



## Accounts

### 2nd Quarter 2000

**Kjell Aamot**  
President and CEO

**Trond Berger**  
CFO/EVP

**Mette D. Storvestre**  
IR Manager



# Highlights

- **Best first half year result ever**
  - Successful IPO and listing of SOL
  - Several non-recurring items
  - Positive development in the advertising markets
  - Improved underlying earnings in the business areas
- **Cost reductions in newspapers according to plan**
- **Positioning for 3G mobile telephone services**
  - Participation in the Orange UMTS consortium in Norway and Sweden
  - Establishing organisation for the development of mobile services



# Profit & Loss Account

2Q 99	2Q 00 (NOK million)	As at 30.06.		
		2000	1999	1999
1 812	2 076	4 042	3 634	7 514
1 751	1 859	3 687	3 553	7 342
61	217	355	81	172
0	57	134	(2)	9
9	523	524	(8)	(67)
9	580	658	(10)	(58)
70	797	1 013	71	114
25	257	334	34	87
45	540	679	37	27



# Operating result

	<b>As at</b>	<b>As at</b>	
	<b>30.06.00</b>	<b>30.06.99</b>	<b>Change</b>
(NOK mill.)			
<b>Operating result before extraordinary items</b>	<b>263</b>	<b>165</b>	<b>98</b>
<b>EOI</b>	<b>92</b>	<b>(84)</b>	<b>176</b>
<b>Operating result</b>	<b>355</b>	<b>81</b>	<b>274</b>



# Financial Key Figures

		As at 30.06.						
2Q 99	2Q 00	2000	1999	1999	1998	1997	1996	1995
		<u>(%)</u>						
3,4	10,5	8,8	2,2	2,3	4,8	12,0	12,6	12,2
	Operating margin							
9,7	16,5	14,8	8,7	8,7	9,8	16,3	17,0	17,0
	EBITDA margin							
2,5	26,0	16,8	0,9	0,6	2,6	9,6	8,9	10,3
	Net margin							
	Interest bearing debt	25,6	31,8	31,5	23,8	9,1	15,7	0,5
	Equity ratio	40,9	37,1	33,3	37,3	50,6	48,1	59,6
		<u>(NOK)</u>						
0,63	7,74	9,78	0,49	0,61	2,48	7,47	5,79	4,99
	EPS							
2,64	7,02	10,74	4,56	8,76	9,95	10,00	9,50	8,01
	Cash flow per share							

# Cash Flow / Investments



2Q 99	2Q 00	(NOK million)	As at 30.06.		
			2000	1999	1999
183	486	Cash flow	744	316	607
176	343	EBITDA	598	316	656
86	129	Total investments	218	463	218
		Net interest bearing debt	1 587	1 575	1 502



# Newspapers

- **Strong advertising market - 11% increase in advertising revenues**
- **Increased traffic and 200% increase in advertising revenues for online newspapers to NOK 88 million**
- **VG strengthens position in casual sales market**
- **Impact on results from strike still uncertain, but probably lower than NOK 40 million**
- **Better regularity at new printing plant in Oslo, but still room for improvement**



# Newspapers

- **Aftonbladet**
  - Aftonbladet.se continues the positive development in advertising revenues and traffic
  - New sports supplement well received
  - Increased price on supplements contributes positively to results
- **Svenska Dagbladet**
  - Additional restructuring charge totalling NOK 46 million
  - Restructuring program including staff reductions of 120 people according to plan
- **NOK 110 million in reduced expenses in Aftonbladet and Svenska Dagbladet due to SPP refund**





# Newspapers

- **The classifieds portal FINN.no strengthens its position on real estate, employment and automobile**
  - **In excess of 50% of the real estate classifieds in Norway**
  - **Strong growth in traffic - 196,000 unique visitors pr. week in June**
- **Free newspapers**
  - **Avis1 consolidates its position in Oslo**
  - **Further development of 20 Min**
- **Restructuring of Eesti Meedia Group, merger of activities with Ekspress Group and more positive macroeconomic indicators expected to give results**



# Circulation

	Circulation	Change 2q 99-00	Change	Revenues (mNOK/SEK)	Change
Aftenposten morning	281 838	(8 222)	(2,8)%	304	(4,9)%
Aftenposten evening	179 939	(6 617)	(3,5)%		
Aftenposten Sunday	238 309	(2 980)	(1,2)%		
VG weekdays	371 400	16 700	4,7 %	555	10,2 %
VG Sunday	315 000	18 100	6,1 %		
Aftonbladet weekdays	378 800	(2 200)	(0,6)%	610	(2,1)%
Aftonbladet Sunday	448 800	(23 200)	(4,9)%		
Svenska Dagbladet week.	180 110	(1 473)	(0,8)%	167	1,2 %
Svenska Dagbladet Sunday	194 261	(2 464)	(1,3)%		

# Advertising



	<b>Volume</b> (column mtrs)	<b>Change</b>	<b>Revenues</b> (mNOK)	<b>Change</b>
<b>Aftenposten</b>	<b>30 471</b>	<b>7,5 %</b>	<b>760</b>	<b>9,0 %</b>
<b>VG</b>	<b>3 583</b>	<b>(3,5)%</b>	<b>181</b>	<b>8,9 %</b>
<b>Aftonbladet*</b>	<b>5 863</b>	<b>(1,9)%</b>	<b>153</b>	<b>15,5 %</b>
<b>Svenska Dagbladet*</b>	<b>14 929</b>	<b>1,4 %</b>	<b>271</b>	<b>13,7 %</b>

\* SEK

# Result Schibsted's online newspapers <sup>1)</sup>



	As at 30.06.00	As at 30.06.99
<u>(NOK million)</u>		
Advertising revenues	88	29
Total operating revenues	98	37
Total operating costs <sup>2)</sup>	142	58
Operating result	(44)	(21)

<sup>1)</sup> Including FINN and the newspaper's venture activities  
<sup>2)</sup> Include all costs except editorial content



# TV/Film

- **Revenues growth of 55% for Metronome Film & TV**
  - **Contracts for the production of “Hotel Cæsar” in Sweden and “Big Brother” in Sweden, Denmark and Norway according to plan**
  - **First production contract in Finland**
  - **Metronome by far the largest TV producer in Scandinavia in the first half**
- **Weak result for Sandrew Metronome in 2nd quarter due to seasonal factors, but 1st half better than 1999**



# Positive results in TV 2

- **Best 1st half year result ever - Schibsted's share of result NOK 64 million**
- **Schibsted's share of gain from sale of shares in Canal Digital NOK 40 million**
- **18% increase in advertising revenues - improvement continues in 3rd quarter**
- **Expenses contained**
- **Concession negotiations postponed awaiting government action**



# Multimedia

- **Successful IPO and listing of Scandinavia Online**
  - Investments totalling approx. NOK 300 million recovered and Schibsted now holds 35% of SOL valued at approx. NOK 2.6 billion
  - Created expansion opportunities for SOL
- **Schibsted considered an attractive partner for newly established companies in “the New Economy”**
- **Establishing organisation for venture investments**



# Schibsted's Broadband Strategy

- Participation in Orange consortium in Norway and Sweden
  - Positioning for 3G mobile telephone services
- Mobile portals in co-operation with the Group's newspapers
  - Development of new products (f. ex. entertainment)
  - Co-ordinating existing content producers
  - Alliances to get access to network intelligence (positioning services, customer profiles etc. )
- Alliances to make international expansion possible





# Outlook

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- **Positive advertising markets**
- **Circulation trend continues**
- **Positioning for content through broadband**
- **Third generation mobile telephone (UMTS) opens several opportunities for Schibsted**



## NEWSPAPERS

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Aftenposten AS  
Verdens Gang AS  
Avis 1 (100%) / 20Min (40%)  
Aftonbladet Hierta/AB Nya Medier  
Hierta Venture AB ca. 90%  
Svenska Dagbladet Holding AB (89%)  
SvD Venture AB 89%  
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/ Adr.avisen/ Stav. Aftenblad -  
11% hver  
Fædrelandsvennen (4%)

## TV/FILM

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### 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

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

## MULTIMEDIA

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See separate enclosure

## FINANCE AND REAL ESTATE

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Schibsted ASA  
Schibsted Finans AS  
Schibsted Eiendom AS

## ESTONIA

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Eesti Meedia Group (92,5%)  
Kanal 2 (98%)

# Schibsted's 10 largest shareholders



<u>As at 30.6.00</u>	<u>No. of shares</u>	<u>Ownership share</u>
1. Blommenholm Industrier	18 083 520	26.1 %
2. Boston Safe Deposit	3 843 805	5.5 %
3. Folketrygdfondet	3 647 300	5.3 %
4. Avanse Forvaltning	3 389 600	4.8 %
5. Marathon Asset Management	2 876 849	4.1 %
6. Orkla ASA	2 775 231	4.0 %
7. Storebrand Liv	2 508 400	3.6 %
8. State Street Bank	2 001 787	2.9 %
9. Chase Manhattan Bank	1 519 748	2.2 %
10. Vital Forsikring	1 058 400	1.5 %

**Totalt number of outstanding shares: 69 250 000**

**Foreign ownership: 33%**



# Adjusted operating result

As at 30.06. (NOK mill.)	Operating profit before EOI & GW		EOI		Goodwill		Operating profit incl. EOI & GW	
	2000	1999	2000	1999	2000	1999	2000	1999
Newspapers	298	225	(49)	103	11	9	336	113
TV/Film	16	10	-	-	6	10	10	-
Multimedia	(58)	(43)	(43)	(19)	10	3	(25)	(27)
Publishing	2	(2)	(14)	-	4	11	11	(13)
Estonia	(9)	(17)	-	-	9	9	(18)	(26)
Group Functions	55	34	14	-	-	-	41	34
<b>Total</b>	<b>303</b>	<b>206</b>	<b>(92)</b>	<b>84</b>	<b>40</b>	<b>41</b>	<b>355</b>	<b>81</b>

EOI: Extraordinary items. Negative figures represent gains

GW: Goodwill

# Share of Associated Companies



		As at 30.06.		
2Q 99	2Q 00 (NOK million)	2000	1999	1999
9	7 Newspapers	(4)	(0)	(28)
4	62 TV/Film	67	(1)	(11)
(3)	458 Multimedia on-line	466	(6)	(24)
	(1) Publishing	(1)	(1)	(4)
	(4) Other	(4)		
9	523 TOTAL	524	(8)	(67)

# Schibsted's share of SOL accounts



(Figures in million)

For 2nd quarter 2000

Result SOL

SEK (254)

Schibsted's share of the result

NOK (113) <sup>1)</sup>

Add-back of goodwill amortization

NOK 15

Share of result

NOK (98)

<sup>1)</sup> Based on ownership of 50.22% prior to and 35.45% after IPO



# Cash Flow

2Q 99	2Q 00	(NOK million)	As at 30.06.		
			2000	1999	1999
70	797	Profit before taxes	1,013	71	114
115	126	+/- Depreciation	243	235	484
17	(2)	+/- Net changes in pensions	-	21	8
5	(276)	+/- Share of ass. companies	(276)	23	100
(25)	(159)	- Taxes payable	(236)	(34)	(100)
183	486	Cash flow	744	316	607
2.64	7.02	Cash flow per share (NOK)	10.74	4.56	8.76

# Financial result Schibsted Group



			As at 30.06.		
2Q 99	2Q 00		2000	1999	1999
(22)	(19)	Net interest	(43)	(39)	(78)
24	11	Forex	(6)	37	29
(2)	65	Gains/losses on shares etc.	183	1	58
0	57	Net financial items	134	(2)	9
9	523	Income from ass. companies	524	(8)	(67)





# Balance Sheet

<b>30.06.99</b>	<b>30.06.00</b>	(NOK million)	<b>31.12.99</b>
5 260	5 585	Fixed assets	5 282
1 715	1 980	Current assets	1 925
<b>6 975</b>	<b>7 565</b>	<b>TOTAL ASSETS</b>	<b>7 207</b>
2 590	3 092	Equity and minority interests	2 401
		Long-term debt:	
2 218	1 937	Interest-bearing	2 267
727	837	Non interest-bearing	701
1 440	1 699	Interest free current liabilities	1 838
<b>6 975</b>	<b>7 565</b>	<b>TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY</b>	<b>7 207</b>



# Gross Investments

2Q 99	2Q 00 (NOK million)		As at 30.06.		
			2000	1999	1999
16	88	<b>Operating investments</b>	145	125	369
70	41	<b>Shares and other holding</b>	73	338	382
<b>86</b>	<b>129</b>	<b>Total investments</b>	<b>218</b>	<b>463</b>	<b>751</b>

# Newspapers - Operating result



2Q 99	2Q 00	(NOK million)	As at 30.06.		
			2000	1999	1999
1 525	1 704	Op. revenues incl. EOI	3 282	3 007	6 109
1 449	1 484	Operating expenses incl. EOI & GW	2 946	2 894	5 935
117	178	Operating profit before EOI & GW	298	225	322
42	(42)	EOI & GW	(38)	112	148
76	220	Operating profit incl. EOI & GW	336	113	174
9	7	Income from ass. companies	(4)	0	(28)
<u>Operating margins</u>					
13,5 %	11,1 %	Aftenposten AS	9,6 %	11,9 %	6,8 %
17,0 %	24,0 %	Verdens Gang AS	21,1 %	16,9 %	17,4 %
2,8 %	17,0 %	Aftonbladet Group	11,5 %	2,1 %	3,1 %
(1,7)%	6,8 %	Svenska Dagbladet	0,9 %	(5,6)%	(17,2)%

# Ad. volume - Regional newspapers



2Q 99	2Q 00	Change	Column meters	As at 30.06.		
				2000	1999	1999
6 757	6 910	2,3 %	<b>Adresseavisen</b>	14 029	13 114	26 977
7 564	7 354	(2,8)%	<b>Bergens Tidende</b>	14 418	14 590	28 258
4 007	3 476	(13,2)%	<b>Fædrelandsvennen</b>	6 993	7 662	15 041
1 626	1 476	(9,2)%	<b>Harstad Tidende</b>	2 705	3 074	5 954
7 264	7 191	(1,0)%	<b>Stavanger Aftenblad</b>	13 718	13 696	26 550

# Operating result *Aftenposten*



2Q 99	2Q 00 (NOK million)		As at 30.06.		
			2000	1999	1999
158	146	Circulation revenues	304	319	631
351	386	Advertising revenues	760	697	1 325
26	26	Other revenues	60	53	119
<b>536</b>	<b>558</b>	<b>Total revenues</b>	<b>1 124</b>	<b>1 069</b>	<b>2 074</b>
45	40	Raw materials	87	91	176
189	202	Personnel expenses	408	389	811
198	223	Other operating expenses	458	401	825
15	15	Depreciation	30	29	60
16	17	Royalty	34	32	62
<b>463</b>	<b>496</b>	<b>Total operating expenses</b>	<b>1 016</b>	<b>942</b>	<b>1 933</b>
<b>73</b>	<b>62</b>	<b>Operating profit</b>	<b>108</b>	<b>128</b>	<b>141</b>

# Operating result SVENSKA DAGBLADET



2Q 99	2Q 00 (SEK million)		As at 30.06.		
			2000	1999	1999
82	84	Circulation revenues	167	165	326
129	149	Advertising revenues	271	238	461
11	11	Other revenues	18	16	27
14	14	Government subsidies	28	27	54
<b>235</b>	<b>259</b>	<b>Total revenues</b>	<b>484</b>	<b>446</b>	<b>868</b>
20	24	Raw materials	47	39	93
59	68	Personnel expenses	129	118	310
154	141	Other operating expenses	292	303	565
6	8	Depreciation	12	11	48
<b>239</b>	<b>241</b>	<b>Total operating expenses</b>	<b>480</b>	<b>471</b>	<b>1 017</b>
<b>(4)</b>	<b>18</b>	<b>Operating profit</b>	<b>4</b>	<b>(25)</b>	<b>(149)</b>
94,57	97,26	Exchange rate: NOK/SEK	97,26	94,57	94,37

# Operating result



2Q 99	2Q 00 (NOK million)		As at 30.06.		
			2000	1999	1999
245	265	Circulation revenues	555	504	1 140
83	100	Advertising revenues	181	166	331
3	4	Other revenues	6	5	9
<b>332</b>	<b>369</b>	<b>Total revenues</b>	<b>742</b>	<b>675</b>	<b>1 480</b>
25	27	Raw materials	55	51	112
69	64	Personnel expenses	144	149	311
165	172	Other operating expenses	350	326	728
7	7	Depreciation	14	14	27
10	11	Royalty	22	20	44
<b>275</b>	<b>280</b>	<b>Total operating expenses</b>	<b>586</b>	<b>561</b>	<b>1 222</b>
<b>56</b>	<b>89</b>	<b>Operating profit</b>	<b>156</b>	<b>114</b>	<b>258</b>

# Operating result **AFTONBLADET** Group



2Q 99	2Q 00 (SEK million)		As at 30.06.		
			2000	1999	1999
321	318	Circulation revenues	610	623	1 235
77	122	Advertising revenues	199	132	266
14	7	Other revenues	15	25	109
<b>412</b>	<b>447</b>	<b>Total revenues</b>	<b>824</b>	<b>780</b>	<b>1 610</b>
66	54	Raw materials	102	121	234
74	94	Personnel expenses	161	139	307
251	216	Other operating expenses	451	485	980
9	7	Depreciation	14	19	38
<b>400</b>	<b>371</b>	<b>Total operating expenses</b>	<b>729</b>	<b>764</b>	<b>1 559</b>
<b>12</b>	<b>76</b>	<b>Operating profit</b>	<b>95</b>	<b>16</b>	<b>51</b>
94,57	97,26	Exchange rate: NOK/SEK	97,26	94,57	94,37





# Operating result

SCHIBSTED TRYKK

2Q 99	2Q 00 (NOK million)		As at 30.06.		
			2000	1999	1999
135	159	Operating revenues	337	272	627
182	164	Operating expenses	341	381	753
(48)	(5)	Operating profit	(4)	(109)	(126)

# Operating result Multimedia



2Q99	2Q00		As at 30.06.		
			2000	1999	1999
45	22	Operating revenues incl. EOI	96	79	226
51	45	Operating expenses incl. EOI & GW	121	106	232
(6)	(22)	Operating profit before EOI & GW	(25)	(27)	(6)
(20)	(21)	Operating profit incl. EOI & GW	(59)	(44)	(86)
(14)	1	EOI & GW	(34)	(17)	80

EOI: Extraordinary items

GW: Goodwill

# Operating result Publishing



2Q 99	2Q 00		As at 30.06.		
			2000	1999	1999
57	76	Operating revenues incl. EOI	136	115	268
65	63	Operating expenses incl. EOI & GW	125	128	276
(8)	13	Operating profit before EOI & GW	11	(13)	(8)
(5)	2	Operating profit incl. EOI & GW	2	(2)	8
3	(11)	EOI & GW	(9)	11	(16)

EOI: Extraordinary items

GW: Goodwill



# Operating result TV/Film

		As at 30.06.			
2Q 99	2Q 00 (NOK million)	2000	1999	1999	
131	232	Operating revenues incl. EOI	439	329	709
138	235	Operating expenses incl. EOI & GW	429	329	701
(2)	0	Op. profit before EOI & GW	16	10	31
5	3	EOI & GW	6	10	23
(7)	(4)	Operating profit incl. EOI & GW	10	0	8
4	63	Income from ass. companies	67	(1)	(11)

EOI: Extraordinary items

GW: Goodwill

# Metronome Film & Television AB



(100%)

2Q 99	2Q 00 (SEK million)		As at 30.06.		
			2000	1999	1999
72	151	<b>Revenues</b>	<b>242</b>	<b>156</b>	<b>321</b>
47	118	Raw materials	181	105	224
12	15	Personnel expenses	28	25	50
6	9	Other operating expenses	16	11	23
2	4	Depreciation	8	4	8
<b>67</b>	<b>146</b>	<b>Total operating expenses</b>	<b>232</b>	<b>145</b>	<b>306</b>
<b>5</b>	<b>5</b>	<b>Operating profit</b>	<b>10</b>	<b>11</b>	<b>15</b>
94,57	97,26	Exchange rate NOK/SEK	97,26	94,57	94,37
7 %	3 %	<b>Operating margin</b>	<b>4 %</b>	<b>7 %</b>	<b>5 %</b>

# Sandrew Metronome Group (100%)



2Q 99	2Q 00 (SEK million)		As at 30.06.		
			2000	1999	1999
141	165	Revenues	417	386	864
49	93	Raw materials	232	176	482
28	32	Personnel expenses	66	59	118
54	37	Other operating expenses	72	104	143
24	20	Depreciation	40	47	93
155	183	Total operating expenses	409	386	835
(14)	(17)	Operating profit	8	(1)	29
94,57	97,26	Exchange rate NOK/SEK	97,26	94,57	94,37
-10,0 %	-10,5 %	Operating margin	1,9 %	-0,2 %	3,3 %

# TV 2 - group (100%)



		As at 30.06.		
2Q 99	2Q 00 (NOK million)	2000	1999	1999
326	405	776	658	1 359
	Revenues			
96	116	249	206	428
	Programming expenses			
67	69	152	147	313
	Personnel expenses			
137	87	176	252	414
	Other operating expenses			
16	20	38	31	63
	Depreciation			
316	291	615	635	1 217
	Total operating expenses			
10	113	162	23	142
	Operating profit			
(2)	166	166	(4)	2
	Net financial items			
3	(15)	(41)	(23)	(158)
	Share of ass. companies			
1	80	94	7	47
	Taxes			
10	184	194	(11)	(61)
	Net profit			
(1)	0	0	(3)	(3)
	Net profit attributable to minority intr.			
11	184	193	(8)	(58)
	Net profit attributable to majority intr.			



# Operating result Estonia

2Q 99	2Q 00	(NOK million)	As at 30.06.		
			2000	1999	1999
50	54	Operating revenues incl. EOI	99	98	195
62	59	Operating expenses incl. EOI & GW	117	124	245
(7)	(1)	Operating profit excl. EOI & GW	(9)	(17)	(32)
5	4	EOI & GW	9	9	18
(11)	(5)	Operating profit incl. EOI & GW	(18)	(26)	(50)

EOI: Extraordinary items

GW: Goodwill





# ”schibsted.com”

## Company overview and online statistics

More information at [www.schibsted.no](http://www.schibsted.no)

# "schibsted.com"



## Newspapers' online activities

- Aftenposten 100%
- VG 100%
- Aftonbladet 100%
- Svenska Dagbladet 89%
- Eesti Meedia 92.5%\*

\* Eesti Meedia has online newspapers and magazines, but these activities are currently not a part of the "schibsted.com" statistics or accounts.

## Schibsted Multimedia

- Schibsted Telecom 100%
- Bokkilden 100%
- Allt om Stockholm 100%
- TicNet 80%
- Filminfo 66%
- Alt om København 49%
- Ecomda 38%
- Scandinavia Online AB 35%
  - *SOL Norway*
  - *SOL Sweden*
  - *SOL Denmark*
  - *SOL Finland*
- Vendor 33.3%
- Hugin 31%
- Lommelegen 23%
- Startsidan 17%
- Skiinfo 11%

# Unique visitors at Schibsted (partially) owned sites June 2000



Passagen.se (SOL Sweden)	1 805 000	VG.no	1 246 000 (calculated)
SOL Norway	1 359 000 (calculated)	Aftenposten.no	481 000 (calculated)
Kvasir Norway	1 307 000 (calculated)	FINN.no	353 000 (calculated)
SOL Denmark	452 000 (calculated)	Aftonbladet.se	1 353 000
SOL Finland	153 000 (calculated)	Svenska Dagbladet.se	145 000
Bokkilden.no	30 000	Adresseavisen.no	79 000 (calculated)
Alltomstockholm.se	173 000	Bergens Tidende.no	113 000 (calculated)
ABC Startsidan	837 000 (calculated)	Stavanger Aftenblad.no	99 000 (calculated)
Lommelegen	32 000	Fædrelandsvennen.no	36 000 (calculated)
TV2.no	536 000 (calculated)		
TopJobs	69 000		
Adress Direkt	58 000		

**SOL** 5 076 000

**Newspapers** 3 905 000

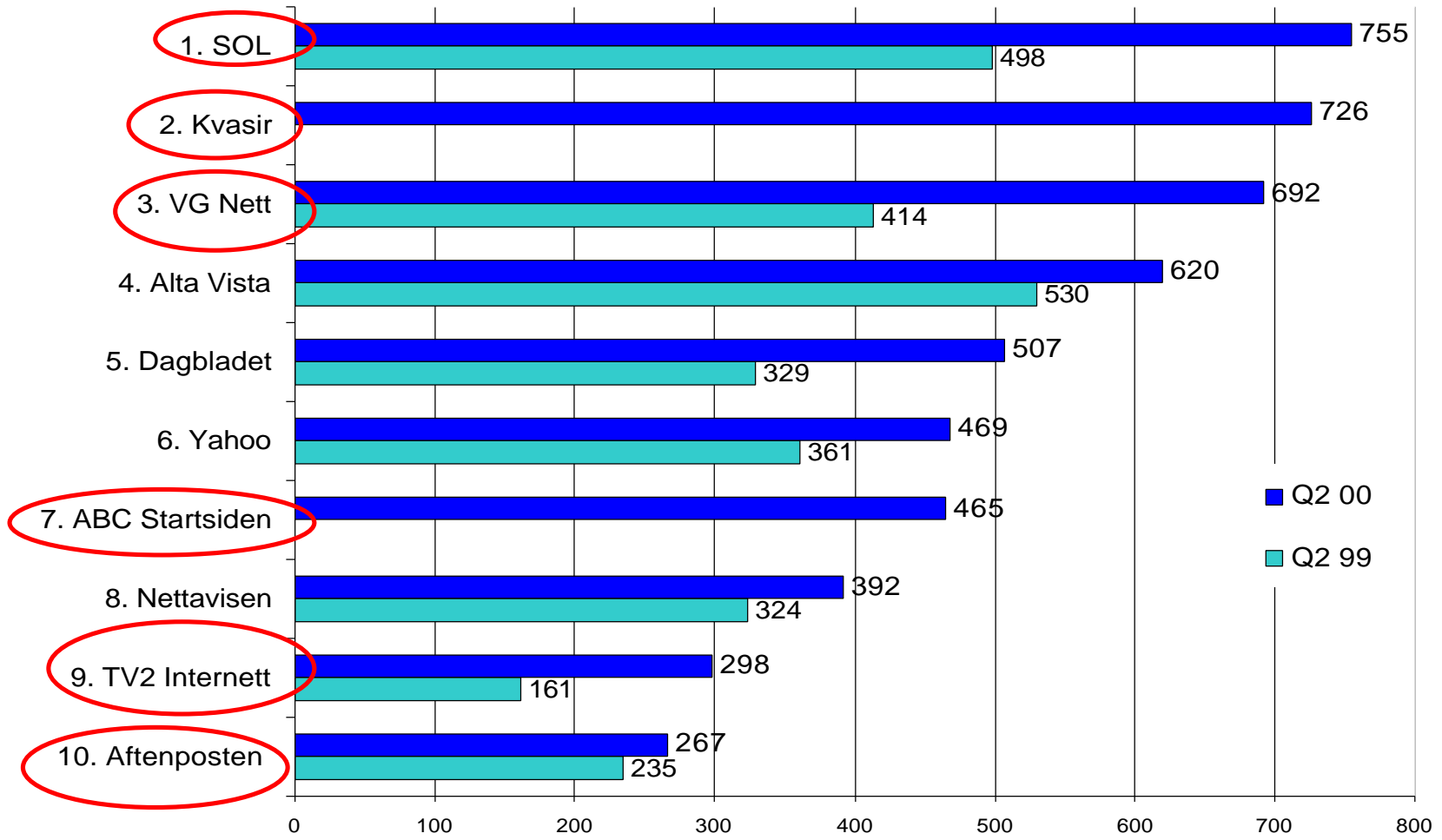
**Other** 1 735 000

**Total: 10 716 000**

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%. The calculated figures are based on the weekly figures published by Norsk Gallup times a factor of 1.8. This factor derives from comparative studies and might well be uncertain.



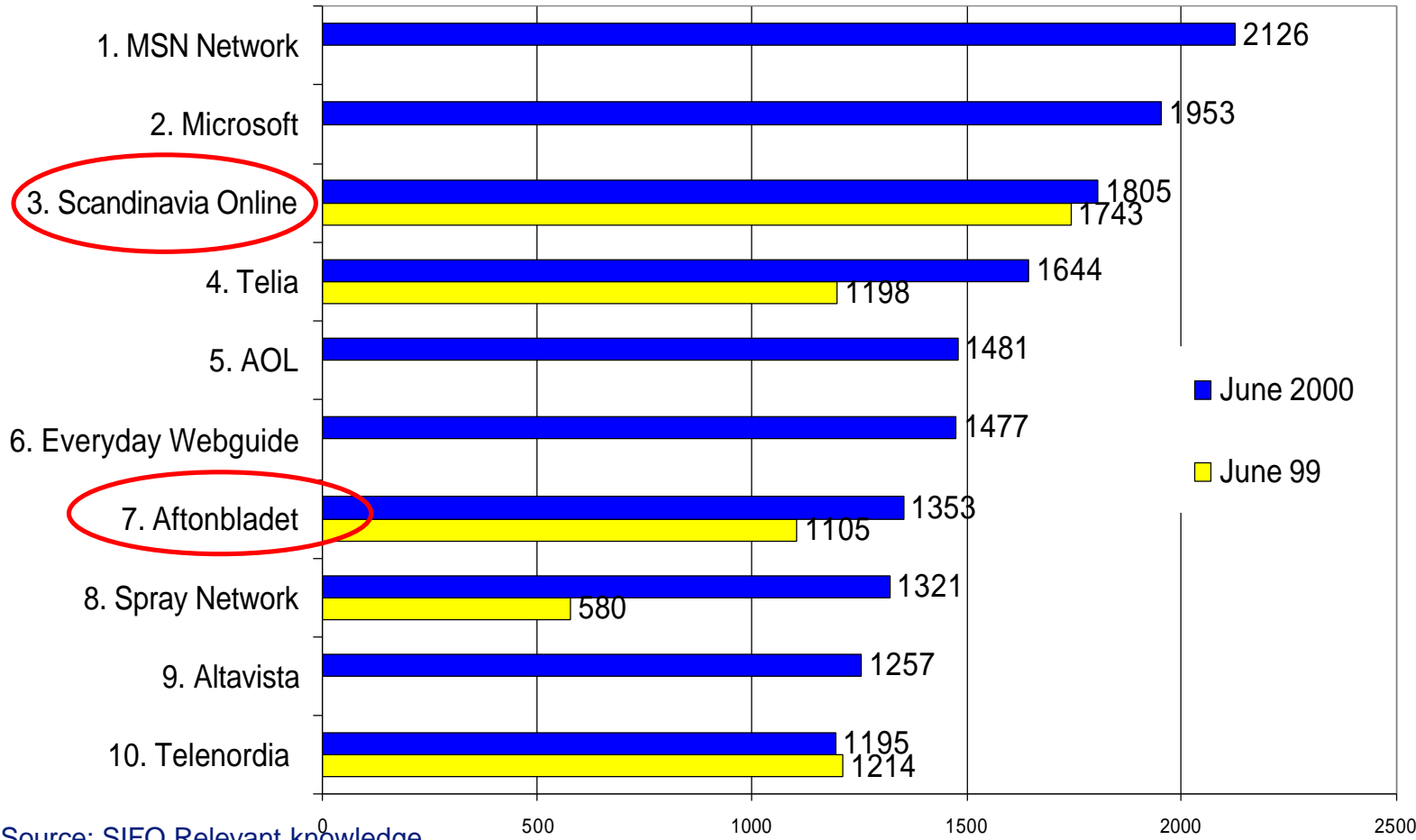
# Norway - Top 10 unique visitors (weekly)



Source: Norsk Gallup

figures in 1000

# Sweden Top 10 unique visitors (monthly)

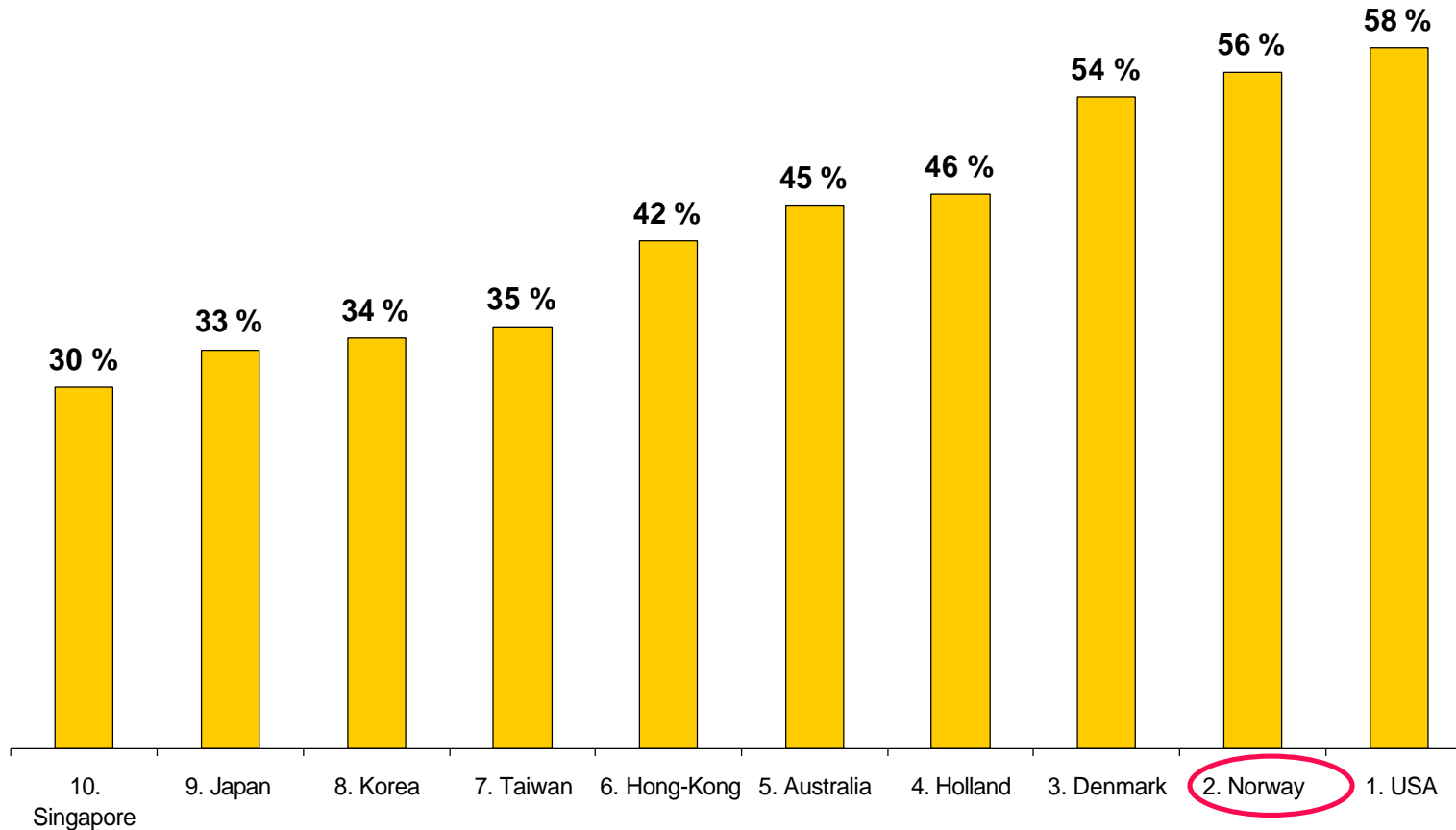


Source: SIFO Relevant knowledge

figures in 1000



# Internet Penetration Rates



**% of population using the Internet the past month - Source Norsk Gallup**

# Schibsted web sites



[www.sol.no](http://www.sol.no)  
[www.kvasir.no](http://www.kvasir.no)  
[www.passagen.se](http://www.passagen.se)  
[www.evreka.com](http://www.evreka.com)  
[www.sol.dk](http://www.sol.dk)  
[www.kvasir.dk](http://www.kvasir.dk)  
[www.netstationen.dk](http://www.netstationen.dk)  
[www.bid2day.com](http://www.bid2day.com)  
[www.bid2day.se](http://www.bid2day.se)  
[www.bid2day.dk](http://www.bid2day.dk)  
[www.netmarked.com](http://www.netmarked.com)  
[www.netbonus.se](http://www.netbonus.se)  
[www.n1marked.dk](http://www.n1marked.dk)  
[www.reisefeber.no](http://www.reisefeber.no)  
[www.rejsefeber.dk](http://www.rejsefeber.dk)  
[www.resfeber.se](http://www.resfeber.se)  
[www.bilweb.se](http://www.bilweb.se)  
[www.boomeranger.se](http://www.boomeranger.se)

[www.bilguiden.no](http://www.bilguiden.no)  
[www.bilguiden.dk](http://www.bilguiden.dk)  
[www.aftenposten.no](http://www.aftenposten.no)  
[www.finn.no](http://www.finn.no)  
[www.tv2.no](http://www.tv2.no)  
[www.vg.no](http://www.vg.no)  
[www.enter.vg](http://www.enter.vg)  
[www.webmixen.no](http://www.webmixen.no)  
[www.topjobs.no](http://www.topjobs.no)  
[www.topjobs.net](http://www.topjobs.net)  
[www.aftonbladet.se](http://www.aftonbladet.se)  
[www.leknet.se](http://www.leknet.se)  
[www.topjobs.se](http://www.topjobs.se)  
[www.hiertaventure.com](http://www.hiertaventure.com)  
[www.adressdirekt.se](http://www.adressdirekt.se)  
[www.kupongdirekt.se](http://www.kupongdirekt.se)  
[www.eannons.se](http://www.eannons.se)  
[www.svd.se](http://www.svd.se)

[www.kompetensguiden.se](http://www.kompetensguiden.se)  
[www.huginonline.no](http://www.huginonline.no)  
[www.aok.dk](http://www.aok.dk)  
[www.alltomstockholm.se](http://www.alltomstockholm.se)  
[www.startsiden.no](http://www.startsiden.no)  
[www.lommelegen.com](http://www.lommelegen.com)  
[www.skiinfo.no](http://www.skiinfo.no)  
[www.bokkilden.no](http://www.bokkilden.no)  
[www.ticnet.se](http://www.ticnet.se)  
[www.scanpix.no](http://www.scanpix.no)  
[www.sandrewmetronome.se](http://www.sandrewmetronome.se)  
[www.sandrewmetronome.dk](http://www.sandrewmetronome.dk)  
[www.sandrewmetronome.no](http://www.sandrewmetronome.no)  
[www.sandrewmetronome.fi](http://www.sandrewmetronome.fi)  
[www.metronome.se](http://www.metronome.se)  
[www.meterfilm.se](http://www.meterfilm.se)  
[www.mekanofilm.se](http://www.mekanofilm.se)  
[www.mekaniken.se](http://www.mekaniken.se)

[www.rubicontv.no](http://www.rubicontv.no)  
[www.metronomeprod.dk](http://www.metronomeprod.dk)  
[www.kinopalatsi.fi](http://www.kinopalatsi.fi)  
[www.postimees.ee](http://www.postimees.ee)  
[www.sl.ee](http://www.sl.ee)  
[www.kroonika.ee](http://www.kroonika.ee)  
[www.adresseavisen.no](http://www.adresseavisen.no)  
[www.bergens-tidende.no](http://www.bergens-tidende.no)  
[www.stavanger-aftenblad.no](http://www.stavanger-aftenblad.no)  
[www.fedrelandsvennen.no](http://www.fedrelandsvennen.no)  
[www.schibsted-forlag.no](http://www.schibsted-forlag.no)  
[www.bladkompaniet.no](http://www.bladkompaniet.no)  
[www.svenskaforlaget.com](http://www.svenskaforlaget.com)  
[www.bokex.com](http://www.bokex.com)  
[www.dinepenger.no](http://www.dinepenger.no)  
[www.dagensmedisin.no](http://www.dagensmedisin.no)  
[www.ecomda.com](http://www.ecomda.com)



# Investor information

- Please visit Schibsted's homepages:  
<http://www.schibsted.no/ir/>
  - Registration of subscription for press releases
- Schibsted Capital Markets Day
  - Oslo Konserthus 30th August at 0830-1200 CET
  - Sign up: [nff@finansanalytiker.no](mailto:nff@finansanalytiker.no)

(Norwegian presentation - English documentation)
- 3rd quarter presentation 9th November at 4 pm CET

Head of IR

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