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Press release, November 11, 2013

Stina Honkamaa Bergfors and Staffan Persson nominated to Eniro's board

Ahead of the 2014 Annual General Meeting, Eniro's nomination committee, which represents slightly more than 30% of the votes in the company, has proposed the election of Stina Honkamaa Bergfors and Staffan Persson as new members of Eniro's board of directors. Stina Honkamaa Bergfors has been nominated based on her extensive industry knowledge gained as CEO of the global search company Google in Sweden, combined with her experience from various positions in the Nordic media market. Staffan Persson is Eniro's second largest shareholder and has a broad base of knowledge about the company, the search industry and the financial market in general. The Nomination Committee believes that these two candidates will add valuable expertise to the Board's work on taking Eniro forward in its next phase of development.

Eniro's nomination committee, which represents slightly more than 30% of the votes in the company, proposes to the 2014 Annual General Meeting that Stina Honkamaa Bergfors, CEO of United Screens, and Staffan Persson, CEO of Swedia Capital AB, be elected as new directors on Eniro's board. Thomas Axén and Fredrik Arnander, who are currently directors on Eniro's board, have declined re-election. The Nomination Committee proposes the re-election of Lars-Johan Jarnheimer, Cecilia Daun Wennborg, Ketil Eriksen and Leif Aa. Fredsted. The Nomination Committee proposes that Lars-Johan Jarnheimer be appointed as Chairman of the Board.

Stina Honkamaa Bergfors has a long and deep record of experience in leading and developing digital media and global search companies in the Nordic market. Her knowledge about digital media sales, market communication and established industry networks was pivotal in the Nomination Committee's nomination. She served for more than five years as head of Google and YouTube in Sweden, and for four years as CEO of Carat, one of the leading media agencies in the Swedish market. Stina Honkamaa Bergfors is today CEO and a part-owner of United Screens, a company she started up in August of this year. United Screens is a media company that assists content creators, businesses, and media and music companies on YouTube and other digital platforms.

"Eniro works in an incredibly exciting and dynamic market," comments Stina Honkamaa Bergfors, proposed member of Eniro's board. "I believe that with my background, I can contribute experience and knowledge about how to approach the emerging media landscape and benefit from it. Eniro has enormous potential in this area."

For nearly two years Staffan Persson has been one of the largest shareholders of Eniro, which is his largest private investment. He has served previously as CEO of Neonet and Nordia Fondkommission, and as an executive of HSBC Investment Bank. He has also held previous directorships for Unibet Group and Orc Group, among others. The Nomination Committee is of the opinion that Staffan Persson's solid knowledge about Eniro and its future challenges and opportunities will contribute to the Board's work, at the same time that the Committee believes it will be valuable for Eniro to have a long-term engaged owner serving on the Board. Staffan Persson is currently a director on the boards of the companies Dibs, Cinnober, Lexington, Synthetic MR and Sveab, among others. He has informed the Nomination Committee of his intention to leave a number of his directorships in order to be able to focus more on his assignment on Eniro's board.

"Along with my professional business experience, I hope to be able to apply the knowledge that I have gained through my involvement with companies that work with digital media to Eniro's board work," comments Staffan Persson, proposed member of Eniro's board.

"As chair of Eniro's nomination committee, I am happy to be able to present Stina Honkamäa Bergfors and Staffan Persson as proposed members of Eniro's board," says André Vatsgar. "The members of the Nomination Committee believe that the combination of Stina's extensive experience with digital channels and her knowledge about the media and search market, and Staffan's company knowledge and ownership involvement, will be optimal for Eniro."

Eniro's nomination committee ahead of the 2014 Annual General Meeting is composed of André Vatsgar, committee chair, appointed by Danske Capital AB; Staffan Persson, Zimbrine Holding BV; Sofia Aulin, Länsförsäkringar Fondförvaltning AB; Åsa Nisell, Swedbank Robur funds; and Lars-Johan Jarnheimer, Chairman of the Board of Eniro. The Nomination Committee's other proposals to the 2014 Annual General Meeting will be presented in the AGM notice.

For more information, please contact:

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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 November 11, 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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