

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

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	5967007LIEEXZXHT0036	
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	Shares in Schibsted ASA (B-shares)	
	Identification code	ISIN: NO0010736879	
b)	Nature of the transaction	Sale of shares	
c)	Price(s) and volume(s)	Currency	Price(s)
		NOK	275
		Volume(s)	9,400,000
d)	Aggregated information		
	- Aggregated volume	9,400,000 B-shares	
	- Aggregated price	NOK 2,585,000,000	
e)	Date of the transaction	2025-03-05	
f)	Place of the transaction	Outside a trading venue	