

## **PagesJaunes Groupe announces the acquisition of the A Vendre A Louer company**

- **100% acquisition of the A Vendre A Louer company from PriceMinister**
- **Strengthening of PagesJaunes Groupe's positioning in the top 3 of the real-estate ad market on the Internet in France**
- **Providing real-estate professionals with a unique offer in the market, combining the strength of PagesJaunes with those of A Vendre A Louer**

PagesJaunes Groupe, leader in local information and advertising, is announcing today that it has finalised an agreement with PriceMinister according to which it now holds 100% of the capital of A Vendre A Louer, a key actor in real-estate advertising on the Internet.

The teams at A Vendre A Louer will join the Group's New Internet Activities Department, managed by Anthony Loizeau, within the Internet Pole.

*"This tactical acquisition falls in line perfectly with the Internet growth strategy of PagesJaunes Groupe. In the context of a real-estate market that is recovering, this operation allows us to reinforce our product range in order to accompany the growth and the performance of the advertising investments of professionals in the sector. Backed with the complementarity between the offerings of PagesJaunes, AnnoncesJaunes and A Vendre A Louer, our ambition is to become an unrivalled leader in the market. We are very happy with the arrival in the Group of the team that has built the success of A Vendre A Louer and we are excited to take on this challenge with them",* explains Jean-Pierre Remy, Chief Executive Officer of PagesJaunes Groupe.

Isabelle Vrilliard, Chief Executive Office of A Vendre A Louer states: *"Joining PagesJaunes Groupe allows us to assert the growth of the A Vendre A Louer activity and the performance of the communication solutions offered to our customers"*.

Created in 1986, A Vendre A Louer specialises in communication solutions intended for real-estate agencies and to a greater degree to all professionals in real-estate. AVendreALouer.fr is the 2<sup>nd</sup> professional site for real-estate advertising with over 2.2 million unique visitors on the average per month over 2010 (source: Médiamétrie / Nielsen NetRatings). A Vendre A Louer provides its customers with a telephone call counting services called "Phone Traceur", and publishes the "Aptalis" real-estate transaction software. Since June 2007, AVendreALouer.fr was the real-estate pole of Groupe PriceMinister (<http://www.priceminister.com>).

### **PagesJaunes Groupe and the real-estate market: Key data**

#### **PagesJaunes**

- Half of the real-estate agents in the French market are now customers of PagesJaunes offerings
- PagesJaunes has a unique meshing into regions, with over 2,000 sales representatives in France
- AnnoncesJaunes.fr is among the Top 3 in the on-line professional real-estate advertising market, in terms of audience and inventory (about 800,000 ads)

#### **A Vendre A Louer**

- A reference brand in on-line real-estate advertising, with 2.2 million unique visitors per month
- A site chosen by 5,000 real-estate agency customers
- High-performance Aptalis software, already implemented by many professionals

### **About PagesJaunes Groupe**

PagesJaunes Groupe is the leader in France in local advertising and information, generating consolidated revenues of over €1.1 billion in 2010. PagesJaunes Groupe's services can be accessed in particular through both fixed and mobile Internet, printed directories (the PagesJaunes and PagesBlanches directories), directory enquiry services by telephone and SMS (118008). PagesJaunes Groupe's fixed and mobile Internet sites, primarily [pagesjaunes.fr](http://pagesjaunes.fr), [mobile.pagesjaunes.fr](http://mobile.pagesjaunes.fr), [mappy.com](http://mappy.com) and [annoncesjaunes.fr](http://annoncesjaunes.fr), are visited by more than one Internet user in two in France each month. PagesJaunes Groupe has a sales force of more than 2,100 sales advisers in France and Spain and provides a comprehensive range of advertising products for its 700,000 local and national advertising customers. With over €540 million of Internet revenues in 2010, representing 48% of consolidated revenues, PagesJaunes Groupe ranks first in Europe in terms of Internet advertising revenues. PagesJaunes Groupe is listed on NYSE Euronext Paris - compartment A (PAJ). Information on PagesJaunes Groupe is available at [www.pagesjaunesgroupe.com](http://www.pagesjaunesgroupe.com)

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