

Annual Accounts 1999



Kjell Aamot
CEO and President

Trond Berger
CFO and EVP

Mette Storvestre
Investor Relations



NEWSPAPERS



TV/FILM



MULTIMEDIA



Schibsted's Vision (1995)

**Schibsted is to become
Scandinavia's leading media
company by being the preferred
supplier of content to readers,
viewers and advertisers,
irrespective of media choice**



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Schibsted - Historical Development

- 1839** Chr. Schibsted Publishing House founded
- 1860** Aftenposten launched in Oslo
- 1966** VG - An evening newspaper acquired
- 1989** Reorganisation from a private family company to a limited company
- 1992** Listing at the Oslo Stock Exchange with a growth strategy declaration
- 1995** First Internet investments
- 1999** New strategy - from Schibsted to "schibsted.com"



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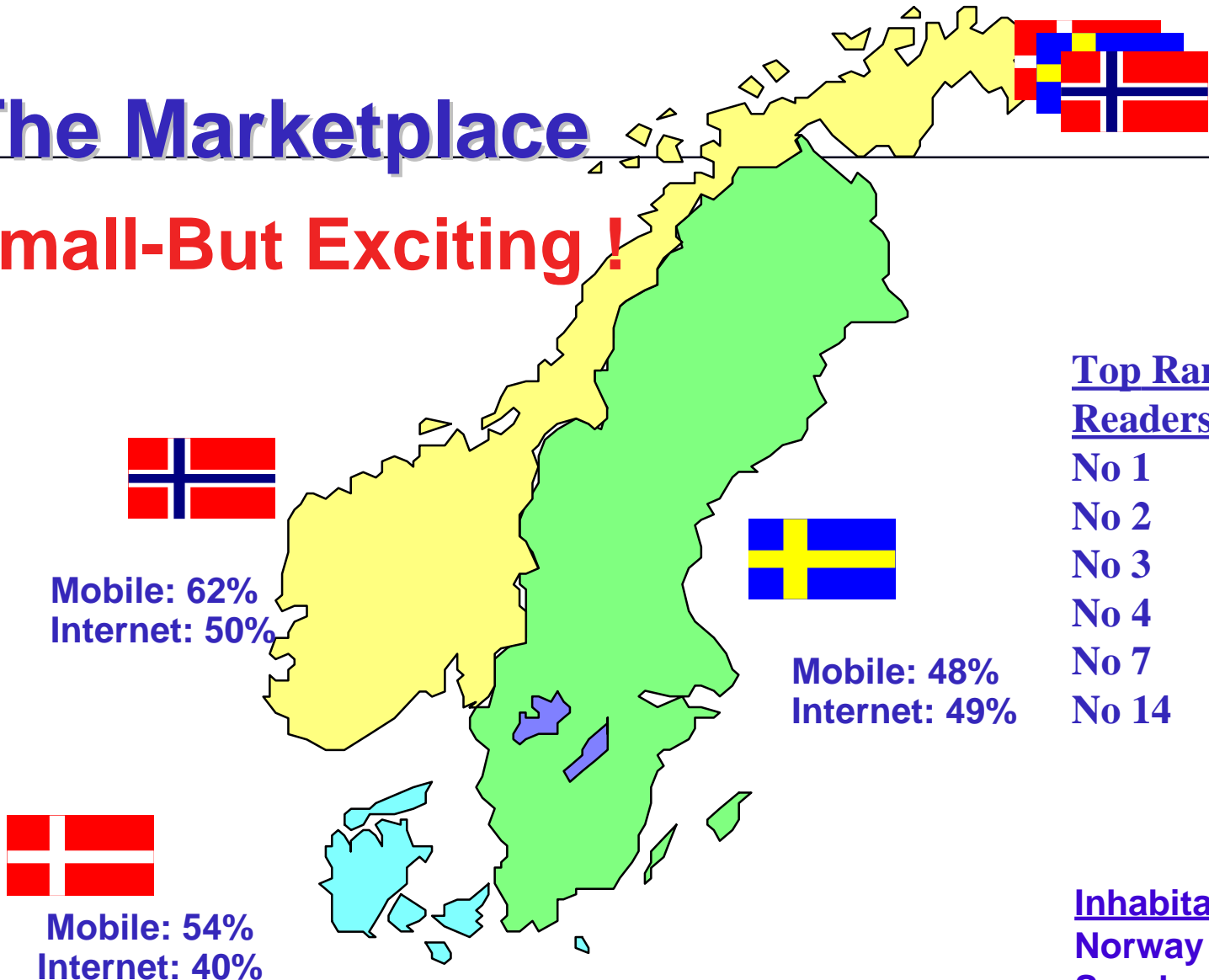
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The Marketplace

Small-But Exciting !



Top Ranking Newspaper Readership Worldwide

- No 1 Norway
- No 2 Japan
- No 3 Finland
- No 4 Sweden
- No 7 Denmark
- No 14 USA

Inhabitants

- Norway 4.5m
- Sweden 8.9m
- Denmark 5.3m



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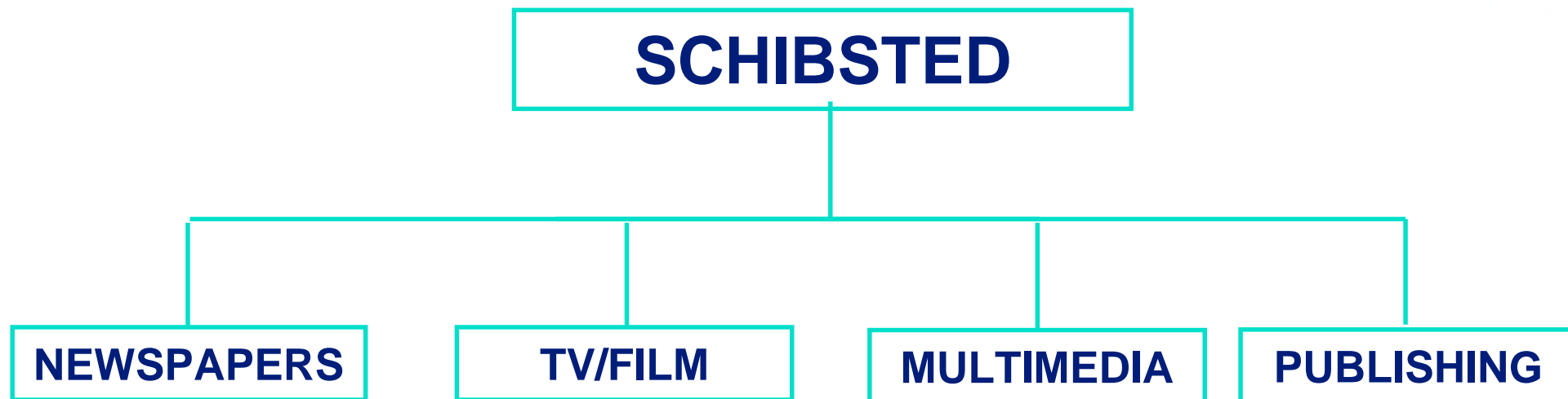
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Company Structure



Revenues:
NOK 6280 m

Revenues:
NOK 732 m

Revenues:
NOK 226 m

Revenues:
NOK 268 m

Number of employees: 5 320
Marketcap March 00: USD 2.1 billion

All figures as at 31.12.99





Main Events 1999

- New strategic direction
from SCHIBSTED to "schibsted.com"
- Weak result, but sound cash flow from operations
- A strong year for VG
- Considerable start-up problems at new printing plant
- Advertisement market in transformation - weak for newspapers, positive for on-line
- Cost reducing initiatives totalling NOK 350 mill.



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Profit & Loss Account

| | | As at 31.12 | |
|-------|-------------------|-------------|-------|
| 4Q 98 | 4Q 99 (NOK mill.) | 1999 | 1998 |
| 1 926 | 2 110 | 7 514 | 6 633 |
| 1 942 | 2 054 | 7 342 | 6 315 |
| (16) | 56 | 172 | 318 |
| (22) | 24 | 9 | (59) |
| (17) | (24) | (67) | 8 |
| (39) | 0 | (58) | (51) |
| (55) | 56 | 114 | 267 |
| (20) | 41 | 87 | 96 |
| (35) | 15 | 27 | 171 |
| (3) | 7 | 15 | 1 |
| | - | | |
| -0,56 | 0,32 | 0,61 | 2,48 |
| | Dividend | 1,75 | 1,75 |



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Key Figures

| | As of 31.12. | | | | | |
|-----------------------|--------------|------|-------|------|------|------|
| <u>(%)</u> | 1999 | 1998 | 1997 | 1996 | 1995 | 1994 |
| Operating margin | 2,3 | 4,8 | 12,0 | 12,6 | 13,8 | 15,3 |
| EBITDA margin | 8,7 | 9,8 | 16,4 | 17,6 | 18,6 | 19,3 |
| Interest bearing debt | 31,5 | 23,8 | 9,2 | 15,7 | 0,5 | 0,0 |
| Equity ratio | 33,3 | 37,3 | 49,8 | 48,1 | 59,6 | 56,1 |
| <u>(NOK)</u> | | | | | | |
| EPS | 0,61 | 2,48 | 7,01 | 5,79 | 4,99 | 4,56 |
| CFPS | 8,76 | 9,95 | 10,00 | 9,50 | 8,01 | 7,47 |
| Dividend | 1,75 | 1,75 | 1,75 | 1,50 | 1,30 | 1,15 |



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Schibsted's Newspapers

Daily weekday circulation

| | |
|---|------------------|
| VG: National evening newspaper | 373 000 |
| Aftenposten: National broadsheet morning | 284 000 |
| evening | 180 000 |
| Aftonbladet: National evening newspaper | 380 000 |
| Svenska Dagbladet: National broadsheet | 182 000 |
| TOTAL | 1 400 000 |



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Schibsted's Newspapers

- Ownership in 11 regional newspapers
- Free sheet newspaper in Zurich and Cologne:
20MIN
- Initiatives to improve profitability by NOK 350m

Product developments

Staff reductions

Sale and winding up of unprofitable activities



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TV/Film

- **33% share in the only commercial nationwide TV channel in Norway - TV 2**
- **One of the majors in Scandinavian film import and distribution: International partner - Warner Bros.**
- **Largest privately owned TV producer in Scandinavia: International partner - Endemol**
- **Present focus**
 - **Control of content**
 - **Positioning for the on-line/ broadband opportunities**



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”schibsted.com” - Business Idea

- **Use the Schibsted Group’s competitive advantages to create value through on-line activities**
 - Unique content and strong brands
 - Leading portals in Scandinavia
 - Marketing power
 - Experience, network and deal flow
- **Main business areas**
 - Mass market portals
 - Newspapers’ online activities
 - Investment activities in fast-growing on-line business segments



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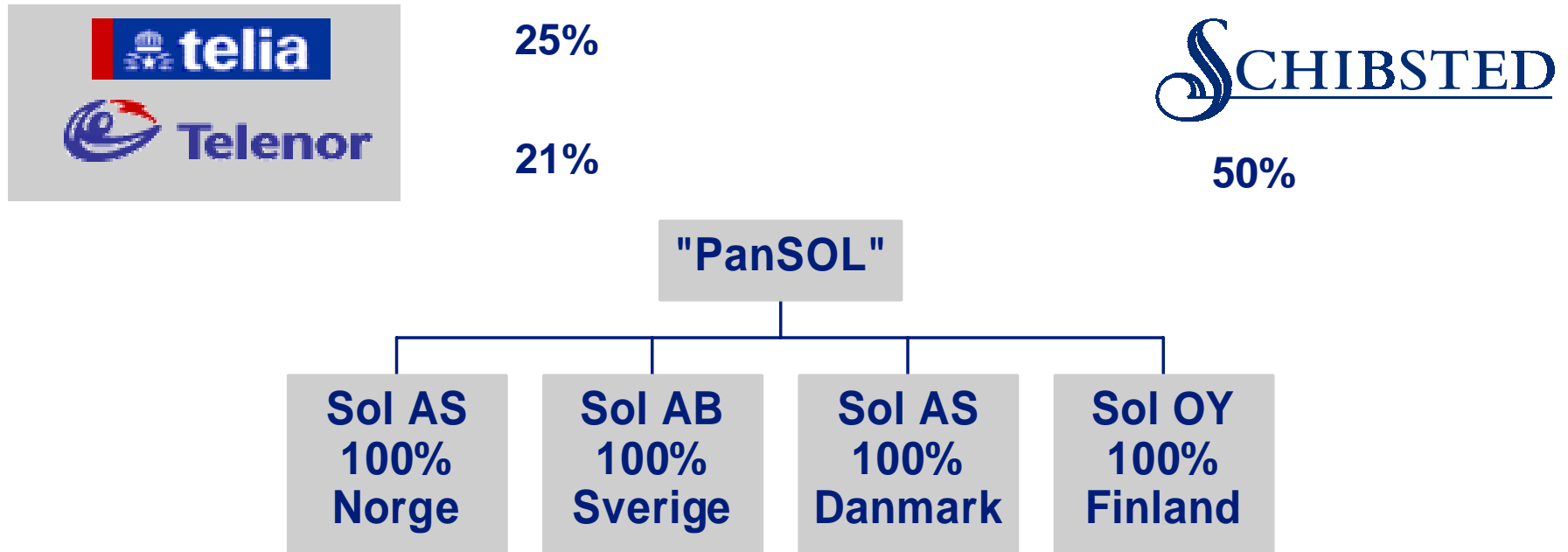
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"PanSOL" ownership prior to listing



Discussed free float 20%, employees 4%



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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



SVENSKA DAGBLADET



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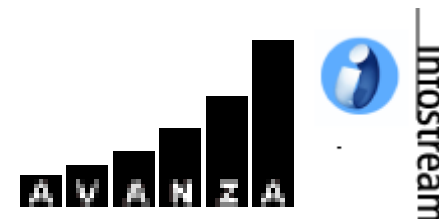


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Investment Activities

- Value added by using competitive advantages: Know-how, traffic and marketing power
- 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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"schibsted.com"



"schibsted.com"

Mass Market Portals

"PanSOL" 50%

- SOL Norway
- SOL Sweden
- SOL Denmark
- SOL Finland

Monthly (Dec 99)

Unique Visitors:

Page Views:

Newspapers' On-line Activities

- Aftenposten.no 100%
- VG.no 100%
- Aftonbladet.se 100%
- Svenska Dagbladet.se 74%
- Eesti Meedia.ee 92.5%

Approx. 10m

Approx. 250m

Investment Activities

- Bokkilden AS 100%
- TicNet AB 50%
- Hugin AS 30%
- Startsideen 32%
- SOL Børs 51% (sold)
- Alt om København 49%
- Alt om Stockholm 100%
- Lommelegen AS 18%
- Skiinfo 11%
- Filminfo AS 66%
- Ecomda/Referanse 38%
- Imedia AS 50%
- Musikklink.com 100%

Based on wholly an partially owned sites and not accounting for overlap



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Result "schibsted.com"

| (NOK mill.) | Online | News- papers | 1999 | 1998 | Change 98-99 |
|--------------------|--------|-----------------|------|------|--------------|
| Total op. revenues | 226 | 80 | 306 | 174 | 76% |
| Total op.costs | 232 | 130 | 362 | 399 | -9% |
| Operating result | -6 | -49 | -56 | -225 | |



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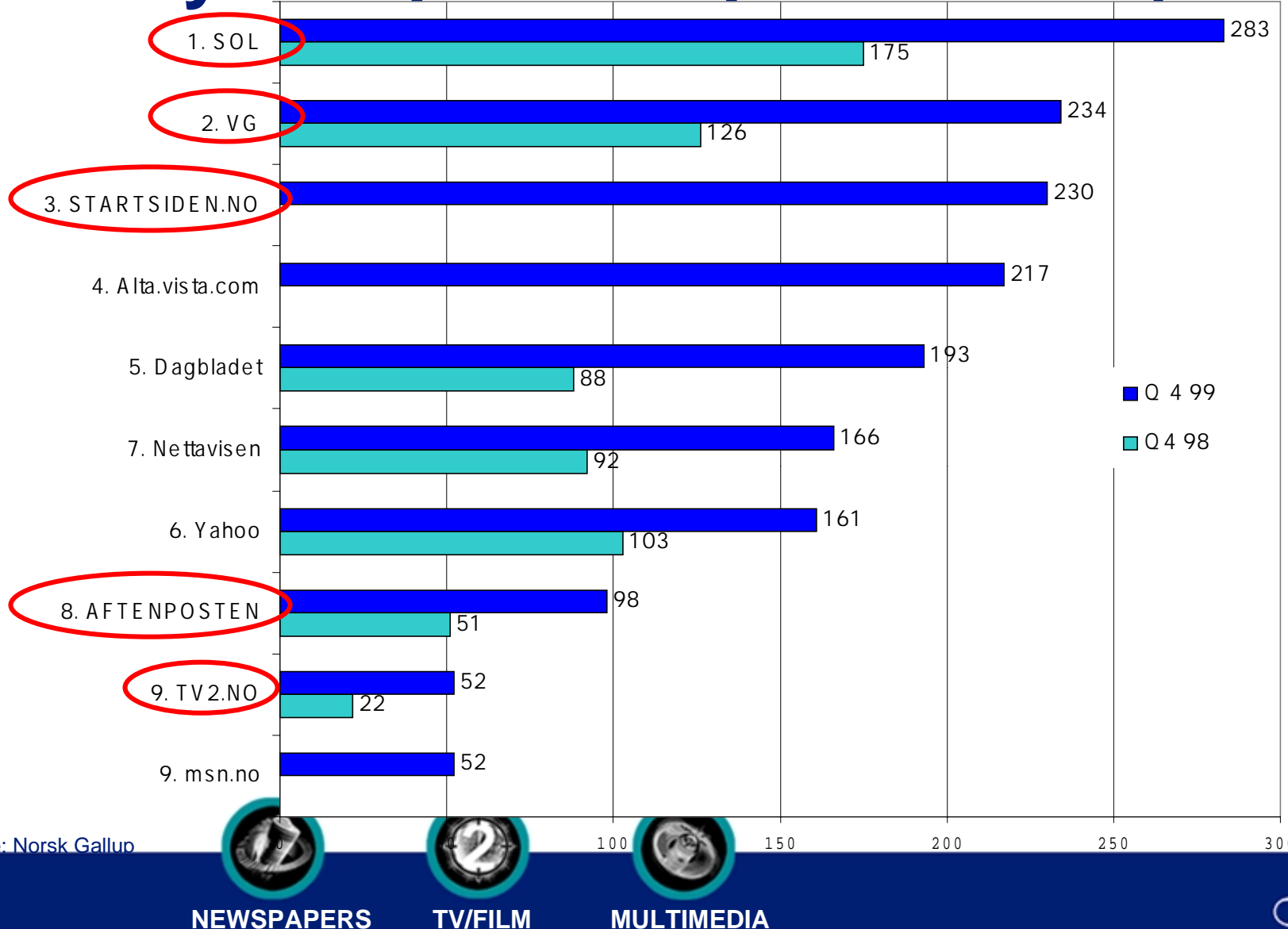
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Norway - Top 10 unique visitors (daily)

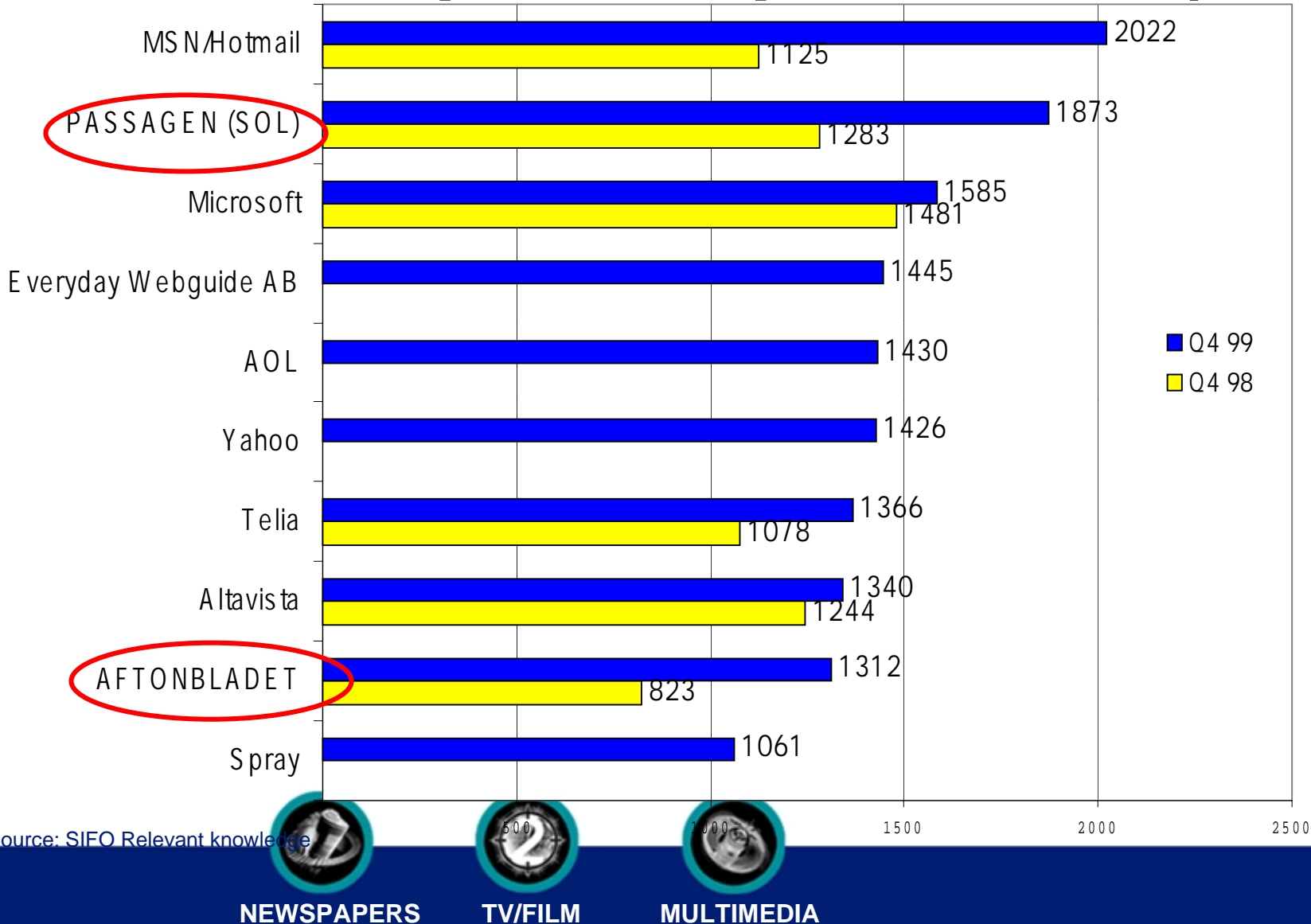


Source: Norsk Gallup

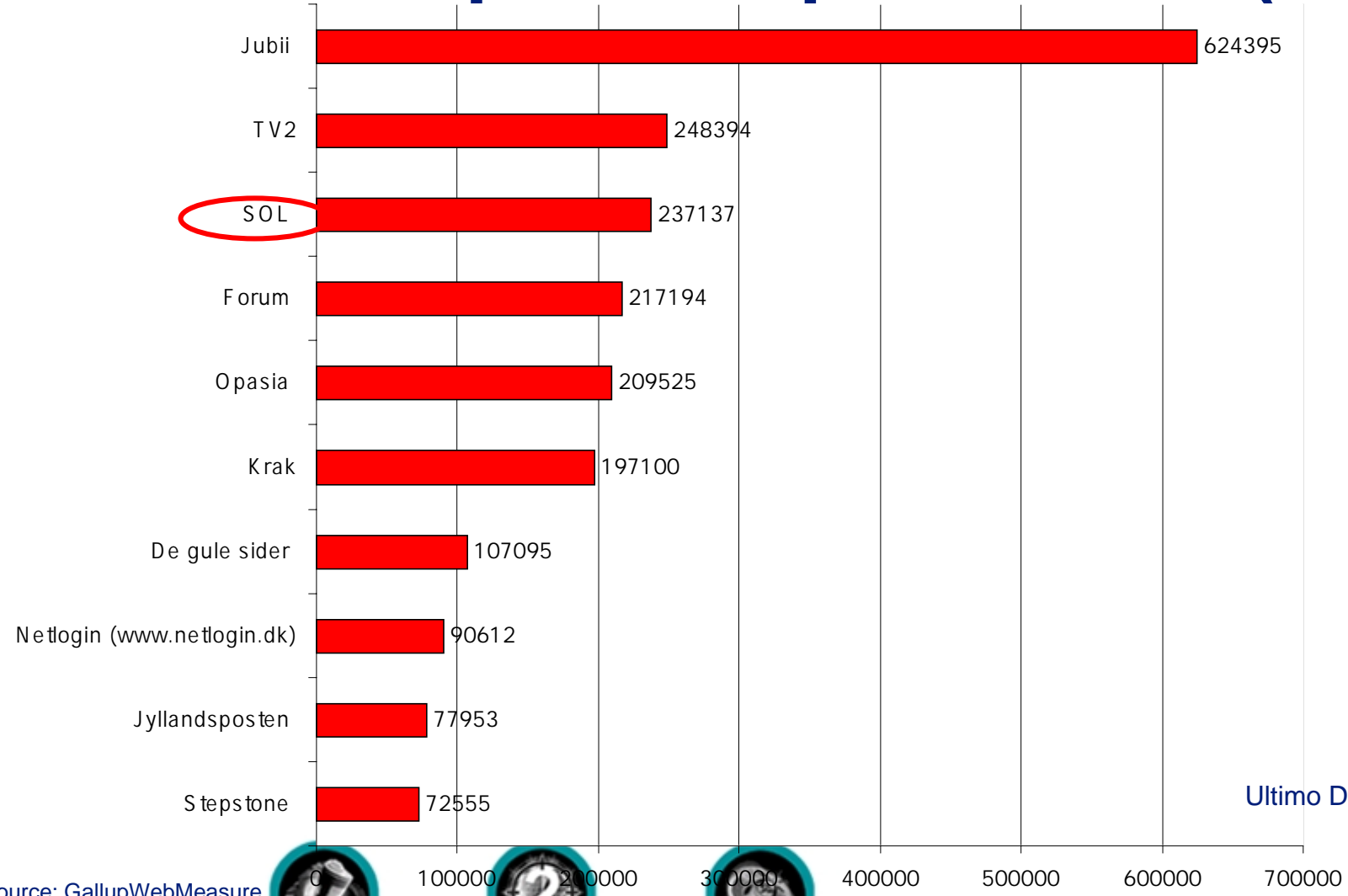
figures in 1000



Sweden Top 10 unique visitors (monthly)



Denmark Top 10 unique visitors (weekly)

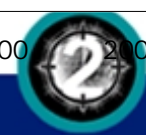


Ultimo December 1999

Source: GallupWebMeasure



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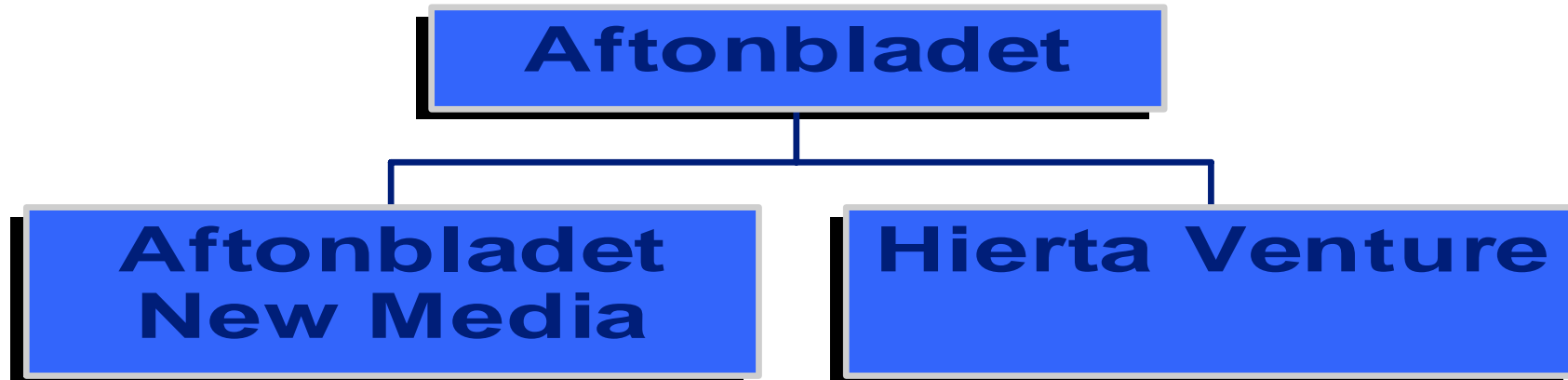


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On-line Newspapers

- Strong position with 3.2m readers per month
- Organisational challenge:
Conflict traditional newspapers vs. new media
- Best solution so far: "The Aftonbladet model"



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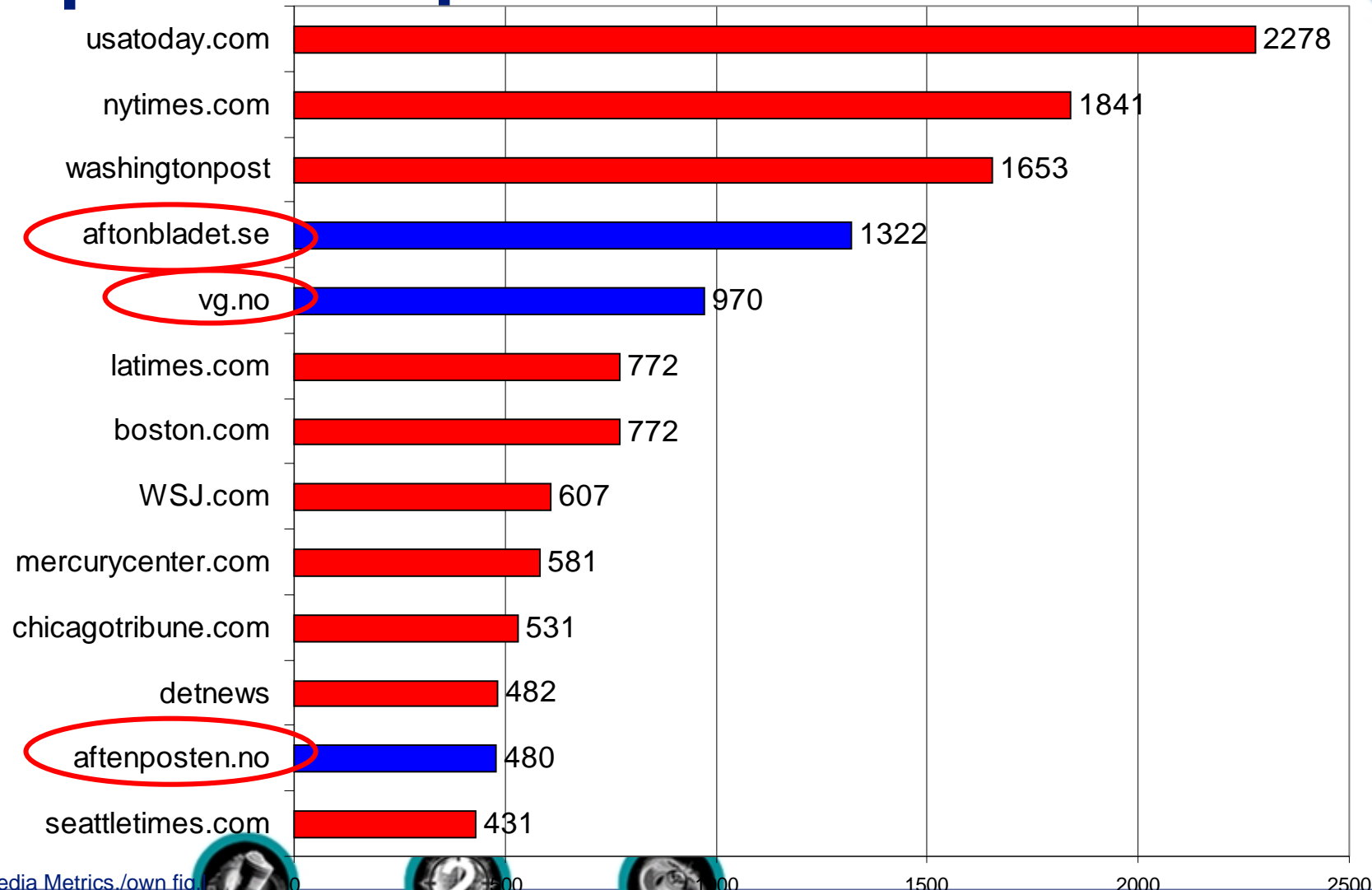


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Schibsted's Newspapers ranked at US Top 10 - unique visitors Dec. 1999



Source: Media Metrics / own figures





Strategic Focus

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
- Marketing power
- Experience and network
- Deal flow

Timing/ Investments



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Aftenposten AS
Verdens Gang AS
Avis 1/20Min (50%)
Aftenbladet Hierta/AB Nya Medier
Hierta Venture AB
Svenska Dagbladet Holding AB (74%)
SvD Venture AB
Eesti Meedia (92,5%)
Schibsted Trykk AS
Tidningstryckarna Aftenbladet SvD AB
Scanpix Scandinavia (62%)

Regionsviser

Adresseavisen ASA (32%)
Stavanger Aftenblad ASA (31%)
Fædrelandsvennen AS (25%)
Bergens Tidende AS (24%)
AS Harstad Tidende (39%)
Asker og Bærums Budstikke (10%)

Finn

Aftenposten (62%)
BT, Adr.avisen, Stav. Aftenblad, 11% hver
Fædrelandsvennen (4%)

TV/FILM

TV-kanaler

TV 2 AS (33,3%)
Kanal 2 (49,5/83%)

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 (100%) - 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

PUBLISHING

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

FINANCE AND REAL ESTATE

Schibsted ASA
Schibsted Finans AS
Schibsted Eiendom AS



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Schibsted's 10 largest shareholders



As at 3.1.00

| | |
|------------------------------------|-------|
| 1. Blommenholm Industries | 26,1% |
| 2. Folketrygdfondet | 6,1% |
| 3. Boston Safe Dep. | 5,5% |
| 4. Orkla ASA | 4,2% |
| 5. Guri Scotford's Schibsted Trust | 2,8% |
| 6. State Street Bank | 2,7% |
| 7. SE Banken | 2,4% |
| 8. Storebrand Liv | 1,9% |
| 9. Morgan Stanley | 1,8% |
| 10. Vital | 1,7% |

Foreign ownership: 36%



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Adjusted Operating Result

| As at 31.12.99 (NOK mill.) | Operating profit before EOI & GW | | Extraordinary items | | | | Operating profit after EOI & GW | |
|-------------------------------|-------------------------------------|-------|------------------------|------|----------|------|------------------------------------|-------|
| | 1999 | 1998 | 1999 | 1998 | Goodwill | | 1999 | 1998 |
| | | | 1999 | 1998 | 1999 | 1998 | 1999 | 1998 |
| Newspapers | 303 | 631 | 130 | 215 | 32 | 21 | 141 | 395 |
| TV/Film | 19 | 18 | - | (28) | 28 | 23 | (9) | 24 |
| Multimedia | (77) | (163) | (87) | 2 | 23 | 11 | (14) | (179) |
| Group Functions | 54 | 51 | - | (28) | - | - | 54 | 79 |
| Consolidated | 299 | 533 | 43 | 161 | 83 | 55 | 172 | 318 |

EOI: Extraordinary items. Negative figures represent gains

GW: Goodwill



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Cash Flow / Investments

| 4Q 98 | 4Q 99 | (NOK mill.) | As at 31.12 | |
|-------|-------|-----------------------------------|-------------|-------|
| | | | 1999 | 1998 |
| 150 | 157 | Cash flow | 607 | 689 |
| 91 | 179 | EBITDA | 656 | 647 |
| 431 | 198 | Total investments | 751 | 1 484 |
| - | | Cash and unused credit facilities | 1 740 | 2 274 |
| - | | Net interest bearing debt | 1 502 | 912 |



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Share of Associated Companies



| 4Q 98 | 4Q 99 (NOK mill.) | | As at 31.12.99 | |
|-------|-------------------|-------------------------|----------------|------|
| | | | 1999 | 1998 |
| (17) | (14) | Newspapers | (28) | 1 |
| (3) | 4 | TV/Film | (11) | 13 |
| | (11) | Multimedia on-line | (21) | |
| (2) | (3) | Publishing | (7) | (7) |
| 1 | - | Finance and Real Estate | - | 1 |
| (21) | (24) | TOTAL | (67) | 8 |



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Cash Flow

| 4Q 98 | 4Q 99 | (NOK million) | 1999 | 1998 |
|-------|-------|-----------------------------|-------|------|
| (55) | 56 | Pre-tax profit | 114 | 267 |
| 107 | 124 | +/- Depreciation | 484 | 329 |
| 58 | (10) | +/- Net changes in pensions | 8 | 139 |
| 17 | 42 | +/- Share of ass. companies | 100 | 28 |
| 23 | (54) | - Taxes payable | (100) | (75) |
| 150 | 157 | Cash flow | 607 | 689 |
| 2,17 | 2,27 | Cash flow per share (NOK) | 8,76 | 9,95 |



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Key Figures

| | As of 31.12. | | | | | |
|-----------------------|--------------|------|-------|------|------|------|
| <u>(%)</u> | 1999 | 1998 | 1997 | 1996 | 1995 | 1994 |
| Operating margin | 2,3 | 4,8 | 12,0 | 12,6 | 13,8 | 15,3 |
| EBITDA margin | 8,7 | 9,8 | 16,4 | 17,6 | 18,6 | 19,3 |
| Net margin | 0,4 | 2,6 | 9,1 | 8,8 | 10,3 | 10,4 |
| Interest bearing debt | 31,5 | 23,8 | 9,2 | 15,7 | 0,5 | 0,0 |
| Equity ratio | 33,3 | 37,3 | 49,8 | 48,1 | 59,6 | 56,1 |
| | | | | | | |
| <u>(NOK)</u> | | | | | | |
| EPS | 0,61 | 2,48 | 7,01 | 5,79 | 4,99 | 4,56 |
| CFPS | 8,76 | 9,95 | 10,00 | 9,50 | 8,01 | 7,47 |
| Dividend | 1,75 | 1,75 | 1,75 | 1,50 | 1,30 | 1,15 |



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Balance sheet

| (NOK mill.) | 31.12.99 | Previous accounting practice | | |
|---|--------------|------------------------------|--------------|--------------|
| | | 1.1.99 | 31.12.97 | 31.12.96 |
| Current assets | 5 282 | 1 601 | 1 218 | 1 045 |
| Fixed assets | 1 925 | 5 080 | 3 444 | 3 017 |
| TOTAL ASSETS | 7 207 | 6 681 | 4 662 | 4 062 |
| Equity | 2 302 | 2 374 | 2 253 | 1 890 |
| Minority interests | 99 | 121 | 69 | 65 |
| <u>Long-term debt:</u> | | | | |
| Interest-bearing | 2 267 | 1 587 | 429 | 637 |
| Non interest-bearing | 701 | 709 | 422 | 321 |
| Short term debt | 1 838 | 1 890 | 1 489 | 1 149 |
| TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY | 7 207 | 6 681 | 4 662 | 4 062 |



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Gross Investments

| | | As of 31.12. | |
|-------|------------------------------|--------------|-------|
| 4Q 98 | 4Q 99 (NO K million) | 1999 | 1998 |
| 397 | 142 Operating investments | 369 | 971 |
| 34 | 56 Shares and other holdings | 382 | 513 |
| 431 | 198 Total investments | 751 | 1 484 |



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Newspaper - Operating result

| 4Q 98 | 4Q 99 | (NOK mill.) | 1999 | 1998 |
|--------------------------|---------|----------------------------------|---------|--------|
| 1 602 | 1 712 | Op. revenues | 6 280 | 5 653 |
| 1 564 | 1 664 | Op. costs | 6 139 | 5 258 |
| 156 | 54 | Operating profit before EOI & GW | 279 | 631 |
| 119 | 6 | EOI & Goodwill | 137 | 236 |
| 37 | 48 | Operating profit after EOI & GW | 141 | 395 |
| -17 | (14) | Share of associated companies | -28 | 1 |
| Operating margins | | | | |
| 9,2 % | 5,7 % | Aftenposten AS | 6,8 % | 14,3 % |
| 11,9 % | 13,6 % | Verdens Gang AS | 17,4 % | 15,8 % |
| 7,3 % | 2,5 % | Aftonbladet Group | 3,1 % | 6,5 % |
| 6,7 % | -32,6 % | Svenska Dagbladet | (17,2)% | (1,7)% |



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Circulation Development 1999

| | Circulation | Change | Change in % | Revenues (NO K/SEK mill) | Change in % |
|----------------------|-------------|----------|----------------|-----------------------------|----------------|
| Aftenposten morning | 284 251 | (3 827) | -1,3 % * | 631 | 3,6 % |
| Aftenposten evening | 180 497 | (5 921) | -3,2 % * | | |
| Aftenposten Sunday | 236 995 | (1 186) | -0,5 % * | | |
| VG weekdays | 373 552 | 8 727 | 2,4 % | 1 140 | 9,4 % |
| VG Sunday | 307 863 | 8 131 | 2,7 % | | |
| Aftonbladet weekdays | 380 600 | (16 600) | -4,2 % | 1 235 | (0,1)% |
| Aftonbladet Sunday | 475 100 | (27 000) | -5,4 % | | |
| Svenska Dagbladet | 182 261 | (6 644) | -3,5 % | 326 | (1,7)% |

*) mainly due to printing problems



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Advertising development 1999

| | Volume (column mtrs) | Change | Revenues (NOK Mill) | Change |
|--------------------|-------------------------|--------|------------------------|--------|
| Aftenposten | 55 311 | (6,8)% | 1 325 | (6,8)% |
| VG | 7 326 | (1,4)% | 331 | (4,2)% |
| Aftonbladet* | 12 274 | 3,2 % | 266 | (9,5)% |
| Svenska Dagbladet* | 29 832 | (8,2)% | 461 | (4,3)% |

* SEK



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Ad. Volume - Regional newspapers



| 4Q 98 | 4Q 99 | Ch. | Column meters | YTD | | Change |
|-------|-------|--------|---------------------|--------|--------|--------|
| | | | | 1999 | 1998 | |
| 7 265 | 7 917 | 9,3 % | Adresseavisen | 28 314 | 27 239 | 3,9 % |
| 8 195 | 7 272 | (8,8)% | Bergens Tidende | 28 258 | 30 720 | (8,0)% |
| 3 960 | 4 109 | (1,6)% | Fædrelandsvennen | 15 041 | 14 764 | 1,9 % |
| 1 703 | 1 566 | (5,1)% | Harstad Tidende | 5 952 | 5 993 | (0,7)% |
| 7 655 | 7 219 | (4,9)% | Stavanger Aftenblad | 26 550 | 27 721 | (4,2)% |



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Operating result *Aftenposten*

| 4Q 98 | 4Q 99 (NOK million) | | 1999 | 1998 |
|-------|---------------------|--------------------------|---------|---------|
| 155,8 | 157,8 | Circulation revenues | 630,6 | 608,7 |
| 356,5 | 342,7 | Advertising revenues | 1 324,5 | 1 420,7 |
| 25,9 | 34,8 | Other revenues | 119,2 | 104,4 |
| 538,2 | 535,3 | Total revenues | 2 074,3 | 2 133,8 |
| 48,1 | 45,2 | Raw materials | 810,6 | 184,0 |
| 238,1 | 217,3 | Personnel expenses | 824,9 | 821,7 |
| 173,5 | 211,2 | Other operating expenses | 59,7 | 709,7 |
| 12,9 | 15,3 | Depreciation | 62,2 | 50,3 |
| 16,1 | 16,1 | Royalty | 1 933,1 | 64,0 |
| 488,7 | 505,1 | Total operating expenses | - | 1 829,6 |
| 49,5 | 30,3 | Operating profit | 0,1 | 304,2 |



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Operating result SVENSKA DAGBLADET



| 4Q 98 | 4Q 99 | (SEK million) | 1999 | 1998 |
|-------|--------|--------------------------|---------|--------|
| 72,9 | 83,5 | Circulation revenues | 325,9 | 331,6 |
| 135,5 | 133,5 | Advertising revenues | 460,6 | 481,4 |
| 6,4 | 6,8 | Other revenues | 26,8 | 22,7 |
| 14,3 | 13,6 | Government subsidies | 54,3 | 57,3 |
| 229,1 | 237,4 | Total revenues | 867,5 | 893,0 |
| 18,7 | 25,2 | Raw materials | 93,3 | 78,0 |
| 55,3 | 120,6 | Personnel expenses | 309,7 | 245,8 |
| 139,8 | 148,9 | Other operating expenses | 565,2 | 567,4 |
| | | Extraordinary items | - | (6,4) |
| 6,3 | 20,1 | Depreciation | 48,4 | 23,3 |
| 213,7 | 314,8 | Total operating expenses | 1 016,7 | 908,2 |
| 15,4 | (77,4) | Operating profit | (149,1) | (15,2) |



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Operating result



| | | YTD | | |
|-------|-------|--------------------------|---------|---------|
| 4Q 98 | 4Q 99 | 1999 | 1998 | |
| 268,2 | 304,9 | Circulation revenues | 1 140,0 | 1 042,0 |
| 89,8 | 90,7 | Advertising revenues | 331,2 | 345,6 |
| 1,9 | 2,1 | Other revenues | 9,1 | 8,2 |
| 359,9 | 397,7 | Total revenues | 1 480,3 | 1 395,8 |
| 27,3 | 30,5 | Raw materials | 112,0 | 108,4 |
| 76,3 | 79,0 | Personnel expenses | 310,8 | 289,4 |
| 192,6 | 216,2 | Other operating expenses | 727,9 | 703,6 |
| 10,1 | 6,1 | Depreciation | 27,1 | 32,0 |
| 10,8 | 11,9 | Royalty | 44,4 | 41,9 |
| 317,0 | 343,8 | Total operating expenses | 1 222,2 | 1 175,2 |
| 42,9 | 53,9 | Operating profit | 258,1 | 220,6 |



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Operating result **AFTONBLADET**

| 4Q 98 | 4Q 99 (SEK million) | | 1999 | 1998 |
|--------------|----------------------------|--------------------------|-------------|-------------|
| 311,9 | 291,0 | Circulation revenues | 1 234,5 | 1 235,6 |
| 78,4 | 78,1 | Advertising revenues | 265,8 | 293,7 |
| 9,6 | 57,0 | Other revenues | 109,5 | 31,4 |
| 399,9 | 426,2 | Total revenues | 1 609,8 | 1 560,6 |
| 62,2 | 55,7 | Raw materials | 234,3 | 241,1 |
| 70,0 | 101,9 | Personnel expenses | 307,1 | 269,0 |
| 229,0 | 247,1 | Other operating expenses | 979,7 | 913,1 |
| 9,5 | 10,7 | Depreciation | 38,2 | 35,7 |
| 370,6 | 415,4 | Total operating expenses | 1 559,3 | 1 458,9 |
| 29,3 | 10,8 | Operating profit | 50,5 | 101,7 |



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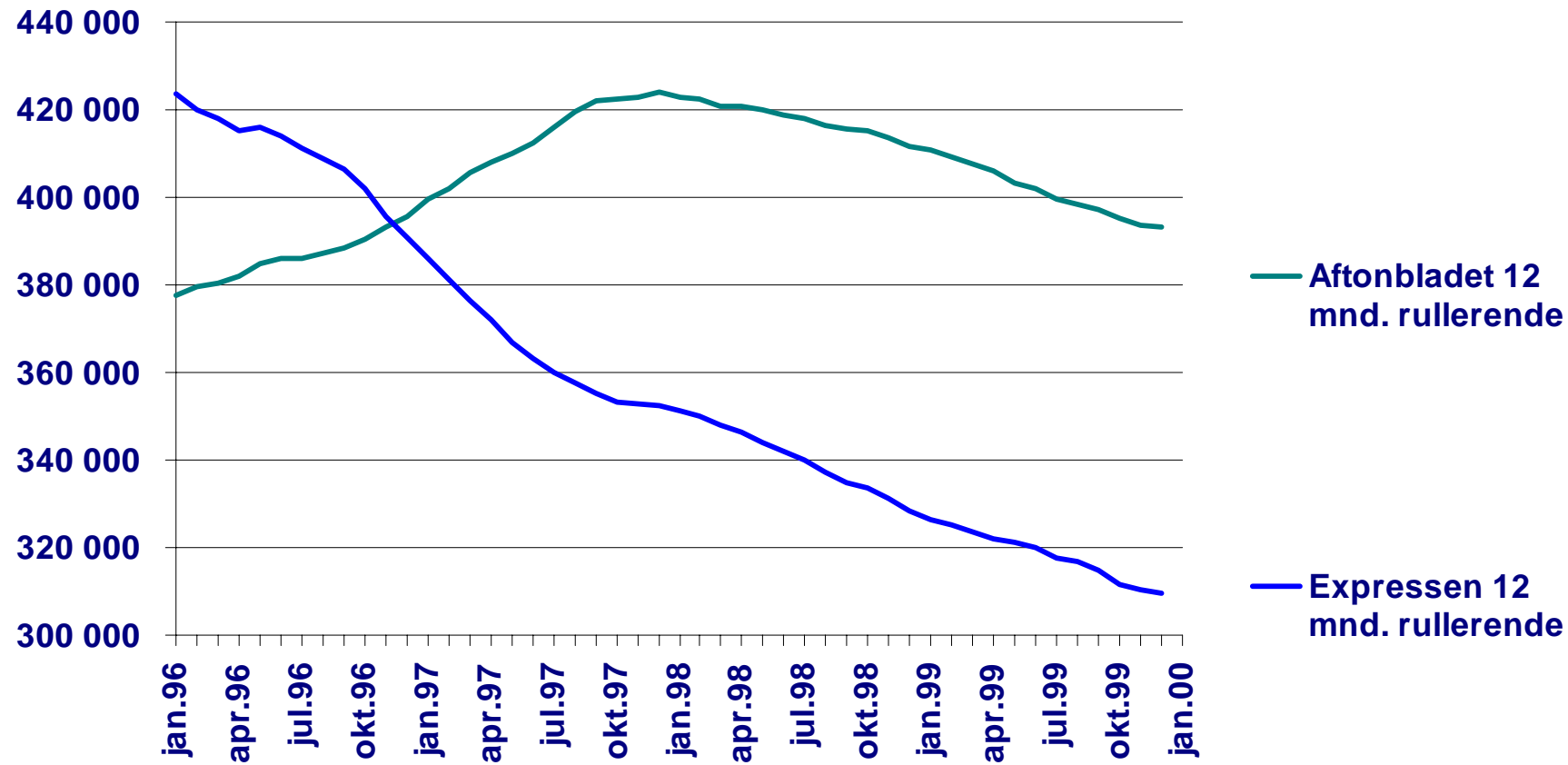
TV/FILM



MULTIMEDIA



Circulation - Evening Newspapers Sweden



NEWSPAPERS



TV/FILM



MULTIMEDIA

Operating result Eesti Meedia



| 4Q 99 (EEK million) | 1999 | 1998 | |
|---------------------|--------------------------|--------|--------|
| 35,6 | Circulation revenues | 138,0 | 136,3 |
| 29,8 | Advertising revenues | 106,2 | 93,4 |
| 21,4 | Other revenues | 78,2 | 74,4 |
| 86,8 | Total revenues | 322,4 | 304,1 |
| 27,1 | Raw materials | 62,4 | 44,4 |
| 35,0 | Personnel expenses | 128,0 | 105,4 |
| 31,3 | Other operating expenses | 147,8 | 210,2 |
| 8,6 | Depreciation | 32,9 | 21,2 |
| 102,1 | Total operating expenses | 371,1 | 381,2 |
| (15,3) | Operating profit | (48,7) | (77,2) |
| | Exchange rate NO K/EEK | 0,5314 | 0,5373 |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Operating result

SCHIBSTED TRYKK

| 4Q 98 | 4Q 99 | | 1999 | 1998 |
|--------|-------|--------------------|---------|---------|
| | | (NOK mill.) | | |
| 139,3 | 200,6 | Revenues | 627,2 | 536,1 |
| 173,2 | 194,9 | Operating expenses | 753,1 | 612,6 |
| (33,9) | 5,8 | Operating result | (125,8) | (76,4)* |

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



NEWSPAPERS



TV/FILM



MULTIMEDIA



Multimedia - Operating result

Schibsted Multimedia Group

| 4Q 98 | 4Q 99 | | 1999 | 1998 |
|-------|-------|------------------------------------|------|-------|
| 106 | 164 | Revenues | 494 | 242 |
| 183 | 161 | Operating expenses before EOI & GW | 509 | 421 |
| (60) | (18) | Operating profit before EOI & GW | (76) | (166) |
| 17 | (21) | Extraordinary items & goodwill | (62) | 13 |
| (77) | 3 | Operating profit after EOI & GW | (14) | (179) |



NEWSPAPERS



TV/FILM



MULTIMEDIA



TV/Film - Operating Result

| 4Q 98 | 4Q 99 (NOK mill.) | As of 31.12 | | |
|-------|-------------------|----------------------------------|------|-----|
| | | 1999 | 1998 | |
| 236 | 234 | Operating revenues | 733 | 716 |
| 213 | 226 | Operating expenses | 742 | 693 |
| 10 | 16 | Operating profit before NRI & GW | 19 | 18 |
| (13) | 7 | Non-recurring items & goodwill | 28 | (5) |
| 23 | 9 | Operating profit after NRI & GW | (9) | 23 |
| (3) | 4 | Associated companies | (11) | 13 |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Metronome Film & Television AB

| 4Q 98 | 4Q 99 | | 1999 | 1998 |
|-------|-------|--------------------------|-------|-------|
| 118,2 | 98,6 | Revenues | 321,0 | 381,6 |
| 77,4 | 70,5 | Raw materials | 224,4 | 256,5 |
| 16,1 | 13,8 | Personnel expenses | 50,0 | 61,0 |
| 9,1 | 7,8 | Other operating expenses | 23,2 | 32,8 |
| 3,2 | 1,4 | Depreciation | 8,2 | 8,2 |
| 105,8 | 93,5 | Total operating expenses | 305,8 | 358,4 |
| 12,4 | 5,1 | Operating profit | 15,2 | 23,2 |
| | | Exchange rate NOK/SEK | 94,37 | 92,32 |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Sandrew Metronome Group (100%)

| 4Q 98 | 4Q 99 (SEK million) | | YTD | |
|-------|---------------------|--------------------------|-------|--------|
| | | | 1999 | 1998 |
| 200,9 | 281,9 | Revenues | 863,8 | 598,9 |
| 83,4 | 165,5 | Raw materials | 482,2 | 296,9 |
| 28,1 | 32,9 | Personnel expenses | 117,6 | 85,3 |
| 70,4 | 40,9 | Other operating expenses | 142,9 | 163,1 |
| 21,8 | 23,4 | Depreciation | 92,6 | 75,3 |
| 203,6 | 262,7 | Total operating expenses | 835,3 | 620,6 |
| (2,7) | 19,2 | Operating profit | 28,5 | (21,7) |
| | | Exchange rate NOK/SEK | 94,37 | 95,32 |



NEWSPAPERS



TV/FILM



MULTIMEDIA

TV 2 Group 2



| 4Q 98 | 4Q 99 | | YTD | |
|--------|--------|-------------------------------|---------|---------|
| | | | 1999 | 1998 |
| 366,5 | 416,2 | Revenues | 1 359,0 | 1 336,4 |
| 90,9 | 140,0 | Programming expenses | 428,0 | 333,4 |
| 89,6 | 89,0 | Personnel expenses | 312,6 | 279,0 |
| 156,2 | 46,0 | Other operating expenses | 413,7 | 456,3 |
| 15,5 | 15,8 | Depreciation | 62,9 | 53,3 |
| 352,3 | 290,8 | Total operating expenses | 1 217,2 | 1 122,1 |
| 14,2 | 125,4 | Operating profit | 141,8 | 214,4 |
| (2,3) | 9,0 | Net financial items | 1,9 | (12,7) |
| 0,6 | 125,6 | Share of associated companies | 157,8 | 60,3 |
| 5,5 | - | Extraordinary items | - | 19,7 |
| 45,4 | 42,3 | Taxes | 46,9 | 76,8 |
| (28,7) | (33,5) | Net profit | (61,0) | 84,4 |
| 1,5 | (0,3) | Minorities | 2,9 | 1,9 |
| (27,1) | (33,8) | Net profit after minorities | (58,1) | 86,3 |



NEWSPAPERS



TV/FILM



MULTIMEDIA



schibsted.com

company overview and on-line statistics



NEWSPAPERS



TV/FILM



MULTIMEDIA



"schibsted.com"

Scandinavia Online

"PanSOL" 50%

- SOL Norway
- SOL Sweden
- SOL Denmark
- SOL Finland

3.9m Uvm

Uvm: unique visitors per month (Dec99)

Newspapers' on-line activities

- Aftenposten.no 100%
- VG.no 100%
- Aftonbladet.se 100%
- Svenska Dagbladet.se 74%
- Eesti Meedia.ee 92,5%

3.2m Uvm

Schibsted Multimedia

- Bokkilden AS 100%
- TicNet AB 50%
- Hugin AS 30%
- Startside 32%
- SOL Børs 51% (Sold)
- Alt om København 49%
- Alt om Stockholm 100%
- Lommelegen AS 18%
- Skiinfo 11%
- Filminfo AS 66%
- Ecomda/Referanse 38%
- Imedia AS 50%
- Musikklink.com 100%



NEWSPAPERS



TV/FILM



MULTIMEDIA



Scandinavia Online

| | | |
|------------------------------|--------|-------|
| Scandinavia Online AS | 64% | 64% |
| Infostream (OSE: INF) | 9% | 5.8% |
| Reisefeber * | 14.25% | 36% |
| Billettservice AS | 17% | 10.9% |
| SOL Børs AS | 45.0% | 51% |
| Nettmarked (Netbonus)* | 36% | 57% |
| Bid2Day* | 24% | 38% |
| FreeTrax* | 10.4% | 12.4% |
| Radio SOL | 49.0% | 31.4% |
| "SOL OY" | 100% | 100% |

| | | |
|---------------------------------|--------|----------------|
| Scandinavia Online AS DK | 86.5% | 86.5% |
| Reisefeber* | 14.25% | 36% |
| Bid2Day* | 12% | 38% |
| Billettnet | 0% | (royalty agr.) |
| Netbonus AS* | 18% | 57% |
| FreeTrax* | 2.4% | 12.5% |
| Netstationen AS | 50% | 43.25% |

Schibsted now owns 50% of "Pan-SOL" ownership to be updated

| | | |
|------------------------------|------|-------|
| Scandinavia Online AB | 50% | 50% |
| Netbonus Holding AB* | 36% | 57% |
| Avanza AB (Inside) | 11% | 6% |
| Resfeber* | 28% | 36% |
| Bilguiden/Bilweb AB | 53% | 27% |
| Bid2Day AB* | 24% | 38% |
| FreeTrax* | 7.2% | 12.4% |

left column; ownership
right column: Schibsted's total ownership



NEWSPAPERS



TV/FILM



MULTIMEDIA

Newspapers' on-line activities



Aftonbladet

| | | |
|----------------------------------|--------|-------|
| Aftonbladet Hierta AB | 100.0% | 100% |
| Aftonbladet Nya Medier AB | 100% | 100% |
| Hierta Venture AB | 90% | 90% |
| Top Jobs.se | 25% | 23% |
| Leknet | 8.7% | 8% |
| Bidlet | 12% | 11% |
| Adress Direkt | 48% | 43% |
| | | |
| Boomeranger | 30% | 27% |
| Co-shoppers | 40% | 36% |
| Top Jobs on the net plc | 2% | 3.2 % |
| NASDAQ:TJOBS | | |

Aftenposten

| | | |
|-------------------------------|------|------|
| Aftenposten Interaktiv | 100% | 100% |
| Net2 Interactive | 12% | 41% |
| FINN | 62% | 73% |

VG

| | | |
|-------------------------|------|------|
| VG på nett | 100% | 100% |
| VG TopJobs AS | 49% | 49% |
| Top Jobs on the net plc | 1.2% | 3% |
| NASDAQ; TJOBS | | |

Svenska Dagbladet

| | | |
|--------------------------|------|--------|
| Svenska Dagbladet | 74% | 74% |
| SvD Venture AB | 100% | 74 % |
| Kompetensguiden.net | 10% | 7.4 % |
| Intersearch | 20% | 14.8 % |

left column; ownership
right column: Schibsted's total ownership



NEWSPAPERS



TV/FILM



MULTIMEDIA

Schibsted Multimedia AS



| | | | |
|--|-------|--------------------|------|
| <u>Imedia AS</u> | 50% | <i>Telenor 50%</i> | 50% |
| <u>Hugin AS</u> | 30% | | 30% |
| <u>Alt om København AS</u> | 49% | | 49% |
| <u>Allt om Stockholm AB</u> | 100% | | 100% |
| <u>Startsiden</u> | 32% | <i>Telenor 36%</i> | 32% |
| Kvinneguiden AS | 75% | | 24% |
| <u>Lommelegen AS</u> | 18% | | 18% |
| <u>Skiinfo</u> | 11% | | 11% |
| <u>Musikklink.com</u> | 100% | | 100% |
| <u>SOL Børs</u> | 22.5% | | 51% |
| <u>Sch. Interactive Studio AS</u> | 100% | | 100% |
| Bokkilden AS | 100% | | 100% |
| Filminfo AS | 66% | | 66% |
| <u>Ecomda GmbH</u> | 38% | | 38% |
| Referanse | 100% | | 38% |
| <u>Sch. Interaktive AB</u> | 66% | <i>Telenor 34%</i> | 66% |
| Ticnet AB | 75% | | 50% |

left column; ownership
right column: Schibsted's total ownership



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet Scandinavia Online AS

| | |
|-------------------------------|--|
| Founded | 1995 (Schibsted Nett merged with SOL 1996) |
| Business: | Portal with search engine Kvasir |
| Employees as of December 1999 | 47 |
| Unique visitors December 1999 | 1.1 mill. (calculated) |
| Pageviews December 1999 | 60 mill. (not counting homepages) |
| Registered members | 126 000 by December 1999 |
| Turnover 31.12.1998* | 93.5 MNOK |
| Turnover 31.12.1999* | 183,6 MNOK |
| Relative position | Leading in Norway |
| URL: | www.sol.no www.kvasir.no |



NEWSPAPERS



TV/FILM



MULTIMEDIA

* including profit from sale of shares



Fact sheet Scandinavia Online AB

| | |
|-------------------------------|--|
| Founded | 1998 |
| Business | Portal with search engine Evreka |
| Employees as of December 1999 | 76 |
| Unique visitors December 1999 | 1 916 000 |
| Pageviews December 1999 | 96 million |
| Registered members | 220 000 (December 1999) |
| Turnover 31.12.1998 | 34,5 MSEK |
| Turnover 31.12.1999 | 54,1 MSEK |
| Relative position | No 2 in Sweden |
| URL: | www.passagen.se www.evreka.se |



NEWSPAPERS



TV/FILM



MULTIMEDIA

Fact sheet Scandinavia Online AS (DK) inkl. Netstationen*



| | |
|--|--|
| Founded | 1998 |
| Business | Portal with search engine Kvasir |
| Employees as of December 1999 | 34 |
| Unique visitors December 1999 | 913 000 |
| Pageviews December 1999 | 13.5 mill. |
| Registered users/subscribers Dec. 1999 | Mail: 108 000/ComOn: 11 000 |
| Turnover 31.12.1998 | 4.5 MDKK |
| Turnover 31.12.1999 | 9,9 MDKK |
| Relative position | No 3 in Denmark (incl. Netstationen) |
| URL: | www.sol.dk www.netstationen.dk www.kvasir.dk |



NEWSPAPERS



TV/FILM



MULTIMEDIA

*Netstationen is not included in the accounts

Fact sheet SOL owned companies



| Bid2Day | |
|--------------------------------------|---|
| Founded | 1999 (launch Jan. 2000) |
| Business | Auction site |
| Employees: | 20 |
| Unique visitors December 1999 | 48 000 (S) |
| Members | 55 000 (Feb. 2000) |
| URL | www.bid2day.com www.bid2day.se www.bid2day.dk |

| Netbonus Holding | |
|---|--|
| Founded | 1999 |
| Business | Discount Clup |
| Employees | 13 |
| Members/customers Dec.. 99 | 10 000 |
| Turnover 1999 | 13 MSEK (memberships) |
| URL | www.nettmarked.com (N) http://netbonus.passagen.se www.n1marked.dk |
| Member potential (will be offered membership through customer loyalty programmes); over 500 000 | |

| Reisefeber | |
|--|--|
| Founded | 1998 |
| Business | Travelagent/Portal |
| Employees | 13 |
| Members | 60 000 in Scandinavia |
| Unique visitors | 140 000 Dec.99 in S |
| Relative position | No 1 S, leading N, DK |
| URL | www.reisefeber.no www.rejsfeber.dk www.resfeber.se |
| Most visited Scandinavian travelsite, also leading in terms of tickets sold on-line. Strong increase in ticketsales Q 4 99 | |

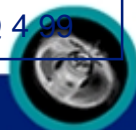
| Bilguiden AS /Bilweb AB | |
|--|--|
| Founded | 1996 |
| Business | Automobile site |
| Employees | 8 |
| Unique visitors (average/month) | 200 000 |
| Pageviews (average/month) | 5 mill. |
| Turnover & ad. rev.31.09.99 | N:2.3 - S:2,0 MNOK |
| Relative position | Leading in N & S |
| URL | www.bilweb.se www.bilguiden.no www.bilguiden.com www.bilguiden.dk |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact Sheet SOL owned companies

Billettservice AS

Employees 30
Business Ticket sales
 2 mill tickets anually (N)
URL www.billettservice.no

Avanza

Founded 1997
Business On-line stockbroker
Employees 25
Unique visitors Dec.1999 79 000
Relative position No. 3 Sweden
URL www.avanza.com

Freetrax

Founded 1999
Business Digital music site
URL www.freetrax.com

Cooperates with Universal and Warner, catalogue with more than 200 artists from 10 countries. More than 700 000 musicfiles has been downloaded since the beginning in September 1999

Radio SOL

Founded 2000
Business Radiostation
URL www.sol.no



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet - Aftenposten Interaktiv

| | |
|-------------------------------|--|
| Business | On-line newspaper |
| Employees | 15.5 |
| Unique visitors December 1999 | 480 000 (calculated) |
| Pageviews average Q4 1999 | 267 000 daily/1 867 000 weekly |
| Turnover 31.12.1998 | 14,6 MNOK |
| Ad revenue 31.12.1998 | 9.4 MNOK |
| Turnover 31.12.1999 | 12,5 MNOK |
| Ad revenue 31.12.1999 | 5,2 MNOK |
| Relative position | No 2 on-line newspaper in Norway |
| URL: | www.aftenposten.no |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet Aftenposten Interaktiv

| | | |
|---------------------------------|-----------------------|-------------|
| Founded | 2000 | Finn |
| Business | Classifieds portal | |
| Employees | 12 | |
| Unique visitors Q 4 1999 | 218 000 (calc. month) | |
| Pageviews week 52 1999 | 457 000 | |
| Relative position | No 1 in Norway | |
| URL | www.finn.no | |

FINN AS established 1.1.2000. Earlier on this was an integrated part of the newspapers that own Finn.

| | | |
|--------------------------------|-----------------------|-------------|
| Founded | 1993 | Net2 |
| Business | Porta/Tekst TV | |
| Unique visitors Dec. 99 | 442 000 (calculated) | |
| Turnover 31.12.98 | 53 593 290 | |
| Ad.revenue 31.12.98 | 42 014 891 | |
| Turnover 31.09.99 | 53 286 612 | |
| Ad. revenue 31.09.99 | 41 500 401 | |
| Relative position | No. 1 on-line TV in N | |
| URL | www.tv2.no | |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet VG på nett

| | |
|------------------------------|--|
| Business: | On-line newspaper |
| Employees: | 30 |
| Unique visitors December 99: | 970 000 |
| Turnover 31.12. 1998 | 8.7 MNOK |
| Ad revenue 31.12.1998 | 6.7 MNOK |
| Turnover 31.12.1999 | 13.4 MNOK |
| Ad revenue 31.12.1999 | 11,2 MNOK |
| Relative position | No. 1 on-line newspaper in Norway |
| URL: | www.vg.no |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet VG på nett

Top Jobs

| | |
|------------------|--|
| Founded | 1999 |
| Business | Job search |
| Employees | 4 |
| URL | www.topjobs.no |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet Aftonbladet

| | |
|-------------------------------|--|
| Business | On-line newspaper |
| Employees | 45 |
| Unique visitors December 1999 | 1 322 000 |
| Pageviews Dec. 1999 | 43.3 mill. |
| Turnover 31.12.1998 | 21.2 MSEK |
| Ad.revenue 31.12.1998 | 21.2 MSEK |
| Turnover 31.12.1999 | 46,5 MSEK |
| Ad.revenue 31.12.1999 | 44,4 MSEK |
| Relative position | No. 1 on-line newspaper in Sweden |
| URL: | www.aftonbladet.se |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet Aftonbladet

Hierta Venture AB

| | |
|--------------------------------|-----------------|
| Founded | 1999 |
| Business | Holding company |
| Resultat før skatt 1999 | 34.7 MSEK |

Venture company with primary focus on the Internet

Leknet

| | |
|----------------------------------|--|
| Founded | 1998 |
| Business | On-line toy store |
| Unique visitors Dec. 1999 | 67 000 |
| Pageviews Dec. 1999 | 525 547 |
| URL | www.leknet.se |

Offers a large and varied selection of toys in their on-line store with a genuine and personal touch. Voted one of the 15 best e-commerce sites by Forrester research

Boomeranger

| | |
|-----------------|--|
| Business | On-line travel agent |
| URL | www.boomeranger.se |

Topjobs

| | |
|----------------------------------|--|
| Founded | 1999 |
| Business | Job search |
| Unique visitors Dec. 1999 | 79 000 |
| Pageviews Dec. 1999 | 1.26 mill. |
| Relative position | Leading in S |
| URL | www.topjobs.se |



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet Aftonbladet

Adress direkt

Founded 1999
Business Commercial on-line based direct-marketing services via e-mail registers
Interested consumers: 120 000
Relative position leading
URL www.adressdirekt.se
www.kupongdirekt.se

Bidlet

Founded 1999
Business Auction (e-commerce)
Unique visitors Dec. 1999 266 000
Pageviews Dec. 1999 5.2 mill
Relative position No. 1 e-commerce (S)
URL www.bidlet.se
www.eannons.se

Both commercial and private clients

Co-shoppers

Business Co-shopping
 Opens March



NEWSPAPERS



TV/FILM



MULTIMEDIA



Fact sheet Svenska Dagbladet

Business

Unique visitors December 1999

Pageviews December 1999

Turnover 31.12.1998

Ad revenues 31.12.1998

Turnover 31.12.1999

Ad revenues 31.12.1999

URL:

On-line newspaper

177 000

985 104 (page impressions)

8.2 MSEK

6 MSEK

11.2 MSEK

8.8. MSEK

www.svd.se



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TV/FILM



MULTIMEDIA



Fact sheet Svenska Dagbladet

SvD Venture AB

Business

Venture company
on-line investments

Kompetensguiden

Business

Guide - education

URL

www.kompetensguiden.net

Intersearch

Business

On-line recruitment



NEWSPAPERS



TV/FILM



MULTIMEDIA

Fact sheet Schibsted Multimedia



Hugin

Imedia

Founded 1996
Business Newsagency
Employees 50
Clients 400
Turnover 31.12.1998 20 MNOK.
Turnover:31.12.1999 24,5 MNOK
Relative position Leading
URL: www.imedia.no

Founded 1995
Business: Financial information distr.
Employees 40
Unique visitors 50 000 (month)
e-mail subscribers 28 150
Turnover 31.12.98: 21 MNOK
Turnover 31.09.99 15 MNOK
Relative position Leading European
URL: www.huginonline.no

AltomKøbenhavn

Founded 1998
Business Cityguide - portal
Employees 30
Turnover 31.12.1998 209 000 DKK
Turnover 31.12.1999 4,794 MDKK
URL www.aok.dk

Alltomstockholm

Founded 1997
Business: Cityguide - portal
Unique visitors Dec. 99 129 000
Pageviews December 99 1,872 million
Turnover/ad. revenue 31.12.98 1.8 MSEK
Turnover/ad revenue 31.12.99 9.7/9.1 MSEK
Relative position No. 1 on-line cityguide
URL www.altomstockholm.se



NEWSPAPERS



TV/FILM



MULTIMEDIA

Fact sheet Schibsted Multimedia



Startsiden

| | |
|------------------------------------|--|
| Founded | 1996 |
| Business: | Portal |
| Employees | 3 |
| Unique visitors December 99 | 534 000 (week) |
| Pageviews December 99 | 13 649 447 |
| Relative position | No. 3 portal in Norway |
| URL: | www.startsiden.no |

Lommelegen

| | |
|------------------------------------|--|
| Founded | 1999 |
| Business | Medical site |
| Employees | 2 |
| Unique visitors December 99 | 3 338* (Jan 2000: 7 650) |
| Pageviews January 00 | 227 889 |
| Subscribers newsletter | 750 |
| Relative position | In top 3 (medical sites N) |
| URL: | www.lommelegen.no |

*too low

Skiinfo

| | |
|---------------------------|--|
| Founded | 1996 |
| Business | Weather & Ski information |
| Employees | 11 |
| Registered members | 12 500 |
| Turnover 1998 | NOK 4 600 000 |
| Ad revenues 1998 | NOK 75 000 |
| Turnover: 1999 | NOK 5 500 000 |
| Ad revenues 1999 | NOK 300 000 |
| Relative position | Marketleader |
| URL | www.skiinfo.no |

SOL Børs

| | |
|---------------------------------|--|
| Founded | 1997 |
| Business: | Distribution of financial info |
| Employees | 5 |
| Unique visitors Dec. 99: | 140 000 (calculated) |
| Registered members | 26 000 (by 1.1.2000) |
| Turnover 31.12.98 | 842 000 NOK |
| Turnover: 31.12.99 | 3. 7 MNOK |
| Ad revenues 31.12.99 | 2.2 MNOK |
| Relative position | leading |
| URL | www.solbors.no |



NEWSPAPERS



TV/FILM



MULTIMEDIA

Fact Sheet Schibsted Interactive Studio AS



| | | |
|-------------------------------|--|------------------|
| Founded | 1998 | Bokkilden |
| Business: | on-line & regular book store | |
| Employees | 14 | |
| Unique visitors | 30 000 (Dec. 99 - estimate) | |
| Registered members | 18 300 by 31.12.-99 | |
| Turnover on-line 1998 | NOK 900 037 | |
| Turnover off-line 1998 | NOK 1 907 000 | |
| Turnover: online 1999 | NOK 5 678 000 | |
| Turnover off-line 1999 | NOK 1 999 000 | |
| Relative position | No 1 in Norway | |
| URL: | www.bokkilden.no | |

| | | |
|---------------------------------------|--|-------------------------|
| | | Referanse/Ecomda |
| Founded | 1998 (launch 1999) | |
| Business: | one stop shopping for information e.g. | |
| Employees | 5 | |
| Clients by December 1999 | 13 000 | |
| Conducted searches week 1 2000 | 60 540 | |
| Relative position | | |
| URL: | www.referanse.no | |

| | | |
|---|------------------|-----------------|
| | | Filminfo |
| Founded | 1998 | |
| Employees | 2 | |
| Business: | Film information | |
| Database consisting of 70 000 films. Currently for professional use only. | | |

| | | |
|------------------------------------|--|-----------------------|
| | | Musikklink.com |
| Founded | 1999 (launched 24.1.00) | |
| Employees | 1 | |
| Business: | Music portal | |
| Unique visitors average/day | 3700 (first week in business) | |
| URL: | www.musikklink.com | |



NEWSPAPERS



TV/FILM



MULTIMEDIA

Fact Sheet Schibsted Interactive AB



Ticnet AB

| | |
|--------------------------|--|
| Founded | 1988 |
| Business | Ticket sales |
| Employees | 13 |
| On-linesale | 300 000 est. for 2000 |
| Off-line sales | 9-10 mill. tickets/year |
| Relative position | No 1 Sweden |
| URL | www.ticnet.se |



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Schibsted's on-line statistics



Please take into consideration that all on-line statistics may contain sources of errors such as estimates, consolidations and interviews. There is an ongoing process to improve the accuracy of the statistics.

Sources; Norsk Gallup (N), Relevant Knowledge (S), Fakdis, GallupWebMeasure (DK) Media Metrix (other). Source of information stated on each page



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Did you know that...

Internetworld in Sweden has voted **Passagen** "Sweden's best site" (5/99).

"**Aftonbladet.se**" was voted **best Internet site** 1999 by Bitos.

More than 3.2 million visitors surf the Schibsted **newspaper's sites** in Scandinavia each month.

Almost 4 million visit **SOL** each month in Scandinavia

The SOL search engines Kvasir & Evreka had 500 mill. queries in 1999 with 800 mill expected this year



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Internet statistics

- **50% in Norway have access to the Internet**
- **17% of the Norwegians and 14% of the Swedes have been shopping on the Internet. These are the highest numbers in Europe.**
- **50% of the Internet-customers pay subscription fee**
- **Over 50% penetration rate for mobile phones in Norway and Sweden**



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Source: Gallup, Dagens Næringsliv, N Regnesentral

Registered members/subscribers 31.12.99



| | |
|---------------------------|----------------|
| Scandinavia Online AS (N) | 126 000 |
| Scandinavia Online AB (S) | 220 000 |
| Netbonus | 10 000 |
| Bid2Day* | 55 000 |
| Reisefeber (Skandinavia) | 60 000 |
| SOL Børs | 26 000 |
| Skiinfo | 12 500 |
| Bokkilden | 18 300 |
| SOL DK (ComOn) | 11 000 |
| <u>Hugin</u> | <u>28 000</u> |
| Total | 566 800 |

Registered members/subscribers are those who have registered as members of a community/site or those who have signed up to receive newsletters etc. from a site
*as of February 2000



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Page views schibsted.com December 1999



| | | | |
|-------------------------|-----------|--------------------------|-------------------|
| Passagen.se | 96,0 mill | Aftenposten | 7 mill (estimate) |
| Bilguiden/bilweb | 5,0 mill | Aftonbladet | 43.3 mill |
| SOL AS | 60,0 mill | Svenska Dagbladet | 1 mill |
| SOL dk | 13.5 mill | Finn | 457 000 week 52 |
| Alltomstockholm | 1,8 mill | Leknet | 525 547 |
| Lommelegen | 228 000 | TopJobs (S) | 1,26 mill |
| ABC Startsiden | 13,6 mill | Bidlet | 5.2 mill. |

Total: 248.8 million (and more not counted due to lack of statistics)



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Unique visitors at Schibsted (partially) owned sites December 1999



| | | | |
|--------------------|------------------------|------------------------|----------------------|
| Passagen.se | 1 916 000 | VG.no | 970 000 (calculated) |
| SOL.no | 1 100 000 (calculated) | Aftenposten.no | 480 000 (calculated) |
| SOL .dk | 913 000 | FINN.no | 218 000 (calculated) |
| Resfeber | 140 000 | TV2.no | 442 000 (calculated) |
| SOL Børs.no | 140 000 (calculated) | Aftonbladet.se | 1 322 000 |
| Hugin.no | 50 000 | Bidlet | 266 000 |
| Bokkilden.no | 30 000 (estimate) | TopJobs | 79 000 |
| Alltomstockholm.se | 129 000 | Leknet | 62 000 |
| Bilguiden/Bilweb | 200 000 (average) | Svenska Dagbladet.se | 177 000 |
| Avanza | 79 000 | Adresseavisen.no | 54 000 (calculated) |
| ABC Startsiden | 960 000 (calculated) | Bergens Tidende.no | 68 000 (calculated) |
| Bid2Day | 48 000 (S) | Stavanger Aftenblad.no | 75 000 (calculated) |
| Freetrax | 95 000* | Fædrelandsvennen.no | 23 000 (calculated) |

SOL 3 929 000

Newspapers 3 169 000

Other 2 938 000

Total: 10 036 000



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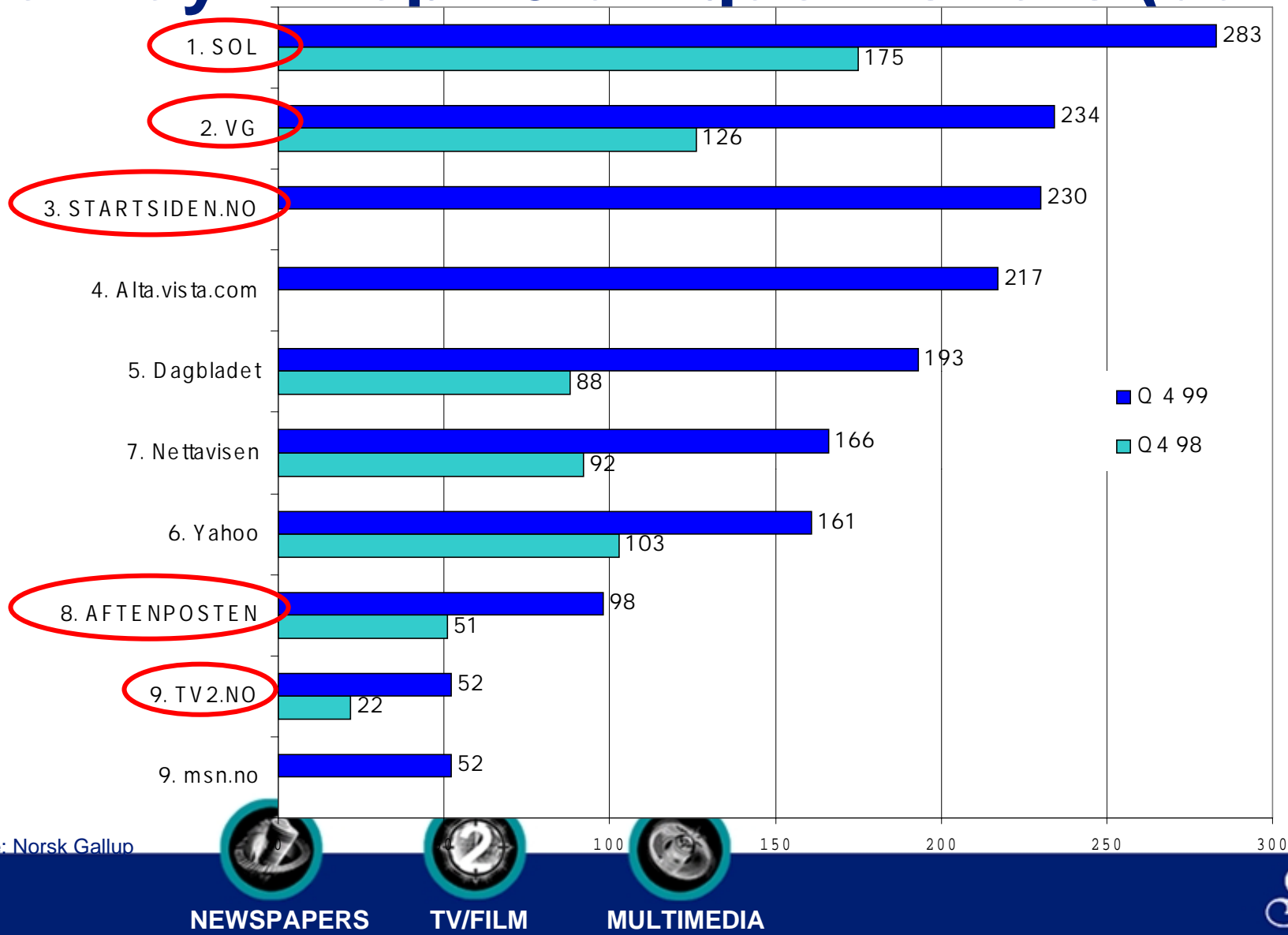


MULTIMEDIA

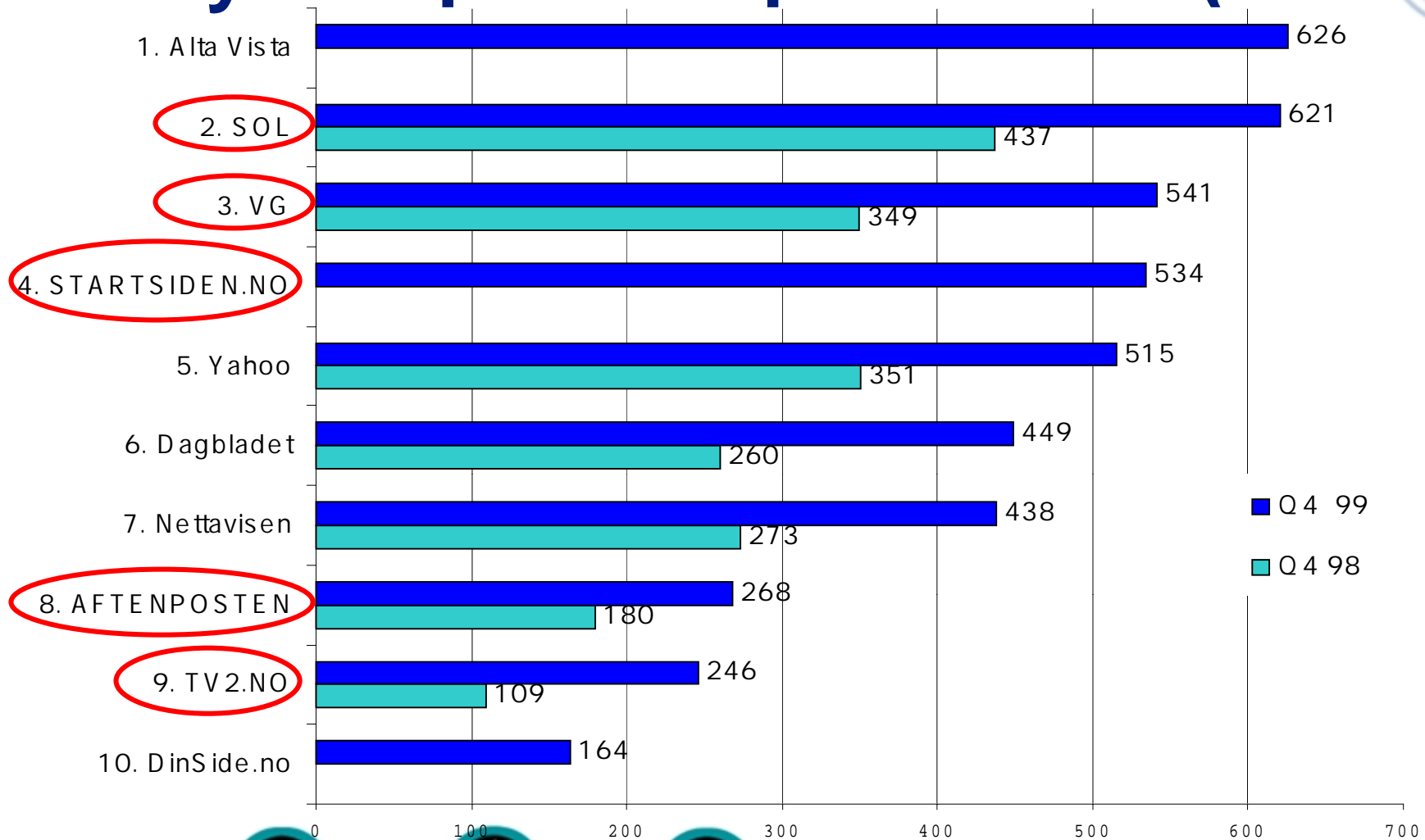
Please note that the total does not imply the correct no of unique visitors, since there is a certain overlap between the sites. Also note that also sites where Schibsted is a partial owner is included.
* January 2000



Norway - Top 10 unique visitors (daily)



Norway - Top 10 unique visitors (weekly)



Source: Norsk Gallup

figures in 1000



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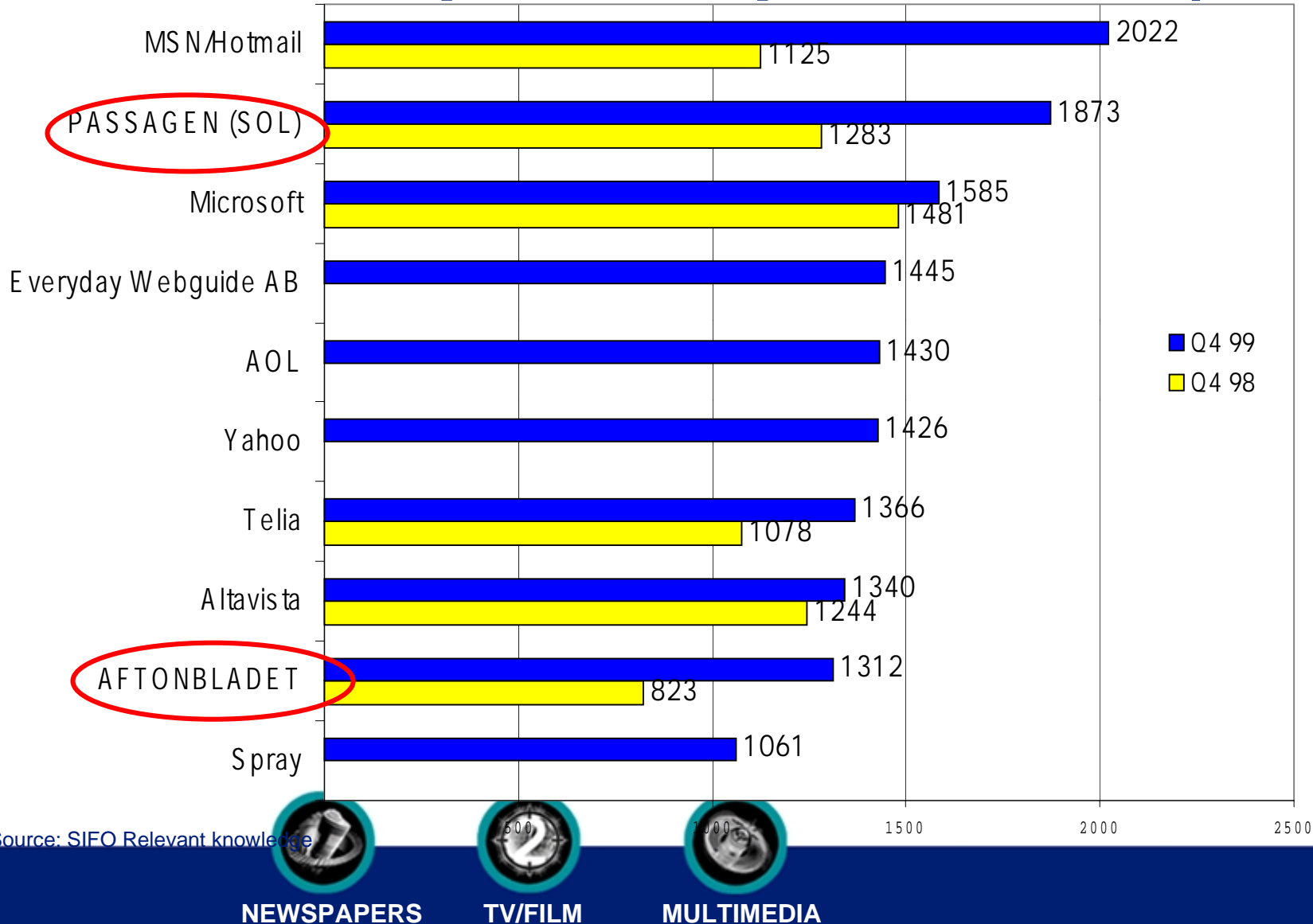


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Sweden Top 10 unique visitors (monthly)



Source: SIFO Relevant knowledge

figures in 1000

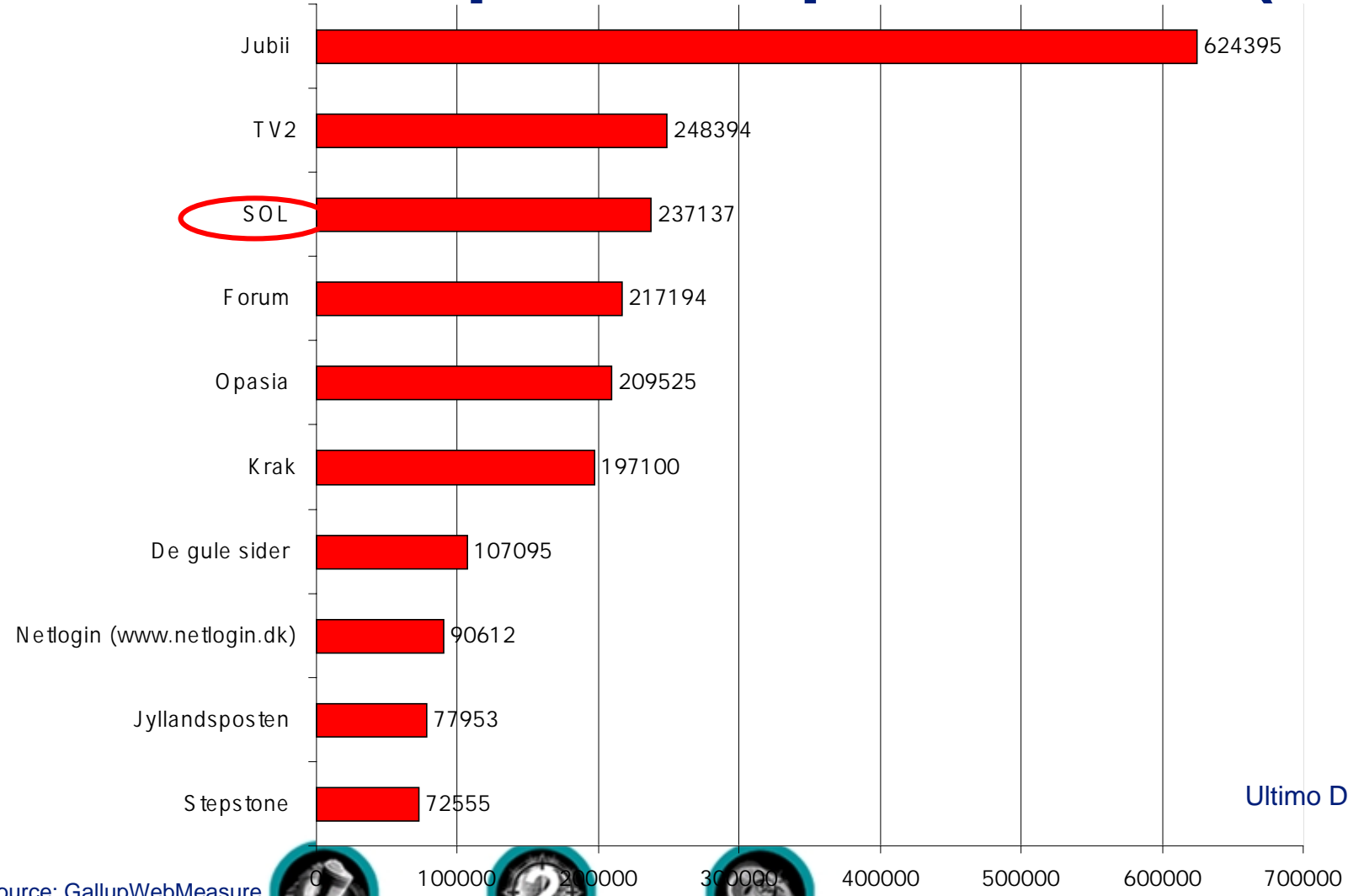


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Denmark Top 10 unique visitors (weekly)



Ultimo December 1999

Source: GallupWebMeasure



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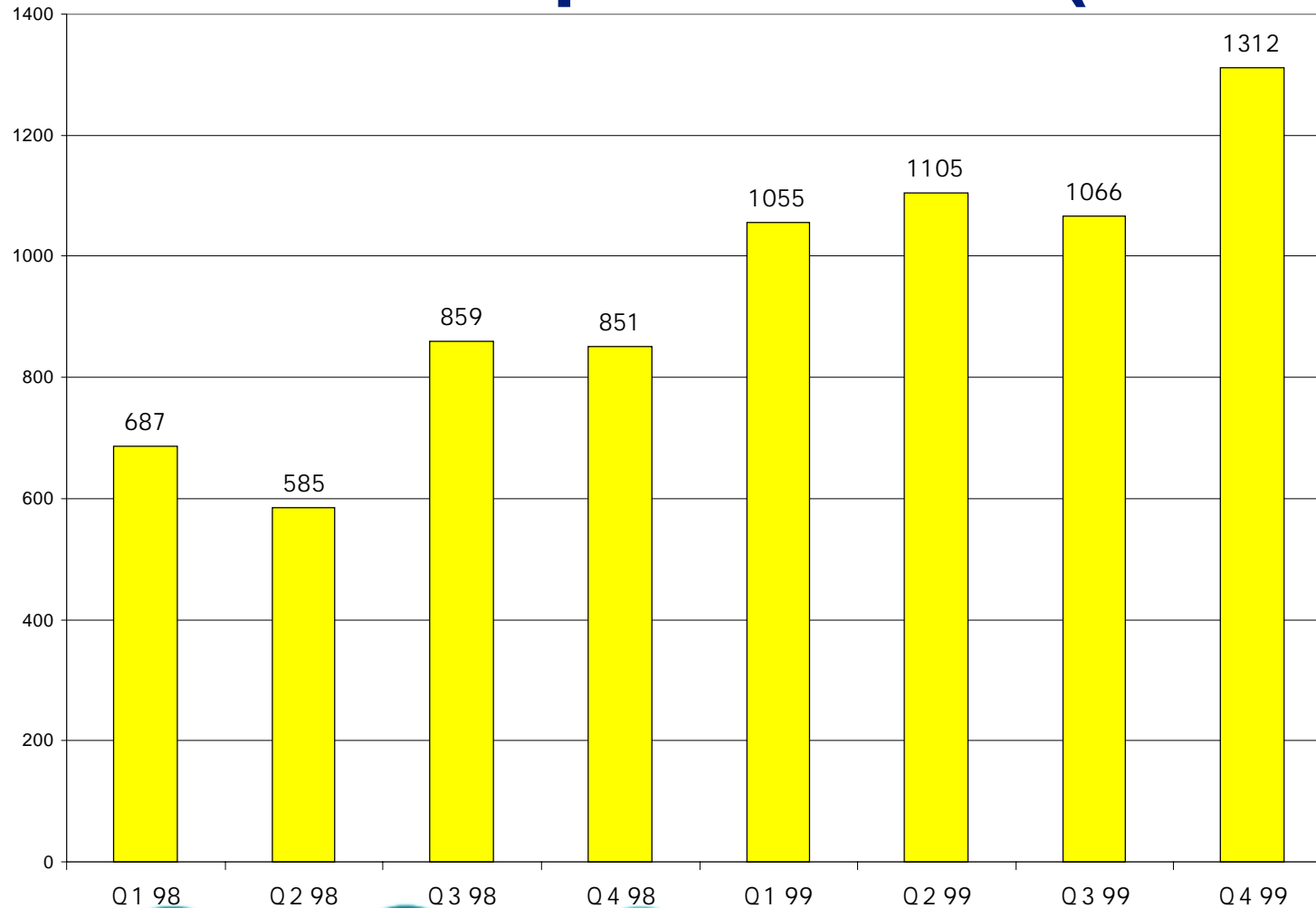


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Aftonbladet - Unique visitors (monthly)



Source: Aftonbladet/SIFO

figures in 1000



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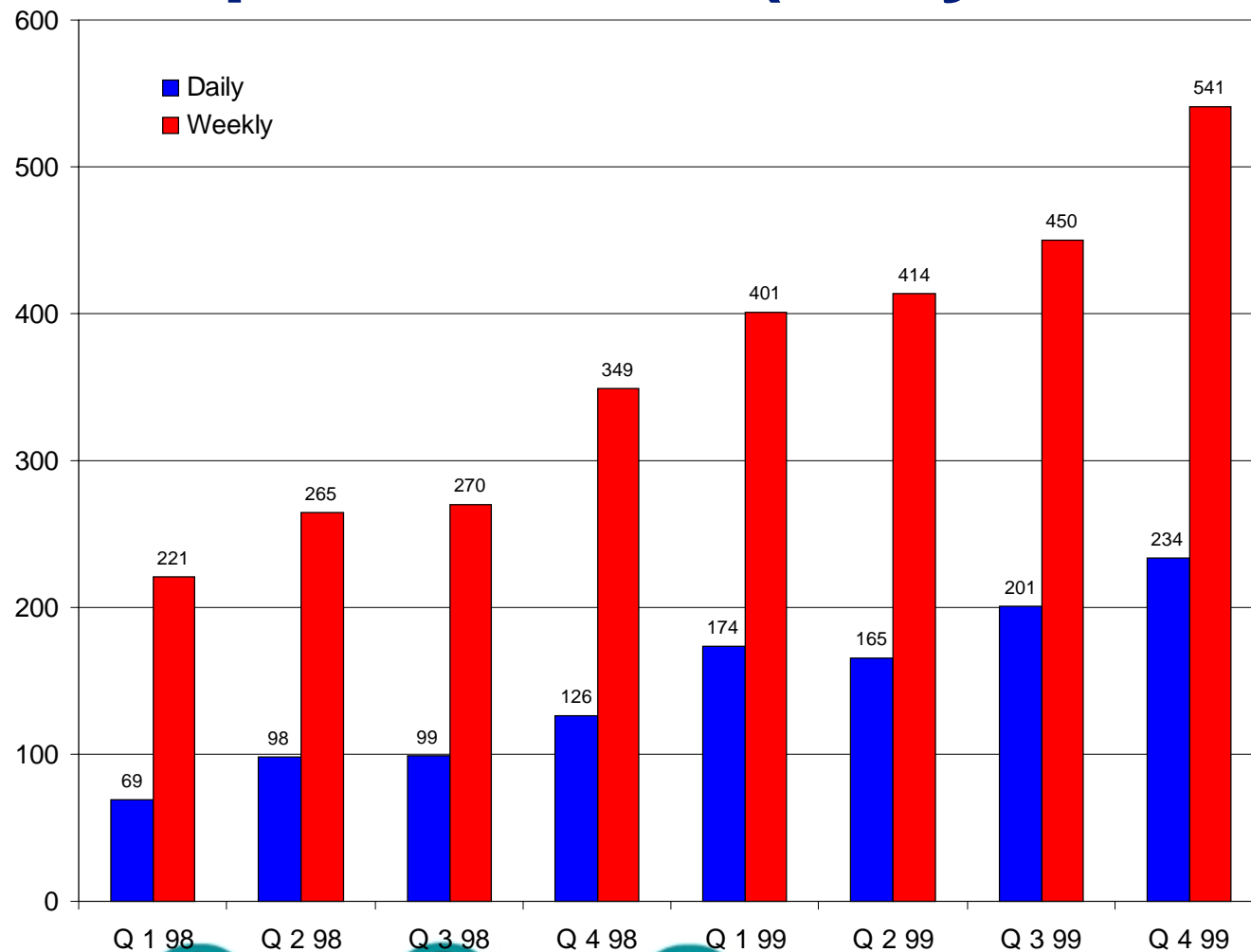
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VG - Unique visitors (daily/weekly)



Source: Norsk Gallup

figures in 1000



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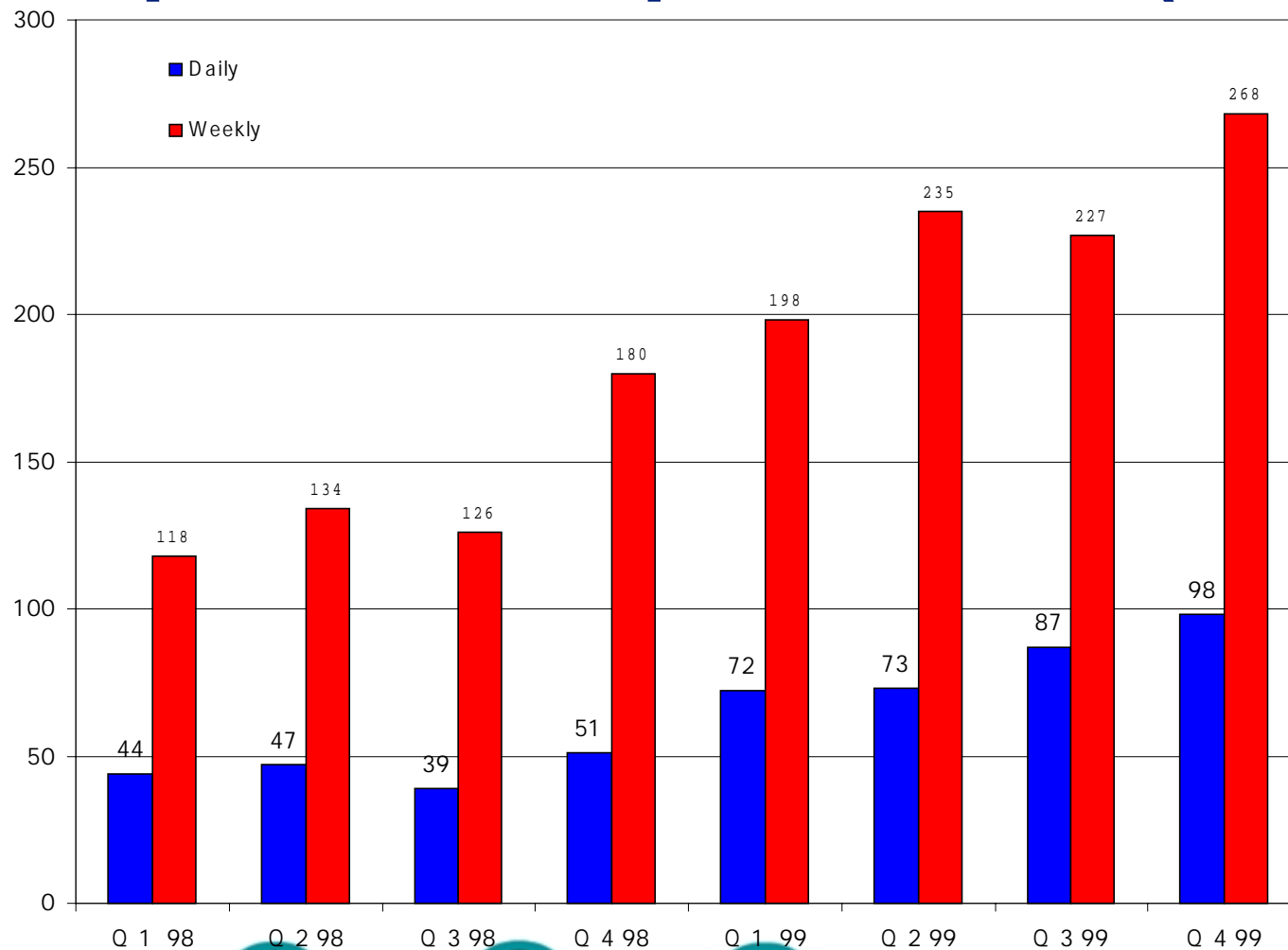
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Afterposten Unique visitors (monthly)



Source Norsk Gallup

figures in 1000



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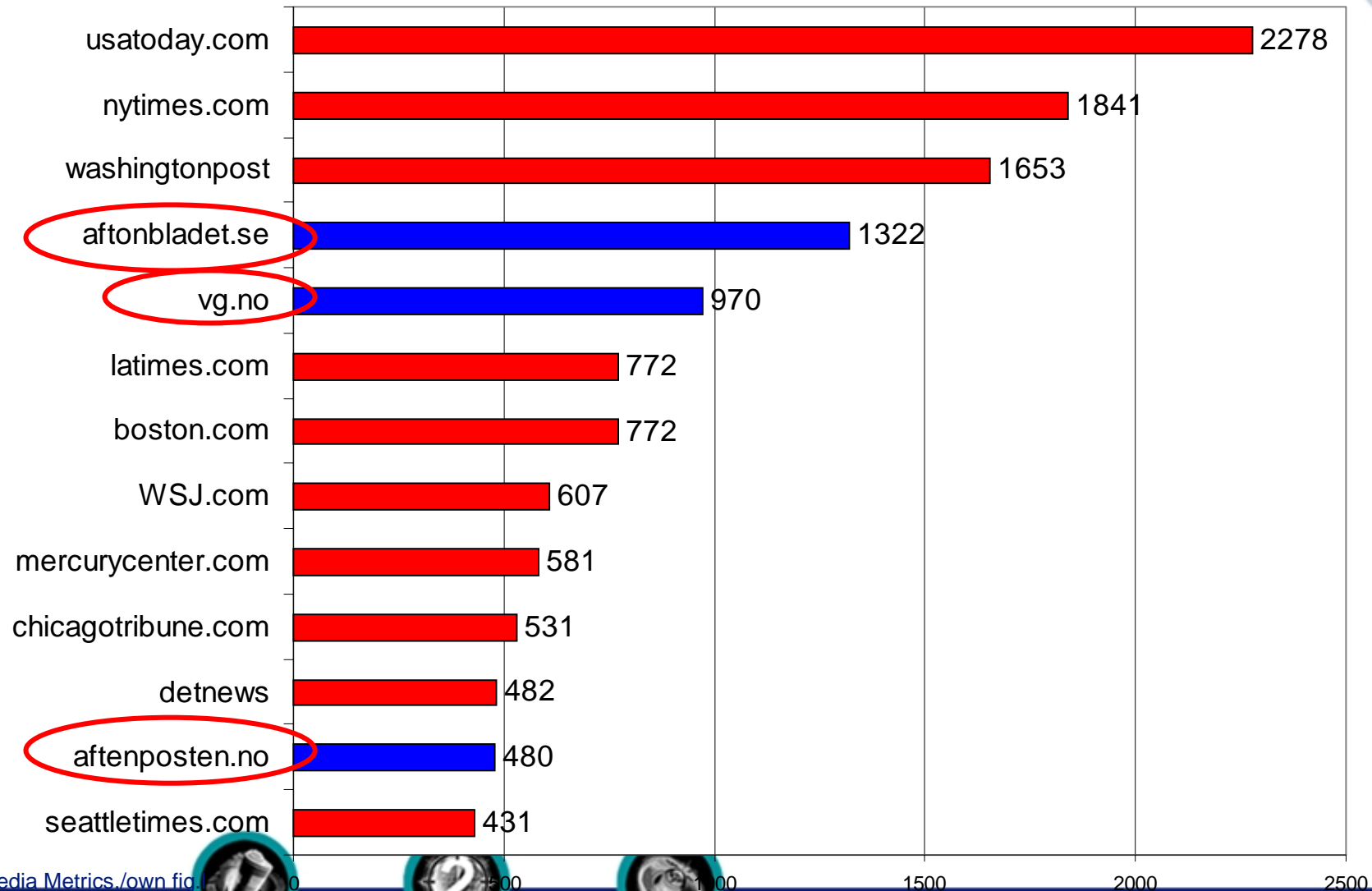


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Schibsted Newspapers ranked at USA top 10 Unique visitors December 1999



Source: Media Metrics / own figures

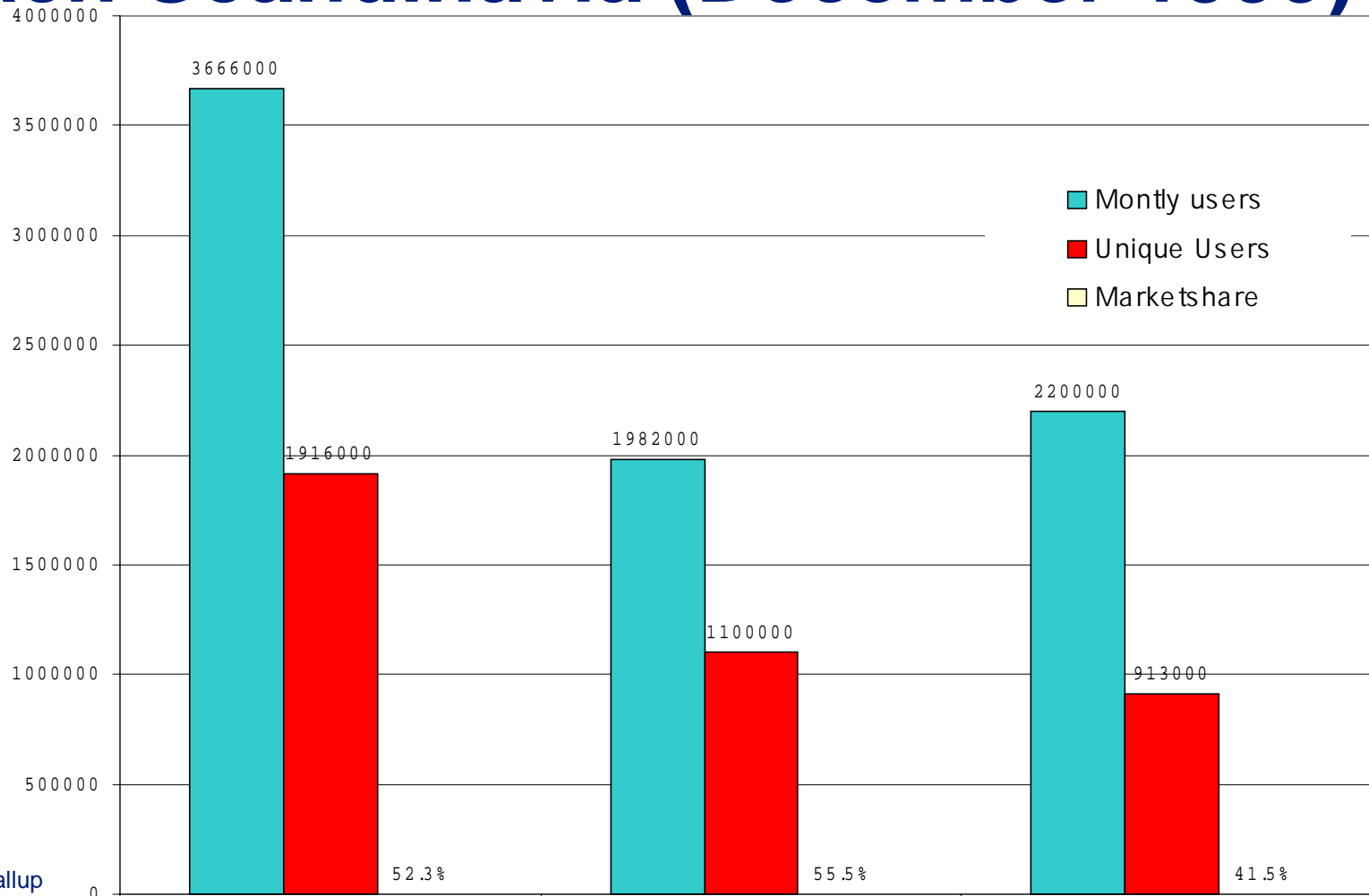


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Reach Scandinavia (December 1999)



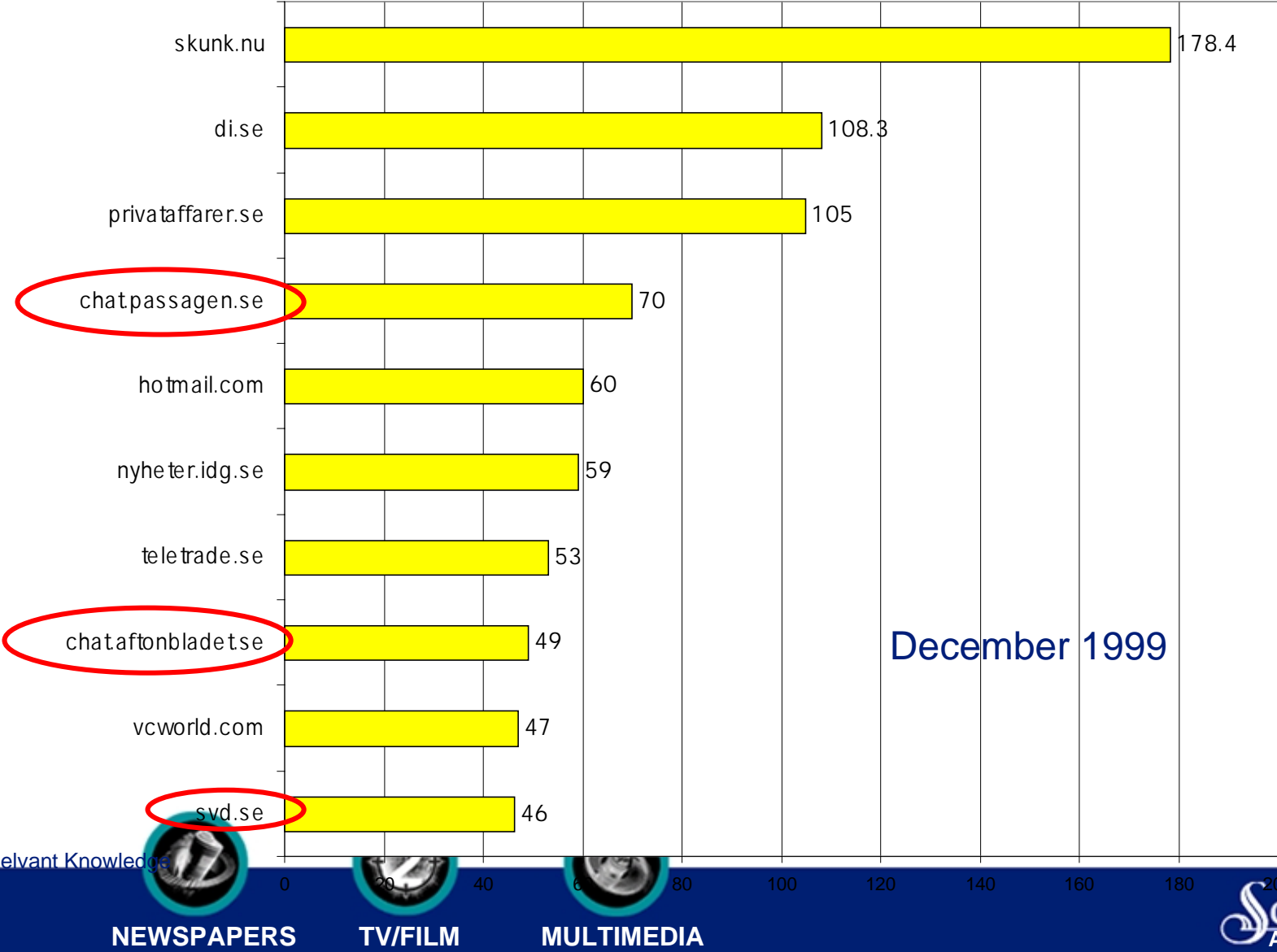
Source Norsk Gallup
 Figures S and D; Sept.
 Figures N Q3 estimated
 based on unique users weekly


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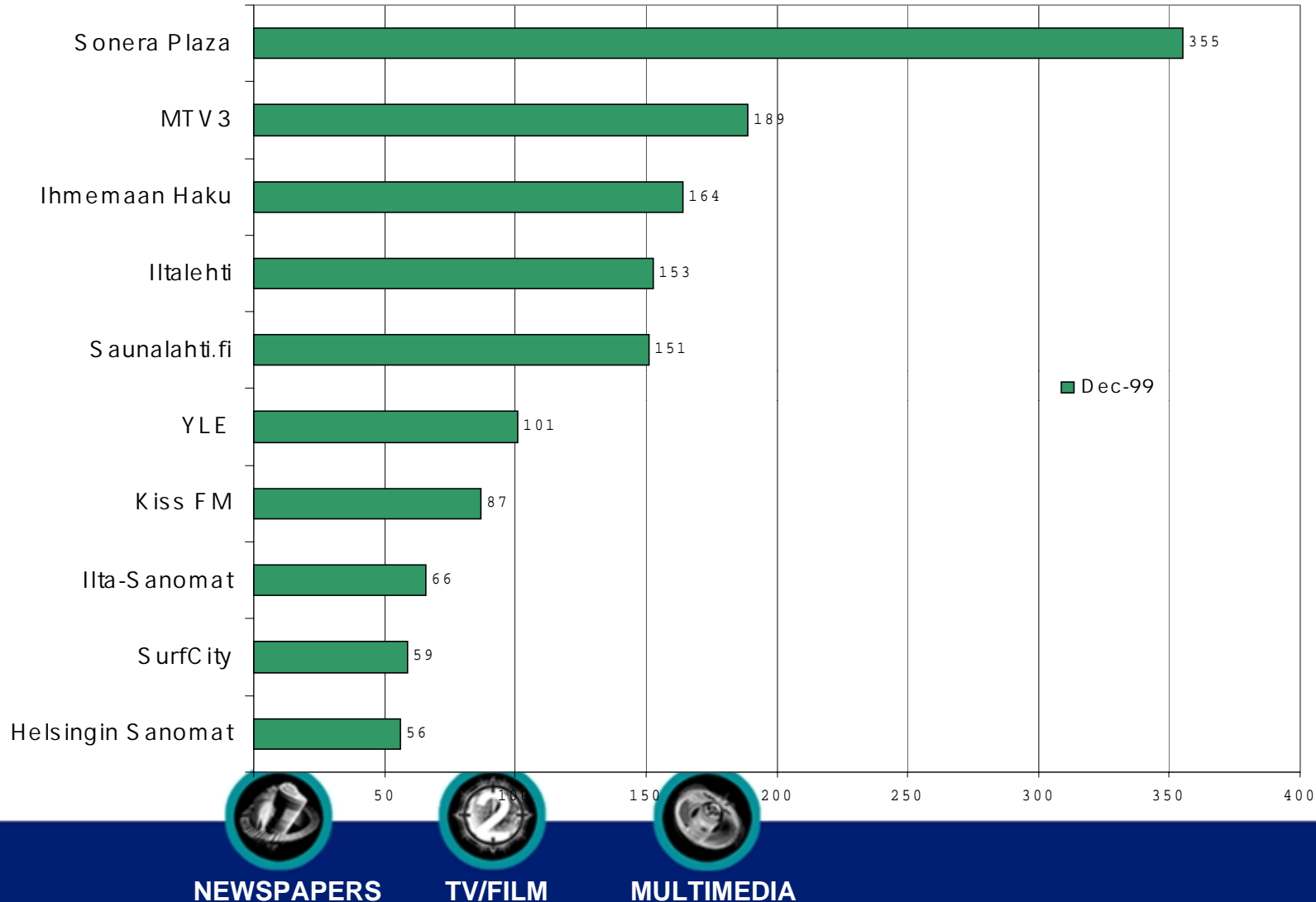
Sweden - Average time unique visitor on domain level (monthly)



Source: SIFO Relevant Knowledge

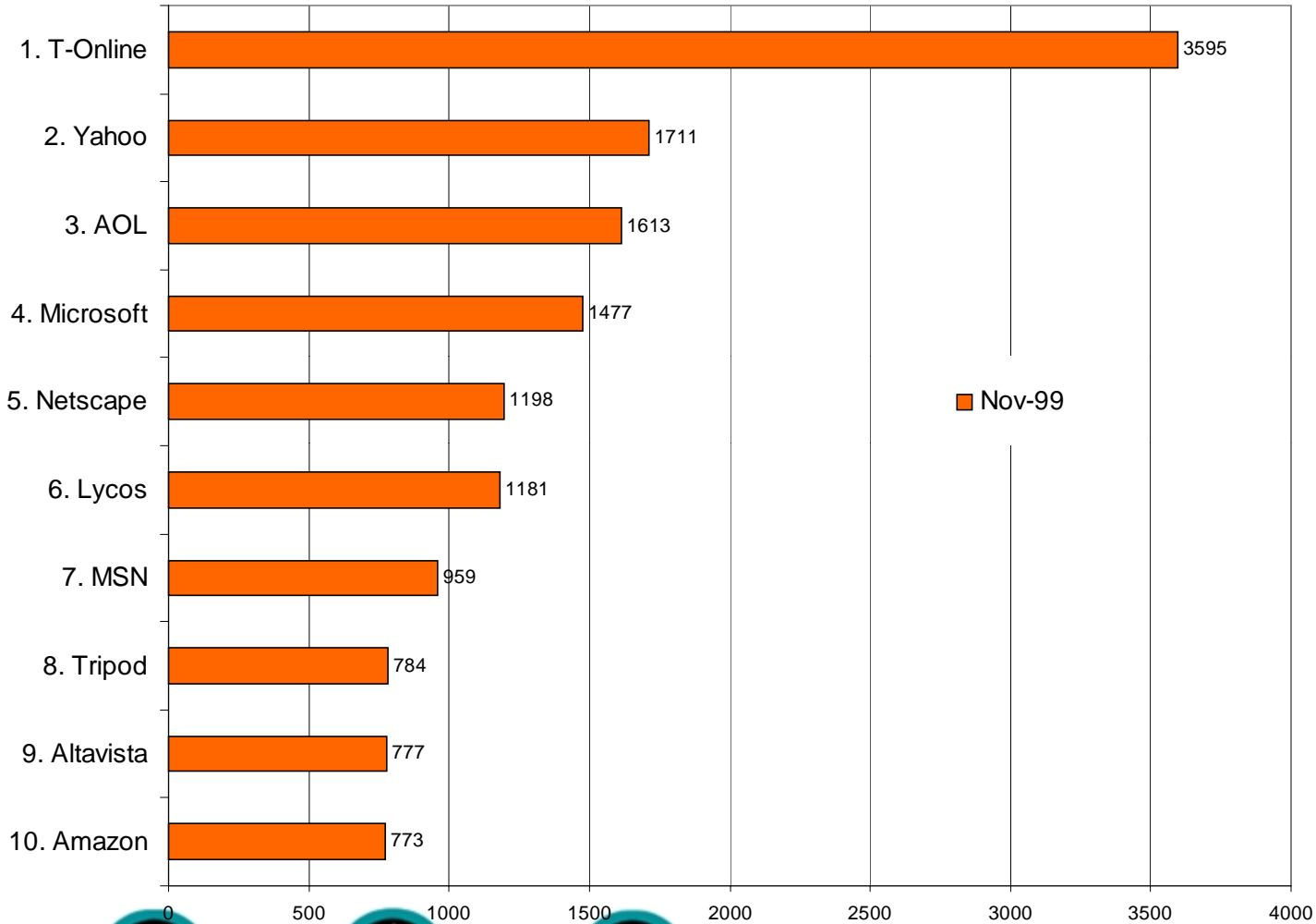
Top 10 Finland unique visitors (weekly)

Dec-99



figures in 1000

Germany - top 10 unique visitors (monthly)



Source: Media Metrics "Global Domains"

figures in 1000



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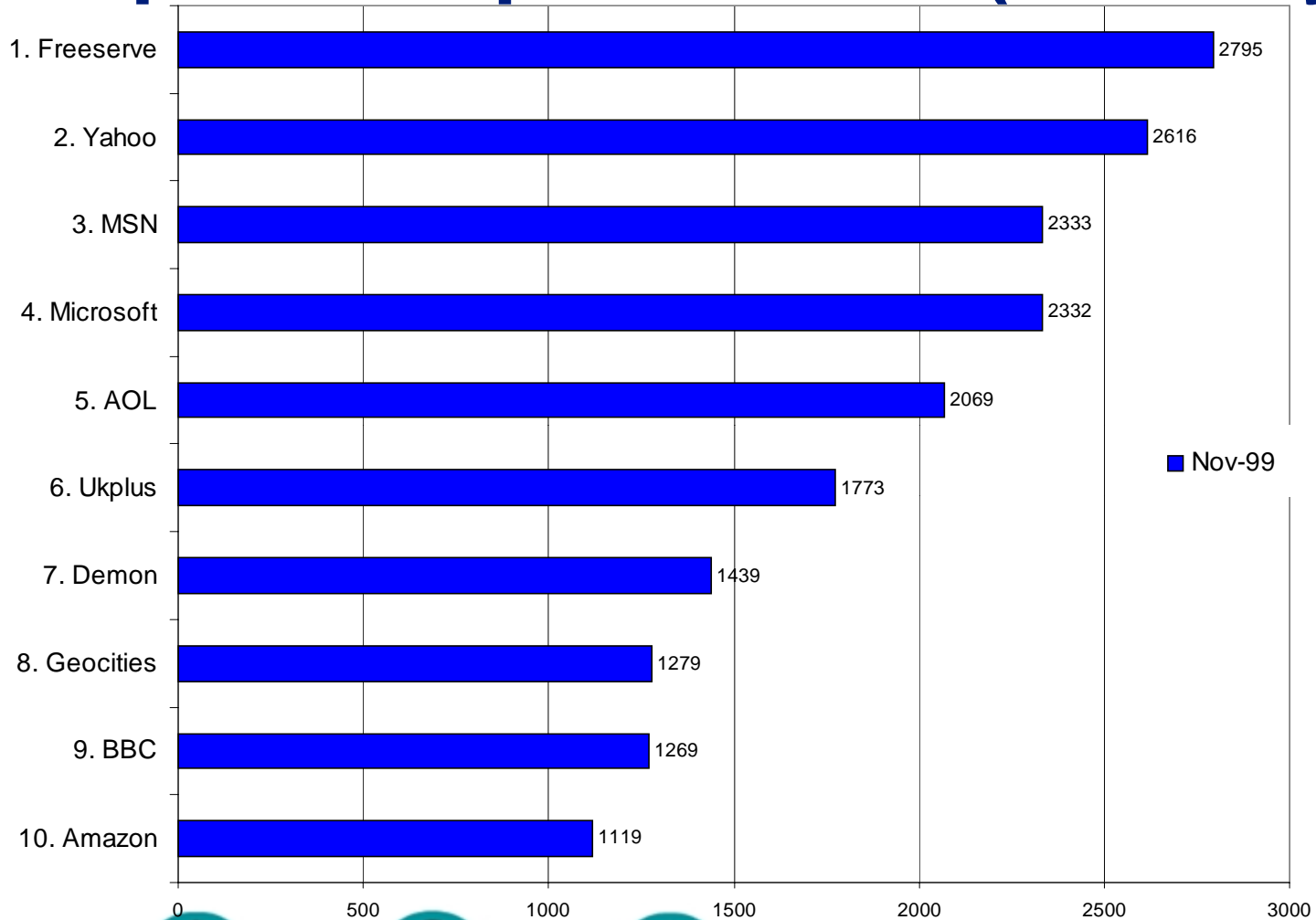


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UK - top 10 unique visitors (monthly)

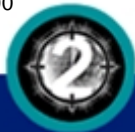


Source: Media Metrics "Global Domains"

figures in 1000



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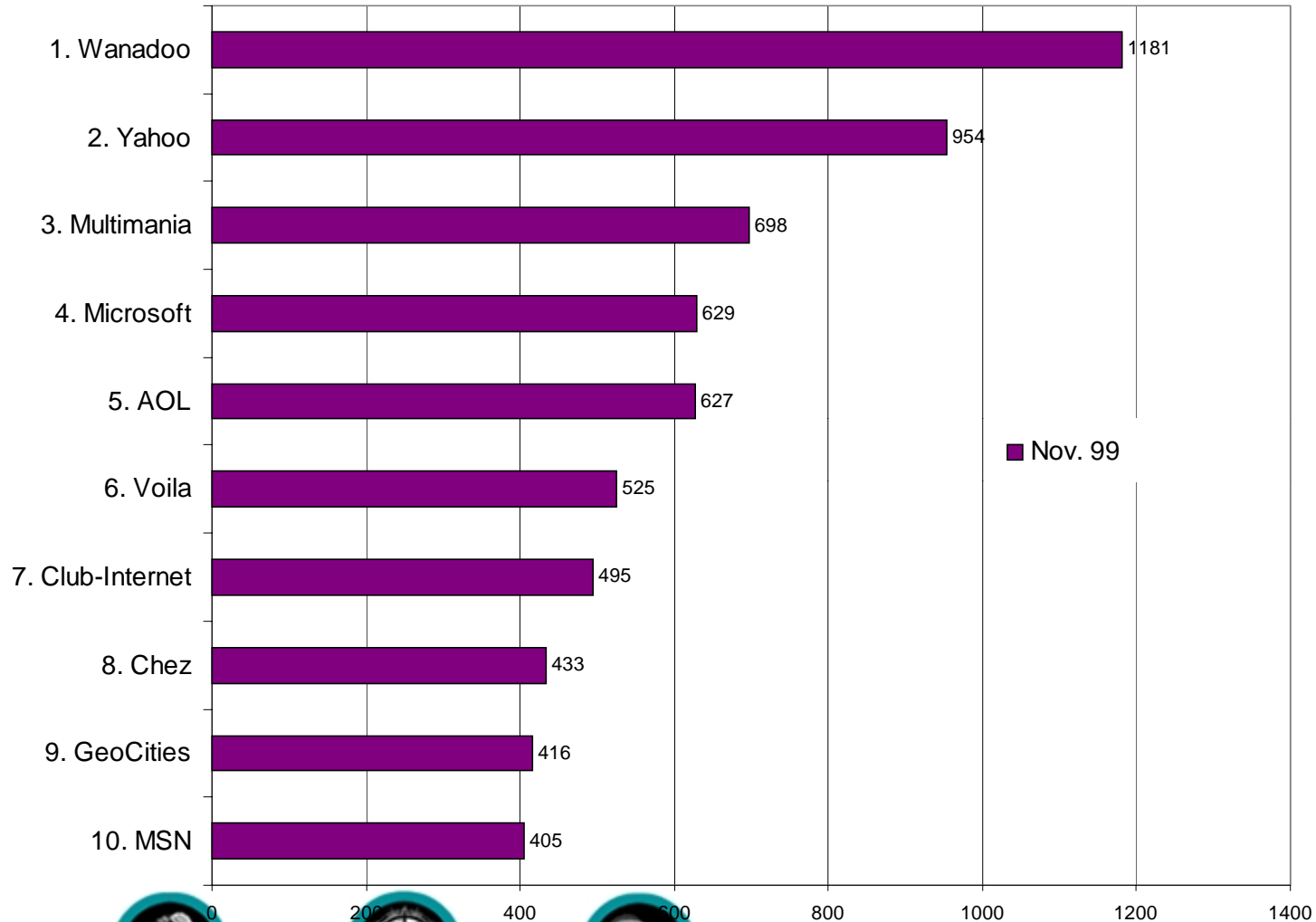


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France - top 10 unique visitors (monthly)



Source: Media Metrics "Global Domains"

figures in 1000



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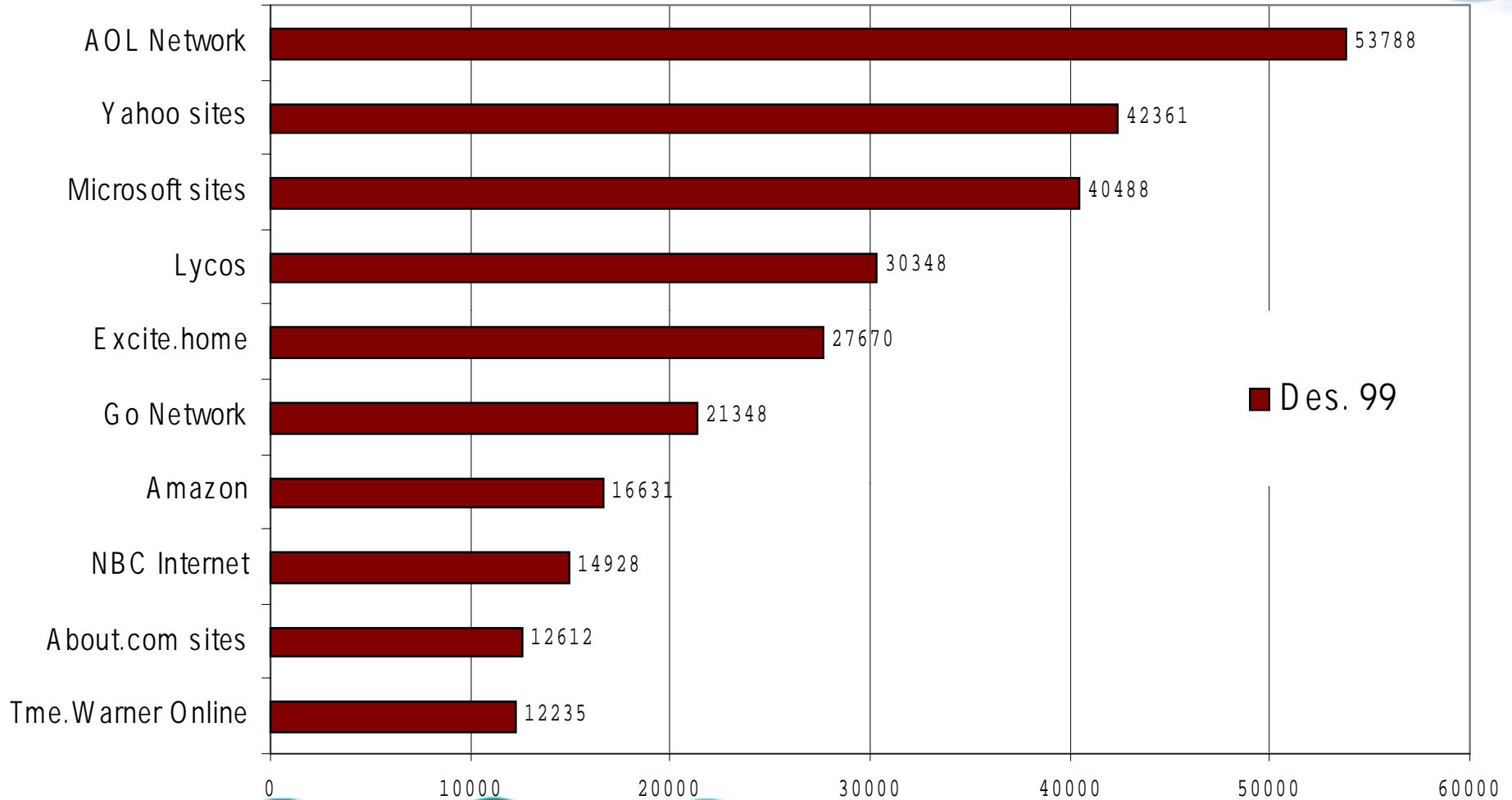


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USA - top 10 unique visitors (monthly)



■ Des. 99

Source: Media Metrix

figures in 1000



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www.sol.no

www.kvasir.no

www.passagen.se

www.evreka.com

www.sol.dk

www.kvasir.dk

www.netstationen.dk

www.bid2day.com

www.bid2day.se

www.bid2day.dk

www.netmarked.com

www.netbonus.se

www.n1marked.dk

www.reisefeber.no

www.rejsefeber.dk

www.resfeber.se

www.bilweb.se

www.billettnet.dk

www.bilguiden.no

www.bilguiden.dk

www.billettservice.no

www.avanza.com

www.aftenposten.no

www.finn.no

www.tv2.no

www.vg.no

www.topjobs.no

www.topjobs.net

www.aftonbladet.se

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www.topjobs.se

www.adressdirekt.se

www.kupongdirekt.se

www.bidlet.se

www.eannons.se

www.freeetrax.com

www.boomeranger.se

www.svd.se

www.kompetensguiden.se

www.imedia.no

www.huginonline.no

www.aok.dk

www.alltomstockholm.se

www.startsiden.no

www.kvinneguiden.no

www.lommelegen.com

www.skiinfo.no

www.solbors.no

www.bokkilden.no

www.referanse.no

www.musikklink.com

www.ticnet.se

www.infostream.no

www.scanpix.no



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www.stavanger-aftenblad.no

www.fedrelandsvennen.no

www.scibsted-forlag.no

www.bladkompaniet.no

www.svenskaforlaget.com

www.bokex.com

www.dinepenger.no

www.dagensmedisin.no

www.sandrewmetronome.se

www.sandrewmetronome.dk

www.filmweb.no/fnd

www.sandrewmetronome.fi

www.metronome.se

www.meterfilm.se

www.mekanofilm.se

www.mekaniken.se

www.rubicontv.no

www.metronomeprod.dk



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- Visit <http://www.schibsted.no>

- Press releases by mail?

Ask to be included in mailinglist by sending name, name of company and e-mail adress to anne.gronberg@schibsted.no

- Investor relations

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