



Sèvres, 15 February 2012

PagesJaunes Groupe 2011 full-year results in line with forecasts and suspension¹ of dividend for 2011 financial year

- **2011 full-year results in line with July forecasts: revenues down -2.1% and consolidated gross operating margin of €493.1 million**
- **Acceleration of growth in Internet revenues: +7.0% in 2011 and +8.6% in fourth quarter of 2011**
- **Board of Directors proposal¹ to General Meeting of Shareholders to suspend dividend payment on exceptional basis for 2011 financial year**

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

"PagesJaunes Groupe's 2011 full-year results are in line with expectations. For the first time, Internet services have become the Group's main activity, accounting for over 52% of consolidated revenues in 2011.

The pace of growth in our digital businesses should enable them to contribute almost 60% of our revenues in 2012. To support this development, the Group is continuing its commercial, marketing and technological investments in fixed and mobile Internet, which are essential in order to fulfil its strategy."

The Board of Directors adopted the Group's consolidated financial statements for full-year 2011 at its meeting on 14 February 2012.

In millions of euros	Full Year 2011	Full Year 2010	Variance %
Group Revenues	1 101.6	1 125.2	-2.1%
of which Internet	575.0	537.6	+7.0%
<i>In % of total</i>	52.2%	47.8%	
Gross operating margin	493.1	517.8	-4.8%
<i>As % of revenues</i>	44.8%	46.0%	

¹ Proposal to the General Meeting of Shareholders of 6 June 2012.



I. Key events in the fourth quarter of 2011: continuation of the digital transformation

- **Developments in commercial organisations**
 - Specialisation of the sales force and development of cross-channel marketing
 - Expansion of commercial workforce and boosting of customer acquisition
- **Sustained fixed and mobile Internet growth...**
 - +8.7% audience growth in fixed and mobile Internet in Q4 2011, audience records in Q4 and January 2012
 - Over 13 million mobile applications downloaded, audiences x2
 - Progression of Internet revenue (+8.6% in Q4), which has almost offset the decrease in Printed directories (-9.3% in Q4)
- **... accelerated by new Internet businesses (beyond listing)**
 - €150m of Internet revenue in 2011
 - **Display:** agreement with Facebook (Marketing API Program²) and launch of first local AdExchange³ (Horyzon Media)
 - **Sites and digital marketing:** over 100k business sites, 500k detailed pages, new services in lead generation (ClicRDV, Leadformance, deals, etc.)
 - **Vertical offerings:** synergies for pagesjaunes.fr with A Vendre A Louer and AnnoncesJaunes in real estate, and Keltravo, ComprendreChoisir in home/household jobs

II. Trend in fixed and mobile Internet audiences

In millions of visits	Full Year 2011	Full Year 2010	Variance
PagesJaunes	1 099.0	1 006.7	+9.2%
of which mobile	138.9	70.6	+96.7%
Mappy	277.8	254.7	+9.1%
of which mobile	30.8	15.1	+104.0%
Other (a)	190.3	172.8	+10.1%
Total excluding 123people	1 567.0	1 434.2	+9.3%
of which mobile	174.3	87.2	+99.9%
123people	616.5	576.5	+6.9%
of which mobile	43.8	4.4	na
Total	2 183.5	2 010.6	+8.6%
of which mobile	218.1	91.6	+138.1%

Source: PagesJaunes Groupe

(a) on a like-for-like basis

The Internet audience of the Group's sites (excluding 123people) grew by +9.3% in 2011 compared to 2010, particularly due to a doubling of the number of mobile Internet visits. At the end of December 2011, the PagesJaunes, Mappy and AnnoncesJaunes apps had been downloaded 13.4 million times onto all types of smartphones in France.

² Marketing Applications Programming Interface of Facebook.

³ AdExchange: advertising space auction platform.



The Group's Internet sites had record audiences in the fourth quarter of 2011, with a total of up to 19.7 million unique visitors in October 2011 (placing them fifth among the most visited sites in France).

III. Financial results

In millions of euros	Full Year 2011	Full Year 2010	Variance
Group Revenues	1 101.6	1 125.2	-2.1%
Internet	575.0	537.6	+7.0%
As of group revenues	52.2%	47.8%	
Printed directories	490.7	540.7	-9.2%
As of group revenues	44.5%	48.1%	
Other businesses	35.9	46.9	-23.5%
Gross Operating Margin	493.1	517.8	-4.8%
As % of revenues	44.8%	46.0%	
Internet	257.6	250.2	+3.0%
As of Internet revenues	44.8%	46.5%	
Printed directories	224.4	253.0	-11.3%
As of Printed directories revenues	45.7%	46.8%	
Other businesses	11.1	14.6	-24.0%
Operating income	449.0	481.7	-6.8%
Net financial income	-126.2	-97.6	+29.3%
Income before tax	322.8	384.2	-16.0%
Corporation tax	-125.6	-139.2	-9.8%
Corporation tax rate	-38.9%	-36.2%	
Net income	197.1	244.9	-19.5%

The Group's revenue decrease rate is slowing: -2.1% in 2011 compared to -3.3% in 2010.

The Internet businesses are continuing to grow (+7.0% in 2011) thanks to good momentum in « search » activities, the development of mobile services and the acceleration of digital marketing and display activities, **which partly offset the decline in Printed directories (-9.2% in 2011).**

Internet revenues consequently made up 52.2% of the Group's revenues in 2011, compared to 47.8% in 2010.

The Group's gross operating margin amounted to €493.1 million in 2011, down -4.8% compared to 2010. The continued efforts to optimise the costs of the printed directories and other businesses largely offset the cost of investing in new Internet products and services, while maintaining **a high gross operating margin rate of 44.8% in 2011**, compared to 46.0% in 2010.

The Group's operating income decreased by -6.8% in 2011 compared to 2010 **to €449.0 million.** The decrease in the operating income was essentially due to the decrease in the gross operating margin and the increased depreciation charge associated with Internet developments.



The Group's net income amounted to €197.1 million in 2011, down -19.5% compared to 2010. This deterioration in net income was mainly due to the decrease in operating income and the increase in financial expenses following the partial refinancing of bank debt. The average interest rate on the gross debt (including hedging instruments) was 5.77% in 2011, compared to 4.55% in 2010. In addition, the tax rate increased from 36.2% in 2010 to 38.9% in 2011.

IV. Financial structure

Net debt⁴ amounted to €1,915 million as at 31 December 2011, compared to €1,900 million as at 31 December 2010.

As at 31 December 2011, the Group had 11% headroom under the covenant on its financial leverage ratio, which stood at 3.82x an aggregate close to GOM, **and 48% headroom under the covenant on its interest coverage ratio,** which stood at 4.44x the net interest expense⁵.

Following the refinancing of almost 70% of its debt in the first half of 2011, the maturity profile of PagesJaunes Groupe's debt as at 31 December 2011 was 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 €197.4 million in 2011, down -21.0% compared to 2010, due mainly to the decrease in the gross operating margin and the increased debt cost. **As at 31 December 2011, the Group had net cash of €78.1 million** and a revolving credit line of around €300 million, which was drawn in January 2012.

V. Dividend for 2011

At the next General Meeting of Shareholders, the Board of Directors will propose that no dividend be paid in respect of the 2011 financial year.

VI. Outlook for 2012

PagesJaunes Groupe's outlook for 2012 is as follows:

- After revenue decreases of -3.3% in 2010 and -2.1% in 2011, stabilisation of revenues in 2012;
- Acceleration of growth in Internet activities, which will represent close to 60% of total revenues in 2012;
- Expected gross operating margin of between €470 million and €485 million impacted by commercial investment in Internet activities.

VII. General Meeting 2012

- The combined General Meeting of Shareholders of PagesJaunes Groupe will take place on Wednesday 6 June 2012.

⁴ Net debt corresponds to the total gross financial debt plus or minus derivative asset and liability cash flow hedging instruments and minus cash and cash equivalents.

⁵ Excluding the change in the fair value of hedging instruments, amortisation of loan issue expenses and accretion income.



About PagesJaunes Groupe

PagesJaunes Groupe is the leader in France in local advertising and information, generating consolidated revenues of €1.1 billion in 2011. 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 2,200 sales advisers in France and Spain and provides a comprehensive range of advertising products for its local and national advertisers. With €575 million of Internet revenues in 2011, representing over 52% of consolidated revenues, PagesJaunes Groupe ranks among the leaders in Europe in terms of Internet advertising revenues.

PagesJaunes Groupe is listed on NYSE Euronext Paris (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 audited consolidated form.



Appendix 1: Consolidated revenues

In millions of euros	2011	2010	Variance
Internet	575.0	537.6	+7.0%
<i>As % of revenues</i>	52.2%	47.8%	
Printed directories	490.7	540.7	-9.2%
<i>As % of revenues</i>	44.5%	48.1%	
Other businesses	35.9	46.9	-23.5%
<i>As % of revenues</i>	3.3%	4.1%	
Group Revenues	1 101.6	1 125.2	-2.1%

Appendix 2: Consolidated income statement

In millions of euros	2011	2010	Variance
Revenues	1 101.6	1 125.2	-2.1%
External purchases	(255.7)	(260.4)	-1.8%
Other operating income	3.9	3.2	21.9%
Other operating expenses	(11.5)	(11.9)	-3.4%
Salaries and charges	(345.2)	(338.3)	2.0%
Gross Operating Margin	493.1	517.8	-4.8%
<i>As % of revenues</i>	44.8%	46.0%	
Employee profit-sharing	(14.1)	(14.7)	-4.1%
Share-based payment	(1.9)	(2.5)	-24.0%
Depreciation and amortisation	(25.4)	(18.4)	38.0%
Other	(2.8)	(0.5)	na
Operating income	449.0	481.7	-6.8%
<i>As % of revenues</i>	40.8%	42.8%	
Financial income	2.9	2.0	45.0%
Financial expenses	(129.0)	(99.6)	29.5%
Net financial income	(126.2)	(97.6)	29.3%
Share of profit or loss of an associate	(0.2)	-	na
Income before tax	322.6	384.2	-16.0%
Corporation tax	(125.6)	(139.2)	-9.8%
Net Income	197.1	244.9	-19.5%
of which attributable to:			
- Shareholders of PagesJaunes Groupe	197.0	244.9	-19.6%
- Non-controlling interests	0.0	-	



Appendix 3: Consolidated cash flow statement

In millions of euros	2011	2010	Variance
GOM	493.1	517.8	-4.8%
Employee profit-sharing	(14.1)	(14.7)	-3.9%
Non monetary items included in GOM	2.4	9.4	-74.6%
Net change in working capital	(12.0)	4.5	na
Acquisition of tangible and intangible fixed assets	(44.2)	(42.7)	+3.3%
Operational cash flow	425.2	474.1	-10.3%
<i>in % of GOM</i>	<i>86.2%</i>	<i>91.6%</i>	
Financial result pay out or cash	(109.2)	(88.4)	+23.6%
Restructuring costs	(0.7)	0.0	na
Corporation tax paid	(117.9)	(136.0)	-13.3%
Net cash flow	197.4	249.8	-21.0%
Increase (decrease) in borrowings and bank overdrafts	(26.0)	(10.8)	+139.8%
Dividends paid	(162.7)	(182.4)	-10.8%
Acquisitions and Investments in associates	(24.7)	(17.3)	+42.7%
Other	(9.5)	2.9	na
Net cash variation	(25.4)	42.1	ns
Net cash and cash equivalents at beginning of period	103.5	61.4	+68.4%
Net cash and cash equivalents at end of period	78.1	103.5	-24.6%



Appendix 4: Consolidated balance sheet

In Millions of euros	31-Dec-11	31-Dec-10
ASSETS		
Total non-current assets	215.3	176.6
Net goodwill	94.1	66.7
Other net intangible fixed assets	66.4	49.2
Net tangible fixed assets	28.2	27.7
Total current assets	667.8	690.6
Net trade accounts receivable	439.3	447.0
Prepaid expenses	109.4	105.6
Cash and cash equivalents	82.7	106.0
TOTAL ASSETS	883.1	867.2
LIABILITIES		
Total equity	(2 120.9)	(2 154.2)
Total non-current liabilities	2 040.4	2 017.7
Non-current financial liabilities and derivatives	1 981.5	1 962.4
Employee benefits - non-current	51.2	47.4
Total current liabilities	963.6	1 003.7
Deferred income	636.6	642.1
Employee benefits - current	118.3	119.3
Trade accounts payable	94.3	102.0
TOTAL LIABILITIES	883.1	867.2