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## New segment reporting according to IFRS8

As of January 1, 2009 Eniro will adopt IFRS 8 which replaces IAS 14. The new standard requires segment information to be reported in accordance with the financial information reported internally. From 2009 the financial information will be reported in the segments Online, Offline Media and Voice. The presentation of the financial information will be in line with the new organization and based on management's monitoring of financial performance.

To facilitate the comparison with 2008 figures Operating Revenues and EBITDA are presented for Online, Offline Media and Voice.

SEK M

	Q1-08	Q2-08	Q3-08	Q4-08	Total
<b>Operating Revenues total</b>	<b>1 376</b>	<b>1 678</b>	<b>1 480</b>	<b>2 111</b>	<b>6 645</b>
Online	567	592	587	684	2 430
Offline Media	587	838	656	1 181	3 262
Voice	222	248	237	246	953
<b>EBITDA total</b>	<b>301</b>	<b>580</b>	<b>478</b>	<b>705</b>	<b>2 064</b>
Online	198	294	223	227	942
Offline Media	73	246	195	466	980
Voice	51	61	74	45	231
Other	-21	-21	-14	-33	-89
<b>EBITDA margin %</b>	<b>22%</b>	<b>35%</b>	<b>32%</b>	<b>33%</b>	<b>31%</b>
Online	35%	50%	38%	33%	39%
Offline Media	12%	29%	30%	39%	30%
Voice	23%	25%	31%	18%	24%

In the above table capital gains and restructuring costs are included according to the following:

*Q2 2008: Restructuring costs are included in Online with SEK 12 M and in Voice with SEK 10 M. Capital gains are included in Online with SEK 87 M. Q4 2008: Restructuring costs are included in Online with SEK 2 M, Offline Media with SEK 2 M, Voice with SEK 11 M and Other with SEK 23 M.*

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Eniro is the leading directory and search company in the Nordic media market. Eniro's search database connects sellers to buyers and makes it easy to find people using Online, Offline Media and Voice channels. Eniro has operations in Sweden, Norway, Finland, Denmark and Poland.

Eniro is listed on the Stockholm Stock Exchange and has some 5,000 employees. In 2008, revenues amounted to SEK 6,645 M, with EBITDA of SEK 2,064 M.