



## Equita Financial Advisor on the disposal of Secondamano to a group of Italian Investors

June 2009

### Transactions summary

**Schibsted ASA** has sold its fully owned subsidiary Schibsted Classified Media S.r.l., the publisher of the Secondamano classified magazine, to a group of Italian media companies led by Edimax S.r.l., Sege S.r.l. and Bric à Brac S.r.l.. The disposal is part of Schibsted's strategy of freeing up capital through divestments of operations that are not considered core activities and refocusing on its main businesses in selected European markets. The acquirers will undertake a reorganization of the company divisions with the goal of relaunching its offline and online platforms in the Italian market

### Parties involved

**Schibsted** is the leading Scandinavian media group with a turnover of NOK 13.7 billion in 2008, operations in 22 countries and more than 8,000 employees. Headquartered in Oslo, Norway, and listed on Oslo Stock Exchange, Schibsted's holdings include newspapers, magazines, books, Internet, commercial TV, cable channels and film and entertainment operations.

It owns Norway's largest newspapers, *Verdens Gang* and *Aftenposten*, publishes Swedish newspaper *Aftonbladet*, the Nordic countries largest newspaper, and has papers in France and Spain published under the title *20 Minutes*. Schibsted also publishes books through flagship publishing house *Schibsteds Forlag* and a number of magazines.

In addition Schibsted owns *Finn.no*, Norway's largest and most comprehensive site for classified advertising such as real estate and used vehicles, and Swedish leading classified service *Blocket.se* and the largest catalogue service, *Hitta.se*.

**Secondamano** is the leading classified marketplace in Italy, both online and among classified publications, with strong positioning in the car and real estate segments.

Leveraging on the unrivalled leadership of the printed edition in Northern Italy, which was the first classified free-ads publication in Europe in 1977, Secondamano has successfully launched and developed the online website [www.sedondamano.it](http://www.sedondamano.it)

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### Transaction Contacts

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### Transaction Details

**Deal Type:** Disposal (sell-side)**Value:** n/d**Sector:** Media