

Eniro Group AB 2026 remuneration report

Introduction	1
Development in 2025	1
Company remuneration guidelines: scope, purpose and derogations	1
Table 1 - Total remuneration of the CEO in 2025 (KSEK)*	2
Share-based payment	2
Application of performance criteria	
Bonus program 1 CEO Annual bonus	2
Table 2 - CEO performance during the reported financial year: CEO bonus program (KSEK)	2
Table 3 - Changes in remuneration and company performance over the last five reported financial years (RR) (SEK million)	3

Introduction

This report describes how the guidelines for remuneration to senior executives of Eniro Group AB (publ), adopted by the Annual General Meeting 2025, were applied in 2025. The report also contains information on remuneration to the CEO.

The report has been prepared in accordance with the Swedish Companies Act and the Stock Market Self-Regulation Committee'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 2025 Annual Report. Information on the work of the Remuneration Committee in 2025 can be found in the Corporate Governance Report in the 2025 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 2025 Annual Report.

Development in 2025

The CEO summarizes the overall performance of the company in the words of the CEO in the 2025 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 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 2025 Annual Report. In 2025, the Company 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/bolagsstammor/>.

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 remuneration.

Table 1 - Total remuneration of the CEO in 2025 (KSEK)*

Name and position	Basic salary**	Other benefits***	Variable one-year compensation****	Variable multiannual compensation*****	Extraordinary items	Pension cost*****	Total compensation	Share of fixed and variable remuneration*****
Hosni Teque-Omeirat	4 198	91	1 050	0		1 202	6 548	84/16

* 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 2025. 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), no allotment of shares took place during the year. 3,500,000 options have previously been allocated to the CEO.

Application of performance criteria

In 2025, the CEO has had a performance-based bonus. The performance criteria have been allocated as follows: 50% related to Dynava's EBITDA and 50% attributable to Marketing Partner and the group as a whole, broken down into the following performance criteria: MP Revenue, MP EBITDA, MP ARR and the group's free cash flow. In total, SEK 1 050 000 has been achieved and SEK 0 has been paid out. (In 2024, SEK 1,500,000 was reached and SEK 1,500,000 was paid out in 2025)

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 2025			
MP Revenue > 606 MSEK	637 MSEK	Y	225 KSEK
MP EBITDA > 163 MSEK	177 MSEK	Y	600 KSEK
MP ARR > 500 MSEK	537 MSEK	Y	225 KSEK
EBITDA Dynava > 30 MSEK	19.2 MSEK	N	0 KSEK
Group's free cash flow – margin > 10% MSEK	7.7%	N	0 KSEK

Total				1 050 KSEK
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Table 3 - Changes in remuneration and Company performance over the last five reported financial years (RR) (MSEK)

	RR4 vs RR5 (2021)	RR3 vs RR4 (2022)	RR2 vs RR3 (2023)	RR1 vs RR2 (2024)	RR vs RR1 (2025)
Group RR (EBITDA) vs previous year change in MSEK and change in %.	+133 (-0,7%)	+148 (+11%)	-61 (-41%)	+56 (+64%)	-20 (-14%)
EBIT vs previous year change in MSEK and change in %	-97 (-83,7%)	+66 (-32%)	-61 (-94%)	+68 (+1700%)	-17 (-24%)
Remuneration of the CEO and change in remuneration of the CEO *	6,6 (+46,7%)	5,3 (-16%)	5,5 (+3%)	6,2 (+14%)	6,6 (6%)
Average remuneration based on the number of full-time equivalent employees in the Company **	0,636 (+0,8%)	0,497 (-22%)	0,516 (+1%)	0,514 (-0,2%)	0,457 (-11%)

* 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.