

Adevinta

# Q2 2021 Trading Update

Rolv Erik Ryssdal, CEO

Uvashni Raman, CFO

15 July 2021



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Adevinta

# Highlights

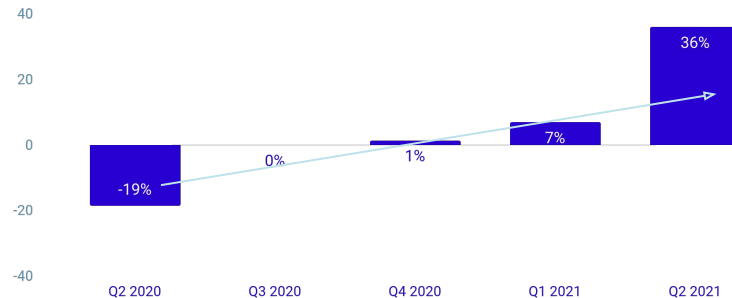
Rolv Erik Ryssdal, CEO



# Key highlights of the quarter

## Further recovery in Adevinta (excl. eCG)

- Revenue up 36% yoy (+36% organic)
- EBITDA up 24% yoy



Acquisition of eCG completed



Disposal of Shpock completed and sale process for remaining UK assets ongoing





## Market Environment

**Gradual easing** of Covid-19 restrictions in the quarter

GDP expected to grow **+5.75%** in 2021 and **+4%** in 2022<sup>1</sup>

**Double digit growth in traffic**, coming back to normal trend in second half of Q2 driven by the end of 3rd lockdown

Motors & Real Estate: weak supply but **strong audience**

Jobs: progressive **recovery**

**Strong recovery** in Holidays rental benefiting from the easing of mobility restrictions

## Business Initiatives

Wide marketing and PR campaigns for the **15th anniversary** of LBC with strong positive results

Marketing campaigns to **promote transactional** services

**New features** on transactional such as new scoring ranking test on listing, pricing strategy on shipping, user check (SMS), new design on Apps...

**Continued verticalization** in Real Estate (new listing, land surface indication, local information on maps...) and Motors (new listing, criterias...)



# Spain

## Market Environment

The state of alarm ended on **May 9<sup>th</sup>**

GDP projections for 2021 revised upwards in Q2 (vs January forecast) to **6.4%**

Spanish Covid **recovery plan** to allocate significant share of the funds to digitalization

Encouraging recovery signs with **Real Estate** Market very close to pre-covid level at the end of May

**Jobs** underlying market still weak

Increasing **competitive landscape** in Motors, Generalist and Jobs

## Business Initiatives

**Real estate:** multiple improvements in user experience (Express Visit feature, Google one tap log-in, Geo advisor...)

**Motors:** migration of professional client to new responsive site and improved content sharing with Milanuncios

**Jobs:** launch of multi publishing product between InfoJobs and Milanuncios and improved user experience (salary calculator, curriculum vitae multi format upload enabled...)

**Generalist:** continued improvement on transactional (opened for big items) and use of machine learning

**Investment** to further increase in H2 to accelerate recovery and fence-off competition





# Brazil

## Market Environment

Flattening off of covid-related deaths after peak at beginning of Q2, though remaining higher than in most other countries due to slow vaccine roll-out

**Gradual release** of restrictions on social interactions and business during the quarter

**Real Estate** market: continued momentum due to low interest rates

Recovery in the **Motor** market, both in production and car sales, though not at full capacity yet

Strong momentum in **Consumer Goods**

## Business Initiatives

**Real estate:** gradual roll-out of the triple bundle ZAP / VR / OLX

**Motor:** further digitalization of the car journey (vehicle history roll-out and improved car financing and insurance service)

**Pay & Ship:** Improved scalability, automation and fraud handling set stage for further growth

Significant cost reductions, capturing **synergies** from merging back-office processes, systems and sales forces





# Global Markets

 **InfoJobs**

## Italy

Strong growth in traffic and content with slight deceleration in last part of the quarter

Continued development of transactional services: shipping, one-click buy, user ratings...

Recovery in Motor and Jobs

 **WILLHABEN**

## Willhaben

Strong performance in all revenue streams

Paylivery continued to gain traction and scale

Encouraging developments in Jobs

 **DISTILLED SCH**

## Ireland

Significant improvement in ARPD in Motors

Good performance in Real Estate supported by our mortgage and Multi Unit Rental businesses

Increasing traffic numbers in all categories in Advertising

 **Jófogás**  **Használató hu**  
**AUTÓNÁVIGÁTOR.HU**

## Hungary

Strong recovery in Jobs

Mixed performance in Motors with continued growth in professionals while private still not recovering

Positive P&T developments resulting in increased use and penetration of apps

 **SHPOCK**

## Shpock

Sold to Russmedia on June 2nd

Adevinta

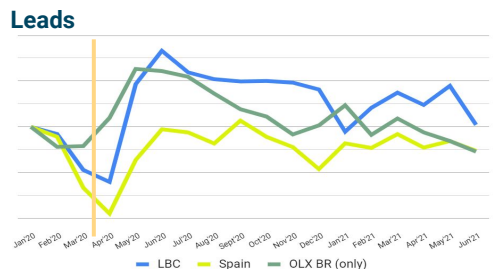
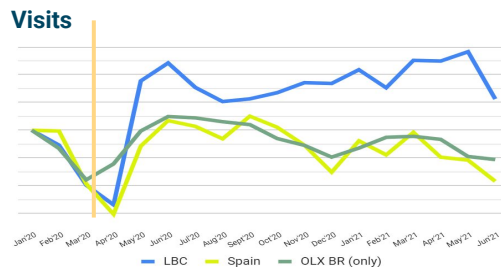
Q2 financial  
performance  
Adevinta (excl. eCG)

Uvashni Raman, CFO



# Group - Further recovery in Q2

## Operational KPIs (100 indexed)



## Revenues

Revenues up 36% yoy to €213m

Organic revenues up 36% yoy, supported by a favorable comparison base

Online classifieds revenues up 39% yoy (of which 6% from transactional revenues)

Display advertising revenues up 35% yoy

## EBITDA

EBITDA up 24% yoy to €52m

EBITDA margin at 24.7%, or 29.8% excl negative impact of ESOP costs in Brazil

Revenue growth and benefit from divested assets partially offset by ramp-up of marketing spending, increase in personnel costs and increase in transactional costs

*All numbers on a proportionate basis incl JVs.*



Source: Adevinta estimates





### Revenues

Strong growth in revenues, up **36%** yoy and up **32%** compared to Q2 2019 (including contribution from L'Argus)

Classifieds revenues up **35%** yoy driven by transactional services, Real Estate and Motors

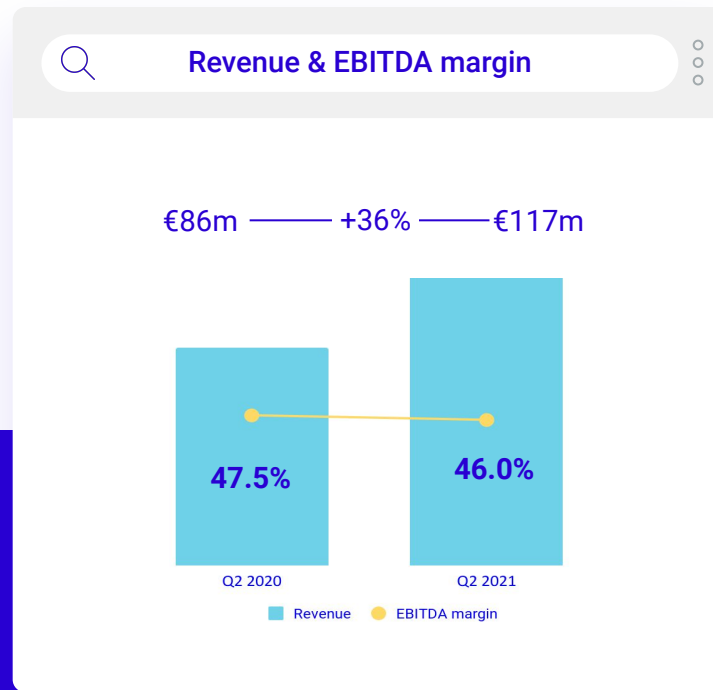
Significant improvement of Holidays rental

Display advertising up **46%** yoy and nearly in line with 2019 figures

### EBITDA margin

Slight margin softening despite revenue growth, mainly attributable to:

- Strong marketing investment in Q2 (LBC 15th anniversary and delivery services promotion)
- Increasing share of transactional services
- Increasing personnel costs due to ramp-up in hiring





## Revenues

Revenue up **45%** yoy, and **4%** vs Q2 2019

Strong growth in Motors led by higher ARPU and number of clients

Continued recovery in Real Estate

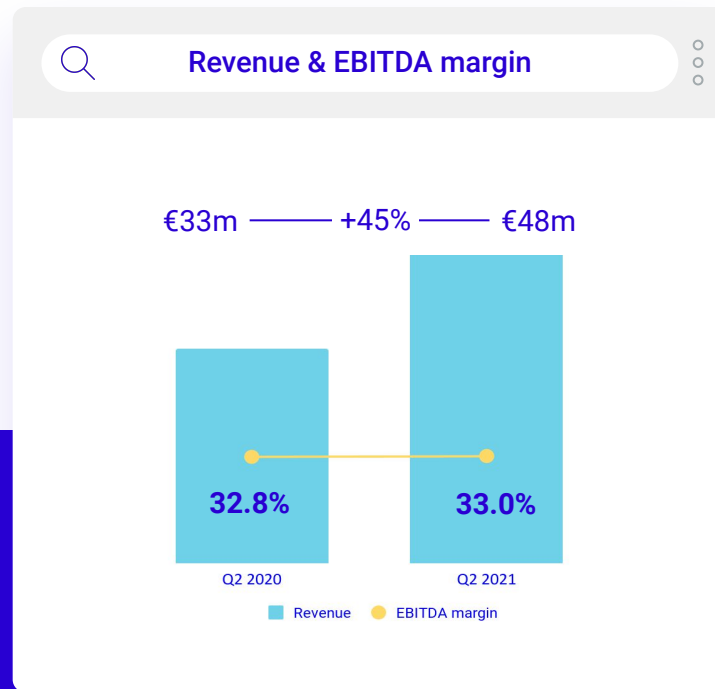
Significant recovery in Jobs benefitting from digitalisation of SMBs

Display advertising broadly in line with Q2 2019

## EBITDA margin

Slight improvement in margin

Revenues increase partly offset by the reactivation of marketing spending and the increase in personnel costs in order to support and boost market positions



## Revenues

Local currency revenue up **141%** yoy

OLX Brasil up **148%** including Grupo ZAP (**+47%** yoy on a comparable basis and **+32%** vs Q2 2019)

Strong performance in Motors, Real Estate and Consumer goods

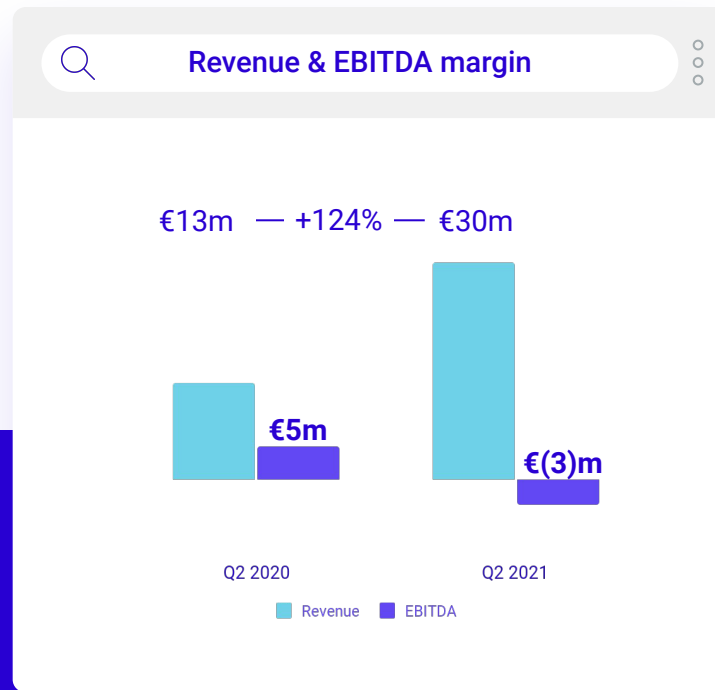
Solid performance in indirect Advertising and continued momentum in transactional services

## EBITDA margin

Negative margin due to the one-off impact of ESOP

On a comparable basis (excl. ESOP and Grupo Zap), EBITDA margin up 8pp yoy driven by increased revenues

Continued investment in talent and reactivation of marketing spending







# Global Markets | Strong performance in main markets and improved margin

## Revenues

Organic revenues up **34%** yoy

Excluding disposals, revenues from Classifieds (including transactional revenues) up **29%** yoy and Display Advertising up **44%** yoy

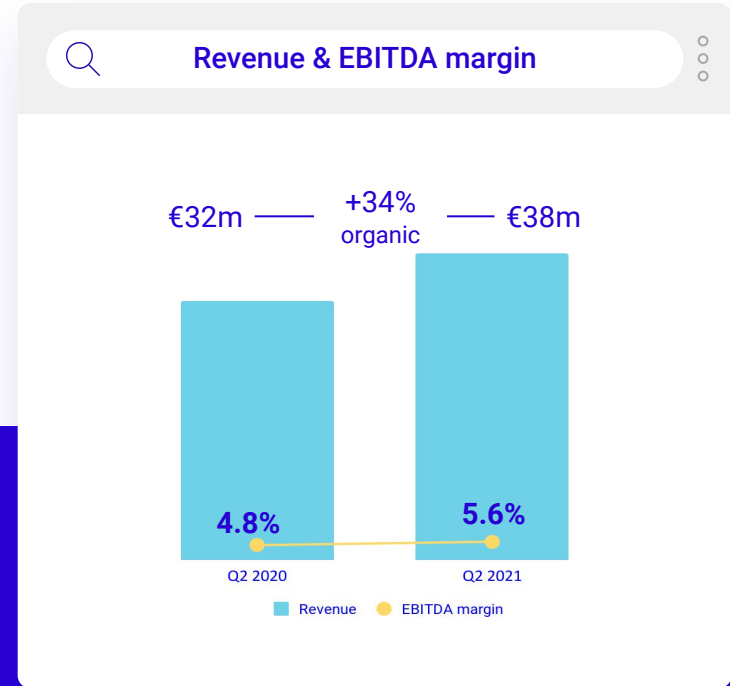
Strong performance in Ireland, Italy and Willhaben

## EBITDA margin

Margin up 0.9pp yoy, benefitting from divestments

Excluding disposals, margin down 6pp yoy, due to:

- Acceleration of marketing and Product & Tech investment in Italy
- Higher personnel costs at Willhaben
- Partly offset by increased margin in Ireland



Willhaben revenues and EBITDA are included on a 100% basis for both periods.

# New Adevinta

Rolv Erik Ryssdal, CEO



# Successful closing of the eCG transaction

Acquisition completed on June 25, 2021

## Final transaction highlights:

\$2.5bn

cash consideration paid to eBay

€278m

cash consideration received from Schibsted

342,474,251

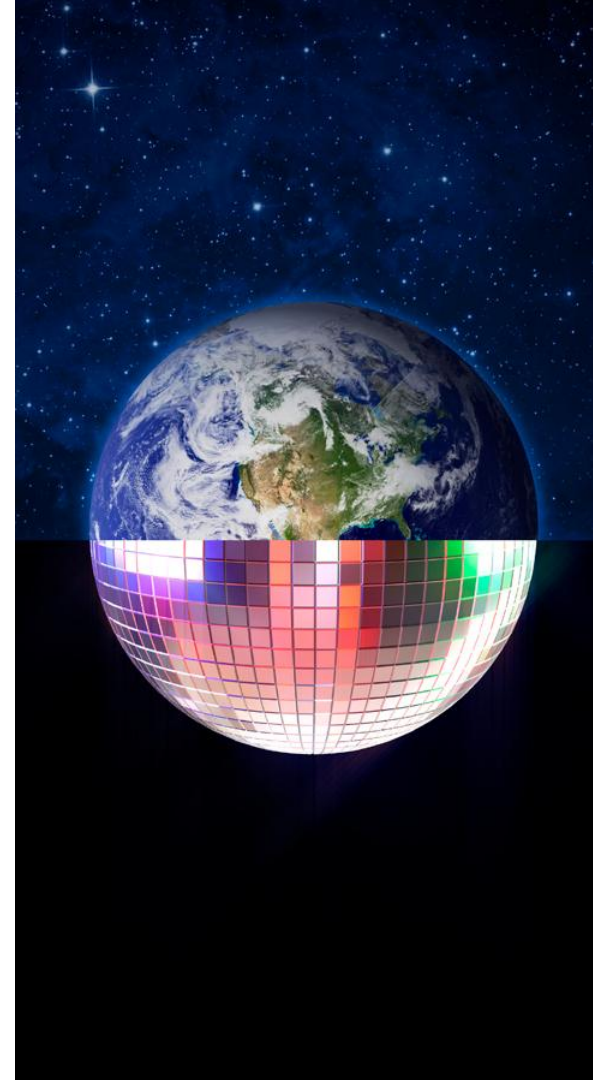
ordinary shares ("Class A Shares")  
issued to eBay

197,520,228

shares of a new class of non-voting shares  
("Class B Shares") issued to eBay

### Sale process for eCG assets in the UK ongoing as per commitment to UK CMA

Funding of the cash settlement and refinancing of the debt: Adevinta has acceded to the Senior Secured Notes (€1.06bn) and Term Loan B (€900m and \$506m)





# New Governance and Shareholding structure



**Orla Noonan**  
Board Chair



**Fernando Abril-Martorell**



**Peter Brooks Johnson**



**Julia Jäkel**



**Sophie Javary**



**Michael Nilles**



**Marie Oh Huber**



**Aleksander Rosinski**

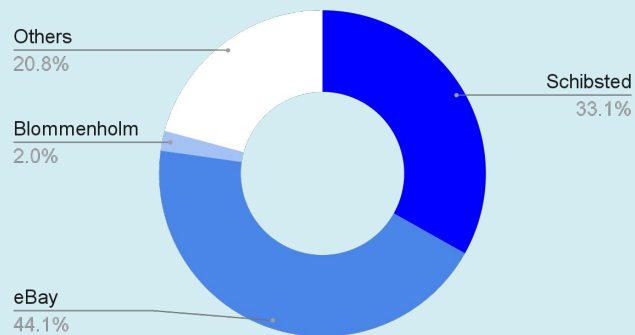


**Kristin Skogen Lund**

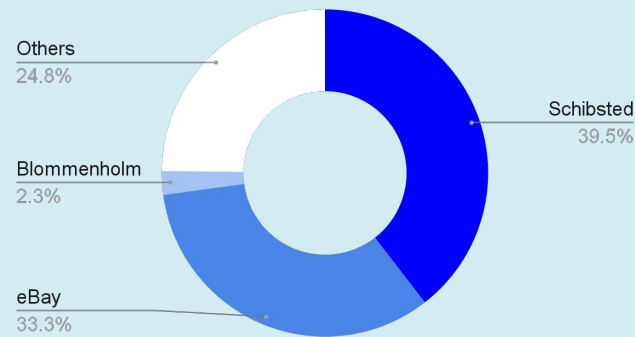


**Mark Solomons**

Shareholding structure (economic view)



Shareholding structure (voting rights)



NB: 1,367,750 treasury shares held as of July 14th are not excluded



NB: Agreement between eBay and Permira signed on 14 July 2021, which will see eBay sell approximately 125m shares to Permira. On closing of transaction, expected in Q4 2021, eBay and Permira will own a 34% and a 10.2% stake in Adevinta, respectively, and Permira Partner, Dipan Patel, will be appointed to the Adevinta Board of Directors.

# Adevinta around the world

#1 market positions  
in 16 countries\*\*



\* To be divested

\*\* Market position based on traffic (visits)

# New organisational structure

## Headquarters and others

France

**leboncoin**  
GROUPE

Mobile.de

**mobile.de**

European Markets\*



International Markets



P&T Global Growth

Motors

Ux & Trust

Advertising

eCG Centres of Excellence



\* Gumtree UK and Motors.co.uk to be divested

# Adevinta Executive Team



Rolv Erik Ryssdal  
CEO



Uvashni  
Raman

Chief Financial  
Officer



Nicki  
Dexter

Chief People &  
Comms Officer



Renaud  
Bruyeron

Chief Product &  
Tech Officer  
(Interim)



Antoine  
Jouteau

CEO, France



Malte  
Krüger

CEO, Mobile.de



Gianpaolo  
Santorsola

EVP, European  
Markets



Zac  
Candelario

EVP, International  
Markets

Malte Krüger, **CEO**  
mobile.de

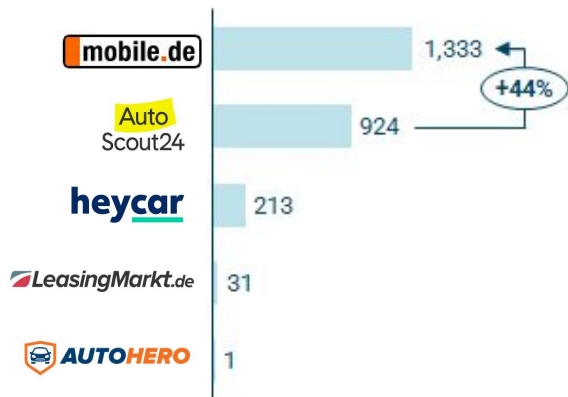


# mobile.de is the #1 car portal in Germany

with ~50% of used cars sold through the platform

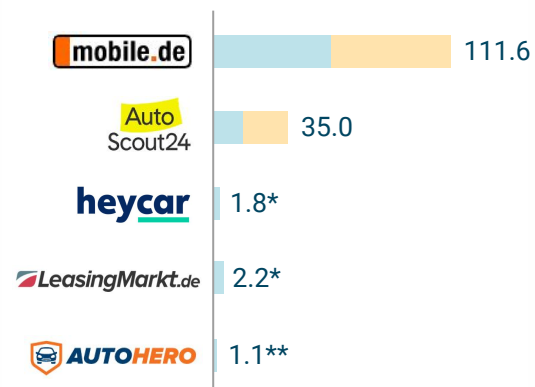
## Listings

Number of live listings  
(professional and private) in May 2021 in K



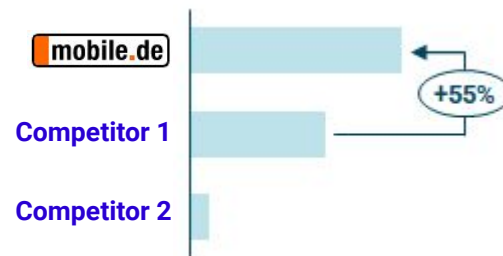
## Consumer audience

Average number of monthly interactions in  
May 2021 in M



## Subscribed professional dealers

Average number of dealers in May 2021  
in K



Web- & mobile web visits App sessions

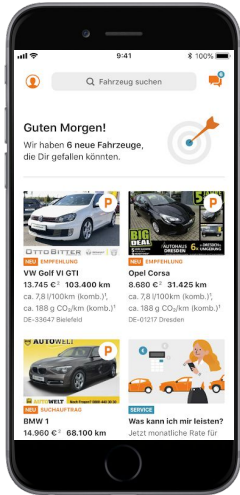


Notes: \* Includes app sessions for Google Playstore-apps only, other not available in database  
\*\* App sessions not included/ not available  
Sources: Autobiz; Similarweb; App Annie, GfK research

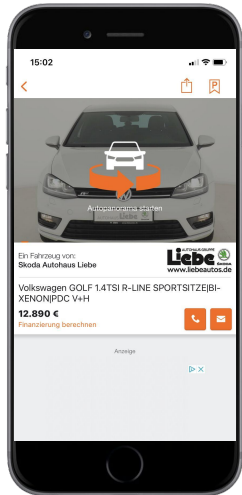


# mobile.de offers an attractive product suite for all buyer, seller and dealer needs

## Core Search

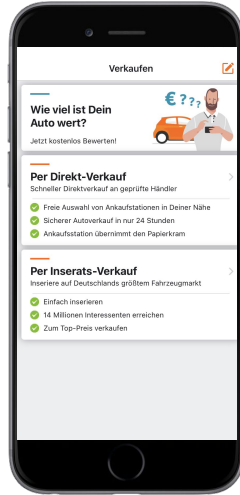


Personalised Homepage

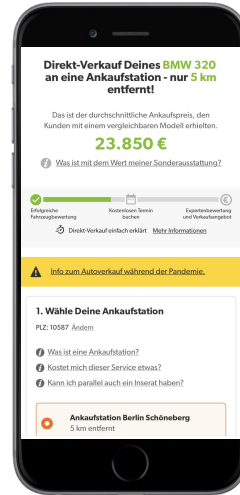


360° Pictures

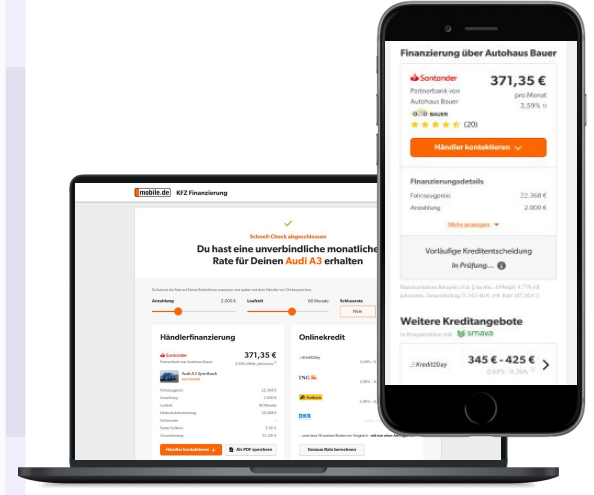
## Private Selling



Private selling offers direct car sales (C2B) and selling by online car ad (C2C)



## Car Financing



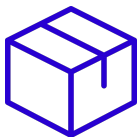
Financing one-flow combining Dealer Financing and Online Car Credit offers



# Attractive growth of ARPD\* accelerated through more and differentiated packages

## Three package-logic from 2017

Pre-2017: One package fits all



Introduction of differentiated packages

Compact



51% of dealers 2020

Comfort



35% of dealers 2020

Premium

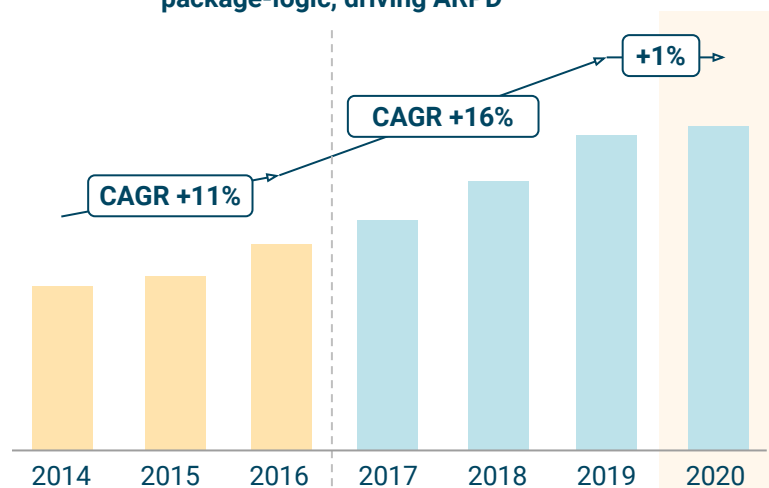


14% of dealers 2020

## ARPD-development\*\*

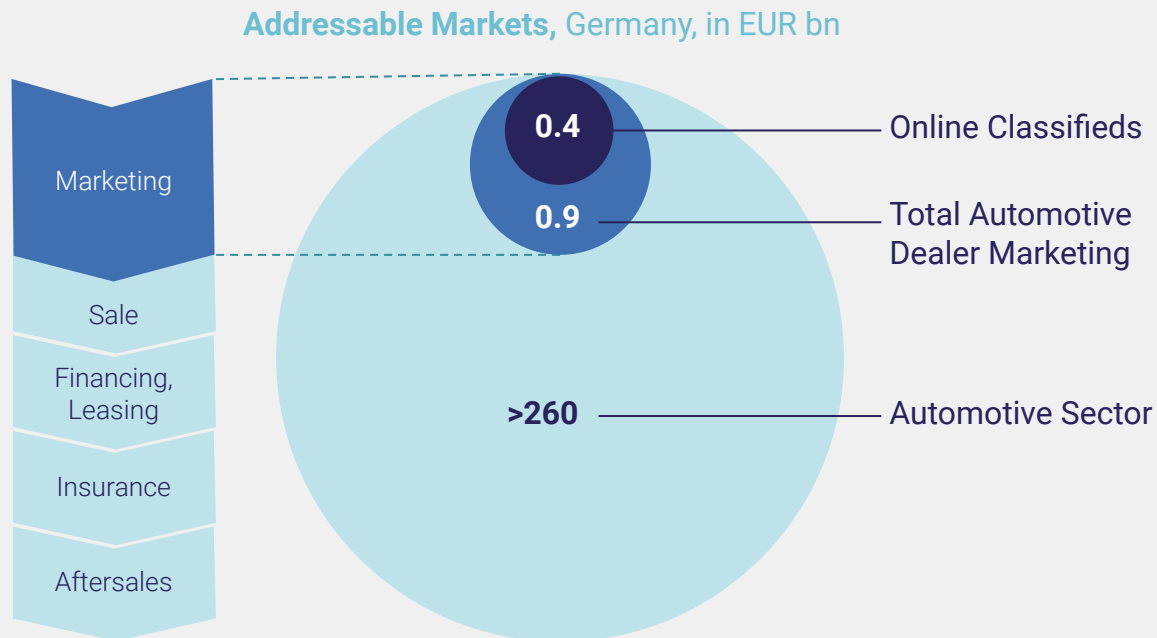
Introduction of three package-logic, driving ARPD

Covid-effect\*\*\*



Notes: \*Average Revenue Per Dealer \*\* ARPD based on gross revenue (inkl. eBay Kleinanzeigen revenue share, pre credit notes)  
\*\*\* Driven by (i) Dealer fees waived for April'20 (ii) automotive supply shortages in the market (iii) later monetization changes

# mobile.de operates in a highly attractive space and has 2 attractive growth levers



## GROWTH LEVERS

1

### Capture spend in OC and dealer marketing

- Pricing & Packaging
- Digital Marketing Hub

2

### Expand into automotive- and mobility transactions:

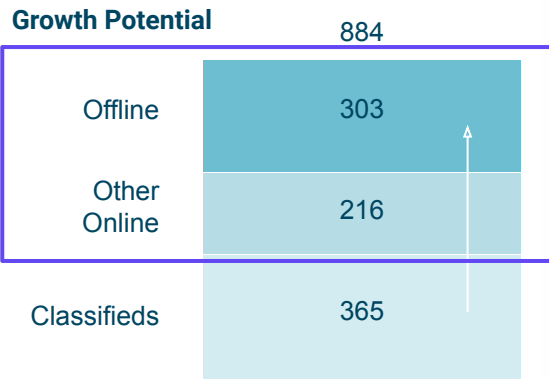
- Financing / Leasing
- C2B
- Digital Retail

1

# Large opportunity to capture more dealer marketing spend

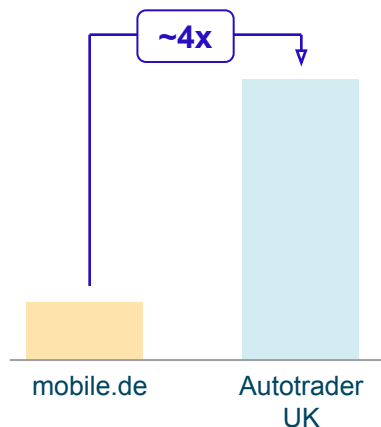
## Large opportunity in Germany

Annual dealer marketing spend (in EUR M)\*



## Considerable monetization headroom

ARPD-Benchmark, FY19 (pre-Covid)\*\*



## mobile.de Growth Strategy

- **Capitalize and further strengthen cooperation with eBayK**
- **Strengthen ROI & value communication**  
mobile.de and eBayK offer highest marketing ROI among classifieds competitors and compared to own dealer websites\*
- **Relaunch Pricing & Packaging and start new upselling cycle**



\* Sources: McKinsey, Management views

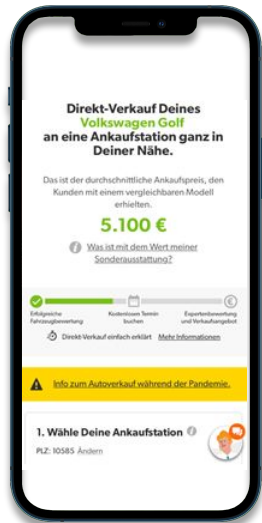
\*\* Source: Adevinta and Autotrader UK Investor Relations



2

mobile.de already expanded along the value chain to serve unmet customer needs and tap into new revenue pools

## C2B: With our partner dealers we offer an easy solution for consumer sellers to sell their car



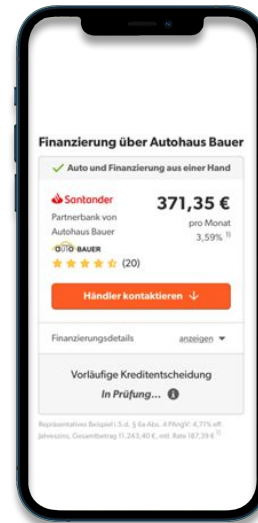
**550K**

Online Car  
Valuations finished/m

**90%**

of Users can select a dealership  
within 10km radius

## Financing: attractive Financing Offering for Consumers and Dealers



**400K** listings  
with dealer financing

**9K** dealers in  
TRX model

**130K** /m total  
financing leads

2

Further opportunities as consumers embrace digital retail and new service models, we strive to extend our services and tap into new revenue pools



## Digital Retail & Online Buying

### Customers embrace online transactions

Online retail of cars have become a viable business model

**16% of German car buyers are willing to buy their next car via click & collect or home delivery**  
(27% in UK, 19% in France, 15% in Italy)\*



## Leasing & Car Subscription

### Customer look for alternative financing and ownership models

**Rising interest in leasing:** 33% of new car buyers and 30% of used car buyers in Germany do not think that owning a car is better than leasing\*

### **Rising interest in subscription models:**

In 2020, c. 42K car subscriptions sold in Germany\*\*  
For 2030, >500k subscriptions are projected

In conclusion,  
we are well positioned and see strong opportunities  
for growth leveraging our brand  
and continuing our journey towards transactions

The logo for mobile.de, featuring the text "mobile.de" in a bold, black, sans-serif font. The "i" in "mobile" has a dot. The text is contained within a white rectangular box with a black border. To the left of the text is a vertical orange bar.

German vertical motors champion with strong brand, highest reach, and eBay Kleinanzeigen as partner



Leading position in largest European car market with continued underlying car market growth expected



Exciting continued growth opportunities in our core dealer business to capture more dealer marketing spend...



...focus on expanding along the value chain to serve unmet customer needs and tap into new revenue pools



Increased combined Adevinta scale and expertise in Motors with strong European position creating benefits in the mid-term

Paul Heimann, **CEO**  
eBay Kleinanzeigen

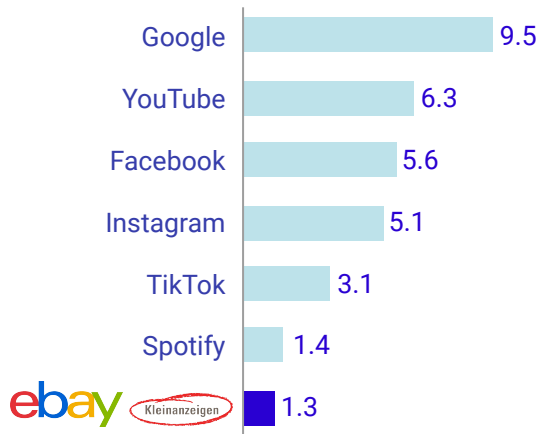




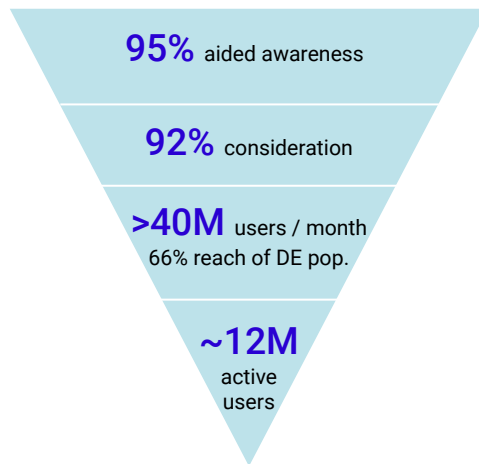
# eBay Kleinanzeigen: The #1 generalist portal in Germany

## #1 Local German internet player

### Total visits (B)



## A True Household Brand...



## Young demographic

~25% of users <29yrs old  
younger than DE internet population

440k YouTube Subscribers  
2nd largest German Brand Channel

## Large Environmental Impact

80k tons potential CO2 savings  
per month

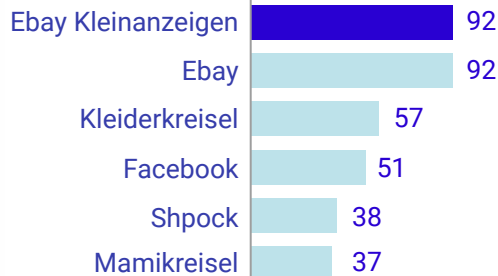
# Connecting German buyers & sellers at very large scale

## Consumer audience

### Monthly visits (m)



## Consideration scores



## Large Customer Base

**40.1m** Users on our platforms

**~12m** Active Users per month

**327k** Active Professionals

## Ads and Listings

**~50m** online ads

**>1m** new ads posted daily

## Connecting Buyers & Sellers

**~2m** messages exchanged per day

## Mobile Focus

**90%** of total visits on mobile devices

**>100m** total downloads of Apps

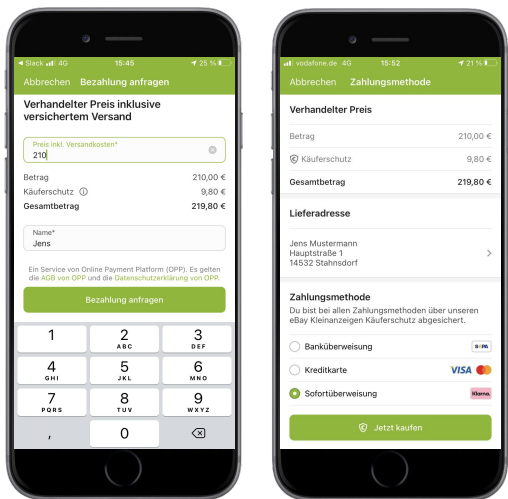


Source: Visits from Similarweb and AppAnnie, May 2021; Consideration Adevinta internal surveys; AGOF daily facts; Internal metrics



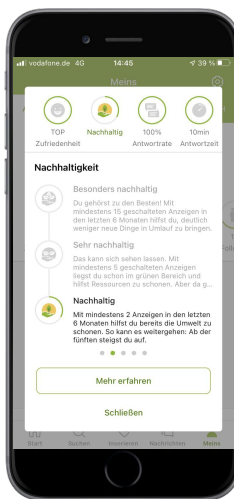
# Kleinanzeigen driving growth with a strong product culture

## Transactional Services



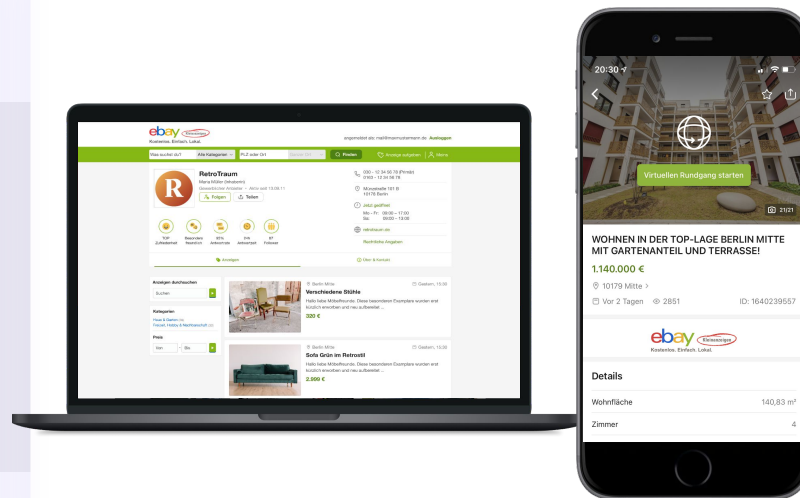
Payment & Escrow

## Trust & Safety



User badges

## SMB<sup>1</sup> & Real Estate



Individual SMB  
Company Pages

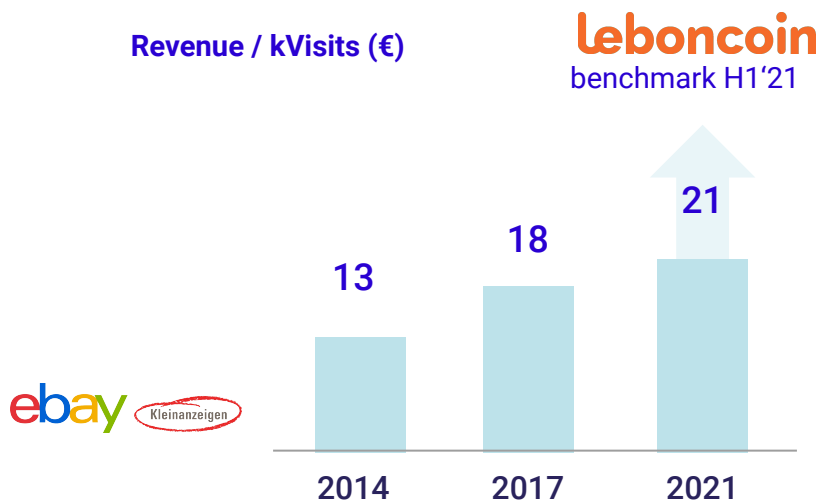
360° Virtual  
Real Estate Tour



<sup>1</sup>Note: Small to medium businesses

# Kleinanzeigen with large **monetization potential** ahead

## Kleinanzeigen's monetization with significant upside



## Key growth drivers

- Further traffic and vibrancy growth
- Growth in Online Advertising
- Growth through small-medium business proposition\*
- Expansion of Transactional proposition\*
- Verticalize Real-estate and Motors\*

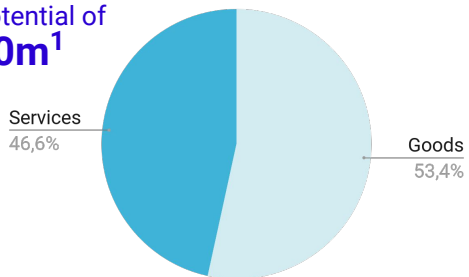
(\* = covered in following pages)

# Kleinanzeigen with unique horizontal growth opportunities

## Accelerate SMB Position

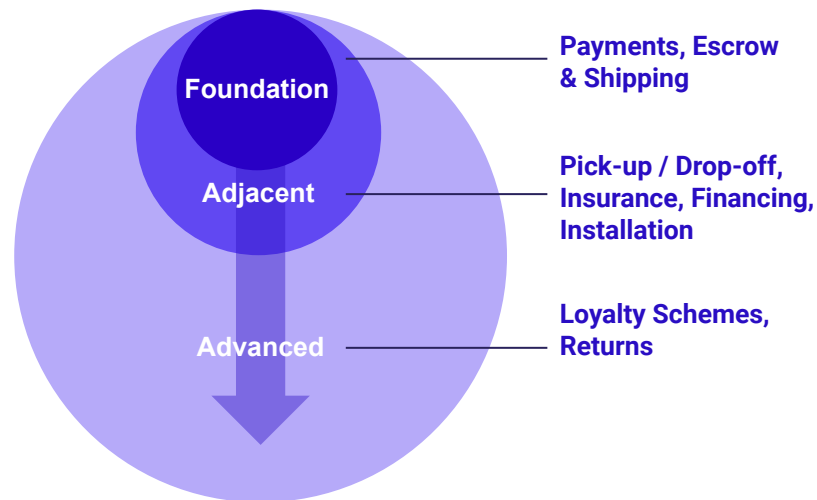
Serviceable SMB market (DE, annual €m)

Market potential of  
**€620m<sup>1</sup>**



- **309k** addressable SMBs in the goods and services segment in Germany <sup>2</sup>
- **out of these 52k** live on Kleinanzeigen
- **out of these, ~20k** active SMB subscribers

## Further Facilitate Transactions



# Kleinanzeigen with **exciting momentum** in key verticals




## Further verticalize Real Estate

Commission pool €6,5 Bn<sup>1</sup>

Real-estate advertising €750m<sup>1</sup>

Agent classifieds spend €480m<sup>2</sup>

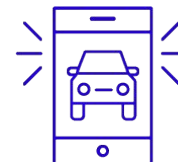
Leveraging on our strong traffic and listings base...

|   | Listings <sup>3</sup> | Agents <sup>3</sup> | Visits <sup>4</sup> |
|---|-----------------------|---------------------|---------------------|
|  | 157k                  | 1x                  | 108m                |
|  | 327k                  | 2.3x                | 110m                |
|  | 170k                  | 1.7x                | 75m                 |

## Evolve joint motors offering



leverage horizontal flywheel



|          |   |
|----------|---|
| Existing | Joint marketing activities              |
|          | Cross-listing of inventory              |
| Planned  | Cross-platform promotional activities   |
|          | Mobile.de C2B offering on Kleinanzeigen |

# eBay Kleinanzeigen best positioned to create value



**German champion** with highest **reach & engagement**



Track-record of growth through **innovating the product**



Unique **horizontal** growth opportunity through e.g. SMB and Transactional



Exciting **growth opportunity** in key verticals Real-estate and Motors



Expected benefit from **expertise in driving monetization** from other Adevinta platforms like Leboncoin

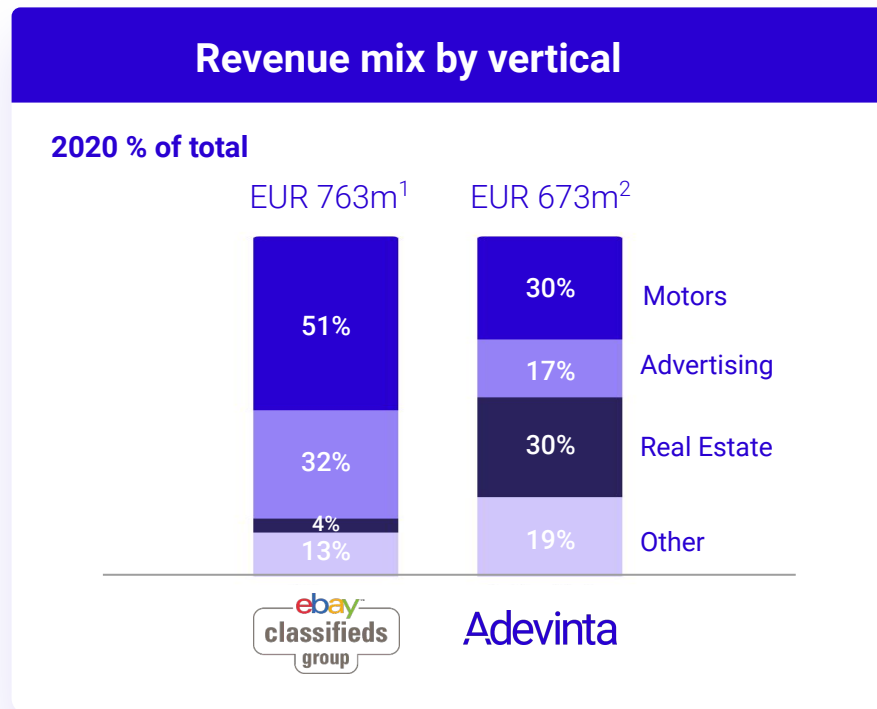


Zac Candelario, **EVP**  
International Markets

## Leveraging eCG's strengths – Advertising



# Complementary revenue mix highlight eCG strengths



## Key areas of eCG strength and expertise

**Motors** scale, pricing and GTM best practices

**Advertising** scale, capabilities, and partner relationships

**Centralized** functions & shared Product & Tech



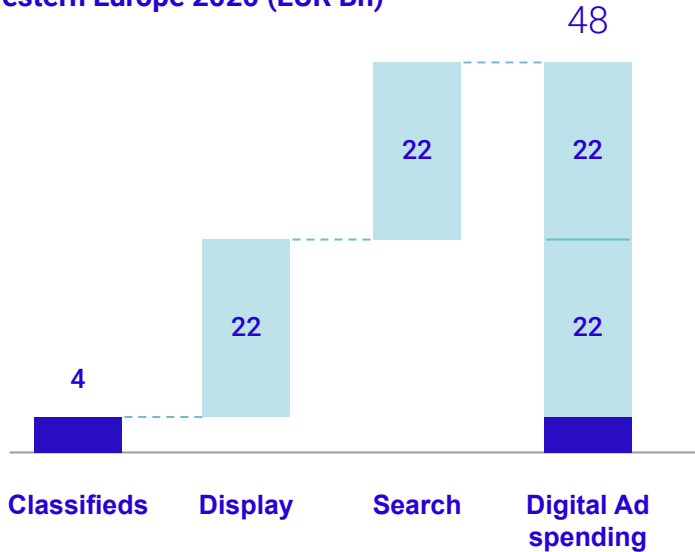
<sup>1</sup> US GAAP, USD / EUR conversion at monthly spot rate

<sup>2</sup> Consolidated view

# Advertising complements classifieds

## Extends TAM beyond Classifieds

Western Europe 2020 (EUR Bn)



## Solutions for more advertisers and budgets

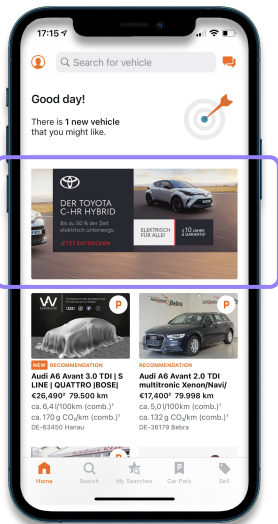
|             |                      | Advertisers |      |          |                       |
|-------------|----------------------|-------------|------|----------|-----------------------|
|             |                      | C2C sellers | SMBs | Large Bs | 3 <sup>rd</sup> party |
| Budget      | Classifieds Listings |             |      |          |                       |
|             | Listing Features     |             |      |          |                       |
| Performance | 1p PLA               |             |      |          |                       |
|             | PLA, TXT             |             |      |          |                       |
|             | Display              |             |      |          |                       |
| Brand       | Display; Video       |             |      |          |                       |
|             | Custom solutions     |             |      |          |                       |



<sup>1</sup> USD estimates converted at fix exchange rate: 1 EUR = 1.176806 USD

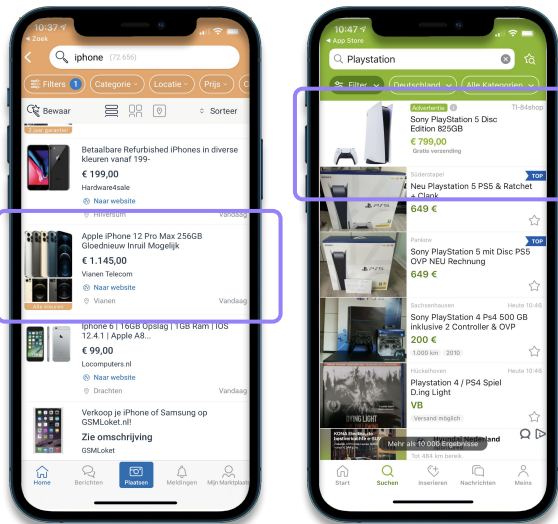
# eCG offers a comprehensive suite of advertiser products

## Display



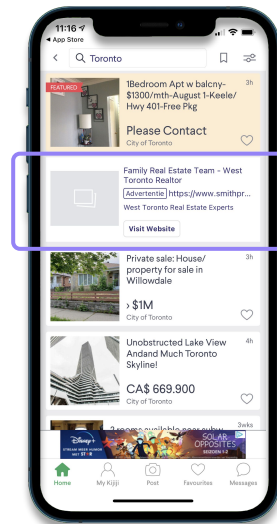
55%\* of advertising revenues

## PLA



36%\* of advertising revenues

## Text



8%\* of advertising revenues

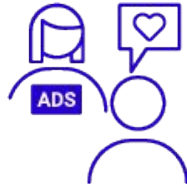


\*% of eCG advertising revenues only

# eCG has expertise, proprietary capabilities and strong relations with key industry partners that can be leveraged



Optimization tools  
& expertise



PLA expertise



Data-driven targeting  
capabilities



Partner  
relationships

Adevinta

# Outlook

Rolv Erik Ryssdal, CEO



# Long-term value creation opportunity ahead of us

**Acceleration of digital trends** and emergence of new models

**Uniquely positioned** to benefit from ongoing transformation

**Positive momentum** expected to continue albeit that volumes remain soft and uncertain in some markets in the short term

Now entering execution phase following completion of the eCG transaction: **key priority to deliver on synergy target** (estimated €130-165m run-rate annual EBITDA impact in year 3\*)

While keeping **strong focus on operations**

Further investment in the business to **reinforce our positions and seize market opportunities in classifieds**, acceleration in markets where we face increasing competition

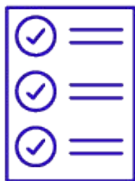


*\*Based on initial portfolio*





# Next steps: more color to come in H2



August 30

Early November

November 25

November 30

**Q2 Financial report**

**Historical quarterly information**

**Q3 Results**

**Capital Markets Day**

Release of historical like-for-like quarterly information for 2019, 2020 and 2021

Results to be published under the new reporting structure:

- France
- Mobile.de
- European Markets
- International Markets

Focus on combined group strategic and financial objectives

# Q&A



# Appendices

# Basic information

| Ticker   |                          |
|--|--------------------------|
| Oslo Stock Exchange                            | ADE                      |
| Reuters  | ADE.OL                   |
| Bloomberg                                      | ADE:NO                   |
| Number of shares                               | 1,224,942,981            |
| <i>Of which:</i>                               |                          |
| Class A shares                                 | 1,027,422,753            |
| Class B shares (non-voting, not listed shares) | 197,520,228              |
| Treasury shares (July 14, 2021)                | 1,367,750                |
| Number of shares outstanding                   | 1,223,575,231            |
| Free float*                                    | 22.7%                    |
| Share price (July 14, 2021)                    | NOK 185                  |
| Average daily trading volume (shares)**        | 540,504                  |
| Market Cap total (July 14, 2021)               | NOK 226.4bn (USD 25.9bn) |

\* Total number of shares excluding treasury shares and shares owned by Schibsted ASA and eBay Inc

\*\* Past hundred days on the Oslo Stock Exchange





# Investor Information

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