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Press release April 2, 2015

Eniro's rights issue oversubscribed. Preliminary result.

The subscription period for Eniro's rights issue with preferential rights for shareholders of ordinary shares ended on March 30, 2015 and according to the preliminary result the rights issue is oversubscribed. The company will thereby receive approximately SEK 458 million before transaction costs.

In total, approximately 97 percent of the rights issue was subscribed for with the exercise of subscription rights. These subscriptions include certain larger shareholders, including Zimbrine Holding BV (a company controlled by Staffan Persson, member of the Board of Directors), Danske Capital and Lars-Johan Jarnheimer (Chairman of the Board) which have committed to subscribe for their respective pro rata shares, corresponding to, in aggregate, approximately 18 percent of the total rights issue.

Additionally, applications for subscription of ordinary shares without subscription rights have been received, corresponding to in aggregate approximately SEK 110 million, representing approximately 24 percent of the total rights issue proceeds before transaction costs.

Allotment of new ordinary shares subscribed for without subscription rights will be made according to the principles outlined in the prospectus which was published on March 13, 2015. Consequently, since the rights issue has been oversubscribed, the guarantee commitments made in connection with the rights issue will not be exercised.

Through the rights issue, Eniro's share capital will increase by SEK 152,821,110. The number of ordinary shares will increase by 305,642,220 to 407,522,960. This occurs when the rights issue is registered with the Swedish Companies Registration Office.

The last day of trading in paid subscribed shares (BTA) at Nasdaq Stockholm is expected to be April 24, 2015. The new ordinary shares are expected to start trading at Nasdaq Stockholm around April 30, 2015.

ABG Sundal Collier AB is acting as financial advisor and Gernandt & Danielsson Advokatbyrå KB is the legal advisor to Eniro in connection with the rights issue.

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Eniro AB (publ) is required to make this information public in accordance with the Swedish Securities Market Act and/or the Financial Instruments Trading Act. The information was released for publication on April 2, 2015 at 8:00 (CET).

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.

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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 revenues amounted to SEK 3,002m and EBITDA was SEK 631m. Approximately 88 percent of Eniro advertising revenues come from multiscreen channels. The company's headquarters are located in Stockholm, Sweden. More on Eniro at www.enirogroup.com.

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Important information

The information in this press release shall not constitute an offer to acquire, subscribe or otherwise trade in shares, subscription rights or other securities in Eniro.

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No subscription rights, BTAs (interim shares) or new shares have or will be registered under the United States Securities Act of 1933 ("Securities Act") or securities legislation in any state or other jurisdiction in the United States and may not be offered, subscribed, sold or transferred, directly or indirectly, within the United States, other than pursuant to an exemption from the registration requirements of the Securities Act and in accordance with securities laws in relevant state or other jurisdiction in the United States.

This press release may contain forward-looking statements which reflect Eniro's current view on future events and financial and operational development. Words such as "intend", "expect", "anticipate", "may", "plan", "estimate" and other expressions which imply indications or predictions of future development or trends, and which are not based on historical facts, are intended to identify forward-looking statements. Forward-looking statements inherently involve both known and unknown risks and uncertainties as they depend on future events and circumstances. Forward-looking statements do not guarantee future results or development and the actual outcome could differ materially from the forward-looking statements.