



Stefan Kercza named as permanent President and CEO of Eniro

The Board of Directors of Eniro has appointed Stefan Kercza as permanent President and CEO of the company. After serving as President of the Danish subsidiary for more than three years, he has served as acting CEO of Eniro since August 18. Stefan Kercza has a solid record of leadership positions, with more than 25 years of experience in marketing and sales.

"Stefan stepped in as acting CEO of Eniro in mid-August on very short notice. The Board is impressed by the commitment and dedication Stefan has shown from his first days as acting CEO. The Board has now decided to give him full responsibility for the Group," comments Lars-Johan Jamheimer, Chairman of Eniro.

"Stefan has been a member of Group management since 2011, when he took over as President of Eniro Denmark. He has demonstrated his skills by putting the Danish operations on a path of growth. The Board is convinced that he is the right person to lead Eniro forward in the digital media market."

Stefan Kercza has more than 25 years of leadership experience in the telecom industry. Before joining Eniro he was President of Telenor's company Uninor in India. He was also a former sales and marketing director at Telenor Denmark.

"I am excited about this opportunity lead the Eniro Group, with its 250,000 customers, 8 million unique visitors and about 2,500 employees. It has been a turbulent autumn for Eniro. It is important that we now take a more long-term perspective and see how we increase our market orientation in a profitable manner," comments Stefan Kercza, who continues:

"It is essential that we are flexible and maintain a close dialog with users and customers alike, since the market is developing so rapidly. We are investing heavily in product development and in developing site content. But we must be even better at making it easier for users to find what they are looking for. At the same time, we must help our advertising customers reach interested users in an effective manner."

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*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 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.

Eniro – Discover local. Search local.