

13 February 2013

PagesJaunes Groupe Investor Day: PagesJaunes Groupe becomes Solocal Group and announces its 2015 growth roadmap in local online communication

- **Online exceeds 58% of 2012 Group revenues and will represent 75% in 2015**
- **Steady online growth driven by mobile, contents and audience partnerships**
- **Customized client offers and proposed organisation around 5 major business categories : Retail, Service, Home, B2B and Public**
- **Launch of « Digital 2015 », program supporting the Group transformation into an online company to boost growth**
- **Solocal Group, a new identity to voice our local and online leadership**

During an "Investor Morning" organised today in Paris, PagesJaunes Groupe, leader of the local communication, announces its strategic roadmap of development and growth by 2015.

Thanks to its successful digital transformation and business model evolution, the Group adopts a new identity and becomes Solocal Group anchoring its positioning on local communication and relationship implementation, on Internet and Mobile:

- Today, the Group ranks #1 on local communication in France: Online business (58% of revenues) is now the Group's main driver of growth and margin;
- It combines together several online, advertising and transactional services, and holds a comprehensive range of highly recognized and complementary brands.

Solocal Group reveals its strategic initiatives to capture online market growth opportunities (especially in search + 7%, mobile + 19%, display + 6% and E-commerce +14%¹). With €45 millions of revenues generated in 2012, **Mobile became the first growth driver of the Group**, increasing by +150%.

The Group strengthens its digital services for users and announces new measures aiming at creating additional traffic sources for its clients:

- **Mobile and tablets**, with the launch of **Mappy Shopping**, extending Mappy navigation services towards shopping experiences and **web-to-store** enabling to connect tier-1 brands accounts with consumers locally;
- **Developing websites towards business categories** and digital marketing services, e-commerce or communication on facebook;
- **Audience partnerships** with global Internet players (Bing, Yahoo!...) enabling to develop Solocal Group offering on all search engines and local traffic crossroads (MSN, SFR, Free,...).

¹ Average annual growth rate of the market over 2012 – 2015 period – source Xerfi-Précepta



Solocal Group also announces the **specialisation of its offers and a proposed organisation around 5 business categories** to offer its clients local communication capabilities according to their marketing needs by vertical market segment. This initiative is supported by successful achievements in Real estate and Restaurants vertical segments following the implementation of JUMP specialisation program in 2011.

Finally, Solocal Group implements **'Digital 2015' program to support the transformation into a digital company**, with the following objectives:

- **Accelerate online growth** by specialising offers, focusing on our clients' needs by business category and developing new capacities to support them in digital marketing;
- **Enhance the efficiency of our medias, fixed and mobile**, by providing an enriched user experience and maximising benefits for our clients ;
- **Adopt a digital, flexible company model**, through talents, IT systems, organisation and culture ;
- **Embark all teams on transformation**, to facilitate our development both in France and internationally.

The Investor Day presentation will be available on the Group website www.solocalgroup.com on February 13 from 1:00 pm.

About Solocal Group

Solocal Group is the new name of PagesJaunes Groupe*, ranked #1 on local communication. The Group offers online contents, advertising solutions and transactional services that connect consumers and clients locally. It federates around 5,000 people - including more than 2,300 advisors in local communication in France and Spain to support the digital development of companies (SMEs and microbusinesses, tier 1 brands accounts, etc.) - 17 strong and complementary brands (PagesJaunes, Mappy, A Vendre A Louer, Horyzon Media, etc.) and nearly 700,000 clients. In 2012, Solocal Group generated 1.07 billion euros in revenues out of which 58.4% on Internet, and thus ranks among the key European players in terms of Online advertising revenues. PagesJaunes Groupe is listed on NYSE Euronext Paris (PAJ). Information on Solocal Group is available at www.solocalgroup.com.

*subject to the approval of the General Meeting of the shareholders of June 5, 2013.

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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 effects of competition, PagesJaunes usage levels, the success of investments by the PagesJaunes Groupe in France and abroad, and the effects of the economic situation. A description of the risks borne by the PagesJaunes Groupe appears in section 4 "Facteurs de risques" of the PagesJaunes Groupe's "Document de Référence" filed with the French financial markets authority (AMF) on 26 April 2012. 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 said document or to take account of the occurrence of unexpected events. All accounting data are presented in audited consolidated form (report to be issued).