



# Eniro accelerates its AI transformation with Sana

**Eniro is intensifying its three-year AI initiative through a strategic partnership with Sana. This marks Eniro's largest investment in AI to date and is a central part of the company's transformation into an agentic, data-driven and scalable business focused on profitability and accelerating organic growth.**

Having stabilised its operations and strengthened profitability, Eniro is now entering its next phase. Over the past few years, the company has increased the share of recurring revenue within digital marketing, completed strategic acquisitions and strengthened its Nordic presence. By the end of 2025, recurring revenue amounted to SEK 537 million in ARR.

Today, Eniro's platforms include more than three million listed companies and represent one of the largest collections of local business data in the Nordics. This forms the foundation for the next generation of services for small and medium-sized businesses in the Nordics, as well as for building a more AI-driven, data-driven and scalable platform.

A central part of Eniro's go-to-market strategy is the platform Robin, which helps small and medium-sized businesses to strengthen their digital presence, attract customers and drive business through services including websites, advertising and digital visibility.

The AI initiative is a central part of Eniro's transformation into an agentic company, where AI, data and automation drive more workflows automatically — both internally across the organisation and in Eniro's services for small and medium-sized businesses.

"This is the single largest investment Eniro has made in product development. We are expanding our offering and making the organisation faster. For our customers, this means more and better services, and for us as a company, it is about increasing order value per customer and achieving double-digit organic growth. The first AI agents will be launched already in the second quarter of 2026," says Hosni Teque-Omeirat, president and CEO of Eniro.

The partnership with Sana will initially focus on improving internal efficiency. With the help of AI, Eniro's knowledge, routines and processes will become more accessible in the daily work, reducing repetitive tasks and freeing up time for work that creates higher quality and greater customer value.

"Eniro is an iconic company that is now stepping up. With Sana as a partner, the company is building an organisation where AI supports employees in their daily work. This is an important step in a journey that will be exciting to follow," says Joel Hellermark, CEO and founder of Sana.

Sana is an AI lab reimagining how people learn and work. Its AI products are trusted by organizations including Ahlsell, Polestar, Merck, Voi, and Brex. In 2025, Sana was acquired by Workday in Europe's largest AI exit to date.

## About Eniro

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. The group also includes Dynava, which offers customer service and answering services for major companies in the Nordic region, as well as directory assistance services.

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.

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