

Dear Mr. Secretary-General:

Schibsted Media Group's history is based on a long tradition of independent news, information and transparent marketplaces. Trustworthiness and quality are essentials for a media group – our users must be able to trust our news and our products. We believe this contribute to empowering people in their daily life and thereby building more transparent societies.

Through the way we interact with each other, with our customers, suppliers and users, we are building Schibsted Media Group's reputation as a media group with high integrity. In 2011 we have prepared a Code of Conduct which is currently being implemented across the Group. Schibsted Media Group's Code of Conduct shall serve as a guide for each individual employee's daily business interactions and clarifies the Group's standard for proper behaviour.

One of Schibsted's foremost corporate responsibilities is to ensure editorial freedom and the right to freedom of speech. In 2011 the Schibsted Editors' Forum agreed upon making an Annual Editorial Report that will be made available to the public. Central topics in the Editorial Report will be information regarding our professional standards, editorial guidelines, ethics, complaints and legal matters (examples), editorial focus and priorities (examples), competence and evaluation and product development.

Schibsted Media Group is also a large player in the market for reuse of products through our online classifieds sites. Our marketplaces extends the useful life of products and contribute to reducing the need for manufacturing new products.

In recent years we have also launched new services that contribute to transparency in the fields of insurance and loan conditions.

In 2011 Schibsted became member of the Nordic Media CSR Forum with the aim of setting the stage for corporate responsibility in the media sector. We disclose our environmental risks and opportunities and quantitative year-over-year environmental impacts in our annual Carbon Disclosure Project submission.

Schibsted Media Group has been a member of the UN Global Compact since 2009. This is our second communication on progress and we affirm our continued commitment to the ten principles of the Global Compact. We continue to express our intent to advance those principles within our sphere of influence, and we are continuously working on making the ten principles part of our strategy, culture and day-to-day operations.



Oslo 15th of March 2012

Sincerely,



Rolv Erik Ryssdal
CEO, Schibsted Media Group