

**Building irresistible match-making products that
create happy moments every day.**



How Schibsted Marketplaces bring buyer & seller together.

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Schibsted Media Group



Schibsted Marketplaces by the numbers

- 3,000+ employees
- 22 countries
- 38 products
- 1.2bn people
- 30m+ daily users
- €903m revenue
- €263m EBITDA



SCHIBSTED
MEDIA GROUP

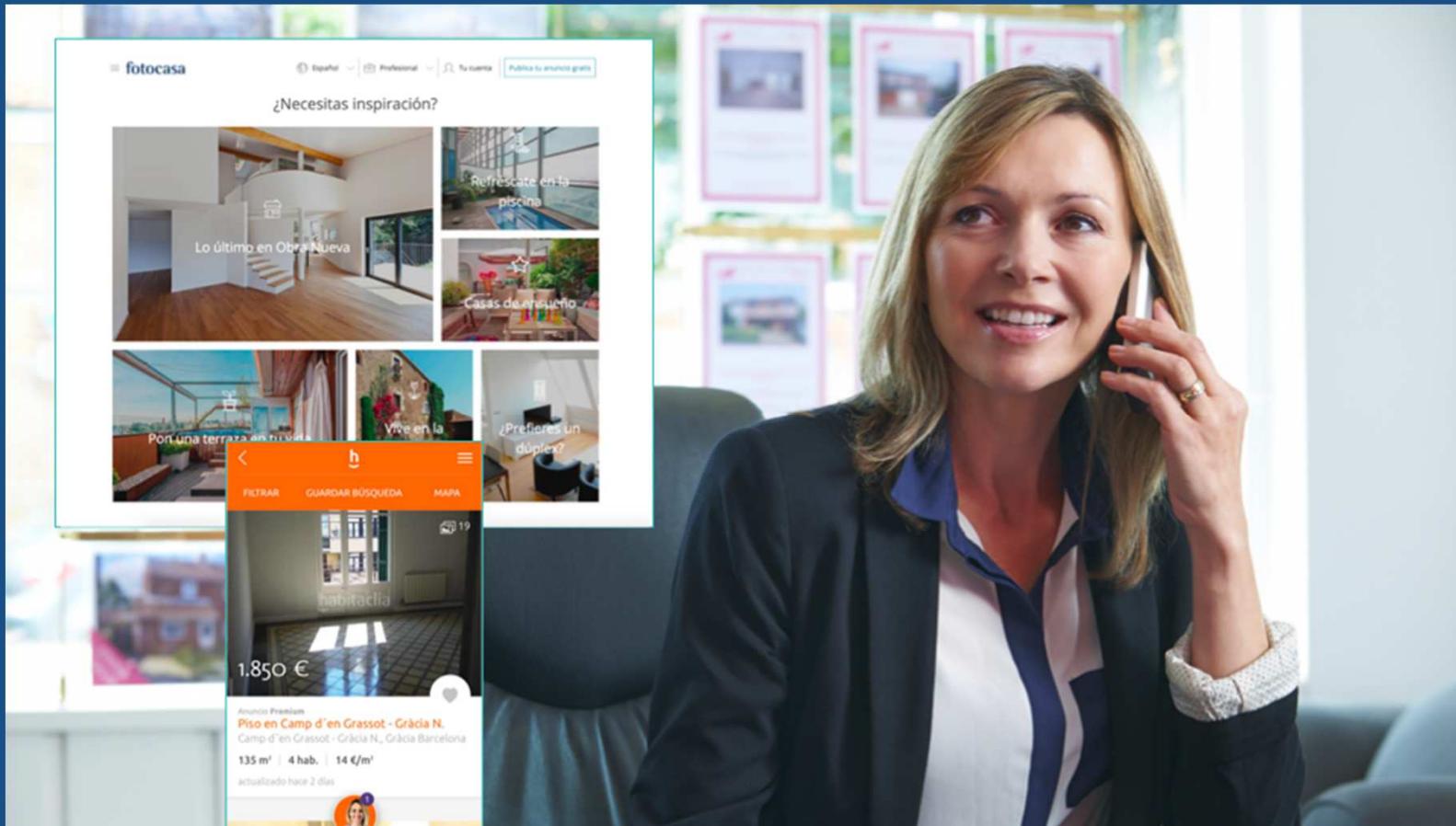
A global family of local brands



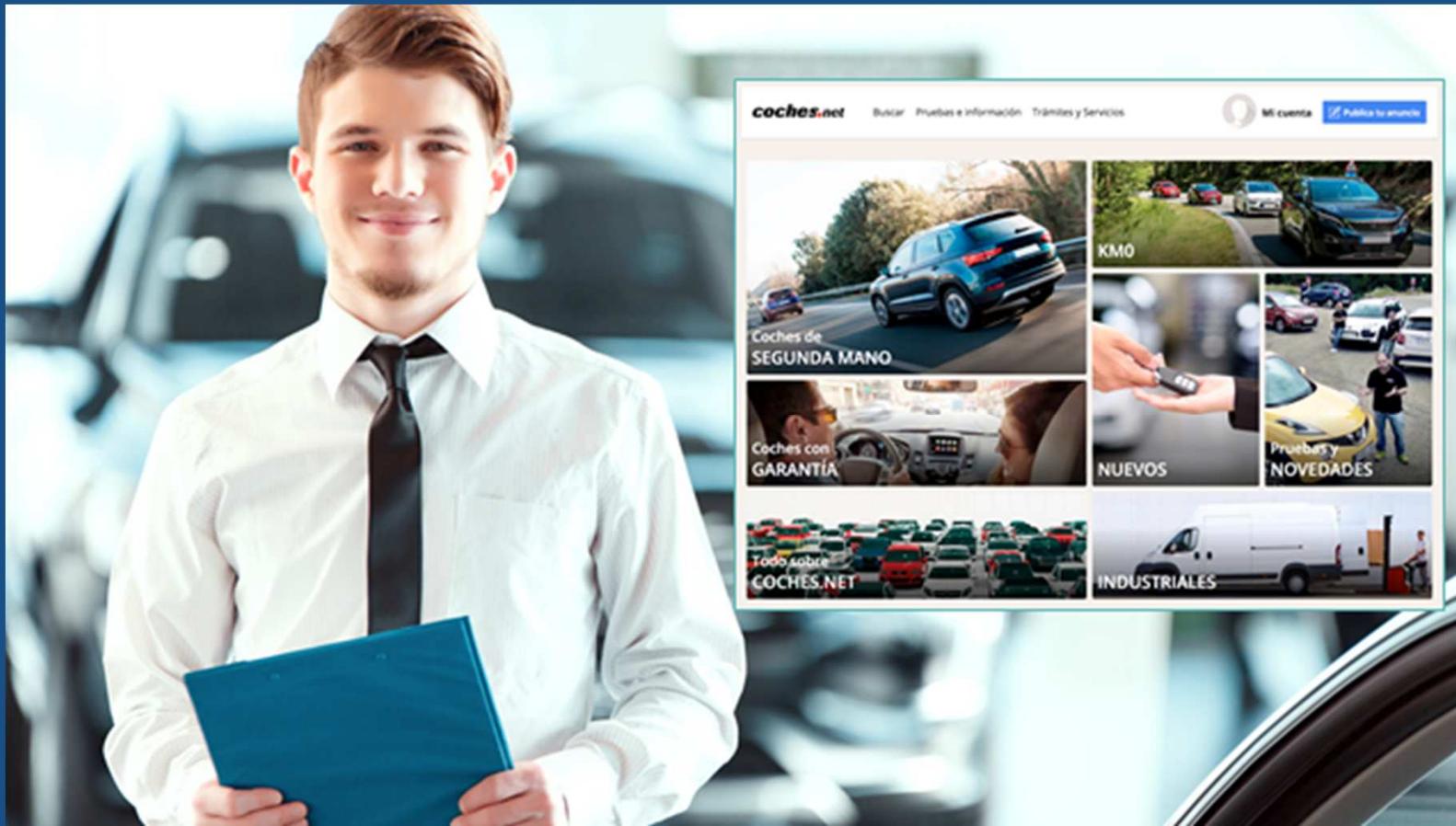
We help landing dream jobs...



...finding new homes...

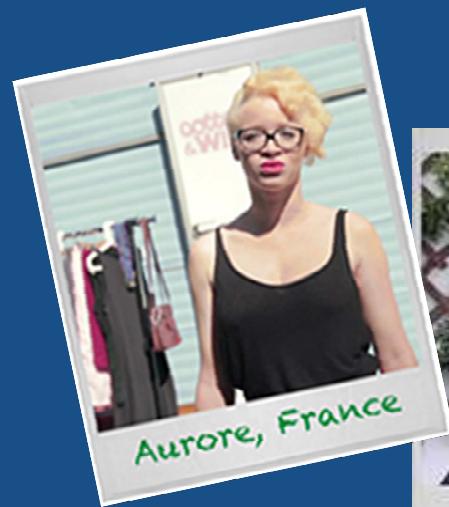


... and new owners for cars!

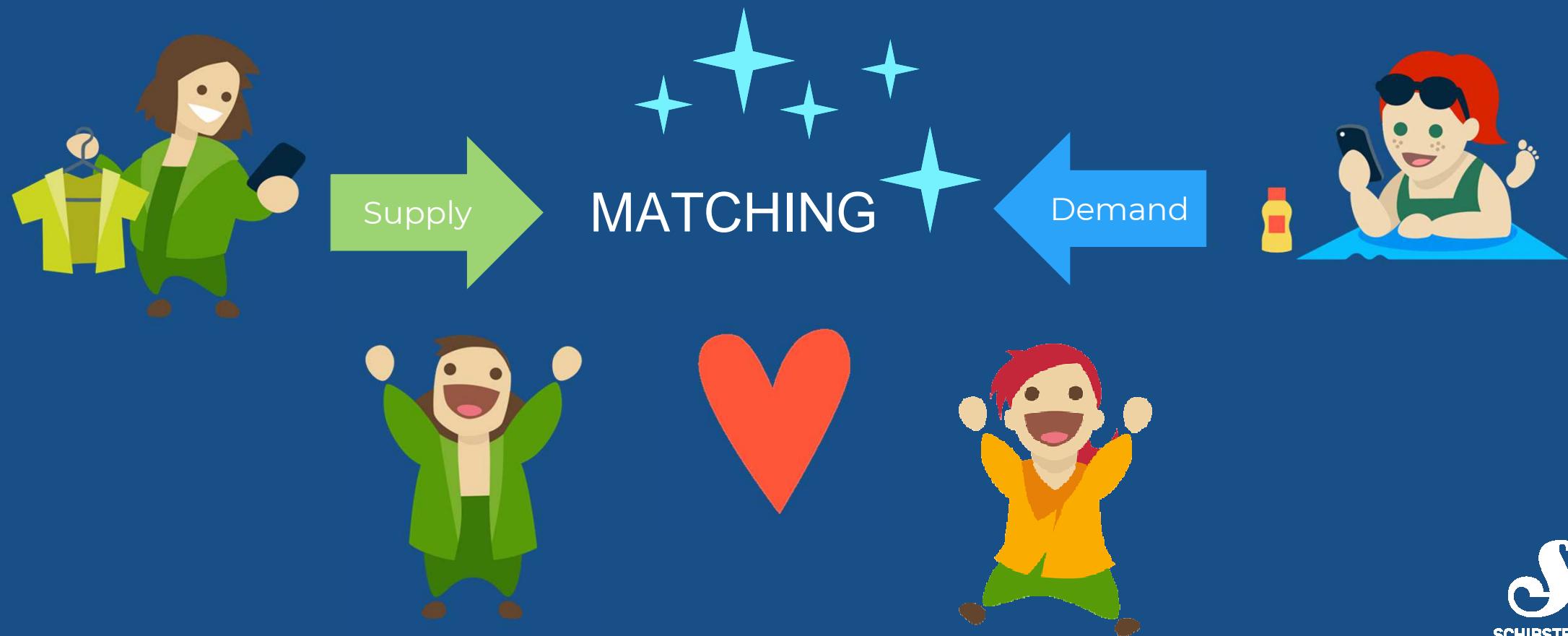


The image features a young man with short brown hair, a light beard, and a warm smile. He is dressed in a white long-sleeved button-down shirt and a dark tie. He is holding a teal-colored folder or document in his hands. The background is a soft-focus photograph of a car showroom or parking lot with several cars visible. To the right of the man is a screenshot of the coches.net website. The website has a light blue header with the logo 'coches.net' and links for 'Buscar', 'Pruebas e Información', 'Trámites y Servicios', 'Mi cuenta', and 'Publica tu anuncio'. Below the header is a grid of images: a blue SUV driving on a road, a dark car parked on a road, a hand holding a car key, a yellow car with a person standing next to it, a car interior with two people, a row of cars with the text 'Todo sobre COCHES.NET', and a white van with the text 'INDUSTRIALES'. The overall composition suggests a professional automotive context, possibly related to car sales or reviews.

Why we are here



The ❤ of our business is matchmaking between buyers and sellers



TRENDS AFFECTING US

HOW USERS INTERACT WITH US

VOICE ASSISTANTS

Amazon Alexa, Google Assistant, Siri etc.



CHATBOTS

Chat assistants for real-time automated dialogue



AUGMENTED REALITY

Digital objects placed on top of the real-world



VIRTUAL REALITY

Stepping into a virtual experience



ENABLING TECHNOLOGIES



ARTIFICIAL INTELLIGENCE

Object recognition, speech recognition, intelligent computing



BLOCKCHAIN

Open flow of financial value and trust



CONNECTIVITY / 5G

All things connected, high speed and reliable



MOBILITY

Autonomous vehicles, access vs. ownership

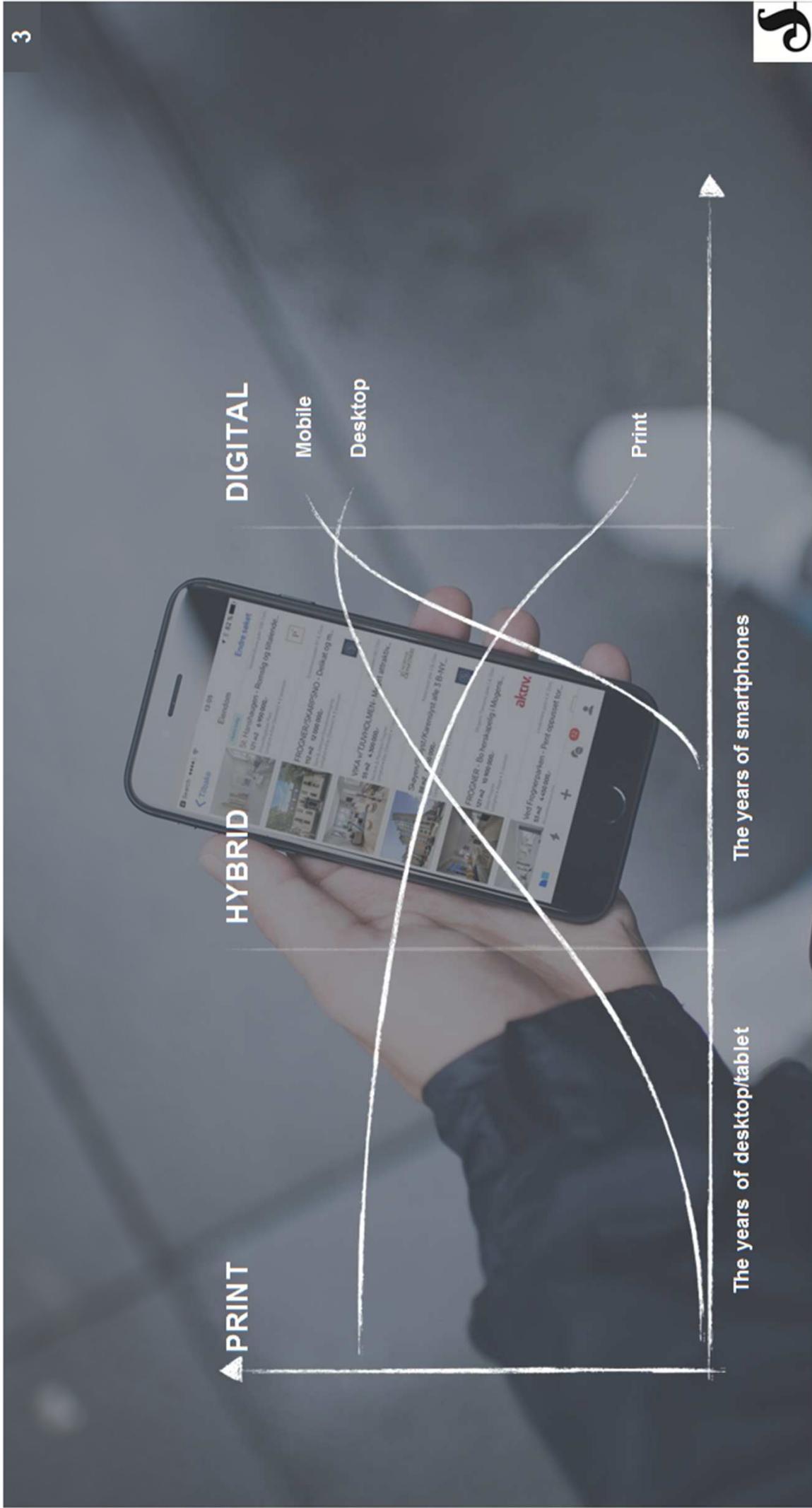


DATA & PRIVACY

Personalised user experiences while respecting privacy



Voice



The years of desktop/tablet

The years of smartphones



NEW USER INTERFACES

ENABLED BY TECHNOLOGY ADVANCEMENTS



HYBRID

DIGITAL

Voice
Augmented
Reality

New user interfaces
entering the mix

Mobile

Desktop

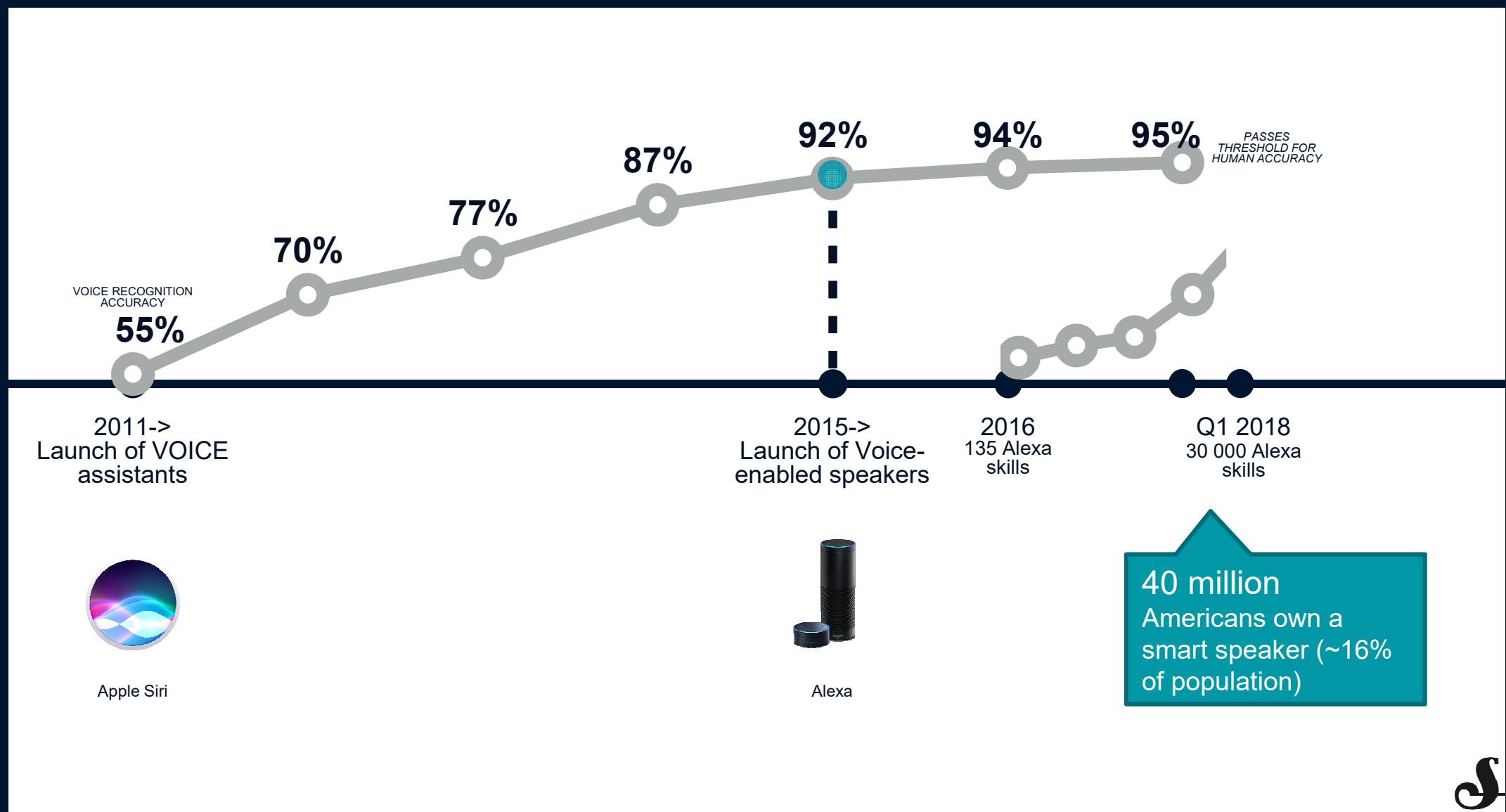
Print

The years of desktop/tablet

The years of smartphones

The years of artificial intelligence





Source: NPR and Edison Research





WHAT ARE THEY USING IT FOR?



Advancements in voice-based technology have already started to shift the way consumers interact with brands.

15%

People who often make purchases by voice

ACTIVITIES CONDUCTED VIA VOICE ASSISTANTS BY US VIRTUAL ASSISTANTS USERS, APRIL 2017

% OF RESPONDENTS IN EACH GROUP





WHY VOICE?
THE BEST UI IS NO UI





Alexa, ask Willhaben to keep me updated on 3 room apartments for rent in the 3rd district in Vienna.

Sure Mirjam! Are you interested in a particular size or price range?

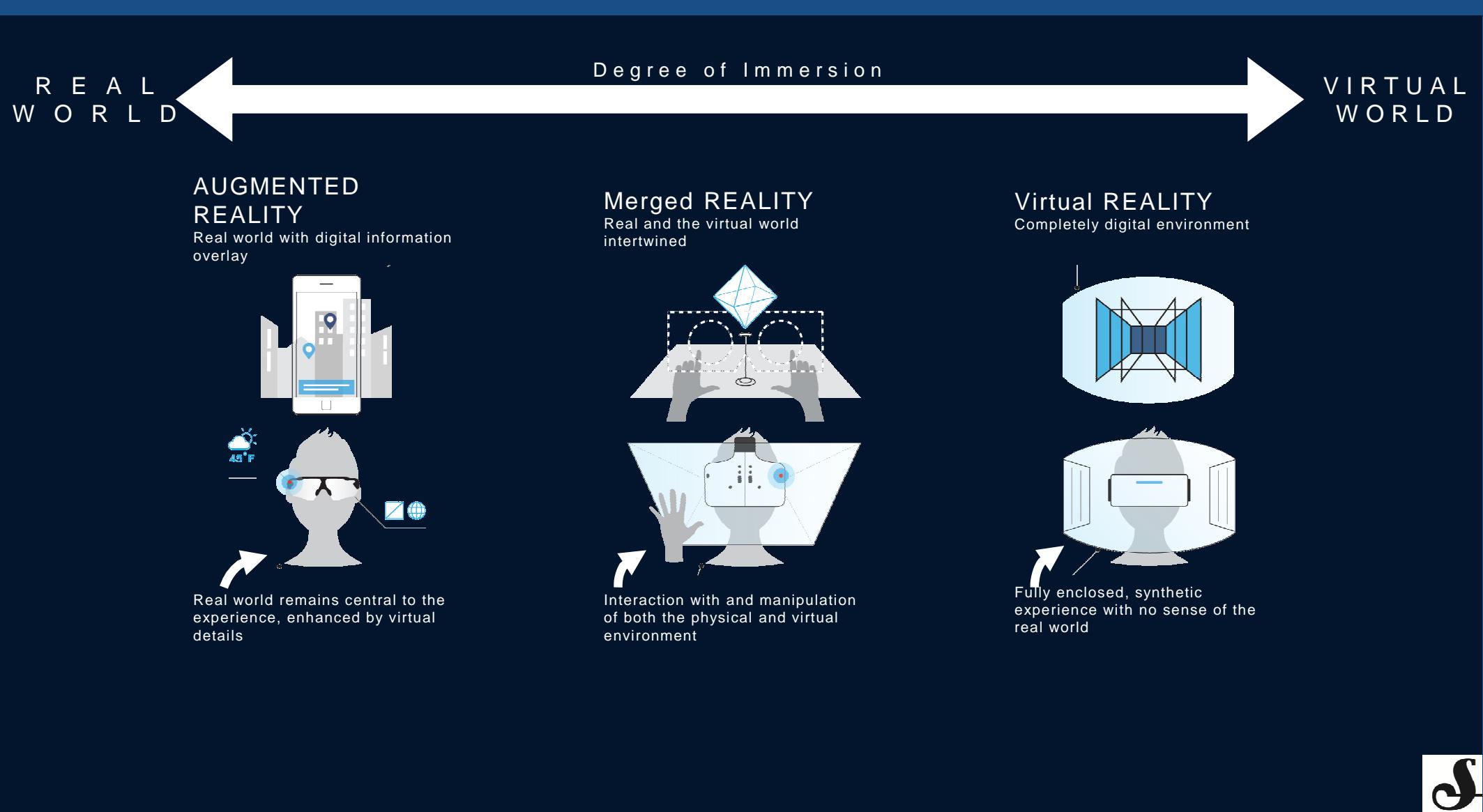
Yes! Above 70 square meters

Cool! I'll keep you updated 

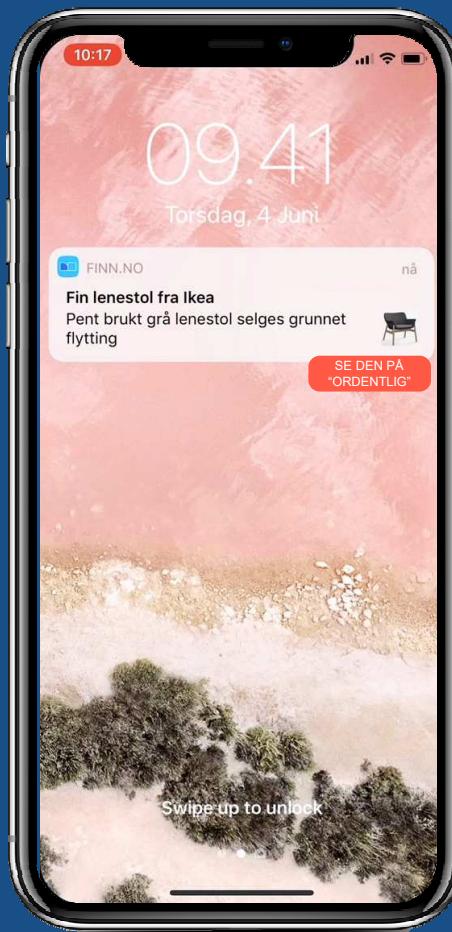
WILLHABEN

Augmented Reality



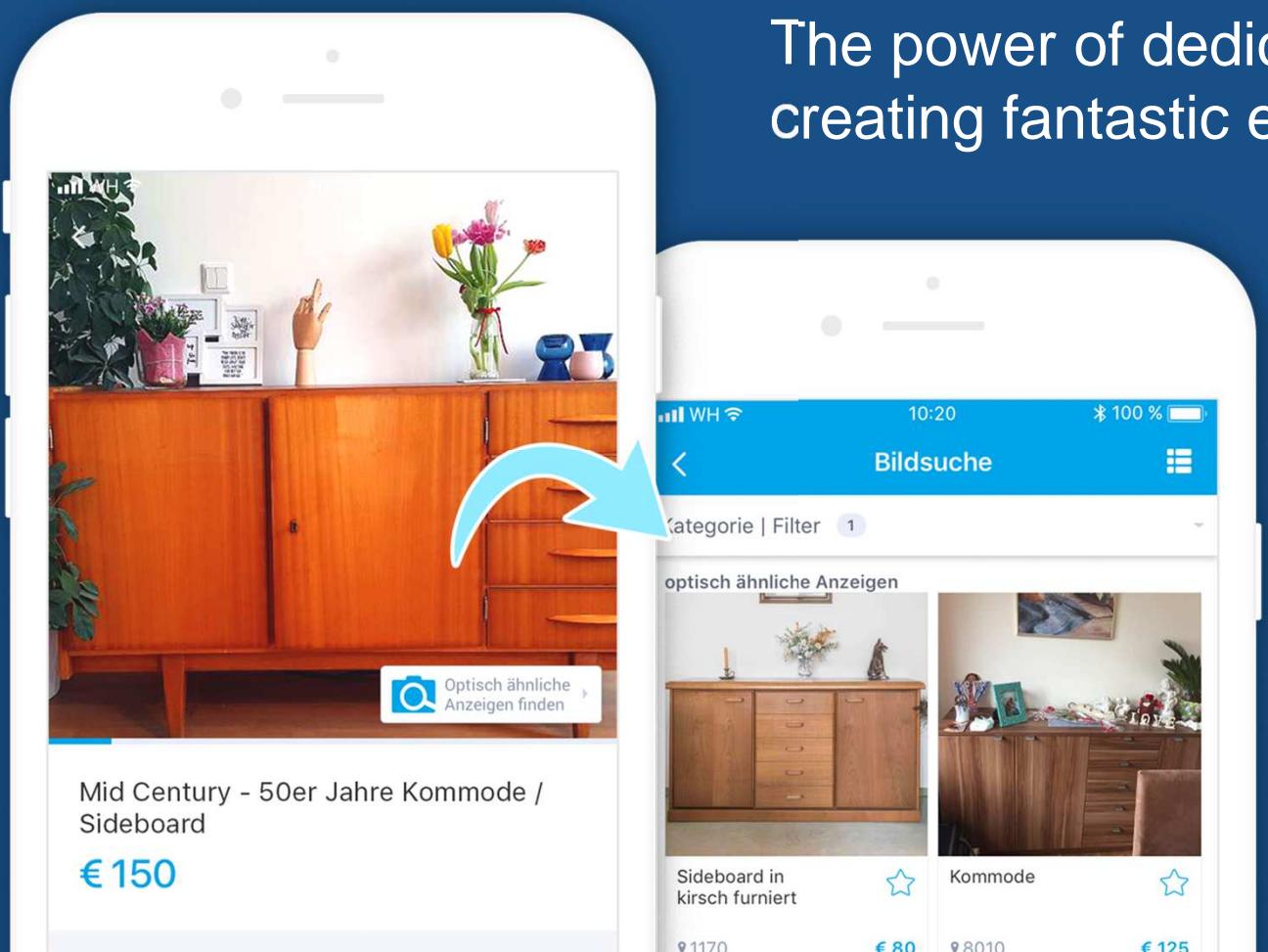


Finn Use Case



Willhaben Similarity Search

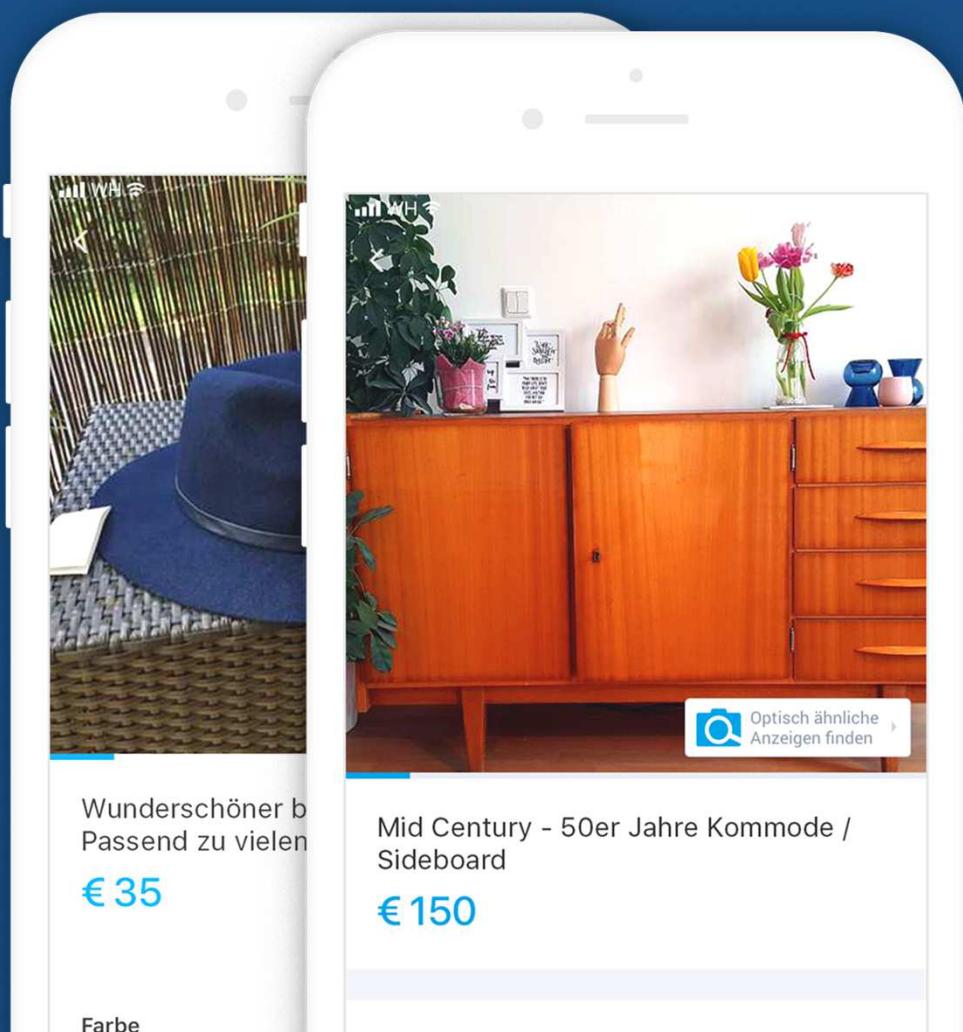
The power of dedicated teams who obsess about creating fantastic experiences.



Available in the following 4 categories (apps/mweb):

- **Fashion** (since Nov 2016)
- **Kids' fashion** (since Sep 2017)
- **Household & Furniture** (since 7th of Feb 2018)
- **Antiques** (since 7th of Feb 2018)

Willhaben Similarity Search- Insights



	Visits WITHOUT Simil. Search	Visits WITH Simil. Search
PIs / visit	95	188 <small>× 1,98</small>
Average duration / visit (in min)	23	38 <small>× 1,65</small>
Unique ad views / visit	5,4	20 <small>× 3,70</small>
Response in total / visit	0,15	0,48 <small>× 3,20</small>

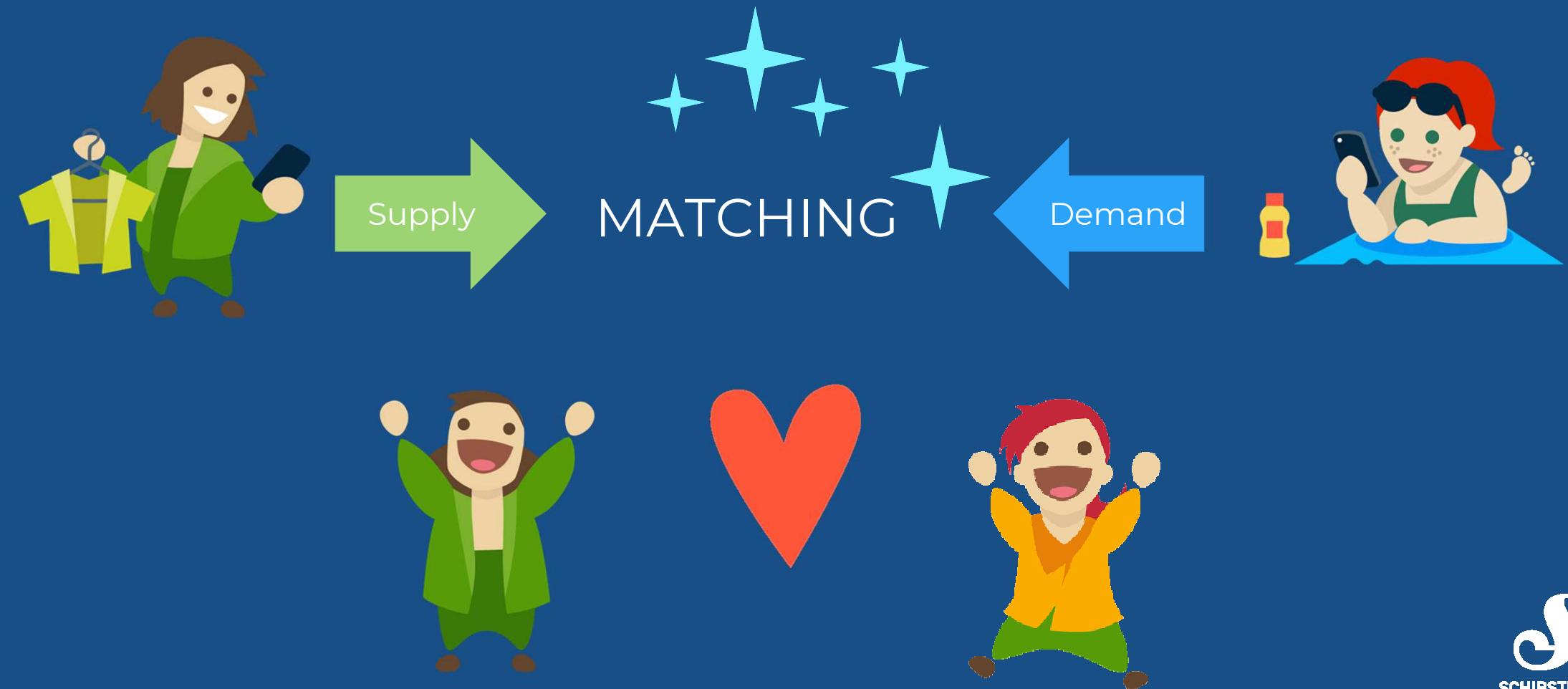
5% of all visits in the respective categories contain at least 1 similarity search per visit

1% of all ad-detail views, the users click the similarity search (CTR)

Source: XITI; March 2018

So WHY are we doing this again?

The ❤ of our business is matchmaking



With the 2nd hand effect, we want to have a positive impact on our planet

Read more about the
2nd hand effect on
secondhandeffect.schibsted.com

OUR EIGHT PARTICIPATING MARKETPLACES



**SECONDHAND TRADE
IS GOOD FOR THE
ENVIRONMENT.**

Let's stay in touch



<https://at.linkedin.com/in/mirjam-techt>