



19th May, 2008

Metro International and Schibsted create one of the strongest advertising offerings in Sweden – Schibsted acquires 35 per cent in Metro Sweden for SEK 350 million

Metro and Schibsted, the international publishing groups, today announced plans to collaborate in the Swedish market to sell advertising for titles reaching 4.2 million readers¹. The deal is subject to regulatory approval.

Schibsted acquires 35 percent of the shares in Metro's Swedish subsidiary at a purchase price of SEK 350 million, corresponding to an enterprise value of SEK 1 billion of the Swedish operation. The partnership in Metro Sweden is expected to involve potential joint advertising operations and to strengthen the presence of both Metro and Schibsted in the Swedish market.

Initially, Metro and Aftonbladet, the Schibsted-owned daily newspaper, are to form a joint sales company which will provide advertisers with a strong platform to reach 4.2 million readers in Sweden. Metro, Aftonbladet and Svenska Dagbladet, another Schibsted-owned title, will also jointly sell advertising in and around Stockholm, the Swedish capital.

Gunnar Strömblad, Executive Vice President Schibsted Sweden, comments:

– Our newspapers make a good combination with Metro Sweden. Our respective strengths and experiences complement each other well. In order to meet the challenges in the newspaper market today and tomorrow, we now create an exciting and very competitive offering. This is a very logical and strategically important deal.

Per Mikael Jensen, President and CEO of Metro International comments:

- Today's transaction is another important step to continue to develop the value of Metro International. Together with Schibsted we will build a superior combination with strong growth potential on the Swedish market. We share the same views and have several potential synergies in common, both in Sweden and internationally. I am convinced that our co-operation will generate substantial value for all parties.

Press conference and Webcast

A joint press conference will take place today at 11.00 CET at Hotel Anglais, Humlegårdsgatan 23, 1st floor, Stockholm. Present at the press conference will be; Gunnar Strömblad, Executive Vice President Schibsted Sweden Carl Gyllfors, managing director Aftonbladet Herta, Per Mikael Jensen CEO Metro International, Martin Alsander, Executive Vice President, Metro International and Andreas Ohlson, Managing Director Metro Sweden. Please email to anmalan@schibsted.se for participation.

At 14.00 CET, Per Mikael Jensen CEO Metro International, Executive Vice President Martin Alsander and CFO Frank Mooty will host a webcast conference call. Please use the following dial-in details:

UK: +44 (0)20 3043 2436

US freephone: +1 866 458 40 87

Sweden: +46 (0)8 505 598 53

The webcast is also accessible at www.metro.lu.

¹ Based on 4 publications, source: Orvesto.

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ABOUT METRO INTERNATIONAL AND METRO SWEDEN

Metro International

Metro is the largest and fastest growing international newspaper in the world. Metro is published in over 100 major cities in 21 countries across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated Metropolitan audience of over 20 million daily readers. Metro International's advertising sales have grown at a compound annual rate of 41% since the launch of the first edition in 1995.

Metro International 'A' and 'B' shares are listed on the OMX Nordic Exchange's Nordic List under the symbols MTRO SBD A and MTRO SBD B.

Metro Sweden

Metro is the largest newspaper in Sweden with 1 571 000 daily readers and is currently distributes in all cities with more than 20 000 inhabitants. The traffic online is increasing rapidly, and today Metro has more than 600 000 unique visitors per month, Club Metro is one of the largest customer membership clubs in Sweden with more than 560 000 active members across Sweden. Further, Metro is meeting its readers continuously through events and other activities. Through Metro International, Metro Sweden has access to 500 journalists across the globe and collaborations with large news channels such as BBC and CNN.

ABOUT SCHIBSTED

Schibsted is a Scandinavian media group with the ambition to become leading in Europe. Today, the group has companies with more than 9000 employees and operations in 22 countries. Strong media houses is the core of our operations and our 12.7 million readers is a starting point for a growth strategy which is founded of a close collaboration between print, mobile and Internet. Schibsted has 1,700 employees in Sweden, which primarily works at the media houses Aftonbladet and Svenska Dagbladet, but also with companies such as Blocket, Hitta.se or Metronome. In Norway, the group has approximately 2,700 employees, which primarily works at the media houses Aftenposten and VG, but also at FINN.no, Bergens Tidene and Stavanger Aftenblad. In Europe, the free newspaper 20 minutes is the most read newspaper in both France and Spain. Schibsted is also leading at the online advertisement market at several of the largest markets in Europe.