

PRESSMEDDELANDE 2000-12-05

## **Eniro acquires Yellow Pages in Moscow**

**Eniro AB has signed agreements to acquire one of the leading directory businesses in Moscow. The acquisition strengthens Eniro's position in the Russian market and it thereby becomes the largest player in the region in the directory industry. It also gives Eniro access to a well-known trademark, Yellow Pages, and the domain name yellowpages.ru.**

The acquisition of Yellow Pages (YP) Moscow is a part of Eniro's growth strategy of strengthening its presence in markets with great development potential.

- Yellow Pages Moscow has a lot to bring to our operation in the region, says Pär Kempe, President of Eniro Eastern Europe.

YP Moscow is one of the leading players in Moscow with a market share of 15 per cent. A position as market leader is achieved when adding Eniro's existing business in Moscow. The market is growing at about 6-7 per cent a year.

YP Moscow started in 1997. The operation consists of both directory and Internet services. The Internet service has existed since the autumn of 1997 and is one of Moscow's most visited sites. The number of Internet users in Moscow is about 1 million.

All 120 people working at YP in Moscow will continue in the new merged operation. Sven-Uwe Ernst, YP Moscow, will be heading up Eniro's total operations in Moscow.

- The merged Eniro and YP Moscow further strengthen Eniro in Moscow, which is the most important region in Russian today, says Pär Kempe. There has been stabilization of the economy and the country is seeing positive growth, which is why we believe in even stronger development in this region.

---

### **For further information, please contact:**

Lars Guldstrand, CEO and President Eniro AB, +46 8 634 7001, +46 70 528 81 81  
Pär Kempe, President Eniro Eastern Europe, +46 8 634 7031, +46 70 580 75 88  
[www.eniro.com](http://www.eniro.com)

**Fel! Hittar inte referenskälla.**

**Fel! Hittar inte referens-  
källa. 2 (2)Fel! Hittar inte  
referenskälla.**

*som distribueras i 24 miljoner ex. Antalet besökare på Eniros webbplatser under år 2000  
beräknas uppgå till cirka 15 miljoner.*