FULL YEAR 2015 RESULTS
11 FEBRUARY 2016
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.

Business indicators covered in the presentation are for continued activities.

All financial data and indicators are published in details within the report of Consolidated financial information as of 31 December 2015 which is available on the corporate website, www.solocalgroup.com (finance area).
BUSINESS UPDATE

JEAN-PIERRE REMY
CHIEF EXECUTIVE OFFICER
2015 HIGHLIGHTS

Achievement of Digital 2015 programme has transformed SoLocal into the European leader in local digital advertising solutions

Thanks to the Digital 2015 transformation programme and the operational contingency plan, Internet revenues and free cash flow resumed progress.

- **Internet revenues growth** +4% (€640M) vs 0% in 2014, supported by the acceleration of digital marketing growth at +9%
- **Total revenues declining by** -5% vs -6% in 2014, negatively impacted by a stronger decline of print at -23%
- **EBITDA margin** of 31% (€270M) vs 34% in 2014, resulting from an additional sales investment through the new organization
- **Free cash flow of 67M€, +20M€ vs 2014**, driven by a strong improvement of working capital
- **Full compliance with bank covenants** end 2015

The development of the Group remains constrained by its bank covenants; this is why we continue to explore all refinancing options and the 2016 outlook will depend on the retained orientation.

1 2015 versus 2014 change
2 Recurring EBITDA/revenue margin, excluding exceptional items
## RESULTS OF DIGITAL 2015 PROGRAMME

### Position in 2015

- **€640M Internet revenues** (73% of Group revenues), growing by +4% vs 2014, with a distinctive local online advertising specialist offering
  - Local search (**€496M of revenues**)
  - Digital marketing (**€144M of revenues**)
- **Strong audience dynamic, #6 Internet audience** in France, growing by +9% thanks to mobile and privileged partnerships
- **Leading position** in each of its 5 verticals allowing to provide customized solutions to its different client segments: Home, Services, Retail, Health & Public, BtoB
- **Sustainable ≥30% EBITDA margin\(^1\)** thanks to continuous operational efficiency improvements

### Latest news

- **€144M revenues in Digital Marketing**, supported by new lines of business (120k websites, 150k store locators, programmatic, online scheduling and ordering)
- **Successful launches of new product lines**: local programmatic, store locator and click & collect services, doctor online scheduling platform
- **New sources of growth** through our platforms and the 1\(^{st}\) agreement with Apple in addition to the existing partnerships with Google and Bing
- **Replacement of 1/3 of the salesforce** and reorganization in 5 verticals: now ~2,000 specialised consultants, very Internet savvy, supported by state of the art selling tools and processes
- **Divestment of 4 non profitable and non growing businesses** and strong discipline in resource and cost management

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\(^1\) Recurring EBITDA/Group revenue margin, excluding exceptional items
Divestment of Internet businesses that are not growing and are unprofitable

- Horyzon Media Internet display agency
- ZoomOn local social media
- Lookingo “daily deals”
- Sotravo online home project quotes

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>€5 million</td>
<td>-€10 million</td>
</tr>
</tbody>
</table>

Strong discipline in resource and cost management and implementation of voluntary departure plan

Streamlined processes

1 Recurring EBITDA excluding exceptional items, recurring EBITDA/revenue margin
BUSINESS UPDATE: LOCAL SEARCH AND DIGITAL MARKETING

Local Search
Revenues 2015: €496 million (+2%¹)

- Record reach of 58% and 43M mobile apps for our owned brands
- Recent partnership with Apple, on top of existing ones with Google and Bing, enabling SoLocal to tap into additional mobile audience
- Limited growth of Local search due to reduced investment in client acquisition

Digital Marketing
Revenues 2015: €144 million (+9%¹)

- Upgrade of content based offering
  - High end website (Privilege site)
  - Product locator (Leadformance)
- Strong start of local data based offering:
  - Retargeting offer (ADhesive)
  - Acquisition of Effilab end 2015
- Rebranding of transactional services

¹ 2015 versus 2014 revenue growth
² Reach Mediamétrie Nielsen September 2015
STEADY AUDIENCE GROWTH IN 2015

SoLocal Group audiences

- **In million of visits**
  - 2014:
    - Fixed: 1,351
    - Mobile: 695
    - Total: 2,046
  - 2015:
    - Fixed: 1,373
    - Mobile: 865
    - Total: 2,238

- Increase:
  - Fixed: +2%
  - Mobile: +24%
  - Total: +9%

PagesJaunes visits towards professionals¹

- **In million of visits**
  - 2014:
    - Direct + SEO²: 1,135
    - Syndication: 845
    - Total: 2,046
  - 2015:
    - Direct + SEO²: 1,305
    - Syndication: 847
    - Total: 2,152

- Increase:
  - Direct + SEO²: +15%
  - Syndication: +58%
  - Total: +0%

¹ Internal source: PagesJaunes only, excluding PagesBlanches² Search Engine Optimisation
## 2015 INTERNET GROWTH\(^1\) OF +4% DRIVEN BY DIGITAL MARKETING

<table>
<thead>
<tr>
<th></th>
<th>Q4 2014</th>
<th>Q4 2015</th>
<th>Change</th>
<th>2014</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet revenues</td>
<td>161</td>
<td>163</td>
<td>+2%</td>
<td>618</td>
<td>640</td>
<td>+4%</td>
</tr>
<tr>
<td>Local search revenues</td>
<td>126</td>
<td>125</td>
<td>-1%</td>
<td>486</td>
<td>496</td>
<td>+2%</td>
</tr>
<tr>
<td># visits (in million)</td>
<td>526</td>
<td>560</td>
<td>+6%</td>
<td>2046</td>
<td>2238</td>
<td>+9%</td>
</tr>
<tr>
<td>ARPA (in €)</td>
<td>232</td>
<td>243</td>
<td>+4%</td>
<td>874</td>
<td>940</td>
<td>+8%</td>
</tr>
<tr>
<td># clients (’000)</td>
<td>542</td>
<td>515</td>
<td>-5%</td>
<td>556</td>
<td>528</td>
<td>-5%</td>
</tr>
<tr>
<td>Digital marketing revenues</td>
<td>35</td>
<td>38</td>
<td>+11%</td>
<td>132</td>
<td>144</td>
<td>+9%</td>
</tr>
<tr>
<td>Penetration rate</td>
<td>22%</td>
<td>22%</td>
<td></td>
<td>21%</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

\(^1\) Adjusted for exchange rate fluctuations.
2015 INTERNET REVENUES AND HIGHLIGHTS BY VERTICAL

2015 Internet revenues €640 million (+4% vs. 2014) of which €619 million in France (+4% vs. 2014)

€183 million  
+4%  
- Decrease in client base in a difficult market  
- But first signs of the home market recovery

€131 million  
+6%  
- Reduced client acquisition to face financial covenant constraints  
- Strong growth of digital marketing

€71 million  
+11%  
- Strong growth in new client acquisition thanks to Digital marketing offers (online scheduling, websites)

€124 million  
+4%  
- Confirmed improvement of Digital marketing (classified ads, websites)

€110 million  
-2%  
- Repositioning of product offering in late 2015, expected to take-off in 2016

Source: 2015 versus 2014 revenue evolution
## 2015 Financial Performance: Summary

### Internet Revenue Growth

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>+5%</td>
<td>+0%</td>
</tr>
<tr>
<td>Q2</td>
<td>+6%</td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td>+2%</td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>+2%</td>
<td></td>
</tr>
</tbody>
</table>

### EBITDA/revenue Margin<sup>1</sup>

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>Q2</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

### Free Cash Flow

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>22M€</td>
<td>24M€</td>
</tr>
<tr>
<td>Q2</td>
<td></td>
<td>12M€</td>
</tr>
<tr>
<td>Q3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>9M€</td>
<td>47M€</td>
</tr>
</tbody>
</table>

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<sup>1</sup> Recurring EBITDA/revenue margin, excluding exceptional items
### CONTINUED ACTIVITIES REVENUES AND EBITDA FOR Q4 AND FULL YEAR 2015

<table>
<thead>
<tr>
<th>In million of euros</th>
<th>Q4 2014</th>
<th>Q4 2015</th>
<th>Change</th>
<th>2014</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet revenues</td>
<td>161</td>
<td>163</td>
<td>+2%</td>
<td>618</td>
<td>640</td>
<td>+4%</td>
</tr>
<tr>
<td>Print &amp; Voice revenues</td>
<td>71</td>
<td>51</td>
<td>-28%</td>
<td>304</td>
<td>232</td>
<td>-23%</td>
</tr>
<tr>
<td>Revenues</td>
<td>232</td>
<td>214</td>
<td>-8%</td>
<td>922</td>
<td>873</td>
<td>-5%</td>
</tr>
<tr>
<td>Internet EBITDA</td>
<td>40</td>
<td>41</td>
<td>+3%</td>
<td>202</td>
<td>201</td>
<td>0%</td>
</tr>
<tr>
<td><strong>EBITDA / revenue margin</strong></td>
<td>25%</td>
<td>25%</td>
<td>-</td>
<td>33%</td>
<td>31%</td>
<td>-2pts</td>
</tr>
<tr>
<td>Print &amp; Voice EBITDA</td>
<td>18</td>
<td>12</td>
<td>-33%</td>
<td>109</td>
<td>69</td>
<td>-37%</td>
</tr>
<tr>
<td><strong>EBITDA / revenue margin</strong></td>
<td>26%</td>
<td>24%</td>
<td>-2 pts</td>
<td>36%</td>
<td>30%</td>
<td>-6 pts</td>
</tr>
<tr>
<td>EBITDA</td>
<td>58</td>
<td>53</td>
<td>-8%</td>
<td>311</td>
<td>270</td>
<td>-13%</td>
</tr>
<tr>
<td><strong>EBITDA / revenue margin</strong></td>
<td>25%</td>
<td>25%</td>
<td>-</td>
<td>34%</td>
<td>31%</td>
<td>-3 pts</td>
</tr>
</tbody>
</table>
EBITDA MARGIN OF 31% IN 2015

In million of euros

<table>
<thead>
<tr>
<th>2014 EBITDA</th>
<th>Internet²</th>
<th>Print &amp; Voice²</th>
<th>Sales costs</th>
<th>Other expenses</th>
<th>2015 EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>311</td>
<td>19</td>
<td>(63)</td>
<td></td>
<td>(9)</td>
<td>270</td>
</tr>
</tbody>
</table>

EBITDA / revenue margin

34% +1 pt -4 pts -1 pt +1 pt 31%

¹Recurring EBITDA/revenue margin, ²net of cost of revenues
NET INCOME OF €27 M IN 2015

In million of euros

Internet revenues\(^1\): 640 (+4\%)
CA\(^1\): 873 (-5\%)

Recurring EBITDA\(^2\): 270 (-13\%)
EBITDA/revenue margin\(^3\): 31\%

Non staff costs
-208 (-3\%)

Depreciation and amortisation
-52 (+11\%)

Net financial expense\(^4\)
-84 (-15\%)

Exceptional items (net of taxes)
-30 (+41\%)

Staff costs
-394 (-1\%)

Corporate income tax
-62 (-13\%)

Net income: 27 (-55\%)

Recurring Income from continued activities:
73 (-23\%)

Net loss from divested activities
-16 (+18\%)

1 Indicators for continued activities. 2 Recurring EBITDA excluding exceptional items 3 Recurring EBITDA / revenue margin 4 including share of profit and loss of an associate
In million of euros

2015 FREE CASH FLOW

€+20M

2014 Free Cash Flow from continued activities: €47m
Recurring EBITDA: €40m
Change in working capital: €27m
CAPEX: €8m
Exceptional and non-monetary items: (€4m)
Financial expenses: €7m
Corporate income tax: €38m

2015 Free Cash Flow from continued activities: €67m

2015 Divested activities: (€9m)

2015 Free Cash Flow: €58m

1Recurring EBITDA excluding exceptional items
QUESTIONS & ANSWERS