

## PRESS RELEASE

Sèvres, 5 January 2016

### **SoLocal Group announces the acquisition of Effilab, search engine and social network advertising agency**

- **SoLocal Group, the European leader in local digital communication, is to acquire 100% of Effilab's shares.**
- **Founded in 2011, Effilab is an agency with a strong expertise in managing online advertising campaigns on search engines and social networks. Certified and considered as a major agency specialised in Google AdWords™ and Facebook Ads™, Effilab already serves around 200 large clients in France and abroad.**
- **This acquisition constitutes a new milestone for SoLocal Group who has been partnering with Google in France since 2013 (as a certified AdWords SMB Partner™ and offering a joint package of B2B services to small and medium businesses since 2015) and consolidates SoLocal Group's portfolio of Adwords solutions. The objective is to support businesses with increasingly innovative and effective technologies that will optimize their local listing, increase their online visibility and generate qualified traffic to their stores and websites.**

Pascal Garcia, SoLocal Group's Executive Vice-President in charge of strategy and partnerships, declared — *"We are very pleased to onboard Effilab. Its know-how in search engine and social network advertising will enable us to strengthen our leadership in digital marketing and our performance-based approach for our clients. We already advice 550.000 companies on a day-to-day basis on their local advertising campaigns. Thanks to Effilab's new solutions, we intend to serve, even more effectively, our clients and offer them the highest possible return on investment and best local listing to generate the leads they need"*.

Louis Duclert and Olivier Van Den Broek, Effilab co-founders and CEOs declared — *"This acquisition combines Effilab's expertise in Adwords and Facebook with Solocal's sales power. It will enable us to serve tens of thousands of clients based on large-scale processes without damaging the quality standards expected by the premium advertisers that Effilab is already advising."*

#### **Effilab key figures:**

- \*French start-up co-founded in 2011 by Louis Duclert and Olivier Van Den Broek
- \*30 employees
- \*200 clients in a broad range of markets, including: local (e.g. Le Bon Coin), travel (Corsica Ferries), home services (O2), retail (Le Coq Sportif) and banking (BNP).
- \*Advertising budgets managed in 2015 totalled 50 million euros.

#### **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, Ooreka (the new name of 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](http://www.solocalgroup.com).

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*This press release contains forward-looking statements. Although SoLocal Group feels that its estimates are based upon assumptions which we believe to be reasonable, these forward-looking statements are subject to numerous risks and uncertainties, which could cause actual results to differ materially from those anticipated in said forward-looking statements. For a discussion of risks and uncertainties which could cause actual results, financial condition, performance or achievements of SoLocal Group to differ from those contained in the forward-looking, please refer to the "Risk factors" section of the "Document de Référence" filed with the French financial markets authority (AMF) and available on the Internet sites of the AMF ([www.amf-france.org](http://www.amf-france.org)) and of SoLocal Group ([www.solocalgroup.com](http://www.solocalgroup.com)). Accounting data represented on an annual basis in audited consolidated form and on a quarterly basis in unaudited consolidated form.*