

Who we are

Schibsted is an international family of digital consumer brands with more than 5,000 employees. We have world-class media houses in Scandinavia, leading marketplaces and digital services that empower consumers. Millions of people interact with Schibsted companies every day.

What we do

Our corporate social responsibility is closely linked to our mission of **“Empowering people in their daily lives”**, our values and our core business. We believe that we, together with our users, can contribute to a more sustainable society in what we do every day.

- We empower people by providing transparent and secure marketplaces.
- We empower them by creating services that provide them with better deals.
- We empower them by defending freedom of the press and editorial integrity.

Nordic Marketplaces

Connecting millions of buyers and sellers every month, we provide leading online marketplaces in the Nordics. Our digital marketplaces Finn, Blocket and Tori help people buy and sell new and old things.

News Media

As the largest media group in Scandinavia, our world-class media houses continue to shape the media landscape of today – and tomorrow. In Scandinavia, our media houses such as VG, Aftenposten, Bergens Tidende, Aftenbladet and Svenska Dagbladet keep people informed and updated on important issues in society.

We believe that the secret to our users’ engagement lies in truly understanding their future needs. This means that we need to know what kind of tools and services people really want and need to make their life easier. We express these ambitions in our mission and our vision. This guides everything we do from our R&D, to new business ventures, recruitment policy and running our everyday business.

Next

Within Next we drive growth and create value for Schibsted’s customers and users. Our four areas Growth, Financial Services, Next Media and Distribution, will secure that innovation prevails as part of Schibsted’s DNA.

Adevinta

Adevinta is a global online classifieds specialist, operating digital marketplaces in 16 countries in Europe, Latin America and North Africa. The leading local brands include leboncoin in France, InfoJobs and Fotocasa in Spain, Subito in Italy and Jofogás in Hungary, among many others. Schibsted owns 59.3 percent of the shares in the public limited liability company Adevinta ASA.

We rely on our core values

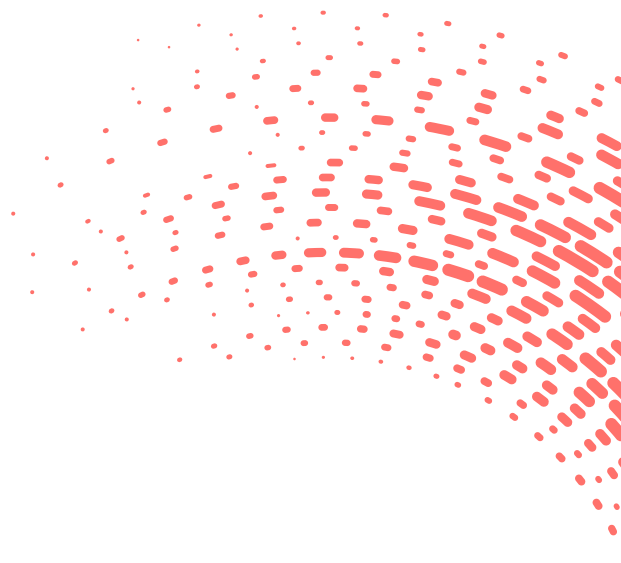
Four statements guide us on a daily basis:

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 at our core. We always put users’ needs first – we go the extra mile. 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 reach 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’s the key to our continued success.*



Building on the value of data and sustainability

If I were to summarize 2019 in two words, they would be 'data' and 'sustainability'. That is good news for Schibsted, as both data and sustainability are core building blocks of our business model.

The value of data

In 2019 it has become evident even outside the world of tech, that *data* is the world's fundamental driver of growth, product development and value creation. The largest businesses in the world are platform companies, and the most used products in the world are their services based on personal data.

For Schibsted, the value of data is all about delivering better products to our users and customers. When our digital marketplaces know what you are looking for, they can connect you with the right job, the right house, the right car or the right commodity at the right price. When our media houses know what you like to and want to read, they can give you personalized and more relevant news – and even use data to avoid echo chambers. When our other consumer brands know more about you and your preferences, they can provide you with digital services that save both you and society time, money and resources. Our future success will be determined by our ability to collect, catalogue and capitalize on data.

The value of sustainability

2019 has also highlighted the value of sustainability. Sustainability can no longer be written off as a mere lifestyle choice among consumers, or a legal commitment among governments. Environmental and social sustainability are increasingly integral parts of a business' *financial* sustainability. Sustainability earns you the right to play.

For Schibsted, sustainability is at the very core of our business model. Whether it is fostering democracy through quality journalism, letting people make better choices by increasing market transparency or making vast contributions to the circular economy through our marketplaces – all our brands are committed to sustainability, and to our mission of empowering people in their daily lives.

Going for growth

Going forward, Schibsted will build on the value of data and the value of sustainability. While 2019 was a year for re-establishing Schibsted after the Adevinta demerger – focusing on the fundamentals and the organization – 2020 was meant to be a year for further exploration. The effects of the global Corona pandemic, however, will have a significant impact on our priorities for 2020. Long term, Schibsted will continue to go for growth based on our unique position in the Nordics and our cross-divisional synergies – while also defending our proven financial performance and our track record in incubating growth businesses. In order to do that, Schibsted will have to be a unifying foundation for our brands – making sure that *what we do matters* – both for our financial performance and for society.

The Corona pandemic

During February and March 2020, it became clear that the Corona pandemic will have a severe effect on society at large, in the Nordics and throughout the rest of the world.

Consequently, Schibsted is refocusing our priorities and resources to manage the significant negative financial and operational effects of the dramatic measures imposed upon society to reduce the spread and health effects of the coronavirus.

Through its strong media positions in Norway and Sweden, Schibsted plays a vital role in times of crisis. Delivering on that role is our highest priority.

Schibsted has solid financials and highly competent employees and is well positioned to navigate steadily through the turbulent times ahead, also being prepared to find the extraordinary value creating opportunities that often arise when in difficult times.



A handwritten signature in black ink, which appears to read 'Kristin Skogen Lund'.

Kristin Skogen Lund
CEO of Schibsted

Board of Directors' report



Schibsted's Board. Back row from left: Torbjörn Ek, Eugénie van Wiechen, Ingunn Saltbones, Marianne Budnik, Birger Steen and Finn E. Våga. Front row from left: Philippe Vimard, Anna Mossberg, Ole Jacob Sunde (Chair) and Christian Ringnes.

For Schibsted, 2019 was dominated by managing the spin-off of Adevinta and the repositioning of Schibsted.

For more than a decade, Schibsted has been characterized by the successful rollout of our international marketplace operations which started with the acquisition of Blocket in 2003. Our international marketplace operations outside the Nordics were spun off and established as an independent, listed company, Adevinta, in 2019. After the first day of trading on 10 April, Adevinta was valued at around NOK 60 billion, making it the third largest new listing on the Oslo Stock Exchange. 31 December 2019, the market value of Adevinta was around NOK 70 billion, an increase of 17 percent since the spin-off. Schibsted continues to run all activities in Norway, Sweden and Finland – including our leading marketplaces Finn, Blocket and Tori – and retains a 59.3 percent ownership in Adevinta.

After the successful spin-off, Schibsted maintains a strong financial position and has the clear ambition to create growth based on our strong positions in the Nordics and trends in the market. Customer behavior is continuously changing, competitors are improving their offerings and technology is creating new opportunities. With Schibsted's more than 180 years track record of transformations, it is part of our DNA to manage these changes, make bold choices and take advantage of them in order to move forward and create added value for our users, customers, shareholders and society. This foundation of innovative culture, our long-term thinking and growth mindset enabled us to build world-class digital newspapers

and become one of the global leaders within marketplaces. Schibsted is now more than ever "re-thinking things" and focusing on our strengths to create new, value-enhancing growth.

Our Nordic Marketplaces operations Finn, Blocket and Tori remain a key focus area in this respect and Schibsted will pursue opportunities to grow these businesses both organically – for example by expanding the service offering for our verticals – and structurally by looking into value-creating in-market consolidation opportunities in the Nordic markets. Looking at News Media, with our strong news destinations like VG, Aftenposten and Aftonbladet, we see great potential in leveraging our strong traffic engines and subscription base and will continue to focus on long-term profitability. Within Next, Schibsted continues to see the financial services and "fintech" landscape as an interesting field of growth, with Lendo as the clearest example of success. By helping consumers to obtain transparency in a chaotic market for unsecured consumer loans, Lendo has built a significant revenue base with solid profitability on the back of its strong positions in Sweden and Norway. While growth slowed down in Norway during 2019, due to increased regulation of the consumer banks, we are confident about the long-term possibilities that lie within this business and have started the international expansion of Lendo to other markets outside the Nordics. Another promising business within Next is our Distribution business in Norway which is growing

strongly driven by new innovative services leveraging the already existing newspaper distribution network. What started with parcel deliveries has led to the launch of the Nordics' first delivery subscription in the fall of 2019 named Svosj. This brings us to the core of Schibsted's strategy: to create new digital winners by leveraging our strong reach, competence, access to data and market knowledge, always based on our strong purpose in society. By linking innovative business models, advanced technology and great entrepreneurs with our existing network of businesses, brands, web traffic and talent in our core markets, we are confident that it is possible for us to drive significant and sustainable value-creating growth.

A common denominator for our services is that we strive to deliver on our mission statement "Empowering people in their daily lives". Here lies an advantage compared to many other digital companies, as our success is closely linked to our customers' success. We are relentlessly focusing on increased transparency and benefits for our customers and users. For example, we operate efficient and transparent marketplaces which in addition play a significant environmental role as a platform for a circular economy. Our news destinations deliver independent and relevant journalism, acting as a force for democracy. We help consumers make the best personal finance decisions as well as enabling people to get the most out of their money by using our price comparison sites. This position will continue to guide our projects in the future.

Adevinta, as one of the global leaders in marketplaces, is fully equipped to achieve long-term growth with high profit margins. Schibsted intends to remain a significant long-term owner in Adevinta while the size and time horizon of Schibsted's ownership will be tailored to support and develop shareholder value for both companies. As a separately listed company and after the collapse of its dual share class, Adevinta is well positioned both for in market and larger structural consolidations within the marketplace industry.

Lastly, the Board would like to sum up 2019 not only as a year of the spin-off of Adevinta and repositioning of Schibsted, but also as a year of solid performance. Our Nordic Marketplaces have continued their growth path. Blocket has come far on its turnaround after a revenue decline in 2018. News Media, while negatively affected by the fast-changing advertising markets, has continued to grow their subscription business driven by high-quality independent journalism as a key asset. Going forward, News Media will follow up closely their cost development. They will address the negative margin effects of the revenue development they currently are facing, to secure the long-term profitability of this business. The Growth segment showed solid revenue and EBITDA growth and made several interesting new investments. Finally, Financial Services has continued its growth in Sweden and started the expansion of Lendo to new markets.

On a final note, 2020 will be affected by the Corona pandemic. Please refer to the Outlook for our business below for an update on this matter.

Changes to the composition of the Group

2019 has been a year with several changes to the composition of the Group in addition to the Adevinta spin-off.

During the first quarter Schibsted strengthened its ownership position in Spain by acquiring the remaining 10 percent interest in Schibsted Classified Media Spain, making it possible to derive additional synergies with the other successful online classifieds sites in Adevinta. Schibsted also acquired Qasa, a service complementing Blocket's real estate rental service.

In the second quarter Schibsted, through its ownership in Adevinta, acquired the French holiday rental and travel specialist marketplace Locasun operating across Europe.

Schibsted ended an exciting year acquiring 67 percent of the startup Nettbil, a digital marketplace for auction-based car sales to dealers all over Norway. Schibsted also, through its ownership in Adevinta, closed the acquisition of Argus Group, further enhancing Leboncoin's position in the French car market segment in the fourth quarter.

Schibsted has also been involved in other minor acquisitions and disposals during 2019.

Changes to accounting policies

Schibsted has implemented the accounting standard IFRS 16 Leases from 1 January 2019. At the date of implementation, total liabilities increased by NOK 1,975 million and total assets increased by NOK 1,843 million primarily from the recognition of lease liabilities and related right-of-use assets. In 2019, gross operating profit (EBITDAⁱⁱ) and operating profit increased by NOK 479 million and NOK 67 million respectively compared to what would have been reported under the formerly applicable accounting standards. The effect on net profit is not significant. Comparable figures for 2018 are not restated applying the new accounting standard.

Further comments on the Group's results

Schibsted's consolidated revenues in 2019 totaled NOK 19,075 million (NOK 18,059 million)ⁱ, up 6 percent compared to last year. The increase was mainly driven by growth in all operating segments except from News Media. The Group's gross operating profit (EBITDAⁱⁱ) amounted to NOK 3,906 million (NOK 3,268 million)ⁱ, equivalent to a growth of 20 percent, including a positive effect of implementing IFRS 16 of NOK 479 million. Excluding the effect of IFRS 16 the growth was 5 percent.

Schibsted's share of profit (loss) from joint ventures and associates totaled NOK 1 million (NOK 60 million)ⁱ. This development is mainly related to increased investments in long-term growth initiatives in Bynk and Hypoteket, as well as changes in the composition of entities presented as joint ventures and associates. Impairment

loss in 2019 was NOK -283 million (NOK -747 million)ⁱ. Current year's impairment consists mainly of write-down of goodwill in marketplace operations in Mexico, Möteplatsen in Sweden and some projects within product and technology development.

In 2019 Group's other income and expenses amounted to NOK -278 million (NOK -55 million)ⁱ. This is mainly restructuring costs and transaction cost related to the spin-off and listing process of Adevinta, and cost related to headcount reductions in News Media.

Operating profit in 2019 amounted to NOK 2,093 million (NOK 1,794 million)ⁱ.

Financial position and cash flow

Net cash flow from operating activities was NOK 2,844 million for the year, compared to NOK 1,781 million in 2018. The cash flow was positively affected by improved profit before taxes and a positive development in working capital, in addition to the impact of reclassification of lease payments to financing activities following the implementation of IFRS 16.

Net cash outflows from investing activities was NOK 2,244 million for the year, compared to NOK 953 million in 2018. The increase is primarily related to acquisitions of subsidiaries and net investments of other shares, such as Argus Group in Adevinta and Nettbil, Qasa and Bynk in Schibsted.

Net cash flow from financing activities was NOK 1,429 million in 2019 compared to a cash outflow of NOK 608 million in 2018. The increased cash flow is primarily related to proceeds from sale of 5.75 percent of shares in Adevinta ASA as part of the spin-off process and net increase in interest bearing debt. This was partly offset by purchase of treasury shares and acquisition of the remaining 10 percent interest in Schibsted Classified Media Spain, in addition to the effect from reclassification of lease payments from operating activities following the implementation of IFRS 16.

The carrying amount of the Group's assets increased by NOK 5,453 million to NOK 32,778 million during 2019. The increase is mainly related to recognition of right-of-use assets due to implementation of IFRS 16 and increase in cash and cash equivalents primarily related to proceeds from the sale of shares in Adevinta. The Group's net interest-bearing debt decreased by NOK 432 million to NOK 1,951 million. The Group's equity ratio was 51 percent at the end of 2019, compared to 54 percent at the end of 2018.

Schibsted ASA has a well-diversified loan portfolio with loans from both the Norwegian bond market and Nordic Investment Bank. In addition, Schibsted ASA has a revolving credit facility of EUR 300 million which was not drawn upon.

After the spin-off of Adevinta, Schibsted maintained a strong financial position. The Board resolved in July 2019 to initiate a buyback of up to 2 percent of outstanding company shares. As at 31 December 2019, the company had bought back 1.81 percent.

Comments on the operating segments

Unless otherwise stated, all percentages in this section are based on NOK amounts.

Nordic Marketplaces

Nordic Marketplaces comprise operations in Norway, Sweden and Finland. In 2019, Nordic Marketplaces showed revenue growth of 8 percent and EBITDAⁱⁱ margin of 46 percent (45 percent excluding IFRS 16 effect), particularly driven by a strong development in Norway.

Marketplaces Norway

Finn.no is the number-one website for marketplaces in Norway and one of the strongest brands in the country, regardless of industry. Finn.no is the market leader within real estate, cars, jobs and generalist ads. Marketplaces Norway had a strong year in 2019 with revenue growth of 10 percent driven by revenue increases in all major classified verticals. The growth is driven by a volume increase and upsell products in jobs, increased revenues from the professional segment and new products in cars and a volume increase throughout the year in real estate. Display advertising revenues also grew in 2019 compared to last year. EBITDAⁱⁱ grew by 20 percent resulting in an EBITDA margin of 49 percent (47 percent excluding the IFRS 16 effect).

Marketplaces Sweden

Blocket.se holds a leading position for marketplaces in Sweden and is among the strongest brands in the country across all industries. After a revenue decline in 2018, Marketplaces Sweden proved its turnaround with a revenue growth of 3 percent in local currency in 2019, largely attributed to strong performance in the car vertical. Display advertising and generalist marketplace revenues were more challenging in 2019. EBITDA margin in Marketplaces Sweden in local currency decreased with 4 percentage points compared to last year resulting in an EBITDA margin of 45 percent (44 percent excluding the IFRS 16 effect). The margin decline in EBITDA was impacted by increased investments in mid-term growth initiatives.

News Media

News Media comprises leading newspapers in Norway and Sweden and printing plant operations in the Norwegian market. In Norway, the newspapers include the national newspapers VG and Aftenposten and the regional newspapers Bergens Tidende and Stavanger Aftenblad. Fædrelandsvennen was also included in News Media in 2019, but was sold to Polaris Media with closing of the sales transaction in January 2020.

In Sweden, the newspapers include the national newspapers Aftonbladet and Svenska Dagbladet. All newspapers are strong brands and hold leading positions within their region. In 2019, operating revenues in News Media decreased by 3 percent. This is mainly attributed to a challenging advertising market and a decline in casual sales, partly offset by strong growth in digital subscription revenues. The advertising market was particularly challenging in Sweden in 2019, primarily caused by the strong market contraction following the regulatory tightening of the gaming industry. EBITDAⁱⁱ grew by 11 percent resulting in an EBITDA margin of 10 percent (8 percent excluding the IFRS 16 effect).

Financial Services

Financial Services comprises companies that with technology and transparency improve people's personal finance. Lendo has become one of the leading marketplaces for consumer lending in the Nordics since it was founded in 2007. In 2019 Financial Services experienced an operating revenue growth of 4 percent and EBITDAⁱⁱ decline of 48 percent compared to last year resulting in an EBITDA margin of 16 percent (15 percent excluding the IFRS 16 effect).

Lendo

Operating revenues increased in 2019 by 4 percent driven by good performance in Lendo Sweden and incremental revenue contribution from new markets, primarily Denmark. EBITDAⁱⁱ decreased by 52 percent largely driven by investments into geographic expansion (Denmark, Poland and Austria), but also due to challenging market conditions in Norway and Finland. In Norway this was driven by regulatory tightening in the consumer credit sector with increased capital requirements, marketing restrictions and lending constraints.

Growth

Growth comprises a portfolio of web-based growth companies including Prisjakt, Let's Deal and Schibsted's distribution companies. In 2019 operating revenues grew with 10 percent, and Growth achieved an EBITDAⁱⁱ margin of 6 percent (4 percent excluding the IFRS 16 effect).

Distribution

Distribution currently has operations in Norway and consists of the legacy newspaper distribution and "Distribution new business" (mainly Helthjem Netthandel, Morgenlevering, Zoopit and Svosj). In 2019 operating revenues grew by 17 percent, driven by continued strong development in "Distribution new business". "Distribution new business" operating revenues grew 106 percent from last year showing strong development particularly in Helthjem Netthandel.

Prisjakt

Prisjakt is present in Norway, Sweden and other selected markets with price comparison services for e-commerce. Prisjakt had revenue growth of 6 percent in 2019, and an EBITDAⁱⁱ margin of 29 percent (28 percent excluding the IFRS 16 effect).

Adevinta

After a successful IPO of Schibsted's international marketplaces operations in April 2019, Adevinta has operated as a standalone company for the majority of 2019, while Schibsted still obtains a majority share ownership (59.28 percent). In 2019 Adevinta experienced revenue growth of 18 percent and EBITDAⁱⁱ growth of 35 percent resulting in an EBITDA margin of 29 percent (27 percent excluding the IFRS 16 effect). The growth is mainly driven by strong development in Adevinta's French and Spanish operations, but also reduced spending in Adevinta's Global Markets segment. Note that the figures above report Adevinta as a segment within Schibsted's consolidated figures, reported in NOK. The figures may differ from Adevinta's stand-alone reporting due to currency effects and elimination of transactions between Schibsted and Adevinta.

Research and development

Schibsted has been at the heart of the digital transformation for more than 25 years and continues to invest substantial resources in improving and developing products offered to its users. All Group entities are making continuous efforts to further develop both existing products and products that will provide new revenue flows. In 2019 innovation efforts focused on marketplace components, media platforms, privacy, advertising technology, data analytics and distribution technology.

Operational and financial risks

Schibsted is operating in an industry that is subject to constant change, and is exposed to increased competition from disruptive players, technology and new business models. Furthermore, Schibsted's display advertising revenues, marketplace revenues from the recruitment markets, and to some extent real estate markets are affected by macroeconomic cycles, i.e. unemployment rates, real estate prices and GDP growth rates. Schibsted's commitment to technology and innovation, and diversification of revenue streams from Marketplaces, News Media, Financial Services, and Growth companies, are vital contributors to bringing these risks to an appropriate level.

External cyber-attacks and threats against Schibsted's IT security may cause incidents of loss of personal data, fraud, loss of sensitive business data and inaccessible or unreliable services. Prevention of such attacks has high priority and is a vital part of Schibsted's business.

Through its operations outside Norway, Schibsted is exposed to fluctuations in the exchange rates of other currencies, mainly Euro and Swedish kronor. The Group makes use of loans in foreign currencies and financial derivatives to mitigate its currency exposure.

Schibsted's credit risk is considered low as trade receivables are diversified through a high number of customers, customer categories and markets. Moreover, a major part of sales is done through prepaid subscriptions or advertisements and credit card payments on the purchase date. Liquidity risk associated with cash flow fluctuations is also considered low as Schibsted has adequate equity and solid credit facilities. See note 23 in the financial statements for more details on currency risk, credit risk and liquidity risk.

The potential effects of the coronavirus are commented on under Outlook below.

Statement of corporate governance

Schibsted's corporate governance principles are based on the recommendations set out in the Norwegian Code of Practice for Corporate Governance. In accordance with section 3-3b of the Norwegian Accounting Act, a policy document describing Schibsted's corporate governance principles has been prepared and included as a separate section in the annual report. The policy document is an integral part of the Board of Directors' report.

Sustainability Report

In accordance with section 3-3c of the Norwegian Accounting Act, a report of sustainability has been prepared. The report is included as a separate document in the annual report and includes details on working environment, injuries, accidents, sickness absence, equality and non-discrimination, as well as social responsibility and external environment. This report is an integral part of the Board of Directors' report.

Schibsted ASA

Schibsted ASA is the parent company of the Group and is located in Oslo, Norway. The company supplies and performs services for the Group's other companies. Schibsted ASA delivered a profit after tax of NOK 3,405 million (NOK 1,019 million)¹. As at 31 December 2019 Schibsted ASA had total assets of NOK 23,272 million (NOK 31,618 million)¹. The equity ratio was 54 percent (53 percent)¹.

Originally the Board planned to propose to allocate NOK 468 million, corresponding to NOK 2.00 per share, to dividend payments for 2019. Due to the potential global financial crisis arising as a consequence of the Corona pandemic, and if so happens to maintain maximum financial flexibility, the Board has reconsidered and decided to propose not to pay a dividend for 2019.

The Board of Directors proposes the following allocation:

Transferred to other equity NOK 3,405 million

As at 31 December 2019 Schibsted ASA had total equity of NOK 12,662 million. The Board of Directors has determined that Schibsted ASA had adequate equity and liquidity at year end 2019.

Outlook

Schibsted excluding Adevinta

The Nordic region is perceived to be a digital frontrunner region and as such, a good venture lab to test new digital and disruptive offerings. Schibsted will build on its track record of being able to create and scale new business models and leverage technological disruptions to evolve successfully in the Nordics and beyond. We will concentrate on leveraging the combined force of our various operations, founded on our well-known consumer brands, high traffic volumes, and on our ability to harvest rich data and attract top talent.

Schibsted expects longer term to see continued good revenue development for its marketplace operations Finn, Blocket and Tori. Increased monetization of verticals and development of value-added services and adjacent growth opportunities are expected to be key drivers.

Within Schibsted Growth and Financial Services, Lendo is expected to continue to grow well, although moderate expansion investment into new markets, like Denmark, Poland and Austria, will hamper margins somewhat. Prisjakt is expected to continue with solid top-line growth and healthy margins.

The operations in News Media will continue to develop their digital business models based on strong editorial products.

Corona pandemic affecting Schibsted

Over the first days and weeks of March 2020, it became increasingly apparent that the coronavirus was not only causing a global medical crisis, but also a financial one.

Schibsted has been determined to mitigate the effects of both crises, while also rising to the crucial task of keeping the public informed through our media houses. Several of our media brands have reported record traffic numbers, in step with an increasing demand from the public for more information – about the escalating health situation and about macroeconomic developments.

It is still too early to say how severe the coronavirus pandemic will affect Schibsted and our business, but there is no doubt that it will negatively impact our results for 2020.

Most exposed to the effects of the coronavirus pandemic and the macro slowdown are the travel and job vertical in Nordic Marketplaces and advertising revenues for Schibsted in general. The latter is particularly important for News Media but affects all of our businesses. The severe measures taken by governments to reduce the spread of the coronavirus will, though primarily shorter term, also affect volumes negatively in parts of Schibsted normally more resilient to an economic downturn. This also applies for the real estate and car verticals within Nordic Marketplaces. In addition, the print newspaper business experiences severe negative volume effects.

Management is following the development closely and is preparing and implementing measures to hamper the slowdown and to adjust to the development going forward.

Operationally Schibsted established cross-group efforts early on, to closely follow and act upon advice from health authorities in our markets. This has enabled swift implementation of adequate measures as the situation developed – ranging from keeping our employees safe through guidelines to reduce risk of infection and travel advice, to the decision that everyone who can, should work from home.

Technical solutions have so far worked practically flawlessly, even with close to 75 percent of our employees working from home. Employees show an exemplary team spirit in an extreme situation, and more than meet expectations of fulfilling Schibsted's responsibilities to society and stakeholders.

Adevinta

Adevinta endeavours to maintain and expand its favorable competitive positions and markets while also capturing further core and adjacent growth opportunities. Adevinta will continue to benefit from organic online classifieds market growth, focused particularly on tapping the untapped potential that lies in its strong verticals. At the same time, Adevinta is focused on driving initiatives to increase market shares of traffic, listings and eventually monetization and profitability. France, Spain and Brazil are expected to be the key drivers for growth going forward, driven by continued strong development of its verticals.

Similar to Schibsted, Adevinta is also affected by the coronavirus. For further details see Adevinta's annual report, published 3 April 2020 on www.adevinta.com/ir.

- I. Figures in parentheses are for the corresponding period for the previous year.
- II. EBITDA as defined under Definitions and reconciliations in the Financial Statements for the Group.

Going concern

Based on Schibsted's long-term strategy and forecasts, and in accordance with section 3-3a of the Norwegian Accounting Act, the Board confirms that the prerequisites for the going concern assumption exist and that the financial statements have been prepared based on a going concern basis.

Oslo, 24 March 2020
Schibsted ASA's Board of Directors


Ole Jacob Sunde
Chairman of the Board


Marianne Budnik
Board member


Torbjörn Ek
Board member


Anna Mossberg
Board member


Christian Ringnes
Board member


Ingunn Saltbones
Board member


Birger Steen
Board member


Philippe Vimard
Board member


Finn E. Våga
Board member


Eugénie van Wiechen
Board member


Kristin Skogen Lund
CEO