European leader in
local digital advertising solutions

November 2015

Disclaimer

This document contains forward-looking statements. Although SoLocal Group 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 the effects of competition, usage levels, the success of the Group's investments in France and abroad, and the effects of the economic situation.

A description of the risks to which the Group is exposed appears in section 4 "Risk Factors" of the SoLocal Group's "Document de référence", which was filed with the French financial markets authority (AMF) on 30 April 2015.

The forward-looking statements contained in this document apply only from the date of this document. SoLocal Group 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.

Accounting data presented on an annual basis are in audited consolidated form, but accounting data indicated on a quarterly or half-yearly basis are in unaudited consolidated form.

Meaningful and scalable mission

Reveal local know-how, everywhere, …

… and boost local revenues of trusted businesses

2 main lines of internet business

> Provide service and digital solutions to increase visibility and leads for local businesses and create and update best local, professional and personalized content for users

Local Search

- **c.€500M of revenue** (c. 80% of total Internet sales)

- **Sizeable** business delivering best-in-class profitability **with a 40% EBITDA margin**

- Protected by **strong barriers to entry** provided by unique and hardly replicable platform and business model

Digital Marketing

- **c.€135M of revenue** (c. 20% of total Internet sales)

- **Scalable and fast-Growing**

- Comprises of **(i) Transactional Services, (ii) Local Programmatic and (iii) Local websites and contents**

Key competitive advantage

Local Search

Strong user reach through owned media platforms

- **Unique user reach supported by strong brand awareness of owned platforms**
- Continuous technology upgrade in **mobility / multi-screen presence,** with focus on user experience

Global partnerships increasing exposure to mobile

- Strong growth in traffic driven by unique **partnerships with global major players**
- In particular, **Google, Bing and Apple** partnerships provide **unique access to fast-growing local mobile market**

2015-2018 KEY OBJECTIVES

- **ARPA: +5%-+10% and # of clients: 0%-+5% by 2018E**
- **+c.5% p.a revenue growth by 2018E**

Digital Marketing

Unique data and expertise in local retargeting

- **Unique largest local purchase intent data**, with local retargeting expertise and technology
- **Recent success** in the roll-out of "ADhesive" first SoLocal offer **in local programmatic**
- **Strong growth opportunity in an** underpenetrated market on the local retargeting segment

#1 in local professional website and business content

- Most **trusted professional content**, constantly **updated** using a unique process
- **SoLocal leadership on local website management** supported by leading owned tech and client service
- **Development in local store locator, presence management and click & collect offerings** for large brands and multi-locations networks

2015-2018 KEY OBJECTIVES

- **Client base penetration: from 21% to 30% by 2018E**
- **+c.15%-20% p.a revenue growth by 2018E**

Key assets and key numbers

- **Large and fast growing audience** generated by key local platforms …

- … and **unique partnerships with global partners** (Google, Microsoft, Apple, Facebook, Yahoo)

- **Unique comprehensive local enriched base of professional content** such as websites and calls to action

- **Local and exclusive purchase intent data**, sourced from local platforms and allowing personalization

- **Unique dedicated local sales force team** providing customers with local presence and local ad expertise

Comprehensive local enriched content and local purchase intent data

Strong competitive position

- **c. €635m Internet revenues in 2014,** 4% growth in 9M 2015

- **Strong audience dynamic – #6 audience in French Internet and user reach up 13%** since June 2013 **at 56%**

- **Increasing exposure to mobile** offering strong growth potential

  Mobile growth 2014 vs. 2011
  +687 M VISITS ⬆ x3,9
  +37 M APPS DOWNLOADED ⬆ x2,8

- Continuous upgrade of **technology platform** notably in terms of **mobility/multi-screen presence**

- **Highly profitable scalable digital business enabling the group to deliver sustainable >30% EBITDA margin**

- **Successful Internet transformation** with print representing 28% of group's revenues in 9M 2015

SoLocal is ideally positioned for double digit internet growth by 2018 if deleveraged

A. Key highlights

B. SoLocal at a glance

C. SoLocal strategy and objectives

SoLocal transformation into a leading digital player in Europe
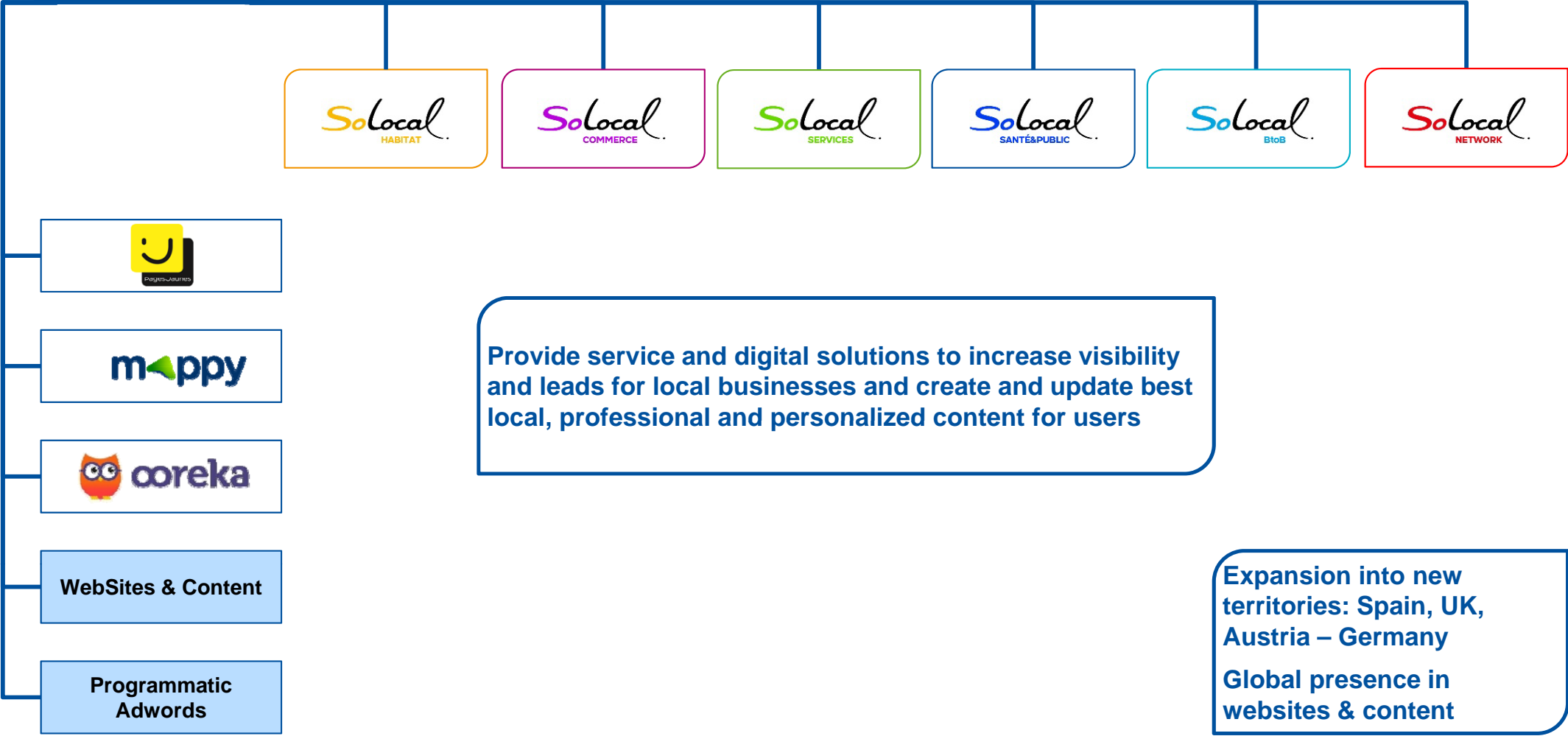
Position in 2015

- **c.635m€ Internet revenues (in 2014), Internet revenue growth** reached 4% and represented **72% of group's revenues** in 9M 2015

- Distinctive local online advertising specialist offering **local search** (c. 500m€ of revenues) and **digital marketing** solutions (c. 135m€ of revenues)

- **Strong audience dynamic , #6 audience** in French Internet, **growing by +10%** thanks to +23% in mobile in 9M 2015 and **privileged partnerships** with Google, Microsoft, Yahoo!, Facebook and now Apple

- **Leading position** in each of its verticals allowing to provide customized solutions to its different client segments: Home, Services, Retail, Health & Public, BtoB

- **Sustainable >=30% EBITDA margin** thanks to continuous operational efficiency improvements

Latest news

- **c.135m€ revenues in Digital Marketing, supported by new lines of business** (120k websites, 150k store locators, programmatic, online scheduling)

- **Successful launches of new product lines** : local programmatic, store locator and click & collect services, doctor online scheduling platform

- **New sources of growth** through owned platforms (mobile growth, Ooreka), and the **first mobile only deal with Apple** that adds to the existing partnerships with Google and Bing

- Replacement of 1/3 of the salesforce and reorganization in 5 verticals. Now a team of **~2.000 specialized consultants, very Internet savvy,** supported by state of the art selling tools and processes

- Divestment of 4 non profitable non growing businesses and **headcount reduction by 13%** in less than 12 months time

Tailored digital clients/products matrix organization improving autonomy and agility

Provide service and digital solutions to increase visibility and leads for local businesses and create and update best local, professional and personalized content for users

WebSites & Content

Programmatic Adwords

Expansion into new territories: Spain, UK, Austria – Germany

Global presence in websites & content

Focus on two internet businesses in which SoLocal has acquired a solid leadership position

Local Search
~€500m revenues

25% market share on the Search[1] industry

Global Partnerships with increasing exposure to mobile

Digital Marketing

Local Search

Digital marketing
~€135m revenues

- **Transactional services** (incl. doctor appointments, restaurant reservation & meal ordering)
  - ➢ *Fast growing segment with established competition*

- **Local programmatic**: leverage the success of ADhesive offer
  - ➢ *Very promising growth opportunities*

- **Websites and contents**: promotion of customers' local know-how
  - ➢ *Flagship of digital marketing*

Key Strengths:
- ➢ **Audience (reach, frequency)**
- ➢ **Conversion (clicks, leads)**
- ➢ **Branding**
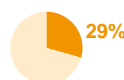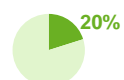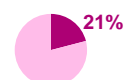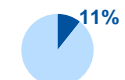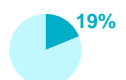
Key Strengths:
- ➢ **Technological excellence**
- ➢ **Scalability**

(1) Management estimates

SoLocal Group holds leading positions in local online communication through 5 verticals

With a total sales force of ~2,000 representatives, SoLocal has organized its business model around 5 verticals to best address its clients expectations and adapt to market opportunities.

In addition, SoLocal Group benefits from transversal Business Unit (SoLocal Network) for large accounts mostly in Retail and Services.

	SoLocal HABITAT	SoLocal SERVICES	SoLocal COMMERCE	SoLocal SANTÉ&PUBLIC [4]	SoLocal BtoB
2014 INTERNET REVENUES [1]	€180m — 29%	€123m — 20%	€128m — 21%	€65m — 11%	€115m — 19%
2014 KPI'S	Audience[2]: **110m** Client base: **120k** ARPA: **€1,170** Digital marketing[3]: **24%**	Audience[2]: **200m** Client base: **80k** ARPA: **€1,160** Digital marketing[3]: **24%**	Audience[2]: **470m** Client base: **150k** ARPA: **€650** Digital marketing[3]: **16%**	Audience[2]: **550m** Client base: **80k** ARPA: **€700** Digital marketing[3]: **10%**	Audience[2]: **210m** Client base: **90k** ARPA: **€1,030** Digital marketing[3]: **18%**
MARKET DYNAMICS AND CHALLENGES	• Largest segment, with highest value obtained from generated leads • Mitigated dynamics in the underlying market, with key clients under pressure	• Concentrated with strong international competition • Primarily mature/educated clients and large accounts	• Strong competition incl. from international players • Shifting to performance-based revenue model	• High growth potential from ongoing deregulation • Fragmented market with numerous startups	• Complex market with different product offering vs. other verticals ("multi-local" search approach)
SOLOCAL'S POSITIONING	• Focus on retention and upsell for high value clients • High and increasing penetration of digital marketing solutions	• Acquire network and mature accounts (banks…) • Acceleration of digital marketing solutions	• Focus on gaining market share and acquiring Internet customers • Development of transactional services and web-to-store solutions	• Leading position on doctors appointment • Increased cooperation with health professionals to develop relevant offering	• Developing dedicated search solutions for B2B clients • Increasing "share of wallet" for advertisers using new solutions
MAIN COMPETITORS	123devis.com, quotatis	SeLoger.com, leboncoin.fr	yelp, ALLO RESTO, tripadvisor, lafourchette.com	Doctissimo, Doctolib, mondocteur	KOMPASS, INFOPRO digital, COMPANEO

(1) Internet Revenues 2014 in France (and % of cumulated revenues on all verticals)
(2) In terms of number of searches
(3) Penetration of the Internet customer base
(4) Mainly regulated activities (Health and paramedic, Lawyers and notaries…) and local authorities
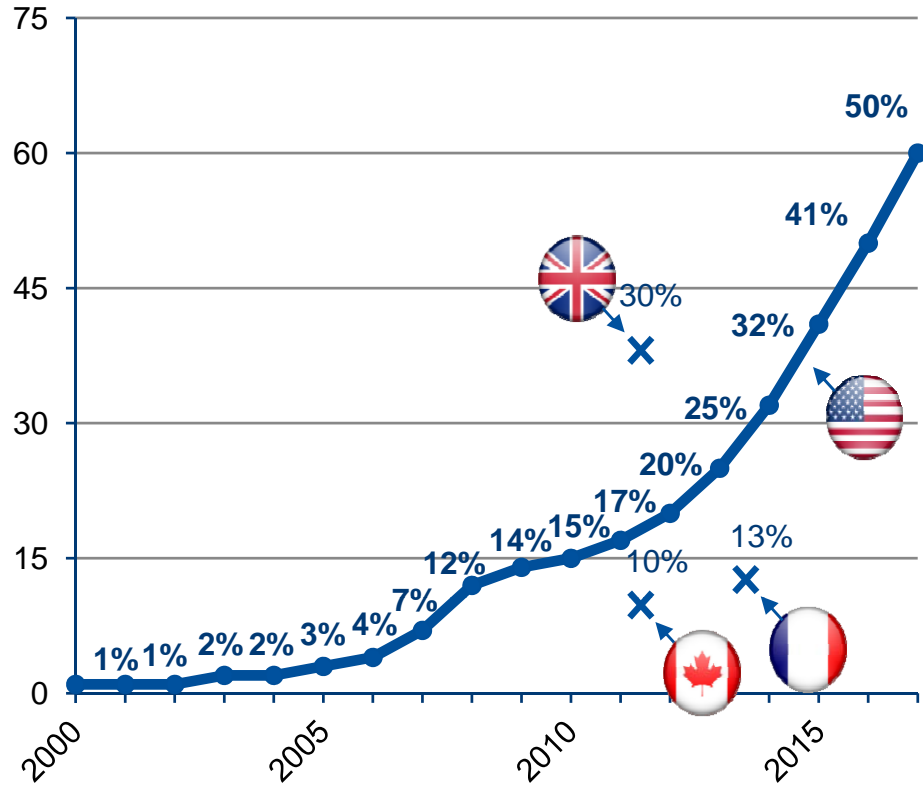
A. Key highlights
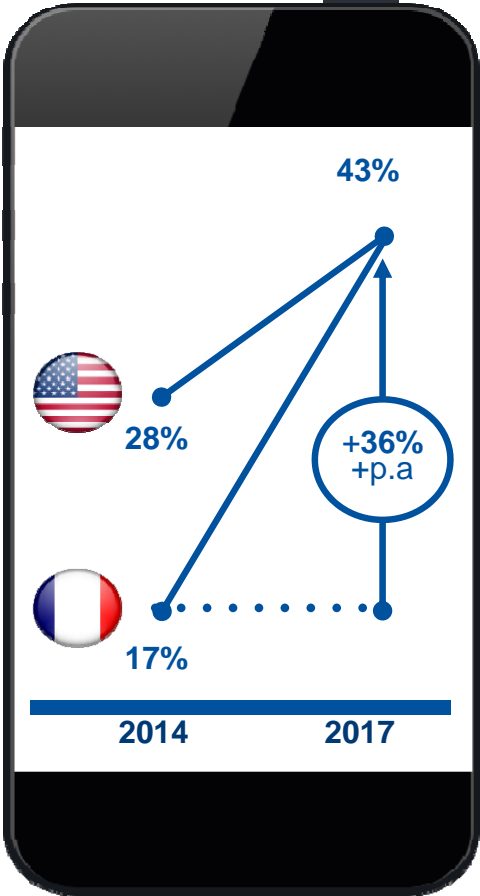
B. SoLocal at a glance

C. SoLocal strategy and objectives

SoLocal market : strong growth towards digital and mobile

Market dynamics

Share of digital in US local advertising

Share of mobile web in Search

Our ambition: Accelerate to reach +10% internet revenue growth p.a. with 30% EBITDA margin

Local Search

Accelerate client acquisition while maintaining ARPA growth

Targeted growth by 2018E

- Audience : +15%
- ARPA : +5% to +10%
- # of clients : 0% to +5%

Digital Marketing

Local Search

Digital Marketing

Target new revenue streams and scalability opportunities

Targeted growth by 2018E

- Increased penetration of client base from 22% in 2014 to 30%

The Group aims to achieve in 2018

- **A sustainable Internet growth +10% p.a.**
- **A profitable growth: EBITDA/Revenue margin(1) of ~30%**

Local Search: pursue audience growth and expand client portfolio

AUDIENCE DEVELOPMENT

- Strong momentum in terms of audience growth **–+17% in visits directed towards business**[1]

Pagesjaunes **audiences directed towards businesses**
(in m of visits)

Legend	
▨	Direct & SEO
▨	Partnerships
▨	o/w mobile

829 +17% 971

	9M'14	9M'15
o/w mobile	62	115
Partnerships	140	210
	210	250
Direct & SEO	417	396

Growth by channels
- Direct & SEO: +3%
- Partnerships: **+60%**

Growth by devices
- Fixed internet: +9%
- Mobile internet: **+34%**
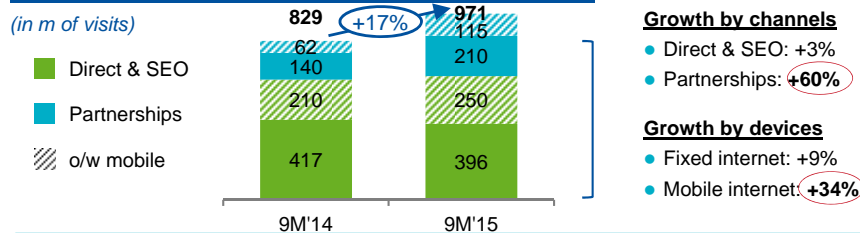
Partnerships provide increasing exposure to mobile

- **Google, Bing and Apple** partnerships provide **unique access to fast-growing local mobile market**

Technology

- Continuous technology upgrade notably in terms of **mobility / multi-screen presence**, *Pagesjaunes* now available with similar **universal application across all devices**

CLIENT PORTFOLIO

- Best-in-class customer retention for local advertising due to strong field sales presence and improved standards of customer service
    - \>600k clients, 85% retention rate
    - Business Center with visibility and leads KPIs

Proven visibility and ROI for clients

- Unique **user reach** with strong **brand awareness** of key platforms, which increased from 53% to 56% between 2013 and 2015

Investment in new client acquisition

- Client acquisition through field sales force has improved
- Deleveraging would help to re-invest in communication and telesales to acquire new clients

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- **+15% p.a. of visits towards businesses**
- **Mobile first strategy, strong focus on personalization**
- **Solocal's content into partners' 1st screen or inside**

- **+0/5% p.a. of local search number of clients**
- **Continuous improvement of customer service**
- **Develop brands awareness (3 in the French Top 40)**

Digital Marketing: potential for growth acceleration and scalability

|	Transactional Services	Local Programmatic	Local websites and Contents
Diversified services offering	● Restaurant online reservations, meal delivery, medical appointments scheduling, local deals	● Using exclusive and high-value user data to develop local pre/re targeting solutions	● Local websites management, online presence management, store and product locator, click & collect services
Strong Complementarity with Local Search	● Incoming traffic on *pagesjaunes* redirected toward *pagesjaunesresto* and *pagesjaunesdoc* websites ● Strong cross-sell potential leveraging on Local Search customers base	● Audience providing access to exclusive user data sourced from SoLocal local platforms and allowing personalization	● Listing of local professional websites on owned local websites and on partners platforms ● Cross-sell upselling of local presence management on customers base
Market highlights	● **Restaurant reservation and Meal delivery** – fast-growing market with a few large player and many new comers ● **Medical appointments** – Nascent and fragmented market	● Fast-growing market with still a few number of large players ● However, still under-penetrated market on the local retargeting segment	● **Local Website** – fragmented market strongly dominated by SoLocal ● Still nascent **Presence Management** segment
Key Competitors	Restaurant reservations Meal Delivery Medical appointments yelp lafourchette ALLO RESTO RESTOIN DOCTEUR.fr Doctolib	criteo doubleclick by Google nextperf	Web design Presence Management 1&1 linkeo.com Partoo yext
Recent developments	● Improvement and optimization of user experience and conversion funnel PagesJaunes RESTO PagesJaunes DOC ● Further integration of *pagesjaunesResto* and *pagesjaunesDoc* into *pagesjaunes*	● **Roll-out of "ADhesive" offer** taking advantage of local search and purchase intents *Over 200 media* Le Monde L'EQUIPE Les Echos SUD OUEST LE FIGARO-fr Le Point	● **Store Locator** enabling store location, itinerary, appointments and promotions ● **"Site Privilège"** roll-out (premium offering for website enhancement)

With an expected 30% client penetration by 2018E, Digital Marketing will be instrumental in Solocal's strategy to deliver sustainable growth

New clients/products matrix will enable internet revenue growth to expand in the next 3 years

- Despite growing audience, clients portfolio has been under pressure[1] due to transformation of business model and sales team organization
- Management has initiated a **new sales force / products matrix** that will enable to generate the expected revenue growth on each vertical, also supported by **increased penetration of digital in local advertising** (only 15% in France vs. c.30% in the US and UK)[2]

Best address clients expectations and focus on most promising growth areas (📈 : 2018 trends)
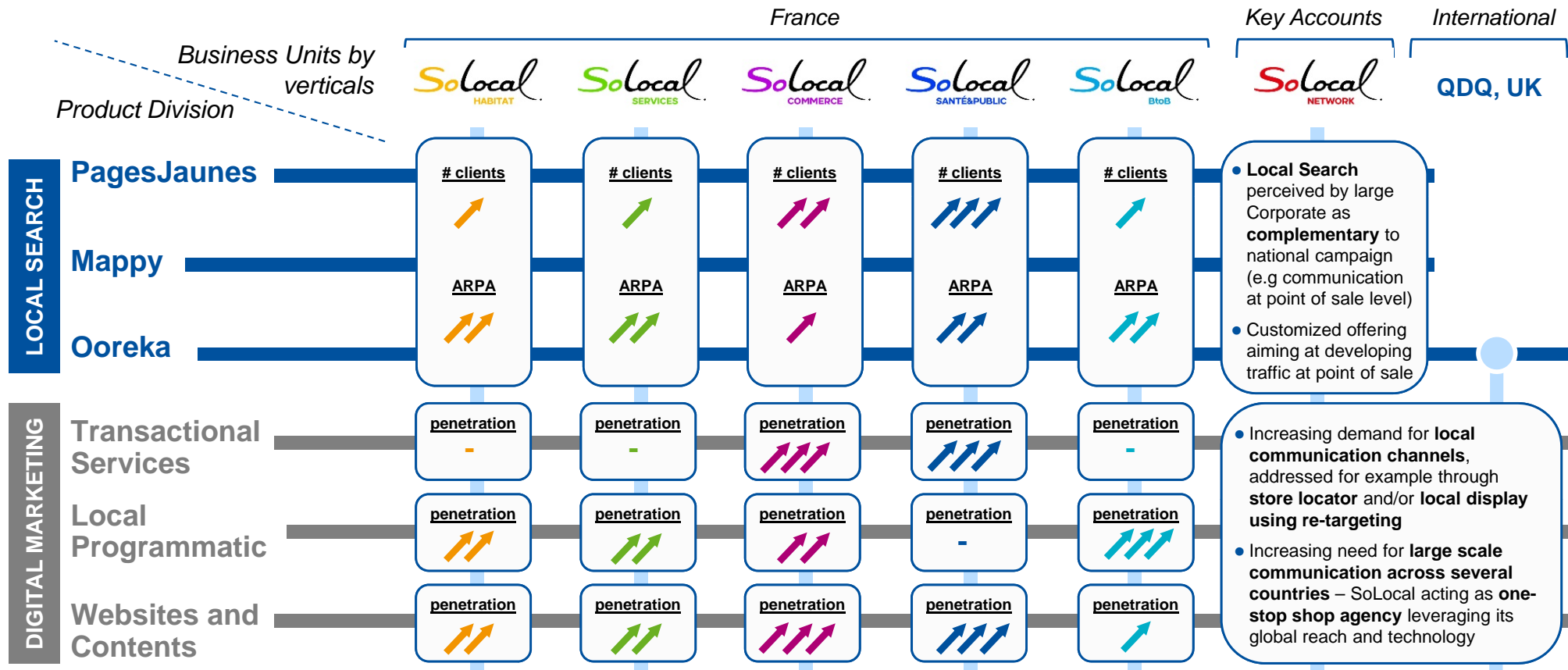
(1) Total number of clients decreasing by 5% YoY as of H1 2015
(2) Source: Borell Associates (2014), France Pub (2013), Bia Kelsey (2011)

Key company objectives

1 Grow audience and conversion into ARPA and new clients

- **Deliver continuous audience growth, supported by mobile and content**
  - Strengthened mobile web strategy with smart partnerships and continuous content enhancement (reviews, designs…)
- **Improve commercial efficiency to acquire new clients**
  - Adapted work organization (several visits over the year and development of multi-channel to generate upsell)
  - Focus on clients with high value

2 Accelerate on Digital Marketing

- **Accelerate growth in Transactional Services**
  - Leverage client base to accelerate penetration in a fast moving market
- **Invest in Local Programmatic**
  - Increase investments in this technology, leverage the local database and accelerate Adwords capabilities
- **Strengthen the Websites and Contents offering**
  - Develop solutions to allow clients to benefit from the most effective promotion of their local know-how on the web (presence management)

3 Improve Operations efficiency

- **Pursue operational efficiency plan**
  - Pursue the digitalization of the back/middle office processes
  - Offer the opportunity of a voluntary departure plan
- **Monitor smooth decline of the profitable print & voice business**
  - Smoothly monitor the decrease of Print exit identified activities (White Pages)
  - Operate the print business in run-off as long as it remains profitable
  - Ensure stickiness of clients migrated to online communication tools

… TO DELIVER KEY 2018 OBJECTIVES

- **Sustainable 10% annual growth on internet revenue**
  - Audience: +15% p.a.
  - # clients: +0-5% p.a.
  - ARPA: +5-10% p.a.
  - Digital marketing penetration: 30% of the Internet client base

- **Target EBITDA/revenue margin level of ~30%**

- **Net debt reduction > €300m with additional positive impact of:**
  - Working capital optimization (order to cash / payment conditions)
  - Reduced financial charges and income tax