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## PagesJaunes Groupe enters online small ads market with [www.annoncesjaunes.fr](http://www.annoncesjaunes.fr)

With [annoncesjaunes.fr](http://annoncesjaunes.fr), PagesJaunes Groupe and its new subsidiary PagesJaunes Petites Annonces are launching an innovative and original service for small ads for vehicles and property aimed at the general public and businesses<sup>1</sup>. In entering this market, PagesJaunes Groupe intends to capitalise on its online and sector-based expertise to make [annoncesjaunes.fr](http://annoncesjaunes.fr) the leading small ads site. With PagesJaunes, small ads become big!

### SMALL ADS ON THE INTERNET, A MARKET AT THE HEART OF THE PAGESJAUNES GROUP'S STRATEGY

PagesJaunes Groupe's entry into the small ads market is a natural extension of its activity and a continuation of its growth and innovation strategy. Its small ads service is fully in line with its mission of offering innovative, relevant and practical services which make the consumer's everyday life easier and help the consumer to realise his or her plans.

The strength of this new business lies in two main areas:

- **The choice of a market with high potential**

In order to enter the small ads market, PagesJaunes Groupe:

- **Is targeting the two most dynamic sectors in the market.** Households are devoting an increasing share of their budget to housing and transport: these two combined items accounted for 39.6% of their expenditure in 2005<sup>2</sup>.
- **Has chosen the internet.** The internet is the most responsive media in the small ads market, where the information content rapidly becomes obsolete, and is one of the pillars of the group's activities with well-known sites such as [pagesjaunes.fr](http://pagesjaunes.fr) and [mappy.com](http://mappy.com). In addition, it is attracting ever greater numbers of users: the number of unique visitors to the small ads site has grown by 46% in the vehicle sector and 19% in the property sector since 2005<sup>3</sup>.

- **Strengths in line with market requirements**

As the **European leader in printed and online directories with 67 million visits to [pagesjaunes.fr](http://pagesjaunes.fr) in October 2006<sup>4</sup>**, PagesJaunes Groupe is at the heart of a logic of media markets in which the small ads sector also has its place.

In addition, as a result of its close contact with its customers, which include numerous operators in the property and vehicle sectors, **PagesJaunes Groupe has been able to develop genuine expertise in these two sectors.**

**Being a true "reflex brand", PagesJaunes is now automatically associated with searching for a company or business.** The PagesJaunes brand is synonymous with efficiency and simplicity, making it a major strength and a guarantee of confidence in a market associated with property and vehicle transactions.

<sup>1</sup> The general public can consult and place vehicle advertisements and consult property advertisements.

<sup>2</sup> Source: Insee Première N°1096 – "La consommation soutient toujours la croissance" - August 2006.

<sup>3</sup> Source: Nielsen NetRatings – traffic between October 2005 and October 2006.

<sup>4</sup> Source: Médiamétrie – eStat – October 2006.

## **STRONG POSITIONING: OFFERING A NEW SEARCH EXPERIENCE THAT IS MORE EFFICIENT AND USER-FRIENDLY**

To develop this business, PagesJaunes Groupe has created a subsidiary, PagesJaunes Petites Annonces, the general management of which has been entrusted to Isabelle Moins: *"Our mission is to change the internet user's view of small ads by placing the advertisement at the heart of the experience. annoncesjaunes.fr intends to set a new standard for efficiency in the establishment of contact between those who view advertisements and those who distribute them."*

PagesJaunes Petites Annonces has structured its offering on the basis of two principles:

- **Capitalising on mapping and multimedia to meet the needs of the general public by offering advertisements that are clearer, more detailed and richer than those usually seen in the market.** Thanks to the association with Mappy, internet users can now search for a property by using a map and view the immediate vicinity of the property (schools, transport, car parks, etc.). The services available at launch will also include the ability to view a video presentation of an apartment or listen to an audio commentary on a vehicle<sup>5</sup>.
- **Putting the advertisement at the centre of the search to meet the needs of businesses.** PagesJaunes Petites Annonces has decided to launch an innovative service that makes it possible to get the most from advertisements in terms of content and presentation.

## **ANNONCESJAUNES.FR: GRADUAL ENRICHMENT OF SERVICES**

New, relevant functionalities are now available at [www.annoncesjaunes.fr](http://www.annoncesjaunes.fr). And to make sure the needs of internet users and business customers are always listened to, the site will be regularly enriched with new value-added services. In addition, large-scale communication will take place throughout the year to help develop the brand awareness of annoncesjaunes.fr.

**Additional information can be found in the annexes  
on pages 3 and 4 of this document**

**Annexe 1:** Further information on annoncesjaunes.fr  
**Annexe 2:** Summary of annoncesjaunes.fr services available at launch

### **About PagesJaunes Groupe**

PagesJaunes Groupe is the leading European publisher of directories on the Internet (pagesjaunes.fr, qdq.com) and the leading publisher of printed directories in France (the PagesJaunes directory and l'Annuaire).

PagesJaunes Groupe also publishes directories for the general public in Spain, Morocco and Luxembourg, operates telephone directory assistance services in France (118 008) and Spain (118 75) and publishes BtoB directories (Kompass) in France, Spain, Belgium and Luxembourg. It also provides complementary services such as the geographic services of Mappy and the direct marketing services of PagesJaunes Marketing Services.

With almost 620,000 advertisers in France in 2005, PagesJaunes Groupe is the second largest French company in terms of advertising revenue.

PagesJaunes Groupe is listed on Euronext Paris (PAJ).

Information on PagesJaunes Groupe is available at <http://pagesjaunesgroupe.com>.

### **Press contacts:**

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<sup>5</sup> The various media (photos/video/audio) can be consulted by internet users if the advertisers have included them in their advertisement.

## Annexe 1:

Further information on annoncesjaunes.fr

### **annoncesjaunes.fr: A new search experience, with greater speed, efficiency and user-friendliness**

annoncesjaunes.fr is available from January 2007 in its launch version and will soon also be accessible from [www.pagesjaunes.fr](http://www.pagesjaunes.fr). It aims to guarantee the best possible search experience. To achieve that, **annoncesjaunes.fr is putting the small ad at the heart of the search.**

The annoncesjaunes.fr service is underpinned by two strong commitments:

- **From general search to refined search**

#### ***Searching: an innovative and practical search method***

Thanks to the partnership with Mappy, annoncesjaunes.fr helps internet users by offering them an innovative property search service using map-based navigation:

- Map-based navigation: internet users can use the map of France to search for properties.
- Property counting: using the map search mode, the internet user can find out the number of properties available in a given area.

Intuitive searching enables a fast, general search to be made by entering three key criteria (What? How much? Where?). Users can then refine their search by entering more precise criteria.

#### ***Discovery: enhanced, detailed and enriched advertisements***

- Everything is done to ensure that the relevant information is accessible when the user needs it: this enhances the value of the advertisement.
- The ability to view the surrounding area enables users to see the local services in the vicinity of the selected properties (schools, transport, car parks, etc.), without making clear their location.
- Advertisements can be enriched with audio and video commentaries by the advertisers.
- In order to benefit from detailed and exhaustive advertisements, users can apply many different criteria to qualify the type of property or vehicle they are looking for.

- **An aid to decision-making to use and store the selected messages as effectively as possible**

Once the search has been made, the internet user can compare the various properties or vehicles or request a free callback to obtain more information. Using "Espace Personnel", users can save their search. With "Espace Pro", businesses can monitor the distribution of their advertisements and the traffic they generate.

**Annexe 2:**  
Summary of annoncesjaunes.fr services available at launch

Services	Functionalities	Status
<b>A new search experience</b>	<b>Map-based search</b> (1st version): allows searching by geographic region and displays the number of properties for sale or rent in a city or district.	<b>New</b>
	<b>Intuitive search based on 3 questions:</b> allows fast general search by answering 3 questions: What? Where? How much?	<b>New</b>
	<b>Multicriteria search:</b> allows the search to be refined by selecting from numerous criteria relating to the property or vehicle.	
<b>Complementary services to optimise the search</b>	Display of local services in the area surrounding a property (school, car park, crèche etc.).	
	Aerial views.	<b>New</b>
	Mini-version of the small ad: summary of the advertisement to see the main characteristics of the property at a glance before consulting the detailed advertisement.	<b>New</b>
	Possibility of viewing advertisements presented with up to 6 photos and 1 video.	
	Possibility of viewing advertisements presented with an audio commentary.	<b>New</b>
	Possibility of saving a search.	
	Technical specifications of vehicle models.	
	Possibility of setting up an e-mail alert to indicate the addition of new properties or vehicles.	
	Search for property or vehicle can be entrusted to a professional.	
	Sale or rental of a property can be entrusted to a professional.	
<b>Practical services to send and receive information</b>	Secure messaging service to promote communication between private individuals.	
	Request to be called back free by all businesses (Web call back).	
	Location of businesses on a map.	<b>New</b>
	Send an advertisement to a friend.	
<b>Value-added services to support the search</b>	Essential editorial services: Cote Immo, Cote Auto.	
	Key partners: MeilleurTaux, Assurland, Cetelem.	
	Decision-making tools: compare up to four properties and vehicles per page.	
<b>Dedicated services for advertisers</b>	Placing of car and motorcycle ads for private individuals.	
	Prefilled fields to assist with placing car/motorcycle ads.	
	Free insertion of support media in advertisements (6 photos, 1 video, 1 MP3) to enhance value of property or vehicle.	<b>Audio commentary is new</b>
	Advertisement monitoring: statistics on the numbers of visits and contacts generated by the advertisement.	