



Eniro Group sells Dynava for SEK 102 million and focuses entirely on digital marketing

Eniro Group AB (publ) has today entered into an agreement to sell all shares in Dynava Group AB to Servana AB (publ) for SEK 102 million. Dynava generated net sales of SEK 318 million in 2025. Following the transaction, the Eniro Group will consist of one business: digital marketing for small and medium-sized enterprises in the Nordic region.

Dynava provides customer service, answering services and directory assistance to large companies in Sweden and Finland. It also includes the innovation unit Dynava Lab. In 2025, Dynava reported EBITDA of SEK 12 million, corresponding to a margin of just under four per cent.

The Eniro Group will retain its Nordic digital marketing platform, built around the Robin brand and its other operations in Sweden, Finland, Denmark and Norway. This is where Eniro will now direct its capital and management resources. Digital marketing is also the area in which Eniro intends to grow.

Servana is a technology company specialising in the development of AI-based services and solutions. The company currently offers products in areas including AI-based customer service and autonomous AI agents for the automation of workflows and processes.

"We have operated two different businesses under the same roof for many years. One of them requires an owner with customer care as its core focus in order to progress. Servana is acquiring Dynava to develop the company further, and this was an important factor in our decision to sell. We can now devote all of management's time to Eniro and to developing it into an efficient, growing and profitable company," says Hosni Teque-Omeirat, President and CEO of Eniro Group.

Closing is planned for 12 August 2026. Servana will pay SEK 50 million in cash on the closing date, while the remainder will consist of a vendor loan note with a term of 24 months.

About Dynava

Dynava provides customer service, answering services and directory assistance to large companies in the Nordic region. The business operates from Sweden and Finland, with employees in a further four countries, and includes the innovation unit Dynava Lab. The company has approximately 600 employees.

For more information, please contact:

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Eniro exists for companies that want to achieve success and growth in their market. Today, Eniro optimizes the opportunity for companies to create local presence, searchability and marketing digitally. This makes Eniro an important partner for small and medium-sized companies. The company's clear goal is to give SMEs the same conditions and resources that large companies have access to. Eniro offers a platform that optimizes local marketing through intelligence, automation and streamlining of communication. In the digital landscape, Eniro partners with the largest media groups in the world.

Eniro Group AB (publ) is listed on Nasdaq Stockholm (ENRO) and operates in Sweden, Denmark, Finland and Norway. In 2025, the Eniro Group had sales of SEK 955 million and approximately 900 employees with headquarters in Stockholm, of which Dynava accounted for SEK 318 million and approximately 600 employees.