SUSTAINABILITY REPORT

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About the Sustainability Report

This is Schibsted's first sustainability report in accordance with Global Reporting Initiatives (GRI) Standards for sustainability reporting, level Core. It also constitutes Schibsted's Communication on Progress (COP) submission to the UN Global Compact. Our ambition with this report is to be transparent and share our approach, performance, progress and plan for the field of sustainability during the year 2017 and forward. The sustainability report refers to the period from 1 January to 31 December 2017. Schibsted publishes a Sustainability report on an annual basis; the previous report (not according to GRI Standards) was published on 19 April 2017.

Data & Information
The sustainability information is provided mainly in our Sustainability report, but also in other chapters of the Annual Report. Please see chapter GRI Index for further guidance. The structure of the Sustainability report and its content is defined according to our material aspects.

Scope & boundaries
Information presented in this report represent all operations in the Schibsted Media Group. The report includes data for our companies that we have full ownership or operational control of; exceptions are stated for each chapter. Companies that have been sold during 2017 are not included in the report. Those that have been merged or acquired are included for the period the company was owned by Schibsted.

Since we have adopted a new process and scope for our reporting on sustainability we are lacking supporting systems and standards for reporting in some areas. For coming years we aim to implement supporting functions and processes to support further possibilities to monitor data and our performance.

Scope and exceptions from above mentioned criteria, boundaries and omissions are stated below:

Employee data: All data is stated in Full-Time Equivalents (FTE) and data is compiled 31 December 2017 using internal reporting systems. A restatement is made regarding FTEs for 2016 (7,560 FTE).

For data regarding collective bargaining agreement, performance reviews and employee satisfaction, data are collected through an internal survey were companies with less than 25 FTEs and Schibsted Product & Tech UK are excluded.

Environmental data: Operational control is chosen as consolidation approach. All greenhouse gases are included in the emission calculations and all scopes are included in intensity data. We have implemented a new methodology of calculating data enabling traceability and comparability for future reporting. Companies with less than 25 FTEs and Schibsted Product & Tech UK are excluded from scope due to limitations in data collection process. Data used in the report derives from third party sources (suppliers), available internal reporting data or is calculated according to the Greenhouse Gas Protocol. Estimations based on previous consumption and accounting standards are made for approximately 5 percent of the reported data.

Omissions
Employees
- GRI Standards 102-8 - Data for employees not possible to split on part-time workers, full-time workers and temporary workers due to limitations in reporting system.
- GRI Standards 403-2 - Data do not include information on occupational disease rate, lost day rate since existing human resource system do not cover such reporting. Current system is also unable to provide data divided per region, gender and external workers.
- GRI Standards 404-3 - Data is not reported separated by employee category and by gender due to limitations in internal reporting system.

Environment
- GRI Standards 302-1 - Share of renewable energy is not disclosed due to limitations in information from energy providers.

Anti-corruption
- GRI Standards 205-2 - Data not disclosed for 2017 due to limitations in internal reporting system.

Sustainable supply chain:
- GRI Standards 301-8 - Data not disclosed for 2017 due to limitations in internal reporting system.
- GRI Standards 414-1 - Data not disclosed for 2017 due to limitations in internal reporting system.

Contact point
If you have any questions about the Sustainability report, you are welcome to contact our Group Compliance Officer Britt Nilsen (britt.nilsen@schibsted.com).

Rolv Erik Ryssdal
CEO Schibsted Media Group

A word from our CEO

Having a greater purpose to our daily job is critical for a company to thrive and develop. To me, Schibsted is more than its content. It goes beyond our services and operations. Our journalism and marketplaces are important cornerstones for building a sustainable and democratic society.

Due to our size and market presence in 22 countries, our services and operations have an important societal impact. As a provider of journalism, marketplaces and as an employer we need to act in a responsible and sustainable manner. Our sustainability strategy is to ensure that we consider and manage the environmental and societal impacts in all our business decisions and through our services empower people to make economic and sustainable choices.

Our ambition is high and we are determined to be a responsible and sustainable multinational company. As a participant member of the UN Global Compact we are highly committed to the ten principles of the UN Global Compact and support the UN Global Goals, particularly goal 5: Gender Equality and goal 12: Ensure sustainable consumption and production patterns .

With this report and our sustainability strategy, we support goal 12 and its target "Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle". By increasing the awareness of environmental benefits of second hand trade and continuing our project Second Hand Effect we also show our support for the target "By 2030, substantially reduce waste generation

through prevention, reduction, recycling and reuse". As an effort to achieve goal 5 and its targets "End all forms of discrimination against all women and girls everywhere" and "Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life" we have set long-term and short-term goals for both group functions and the divisions in order to improve gender equality.

In addition to our efforts on gender equality and sustainable consumption, I am proud of the launch of the annual forum The Power of Journalism, as well as our great efforts in the area of transparency, safety and integrity for our users.

In 2018 we will focus on initiatives that implement our sustainability strategy in our new organization model, our focus will be:

- Implement and define the sustainability strategy, common values and processes for our new organization.
- Mandatory e-learning for all our employees regarding our Code of Conduct.
- Map high risk areas and suppliers with regards to sustainability throughout our global supply chain.
- Establish a new digital platform for HR support and insights.
- Monitor our long-term and short-term goals to improve gender equality.
- Improve our reporting process according to GRI Standards.

With these words, I want to be clear about the direction we are heading when it comes to conducting sustainable business. Sustainable business is not an option, it is a must and a great opportunity. Due to rapid growth recent years and a new organization model we still have work to do in several areas to become a leading company when it comes to sustainability performance and reporting.

I am confident that Schibsted has the prerequisites and opportunity to make a difference thanks to our embedded values and our business models supporting sustainable and democratic societies.

Defining sustainability for Schibsted

Sustainability strategy
Schibsted's sustainability strategy was adopted after a thorough process to ensure alignment with the business strategy.

Users, corporate customers, our people, investors, owners and suppliers participated in multiple stakeholder dialog focusing on their expectations and demands for our sustainability efforts. The topics derive from the four pillar areas of the UN Global Compact: respect for human rights, labor rights, environmental protection and prevention of corruption.

Stakeholders
Schibsted engages with all significant stakeholder groups that are directly or indirectly affected by our business. The output from these dialogs went through internal feedback loops to fully understand the key aspects and how these impact our operations today, and how they will impact them tomorrow. As listed below, our stakeholders were given the opportunity to add aspects to our list which they consider important for Schibsted or which impact their decisions and opinions.

Who did we engage with?	How did we engage with them?	What is most important to them?
Customers (users of print and digital products and services, corporate customers)	- Focus groups - Brand-specific customer satisfaction feedback - Social media - Blogs - Web survey in selected countries	- User safety and fraud protection - Skills development and knowledge sharing - Reduce environmental impact from energy use
Corporate customers (advertisers and business partners)	- Responding to formal and informal sustainability enquiries	- Compliance with UN Global Compact
Our people	- Workshop with Schibsted executive team - Sustainability survey for employees - Employee satisfaction surveys	- Empower people to make economic and sustainable choices - User safety and fraud protection - Increasing diversity and equality - Skills development and knowledge sharing - Reducing carbon emissions - Work–life balance - Be an attractive employer - Promote freedom of expression
Owners and investors	- Interviews - Enquiries from analysts - Meeting with investors - Roadshows - Conferences and reporting	- Sustainability in the business model - Promote freedom of expression and democracy - Transparency - Integrity - Employee satisfaction - Impact on users and society - Privacy - Media ethics - Employees (talents, diversity, skills) - Governance - Reporting
Industry peers	Quarterly industry peer forum with Responsible Media Forum	- Content impact - Diversity - Privacy - Sustainable development goals
Regulators (media and publishing industries in the EU, Norway, Sweden; data protection authorities; competition authorities; financial regulatory authorities in Sweden and Norway)	- Dialog through industry organizations (News Media Europe, European Publishers Council, MBL (Norway), TU (Sweden) - Dialog with internal subject-matter experts - Dialog with national legislative bodies and regulators (managed by each company)	- Media ownership - Privacy and data protection - Tax - Competition law - Country- and company- specific financial service legislation - Anti-corruption - Anti-money laundering
Suppliers	- Dialog with selected key global suppliers	- Governance - Anti-corruption - Human rights - Labor rights - Environmental impact - Privacy - Cyber security

Material aspects

Our impact perspective was formed by an analysis performed by the Responsible Media Forum, of which Schibsted is an active member. Schibsted has also incorporated the recommendations on sustainability reporting developed by the Sustainability Accounting Standards Board in the US. Based on the output from our stakeholder dialogs and analysis of our impact we have defined a materiality analysis matrix that forms the basis for our sustainability strategy and reporting, as pictured in the pyramid below.*

	HOW WE ACT	OUR PEOPLE	ENVIRONMENTAL IMPACT	SOCIETAL IMPACT
BRAND BUILDING	User safety and fraud protection	Be an attractive employer	Empower people to make economic & sustainable choices	Empower people to make economic & sustainable choices
FOCUS AREAS	Protection of user data / Promote freedom of expression	Skills development and knowledge sharing / Work life balance / Increase diversity & equality	Reduce environmental impact from energy use / Reduce carbon emissions	Transparent governance & communication
BASE AREAS	Sustainable supply chain / Active work against corruption	Health, safety and integrity of employees	Safe handling and minimize waste / Efficient use of materials and chemicals / Reduce water usage	Charity engagement

During 2017 the pyramid was adjusted to fit our business strategy and organization. The aspects Job creation, High-quality products and services, Promote intrapreneurship and innovation and Unconditional source protection were taken out since they are included in other strategies and are not considered as specific sustainability aspects. Three aspects were renamed to broaden or specify their scope: Safe handling of electronic waste was renamed Safe handling and minimize waste; Active work against bribery was renamed Active work against corruption; Improve transparency towards our users was renamed Transparent governance and communication. The aspect More efficient energy use was merged with the aspect Increase renewable energy use and renamed Reduce environmental impact from energy use. The pyramid above shows the updated version.

Sustainability risks

Schibsted's primary sustainability risks throughout our value-chain are listed below. Constantly mitigating these risks and be aware of the risk in our daily business is a key to a holistic successful business. The risks are annually reviewed by the responsible management teams and constitute core elements in the requirements placed on all responsible personnel. All senior managers have a responsibility to understand how sustainability risks intertwine with Schibsted's financial, legal and reputational risks to ensure that we are compliant and proactive at all times.

Cyber threat
External cyber attacks and threats against our internal IT security may cause incidents of lost personal data, fraud, loss of sensitive business data and inaccessible or unreliable services. Occurrence of this type of threats may cause reputational losses, litigation and serious leakage of sensitive personal data threatening the privacy of our users.

Lower trust for institutions
The increased penetration of social media as a news platform, fake news-debate, press ethics failures and campaigns undermining mass media may result in lower trust for mass media channels. The lower trust may result in lower will to pay for content and use of products produced by mass media.

Failure of mitigation and adaptation to new consumption patterns
Higher awareness among consumers regarding sustainability issues are changing current consumption patterns. Increased demand for buying sustainable products and renting, reusing and repairing instead of throwing away products will change traditional linear consumption patterns. For Schibsted there is a challenge in mitigating and adopting new patterns to the business model to stay competitive.

How we act

Mission and vision

Schibsted's mission "Empowering people in their daily life" guides us in everything we do, from product development to new business ventures, recruitment policy and running our everyday business. We also rely on our core values as they are articulated in four statements that guide us on a daily basis:

We have integrity

Our company is based on a long tradition of independent news, information and transparent marketplaces. Trustworthiness and quality are absolutely essential; people must be able to trust all our products and services.

We are innovative

We embrace innovation, it's in our core. We go the extra mile to always put users' needs first. Innovation can be anything from a brilliant new concept to a minor – but no less important – improvement in how we do things.

We are a team

We believe in a friendly and open attitude. We also believe in the strength of people and competencies coming together to achieve something great. The companies in our Group can achieve far better results together than alone.

We are here to win

We must always strive to be better than our competitors at understanding our customers and markets – that is the key to our continued success. We want to win the hearts of our users.

Ownership

The Tinius Trust is the major shareholder in the Schibsted Media Group. The trust was established in 1996 by Tinius Nagell-Erichsen, the last active member of the founding Schibsted family. Through the trust, Tinius Nagell-Erichsen wanted to ensure that Schibsted remained a media group characterized by independent journalism, credible and high-quality services, combined with long-term, solid financial development. The Trust has close dialog with Schibsted Media Group when it comes to corporate social responsibility through its position as Board Chair.

Code of Conduct

All people at Schibsted have a responsibility to uphold Schibsted Media Group's reputation and principles. Through the way we interact with each other, meet our users and relate with our business partners, we build and strengthen Schibsted's reputation as a group with high integrity. Our Code of Conduct outlines our principles and standards for conducting business and serves as our key sustainability policy. The Code of Conduct applies to all entities in which we own more than 50 percent voting rights.

Where Schibsted Media Group does not exercise such control, the board members appointed by Schibsted shall promote the main principles outlined in the Code of Conduct.

The Code of Conduct is implemented through our on-boarding process for new employees, and training is performed when deemed necessary for targeted functions. The Code of Conduct is available to all our people on the intranet and has a linked Speak-up function that enables anonymous reporting on misconduct, breaches or potential violations. In December 2017 an email was sent to all employees reminding them that the Code of Conduct is our key sustainability policy. During 2018 all employees will undergo an E-learning of the Code of Conduct.

Our guiding principles for sustainability are stated in our group policies, these policies are further implemented in policies at company level. Our group policies are; Corporate governance principles; Policy for risk management; Privacy policies & guidelines; Requirements for finance, accounting and control; Tax policy; Legal Policy, Environmental Policy and the Discrimination, bullying and harassment policy.

Sustainability governance model: Group
The Board oversees and governs Schibsted's sustainability performance. For information regarding the governance structure for the Board and its committees, see Corporate Governance in the Annual Report.

Britt Nilsen, Group Compliance Officer, has overall responsibility for guiding and communicating Schibsted's strategy on sustainability internally and externally. She reports to the Schibsted Executive Team and the Board when needed, as minimum on a yearly basis.

In the light of integration of sustainability in our core business, the Compensation Committee decided in 2017 to link executive performance to sustainability criteria. Privacy has been added as a non-financial criteria for determining performance-related pay for the Schibsted Executive Team. For 2018, performance on gender equality will be added as a critera for evaluating performance-related pay.

Sustainability governance model: Operations
In the new divisions for Media and Marketplaces, CEOs Sondre Gravir in Marketplaces and Raoul Grünthal in Media have responsibility for implementing and communicating decisions and information on sustainability.

The general managers in each company have responsibility for supporting and monitoring each entity with rollout and implementation of the code of conduct and other sustainability-related policies and for retrieving necessary data and information required by law. Several entities have appointed a dedicated sustainability manager due to the maturity of the area.

Media houses
One of our main responsibilities as a media house is to ensure editorial freedom and the right to freedom of speech. The free media plays a critical role in underpinning strong, viable democracies.

Schibsted's Articles of Association state that the shareholders shall enable Schibsted to operate its information business in such a way that editorial freedom and integrity are fully ensured. In 2011, Schibsted's Editors' Forum adopted a framework for editorial governance in the Group's publishing businesses. This framework safeguards the principle of editorial freedom and defines it explicitly for the benefit of Schibsted's publishing companies in countries where this principle is not enshrined in local law.

In Norway and Sweden editors are accountable for any infringements of the law and self-disciplinary bodies have been established in both countries to uphold their respective codes of ethics. These self-regulatory systems are founded on the principle of freedom of speech and independence from the state.

Growth
As Schibsted has expanded into the personal finance sector, we have also entered a business that is regulated by local financial services authorities in Norway and Sweden. We have appointed dedicated local compliance officers to ensure compliance with applicable regulatory requirements specific to the financial services industry in the respective countries. Related expert functions at group level, such as legal, privacy and compliance, maintain close dialog with the local compliance officers.

Marketplaces
For our Marketplaces, there are no specific industry regulations except for national legislation. For 2018 the implementation of new EU GDPR regulations is high on the agenda, see separate chapter on Transparency, safety and integrity.

Transparency, safety and integrity

In a digital age, transparency, safety and integrity are prerequisites for ensuring trust and a sustainable business model. This applies not only to our journalistic process and our online services, but also to other domains such as privacy, user safety and data protection.

Privacy and integrity
Schibsted's strategic focus on technology and advanced data analytics aims to create insights that benefit our users. This also implies a stronger focus on privacy and data protection. Based on our value of integrity, we aim to be fully transparent and in compliance with applicable privacy regulations. Our work on privacy and integrity is led by our Group Privacy Officer.

To enable full integration of our commitment to transparency and compliance, our Group Privacy Officer maintains close and proactive dialog with the Norwegian Data Protection Authority and other

relevant regulators. Employees receive privacy training to ensure necessary awareness and competence in this area.

In 2017 we established a central, dedicated privacy engineering team with responsibility for implementing privacy by design in our tech stack. Further, we have a privacy product team in place focused on building end-user-facing features in order to give end users transparency and good control over use of their data.

Schibsted has an extensive privacy program in place with the following key objectives:
• Ensure compliance with our legal requirements and prepare for the General Data Protection Regulation (GDPR) entering into force across EU/EEA in May 2018.
• Guide Schibsted's data-driven innovations.
• Embed privacy into our corporate culture, tech stack and products.
• Maintain and increase end-user and public trust.

We have initiated reporting routines for complaints regarding breaches of customer privacy and loss of customer data. In 2017 we had three cases (2016: 1) of unauthorized access to personal data, two for Marketplaces and one for Media/Growth. Schibsted received one substantiated complaint of failure to remove recipients from a marketing e-mail list of users who had opted out of

marketing in one of our marketplaces. These matters were reported and resolved.

In Norway and Sweden our newspaper might get complaints reported to the Norwegian Press Complaints Commission and the Swedish Press Council. In 2017 2 (7) of these complaints were upheld for Norwegian newspapers, and 1 (1) in Sweden. In total Schibsted received 4 (4) reprimands, 4 (4) in Norway and 0 (0) in Sweden.

User safety
Our Global Fraud Protection program helps us exceed and develop a comprehensive fraud detection and review solution. The program aims to provide our users with a safe environment and high-quality, spam-free content and leads they can trust, and to help our companies protect their business and reputation through high-quality, cost-effective moderation tools that meet compliance and local regulation requirements.

To protect our brand reputations and meet the data security expectations Schibsted maintains an information security management across our group, supported within each division. Our work is co-ordinated through the Group CIO and our approach to data security is to proactively integrate security across all layers of our business operations to proactively protect against cyber risks, threats and vulnerabilities. Our security management system is built upon

industry proven security best practices, integrating security controls and principles from ISO 27001, ISO 22301 and OWASP security standards.

Schibsted has defined security policies and guidelines that are implemented across our companies. This comprehensive security system approach includes critical security controls within the following security management domains:

- Access Security Controls
- Application Security Management
- Product and Application Security Design
- Network Security Management
- Vulnerability Lifecycle Management
- 3rd Party Security Management
- Security Monitoring and Security Incident Management
- Security Awareness and Security Training
- Security Compliance

User safety: Media

Fraud detection and review of user content are important business issues across many product areas, including our advertising, identity and payment functions. Our media houses have implemented several measures to prevent harassment, threats, and hate speech.
Our moderators monitor debates and remove comments that are deemed inappropriate or illegal, and the comment fields for certain articles may be closed temporarily at the discretion of the publisher in order to prevent hateful comments and harassment.

All our operations follow national legislation for marketing. In Norway the Marketing Act forbids marketing directed at children, and in Sweden the Consumer Agency has compiled rules and practices governing marketing to children and minors. The responsibility for upholding laws related to responsible marketing lies firmly with our publishers and editors. Our Media houses in Norway also follow the Press Code of Ethics, which also contains rules on marketing.

User safety: Marketplaces

For our marketplace operations, responsible business implies creating marketplaces that are reliable, efficient, and safe for our users. Our classifieds sites work proactively to prevent various forms of undesirable activity such as advertising of illegal or unethical products, illegal marketing, and fraud.

Reference is also made to the Modern Slavery Act Transparency Statement, which is resolved by the Board. All our operations follow national marketing legislation.

All the online marketplaces operate under a set of rules to prevent fraud and advertising of illegal or unethical goods. Our policy for our sites is to inform users of the terms and conditions of use and provide good and efficient information as well as control options for end users with respect to privacy and use of their data. Principles and guidance on consumer safety are also included on our marketplace and service sites.

We practice a zero-tolerance policy with respect to fraud, and work strategically on user security. We monitor and prevent planned, unforeseen and actual cyber attacks to ensure that our products and services are always available to our users and that our users are safe while using our marketplaces and services.

Our employees

Schibsted relies on highly skilled people to succeed. Acting responsible and offering an attractive working environment is crucial for attracting and retaining the right people. We therefore strive to maintain the highest standards in what we and our stakeholders believe should be prioritized in this area: health, safety and integrity; diversity and equality; skills development and knowledge sharing and work–life balance.

Our people

At year-end, Schibsted had 8,070 (2016: 7,460) employees (Full-Time Equivalents) in 22 countries. Most of our employees are full-time white-collar workers. The exceptions are employees with short-term contracts in our media operations, our newspaper distributors in Norway and employees at our printing plants in Norway.

Total number of employees* - Per region, age and gender

2017 (Base year)	AGE						Total	GENDER						Total
	< 30 year		30-50 year		> 50 year			Male			Female			
Norway	479	16 %	1,749	59 %	716	24 %	**2,944**	1,960	67 %		983	33 %		**2,944**
Sweden	470	27 %	1,087	62 %	204	12 %	**1,762**	1,110	63 %		652	37 %		**1,762**
Other European countries	679	25 %	1,982	72 %	94	3 %	**2,754**	1,692	61 %		1,061	39 %		**2,754**
Countries outside Europe	303	50 %	293	48 %	15	2 %	**611**	337	55 %		274	45 %		**611**
Total	1,931	24 %	5,111	63 %	1,030	13 %	**8,070**	5,100	63 %		2,970	37 %		**8,070**

*For Schibsted group as a total, no sigificant part of our work are performed by seasonal workers or workers who is not employees (external consultants or freelance).

New employees* - Per region, age and gender

2017 (Base year)	AGE						Total	GENDER				Total
	< 30 year		30-50 year		> 50 year			Male		Female		
Norway	168	39 %	205	47 %	60	14 %	**432**	234	54 %	198	46 %	**432**
Sweden	220	52 %	176	42 %	25	6 %	**421**	245	58 %	176	42 %	**421**
Other European countries	284	42 %	384	57 %	12	2 %	**680**	409	60 %	271	40 %	**680**
Countries outside Europe	46	61 %	30	39 %	0	0 %	**76**	44	58 %	32	42 %	**76**
Total	717	45 %	795	49 %	97	6 %	**1,609**	932	58 %	677	42 %	**1,609**

* Data include transfers between companies within Schibsted Media Group

Employee turnover* - Per region, age and gender

2017 (Base year)	AGE						Total	GENDER				Total
	< 30 year		30-50 year		> 50 year			Male		Female		
Norway	71	23 %	182	59 %	56	18 %	**309**	197	64 %	112	36 %	**309**
Sweden	159	49 %	150	46 %	16	5 %	**325**	202	62 %	123	38 %	**325**
Other European countries	121	31 %	254	65 %	14	4 %	**389**	244	63 %	146	37 %	**389**
Countries outside Europe	35	70 %	14	28 %	1	2 %	**50**	30	60 %	20	40 %	**50**
Total	386	36 %	600	56 %	87	8 %	**1,074**	673	63 %	401	37 %	**1,074**

* Data include transfers between companies within Schibsted Media Group

People strategy

In september 2017 Schibsted presented a new organizational setup with the two operational divisions Marketplaces and Media. The ambition is to enable Schibsted to further increase the speed of development and increasingly leverage our local competence and strong brands across our markets. At the same time, it will be possible to continue to capture the benefits of our global scale.

In order to achieve our ambition we have moved parts of the responsibility from the global people function to the divisions. This includes leadership development, learning and development and compensation and benefit.

The global people function will continue to be the partner for Group CEO in matters concerning employees, leadership and organization. We will have global leadership programs, succession management and trainee programs on Group level. Compensation and Benefit for top management and general policies will still be handled from the global people function.

Schibsted's new organization focuses on the people function both globally and in the divisions in order to enable the employees to tap into their potential. The goal is to build a world-class employee experience that is physical, emotional, intellectual, virtual and aspirational. As such, HR seeks to be a competitive advantage for Schibsted.

Collective bargaining agreement and employee representation

As stipulated in our Code of Conduct, Schibsted employees have full freedom of association, and may organize themselves as they choose. Schibsted's European Works Council which currently consists of 35 representatives (20 men and 15 women) from 10 countries meets twice a year, serves as our forum for information, dialog and consultation between employees and the Schibsted Executive Team.

At each workplace collective bargaining agreements or working environment committees are in place to ensure excellent working conditions and to minimize discrimination among employees. 71 percent of all employees were covered by a collective bargaining agreement at the end of 2017.

Employees have been represented in the Board since 2009, currently by three representatives. Their function is laid down in the central Norwegian collective bargaining agreements. The employee representatives uphold the interests of all employees, both unionized and non-unionized, in cases that are dealt with at Group level. Two of three group employee representatives must be elected in Norway, the other in the country outside Norway where Schibsted has its most extensive operations. This is currently Sweden.

Diversity and equality

By increasing diversity and equality among our employees, we will ensure our innovation skills and fulfill our duty to offer all people the same rights and opportunities at Schibsted.

Our Board is composed of 40 percent women, as required by the Norwegian Limited Liabilities Companies Act. For senior leadership levels there has been a consistent gender inequality for the past five to six years. Despite a stable ratio of female leaders, we have not been sufficiently successful at moving female employees further up the ranks. Gender equality is particularly challenged in operational leadership positions and in product and technology.

There are gender equality variations between functions: the editorial roles in Media houses are well balanced with 50 percent female editors, but top management roles in the Media division and most senior commercial roles are held by men. Likewise in the Marketplaces division, men hold the most senior operational leadership roles (Top management).

Composition of governance bodies and operations - Per employee category, age and gender (Base year 2017)

AGE

	< 30 year		30-50 year		> 50 year		Total
Board of directors	-	0 %	5	50 %	5	50 %	**10**
Operations							
Male employees	1,166	23 %	3,223	63 %	710	14 %	**5,100**
Media	421	19 %	1,275	56 %	580	25 %	**2,276**
Marketplaces	567	27 %	1,397	68 %	102	5 %	**2,065**
*HQ/Other**	178	23 %	552	73 %	28	4 %	**758**
Female employees	764	26 %	1,887	64 %	319	11 %	**2,970**
Media	303	23 %	763	58 %	245	19 %	**1,311**
Marketplaces	419	29 %	978	67 %	63	4 %	**1,461**
*HQ/Other**	43	22 %	146	73 %	11	6 %	**200**
Total	1,931	24 %	5,111	63 %	1,030	13 %	**8,070**
Media	724	20 %	2,038	57 %	825	23 %	**3,587**
Marketplaces	986	28 %	2,375	67 %	165	5 %	**3,525**
*HQ/Other**	221	23 %	698	73 %	39	4 %	**958**

GENDER

	Male		Female		Total
Board of directors	6	60 %	4	40 %	**10**
Operations					
Top management (part of the management team)	237	66 %	122	34 %	**359**
Media	110	65 %	61	35 %	**171**
Marketplaces	104	68 %	48	32 %	**152**
*HQ/Other**	23	64 %	13	36 %	**36**
Other leaders (managers and persons with key responsibilities)	634	61 %	400	39 %	**1,034**
Media	262	59 %	181	41 %	**443**
Marketplaces	261	59 %	179	41 %	**440**
*HQ/Other**	111	74 %	40	26 %	**151**
Other employees	4,229	63 %	2,448	37 %	**6,677**
Media	1,904	64 %	1,069	36 %	**2,973**
Marketplaces	1,700	58 %	1,233	42 %	**2,933**
*HQ/Other**	624	81 %	147	19 %	**771**
Total	5,100	63 %	2,970	37 %	**8,070**

*HQ/Other includes Schibsted Product & Tech

Numerous initiatives and metrics to measure and improve the gender equality have not yielded the desired results. Open and transparent processes have been sacrificed for speed, which opens up for informal structures and unconscious bias in appointments of senior roles.

In 2017 we performed a mapping of the payment gap between the genders in parts of the group. In most places we have looked, there is a gender pay gap when comparing average pay levels, but this is largely attributed to more women working in low-pay positions (e.g. support) and more men in leadership and high-pay positions. We have not found evidence of significant pay gaps in places where more accurate data is available. This is an extensive project and it will continue in 2018 before we are able to conclude and implement necessary actions to cope with potential deviations.

Schibsted has set clear goals against which actual progress will be measured. There are long-term and short-term goals on improving gender equality for both divisions and group functions. Schibsted targets a 60:40 gender ratio in all leadership roles by 2020. We will have unconscious bias training, external and internal recruitment policies and succession planning benefitting gender equality. In addition female networks and programs will be reinforced. The CEO is responsible for driving the changes that will ensure an improved gender equaltiy at Schibsted.

In the aftermath of the #metoo campaign Schibsted Sweden has managed and scrutinized the operations in which misconduct has been reported. Several employees have given voice to severe breaches of acceptable behavior. These cases have been carefully addressed. Schibsted has zero tolerance for harassment of any kind, as clearly stated in our Code of Conduct and in our Discrimination, bullying and harassment policy. This includes all forms of verbal, digital or physical harassment. To ensure a trustful environment where both women and men feel safe at work, Schibsted has launched a number of countermeasures such as unconscious bias training, code of conduct training and setting clear goals on improving gender equality for both the divisions and the group functions.

Health and safety
Too ensure an attractive workplace and retain our employees we constantly improve the workplace to be able to offer an environment that encourages a balance between work and life, minimize stress and ensure a safe and healthy workplace.

The Group's sickness absence rate was 2.5 percent of total working hours. An important factor for keeping low absence rate is our initiatives on work-life balance. There are several work-life balance and flexible working arrangements in place. During coming years we will continue to develop these working arrangements in all our countries of operations.

Of all the Group's companies, operations at the printing plants and newspaper distribution involve the highest risk of injury. In 2017 there were 3 (3) injuries that resulted in sickness absence and 10 (2016: 5; 2015: 10) minor personal injuries such as bruise injuries and cuts at our printing plants. Schibsted distributes newspapers in Norway on behalf of both our own newspapers and other publications. In our distribution units there were during 2017 59 (42; 39) injuries to employees, of which 51 (36; 35) resulted in sickness absence. During 2017, there were no work related fatalities.

Schibsted's Group Security function is responsible for security and contingency planning in the Group's divisions and subsidiaries. As a consequence of increased terrorist threats, the main goal for Group Security has been to gain a better understanding of the threats we are facing. Another priority has been to implement specific security measures for individuals, media houses and events hosted by Schibsted. In 2017 there has also been a focus on security on business travel, which will continue in 2018.

Skills development and performance review
Innovation and business success for tech and media companies are dependent on highly skilled people. To ensure long-term sustainable growth and to offer an attractive workplace, we need to ensure that we offer opportunities for skills development and to continually share our knowledge internally.

To develop Schibsted in line with our ambitions, our global people function and local HR business partner offer several face-to-face training programs:

Participants 2017 - Skills development programs at group level:
• S-PACE (management and leadership) - 208 (2016: 68)
• Schibsted Sales Academy – 78 (81)
• Management Trainee Program – 27 (29)
• Schibsted Brand Academy – 18 (22)
• Project Management Program – 61 (49)
• Travel Grant Program (sharing skills between brands) – 44 (30)

To ensure personalized development programs and well-being among our employees, we strive to conduct individual performance reviews at least twice a year, and more frequently in some functions and countries. Our policy states that all employees should complete development dialog with their leaders at least once a year. During 2017, 74 percent of our employees performed performance reviews with their manager/managers. The outcome for 2017 did not meet our policy, the main reason for the deviation was cancelled reviews due to our reorganization and lack of internal supporting systems for follow-up of reviews. To evaluate our role as employer, we frequently conduct employee surveys, during 2017 the overall trend for employee satisfaction at our companies were unchanged, some companies had a negative trend compared to previous year, and some with a positive trend. A reason for the negative trend for some companies might be the uncertainty related to our reorganization.

Our environmental performance

From a life-cycle analysis perspective Schibsted has a great possi–bility and responsibility to minimize our negative environmental impact and maximize our positive impact. The fact that our services can empower readers and users to make more sustainable choices constitutes our great possibility to positively impact the environment. By informing our readers about environmental issues and enable second hand trade for our users we can contribute to consciousness and environmentally friendly consumption patterns.

Schibsted is a participant member of the UN Global Compact and supporter of the UN Global Goals (focus on goal 12). Our approach to our environmental impact is stated in our Group Environmental Policy. The policy is based on the principles of the UN Global Compact and states how we support the precautionary approach, promote greater environmental responsibility and encourage use of environ-mentally friendly technologies. Our strategy is to primarily implement the policy in our operations with largest environmental impact, and thereafter extend it to other parts of the operations. Britt Nilsen, Group Compliance Officer is responsible for our compliance with the policy and the implementation of good environmental practices for all of our operations.

Our environmental impact has changed, and will continue to change along with the digital transformation. The decrease in demand for printed newspapers has lowered our use of paper as well as energy use for printing plants and physical distribution. At the same time, the demand for digital services has increased, causing higher electricity consumption in order to run and consume our services.

Environmental impact of our office operations
In our office operations we focus on monitoring and minimizing our business travel, energy use and waste. During 2017 our business travel represented 12 percent of our total greenhouse gas emissions. Since our operations are located in 22 countries, one of our challenges is to decrease business travel. We continuously work on minimizing the need for transportation between offices, mainly by improving our video conference facilities and monitoring our business travel.

Our office operations and data centers consume energy and generate waste 24/7. Our offices' energy use and the energy use of external data centers accounted for 7 percent of our total greenhouse gas emissions in 2017. The amount of waste from our offices is limited, compared to our printing plants, and therefore is not a prioritized aspect. Going forward we primarily plan to implement a process for safe handling and recycling of electronic waste.

In coming years, we will let the digital transformation guide our priorities and focus. Ensure environmentally friendly energy, promote efficient energy use and reduce our emissions from our travel is our priorities. As a first step, we have extended our scope for monitoring electricity. For this report we included energy use for external data centers in our total energy data.

In addition to above stated aspects, we are also aware of the increased challenges related to water scarcity in several of our countries of operations. We have performed a high-level risk assessment of water scarcity. Based on our assessment, current presence and type of operations, water scarcity is not considered to be a prioritized aspect for Schibsted Media Group.

Environmental impact from our printed newspapers
Schibsted publish newspapers in Sweden and Norway. In terms of environmental impact our use of paper, printing and the distribution

of these newspapers stand for 81 percent of our total amount of greenhouse gas emissions. As mentioned above, the digital transformation has led to less demand for printed newspapers. For our Norwegian printing plants the transformation, and our focus on lowering our environmental impact, has resulted in a decrease of 41 percent in energy use and a 63 percent decrease in the use of paper since 2012.

All paper used for our newspapers are certified according to FSC and PEFC and 81 percent of the paper used are certified according to EU Eco Label. None of the paper qualities used for our papers are made out of recycled paper.

Energy consumption and greenhouse gas emissions (GHG) for our operations*
2017 (Base year)

Type of energy	Consumption	GHG emissions (tonnes CO2e)
Direct (Scope 1) - Consumption by own cars		179
of which diesel	52,846 litres	-
of which petrol	17,969 litres	-
Indirect (Scope 2) - Consumption of electricity, heating, cooling		
of which electricity	37.6 gWh	1,602
of which district heating	4.6 gWh	202
of which district cooling	0.5 gWh	73
Indirect (Scope 3) - Use of external cars, taxi, flights, external data centers and paper		
of which leased & privately owned cars and taxi	-	1,589
of which diesel for leased and privately owned cars	313,089 litres	-
of which petrol for leased and privately owned cars	336,540 litres	-
of which ethanol for leased and privately owned cars	80 litres	-
of which flights	-	3,239
of which buses and train	-	649
of which energy for data centers**	-	781
of which paper used for printed newspapers	63,000 tonnes	29,696
TOTALT	**-**	**38,010**

	2017	
GHG intensity, Tonnes CO2e emissions/turnover NOK million	2.24	
GHG intensity, Tonnes CO2e emissions/employees	4.71	
Energy intensity, electricity consumption gWh/turnover NOK million	0.003	
Energy intensity, electricity consumption gWh/employees	0.005	

*Not possible to compare or calculate reduction of GHG emissions and energy use due to new base year
**Due to non reliable data from data center suppliers, data on electricity consumption for external data centers is not included for the following companies: Segundamano (Mexico), Finderly (Austria)

Materials Used - Printed newspapers Norway		Unit	2017	2016	2015 (base year)
Paper*		**Thousand tonnes**	**44**	**53**	**59**
		Greenhouse Gas Emission (tonnes CO2e) generated by production of paper	20,747	24,430	27,433
of which	Share certified FSC	%	100 %	100 %	-
	Share certified PEFC	%	100 %	100 %	-
	Share certified EU Eco label	%	75 %	63 %	
Printing Ink**		**Thousand tonnes**	**1.1**	**1.3**	**1.5**
of which	Certified Nordic Eco Label Swan	%	100 %	100 %	-

Materials Used - Printed Newspapers Sweden		Unit	2017 (base year)	2016	2015
Paper*		**Thousand tonnes**	**19**	**-**	**-**
		Greenhouse Gas Emission (tonnes CO2e) generated by production of paper	8,949	-	-
of which	Share certified FSC	%	100 %	-	-
	Share certified PEFC	%	100 %	-	-
	Share certified EU Eco label	%	95 %	-	-
Printing Ink		**Thousand tonnes**	**-**	**-**	**-**
of which	Certified Nordic Eco Label Swan	%	100 %	-	-

*100% renewable material. ** not renewable material

Printing plants Norway*

Waste	Year	Recycled	Recovered	Other disposal	Total weight	Comment
Paper (non-hazardous waste)	**2017**	6,314		129	**6,443**	Disposal method is selected and reported by waste contractor
	2016	*6,733*		*137*	***6,870***	
Aluminum (non-hazardous waste)	**2017**	234		18	**252**	Disposal method is selected and reported by waste contractor
	2016	*250*		*19*	***269***	
Waste water (hazardous waste)	**2017**		5		**5**	Disposal method is selected and reported by waste contractor
	2016		*10*		***10***	
Ink waste (hazardous waste)	**2017**		45		**45**	Disposal method is selected and reported by waste contractor
	2016		*30*		***30***	

Efficency for use of paper (share of material bought used in newspapers)	2017	2016	2015
	91 %	-	-

Waste (degree of sorting for waste contractor)	2017	2016	2015
Hazardous waste	100 %	100 %	-
Non-hazardous waste	99 %	98 %	-

Electricity Use		2017	2016	2015
Printing plants	gWh	22.9	25.7	26.8

*Waste data is limited to waste from our own printing plants in Norway. This waste stands for the majority of our waste and hazardous waste. Base year is 2016, except for efficency for use of paper (2017) and electricity use (2015)

Printed newspapers in Norway

As of 31 December 2017, Schibsted owned two printing plants in Norway. Both are licensed under the Nordic Swan Ecolabelling scheme. For our printing operations we focus on monitoring and minimizing our use of energy, paper, ink and waste. Processes involving polluting chemicals take place in closed systems, and the chemicals are recovered as far as possible.

In Norway, Schibsted runs a distribution network for printed newspapers. The network distribute the majority of our papers by road transports, operated by subcontractors who transport newspapers from the printing plant to the distribution pick-up points using trucks or vans. Newspaper delivery to households is performed using smaller vehicles. In terms of distribution, our focus is to minimize

our energy consumption related to transportation. To minimize waste related to unsold newspapers in stores, newspaper companies in Norway arrange a return and recycling program.

Printed newspapers in Sweden

Our Swedish media houses procure all paper used for our newspapers, but have outsourced printing and distribution services externally. We currently use the Swedish printing company V-TAB for the majority of the printing. V-TAB operates a system of environmental and quality control, and all their printing plants are ISO 14001:2004 and ISO 9001:2008 certified, as well as licensed under the Nordic Swan Ecolabelling scheme. To minimize waste related to unsold newspapers in stores, newspaper companies in Sweden arrange a return and recycling program.

Prevention of corruption

Long-term sustainable growth can never be built on unfair business practices. It is therefore our duty to ensure that our employees act responsibly in all kind of relationships. None of our people at operational, strategic or governance level may accept or participate in any forms of corruption; furthermore each and every individual is responsible for preventing any kind of corruption in their daily work.

Our Code of Conduct covers our principles related to bribery and facilitation payments, gifts, hospitality and conflicts of interests. The Code of Conduct informs our employees, leaders, and board members about the principles that are important to us. In addition, we have created a guideline giving practical examples. When entering into agreements with new business partners, the legal and compliance function assesses the need to perform full or limited due diligence procedures based on the nature and scope of the acquisition. Group Treasury is always involved in transactions, and ensures compliance with our principles regarding payments to low-tax countries and other payment-related concerns.

A strong set of steering documents and a well-functioning governance model to mitigate corruption does not mean that the risk is zero. Therefore, Schibsted continuously improves and evaluates the functionality of our policies, processes, controls and procedures to

mitigate the risk of corruption, and reviews applicable legislation in key markets. To ensure understanding and compliance, anti-corruption is an integral part of our Code of Conduct training, and is tailored to address the risks faced by specific business areas and functions.

If or when misconduct is identified or suspected, the general principle is that all cases of alleged or perpetrated fraud and corruption shall be brought to the attention of the Group Compliance Officer.

Our societal impact through services and initiatives

Over 200 million users around the world have access to our marketplaces for environmentally friendly second-hand trade, high quality journalism, job and real estate markets and consumer-friendly price comparisons. Such a large impact imposes considerable social responsibility.

Voluntary initiatives

To demonstrate our commitment to increased transparency on sustainability issues, Schibsted Media Group is a member of several global initiatives, such as the United Nations Global Compact and the Carbon Disclosure Project. We are also a member of organizations such as Transparency International and Responsible Media Forum.

Community engagement

Our engagement and contribution to external organizations and initiatives give us the possibility to integrate with important stakeholders groups, follow legislation, build networks and enable non-profit projects that generate a positive societal impact. During 2017 Schibsted Media Group and its entities donated NOK 4.7 million in cash donations and NOK 0.6 million through internally organized campaigns, and worked 986 hours voluntary.

Media: impact on society

At its best, our journalism contributes to a functioning democracy by diminishing the gap between what citizens know and what they need to know about the world around them. The more efficient we are in exposing the squandering of resources and abuse of power, in giving a voice to the silent, in highlighting the circumstances for the weakest, the better democracy can become.

At Schibsted we are very proud of our seven media houses that reach millions of readers, digitally and in print. With this impact comes democratic responsibilities. The main responsibilities for our media houses are to ensure editorial freedom and the right to freedom of speech. Schibsted believes in the future of journalism and takes on the challenges that come with new habits and new technology.

Our online services have dramatically strengthened consumers' influence and power. Lendo, Compricer, Penger, Kundkraft and Prisjakt empower consumers to make informed decisions and

encourage companies to do their best. Whether you need to take out a loan or insure a car, the terms have changed thanks to digital services where people are able to find the best available offer.

The Power of Journalism
In 2017 we launched The Power of Journalism, a new annual open event and arena to share, discuss and learn about what we care about: the future of journalism. In 2017, 180 internal and 73 external stakeholders participated at the event. Through The Power of Journalism we engage with partners and colleagues in the media industry and beyond. Schibsted strongly believes in the power of journalism, and has a long history of building strong media houses, starting with Aftenposten in 1860. To achieve this it is crucial to develop new business models and embrace new technology. But the goal remains the same: a free and independent press that strengthens democracy and serves our users with trustworthy facts, news and stories.

Stories that made a difference
Every year our journalists publish remarkable stories that contributes to social changes and debate. Below is a short summary of some of the stories that made a difference during 2017.

The Allra investigation: A story of how one reporter improved the Swedish pension system - Svenska Dagbladet (SvD) (Sweden)
A year ago the Swedish pension company Allra was one of the largest pension funds in the country, handling SEK 19 billion for 130,000 customers. Allra was a true success story with the young Alexander Ernstberger as CEO and several well-known financial and political figures on the board.

But thanks to solid investigative reporting, SvD could tell a different story about a company that lied about its returns and the costs of the pension funds it managed, and about its involvement in financial crime. SvD´s articles led to the arrest of the founder Alexander Ernstberger and marked the beginning of one of the most extensive financial crime investigations in Sweden of the past century. The Swedish government withdrew its appointment of the former minister of justice and Allra board member Thomas Bodström as the new Governor of Stockholm County. Allra was thrown out of the Swedish pension system, and SvD's scoop also led to moves to review the whole pension system

A story of how a widow changed the Norwegian health care system - Aftenposten (Norway)
The 31-year-old father of two had cancer that had spread to his pancreas, intestines and to all his bones. The doctors in Norway were clear that they could not cure him, but his strongest wish was to live. A cancer clinic in Germany seemed to be the answer, but after 20 days at the clinic he died, with no family members present, after spending 3.6 million kroner on treatment.

The man's young widow, Ninni, told her story to Aftenposten, which then launched an in-depth investigation to find out how Norwegian

patients were treated at this clinic. It turned out that 31 out of 38 patients had died. One in three Norwegians develop cancer during their lifetime. More and more seek treatment abroad when the treatment they receive in Norway fails to work. They feel abandoned by the Norwegian health service, and are willing to pay up to a million kroner from their own pocket.

On 5 August 2017, the Norway's health minister Bent Høie ordered Norwegian hospitals to implement a national system whereby severely ill patients can seek advice from an expert panel when traditional treatment no longer has any effect. This means that patients whose doctors have told them that they cannot be cured can be considered for alternative treatment elsewhere in Norway or abroad, paid for by public funds. It had been eight years since such an expert panel was first proposed. Each time, the Directorate of Health said no. It took a series of articles in Aftenposten to provide the most severely ill patients with such an offer. Ninni's story helped change the Norwegian health care system.

Exposed: The world's largest online child sexual abuse forum. It was run by the police. - Verdens Gang (Norway)
How far can the police go in fighting child abuse? For 11 months the Australian police unit Task Force Argos (TFA) ran the world's largest child sexual abuse website on the darknet, in collaboration with the US Department of Homeland Security as well as Canadian and European police.

Using unique methods of research, VG uncovered the active police operation four months in. Combining our own analysis of the data on the website with information from TFA, US court documents and open sources, we were able to follow the operation as it unfolded and therefore scrutinize it independently. We discovered that the police shared child abuse images and posted comments that could be regarded as encouraging child abuse. During the time the police ran the site, it became the largest child abuse forum on the darknet.

The story reveals how the police worked and how the founders of the website were arrested in a spectacular operation in the US. UNICEF and Amnesty criticized TFA for violating children's human rights by sharing images of abuse. The police said their goal was to identify abusers and victims. However, we found that two months after TFA had closed the website, Scandinavian police had received no information about targets or victims from TFA.

While we found 30 Norwegian members and several other Scandinavians, TFA told its Scandinavian colleagues that there were none. This underscores how important it was to have access to our own data instead of relying solely on police sources.
We identified a Norwegian who boasted of having abused a child. We chose to report him to the police. He has since been arrested and the child rescued. Even though he wrote in English and clearly described ongoing abuse, neither TFA nor its Nordic partners managed to find him.

#METOO - Aftenposten (Norway)
Thousands of women had shared their stories as part of the international social media campaign #metoo when Aftenposten´s print edition devoted its entire front page and 12 pages to actresses who shared their stories of sexual harassment in the petition #stilleforopptak (quiet on the set).

This marked the tipping point for the #metoo campaign in Norway. Nearly 600 actresses signed the first call to stop sexual harassment within the industry. For Aftenposten this marked the start of a series of articles that placed the spotlight on sexual harassment in different industries and parts of society.

Aftenposten has also been at the forefront of exposing sexual harassment cases in Norwegian politics, including those within the Conservative youth party and the Christian Democratic Party. We have also been the leading arena for opinion pieces, analysis and debate related to sexual harassment.

MittID - Aftonbladet (Sweden)
"I wish people could understand that I am for real, that I exist". The quote comes from Pim, one of the transgender persons who was a part of Mitt ID (My identity), a project launched in March 2017. In three TV documentaries and a series of articles about gender identity, Aftonbladet focused on a question that has rarely or never been asked in the Swedish media: what is it like to be a young transgender person in Sweden? We described their hard struggle for their right to be themselves, and let this vulnerable and growing group in our society, which for a long time has been forced to fight in the dark, to have their say.

When we told these stories, we challenged established norms and gave people insight into and knowledge about the concept of gender identity. Pim, Cameron and Josefine invited the viewers and readers into their reality – and the reactions were powerful. Our audit showed that one in two transgender people has considered suicide, that the number of gender reassignment processes is increasing by 100 percent each year, and that people have to wait longer and longer to get help with their transition.

"We can see the patterns in the US and in eastern Europe. When powerful people try to withdraw the rights of other human beings, we have to support those human beings. Or we will never be able to change anything in the world," says Frida Söderlund, the Aftonbladet reporter who worked on the Mitt ID story.

Aftonbladet created a digital platform where all the content was published. We specifically wanted to target young people between 14 and 30, and the platform became an environment in which they felt comfortable. Our users wanted to interact and discuss the subject, and for one week we made it possible for them to engage with experts, transgender people and reporters about the Mitt ID project. We let the question of gender identity dominate our news coverage, and politicians were finally forced to react. They announced that they

would try to change the law so that the government can no longer decide the legal gender of individuals. "We noticed a big change after Mitt ID was published. It was like people couldn't hide from us anymore and we were suddenly being both heard and noticed at a political level," said Mia Mulder from the organization Transförsvaret.

Mitt ID won the award for Norm-breaking Project at the 2017 Meg Awards.

Marketplaces: impact on society
Our online marketplaces have created an arena for our users to buy and sell second-hand goods and to find jobs and homes. We are proud of how our services contribute to society and empower people to make economic and sustainable choices.

In 2015 we rolled out the Schibsted Second Hand Effect project in cooperation with the Swedish Environmental Research Institute (IVL). The purpose of the Schibsted Second Hand Effect project is to raise awareness among our users about the environmental benefits of reusing and repairing goods and minimizing waste. By calculating how much CO_2 emissions is potentially saved by our users' second-hand trade at 7 of our marketplaces, we found out that the second-hand trade conducted through our sites saved 15 million tonnes CO2e in 2017. This is the equivalent of the amount that could be saved by putting a total standstill on traffic in Paris for 5 years.

Initiatives that made a difference
In addition to the Second Hand Effect initiative, our marketplaces contribute to the society in several ways. Below is some of our initiatives that made a difference during 2017.

Finn.no: Ønskes kjøpt: Havplast
To minimize the plastic in our oceans Finn.no launched the campaign Ønskes kjøpt: Havplast (Wanted: Ocean plastic), timely prior to the coastal cleanup day 2017. During the campaign people could order plastic bags from Finn.no, which were used when cleaning up coastal plastic. When the bag was filled you sent it to the waste recycling and took a picture of the bag, which you later posted on Finn.no and earned NOK 100 per bag. In total 133 980 liters of plastic waste was removed from the Norwegian beaches. Finn.no is now challenging other corporations to do the same.

Schibsted Media Group: Techfugees
In 2016 Schibsted announced a strategic partnership with the global organization Techfugees. Techfugees focuses on improving life for refugees by developing technologies in five areas: infrastructure, education, identity, health and inclusion. Schibsted supports the organization by promoting its activities through our sites and media, by supporting local chapters and by being active in the Global Techfugees Summit. Leboncoin's CEO Antoine Jouteau spoke at the 2017 summit in Paris, and Schibsted provided promotional support for the event and internal and external communications to the organization.

Sustainable supply chain

Schibsted supports and respects the protection of internationally recognized human rights. This means that we conduct our activities in a manner that respects human rights as set out in the Universal Declaration of Human Rights, and that we demand the same from our business partners. See also our Modern Slavery Act Statement published at our website.

Schibsted has initiated the process to reach our target of a fully responsible supply chain from a life-cycle perspective. We understand the scope and time this work will involve. Our first step has been to enter into dialog with key suppliers at the same time as we implement our Supplier Code of Conduct, which was developed in 2016 and was based on the UN Global Compact's ten principles. Most of our supplies are sourced locally by each company, and the main type of supplies are IT services, media and advertising, paper for our newspapers and consultancy services. Our Marketplaces Leboncoin and Blocket have initiated supply chain analyses in their own operations, aimed at identifying risks and opportunities to ensure that the goods and services they receive are delivered on fair terms.

During 2018 Schibsted will introduce a project to identify the overall scope of our supply chain and identify high risk partners group wide.

GRI Index

For detailed information regarding scope, boundaries and omissions, see chapter About the Sustainability Report.

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GRI 103: Management Approach (2016) **GRI 403: Occupational Health and Safety (2016)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach 403-2 Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities	21-22 21-22 21-22 21	UNGC Principle 3 Omission

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OUR PEOPLE			
Increase diversity and equality			
GRI 103: Management Approach (2016) **GRI 405: Diversity and Equal Opportunity (2016)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach 405-1 Diversity of governance bodies and employees	20-21 20-21 20-21 21	UNGC Principle 1, 2, 6
Health, safety and integrity of employees			
GRI 103: Management Approach (2016) **GRI 403: Occupational Health and Safety (2016)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach 403-2 Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities	21-22 21-22 21-22 21	UNGC Principle 1, 3, 4 Omission
ENVIRONMENTAL IMPACT			
Reduce environmental impact from energy use			
GRI 103: Management Approach (2016) **GRI 302: Energy (2016)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach 302-1 Energy consumption within the organization 302-2 Energy consumption outside of the organization 302-3 Energy intensity	22 22 22 23 23 23	UNGC Principle 7, 8, 9 Omission
Reduce carbon emissions			
GRI 103: Management Approach (2016) **GRI 305: Emissions (2016)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach 305-1 Direct (Scope 1) GHG emissions 305-2 Energy indirect (Scope 2) GHG emissions 305-3 Other indirect (Scope 3) GHG emissions 305-4 GHG emissions intensity	22 22 22 23 23 23 23	UNGC Principle 7, 8, 9
Safe handling and minimizing waste			
GRI 103: Management Approach (2016) **GRI 306: Effluents and Waste (2016)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach 306-2 Waste by type and disposal method	24 24 24 24	UNGC Principle 7, 8, 9
Efficient use of materials and chemicals			
GRI 103: Management Approach (2016) **GRI 301: Materials (2016)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach 301-1 Materials used by weight or volume	24 24 24 24	UNGC Principle 7, 8, 9
Reduce water usage			
GRI 103: Management Approach (2016)	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach	22 22 22	UNGC Principle 7, 8, 9

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SOCIETAL IMPACT			
Empower people to make economic and sustainable choices			
GRI 103: Management Approach (2016) **GRI G4 Media Sector Disclosures (2012)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach M7 Actions taken to empower audiences through media literacy skills development and results obtained	25-27 25-27 25-27 25-27	UNGC Principle 8
Transparent governance and communication			
GRI 103: Management Approach (2016)	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach	12, 17, 19-21 12, 17, 19-21 12, 17, 19-21	
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GRI 103: Management Approach (2016) **GRI 203: Indirect Economic Impact (2016)**	103-1 Explanation of the material topic and its Boundary 103-2 The management approach and its components 103-3 Evaluation of the management approach 203-1 Infrastructure investments and services supported	25 25 25 25	