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Press Release, August 28, 2013

Eniro assigns Class C treasury shares under approved incentive program

Eniro AB (publ), one of the largest local search companies in the Nordic region and Poland, today issued and immediately repurchased 1,700,000 Class C shares. The shares have been issued and repurchased to ensure delivery in the performance-based incentive program, which was decided on by the Annual General Meeting of shareholders held on April 25, 2013.

By virtue of authorization from the Annual General Meeting of shareholders on April 25, 2013, the Board of Directors has resolved to increase the share capital by SEK 5,100,000, through a private cash placement of 1,700,000 C-shares aimed at Nordea Bank AB (publ), each with a share quota value of SEK 3.00, at a subscription price of the same, SEK 3.00. The C-shares do not entitle to dividends and represent one vote each. Furthermore, the Board of Directors has resolved upon immediate repurchase of all 1,700,000 Class C shares from Nordea at a price of SEK 3.06 per share.

The reason for the disapplication of the shareholders' preferential rights and the purpose of the issue and the repurchase is to ensure delivery of common shares to employees of Eniro under the performance-based incentive program that was adopted at the Annual General Meeting of shareholders on April 25, 2013. The Class C shares will subsequently be reclassified to common shares. Eniro has held 3,266 common treasury shares since previously.

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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 publication at 10.00 CET on August 28, 2013.

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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