



February 10, 2015

## Nils Carlsson new CEO of Eniro Sweden

**Eniro has appointed Nils Carlsson as new CEO of Eniro Sweden. He is currently CEO of Electrolux Hemprodukter and has a broad base of leadership experience in business development, marketing and sales. For nearly 20 years Nils has served in various international assignments in mobile telephony and digital media. He will begin at Eniro during the month of May.**

"I am very pleased that the recruitment of a new CEO of Eniro Sweden is now complete," says Stefan Kercza, President and CEO of Eniro. "Nils has solid leadership experience and great knowledge about what is needed to develop business."

"With his experience in both mobile telephony and digital marketing, Nils has great insight into the needs of customers and users alike. His background will be of great value in moving Eniro forward in the digital media market."

In addition to his work at Electrolux, Nils Carlsson has a long record of leadership experience from other international companies. He has served previously as head of product and business development at Europolitan and Vodafone, and as director of marketing and sales at Telenor. He is also a former CEO of the digital marketing agency Netbooster, with operations in Scandinavia, France and the UK.

"Eniro is emerging from a turbulent year, but looking forward we see great business opportunities," comments Nils Carlsson. "The company works in a growing market and is far advanced in the mobile segment. I have experience in transformations from previous companies that I've worked with, and taking the step into the digital world entails the start of a change. In short, this was an opportunity that I could not turn down."

Eniro Sweden is the largest company in the Eniro Group, with some 590 employees. In 2014 the Swedish operations had sales of more than SEK 1,300 M, accounting for 44% of the Group's total sales of more than SEK 3 billion.

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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 11:30 CET on February 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 OMX 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).*

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