

Kapaza, the Belgian classifieds site, sells selected assets to Marktplaats BV / eBay Classifieds Group – IEG is advising sole shareholder Schibsted ASA as exclusive financial advisor

- Kapaza is selling selected assets to Marktplaats BV / eBay Classifieds Group
- With the acquisition of the assets of Kapaza, eBay is continuing the further expansion of its position in the classifieds market in Belgium and the Netherlands
- IEG – Investment Banking Group is acting as exclusive financial advisor to sole shareholder Schibsted ASA

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Kapaza! Belgium NV has sold selected assets to Marktplaats BV for an undisclosed amount as Schibsted, the sole owner of Kapaza, has decided to close the platform. Marktplaats BV as a part of eBay Classifieds Group (eCG) operates several websites such as 2dehands.be in Belgium and the Netherlands.

The sold assets such as the domain and the URL will be transferred to the brand 2dehands.be which will be able to provide its private and business users an even better offering in Belgium.

By acquiring some key assets of Kapaza, eCG can continue to expand its position in the classifieds markets in Belgium and the Netherlands. Petra Baeck who is Head of the Marketing and Customer Services department at 2dehands.be emphasizes that the acquisition of selected assets of Kapaza is an important factor that contributes to the strategy to create the most relevant and efficient sales platform in Belgium.

IEG – Investment Banking Group acted as the exclusive financial advisor to Kapaza's sole shareholder Schibsted ASA.

About IEG – Investment Banking Group

IEG – Investment Banking Group is one of the leading, global independent investment banking boutiques focused on Mergers & Acquisitions, Financing & Principal Investments for Internet, Technology & Services. Locally present in the key international growth regions and/or emerging markets, IEG – Investment Banking Group is a unique, influential and trusted partner for growth companies and larger, international corporates. Founded in 1999 and owned by its partners, IEG now employs more than 100 professionals around the world. For more information about IEG – Investment Banking Group refer to: www.ieg-banking.com.

About Kapaza & Schibsted Media Group

Kapaza is a leading classifieds site in Belgium and was established in 2003. The company allows its users to sell everything they want by posting free classified ads. The platform offers a wide product range from cars and houses to computers and clothing.

Schibsted Media Group is an international media group with 6,900 employees in 30 countries. From Norway to Malaysia, from Brazil to Sweden - millions of people around the world interact with Schibsted's popular digital services every day. In Scandinavia, their media houses such as VG, Aftenposten, Bergens Tidende, Aftonbladet and Svenska Dagbladet keep people informed and updated on important issues in society. Their digital marketplaces such as Finn.no, Blocket.se and Leboncoin.fr help people buy and sell new and old things. In addition, their growth companies such as Shpock, Let's Deal and Compricer provide their users with popular, digital consumer services that make their everyday life a bit easier. Together, this fulfills Schibsted Media Group's mission of 'Empowering people in their daily life'. For more information about Schibsted Media Group refer to: www.schibsted.com.

About Marktplaats BV & eBay Classifieds Group (eCG)

Marktplaats is one of the first websites focusing on classifieds. Every day more than 2.1 million people visit the website where they offer, buy and sell new and used products and services. Marktplaats BV is part of eCG and consists of three big brands focusing on classifieds: Marktplaats.nl, 2dehands.be and 2demain.be. For more information about Marktplaats refer to: www.marktplaats.be.

eBay Classifieds Group is an innovative leader in online classifieds, with 12 brands that span the globe: alaMaula, BilBasen, Close5, DBA, eBay Classifieds (eBay Kleinanzeigen), Gumtree, Kijiji, LoQuo, Marktplaats, mobile.de, 2dehands.be, 2demain.be und Vivanuncios. eCG is present in more than 1.000 cities. As one of the leading companies in the digital classifieds sector, eCG registers approx. 20 million unique users every month. For more information about eBay Inc. refer to: www.ebayinc.com.