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Creation of a new brand within PagesJaunes Groupe: PagesJaunes Marketing Services

Customer Relationship Management is given a fresh impetus by more efficient relationship marketing adapted to the demands of businesses

PagesJaunes Groupe, the leading European publisher of directories on the internet and the leading publisher of printed directories in France, is strengthening its position in relationship marketing by creating a new brand, PagesJaunes Marketing Services, built around a strong idea: giving life to data.

This new entity, created by the merger of Wanadoo Data and e-sama, brings together all the relationship marketing know-how to provide businesses with an integrated solution for the management of their customer relations.

With PagesJaunes Marketing Services, businesses benefit from a comprehensive, multichannel service for prospecting, developing customer loyalty and guaranteeing greater added value in their customer relations.

TECHNOLOGICAL EXPERTISE THAT BRINGS BUSINESSES CLOSER TO THEIR CUSTOMERS

Because the competition is becoming ever tougher and customers are becoming increasingly demanding, PagesJaunes Marketing Services aims to be a genuine adviser to businesses. The key objective is to enable them to adapt to new markets and seize opportunities, by means of appropriate, efficient and innovative marketing, while concentrating on their core business and benefiting from cost control.

"The growing complexity and competitiveness resulting from the globalisation of markets is a reminder of the importance of marketing, across all sectors of commercial activity. True to our aim of identifying closely with the economic reality of businesses and supporting them in their development, PagesJaunes Groupe, through its subsidiary, seeks to provide an overall view of the customer relationship and front-line technological support. By giving businesses access to its know-how in marketing data and its expertise in data processing and customer relations, PagesJaunes Marketing Services aims to become one of the leaders in relationship marketing," explains Michel Datchary, CEO of PagesJaunes Groupe.

"With this service, we are meeting the major requirement in the market, which needs a single service provider that is able to manage the whole of the value chain and to provide integrated communication solutions. All of our expertise is mobilised to guarantee the best quality/price ratio and one-stop customer processing: personalised, comprehensive and modifiable," says Valérie Papaud, CEO of PagesJaunes Marketing Services.



Underpinned by the acknowledged expertise of Wanadoo Data and e-sama, PagesJaunes Marketing Services encompasses all customer relations business lines in four areas of activity:

- **Technical and strategic advice**

The ambition of PagesJaunes Marketing Services is to optimise targeting strategies in order to generate returns from relationship marketing for businesses:

- *Data mining and strategic analysis*: in-depth analysis of marketing operations to determine the potential profitability, purchasing behaviour and receptiveness of each customer, which is essential for the production of businesses' marketing plans.
- *Recommendation of management systems*: advice on processes, tools, channels and the exploitation of information flows to guarantee the effectiveness and profitability of customer relationship management systems.

- **Management of centralised databases accessible in real time**

With PagesJaunes Marketing Services, databases become a genuinely dynamic and qualitative tool. The aim is to enrich and constantly segment them in order to refine businesses' campaigns, by means of centralised management and real-time integration of data to ensure maximum reactivity, thereby guaranteeing the effectiveness and profitability of the system. To this end, PagesJaunes Marketing Services takes charge of the processing of the data (geomarketing study to assess the potential of a catchment area, profile study in order to define a precise target, scoring to increase the effectiveness of campaigns, etc.), as well as the IT processing of addresses (restructuring, normalisation, postal validation of addresses, elimination of NPAI, return of new addresses of customers who have moved, etc.).

- **Processing and exploitation of data files**

The technology used by PagesJaunes Marketing Services enables the most appropriate contacts to be extracted from its 24 million constantly updated addresses for businesses' customer conquest requirements. The aim is to provide accurate targeting using qualified mailing lists:

- *Private individuals*: 17 million addresses of France Télécom subscribers, i.e. the highest-potential prospects with the greatest reliability due to the frequency of updating; exclusively, 4 million behaviour-based addresses of subscribers to the magazine press; 3 million e-mail addresses and 1.3 million mobile phone numbers of private individuals who have agreed to be contacted.
- *Businesses*: 3 million addresses drawn from the PagesJaunes directories and divided into 1,850 business classifications (database enriched with the names of 2 million decision-makers and Insee data such as the NAF business code, workforce, legal status, SIRET registration number, etc.).

As an approved redistributor of France Télécom directory databases (private and business) and of the Sirène database of Insee, PagesJaunes Marketing Services guarantees legal operation and updating of all the data that is sold.

- **Comprehensive logistics for marketing campaigns**

In order to guarantee the best possible distribution of messages and optimum reactivity, the telemarketing and fulfilment platforms are subjected to rigorous control procedures and are connected to company databases for real-time monitoring of their operations. Personalisation and direction of campaigns is based on comprehensive logistics:

- *Contact centre*: 70 telemarketing positions for incoming and outgoing calls for prospecting and loyalty development;
- *Direct marketing logistics platform*: management of all campaign logistics (printing and personalisation of messages, e-mail pre-sorting, e-mailings, SMS/MMS, etc.);
- *Fulfilment management centre*: processing of returns, orders, payments, subscription management, gift management, etc.

A NEW STRAPLINE FOR A NEW BRAND: "GIVING LIFE TO DATA"



DONNER VIE AUX DONNÉES.

"Giving life to data", a strapline that describes the priority of PagesJaunes Marketing Services: taking maximum advantage of data so that it generates customers and business, and strengthens the relationships between brands and consumers.

Beyond this brand promise, PagesJaunes Marketing Services is structured around four founding principles:

- *Performance*: businesses develop by drawing on the expertise and technological capacities of PagesJaunes Marketing Services.
- *Ethics*: for PagesJaunes, relationship marketing must be based on an ethical approach which guarantees transparency and confidentiality.
- *Proximity*: each customer is dealt with in a completely personalised way, in a climate of total confidence.
- *Innovation*: due to the culture of innovation in the PagesJaunes Group and its technological expertise, businesses benefit from effective solutions adapted to their needs.

To find out more, visit <http://www.pagesjaunes-marketing-services.com>



About PagesJaunes Groupe

PagesJaunes Groupe, a subsidiary of France Télécom, is France's leading publisher of printed directories (the PagesJaunes directory and the Annuaire) and online directories (pagesjaunes.fr, PagesJaunes 3611) for the general public, and also handles the sale of the advertising space which they contain. The businesses of PagesJaunes Groupe also include website creation and hosting, the publication of the PagesPro BtoB directories, the publication of the QuiDonc reverse directory and the advertising representation in France for the Europages European BtoB directory.

PagesJaunes Groupe also publishes directories for the general public outside France – in Spain, Morocco, Luxembourg and Lebanon – and the Kompass directories (company databases) in France, Spain, Belgium and Luxembourg. It also provides complementary services such as the geographic services of Mappy and, in the field of relationship marketing, the sale of data files and the processing of marketing databases by Wanadoo Data.

With more than 600,000 advertisers in France in 2005, PagesJaunes Groupe is the second largest French company in terms of advertising revenue.

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

Contacts:

PagesJaunes Press

Thomas Barbelet / Orith Tabeur
+33 1 46 23 34 64
tbarbelet@pagesjaunes.fr
otabeur@pagesjaunes.fr

PagesJaunes Investors

Vincent Gouley
+33 1 46 23 40 92
vgouley@pagesjaunes.fr

Sabrina Heinz
+33 1 56 03 13 21
sheinz@i-et-e.fr