

THE NORWEGIAN ROYAL FAMILY: WHEN IT RAINS, IT POURS



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Agenda



- 01 Background & History
- 02 The Norwegian Royal Family Tree
- 03 The Incidents
- 04 Case Questions & Discussion
- 05 Management Decisions



The Norwegian Royal Family: Background & History

The Norwegian Monarchy has existed for over 1,000 years, but the current monarchy and royal line dates back to year 1905

Norway is a Constitutional Monarchy:

- The King's role is ceremonial and representatative
- The Parliament and government have the legislative and executive power



The Norwegian Royal Family: Background & History

The Monarchy

The form of government led by the Head of State (the King).
A non-profit organisation

The Royal Family

All current family members

The Royal House

Working members of the royal family who assist the King in state, national and international affairs



The Norwegian Royal Family: Background & History

The Royal Court

Supports the Royal House with carrying out its official duties and overseeing the management of the Royal Palace amongst other things



The Lord Chamberlain

The highest official of the Royal Court, whose responsibility is to the King and the organisation's activities

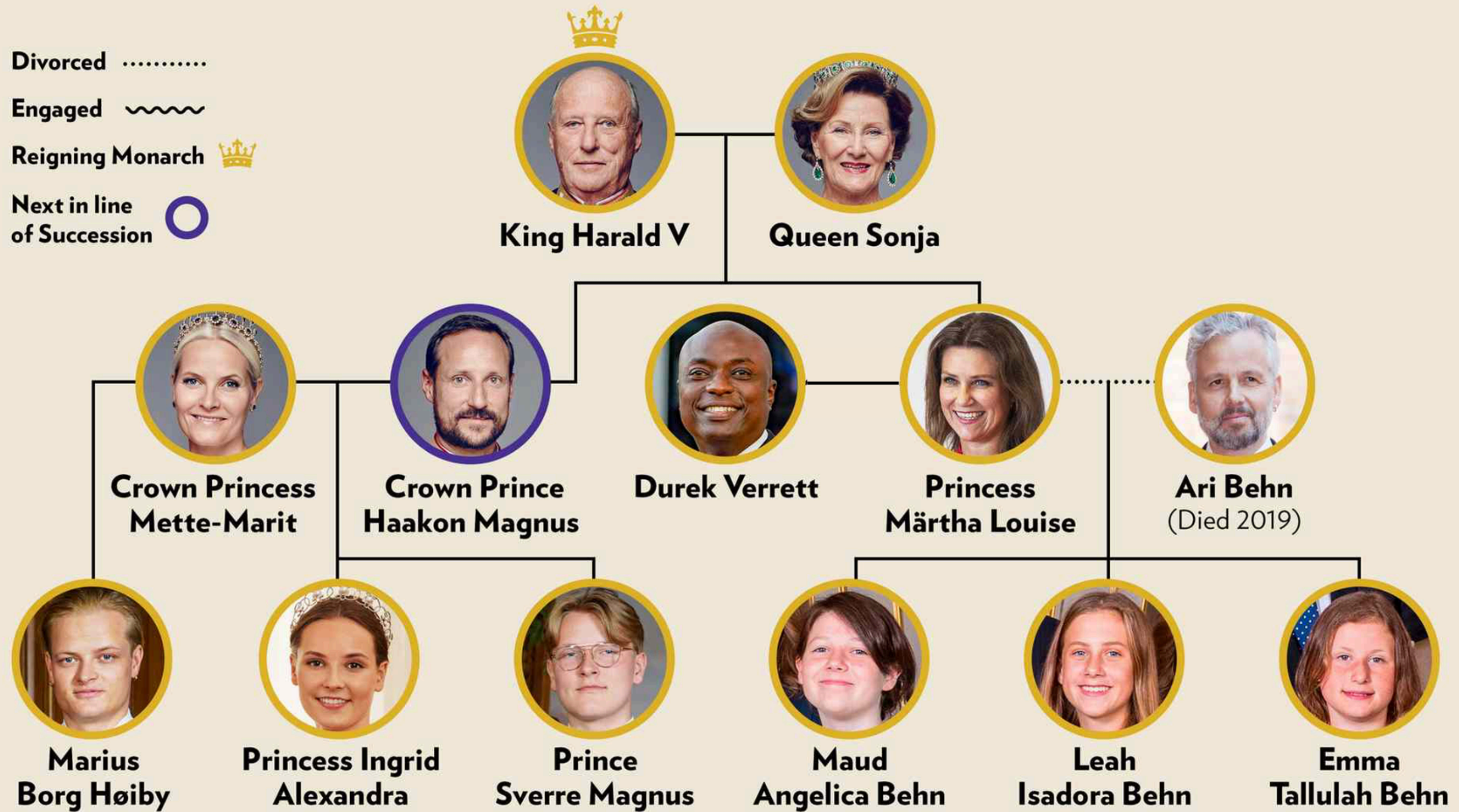


The Norwegian Royal Family: Background & History



The Royal House has historically had a great reputation, and stands out globally for its progressive views, compassion, and down-to-earth lifestyle, combining tradition with modern ways.

The Norwegian Royal Family Tree



The Incidents

Kriserna har avlöst varandra i det norska kungahuset de senaste åren och hovet får lägga allt mer tid på krishantering.

– Den norska monarkin är svagast i Europa just nu, säger hovexperten Roger Lundgren.

Swedish Media, Translation:

Crises have followed one another in the Norwegian royal family in recent years, and the court has had to devote increasingly more time to crisis management.

“The Norwegian monarchy is the weakest in Europe right now,”

Source: Aftonbladet, 03-02-2026

Fersk VG-måling: Nær halvparten mener Mette-Marit ikke bør bli dronning

I tillegg faller folkets støtte til monarkiet kraftig. – Dramatisk, ikke overraskende, sier VG-redaktør.

Norwegian Media, Translation: Nearly half believe

Mette-Marit should not become queen

In addition, public support for the monarchy is falling sharply. “Dramatic, but not surprising,”

Source: VG, 03-02-2026

Rape trial puts Norway's royal family in unwelcome glare of public

Source: BBC, 02-02-2026

The Epstein files are threatening to split Norway's royal family in two

Source: Vanity Fair, 13-02-2026

Dette er krise for familien

De eldre i kongefamilien kan ikke rydde opp etter Marius Borg Høiby. Men likevel forventes det at de gjør noe.

Norwegian Media, Translation: This is a crisis for the family. The older members of the royal family cannot clean up after Marius Borg Høiby. Nevertheless, it is expected that they take responsibility.

Source: VG, 17-08-2025

Something's Rotten in the Norwegian Royal Family

Norway's monarchy is currently weathering two separate, spectacular scandals with Crown Princess Mette-Marit's appearance in the Epstein files and her son's highly publicized rape trial. Is the House of Glücksburg now one of cards?

Source: Vanity Fair, 13-02-2026

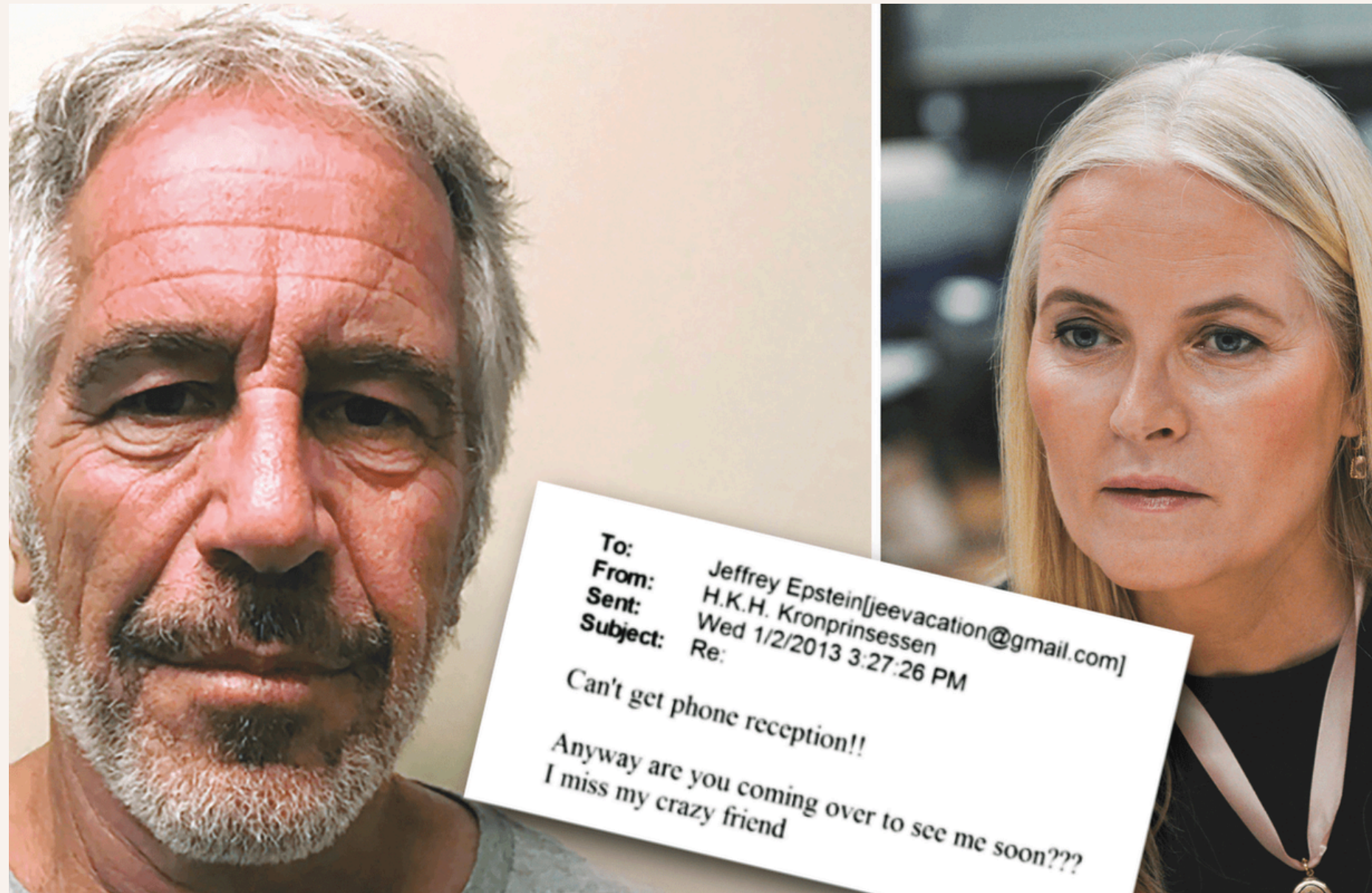


The Incidents: The Case Against Marius Borg Høiby

- August 2024: First arrest near the royal residence
- Escalation from a single allegation to 38 offences across 18 counts and 9 alleged victims
- 3 February 2026: Trial started
- No royal title, but strong family associations



The Incidents: The Epstein Files and Crown Princess Mette-Marit



- 30 January 2026: Epstein files released
- Jeffrey Epstein: Convicted in 2008 for offences involving a minor
- Contact between Epstein and the Crown Princess (2011–2014)
- Official statement: Contact ended in 2013
- Released documents: Continued into 2014
- Questions about judgement and transparency

Märtha Louise
“Angel School”
Controversy

2007

May
2017

First Royal Divorce in
200 years: Märtha
Louise and Ari Behn

Märtha Louise and
Durek Verrett
Relationship Announced

13 May
2019

Märtha Louise Steps Back
from Official Duties

Disclosure of Contact
Between Mette-Marit
and Jeffrey Epstein

2 Dec
2019

4 Aug
2024

First Arrest of
Marius Borg Høiby

8 Nov
2022

25 Dec
2019

Suicide of Ari Behn

31 Aug
2024

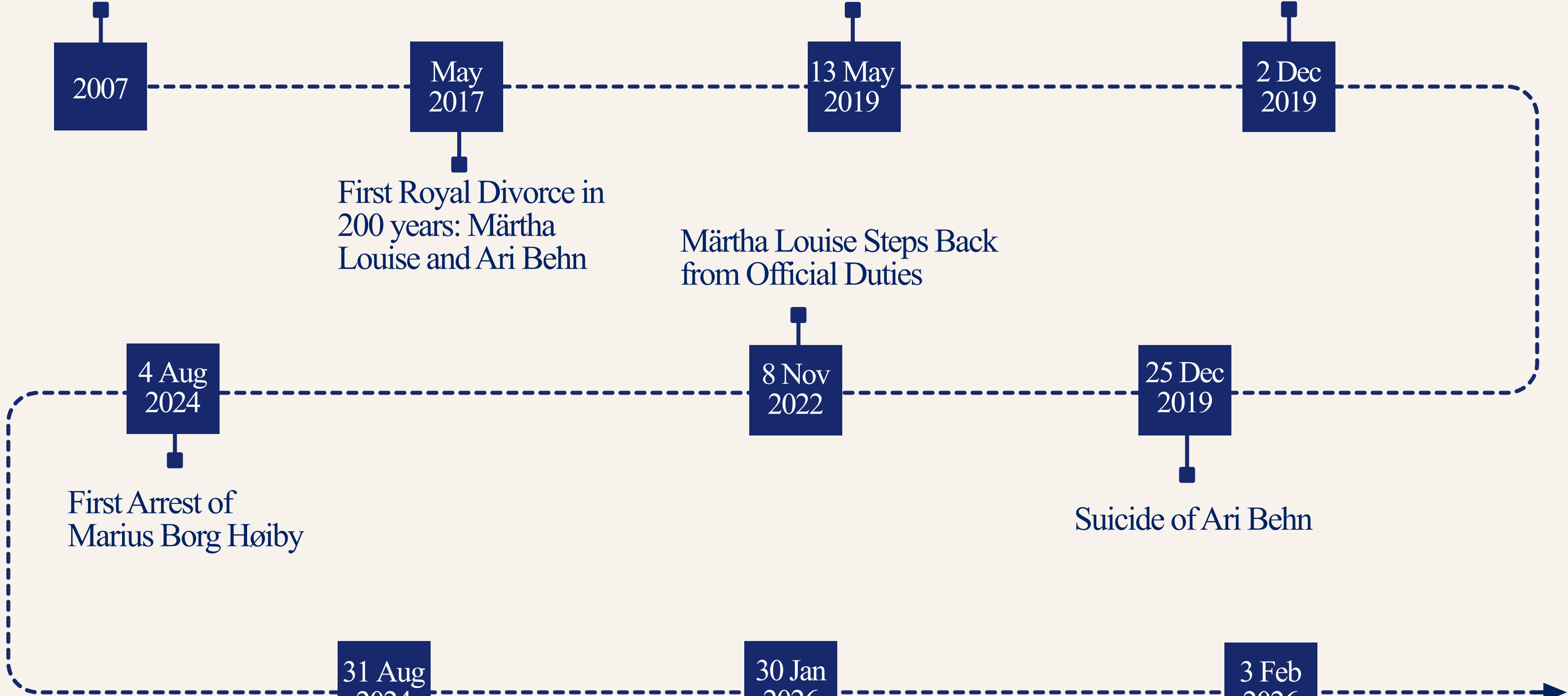
Märtha Louise
marries Durek Verrett

30 Jan
2026

Epstein Documents
Released

3 Feb
2026

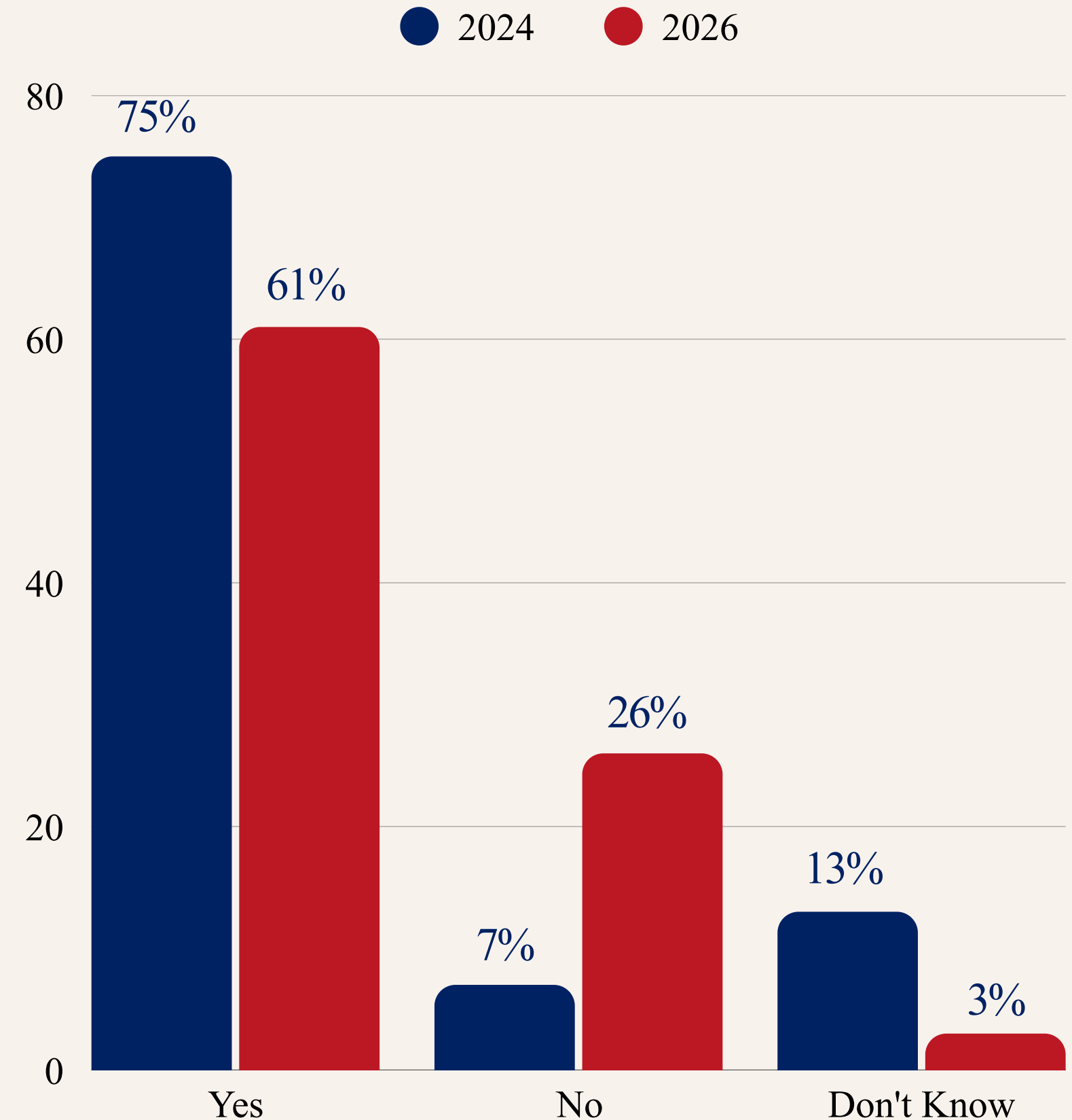
Marius Borg Høiby
Trial Begins



The Outcome of the Incidents

Should Norway continue to be a monarchy?

- There has been a decline of 14 percentage points.
- The latest survey was conducted on 5 February 2026.
- The results represent the *willingness-to-support* the monarchy.



Source: Berge & Zerener, 2024; Skjørsaeter et al., 2026. Nettavisen

Case Questions

As a member of the Royal Court under Lord Chamberlain, what actions should be taken to manage these crises and rebuild the reputation?

How should these actions be structured across a short-, medium-, and long-term plan?



Management Decisions

19 August 2025

First media response from the Crown Prince regarding the Høiby indictment, one day after the announcement

- Judicial distancing: decision left to the court
- Reinforced by Guri Varpe, Head of Communications at the Royal Court
- The Royal House will continue to carry out their work and focus on the duties they are expected to perform

“Now that the content of the indictment has been clarified, it is up to the courts to decide how the matter will ultimately be resolved”

(Crown Prince Haakon)



Management Decisions

28 January 2026

Crown Prince's initial press statement

- One week prior to the trial
- Acknowledged and sympathised with the victims
- The Crown Prince & the Crown Princess will not be present in the the courtroom
- The Crown Prince addressed: Høiby does not hold a royal title, and his actions are therefore not a representation of the Royal House - however they care deeply for Høiby



Management Decisions

30 January 2026

First response to Epstein files

- On the same day the files were released, the Crown Princess issued a statement
- Referred back to earlier information about their relationship, emphasizing:
 - Last contact in 2013
 - Only met in social settings
 - Never accepted any money
 - Not aware of the nature or extent of his crimes

“Jeffrey Epstein is personally responsible for his actions. I must take responsibility for not checking Epstein’s background more thoroughly and for not understanding quickly enough what kind of person he was. I deeply regret that, and this is a responsibility I must take. I showed poor judgment and regret ever having had any contact with Epstein. It is simply embarrassing. I want to express my deep sympathy and solidarity with the victims of the abuses committed by Jeffrey Epstein.”

(Crown Princess Mette-Marit)



Management Decisions

6 February 2026 (1)

Updated response and press meeting

- Acknowledged strong public reactions
- The Crown Prince met the press, a scheduled official visit
 - Did not address detailed questions at that time
 - Expressed support for his family

“I would like to express my deepest regret for my friendship with Jeffrey Epstein. It is important for me to apologize to all of you that I have disappointed. Some of the content of the messages between Epstein and I does not represent the person I want to be. I also apologize for the situation that I have put the Royal Family in, especially the King and Queen.”

(Crown Princess Mette-Marit)

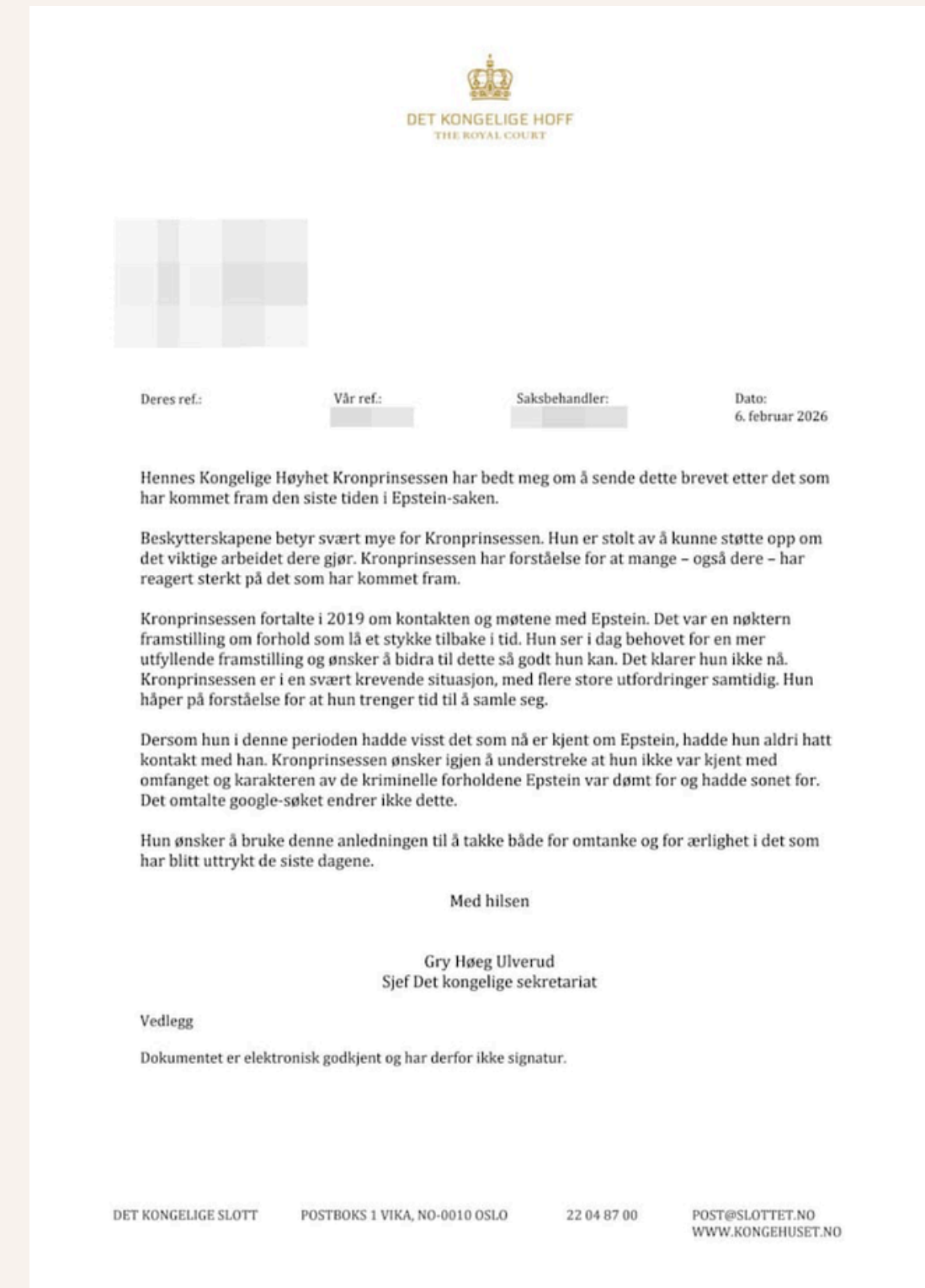


Management Decisions

6 February 2026 (2)

Letter sent to organisations under the Crown Princess's patronage

- Acknowledged strong public reactions
- Confirmed her continued support for the organizations
- Repeated that she had not been aware of the extent of Epstein's criminal conduct



What do you think about the management decisions?



**Thank you for your
participation and attention!**



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