

March 10, 2015

## Etisalat launches Eniro's search engine in the United Arab Emirates

**Etisalat Information Services launch the first fully-digital search service in the United Arab Emirates (UAE). The launch marks an agreement between the company and Eniro. The service will initially cover the UAE, with the intention to introduce the service in other markets.**

Through the search engine can Etisalats users among other things search for name, location, shopping, travel and hotel bookings, maps, location services and directions to the search results. The service is available online in both English and Arabic languages. It's available through online as well as mobile app offerings for iOS and Android. It also has a responsive design which gives the same impression whether it is a computer, tablet or mobile.

"We searched for the best partner to develop a unique local search engine as a complement to our telecom business," comments Rashid Khusaif Al Naqbi, General Manager, Etisalat Information Services. "We are looking forward to a successful launch in our home market, with a view to subsequently launching services in our other markets."

"We have worked closely together with Etisalat in adapting our local search platform to the market in United Arab Emirates," comments Stefan Kercza, CEO and President of Eniro Group. "By investing in our search platform, they can also take advantage of new features that are introduced. It's in accordance with our strategy to strengthen the position in local search."

Etisalat Information Services is the market leader in United Arab Emirates of multiplatform information services. It's a subsidiary of Emirates Telecommunications Corporation-Etisalat.

The subsidiary, Eniro Global, has been formed with the mission of entering into agreements with partners interested in conducting their own local search services based on Eniro's concept. Eniro provides the platform and takes responsibility for development and maintenance of this in pace with the further development of Eniro's own service offering. The agreement partner is responsible for the database of local content (company information, personal information, map information, etc.) and sales resources.

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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. Submitted for release at 08:30 CET on March 10, 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 2,300 employees and has been listed on Nasdaq Stockholm since 2000. During 2014, Eniro's revenues amounted to SEK 3,002 M and EBITDA was SEK 631 M. More than 88 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.**