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Press release April 22, 2015

Eniro publishes prospectus regarding admission to trading of convertible bonds

The prospectus for admission to trading of Eniro's senior unsecured convertible bonds has been approved and registered by the Swedish Financial Supervisory Authority and is available on the company's website www.enirogroup.com. The Convertible loan in the amount of SEK 500 M falls due for payment on 14 April 2020 and the conversion price is SEK 1.95.

First day of trading on NASDAQ Stockholm is expected to be 23 April 2015 and the convertible bonds will have the ticker ENRO KV 1.

For more information, please contact:

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

Roland M. Andersen, Group CFO, Tel: +46 8 553 310 00

Cecilia Ketels, Acting Head of Investor Relations, Tel: +46 72 157 29 07, email: cecilia.ketels@eniro.com

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 22 April 2015 at 15:30 (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.

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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