



PRESS RELEASE

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Solocal Group and Google develop a joint B2B offer

Solocal Group, n°1 in Europe for local digital communication, and Google announce today the signature of a strategic partnership. This unique collaboration includes the development of a joint B2B offer, as well as the organization of a series of events in France to present this solution to enterprises.

Solocal Group and Google have developed a joint B2B offer as part of a common commercial initiative:

- **A new offer entirely dedicated to Google solutions.** The efficiency of Google tools associated with the content developed by Solocal Group (internet websites, time schedules, opening days, photos, reviews, videos, contacts, etc.) will allow enterprises to strengthen their online presence. By optimizing their advertising investments and the visibility of their contents on the Google search engine, companies will have the assurance of increasing significantly the traffic towards their website.
- Solocal Group, who earned the « **AdWords Premier SMB Partner** » label, will allow enterprises to benefit from a privileged relationship with the Google teams. They will be able to create and manage directly AdWords campaigns adapted to their needs and will be able to measure in real time the efficiency of their return on investment through effective reporting tools. For this purpose, enterprises will be able to rely on the expertise and knowledge from 2 200 local Solocal Group communication experts of in order to generate qualified traffic towards their websites and various stores.
- **The « Network » offer for large brands and franchise networks.** Through a joint commercial initiative, Solocal and Google will allow enterprises to create and manage contents dedicated to every single local store. Thanks to this offer, enterprises will also be able to optimize the local digital presence of these networks internationally.

In addition, Solocal Group will organize half a dozen of events everywhere in France in 2015, with the support of the Google teams. With a first stage in Lyon in June 2015, these events will allow to present this offer to numerous companies with the help of animations and trainings adapted to their specific needs in communication.

« We are looking forward to this strategic partnership between Solocal Group and Google. The Google technology is remarkable for demultiplying the visibility of the contents we create and manage for small/medium businesses, in addition to our own media like pagesjaunes.fr. By running a communication campaign through Solocal Group, one has the assurance of being visible on Google! This agreement is also a new recognition for our leadership on the local search market in France! » explains Jean-Pierre Remy, CEO Solocal Group.

« This unique agreement with a historic player in France will allow us to combine the efficiency of our tools with the territorial coverage of Solocal Group. This collaboration illustrates the strong complementarity that exists between our two companies, to serve the French small/medium businesses », indicates Nick Leeder, Managing Director Google France.

About Solocal Group

Solocal Group, the European market leader in local online communication, provides digital content, advertising solutions and transactional services that simply connect people with local businesses. The Group employs some 4,800 people (including nearly 2,300 local communication advisors) in France, Spain, Austria and the United Kingdom and supports the online development of SMB and major client accounts, mainly through its four flagship brands: PagesJaunes, Mappy, ComprendreChoisir and A Vendre A Louer. Over the years, Solocal Group has earned the trust of some 550,000 Internet clients. In 2014, Solocal Group generated revenues of 936 million euros, of which Internet business accounted for 68%, making it a European market leader in terms of online advertising revenues. Solocal Group is listed on Euronext Paris (LOCAL). More information may be obtained at www.solocalgroup.com.

About Google Inc.

Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top internet property and its brand one of the most recognized in the world.

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