

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. Schibsted has prepared a Code of Conduct which in 2012 was 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. Schibsted's publishing businesses prepare annual editorial accounts and their reports are available on the group's website. The aim of the annual editorial reports is to increase transparency in our editorial activities. In the report, the editors-in-chief present a yearly State of the Union article, describing editorial goals, challenges and results during the past year.

During 2012, the use of mobile platforms for consumption of news exploded. Even if the media landscape is changing, the role of the media is still the same. By illuminating and facilitating discussions of critical aspects in the society, media is moving the society forward. One of the most powerful strengths of the media is the ability to effect change. With new digital platforms, Schibsted believes that the work of our media houses may be performed even better.

Schibsted Media Group is a large player in the market for re-use of products through our online classifieds sites. Our marketplaces extend the economic life cycle of a range of products and contribute to reducing the need for manufacturing new products, thus alleviating the pressure on critical resources.

In recent years we have launched new services that contribute to increased transparency in the fields of consumer services. The services are easy to use and an efficient way for consumers to compare different service providers.

Schibsted is a 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 third 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, 1 March 2013

Sincerely,



Rolv Erik Ryssdal
CEO, Schibsted Media Group