INVESTOR AB

PRESS RELEASE

Stockholm, July 10, 1998

Schibsted Acquires Svenska Dagbladet

The Norwegian media group Schibsted and Investor AB, as representative for a group of shareholders, have entered into an agreement today the contents of which will allow Schibsted ASA to acquire about 62 percent of the shares in Svenska Dagbladet. Schibsted ASA will make the same offer to other shareholders in Svenska Dagbladet. However, the foundation Svenska Dagbladet will remain as shareholder of about 20 percent of the shares. It is Schibsted's intention to offer Sanoma and Swedish provincial papers the possibility of becoming minority shareholders in the paper.

The agreement is conditional upon Schibsted acquiring 70 percent of the shares in Svenska Dagbladet and upon the agreement being approved by the boards of directors of Schibsted and Investor, as well as upon receiving approval from the competition authorities.

Schibsted and Svenska Dagbladet are already collaborating today in the jointly owned company Tidningstryckarna, which prints Svenska Dagbladet and Aftonbladet, among others.

Thomas Nilsson, Managing Director in Investor AB, commenting on the sale to Schibsted, says:
"Most important for Investor has been to find a long-term and financially stable solution for Svenska Dagbladet, so that the paper can continue to exist as an editorially independent daily. During the entire process, Schibsted represented one of the principal alternatives. It has a thorough knowledge of the media as well as financial strength. Hence, we see the agreement concluded now as an excellent solution."

Mats Svegfors, Editor-in-Chief of Svenska Dagbladet, says:
"Svenska Dagbladet gets a strong owner that stands for long-range commitment and editorial quality. This is very important in a competitive situation that is tough and that will certainly become even tougher. This is a good solution and I am convinced that it will win strong support in the entire newspaper business."

INVESTOR AB
A PUBLIC COMPANY (PUBL)
REGISTRATION NO 556013-8298

S-103 32 STOCKHOLM
VISITING ADDRESS
ARSENALSGATAN 8C

TELEPHONE +46-8-614 20 00
TELEFAX +46-8-614 21 50

INVESTOR AB

Birger Magnus, Executive Vice President of Schibsted ASA, says: "The acquisition of Svenska Dagbladet is an important step toward realizing Schibsted's long-range ambition to become Scandinavia's leading media group."

INVESTOR AB

For further information:

Thomas Nilsson, Managing Director, Investor AB, +46-8-614 20 00.
Birger Magnus, Executive Vice President, Schibsted ASA, +47-900 300 93.

INVESTOR AB
A PUBLIC COMPANY (PUBL)
REGISTRATION NO 556013-8298

S-103 32 STOCKHOLM
VISITING ADDRESS
ARSENALSGATAN 8C

TELEPHONE +46-8-614 20 00
TELEFAX +46-8-614 21 50