

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Blommenholm Industrier AS				
2	Reason for the notification					
a)	Position/status	Close associate of chair of the board of Polaris Media ASA, Trond Berger.				
b)	Initial notification/Amendment	Initial notification				
3	Details of issuer					
a)	Name	Schibsted Media AS				
b)	LEI	Business reg. no. 996 334 767				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument Identification code	Shares in Schibsted Media AS, the value of which, amongst other, depends on the value of the shares in Polaris Media ASA with ISIN NO0010466022.				
b)	Nature of the transaction	Acquisition				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)¹</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>NOK 49,330,000 per share (rounded)</td> <td>100 shares</td> </tr> </tbody> </table>	Price(s) ¹	Volume(s)	NOK 49,330,000 per share (rounded)	100 shares
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NOK 49,330,000 per share (rounded)	100 shares					
d)	Aggregated information — Aggregated volume — Price	100 shares in Schibsted Media AS for a total price of NOK 4,933,000,000 (rounded).				
e)	Date of the transaction	2024-06-07				
f)	Place of the transaction	Outside a trading venue				

¹ The price represents the preliminary purchase price as of the closing of Blommenholm Industrier AS' acquisition of Schibsted Media AS on 7 June 2024, which is subject to customary post-closing adjustments in accordance with the share purchase agreement.