

Business performance at the end of September 2016 and threshold crossing of the Regroupement PP Local association

During its Combined General Shareholders' meeting to be held today, SoLocal Group will communicate to its shareholders the key elements of its business performance at the end of September 2016. The business dynamics and audience records indeed confirm the end of the period of the Group transformation and the growth of its Internet activities.

Business dynamics in line with the first half of the year

SoLocal Group records a strong growth of the **Internet sales orders of + 10%** at the end of September 2016 compared to the end of September 2015, driven by the growth of **+ 41% of Digital Marketing sales orders** over the period and +1% for Local Search sales orders.

This is a significant progress compared to the sales order performance over the same period in 2015, where Internet orders recorded a decline of -5%.

New audience record

Thanks to the power of its Internet audience measured by **Reach (57%** up to + 2 points compared to July 2015), SoLocal Group is the **5th Group** whose websites are the most visited in France on fixed and mobile.

The Group recorded a **new quarterly record of visits with 616 million** in the 3rd quarter of 2016 on its fixed and mobile platforms. The Internet audience of websites of the Group grew by **+9%** at the end of September 2016 compared to the end of September 2015, in particular thanks to the steady growth in the number of visits on mobile Internet of **+27%**.

Declaration of thresholds crossing

Moreover, SoLocal Group took note of the declaration of the Regroupement PP Local association, of the thresholds crossing up eight and nine percent, then ten percent of the Company's capital and voting rights, respectively as of 14 October 2016 and 17 October 2016.

The financial results of the 3rd quarter will be released mid November 2016.



About SoLocal Group

SoLocal Group, European leader in local online communication, reveals local know-how, and boosts local revenues of businesses. The Internet activities of the Group are structured around two business lines: Local Search and Digital Marketing. With Local Search, the Group offers digital services and solutions to clients which enable them to enhance their visibility and develop their local contacts. Thanks to its expertise, SoLocal Group earned the trust of some 530,000 clients of those services and over 2.2 billions of visits via its 4 flagship brands (PagesJaunes, Mappy, Ooreka and A Vendre A Louer) but also through its partnerships. With Digital Marketing, SoLocal Group creates and provides Internet users with the best local and customised content about professionals. With over 4,400 employees, including a salesforce of 1,900 local communication advisors specialised in five verticals (Home, Services, Retail, Health & Public, BtoB) and Internationally (France, Spain, Austria, United Kingdom), the Group generated in 2015 revenues of 873 millions euros, of which 73% on Internet and ranks amongst the first European players in terms of Internet advertising revenues. SoLocal Group is listed on Euronext Paris (LOCAL). More information may be obtained at www.solocalgroup.com.

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