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Annual accounts for
PRISJAKT NORGE AS

927529408

1 January 2025 – 31 December 2025

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Annual accounts for
PRISJAKT NORGE AS

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Financial year
01/01/2025 – 31/12/2025

Income statement

	Note	2025	2024
Operating revenue			
Sales revenue	1, 2	176 210 129	140,555,484
Total operating revenue		176,210,129	140,555,484
Operating costs			
Payroll costs	3, 4	-7,675,730	-7,831,118
Depreciation of tangible fixed assets and amortisation of intangible assets	5	-89,485	-89,484
Other operating expenses	2	-160,222,255	-126,364,545
Total operating costs		-167,987,470	-134,285,147
Operating profit		8,222,659	6,270,337
Financial income			
Interest income from group companies		188,347	0
Other interest income		326,815	698,351
Other financial income		6,543	60,895
Total financial income		521,705	759,246
Financial expenses			
Other financial expenses		-169,363	-1,800
Total finance costs		-169,363	-1,800
Net financial		352,342	757,446
Profit before tax		8,575,001	7,027,783
Tax expense	6.7	-1,896,918	-1,546,980
Profit for the year		6,678,083	5,480,803
Transfers			
Other equity		6,678,083	5,480,803
Total transfers		6,678,083	5,480,803

Balance

	Note	31 December 2025	31 December 2024
ASSETS			
Fixed assets			
Intangible assets			
Deferred tax asset	6, 7	14,531	130,844
Goodwill	5	536,909	626,394
Total intangible assets		551,440	757,238
Total fixed assets		551,440	757,238
Current assets			
Receivables			
Trade receivables	8	37,250,621	30,025,862
Current group receivables	8	30,254,504	23,289,590
Other current receivables		75,925	1,238,909
Total receivables		67,581,050	54,554,360
Total current assets		67,581,050	54,554,360
TOTAL ASSETS		68,132,490	55,311,598

Balance

	Note	31 December 2025	31 December 2024
EQUITY AND LIABILITIES			
Equity			
Paid-up equity			
Share capital	9, 10	30,000	30,000
Other paid-in equity	10	0	45,458
Total paid-in equity		30,000	75,458
Retained earnings			
Other equity	10	16,317,129	9,639,045
Total retained earnings		16,317,129	9,639,045
Total equity		16,347,129	9,714,503
Liabilities			
Other long-term liabilities			
Other long-term liabilities	11	0	5,901
Total other long-term liabilities		0	5,901
Current liabilities			
Trade payables	8	18,871,001	17,539,026
Tax payable	6.7	1,780,605	1,627,469
Public charges payable		9,512,880	8,155,140
Current group debt	8	14,532,593	12,821,783
Other current liabilities	8	7,088,282	5,447,776
Total current liabilities		51,785,361	45,591,194
Total liabilities		51,785,361	45,597,095
TOTAL EQUITY AND LIABILITIES		68,132,490	55,311,598

Electronic signature 29 April 2026

Nils Peter Helge Greberg, Chair
of the Board

Ann Petra Sofie Stebner
Board Member

Notes

Accounting principles

The annual accounts have been prepared in accordance with the provisions of the Accounting Act and generally accepted accounting principles for small enterprises.

Group and group affiliation

Prisjakt Norge AS is a wholly-owned subsidiary of Prisjakt Sverige AB (company reg. no. 556665-1799).

New ownership structure from 13 June 2025:

The parent company Prisjakt Sverige AB was sold by the Schibsted Group on 13 June 2025.

The company is now included in the consolidated accounts of Prisjakt Sverige Holding AB (reg. no. 559520-3356, with its registered office in Stockholm, Sweden), which is the ultimate parent company of the group.

The consolidated financial statements for Prisjakt Sverige Holding AB are available on request from the company's head office in Sweden.

Revenue

Revenue from the sale of goods is recognised at the time of delivery. Services are recognised as revenue as they are provided.

Classification and valuation of balance sheet items

Assets related to the inventory cycle are classified as current assets.

Receivables are classified as current assets if they fall due for payment within one year of the transaction date.

Similarly, liabilities are classified as current if they fall due for payment within one year.

Long-term liabilities are liabilities that fall due more than one year after the transaction date.

However, the first-year instalments on long-term receivables and long-term liabilities are not classified as current assets and current liabilities.

Current assets are valued at the lower of cost and fair value. Current liabilities are recognised in the balance sheet at their nominal amount at the time of inception.

Fixed assets are valued at cost. Tangible fixed assets are depreciated according to a reasonable depreciation schedule. Fixed assets are written down to fair value in the event of an impairment that is not expected to be temporary. Long-term liabilities, with the exception of other provisions, are recognised in the balance sheet at their nominal value at the time of inception.

Receivables

Trade receivables and other receivables are stated in the balance sheet at nominal value after deduction of provisions for expected losses. Provisions for losses are made on the basis of individual assessments of the specific receivables.

In addition, the following accounting policies have been applied:

Insured pension liabilities are not recognised in the balance sheet – the cost is equal to the premium. Receivables and payables in foreign currencies are valued at the exchange rate at the end of the financial year. Exchange gains and losses on foreign currencies are recognised as finance income and finance costs.

Goodwill has arisen in connection with business acquisitions. Goodwill is amortised over its expected useful life.

Tax

The tax expense in the income statement comprises both current tax payable for the period and changes in deferred tax. Deferred tax is calculated at 22% on the basis of the temporary differences between accounting and tax values, as well as tax loss carryforwards at the end of the financial year.

Tax-increasing and tax-reducing temporary differences that reverse or may reverse in the same period have been identified and the tax effect calculated on a net basis.

The company has not changed its accounting policies from 2024 to 2025.

Note 1 – Revenue broken down by revenue type and geographical market

The company's sales revenue is divided into four revenue types, and over 90% of sales revenue is generated in the Norwegian market.

<u>Revenue type</u>	<u>Sales revenue 2025</u>	<u>% of turnover</u>
Click	146,768,205	83%
Banner	22,791,450	13%
B2B	1,866,714	1%
Other	4,783,760	3
TOTAL:	176,210,129	100%

Note 2 - Transactions with companies within the same group

Prisjakt Norge AS has commercial agreements with other companies in the Prisjakt Group.

From 1 January to 12 June, the company was part of the Schibsted Group, and transactions during this period also include dealings with companies affiliated with Schibsted.

Below is an overview of transactions with related parties:

<u>Sale of services within the group</u>	<u>2025</u>	<u>2024</u>
Prisjakt	7,659,572	3,895,063
Schibsted	66,460	378,182
TOTAL:	7,726,032	4,273,245

<u>Purchase of services within the group</u>	<u>2025</u>	<u>2024</u>
Price comparison	138,605,114	101,135,817
Schibsted	1,290,843	6,030,376
TOTAL:	139,895,957	107,166,193

<u>Interest income within the group</u>	<u>2025</u>	<u>2024</u>
Price tracking	188,347	0
Schibsted	326,815	698,351
TOTAL:	515,162	698,351

Note 3 - Payroll costs

Breakdown of payroll costs	2025	2024
Wages	6,263,927	6,308,940
Employer's National Insurance	940,034	980,613
Pension costs	330,507	330,453
Other related benefits	141,262	211,113
Total	7,675,730	7,831,118

More about full-time equivalents and salaries

Total expenditure on the managing director and board members: NOK 0

Remuneration to senior executives:

No salary, other remuneration, etc. is paid to senior management.

More about benefits for the managing director:

The company does not have a managing director. Total expenses for board members: NOK 0

Note 4 – Number of full-time equivalents

Number of full-time equivalents employed during the financial year: 8

Note 5 - Tangible fixed assets and intangible assets

	Intangible assets
Acquisition cost 01.01.	894 848
Additions during the year	0
Disposals during the year	0
Acquisition cost 31 Dec.	894,848
Total depreciation, write-downs and reversals of write-downs	-357,939
Carrying amount as at 31 December	536,909
Depreciation, write-downs and reversals of write-downs during the financial year	89,485
Useful life of intangible assets	10
Amortisation schedule for intangible assets	Straight-line

Goodwill specified for each individual business acquisition

Goodwill relates to the acquisition of intangible assets, market position and customer base of Prisjakt Norge NUF.

Amortisation schedule for goodwill with a useful life of more than five years – justification

Goodwill is amortised over a period of 10 years.

The choice of an amortisation period exceeding five years is based on the following assessments:

Strategic significance: The acquired intangible assets and associated customer base constitute a significant part of the company's ongoing operations and are expected to contribute to long-term value creation.

Long-term earnings: The acquired assets have an expected useful life exceeding five years, and the value of the goodwill will be realised over a longer period of time.

Industry practice: Within this sector, it is common to use an extended amortisation period for goodwill when the acquired assets have a lasting economic effect.

Customer relationships and market position: The acquisition includes established customer relationships and a market position that provide a basis for stable revenues over time.

Based on the above assessments, an amortisation period of 10 years is considered reasonable and in accordance with the requirements of the Accounting Act.

Note 6 – Breakdown of tax

Tax expense	2025	2024
Tax payable on ordinary income	1,780,605	1,627,469
+/- Changes in deferred tax/deferred tax asset	116,313	-80,489
Tax expense	1,896,918	1,546,980
Taxable income		
Profit before tax	8,575,001	7,027,783
Permanent differences	47,353	3,947
+/- Change in temporary differences	-528,695	365,856
Taxable income	8,093,659	7,397,585
Tax payable in the balance sheet		
Tax payable on profit for the year	1,780,605	1,627,469
Tax payable in the balance sheet	1,780,605	1,627,469

Note 7 – Temporary differences – deferred tax/tax asset

Deferred tax/deferred tax assets in the balance sheet are recognised on the basis of differences between accounting and tax values in accordance with Norwegian accounting standards for tax.

Temporary tax-increasing and tax-reducing differences that can be offset are shown on a net basis.

Temporary differences relating to:	01.01.2025	31.12.2025	Change
Fixed assets	168,232	170,379	-2,147
Current assets	-762,976	-236,429	-526,548
Net differences	-594,745	-66,050	-528,695
Total temporary differences included in the basis for deferred tax/tax asset	-594,745	-66,050	-528,695
Deferred tax asset as at 31 December 2025 based on 22%	-130,844	-14,531	-116,313

Note 8 - Group, associated companies, etc.

Receivables

	2025	2024
Total amount relating to entities within the same group	31,814,627	23,701,144

Current liabilities

	2025	2024
Total amount relating to entities within the same group	33,192,890	27,033,119

More about associated company/subsidiary

Prisjakt Norge AS is a wholly-owned subsidiary of Prisjakt Sverige AB, which is the company's immediate parent company. Prisjakt Norge AS's operations involve significant interaction with the parent company, and transactions between related parties mainly take place between Prisjakt Norge AS and Prisjakt Sverige AB.

Note 9 - Share capital

Share class shares	Number of	The shares' Nominal	Book value
Ordinary	100	300	30,000

Shareholders	Number of shares	Ownership %	Share class
Prisjakt Sverige AB	100	100.00	Ordinary

Note 10 - Equity

	Share capital	Other paid-in capital	Retained earnings	Total
Equity at 31 December 2024	30,000	45,458	9,639,045	9,714,503
Net profit	0	0	6,678,083	6,678,083
Other changes	0	-45,458	0	-45,458
Equity 31 December 2025	30,000	0	16,317,129	16,347,129

Note 11 - Liabilities and guarantee obligations

	Amount
The portion of the debt falling due for payment more than five years after the end of the financial year	0
Debt secured by a mortgage or similar security over assets	0
Carrying amount of pledged assets	0
Total guarantee obligations not recognised in the accounts	600,000

Guarantee obligations secured by pledges

The company has a bank guarantee for payroll tax deductions with Danske Bank for NOK 600,000. Apart from this, the company has not provided any pledges or guarantees for its own debt.

More about liabilities

The company, together with its parent company Prisjakt Sverige AB, has entered into joint and several guarantee agreements relating to the Group's senior secured bond issue 2025/2029, issued by Prisjakt Sverige Group AB (publ). The guarantee means that the company is jointly and severally liable for the fulfilment of the issuer's obligations in accordance with the bond terms.

As at the balance sheet date, the company had no payment obligations relating to the guarantee.

Note 12 – Loans and security provided to key personnel, owners and others

No loans or security have been provided to members of the governing bodies.

Note 13 - Events after the balance sheet date

No events have occurred since the balance sheet date that have a material impact on the financial statements, either in terms of the company's financial position or its results.