



Press release 2019-07-01

## **Eniro's divestment of Proff, its Scandinavian B2B and financial search operations, completed according to plan**

As previously announced by press release on May 20, 2019, Eniro and Asiakastieto Group Plc together with its Swedish subsidiary UC AB has entered into an agreement about the sale of Proff, Eniro's B2B and financial search operations in Scandinavia. The purchase consideration for the acquisition was SEK 120 million, which was paid in cash in one instalment. A five percent per annum interest calculated for the period between 1 January 2019 and 1 July 2019 was added to the purchase consideration. The interest payable at completion was approximately SEK 3 million. The transaction is thereby completed in accordance with plan. The divestment is in line with Eniro's strategy to focus on digital marketing services in the Nordic area.

---

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

Örjan Frid, President and CEO, Eniro Group, tel +46 8-553 310 00

*Eniro is a Digital marketing- and On-line search company for individuals and businesses in the Nordic region. With quality-assured content and an unrivaled user experience, Eniro inspires local discoveries and makes local communities thrive. Eniro's content is available through Internet and mobile services, directory assistance and SMS services. Each week, Eniro Group's digital services have about six million unique visitors. Eniro Group has about 1,100 employees and operations in Sweden, Norway, Denmark and Finland. The company is listed on Nasdaq Stockholm [ENRO] and headquartered in Stockholm. More about Eniro at enirogroup.com.*

*This document has been prepared in Swedish and translated into English. In the event of any discrepancies between the Swedish and the translation, the former shall take precedence.*