



## 3rd Quarter 1999

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# Letter of intent to form "PanSOL"

- Includes .se.no.dk.fi
- Ownership prior to IPO and employee offerings:
  - Schibsted                                     appr. 56%
  - Telenor/Telia                                  appr. 40%
  - Employees/others                             appr. 4%
- Existing owner obligations/limitations reduced
- ISP bundling on arms length basis from 1.1.00
- Company established 1.1.00
- IPO Stockholm Q2/Q3 2000
- Contingent upon Board approval from both parties, expected 9.12.99



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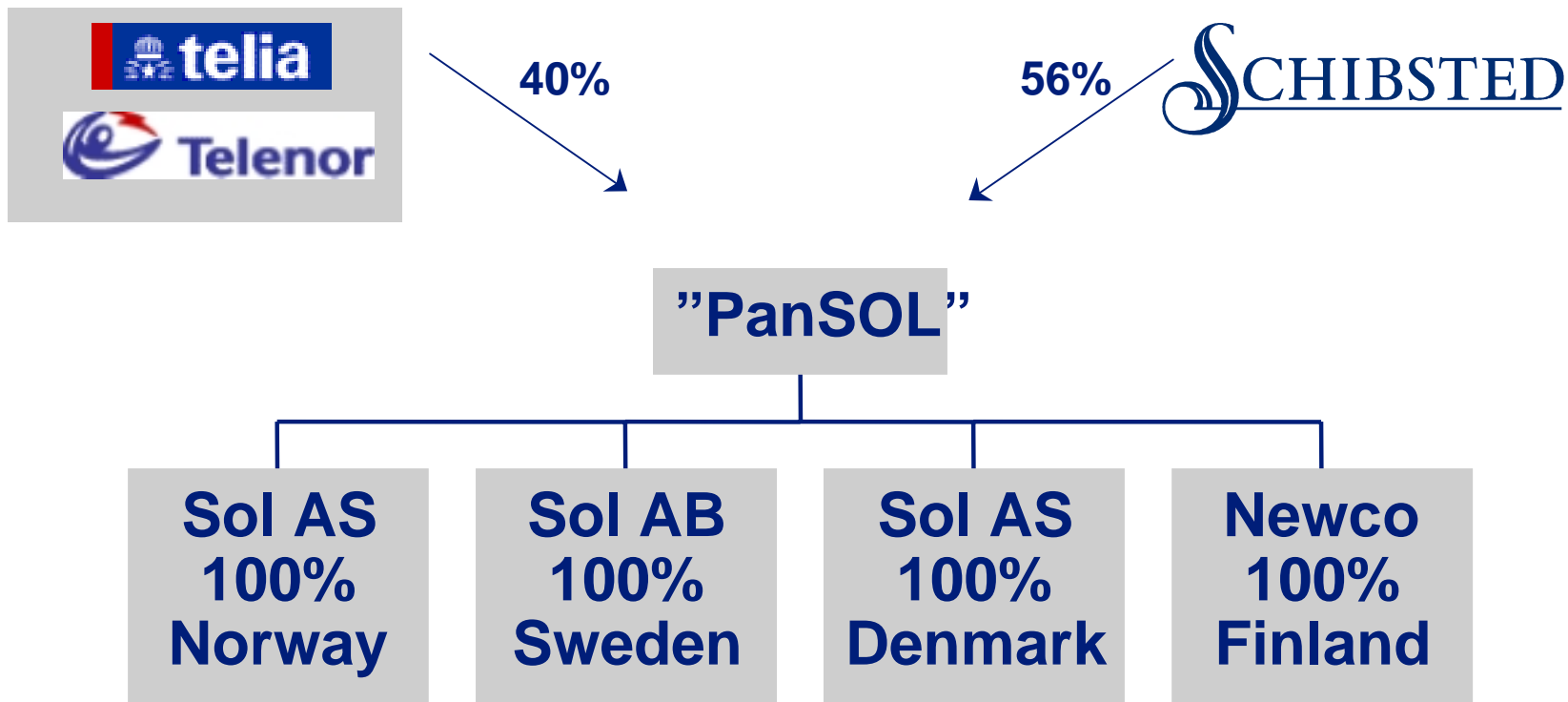
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# Future structure Nordic SOL



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# Main events 3rd. quarter 1999

## POSITIVE DEVELOPMENT

- Cashflow from operations
- Multimedia
- VG

## CHALLENGES

- Aftenposten
- SvD, Estonia
- TV-Magazine

- Overall performance as expected



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# Profit & Loss Account

NOK MILL

3rd Q 98	3rd Q 99		YTD		
			1999	1998	1998
1,682	1,769	Revenues	5,404	4,707	6,633
1,671	1,734	Operating expenses	5,287	4,373	6,315
12	35	Operating profit	116	334	318
(17)	(13)	Group financial items	(15)	(37)	(59)
(14)	(35)	Associated companies	(43)	25	8
(31)	(48)	Net financial items	(58)	(12)	(51)
(19)	(13)	Pre-tax profit	58	322	267
(6)	12	Taxes	46	117	97
(13)	(25)	NET PROFIT	12	205	170



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# Cash Flow / Investments

*NOK mill.*

3rd Q 98	3rd Q 99		YTD		
			1999	1998	1998
130	134	Cash flow	450	539	689
97	161	EBITDA	477	556	647
442	90	Total investments	553	1,053	1,484
		Cash and unused credit facilities	1,478	1,647	2,274
		Net interest bearing debt	1,543	847	959

\* Please see enclosure for details



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# Adjusted Operating Result

	Operating profit before NRI & GW		NRI		GW		Operating profit after NRI & GW	
	3q 99	3q 98	3q 99	3q 98	3q 99	3q 98	3q 99	3q 98
Newspapers	225	475	113	102	19	16	94	357
TV/Film	3	8	-	(8)	21	16	(18)	0
Multimedia	(59)	(106)	(59)	(13)	17	8	(17)	(101)
Group function	58	49	-	(28)	-	-	58	77
<b>Consolidated</b>	<b>226</b>	<b>427</b>	<b>53</b>	<b>53</b>	<b>57</b>	<b>40</b>	<b>116</b>	<b>334</b>

NRI: Non-recurring items. Negative figures represent revenues

GW: Goodwill



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# Newspapers 3rd quarter 1999

- Positive circulation development for VG and AP. Weak advertising and circulation development for other newspapers
- Startup cost for new printing plant appr. NOK 100 mill. Annual extra costs appr. NOK 100 mill.
- On-line newspaper success - total of appr. 75 mill. monthly pageviews and 2.3 mill. unique monthly users
- Free newspapers - One of few newspaper growth sectors. Launch of "20Min" subject to agreements with local partners
- SPP - Reversal of SEK 140 mill. not included until accounting and tax issues are clarified



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# TV/Film - 3rd quarter 1999

Improved growth and profitability for the companies within TV production, film and video distribution

## TV 2

- Positive advertising development from September
- Cost reductions of NOK 45 mill.
- TV 2/TVNorge viewership guarantee terminated - charge NOK 21 mill.
- Sale of non-core activities
- New Managing Director/Editor in chief from 11.10.99



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# Multimedia - 3rd quarter 1999

- Schibsted maintains and strengthens leading position in Scandinavia
- Positive profit development in 3rd quarter: NOK 24 mill. and value creation through sale of activities. Gain from sale of SOL System NOK 39 mill.
- Acquisition of up to 10% in SOL Norway and Sweden from Telia
- SOL no 2 portal in Denmark after acquisition of Netstationen



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# Strategy status

- **Strategy process highlights a need for transformation**
  - **Traditional core-activity is in a mature phase**
  - **Growth opportunities within new product areas and new distribution channels**
  - **Schibsted is well positioned to complete the necessary transformation**



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# Strategic challenges

## Schibsted

Strengthen core business

- Profitability
- Transformation
- Cost reductions
- Product development
- Divestments

## schibsted.com

Create further growth using competitive edge

- Content-and brand quality
- Leading portals in Scandinavia
- "Cross-promotion"
- Experience and network
- Deal flow

Timing/ Investments



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# Strategic goals

- **Schibsted's overall strategy is to strengthen and develop within the traditional medias and at the same time create new growth and development within the new medias.**
  - **Improved profitability and transformation within existing activities**
  - **Growth and further development within new media based on content production and strong brand names in established media**
  - **Focus on core activities and financial flexibility through sale of non-strategic activities.**
  - **Initiatives to show value created in the group**



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# Initiatives

- **Cost reductions NOK 350 mill. by end of 2001**
- **Sale of non-core activities**
- **Take advantage of the Group's competitive advantage cross promotion**
  - **Strengthen current and build new brands by utilising unused ad space in traditional and new media**



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# Cost reductions

- **Cost reductions totalling NOK 350 mill. by the end of 2001. (incl. 150 mill. in Aftenposten)**
  - **Sale and winding up unprofitable activities**
  - **Staff reductions**
  - **Product changes**
  - **Co-ordination and synergies**
  - **Organisational structure and work processes**



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# Core activities

- **Media activities in Scandinavia with a focus on content and distribution within areas in which Schibsted can exert decisive control**
- **Investment activities within new media in which Schibsted has a competitive advantage**



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# Strategy - schibsted.com

## **schibsted.com's vision statement**

- **Use the Schibsted Group's competitive advantages for value creation through Internet activities**

## **Main business areas**

- **Mass market portals**
- **Newspapers' on-line activities**
- **Investment activities within fast growing on-line business segments**



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# Mass market portals

- General, functional services
- Economies of scale related to advertisers, costs and users.
- Content aggregation
- Local "look & feel"



Traffic generates income



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# Newspapers' on-line activities

- Strong brand names
- Unique content
- Strong position relative to new entrants
- Synergies with paper editions



Traffic generates income



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## SVENSKA DAGBLADET





# Investment activities

Value added by using competitive advantages: Know-how, traffic and cross-promotion

## Investment areas

- Scandinavian players with international opportunities
- Internet and WAP suppliers
- E-commerce
  - on our own account (Books)
  - by commission (Tickets)
  - auctions
- Specialised content segments (finance, health, teaching)



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# Future prospects

		Norway	Sweden	Online
Advertising	Tabloid			
	Broad-sheet			
Circulation	Tabloid			
	Broad-sheet			



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# Enclosures

Schibsted's company structure  
Schibsted's 10 largest shareholders  
Share of Associated Companies  
Cash Flow  
Key figures  
Balance  
Investments  
Newspaper - Operating result  
Circulation Development  
Advertising development  
Ad. Volume - Regional newspapers  
Operating result Aftenposten  
Operating result Svenska Dagbladet  
Operating result VG  
Operating result Aftonbladet  
Operating result Eesti Meedia

Operating result Schibsted Trykk  
TV/Film - Operating Result  
Metronome Film & Television AB  
Sandrew Metronome AB (100%)  
TV 2  
Multimedia - Operating result  
Multimedia in Schibsted  
Circulation - Evening Newspapers Sweden  
Advertising volume - Aftenposten  
Traffic development at sol.no  
Norway - Top 10 visitors (daily)  
Sweden Top 10 unique monthly users  
Denmark TOP 10  
Sweden - average visit time (month)  
[http://www.schibsted.no/ir\\_eng](http://www.schibsted.no/ir_eng)



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## AVIS

Aftenposten AS  
Verdens Gang AS  
Aftonbladet Hierta AB  
Avis1  
Svenska Dagbladet Holding AB (74%)  
Eesti Meedia (92,5%)

### Trykkerier

Schibsted Trykk AS  
Tidningstryckarna Aftonbladet SvD AB

### Regionaviser

Adresseavisen ASA (31,9%)  
Stavanger Aftenblad ASA (31,5%)  
Fædrelandsvennen AS (25,0%)  
Bergens Tidende AS (24,3%)  
AS Harstad Tidende (39,1%)  
Asker og Bærums Budstikke (10,2%)

### Annet

Scanpix Scandinavia (80,4%)  
TVMagasinet AS (50%)  
Avisretur AS (51%)

## TV/FILM

### TV-kanaler

TV 2 AS (33,3%) - N  
Kanal 2 (49,5/86%) - EST

### TV/filmproduksjon

#### Metronome Film & TV AB (65%)

Meter Film & TV AB - S  
Meter Fakta AB - S  
Mekano Film & TV AB - S  
Mekano Enterprise AB - S  
Mekaniken AB - S  
Rubicon TV AS - N  
Nordic Entertainment AS - N  
Metronome Productions AS - DK  
Metronome Spartacus AS (50%) - N  
Metronome Studios AS (50%) - DK

### TV/filmrettigheter og distribusjon

#### Sandrew Metronome AB (50%)

Sandrew Metronome Int. AB - S  
Sandrew Metronome (S/N/DK/Fi)  
Sandrew Metronome Video Norge AS  
Sandrew Metronome Video DK AS  
Warner Metronome AS (50%) - DK

## MULTIMEDIA

### Online

Scandinavia Online AS (54,5 %)  
Scandinavia Online AB (40 %)  
Scandinavia Online AS DK  
Allt Om Stockholm  
Alt Om København (49%)  
Bokkilden  
Hugin AS (30,8 %)

### Forlagsvirksomhet

Chr. Schibsteds Forlag AS  
Dine Penger AS  
SMS Publishing AB  
Dagens Medisin AS (50%)  
Imedia AS (50%)

## FELLESFUNKSJONER

Schibsted ASA  
Schibsted Finans AS  
Schibsted Eiendom AS



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# Schibsted's 10 largest shareholders



- As of 5th November 1999
- 1. Blommenholm Industries 26,1%
- 2. Folketrygdfondet 6,6%
- 3. Boston Safe Dep. 5,5%
- 4. Orkla ASA 4,2%
- 5. State Street Bank 3,1%
- 6. Guri Scotford's Schibsted Trust 2,8%
- 7. SE Banken 2,4%
- 8. Storebrand Liv 1,9%
- 9. Vital 1,7%
- 10. Catherine Benton 1,6%
  
- Foreign ownership: 34%



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# Share of Associated Companies

NOK MILL

3rd Q 98	3rd Q 99		YTD		1998
			1999	1998	
(5)	(14)	Newspapers	(14)	18	1
(5)	(14)	TV/Film	(15)	16	13
(4)	(7)	Multimedia	(14)	(10)	(7)
-	-	Group functions	-	-	1
(14)	(35)	TOTAL	(43)	25	8



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# Cash Flow



NOK MILL

YTD

3rd Q 98	3rd Q 99		1999	1998	1998
(19)	(13)	Pre-tax profit	58	322	267
86	126	+/- Depreciation	360	222	329
25	(2)	+/- Net changes in pensions	18	81	139
35	35	+/- Share of ass. companies	58	11	28
3	(12)	- Taxes payable	(46)	(98)	(75)
130	134	Cash flow	450	539	689
1.87	1.94	Cash flow per share (NOK)	6.49	7.78	9.95



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# Key figures

3. Q. 98	3rd Q 99		YTD		
			1999	1998	1998
0.7	2.0	Operating margin %	2.2	7.1	4.8
4.7	9.1	EBITDA margin %	8.8	11.8	9.8
-0.8	-1.4	Net margin %*	0.2	4.4	2.6
		Interest bearing debt %	30.0	22.3	24.3
		Equity ratio%	36.9	43.5	37.9
-0.08	-0.19	EPS (NOK)	0.30	3.02	2.48
1.87	1.94	CFPS (NOK)	6.49	7.78	9.95
		Dividend (NOK)			1.75



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# Balance



9/30/98	9/30/99		1/01/99
1,455	1,746	Total current assets	1,601
4,713	5,213	Total fixed assets	5,137
6,168	6,959	<b>TOTAL ASSETS</b>	<b>6,738</b>
1,440	1,580	Total current liabilities	1,890
		Total long-term debt:	
1,377	2,085	Interest-bearing	1,640
668	727	Non interest-bearing	657
90	107	Minority interests	121
2,593	2,460	Total equity	2,430
		<b>TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY</b>	<b>6,738</b>
6,168	6,959		



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# Investments



NOK MILL

		YTD			
3rd Q 98	3rd Q 99		1999	1998	1998
270	102	Operating investmer	227	574	971
172	(12)	Shares and other ho	326	479	513
442	90	Total investments	553	1,053	1,484



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# Newspaper - Operating result

3rd Q 98	3rd Q 99		1999	1998	1998
1,478	1,475	Revenues	4,569	4,051	5,653
90	11	Operating profit before NRI & GW	225	475	631
48	16	Non-recurring items & goodwill	131	118	236
41	-4	Operating profit after NRI & GW	94	357	395
-5	-14	Share of associated companies	-14	24	1
		<b>Operating margin</b>			
7.7 %	(3.5)%	Aftenposten AS	7.2 %	16.0 %	14.3 %
14.9 %	22.1 %	Verdens Gang AS	18.9 %	17.2 %	15.8 %
9.2 %	5.8 %	Aftonbladet Cons.	3.4 %	6.2 %	6.5 %
(15.1)%	(25.5)%	Svenska Dagbladet	(11.4)%	(4.6)%	(1.7)%



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# Circulation Development

	Circulation	Change	Change in %		Revenues (NOK Mill)	Change in %
Aftenposten morning edition	283,944	(1,025)	-0.4 %	}	473	4.4 %
Aftenposten evening edition	180,376	(3,934)	-2.1 %			
Aftenposten Sunday	235,927	652	0.3 %			
Verdens Gang weekdays	366,951	5,379	1.5 %	}	835	7.9 %
Verdens Gang Sunday	303,277	7,280	2.5 %			
Aftonbladet weekdays	381,511	(16,662)	-4.2 %	}	944 *	2.2 %
Aftonbladet Sunday	477,733	(26,853)	-5.3 %			
Svenska Dagbladet	180,301	(7,632)	-4.1 %		242 *	(6.3)%

\* SEK



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# Advertising development



	Volume (column meters)	Change	Revenues (NOK Mill)	Change
Aftenposten	40,291	(8.9)%	982	(7.7)%
VG	5,381	(0.2)%	241	(6.0)%
Aftonbladet*	8,583	(0.7)%	188	(12.9)%
Svenska Dagbladet*	21,143	(10.3)%	327	(5.4)%

\* SEK Mill



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# Ad. Volume - Regional newspapers



3rd Q 99	Change		YTD		Volume in	Change
			1999	1998	col. meters 1998	
6,834	9.3 %	<b>Adresseavisen</b>	20,397	19,974	27,239	2.1 %
6,396	(8.8)%	<b>Bergens Tidende</b>	20,986	22,525	30,720	(6.8)%
3,270	(1.6)%	<b>Fædrelandsvennen</b>	10,932	10,804	14,777	1.2 %
1,312	(5.1)%	<b>Harstad Tidende</b>	4,386	4,290	5,993	2.2 %
5,635	(4.9)%	<b>Stavanger Aftenblad</b>	19,331	20,066	27,721	(3.7)%



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# Operating result *Aftenposten*



NOK Mill.

YTD

3rd Q 98	3rd Q 99		1999	1998	1998
149.8	153.4	Circulation revenues	472.7	452.9	608.7
301.4	284.8	Advertising revenues	981.8	1,064.2	1,420.7
27.1	31.4	Other revenues	84.4	78.5	104.4
478.3	469.7	Total revenues	1,538.9	1,595.6	2,133.8
41.2	39.8	Raw materials	130.4	135.9	184.0
203.7	204.0	Personnel expenses	593.4	583.6	821.7
169.5	213.1	Other operating expenses	613.7	536.2	709.7
12.5	15.3	Depreciation	44.4	37.4	50.3
14.4	14.1	Royalty	46.2	47.9	64.0
441.3	486.3	Total operating expenses	1,428.0	1,340.9	1,829.6
37.1	(16.6)	Operating profit	110.9	254.7	304.2



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# Operating result SVENSKA DAGBLADET



(SEK Mill.)

YTD

3rd Q 98	3rd Q 99		1999	1998	1998
85.5	77.4	Circulation revenues	242.4	258.7	331.6
93.3	89.0	Advertising revenues	327.1	345.9	481.4
3.9	4.0	Other revenues	19.9	16.3	22.7
14.3	13.6	Government subsidy	40.7	42.9	57.3
197.0	184.0	Total revenues	630.1	663.8	893.0
20.0	29.5	Raw materials	68.0	59.3	78.0
61.8	70.9	Personnel expenses	189.2	190.5	245.8
139.5	113.6	Other operating expenses	416.4	427.6	567.4
		Exceptional items	-	-	(6.4)
5.6	16.9	Depreciation	28.3	17.1	23.3
226.8	230.9	Total operating expenses	701.9	694.5	908.2
(29.7)	(46.9)	Operating profit	(71.7)	(30.7)	(15.2)



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# Operating result



3rd Q 98	3rd Q 99		YTD		
			1999	1998	1998
282.4	331.6	Circulation revenues	835.1	773.8	1,042.0
70.4	74.3	Advertising revenues	240.5	255.8	345.6
1.7	1.9	Other revenues	6.9	6.3	8.2
354.5	407.7	Total revenues	1,082.6	1,035.9	1,395.8
28.7	30.1	Raw materials	81.5	81.1	108.4
80.4	82.8	Personnel expenses	231.8	213.1	289.4
174.6	185.6	Other operating expenses	511.7	511.1	703.6
7.3	7.0	Depreciation	21.0	21.9	32.0
10.6	12.2	Royalty	32.4	31.1	41.9
301.6	317.8	Total operating expenses	878.4	858.2	1,175.2
52.9	89.9	Operating profit	204.2	177.7	220.6



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# Operating result **AFTONBLADET**

3rd Q 98	3rd Q 99		YTD		
			1999	1998	1998
323.6	320.9	Circulation revenues	943.5	923.7	1,235.6
64.5	55.3	Advertising revenues	187.6	215.3	293.7
7.4	27.4	Other revenues	52.4	21.8	31.4
395.5	403.6	Total revenues	1,183.6	1,160.7	1,560.6
59.9	57.6	Raw materials	178.6	178.9	241.1
66.5	66.3	Personnel expenses	205.2	199.0	269.0
223.4	247.4	Other operating expenses	732.6	684.2	913.1
9.1	9.0	Depreciation	27.5	26.3	35.7
358.9	380.3	Total operating expenses	1,143.9	1,088.4	1,458.9
36.6	23.2	Operating profit	39.7	72.4	101.7



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# Operating result Eesti Meedia

(EEK Mill.)

		YTD	FY
3rd Q 99		1999	1998
34.1	Circulation revenues	102.4	136.3
22.9	Advertising revenues	76.4	93.4
17.9	Other revenues	56.9	74.4
75.0	Total revenues	235.7	304.1
11.7	Raw materials	35.3	44.4
28.6	Personnel expenses	92.9	105.4
38.0	Other operating expenses	116.6	210.2
8.0	Depreciation	24.3	21.2
86.3	Total operating expenses	269.1	381.2
(11.3)	Operating profit	(33.4)	(77.2)



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# Operating result

SCHIBSTED TRYKK

NOK Mill.

YTD

3rd Q 98	3rd Q 99		1999	1998	1998
127.5	154.2	Revenues	426.6	396.8	536.1
151.6	176.9	Operating expenses	558.2	439.4	612.6
(24.1)	(22.7)	Operating result	(131.6)	(42.5)*	(76.4)*

\*not including cost associated with the early retirement (81 NOK Mill).



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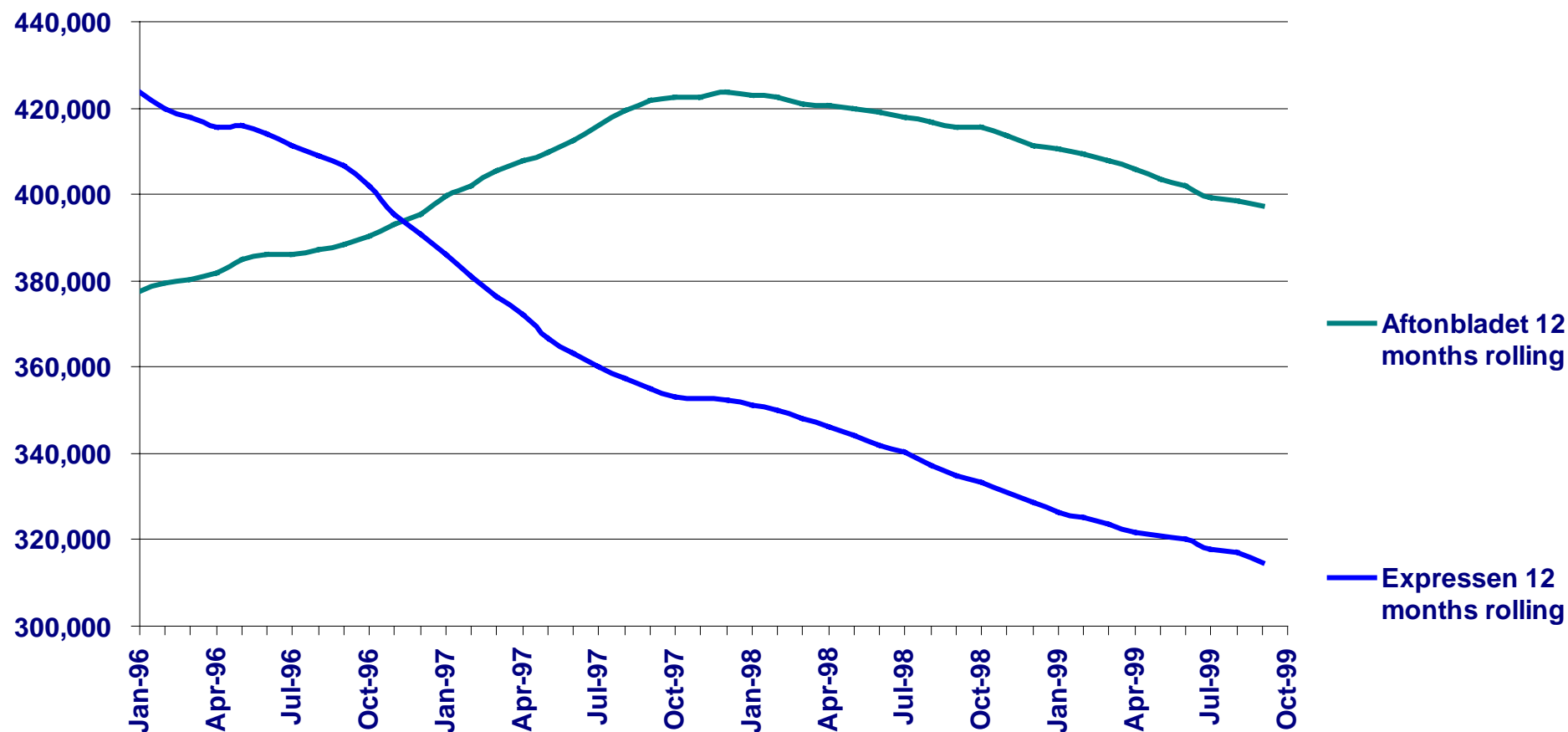


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# Circulation - Evening Newspapers Sweden



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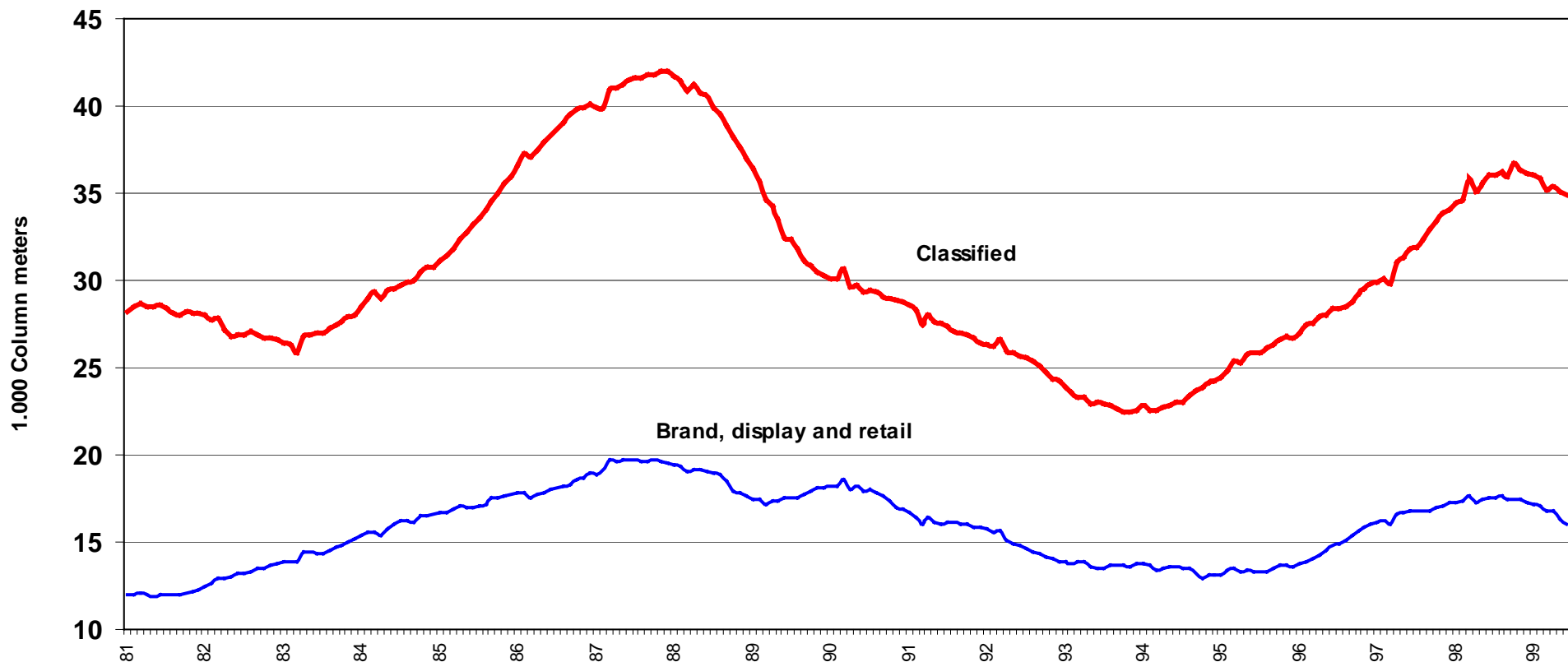
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# Advertising volume - Aftenposten



12 month rolling



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# TV/Film - Operating Result

3rd Q 98	3rd Q 99		YTD		
			1999	1998	1998
155	158	Revenues	498	480	716
1	1	Operating profit before NRI & GW	3	8	18
5	9	Non-recurring items & goodwill	21	8	(5)
(4)	(8)	Operating profit after NRI & GW	(18)	0	23
(5)	(14)	Associated companies	(15)	16	13



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# Metronome Film & Television AB



(Mill. SEK)

3rd Q 98	3rd Q 99		YTD		
			1999	1998	1998
80.3	66.9	Revenues	222.4	263.4	381.6
55.2	49.1	Raw materials	153.9	179.1	256.5
14.5	11.5	Personnel expenses	36.2	44.9	61.0
7.3	4.8	Other operating expenses	15.4	23.6	32.8
1.8	2.4	Depreciation	6.8	5.0	8.2
78.8	67.8	Total operating expenses	212.3	252.6	358.4
1.5	(0.9)	Operating profit	10.1	10.8	23.2



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# Sandrew Metronome AB (100%)



(Mill. SEK)

3rd Q 98	3rd Q 99		YTD		
			1999	1998	1998
148.4	196.3	Revenues	581.9	398.0	598.9
85.3	140.3	Raw materials	316.7	213.5	296.9
18.4	26.0	Personnel expenses	84.7	57.2	85.3
32.2	(1.7)	Other operating expenses	102.0	92.7	163.1
11.9	21.8	Depreciation	69.2	53.5	75.3
147.8	186.4	Total operating expenses	572.6	417.0	620.6
0.5	9.9	Operating profit	9.3	(19.0)	(21.7)



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# 2 - TV 2 Group



3rd Q 98	3rd Q 99		YTD		
			1999	1998	1998
273.5	284.9	Revenues	942.8	969.9	1,336.4
61.1	82.4	Programme expenses	288.0	242.5	333.4
67.7	76.9	Personnel expenses	223.6	189.4	279.0
105.1	116.0	Other operating expenses	367.7	300.1	456.3
13.9	15.7	Depreciation	47.1	37.8	53.3
22.7	9.5	Share of associated companies	32.2	59.6	60.3
270.5	300.5	Total operating expenses	958.6	829.4	1,182.3
3.0	(15.6)	Operating profit	(15.8)	140.5	154.1
(3.7)	(3.2)	Net financial items	(7.1)	(10.4)	(12.7)
3.6	-	Exceptional items	-	14.2	19.7
(1.5)	(2.2)	Taxes	4.6	31.4	76.8
4.4	(16.6)	Net profit	(27.5)	113.0	84.4
0.8	0.7	Minorities	3.2	0.4	1.9
5.2	(15.9)	Net profit after minorities	(24.3)	113.4	86.3



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# Multimedia - Operating result

3rd Q 98	3rd Q 99		1999	1998	1998
50	137	Revenues	331	155	242
(38)	(13)	Operating profit before NRI & GW	(59)	(106)	(166)
3	(37)	Non-recurring items & goodwill	(42)	(5)	13
(40)	24	Operating profit after NRI & GW	(17)	(101)	(179)



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# Multimedia in Schibsted

## Portaler

### Aviser

[www.aftonbladet.se](http://www.aftonbladet.se)  
[www.svd.se](http://www.svd.se)  
[www.vg.no](http://www.vg.no)  
[www.aftenposten.no](http://www.aftenposten.no)  
[www.finn.no](http://www.finn.no)  
[www.postimees.ee](http://www.postimees.ee)

## E-handel

[www.bidlet.se](http://www.bidlet.se)  
[www.leknet.se](http://www.leknet.se)

## Investeringer

[www.jobbdirect.se](http://www.jobbdirect.se)  
[www.topjobs.com](http://www.topjobs.com)

### Multimedia

[www.sol.no](http://www.sol.no)  
[www.passagen.se](http://www.passagen.se)  
[www.sol.dk](http://www.sol.dk)  
[www.evreka.com](http://www.evreka.com)  
[www.skiinfo.no](http://www.skiinfo.no)  
[www.lommelegen.com](http://www.lommelegen.com)  
[www.reisefeber.com](http://www.reisefeber.com)

[www.bokkilden.no](http://www.bokkilden.no)  
[www.campus.no](http://www.campus.no)  
[www.ticnet.se](http://www.ticnet.se)  
[www.billetnet.sol.dk](http://www.billetnet.sol.dk)  
[www.bid2day.se/dk/no](http://www.bid2day.se/dk/no)  
[www.avanza.se](http://www.avanza.se)  
[www.referanse.no](http://www.referanse.no)  
[www.netmarked.no/se/dk](http://www.netmarked.no/se/dk)

[www.movingpictures.se](http://www.movingpictures.se)  
[www.hugin.com](http://www.hugin.com)  
[www.solbors.no](http://www.solbors.no)  
[www.AOL.com](http://www.AOL.com)

ArtsAlliance Fund  
4Seasons Fund

### TV

[www.tv2.no](http://www.tv2.no)  
[www.net2.no](http://www.net2.no)



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# Did you know that...

- Passagen in Sweden has more than 190 000 members by October 99.
- SOL Norway has more than 80 000 members by October 99.
- SOL Mail in Denmark has more than 80 000 registered users and 10 000 registered users of the service ComOn. In addition Netstationen has 50 000 active users by October 99.
- Bokkilden (on-line book store) has 14 000 members by October 99. Bokkilden is one of Norway's leading e-commerce players and has seen a significant increase in revenues the last quarter.
- Internetworld in Sweden has named Passagen "Sweden's best site" (5/99).
- "Referanse" has more than 12 000 regular users by September 99.
- Aftonbladet.se voted best Internet site 1999 by Swedish Internet users.



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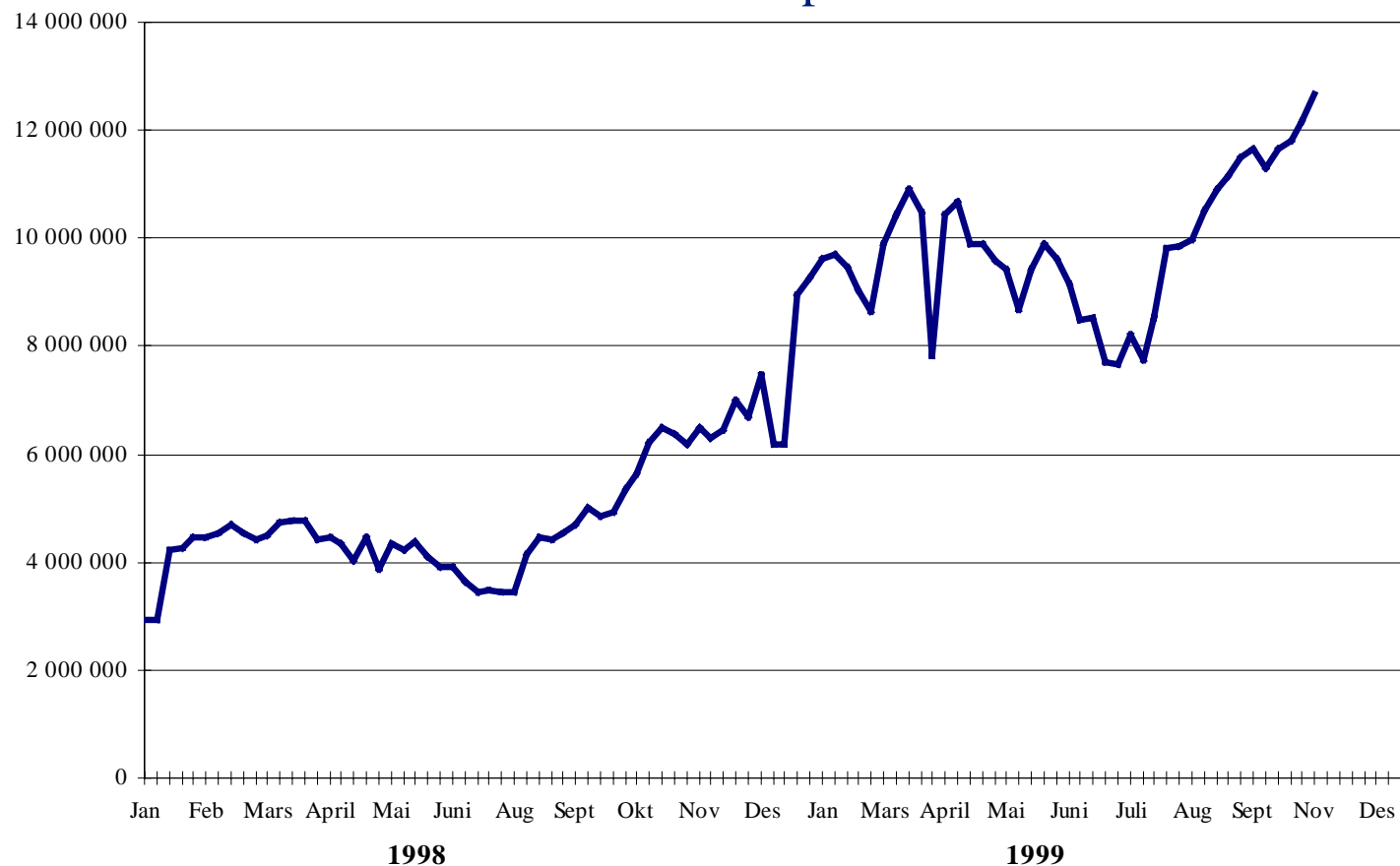




# Traffic development at sol.no

pageviews per week

Total traffic per week 44



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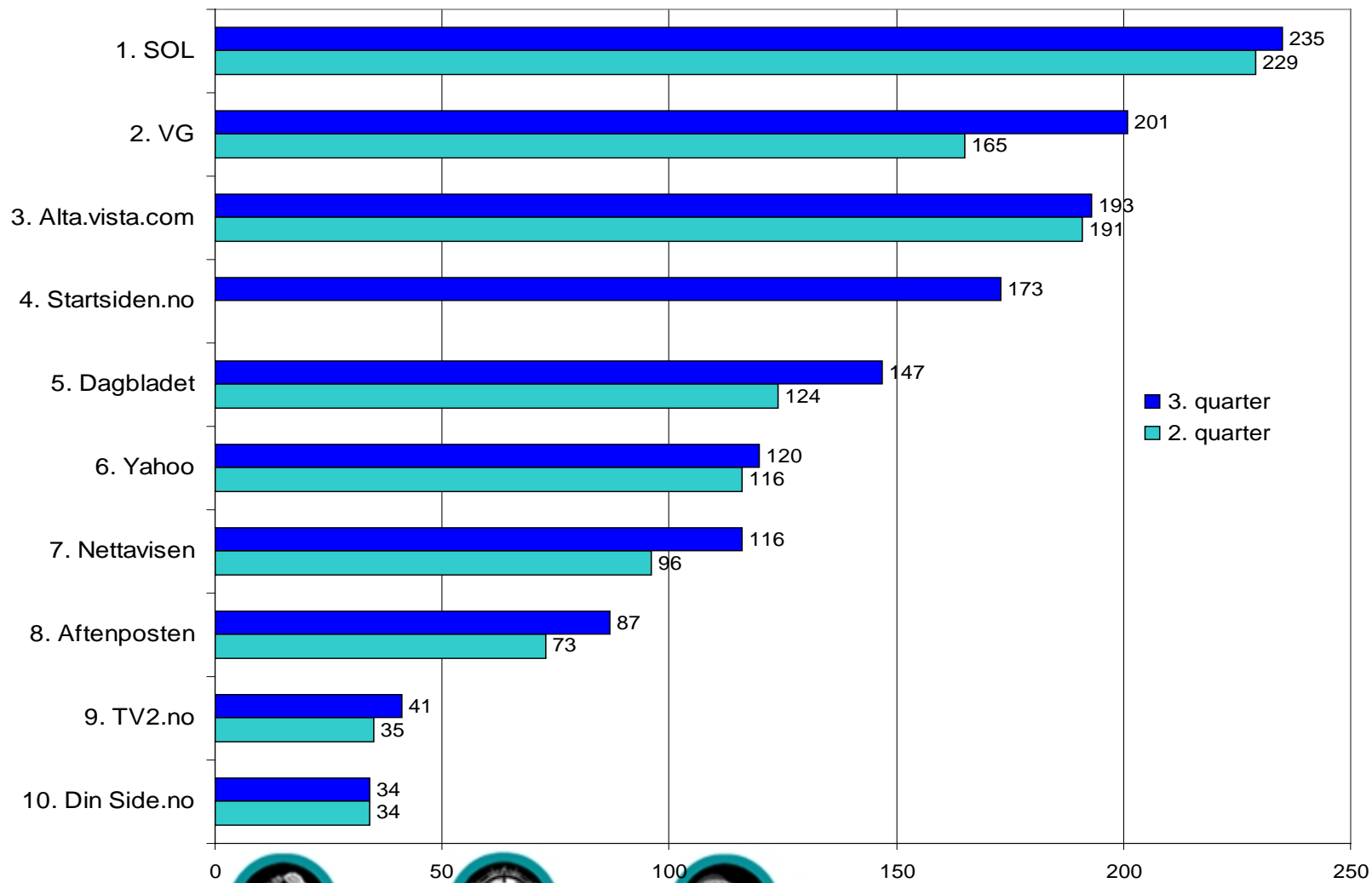
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# Norway - Top 10 visitors (daily)



figures in 1000

Source: Norsk Gallup



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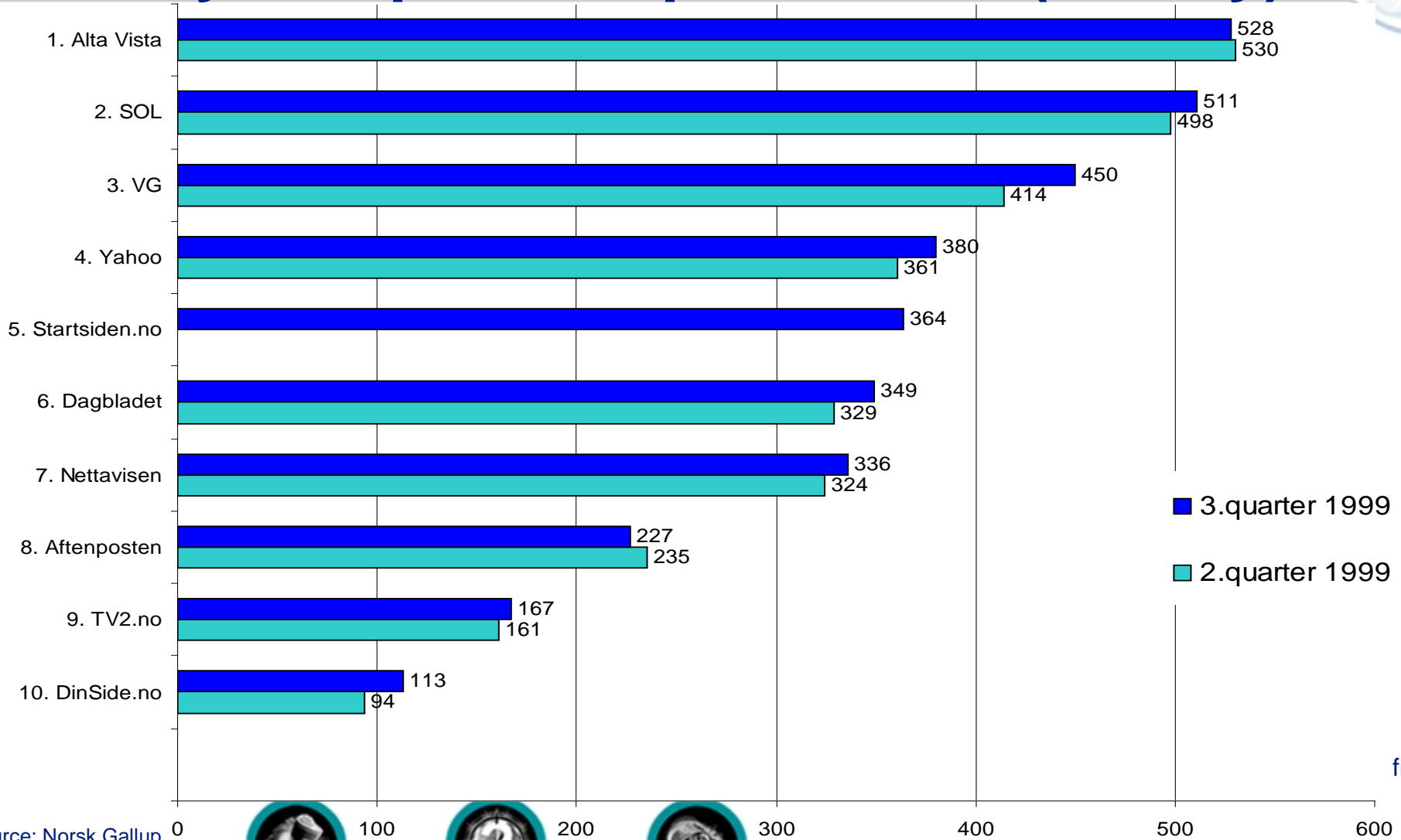


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# Norway - Top 10 unique visitors (weekly)



figures in i 1000

Source: Norsk Gallup



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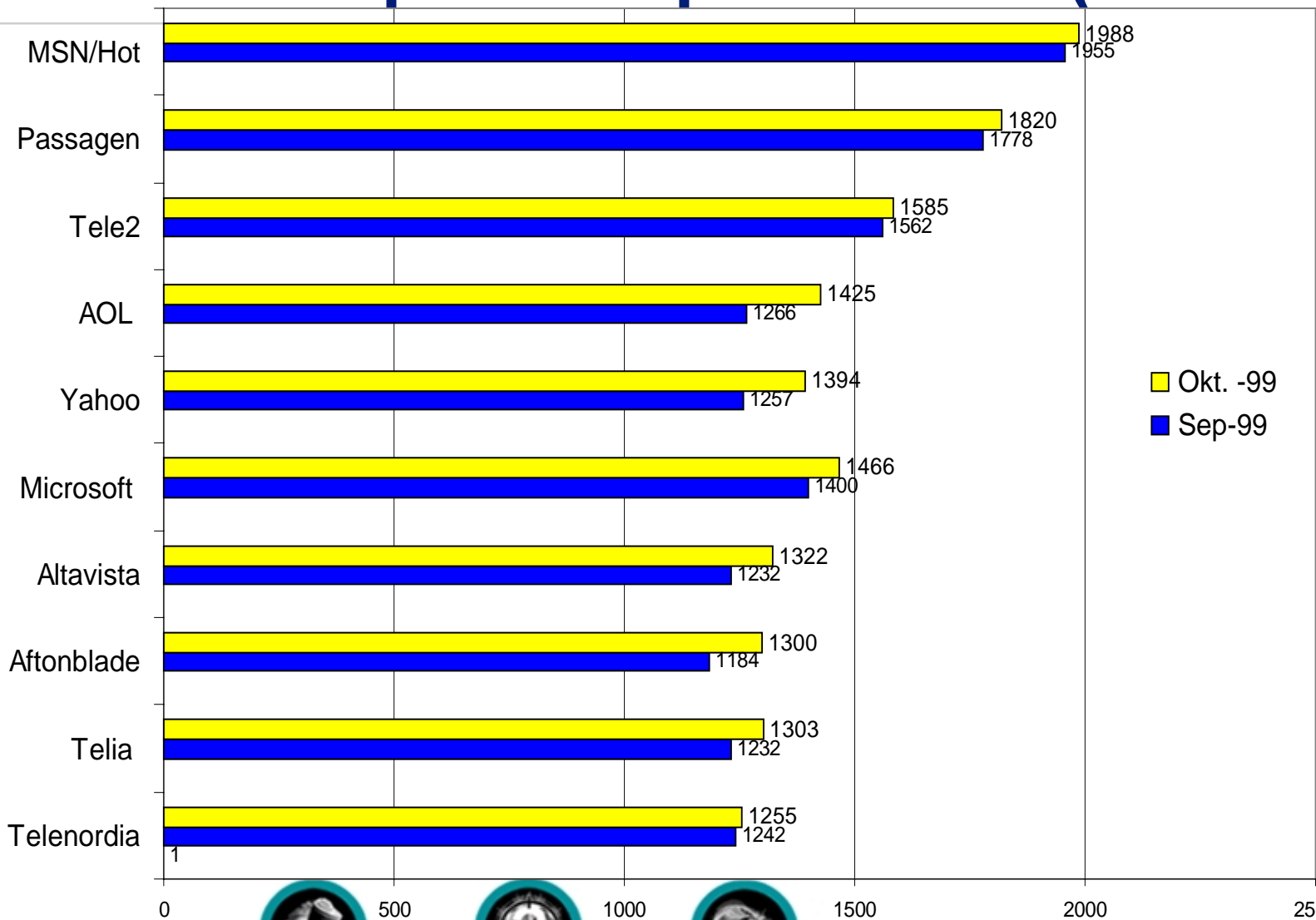


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# Sweden Top 10 unique visitors (monthly)



■ Okt. -99  
■ Sep-99

figures in 1000

Kilde: SIFO Relevant knowledge



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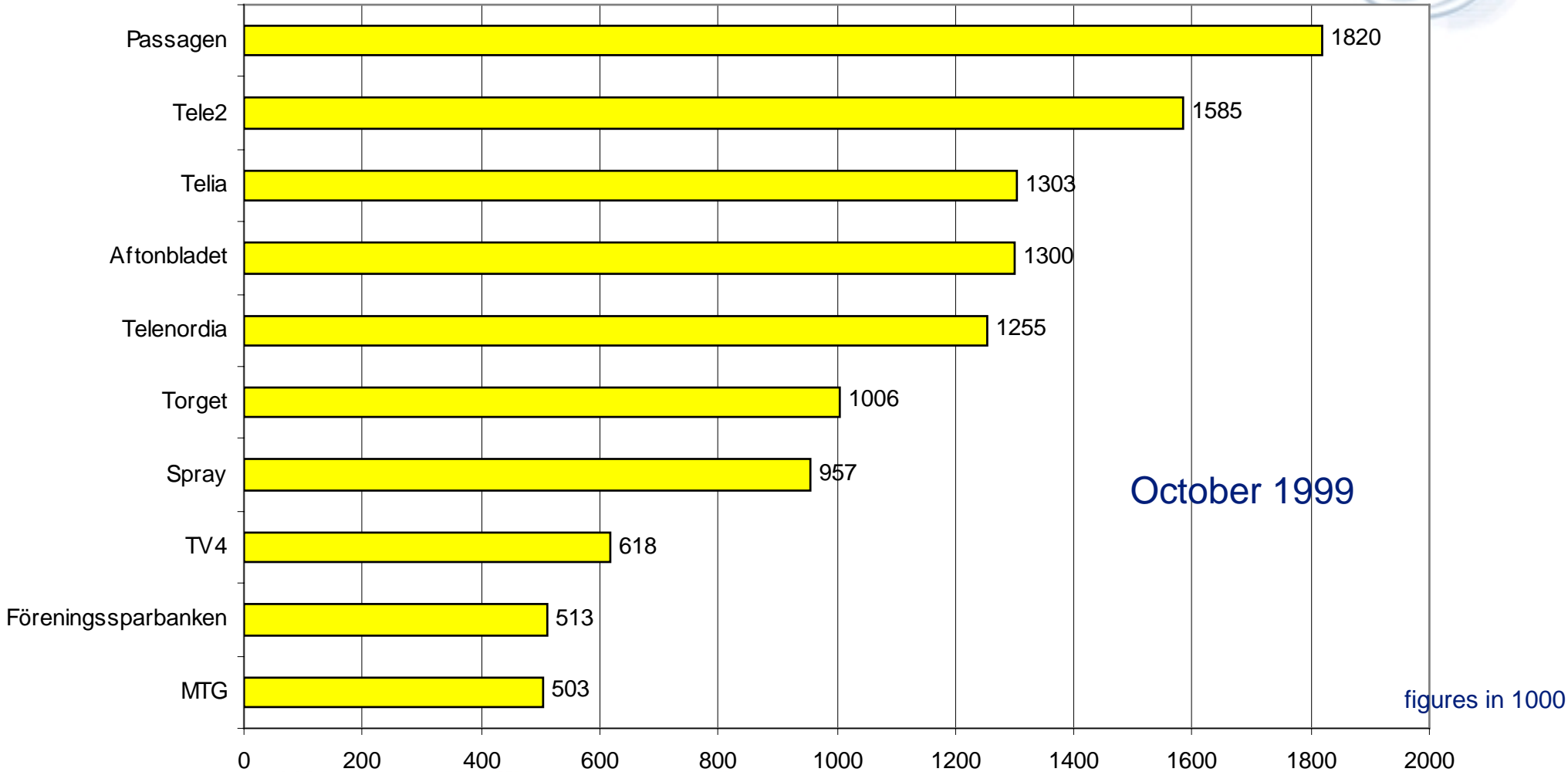


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# Sweden - Top 10 unique visitors (monthly)



Source: Relevant Knowledge



NEWSPAPERS



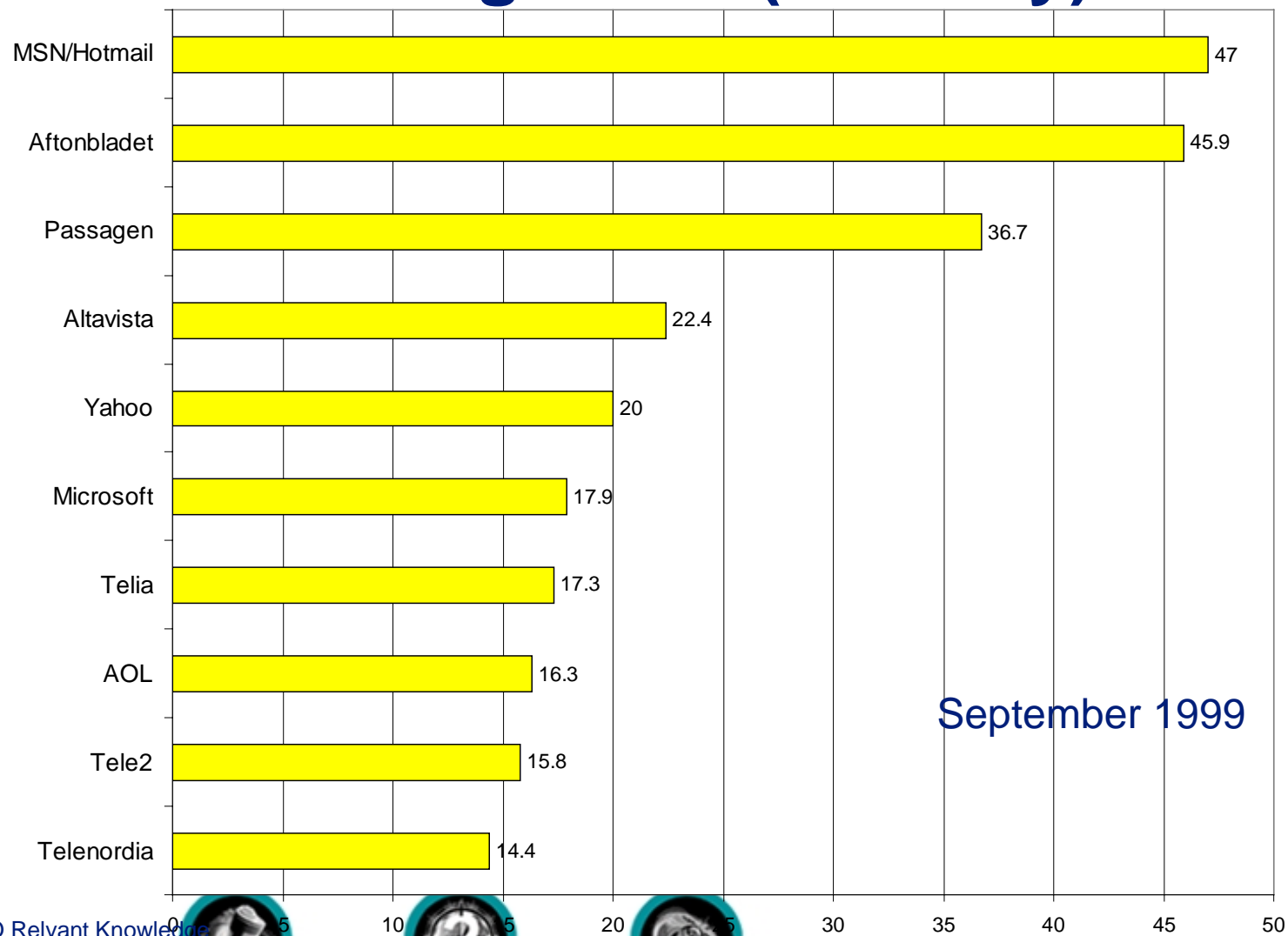
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# Sweden - Average time (monthly)



Source: SIFO Relevant Knowledge



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# Denmark Top 10

Company	Pageviews	User visits		Company	Pageviews	User visits
Jubii	10 000 000	1 300 000		Jubii	10 000 000	1 300 000
Forum	5 462 827	746 152		SOL & Netstationen	5 900 000	850 000
Yahoo	5 000 000	700 000		Forum	5 462 827	746 152
Netstationen	3 100 000	250 000		Yahoo	5 000 000	700 000
Krak	2 472 057	259 382		Krak	2 472 057	259 382
SOL	2 800 000	643 000		Opasia	2 300 000	650 000
Opasia	2 300 000	650 000		Egmont	1 597 782	246 614
Egmont	1 597 782	246 614		Jyllandsposten	1 191 198	258 750
Jyllandsposten	1 191 198	258 750		Ekstrabladet	911 577	166 075
Ekstrabladet	911 577	166 075		DSB	901 791	298 412
DSB	901 791	298 412				



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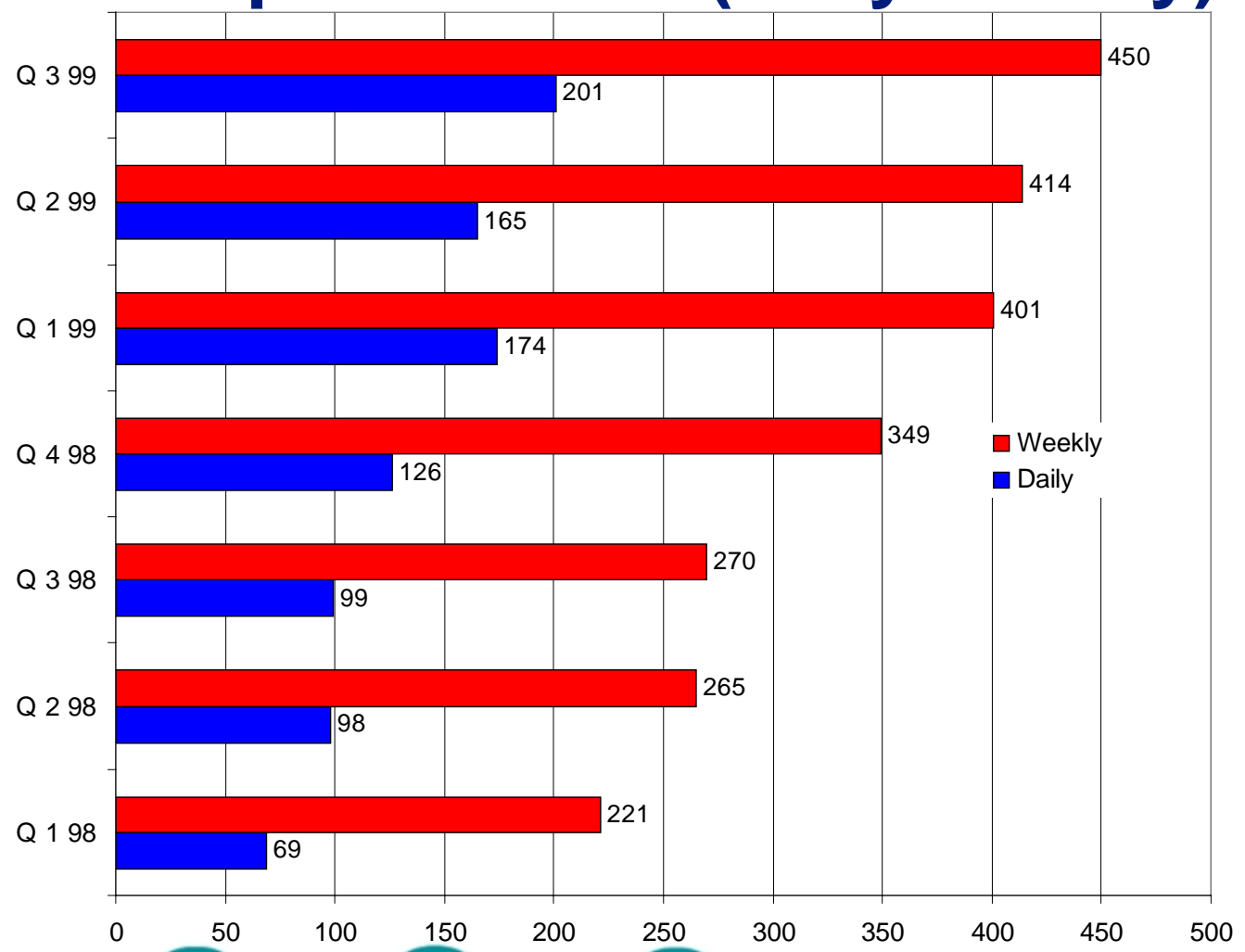
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# VG - Unique visitors (daily/weekly)



Figures in 1000

Source: Norsk Gallup



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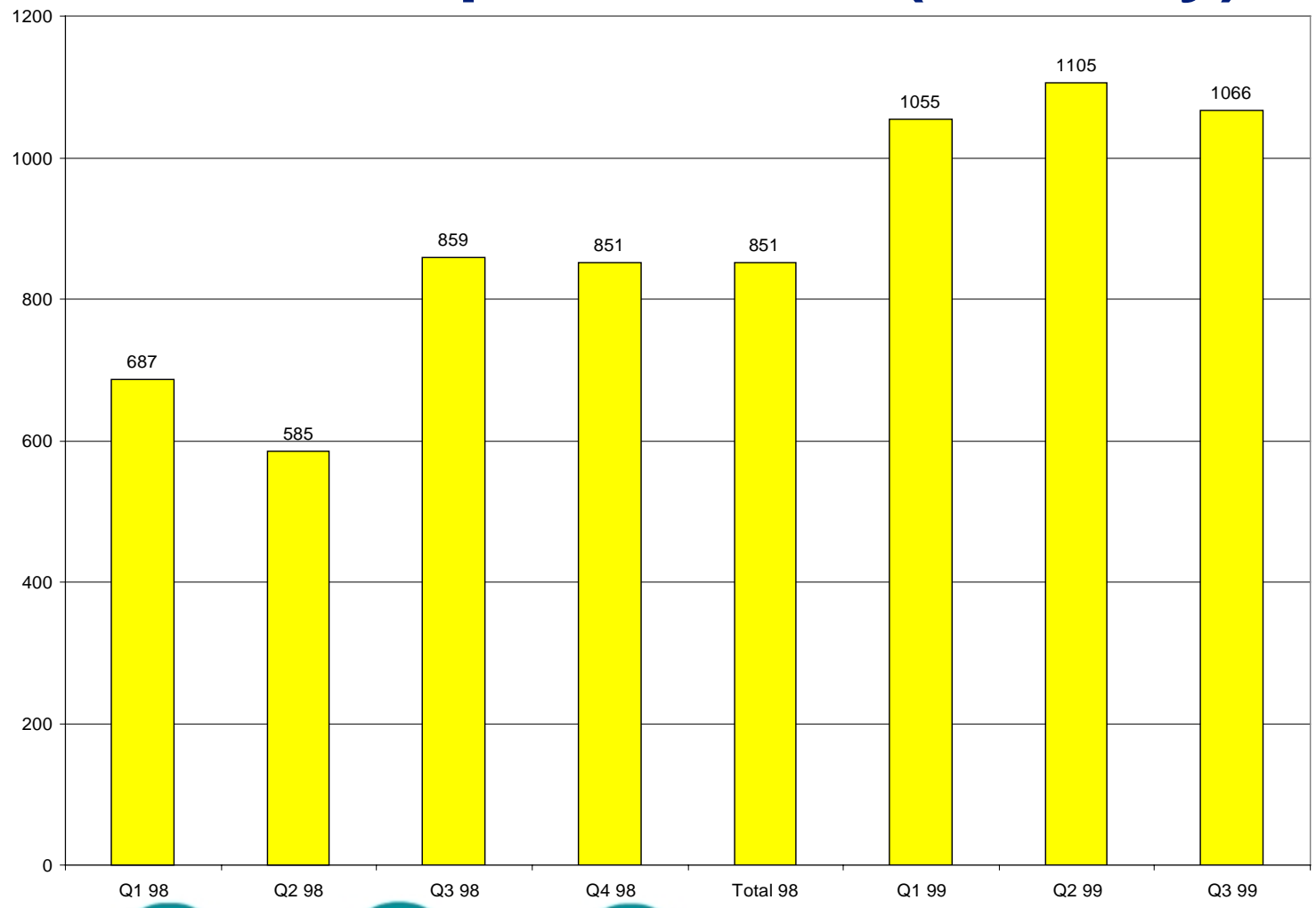


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# Aftonbladet - Unique visitors (monthly)



figures in 1000

Source: Aftonbladet/SIFO



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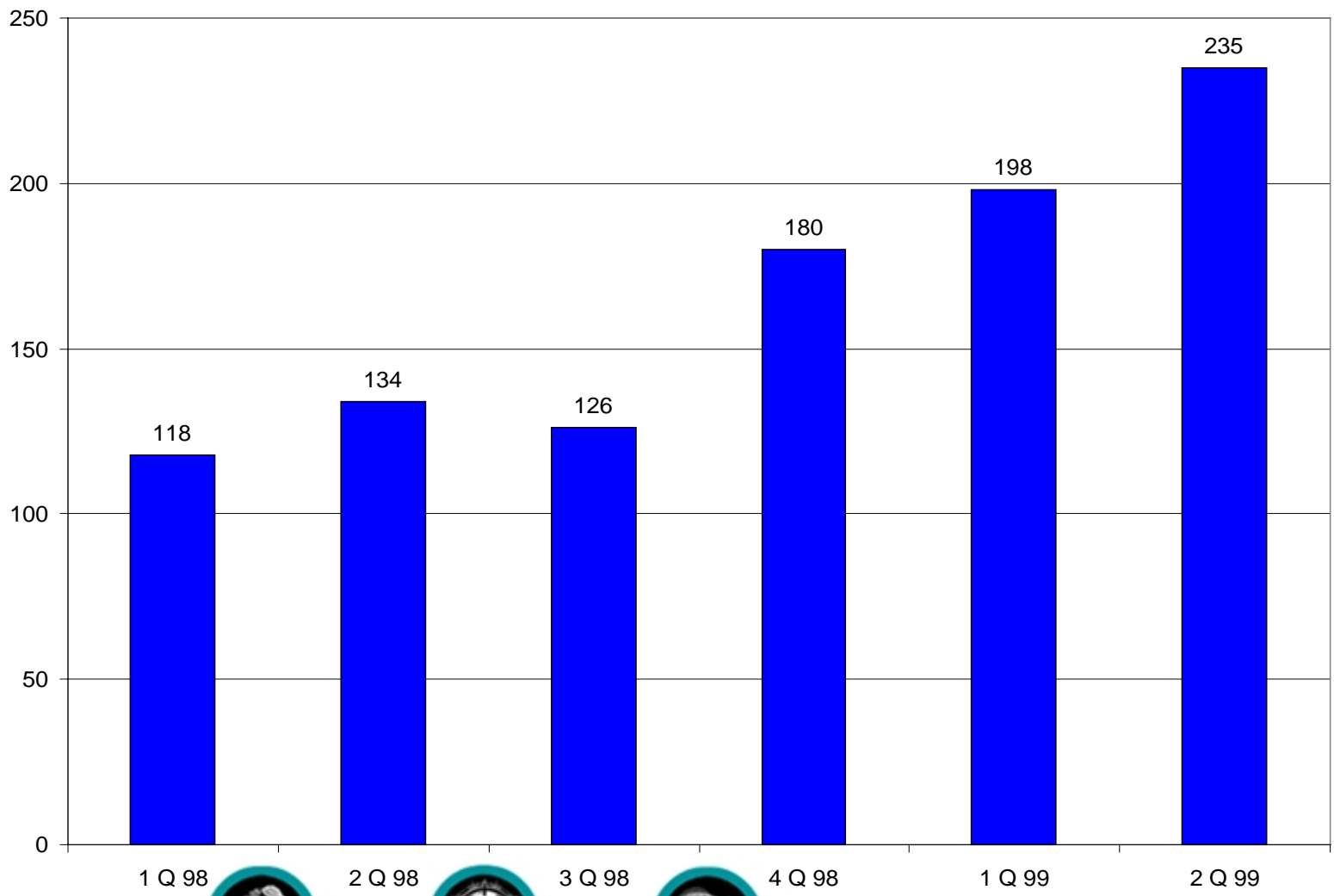
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# Aftenposten Unique visitors (monthly)



figures in 1000

Source Aftenposten



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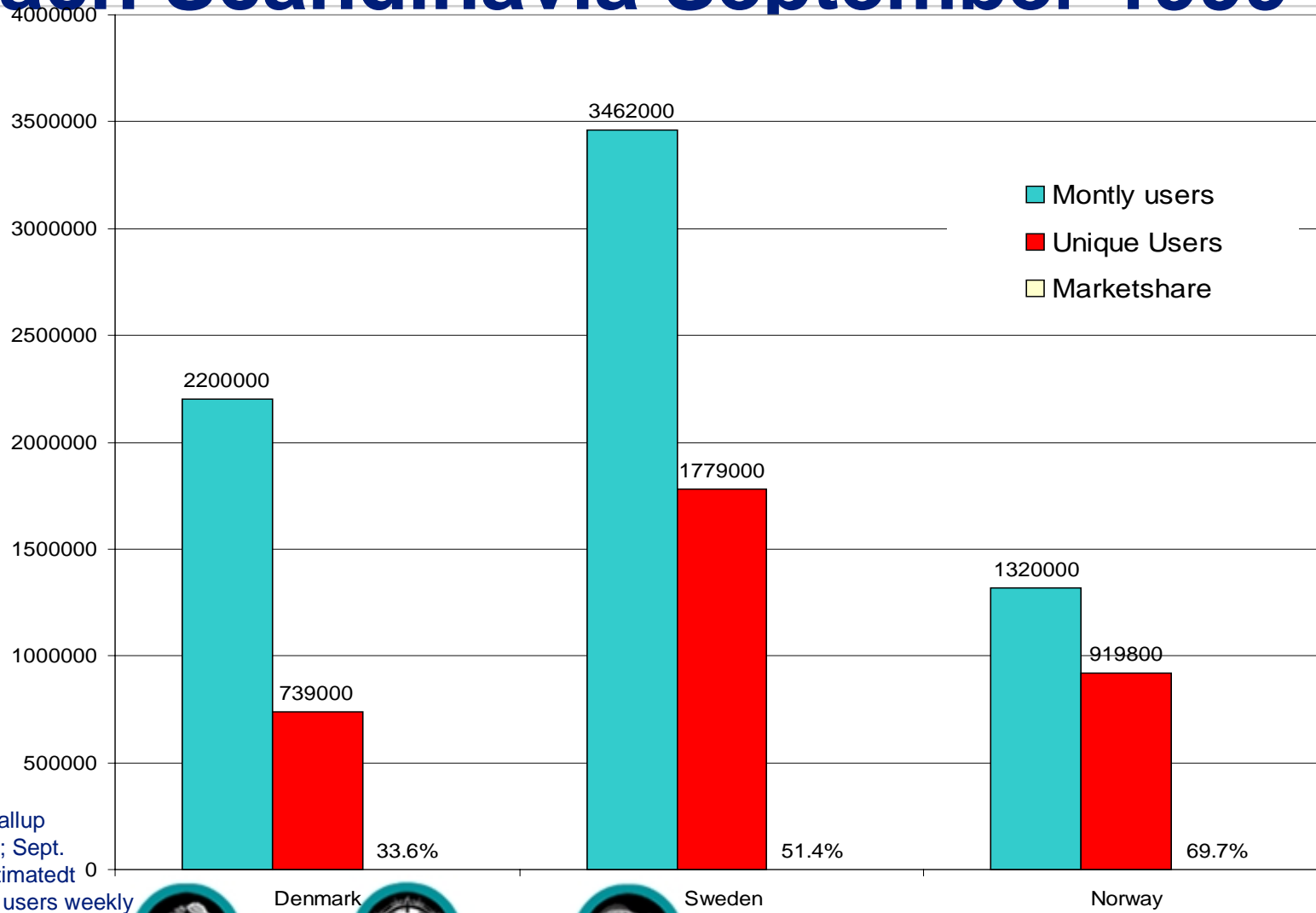


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# Reach Scandinavia September 1999



Source Norsk Gallup  
 Figures S and D; Sept.  
 Figures N Q3 estimated  
 based on unique users weekly



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# Unique visitors at Schibsted sites September 99

• Passagen.se	1 778 000 (month)
• SOL.no	920 000 (calculated month)
• SOL .dk	739 000 (month)
• SOL Børs.no	142 000 (calculated month)
• Hugin.no	50 000 (month)
• Bokkilden.no	24 000 (calculated month)
• Alltomstockholm.se	110 000 (month)
• Altomkøbenhavn.dk	(figures available next quarter)
• VG.no	450 000 ( month)
• Aftenposten.no	300 000 (estimate)
• FINN.no	171 000 (calculated month)
• TV2.se	250 000 (estimate)
• Aftonbladet.se	1 184 000 (month)
• Svenska Dagbladet.se	185 000 (month)
• Adresseavisen.no	30 600 (calculated month)
• Bergens Tidende.no	64 800 (calculated month)
• Stavanger Aftenblad.no	46 800 (calculated month)
• Fædrelandsvennen.no	16 200 (calculated month)
• Total	6 461 600



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# The Scandinavian market in perspective



We made an experiment:

- Total no of unique users at Schibsted sites in Scandinavia corrected for estimated overlap of unique users (33%) (estimated overlap on basis of the US on-line market)
- This gives Schibsted around 4.4 mill. unique users.
- This would qualify for the 31th rank in the US Top 50.

Total number of active surfers in Scandinavia is estimated to appr. 7 million in Sept 99. Appr. half of the Scandinavian surfers are surfing at Schibsted sites.



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# Schibsted's on-line statistics

- All figures are stated with reservation. Estimates and interviews may be a source of errors. We are constantly working to improve the accuracy of our statistics.
- The statistics at the homepage will be updated quarterly
- Source of information stated on each page



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# [http://www.schibsted.no/ir\\_eng](http://www.schibsted.no/ir_eng)



## Including:

- Press releases
- Reports/ Presentations
- Calendar
- Contacts
- Links
- Ownership
- Share price information



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