



Solocal Group announces the acquisition of Leadformance, leader of sites dedicated to points of sale for large brands and stores



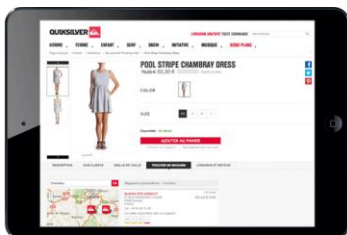
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#LEADFORMANCE #WEBTOSTORE #STORELOCATOR #LOCALISATION

- **Solocal Group - No 1 in local digital communication - has acquired 100% of the capital of Leadformance** in which it had held a 49% stake in this company since the end of 2011;
- This acquisition meets the growing needs of brands and retailers to increase the visibility of their stores on the web and mobile channels to better convert Internet users into customers of their stores;
- The complementarity of the 100,000 sites dedicated to the points of sale of large brands and stores designed by Leadformance and the 125,000 professional sites created and managed by Solocal Group will boost Solocal Group's positioning as the No. 1 creator of web sites in France;
- Integrating Leadformance is also a major milestone for Solocal Group in the **Web-to-Store**. As a technology company acclaimed by over 130 large brands (Darty, Orange, TAG Heuer, Kerastase, Givenchy, Quiksilver, Castorama, Midas, etc.) and whose solutions are already deployed in over 110 countries, Leadformance will complement the know-how of the Group's subsidiaries with the shared ambition of opening up new perspectives for local trade through the online channel.

"We are very pleased with the acquisition of Leadformance that will enable us to speed up our development on the Web-to-Store segment while leveraging the expertise of these teams and the synergies with our subsidiaries PagesJaunes, Mappy and Solocal Network already well installed on this growing market. Locating a store or a product, knowing whether it is subject to a special offer, booking it, forging a relationship and discussing with the seller before going to the store... It is this entire value chain that we can now cover to enable large brands and stores to be in a position to generate an increasing volume of local and qualified traffic to their points of sale, while enabling Internet users to benefit from the most efficient, simple and interactive services", explained Julien Ampollini, Deputy CEO in charge of the Media Segment of Solocal Group.

Leadformance proposes two types of offers to develop offline sales from online traffic:



- **A Store and Product Locator and web and mobile mini-site solution easily integrated into the corporate sites** of brands and retailers, optimised for search engines (Local Search Optimisation) and enabling more ROPO (Research Online, Purchase Offline) traffic to be generated in stores;
- **Modules and services to convert local visits generated into qualified prospects, adapted to each customer's Web-to-Store strategies:** local promotions and couponing, request for newsletters or estimates, setting appointments, booking products (Click and Collect), private sales and stock

clearance, etc.



"We thus confirm our determination to reach the goals set in our Digital 2015 transformation plan by acquiring Leadformance, a Web company with tried and tested know-how and a portfolio of highly renowned international customers with in particular close to 100,000 sites dedicated to the points of sale of large brands and stores to which can be added the 125,000 professional sites we already have, thus boosting the positioning of Solocal Group as the biggest web site creator in France!" concluded Julien Ampollini.

"We are very happy to join Solocal Group. This operation is going to give us the means to accelerate the development of our Web-to-Store solutions, and enable our customers to access a media audience unrivalled on the market", added Pierre-André Pochon and Cyril Laurent, co-founders of Leadformance.

Key facts and figures about Leadformance

- Founded in 2007 by Pierre-André Pochon and Cyril Laurent
- Some thirty staff based in Chambéry
- + 130 major store customers: Darty, Orange, TAG Heuer, Kerastase, Givenchy, Havas Voyages, Quiksilver, etc.
- Solutions already deployed by close to 100,000 points of sale in over 110 countries
- + 40 million single visitors recorded on the sites dedicated to the points of sale in 2013

About Solocal Group

Solocal Group, the leader in local communication, became the new name of PagesJaunes Groupe on 5 June 2013. The Group offers online content, advertising solutions and transactional services that connect consumers and clients locally. It brings together around 4,500 people, including more than 2,200 advisors in local communication in France and Spain to support the digital development of companies (SMEs and micro businesses, tier 1 brand accounts, etc.), 17 strong and complementary brands (PagesJaunes, Mappy, 123people, 123deal, A vendre A louer, Embauche.com, Keltravo, Chronorest, ZoomOn, Solocal Network, ComprendreChoisir, ClicRDV, PJMS, Horyzon Media, Leadformance, QDQ, Editus and Solocal Group) and nearly 650,000 clients. In 2013, Solocal Group generated nearly 1 billion euros in revenues, of which 63% via Internet, and thus ranks among the key European players in terms of online advertising revenues. Solocal Group is listed on NYSE Euronext Paris (LOCAL). Information on Solocal Group is available at www.solocalgroup.com.

Contacts

Press

Delphine Penalva

+33 1 46 23 35 31

dpenalva@solocal.com

Alexandra Kunysz

+33 1 46 23 47 45

akunysz@pagesjaunes.fr

Investors

Elsa Cardarelli

+33 1 46 23 40 92

ecardarelli@solocal.com