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Eniro and Aller's partnership approved

The agreement between Eniro and Aller, regarding the portals Passagen, Spray and Suomi24, has after approval from the competition authority now been formally completed.

The ambition with the agreement is to provide the leading Internet portals in Sweden and Finland. In total, the transactions will result in capital gains for Eniro of about SEK 80 M before taxes.

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Eniro is the leading search company in the Nordic media market. Eniro makes it easy to find people, businesses and products using directories, directory assistance, Internet and mobile services. Eniro's core markets are the Nordic countries and Poland.

Eniro is listed on the OMX Nordic Exchange Stockholm and has some 4,650 employees. In 2007, revenues amounted to SEK 6,443 M, with EBITDA of SEK 2,266 M. Operating revenues and EBITDA exclude discontinued operations.

About Aller

The Aller group has history of 135 years and is one of the Nordic region's leading media groups with operations in Denmark, Sweden, Norway and Finland. The group is owned by Carl Allers Etablissement AS (CAE), based in Copenhagen, Denmark. During 2007 the revenues amounted to SEK 4, 100 M. Its core business is the publication of magazines and websites. Aller Förlag in Sweden has 700 employees and head office in Helsingborg.