



Accounts

1st Quarter 2000

Kjell Aamot
President and CEO

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IR Manager



Highlights

- **Positive development in the advertising markets**
- **Improved profitability in the business areas and gains from sales within multimedia**
- **Strengthened position on Internet - 11.5 mill.* unique users**
- **Cost reduction initiatives according to plan**
- **Recent strike had good and bad effects**

*) Figures for March based on unofficial listings and not corrected for part ownership and overlap



Profit & Loss Account

1Q 99	1Q 00 (NOK million)	31/12/99
1,822	1,966	7,514
1,802	1,828	7,342
20	138	172
(2)	77	9
(17)	1	(67)
(19)	78	(58)
1	216	114
9	77	87
(8)	139	27
1	(2)	(15)
(9)	141	42
(0.13)	2.04	0.61
	Earnings per share	



Financial Key Figures

1Q 99	1Q 00 (%)		As of 31.12.					
			1999	1998	1997	1996	1995	1994
1,1	7,0	Operating margin	2,3	4,8	12,0	12,6	12,2	13,7
7,7	13,0	EBITDA margin	8,7	9,8	16,3	17,0	17,0	19,3
(0,5)	7,2	Net margin	0,6	2,6	9,6	8,9	10,3	10,4
23,5	26,9	Interest bearing debt	31,5	23,8	9,1	15,7	0,5	0,0
36,6	37,3	Equity ratio	33,3	37,3	50,6	48,1	59,6	56,0
		(NOK)						
(0,13)	2,04	EPS	0,61	2,48	7,47	5,79	4,99	4,56
1,92	3,73	Cash Flow per share	8,76	9,95	10,00	9,50	8,01	7,47
		Dividends	1,75	1,75	1,75	1,50	1,30	1,15



Cash Flow / Investments

1Q 99	1Q 00	(NOK million)	1999
133	259	Cash flow	607
140	255	EBITDA	656
377	89	Total investments	751
2,002	1,857	Cash and unused credit facilities	1,740
1,084	1,515	Net interest bearing debt	1,502



Newspapers

- Newspaper advertising revenues increased by 7%
- Advertising revenues for online newspapers increased by 200% to NOK 39 million
- Continued increased circulation for VG. Aftonbladet maintains its marketshare in a declining market
- The online newspapers had 3.6 m readers in March
- FINN.no strengthens its position and is leading on employment and automobile
- SvD's new financial supplement has been well received



Free Newspapers 20 Min

- **As a result of positive development Schibsted invests an additional NOK 60-80 million**
- **Financial and strategic partners will be invited in for continued expansion**
- **Internet strategy for 20 Min will be implemented in Zurich first**
- **Launch in more cities is being considered**
- **Lisiting within 24 months is considered**



Circulation Development

	Circulation	Change 1q99-00	Change	Revenues (NOK/SEK mill)	Change
Aftenposten morning	283,134	(7,525)	(2.6)%	158	(1.8)%
Aftenposten evening	182,047	(5,739)	(3.1)%		
Aftenposten Sunday	239,493	(4,312)	(1.8)%		
VG weekdays	355,073	11,301	3.3 %	290	12.3 %
VG Sunday	304,322	17,461	6.1 %		
Aftonbladet weekdays	381,600	(4,333)	(1.1)%	292	(3.3)%
Aftonbladet Sunday	458,933	(25,834)	(5.3)%		
Svenska Dagbladet week.	181,778	(1,796)	(1.0)%	83	(0.5)%
Svenska Dagbladet Sunday	195,836	(2,676)	(1.3)%		



Advertising Development 1Q 2000

	Volum (spm)	Endring	Inntekter (NOK mill.)	Endring
Aftenposten	14 498	8,6 %	374	8,0 %
VG	1 653	(12,4)%	81	(2,5) %
Aftonbladet*	2 721	1,9 %	58	11,1 %
Svenska Dagbladet*	7 279	4,5 %	122	11,4 %

*SEK



TV/Film

- **Marked improvement in TV 2's results**
 - 12% increase in advertising revenues, continued positive development in Q2**
 - Growth in expenses reduced significantly**
 - Negotiations for license extension delayed until autumn**
- **Significantly improved results for Sandrew Metronome**
 - Improved range of films has positive effect on film distribution, video, TV-sale and movie theatres**
 - Operating margin increased from 5.5% to 10%**
- **Metronome consolidates its position as the leading Scandinavian TV producer**
 - Several large productions in start-up phase**
 - Acquisition of 60% of FilmLance strengthens the position in Sweden**



Multimedia

- **Schibsted is the leading multimedia company in Scandinavia with 11.5 mill.* unique users incl. online newspaper editions**
- **Positive result development**
 - » **Increased advertising revenues**
 - » **Value creation through sale of activities. NOK 90m gain from sale of Infostream/SOL System and NOK 29m related to SOL Børs**
- **Listing of Scandinavia Online according to plan**

* As of March / Not adjusted for partial ownership and overlap



Listing of Scandinavia Online

- **Ownership prior to listing:**

Schibsted	50%
Telia	25%
Telenor	21%
Employees	ca. 4%

- **Possible offering size - approx. 20 %**

- **Agreement between Schibsted and Telia that Telia acquires 5% from Schibsted at IPO price**



Schibsted Telecom strategy

- **UMTS licenses**

Decision regarding possible participation in Norwegian/Swedish consortium prior to summer

- **Service Provisioning**

Planned sale of mobile services for GSM og GPRS - considered independent of UMTS participation

- **Mobile portals in co-operation with Schibsted's newspapers**

Mobil access larger than stationary access in a few years. M-commerce provides for new revenue streams.



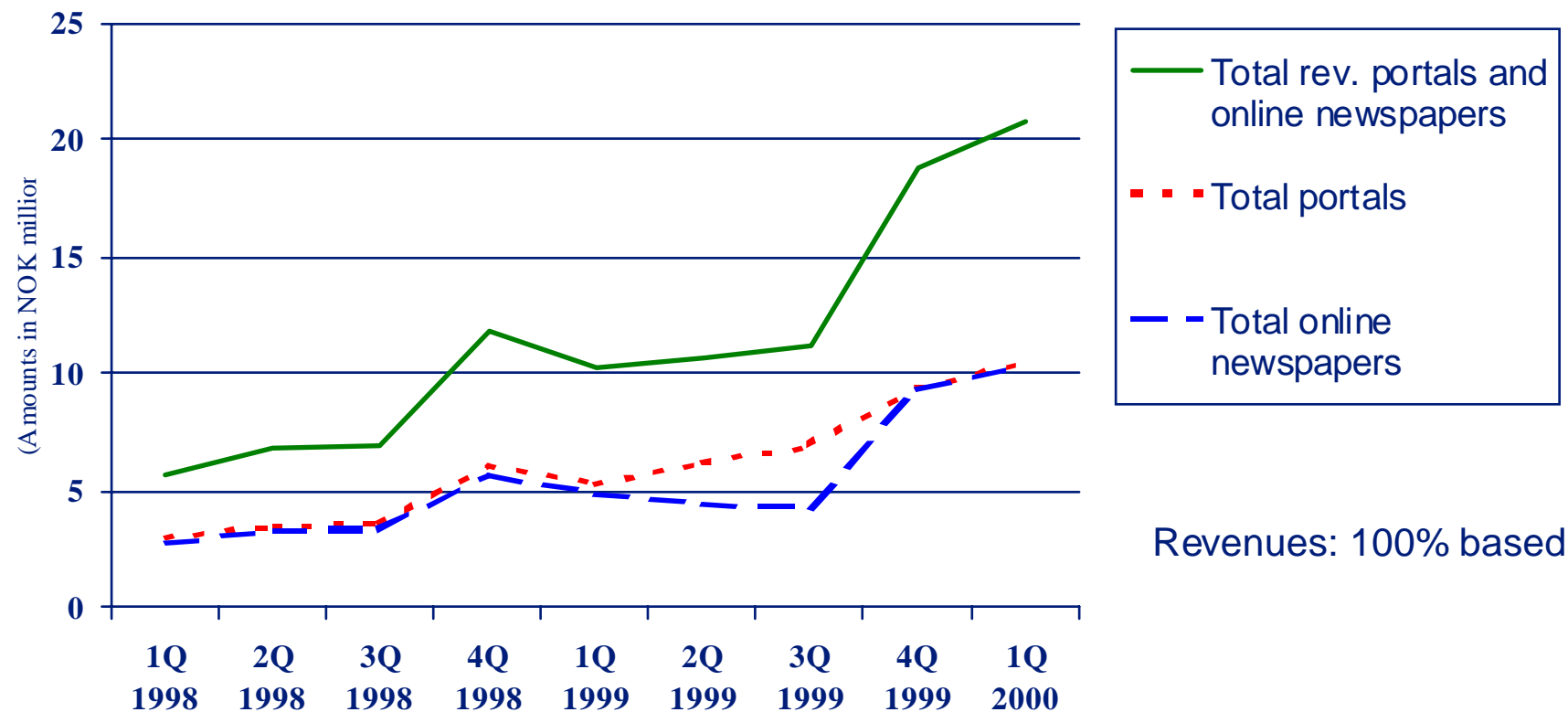
Result "schibsted.com"

	Online	News- papers	Total 1Q. 00	Total 1Q. 99	Change 1Q.99-1Q.00
(NOK mill.)					
Advertising revenues	20	39	59	22	168%
Total op. revenues	74	46	120	51	135%
Total op. costs	76	52	128	83	54%
Operating result	-3	-6	-9	-32	

The accounts are based on Schibsteds proportion of the companies profits. "schibsted.com" is not a separate business area. The operating costs includes all costs except editorial content.



Ad. revenues per month - "schibsted.com"





- **Ambition to be market leader for online classified advertising:
Real estate, employment and automobile**
- **Independent Internet company with the ability to move fast.
Newspapers provide strong brand names, classified advertising
databases and marketing through 19 established regional
newspapers with almost 2m daily readers**
- **Re-launch in March resulted in increased traffic and advertising
volume**
 - *238,000 unique monthly users / 6m page views*
 - *27,000 registered users / 15,000 ads*
 - *Significant increase in ads placed directly on the Internet*



VG Multimedia

- **VG.no**
Popular online newspaper with 1.2 m readers and 30 m pageviews per month
- **Enter.vg**
 - **Personalised news portal based on the content of VG and other co-operating newspapers**
 - **Free e-mail**
 - **54 000 registered users**



Outlook

- **Positive advertising market which continues in Q2**
- **The circulation trend continues**
- **Gains from sale of shares also in Q2**
- **Exciting business opportunities in a rapidly changing media market**



NEWSPAPERS

Aftenposten AS
Verdens Gang AS
Avis 1 (100%) / 20Min (50%)
Aftonbladet Hierta/AB Nya Medier
Hierta Venture AB
Svenska Dagbladet Holding AB (89%)
SvD Venture AB

Schibsted Trykk AS
Tidningstryckarna Aftonbladet 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, Aftenposten, Stav. Aftenblad, 11% hver
Fædrelandsvennen (4%)

TV/FILM

Broadcast

TV 2 AS (33,3%) - N

Production

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

Rights/distribution

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

PUBLISHING

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

MULTIMEDIA

See separate enclosure

FINANCE AND REAL ESTATE

Schibsted ASA
Schibsted Finans AS
Schibsted Eiendom AS

ESTONIA

Eesti Meedia Group (92,5%)
Kanal 2 (49,5/83%)

Schibsted's 10 largest shareholders



As of 2.5.00

1. Blommenholm Industrier	26,1%
2. Folketrygdfondet	5,4%
3. Avanse	4,6%
4. Boston Safe Dep.	4,2%
5. Marathon Asset Management	4,1%
6. Orkla ASA	4,0%
7. Storebrand Liv	3,6%
8. Morgan Stanley	3,1%
9. State Street Bank	2,3%
10. Chase Manhattan Bank	2,1%

Foreign ownership: 35,3%



Adjusted operating result

As of 31.3.00 (NOK mill.)	Operating profit before EOI & GW		Extraordinary items				Operating profit incl. EOI & GW	
	1Q00	1Q99	Goodwill		1Q00	1Q99	1Q00	1Q99
Newspapers	120	108	-	66	4	4	116	38
TV/Film	17	12	-	-	3	5	14	7
Multimedia	(37)	(20)	(39)	-	5	1	(2)	(21)
Publishing	0	3	-	-	2	8	(2)	(6)
Estonia	(8)	(12)	-	-	4	3	(13)	(15)
Group Functions	25	17	-	-	-	-	25	17
Total	117	108	(39)	66	18	22	138	20

EOI: Extraordinary items. Negative figures represent gains GW: Goodwill

Share of Associated Companies



1Q 99	1Q 00 (NOK million)	12/31/99
(9)	(11) Newspapers	(28)
(5)	5 TV/Film	(11)
(3)	8 Multimedia on-line	(25)
	(1) Publishing	(3)
(17)	1 TOTAL	(67)



Cash Flow

			As of 31.12.
1Q 99	1Q 00	(NOK million)	1999
1	216	Profit before taxes	114
119	117	+/- Depreciation	484
4	2	+/- Net changes in pensions	8
18	0	+/- Share of ass. companies	100
(9)	(77)	- Taxes payable	(100)
133	259	Cash flow	607
1.92	3.73	Cash flow per share (NOK)	8.76

Financial result Schibsted Group



			As of 31.1 1999
1Q 99	1Q 00		
(17)	(24)	Net interest	(78)
13	(17)	Agio / disagio	29
2	118	Gain on shares etc.	58
(17)	1	Income from associated comp.	(67)
(19)	78	Financial income and expense	(58)



Balance Sheet

3/31/99	3/31/00	(NOK million)	12/31/99
5,362	5,354	Fixed assets	5,282
1,584	1,472	Current assets	1,925
6,945	6,826	TOTAL ASSETS	7,207
2,545	2,546	Equity and minority interests	2,401
		Long-term debt:	
1,629	1,834	Interest-bearing	2,267
731	670	Non interest-bearing	701
2,040	1,776	Interest free current liabilities	1,838
6,945	6,826	TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	7,207



Gross Investments

1Q 99	1Q 00	(NOK million)	As of 31.12.
109	57	Operating investments	369
268	32	Shares and other holdings	382
377	89	Total investments	751



Newspapers - Operating result

1Q 99	1Q 00	(NOK million)	As of 31.12. 1999
1,482	1,578	Op. revenues incl. EOI	6,109
1,444	1,462	Operating expenses incl. EOI/GW	5,934
108	120	Operating profit before EOI & GW	322
70	4	EOI & Goodwill	148
38	116	Operating profit incl. EOI/GW	175
(9)	(11)	Income from associated companies	(28)
		Operating margins	
10.3 %	8.1 %	Aftenposten AS	6.8 %
16.9 %	18.1 %	Verdens Gang AS	17.4 %
1.3 %	4.9 %	Aftonbladet Group	3.1 %
(9.9)%	(5.9)%	Svenska Dagbladet	(17.2)%



Ad. volume - Regional newspapers

1Q 99	1Q 00	Change	Column meters	1999
6,357	7,119	12.0 %	Adresseavisen	26,977
7,026	7,064	0.5 %	Bergens Tidende	28,258
3,655	3,517	(3.8)%	Fædrelandsvennen	15,041
1,448	1,229	(15.1)%	Harstad Tidende	5,954
6,432	6,527	1.5 %	Stavanger Aftenblad	26,550

Operating result *Aftenposten*



1Q 99	1Q 00	(NOK million)	As of 31.12. 1999
161	158	Circulation revenues	631
346	374	Advertising revenues	1,325
26	34	Other revenues	119
533	566	Total revenues	2,074
46	47	Raw materials	176
200	206	Personnel expenses	811
202	234	Other operating expenses	825
14	15	Depreciation	60
16	17	Royalty	62
478	519	Total operating expenses	1,933
55	46	Operating profit	141

Operating result SVENSKA DAGBLADET



As of 31.12.

1Q 99	1Q 00	(SEK million)	1999
83.0	82.6	Circulation revenues	325.9
109.6	122.1	Advertising revenues	460.6
4.8	6.6	Other revenues	26.8
13.6	14.2	Government subsidies	54.3
211.0	225.5	Total revenues	867.5
18.3	22.9	Raw materials	93.3
59.5	61.1	Personnel expenses	309.7
149.0	150.8	Other operating expenses	565.2
		Extraordinary items	-
5.1	3.9	Depreciation	48.4
231.9	238.7	Total operating expenses	1,016.7
(20.9)	(13.2)	Operating profit	(149.1)
96.24	95.44	Exch. rate: NOK/SEK	94.37

Operating result



			As of 31.12.
1Q 99	1Q 00	(NOK million)	1999
258	290	Circulation revenues	1,140
83	81	Advertising revenues	331
2	2	Other revenues	9
343	373	Total revenues	1,480
27	28	Raw materials	112
80	80	Personnel expenses	311
161	179	Other operating expenses	728
7	7	Depreciation	27
10	11	Royalty	44
285	305	Total operating expenses	1,222
58	68	Operating profit	258

Operating result **AFTONBLADET** group

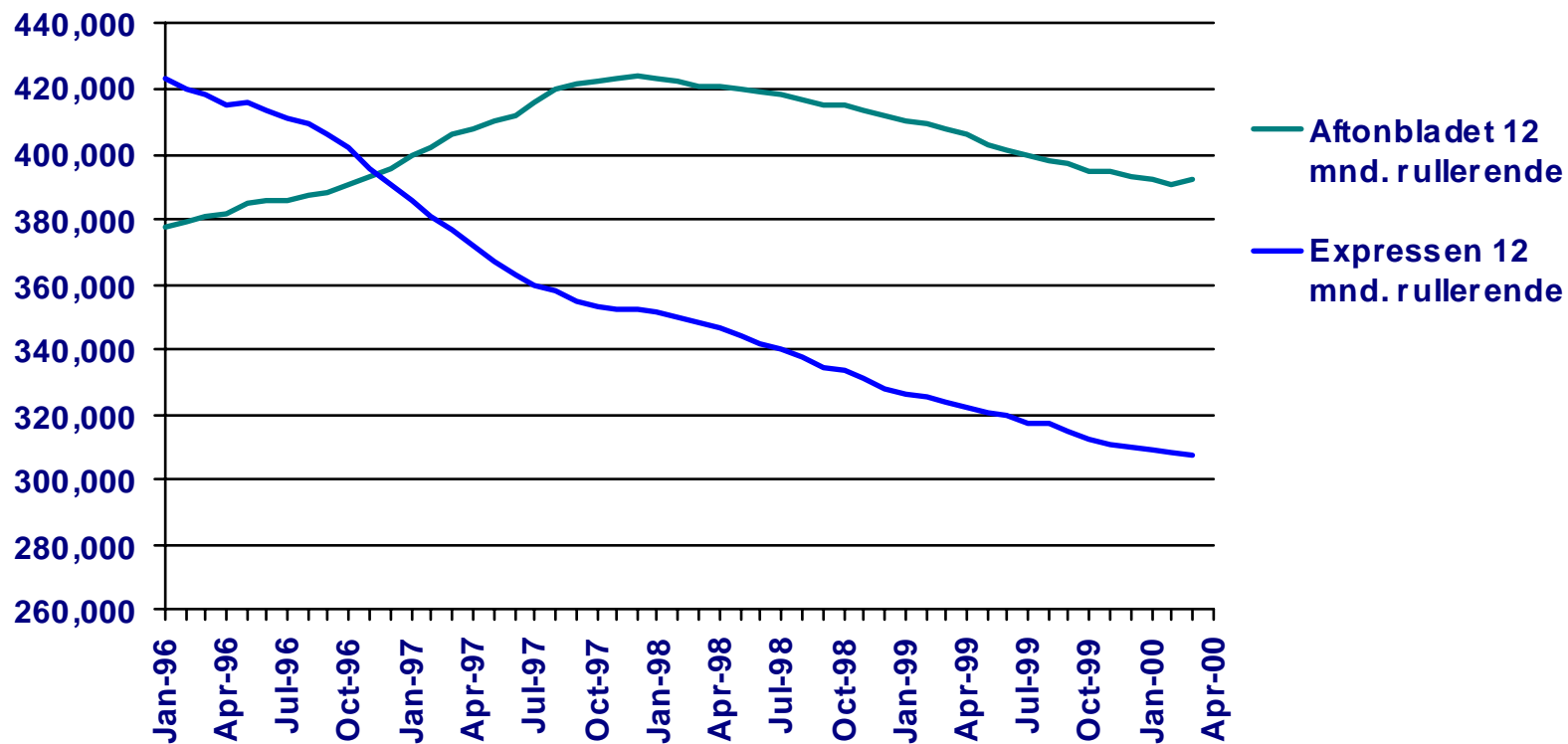


As of 31.12.

1Q 99	1Q 00	(SEK million)	1999
302	292	Circulation revenues	1,235
55	77	Advertising revenues	266
11	8	Other revenues	109
368	377	Total revenues	1,610
55	49	Raw materials	234
65	67	Personnel expenses	307
234	235	Other operating expenses	980
9	7	Depreciation	38
363	358	Total operating expenses	1,559
5	18	Operating profit	51
96.24	95.44	Exchange rate NOK/SEK	94.37



Circulation development





Operating result

SCHIBSTED TRYKK

			As of 31.12.
1Q 99	1 Q 00	(NOK million)	1999
138	179	Operating revenues	627
199	177	Operating expenses	753
(61)	1	Operating profit	(126)

Operating result Schibsted Multimedia



As of 31.12.

1Q99	1Q00		1999
34	74	Operating revenues incl. EOI	226
55	76	Operating expenses incl. EOI/GW	232
(21)	(3)	Operating profit before EOI & GW	(6)
(25)	(37)	Operating profit incl. EOI & GW	(86)
4	(35)	Extraordinary items & goodwill	80

EOI: Extraordinary items

GW: Goodwill



Operating result - Publishing

As of 31.12.

1Q99	1Q00		1999
58	60	Operating revenues incl. EOI	268
63	62	Operating expenses incl. EOI/GW	276
(5)	(2)	Operating profit before EOI & GW	(8)
3	0	Operating profit incl. EOI & GW	8
(8)	(2)	Extraordinary items & goodwill	(16)

EOI: Extraordinary items

GW: Goodwill



Operating result - TV/Film

		As of 31.12.	
1Q 99	1Q 00 (NOK million)		1999
198	207	Operating revenues incl. EOI	709
191	194	Operating expenses incl. EOI/GW	701
12	17	Operating profit before EOI & GW	32
5	3	Extraordinary items & goodwill	24
7	14	Operating profit incl. EOI & GW	8
(5)	5	Income from associated companies	(11)

Metronome Film & Television AB



1Q 99	1Q 00 (SEK million)	As of 31.12 1999
84	91	321
	Revenues	
58	63	224
	Raw materials	
13	13	50
	Personnel expenses	
5	7	23
	Other operating expenses	
2	4	8
	Depreciation	
78	86	306
	Total operating expenses	
6	5	15
	Operating profit	
96.24	95.44	94.37
	Exchange rate NOK/SEK	
7%	6%	5%
	Operating margin	

Sandrew Metronome Group (100%)



As of 31.12.

1Q 99	1Q 00 (SEK million)		1999
245	252	Revenues	864
128	139	Raw materials	482
30	34	Personnel expenses	118
50	35	Other operating expenses	143
24	20	Depreciation	93
231	227	Total operating expenses	835
14	25	Operating profit	29
96.24	95.44	Exchange rate NOK/SEK	94.37
5.5 %	10.0 %	Operating margin	3.3 %

TV 2 - consolidated (100%)



1Q 99	1Q 00	(NOK million)	As of 31.12. 1999
332	372	Revenues	1,359
109	133	Programming expenses	428
80	83	Personnel expenses	313
115	89	Other operating expenses	414
15	18	Depreciation	63
320	323	Total operating expenses	1,217
12	48	Operating profit	142
(2)	0	Net financial items	2
(25)	(25)	Share of associated companies	(158)
6	14	Taxes	47
(21)	9	Net profit	(61)
(2)	0	Net profit attributable to minority intr.	(3)
(19)	9	Net profit attributable to majority intr.	(58)



Operating result Estonia

			As of 31.12.
1Q 99	1Q 00	(NOK mill.)	1999
47	45	Operating revenues incl. EOI	195
62	58	Operating expenses incl. EOI/GW	245
(12)	(8)	Operating profit excl. EOI & GW	(32)
3	4	EOI & Goodwill	18
(15)	(13)	Operating profit incl. EOI & GW	(50)

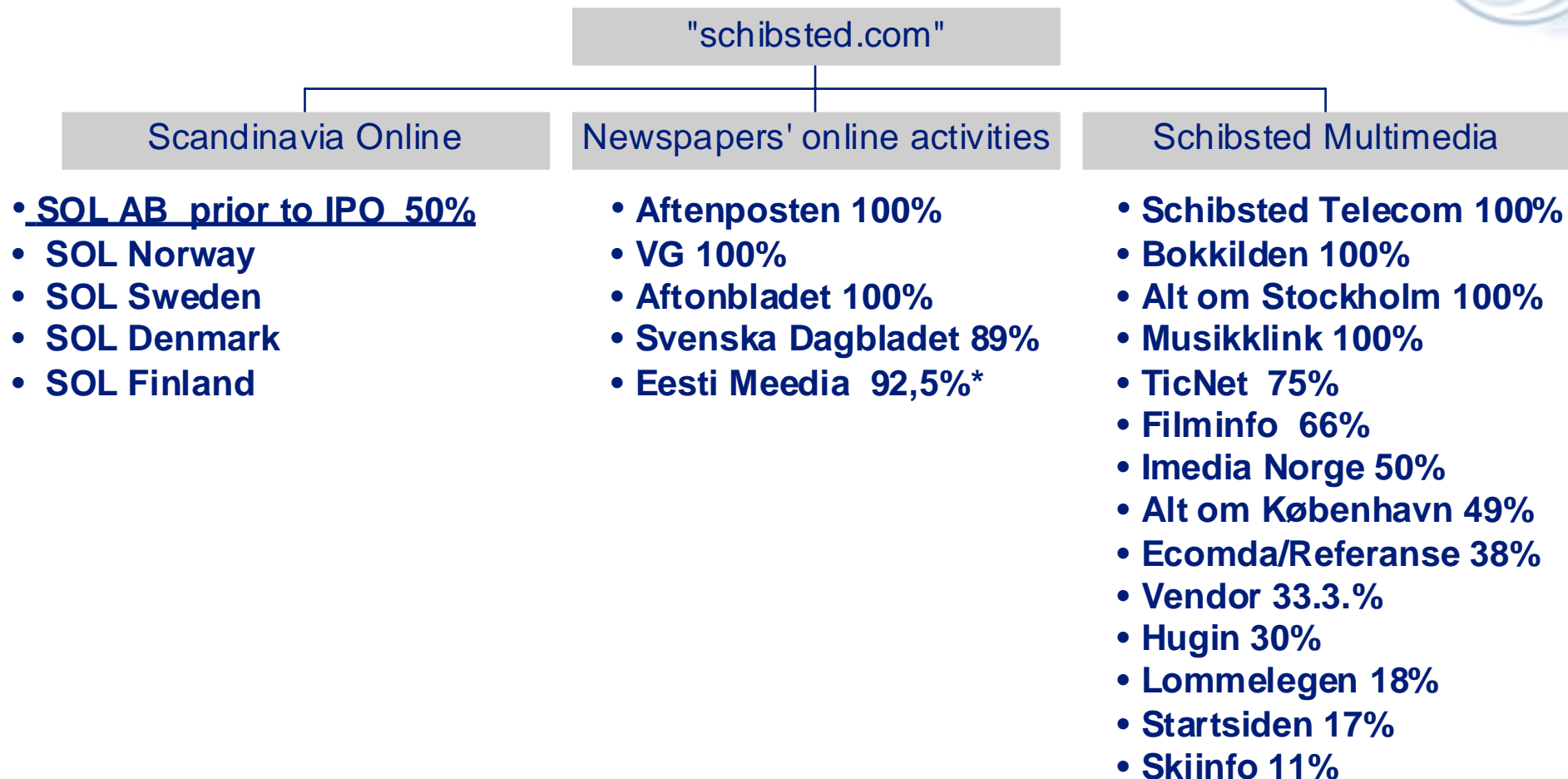
EOI: Extraordinary items

GW: Goodwill



”schibsted.com”

Company overview and online statistics



*EMG has online newspapers and magazines, but these activities are currently not a part of the "schibsted.com" accounts.



Schibsted's online statistics

Please take into consideration that all online 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) and our own estimates and calculations. Source of information stated on each page



Definitions - Internet statistics

UNIQUE VISITORS

Total number of persons who have visited one specific Internet site within a given period of time. A person is registered as unique visitor immediately after the site in question appears on the person's computer screen. One and the same person will be registered on the site only once a month independently of how many times he/she enters the site. Norsk Gallup provides number of daily and weekly visitors in Norway. Relevant Knowledge provides monthly visitors in Sweden.

PAGEVIEWS

Total number of Internet sites viewed in a given time period.

REACH

Share of the total number of persons surfing on the web visiting a certain Internet site within a given period of time.



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, and was also awarded the advertisers prize for best Internet site 1999 and 2000 (Vision).
- More than 3.6 million visitors surf the Schibsted **newspaper's sites** in Scandinavia each month.
- More than 4.3 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.



Internet statistics Norway

- 2.2. million have access to the Internet
- 1.6 million have access to the Internet from home
- 850 000 households are online
- 940 000 Norwegians surf the net daily
- 580 000 Internet-customers pay subscription fee
- 286 000 Internet-customers have free access to the Internet
- The Internetmarket (subscription-, access- and telephonenumber income) is expected to reach 1050 MNOK this year.

Gallup January 2000, DN 14. February 2000

Unique visitors at Schibsted sites March 2000



Passagen.se	2 099 000	VG.no	1 168 000 (calculated)
SOL.no	1 400 000 (calculated)	Aftenposten.no	547 000 (calculated)
SOL .dk	890 000	FINN.no	238 000 (calculated)
Resfeber	255 000	TV2.no	535 000 (calculated)
Bokkilden.no	37 000	Aftonbladet.se	1 440 000
Alltomstockholm.se	186 000	Bidlet (sold as of June 2000)	342 000
Bilguiden/Bilweb	333 000	TopJobs	92 000
Avanza	234 000	Leknet	44 000
ABC Startsiden	981 000 (calculated)	Svenska Dagbladet.se	223 000
Bid2Day	48 000 (S february)	Adresseavisen.no	57 000 (calculated)
Lommelegen	34 000	Bergens Tidende.no	97 000 (calculated)
Kvinneguiden	45 000	Stavanger Aftenblad.no	81 000 (calculated)
Radio SOL	80 000	Fædrelandsvennen.no	36 000 (calculated)

SOL 4 389 000

Newspapers 3 649 000

Other 3 484 000

Total: 11 522 000

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 sites where Schibsted is a partial owner is included 100%.



Pageviews "schibsted.com" March 2000

Passagen.se	74,0 mill	Skiinfo	1.7 mill.
SOL AS	60,0 mill	Alltomstockholm	1,35 mill
Aftonbladet	43.3 mill	TopJobs (S)	1,26 mill
VG	30 mill	Svenska Dagbladet	1 mill
Avanza	25 mill.	Bokkilden	900 000
ABC Startsidan	21 mill	Leknet	525 547
Finn	6 mill	Lommelegen	453 000
Bidlet (sold as of June 2000)	5.2 mill.	Kvinneguiden	163 000
Bilguiden/bilweb	5,0 mill		

Total: Approx. 277 million (and more not counted due to lack of statistics)

Registered members/subscribers March 2000

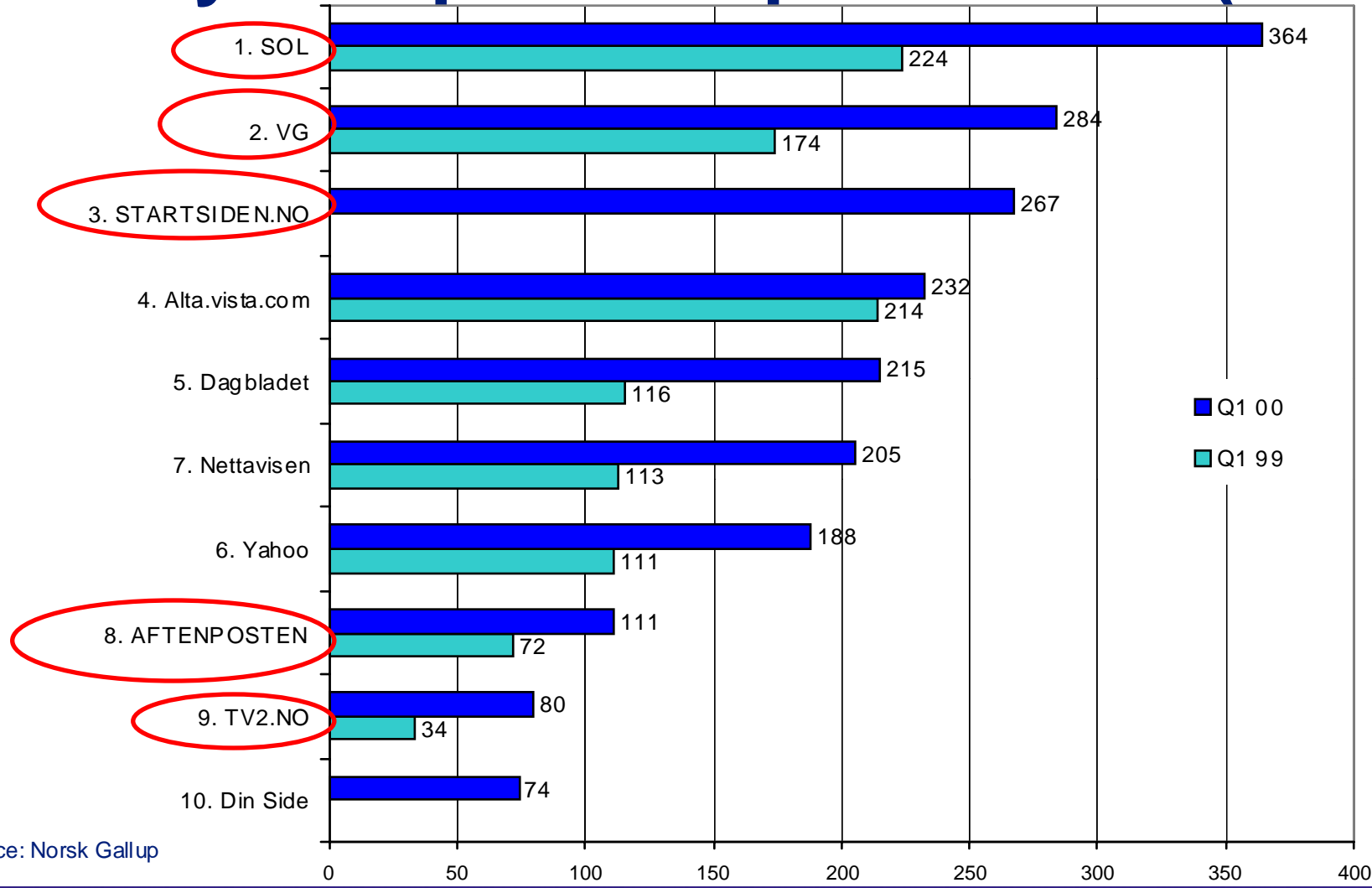


Scandinavia Online AB (S)	267 000
Scandinavia Online AS (N)	126 000
Bidlet (sold as of June 2000)	170 000
Reisefeber (Skandinavia)	92 000
Bid2Day*	61 600
Enter VG	54 000
Hugin	42 000
Adress direkt	35 000
FINN	27 000
Bokkilden	25 000
Netbonus	22 000
Skiinfo	16 000
SOL DK (ComOn)	15 000
Freetrax	2 900
Lommelegen	950
Total	956 450

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



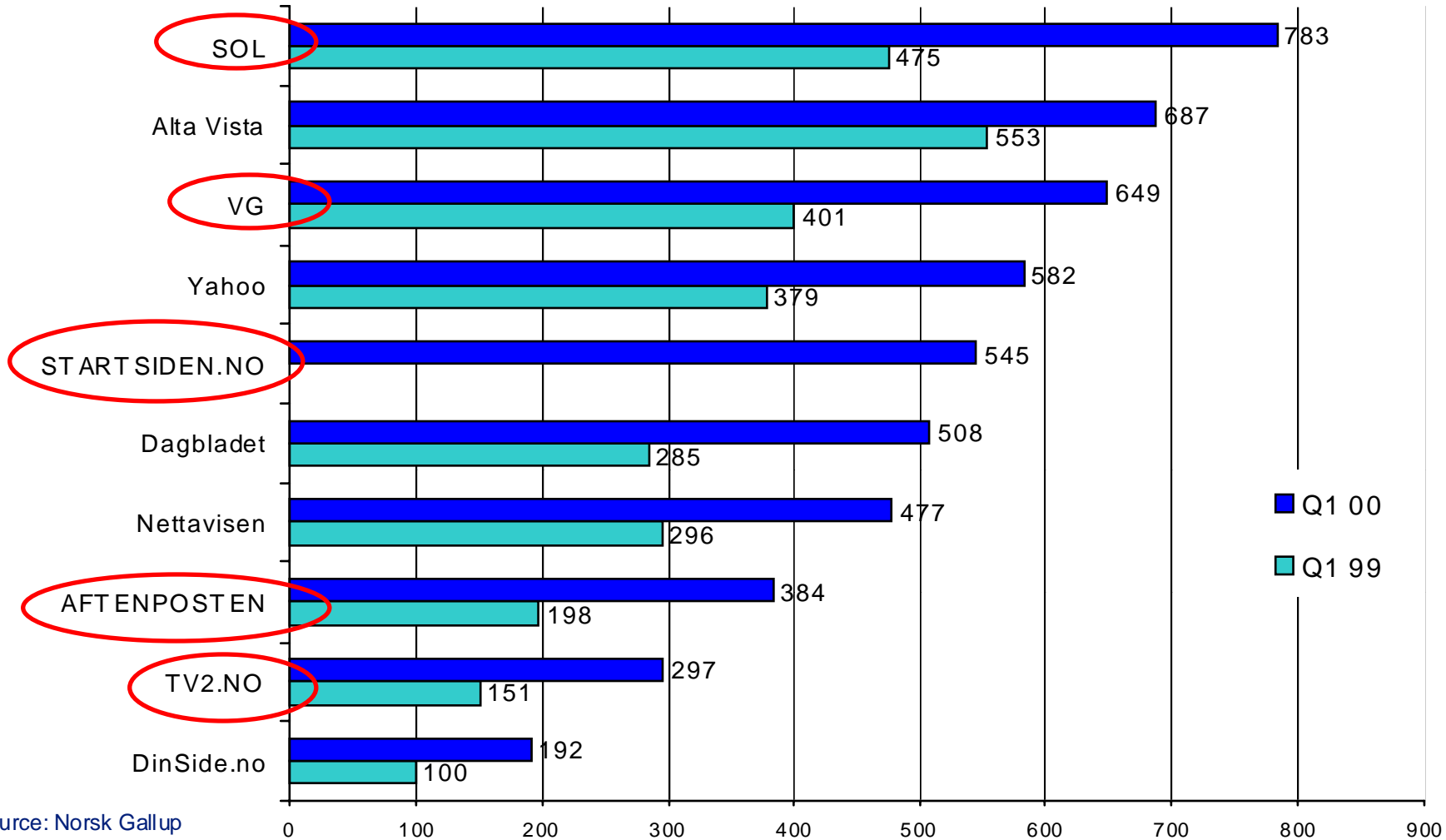
Norway - Top 10 unique visitors (daily)



Figures in 1000

Source: Norsk Gallup

Norway - Top 10 unique visitors (weekly)

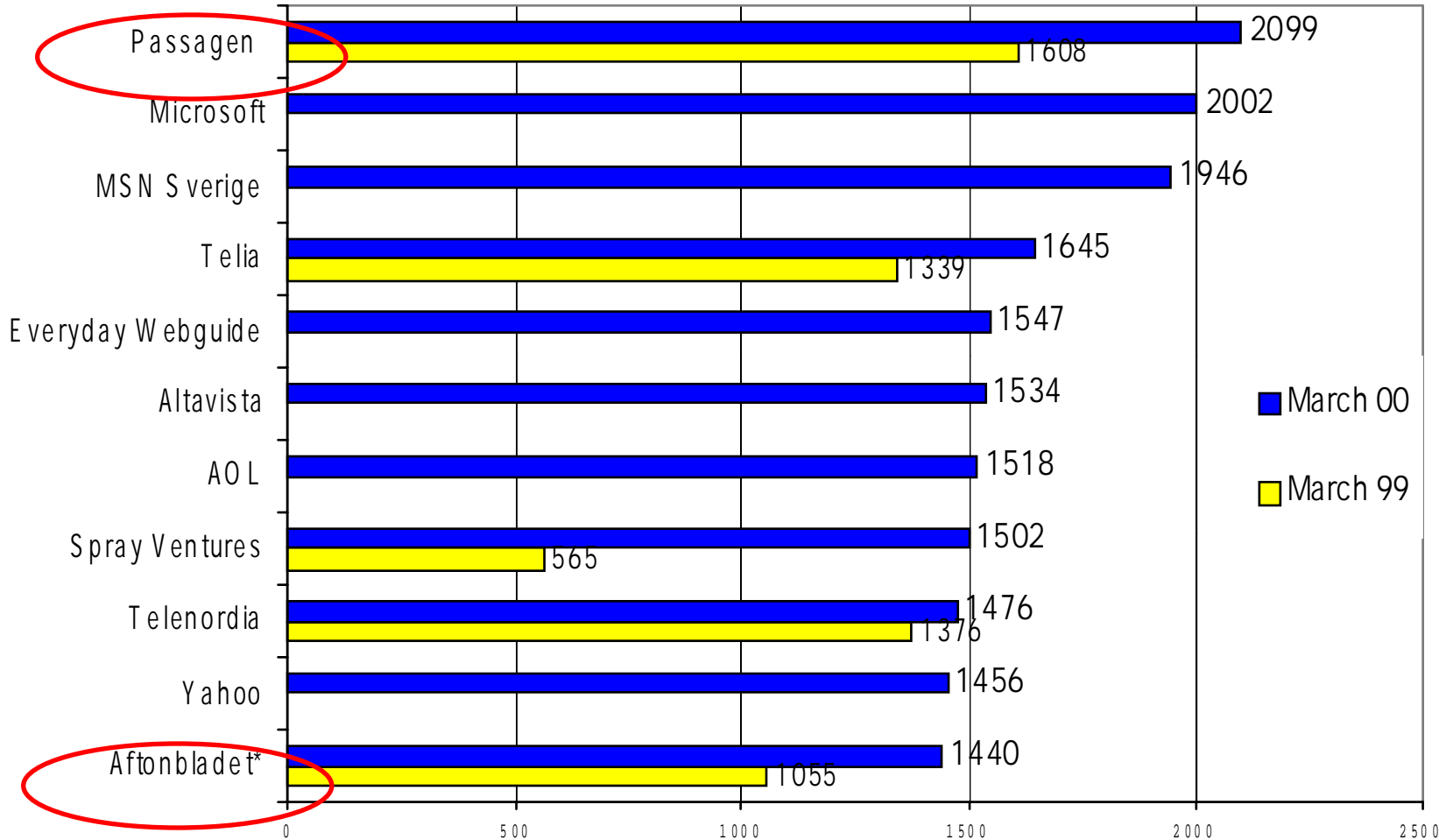


■ Q1 00
■ Q1 99

Figures in 1000

Source: Norsk Gallup

Sweden Top list unique visitors (monthly)



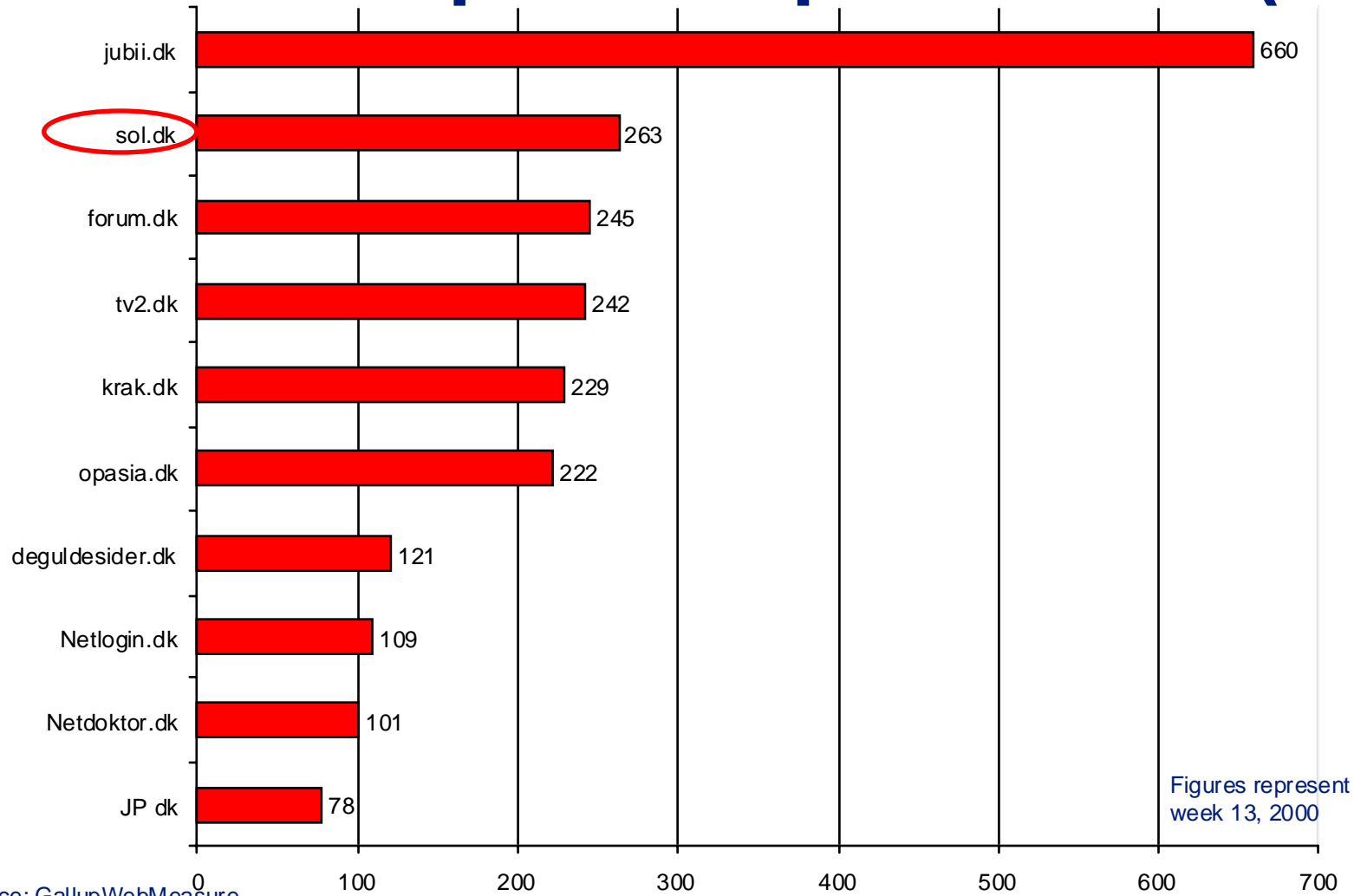
*Aftonbladet is not in top 10, but is included as Sweden's no.1 newspapersite

Source: SIFO Relevant knowledge

Figures in 1000



Denmark Top 10 unique visitors (weekly)

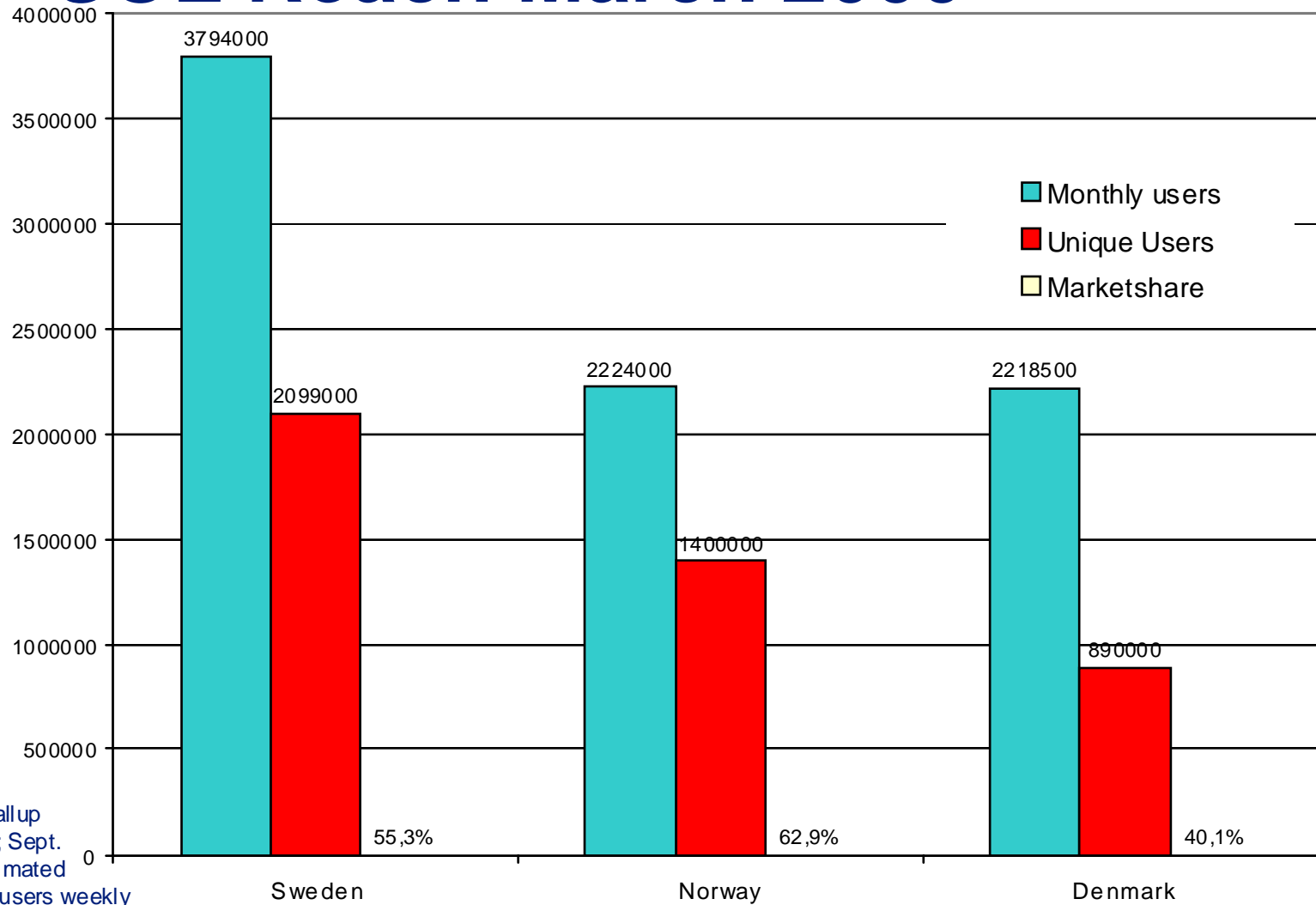


Figures in 1000

Source: GallupWebMeasure



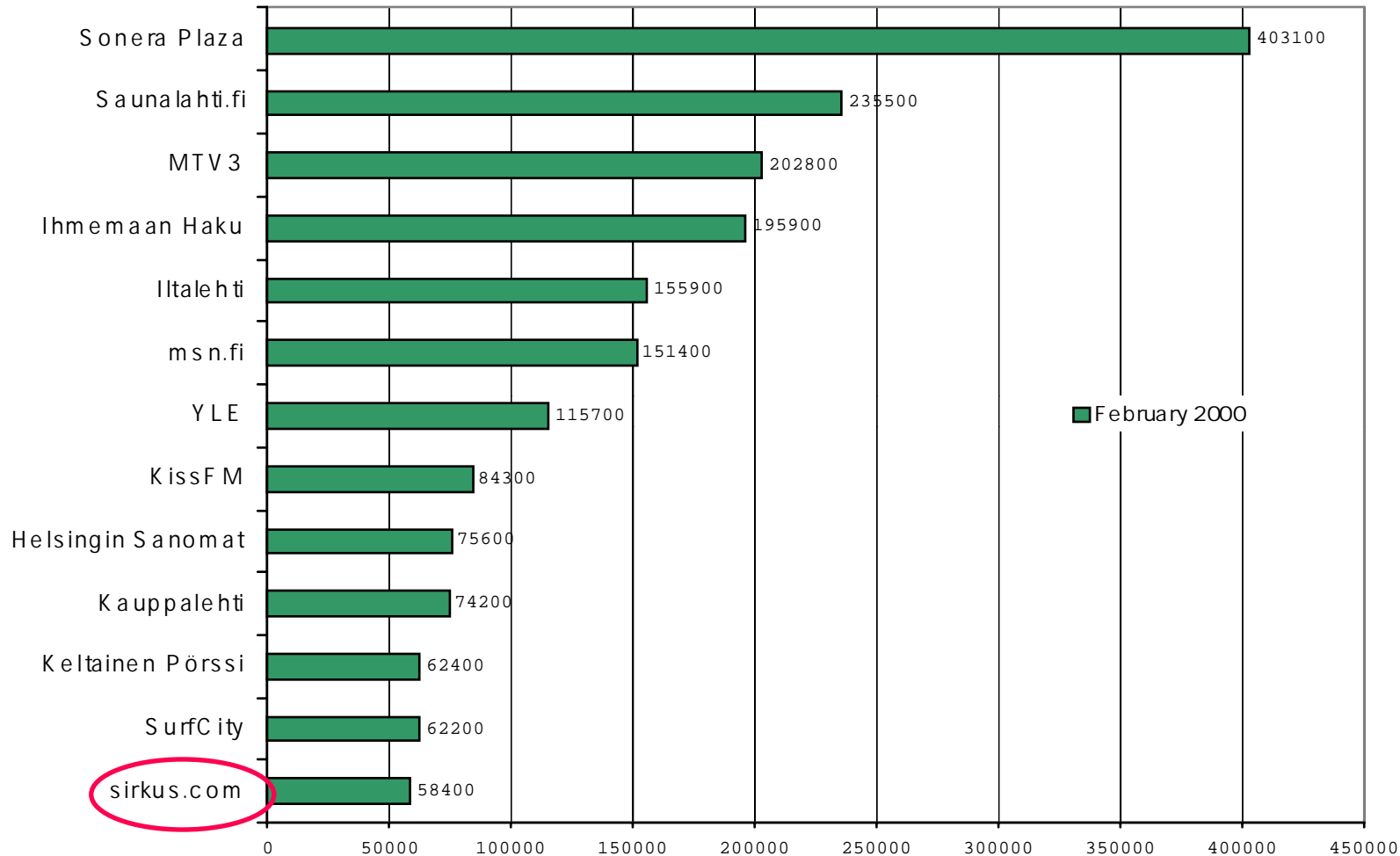
SOL Reach March 2000



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



Finland Top list unique visitors (weekly)

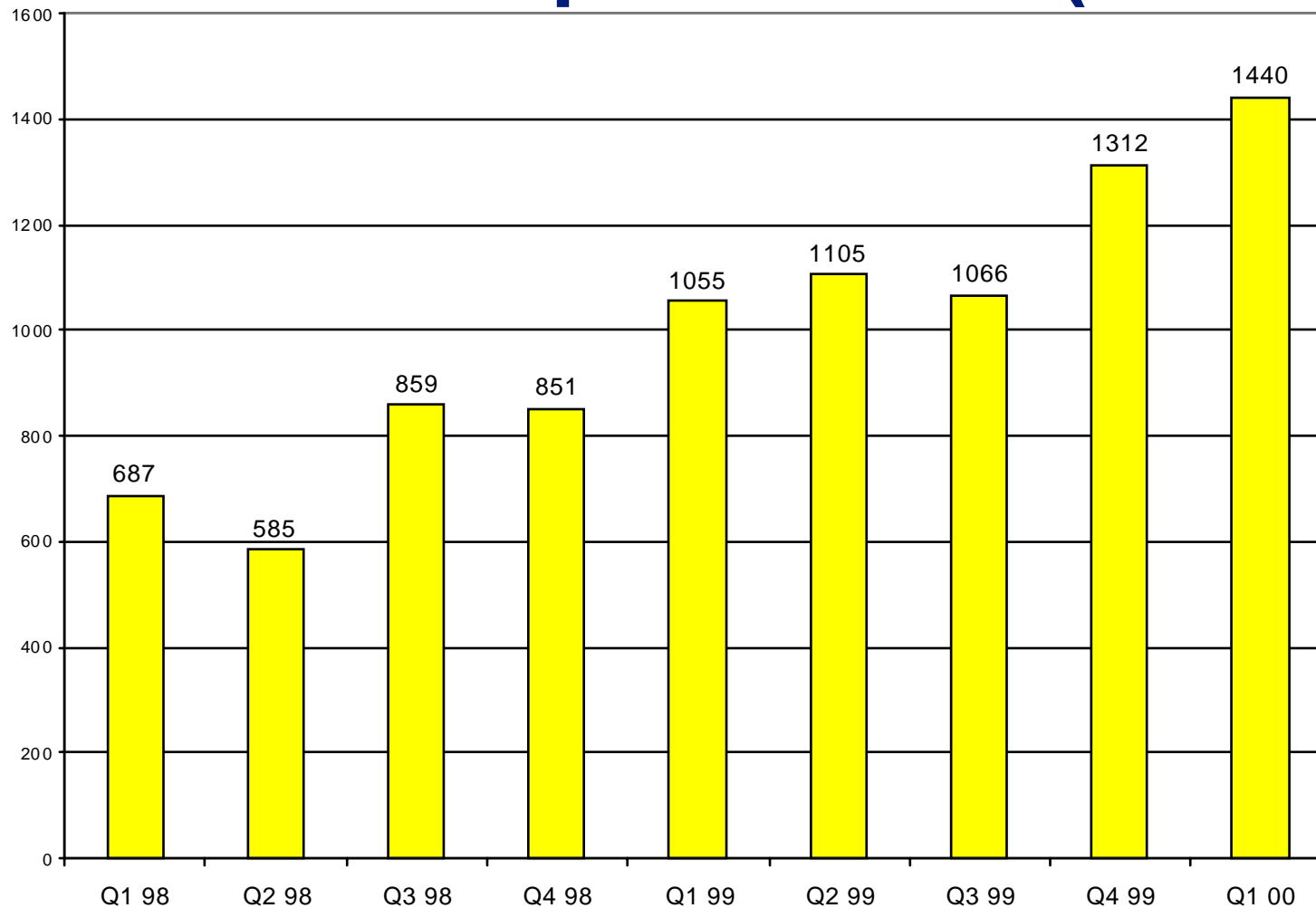


Source: SOL Finland

Figures in 1000



Aftonbladet - Unique visitors (monthly)

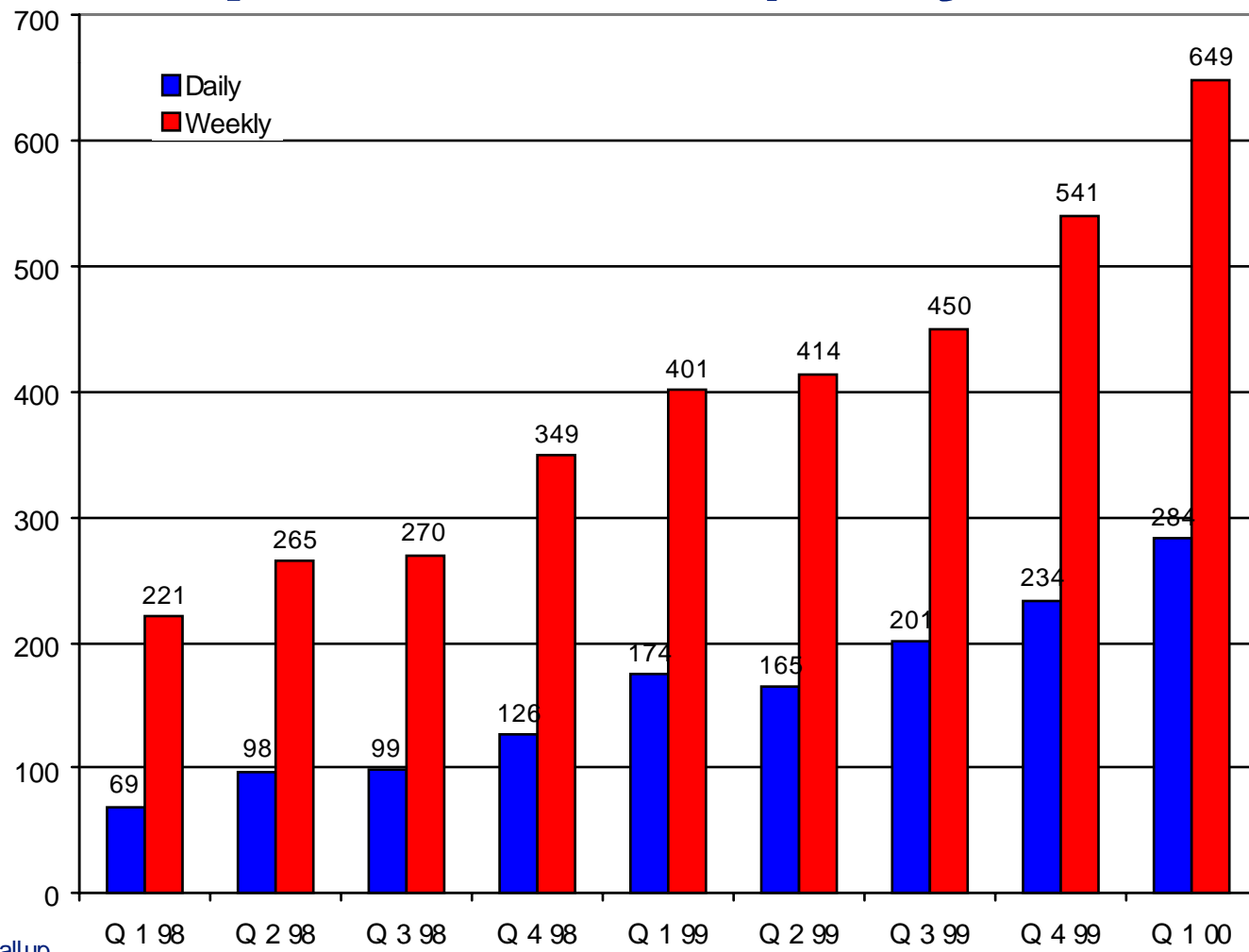


Source: Aftonbladet/SIFO

Figures in 1000



VG - Unique visitors (daily/weekly)

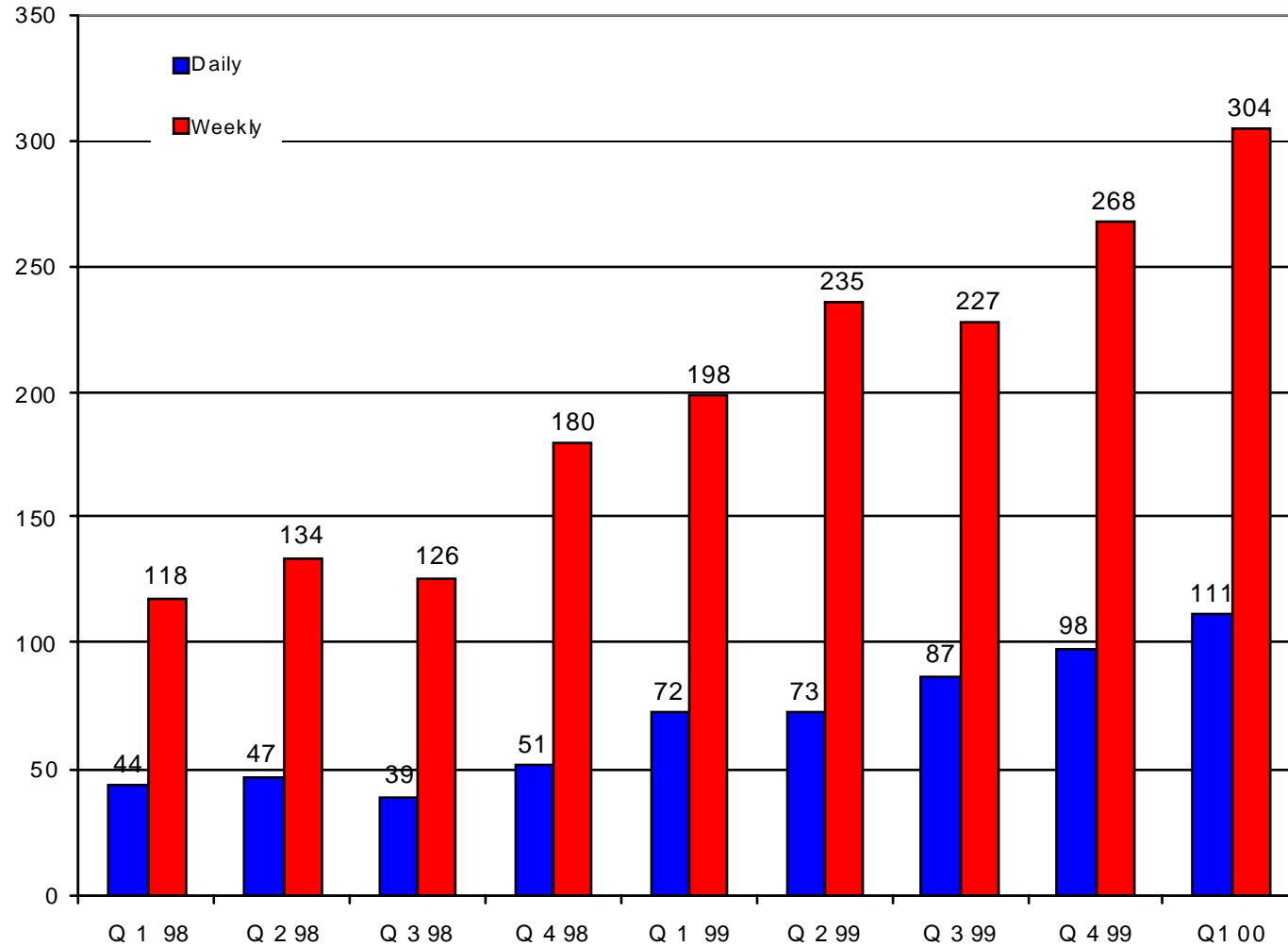


Source: Norsk Gallup

Figures in 1000



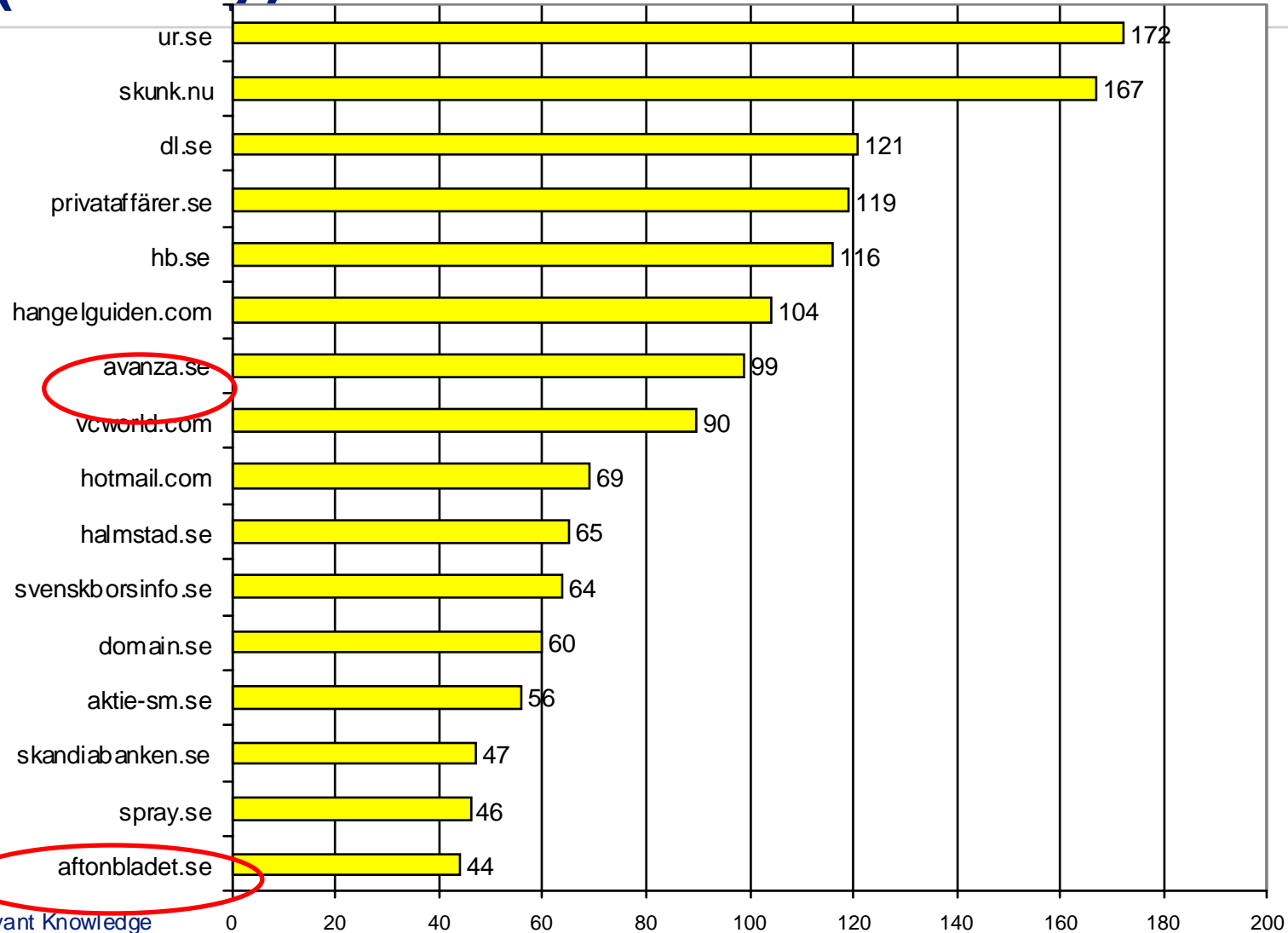
Aftenposten Unique visitors (daily/weekly)



Figures in 1000

Source Norsk Gallup

Sweden - Average time unique visitor on domain level (monthly) March 2000



Time: minutes

Source: SIFO Relevant Knowledge

URL



www.sol.no
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