

PagesJaunes Groupe announces the acquisition of Chronoresto, a key player in ordering meals online

With this acquisition, PagesJaunes Groupe is accelerating its digital development strategy in the restaurant industry

- Acquisition of Chronoresto, French key player in delivering meals and ordering take-away meals with 800 food service providers (independent entities, restaurant chains and portals, including Planet Sushi);
- Synergies between the services of Chronoresto and the power of PagesJaunes Groupe: possibility for professionals in the sector to expand their on-line ordering service through the media of the Group (pagesjaunes.fr, mappy.com, etc.) in addition to Chronoresto.fr. This is a new substantial business lever: 5 million orders were placed in 2012 for Internet-delivered food market, and this number should double in the next two years;
- Enhancement of the Group's general public offer dedicated to food services, now with a complete set of services: searching for restaurants on pagesjaunes.fr and mobile phones, organizing dinners with the Rest'Oh! application, and now the possibility of ordering a meal online!



CHRONORESTO, A MAJOR ACTOR IN THE DELIVERY AND TAKE-AWAY MARKET

This start-up, number-two Internet portal in France in its field, founded in 2008 by Charles Dunston, had revenues up +54% in 2011 and +32% in 2012. Chronoresto.fr has developed a multichannel offering – solutions for Internet, mobile phones, tablets, connected TV – allowing a meal to be ordered from locally-listed restaurants, from among 800 partner establishments in France.

PAGESJAUNES GROUPE IS COMPLETING ITS ECOSYSTEM OF DIGITAL OFFERS FOR RESTAURANTS

PagesJaunes Groupe already offers digital marketing services such as creating Internet and mobile websites, Facebook fan pages and videos for the food services market. The company is now enhancing its offers with the Chronoresto solution, a new business accelerator for professionals in the sector. And Chronoresto will benefit from **increased orders** by becoming visible on all of the Group's relevant media (pagesjaunes.fr, mappy.com, mobile applications). Moreover, PagesJaunes Groupe's local sales force will enable the Chronoresto website to increase its audience and business in the area.

THE USER EXPERIENCE IS ENRICHED BY BEING ABLE TO ORDER MEALS OVER THE INTERNET

By integrating Chronoresto, PagesJaunes Groupe will provide its users with a new **transactional function**, thanks to its various forms of web and mobile media. Fixed and mobile Internet users who are searching for a restaurant on pagesjaunes.fr, on the mobile applications, or on mappy.com, will be able to click on an "order" button and directly make a purchase, as such enriching their user experience. This is now a **comprehensive offer adapted to the new "SOLOMO" consumption trends that the Group offers in food services**: from searching for good addresses to online ordering, including consulting recommendations and organizing dinners amongst friends. This is yet another step after the development of Rest'Oh!, a mobile application which has become a reference for searching for local restaurants with over 100,000 downloads in 2 months.

"The food services market on the Internet is at the heart of our strategic priorities. We are taking an offensive stance in this sector and with the development of dedicated services - the Rest'Oh! app and the Facebook fan pages, for example - we have shown that we have all of the innovation capabilities needed to gain market shares in this vertical sector. With the acquisition of Chronoresto, we have completed an additional step, with the ambition to become the unrivalled player in the sector. We are very pleased with the arrival in our Group of Chronoresto's team and are confident in our ability to win over new customers and a new audience", explains Jean-Pierre Remy, CEO of PagesJaunes Groupe.

Charles Dunston, CEO of Chronoresto, indicates that: *"We are thrilled to join PagesJaunes Groupe. The teams at Chronoresto have shown the pertinence of their know-how and the plebiscite for their service with food service providers as well as Internet users. By joining PagesJaunes Groupe, we will take advantage of acknowledged expertise in the local communications market and we will increase business performance thanks to the synergies to be formed with the various subsidiaries, especially PagesJaunes and Mappy".*

Key figures on Chronoresto

- Founded in 2008, 11 employees
- 2nd internet portal devoted to delivering meals online in France
- 40 specialty products prepared by more than 800 partner restaurants across all of France
- 300,000 users and 400,000 orders a year
- Revenues up +54% in 2011 and +32% in 2012

PagesJaunes and restaurants

- "Restaurant" is the most consulted business activity on pagesjaunes.fr and on PagesJaunes' mobile application – Source: PagesJaunes and TNS Sofres
- 125,000 restaurants are listed
- Over 12% of the PagesJaunes' audience concerns restaurant searches on mobile phones
- 1.2 million restaurant searches a month on PagesJaunes for mobile phones

Delivery market

- In 2011, only 10% of the meals delivered were ordered via the Internet. This number should be multiplied by three by 2014 and represent 15.6 million orders.

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' services can be accessed in particular through fixed and mobile Internet (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 advertising customers. With over €575 million in Internet revenues in 2011, representing more than 52% of consolidated revenues, PagesJaunes Groupe is ranked among the first 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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