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Press Release, August 16, 2013

Pierre Mårtensson new President of Eniro Norway

Pierre Mårtensson has been appointed as new President of Eniro Norway and will be a member of the Eniro AB Group Management. He assumes his position with immediate effect and thereby succeeds Mattias Wedar, who has been serving as acting President of Eniro Norway. Mattias Wedar will resume his original duties as President of Eniro Sweden & Finland. Pierre Mårtensson comes most recently from Oriflame, where he has been serving as Managing Director of Oriflame China.

Pierre Mårtensson is half-Norwegian and currently lives in Norway with his Norwegian family. He has an MBA from BI Norwegian Business School and a depth of experience extending back many years in working internationally with global companies, including PA Consulting Group, Telenor, and Lux International, a spin-off of Electrolux. During the last four years Pierre has worked for the Oriflame Group, most recently as Managing Director for the Chinese market, with responsibility for 17 offices. Prior to that, he served as Managing Director of Lux's operations in Singapore and South Africa. Before being recruited to Lux, Pierre worked three years for Zonavi AS, the interactive TV arm of Telenor AS, and two years as a management consultant.

"I am happy to be able to present Pierre Mårtensson as our new President of the Norwegian operations," comments Johan Lindgren, President and CEO of Eniro AB. "Pierre has a solid background of running companies with a strong sales focus and has a record of demonstrating his adeptness at streamlining, structuring and generating results in personnel-intensive companies. I am convinced that Pierre's long record of experience in sales will add greatly to our Norwegian operations and help strengthen Eniro's position in local searches."

Pierre Mårtensson comments: "I am excited to take on the job to continue developing and strengthening Eniro Norway. I think that my prior experience in fast-moving consumer industries, with a strong focus on sales, will help Eniro as it takes the next step in the local search market. I see great opportunities for Eniro Norway to increase its sales effectiveness and thereby strengthen its position in the Norwegian market."

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Eniro is the local search engine. A clever shortcut to what you need, at home or away. Both consumers and companies can use Eniro's services to easily locate where to buy services and products – regardless of whether the channel is the Internet, catalog or mobile. Advertisers can actively market themselves to interested consumers, find new customers and increase sales.

Eniro is one of the largest search companies in the Nordic region and Poland. The company has approximately 3,200 employees and has been listed on Nasdaq OMX Stockholm since 2000. During 2012, Eniro's revenues amounted to SEK 3,999 M and EBITDA was SEK 976 M. Headquarters are located in Stockholm, Sweden. More on Eniro at www.enirogroup.com

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