



## Interim report January – March 2010

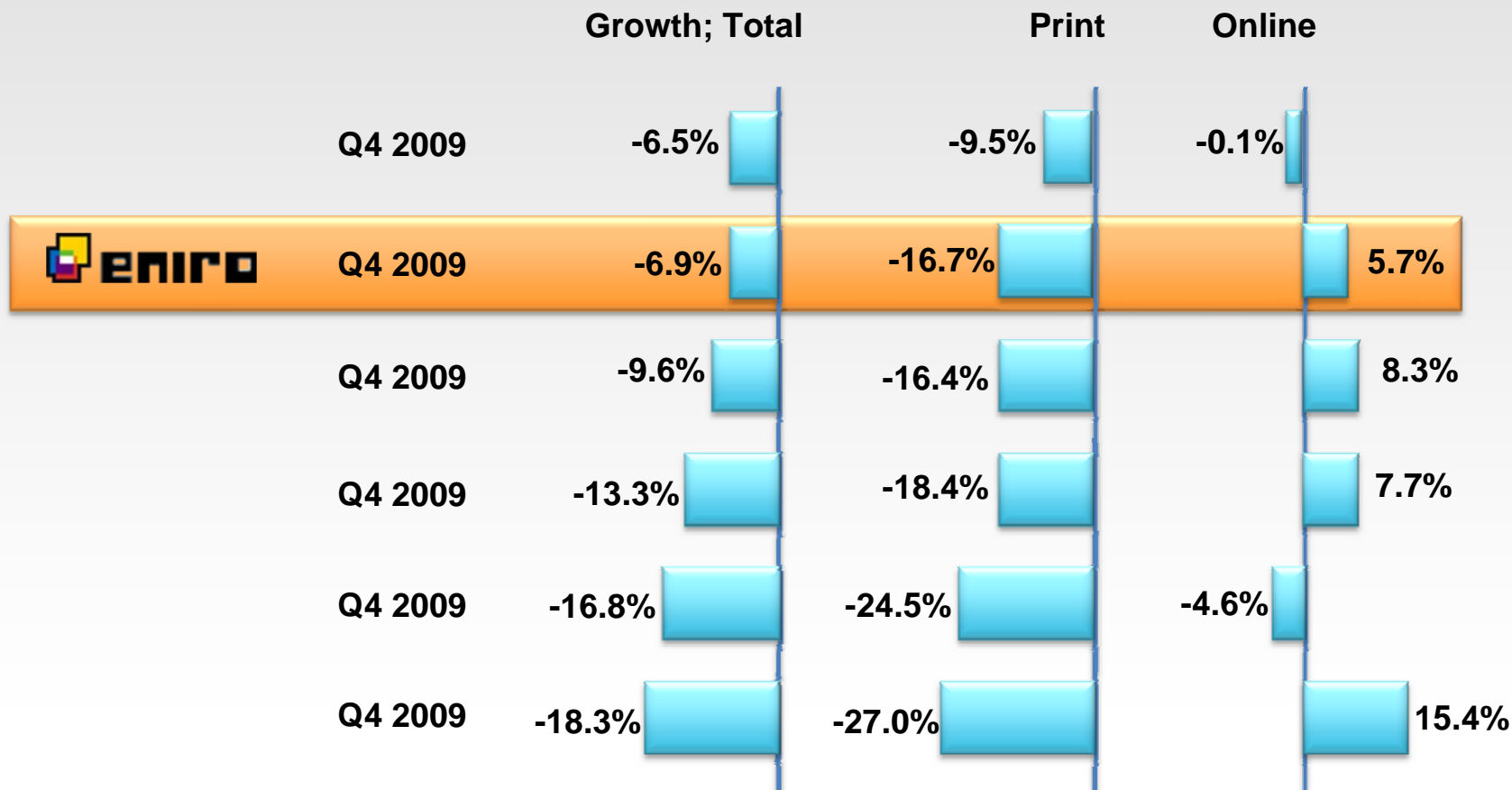
Presentation 28 April 2010

CEO Jesper Kärrbrink

CFO Jan Johansson

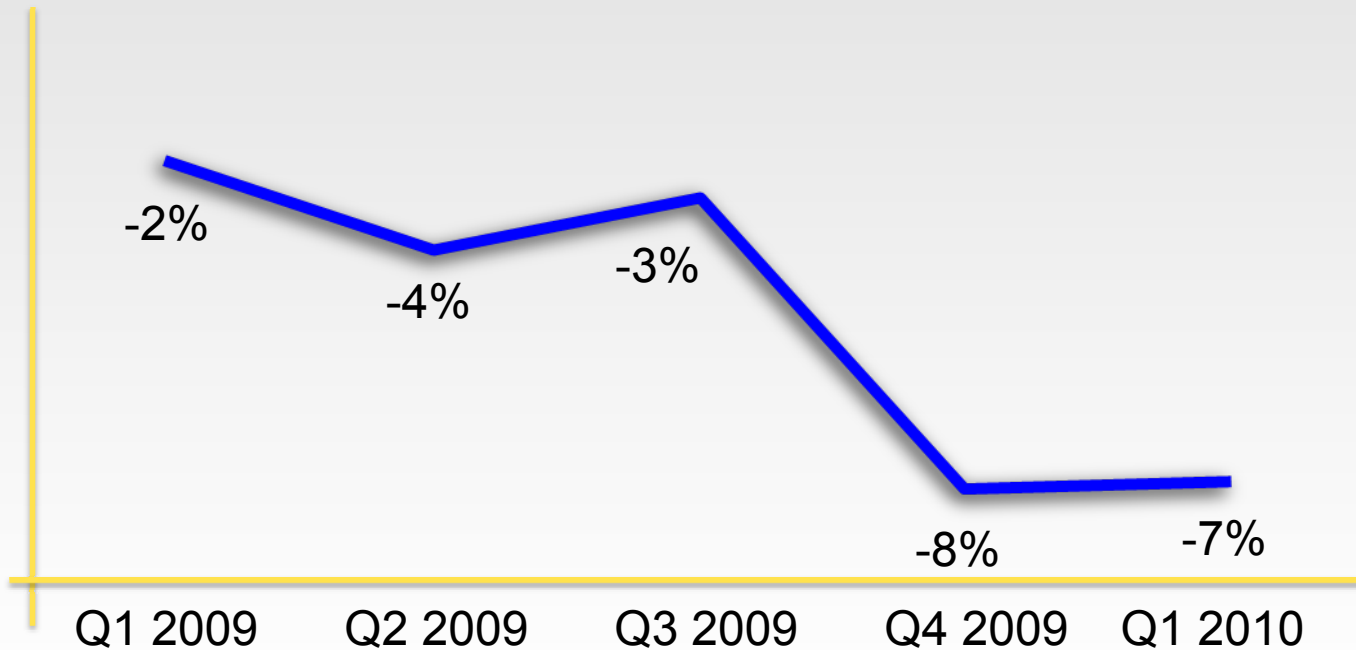
# The directory industry is challenged

Reported Q4 result for Eniro's peers: (In alphabetical order) European Directories, Pages Jaunes, Seat, Truvo and Yell.



# And we bring this with us into Q1

Organic revenue growth, isolated quarters, Eniro Group 2009 - 2010



# From two to one sales force...



...with short-term increased operational risk

# Fewer customers contacted

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- New and more complex sales structure
- 5,000 sales days used for extra training
- 1,500 sales days later sales start
- More complex order register process (until Q3)
- Cash flow in Q1 a consequence of fewer clients approached

# New sales concept leads to improved CSI

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- Fewer complaints and cancellations in Sweden and Norway
- Five campaigns closed (95%) with new concept:
  - ▶ Still early to make conclusions, but we see:
    - Retention rate unchanged
    - Retention value slightly increased
    - Faster transformation with slightly improved or retained ARPA
- Denmark
  - ▶ Difficult directory market but still a disappointment
  - ▶ New sales concept will be introduced in 2011
- Local brands (Din Del, Ditt Distrikt) challenged in faster transformation

# Q1 2010 - continued

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- Voice
  - ▶ Stable revenue development, good cost control implementation
- Finland/Poland
  - ▶ Poland not equally affected by the recession
- Leverage
  - ▶ From 3.7 to 3.9
- Q2 will be affected by low order intake in Q1
- Product development according to plan and Yellow Revolution to be launched in Q4
- New sales director to be appointed during next quarter

# Financial summary Q1 2010

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- Operating revenues SEK 1,267M (1,442)
- Organic revenue decline of 7%
- Directories Scandinavia showed an organic decline of 10%
- EBITDA SEK 170M (285)
- Financial net SEK -53M (-164)
- Operating cash flow SEK -61M (412)
- CAPEX of SEK 41M (31)
- Net debt/EBITDA ratio of 3.9 (3.7 at year-end)
- New segment reporting

# Segment report

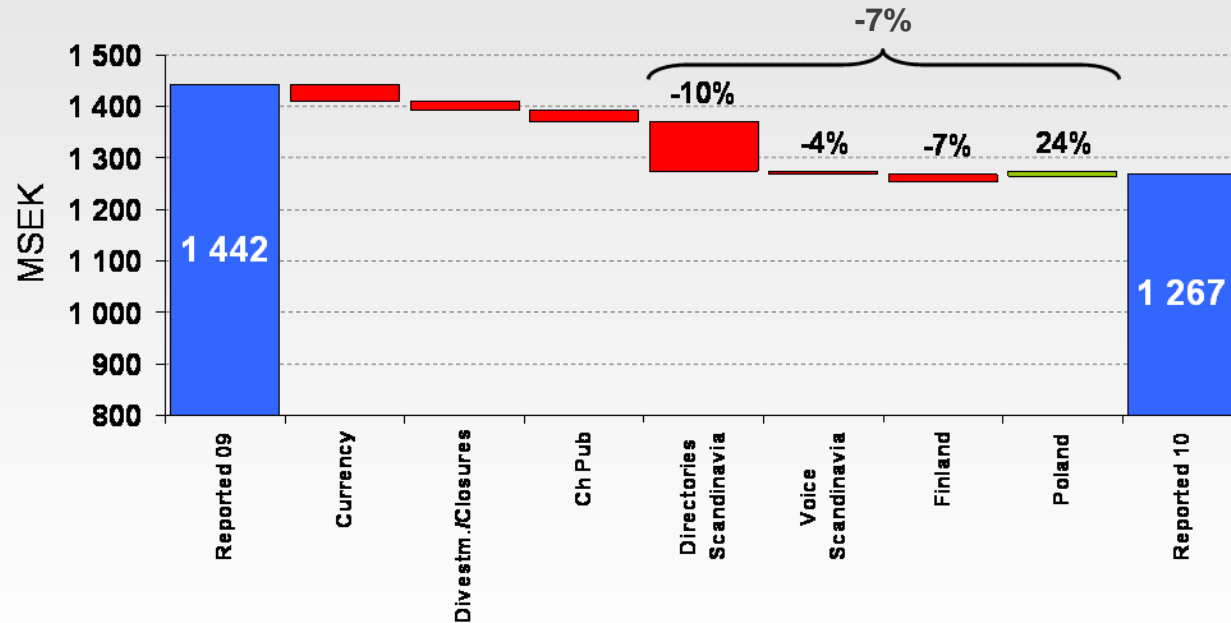
SEK M	2010	2009		2009/10	2009
	Jan-Mar	Jan-Mar	%	Apr-Mar	Jan-Dec
<b>Operating revenues</b>	<b>1 267</b>	<b>1 442</b>	<b>-12</b>	<b>6 406</b>	<b>6 581</b>
Directories Scandinavia	897	1 050	-15	4 533	4 686
Voice Scandinavia	163	169	-4	706	712
Finland/Poland	207	223	-7	1 167	1 183
<b>EBITDA</b>	<b>170</b>	<b>285</b>		<b>1 692</b>	<b>1 807</b>
Directories Scandinavia	130	258		1 358	1 486
Voice Scandinavia	66	55		206	195
Finland/Poland	-2	-10		137	129
Other	-24	-18		-9	-3
<i>of which items affecting comparability</i>					
Restructuring cost	-18	-17		-148	-147
Other items affecting comparability	0	0		102	102
<b>Total adjusted EBITDA</b>	<b>188</b>	<b>302</b>		<b>1 738</b>	<b>1 852</b>

# Revenue by category

SEK M	2010	2009	2009/10	2009
	Jan-Mar	Jan-Mar	Apr-Mar	Jan-Dec
Deferral method	489	493	2 070	2 074
Publication method	315	449	1 953	2 087
<b>Total Directory Database services</b>	<b>804</b>	<b>942</b>	<b>4 023</b>	<b>4 161</b>
Media products	38	39	167	168
Other products	55	69	343	357
<b>Total Directory Scandinavia</b>	<b>897</b>	<b>1 050</b>	<b>4 533</b>	<b>4 686</b>
Voice Scandinavia	163	169	706	712
Finland/Poland	207	223	1 167	1 183
<b>Total</b>	<b>1 267</b>	<b>1 442</b>	<b>6 406</b>	<b>6 581</b>

# Organic growth Q1 - Group

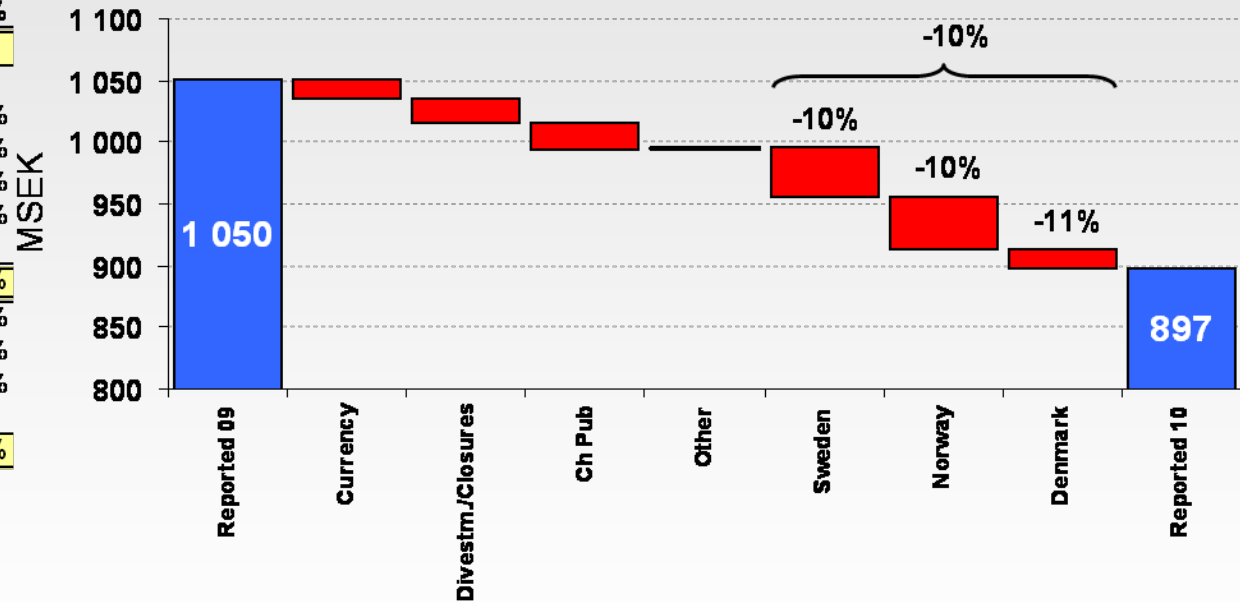
	Q1-10 Year-to-date	
	MSEK	%
<b>Reported 09</b>	<b>1 442</b>	
Currency	-30	-2%
Divestm./Closures	-20	-1%
Ch Pub	-22	-2%
Other	0	0%
<b>Org. Development</b>	<b>-104</b>	<b>-7%</b>
<b>Directories Scandinavia</b>	<b>-97</b>	<b>-10%</b>
<b>Voice Scandinavia</b>	<b>-6</b>	<b>-4%</b>
<b>Finland</b>	<b>-12</b>	<b>-7%</b>
<b>Poland</b>	<b>11</b>	<b>24%</b>
<b>Reported 10</b>	<b>1 267</b>	<b>-12%</b>



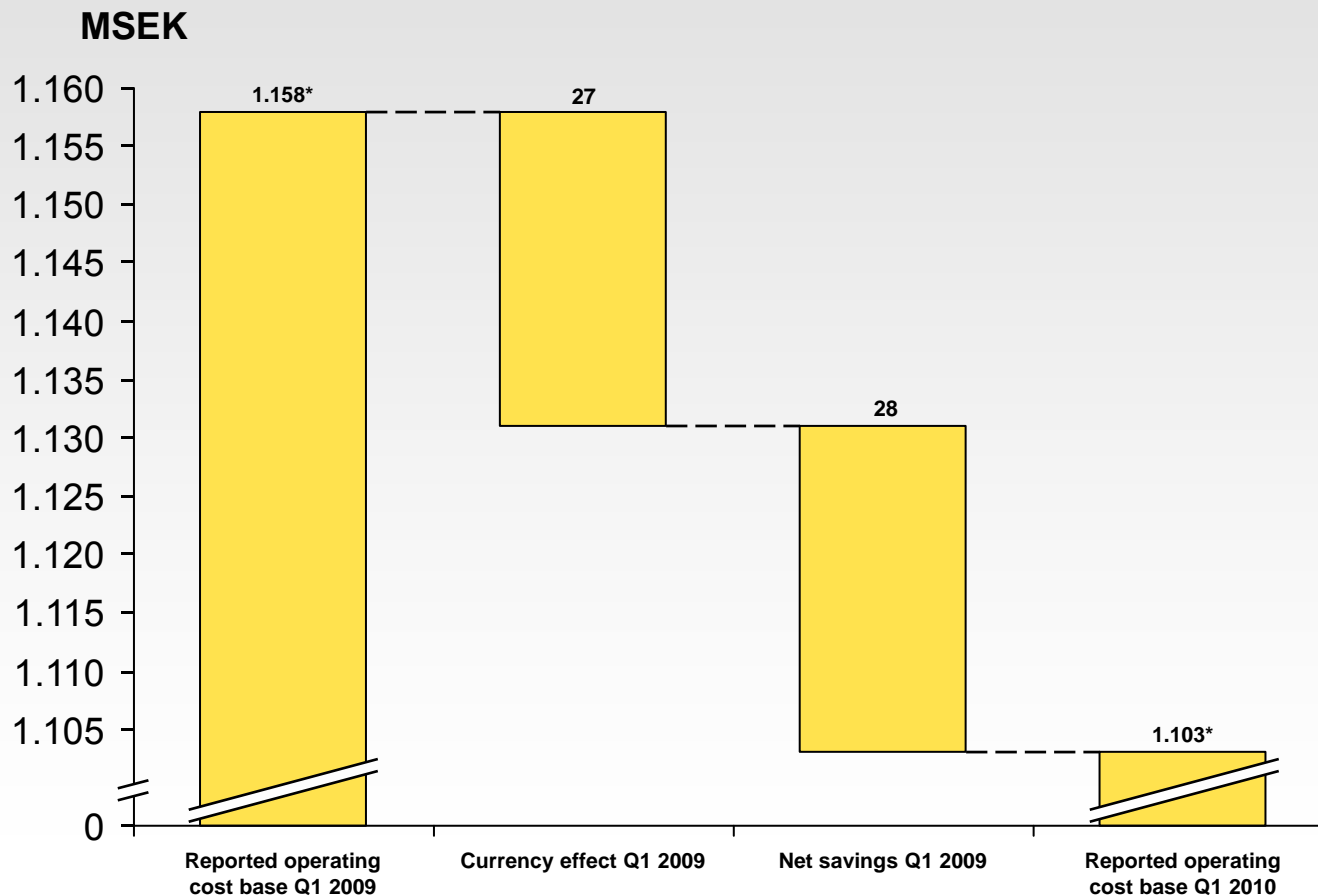
# Organic growth Q1 – Directories Scandinavia

Q1-10  
Year-to-date

	MSEK	%
<b>Reported 09</b>	<b>1 050</b>	
Currency	-15	-1%
Divestm./Closures	-20	-2%
Ch Pub	-22	-2%
Other	0	0%
<b>Org. Development</b>	<b>-97</b>	<b>-10%</b>
Sweden	-39	-10%
Norway	-43	-10%
Denmark	-16	-11%
<b>Reported 10</b>	<b>897</b>	<b>-15%</b>



# Cost base Q1 – Group



\*Cost base excludes: Other cost, Other revenues, depreciation and amortization

# Depreciation, amortization, write-downs and investments

(SEK M)	2010	2009	2009
	Jan-Mar	Jan-Mar	Jan-Dec
Depreciation	-18	-19	-74
Amortization	-117	-99	-415
<b><u>Impairment</u></b>			
Impairment Intangible Assets	-	-	-626
Impairment Tangible Assets	-	-	0
<b>Total Impairment</b>	-	-	<b>-626</b>
<b>Total Depreciation, Amortization and Impairment</b>	<b>-135</b>	<b>-118</b>	<b>-1 115</b>
<b>Total Investments in tangibles and intangibles</b>	<b>-41</b>	<b>-31</b>	<b>-249</b>
<i>% of Revenues</i>	3,2	2,2	3,8

# Operating cash flow

	----- 3 months -----		----- 12 months -----	
	2010	2009	2009/10	2009
SEK M	Jan-Mar	Jan-Mar	Apr-Mar	Jan-Dec
<b>Operating income before interest and taxes</b>	<b>35</b>	<b>167</b>	<b>560</b>	<b>692</b>
Depreciations and amortizations	135	118	1 132	1 115
Other non-cash items	-44	-9	29	64
Financial items, net	-77	-17	-506	-446
Income taxes paid	-78	-15	-119	-56
<b>Cash flow from operating activities before changes in working capital</b>	<b>-29</b>	<b>244</b>	<b>1 096</b>	<b>1 369</b>
Changes in net working capital	9	199	-157	33
Purchases and sales of non-current assets, net	-41	-31	-259	-249
<b>Operating cash flow</b>	<b>-61</b>	<b>412</b>	<b>680</b>	<b>1 153</b>

# Change in Net debt

	----- 3 months -----		----- 12 months -----	
	2010	2009	2009/10	2009
SEK M	Jan-Mar	Jan-Mar	Apr-Mar	Jan-Dec
<b>Opening balance</b>	<b>-6 645</b>	<b>-9 948</b>	<b>-9 675</b>	<b>-9 948</b>
Operating cash flow	-61	412	680	1 153
Acquisitions and divestments	-	-6	-44	-50
Dividend & share issue	-	-	2 343	2 343
Translation difference and other changes	83	-133	73	-143
<b>Closing balance</b>	<b>-6 623</b>	<b>-9 675</b>	<b>-6 623</b>	<b>-6 645</b>
Interest-bearing net debt/EBITDA 12 months, times	3,9	4,7	3,9	3,7

# Summary

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- Q1 reflects an industry under pressure and late cyclicality
- Accelerated transformation in response to structural decline and increased competition
- New sales concept already initiated to enhance customer satisfaction
  - ▶ Leads to short term increased operational risk
  - ▶ Fewer clients approached in Q1
  - ▶ Major part of the sales lag will be possible to catch up by the end of this year - our outlook for 2010 remains unchanged
- Product development according to plan with major releases due in Q4 and Q1 to support long term growth

# APPENDIX

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# Effective loan structure March 31, 2010

## Loan structure including effects on derivatives

Credit facility	Amount	Variable interest
MNOK	-750	100%
MSEK	-4 588	13%
MDKK	-400	100%
MEUR	-80	100%
<b>Total credit facility MSEK</b>	<b>-6 800</b>	<b>39%</b>
Cash and short term investments	348	
Other financial assets	23	
Pension liabilities	-194	
<b>Net debt</b>	<b>-6 623</b>	