



SCHIBSTED
MEDIA GROUP

Attachment to Stock Exchange Notification 29 July 2016

Primary insiders purchase of shares and bonus shares allocated in employee share saving plan

Name	A-shares allocated (bonus shares)	B-shares purchased	Holding of A-shares including allocation*	Holding of B-shares, including purchase*
Trond Berger*	53	49	4,246	18,388
Svein Arne Buggeland	-	12	197	187
Torbjörn Ek	-	29	133	162
Sondre Gravir	53	49	4,398	3,900
Raoul Grünthal	51	50	17,303	16,117
Annika Hellsten-Fabri	8	12	94	25
Morten Lia	8	12	121	104
Frank Lynam	32	30	182	159
Didrik Munch	53	49	13,612	12,951
Torry Pedersen*	53	74	9,754	9,433
Anders Rikter	53	12	460	291
Rolv Erik Ryssdal	53	49	20,178	29,492
Ingunn Saltbones	10	30	330	300
Lena K Samuelsson	51	-	9,074	8,091
Gianpaolo Santorsola	39	-	439	2,712
Jo Christian Steigedal	28	49	1,081	1,085

*) Purchased and allocated shares includes any shares purchased or allocated to close affiliates, and Holding of shares includes shares held by close affiliates, after purchase or allocation.