ACCEPTANCE FORM

For use in accepting the mandatory offer made by Axel Springer Aktiengesellschaft described in the Offer Document dated 11 September 2009 to purchase the outstanding Shares of StepStone ASA, as amended by the Improved Offer as described in press release by Axel Springer Aktiengesellschaft of 7 October 2009. Capitalized terms used in this Acceptance Form shall have the same meaning as set out in, and be deemed to be construed in accordance with, the Offer Document and in the press release of 7 October 2009. The terms and conditions for the Offer is set forth in the Offer Document, see in particular section 4 ("*Terms and Conditions of the Offer*").

Improved Offer Price: NOK 9.00 per Share **Acceptance Period: 14 September – 17:30 CET on 23 October 2009**

Return to: DnB NOR Bank ASA
DnB NOR Markets
Registrar Department
NO-0021 Oslo
Norway
Telefax: +47 22 48 29 80

Shareholdings registered with the VPS:
The shareholders register of the Company maintained in the VPS as of the date of the Offer Document shows:

VPS account:	Number of Shares:	Rights holder registered:

Acceptance guidance:

- Shareholders whose Shares are held in several VPS-accounts will receive one Acceptance Form for each account.
- This acceptance includes Shares which, in addition to the Shares stipulated in the box "*number of Shares*" under "*Shareholdings registered in the VPS*" above, have been or will be acquired and which will be credited to the VPS-account set out above until settlement of the Offer, unless otherwise expressly specified. Acceptants electing to accept the Offer only for a portion of their Shares must specify the number of Shares covered by their acceptance in the "*number of Shares*" box in the Acceptance Form above.
- Shares covered by this acceptance will be blocked on the above mentioned VPS-account, and may not in any way be disposed over.
- Settlement of the Offer Price will be made by way of transfer to the bank account registered on the VPS-account for dividend payments or, if there is no record of such account, that payment will be credited to the bank account specified on this Acceptance Form under "*Non-VPS dividend bank account cash settlement*" below. In the absence of such bank account, settlement will be made by way of postal cheque (or currency cheque for shareholders with a non-Norwegian address), see section 4.11 ("*Settlement*") of the Offer Document.
- The Shares must be transferred free of encumbrances.
- This acceptance will be treated as valid only if any rights holder (marked with a "Yes" under "*Rights holder registered*" in the right box under "*Shareholdings registered in the VPS*" above) has consented to the sale and transfer of the Shares free of encumbrances to the Offeror by signing this acceptance form under "*Rights holder*" below.

Acceptance:
By duly executing and delivering this Acceptance Form I/we represent and warrant that that I/we have received the Offer Document, and accept the Offer to sell my/our Shares in the Company according to the terms and conditions of the Offer as set forth in the Offer Document.

Signature:

_____ _____ _____ _____
Place Date Binding signature* Telephone daytime

** If signed by power of attorney, the power of attorney (and with respect to companies, Certificate of Registration or similar documentation) shall be enclosed. If signed by a person with signatory right, Certificate of Registration or similar documentation shall be enclosed*

Non-VPS dividend bank account for cash settlement:
Payment to Shareholders who do not have a Norwegian bank account connected to their VPS account or that whish to have transferred the settlement amount to another bank account than that**:

Fill in here: _____ and _____
Bank account number/IBAN-number SWIFT/BIC-code

*** The Receiving Agent should be contacted in respect of shareholders who do not hold a bank account with a Norwegian bank.*

Rights holder:
As rights holder, the undersigned consents to the transfer of the Shares to the Offeror free of encumbrances.

_____ _____ _____
Place Date Rights holder's binding signature***

**** If signed by power of attorney, the power of attorney (and with respect to companies, Certificate of Registration or similar documentation) shall be enclosed. If signed by a person with signatory right, Certificate of Registration or similar documentation shall be enclosed. If more than one rights holder is registered, each rights holder must sign.*