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Press Release, February 26, 2014

Eniro signs agreement with a leading international telecom operator

Eniro is broadening the company's revenue base and signing a franchise agreement with a leading international telecom operator. Through the agreement, Eniro is taking a step toward offering the opportunity to license Eniro's local search platform to external partners that are active in other geographic markets. The agreement will give Eniro a going-rate franchise fee.

A decisive precondition for Eniro's development into a fully digital media company has been the creation of the company's platform, which aggregates, organizes, filters and distributes local data for all digital services, regardless of the user's type of screen. The platform has been implemented in all of Eniro's markets and is a precondition for the scalability of Eniro's business model.

In an effort to broaden Eniro's revenue base, the subsidiary Eniro Global has been formed with the mission of entering into franchise agreements with partners interested in conducting their own local search services based on Eniro's concept. Eniro provides the platform and takes responsibility for development and maintenance of this in pace with the further development of Eniro's own service offering. The agreement partner is responsible for the database of local content (company information, personal information, map information, etc.) and sales resources.

The first such agreement has been entered into with a leading international telecom operator with operations in the Middle East, Africa and Asia. The agreement covers the launch of the service in the operator's home market, with the intention to launch the service in the other markets where the company has operations.

Johan Lindgren, President and CEO of Eniro, comments: "We are extremely proud to have won this assignment. It confirms the success that we have achieved in our shift to a fully digital company and that we are regarded as a leader in our industry also internationally."

Eniro's investment in the project is within the company's previously communicated development costs and is expected to have a marginal impact on revenue and earnings in 2014. Revenues from the business will be reported under Eniro's current Campaign products revenue category.

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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 17.00 CET on February 26, 2014.

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. 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. The company has approximately 2,800 employees and has been listed on NASDAQ OMX Stockholm since 2000. During 2013, Eniro's revenues amounted to SEK 3,660 M and

EBITDA was SEK 849 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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