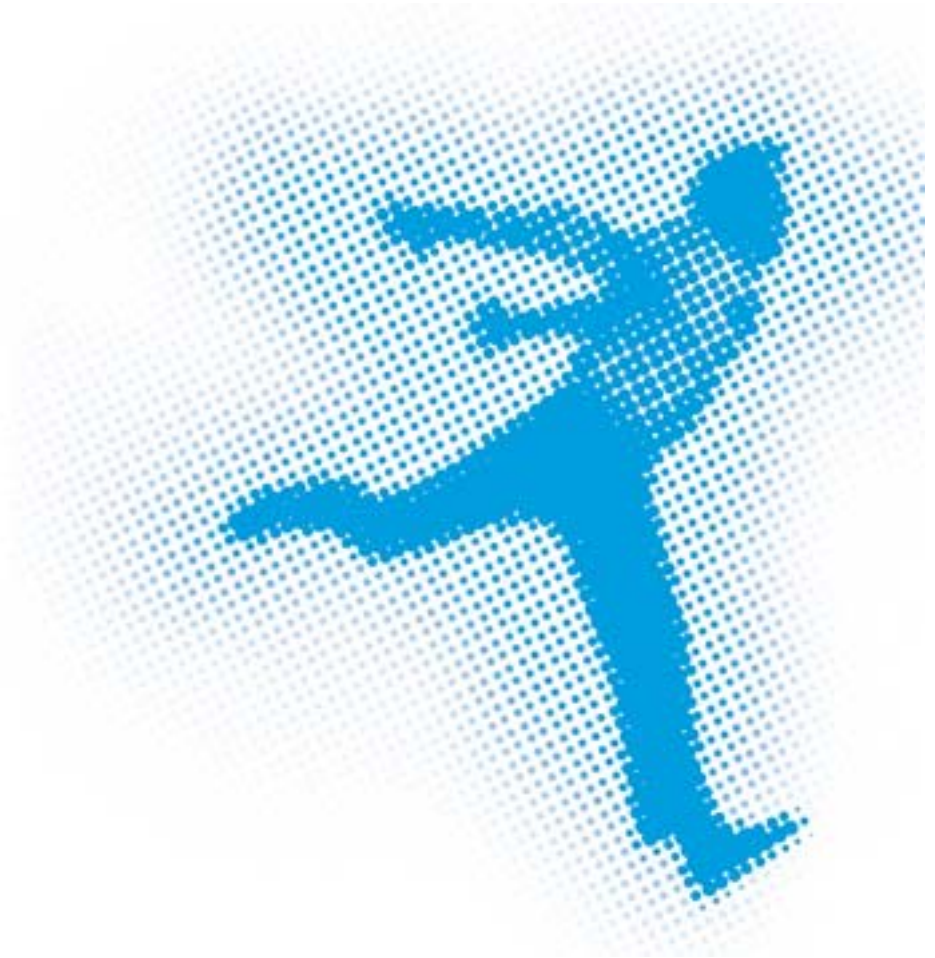


SCHIBSTED ASA

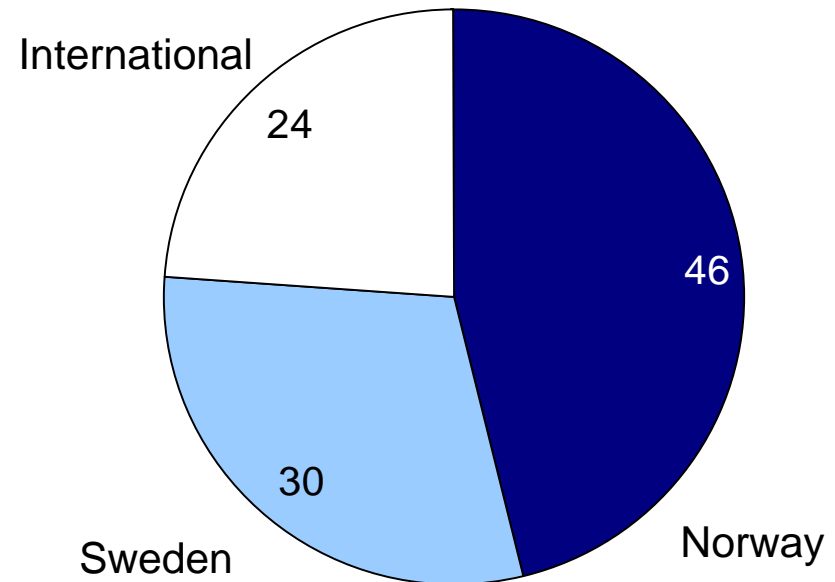
Kjell Aamot
CEO



Schibsted In Brief

- Leading European media house - strong positions in Norway, Sweden, Spain and France, and operations in 14 other countries
- Schibsted's activities relate to media products and rights in the field of newspapers, television, film, online, mobile, and publishing.
- Approx. 7,500 employees – 5,000 outside Norway
- FY2005 Results:
 - Revenue: NOK 11.3 Billion (SGD 2.9 Billion)
 - EBITDA: NOK 1.4 Billion (pro forma 2005) (SGD 355 Million)
- Online share:
 - Revenues 10.4%
 - EBITDA 23% (pro forma 2005)

Geographical Revenue Distribution



"[...]2005 was the company's best ever for revenues and profits.
Unfortunately for the newspaper industry, Schibsted is a rare exception"

-The Economist, August 26th 2006

”Shaping the media of tomorrow. Today”









- Focus on maintaining cash flows on print while seeking growth online
- Cooperation within and among media houses is key
- Increased ambition level from Scandinavian to European media group
- Acquisition of selected assets of Trader Classified Media July 2006
 - Main basis for growth within online classifieds internationally
- Expansion online in main markets through organic growth - export of successful Scandinavian concepts to key European markets

Newspapers



- Newspapers contribute to approx. 75% of the Group's total revenues
- Several large newspapers are main contributors
 - VG – no. 1 Norwegian newspaper
 - Aftenposten – leading morning newspaper in Norway
 - Aftonbladet – no. 1 paid-for newspaper in the Nordic area
 - SvD – leading morning newspaper in Sweden
 - 20 Minutes – no. 1 free newspaper in Spain and France
- Online operations become increasingly important
 - Online editions of the newspapers – vg.no no. 1 in Norway and aftonbladet.se no 1. in Sweden
 - Classified ad portals – finn.no no. 1 in Norway and blocket.se no. 1 in Sweden
 - Continuous product development online – directory services, web-TV, business news sites, subscription services online, dating services etc.

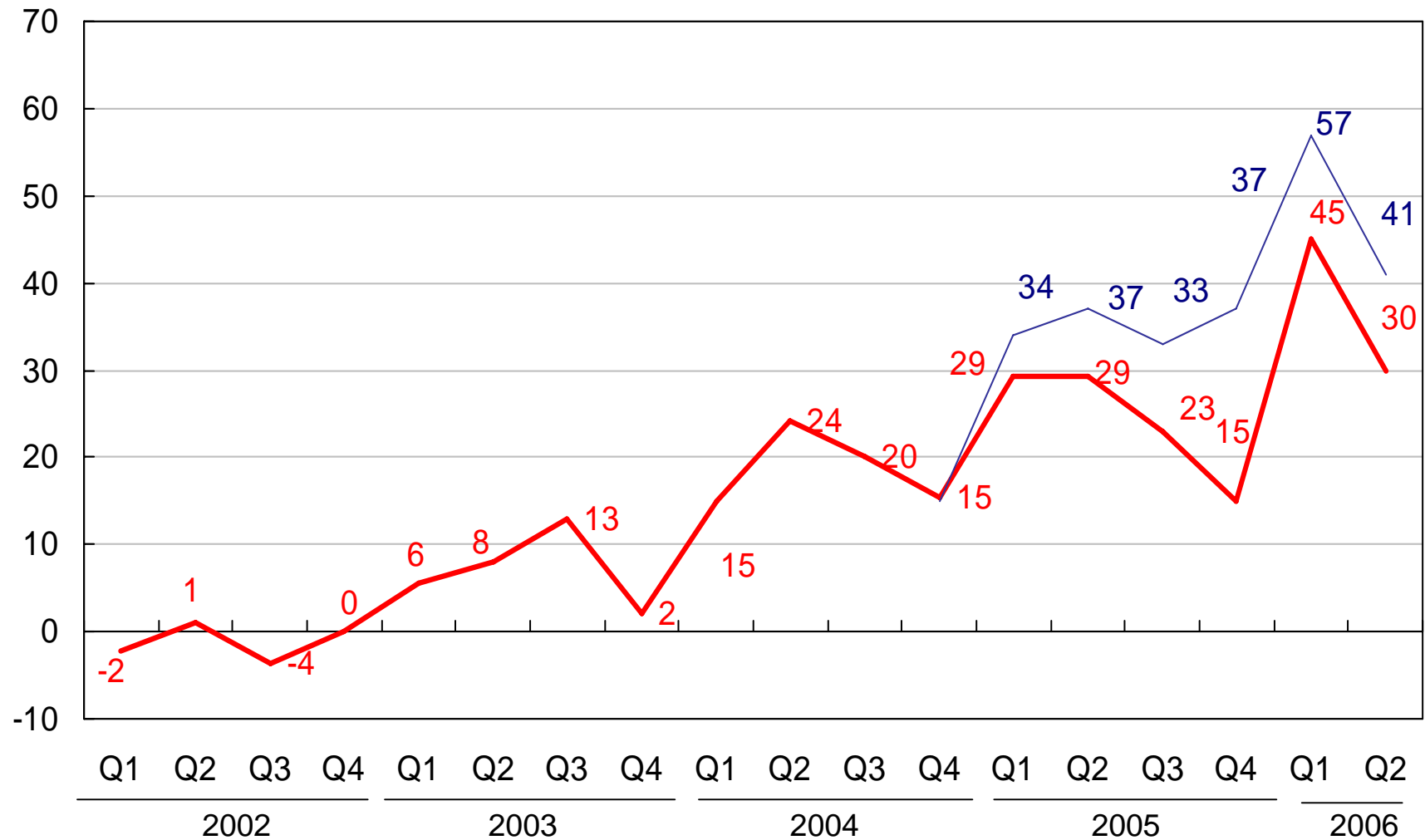
Schibsted's main online classifieds and search

Service / Brand	Comment	Ownership
	Leading online classifieds site in Norway	73%
	Leading online classified sites in Sweden	73%
		80%
	Challengers in Spain, Austria and France respectively.	50 - 80%
		
		
Selected assets of Trader Classifieds Media	Key brands include Segundamano.com, Infojobs, LaCentrale, Coches.net, Fotocasa.es	77% - 100%
	Leading players within local search and directories in Norway and Sweden	97% - 100%
		

Online activities' share of Schibsted's operating profit (EBITA¹⁾)

Percent

— Share of reported operating profit
— Share of operating profit adjusted for new initiatives



- EBITA excl. associated companies

Unique weekly visitors – Schibsted sites Norway and Sweden

Business unit	Internett site	Unique visitors	Position
• Aftonbladet, Sweden	www.aftonbladet.se	3 355 000	# 1
• Aftonbladet, Sweden	www.blocket.se	2 490 000	# 3
• Aftonbladet, Sweden	www.hitta.se	1 312 000	# 6
• SvD	www.svd.se	938 000	# 9
• SvD/Aftonbladet, Sweden	www.n24.se	577 000	# 15
• VG, Norway	www.vg.no	1 709 000	# 1
• Aftenposten, Norway	www.finn.no	1 072 000	# 5
• Aftenposten, Norway	www.aftenposten.no	735 000	# 9
• Aftenposten/VG, Norway	www.n24.no	439 000	# 11
• Schibsted, Norway	www.sesam.no	243 000	# 18

Inhabitants

Norway	4 660 000
Sweden	9 000 000

Source Norsk Gallup and KIA Index week 33 2006

