



Press release, June 19, 2012

## Bożena Chmielarczyk new president of Eniro Poland

Eniro is implementing a management change in its Polish operation. After 11 years as president of Eniro Poland, Roger Asplund is leaving the company and is being succeeded by Bożena Chmielarczyk. Bożena joins Eniro from a position as Country Manager for the international publisher Reader's Digest in Poland. She assumes her post effective today and will be a member of Eniro's Group Management.

Bożena Chmielarczyk has extensive and in-depth experience from work in global consumer-centric companies with strong brands. She possesses solid knowledge of brand positioning and marketing, and of companies undergoing restructuring. Bożena was responsible for transitioning the Reader's Digest offering from printed distribution channels to also include an updated online offering. Bożena previously worked at the Coca-Cola Group for five years and at McDonald's Poland for two years. Prior to being recruited to Reader's Digest, she spent seven years as Marketing and Country Manager for the German food company Storck GMBH.

"I am delighted to present Bożena Chmielarczyk as our new CEO of Eniro Poland," says Johan Lindgren, President and CEO of Eniro. "Bożena has a history of working in global, consumer-centric companies in the Polish market and possesses excellent knowledge of implementing a digital transformation process in practice. I am convinced that Bożena's experience will add a great deal to our efforts to strengthen Eniro Poland's brand, position and financial performance," says Johan Lindgren. "During his time as president, Roger Asplund did a fine job in strengthening the company and turning it around."

"I am pleased to assume the position of president of Eniro Poland, which includes responsibility for restarting the operation and for implementing Eniro Poland's integration so that it becomes a full-fledged member of the Nordic Eniro Group. In my opinion, Eniro Poland has great potential to strengthen its brand and digital position in the Polish local search market," concludes Bożena Chmielarczyk.

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**For more information, please contact:**

Johan Lindgren, President and CEO, Tel: +46 8 553 310 01

Bożena Chmielarczyk, Tel: +48 691 199 019

Cecilia Lannebo, Head of Investor Relations, Tel: +46 722 208 277, email: [cecilia.lannebo@eniro.com](mailto:cecilia.lannebo@eniro.com)

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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.*

*Eniro has 3,600 employees in the Nordic region and Poland and has been listed on Nasdaq OMX Stockholm since 2000. During 2011, Eniro's revenues amounted to SEK 4,323 M and EBITDA was SEK 991 M. Headquarters are located in Stockholm, Sweden. More on Eniro at [www.eniro.com](http://www.eniro.com)*