



Eniro enriches search with local discovery

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The days of simple search are over. Users expect more than just plain data when they look up places or businesses, and Eniro is meeting that demand by offering local guide functionalities that let the user discover the local area.

Until now, Eniro's widely used search services have relied upon the user to know what he or she was looking for. That is no longer the case. Eniro has developed from being a great search service to the local guide that helps you discover the local area.

By clicking "discover local" on Eniro's maps, you are presented with all kinds of inspiring details from the local area that you've searched for. Shops, restaurants and other service providers are shown by category, and links to Wikipedia articles let you read more about interesting things and places nearby. Upcoming local events are shown with data from Facebook, as well as user tips from other Eniro users.

"So far, dynamic local content of this type has only been available in our core app. Now we offer the feature across all platforms, to let you discover local even from the desktop computer. With this addition to our local search services, we further strengthen Eniro's position as the local guide," says Magnus Fredén, Product Owner Mobile at Eniro.

The new feature is available on Eniro.se, no matter which device you search from. If you're using a desktop computer, the "discover local" will give you inspiration based on the location you search for. If you're using a mobile phone, the content shown will as default be based on your current location.

For more information, please contact:

Magnus Fredén, Product Owner Mobile, Eniro
(+46) 70 379 1297 / magnus.freden@eniro.com

About Eniro

Eniro is a leading search company for individuals and businesses in the Nordic region. With quality-assured content and an unrivalled user experience Eniro inspires local discoveries and makes local communities thrive. Eniro's content is available through internet and mobile services, printed directories, directory assistance and SMS services. Each week Eniro Group's digital services have 8.1 million unique visitors who perform 14.5 million searches. Eniro Group has about 1,700 employees and operations in Sweden, Norway, Denmark, Finland and Poland. The company is listed on Nasdaq Stockholm [ENRO] and headquartered in Stockholm. More on Eniro at enirogroup.com.