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Press Release, September 17, 2013

Target is to increase mobile revenues to SEK 900 M by 2015

Eniro aggregates local search information in the digital value chain. Mobile search is a critical factor for Eniro's long-term growth. The goal is to increase mobile search revenues to SEK 900 M by 2015. To increase transparency and better reflect the fact that digital advertising revenue represents 80% of business today, starting with the third quarter Eniro will be reporting its mobile revenue performance separately.

Eniro believes that mobile search revenues will continue to rise sharply, and it is estimated that within a few years this revenue category will account for a large share of the company's total revenue. The goal is to increase mobile revenues to approximately SEK 900 M by 2015. Mobile revenues in 2012 amounted to SEK 147 M. The forecast for mobile revenues in 2013 is unchanged, i.e., a doubling of revenues to approximately SEK 300 M. To facilitate a financial analysis and understanding of Eniro's future drivers of growth, starting with the third quarter results, which will be communicated on October 23, Eniro will report mobile revenues as a separate revenue category. A pro forma revenue breakdown is provided below.

"Eniro is showing through continued strong mobile revenue growth that the company can capitalize on the important mobile search channel," comments Johan Lindgren, President and CEO of Eniro. "I am convinced that mobile revenues will make up a substantial share of Eniro's total revenue in the near future. Eniro's development strategy is clear, and mobile is front and center."

In addition to a split of the former Online/Mobile revenue category, a number of terminology changes are being adopted:

Earlier reporting structure		New reporting structure	
Q2 2013		Q2 2013	
Online/mobile	549	Desktop search	483
		Mobile search	66
Media products	59	Campaign products	59
Digital revenues	608	Multiscreen revenues	608
Print	80	Print	80
Other products	21	Other products	21
Directories	709	Local search	709
Voice	184	Voice	184
Total revenues	893	Total revenues	893

Pro forma categories 2012 and first half of 2013:

Revenues by category

SEK M	2012				2012	2013	
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Full year	Jan-Mar	Apr-Jun
Desktop search	487	514	490	486	1 977	473	483
Mobile search	26	33	38	50	147	51	66
Campaign products	54	60	52	68	234	57	59
Multiscreen revenues	567	607	580	604	2 358	581	608
Print	172	159	142	267	740	98	80
Other products	37	37	39	19	132	26	21
Local search	776	803	761	890	3 230	705	709
Voice	183	198	187	201	769	181	184
Total revenues	959	1 001	948	1 091	3 999	886	893

Revenue by category, organic %

SEK M	2012				2012	2013	
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Full year	Jan-Mar	Apr-Jun
Desktop search	-1	-2	-4	-4	-3	-1	-4
Mobile search	113	102	171	95	116	100	101
Campaign products	14	36	18	34	26	8	1
Multiscreen revenues	3	4	2	5	3	4	2
Print	-30	-31	-30	-36	-33	-43	-26
Other products	-1	-15	16	-53	-14	-3	-11
Local search	-7	-7	-6	-14	-9	-7	-2
Voice	-11	-18	-17	-8	-13	-6	-11
Total organic development	-8	-9	-8	-13	-10	-7	-4

EBITDA by revenue area

SEK M	2012*				2012*	2013	
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Full year	Jan-Mar	Apr-Jun
Total EBITDA	156	251	261	308	976	170	234
Local search	126	218	187	246	777	126	181
Voice	57	66	73	83	279	57	73
Other	-27	-33	1	-21	-80	-13	-20
Items affecting comparability							
Restructuring costs	4	13	12	19	48	13	13
Other items affecting comparability	-	-4	0	-44	-48	-	-
Total adjusted EBITDA	160	260	273	283	976	183	247

* Restated comparison year in accordance with new accounting principle regarding pensions

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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 08.00 CET on September 17, 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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