



## Eniro growing in market for Mobile Local Search

The number of local searches made with mobile phones is increasing rapidly and currently accounts for around 20% of the Eniro Group's total searches. Eniro's digital revenue is thus continuing to grow, accounting for about 70% of the Group's total revenue, excluding Voice.

In 2012, Eniro's mobile revenue is expected to increase 100% compared with 2011. As a result, the Group's revenue is expected to be about SEK 150 M. Mobile internet for the Group has a range of approx. 1.5 million unique visitors a week.

"Eniro currently holds a strong position in the market for Mobile Local Search. Mobile searches continue to grow rapidly and Eniro is a leading player in the development of user-friendly products that make daily local searches easier. By continuing to capitalize on our extensive information database, we also reach end users in other channels in which users search for local information," says Johan Lindgren, President and CEO of Eniro.

In the continued process to develop Eniro's mobile offering, the company has today launched a new, updated mobile app for the iPhone. The app has an entirely new user interface and proceeds on the basis of the user's geographic position to enable the best possible search result in the local area. Eniro's new mobile app presents new opportunities to search for products, services, business and individuals, and is also integrated with Facebook. An upgraded app for Android will be launched in the next few weeks.

To download apps:

Eniro (Swedish app)

<http://itunes.apple.com/se/app/id284967245?mt=8>

KRAK (Danish app)

<http://itunes.apple.com/se/app/krak/id322079342?mt=8>

GuleSider (Norwegian app)

<http://itunes.apple.com/se/app/gule-sider/id341550089?mt=8>

**For more information, please contact:**

Mattias Lundqvist, CFO, Tel: +46 8 553 310 04

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

The information is such that Eniro AB (publ) is required to disclose in accordance with the Swedish Financial Instruments Trading Act and/or the Swedish Securities Market Act. The information was submitted for publishing at 08:00 a.m. on September 25, 2012.

*Eniro is the Nordic region's largest local 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 some 3,500 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. Headquarter is located in Stockholm, Sweden. More on Eniro at [www.eniro.com](http://www.eniro.com)*