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Press release, October 9, 2013

Eniro sharpens focus on product development

Eniro is now taking the next step to strengthen its future offering and streamline the process from idea to commercial product. Mattias Wedar, formerly CEO of Eniro Sweden, has been appointed as the new head of Group Products and Services. Filling the position as new CEO of Eniro Sweden will be Magdalena Bonde, who served most recently as head of Eniro's Voice operations.

To further strengthen Eniro's future offering of local search services and to streamline the process from idea to commercial product, Eniro has appointed Mattias Wedar, formerly CEO of Eniro Sweden, as head of Group Products and Services. Wedar will thus be responsible for Eniro's overall product and service development. Mattias Wedar has a solid record of experience that includes service as CEO of several of Eniro's country-based sales organizations.

"With the user in focus, we are now investing further in expanding our portfolio of products that will benefit our advertisers – not least in the growing mobile channel," comments Johan Lindgren, President and CEO of Eniro. "By capitalizing on Mattias's many years of experience in running sales of Eniro's services to the company's paying advertisers, I am convinced that we can further elevate the attractiveness of our offering."

The new CEO of Eniro Sweden will be Magdalena Bonde, who has been serving for the past three years as head of Eniro's Voice operations and has also been a member of Eniro Sweden's management team during that period. Prior to joining Eniro, Magdalena Bonde served as CEO and entrepreneur for a number of online companies. She will be a member of Eniro's Group Management.

"Magdalena knows the Swedish sales organization and offering well and has also served as acting CEO of Eniro Sweden," continues Johan Lindgren. "During her years at Eniro Magdalena has headed a very profitable directory assistance service, and I am convinced that with her leadership and commercial talent, Magdalena will very successful at further developing Eniro Sweden."

Sara Kullgren, formerly head of Eniro's product development, has been offered other duties in connection with these changes, but has opted to leave the company.

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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 09.00 CET on October 9, 2013.

*Eniro is a search company that aggregates, filters and organizes local information. Our growth is driven by users' increasing mobility and multiscreen behavior, where we are at the forefront with modern technical solutions. For more than 100 years Eniro has helped people find local information and companies find customers. Today it is a multiscreen solution – our users search for information using their smart phones, tablets and desktops. This creates great business opportunities for us as the local search company. Mobile advertising is today the fastest growing part of Eniro's business. **Eniro is the local search engine.** A smart shortcut to what you need, no matter where you are or where you are going.*

Eniro is one of the largest search companies in the Nordic region and Poland. The company has approximately 3,000 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. More than 80 percent of Eniro's advertising revenues come from multiscreen channels. The company's headquarters are located in Stockholm, Sweden. More on Eniro at www.enirogroup.com.

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