

Rough Translation

Guidelines on remuneration of senior executives

The Board of Directors of Eniro Group AB (publ) ("Eniro" or the "Company") proposes that the Annual General Meeting resolves to adopt the following guidelines for remuneration to senior executives until further notice, however no longer than until the Annual General Meeting 2029.

1. Scope of the guidelines

The guidelines apply to those persons who, during the period of validity of the guidelines, are members of the Executive Board of Eniro Group AB (publ), ("Senior Executives"). The guidelines shall apply to remuneration agreed and changes made to remuneration already agreed, after the guidelines have been adopted by the Annual General Meeting 2025. The guidelines do not apply to remuneration decided by a general meeting.

2. Promoting Eniro's business strategy, long-term interests and sustainability

The company is a digital marketing partner to small and medium-sized enterprises. In view of the rapidly changing digital marketing market and the Company's growth going forward, the Company has developed a new strategy for the financial year 2024. The Board of Directors believes that it is critical the successful implementation of the Company's business strategy and to the long-term interests of the Company, including its sustainability, that the Company is able to recruit and retain qualified employees who do their utmost. These guidelines contribute to the Company's business strategy, long-term interests and contribute to the Company's ability to attract qualified employees to the business.

3. Forms of compensation, etc.

The objective is that the Company shall offer a market-based remuneration consisting of a fixed salary, any variable cash remuneration, pension provisions and other remuneration and benefits. Variable cash remuneration may amount to a maximum of 150 percent of the fixed salary for the CEO and for other Senior Executives variable cash remuneration may amount to a maximum of 100 percent of the fixed salary. Pension benefits may amount to a maximum of 35% of the fixed salary and other remuneration and benefits may amount to a maximum of 10% of the fixed salary. In addition, the General Meeting may from time to time decide on share and share price related remuneration.

The fixed salary is based on the individual's responsibilities, skills and experience. Targets for any variable cash remuneration shall be set by the Board of Directors starting on 1 January annually and shall be based on the outcome in relation to defined and measurable targets, both common and individual targets, and be maximized in relation to the fixed salary.

Any variable cash remuneration shall be linked to predetermined and measurable criteria based on the Eniro Group's operational performance (operating profit before depreciation, amortization, impairment, goodwill amortization, interest and tax), the Group's revenue and cash flow. The purpose of these criteria is to promote long-term value creation.

Variable cash remuneration

Variable cash remuneration shall be based on operating profit and consolidated revenue. The measurement period can either be twelve months, where the outcome is based on the income statement and balance sheet adopted by the annual general meeting, for three months at a time, where the outcome is based on the published interim report, or a combination of both measurement periods. Variable cash remuneration to the CEO may be

amount to a maximum of 150% of the fixed salary and for other Senior Executives to of the fixed salary. Agreements on quarterly variable cash remuneration may be concluded for one calendar year at a time.

Retirement age, pension and other benefits

The normal retirement age is 65 years. The Company's pension policy is based on either an individual occupational pension plan or a defined contribution plan with a maximum of 35% of the fixed salary. The company does not provide a company car. Other remuneration and benefits must be in line with market conditions and may amount to a maximum of 10% of the fixed salary.

Common guidelines on variable cash remuneration

Bonus payments are not pensionable or vacationable. The Company shall be entitled to demand repayment of variable cash remuneration if a payment was based on information that later proved to be manifestly misstated. Payment part of any variable cash remuneration shall be conditional on the underlying targets being achieved in a sustainable manner.

Notice period and severance pay

The notice period for the CEO is normally one year and for other Senior Executives is normally six (6) months. Severance pay is not paid.

Pay and conditions of employment for staff

In preparing proposals for these remuneration guidelines, salary and employment conditions for the Company's employees have been taken into account by including information on the employees' total remuneration, the components of the remuneration and the increase and growth rate of the remuneration over time as part of the Remuneration Committee's and the Board of Directors' basis of decision when evaluating the reasonableness of the guidelines and the limitations that follow from them. The development of the gap between the remuneration of the Senior Executives and the remuneration of other employees will be disclosed in the Remuneration Report.

4. The decision-making process for setting, reviewing and implementing the guidelines

The Board of Directors determines any variable cash remuneration based on annual evaluations of the individual executive's achievement of objectives. The Board has established a Remuneration Committee. Since 2018, the Committee's tasks are carried out by the full Board.

The Remuneration Committee shall (a) prepare the Board's decisions on remuneration principles, including principles for variable cash remuneration, remuneration, including outcome of variable cash remuneration and other terms of employment for the CEO and other Senior Executives (b) monitor and evaluate ongoing and during the year concluded programs for variable cash remuneration for the CEO and other Senior Executives (c) monitor and evaluate the application of the guidelines for remuneration to the Senior Executives that the Annual General Meeting is required by law to resolve on, as well as the current remuneration structures and levels in the Company; and (d) prepare the Board's proposal for guidelines for remuneration to the Senior Executives to be presented to the Annual General Meeting.

The Remuneration Committee shall prepare any proposals to the general meeting regarding share or share price related incentive programs for the CEO and other Senior Executives, whereby in particular the motives for the program, material terms, any dilution and what the program can be expected to cost the Company in different possible outcomes shall be stated.

The Executive Director shall not participate in the preparation of decisions or guidelines concerning the Executive the director's remuneration or conditions.

Variable cash remuneration shall be based only on the operating result and not on the operational result and the group's revenue.

5. Deviation from the guidelines

The Board of Directors shall have the right to temporarily deviate, in whole or in part, from the guidelines for remuneration to the CEO and other Senior Executives if, in the individual case, there are special reasons for doing so and a deviation is necessary to meet the Company's long-term interests, including its sustainability, or to ensure the Company's financial viability. Any deviation shall be reported in the remuneration report to the next annual general meeting.

Stockholm, April 2025 The

Board of Directors of Eniro Group AB

(publ)