



Press release November 23, 2012

## Eniro continues to streamline and makes a capital gain

**Eniro continues to concentrate the company's operations and is thus divesting the Norwegian B2B service Inform. The divestment will generate a capital gain in excess of SEK 30 M in the fourth quarter.**

Today, Eniro Norge AS has agreed to sell the business-to-business service Inform to Bisnode Norge AS. The divestment includes brands and other intellectual property rights, customer agreements and personnel. Inform has full-year sales totaling approximately SEK 19 M and a positive EBITDA. Bisnode will pay a purchase consideration totaling SEK 37 M. The payment will be made in cash on the transfer date, expected November 30, 2012.

“The divestment of Inform means that we are continuing to streamline and focus our operations on digital local search,” says Johan Lindgren, President and CEO of Eniro AB. “A concentration of the company's brand portfolio facilitates more efficient utilization of Eniro's development resources in the company's growth areas, while management's time can be focused on operating and further developing the core business,” concludes Johan Lindgren.

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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 publishing at 08:00 a.m. on November 23, 2012.

*Eniro is the Nordic region's largest local search company. Both consumers and companies can use Eniro's services to easily locate where to buy services and products - regardless of whether the channel is internet, catalog or mobile. Advertisers can actively market themselves to interested consumers and companies and thus find new customers and increase sales.*

*Eniro has some 3,500 employees in the Nordic region and Poland and has been listed on Nasdaq OMX Stockholm since 2000. During 2011, Eniro's revenues amounted to SEK 4,323 M and EBITDA was SEK 991 M. Headquarter is located in Stockholm, Sweden. More on Eniro at [www.eniro.com](http://www.eniro.com).*