WELCOME to Capital Markets Day
London, 7 March 2019
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We have a 180 years track record of transformations...

- 1839: Schibsted Listed on Oslo Stock Exchange
- 1860: Aftenposten
- 1896: VG
- 1956: Aftenbladet
- 1966: Schibsted Classified Media
- 1992: OLX
- 1996: Yapo
- 2000: FINN
- 2003: OLX
- 2006: Leboncoin
- 2010: Lendo
- 2013: JV with telenor group
- 2014: bynk
- 2016: Sale of operations in Romania
- 2017: Incorporation of Schibsted Classified Media
- 2018: Adevinta
...creating value through bold investments and long-term strategies

Schibsted Market Cap, NOKm

Source: Factset
We now have two strong, leading businesses. The split enhances value and increases flexibility to pursue independent strategies.

Note:
1. Based on Schibsted combined financial statements, excluding Adevinta, EUR/NOK 9.60.
2. Based on Adevinta combined financial statements EUR/NOK 9.60.
3. EBITDA (before other income and expenses, impairment, JVs and Associates)

| Revenue 2018 | €1,303m$^1$ |
| EBITDA$^3$ and EBITDA$^3$ margins 2018 | €190m (15%) |
| | | €595m$^2$ |
| | | €151m$^3$ (25%) |

Nordic digital front-runner
- Finn, Blocket & Tori
- News Media activities
- Growth initiatives including Lendo

Global marketplaces player
- Generalist and vertical sites across
  - Europe
  - LatAm
  - North Africa
Adevinta is set for growth with a supportive shareholding structure

- Public owners
- Blommenholm Industrier AS (24% of capital / 26% of votes)
- Public owners (>50%)

- No ownership restrictions
- Increased flexibility for future strategic transactions and global expansion
- Schibsted will be a long-term active owner
We help consumers take well-informed decisions on issues that make a difference in their lives.

Purpose

- Trustworthiness
- Respect
- Knowledge
- Sustainability
- Transparency

Marketplaces

News Media

Next
Two growth companies with excellent management teams

**Adevinta**
- Rolv Erik Ryssdal
  - CEO
- Uvashni Raman
  - CFO
- Antoine Jouteau
  - CEO – Leboncoin
- Gianpaolo Santorsola
  - CEO – Spain
- Ovidiu Solomonov
  - SVP – Global Markets
- Laila Dahlen
  - Product & UX
- Renaud Bruyeron
  - Tech & Data
- Nicki Dexter
  - People & Comms

**SCHIBSTED MEDIA GROUP**
- Kristin Skogen Lund
  - CEO
- Trond Berger
  - CFO
- Anders Skoe
  - EVP – Nordic Marketplaces
- Siv Juvik Tveitnes
  - EVP – News Media
- Antoine Jouteau
  - CEO – Leboncoin
- Gianpaolo Santorsola
  - CEO – Spain
- Ovidiu Solomonov
  - SVP – Global Markets
- Sven Størmer Thaulow
  - Chief Data and Technology officer
- Mette Krogsrud
  - Chief People and Corporate Affairs
- Sven Størmer Thaulow
  - Chief Data and Technology officer
## Agenda for the day

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<td>10:35 AM – 10:55 AM</td>
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<td>Segment deep dive – Growth</td>
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<td>Borja de Muller Intermediate CEO – Adevinta (with all for final Q&amp;A)</td>
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