

Adevinta

Q3 2022 Results

Antoine Jouteau, CEO
Uvashni Raman, CFO

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Adevinta

Highlights of the quarter

Antoine Jouteau, *CEO*



100-day takeaways:

Adevinta is best positioned to capture significant business opportunities



Leading platforms :

unique traffic, liquidity and content (C2C / second-hand). Loved and trusted European local brands.



Resilient business model

with high profit margin and steady free cash-flow.



Large untapped potential

in transactional services, and verticals.



Firm purpose

clearly geared towards sustainability.



Committed and experienced teams with 3/4th sales

and tech profiles, including 2,600+ P&T talents.



Strong team willingness

to change, contribute and transform Adevinta.

Our *Growing at Scale* strategy remains on track and we are focused on execution

Priorities to unlock Adevinta's potential and create value for our customers and stakeholders

FOCUS 1

Operational excellence

Customer-centricity and focus on high value development

Implementation of most efficient operating models, tools and processes

FOCUS 2

Top-line growth

Actions in core countries and markets: improved commercialisation approaches, with more business focus

FOCUS 3

Financial performance

Ambitious and strict cost control plan: rigorous financial discipline and capital allocation

FOCUS 4

People

Retention and onboarding of all employees in transformation journey

FOCUS 5

Sustainability

Embed sustainability as the thread that runs through our business and operational initiatives

Key highlights of the quarter

Execution of our *Growing at Scale* strategy under new leadership

Strong Q3 financial performance in soft market environment

Continued acceleration of core markets revenue growth : +12% yoy

EBITDA margin of 34.5%, excluding French DST impact, benefiting from strict cost management

Acceleration of **cash flow** generation and strong financial position

FY 2022 targets confirmed

Towards optimised organisation to drive scale benefit



Portfolio optimisation review to be completed by year-end



New vertical responsibilities and changes to the leadership team to align with our strategy



Business integration on track, with implementation of new operating models in support functions

Operational excellence to generate profitable growth



Motors and Real Estate

successful price increases, higher client penetration and successful product launch



Continued rapid scaling of our **transactional services** supported by further product launches and marketing activities

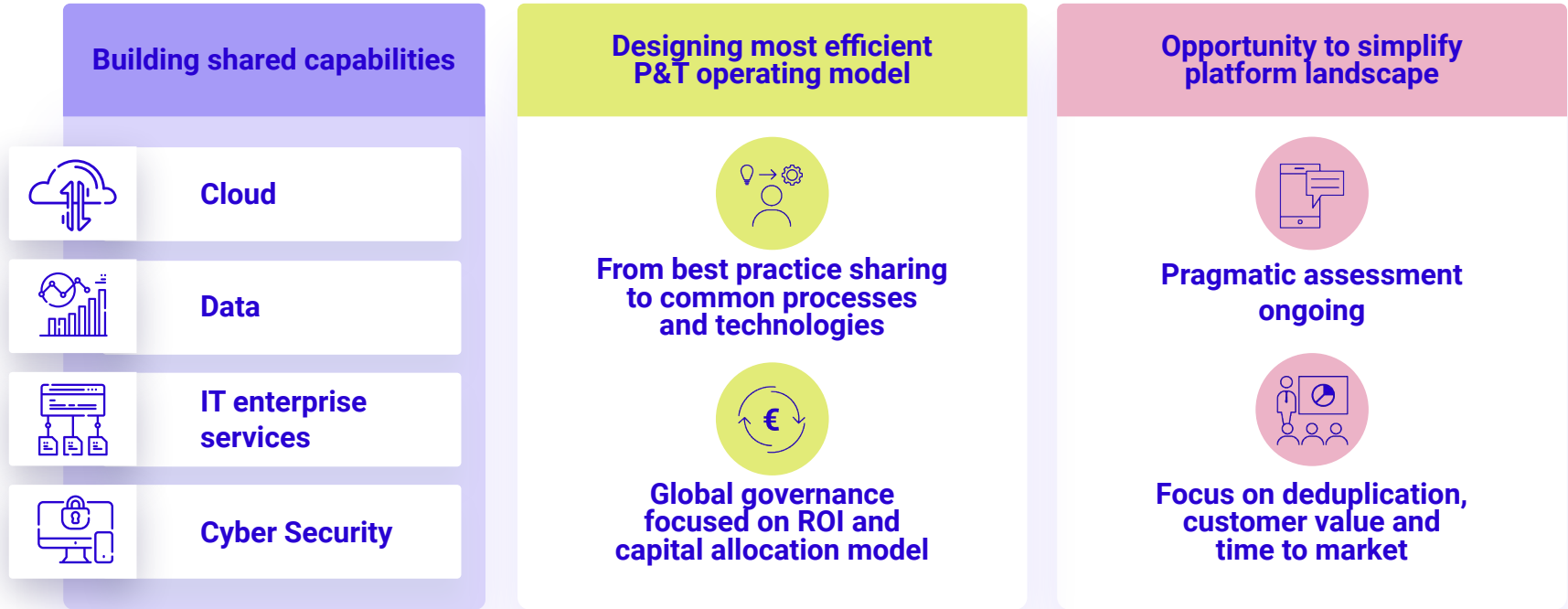
New executive team with vertical and functional responsibilities

To align with our strategy



Optimising our P&T resources








To be more efficient and foster innovation: thinking globally to win locally



More efficient deployment of existing resources will limit the need for increasing resources

Portfolio strategic review to be completed by year-end



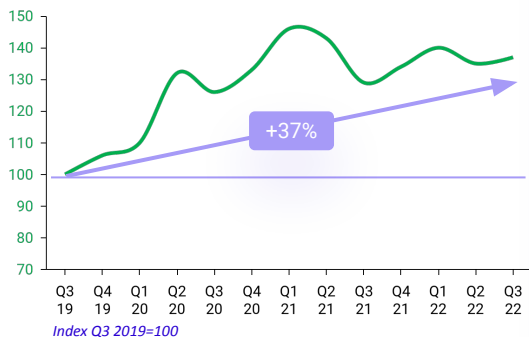
		Exit completed	Strategic review
 Infojobs Brazil	Closed in March	✓	
 Belarus	Closed in May	✓	
 Mexico	Closed in September	✓	
 Australia	Closed in October	✓	
 South Africa	Closed in November	✓	
 Canada			Review completed: Adevința continues to operate and optimize, outside of core markets ✓
 Hungary			Decision expected by the end of the year ✓

Use of proceeds: priority on deleveraging

Continued solid long-term growth paths for Core platforms despite tough '21 comps and weaker motors market

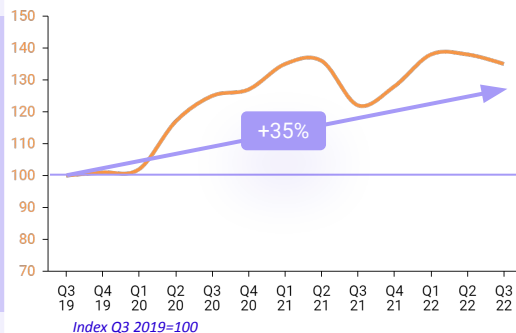
eBay Kleinanzeigen

Visits¹



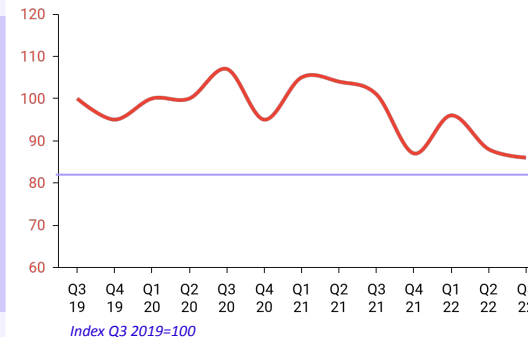
leboncoin

Visits¹



Mobile.de

Visits¹



Q3 yoy

Q3 yo2y

Q3 yo3y

Visits

+6%

+9%

+37%

Q3 yoy

Q3 yo2y

Q3 yo3y

+11%

+8%

+35%

Q3 yoy

Q3 yo2y

Q3 yo3y

-15%

-20%

-14%



¹ Visits: every user session on a single device, based on internal data for eBay Kleinanzeigen, leboncoin and Mobile.de

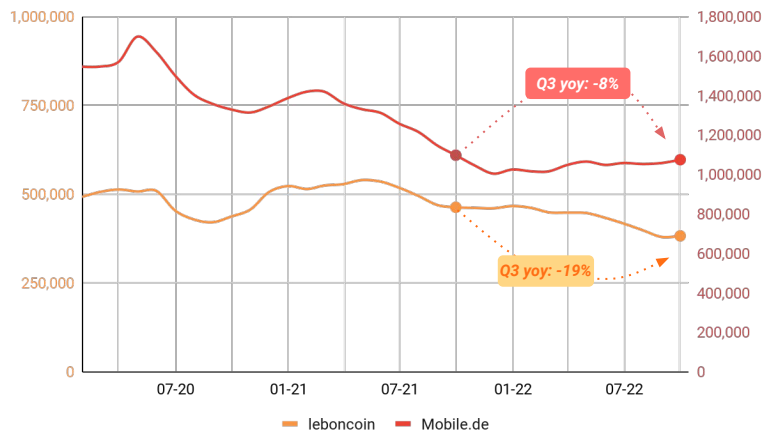
Consent rates and tracking related adjustment applied for eBay K for Q3'21, Q4'21, Q1'22, Q2'22, Q3'22 and Mobile.de Q1'22, Q2'22, Q3'22. Privacy legislation differently interpreted in France, no adjustments are needed.



Motors PRO listing still down year-on-year

But our strong value proposition is reflected in successful commercial activity

Motors PRO listings evolution



	Q3 qoq
leboncoin	-10%
Mobile.de	+0%

Listings: Average number of dealer live listings - internal data

Price and client base evolution

	Price	Dealers
leboncoin	ARPA: 410€ +16% yoy	22k -6% yoy
Mobile.de	ARPL: 22€ +27% yoy	39k -2% yoy

ARPA: Average Revenue per Account (formula for a given month: paying professional accounts revenue / # of paying professional accounts)

ARPL: Average Revenue per Listing (formula for a given month: revenue generated from dealer subscriptions, features and insertions / average monthly live listings)

Dealers: based on internal data

Continued innovation To reinforce our leadership positions

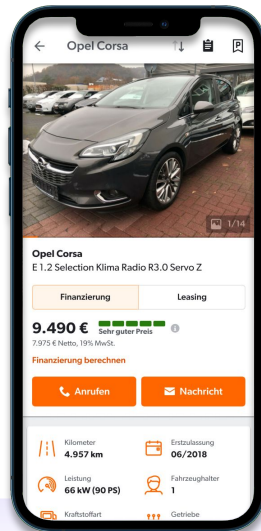


leboncoin



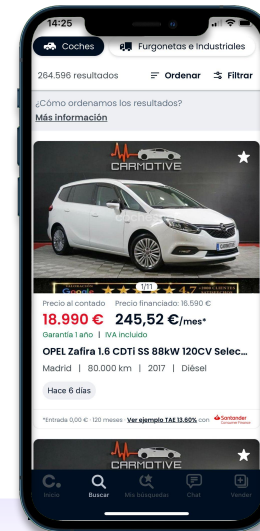
Triple bundle
between MB Diffusion, eBay
Kleinanzeigen and Mobile.de

Mobile.de



New modular design
for the View Item page

Spain



Monthly financing instalments

Successful launch of our first Motors Online Buying solution at Mobile.de



Dealer prepares car and uploads listing to mobile.de

Consumers can choose their next car from the largest range of used cars in DE



Purchase contract incl. financing and additional services is **signed fully online**, mobile.de purchases vehicle from dealer



Doorstep delivery within two weeks and incl. registration and insurance

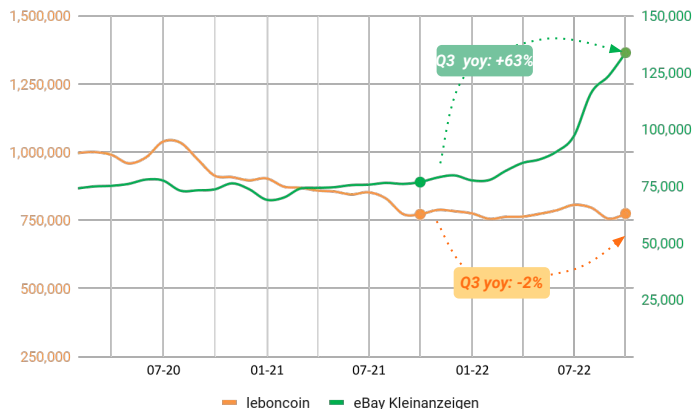
- **Consumers find a reliable, trustworthy, fully digital partner to fulfill their automotive needs**
- **Dealers can access new online sales and sourcing channels, enabled by mobile.de as their partner**
- **First successful deliveries to customers**



Real Estate PRO listings driven by market dynamics

While our strong value proposition drives ARPA and client penetration up

PRO listings evolution



Listings: Average number of agents live listings - internal data

ARPA and customer evolution

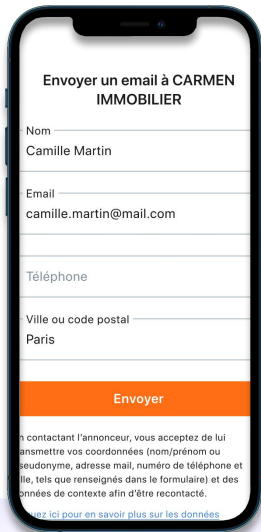
	ARPA	Customers
leboncoin	560€ +10% yoy	21k -2% yoy
eBay Kleinanzeigen	110€ flat yoy	9k +22% yoy

ARPA: Average Revenue per Account (formula for a given month: paying professional accounts revenue / # of paying professional accounts)
Customers: based on internal data

Strong value proposition supported by ongoing innovation

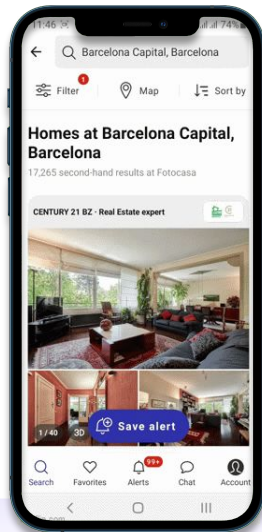


leboncoin

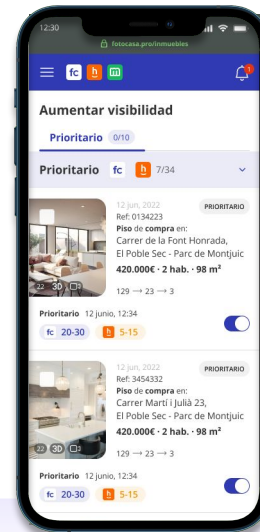


Multi-apply
for new construction

Spain



Real time email alerts



Where will my ad be?

Continued rapid scaling of our transactional services Boosted by further product launches and marketing activities



Increasing traction, especially in France and at eBay Kleinanzeigen

Further product launches in France and eBay Kleinanzeigen

Benelux, Italy and Spain growing month after month, supported by **successful promotional campaigns**

Marketing activities to continue in Q4 (Black Friday, Christmas...)

Transactions

Number of payouts (evolution in %)

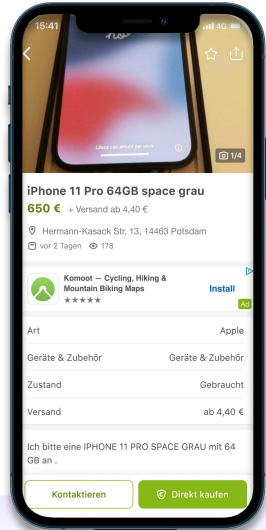
	Q3 2022	Sept 2022 LTM vs Sept 2021 LTM
leboncoin	+49% yoy	+42%
eBay Kleinanzeigen	+140% yoy	+203% <i>Solution launched in H2 2020</i>

Payouts: payments made to sellers following a successful transaction

Acceleration of product launches To drive further growth

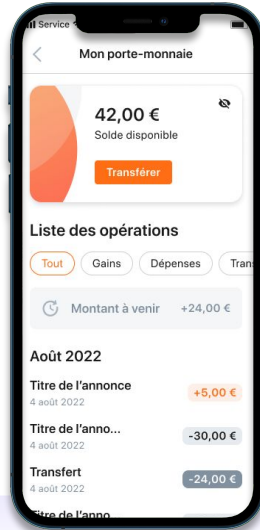


eBay Kleinanzeigen

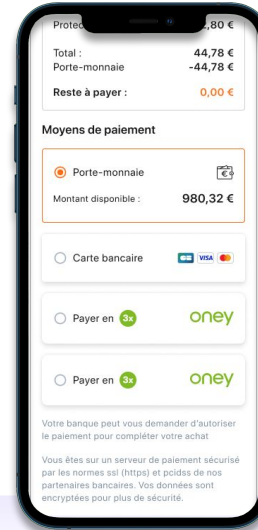


Buy now option

leboncoin



Wallet and split payment solutions fully deployed



B2C Marketplace

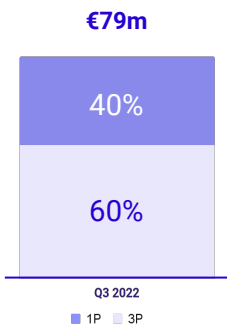
Transformation of advertising



19% of revenues from Advertising,
with strong differences between markets

Top vertical advertisers:

Auto-related
Finance
Consumer products
Internet & telecom



Q3 trends

1p direct display:

Challenged by continued soft Automotive OEM spend and economic uncertainty

3p advertising:

Slight revenue increase in Core markets, driven by positive traffic trends

Each market operates and monetizes their traffic in different ways:

- **LBC and Spain:** most reliance on 1P, with direct access to agencies and advertisers to sell at higher value
- **eBay Kleinanzeigen:** scaled and optimized layout to maximize 3P monetization through experimentation and active yield management tools and processes

We are transforming advertising

Continued investment in 1P advertising products

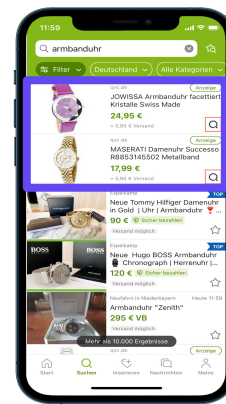
- Direct display: increased focus and resources at eBay Kleinanzeigen
- 1p PLA:
 - Marktplaats Pro, a comprehensive SMB advertising offering
 - Ignite, our 1P retail media proposition for eBay Kleinanzeigen

Complementing our offering to professional sellers on the platform

- Self service display
- 1p PLA

Other innovations:

- Exploring new formats
- Rollout of AdSense across markets



Ignite solution
eBay Kleinanzeigen

Adevinta

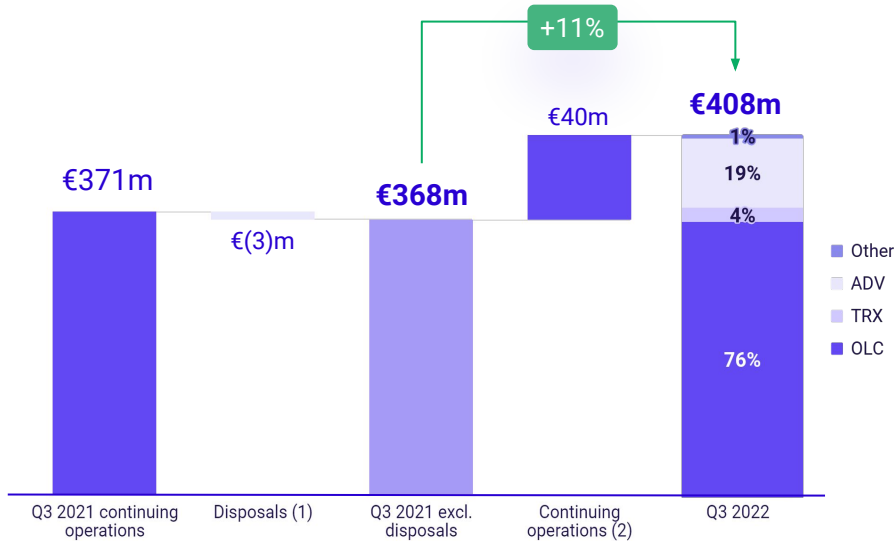
Q3 2022 financial
performance

Uvashni Raman, **CFO**



Group | Continued acceleration of Core Markets revenue growth

Revenues at €408m, up 11% year-on-year (excl. disposals)



Core markets revenue up 12% yoy

Classifieds revenues up 13%, with strong performance in all verticals

- Jobs up 15% yoy
- Motors up 13% yoy, benefitting from price increases, which more than offset supply shortage
- Real Estate up +10%

Transactional services up 79% yoy

- Continued acceleration of CG transactions, especially in France (+49%) and eBay Kleinanzeigen (+140%)

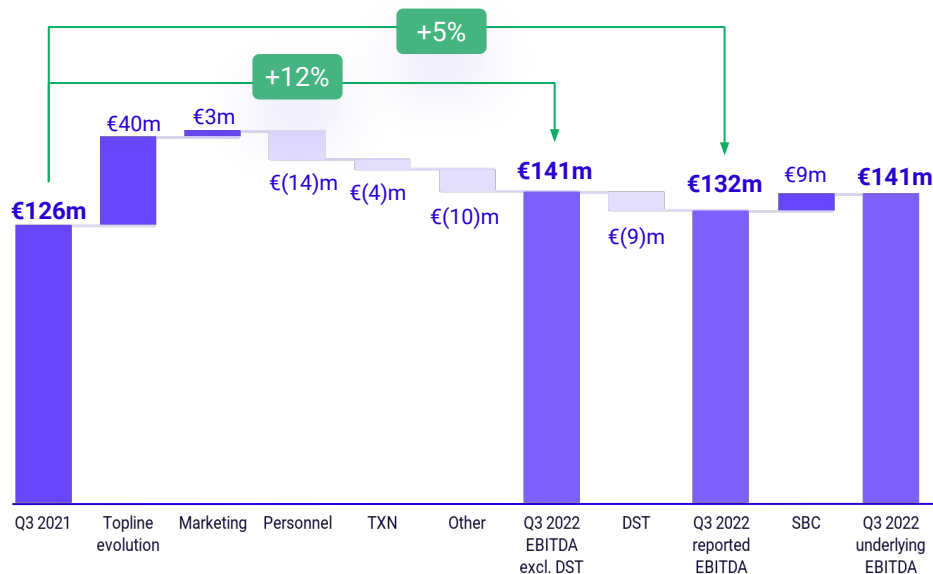
Advertising revenue flat

- Lower market environment and OEM spend
- Offset by eBay Kleinanzeigen strong performance

¹ Disposals: Adevinta exited, InfoJobs Brazil (in Q1 2022) and Kufar (in Q2 2022) which represented 3 million euros revenues in Q3 2021
² Excluding Australia and South Africa operations

Group | Improved EBITDA margin benefiting from strict cost management

Reported EBITDA up 5% year-on-year to €132m



EBITDA margin of 34.5%, excluding DST, up 50 bps vs Q3 2021

Reduction of marketing investment driven by different phasing and spend allocation discipline

Increase in personnel costs:

- Continued build-up of global capabilities ahead of the implementation of new operating models for support functions and Product and Technology teams
- Ramp-up in product and technology resources to accelerate new business model development and value creation

Strict control of other operating costs

Direct transaction costs increase reflecting adoption of the service and revenue growth

Impact of French DST provision

Reported EBITDA margin of 32.4% and underlying EBITDA¹ margin of 34.5%

A These figures reflect the results of Adevința group as if the eBay Classifieds Group (acquired on 25 June 2021) has been part of the group during the full periods presented. These numbers are presented to facilitate comparability. All numbers with a consolidated view (JVs that are not 100% consolidated are not included)

¹ Consolidated EBITDA before share-based compensation impact (€(9)m in Q3 2022 vs. €(13)m in Q3 2021)



France

Acceleration of revenue growth
Strong profitability, excluding DST, benefiting from cost management

Revenues

Double-digit revenue growth, **up 12% yoy**

Classifieds revenues up **9% yoy** driven by:

- Real Estate, with positive ARPA evolution (+10% yoy)
- Motors, with positive development in ARPD (+16% yoy)

Jobs revenues down yoy due to lower listing fees

Strong growth in transactional revenues, **up 63% yoy**, driven by transaction volume growth and AOV increase

Advertising revenues **down 5% yoy**, impacted by reduced activity from media agencies and programmatic

EBITDA margin

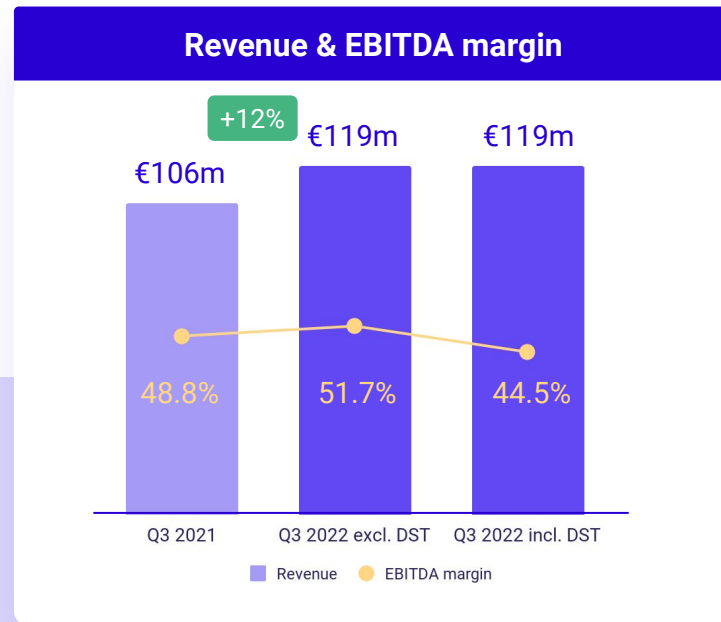
Excluding DST, margin improvement (**up 2.9pp yoy and up 0.3pp qoq**), mainly driven by:

- Topline evolution
- Lower external services fees (-45% yoy), led by cost management
- Lower marketing costs (-12% yoy), led by seasonality

Partly offset by:

- Increased personnel and IT costs due to continued investment in P&T development
- Increasing share of transactional services

Reported EBITDA at €53m, up €1m (+2%) yoy, including the French DST provision (€9m)



leboncoin

Groupe Argus
Argus

locasun
VIDE-DRESSING

leboncoin
Hotel
Truckcenter

Agriaffaires
MachineryZone



Unfavourable ruling received from French Tax Authority in Q3

- Interpretation by Tax authority: any type of classified revenue should be included in the DST taxable base
- Contradicts the Adevinta's counsels' interpretation of the bill, the law and parliamentary discussion

Despite objection and upcoming recourse, **Adevinta recorded a prudent provision** corresponding to the highest level of risk per previous disclosures

- €9m in relation to YTD 2022 impact (c. €3m per quarter), included in EBITDA
- €31m in relation to FY2019-FY2021, included in *Other expenses (previously disclosed as a contingent liability)*



Revenues

Up 15% yoy

Classified revenues **up 18%**:

- Increase in ARPL, up 27% yoy, driven by 2 successful price increases (+19% in April and +14% in August 2021) across dealers
- Higher revenues from private sellers
- Mitigating the impact of lower dealer listings, down 8% yoy due to global motor supply shortage

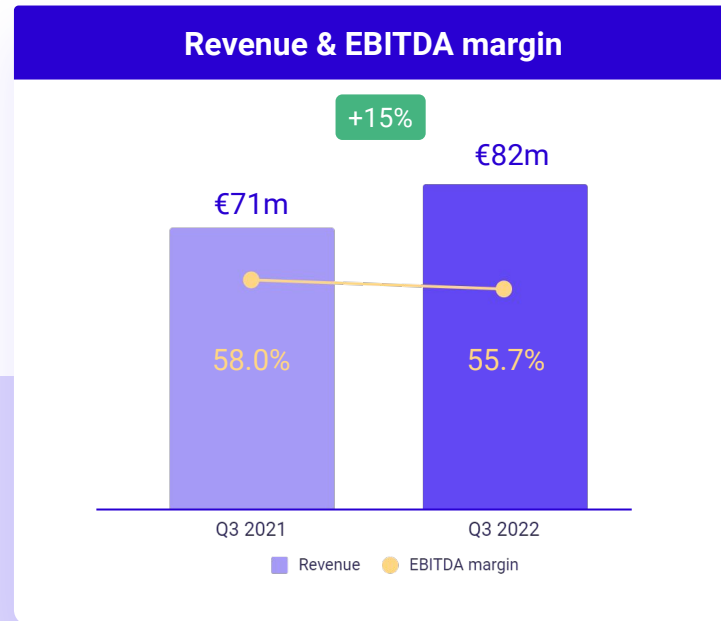
Advertising revenues **down 10%** yoy due to market headwind and lower OEM spend

EBITDA margin

Margin softening (**down 2.3pp, but up 2.7 qoq**). Topline evolution offset by:

- Higher personnel expenses to support new business initiatives (eg: online buying & selling and leasing)
- Higher marketing costs (up 23% year-on-year) as a result of very low comps and marketing effort in the context of pricing initiatives and new products roll out

Reported EBITDA at **€46m, up €4m (+11%) yoy**





European Markets

Double-digit revenue growth and resilient margin despite higher personnel expenses and business mix evolution

Revenues

Up 12%* yoy

Strong performance of Classifieds, up 14%* yoy, driven by growth in all verticals

Continued strong traction from transactions, with revenues x2 yoy

Advertising revenues up 2%* yoy, mostly led by eBay Kleinanzeigen strong performance

Outstanding performance at eBay Kleinanzeigen (+22% yoy) and double-digit growth in Spain (+13% yoy) and Italy (+13% yoy)

EBITDA margin

Resilient margin (up 0.3pp yoy), with positive topline evolution partly offset by:

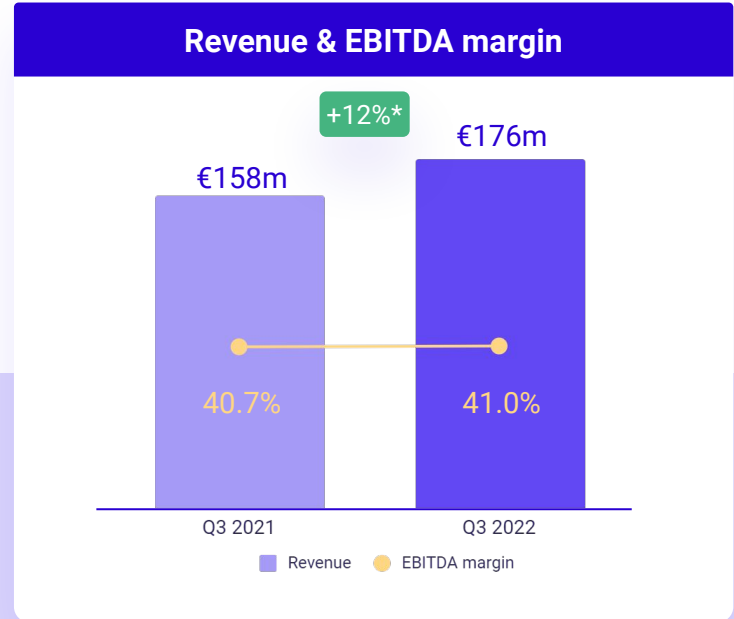
- Higher personnel expenses due to continued investment in P&T development and marketing and sales support
- Increase in transactional costs, led by higher volumes and by promotional campaigns to drive adoption of the service

Marketing costs reduced by 5%, mainly driven by lower spending in Italy

Reported EBITDA at €72m, up €7m (+12%) yoy



* Excluding Kufar (Belarus)



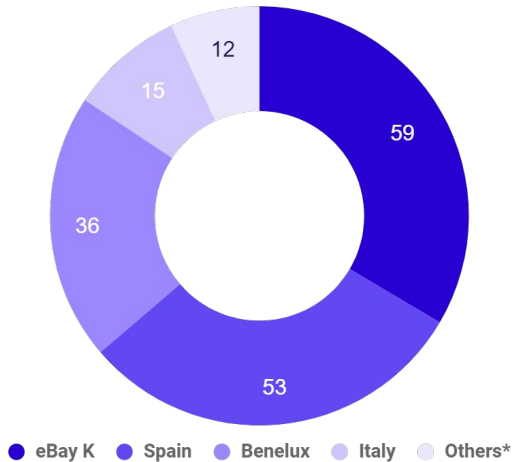


European Markets

Strong revenue performance with double-digit growth in eBay Kleinanzeigen, Spain and Italy

Revenue split by market (Q3 2022)

In € million



Outstanding revenue growth (+22% yoy) - significant momentum in Consumer Goods, with strong performance from SMBs, Motors and Real Estate. Double-digit revenue growth in advertising, behind higher vibrancy and increasing yield. Transactional revenues x2



Double-digit revenue growth (+13% yoy) - continued strong recovery in Jobs (+26% yoy) and good performance in Real Estate and Motors. Advertising revenues up, benefiting from key account activity



Flat revenues - growth in online classifieds revenues and transactional revenues, pushed by launch of promotional shipping campaigns, offset by lower advertising revenues



Double digit revenue growth (+13% yoy) - strong performance in Jobs and Motors and strong momentum of transactional services



* Others include Hungary and Ireland



International Markets

Resilient performance despite advertising revenue contraction, offset by lower marketing spending

Revenues

Down 1%* yoy

Classified revenues up 4%* yoy

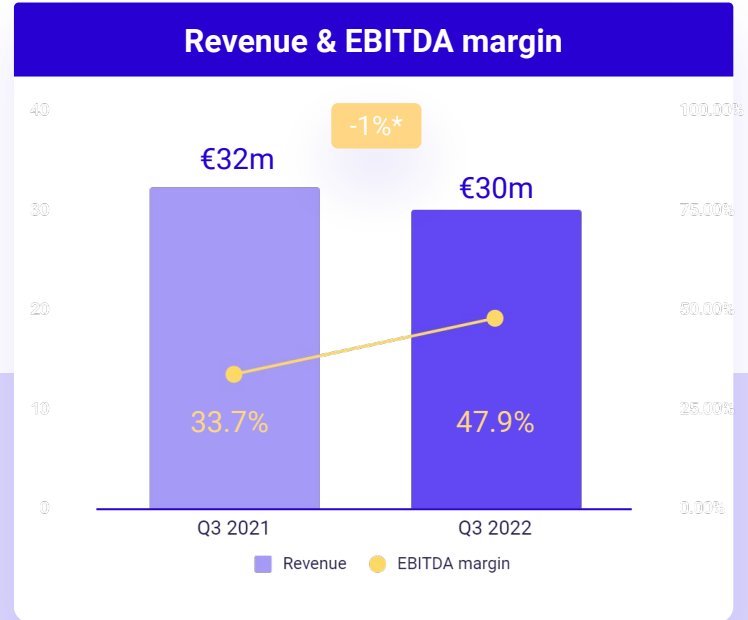
Advertising revenue down 13%* yoy, driven by continued vibrancy pressure and soft direct display revenues in Canada

EBITDA margin

Margin improvement (up 14.2pp yoy), with slight negative top line evolution offset by:

- Lower marketing costs (-41%* yoy)
- Lower personnel costs (-27%* yoy), mainly due to lower share based compensation

Reported EBITDA at €14m, up €4m (+34%) yoy





Revenues

Up 13% in local currency

Strong revenue growth in Motors, Consumer Goods and Real Estate

Transactional revenues 3x yoy

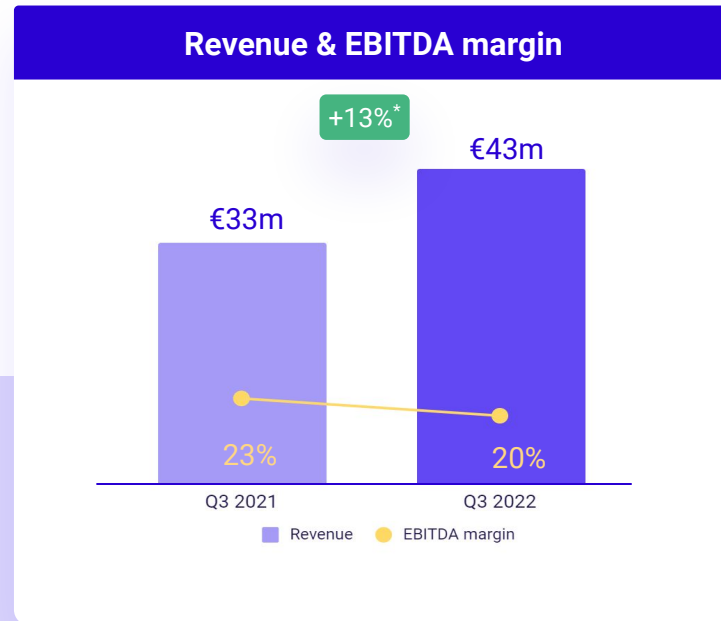
Advertising revenues impacted by lower traffic

EBITDA margin

Margin softening (down 3pp yoy). Topline evolution offset by:

- Increase in marketing efforts mainly driven by ZAP+ branding and performance
- Continued investment in product & technology team and high salary inflation level
- Increase in transactional costs, in line with the adoption of the service and due to promotional campaigns

EBITDA at €8m, down 4%* yoy



Central P&T and Headquarters

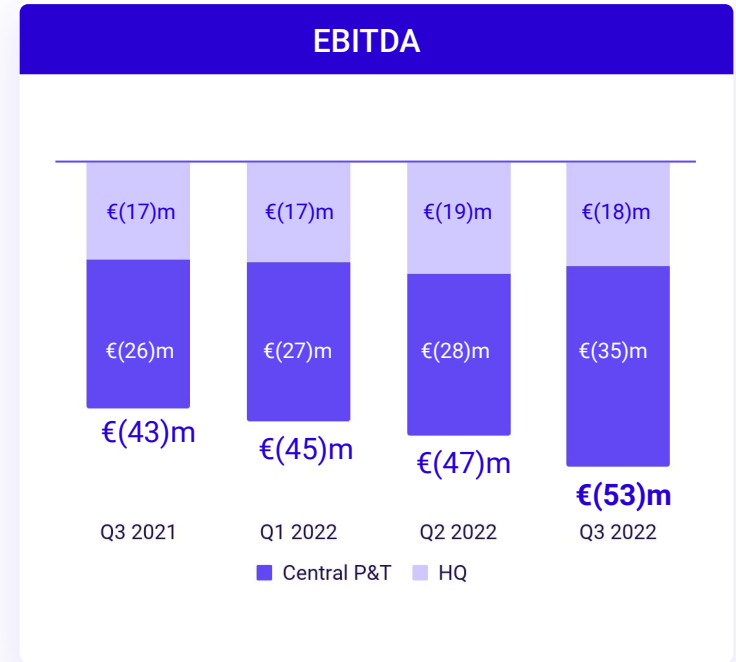
EBITDA decreased by **€10m** yoy

Continued build-up of global capabilities ahead of the implementation of **new operating models** for support functions and Product and Technology teams to **drive operational efficiencies and accelerate value creation**

Slight increase in **Headquarters costs**, in the context of the eCG integration

Increase in **central Product and Technology costs**, with higher IT and licence costs led by increased usage

HQ costs stable yoy, at 4% of revenues,
while central P&T costs slightly up yoy (+1.6pp) at 9% of revenues





Continued progress on our integration roadmap

Global contract secured for marketing (media agency), that will unlock synergies in 2023 and onwards

Continued implementation of our functional operating models with major system rollouts (*mainly Finance and HR systems*)

Exit of remaining TSAs

Platform rationalization and handover to local teams continue to deliver synergies

Additional **procurement synergies** executed

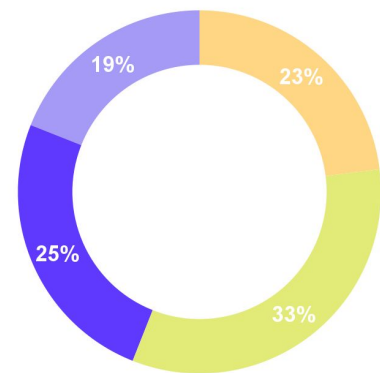
Upcoming major milestones, that will start delivering synergies from 2023:

Cloud migration

Data & Marketing transformation

Further P&T efficiency optimization

Split September 30 executed synergies



● P&T / IT ● G&A ● Procurement ● Geographies

More than 100% of targeted FY2022 run-rate synergies already executed at the end of September

Other P&L items

€ million	Third quarter	
	2022	2021
Gross operating profit (loss) = EBITDA	132	126
Depreciation and amortisation	(82)	(64)
Share of profit (loss) of joint ventures and associates	(5)	(1)
Impairment loss	-	-
Other income and expenses	(83)	(18)
Operating profit (loss)	(38)	43
Net financial items	(10)	(30)
Profit (loss) before taxes	(48)	14
Taxes	(2)	(12)
Profit (loss)	(50)	2
<i>Profit (loss) from continuing operations</i>	<i>(54)</i>	<i>2</i>
<i>Profit (loss) from discontinued operations</i>	<i>(2)</i>	<i>2</i>

Depreciation and amortisation costs up €(18)m yoy mainly driven by the reassessment of useful lives of certain trademarks

Other expenses up €(65)m, mainly driven by:

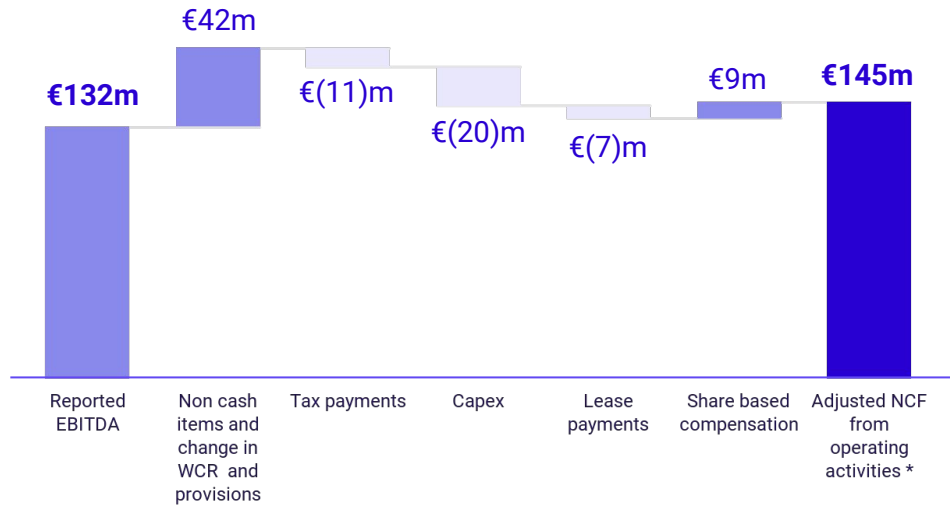
- DST in France related to 2019-2021
- Integration expenses related to the eCG acquisition
- Restructuring provision due to reorganisation in France

Net financial costs down €(20)m mainly due to a foreign exchange gain on the loan in BRL issued by Adevinta to OLX Brazil (vs. a foreign exchange loss on the same loan in Q3 2021)

Tax expense benefitted from the decrease in profit before tax and the reversal of deferred tax liability related to the amortisation of identifiable intangible assets recognised upon the acquisition of eCG

Acceleration of cash flow generation

Q3 2022 Cash flow build-up



Positive change in working capital, non cash items and provisions mainly due to:

- Cost of cloud services provider, prepaid in previous quarters
- DST provision
- Other WC adjustments

Capex

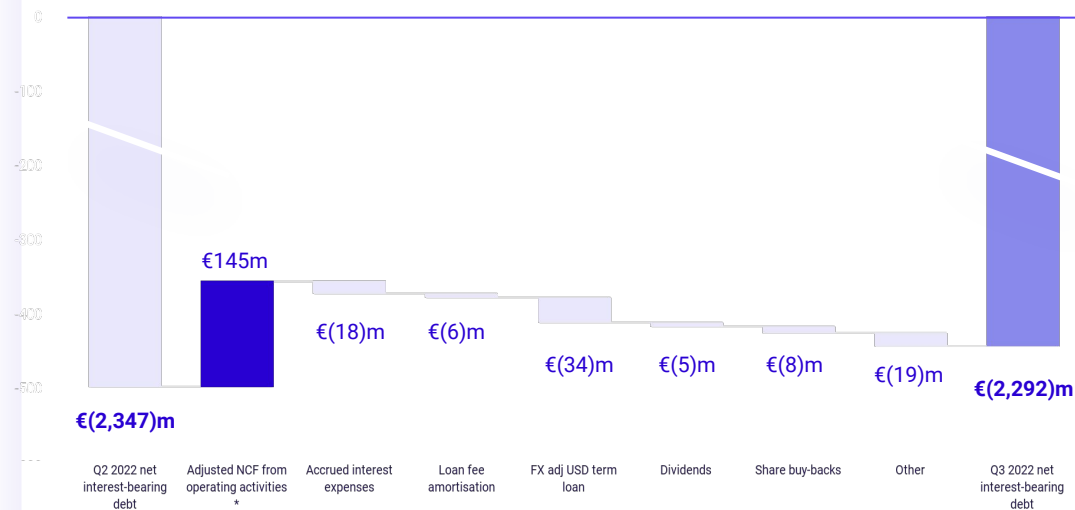
- Essentially capitalised development costs
- c. 5% of sales

* Net cash flow from operating activities adjusted for CAPEX and IFRS 16 lease payments



Deleveraging: a priority

Q3 2022 Net interest-bearing debt build-up



* Net cash flow from operating activities adjusted for CAPEX and IFRS 16 lease payments

Senior Secured Net Leverage Ratio of 3.6x
as of Q3 2022¹

2x to 3x leverage ratio target to be achieved by end of 2023

Share buy-back programme completed

- 1st tranche of 4m shares completed in March
- 2nd tranche of 6m shares completed in October
- Weighted average share price of 79 NOK

€240m debt repayment YTD

- €75m RCF repayment in Q1
- €75m RCF repayment in Q2
- €90m Term loan B EUR repayment in Q3

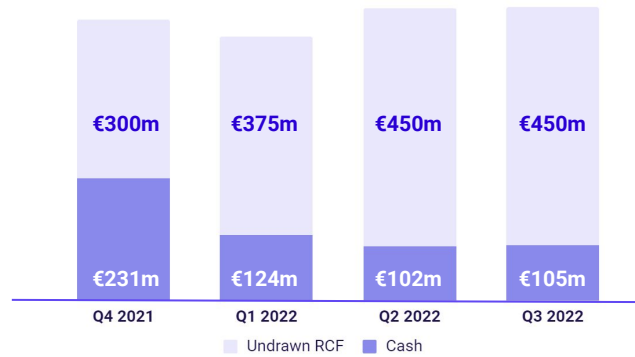
Operational cash optimisation measures underway to reduce interest expense



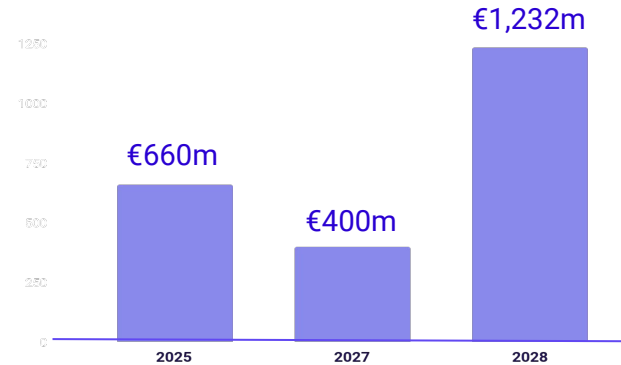
¹ Based on the definition of the Facilities Agreement

Strong liquidity and long-term debt maturity

Total Liquidity



Debt Maturity Profile



Measures in place to mitigate FX & Interest Rate exposures

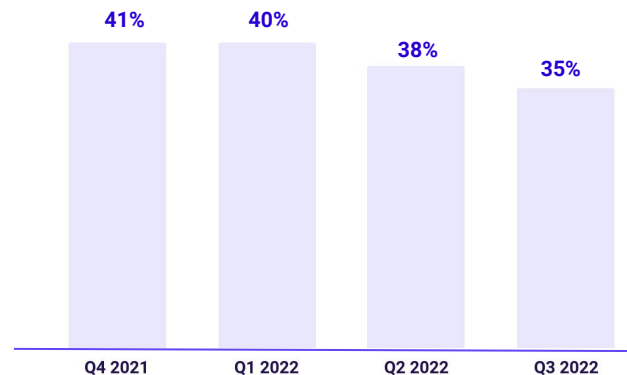
Interest Rate Exposures

- Floating/Total Debt Ratio of 35% in Q3
- USD TLB: hedged at refinancing and until June 2024
- EUR TLB: exposed to floating rates
- Deleveraging: priority given to floating debt

FX Exposures

- Material transactional exposures (e.g. AWS) are hedged
- Balance sheet exposures are assessed on a regular basis
- FX cash kept at operational minimum
- Substantial M&A proceeds are hedged where possible

Floating / Total Debt Ratio¹



¹ Interest bearing debt, excluding leases

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Conclusion & outlook

Antoine Jouteau, **CEO**



Value creation opportunity ahead of us

Long-term ambition remains



Sustainable profitable growth underpinned by

- Resilient business models and strong market positions
- Optimised organisational structure: towards verticalisation
- Strict cost management programme
- Efficient operating model to leverage scale and drive efficiencies



FY 2022 targets confirmed

- Expected low double-digit revenue growth in core markets
- Underlying EBITDA¹ in the range of €575m to €600m, including the impact of French DST



2023 outlook

- Double digit revenue growth in core Markets despite soft macro environment
- Year-on-year improvement in EBITDA margin
- Leverage to fall to 2-3x net debt/EBITDA by year end

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Thank you!

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	1,165,686,913
Class B shares (non-voting, not listed shares)	59,256,068
Treasury shares (November 23, 2022)	9,306,818
Number of shares outstanding	1,215,636,163
Free float*	21.8%
Share price (November 23, 2022)	NOK 77.5
Average daily trading volume (shares)**	482,898
Market Cap total (November 23, 2022)	NOK 94.2bn (USD 9.4bn)

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Investor Relations

Marie de Scorbiac, Head of Investor Relations | +33 6 1465 7740
Anne-Sophie Jugean, Investor Relations Manager | +33 6 7419 2281

ir@adevinta.com

Adevinta ASA, Akersgata 55, P.O. Box 490 Sentrum

adevinta.com

