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*S*SCHIBSTED

Statement 3rd quarter 1998

The future development of the Norwegian economy is uncertain and lower advertising revenues impact the Norwegian newspapers. In Sweden, however, Aftonbladet is showing record results. TV 2 has launched «Hotell Cæsar», the channel's most extensive programming effort ever. The electronic cityguide «Allt Om Stockholm» has been launched while cost reducing initiatives are being implemented within the other online companies. The Group's net profit for the first nine months of 1998 is significantly lower than for the same period in 1997.

Newspapers

The circulation of Aftenposten's morning and Sunday editions increased as of the 3rd quarter while the evening edition experienced a decline. In the 3rd quarter VG faced strong circulation figures from the 3rd quarter of 1997. As a result the circulation on weekdays declined while the Sunday edition continued to increase. The increase in cover price on Saturdays to NOK 10 has not had a measurable impact on circulation. Aftonbladet has cemented its position as the largest newspaper in Sweden with a gap to Expressen on weekdays of approximately 85,000 copies. However, the Swedish newspaper market is experiencing a general decline and Aftonbladet had a decline on both weekdays and Sundays. While both VG and Aftonbladet have lower circulation at the end of the 3rd quarter in 1998 compared to 1997, the circulation is higher than for the same period in 1996. Also, Svenska Dagbladet, which is consolidated from July 1, 1998, had a decrease in circulation as of the 3rd quarter.

Advertising revenues for the Norwegian newspapers declined in the 3rd quarter compared to the same period in 1997. For the first nine months of the year Aftenposten's advertising volume increased by 5% compared with the same period last year. Advertising revenues increased by 9.2% to NOK 1,064.2 million. VG also had declining advertising volume in the 3rd quarter, and as of the 3rd quarter volume was down 4% compared to the same period in 1997. Advertising revenues, however, increased by 5% to NOK 255.8 million due to increased demand for more expensive ads. Aftonbladet's advertising revenues increased by 27% for the first nine months to SEK 215.3 million while Svenska Dagbladet experienced a decline of 1% to SEK 345.9 million compared to the same period in 1997.

Schibsted's print media companies in Estonia have been organised in a group - AS Eesti Meedia (Estonian Media Group). The group consists of two national newspapers, a magazine company, six independent local newspapers and a printing company. The group has in excess of 1,000 employees. With this investment, Schibsted is the largest media owner in Estonia.

The start-up of the new printing plant in Nydalen, Oslo is according to plan and parts of Aftenposten's morning edition is now being printed at the new facility. The total investment will be somewhat higher than budget, mainly due to currency losses as a result of the weaker Norwegian currency. As of the 3rd quarter the Group's operating profit has been impacted negatively by a NOK 60 million charge related to an early retirement plan which will be implemented during the 1st quarter in

1999. For the first nine months the printing plant's result impacted the Group's net profit negatively with NOK 40 million.

The 3rd quarter is generally the weakest quarter for the newspapers. Aftenposten's operating profit for the first nine months of 1998 amounted to NOK 254.7 million, compared to 269.6 million for the same period in 1997. VG's operating profit was, for the most part, unchanged at NOK 178 million while Aftonbladet's operating profit increased from SEK 33.8 million for the first nine months of 1997 to SEK 72.4 million in 1998. This is Aftonbladet's best result ever and is mainly due to increased advertising revenues, increased cover price and the discontinuation of the Stockholm evening edition. The Group's operating profit is negatively influenced by Svenska Dagbladet by NOK 27 million, mainly because only the 3rd quarter has been consolidated. Eesti Meedia impacted the result with a negative NOK 10 million.

The Newspaper business area had an increase in revenues of NOK 507 million to NOK 4,014 million, of which new acquisitions accounted for NOK 250 million. The operating profit amounted to NOK 355 million, which is NOK 115 million lower than for the same period in 1997, mainly due to the charges related to early retirement, start up costs related to the new printing facility and the consolidation of Svenska Dagbladet and Eesti Meedia.

TV/Film

As of the 3rd quarter Metronome Film & Television had an increase in revenues of 33% to NOK 251.8 million compared to the same period in 1997 and the pre-tax profit improved from a loss of NOK 4.6 million to a profit of NOK 8.6 million in 1998. Both the increases in revenues and pre-tax profit are due to increased activity within TV productions. The new drama series «Hotell Cæsar», which is being produced for TV 2 by Metronome in co-operation with the Swedish production company Spartacus, was launched in October and has so far been received positively by viewers. The series represents a total value of NOK 350 million and is the largest production contract entered into by a Scandinavian TV channel.

As of the 3rd quarter, Kanal 2 in Estonia had a 150% increase in revenues to NOK 25.3 million and a pre-tax profit of NOK 3 million compared to a loss of NOK 1.8 million for the same period in 1997.

The Group's share of Sandrew Metronome's revenues for the first nine months was NOK 190.2 million and the share of the pre-tax result was a loss of NOK 9.7 million. The loss is mainly due to weak results for the rights business while the movie theatre operations are profitable.

The 3rd quarter is generally the weakest quarter also for the TV/Film business area. The operating profit as of the 3rd quarter was NOK 0.4 million compared to a loss of NOK 7.4 million for the same period in 1997. The profit from associated companies was NOK 16 million compared to NOK 47.5 million for the same period in 1997. In 1997, TvNorge had a net positive effect from operating losses and a gain on the sale of TvNorge to TV 2 of approximately NOK 30 million. Schibsted's share of TV 2's result including TvNorge was NOK 17.9 million as of the 3rd quarter. The TV/Film business area's pre-tax profit was NOK 0.25 million.

Multimedia

As a result of lower than expected revenue growth and high operating costs, Schibsted has during the 3rd quarter started an extensive review of all activities within Multimedia. So far, this has resulted in cost reduction initiatives at SOL in Norway and there are plans for similar initiatives at other multimedia companies. The SOL companies are reducing their product offerings and thereby also achieving reduced hardware and software costs. In addition to cost reductions, a more uniform ownership structure for the three Scandinavian SOL companies will be considered. The strategic and operational benefits would be significant and a clarification of the owners' position on this issue will be known by year-end.

The cityguide «Allt Om Stockholm» was launched in September and a cityguide in Copenhagen will be launched during the 4th quarter. The Group's ownership in the cityguide companies is 100% in Stockholm and 64% in Copenhagen, where Berlingske Tidende is a partner. The cityguides are operated independently of the other online companies. Ownership changes may also take place for the cityguide companies.

Traffic figures are for the time being the most important factor used to measure the success of online products. After a slowdown in the growth for the major products earlier in the year, the traffic development has been positive during the 3rd quarter and so far in the 4th quarter. An agreement has been reached regarding the use of Alta Vista technology together with Kvasir, SOL's own search engine, and an agreement has also been reached with CNN regarding the distribution of CNN's content on the Internet. In aggregate, the SOL companies have a total of approximately 30 million page views per week, thus making them the by far largest family of Internet sites in Scandinavia.

The revenues within the Multimedia business area increased from NOK 32 million in the 3rd quarter of 1997 to NOK 67.7 million in 1998, while the operating loss increased from NOK 28.6 million in 1997 to NOK 39.9 million. The increased loss is mainly due to increased losses in SOL Sweden and SOL Denmark and planned losses for the cityguides during the start-up phase. As of the 3rd quarter the business area's operating loss was NOK 94.8 million compared to NOK 57.4 million during the same period in 1997.

Financial Highlights

The Group's revenues as of the 3rd quarter 1998 amounted to NOK 4,707 million, an increase of 22%, or NOK 833 million compared to the same period last year. Of this increase NOK 260 million is related to the consolidation of newly acquired subsidiaries. The operating profit was NOK 334 million, compared to NOK 487 million for the corresponding period in 1997. The result is positively impacted by higher advertising revenues for the newspapers, improved results in the TV/Film business area and the sale of the property at the printing plant at Linderud and negatively impacted by provisions for early retirement in connection with the new printing plant, increased losses within the Multimedia business area, increased cost levels in the newspapers and the consolidation of Svenska Dagbladet and Eesti Meedia.

As of the 3rd quarter, net financial items showed a loss of NOK 12.3 million compared to a positive result of NOK 82.6 million for the corresponding period in 1997. The Group's own financial income declined from NOK 44.5 million to NOK 28.6 million mainly due to lower cash balances in 1998 and due to a gain from the sale of non-core shares in 1997. The Group's own financial expenses increased from NOK 39 million to NOK 65.7 million as a result of increased interest-bearing debt and unrealised foreign exchange losses on long term debt dominated in various currencies.

Pre-tax profit was NOK 326 million for the first nine months, compared to NOK 568 million for the same period in 1997. The tax rate for 1998, which is estimated at 30%, is influenced by the fact that the Group's share of losses in partly owned multimedia companies is not tax-deductible for the Group.

The Group's operating cash flow as of the 3rd quarter was NOK 543 million compared to NOK 532 million during the same period in 1997.

As of September 30, 1998, long term debt amounted to NOK 2.054 billion, up from NOK 851 million at the end of 1997. The increase is due to increased borrowings in Schibsted Finans in connection with new investments and the consolidation of new subsidiaries. For the same reasons the Group's total assets increased from NOK 4,661 million at the end of 1997 to NOK 6,073 million at the end of the 3rd quarter. Total liquidity reserves comprising cash and unused available credit facilities amounted to NOK 1,647 million compared to NOK 2,480 million at year-end.

Investments

The Group's investments during the first nine months amounted to NOK 1.050 billion. NOK 350 million was invested in the new printing plant, NOK 425 million in shares in new subsidiaries, NOK 55 million in other shares and approximately NOK 220 million represent maintenance and operational investments.

Future Prospects

There is continued uncertainty related to the development of the Norwegian advertising markets. The uncertainty is both related to classified advertising and brand advertising and, as a result, there is uncertainty related to the development in revenues for the Norwegian newspapers and the TV channels. Both Aftenposten and VG are experiencing declining advertising revenues. The expense levels at the newspapers are being reviewed and at Aftenposten the restructuring program «Aftenposten Year 2000» is under way. The advertising levels in Sweden are expected to remain at current levels for the rest of the year, but the overall growth is slowing down. We do not expect any significant changes in circulation levels for the Norwegian and Swedish newspapers. Both Svenska Dagbladet and Eesti Meedia will negatively impact the Group's full year results.

The activity within the TV production companies continues to be high but the future development will to some extent depend on the advertising markets and the TV channels' profitability in all the Scandinavian countries. It is still uncertain whether the reduction experienced in the newspapers will impact the TV market. The 4th quarter is generally the best quarter for the rights business and movie theatre operations and the result for this area is expected to improve. With regard to Kanal 2, it is uncertain to which extent the crisis in Russia will impact the advertising revenues in the Baltic countries.

While the growth in access and usage of the Internet has developed more or less as expected, consumer behaviour and advertisers' demand has not developed as expected. The Multimedia business area's strategic importance is not impacted by this development, but the operating expenses will be reduced until commercially viable opportunities materialise. The ongoing restructuring and cost reductions in the online activities will not have full impact on the results until 1999. One-time charges in connection with cost reduction measures may be necessary.

In light of the possibility of a decline in the economic activity in Norway the cost levels at the other business areas will also be reviewed, and restructuring charges may also be called for in these business areas.

Balanse ~ Balance Sheet

(NOK 1 000)	30.9.98	30.9.97	31.12.97
EIENDELER/ASSETS			
Kasse, bank, plasseringer / Cash and deposits	538 637	389 227	521 327
Kundefordringer / Accounts receivables	544 033	414 763	477 150
Andre omløpsmidler / Other current assets	372 689	278 707	219 150
Sum omløpsmidler / Total current assets	1 455 359	1 082 697	1 217 627
Andre aksjer og andeler / Other shares and interests	705 674	649 493	664 528
Langsiktige fordringer / Long-term receivables	585 784	360 067	484 099
Anlegg under utførelse / Construction in progress	733 913	393 629	343 913
Maskiner, inventar, transportmidler, goodwill/ Machinery, equipment and goodwill	1 433 229	749 640	820 331
Bygninger og tomter / Buildings and land	1 146 134	996 049	1 122 331
Netto pensjonsmidler / Net pension assets	12 517	10 819	8 899
Sum anleggsmidler / Total fixed assets	4 617 251	3 159 697	3 444 101
Sum eiendeler / Total assets	6 072 609	4 242 394	4 661 728
GJELD OG EGENKAPITAL / LIABILITIES AND SHAREHOLDERS' EQUITY			
Leverandørgjeld / Accounts payables	241 489	189 541	402 797
Skyldig offentlige avgifter, påløpt lønn / Accrued public dues and wages	345 884	253 048	302 386
Betalbare skatter / Taxes payable	186 375	197 637	222 497
Skyldig utbytte / Proposed dividend			121 188
Annen kortsiktig gjeld / Other current liabilities	665 969	433 844	440 229
Sum kortsiktig gjeld / Total current liabilities	1 439 717	1 074 070	1 489 097
Annen langsiktig gjeld / Other long-term debt	1 534 708	486 013	511 471
Utsatt skatt / Deferred tax	25 724	19 955	18 426
Pensjonsforpliktelse / Pension obligations	493 323	308 139	321 130
Sum langsiktig gjeld / Total long-term debt	2 053 755	814 107	851 027
<i>Minoritetsinteresser / Minority interests</i>	89 536	69 685	68 831
Aksjekapital (69.250.000 á kr. 1,-)/ Share capital (69,250,000 shares of NOK 1)	69 250	69 250	69 250
Reservefond / Legal reserves	450 300	384 537	450 300
Annen egenkapital / Retained earnings	1 741 936	1 427 512	1 733 223
Resultat / Net profit	228 115	403 233	
Sum egenkapital / Total equity	2 489 601	2 284 532	2 252 773
Sum gjeld og egenkapital/ Total liabilities and shareholders' equity	6 072 609	4 242 394	4 661 728

Nøkkeltall ~ Key figures

	30.9.98	30.9.97	1997
Driftsinntekter / Total revenues (NOK 1,000)	4 706 951	3 874 289	5 359 886
Driftsresultat / Operating profit (NOK 1,000)	334 293	486 524	644 722
Resultat før skattekostnad / Pre-tax profit (NOK 1,000)	325 879	567 933	728 218
Driftsmargin / Net operating margin	7,1%	12,6%	12,0%
Fortjenestemargin / Profit ratio	4,8%	10,4%	9,1%
Egenkapitalandel / Equity ratio	42,5%	55,5%	49,8%
Likviditetsgrad / Current ratio	1,01	1,01	0,82
EPS etter skatt / EPS (NOK)	3,29	5,82	7,05
Cash flow pr. aksje / Cash flow per share (NOK)	7,84	7,68	10,00
OPPLAG - AKKUMULERTE TALL / CIRCULATION ACCUMULATED			
Aftenposten morgen, hverdager / weekdays	284 969	283 838	286 163
Aftenposten aften, hverdager / weekdays	184 310	189 387	191 269
Aftenposten, søndag / Sunday	235 275	228 100	230 118
VG, hverdager / weekdays	361 572	367 531	370 115
VG, søndag / Sunday	295 997	287 599	294 019
Aftenbladet, hverdager / weekdays	398 173	410 011	407 900
Aftenbladet, søndag / Sunday	504 586	511 000	510 183
Svenska Dagbladet	187 933	193 096	196 500
ANNONSEVOLUM-AKKUMULERTE TALL / ADVERTISING VOLUMES ACCUMULATED			
Aftenposten	44 222	42 102	57 859
VG	5 394	5 618	7 901
Aftenbladet	8 645	7 750	11 072

AVIS / NEWSPAPERS			
Driftsinntekter / Total revenues (NOK 1,000)	4 013 837	3 506 747	4 820 429
Driftsresultat / Operating profit (NOK 1,000)	354 902	469 780	632 698
Resultat før skattekostnad / Pre-tax profit (NOK 1,000)	379 884	534 241	723 627
Driftsmargin / Net operating margin	8,8%	13,4%	13,1%
TV/FILM			
Driftsinntekter / Total revenues (NOK 1,000)	480 197	250 522	364 463
Driftsresultat / Operating profit (NOK 1,000)	415	(7 430)	654
Resultat før skattekostnad / Pre-tax profit (NOK 1,000)	250	32 974	35 220
Driftsmargin / Net operating margin	0,1%	(3,0%)	0,2%
MULTIMEDIA			
Driftsinntekter / Total revenues (NOK 1,000)	193 058	117 772	188 507
Driftsresultat / Operating profit (NOK 1,000)	(98 465)	(57 358)	(90 371)
Resultat før skattekostnad / Pre-tax profit (NOK 1,000)	(122 561)	(61 722)	(103 882)
Driftsmargin / Net operating margin	(51,0%)	(48,7%)	(47,9%)

Resultatregnskap ~ Profit & Loss Account

1997	1998		30.9.98	30.9.97	1997
3. kvartal	3. quarter				
		DRIFTSINNETEKTER / REVENUES			
121 110	219 073	Abonnementsinntekter / Subscription revenues	495 769	380 717	512 369
593 626	631 779	Løssalgsinntekter / Casual sales revenues	1 734 063	1 644 723	2 225 459
415 602	540 115	Annonseinntekter / Advertising revenues	1 643 096	1 369 068	1 906 611
149 346	291 465	Øvrige driftsinntekter / Other revenues	834 023	479 781	715 447
1 279 684	1 682 432	Sum driftsinntekter / Total revenues	4 706 951	3 874 289	5 359 886
		DRIFTSKOSTNADER / OPERATING EXPENSES			
129 869	184 161	Forbruk av råvarer / Raw materials	468 101	383 570	526 051
55 022	97 115	Produksjonskostnader TV/Film production expenses	283 151	175 001	240 706
425 618	620 651	Lønnskostnader / Personnel expenses	1 571 902	1 184 908	1 659 953
500 672	680 389	Øvrige driftskostnader / Other operating expenses	1 818 045	1 473 374	2 044 633
2 579	2 906	Tap på fordringer / Losses on accounts receivable	9 499	8 283	12 252
54 263	85 560	Ordinære avskrivninger / Ordinary depreciation	221 960	162 629	231 569
1 168 022	1 670 782	Sum driftskostnader / Total operating expenses	4 372 658	3 387 765	4 715 164
111 662	11 650	Driftsresultat / Operating profit	334 293	486 524	644 722
		FINANS / FINANCIAL ITEMS			
9 674	9 818	Finansinntekter / Financial income	28 589	44 514	59 933
(14 269)	(26 586)	Finanskostnader / Financial expenses	(65 652)	(39 022)	(56 587)
(1 174)	(14 113)	Andel tilknyttede selskaper / Share of ass. companies	24 756	77 117	82 662
(5 769)	(30 881)	Finansresultat / Net financial items	(12 307)	82 609	86 008
(651)	7 582	Minoritetsinteresser / Minority interests	3 893	(1 200)	(2 512)
105 242	(11 649)	Resultat før skattekostnad / Pre-tax profit	325 879	567 933	728 218
30 520	(3 495)	Skattekostnad / Taxes	97 764	164 700	240 321
74 722	(8 154)	Resultat / Net result	228 115	403 233	487 897
		Resultat pr. aksje / Earnings per share	3,29	5,82	7,05