



Schibsted ASA (SCHA/SCHB) - Capital Markets Day today at 10:00 CET

11.3.2021 07:00:00 CET | Schibsted | Non-regulatory press releases

Nordic digital front-runner driving growth

Today, Schibsted hosts a virtual Capital Markets Day for shareholders, investors, analysts and other stakeholders from 10:00 CET to 13:00 CET. The event can be followed at schibsted.com/ir (<https://bit.ly/2MMRKWG>).

Continued growth prospects is the key topic for the event with the title "Nordic digital front-runner driving growth".

"Schibsted operates some of the most popular internet services in the Nordics and is uniquely positioned for further growth. We are focusing on four strategic priorities which will increase revenues and value going forward:

1. Strengthening Nordic Marketplaces by expanding & consolidating our Nordic positions, leveraging our current positions and transforming to Next Gen
2. Strengthening our digital news positions with an even stronger focus on subscriptions, enabling top-line growth and healthy margins
3. Pursuing new opportunities building on Schibsted's existing positions, through:
 - Fueling the subscription economy
 - Enabling the e-commerce value-chain
4. Leveraging Schibsted's growth acceleration capabilities to launch new businesses and extend positions, through:
 - Continuing to invest in Financial Services as well as integrating Fintech in our business
 - Continuing to pursue new growth opportunities through venture investments

These initiatives will be supported by Schibsted's services – advertising, data, subscriptions and integrations – which we leverage across the Group. Data is a key element for all these services and based on our positions with e.g. 977 million average monthly visits, a weekly digital reach of around 80 percent in Norway and Sweden, and 3.3 million daily logged-in users we are uniquely positioned," CEO Kristin Skogen Lund says.

"Schibsted will continue to use disciplined capital allocation as an important tool to unlock growth and value. Our four strategic priorities will guide our capital allocation – with continued focus on Nordic Marketplaces. Over time, we will also perform share buybacks to address any over-capitalization when we believe this is value-enhancing for our investors. We also reiterate our financial targets with a revenue target for Nordic Marketplaces of 8-12 percent in the medium to long-term and an EBITDA margin target of 8-10 percent for News Media in the medium term," CFO Ragnar Kårhus says.

"Looking at Adevinta, we are focusing on further value creation as a long-term financial owner. With the closing of the eBay-deal* we see material value creation potential through the combination of these two companies, both organically through developing their strong market positions further, but also through pursuing further M&A and consolidation opportunities. Schibsted has the capabilities and knowledge to support Adevinta in realizing this potential. Our shareholding will never stand in the way of value-creating transactions," CEO Kristin Skogen Lund says.

** Closing is expected in Q2 2021, subject to regulatory approvals and other customary closing conditions*

Program for the day, 11 March 2021:

10:00 CET: Presentations

During the event, management will provide an update on Schibsted's strategy and initiatives to drive further growth.

Agenda:

10:00 CET: Welcome

Ole Jacob Sunde, Board Chair

Kristin Skogen Lund, CEO

Christian Printzell Halvorsen, EVP Nordic Marketplaces

Siv Juvik Tveitnes, EVP News Media

11:30-11:45 CET: Break

Raoul Grünthal, EVP Next

Dan Ouchterlony, SVP Financial Services

Ragnar Kårhus, CFO

Approximately 12:30–13:00 CET: Q&A

The presentations will be held in English and can be viewed live or recorded at schibsted.com/ir (<https://bit.ly/2MMRKWG>).

Approximately 12:30 CET: Q&A

Live Q&A session with all presenters.

Participants who would like to ask questions can dial in using the following link [Q&A Schibsted CMD - click to join](https://bit.ly/3qaYz1F) (<https://bit.ly/3qaYz1F>) or call one of the dial-in numbers below.

To avoid any potential waiting times when dialing in to the Q&A, we recommend to use the “click to join link” above.

Dial-in details:

Please join the event 5-10 minutes prior to scheduled start time.

Norway: +47 2350 0501

Sweden: +46 (0)8 5664 2793

Finland: +358 (0)9 7479 0243

Denmark: +45 35 15 80 49

UK: +44 (0)330 336 9411

US: +1 646-828-8193

Other locations: Please choose one of the above

Confirmation code: 1129763

Oslo, 11 March 2021

SCHIBSTED ASA

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About Schibsted

Schibsted is a family of digital consumer brands with a strong Nordic position, and more than 5,000 employees on a mission to empower people in their daily lives. Millions of people interact with our companies every day through our leading online marketplaces such as FINN in Norway and Blocket in Sweden, world-class media houses including Aftenposten, VG and Aftonbladet, and digital services that empower consumers, represented by companies such as Lendo. We also help new promising businesses realize their potential.

Schibsted has the mindset of a start-up and the heart of an established company that has stood on its own feet since 1839. In 2019, Adevinta – Schibsted’s international marketplaces – was spun off and publicly listed on Oslo Børs as a separate company.

Attachments

- [Download announcement as PDF.pdf](#)
- [Schibsted CMD 2021.pdf](#)