

Magdalena Bonde appointed new President and CEO at Eniro AB

The Board of Directors of Eniro AB has today appointed Board Member Magdalena Bonde as the new President and CEO of Eniro AB, taking effect on August 12, 2019, at the latest. In connection with Magdalena Bonde taking office, Örjan Frid will resign as CEO. Magdalena Bonde will stay on the Board of Directors.

Magdalena Bonde, holds a masters degree in Strategy and Finance from Heriot & Watt University, England. She has a background in E-commerce, development of marketplace models, digital growth strategies and Business Intelligence/Performance Management. Previous experience is among other things, CEO of Eniro Sverige AB, head of Eniro's Voice operations, CEO/COO/CMO in EMM Company, CEO/COO/CMO in Mogul Sweden (now Addnode), co-founder of the internet consulting company Cell, and chairman of the board of Confident Living AB and Wakers AB.

Magdalena Bonde will take office no later than August 12, 2019. Until Magdalena's accession, Örjan Frid will remain as CEO.

Most recently, Magdalena Bonde comes from Fyndiq AB, where she has been Chief Supply Officer and Chief Business Development Officer since 2016. Magdalena has been a board member of Eniro AB since April 2018 and thus has a good insight and understanding of Eniro's business and business model.

Arne Myhrman, Chairman of the Board says

- "It is with great satisfaction that the Board appointed Magdalena Bonde as President and CEO of Eniro AB. Magdalena has a profile and expertise to now continue the work begun on the new strategy and business model introduced during Örjan Frid's time as CEO. I look forward to contributing to Eniro's continued development together with Magdalena and the entire board. "

Örjan Frid is entitled to a notice period of six months according to the agreement with the company. No severance payment will be paid. Total cost for the release of Örjan Frid will be accounted for in the next interim report.

For further information, please contact:

Arne Myhrman, Chairman of the board, mobile phone: +46 73-383 64 67

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Eniro is a Digital marketing- and On-line search company for individuals and businesses in the Nordic region. With quality-assured content and an unrivaled user experience, Eniro inspires local discoveries and makes local communities thrive. Eniro's content is available through Internet and mobile services, directory assistance and SMS services. Each week, Eniro Group's digital services have about six million unique visitors. Eniro Group has about 1,100 employees and operations in Sweden, Norway, Denmark and Finland. The company is listed on Nasdaq Stockholm [ENRO] and headquartered in Stockholm. More about Eniro at enirogroup.com.

This document has been prepared in Swedish and translated into English. In the event of any discrepancies between the Swedish and the translation, the former shall take precedence.