

**NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL
RESPONSIBILITIES (PDMR) AND PERSONS CLOSELY ASSOCIATED WITH THEM**

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|----------|---|--|-----------------|------------------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | | |
| a) | Name | Blommenholm Industrier AS | | |
| 2 | Reason for the notification | | | |
| a) | Position/status | The transaction is undertaken by a closely associated enterprise (legal person) to the PDMR, Karl-Christian Agerup, chairman of the board in Schibsted ASA | | |
| b) | Initial notification /Amendment | Initial notification | | |
| 3 | Details of the issuer, an emission allowances market participant, auction platform, the auctioneer, or the auction monitor | | | |
| a) | Business name | Schibsted ASA | | |
| b) | LEI code | 5967007LIEEXZXHT0O36 | | |
| 4 | Details of the transaction(s): Section to be repeated for i) each type of instrument ii) each type pf transaction, iii) each date, and iv) each place where the transaction(s) have been conducted | | | |
| a) | Description of the financial instrument/type of instrument Identification code | Shares in Schibsted ASA (B-shares) ISIN: NO0010736879 | | |
| b) | Nature of the transaction | Sale of shares | | |
| c) | Price(s) and volume(s) | Currency | Price(s) | Volume(s) |
| | | NOK | 275 | 9,400,000 |
| d) | Aggregated information - Aggregated volume - Aggregated price | 9,400,000 B-shares NOK 2,585,000,000 | | |
| e) | Date of the transaction | 2025-03-05 | | |
| f) | Place of the transaction | Outside a trading venue | | |