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Eniro launches new Online organization

Today, Eniro launches the first step of a new organization to support Eniro's coming new strategy by forming a business unit for online operations on a Nordic level.

Mathias Hedlund will head the new business unit Online.

As previously communicated, Eniro is currently in a strategic review process and the outcome of the work will be presented on a Capital markets day in Copenhagen on November 6, 2008. To deliver against the new strategy, Eniro will need a different organizational structure divided into three strategic business units, Online, Offline Media and Voice with continuous strong focus on the national markets where the local implementation will take place. Eniro is thereby creating a functional matrix to focus both on segment opportunities and on local markets. The business segments will be responsible for segment strategy across the Group as well as product and concept ownership and development. The countries will be responsible for strategy implementation, Sales, Marketing, Business Operations, Co-operations and content aggregation as well as the local supporting functions, IT, HR and Finance. The Swedish subsidiaries, Din Del and 118 118, will be part of the Swedish organization.

The overall focus with the new strategy is to transform from print dependency to online opportunities. In order to start take action to explore the online opportunities a decision was made to launch the new Online organization already on October 20, ahead of the strategy presentation on November 6.

Online will be a reporting business unit with P&L responsibility. Mathias Hedlund will head the business unit and also be part of Eniros management group. The new Eniro management group will consist of Jesper Kärrbrink, President and CEO, Jan Johansson, CFO, Åsa Wallenberg, Head of IR and Communications, Mattias Wedar, CIO, Mathias Hedlund, Vice President Online, Martin Carlesund, President Sweden, Wenche Holen, President Norway, Illka Wäck, President Finland, Henrik Dyring, President Denmark and Roger Asplund, President Poland. Vice President Voice will be Wenche Holen. Vice President Offline Media will be announced later.

- I am very pleased to do this organizational change that will increase our focus on the different market segment opportunities at the same time as we continue to focus on our strong local market presence, says Jesper Kärrbrink, President and CEO of Eniro.

Mathias Hedlund has previously worked at the Swedish gaming company Svenska Spel where he among other things held the position as Vice President Games and Lotteries, a division that included the Internet business within the company.

- There are great opportunities for Eniro in the online market segment and by the new organization we can develop Eniro's online business further and take advantage of the online opportunities, says Mathias Hedlund, Vice President Online Eniro.

The new organization will be in place in its entirety from January 1, 2009. Additional questions will be answered at the Capital markets day held in Copenhagen on November 6, 2008.

For further information regarding the CMD and registration see www.eniro.com

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www.eniro.com

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 has operations in Sweden, Norway, Finland, Denmark and Poland

Eniro is listed on the Stockholm Stock Exchange and has some 4,650 employees. In 2007, revenues amounted to SEK 6,443 M, with EBITDA of SEK 2,266 M. Operating revenues and EBITDA excluding discontinued operations