

Sèvres, 27 October 2011

**PagesJaunes Groupe – third quarter of 2011:
confirmation of full-year targets and continuation
of Internet growth**

Key points as at 30 September 2011:

- **Revenues down 2.4% in first nine months of year, in line with forecasts of July**
- **Internet growth of 6.4% to €424 million**
- **GOM rate¹ down slightly to 46.5%**
- **Order growth² of +0.9% in third quarter**

On the announcement of PagesJaunes Groupe's results for the third quarter of 2011, Jean-Pierre Remy, Chief Executive Officer, said:

"PagesJaunes Groupe continued its digital transformation in the third quarter of 2011 with the progressive rollout of its new commercial organisation, reaching the landmarks of 100,000 websites and 10 million mobile app downloads and joining Facebook's Marketing API Program to develop our advertisers' presence on the social network.

The Group's orders progressed during the third quarter of 2011, which shows that advertising investments by our SME clients have held up well during this uncertain time."

I. Highlights of the third quarter of 2011

- **Rollout of new commercial organisation** with 200 sales reps specialising in real estate, hotels/restaurants, neighbourhood businesses and B2B.
- **New version of pagesjaunes.fr search results page** with enrichment of business detail of 500,000 advertisers and launch of eco-responsible information.
- **Almost 250,000 advertising customers on mobile** and launch of geolocated local display offering.
- **Almost 100,000 fixed and mobile websites in France and Spain**, and international development with gain of Local.ch (Swisscom).
- **Join Facebook's Marketing API Program** and launch of Facebook Presence Pack to support SMEs and microbusinesses in their digital communication on this medium.

¹ Gross operating margin

² The orders are those of the Group excluding Editus Luxembourg. They correspond to orders invoiced during the period.

II. Growth of fixed and mobile Internet audiences:

(in millions of visits)	From 1 Jan to 30 Sep 2011	From 1 Jan to 30 Sep 2010	Change
PagesJaunes	812.6	744.6	9.1%
of which mobile	99.1	49.2	101.3%
Mappy	209.3	193.4	8.2%
of which mobile	21.6	10.3	109.6%
Others (a)	132.1	122.0	8.2%
Total excluding 123people	1,153.9	1,060.0	8.9%
of which mobile	123.7	60.2	105.6%
123people	489.7	426.4	14.9%
of which mobile	33.8	0.0	-
Total	1,643.6	1,486.4	10.6%
of which mobile	157.5	60.2	161.8%

Source: PagesJaunes Groupe

(a) on a like-for-like basis

The Internet audience of the Group's sites grew by 10.6% in the first nine months of 2011, particularly due to the strong growth in the mobile Internet audience. By the end of September 2011, the PagesJaunes, Mappy and AnnoncesJaunes applications had been downloaded 10.1 million times to all types of smartphones in France.

The Group's Internet sites recorded 19.1 million unique visitors in September 2011 (45.9% of Internet users³) and rank fifth among the most visited sites in France.

³ Source: Médiamétrie//NetRatings



III. Financial results

(Amounts in millions of euros)	From 1 Jan to 30 Sep 2011	From 1 Jan to 30 Sep 2010	Change
Revenues	819.4	839.8	-2.4%
Internet	423.6	398.2	6.4%
<i>as % of total</i>	<i>51.7%</i>	<i>47.4%</i>	
Printed directories	368.6	406.1	-9.2%
<i>as % of total</i>	<i>45.0%</i>	<i>48.4%</i>	
Others	27.2	35.5	-23.4%
Gross operating margin	380.9	398.5	-4.4%
<i>as % of revenues</i>	<i>46.5%</i>	<i>47.5%</i>	
Internet	196.2	192.0	2.2%
<i>as % of Internet revenues</i>	<i>46.3%</i>	<i>48.2%</i>	
Printed directories	175.8	193.9	-9.3%
<i>as % of revenues from printed directories</i>	<i>47.7%</i>	<i>47.8%</i>	
Others	9.0	12.6	-28.6%
Operating income	350.2	371.6	-5.8%
Financial result	-92.0	-73.3	25.5%
Pre-tax income	258.2	298.3	-13.4%
Corporation tax	-95.9	-108.0	-11.2%
Income for the period	162.3	190.3	-14.7%

PagesJaunes Groupe's consolidated revenues decreased by 2.4% in the first nine months of 2011. The Internet businesses maintained their growth due to the new mobile and display activities, on both the Group's sites and those managed on a representation basis by Horyzon Média, partly offsetting the decrease in revenues from printed directories.

PagesJaunes Groupe's GOM decreased by 4.4% in the first nine months of 2011. The GOM rate of the printed directories stood at 47.7%, holding steady despite the decrease in revenues. The GOM rate of the Internet businesses stood at 46.3%, representing a decrease due to the combined impact of:

- planned investments to support Internet growth: technology, training of sales teams and communication;
- to a lesser extent, the growing proportion of sales generated by French and international subsidiaries generating lower margins.

Operating income decreased by 5.8% in the first nine months of 2011 due to the decrease in GOM and the increase in depreciation and amortisation associated with Internet developments.

PagesJaunes Groupe's net income for the period amounted to €162.3 million in the first nine months of 2011, down 14.7% compared to the first nine months of 2010. This deterioration of net income was mainly due to the lower financial result associated with the refinancing of the bank debt. The average interest rate on the debt rose from 4.50% in the first nine months of 2010 to 5.56% in the same period in 2011; the new banking conditions have applied since May 2011.

In the third quarter of 2011, the Group's revenues decreased by 4.2% (3.7% on a comparable publication basis). The Internet activities grew by 5.7%, with a 6% rise in search. Printed directories recorded a decrease of 10.4% on a comparable publication basis. The Group's GOM decreased by 5.4% (4.3% on a comparable publication basis), including a decrease of 8.2% in printed directories due to the decrease in revenues, and a slight rise of 0.9% in Internet activities due to the combined effect of a slowdown in the digital marketing and display activities and the continuation of the planned investments.

IV. Financial structure

Net debt amounted to €1,924 million as at 30 September 2011, compared to €1,942 million as at 30 September 2010.

As at 30 September 2011, the Group had 16% headroom under the covenant on its financial leverage ratio, which stood at 4.50x, with net debt amounting to 3.78 times an aggregate close to GOM, **and 62% headroom under the covenant on its interest coverage ratio,** which stood at 3.0x, with an aggregate close to GOM amounting to 4.87 times the net interest expense⁴.

Following the refinancing of 70% of the debt in the first half of 2011, the maturity profile of PagesJaunes Groupe's debt is as follows:

- Bank debt tranche A1: nominal €638 million maturing in November 2013;
- Bank debt tranche A3: nominal €962 million maturing in September 2015;
- Bond loan: nominal €350 million maturing in 2018.

The Group's net cash flow amounted to €181.6 million in the first nine months of 2011. The Group had net cash of €79 million and an unutilised revolving credit line of €300 million as at 30 September 2011.

V. Outlook for 2011

The Group is maintaining its outlook for 2011:

- **Order growth, despite the impact of the social unrest in June;**
- **Revenues expected to decrease by around 2%;**
- **Expected GOM between €485 million and €500 million;**
- **Maintaining a high dividend distribution policy⁵.**

⁴ Excluding the change in the fair value of hedging instruments, amortisation of loan issue expenses and accretion income

⁵ The distribution target in no way constitutes a commitment on the part of PagesJaunes Groupe. Future dividends will depend on the Group's results, its financial situation and any other factor which the Board of Directors and the shareholders of PagesJaunes Groupe deem relevant

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 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, mobile.pagesjaunes.fr, mappy.com and 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 almost €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

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This document contains forward-looking statements. Although PagesJaunes Groupe believes its expectations are based on reasonable assumptions, these statements are subject to numerous risks and uncertainties. Important factors that could cause actual results to differ materially from the results anticipated in the forward-looking statements include, among other things: the effect of competition; PagesJaunes usage level; the success of the investments of the PagesJaunes Group in France and abroad; the effects of the economic situation. A description of the risks borne by the PagesJaunes Group appears in section 4 "Facteurs de risques" of the "Document de Référence" of PagesJaunes Groupe filed with the French financial markets authority (AMF) on 4 May 2011. The forward-looking statements contained in this document apply only from the date of this document, and PagesJaunes Groupe does not undertake to update any of these statements to take account of events or circumstances arising after the date of the said document or to take account of the occurrence of unexpected events. All the accounting data are presented in unaudited consolidated form.



Appendix 1: Number of visits in the third quarter of 2011

(in millions of visits)	From 1 Jul to 30 Sep 2011	From 1 Jul to 30 Sep 2010	Change
PagesJaunes	268.6	245.6	9.4%
of which mobile	39.2	19.4	102.0%
Mappy	73.3	69.3	5.8%
of which mobile	9.3	5.7	62.8%
Others (a)	36.5	37.2	-1.8%
Total excluding 123people	378.4	352.1	7.5%
of which mobile	49.5	25.7	92.7%
123people	138.0	131.5	4.9%
of which mobile	12.0	0.0	-
Total	516.4	483.6	6.8%
of which mobile	61.5	25.7	139.5%

(a) on a like-for-like basis



Appendix 2: Financial results for the third quarter of 2011

(Amounts in millions of euros)	From 1 Jul to 30 Sep 2011	From 1 Jul to 30 Sep 2010	Change
Revenues (a)	285.1	297.5	-4.2%
Internet	141.8	134.3	5.6%
<i>as % of total</i>	<i>49.7%</i>	<i>45.1%</i>	
Printed directories (b)	135.3	152.2	-11.1%
<i>as % of total</i>	<i>47.5%</i>	<i>51.1%</i>	
Others	8.0	11.1	-27.9%
Gross operating margin (c)	135.4	143.1	-5.4%
<i>as % of revenues</i>	<i>47.5%</i>	<i>48.1%</i>	
Internet	69.5	68.9	0.9%
<i>as % of Internet revenues</i>	<i>49.0%</i>	<i>51.3%</i>	
Printed directories	64.1	69.8	-8.2%
<i>as % of revenues from printed directories</i>	<i>47.4%</i>	<i>45.9%</i>	
Others	1.8	4.4	-59.1%
Operating income	124.7	133.4	-6.5%
Financial result	-34.8	-27.7	25.6%
Pre-tax income	90.0	105.7	-14.9%
Corporation tax	-33.1	-38.4	-13.8%
Income for the period	56.8	67.3	-15.6%

(a) -3.7% over 3 months on a comparable publication basis for printed directories

(b) -10.4% over 3 months on a comparable publication basis

(c) -4.3% over 3 months on a comparable publication basis for printed directories