



## Financials and analytical info as of Q2 2014

### **Contents (each item on separate tabs):**

1. Profit and loss statement
2. Balance sheet
3. Cash flow
4. Operating segment operating revenues
5. Operating segment EBITDA
6. Schibsted Norge P&L
7. Schibsted Sverige P&L
8. Schibsted Classified Media P&L
9. 20 Minutes P&L
10. Circulation volume Media houses Scandinavia
11. Advertising volume Media houses Scandinavia

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| NOK million       |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                               |                               |                               |                               |                               |                               |                               |                               |                   |                                                                   |                                                                      |         |         |         |         |         |         |         |         |         |         |        |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
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| 1 quarter<br>2007 | 2 quarter<br>2007 | 3 quarter<br>2007 | 4 quarter<br>2007 | 1 quarter<br>2008 | 2 quarter<br>2008 | 3 quarter<br>2008 | 4 quarter<br>2008 | 1 quarter<br>2009 | 2 quarter<br>2009 | 3 quarter<br>2009 | 4 quarter<br>2009 | 1 quarter<br>2010 | 2 quarter<br>2010 | 3 quarter<br>2010 | 4 quarter<br>2010 | 1 quarter<br>2011 | 2 quarter<br>2011 | 3 quarter<br>2011 | 4 quarter<br>2011 | 1 quarter<br>2012<br>restated | 2 quarter<br>2012<br>restated | 3 quarter<br>2012<br>restated | 4 quarter<br>2012<br>restated | 1 quarter<br>2013<br>restated | 2 quarter<br>2013<br>restated | 3 quarter<br>2013<br>restated | 4 quarter<br>2013<br>restated | 1 quarter<br>2014 | 2 quarter<br>2014                                                 | PROFIT AND LOSS STATEMENT<br>SCHIBSTED MEDIA GROUP<br>2 QUARTER 2014 |         |         |         |         |         |         |         |         |         |         |        | Year to date<br>2014 | Year to date<br>2013<br>restated | Full year<br>2013<br>restated | Full year<br>2013<br>reported | Full year<br>2012<br>restated | Full year<br>2012<br>reported | Full year<br>2011 | Full year<br>2010 | Full year<br>2009 | Full year<br>2008 | Full year<br>2007 |
| 302               | 294               | 284               | 305               | 304               | 305               | 296               | 302               | 310               | 301               | 404               | 411               | 422               | 399               | 417               | 434               | 445               | 420               | 428               | 448               | 452                           | 424                           | 431                           | 437                           | 452                           | 445                           | 433                           | 440                           | 479               | 448                                                               | Subscription revenues                                                | 927     | 887     | 1,770   | 1,787   | 1,744   | 1,744   | 1,741   | 1,672   | 1,426   | 1,207   | 1,185  |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 754               | 745               | 832               | 779               | 759               | 754               | 816               | 743               | 718               | 703               | 817               | 733               | 680               | 685               | 744               | 687               | 635               | 677               | 696               | 833               | 600                           | 627                           | 653                           | 598                           | 564                           | 577                           | 619                           | 568                           | 541               | 555                                                               | Casual sales revenues                                                | 1,094   | 1,141   | 2,328   | 2,335   | 2,478   | 2,478   | 2,641   | 2,796   | 2,971   | 3,072   | 3,110  |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 1,674             | 1,814             | 1,482             | 1,809             | 1,727             | 1,911             | 1,440             | 1,674             | 1,418             | 1,535             | 1,529             | 1,859             | 1,731             | 2,015             | 1,716             | 2,225             | 2,014             | 2,265             | 1,903             | 2,245             | 2,140                         | 2,305                         | 1,975                         | 2,234                         | 2,081                         | 2,330                         | 2,026                         | 2,284                         | 2,170             | 2,338                                                             | Advertising revenues                                                 | 4,508   | 4,411   | 8,721   | 8,654   | 8,654   | 8,427   | 7,687   | 6,341   | 6,752   | 6,779   |        |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 629               | 597               | 581               | 729               | 466               | 428               | 414               | 512               | 473               | 457               | 514               | 563               | 425               | 416               | 411               | 361               | 402               | 396               | 353               | 418               | 411                           | 469                           | 465                           | 542                           | 490                           | 518                           | 503                           | 540                           | 520               | 495                                                               | Other revenues                                                       | 1,015   | 1,008   | 2,051   | 2,093   | 1,887   | 1,887   | 1,569   | 1,613   | 2,007   | 1,820   | 2,536  |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 3,359             | 3,450             | 3,179             | 3,622             | 3,256             | 3,398             | 2,966             | 3,231             | 2,919             | 2,996             | 3,264             | 3,566             | 3,258             | 3,515             | 3,288             | 3,707             | 3,496             | 3,756             | 3,390             | 3,744             | 3,603                         | 3,625                         | 3,524                         | 3,811                         | 3,587                         | 3,870                         | 3,581                         | 3,632                         | 3,710             | 3,634                                                             | Operating revenues                                                   | 7,544   | 7,457   | 14,870  | 15,232  | 14,763  | 14,763  | 14,378  | 13,768  | 12,745  | 12,851  | 13,610 |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| (571)             | (521)             | (506)             | (611)             | (400)             | (386)             | (343)             | (377)             | (330)             | (318)             | (338)             | (385)             | (305)             | (295)             | (268)             | (324)             | (288)             | (306)             | (284)             | (281)             | (266)                         | (258)                         | (253)                         | (280)                         | (230)                         | (201)                         | (178)                         | (172)                         | (179)             | Raw materials, work in progress and finished goods                | (351)                                                                | (471)   | (850)   | (871)   | (1,057) | (1,057) | (1,159) | (1,192) | (1,371) | (1,506) | (2,209) |        |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| (1,086)           | (1,114)           | (1,019)           | (1,219)           | (1,101)           | (1,126)           | (1,020)           | (1,343)           | (1,113)           | (1,061)           | (1,105)           | (1,254)           | (1,200)           | (1,189)           | (1,039)           | (1,283)           | (1,255)           | (1,260)           | (1,129)           | (1,316)           | (1,321)                       | (1,329)                       | (1,192)                       | (1,384)                       | (1,349)                       | (1,360)                       | (1,216)                       | (1,389)                       | (1,427)           | Personnel expenses                                                | (2,832)                                                              | (2,709) | (5,314) | (5,474) | (5,226) | (5,241) | (4,960) | (4,711) | (4,533) | (4,590) | (4,438) |        |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| (1,338)           | (1,316)           | (1,287)           | (1,408)           | (1,366)           | (1,376)           | (1,292)           | (1,290)           | (1,301)           | (1,252)           | (1,334)           | (1,383)           | (1,340)           | (1,392)           | (1,421)           | (1,549)           | (1,520)           | (1,530)           | (1,450)           | (1,613)           | (1,601)                       | (1,633)                       | (1,582)                       | (1,655)                       | (1,711)                       | (1,701)                       | (1,810)                       | (1,701)                       | (1,678)           | Other operating expenses                                          | (5,377)                                                              | (5,418) | (6,928) | (7,228) | (6,471) | (6,471) | (6,113) | (5,702) | (5,280) | (5,344) | (5,349) |        |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 35                | 55                | 33                | 26                | 21                | 57                | 29                | (180)             | (42)              | (34)              | 2                 | 7                 | 5                 | 13                | 7                 | 11                | 6                 | 13                | 5                 | 15                | 9                             | 15                            | 1                             | 9                             | -                             | -                             | -                             | -                             | -                 | -                                                                 | Share of profit (loss) of associated companies                       | -       | -       | -       | -       | 13      | 34      | 39      | 36      | (67)    | (73)    | 149    |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 399               | 554               | 400               | 410               | 410               | 567               | 340               | 41                | 133               | 331               | 489               | 541               | 418               | 652               | 567               | 562               | 439               | 675               | 522               | 549               | 424                           | 600                           | 518                           | 501                           | 297                           | 562                           | 463                           | 455                           | 410               | 574                                                               | Gross operating profit (loss)                                        | 984     | 859     | 1,777   | 1,672   | 2,043   | 2,028   | 2,185   | 2,199   | 1,494   | 1,358   | 1,763  |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| (139)             | (141)             | (143)             | (163)             | (143)             | (145)             | (141)             | (163)             | (136)             | (147)             | (186)             | (193)             | (152)             | (143)             | (155)             | (138)             | (129)             | (126)             | (126)             | (124)             | (116)                         | (120)                         | (123)                         | (120)                         | (117)                         | (119)                         | (121)                         | (119)                         | (114)             | (112)                                                             | Depreciation and amortisation                                        | (226)   | (236)   | (476)   | (490)   | (479)   | (505)   | (588)   | (662)   | (592)   | (586)   |        |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| -                 | (25)              | (8)               | (9)               | (1,542)           | (72)              | (8)               | (80)              | (18)              | (6)               | (25)              | (81)              | (4)               | (1)               | (7)               | (179)             | -                 | (1)               | (547)             | -                 | (1)                           | (13)                          | (285)                         | (7)                           | 8                             | (225)                         | 871                           | 45                            | (202)             | Share of profit (loss) of joint ventures and associated companies | (418)                                                                | (37)    | (123)   | -       | -       | -       | -       | -       | -       | -       | -       |        |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 13                | 191               | (112)             | 10                | 842               | (95)              | (18)              | (247)             | (30)              | (162)             | 6                 | (50)              | 30                | 390               | (19)              | 1,507             | 12                | 2                 | (2)               | (62)              | 12                            | (1)                           | (13)                          | (285)                         | (7)                           | 8                             | (225)                         | 871                           | 45                | (202)                                                             | Impairment loss                                                      | (9)     | (2)     | (150)   | (150)   | (548)   | (548)   | (191)   | (110)   | (161)   | (1,558) | (33)   |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 273               | 604               | 120               | 249               | 1,109             | 320               | 172               | (1,911)           | (105)             | 17                | 305               | 218               | 278               | 893               | 369               | 1,870             | 318               | 550               | 387               | 164               | 320                           | 479                           | 381                           | (451)                         | 147                           | 438                           | 87                            | 1,003                         | 130               | 216                                                               | Operating profit (loss)                                              | 346     | 585     | 1,675   | 2,201   | 729     | 744     | (241)   | 1,799   | (397)   | (1,076) | 1,246  |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 35                | 20                | 32                | 6                 | 33                | 19                | 12                | 24                | 176               | (8)               | 17                | 21                | 21                | 139               | 4                 | 16                | 15                | 40                | 14                | 13                | 11                            | 14                            | 8                             | 82                            | 10                            | 9                             | 11                            | 21                            | 12                | 17                                                                | Financial income                                                     | 29      | 19      | 51      | 51      | 115     | 115     | 82      | 180     | 206     | 88      | 93     |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| (78)              | (77)              | (78)              | (78)              | (87)              | (86)              | (138)             | (207)             | (118)             | (101)             | (72)              | (71)              | (48)              | (69)              | (30)              | (44)              | (44)              | (42)              | (59)              | (45)              | (57)                          | (61)                          | (51)                          | (55)                          | (50)                          | (72)                          | (65)                          | (49)                          | (41)              | (43)                                                              | Financial expenses                                                   | (84)    | (122)   | (236)   | (237)   | (224)   | (176)   | (190)   | (191)   | (362)   | (518)   | (311)  |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 230               | 547               | 74                | 177               | 1,055             | 253               | 46                | (2,094)           | (47)              | (92)              | 250               | 168               | 251               | 963               | 343               | 1,842             | 289               | 548               | 342               | 152               | 274                           | 432                           | 338                           | (424)                         | 107                           | 375                           | 33                            | 975                           | 101               | 190                                                               | Profit (loss) before taxes                                           | 291     | 482     | 1,490   | 2,015   | 620     | 683     | (349)   | 1,788   | (553)   | (1,506) | 1,028  |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| (70)              | (163)             | (22)              | (36)              | (168)             | (72)              | (30)              | 101               | (6)               | 29                | (62)              | (55)              | (80)              | (204)             | (108)             | (76)              | (95)              | (181)             | (113)             | (110)             | (99)                          | (151)                         | (119)                         | (57)                          | (46)                          | (171)                         | (111)                         | (125)                         | (125)             | (162)                                                             | Taxes                                                                | (287)   | (217)   | (453)   | (453)   | (426)   | (443)   | (499)   | (468)   | (94)    | (169)   | (291)  |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 11                | 4                 | 9                 | 15                | 7                 | 320               | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                             | -                             | -                             | -                             | -                             | -                             | -                             | -                             | -                 | 28                                                                | Profit (loss)                                                        | 4       | 265     | 1,037   | 1,562   | 194     | 240     | (848)   | 1,320   | (647)   | (1,675) | 737    |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                 | -                             | -                             | -                             | -                             | -                             | -                             | -                             | -                             | -                 | -                                                                 | Profit (loss) discontinued operations                                | -       | -       | -       | -       | -       | -       | -       | 327     | 39      | -       | -      |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 160               | 384               | 52                | 141               | 898               | 185               | 25                | (1,878)           | (46)              | 257               | 188               | 113               | 171               | 759               | 235               | 1,766             | 194               | 367               | 229               | 42                | 175                           | 281                           | 219                           | (481)                         | 61                            | 204                           | (76)                          | 850                           | (24)              | 28                                                                | Profit (loss)                                                        | 4       | 265     | 1,037   | 1,562   | 194     | 240     | (848)   | 1,320   | (647)   | (1,675) | 737    |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 44                | 2                 | 34                | 22                | 31                | 8                 | 14                | (17)              | -                 | 26                | 42                | 49                | 22                | 49                | 29                | 37                | 35                | 26                | 21                | 8                 | 9                             | 16                            | 14                            | 14                            | 8                             | 19                            | -                             | (1)                           | 11                | 22                                                                | Profit (loss) attributable to non-controlling interests              | 33      | 27      | 26      | 26      | 53      | 55      | 90      | 137     | 117     | 36      | 102    |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 116               | 382               | 18                | 119               | 867               | 177               | 11                | (1,961)           | (46)              | 231               | 146               | 64                | 149               | 710               | 206               | 1,729             | 159               | 341               | 208               | 34                | 166                           | 265                           | 205                           | (495)                         | 53                            | 185                           | (78)                          | 851                           | (35)              | 6                                                                 | Profit (loss) attributable to owners of the parent                   | (29)    | 238     | 1,011   | 1,536   | 141     | 185     | 742     | 2,794   | 395     | (906)   | 635    |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 1.74              | 5.71              | 0.26              | 1.80              | 13.21             | 2.73              | 0.16              | (30.35)           | (0.71)            | 3.57              | 1.46              | 0.62              | 1.45              | 6.87              | 1.99              | 16.72             | 1.53              | 3.22              | 1.94              | 0.32              | 1.55                          | 2.47                          | 1.91                          | (4.62)                        | 0.50                          | 1.72                          | (0.73)                        | 7.94                          | (0.32)            | 0.06                                                              | Earnings per share (NOK)                                             | (0.27)  | 2.22    | 9.43    | 14.32   | 1.32    | 1.73    | 7.00    | 27.04   | 4.74    | (13.95) | 9.52   |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 1.74              | 5.69              | 0.26              | 1.80              | 13.20             | 2.73              | 0.16              | (30.35)           | (0.71)            | 3.57              | 1.46              | 0.62              | 1.45              | 6.86              | 1.99              | 16.70             | 1.52              | 3.22              | 1.94              | 0.32              | 1.55                          | 2.47                          | 1.91                          | (4.61)                        | 0.50                          | 1.72                          | (0.73)                        | 7.93                          | (0.32)            | 0.06                                                              | Diluted earnings per share (NOK)                                     | (0.27)  | 2.22    | 9.42    | 14.31   | 1.32    | 1.73    | 6.99    | 27.01   | 4.74    | (13.94) | 9.49   |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 1.52              | 3.65              | 1.73              | 1.43              | 2.04              | 3.91              | 0.51              | (3.71)            | 0.69              | 0.48              | 1.37              | 1.51              | 1.41              | 3.44              | 2.27              | 2.61              | 1.41              | 3.20              | 2.00              | 2.14              | 1.35                          | 2.47                          | 2.00                          | 2.36                          | 0.55                          | 1.65                          | 1.26                          | 0.44                          | (0.69)            | 0.26                                                              | Earnings per share - adjusted (NOK)                                  | (0.43)  | 2.20    | 3.90    | 3.90    | 8.18    | 8.41    | 8.76    | 9.72    | 4.42    | 2.79    | 8.31   |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |
| 1.52              | 3.63              | 1.72              | 1.43              | 2.04              | 3.90              | 0.51              | (3.71)            | 0.69              | 0.48              | 1.37              | 1.51              | 1.41              | 3.43              | 2.27              | 2.61              | 1.41              | 3.19              | 2.00              | 2.14              | 1.34                          | 2.47                          | 2.00                          | 2.36                          | 0.55                          | 1.65                          | 1.26                          | 0.44                          | (0.69)            | 0.26                                                              | Diluted earnings per share - adjusted (NOK)                          | (0.43)  | 2.20    | 3.90    | 3.90    | 8.17    | 8.40    | 8.75    | 9.71    | 4.42    | 2.79    | 8.28   |                      |                                  |                               |                               |                               |                               |                   |                   |                   |                   |                   |

Schibsted has as of 1 January 2014 implemented IFRS 11 Joint Arrangements. The standard is applied retrospectively and comparable figures for 2013 are restated. The line item Share of profit (loss) of joint ventures and associated companies is reported from 01.01.13 as part of operating profit, but outside of Gross operating profit (loss). The previously used line item Share of profit (loss) of associated companies is reported as part of Gross operating profit until 31.12.12. The affected items in the profit or loss statement are Operating revenues, Raw materials and finished goods, Personnel expenses, Other operating expenses, Share of profit (loss) of associated companies, Depreciation and amortisation, Other income and expenses, Financial expenses and Taxes. The restatements are described in further detail in the 1st Quarter 2014 Report.

Schibsted has as of 1 January 2013 adopted the mandatory amendments to IAS 19 Employment Benefits. The amendments are applied retrospectively and comparable figures for 2012 are restated. The affected items in the profit or loss statement are Personnel expenses, Other income and expenses, Financial expenses and Taxes. The restatements are described in further detail in the 1st Quarter 2013 Report.

NOK million

|                                                        | 31.03<br>2007 | 30.06<br>2007 | 30.09<br>2007 | 31.12<br>2007 | 31.03<br>2008 | 30.06<br>2008 | 30.09<br>2008 | 31.12<br>2008 | 31.03<br>2009 | 30.06<br>2009 | 30.09<br>2009 | 31.12<br>2009 | 31.03<br>2010 | 30.06<br>2010 | 30.09<br>2010 | 31.12<br>2010 | 31.03<br>2011 | 30.06<br>2011 | 30.09<br>2011 | 31.12<br>2011 | 31.03<br>2012<br>reported | 30.06<br>2012<br>reported | 30.09<br>2012<br>reported | 31.12<br>2012<br>reported | 01.01<br>2012<br>restated | 31.03<br>2012<br>restated | 30.06<br>2012<br>restated | 30.09<br>2012<br>restated | 31.12<br>2012<br>restated | 31.03<br>2013<br>reported | 30.06<br>2013<br>reported | 30.09<br>2013<br>reported | 31.12<br>2013<br>reported | 31.03<br>2013<br>restated | 30.06<br>2013<br>restated | 30.09<br>2013<br>restated | 31.12<br>2013<br>restated | 31.03<br>2014 | 30.06<br>2014 |  |
|--------------------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------|---------------|--|
| <b>Balance sheet</b>                                   |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |               |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |               |               |  |
| Intangible assets                                      | 7,960         | 7,934         | 7,742         | 8,093         | 8,183         | 8,326         | 8,627         | 7,617         | 6,698         | 7,940         | 7,630         | 7,222         | 6,999         | 7,041         | 6,532         | 9,728         | 9,771         | 9,669         | 9,864         | 9,611         | 9,600                     | 9,555                     | 9,442                     | 9,113                     | 9,611                     | 9,600                     | 9,555                     | 9,442                     | 9,113                     | 9,301                     | 9,646                     | 10,056                    | 10,337                    | 9,221                     | 9,561                     | 9,958                     | 10,212                    | 10,240        | 10,366        |  |
| Investment property and property plant and equipment   | 2,179         | 2,075         | 2,070         | 1,720         | 1,738         | 1,688         | 1,666         | 1,615         | 1,551         | 2,819         | 2,728         | 2,522         | 2,457         | 2,131         | 2,282         | 2,112         | 2,085         | 2,081         | 2,029         | 1,962         | 1,969                     | 1,948                     | 1,899                     | 1,845                     | 1,962                     | 1,969                     | 1,948                     | 1,899                     | 1,845                     | 1,818                     | 1,795                     | 1,659                     | 1,507                     | 1,812                     | 1,788                     | 1,651                     | 1,469                     | 1,564         | 1,658         |  |
| Investments in joint ventures and associated companies | 1,180         | 1,552         | 1,953         | 2,001         | 2,025         | 2,362         | 2,730         | 2,743         | 2,552         | 430           | 415           | 411           | 422           | 432           | 453           | 465           | 474           | 458           | 461           | 492           | 452                       | 460                       | 465                       | 488                       | 483                       | 443                       | 451                       | 456                       | 488                       | 507                       | 469                       | 478                       | 1,074                     | 625                       | 610                       | 578                       | 654                       | 557           | 548           |  |
| Other non-current assets                               | 437           | 422           | 424           | 431           | 432           | 462           | 427           | 717           | 754           | 889           | 879           | 697           | 679           | 597           | 608           | 485           | 505           | 488           | 479           | 414           | 418                       | 370                       | 468                       | 306                       | 414                       | 419                       | 370                       | 468                       | 306                       | 322                       | 351                       | 303                       | 287                       | 342                       | 370                       | 354                       | 319                       | 212           | 195           |  |
| Non-current assets                                     | 11,796        | 11,963        | 12,189        | 12,245        | 12,368        | 12,839        | 13,460        | 12,692        | 11,585        | 12,982        | 11,652        | 10,852        | 10,567        | 10,201        | 9,673         | 12,790        | 12,839        | 12,706        | 12,833        | 12,909        | 12,439                    | 12,333                    | 12,272                    | 11,792                    | 12,560                    | 12,430                    | 12,324                    | 12,263                    | 11,792                    | 11,949                    | 12,281                    | 12,496                    | 13,215                    | 12,000                    | 12,329                    | 12,841                    | 12,684                    | 12,573        | 12,717        |  |
| Inventories                                            | 119           | 122           | 121           | 123           | 128           | 129           | 143           | 164           | 133           | 150           | 145           | 138           | 128           | 127           | 136           | 139           | 135           | 136           | 139           | 143           | 138                       | 138                       | 137                       | 117                       | 143                       | 138                       | 138                       | 137                       | 117                       | 107                       | 108                       | 52                        | 53                        | 103                       | 104                       | 51                        | 51                        | 52            | 54            |  |
| Trade and other receivables                            | 2,313         | 2,341         | 2,268         | 2,466         | 2,525         | 2,556         | 2,475         | 2,781         | 2,369         | 2,777         | 2,611         | 2,490         | 2,483         | 2,633         | 2,404         | 2,504         | 2,522         | 2,431         | 2,395         | 2,406         | 2,504                     | 2,524                     | 2,495                     | 2,447                     | 2,406                     | 2,504                     | 2,524                     | 2,495                     | 2,447                     | 2,832                     | 2,846                     | 2,724                     | 2,623                     | 2,697                     | 2,702                     | 2,615                     | 2,514                     | 2,658         | 2,727         |  |
| Current financial assets                               | 71            | 3             | 3             | 3             | 4             | 3             | 6             | 7             | 38            | 443           | 490           | 485           | 461           | 441           | 485           | 426           | 541           | 554           | 509           | 505           | 446                       | 474                       | 369                       | 3                         | 505                       | 446                       | 474                       | 368                       | 3                         | 64                        | 53                        | 28                        | 64                        | 53                        | -                         | -                         | -                         | -             |               |  |
| Cash and cash equivalents                              | 1,011         | 796           | 754           | 842           | 657           | 750           | 728           | 747           | 671           | 1,286         | 865           | 1,255         | 623           | 680           | 644           | 650           | 659           | 841           | 847           | 778           | 1,035                     | 591                       | 819                       | 1,031                     | 778                       | 1,035                     | 591                       | 819                       | 1,031                     | 596                       | 1,140                     | 561                       | 1,240                     | 541                       | 1,066                     | 473                       | 1,302                     | 307           | 458           |  |
| Assets held for sale                                   | -             | -             | -             | 312           | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -             |               |  |
| Current assets                                         | 3,514         | 3,262         | 3,146         | 3,746         | 3,214         | 3,438         | 3,352         | 3,699         | 3,211         | 4,656         | 4,111         | 4,368         | 3,695         | 3,891         | 4,203         | 3,719         | 3,857         | 3,962         | 3,890         | 3,827         | 4,123                     | 3,727                     | 3,819                     | 3,598                     | 3,827                     | 4,123                     | 3,727                     | 3,819                     | 3,598                     | 3,599                     | 4,147                     | 3,413                     | 3,944                     | 3,405                     | 3,825                     | 3,215                     | 3,767                     | 3,017         | 3,239         |  |
| Total assets                                           | 15,270        | 15,245        | 15,335        | 15,991        | 15,682        | 16,277        | 16,802        | 16,391        | 14,766        | 16,738        | 15,763        | 15,220        | 14,252        | 14,092        | 13,876        | 16,509        | 16,696        | 16,688        | 16,723        | 16,336        | 16,562                    | 16,060                    | 16,091                    | 15,350                    | 16,327                    | 16,563                    | 16,051                    | 16,082                    | 15,350                    | 15,548                    | 16,408                    | 15,909                    | 17,159                    | 15,405                    | 16,254                    | 15,756                    | 16,451                    | 15,595        | 15,956        |  |
| Equity attributable to owners of the parent            | 4,904         | 4,985         | 4,957         | 4,770         | 5,475         | 5,227         | 5,213         | 3,617         | 3,462         | 3,729         | 5,119         | 4,837         | 4,881         | 5,285         | 5,434         | 6,677         | 6,830         | 6,559         | 6,411         | 6,502         | 6,528                     | 6,329                     | 6,453                     | 5,492                     | 6,324                     | 6,333                     | 6,134                     | 6,258                     | 5,854                     | 6,075                     | 6,248                     | 6,085                     | 7,850                     | 6,075                     | 6,248                     | 6,085                     | 7,325                     | 7,179         | 6,897         |  |
| Non-controlling interests                              | 285           | 227           | 182           | 183           | 221           | 143           | 172           | 54            | 136           | 436           | 366           | 437           | 451           | 912           | 318           | 325           | 315           | 129           | 143           | 157           | 185                       | 209                       | 245                       | 348                       | 156                       | 182                       | 205                       | 242                       | 245                       | 291                       | 252                       | 261                       | 291                       | 281                       | 252                       | 291                       | 261                       | 285           | 187           |  |
| Equity                                                 | 5,209         | 5,207         | 5,139         | 4,953         | 5,696         | 5,370         | 5,385         | 3,741         | 3,598         | 4,165         | 5,515         | 5,274         | 5,332         | 5,599         | 5,752         | 7,006         | 7,145         | 6,688         | 6,554         | 6,659         | 6,713                     | 6,538                     | 6,698                     | 5,740                     | 6,480                     | 6,515                     | 6,340                     | 6,500                     | 6,109                     | 6,356                     | 6,500                     | 6,346                     | 8,111                     | 6,356                     | 6,500                     | 6,346                     | 7,596                     | 7,444         | 7,084         |  |
| Non-current interest-bearing borrowings                | 365           | 573           | 1,116         | 757           | 743           | 1,725         | 2,468         | 5,418         | 4,883         | 4,539         | 3,508         | 3,405         | 2,684         | 1,865         | 725           | 1,906         | 2,076         | 2,589         | 2,619         | 1,907         | 2,441                     | 2,410                     | 2,031                     | 2,124                     | 1,907                     | 2,441                     | 2,410                     | 2,031                     | 2,124                     | 1,941                     | 2,712                     | 2,574                     | 1,971                     | 1,941                     | 2,712                     | 2,561                     | 1,971                     | 1,941         | 2,551         |  |
| Other non-current liabilities                          | 2,253         | 2,306         | 2,271         | 2,609         | 2,969         | 3,018         | 3,099         | 1,672         | 1,566         | 2,156         | 2,097         | 2,230         | 2,088         | 2,173         | 2,284         | 2,533         | 2,372         | 2,386         | 2,631         | 2,582         | 2,549                     | 2,575                     | 2,569                     | 2,481                     | 2,762                     | 2,738                     | 2,764                     | 2,758                     | 2,112                     | 2,038                     | 2,030                     | 2,069                     | 2,313                     | 2,032                     | 2,024                     | 2,500                     | 2,263                     | 2,109         | 2,076         |  |
| Non-current liabilities                                | 2,618         | 2,879         | 3,397         | 3,366         | 3,712         | 4,743         | 5,967         | 7,090         | 6,449         | 6,695         | 5,605         | 5,635         | 4,772         | 4,038         | 3,099         | 4,439         | 4,448         | 4,575         | 5,250         | 4,489         | 4,990                     | 4,995                     | 4,600                     | 4,605                     | 4,669                     | 5,179                     | 5,174                     | 4,789                     | 4,526                     | 3,979                     | 4,782                     | 5,065                     | 4,294                     | 3,973                     | 4,795                     | 5,061                     | 4,534                     | 4,050         | 4,627         |  |
| Current interest-bearing borrowings                    | 4,328         | 4,117         | 3,724         | 4,238         | 3,082         | 3,650         | 2,791         | 720           | 842           | 902           | 459           | 404           | 334           | 333           | 1,279         | 672           | 981           | 578           | 596           | 623           | 271                       | 48                        | 333                       | 347                       | 323                       | 271                       | 48                        | 333                       | 347                       | 577                       | 592                       | 549                       | 428                       | 577                       | 592                       | 549                       | 346                       | 137           | 93            |  |
| Other current liabilities                              | 3,107         | 3,042         | 3,085         | 3,256         | 3,192         | 3,114         | 3,119         | 4,634         | 4,087         | 4,976         | 4,184         | 3,907         | 3,814         | 4,123         | 3,731         | 4,492         | 4,427         | 4,413         | 4,655         | 4,588         | 4,489                     | 4,460                     | 4,658                     | 4,655                     | 4,588                     | 4,489                     | 4,460                     | 4,658                     | 4,635                     | 4,574                     | 3,780                     | 4,358                     | 4,499                     | 4,426                     | 3,649                     | 4,285                     | 3,959                     | 4,105         |               |  |
| Liabilities held for sale                              | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -             |               |  |
| Current liabilities                                    | 7,435         | 7,159         | 6,809         | 7,492         | 6,274         | 6,164         | 5,890         | 5,560         | 4,729         | 5,878         | 4,643         | 4,311         | 4,148         | 4,456         | 5,135         | 5,064         | 5,103         | 5,005         | 4,919         | 5,178         | 4,899                     | 4,937                     | 4,793                     | 5,005                     | 5,178                     | 4,899                     | 4,937                     | 4,793                     | 5,005                     | 5,213                     | 5,166                     | 4,480                     | 4,764                     | 5,076                     | 5,018                     | 4,349                     | 4,631                     | 4,096         | 4,245         |  |
| Total equity and liabilities                           | 15,270        | 15,245        | 15,335        | 15,991        | 15,682        | 16,277        | 16,802        | 16,391        | 14,766        | 16,738        | 15,763        | 15,220        | 14,252        | 14,092        | 13,876        | 16,509        | 16,696        | 16,688        | 16,723        | 16,336        | 16,562                    | 16,060                    | 16,091                    | 15,350                    | 16,327                    | 16,563                    | 16,051                    | 16,082                    | 15,350                    | 15,548                    | 16,408                    | 15,909                    | 17,159                    | 15,405                    | 16,254                    | 15,756                    | 16,451                    | 15,595        | 15,956        |  |

Schibsted has as of 1 January 2014 implemented IFRS 11 Joint Arrangements. The standard is applied retrospectively and comparable figures for 2013 are restated in the columns "restated" above. The reported figures for 2013 are presented in the columns "reported" above. The restatements are described in the 1st Quarter 2014 Report.

Schibsted has as of 1 January 2013 adopted the mandatory amendments to IAS 19 Employee Benefits. The amendments are applied retrospectively and comparable figures for 2012 are restated in the columns "restated" above. The reported figures for 2012 are presented in the columns "reported" above. The restatements are described in the 1st Quarter 2013 Report.

NOK million

| Statement of cash flows                                                                                 | 31.12<br>2007 | 31.12<br>2008 | 31.12<br>2009 | 31.03<br>2010 | 30.06<br>2010 | 30.09<br>2010 | 31.12<br>2010 | 31.03<br>2011 | 30.06<br>2011 | 30.09<br>2011 | 31.12<br>2011 | 31.03<br>2012<br>restated | 30.06<br>2012<br>restated | 30.09<br>2012<br>restated | 31.12<br>2012<br>restated | 31.03<br>2013<br>restated | 30.06<br>2013<br>restated | 30.09<br>2013<br>restated | 31.12<br>2013<br>restated | 31.03<br>2014 | 30.06<br>2014 |
|---------------------------------------------------------------------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------|---------------|
| Profit (loss) before taxes (continuing operations)                                                      | 970           | (740)         | 279           | 251           | 1,214         | 1,557         | 3,399         | 289           | 837           | 1,179         | 1,331         | 274                       | 706                       | 1,044                     | 620                       | 107                       | 482                       | 515                       | 1,490                     | 101           | 291           |
| Profit (loss) before taxes discontinued operations                                                      | 58            | 56            | 335           | -             | -             | -             | -             | -             | -             | -             | -             | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -                         | -             | -             |
| - Gain from remeasurement of previously held equity interest in business combination achieved in stages | -             | -             | -             | -             | -             | -             | (1,518)       | -             | -             | -             | -             | (48)                      | (57)                      | (57)                      | (57)                      | -                         | -                         | (2)                       | (2)                       | (37)          | (40)          |
| + Depreciation, amortisation and impairment losses                                                      | 619           | 2,260         | 876           | 170           | 319           | 500           | 706           | 133           | 260           | 393           | 696           | 116                       | 236                       | 360                       | 1,055                     | 117                       | 238                       | 362                       | 629                       | 123           | 235           |
| + / - Share of profit of joint ventures and associated companies, net of divi                           | (79)          | 182           | 104           | (5)           | (8)           | (15)          | (23)          | (6)           | 2             | -             | (14)          | 24                        | 11                        | 10                        | 26                        | 85                        | 125                       | 182                       | 202                       | 445           |               |
| - Taxes paid                                                                                            | (203)         | (217)         | (206)         | (58)          | (140)         | (149)         | (111)         | (57)          | (350)         | (372)         | (346)         | (231)                     | (496)                     | (587)                     | (628)                     | (145)                     | (494)                     | (516)                     | (636)                     | (301)         | (496)         |
| Sales losses / (gains) non-current assets                                                               | (311)         | (880)         | (424)         | 1             | (523)         | (524)         | (581)         | (35)          | (52)          | (55)          | (63)          | (1)                       | (2)                       | -                         | (65)                      | (1)                       | (12)                      | 203                       | (943)                     | (10)          | (11)          |
| Change in working capital etc.                                                                          | 91            | 96            | 16            | (180)         | (247)         | (329)         | 69            | (193)         | (57)          | (130)         | 12            | (9)                       | 11                        | 9                         | 340                       | (484)                     | (444)                     | (506)                     | (4)                       | (139)         | (76)          |
| Net cash flow from operating activities                                                                 | 1,145         | 757           | 980           | 179           | 615           | 1,040         | 1,941         | 131           | 640           | 1,015         | 1,616         | 125                       | 409                       | 779                       | 1,275                     | (380)                     | (145)                     | 181                       | 716                       | (61)          | 348           |
| Net cash flow from investing activities                                                                 | (937)         | (418)         | 778           | (74)          | 616           | 534           | (724)         | (74)          | (170)         | (338)         | (330)         | (89)                      | (196)                     | (268)                     | (400)                     | (158)                     | (251)                     | (478)                     | 471                       | (446)         | (790)         |
| Net cash flow before financing activities                                                               | 208           | 339           | 1,758         | 105           | 1,231         | 1,574         | 1,217         | 57            | 470           | 677           | 1,286         | 36                        | 213                       | 511                       | 875                       | (538)                     | (396)                     | (297)                     | 1,187                     | (507)         | (442)         |
| Net cash flow from financing activities                                                                 | (1,606)       | (434)         | (1,203)       | (734)         | (1,794)       | (2,170)       | (1,819)       | (48)          | (274)         | (479)         | (1,158)       | 229                       | (387)                     | (451)                     | (591)                     | 60                        | 397                       | (296)                     | (1,116)                   | (365)         | (305)         |
| Effect of exchange rate changes on cash and cash equivalents                                            | -             | -             | (47)          | (3)           | (2)           | -             | (3)           | -             | (5)           | (1)           | -             | (8)                       | (13)                      | (19)                      | (31)                      | 41                        | 87                        | 112                       | 153                       | (23)          | 3             |
| Net cash flow for the period                                                                            | (1,398)       | (95)          | 508           | (632)         | (565)         | (596)         | (605)         | 9             | 191           | 197           | 128           | 257                       | (187)                     | 41                        | 253                       | (437)                     | 88                        | (481)                     | 224                       | (895)         | (744)         |
| Cash and cash equivalents at start of period                                                            | 2,240         | 842           | 747           | 1,255         | 1,255         | 1,255         | 1,255         | 650           | 650           | 650           | 650           | 778                       | 778                       | 778                       | 778                       | 978                       | 978                       | 978                       | 978                       | 1,202         | 1,202         |
| Cash and cash equivalents at end of period                                                              | 842           | 747           | 1,255         | 623           | 690           | 659           | 650           | 659           | 841           | 847           | 778           | 1,035                     | 591                       | 819                       | 1,031                     | 541                       | 1,066                     | 497                       | 1,202                     | 307           | 458           |

Schibsted has as of 1 January 2014 implemented IFRS 11 Joint Arrangements. The standard is applied retrospectively and comparable figures for 2013 are restated. The restatements are described in the 1st Quarter 2014 Report.

Schibsted has as of 1 January 2013 adopted the mandatory amendments to IAS 19 Employment Benefits. The amendments are applied retrospectively and comparable figures for 2012 are restated. The restatements are described in the 1st Quarter 2013 Report.

| 1 quarter<br>2011 | 2 quarter<br>2011 | 3 quarter<br>2011 | 4 quarter<br>2011 | 1 quarter<br>2012 | 2 quarter<br>2012 | 3 quarter<br>2012 | 4 quarter<br>2012 | 1 quarter<br>2013<br>restated | 2 quarter<br>2013<br>restated | 3 quarter<br>2013<br>restated | 4 quarter<br>2013<br>restated | 1 quarter<br>2014 | 2 quarter<br>2014 | OPERATING REVENUES<br>SCHIBSTED GROUP         | Year to date<br>2014 | Year to date<br>2013<br>restated | Full year<br>2013<br>restated | Full year<br>2013<br>reported |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------|-------------------|-----------------------------------------------|----------------------|----------------------------------|-------------------------------|-------------------------------|
| 3,496             | 3,758             | 3,380             | 3,744             | 3,603             | 3,825             | 3,524             | 3,811             | 3,587                         | 3,870                         | 3,581                         | 3,832                         | 3,710             | 3,834             | SCHIBSTED GROUP                               | 7,544                | 7,457                            | 14,870                        | 15,232                        |
| 756               | 837               | 784               | 821               | 871               | 958               | 906               | 912               | 948                           | 1,095                         | 1,044                         | 1,097                         | 1,151             | 1,225             | ONLINE CLASSIFIEDS                            | 2,376                | 2,043                            | 4,184                         | 4,265                         |
| 277               | 305               | 278               | 275               | 316               | 325               | 318               | 307               | 332                           | 376                           | 350                           | 348                           | 376               | 388               | FINN                                          | 764                  | 708                              | 1,406                         | 1,406                         |
| 479               | 532               | 506               | 546               | 555               | 633               | 588               | 605               | 616                           | 719                           | 694                           | 749                           | 775               | 837               | Schibsted Classified Media                    | 1,612                | 1,335                            | 2,778                         | 2,859                         |
| 1,611             | 1,687             | 1,531             | 1,700             | 1,660             | 1,653             | 1,503             | 1,669             | 1,567                         | 1,640                         | 1,493                         | 1,638                         | 1,542             | 1,591             | SCHIBSTED NORGE MEDIA HOUSE                   | 3,133                | 3,207                            | 6,338                         | 6,368                         |
| 864               | 948               | 854               | 945               | 831               | 920               | 877               | 910               | 871                           | 918                           | 900                           | 1,031                         | 952               | 946               | SCHIBSTED SVERIGE MEDIA HOUSE                 | 1,898                | 1,789                            | 3,720                         | 3,731                         |
| 242               | 276               | 206               | 280               | 228               | 252               | 185               | 274               | 160                           | 186                           | 106                           | 37                            | 31                | 38                | MEDIA HOUSES INTERNATIONAL                    | 69                   | 346                              | 489                           | 728                           |
| 96                | 119               | 75                | 120               | 87                | 100               | 53                | 108               | 26                            | 34                            | 21                            | 36                            | 29                | 37                | 20 Minutes                                    | 66                   | 60                               | 117                           | 318                           |
| 144               | 154               | 131               | 161               | 140               | 152               | 131               | 165               | 134                           | 151                           | 84                            | -                             | -                 | -                 | Eesti Meedia Group                            | -                    | 285                              | 369                           | 407                           |
| 2                 | 3                 | -                 | (1)               | 1                 | -                 | 1                 | 1                 | -                             | 1                             | 1                             | 1                             | 2                 | 1                 | Other/eliminations                            | 3                    | 1                                | 3                             | 3                             |
| 63                | 48                | 38                | 41                | 49                | 84                | 89                | 95                | 86                            | 82                            | 89                            | 88                            | 92                | 91                | OTHER                                         | 183                  | 168                              | 345                           | 345                           |
| 63                | 48                | 38                | 41                | 49                | 84                | 89                | 95                | 86                            | 82                            | 89                            | 88                            | 92                | 91                | Other/eliminations                            | 183                  | 168                              | 345                           | 345                           |
| 50                | 82                | 81                | 83                | 87                | 87                | 82                | 91                | 92                            | 90                            | 83                            | 90                            | 93                | 93                | HEADQUARTERS                                  | 186                  | 182                              | 355                           | 355                           |
| 50                | 82                | 81                | 83                | 87                | 87                | 82                | 91                | 92                            | 90                            | 83                            | 90                            | 93                | 93                | Schibsted ASA and other centralised functions | 186                  | 182                              | 355                           | 355                           |
| (90)              | (120)             | (114)             | (126)             | (123)             | (129)             | (118)             | (140)             | (137)                         | (141)                         | (134)                         | (149)                         | (151)             | (150)             | ELIMINATIONS                                  | (301)                | (278)                            | (561)                         | (560)                         |

Schibsted has as of 1 January 2014 implemented IFRS 11 Joint Arrangements. The standard is applied retrospectively and comparable figures for 2013 are restated. The line item Share of profit (loss) of joint ventures and associated companies is reported from 01.01.13 as part of operating profit, but outside of Gross operating profit (loss). The previously used line item Share of profit (loss) of associated companies is reported as part of Gross operating profit until 31.12.12.

| 1 quarter<br>2011 | 2 quarter<br>2011 | 3 quarter<br>2011 | 4 quarter<br>2011 | 1 quarter<br>2012<br>restated | 2 quarter<br>2012<br>restated | 3 quarter<br>2012<br>restated | 4 quarter<br>2012<br>restated | 1 quarter<br>2013<br>restated | 2 quarter<br>2013<br>restated | 3 quarter<br>2013<br>restated | 4 quarter<br>2013<br>restated | 1 quarter<br>2014 | 2 quarter<br>2014 | GROSS OPERATING PROFIT (LOSS) - EBITDA<br>SCHIBSTED GROUP | Year to date<br>2014 | Year to date<br>2013<br>restated | Full year<br>2013<br>restated | Full year<br>2013<br>reported | Full year<br>2012<br>restated | Full year<br>2011 |
|-------------------|-------------------|-------------------|-------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------|-------------------|-----------------------------------------------------------|----------------------|----------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------|
| 439               | 675               | 522               | 549               | 424                           | 600                           | 518                           | 501                           | 297                           | 562                           | 463                           | 455                           | 410               | 574               | SCHIBSTED GROUP                                           | 984                  | 859                              | 1,777                         | 1,672                         | 2,043                         | 2,185             |
| 235               | 307               | 250               | 201               | 228                           | 313                           | 300                           | 259                           | 167                           | 310                           | 270                           | 245                           | 313               | 392               | ONLINE CLASSIFIEDS                                        | 705                  | 477                              | 992                           | 862                           | 1,100                         | 993               |
| 130               | 147               | 139               | 118               | 152                           | 161                           | 158                           | 151                           | 145                           | 208                           | 175                           | 163                           | 155               | 182               | FINN                                                      | 337                  | 353                              | 691                           | 691                           | 622                           | 534               |
| 105               | 160               | 111               | 83                | 76                            | 152                           | 142                           | 108                           | 22                            | 102                           | 95                            | 82                            | 158               | 210               | Schibsted Classified Media                                | 368                  | 124                              | 301                           | 171                           | 478                           | 459               |
| 208               | 282               | 219               | 217               | 204                           | 218                           | 174                           | 176                           | 150                           | 243                           | 177                           | 153                           | 101               | 176               | SCHIBSTED NORGE MEDIA HOUSE                               | 277                  | 393                              | 723                           | 724                           | 772                           | 926               |
| 66                | 115               | 101               | 163               | 75                            | 121                           | 114                           | 119                           | 54                            | 65                            | 90                            | 145                           | 86                | 89                | SCHIBSTED SVERIGE MEDIA HOUSE                             | 175                  | 119                              | 354                           | 363                           | 429                           | 445               |
| (4)               | 24                | (9)               | 27                | (21)                          | 7                             | (15)                          | 26                            | (5)                           | 17                            | (8)                           | -                             | (12)              | (9)               | MEDIA HOUSES INTERNATIONAL                                | (21)                 | 12                               | 4                             | 2                             | (3)                           | 38                |
| (15)              | 2                 | (18)              | 11                | (27)                          | (13)                          | (23)                          | 15                            | (14)                          | (5)                           | (12)                          | (1)                           | (13)              | (9)               | 20 Minutes                                                | (22)                 | (19)                             | (32)                          | (37)                          | (48)                          | (20)              |
| 12                | 22                | 9                 | 16                | 6                             | 20                            | 8                             | 11                            | 9                             | 22                            | 5                             | -                             | -                 | -                 | Eesti Meedia Group                                        | -                    | 31                               | 36                            | 39                            | 45                            | 59                |
| (1)               | -                 | -                 | -                 | -                             | -                             | -                             | -                             | -                             | -                             | (1)                           | 1                             | 1                 | -                 | Other                                                     | 1                    | -                                | -                             | -                             | -                             | (1)               |
| 3                 | 4                 | 6                 | 8                 | (2)                           | (11)                          | (8)                           | (18)                          | (11)                          | (16)                          | (11)                          | (13)                          | (11)              | (7)               | OTHER                                                     | (18)                 | (27)                             | (51)                          | (51)                          | (39)                          | 21                |
| 3                 | 4                 | 6                 | 8                 | (2)                           | (11)                          | (8)                           | (18)                          | (11)                          | (16)                          | (11)                          | (13)                          | (11)              | (7)               | Other/eliminations                                        | (18)                 | (27)                             | (51)                          | (51)                          | (39)                          | 21                |
| (69)              | (57)              | (45)              | (67)              | (60)                          | (48)                          | (47)                          | (61)                          | (58)                          | (57)                          | (55)                          | (75)                          | (67)              | (67)              | HEADQUARTERS                                              | (134)                | (115)                            | (245)                         | (228)                         | (216)                         | (238)             |
| (69)              | (57)              | (45)              | (67)              | (60)                          | (48)                          | (47)                          | (61)                          | (58)                          | (57)                          | (55)                          | (75)                          | (67)              | (67)              | Schibsted ASA and other centralised functions             | (134)                | (115)                            | (245)                         | (228)                         | (216)                         | (238)             |

Schibsted has as of 1 January 2014 implemented IFRS 11 Joint Arrangements. The standard is applied retrospectively and comparable figures for 2013 are restated.

The restatements are described in the 1st Quarter 2014 Report.

Schibsted has as of 1 January 2013 adopted the mandatory amendments to IAS 19 Employment Benefits. The amendments are applied retrospectively and comparable figures for 2012 are restated.

The restatements are described in the 1st Quarter 2013 Report.

| NOK million |           |           |           |           |           |           |           |               |               |               |               |           |           |                                                                 | Year to date | Year to date  | Full year     | Full year | Full year |
|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|---------------|---------------|---------------|-----------|-----------|-----------------------------------------------------------------|--------------|---------------|---------------|-----------|-----------|
| 1 quarter   | 2 quarter | 3 quarter | 4 quarter | 1 quarter | 2 quarter | 3 quarter | 4 quarter | 1 quarter     | 2 quarter     | 3 quarter     | 4 quarter     | 1 quarter | 2 quarter |                                                                 | 2014         | 2013 restated | 2013 restated | 2012      | 2011      |
| 2011        | 2011      | 2011      | 2011      | 2012      | 2012      | 2012      | 2012      | 2013 restated | 2013 restated | 2013 restated | 2013 restated | 2014      | 2014      | Schibsted Norge Media House                                     | 2014         | 2013 restated | 2013 restated | 2012      | 2011      |
| 76          | 93        | 81        | 110       | 106       | 111       | 106       | 131       | 137           | 142           | 144           | 163           | 172       | 182       | Online newspapers - single copy (VG)                            | 354          | 279           | 586           | 454       | 360       |
| 53          | 60        | 50        | 66        | 68        | 71        | 62        | 77        | 73            | 92            | 86            | 106           | 124       | 135       | Online newspapers - subscription newspapers                     | 259          | 165           | 357           | 278       | 229       |
| 9           | 8         | 15        | 19        | 14        | 19        | 22        | 31        | 33            | 42            | 42            | 44            | 28        | 36        | Other online operating revenues/online eliminations             | 64           | 75            | 161           | 86        | 51        |
| 138         | 161       | 146       | 195       | 188       | 201       | 190       | 239       | 243           | 276           | 272           | 313           | 324       | 353       | Operating revenues online                                       | 677          | 519           | 1,104         | 816       | 640       |
| 268         | 280       | 295       | 272       | 272       | 273       | 282       | 266       | 252           | 262           | 263           | 247           | 250       | 256       | Circulation revenues - single copy newspapers (VG)              | 506          | 514           | 1,024         | 1,093     | 1,115     |
| 87          | 94        | 81        | 96        | 80        | 87        | 70        | 75        | 72            | 69            | 64            | 76            | 57        | 59        | Advertising revenues - single copy newspapers (VG)              | 116          | 141           | 281           | 312       | 360       |
| 6           | 8         | 5         | 4         | 4         | 6         | 9         | 5         | 6             | 6             | 6             | 6             | 6         | 6         | Other revenues - single copy newspapers (VG)                    | 12           | 12            | 24            | 24        | 23        |
| 340         | 329       | 349       | 345       | 355       | 333       | 342       | 341       | 351           | 344           | 344           | 333           | 339       | 319       | Circulation revenues - subscription newspapers                  | 658          | 695           | 1,372         | 1,371     | 1,363     |
| 551         | 581       | 451       | 546       | 532       | 527       | 404       | 491       | 432           | 472           | 353           | 426           | 358       | 387       | Advertising revenues - subscription newspapers                  | 745          | 904           | 1,683         | 1,954     | 2,129     |
| 54          | 55        | 48        | 55        | 55        | 60        | 54        | 62        | 41            | 39            | 35            | 44            | 37        | 39        | Other revenues - subscription newspapers                        | 76           | 80            | 159           | 231       | 212       |
| 10          | 15        | 11        | 12        | 10        | 10        | 6         | 11        | 10            | 11            | 7             | 8             | 7         | 9         | Eliminations/other revenues (VG)                                | 16           | 21            | 36            | 37        | 48        |
| 1,316       | 1,362     | 1,240     | 1,332     | 1,308     | 1,296     | 1,167     | 1,251     | 1,164         | 1,203         | 1,072         | 1,140         | 1,054     | 1,075     | Print newspapers operating revenues                             | 2,129        | 2,367         | 4,579         | 5,022     | 5,250     |
| 55          | 56        | 56        | 74        | 53        | 46        | 54        | 68        | 52            | 43            | 45            | 60            | 39        | 37        | Publishing                                                      | 76           | 95            | 200           | 221       | 241       |
| 244         | 258       | 249       | 264       | 272       | 269       | 251       | 261       | 230           | 255           | 229           | 243           | 234       | 239       | Printing                                                        | 473          | 485           | 957           | 1,053     | 1,015     |
| (142)       | (150)     | (160)     | (165)     | (161)     | (159)     | (159)     | (150)     | (122)         | (137)         | (125)         | (118)         | (109)     | (113)     | Other/eliminations/distribution                                 | (222)        | (259)         | (502)         | (629)     | (617)     |
| 1,611       | 1,687     | 1,531     | 1,700     | 1,660     | 1,653     | 1,503     | 1,669     | 1,567         | 1,640         | 1,493         | 1,638         | 1,542     | 1,591     | Total operating revenues                                        | 3,133        | 3,207         | 6,338         | 6,485     | 6,529     |
| (391)       | (403)     | (364)     | (418)     | (405)     | (405)     | (386)     | (414)     | (404)         | (409)         | (392)         | (433)         | (420)     | (429)     | Online/offline operating expenses - single copy newspapers (VG) | (849)        | (813)         | (1,638)       | (1,610)   | (1,596)   |
| (875)       | (844)     | (795)     | (867)     | (893)     | (875)     | (792)     | (871)     | (820)         | (816)         | (742)         | (828)         | (813)     | (776)     | Online/offline operating expenses - subscription newspapers     | (1,589)      | (1,636)       | (3,206)       | (3,431)   | (3,401)   |
| (55)        | (55)      | (51)      | (66)      | (53)      | (46)      | (52)      | (70)      | (51)          | (44)          | (46)          | (56)          | (42)      | (43)      | Publishing                                                      | (85)         | (95)          | (197)         | (221)     | (227)     |
| (228)       | (240)     | (226)     | (246)     | (247)     | (244)     | (219)     | (245)     | (217)         | (224)         | (200)         | (221)         | (216)     | (218)     | Printing                                                        | (434)        | (441)         | (862)         | (955)     | (940)     |
| 145         | 136       | 142       | 135       | 140       | 133       | 119       | 109       | 75            | 96            | 64            | 53            | 50        | 51        | Other/eliminations/distribution                                 | 101          | 171           | 288           | 501       | 558       |
| 1           | 1         | 2         | (1)       | 2         | 2         | 1         | (2)       | -             | -             | -             | -             | -         | -         | Share of profit (loss) of associated companies                  | -            | -             | -             | 3         | 3         |
| (1,403)     | (1,405)   | (1,312)   | (1,483)   | (1,456)   | (1,435)   | (1,329)   | (1,493)   | (1,417)       | (1,397)       | (1,316)       | (1,485)       | (1,441)   | (1,415)   | Total operating expenses                                        | (2,856)      | (2,814)       | (5,615)       | (5,713)   | (5,603)   |
| 56          | 87        | 89        | 78        | 87        | 82        | 87        | 74        | 73            | 81            | 92            | 67            | 72        | 83        | EBITDA single copy newspapers VG (online/offline)               | 155          | 154           | 313           | 310       | 310       |
| 123         | 181       | 103       | 125       | 117       | 116       | 70        | 100       | 77            | 131           | 76            | 81            | 45        | 104       | EBITDA subscription newspapers (online/offline)                 | 149          | 208           | 365           | 403       | 532       |
| -           | 1         | 5         | 8         | -         | -         | 2         | (2)       | 1             | (1)           | (1)           | 4             | (3)       | (6)       | EBITDA publishing                                               | (9)          | -             | 3             | -         | 14        |
| 16          | 18        | 23        | 18        | 25        | 25        | 32        | 16        | 13            | 31            | 29            | 22            | 18        | 21        | EBITDA printing                                                 | 39           | 44            | 95            | 98        | 75        |
| 12          | (6)       | (3)       | (11)      | (7)       | (7)       | (18)      | (10)      | (14)          | 1             | (19)          | (21)          | (31)      | (26)      | EBITDA other/distribution                                       | (57)         | (13)          | (53)          | (42)      | (8)       |
| 1           | 1         | 2         | (1)       | 2         | 2         | 1         | (2)       | -             | -             | -             | -             | -         | -         | EBITDA from associated companies                                | -            | -             | -             | 3         | 3         |
| 208         | 282       | 219       | 217       | 204       | 218       | 174       | 176       | 150           | 243           | 177           | 153           | 101       | 176       | Total EBITDA                                                    | 277          | 393           | 723           | 772       | 926       |

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| Q1    | Q2    | Q3    | Q4    | Q1    | Q2    | Q3    | Q4    | Q1            | Q2            | Q3            | Q4            | Q1    | Q2    | Schibsted Norge Media House     | Year to date | Year to date  | Full year     | Full year |       |
|-------|-------|-------|-------|-------|-------|-------|-------|---------------|---------------|---------------|---------------|-------|-------|---------------------------------|--------------|---------------|---------------|-----------|-------|
| 2011  | 2011  | 2011  | 2011  | 2012  | 2012  | 2012  | 2012  | 2013 restated | 2013 restated | 2013 restated | 2013 restated | 2014  | 2014  |                                 | 2014         | 2013 restated | 2013 restated | 2012      | 2011  |
| 522   | 527   | 459   | 510   | 522   | 502   | 441   | 489   | 465           | 488           | 421           | 457           | 460   | 458   | Operating revenues              | 918          | 953           | 1,831         | 1,954     | 2,018 |
| 225   | 233   | 205   | 238   | 231   | 231   | 196   | 229   | 203           | 210           | 183           | 214           | 188   | 200   | Bergens Tidende                 | 388          | 413           | 810           | 887       | 901   |
| 154   | 158   | 139   | 163   | 160   | 155   | 135   | 154   | 139           | 147           | 130           | 141           | 130   | 130   | Stavanger Aftenblad             | 260          | 286           | 557           | 604       | 614   |
| 96    | 107   | 96    | 104   | 99    | 105   | 91    | 101   | 91            | 104           | 90            | 99            | 82    | 96    | Fædrelandsvennen                | 178          | 195           | 384           | 396       | 403   |
| 447   | 490   | 473   | 496   | 472   | 487   | 473   | 488   | 477           | 490           | 484           | 500           | 492   | 512   | Verdens Gang                    | 1,004        | 967           | 1,951         | 1,920     | 1,906 |
| 244   | 258   | 249   | 264   | 272   | 269   | 251   | 261   | 230           | 255           | 229           | 243           | 234   | 239   | Schibsted Norge Trykk           | 473          | 485           | 957           | 1,053     | 1,015 |
| 55    | 56    | 56    | 74    | 53    | 46    | 54    | 68    | 52            | 43            | 45            | 60            | 39    | 37    | Schibsted Fortlag               | 76           | 95            | 200           | 221       | 241   |
| (132) | (142) | (146) | -149  | -142  | -138  | -121  | -90   | -97           | -89           | -76           | (83)          | (81)  | (81)  | Other eliminations/distribution | (164)        | (187)         | (352)         | (550)     | (569) |
| 1,611 | 1,687 | 1,531 | 1,700 | 1,660 | 1,653 | 1,503 | 1,669 | 1,567         | 1,640         | 1,493         | 1,638         | 1,542 | 1,591 | Total                           | 3,133        | 3,207         | 6,338         | 6,485     | 6,529 |
| 69    | 99    | 54    | 57    | 66    | 60    | 35    | 48    | 47            | 71            | 34            | 30            | 44    | 64    | EBITDA                          | 108          | 118           | 182           | 209       | 279   |
| 31    | 46    | 26    | 42    | 32    | 35    | 22    | 30    | 20            | 29            | 21            | 28            | -     | 17    | Bergens Tidende                 | 17           | 49            | 98            | 119       | 145   |
| 19    | 22    | 17    | 23    | 20    | 19    | 14    | 15    | 11            | 17            | 17            | 16            | 11    | 16    | Stavanger Aftenblad             | 27           | 28            | 61            | 68        | 81    |
| 4     | 14    | 6     | 3     | (2)   | 2     | -     | 7     | -             | 14            | 3             | 8             | (10)  | 7     | Fædrelandsvennen                | (3)          | 14            | 25            | 7         | 27    |
| 56    | 87    | 89    | 78    | 67    | 82    | 87    | 74    | 73            | 81            | 92            | 67            | 72    | 83    | Verdens Gang                    | 155          | 154           | 313           | 310       | 310   |
| 16    | 18    | 23    | 18    | 25    | 25    | 32    | 16    | 13            | 31            | 29            | 22            | 18    | 21    | Schibsted Norge Trykk           | 39           | 44            | 95            | 98        | 75    |
| -     | 1     | 5     | 8     | -     | 2     | (2)   | 1     | (1)           | (1)           | 4             | (3)           | (6)   | (6)   | Schibsted Fortlag               | (9)          | -             | 3             | -         | 14    |
| 12    | (6)   | (3)   | (11)  | (6)   | -     | (7)   | (19)  | (15)          | 1             | (18)          | (22)          | (31)  | (26)  | Other eliminations/distribution | (57)         | (14)          | (54)          | (42)      | (8)   |
| 207   | 281   | 217   | 218   | 202   | 216   | 173   | 178   | 150           | 243           | 177           | 153           | 101   | 176   | Total                           | 277          | 393           | 723           | 769       | 923   |



SEK million

| 1 quarter<br>2011 | 2 quarter<br>2011 | 3 quarter<br>2011 | 4 quarter<br>2011 | 1 quarter<br>2012 | 2 quarter<br>2012 | 3 quarter<br>2012 | 4 quarter<br>2012 | 1 quarter<br>2013<br>restated | 2 quarter<br>2013<br>restated | 3 quarter<br>2013<br>restated | 4 quarter<br>2013<br>restated | 1 quarter<br>2014 | 2 quarter<br>2014 | Schibsted Sverige Media House                    | Year to date<br>2014 | Year to date<br>2013<br>restated | Full year<br>2013<br>restated | Full year<br>2012 | Full year<br>2011 |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------|-------------------|--------------------------------------------------|----------------------|----------------------------------|-------------------------------|-------------------|-------------------|
| 141               | 156               | 156               | 168               | 163               | 169               | 185               | 187               | 202                           | 205                           | 210                           | 240                           | 240               | 225               | Schibsted Growth revenues                        | 465                  | 407                              | 857                           | 704               | 621               |
| 83                | 90                | 84                | 86                | 86                | 87                | 87                | 88                | 83                            | 81                            | 80                            | 78                            | 77                | 69                | of which Hitta revenues                          | 146                  | 164                              | 322                           | 348               | 343               |
| 144               | 180               | 146               | 208               | 171               | 216               | 170               | 227               | 213                           | 220                           | 200                           | 251                           | 251               | 252               | Schibsted Publishing revenues                    | 503                  | 433                              | 884                           | 784               | 678               |
| 102               | 121               | 100               | 140               | 121               | 148               | 119               | 159               | 153                           | 156                           | 134                           | 178                           | 171               | 186               | of which Aftonbladet online revenues             | 357                  | 309                              | 621                           | 547               | 463               |
| 9                 | 13                | 7                 | 17                | 13                | 18                | 14                | 22                | 17                            | 21                            | 16                            | 28                            | 26                | 31                | of which SvD online revenues                     | 57                   | 38                               | 82                            | 67                | 46                |
| (9)               | (4)               | (6)               | (10)              | (7)               | (16)              | (9)               | (4)               | (8)                           | (8)                           | (15)                          | (2)                           | (9)               | (4)               | Other online revenues and eliminations           | (13)                 | (16)                             | (33)                          | (36)              | (29)              |
| 276               | 332               | 296               | 366               | 327               | 369               | 346               | 410               | 407                           | 417                           | 395                           | 489                           | 482               | 473               | Online operating revenues                        | 955                  | 824                              | 1,708                         | 1,452             | 1,270             |
| 320               | 346               | 347               | 319               | 294               | 321               | 320               | 290               | 271                           | 276                           | 304                           | 277                           | 255               | 268               | Circulation revenues Aftonbladet                 | 523                  | 547                              | 1,128                         | 1,225             | 1,332             |
| 91                | 116               | 96                | 113               | 84                | 117               | 92                | 86                | 69                            | 82                            | 68                            | 77                            | 59                | 73                | Advertising revenues Aftonbladet                 | 132                  | 151                              | 296                           | 379               | 416               |
| 6                 | 5                 | 9                 | 8                 | 3                 | 4                 | 5                 | 5                 | 1                             | 2                             | 1                             | 2                             | 1                 | 1                 | Other revenues Aftonbladet                       | 2                    | 3                                | 6                             | 17                | 28                |
| 127               | 127               | 128               | 128               | 125               | 119               | 123               | 121               | 116                           | 112                           | 114                           | 109                           | 107               | 98                | Circulation revenues SvD                         | 205                  | 228                              | 451                           | 488               | 510               |
| 128               | 140               | 106               | 141               | 120               | 123               | 91                | 125               | 103                           | 125                           | 82                            | 119                           | 93                | 102               | Advertising revenues SvD                         | 195                  | 228                              | 429                           | 459               | 515               |
| 18                | 18                | 18                | 23                | 18                | 18                | 17                | 20                | 17                            | 15                            | 18                            | 21                            | 16                | 15                | Other revenues SvD                               | 31                   | 32                               | 71                            | 73                | 77                |
| 690               | 752               | 704               | 732               | 644               | 702               | 648               | 647               | 577                           | 612                           | 587                           | 605                           | 531               | 557               | Newspaper operating revenues                     | 1,088                | 1,189                            | 2,381                         | 2,641             | 2,878             |
| 6                 | 7                 | 7                 | 9                 | 5                 | 11                | 7                 | 9                 | 4                             | 4                             | 3                             | 11                            | -                 | 13                | Other revenues and eliminations                  | 13                   | 8                                | 22                            | 32                | 29                |
| 972               | 1,091             | 1,007             | 1,107             | 976               | 1,082             | 1,001             | 1,066             | 988                           | 1,033                         | 985                           | 1,105                         | 1,013             | 1,043             | Total operating revenues                         | 2,056                | 2,021                            | 4,111                         | 4,125             | 4,177             |
| (114)             | (133)             | (119)             | (137)             | (136)             | (141)             | (144)             | (164)             | (181)                         | (186)                         | (169)                         | (190)                         | (182)             | (185)             | Schibsted Growth expenses                        | (367)                | (367)                            | (726)                         | (585)             | (503)             |
| (63)              | (67)              | (57)              | (59)              | (64)              | (67)              | (66)              | (68)              | (65)                          | (65)                          | (55)                          | (53)                          | (49)              | (46)              | of which Hitta expenses                          | (95)                 | (130)                            | (238)                         | (265)             | (246)             |
| (773)             | (819)             | (761)             | (773)             | (745)             | (797)             | (723)             | (756)             | (740)                         | (770)                         | (722)                         | (724)                         | (735)             | (740)             | Schibsted Publishing expenses (print and online) | (1,475)              | (1,510)                          | (2,956)                       | (3,021)           | (3,126)           |
| (484)             | (514)             | (475)             | (456)             | (457)             | (492)             | (449)             | (458)             | (437)                         | (460)                         | (433)                         | (434)                         | (441)             | (471)             | of which Aftonbladet expenses                    | (912)                | (897)                            | (1,764)                       | (1,856)           | (1,929)           |
| (259)             | (270)             | (253)             | (279)             | (258)             | (266)             | (243)             | (261)             | (264)                         | (269)                         | (244)                         | (255)                         | (240)             | (234)             | of which SvD expenses                            | (474)                | (533)                            | (1,032)                       | (1,028)           | (1,061)           |
| (16)              | (22)              | (11)              | (26)              | (15)              | (15)              | (5)               | (19)              | (6)                           | (6)                           | 6                             | (34)                          | (5)               | (19)              | Other expenses and eliminations                  | (24)                 | (12)                             | (40)                          | (54)              | (75)              |
| 6                 | 14                | 3                 | 19                | 8                 | 13                | -                 | 11                | -                             | -                             | -                             | -                             | -                 | -                 | Share of profit of associated companies          | -                    | -                                | -                             | 32                | 42                |
| (897)             | (960)             | (888)             | (917)             | (888)             | (940)             | (872)             | (928)             | (927)                         | (962)                         | (885)                         | (948)                         | (922)             | (944)             | Total operating expenses                         | (1,866)              | (1,889)                          | (3,722)                       | (3,628)           | (3,662)           |
| 27                | 23                | 37                | 31                | 27                | 28                | 41                | 23                | 21                            | 19                            | 41                            | 50                            | 58                | 40                | EBITDA Schibsted Growth                          | 98                   | 40                               | 131                           | 119               | 118               |
| 20                | 23                | 27                | 27                | 22                | 20                | 21                | 20                | 18                            | 16                            | 25                            | 25                            | 28                | 23                | of which EBITDA Hitta                            | 51                   | 34                               | 84                            | 83                | 97                |
| 61                | 113               | 89                | 167               | 70                | 121               | 95                | 118               | 50                            | 62                            | 65                            | 132                           | 47                | 69                | EBITDA Schibsted Publishing                      | 116                  | 112                              | 309                           | 404               | 430               |
| 35                | 74                | 77                | 124               | 45                | 98                | 87                | 82                | 57                            | 56                            | 74                            | 100                           | 45                | 57                | of which EBITDA Aftonbladet                      | 102                  | 113                              | 287                           | 312               | 310               |
| 23                | 28                | 6                 | 30                | 18                | 12                | 2                 | 27                | (11)                          | 4                             | (14)                          | 22                            | 2                 | 12                | of which EBITDA SvD                              | 14                   | (7)                              | 1                             | 59                | 87                |
| (19)              | (19)              | (10)              | (27)              | (17)              | (20)              | (7)               | (14)              | (10)                          | (10)                          | (6)                           | (25)                          | (14)              | (10)              | EBITDA Other                                     | (24)                 | (20)                             | (51)                          | (58)              | (75)              |
| 6                 | 14                | 3                 | 19                | 8                 | 13                | -                 | 11                | -                             | -                             | -                             | -                             | -                 | -                 | EBITDA from associated companies                 | -                    | -                                | -                             | 32                | 42                |
| 75                | 131               | 119               | 190               | 88                | 142               | 129               | 138               | 61                            | 71                            | 100                           | 157                           | 91                | 99                | Total EBITDA                                     | 190                  | 132                              | 389                           | 497               | 515               |

0.8828 0.8682 0.8492 0.8537 0.8570 0.8485 0.8760 0.8539 0.8751 0.8889 0.9138 0.9302 0.9423 0.9069 NOK / SEK 0.9246 0.8820 0.9022 0.8589 0.8631

Schibsted has as of 1 January 2014 implemented IFRS 11 Joint Arrangements. The standard is applied retrospectively and comparable figures for 2013 are restated. The line item Share of profit (loss) of joint ventures and associated companies is reported from 01.01.13 as part of operating profit, but outside of Gross operating profit (loss). The previously used line item Share of profit (loss) of associated companies is reported as part of Gross operating profit until 31.12.12. The restatements are described in the 1st Quarter 2014 Report.



EUR million

| 1 quarter<br>2011 | 2 quarter<br>2011 | 3 quarter<br>2011 | 4 quarter<br>2011 | 1 quarter<br>2012 | 2 quarter<br>2012 | 3 quarter<br>2012 | 4 quarter<br>2012 | 1 quarter<br>2013 | 2 quarter<br>2013 | 3 quarter<br>2013 | 4 quarter<br>2013 | 1 quarter<br>2014 | 2 quarter<br>2014 | Schibsted Classified Media                                     | Year to date<br>2014 | Year to date<br>2013 | Full year<br>2013 | Full year<br>2012 | Full year<br>2011 |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|----------------------------------------------------------------|----------------------|----------------------|-------------------|-------------------|-------------------|
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   | Revenues                                                       |                      |                      |                   |                   |                   |
| 56.3              | 62.8              | 60.2              | 65.0              | 71.4              | 82.2              | 77.0              | 78.9              | 82.3              | 93.6              | 86.5              | 90.0              | 91.7              | 100.6             | Established phase                                              | 192.3                | 175.9                | 352.4             | 309.5             | 244.3             |
| 18.1              | 20.9              | 18.4              | 19.0              | 19.4              | 24.9              | 23.2              | 21.3              | 22.7              | 27.1              | 25.1              | 25.2              | 25.0              | 27.7              | - Sweden                                                       | 52.7                 | 49.8                 | 100.1             | 88.8              | 76.4              |
| 13.1              | 15.7              | 16.6              | 18.7              | 21.3              | 25.4              | 24.4              | 26.6              | 28.4              | 33.0              | 30.1              | 32.8              | 35.8              | 39.6              | - France                                                       | 75.4                 | 61.4                 | 124.3             | 97.7              | 64.1              |
| 25.1              | 26.2              | 25.2              | 27.3              | 30.7              | 31.9              | 29.4              | 31.0              | 31.2              | 33.5              | 31.3              | 32.0              | 30.9              | 33.3              | - International                                                | 64.2                 | 64.7                 | 128.0             | 123.0             | 103.8             |
| 5.1               | 5.8               | 5.3               | 6.2               | 2.6               | 2.8               | 2.8               | 3.2               | 2.8               | 3.2               | 3.3               | 4.6               | 4.3               | 5.1               | New ventures                                                   | 9.4                  | 6.0                  | 13.9              | 11.4              | 22.4              |
| (0.7)             | (0.6)             | (0.4)             | (0.8)             | (0.5)             | (1.2)             | (0.3)             | -                 | (0.1)             | -                 | 0.1               | (0.5)             | 0.5               | 0.5               | HQ/Eliminations                                                | 1.0                  | (0.1)                | (0.5)             | (2.0)             | (2.5)             |
| 60.7              | 68.0              | 65.1              | 70.4              | 73.5              | 83.8              | 79.5              | 82.1              | 85.0              | 96.8              | 89.9              | 94.1              | 96.5              | 106.2             | Total revenues                                                 | 202.7                | 181.8                | 365.8             | 318.9             | 264.2             |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   | EBITDA including Joint Ventures and Associated Companies       |                      |                      |                   |                   |                   |
| 24.1              | 32.0              | 30.8              | 32.7              | 30.6              | 42.4              | 38.8              | 35.7              | 37.5              | 47.5              | 43.0              | 40.3              | 40.9              | 46.3              | Established ventures online                                    | 87.2                 | 85.0                 | 168.3             | 147.5             | 119.6             |
| 10.5              | 12.4              | 11.3              | 9.4               | 10.5              | 15.1              | 13.6              | 9.9               | 11.2              | 15.1              | 14.2              | 13.5              | 13.3              | 14.9              | - Sweden                                                       | 28.2                 | 26.3                 | 54.0              | 49.1              | 43.6              |
| 8.6               | 11.0              | 11.8              | 13.4              | 14.6              | 18.1              | 17.0              | 17.0              | 19.8              | 22.4              | 20.2              | 21.2              | 24.5              | 27.2              | - France                                                       | 51.7                 | 42.2                 | 83.6              | 66.7              | 44.8              |
| 5.0               | 8.6               | 7.7               | 9.9               | 5.5               | 9.2               | 8.2               | 8.8               | 6.5               | 10.0              | 8.6               | 5.6               | 3.1               | 4.2               | - International                                                | 7.3                  | 16.5                 | 30.7              | 31.7              | 31.2              |
| (8.9)             | (9.3)             | (15.0)            | (19.7)            | (18.4)            | (20.2)            | (17.1)            | (15.2)            | (32.3)            | (32.2)            | (29.5)            | (34.1)            | (39.2)            | (43.3)            | New ventures                                                   | (82.5)               | (64.5)               | (128.1)           | (70.9)            | (52.9)            |
| (1.7)             | (2.2)             | (1.6)             | (2.4)             | (2.1)             | (2.1)             | (2.4)             | (5.8)             | (4.5)             | (4.9)             | (4.0)             | (4.5)             | (5.3)             | (4.3)             | HQ/Eliminations                                                | (9.6)                | (9.4)                | (17.9)            | (12.4)            | (7.9)             |
| 13.5              | 20.5              | 14.2              | 10.6              | 10.1              | 20.1              | 19.3              | 14.7              | 0.7               | 10.4              | 9.5               | 1.7               | (3.6)             | (1.3)             | Total EBITDA including Joint Ventures and Associated Companies | (4.9)                | 11.1                 | 22.3              | 64.2              | 58.8              |
| 7.82              | 7.83              | 7.77              | 7.76              | 7.59              | 7.56              | 7.39              | 7.36              | 7.43              | 7.62              | 7.93              | 8.24              | 8.35              | 8.21              | NOK / EUR                                                      | 8.28                 | 7.52                 | 7.81              | 7.48              | 7.79              |

For information purposes, the above figures are proforma reflecting that Joint Ventures and Associated Companies are included using proportionate consolidation.

The figures below reflect the contribution by Joint Ventures and Associated Companies to the proforma statement:

|       |       |       |       |        |        |          |        |       |        |
|-------|-------|-------|-------|--------|--------|----------|--------|-------|--------|
| 2.2   | 2.6   | 2.3   | 3.2   | 3.7    | 4.2    | Revenues | 7.9    | 4.8   | 10.3   |
| (2.2) | (3.0) | (2.6) | (8.4) | (22.6) | (26.8) | EBITDA   | (49.4) | (5.2) | (16.2) |

In the consolidated Financial Statement of the Schibsted Media Group the results of the Joint Ventures and Associated Companies are recognised as follows:

|       |       |       |       |        |        |                                                                   |        |       |        |
|-------|-------|-------|-------|--------|--------|-------------------------------------------------------------------|--------|-------|--------|
| (2.5) | (3.3) | (3.0) | (8.9) | (23.0) | (27.8) | Share of profit (loss) of Joint Ventures and Associated Companies | (50.8) | (5.8) | (17.7) |
|-------|-------|-------|-------|--------|--------|-------------------------------------------------------------------|--------|-------|--------|

Print is included in Established phase - international

EUR million

| 1 quarter<br>2011 | 2 quarter<br>2011 | 3 quarter<br>2011 | 4 quarter<br>2011 | 1 quarter<br>2012 | 2 quarter<br>2012 | 3 quarter<br>2012 | 4 quarter<br>2012 | 1 quarter<br>2013 | 2 quarter<br>2013 | 3 quarter<br>2013 | 4 quarter<br>2013 | 1 quarter<br>2014 | 2 quarter<br>2014 | 20 Minutes Spain          | Year to date<br>2014 | Full year<br>2013 | Full year<br>2012 | Full year<br>2011 |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------------|----------------------|-------------------|-------------------|-------------------|
| 4.5               | 5.9               | 3.2               | 5.0               | 3.6               | 4.1               | 1.9               | 4.1               | 2.5               | 3.5               | 1.8               | 3.3               | 2.5               | 3.4               | Operating revenues Print  | 5.9                  | 11.1              | 13.7              | 18.6              |
| 0.9               | 1.0               | 0.6               | 1.2               | 0.8               | 1.0               | 0.6               | 1.3               | 0.9               | 1.0               | 0.7               | 1.2               | 0.9               | 1.1               | Operating revenues Online | 2.0                  | 3.8               | 3.7               | 3.7               |
| 5.4               | 6.9               | 3.8               | 6.2               | 4.4               | 5.1               | 2.5               | 5.4               | 3.4               | 4.5               | 2.5               | 4.5               | 3.4               | 4.5               | Operating revenues        | 7.9                  | 14.9              | 17.4              | 22.3              |
| (6.8)             | (7.3)             | (5.4)             | (6.4)             | (7.0)             | (7.1)             | (4.4)             | (5.8)             | (5.1)             | (5.1)             | (4.1)             | (4.5)             | (4.9)             | (5.5)             | Operating expenses        | (10.4)               | (18.8)            | (24.3)            | (25.9)            |
| (1.4)             | (0.4)             | (1.6)             | (0.2)             | (2.6)             | (2.0)             | (1.9)             | (0.4)             | (1.7)             | (0.6)             | (1.6)             | 0.0               | (1.5)             | (1.0)             | Total EBITDA              | (2.5)                | (3.9)             | (6.9)             | (3.6)             |
| 7.82              | 7.83              | 7.77              | 7.76              | 7.59              | 7.56              | 7.39              | 7.36              | 7.43              | 7.62              | 7.93              | 8.24              | 8.35              | 8.21              | NOK / EUR                 | 8.28                 | 7.81              | 7.48              | 7.79              |

EUR million

| 1 quarter<br>2011 | 2 quarter<br>2011 | 3 quarter<br>2011 | 4 quarter<br>2011 | 1 quarter<br>2012 | 2 quarter<br>2012 | 3 quarter<br>2012 | 4 quarter<br>2012 | 1 quarter<br>2013 | 2 quarter<br>2013 | 3 quarter<br>2013 | 4 quarter<br>2013 | 1 quarter<br>2014 | 2 quarter<br>2014 | 20 Minutes France*        | Year to date<br>2014 | Full year<br>2013 | Full year<br>2012 | Full year<br>2011 |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------------|----------------------|-------------------|-------------------|-------------------|
| 12.5              | 15.2              | 10.4              | 16.6              | 13.2              | 14.6              | 8.4               | 16.8              | 10.0              | 12.9              | 7.7               | 14.9              | 9.7               | 11.0              | Operating revenues Print  | 20.7                 | 45.5              | 53.0              | 54.7              |
| 1.1               | 1.4               | 1.4               | 2.0               | 1.1               | 1.6               | 0.8               | 1.9               | 1.4               | 1.4               | 1.2               | 2.0               | 1.4               | 1.6               | Operating revenues Online | 3.0                  | 6.0               | 5.4               | 5.9               |
| 13.6              | 16.6              | 11.8              | 18.6              | 14.3              | 16.2              | 9.2               | 18.7              | 11.4              | 14.3              | 8.9               | 16.9              | 11.1              | 12.6              | Operating revenues        | 23.7                 | 51.5              | 58.4              | 60.6              |
| (14.5)            | (15.3)            | (12.9)            | (15.4)            | (16.2)            | (15.5)            | (11.7)            | (13.5)            | (14.0)            | (13.8)            | (10.7)            | (14.6)            | (13.2)            | (12.0)            | Operating expenses        | (25.2)               | (53.1)            | (56.9)            | (58.1)            |
| (0.9)             | 1.3               | (1.1)             | 3.2               | (1.9)             | 0.7               | (2.5)             | 5.2               | (2.6)             | 0.5               | (1.8)             | 2.3               | (2.0)             | 0.6               | Total EBITDA              | (1.4)                | (1.6)             | 1.5               | 2.5               |
| 7.82              | 7.83              | 7.77              | 7.76              | 7.59              | 7.56              | 7.39              | 7.36              | 7.43              | 7.62              | 7.93              | 8.24              | 8.35              | 8.21              | NOK / EUR                 | 8.28                 | 7.81              | 7.48              | 7.79              |

\*Includes 100% of 20Minutes France. Schibsted owns 50%. Schibsted has as of 1 January 2014 implemented IFRS 11 Joint Arrangements and is no longer using the proportionate consolidation. In consolidated figures Joint ventures is consolidated at equity method.

| 1 quarter<br>2011             | 2 quarter<br>2011             | 3 quarter<br>2011             | 4 quarter<br>2011             | 1 quarter<br>2012             | 2 quarter<br>2012            | 3 quarter<br>2012            | 4 quarter<br>2012            | 1 quarter<br>2013       | 2 quarter<br>2013       | 3 quarter<br>2013       | 4 quarter<br>2013       | 1 quarter<br>2014  | 2 quarter<br>2014  | Circulation volume YTD                                                       |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------|--------------------|------------------------------------------------------------------------------|
| 239,324<br>210,819<br>105,156 | 238,509<br>209,542<br>104,114 | 235,659<br>205,781<br>101,776 | 235,795<br>206,645<br>101,754 | 230,776<br>203,039<br>100,375 | 230,142<br>201,561<br>99,086 | 225,245<br>195,719<br>95,447 | 225,981<br>197,590<br>96,100 | 221,776<br>196,533<br>- | 218,994<br>194,266<br>- | 214,829<br>190,326<br>- | 214,026<br>190,472<br>- | 227,609<br>220,789 | 226,927<br>220,866 | <b>Aftenposten</b><br>Morning edition<br>Sunday edition<br>Afternoon edition |
| 80,594<br>79,995              | 80,363<br>79,479              | 79,252<br>79,890              | 79,467<br>78,371              | 77,833<br>78,668              | 77,748<br>78,286             | 77,257<br>77,447             | 76,817<br>76,950             | 73,798<br>74,687        | 73,837<br>74,343        | 73,103<br>73,430        | 73,736<br>73,606        | 75,463<br>74,032   | 74,936<br>73,298   | <b>Bergens Tidende</b><br>Weekday edition<br>Sunday edition                  |
| 63,604                        | 63,471                        | 63,248                        | 63,283                        | 62,025                        | 61,886                       | 61,501                       | 61,636                       | 59,412                  | 59,176                  | 58,645                  | 59,262                  | 58,289             | 58,354             | <b>Stavanger Aftenblad</b><br>Weekday edition                                |
| 35,983                        | 35,903                        | 35,791                        | 36,603                        | 34,114                        | 33,989                       | 35,225                       | 35,441                       | 35,117                  | 35,043                  | 35,008                  | 34,845                  | 34,487             | 34,356             | <b>Fædrelandsvennen</b><br>Weekday edition                                   |
| 207,620<br>202,133            | 210,315<br>201,845            | 215,531<br>199,234            | 211,588<br>198,105            | 189,165<br>187,643            | 189,926<br>185,381           | 190,539<br>179,156           | 188,353<br>179,434           | 168,830<br>167,959      | 166,974<br>166,465      | 167,425<br>160,570      | 164,430<br>159,573      | 141,212<br>148,295 | 139,881<br>146,073 | <b>VG</b><br>Weekday edition<br>Sunday edition                               |
| 244,700<br>281,100            | 243,300<br>278,500            | 246,900<br>279,400            | 240,600<br>272,100            | 213,500<br>240,000            | 212,900<br>235,800           | 213,100<br>236,100           | 207,300<br>228,200           | 182,003<br>196,891      | 182,500<br>196,300      | 181,700<br>197,000      | 176,475<br>191,400      | 152,300<br>159,600 | 151,800<br>160,700 | <b>Aftonbladet</b><br>Weekday edition<br>Sunday edition                      |
| 189,800<br>194,100            | 190,100<br>193,600            | 185,100<br>188,400            | 185,600<br>188,900            | 182,400<br>187,700            | 179,700<br>185,000           | 175,000<br>180,700           | 174,400<br>179,800           | 166,900<br>171,400      | 164,500<br>169,200      | 159,600<br>165,000      | 159,000<br>164,400      | 152,300<br>157,900 | 148,200<br>153,500 | <b>Svenska Dagbladet</b><br>Weekday edition<br>Sunday edition                |

| 1 quarter<br>2011 | 2 quarter<br>2011 | 3 quarter<br>2011 | 4 quarter<br>2011 | 1 quarter<br>2012 | 2 quarter<br>2012 | 3 quarter<br>2012 | 4 quarter<br>2012 | 1 quarter<br>2013 | 2 quarter<br>2013 | 3 quarter<br>2013 | 4 quarter<br>2013 | 1 quarter<br>2014 | 2 quarter<br>2014 | Print advertising volume | Year to date<br>2014 | Year to date<br>2013 | Full year<br>2013 | Full year<br>2012 | Full year<br>2011 |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------------|----------------------|----------------------|-------------------|-------------------|-------------------|
| 2,674             | 3,054             | 2,721             | 3,080             | 2,457             | 2,944             | 2,596             | 2,716             | 2,781             | 3,004             | 2,875             | 3,118             | 2,695             | 2,805             | VG                       | 5,500                | 5,785                | 11,778            | 10,713            | 11,529            |
| 3,857             | 4,871             | 4,387             | 5,213             | 4,156             | 5,360             | 3,978             | 4,231             | 3,499             | 4,894             | 3,848             | 4,672             | 3,924             | 4,755             | Aftenbladet *            | 8,679                | 8,393                | 16,913            | 17,725            | 18,328            |
| 5,824             | 6,882             | 5,554             | 6,536             | 5,828             | 5,783             | 5,047             | 6,122             | 5,306             | 6,499             | 4,778             | 6,105             | 5,172             | 5,260             | SvD                      | 10,432               | 11,805               | 22,688            | 22,780            | 24,796            |
| 17,132            | 19,311            | 14,796            | 17,953            | 17,472            | 20,078            | 15,186            | 18,214            | 15,458            | 15,834            | 14,910            | 16,443            | 13,010            | 15,172            | Aftenposten              | 28,182               | 31,292               | 62,645            | 70,950            | 69,192            |
| 5,854             | 6,886             | 5,293             | 6,304             | 6,045             | 6,431             | 5,006             | 5,484             | 5,622             | 6,516             | 5,492             | 5,815             | 4,750             | 5,619             | Bergens Tidende          | 10,369               | 12,138               | 23,445            | 22,966            | 24,337            |
| 5,184             | 6,001             | 4,824             | 5,470             | 5,323             | 5,563             | 4,379             | 5,075             | 4,654             | 5,205             | 3,957             | 4,958             | 4,050             | 4,616             | Stavanger Aftenblad      | 8,666                | 9,859                | 18,774            | 20,340            | 21,479            |
| 4,014             | 5,243             | 4,089             | 4,408             | 4,112             | 4,687             | 3,753             | 4,030             | 3,264             | 4,400             | 3,437             | 3,981             | 2,905             | 3,992             | Fædrelandsvennen         | 6,897                | 7,664                | 15,082            | 16,582            | 17,754            |