

Addressing today, shaping tomorrow



Annual General Meeting
Eniro Group AB

3 transformations that are shaping us

- **Perception** of Eniro
- Product-led **growth**
- Go-to-market **efficiency**

2024 became a year of exploration and validation



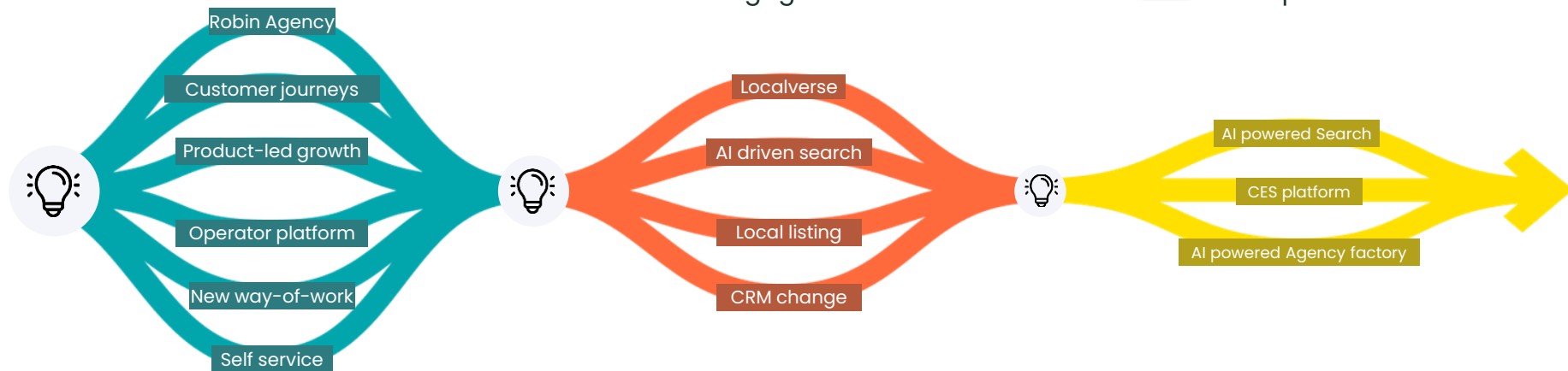
We gathered
our hypothesis into
a cohesive platform
concept



We learned
that Localverse is not an
app, but an integrated
solution driver by local
engagement



We are now ready
to build a state-
of-the art agency
and operator
platform



The outcome of our efforts is a well defined platform
that we now are implementing and launching 2025

What is Eniro?



K

GS



Largest federation of local search operators in Scandinavia

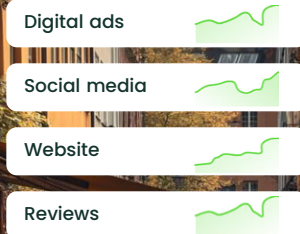
Sharing a unified platform for
local search fulfillment

Best seafood
restaurant - Search



Opening hours
Shopping Mall
9:00 AM — 8:00 PM

Local search in numbers



46%

of all searches
have local intent

10M

Monthly unique visitors
searches on our websites

45.000

Local businesses are
using our services

3M

Organisations in our
Nordic registry

Robin – the local business agency



Market leader in
Local presence
management and
marketing services
for local businesses
In the Nordics



SEO

SEM

Social
Media
Advertising

Programmatic
Advertising

Website
develop-
ment

Local
Visibility

Logo
Creations

Vision 2028

By 2028, Eniro is recognized as a company driving the development of products, services, and **solutions that help local businesses grow**, acting value-driven and intelligently at every step.

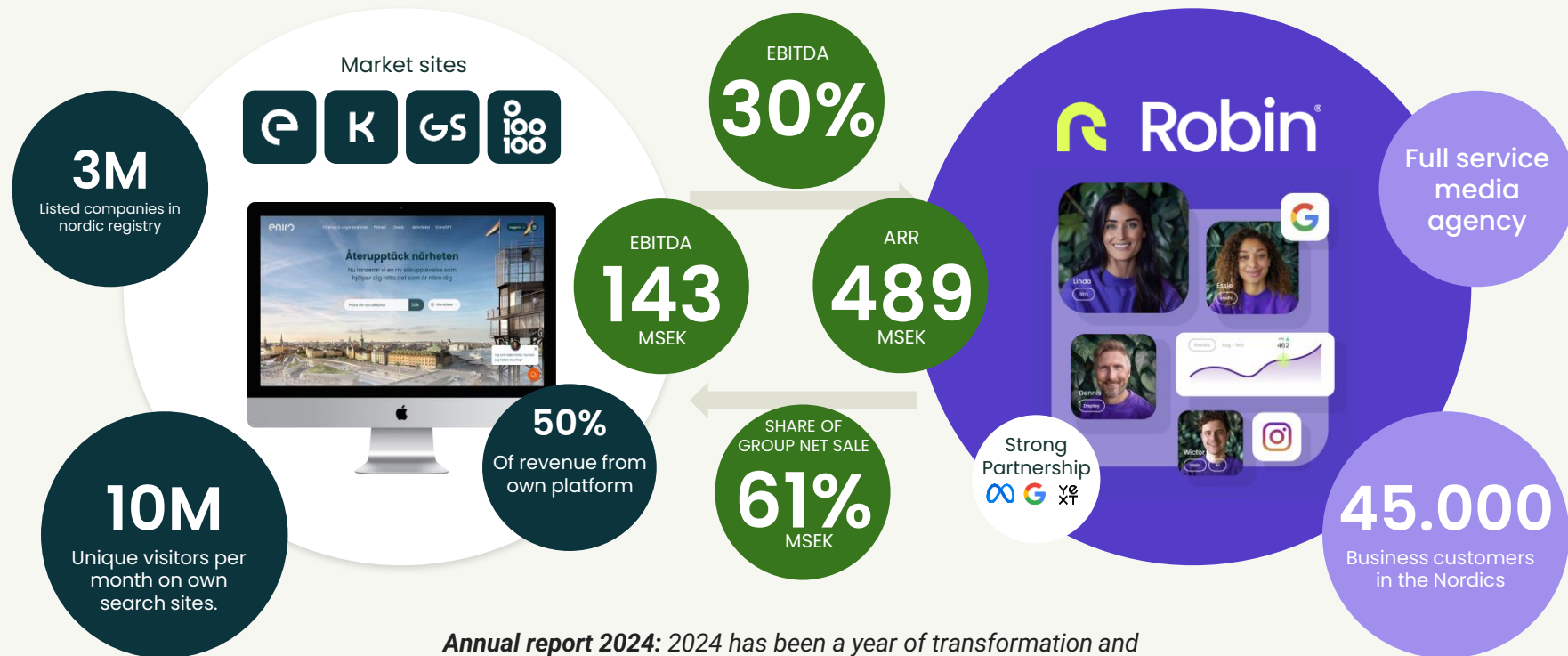
Our intelligent platforms are at the forefront of innovation. Users visit more frequently, stay longer, and value our services higher than comparable platforms from competitors.

Eniro is a profitable company experiencing strong growth, generating more than double the current revenue, and serving multiple times greater customer base across the Nordics who **love and rely on our products** and offerings.

We have proven our ability to attract, develop, and retain customers, users, and talent over time.

How is Eniro?

Local search & Robin Agency – twin engines drive our growth



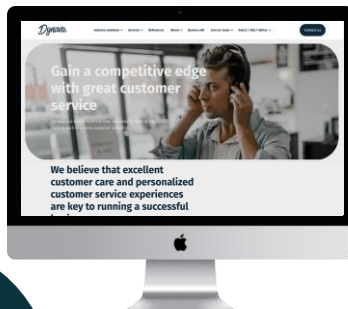
Annual report 2024: 2024 has been a year of transformation and progress for Eniro. We delivered our strongest results in 11 years, while continuing to develop and adapt to a changing market.

“In the future, every company is going to be an AI-first company – or be disrupted by one.”

Dynava – A strong Nordic customer service partner being transformed into an AI-first company

Full service
contact center
operations and
directory
assistance

Dynava



NET REVENUE
370
MSEK

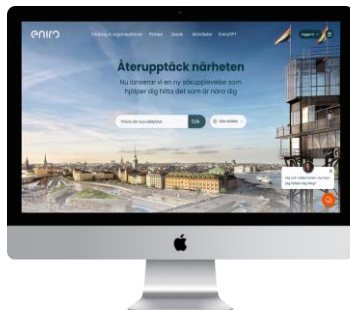
SHARE OF
GROUP NET SALE
39%
MSEK

16M

Number of cases
handled per year

Annual report 2024: The customer service business is growing and partially compensates for the decline in directory assistance services. The digital development contributes to closer collaborations with several clients and a strategic key position for Dynava, which is very promising for the future

Eniro group in brief



GROUP
NET SALE

951

MSEK

MSEK

ARR

489

MSEK

EBITDA

143

NET RESULT

68

Dynava



Why Eniro?

A cow with a purple and black patterned coat stands in the center of a grassy field. In the background, other cows of various colors (brown, white, black) are grazing. The sky is overcast and hazy.

Reducing complexity, narrowing the focus

Holy cows make
the best burgers!

Thank You

