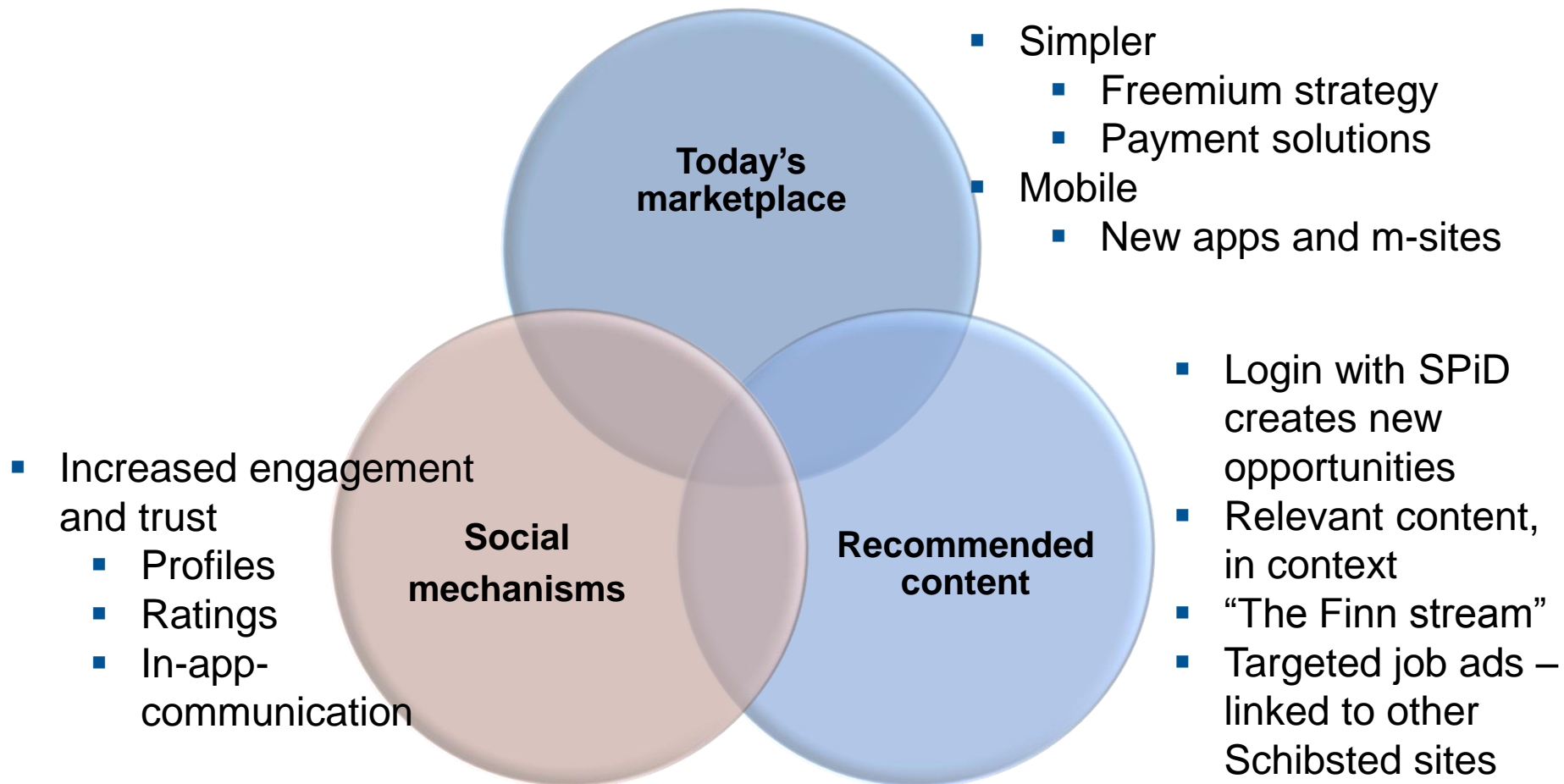
Cyclical decline for job ads



*) NAV is the The Norwegian Labour and Welfare Service

Next: Developing a more engaging and social marketplace experience

5-10% annual revenue growth medium to long term expected





Sweden

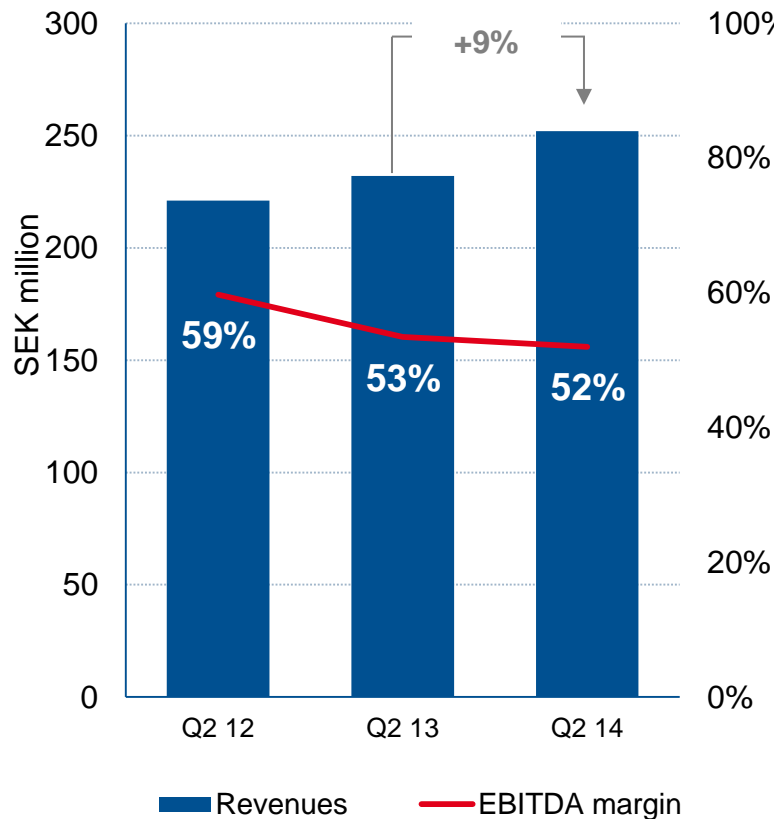
Online classifieds – Large established

blocket

bytbil[®]
.com

Good growth and progress in establishing job and real estate verticals

Sweden



■ Good growth in volume and market position in real estate and jobs

■ Investment in market position dilutes margins compared to 2013

■ Year to date revenue growth of 12%

■ Some negative Easter effect in Q2



Sweden

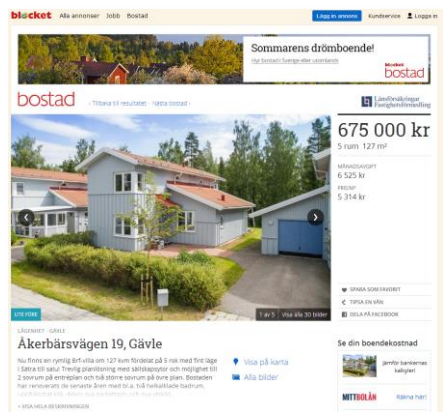
Online classifieds – Large established



Good progress in real estate and jobs

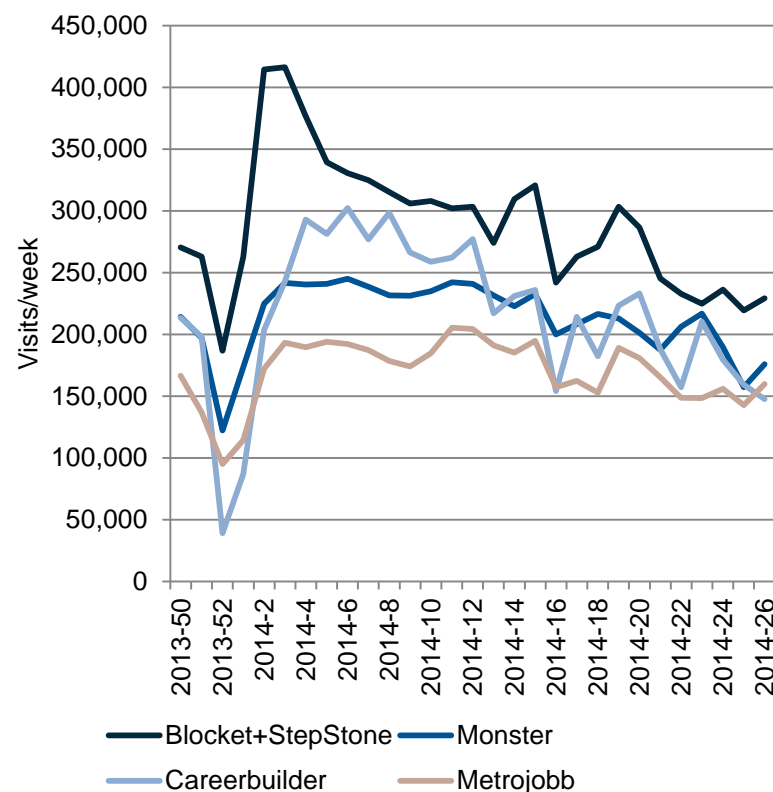
Real estate

- 47% of total real estate ads on Blocket Bostad
 - Clear number 2 position in the market
- Five realtor chains publish exclusively on Blocket for the first three days
 - Represent 23% of the market volume



Jobs

- Blocket job leading by traffic after StepStone acquisition





Spain

Online classifieds – Other established

segundamano.es

fotocasa

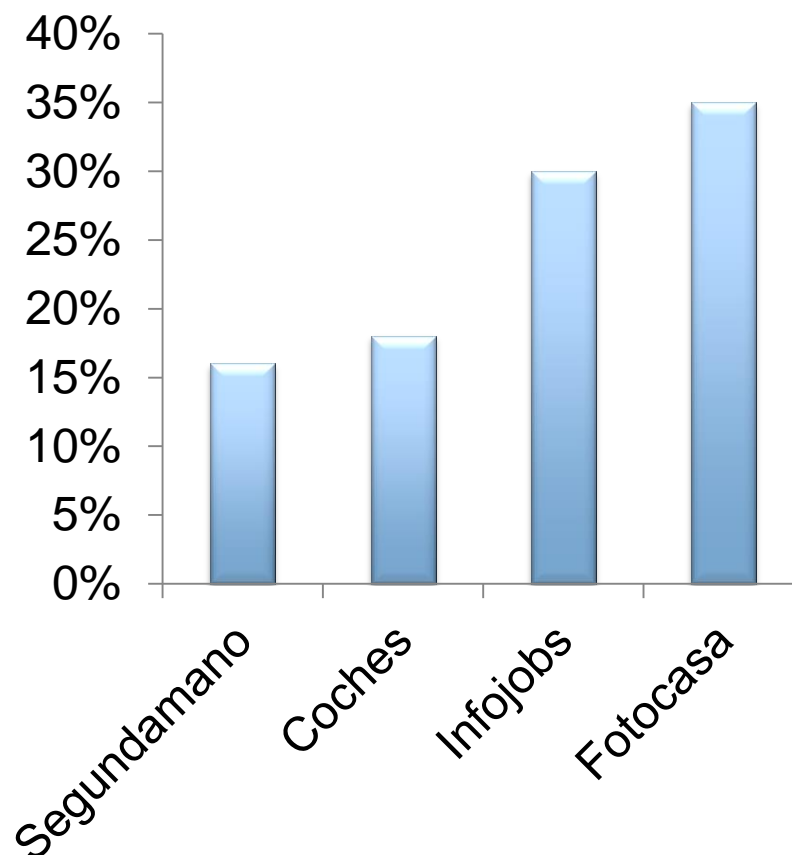
coches.net

InfoJobs
Let's work!

Focus on quality and user experience yield traffic growth

- Effective measures to improve traffic growth implemented
 - Improved user interface
 - Increased speed and stability
 - Removal of intrusive features
- Reduced revenues and EBITDA margin, as planned
- Milanuncios acquisition expected to be closed in Q3 2014

YoY traffic growth



Source: XiTi (weeks 23-26, 2014 vs. 2013)



Spain

Online classifieds – Other established

Signs of improved macro conditions

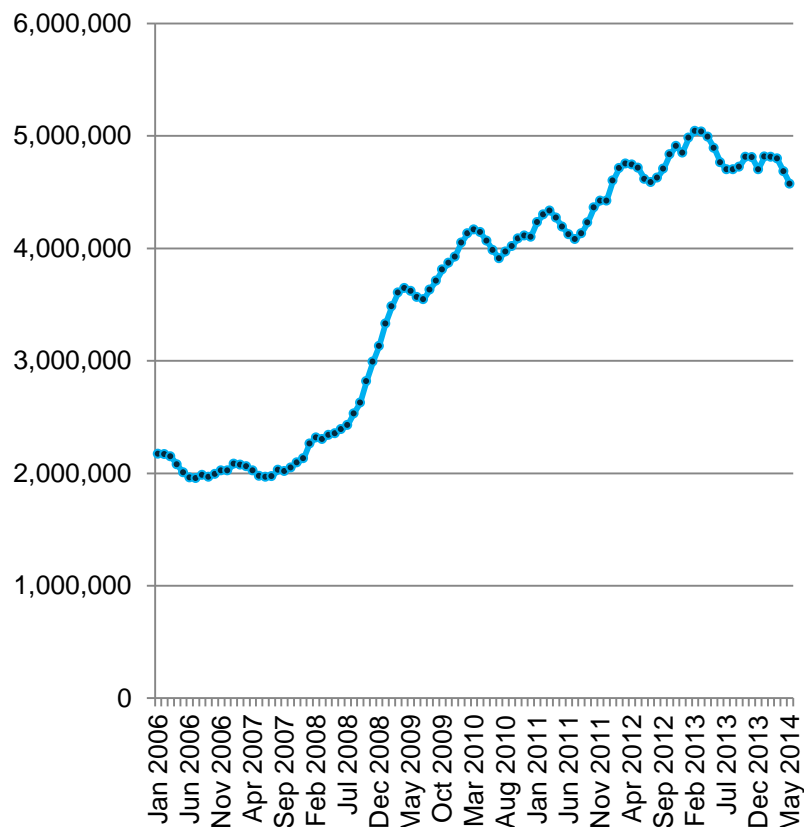
segundamano.es

fotocasa

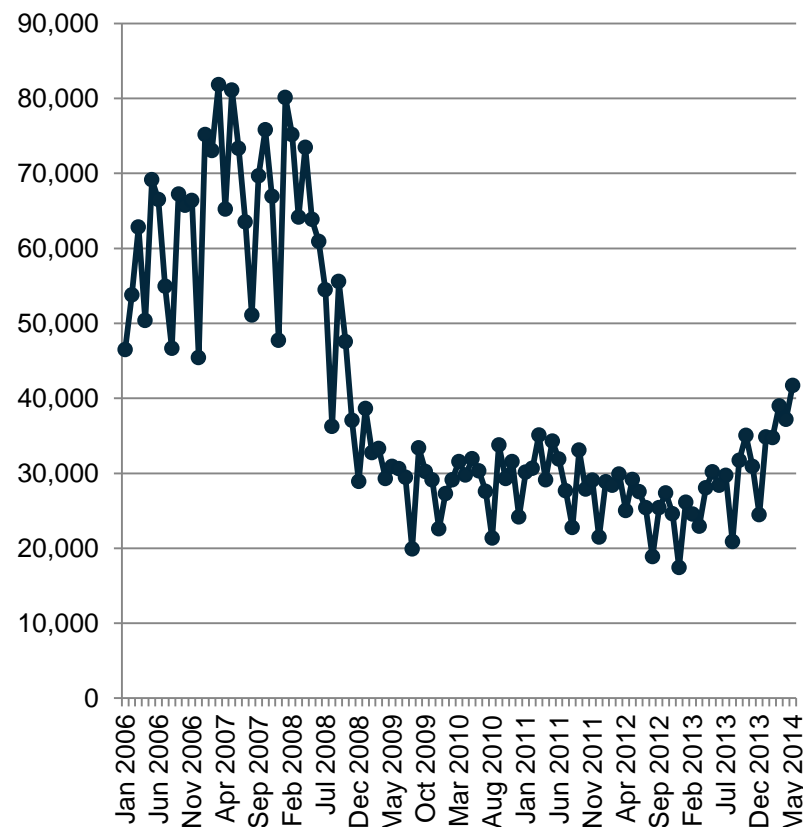
coches.net

InfoJobs
Let's work!

Registered unemployment*



Active job offers in Infojobs**



*Source: Ministerio de Empleo y Seguridad Social

**Source: SCM Spain internal data

Increasing monetization in promising European markets

- Less developed markets growing well in terms of traffic and monetization
- High future potential for market leading sites in Italy, Austria, Ireland and Finland

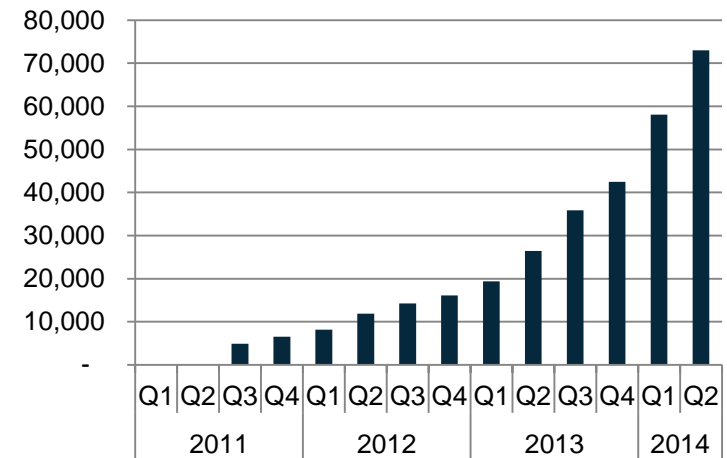


Note: Tori.fi is reported as Investment phase

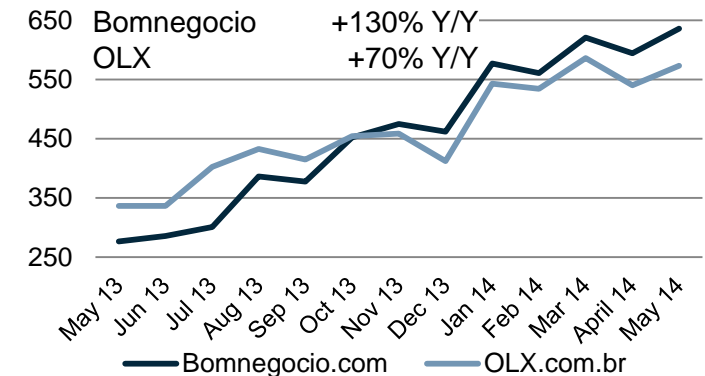
Significant investments yield strong growth in emerging markets

- Main driver for increase in investments is Brazil
 - Good return on investments through outstanding traffic growth and growth in new ads per day
 - Mobile visits growth >800% Y/Y (m-site + apps)
- Strong growth in new ads in several emerging markets
 - Chile +119%, Indonesia +95%, Philippines +130%, Vietnam +489%
- Morocco merger with Avito closed in Q2 2014

Approved new ads per day Brazil +160% Y/Y



Total pages viewed Brazil (million)



Mobile development is top priority

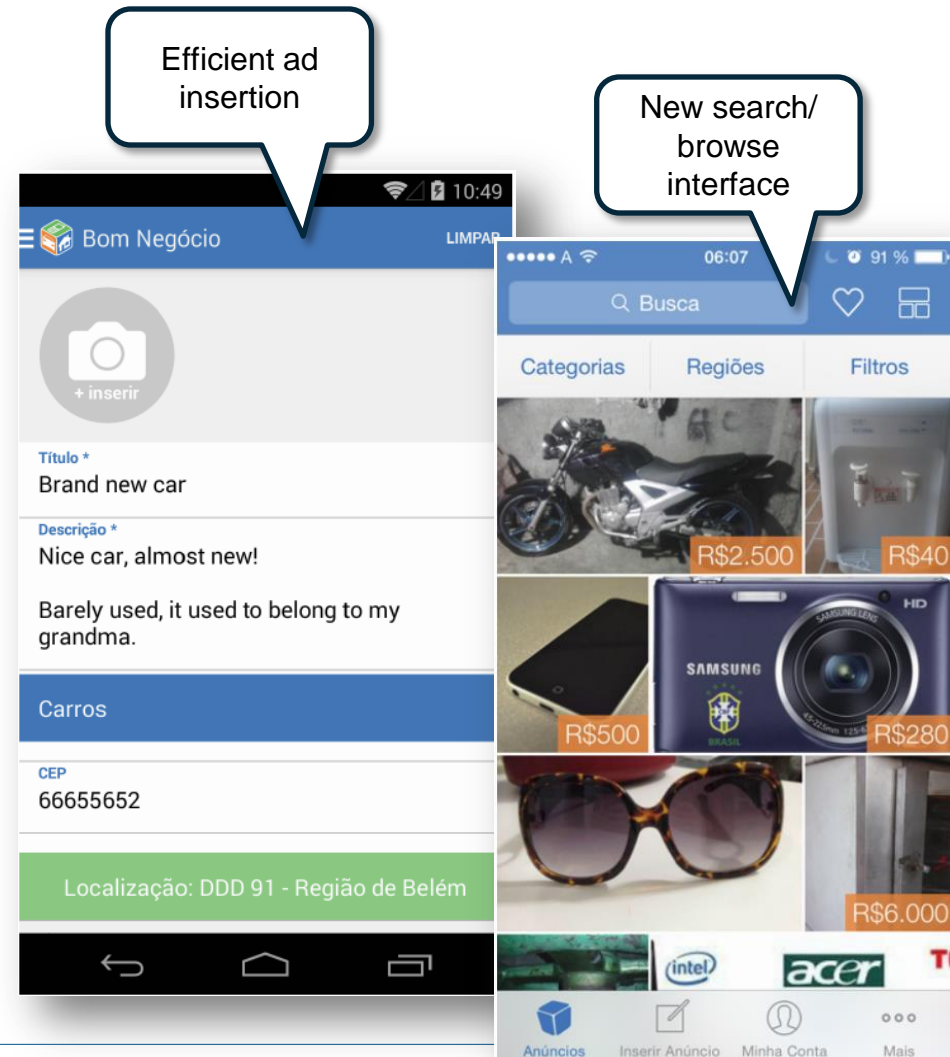
Increased ownership in fast growing mobile market place Shpock

- Mobile-only Shpock app with promising development in Germany and Austria
- Launched in UK with good early response
- More than 5 million listings and 3 million app downloads
- 49.9% Schibsted ownership – path to full control



Centrally developed new mobile app to be rolled out in SCM markets

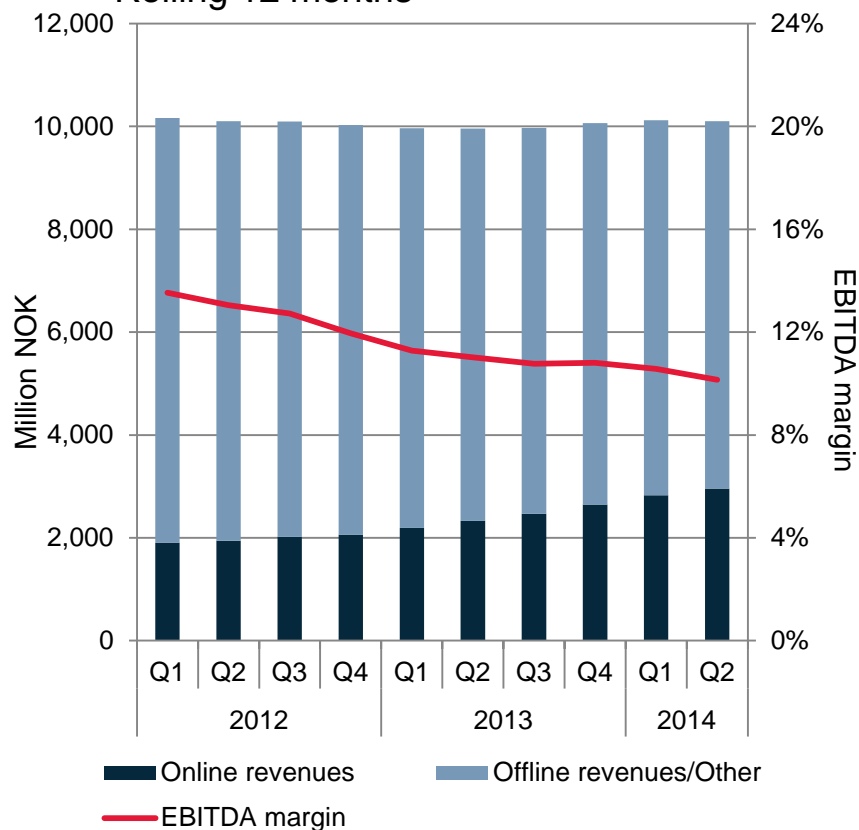
- Uniform design across SCM sites increase speed of innovation
- Focus on accounts and log in
- Quick publication of text and pictures
- More “next generation” functionality to be rolled out during 2H 2014



Media houses

Digital transition continues, adaption of the cost base

Total Schibsted Norge and
Schibsted Sverige media houses
Rolling 12 months

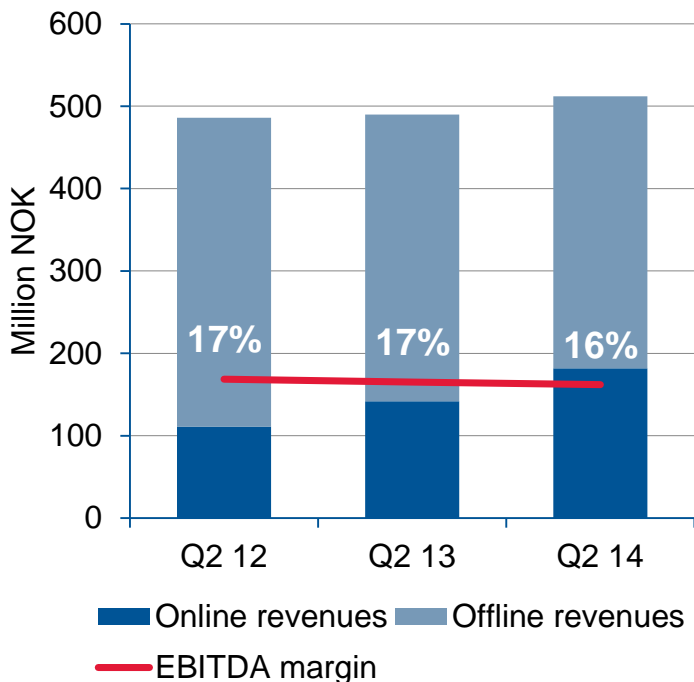


- Online revenues +21% Y/Y in Q2
- Print advertising -17%
- Circulation revenues maintained unchanged
- Online investments and print ad decline reduces margin
- Further cost measures under implementation
- Margins will remain under pressure

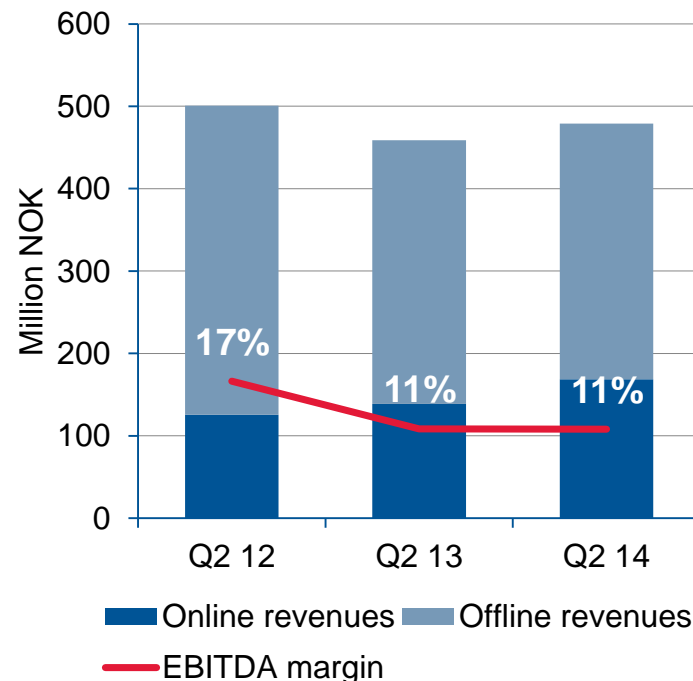
Single copy papers: Steady online growth, investments in new digital products



Norway



Sweden



Online advertising share 70% (62%)
Main digital growth drivers are mobile and web TV

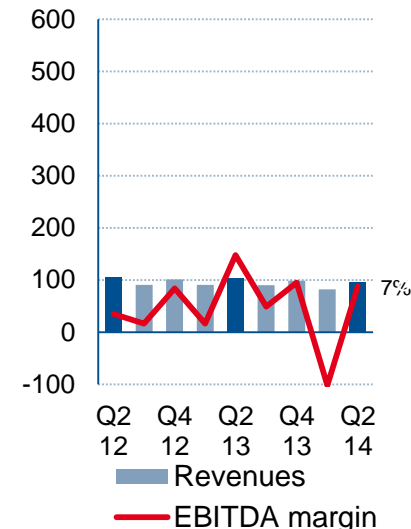
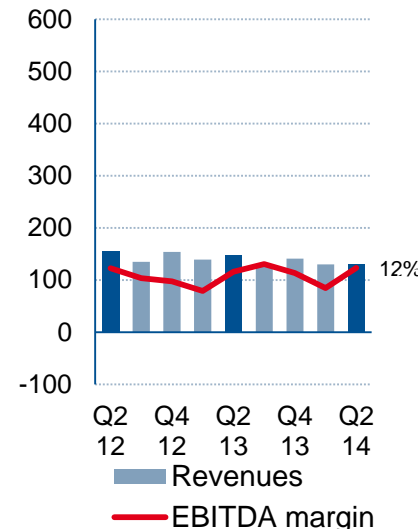
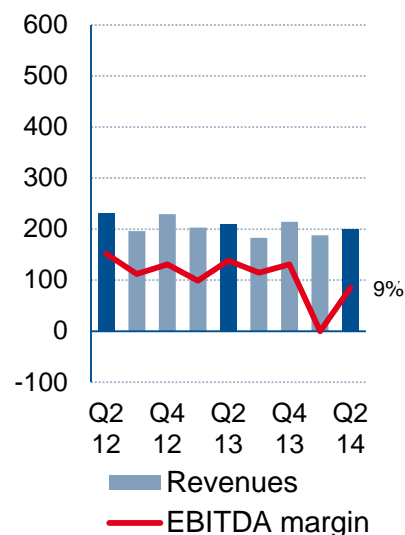
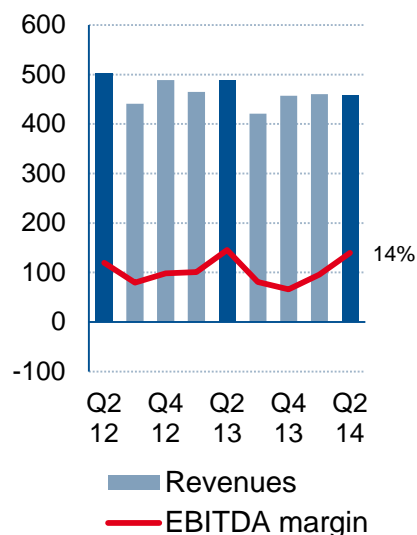
Mixed development for subscription newspapers

Aftenposten

Bergens Tidende

Stavanger Aftenblad

Fædrelandsvennen

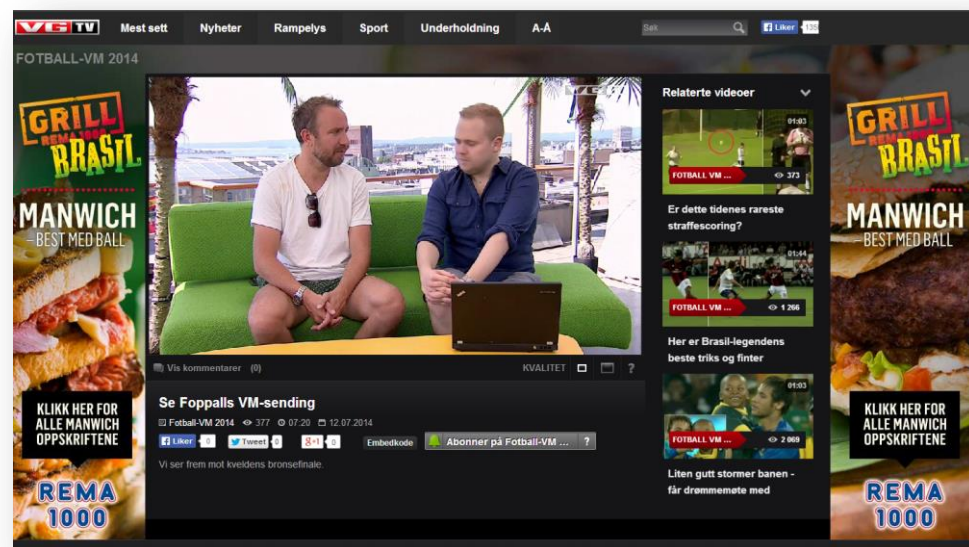


- Online advertising revenues +13%
- Print advertising revenues -18% (negative Easter effect in Q2 2014)
- Increased circulation revenues – print/digital bundles well received
- Total cost reduced by 5%

Continuous adaptations of cost base – digital transition on track

- Local efficiency process in all newspapers
 - Mainly affecting subscription based newspapers
- Further ramp up of online activities, including data analytics, technology and web TV
- ▶ Margins remain under pressure short and medium term

Screenshot from VG TV's coverage of the football World Cup in Brazil



Our daily reach is larger than ever

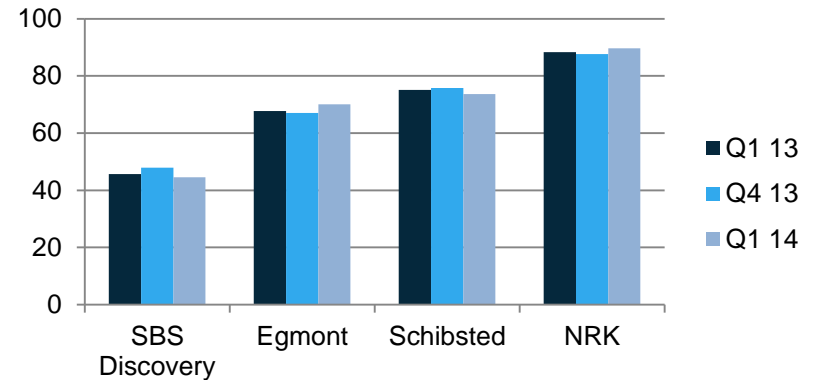
3/4 of the
Norwegians...

2/3 of the
Swedes...*

... use one or more Schibsted products
every day

Basis for further strengthening of the eco
system

Daily reach Norway % (Source TNS)




TRAFFIC SITES




IDENTITY DATA



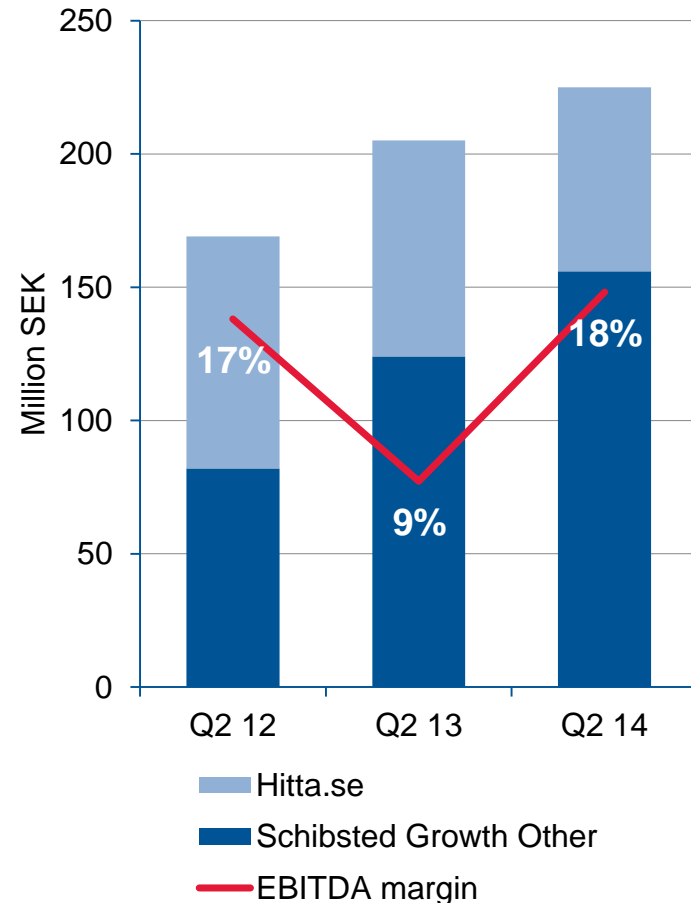
Rich user profiles:

- Targeted advertising
- Personalized services
- Precise innovation validation

Solid performance for Schibsted Growth

- Increased revenues and operational improvements resulted in margin expansion
- Strong growth for personal finance and coupon business
Let's Deal

Schibsted Growth (Sweden)

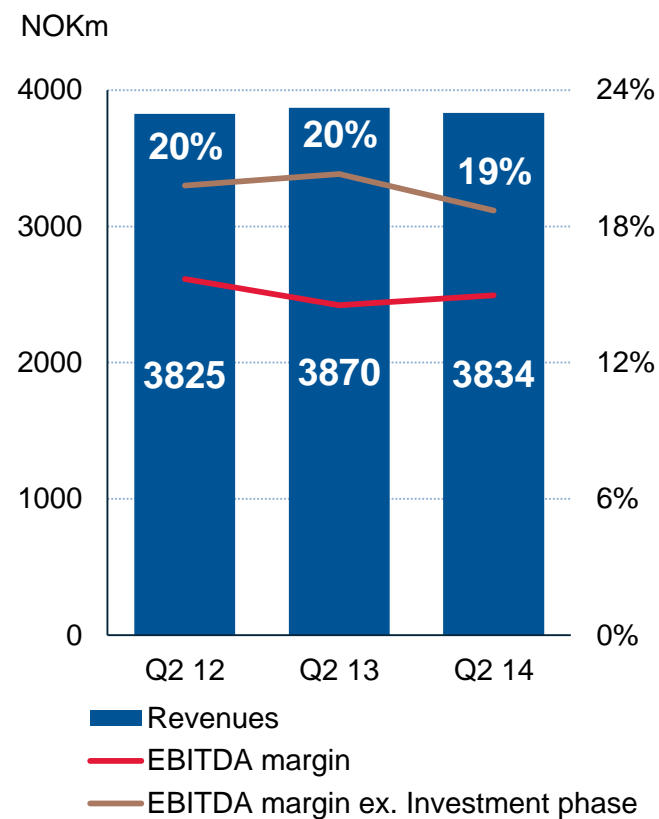


Financials

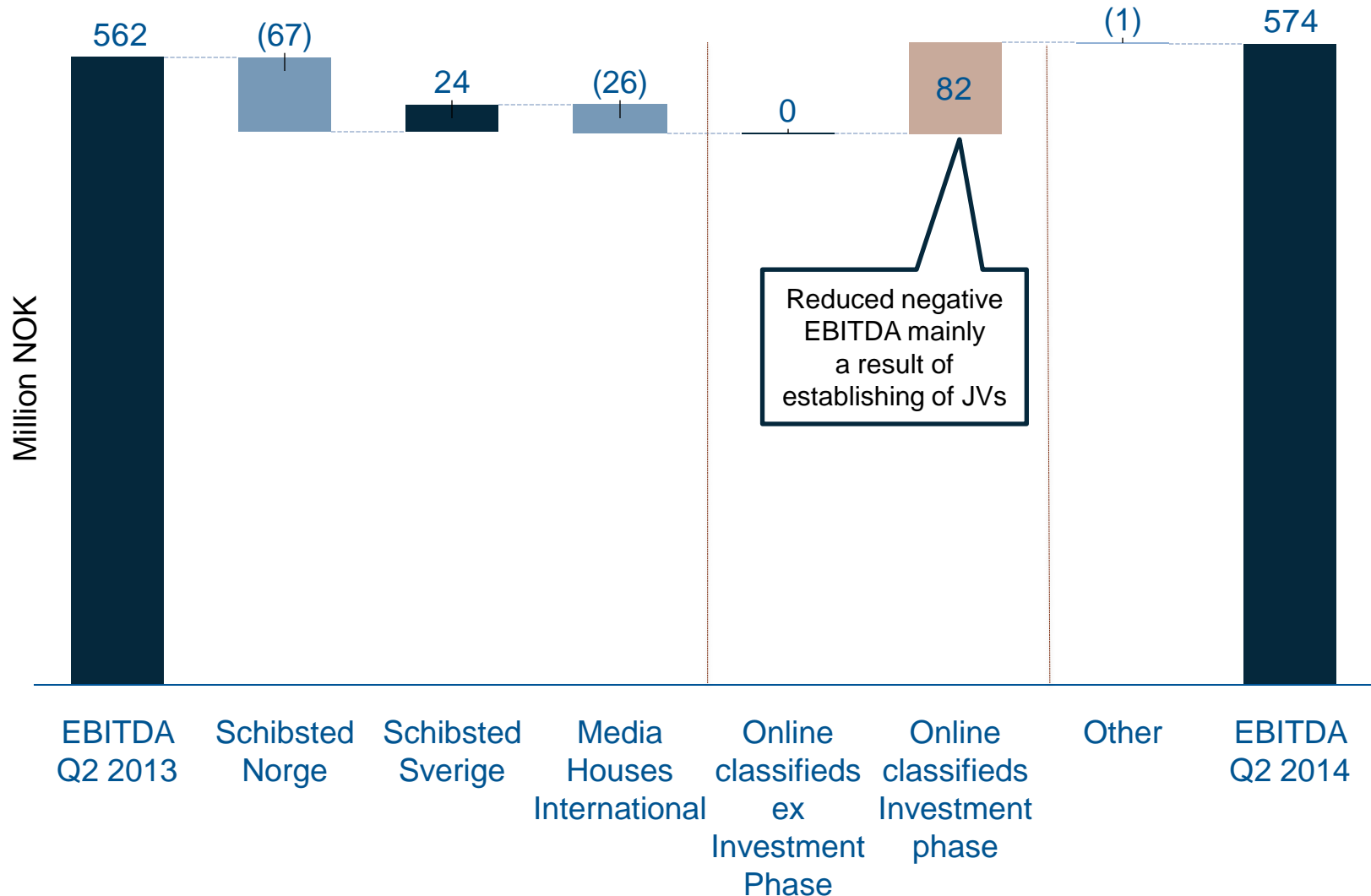
Continued online growth, firm margins before investments in New ventures

NOKm	Q2 13	Q2 14
Operating revenues	3,870	3,834
Gross operating profit (EBITDA)	562	574
EBITDA ex. Investment phase	781	711
<i>EBITDA margin</i>	15 %	15 %
<i>EBITDA margin ex. Investment phase</i>	20 %	19 %
EBITDA Online classifieds, established	529	529
EBITDA Online classifieds, investment phase	-219	-137
EBITDA Media houses	325	256

- Underlying revenue growth 1%
- Online classifieds underlying revenue growth 9%, 12% ex. Spain



EBITDA development in Q2



Income statement Schibsted Group

(NOK million)	Q2 2014	Q2 2013*	Full year 2013*
Operating revenues	3 834	3 870	14 870
Operating expenses	(3 260)	(3 308)	(13 093)
Gross operating profit (EBITDA)	574	562	1 777
Depreciation and amortization	(112)	(119)	(476)
Share of profit (loss) of JVs and associates	(216)	(11)	(123)
Impairment loss	-	(2)	(150)
Other income and expenses	(30)	8	647
Operating profit (loss)	216	438	1 675
Net financial items	(26)	(63)	(185)
Profit (loss) before taxes	190	375	1 490
Taxes	(162)	(171)	(453)
Profit (loss)	28	204	1 037
EPS (NOK)	0,06	1,72	9,43
EPS - adjusted (NOK)	0,26	1,65	3,90

*) Restated figures

NOK 82 million decreased investment Y/Y in online classifieds New ventures.

JVs (mainly online classifieds New ventures) reported with the equity method as of Q1 2014. 2013 figures restated.

High tax rate mainly as tax benefit from losses in Online classifieds investment phase are not recognized.

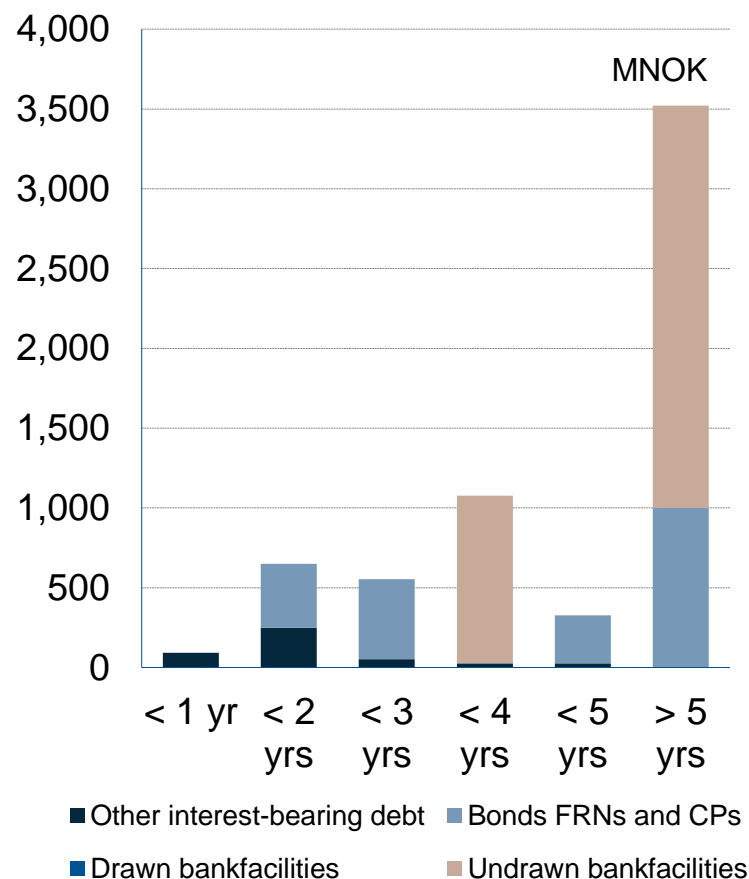
New cost measures in media houses

- Ongoing program and cost measures in order to maintain healthy profitability
 - Gradually implemented in 2014
- Restructuring charges of NOK 34 million in Q2 2014
- Full year charges for 2014 expected to be around NOK 100 million
- Further margin pressure expected for Media Houses in a mid term print to online transition phase

Stable, strong financial position. EUR 325 million facility refinanced

- Net Interest Bearing Debt
NOK 2.2 billion
- NIBD/EBITDA* at 1.1x end of Q2
- Refinanced a EUR 325 million loan facility in July 2014. Replaced by a EUR 300 million facility
 - 5 years maturity plus two extension options of one year
 - Maintaining a diversified debt portfolio
- High CAPEX in Q2 as a result of preparations for co-location in Oslo

Debt maturity profile**



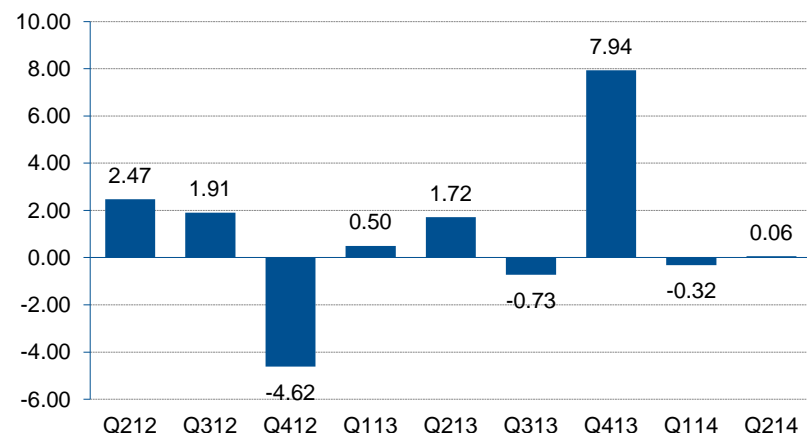
*) NIBD/EBITDA according to bank definition.

**) Chart reflects the status as of 30 June 2014, but adjusted for the refinancing carried out in July 2014

Key financial figures

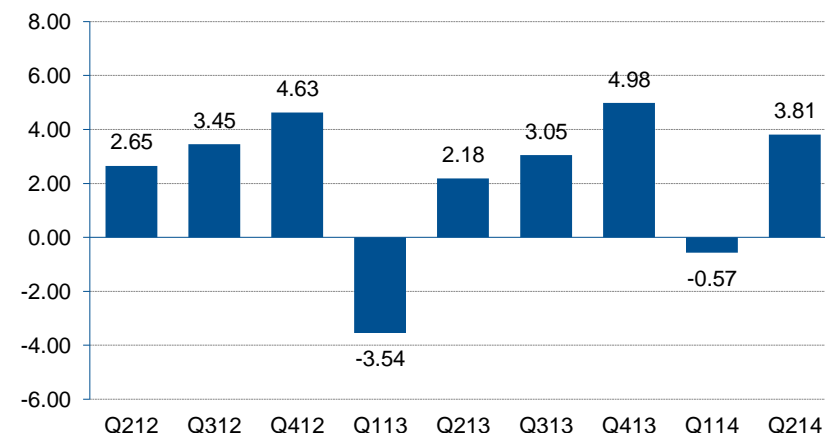
Earnings per share

NOK



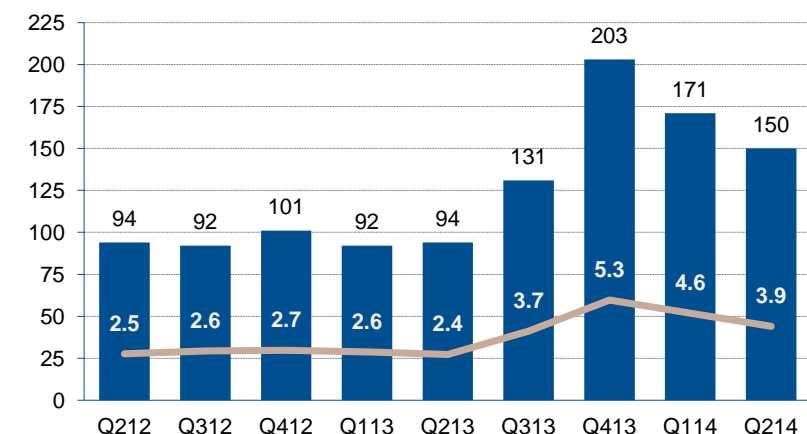
Cash flow from operating activities/share

NOK



CAPEX

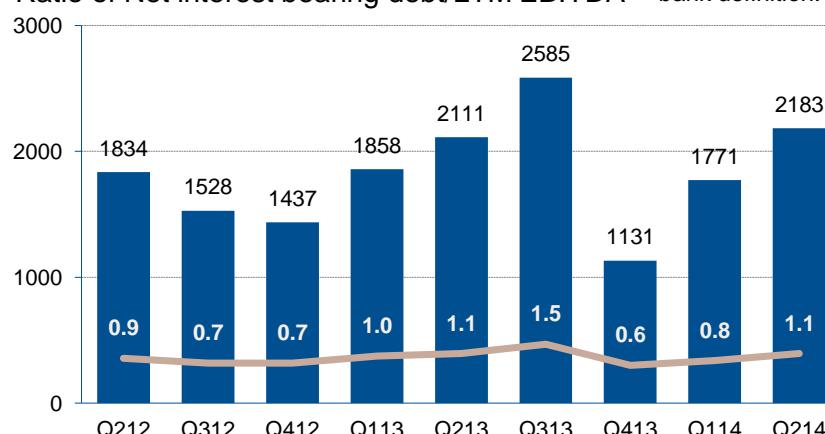
CAPEX (NOK million) and CAPEX/Sales (%)



Net interest bearing debt

Net interest bearing debt (NOK) and Ratio of Net interest bearing debt/LTM EBITDA

Note:
NIBD/EBITDA
according to
bank definition.



High reported tax rate.

Underlying rate of around 30%

Schibsted reports a high tax rate mainly because tax benefits from losses in Online classifieds Investment phase are not recognized

	1H 2014
Reported profit (loss) before taxes	291
Share of profit (loss) of joint ventures and associated companies	418
Other losses for which no deferred tax benefit is recognized*	290
Gain on remeasurement of previously held equity interest in business combinations achieved in stages	-40
"Adjusted" tax base	959
Taxes	287
Adjusted effective tax rate (287/959)	30 %

*) Mainly online classifieds New ventures that are not in JVs.

Outlook

Outlook

Online Classifieds



- Solid footprint of market leading positions in Europe secures platform for future growth
- Positioning Leboncoin.fr and Blocket.se to capture the real estate and car potential
- Building next generation online classifieds in Norway and new mobile services across the portfolio
- Continued relatively high investments in high growth emerging market sites

Media Houses



- Digital transition program progressing as planned
- Online growth and cost reduction set to partly mitigate effects of print revenue declines
- Structural changes expected to put pressure on print advertising – particularly recruitment
- Continued some margin contraction in media houses during the print-to-digital transition period going forward

Appendices

Spreadsheet containing detailed Q2 2014 and Historical and analytical Information can be downloaded from www.schibsted.com/ir

Schibsted ASA basic data

Ticker

Oslo Stock Exchange: SCH
Reuters: SBST.OL
Bloomberg: SCH NO



Number of shares (17 July 2014)	108,003,615
Treasury shares (17 July 2014)	606,220
Number of shares outstanding	107,397,395
Free float*	73%
Share price (17 July 2014)	NOK 329.70
Market cap (17 July 2014)	NOK 35.6 bn., EUR 4.4 bn., USD 5.9 bn., GBP 3.4 bn.
Average daily trading volume LTM	252,000 shares

*) Total number of shares excluding treasury shares and shares owned by Blommenholm Industrier AS.

Continued good online performance, increased investments in New ventures

	Revenues Q2 2014	Reported change y/y	Online share of revenues	EBITDA margin	
				Q2 14	Q2 13
Schibsted Media Group	3,834	-1 %	54 %	15 %	15 %
Online Classifieds	1,225	12 %*	100 %	32 %	28 %
*) 15 % growth ex Spain					
Online Classifieds ex Investment phase	1,193	11 %	100 %	44 %	49 %
- Finn.no	388	3 %	100 %	47 %	55 %
- Blocket.se/Bytbil.se	227	9 %	100 %	52 %	53 %
- Leboncoin.fr	325	20 %	100 %	69 %	68 %
Schibsted Norge media house	1,591	-3 %	22 %	11 %	15 %
Schibsted Sverige media house	946	3 %	45 %	9 %	7 %

Key financial figures

	Per Q2		Full year
	2014	2013	2013
Gross operating profit (EBITDA) (NOK million)	984	859	1 777
Gross operating profit (EBITDA) ex new ventures (NOK million)	1 262	1 302	2 647
<u>Operating margins (%):</u>			
Operating margin (EBITDA)	13	12	12
Operating margin (EBITDA) ex new ventures	17	18	18
EPS (NOK)	(0.27)	2.22	9.43
Net cash flow from operating activities (NOK million)	348	(145)	716
Cash flow from operating activities per share (NOK)	3.24	(1.36)	6.67
Profit attributable to owners of the parent	(29)	238	1 011
Average number of shares (1 000)	107.365	107.213	107.274

Capital structure

	Per Q2		Full year
	2014	2013	2013
<i>Investments (NOK million):</i>			
Operational investments (capex)	321	186	520
Shares and other holdings	671	38	935
Interest bearing borrowings (NOK million)	2 641	3 304	2 317
Net interest bearing debt (NOK million)	2 183	2 185	1 115
Interest bearing debt ratio (%)	17	20	14
Equity ratio(%)¹⁾	44	40	46

1) Treasury shares are offset against equity

Shareholder register

Data as of 30 June 2014

Rank	Name	Holding	Share
1	Blommenholm Industrier AS	28 188 589	26,1 %
2	Folketrygdfondet	7 486 976	6,9 %
3	NWT Media AS	4 292 239	4,0 %
4	Morgan Stanley & Co LLC *	4 000 000	3,7 %
5	JP Morgan Clearing Corp. *	3 302 000	3,1 %
6	The Northern Trust Company Ltd. *	2 672 320	2,5 %
7	Goldman Sachs & Co Equity Segregation *	2 542 180	2,4 %
8	UBS AG, London Branch *	2 139 745	2,0 %
9	The Bank Of New York Mellon *	1 980 200	1,8 %
10	Citibank, N.A. *	1 902 283	1,8 %
11	Clearstream Banking S.A. *	1 889 134	1,7 %
12	J.P. Morgan Chase Bank N.A. London *	1 858 202	1,7 %
13	Montague Place Custody Services *	1 760 994	1,6 %
14	J.P. Morgan Chase Bank N.A. London *	1 221 669	1,1 %
15	Credit Suisse Securities (USA) LLC *	1 154 447	1,1 %
16	J.P. Morgan Chase Bank N.A. London *	1 138 128	1,1 %
17	The Northern Trust Co. *	1 107 493	1,0 %
18	State Street Bank & Trust Company *	1 079 586	1,0 %
19	State Street Bank And Trust Co. *	1 078 051	1,0 %
20	Citibank, N.A. *	955 577	0,9 %

Source: VPS

*) Nominee accounts

**) NWT Media AS is counted for as a Swedish shareholder.

Data as of 30 June 2014. Updated information at: www.schibsted.com/en/ir/Share/Shareholders/

% of foreign shareholders**	56,7 %
Number of shareholders	4 576
Number of shares	108 003 615
Shares owned by Schibsted	606 220

Largest countries of ownership

Norway**	43,3 %
USA	28,2 %
United Kingdom	13,5 %
Sweden**	4,9 %
Luxembourg	2,6 %
Australia	2,5 %

Shareholder analysis – top 25 holders

Rank	Fund manager	%	Shares
1	Blommenholm Industrier AS	26,10	28 188 589
2	Luxor Capital Group, L.P.	9,68	10 451 173
3	Folketrygdfondet	6,62	7 151 062
4	Baillie Gifford & Co.	5,96	6 431 754
5	NWT Media As	3,70	4 000 000
6	Caledonia (Private) Investments Pty Limited	3,21	3 466 417
7	Alecta pensionsförsäkring, ömsesidigt	3,06	3 302 000
8	SAFE Investment Company Limited	1,87	2 023 657
9	Capital Research Global Investors	1,76	1 902 283
10	Marathon Asset Management LLP	1,72	1 860 390
11	Adelphi Capital LLP	1,65	1 784 496
12	Cadian Capital Management LP	1,50	1 624 032
13	Taube, Hodson, Stonex Partners, LLP	1,42	1 531 968
14	Tw eedy, Brow ne Company LLC	1,39	1 505 622
15	Sw edbank Robur AB	1,32	1 422 900
16	Nordea Funds Oy	1,13	1 215 254
17	Danske Capital (Norw ay)	1,03	1 108 100
18	The Vanguard Group, Inc.	0,99	1 065 989
19	Fidelity Worldw ide Investment (UK) Ltd.	0,95	1 024 322
20	KLP Forsikring	0,90	975 342
21	Storebrand Kapitalforvaltning AS	0,87	942 996
22	DNB Asset Management AS	0,85	922 639
23	Platinum Investment Management Ltd.	0,77	836 098
24	MSD Capital, L.P.	0,75	814 677
25	Miura Global Management, LLC	0,72	780 000

Source: Nasdaq OMX.
Data as of 25 June 2014.

The shareholder ID data are provided by Nasdaq OMX. The data are obtained through the analysis of beneficial ownership and fund manager information provided in replies to disclosure of ownership notices issued to all custodians on the Schibsted share register. Whilst every reasonable effort is made to verify all data, neither Nasdaq OMX or Schibsted can guarantee the accuracy of the analysis.

Updated information at:
www.schibsted.com/en/ir/Share/Shareholders/

Key operations – Online classifieds

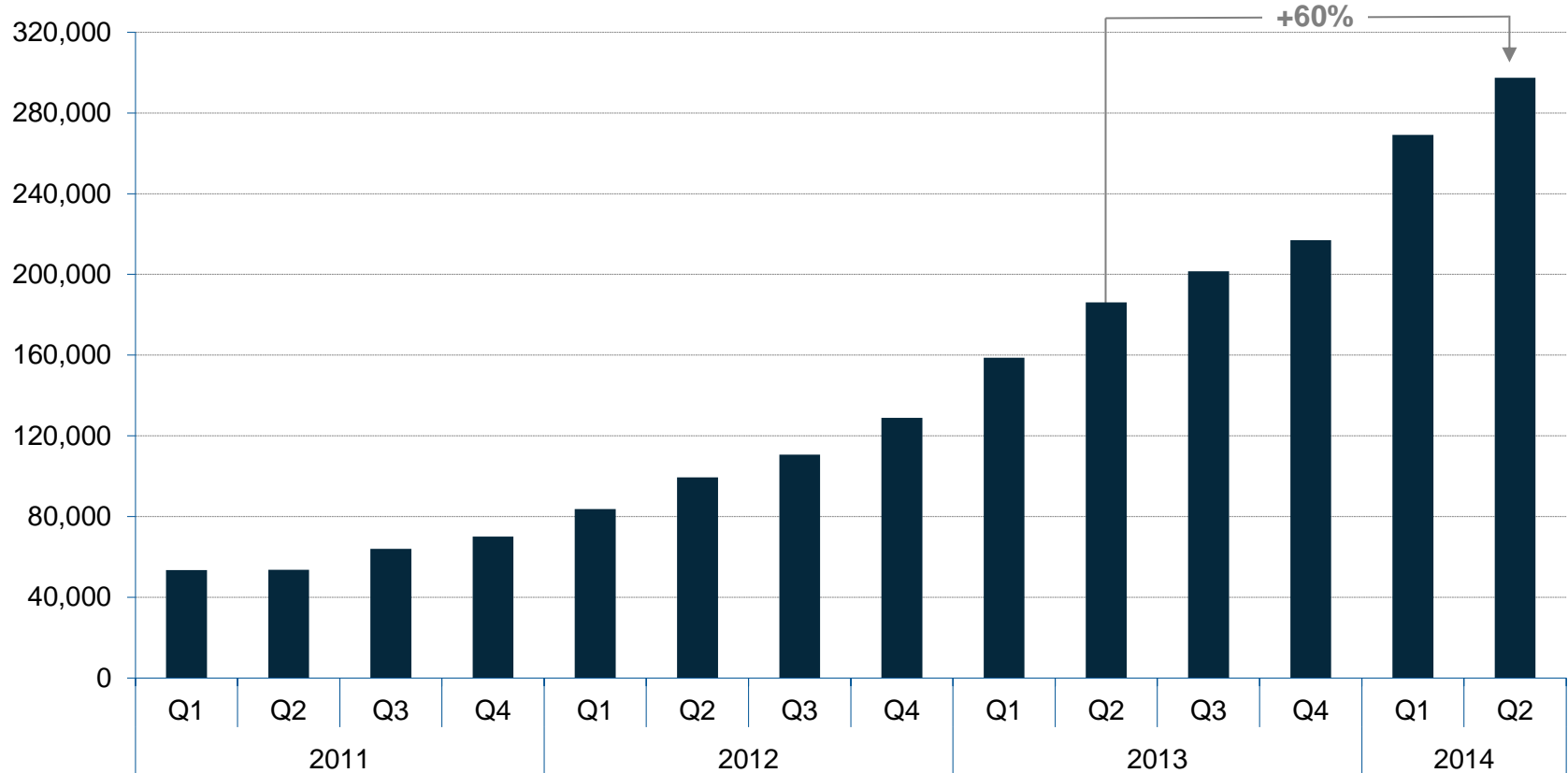
Q2 2013	Q2 2014	Finn.no (MNOK)	1st half-year 2014	1st half-year 2013	FY 2013
376	388	Operating revenues	764	708	1,406
208	182	EBITDA	337	353	691
55 %	47 %	EBITDA margin	44 %	50 %	49 %

Q2 2013	Q2 2014	Blocket.se/Bytbil.se (MSEK)	1st half-year 2014	1st half-year 2013	FY 2013
232	252	Operating revenues	475	424	866
124	131	EBITDA	245	214	448
53 %	52 %	EBITDA margin	52 %	50 %	52 %

Q2 2013	Q2 2014	Leboncoin.fr (MEUR)	1st half-year 2014	1st half-year 2013	FY 2013
33.0	39.6	Operating revenues	75.4	61.4	124.3
22.4	27.2	EBITDA	51.7	42.2	83.6
68 %	69 %	EBITDA margin	69 %	69 %	67 %

Strong growth in new ads per day in Online classifieds new ventures

Daily new ads, investment phase companies



Note: the graph include figures for (alphabetical order): Ayosdito, Berniaga, Bikhir, Bomnegocio, Custojusto, Chotot, Jofogas, Kapaza, Kufar, Segundamano.mx, Tocmai, Tori, Tutti and Yapo.

Key operations – Media houses

Q2 2013	Q2 2014		1st half-year 2014 2013		FY 2013
		Verdens Gang (MNOK)			
490	512	Operating revenues	1,004	967	1,951
348	330	of which offline	650	688	1,365
142	182	of which online	354	279	586
81	83	EBITDA	155	154	313
17 %	16 %	EBITDA margin	15 %	16 %	16 %

Q2 2013	Q2 2014		1st half-year 2014 2013		FY 2013
		Schibsted Norge subscription newspapers (MNOK)			
947	880	Operating revenues	1,738	1,844	3,571
855	745	of which offline	1,479	1,679	3,214
92	135	of which online	259	165	357
131	104	EBITDA	149	208	365
14 %	12 %	EBITDA margin	9 %	11 %	10 %

Q2 2013	Q2 2014		1st half-year 2014 2013		FY 2013
		Aftonbladet (MSEK)			
516	528	Operating revenues	1,014	1,010	2,051
360	342	of which offline	657	701	1,430
156	186	of which online	357	309	621
56	57	EBITDA	102	113	287
11 %	11 %	EBITDA margin	10 %	11 %	14 %

Q2 2013	Q2 2014		1st half-year 2014 2013		FY 2013
		SvD (MSEK)			
273	246	Operating revenues	488	526	1,033
4	12	EBITDA	14	(7)	1
1 %	5 %	EBITDA margin	3 %	(1 %)	0 %

Q2 2013	Q2 2014		1st half-year 2014 2013		FY 2013
		Schibsted Growth (MSEK)			
205	225	Operating revenues	465	407	857
19	40	EBITDA	98	40	131
9 %	18 %	EBITDA margin	21 %	10 %	15 %

Norway

Sweden

Advertising – Print editions

Per Q2	Volume ¹⁾ 2014	Change 2013-2014	Revenues (NOK million)	Change 2013-2014
Schibsted Norge, subscription newspapers	54 114	(11) %	684	(19) %
Verdens Gang	5 500	(5) %	116	(18) %
Aftonbladet ²⁾	8 679	3 %	132	(13) %
Svenska Dagbladet ²⁾	10 432	(12) %	195	(14) %

1) Column meters

2) SEK million

Historical development

1839 Chr. Schibsted Forlag (publishing house) founded

1860 Christiania Adresseblad launched in Oslo – renamed Aftenposten in 1861

1966 Takeover of VG

1989 Reorganisation from a private family company to a limited company

1992 Listing at the Oslo Stock Exchange with a growth strategy declaration

1992 First TV and film investments

1995 First New Media/Internet investments

1995 First investments in Kanal 2 in Estonia

1996 Acquisition of Aftonbladet

1998 Acquisition of Svenska Dagbladet

1998 Investment in Eesti Meedia Group

1999 Launch of the free newspaper concept 20 Minutes

2000 Launch of Finn

2003 Acquisition of Blocket

2005 Acquisition of Hitta.se

2005 Launch of Sesam and acquisition of Internettkatalogen

2006 Schibsted International Classifieds & Search – launch of Willhaben.at and LeBoncoin.fr

2006 Acquisition of selected assets of Trader Classified Media (International Classifieds Acquired)

2006 Divestment of ownership in TV 2

2006 Divestment of ownership TV4

2007 Media Norge approved by Schibsted's general meeting

2009 Rolv Erik Ryssdal new CEO

2009 Media Norge and Schibsted Sverige established

2009 Increased ownership in Finn.no and InfoJobs.net

2009 Non core activities Metronome, Retriever, Basefarm, Teleadress divested

2010 Increased ownership in Leboncoin.fr from 50% to 100%

2011 Merger with Media Norge.

2011 The Blocket-copy Bomnegocio.com launched in Brazil

2011 Schibsted Norge AS established

2013 Full ownership in Anuntis Segundamano

2013 SnT Classifieds established with Telenor as partner

See also: <http://www.schibsted.com/en/About-Schibsted/History/>

Investor information

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