

Press release 2025-01-03

## Eniro has today closed the acquisition of the marketing agency Medialuotsi Oy

Eniro entered 23 December 2024 into an agreement to acquire the marketing agency Medialuotsi Oy. The closing of the transaction took place today, 3 January 2025.

Eniro is acquiring Medialuotsi Oy to accelerate its growth in Finland and strengthen its position as a leading digital marketing player in the Nordics. The acquisition adds a strong portfolio of services and valuable customer relationships to Eniro, while creating opportunities for revenue synergies through cross-selling and cost efficiencies. This strategic move contributes to the realization of Eniro's growth plans and strengthens its presence in the Nordic digital marketing industry.

For more information on the acquisition, please see the press release dated 23 December 2024.

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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 2023, the Eniro Group had sales of SEK 960 million and approximately 900 employees with headquarters in Stockholm. 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.*