

January 9, 2015

## President of Eniro's Norwegian operation resigns

**Pierre Mårtensson today announced his resignation as President of Eniro Norway. Mattias Wedar, Head of Product Development and Marketing at Eniro, will serve as acting President of the Norwegian company.**

Pierre Mårtensson has headed Eniro Norway since August 2013.

"Under Pierre's leadership, Eniro has refined the Norwegian operation. The company is on the right track and have gained a clearer position in local search," comments Stefan Kercza, President and CEO of Eniro. "I want to thank Pierre for his efforts. We will now build further upon the foundation that Pierre and his team have laid for the Norwegian operation."

"Apart from refining the operation, I am very pleased that we at the same time managed to increase the company's sales efficiency," comments Pierre Mårtensson. "I wish the best for Eniro and will follow the company's development with great interest – this time as a spectator."

Mattias Wedar, currently Head of Product Development and Marketing at Eniro, has been appointed as acting President of the Norwegian company.

"We will continue our focus on local search in Norway," says Mattias Wedar. "Our aim is to offer small and medium-sized companies an effective marketing channel whether it be a PC, tablet or smartphone."

Eniro has begun a recruitment process to find a new President for Eniro Norway.

---

**For further information, please contact:**

Stefan Kercza, President and CEO, Tel.: +46 8 553 310 00

Pierre Mårtensson, Tel. +47 97 11 28 88

Christer Lundin, Head of Communications, Tel.: +46 72 888 18 16, [christer.lundin@eniro.com](mailto:christer.lundin@eniro.com)

This 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 10.00 CET on January 9, 2015.

*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 2,500 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](http://www.enirogroup.com).*

**Eniro – Discover local. Search local.**