

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's Board prepared a Code of Conduct applicable to all employees, managers and Board members in 2011. The Code of Conduct was implemented across the Group in 2012.

One of Schibsted's foremost corporate responsibilities is to ensure editorial freedom and the right to freedom of speech. Schibsted's publishing businesses all comply with a common editorial framework and prepare annual editorial accounts. 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.

Changes in consumption habits and the accelerated speed of transition from traditional channels to mobile platforms accelerated in 2013. Although the media landscape is changing, the role of the media remains the same. By highlighting and facilitating discussions on critical issues in society, the media move society forward. Mobile platforms facilitate reader involvement which strengthens transparency and focus on quality in the relationship between the readers and the journalists. The digital debate arenas bring public debates to a greater number of citizens and enable more people to have their voice heard. Schibsted believes our efforts to build world-class digital media houses will enable us to manage this important role 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 and personal finance. 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 fourth 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, 3 March 2014

Sincerely,



Rolv Erik Ryssdal
CEO, Schibsted Media Group