



## Schibsted ASA (SCHA/SCHB) - Schibsted Marketplaces to sell Prisjakt

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Today, Schibsted ASA ("Schibsted" or "Schibsted Marketplaces") announced that an agreement has been signed with eEquity to buy the e-commerce price comparison service Prisjakt Sverige AB ("Prisjakt") from Schibsted Marketplaces. Schibsted is expected to receive a cash consideration of around SEK 500 million as a result of the transaction.

Christian Printzell Halvorsen, CEO of Schibsted Marketplaces, comments: "This is an exciting new step in the journey of Prisjakt. Prisjakt has been an important part of Schibsted's family of digital brands for almost 20 years. eEquity is a respected Nordic investor of growth capital that fits well with Prisjakt's overall ambitious strategy and growth potential. The sale of Prisjakt also marks an important milestone in the simplification journey of Schibsted Marketplaces, contributing to our ongoing journey of streamlining our organisation and our portfolio."

Following the divestment of Schibsted Media, Schibsted Marketplaces announced that the company will be simplifying its portfolio to enable the company to focus on its four core verticals – Mobility, Real Estate, Jobs, and Recommerce.

"We're very pleased with this deal. When I co-founded Pricerunner in 1999, Prisjakt was always our strongest competitor, and they constantly pushed us to be better. Reinvesting in Pricerunner in 2020 gave us the opportunity to return to the price comparison space, before we sold the company to Klarna in 2021. Today, I still see Prisjakt as the strongest player in the market, with a fantastic opportunity to grow and take market share," says Managing Partner at eEquity, Magnus Wiberg.

"Following a strong period of growth and success, we are proud to take the next step in Prisjakt's journey. This marks a natural and exciting new chapter, and together with eEquity, a partner who shares our vision for the future, we are confident that Prisjakt is well positioned for continued growth and long-term success," says CEO at Prisjakt, Peter Greberg.

The parties have signed the final transaction agreements, with closing expected at the beginning of June 2025, subject to approval from competition authorities and other customary closing conditions.

Schibsted follows a disciplined capital allocation strategy. While maintaining a conservative balance sheet, any surplus cash will be returned to shareholders over time. The company will come back with specific information about the distribution of the proceeds from the Prisjakt divestment to shareholders in due time.

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### Attachments

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