



Eniro sells its assets in Findexa Førlag

In line with its strategy of focusing on profitable core operations, Eniro is divesting its assets in Findexa Førlag.

Eniro is selling all of its assets in Findexa Førlag – a business organized in Eniro Norway that publishes the Grenseguiden publication, a number of niche magazines and export periodicals, as well as operating the trade portal nortrade.com – to the current president of the company. The agreement also includes the right to use the Findexa brand for five years.

Findexa Førlag has been part of the Eniro Group since 2005 when Eniro acquired Findexa. In 2010, Findexa Førlag had revenues of approximately SEK 35 million and reported an EBITDA loss of about SEK 5 million. The operation has 38 employees. Record date for the transaction is September 1, 2011.

The divestment of Findexa Førlag has no impact on Eniro's revenue forecast for 2011 and 2012. The cost savings scheduled to be made during 2011 and 2012 do not include the effects of the divestment of Findexa Førlag.

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Eniro is the Nordic region's largest search company. Both consumers and companies can use Eniro's services to easily locate where to buy services and products – regardless of whether the channel is internet, catalog or mobile. Advertisers can actively market themselves to interested consumers, find new customers and increase sales. Better search means better business.

Eniro has 3,800 employees in the Nordic region and Poland and has been listed on Nasdaq OMX Stockholm since 2000. During 2010, Eniro's revenues amounted to SEK 5,326 M and EBITDA were SEK 605 M. Headquarters are located in Stockholm, Sweden. More on Eniro at www.eniro.com.