

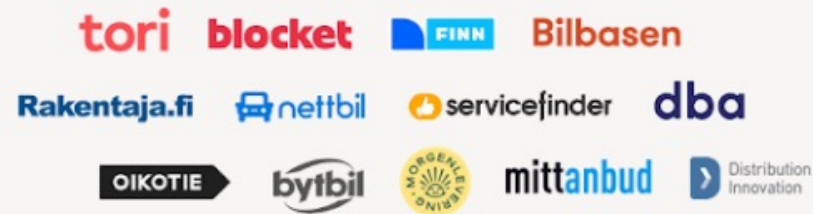
Hva er egentlig bærekraft og hvordan har vi integrert bærekraft i strategien til Schibsted?

Media Business 4. november 2021
Britt Nilsen, Head of Sustainability

Schibsted and its brands

- almost 1 billion monthly visits*

Marketplaces



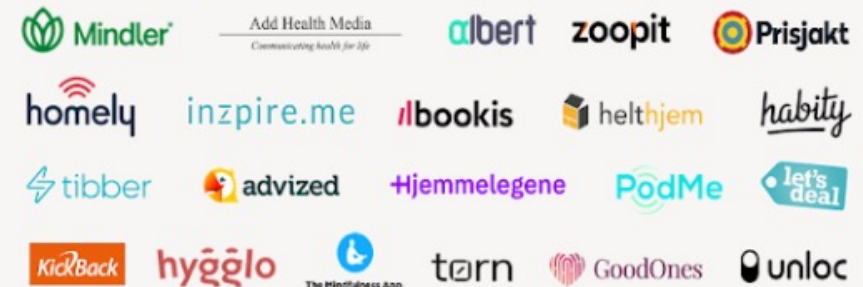
Media



Financial services



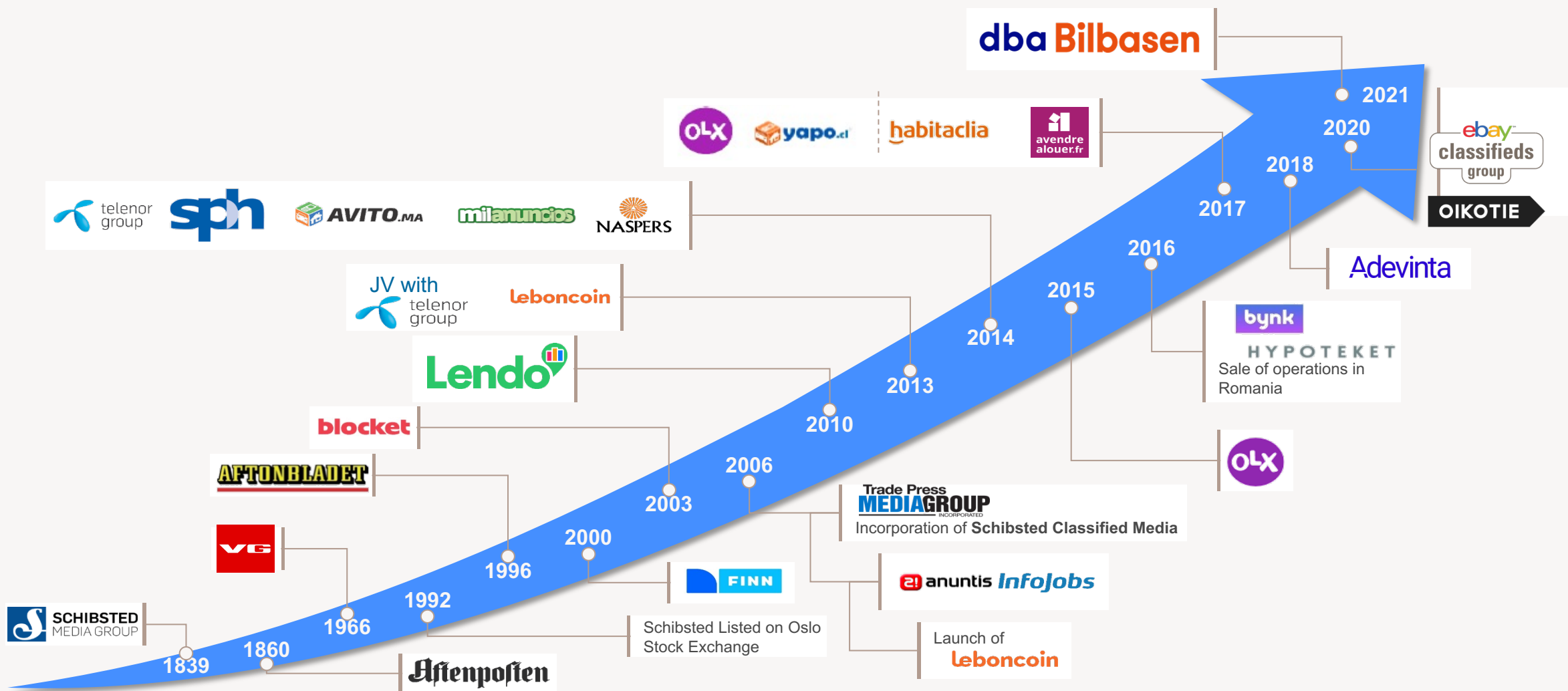
Ventures



*Company data, 2020 average, excl. DBA & Bilbasen

Schibsted

We have a 180 years track record of transformations



What is Sustainability?

Taking **responsibility** and being **transparent** of the positive and negative **impact** the company has on **society** and the **environment**, in the **short and long term**

What is Sustainability?



Environment

i.e. climate change, use of natural resources, biodiversity

Labor rights

i.e. freedom of association, working conditions, health and safety.



Human rights

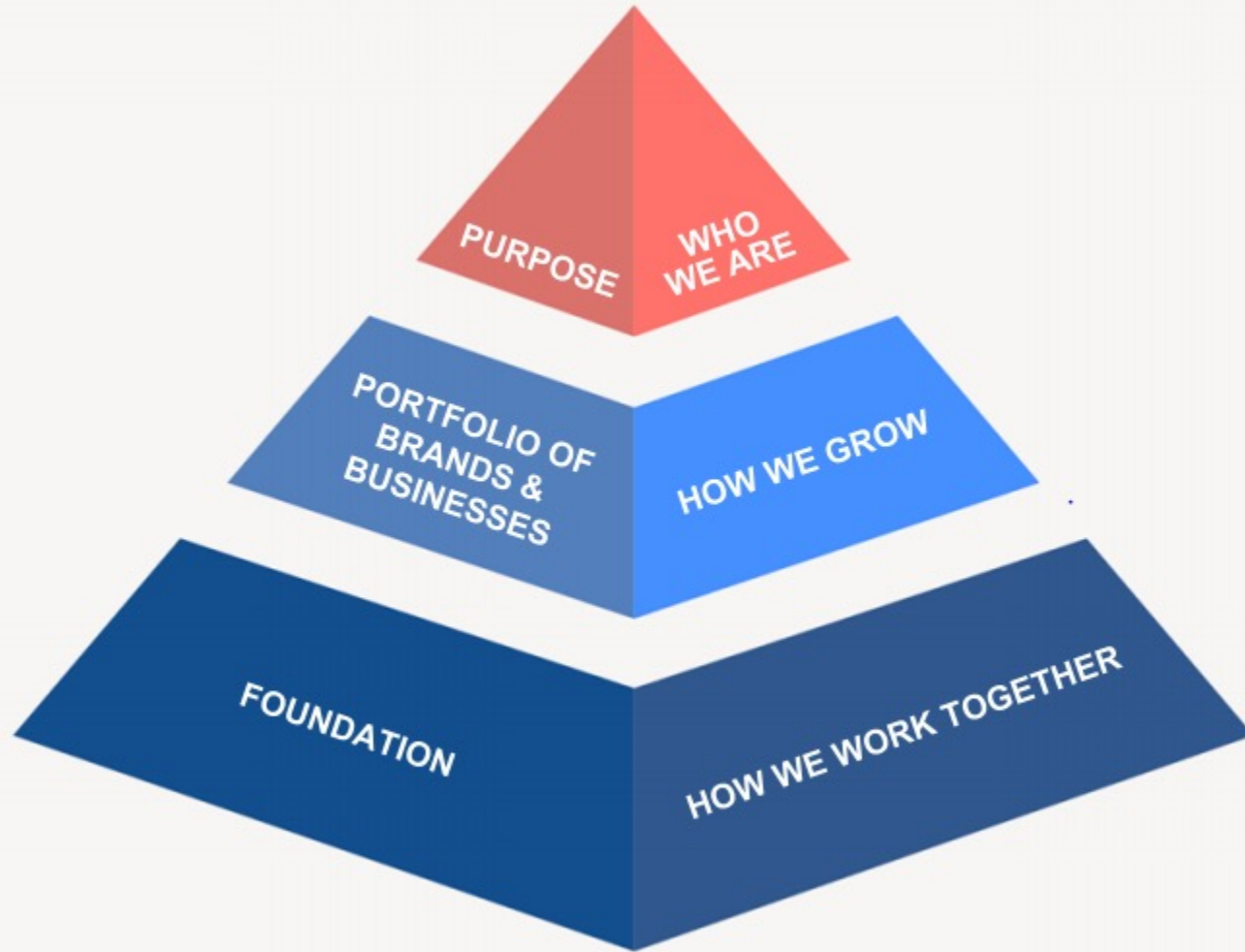
i.e. diversity, equality, freedom of speech

Anti-corruption

i.e. bribes, fraud, cartels, nepotism



Sustainability is integrated in our strategy

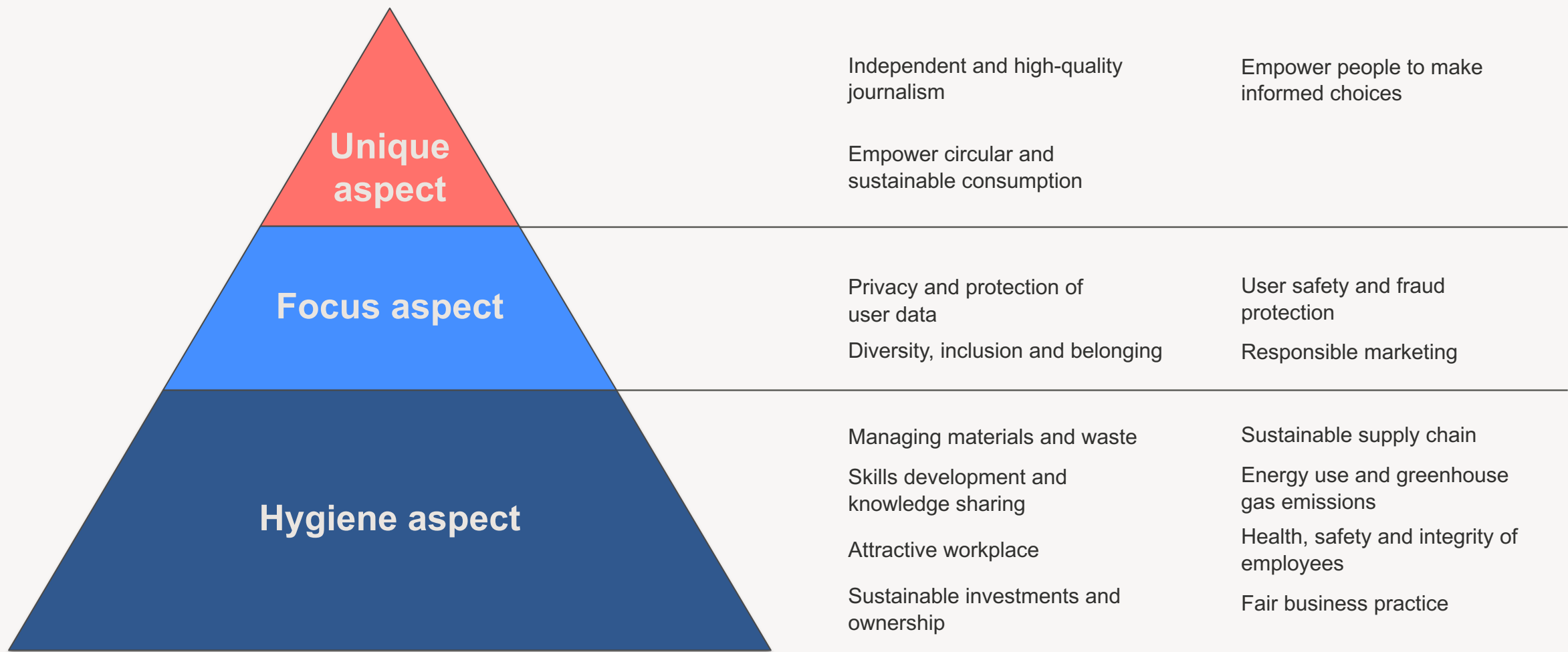


Schibsted's mission:

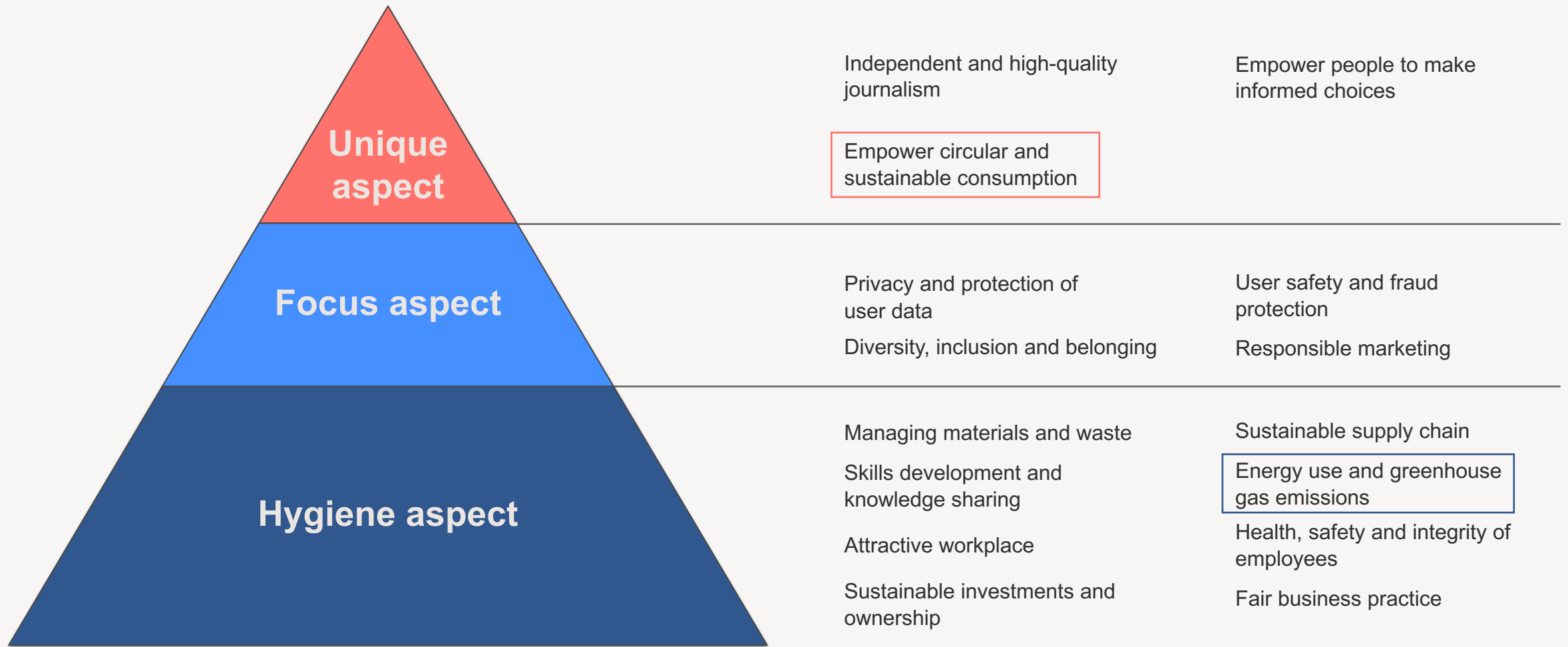
**Empowering people
in their daily lives**

Schibsted

Sustainability pyramid



The highest impact lies in the top of the sustainability pyramid



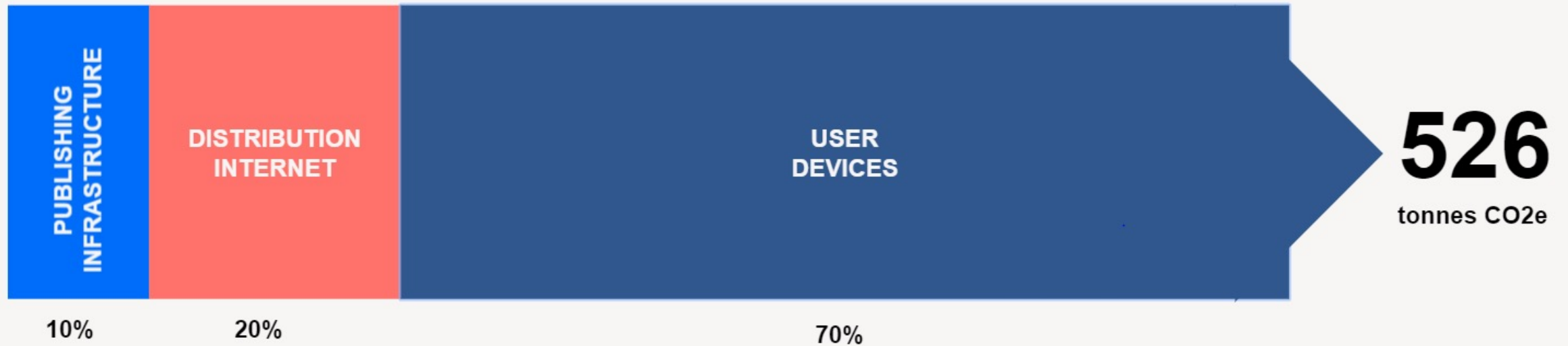
DIMPACT

Insight to action on digital carbon impacts

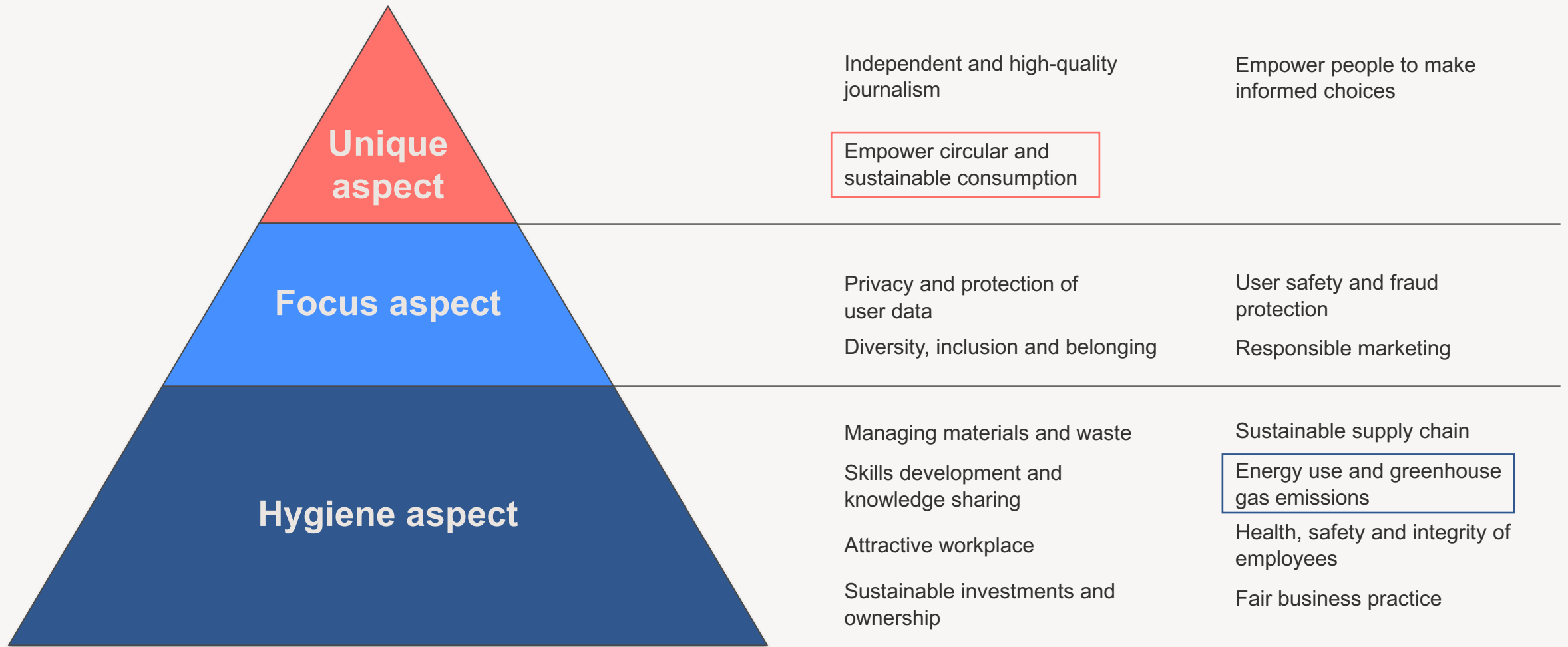


Schibsted

Digital impact 2020



The highest impact lies in the top of the sustainability pyramid



Empower circular and sustainable consumption

Yearly emissions from Schibsted & Adevinta:

0.030

million tonnes CO₂e of which

79%

derives from production of paper

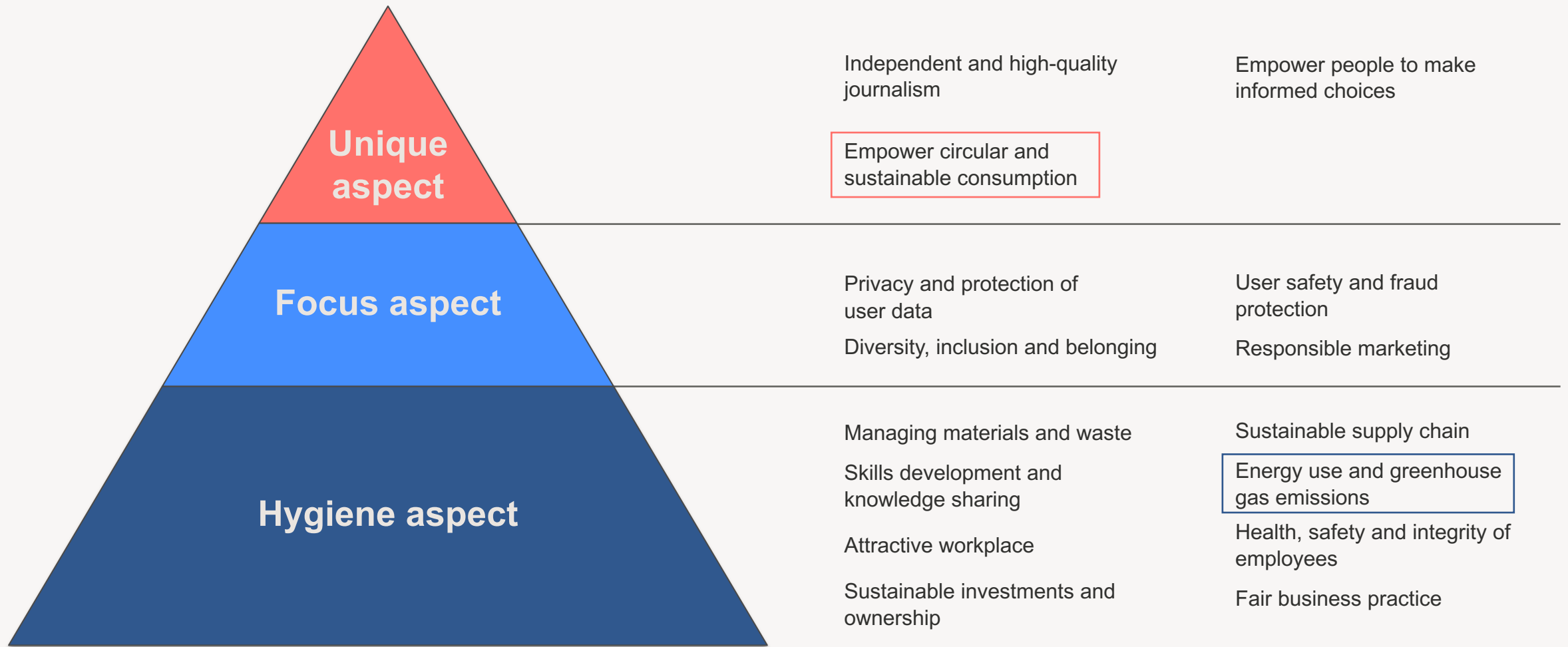


Adevinta | Schibsted

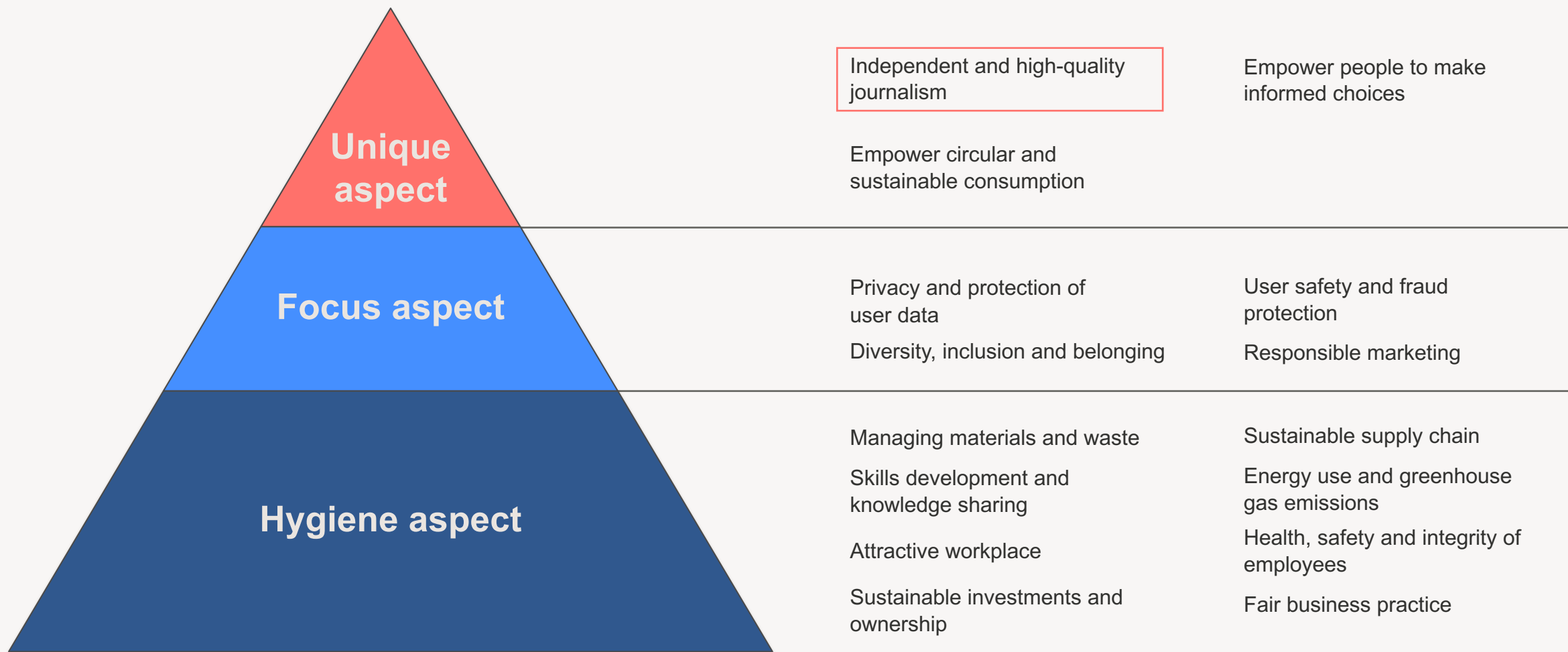


Schibsted

The highest impact lies in the top of the sustainability pyramid



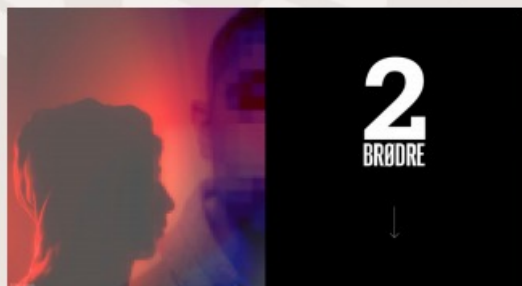
Sustainability pyramid



Independent and high-quality journalism

Successful societies function on truth, trust and transparency.

Journalism has a crucial role to play in sharing knowledge, creating awareness and uncovering the truth. At Schibsted our committed journalists investigate issues, reveal facts and tell remarkable stories. We're proud to help support democracy, enable change and continue inspiring public debate.



Stories that made a difference

Aftenposten - Two brothers
Prize: Best storytelling,
Power of Journalism Awards 2021



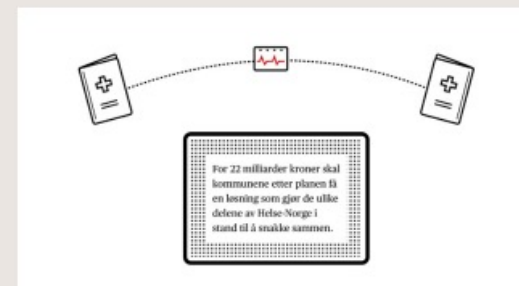
Stories that made a difference

Over four weeks SvD reporter and photographer shared stories directly from the COVID-19 intensive care ward



Quality reporting during crisis

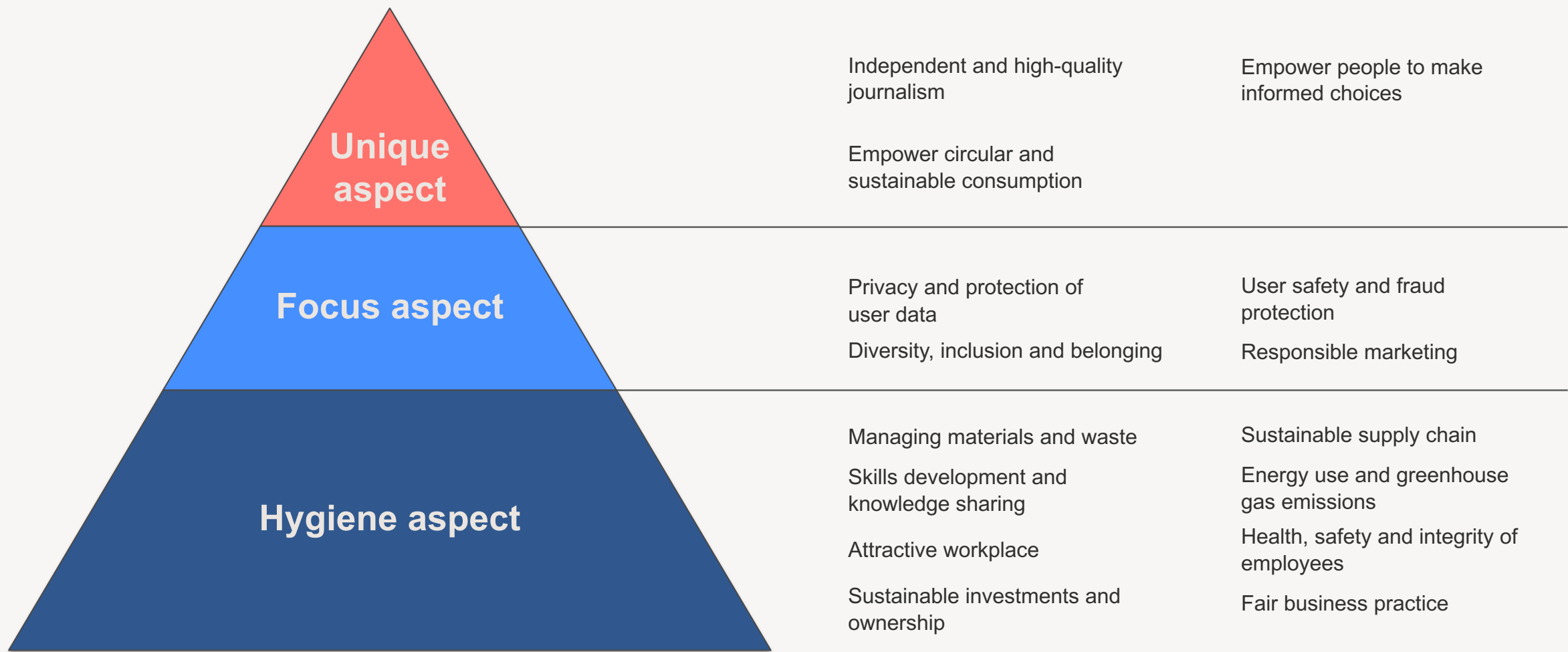
VG - Corona Live Tracker
Prize: Best innovative entry,
Power of Journalism Awards 2021



Stories that made a difference

Aftenposten - Akson & Konsulentmillionene
Prize: Best Scoop,
Power of Journalism Awards 2021

Sustainability pyramid



Main takeaways

**Integrated
in the
strategy**

You need anchoring from the top

Impact

Our material societal and
environmental impact - through
our products and services

**Business
opportunities**

Changes means opportunity -
Earn money and maximize our
positive impact



Thank you