

# SCHIBSTED

## Annual Accounts 2000

**Kjell Aamot**  
**President and CEO**

Trond Berger CFO / Mette Storvestre IRO



**SCHIBSTED**



# Highlights

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- **Best annual result in the Group's history**
  - *Growth within all business areas*
  - *Strong advertising market and one-off items*
- **Schibsted remains strong despite the correction in the TMT-sector**
  - *Strengthened market position in Norway and Sweden*
  - *Success on the Internet: 12 million unique visitors at Schibsted's fully or partially owned websites*
  - *One million new readers of Schibsted's online newspapers this year*



# Profit & Loss Account Schibsted Group

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
<b>2 037</b>	<b>2 328</b>	<b>Operating revenues</b>	<b>8 270</b>	<b>7 402</b>
(1 869)	(2 073)	Operating expenses	(7 349)	(6 703)
(103)	(101)	Ordinary depreciation	(408)	(401)
		<b>Operating result before GW and other income and expenses</b>	<b>513</b>	<b>298</b>
(20)	(15)	Amortisation of goodwill	(72)	(83)
11	12	Other income and expenses	96	(43)
<b>56</b>	<b>151</b>	<b>Operating result</b>	<b>537</b>	<b>172</b>
24	(60)	Group financial items	31	9
(24)	(76)	Income from associated companies	382	(67)
-	(136)	Net financial items	413	(58)
<b>56</b>	<b>15</b>	<b>Result before taxes</b>	<b>950</b>	<b>114</b>
(41)	(2)	Taxes	(335)	(87)
<b>15</b>	<b>13</b>	<b>Net result</b>	<b>615</b>	<b>27</b>

GW: Goodwill



# Financial Key Figures

4Q 99	4Q 00	As at 31.12 (%)	As at 31.12					
			2000	1999	1998	1997	1996	1995
3.2	6.6	<b>Operating margin<sup>1)</sup></b>	6.2	4.0	4.8	12.0	12.6	12.2
8.2	11.0	<b>EBITDA margin<sup>1)</sup></b>	11.1	9.4	9.8	16.3	17.0	17.0
1.1	0.2	<b>Net margin</b>	7.3	0.6	2.6	9.6	8.9	10.3
		<b>Interest bearing debt ratio</b>	23.3	31.5	23.8	9.1	15.7	0.5
		<b>Equity ratio</b>	37,8	33.3	37.3	50.6	48.1	59.6
		<b>(NOK)</b>						
		<b>EPS</b>	8.78	0.61	2.48	7.47	5.79	4.99
		<b>Cash flow per share</b>	15.15	8.76	9.95	10.00	9.50	8.01

1) 1995-98 - not recalculated according to new classification of operating result



# Cash Flow / Investments

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4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
157	196	Cash flow	1 049	607
168	255	EBITDA	921	699
198	377	Total investments	708	751
		Net interest bearing debt	1 168	1 502



# Newspapers

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- A record year for the newspapers as a result of a strong advertising market
- Despite the trend in the market VG's circulation is growing and VG and Aftonbladet are strengthening their market positions
- Aftenposten attracts more readers despite the decreased circulation
  - *Establishes new marketplaces to reach different target groups*
  - *Focus on cost savings, increased efficiency and improvements in production and distribution*
- Circulation growth for Svenska Dagbladet after launch of tabloid format
- Improved result and market position in Estonia following restructuring and cooperation with the Ekspress Group



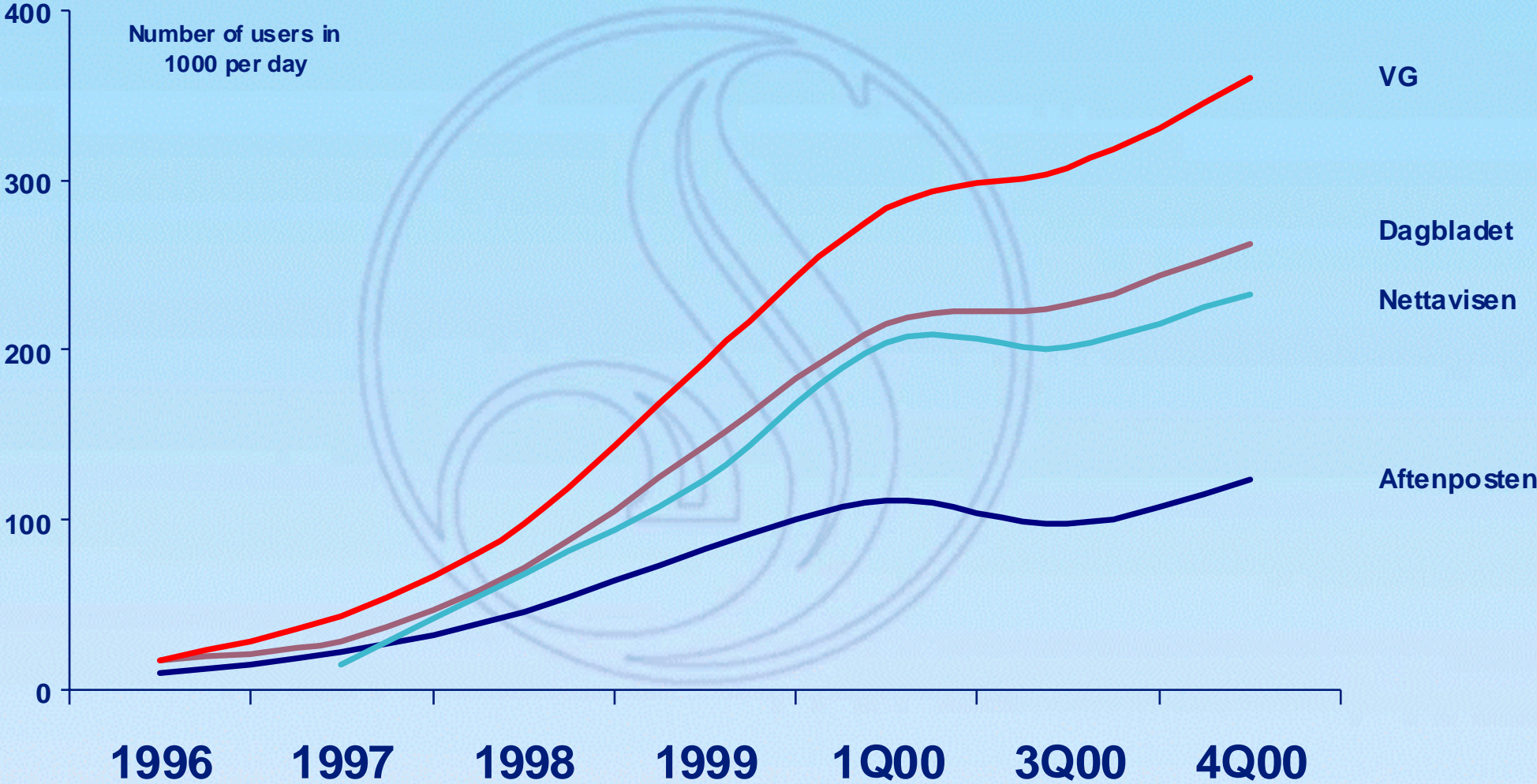
# Newspapers

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- **Continous product development to reach target groups and make Schibsted's newspapers and websites attractive for advertisers**
- **Focus on new media**
  - *Success on the net with 4.5 million monthly readers of the online newspapers*
  - *FINN.no is growing faster than its competitors*
  - *Utilization of competence in Schibsted's newspapers in the internationalisation process through 20 Minutes*



# Online newspapers in Norway





# Circulation

	Circulation 4q 00	Change 4q 99-00	Change (%)	Revenues <sup>1)</sup>	Change (%)
Aftenposten morning	276 429	(7 822)	(2.8)	624	(1.1)
Aftenposten evening	175 783	(4 714)	(2.6)		
Aftenposten Sunday	235 441	(1 554)	(0.7)		
VG weekdays	375 983	2 431	0.7	1 173	2.9
VG Sunday	313 261	5 398	1.8		
Aftonbladet weekdays	379 933	(667)	(0.2)	1 284	4.0
Aftonbladet Sunday	454 917	(20 183)	(4.2)		
Svenska Dagbladet weekdays	175 771	(2 329)	(1.3)	328	0.6
Svenska Dagbladet Sunday	190 041	(3 659)	(1.9)		

1) NOK/SEK Million



# Advertising - Paper Editions

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	Volume (column m trs)	Change (%)	Revenues (mNOK)	Change (%)
Aftenposten	61 599	11.4	1478	12.5
VG	7 690	5.0	360	12.4
Aftonbladet <sup>1)</sup>	11 185	(8.9)	293	7.3
Svenska Dagbladet <sup>1)</sup>	28 514	(4.4)	515	11.8

1) SEK



# Result Schibsted's Online Newspapers<sup>1)</sup>

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(NOK million)	As at 31.12	
	2000	1999
Advertising revenues	181	69
<b>Total operating revenues</b>	<b>195</b>	<b>80</b>
Total operating expenses <sup>2)</sup>	(282)	(130)
<b>Operating result</b>	<b>(87)</b>	<b>(50)</b>

1) Including FINN and the newspapers' venture activities

2) Include all costs except editorial content



# 20 Minutes

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- A quality product results in high readership figures which attracts advertisers
- Reaches young readers in a commercially attractive target group that would not otherwise buy newspapers
- Already a strong brand name - One of the most popular online newspapers in Switzerland few weeks after launch
- Ongoing discussions with local partners in different markets - launch dependent on outcome
- Possible listing in 2003 or 2004



# 20 Minutes

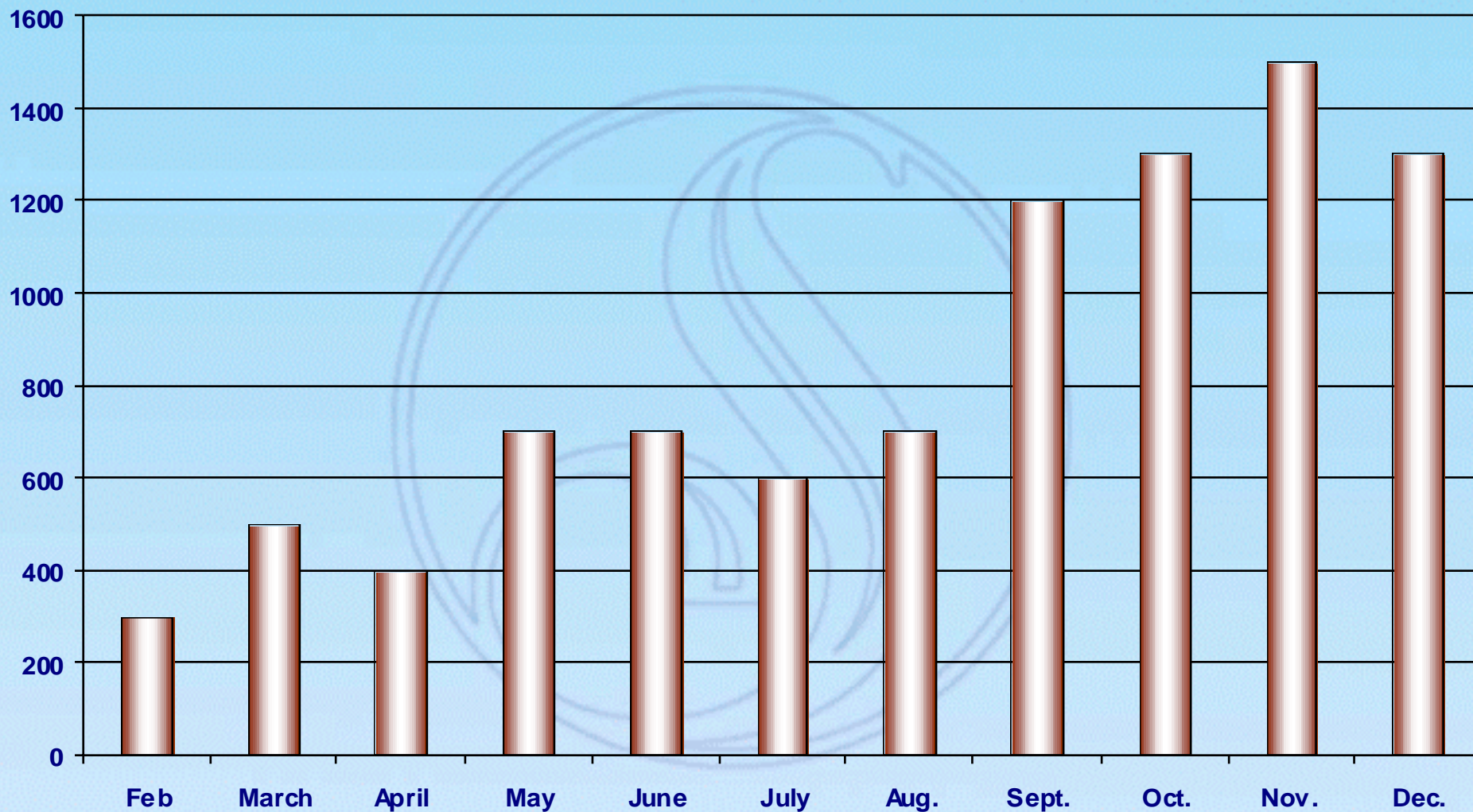
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<u>As at 31.12.00</u>	<u>(NOK million)</u>
Operating revenues	65
Operating expenses	(295)
Operating result	(230)
Schibsted's share of result (41%)	(90)
Schibsted's investments	250 (120 invested until now)
Valuation as at September 2000	1 400
Estimated loss before B/E per city	35 - 110
Estimated times until break-even	24 months
Number of employees	120
Daily circulation	400 - 450 000



# Revenue growth 20 Minutes Zurich

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Year 2000 - Figures 1000 CHF

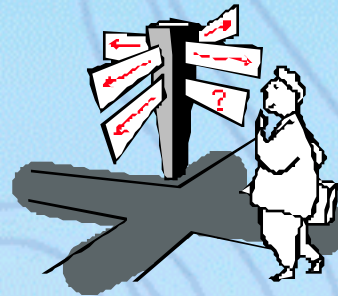


# Offline-online editorial concepts

- Review of film in the paper



- Ad in the paper



- Write your own review and win prizes from FOX

- See the preview and play the FOX/20 Minutes game online



- Chat with the producer



# Offline-online advertising concepts

- Reviews
- Winners in paper



- Teaser ads/  
Invitations in paper



- Online package
- Special offers

- Online activities like Chat
- Swiss Promi Chat is already sponsored by Ericsson



- Online game





# TV/Film

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- **Prosperous year with strong growth, improved profitability and strengthened market position**
  - *Revenues increased by 52% to NOK 1.1 billion*
  - *Profit margin increased to 7.2%*
- **Schibsted's position as market-leading TV and film producer improved**
  - *Metronome revenues doubled, operating profit tripled and the profit margin increased to 9%*
  - *Produces Big Brother in the Nordic countries*
- **Sandrew Metronome improved profitability for sale of rights, film and video distribution**
  - *Distribution agreement for Warner movies from 1.1.01*
- **TV 2's contribution increased from NOK (20) million to 70 million**



# Multimedia

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- Listing of Scandinavia Online and sales of shareholdings neutralizes deficit in the business area
- Schibsted is the leading Internet player in the Nordic countries and has interesting strategic opportunities
- Positioning of Schibsted Multimedia for market opportunities within broadband as well as venture investments



# Multimedia

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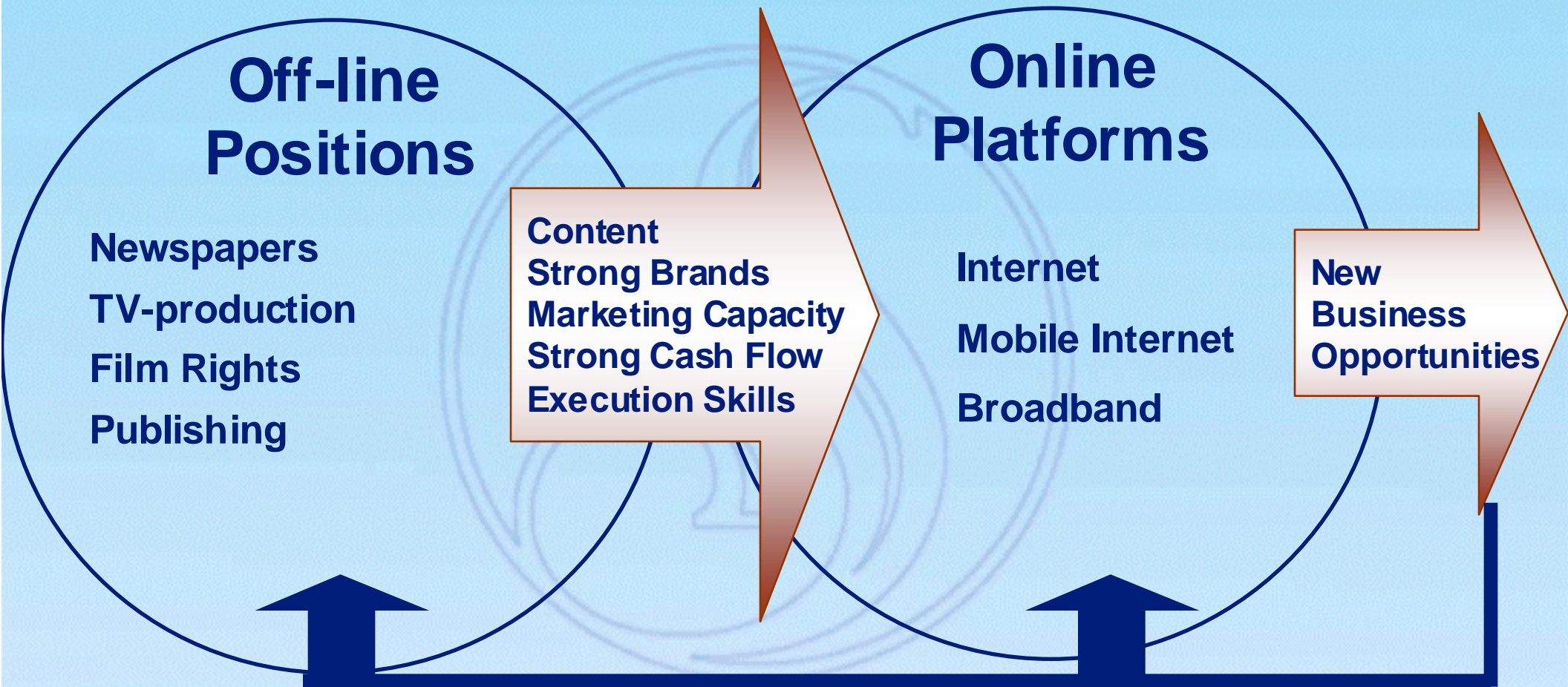
- **Cooperation with the Orange/UMTS syndicate**
  - *Positions Schibsted as a central player in the development of mobile services in the Nordic countries*
- **European Media Ventures (EMV)**
  - *Established to manage existing and new financial investments in Schibsted Multimedia, the newspapers and future external assignments*
  - *Business idea is to offer risk capital, marketing and competence to recently established “new economy” companies*
  - *Efficient way to take advantage of competence and excess advertising capacity*



- **inpoc.no** launched in November
- **inpoc.se** launched in February
- The aim is to become the leading player within mobile services in Norway and Sweden
- Offers currently some 30 services within news, finance, sports and entertainment from Schibsted's newspapers and other partners
- Ongoing development of services for GSM and the next generations of mobile telephony



# Strong Position in Old and New Economy



**Build on core activities for development/internationalization**



# Strategic areas and investments

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**20 Minutes**

**New launches depends on satisfactory partnership agreements**

**Online newspapers**

**Evaluation depending on market development during 1st quarter**

**Schibsted Telecom**

**Investments amounting to NOK 50-100 million**

**European Media Ventures**

**NOK 50m is invested in addition to advertising space worth approx. 80m**

**UMTS syndicate in Sweden**

**Equity of NOK 200m is invested over a period of 5 years, of which NOK 22 million in 2001**

**Investments**

**Pressens Morgontjänst**

**NOK 98m invested January 2001**



# Strategic priorities and future prospects

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- Leading Nordic media company safely anchored in traditional media seeking growth opportunities within new media
- Positive advertising market so far this year. Prospects of a market where growth is expected to level out - Short term uncertainty for online advertising
- Stable to decreasing circulation trend, but Schibsted's newspapers are strengthening their market position
- Cost reduction programmes continue in the newspapers
- Investments under evaluation depending on the market situation



# Schibsted's 10 Largest Shareholders

As at 31.12.00	No. of shares	Ownership share %
1. Blommenholm Industrier	18 083 520	26.11
2. Folketrygdfondet	3 762 300	5.43
3. Boston Safe Deposit	3 597 819	5.19
4. Avanse	3 128 222	4.52
5. Marathon	3 032 349	4.38
6. Orkla ASA	2 920 231	4.21
7. Storebrand Livsforsikring	2 495 400	3.60
8. State Street Bank	2 403 058	3.47
9. Chase Manhattan Bank	1 392 737	2.01
KLP Forsikring	1 291 100	1.86

Total number of outstanding shares:	69 120 000
Number of shareholders:	6 947
Foreign ownership:	26.3%



# Adjusted Operating Result

As at 31.12. (NOK million)	Operating result before EOI and GW		Other income and Expenses		Amortisation of Goodwill		Operating result incl. EOI & GW	
	2000	1999	2000	1999	2000	1999	2000	1999
Newspapers	<b>450</b>	322	35	(130)	(22)	(18)	<b>463</b>	174
TV/Film	<b>78</b>	32	-	-	(12)	(24)	<b>66</b>	8
Multimedia	<b>(113)</b>	(86)	61	87	(11)	(7)	<b>(63)</b>	(6)
Publishing	<b>18</b>	8	10	-	(9)	(16)	<b>19</b>	(8)
Estonia	<b>(20)</b>	(32)	-	-	(19)	(18)	<b>(39)</b>	(50)
Group Functions	<b>100</b>	54	(10)	-	1	-	<b>91</b>	54
<b>Total</b>	<b>513</b>	<b>298</b>	<b>96</b>	<b>(43)</b>	<b>(72)</b>	<b>(83)</b>	<b>537</b>	<b>172</b>



# Share of Associated Companies

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
(14)	(47)	Newspapers	(93)	(28)
4	21	Tv/Film	77	(11)
(13)	(50)	Multimedia	405	(25)
(1)	(1)	Publishing	(3)	(3)
-	1	Other	(4)	-
<b>(24)</b>	<b>(76)</b>	<b>Total</b>	<b>382</b>	<b>(67)</b>



# Schibsted's Share of Accounts

(NOK million)	As at 31.12.00
Result SOL Q2 - Q4 (SEK)	(546)
Schibsted's share of the result <sup>1)</sup>	(209)
Add-back of goodwill amortization	37
<b>Share of SOL result in Schibsted accounts</b>	<b>(172)</b>

1) Based on ownership of 50.2% prior to IPO and 34.6% today



# Cash Flow

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
<b>56</b>	<b>15</b>	<b>Result before taxes</b>	<b>950</b>	<b>114</b>
124	116	+/- Depreciation	480	484
(10)	(5)	+/- Net changes in pensions	(12)	8
42	72	+/- Income from associated companies	(138)	100
(54)	(2)	- Taxes payable	(231)	(100)
<b>157</b>	<b>196</b>	<b>Cash flow</b>	<b>1 049</b>	<b>607</b>
<b>2.27</b>	<b>2.83</b>	<b>Cash flow per share (NOK)</b>	<b>15.15</b>	<b>8.76</b>



# Financial Result Schibsted Group

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4Q 99	4Q 00		As at 31.12	
			2000	1999
(19)	(17)	Net interest	(79)	(78)
7	1	Forex	(9)	29
36	(44)	Gains / losses on shares etc.	119	58
<b>24</b>	<b>(60)</b>	<b>Net financial items</b>	<b>31</b>	<b>9</b>
<b>(24)</b>	<b>(76)</b>	<b>Income from associated companies</b>	<b>382</b>	<b>(67)</b>



# Balance Sheet

(NOK million)	As at 31.12	
	2000	1999
Fixed assets	5 598	5 282
Current assets	1 931	1 925
<b>Total assets</b>	<b>7 529</b>	<b>7 207</b>
Equity and minority interests	2 845	2 401
<u>Long-term debt:</u>		
Interest-bearing	1 751	2 267
Non interest-bearing	670	701
Interest free current liabilities	2 263	1 838
<b>Total liabilities and shareholders' equity</b>	<b>7 529</b>	<b>7 207</b>



# Gross Investments

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4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
142	165	Operating investments	374	369
56	212	Shares and other holdings	334	382
<b>198</b>	<b>377</b>	<b>Total investments</b>	<b>708</b>	<b>751</b>



# Newspapers – Operating Result

			As at 31.12	
4Q 99	4Q 00	(NOK million)	2000	1999
<b>1 622</b>	<b>1 759</b>	<b>Operating revenues</b>	<b>6 637</b>	<b>6 084</b>
(1 543)	(1 654)	Operating expenses	(6 187)	(5 762)
		<b>Operating result before GW</b>		
<b>79</b>	<b>105</b>	<b>and other income and expenses</b>	<b>450</b>	<b>322</b>
(4)	(5)	Amortisation of goodwill	(22)	(18)
(17)	(6)	Other income and expenses	35	(130)
<b>58</b>	<b>94</b>	<b>Operating result</b>	<b>463</b>	<b>174</b>
(14)	(47)	Income from associated companies	(93)	(28)
		<b><u>Operating margins (%)</u></b>		
5.7	8.3	Aftenposten AS	7.2	6.8
13.6	18.0	Verdens Gang AS	19.6	17.4
2.5	7.6	Aftonbladet Group	9.4	3.1
(32.6)	(17.7)	Svenska Dagbladet AB	(10.5)	(17.2)

GW: Goodwill



# Ad Volume – Regional Newspapers

4Q 99	4Q 00	Change %	Column meters	As at 31.12	
				2000	1999
7 371	8 075	9.6	Adresseavisen	29 727	26 977
7 272	7 636	5.0	Bergens Tidende	28 960	28 258
4 109	3 867	(5.9)	Fædrelandsvennen	14 164	15 041
1 566	1 437	(8.3)	Harstad Tidende	5 386	5 954
7 219	7 503	3.9	Stavanger Aftenblad	27 468	26 550



# Operating Result *Aftenposten*

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
158	160	Circulation revenues	624	631
343	388	Advertising revenues	1 478	1 325
35	41	Other revenues	133	119
<b>535</b>	<b>589</b>	<b>Total operating revenues</b>	<b>2 235</b>	<b>2 074</b>
45	43	Raw materials	169	176
217	229	Personnel expenses	850	811
211	234	Other operating expenses	926	825
15	16	Depreciation	61	60
16	18	Royalty	67	62
<b>505</b>	<b>540</b>	<b>Total operating expenses</b>	<b>2 073</b>	<b>1 933</b>
<b>30</b>	<b>49</b>	<b>Operating result</b>	<b>162</b>	<b>141</b>



# Operating Result SVENSKA DAGBLADET

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
84	82	Circulation revenues	328	326
133	166	Advertising revenues	532	461
7	(8)	Other revenues	16	27
14	14	Government subsidies	57	54
<b>237</b>	<b>254</b>	<b>Total operating revenues</b>	<b>933</b>	<b>868</b>
25	31	Raw materials	100	93
121	(2)	Personnel expenses	201	310
149	265	Other operating expenses	704	565
20	5	Depreciation	26	48
<b>315</b>	<b>299</b>	<b>Total operating expenses</b>	<b>1 031</b>	<b>1 017</b>
<b>(77)</b>	<b>(45)</b>	<b>Operating result</b>	<b>(98)</b>	<b>(149)</b>
		Exchange rate: NOK/SEK	96.09	94.37



# Operating Result



			As at 31.12	
4Q 99	4Q 00	(NOK million)	2000	1999
305	299	Circulation revenues	1 173	1 140
91	118	Advertising revenues	382	331
2	5	Other revenues	16	9
<b>398</b>	<b>422</b>	<b>Total operating revenues</b>	<b>1 571</b>	<b>1 480</b>
31	30	Raw materials	116	112
79	87	Personnel expenses	317	311
216	213	Other operating expenses	759	728
6	3	Depreciation	24	27
12	13	Royalty	47	44
<b>344</b>	<b>346</b>	<b>Total operating expenses</b>	<b>1 263</b>	<b>1 222</b>
<b>54</b>	<b>76</b>	<b>Operating result</b>	<b>308</b>	<b>258</b>



# Operating Result **AFTONBLADET**

			As at 31.12	
4Q 99	4Q 00	(NOK million)	2000	1999
291	329	Circulation revenues	1 284	1 235
78	97	Advertising revenues	377	266
57	8	Other revenues	24	109
<b>426</b>	<b>434</b>	<b>Total operating revenues</b>	<b>1 685</b>	<b>1 610</b>
56	58	Raw materials	216	234
102	42	Personnel expenses	264	307
247	293	Other operating expenses	1 017	980
11	8	Depreciation	29	38
<b>415</b>	<b>401</b>	<b>Total operating expenses</b>	<b>1 526</b>	<b>1 559</b>
<b>11</b>	<b>33</b>	<b>Operating result</b>	<b>159</b>	<b>51</b>
		Exchange rate: NOK/SEK	96.09	94.37



# Operating Result



SCIBSTED TRYKK

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
201	182	Operating revenues	696	627
195	189	Operating expenses	708	753
<b>6</b>	<b>(7)</b>	<b>Operating result</b>	<b>(12)</b>	<b>(126)</b>



# Operating Result Estonia

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
54	52	Operating revenues	198	194
(59)	(58)	Operating expenses	(218)	(226)
		<b>Operating result before GW</b>		
(5)	(6)	<b>and other income and expenses</b>	(20)	(32)
(5)	(5)	Amortisation of goodwill	(19)	(18)
<b>(10)</b>	<b>(11)</b>	<b>Operating result</b>	<b>(39)</b>	<b>(50)</b>

GW: Goodwill



# Operating Result TV/Film

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
225	400	<b>Operating revenues</b>	1 076	709
(210)	(343)	Operating expenses	(998)	(677)
		<b>Operating result before GW</b>		
15	57	<b>and other income and expenses</b>	78	32
(6)	(3)	Amortisation of goodwill	(12)	(24)
9	54	<b>Operating result</b>	66	8
4	21	Income from associated companies	77	(11)

GW: Goodwill





# Film & Television (100%)

			As at 31.12	
4Q 99	4Q 00	(SEK million)	2000	1999
<b>99</b>	<b>287</b>	<b>Operating revenues</b>	<b>666</b>	<b>321</b>
70	205	Raw materials	494	224
14	18	Personnel expenses	59	50
8	12	Other operating expenses	35	23
1	5	Depreciation	17	8
<b>94</b>	<b>240</b>	<b>Total operating expenses</b>	<b>605</b>	<b>306</b>
<b>5</b>	<b>47</b>	<b>Operating result</b>	<b>61</b>	<b>15</b>
5 %	16 %	Operating margin	9 %	5 %
		Exchange rate NOK/SEK	96.09	94.37



			As at 31.12	
4Q 99	4Q 00	(SEK million)	2000	1999
<b>282</b>	<b>278</b>	<b>Operating revenues</b>	<b>913</b>	<b>864</b>
165	162	Raw materials	526	482
33	33	Personnel expenses	130	118
41	35	Other operating expenses	140	143
24	24	Depreciation	84	93
<b>263</b>	<b>254</b>	<b>Total operating expenses</b>	<b>880</b>	<b>835</b>
<b>19</b>	<b>24</b>	<b>Operating result</b>	<b>33</b>	<b>29</b>
7 %	9 %	Operating margin	4 %	3 %
		Exchange rate NOK/SEK	96.09	94.37



# TV 2 – Group (100%)

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
<b>413</b>	<b>440</b>	<b>Operating revenues</b>	<b>1512</b>	<b>1356</b>
156	97	Programming expenses	468	444
89	115	Personnel expenses	355	313
25	111	Other operating expenses	375	393
16	21	Depreciation	76	63
<b>286</b>	<b>344</b>	<b>Total operating expenses</b>	<b>1 274</b>	<b>1 213</b>
<b>127</b>	<b>96</b>	<b>Operating result</b>	<b>238</b>	<b>143</b>
9	(1)	Net financial items	170	2
(127)	2	Share of associated companies	(64)	(159)
(41)	(40)	Taxes	(132)	(46)
<b>(32)</b>	<b>57</b>	<b>Net result</b>	<b>212</b>	<b>(60)</b>
(2)	2	Net profit attributable to minority interests	2	2
<b>(34)</b>	<b>59</b>	<b>Net result attributable to majority interests</b>	<b>214</b>	<b>(58)</b>



# Operating Result Publishing

4Q 99	4Q 00	(NOK million)	As at 31.12	
			2000	1999
<b>91</b>	<b>98</b>	<b>Operating revenues</b>	<b>277</b>	<b>268</b>
(82)	(82)	Operating expenses	(259)	(260)
		<b>Operating result before GW</b>		
<b>9</b>	<b>16</b>	<b>and other income and expenses</b>	<b>18</b>	<b>8</b>
(2)	(3)	Amortisation of goodwill	(9)	(16)
-	-	Other income and expenses	10	-
<b>7</b>	<b>13</b>	<b>Operating result</b>	<b>19</b>	<b>(8)</b>
(1)	(1)	Income from associated companies	(3)	(3)

GW: Goodwill



# Operating Result Multimedia

			As at 31.12	
4Q 99	4Q 00	(NOK million)	2000	1999
43	16	<b>Operating revenues</b>	73	139
(72)	(54)	Operating expenses	(186)	(225)
		<b>Operating result before GW</b>		
<b>(29)</b>	<b>(38)</b>	<b>and other income and expenses</b>	<b>(113)</b>	<b>(86)</b>
(3)	-	Amortisation of goodwill	(11)	(7)
28	18	Other income and expenses	61	87
<b>(4)</b>	<b>(20)</b>	<b>Operating result</b>	<b>(63)</b>	<b>(6)</b>
(13)	(50)	Income from associated companies	405	(25)

GW: Goodwill



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

SOL Network	6 000 000 (calculated)	VG.no	1 498 000 (calculated)
ABC Startsiden	1 018 000 (calculated)	Aftenposten.no	522 000 (calculated)
TV2.no	783 000 (calculated)	FINN.no	382 000 (calculated)
		Aftonbladet.se	1 548 000
		Svenska Dagbladet.se	179 000
		Adresseavisen.no	90 000 (calculated)
		Bergens Tidende.no	112 000 (calculated)
		Stavanger Aftenblad.no	94 000 (calculated)
		Fædrelandsvennen.no	50 000 (calculated)

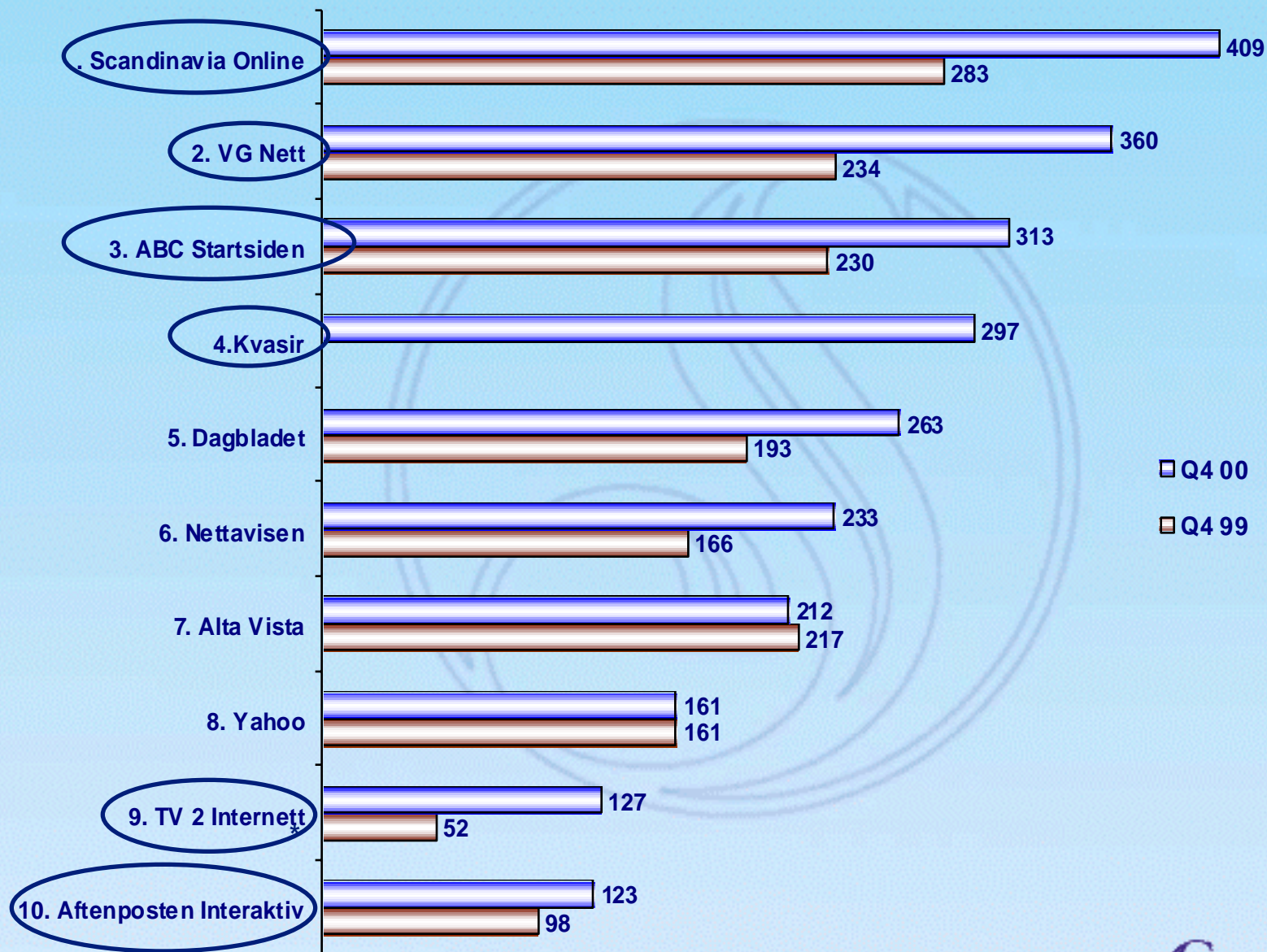
**SOL 6 000 000    Newspapers 4 475 000    Others 1 800 000**

**Total: 12 275 000**

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 EMV administrated investments are no longer included in the statistics.

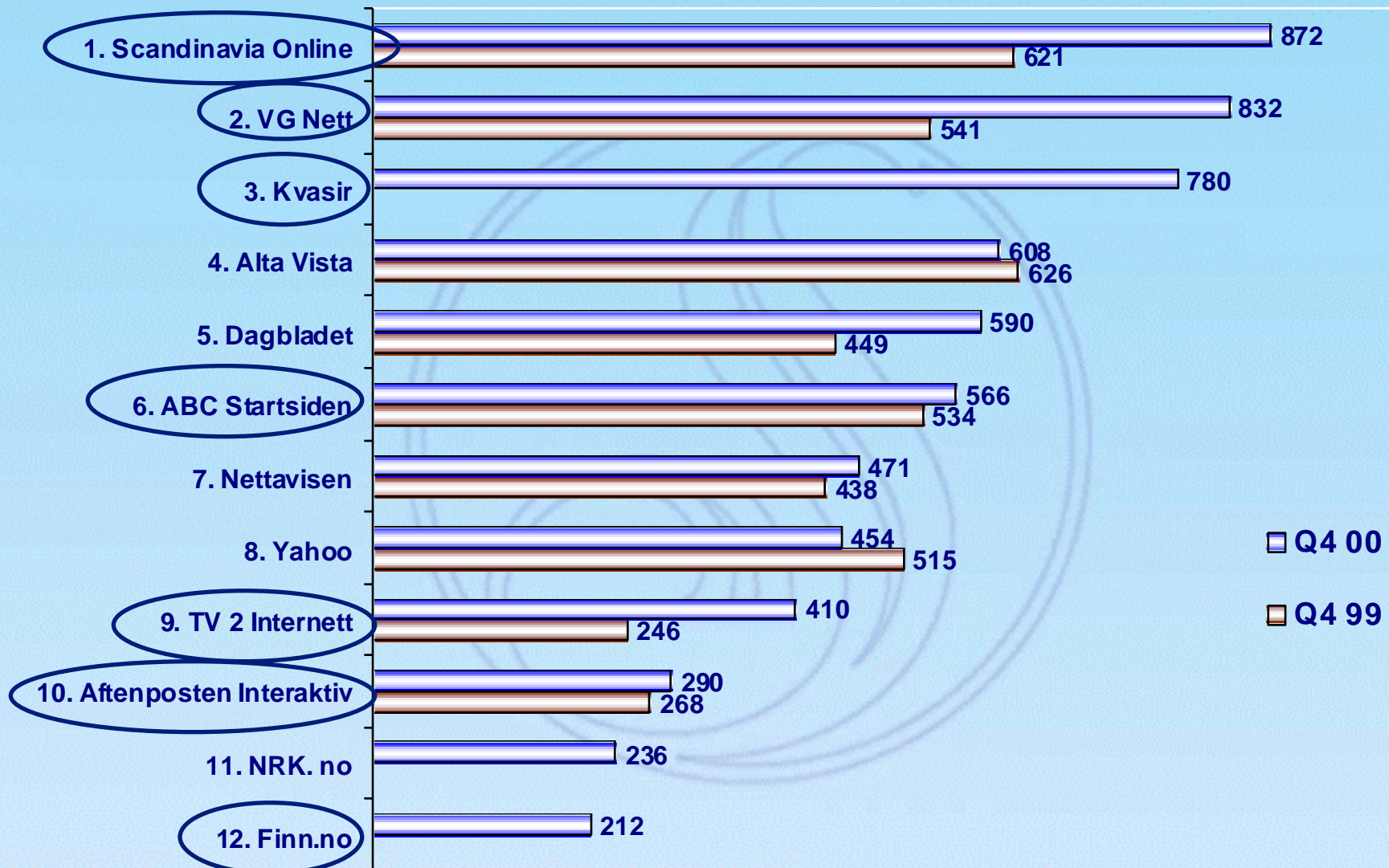


# Norway - Unique daily visitors



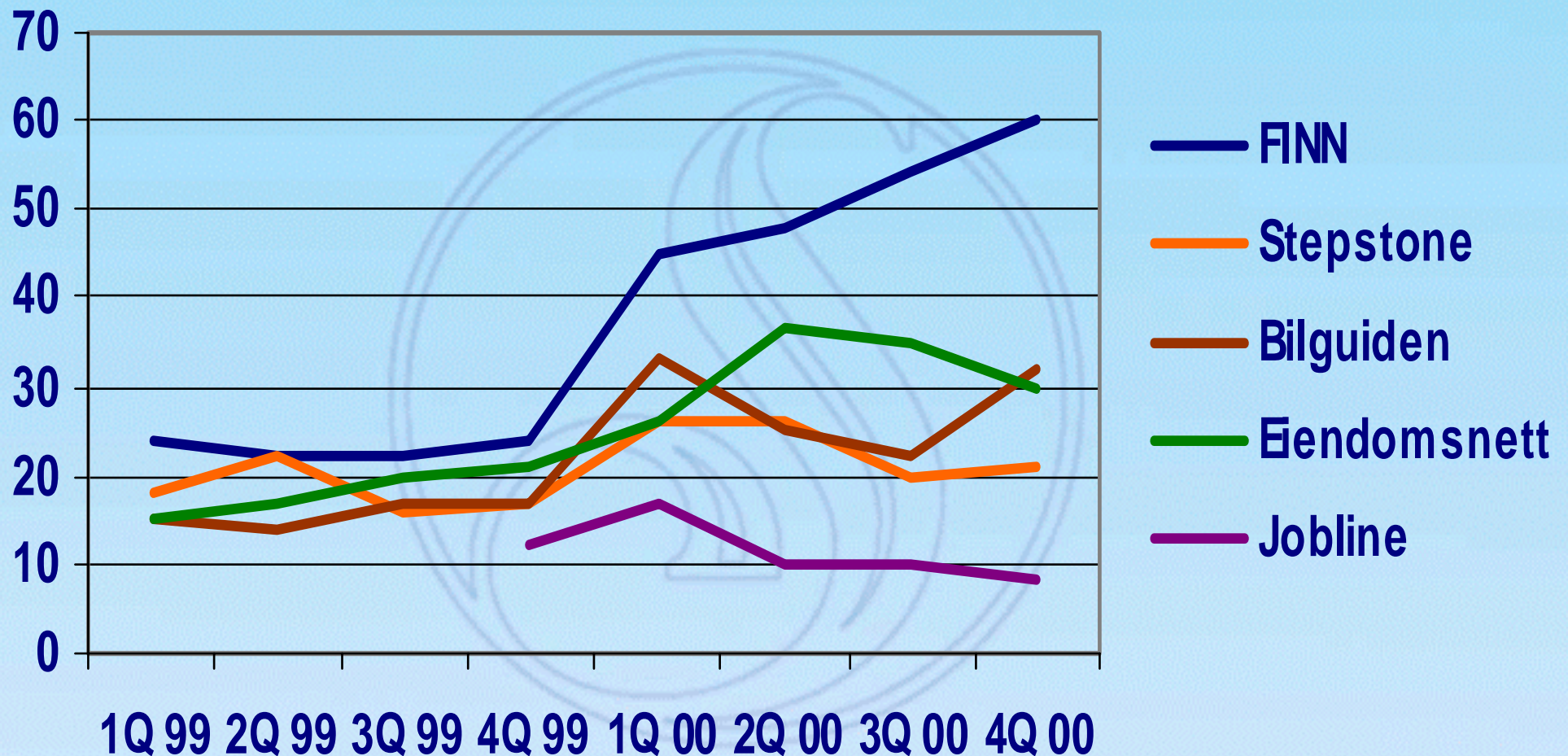


# Norway - Unique weekly visitors



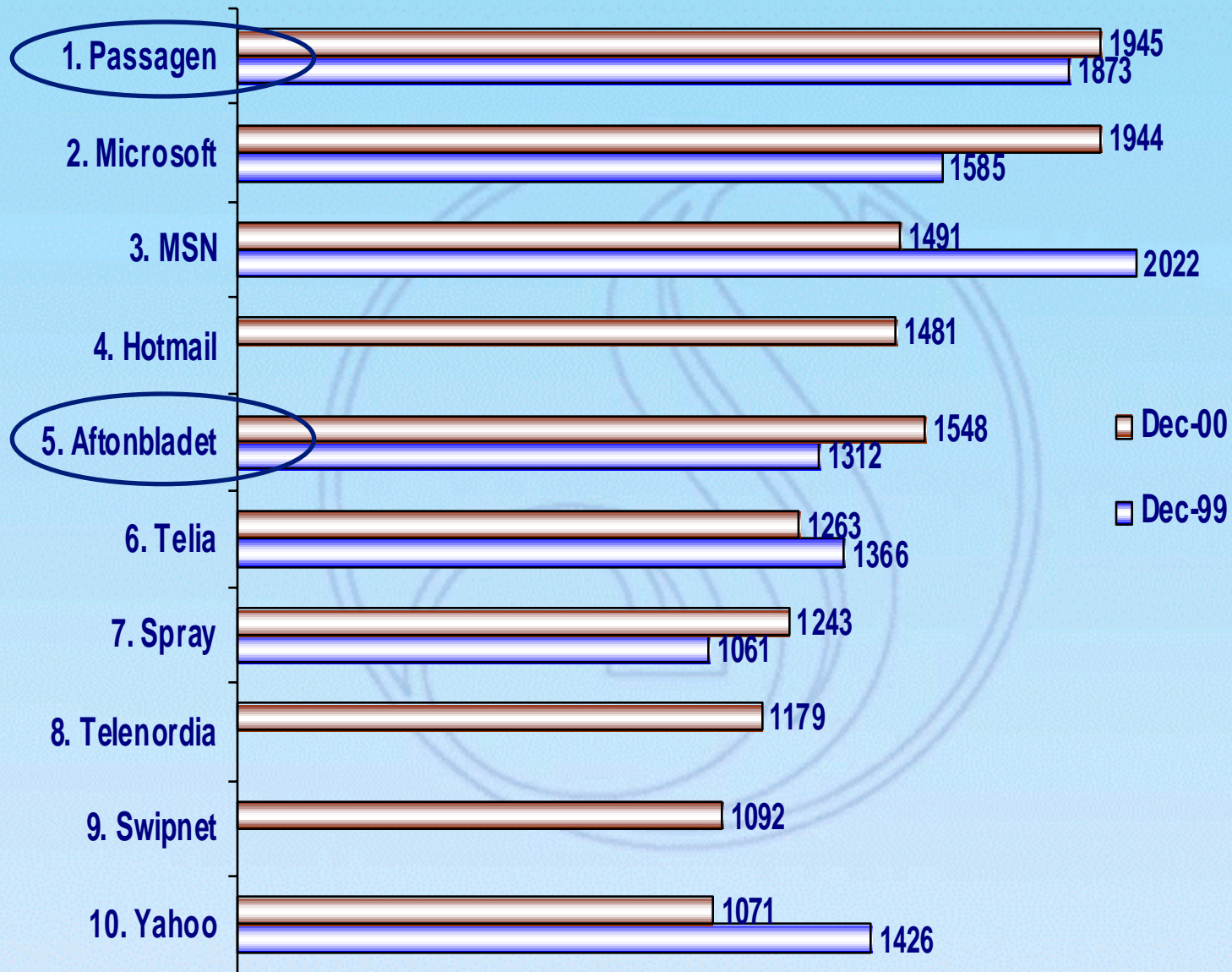


# FINN - Unique daily visitors





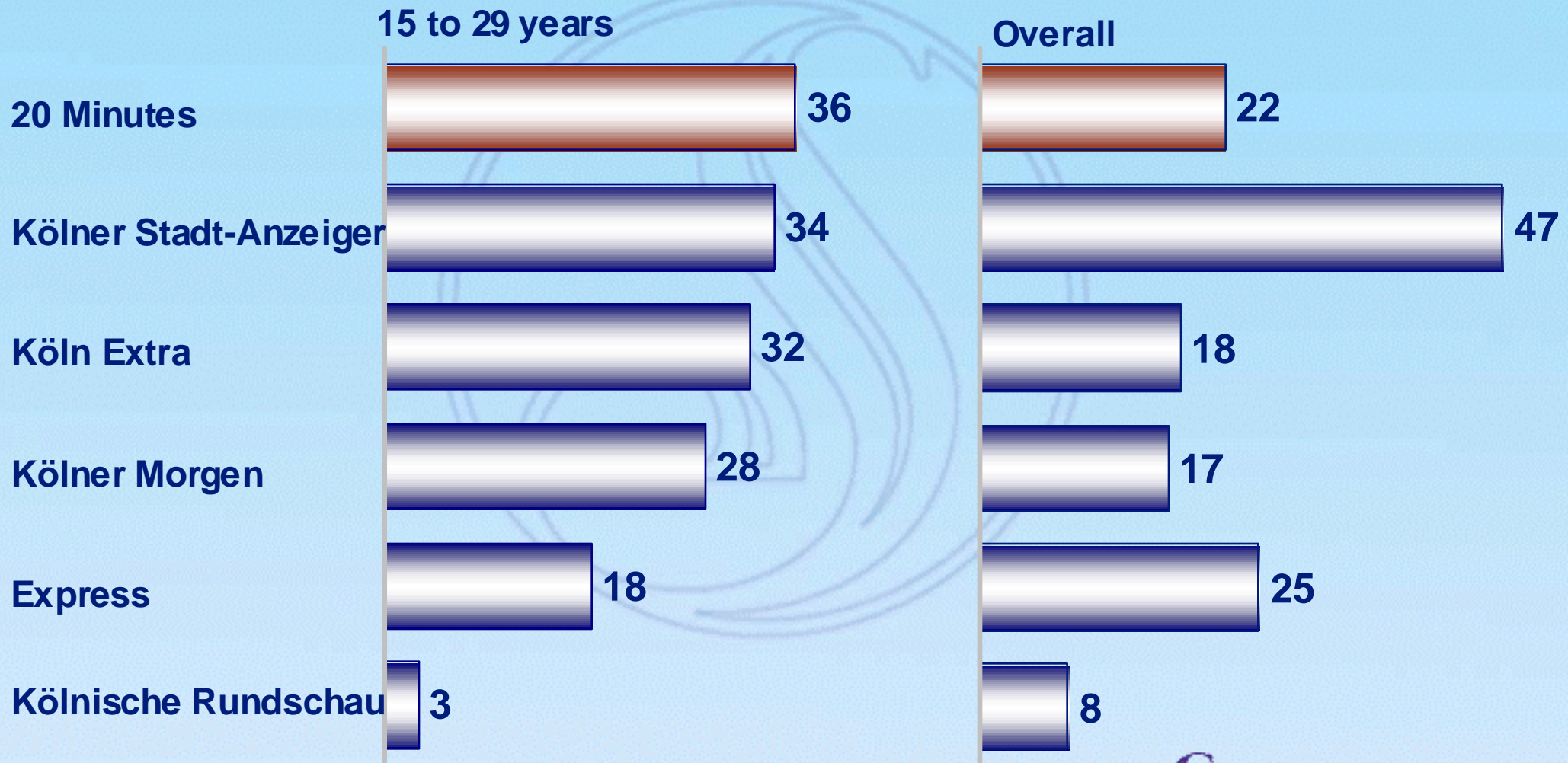
# Sweden - Unique monthly visitors





# 20 Minutes Cologne

Market penetration in %

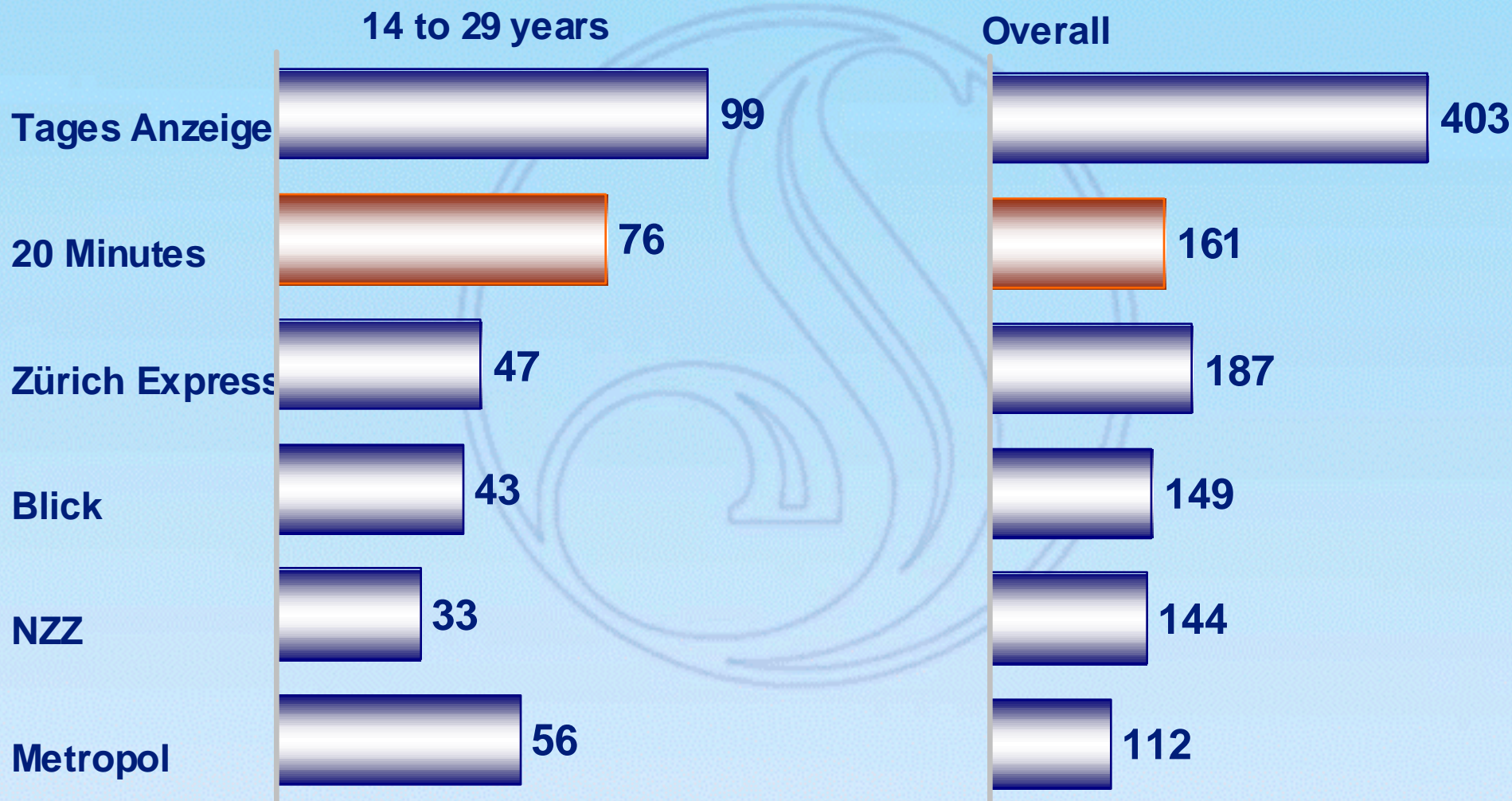


Source: Cologne Readership Survey



# 20 Minutes Zurich

Readers in thousands (Total 975 000)



Source: MA Zürich 2000/MACH Basic 2000, Reichweite LpA "reading yesterday".



# Schibsted web sites

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## NEWSPAPERS

[www.aftenposten.no](http://www.aftenposten.no)  
[www.finn.no](http://www.finn.no)  
[www.oslopuls.no](http://www.oslopuls.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.avis1.no](http://www.avis1.no)  
[www.aftonbladet.se](http://www.aftonbladet.se)  
[www.mediarkivet.se](http://www.mediarkivet.se)  
[www.svd.se](http://www.svd.se)  
[www.naringsliv.se](http://www.naringsliv.se)  
[www.postimees.ee](http://www.postimees.ee)  
[www.sloleht.ee](http://www.sloleht.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.20minuten.ch](http://www.20minuten.ch)  
[www.20minutenkoeln.de](http://www.20minutenkoeln.de)  
[www.tt.se](http://www.tt.se)  
[www.ntb.no](http://www.ntb.no)  
[www.scanpix.no](http://www.scanpix.no)

## MULTIMEDIA

[www.inpoc.no](http://www.inpoc.no)  
[www.bokkilden.no](http://www.bokkilden.no)  
[www.europeanmediaventures.com](http://www.europeanmediaventures.com)  
[www.lommelegen.no](http://www.lommelegen.no)  
[www.skiinfo.no](http://www.skiinfo.no)  
[www.ecomda.com](http://www.ecomda.com)  
[www.huginonline.no](http://www.huginonline.no)  
[www.boomeranger.se](http://www.boomeranger.se)  
[www.smilmer.se](http://www.smilmer.se)  
[www.topjobs.se](http://www.topjobs.se)  
[www.adressdirekt.se](http://www.adressdirekt.se)  
[www.mamaonthenet.se](http://www.mamaonthenet.se)  
[www.ekonomi24.se](http://www.ekonomi24.se)  
[www.brainshaper.com](http://www.brainshaper.com)  
[www.scandinaviaonline.com](http://www.scandinaviaonline.com)  
[www.aok.dk](http://www.aok.dk)  
[www.ticnet.se](http://www.ticnet.se)  
[www.startsiden.no](http://www.startsiden.no)  
[www.safetel.no](http://www.safetel.no)

## TV, FILM & PUBLISHING

[www.tv2.no](http://www.tv2.no)  
[www.gotogate.no](http://www.gotogate.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.nordicent.no](http://www.nordicent.no)  
[www.kinopalatsi.fi](http://www.kinopalatsi.fi)  
[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)



# Investor information

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- *Registration of subscription for press releases*

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