

Rough translation

Eniro Group AB 2025 remuneration report

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Introduction

This report describes how the guidelines for remuneration to senior executives of Eniro Group AB (publ), adopted by the Annual General Meeting 2023, were applied in 2023. The report also contains information on remuneration to the CEO.

The report has been prepared in accordance with the Swedish Companies Act and the Swedish Corporate Governance Board's Rules on Remuneration of Senior Executives and on Incentive Programs.

Further information on the remuneration of senior executives can be found in the note Employees and personnel costs in the 2023 Annual Report. Information on the work of the Remuneration Committee in 2023 can be found in the Corporate Governance Report in the 2023 Annual Report.

Directors' fees are not covered by this report. Such fees are decided annually by the Annual General Meeting and are also reported in the 2023 Annual Report.

Development in 2024

The CEO summarizes the overall performance of the company in the words of the CEO in the 2024 Annual Report.

Company remuneration guidelines: scope, purpose and derogations

A prerequisite for the successful implementation of the Company's business strategy and the safeguarding of its long-term interests, including its sustainability, is that the Company is able to recruit and retain qualified staff. This requires the Company to offer competitive remuneration. The Company's Remuneration Guidelines allow for a competitive total remuneration to be offered to senior executives. According to the remuneration guidelines, the remuneration of senior executives should be market-based and may consist of the following components: fixed cash salary, variable cash remuneration, pension benefits and other benefits. The variable cash remuneration shall be linked to financial or non-financial criteria. They may take the form of individualized quantitative or qualitative targets. The criteria should be designed to promote the company's business strategy and long-term interests, including its sustainability, for example by having a clear link to the business strategy or promoting the long-term development of executives.

The guidelines can be found in the 2024 Annual Report. In 2024, the Company has complied with the applicable remuneration guidelines adopted by the General Meeting. The auditor's opinion on the company's compliance with the guidelines is available at <https://www.enirogroup.com/bolagsstyrning/bolagsstaemmor/>.

No deviations from the Guidelines have been made and no deviations have been made from the decision-making process that the Guidelines require to be applied to determine the remuneration.

Table 1 - Total remuneration of the CEO in 2024 (KSEK)*

Name and position	Basic salary **	Other benefits ***	Variable one-year compensation****	Variable multiannual compensation*****	Extra ordinary items	Pension cost *****	Total compensation	Share of fixed and variable remuneration *****
Hosni Teque-Omeirat	3 591	103	1 500	0		1 030	6 224	76/24

* Includes expensed unpaid benefits

** Basic salary including vacation pay

Total cost of other benefits (preferably with reference to type of benefit)

**** According to program described expensed not paid

***** Multi-year variable remuneration is recognized to the extent that it has been subject to vesting in 2023.

This applies regardless of whether payment has, or has not, been made in the same year

***** Pension costs are fully recognized.

***** Share of fixed remuneration/ share of variable remuneration

Share-based payment

The company has a share-related incentive program (warrant program) where allocation took place during the year. Of which 3,500,000 options were allocated to the CEO.

Application of performance criteria

In 2024, the CEO has had a performance-based bonus. The performance criteria have been EBITDA for each Marketing Partner, Dynava and for the total group, as well as a part linked to savings linked to a specific IT project. In total, SEK 1 500 000 has been achieved and paid out.

Table 2 - CEO performance during the reported financial year: CEO bonus program (KSEK)

Name and title of the official	Outcome	Outcome Y/N	Allocation excl. social security contributions (TSEK)
Hosni Teque-Omeirat (VD)			
Bonus program 2024			
EBITDA Marketing partner > SEK 148 MILLION	SEK 178 MILLION	Y	750
EBITDA Dynava > 39 MSEK	SEK 23 MILLION	N	0
EBITDA Total > 128 MSEK	SEK 143 MILLION	Y	750
Savings in IT projects	SEK 0 MILLION (the project was not implemented)	N	0

Total			1 500
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Table 3 - Changes in remuneration and company performance over the last five reported financial years (RR) (SEK million)

	RR4 vs RR5 (2020)	RR3 vs RR4 (2021)	RR2 vs RR3 (2022)	RR1 vs RR2 (2023)	RR vs RR1 (2024)
Group RR (EBITDA) vs previous year change in MSEK and change in %.	+134 (+76%)	+133 (- 0,7%)	+148 (+11%)	-61 (-41%)	+56 (+64%)
EBIT vs previous year change in MSEK and change in %	-595 (- 50,3%)	-97 (- 83,7%)	+66 (-32%)	-61 (-94%)	+68 (+1700%)
Remuneration of the CEO and change in remuneration of the CEO *	4,5 (+12,5%)	6,6 (+46,7%)	5,3 (-16%)	5,5 (+3%)	6,2 (+ 14%)
Average remuneration based on the number of full-time equivalent employees in the company **	0,631 (- 11,7%)	0,636 (+0,8%)	0,497 (- 22%)	0,516 (+1%)	0,514 (-0,2%)

* Total fixed, variable, pension and other from table above

** Full salary cost including benefits / average number of FTEs (see AR), excluding members of the Executive Board.