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Eniro acquires Leta.se

Eniro is acquiring 100% of the shares in Leta AB for a cash consideration of SEK 48 M. Through the acquisition of Leta.se, Sweden's largest start page with categorized links, Eniro's position on the Internet market in Sweden is strengthened.

Leta.se will be included in Eniro's network and generate valuable traffic to Eniro's services. Eniro's combined advertiser's offering, particularly in search word marketing, is further strengthened.

"Leta.se holds a strong position as a start page in Sweden and we foresee exciting opportunities to develop the service to further increase use," says Tomas Franzén, President and CEO of Eniro.

Leta.se has existed since 1998 and is an established start page for many Swedish Internet users, featuring a selection of links to other popular and useful sites. Leta.se has a positive traffic trend, with more than 1.1 million visits per week and the start page generates more than 50 million web searches annually. The company reported revenues in 2006 of about SEK 7 M and an EBITDA of about SEK 6 M.

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Eniro is the leading search company in the Nordic media market. Eniro makes it easy to find people, businesses and products using directories, directory assistance, Internet and mobile services. Eniro's core markets are the Nordic countries and Poland.

Eniro is listed on the Stockholm Stock Exchange and has some 4,700 employees. In 2005, revenues amounted to SEK 4,827 M, with EBITDA of SEK 1,234 M.