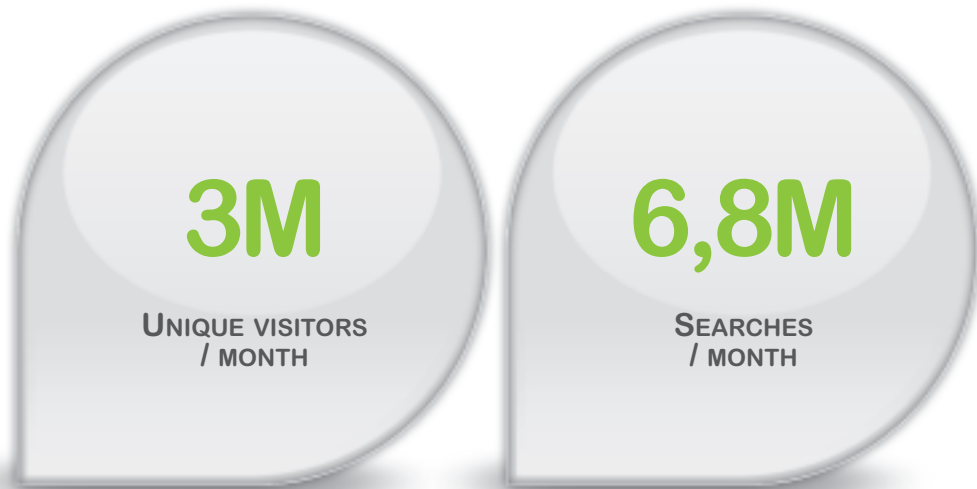


EUROPAGES

2011

●●● A B2B PLATFORM WITH A LARGE AUDIENCE

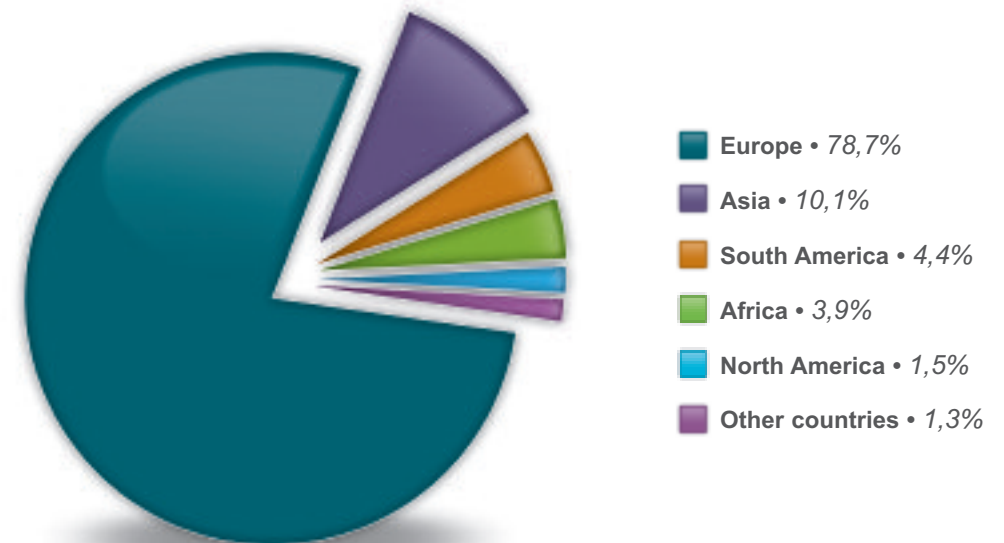
Each month, millions of professionals visit the EUROPAGES websites. The size of the audience puts EUROPAGES amongst the top visited B2B websites in Europe.



Source: Sitestat, 2010

●●● AN AUDIENCE MAINLY EUROPEAN

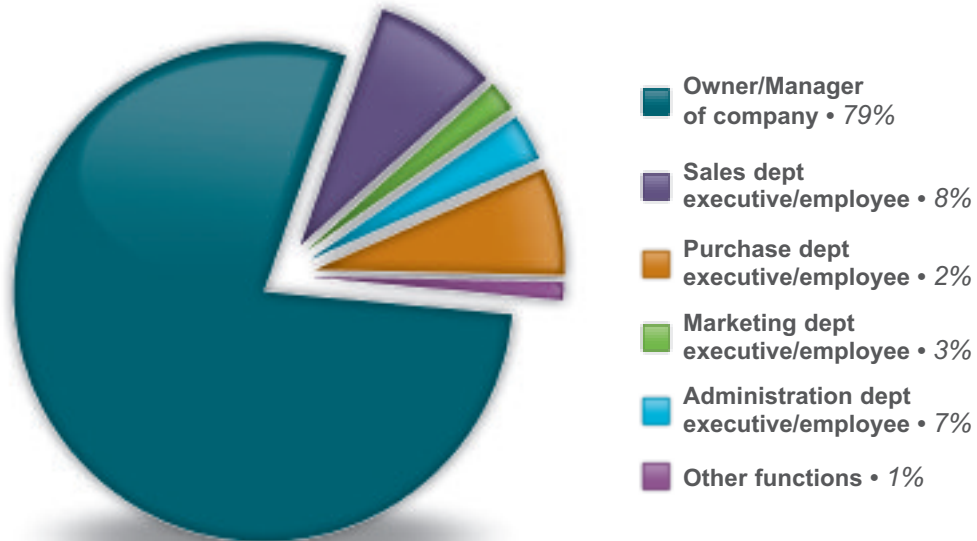
Most of the EUROPAGES visitors are Europeans, however the Asian audience is growing strongly. Almost all visitors are looking for products, services, suppliers or business partners from EU.



Source: OpinionWay (1,182 questionnaires), 2009

●●● AN AUDIENCE OF DECISION MAKERS

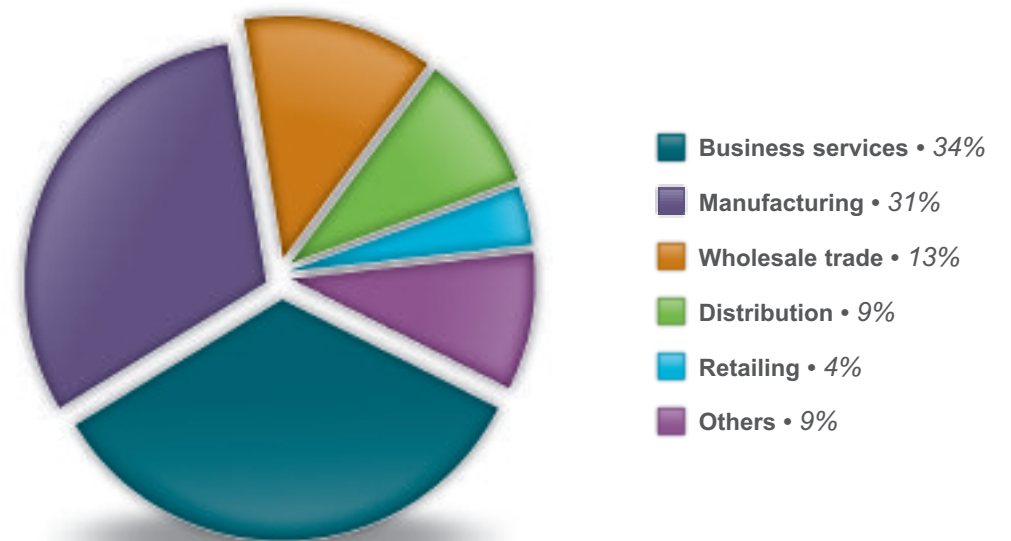
The last survey conducted by OpinionWay (www.opinion-way.com) showed that EUROPAGES visitors are made of professionals. Most of whom are decision makers in the buying process.



Source: OpinionWay (1,182 questionnaires), 2009

●●● AN AUDIENCE FROM ALL INDUSTRY & SERVICE SECTORS

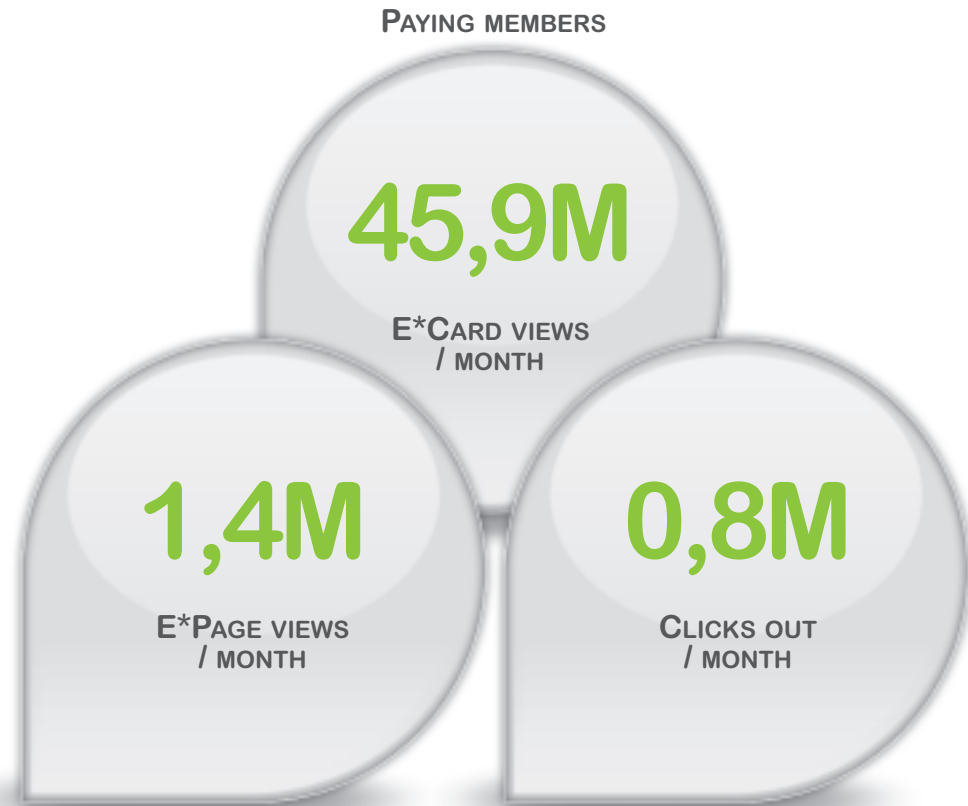
EUROPAGES visitors come from all business sectors and 1/3 work in the manufacturing sector (industry) and 1/3 in the business services sector.



Source: OpinionWay (1,182 questionnaires), 2009

●●● STRONG RETURN ON INVESTMENT

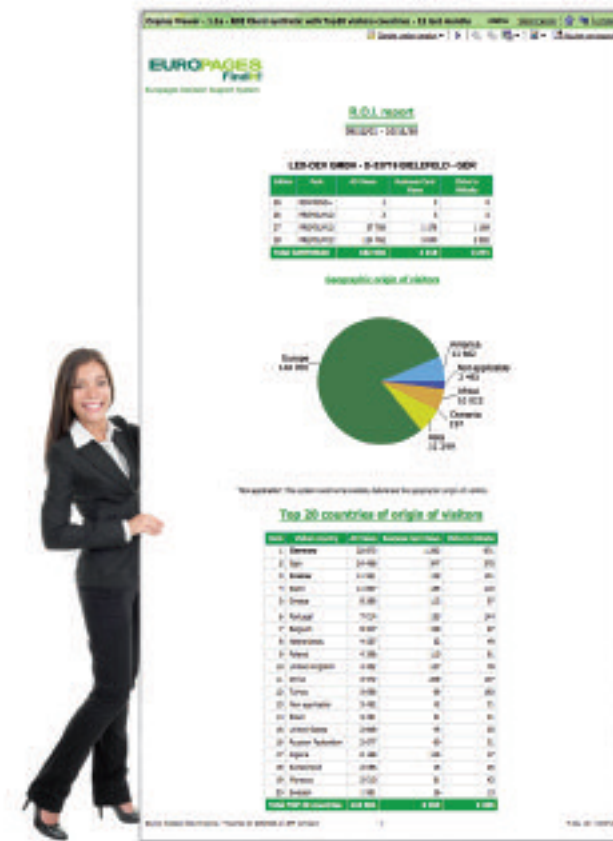
Each month, the 23,000 EUROPAGES customers (members) are viewed by millions of visitors. **E*Card Views** on result pages indicate the global visibility of customers, whereas **E*Page Views** indicate the number of times the company profile is visited. **Clicks Out** are actual visits to customers' websites coming from EUROPAGES users.



Source: Sitestat, 2010

●●● FINDIT: A POWERFUL TOOL TO SHOW RESULTS

FindIt is a proprietary statistics tool developed by EUROPAGES which allows sales representatives to provide clients up-to-date figures on EUROPAGES audience (visits, searches, click rate ...). Furthermore, it allows customers to be informed of their own individual statistics and to measure their return-on-investment.



WEBSITE: A NEW LAYOUT



WEBSITE: A NEW LAYOUT

EUROPAGES ADOPTS NEW LAYOUT FOR IMPROVED WEBSITE NAVIGATION

Navigation is one of the most important aspects of a web design and when it comes to navigating a website, simplicity is a good thing. The objective is to give users a better reading experience and a quicker access to content. The EUROPAGES website's look and feel has been modified and re-designed to be simpler, leaner and more user-friendly.

- The website is easier to understand and navigation is faster. Non-essential graphical details and unnecessary text elements have been removed.
- Sharper forms lightens web pages and improves performance.
- Less colour, shorter texts and more pictures are used for a better reading experience.
- New value-added content is posted on the homepage like the "New Products" thumbnails that lead directly to customers' catalogues or the "Busiest Sectors" section that pilot search engine crawlers to deep inner pages, upgrading the website search engine optimization.

●●● E*CARD: FIRST STEP TO GREAT VISIBILITY



●●● E*CARD: FIRST STEP TO GREAT VISIBILITY

In 2011, Ads become E*Cards

EUROPAGES shows a lot more content than any regular directory. Even entry-level customers get several keywords and their description text is translated into 15 languages. They all have a link to their website and may show their products online. Former ads did not provide as much as the E*Card.

- **Less links:** Easier reading for users and less work for search engine crawlers. 2 links lead to the member's E*Page: one on the company name and one on the 'info and contact' link. 2 links lead to the member's website: one on the logo and one on the 'www.URL' link. The website address is visible benefiting users and search engine crawlers.
- **Less pictures:** Pages without images are lighter which is better for web performance. The pic of the flag has been removed.
- **No contact info:** All contact details have been removed in order to restrict the number of links (phone, mobile, fax, address, zip code, email). They can be accessed on the E*Page.
- **Longer text:** More content (2 full text lines) is visible on E*Cards and there is no 100 character restriction, this is better for users as well as for search engine crawlers.
- **Headings, structured keywords, free keywords and brands are grouped:** It is less confusing and a better reading experience to be presented with all relevant words grouped together.
- **Relevant product titles are displayed:** When a query matches a product name, it is shown on the E*Card. This gives great visibility to product catalogues and certainly helps to obtain a better return on investment.

*Note: members are free to choose any combination of keywords they wish (the term "keywords" includes headings, structured keywords, free keywords and brand names. One condition; each E*Card must include at least 1 heading for classification purposes. Free keywords are specifically chosen by customers and translated into 15 languages, they must use the Latin alphabet only (no Cyrillic characters, Chinese ideograms or Arabic alphabet), they are restricted to 60 characters (including spaces) and special characters are not allowed (Eg. ";"). Brand names are not translated and customers must have the right to use the brands on their E*Cards.*

... E*PAGE: A SECOND WEBSITE



... E*PAGE: A SECOND WEBSITE

IN 2011, THE BUSINESS CARD GIVES WAY TO THE E*PAGE

The E*Page provides more space for content (5 tabs) than what the Business Card used to offer. The **Homepage** tab displays the main elements and can be used as a hub to navigate, the **Company details** tab shows details about the company (company organization, map and key figures), the **Products** tab lists all products, the **Documentation** tab hosts pictures, .pdf documents and website links and the **Contacts** tab contains all necessary contact info. The E*Page is truly a second website.

- **Longer description text:** The description text is 1,000 characters long in the original version (mother tongue of the country). All membership packs now have a 320-character-long text on all language versions of the EUROPAGES website.
- **More translations:** E*Pages are translated into 15 languages: English, French, German, Italian, Spanish, Dutch, Portuguese, Greek, Danish, Swedish, Finnish, Russian, Polish, Turkish and Chinese.
- **Larger visibility:** All E*Pages are published on the EUROPAGES network of 26 websites! Europages.it, Europages.co.uk, Europages.de, Europages.es, Europages.fr, Europages.nl and 20 others...
- **Additional content:** Members can show their video online. They can include detailed information about their company, e.g. its organization, size, turnover, incoterms and all useful commercial information. They can upload pictures (JPEG, GIF, 700x400 pixels max, 50Kb max), .pdf documents (2 MB max.) and deep links to their website.
- **Various contact elements:** The number of contact elements on the E*Page is defined according to the type of membership pack. The choice is entirely up to the member. He can use a combination of a land line, a mobile line, a fax line and an email address. However, it is highly recommended to use at least 1 email address because most requests come from emails.
- **Map positioning:** A map is automatically generated from the member's address.

●●● VIDEO: A DISTINCT ADVANTAGE



●●● VIDEO: A DISTINCT ADVANTAGE

PAYING MEMBERS CAN UPLOAD THEIR VIDEOS FOR FREE ON EUROPAGES

Customers can increase the popularity of their company and embed up to 10 videos on their E*Page via their myEUROPAGES account. Free of charge! Businesses use videos to make their content more interactive. Statistics reveal the popularity of embedding videos in websites and their substantial impact on company's sales figures. The embedded video does the job of converting visitors into leads.

- Up to 10 videos per E*Page.

- Free upload and free display.

- 3 easy steps to show a video on an E*Page:

- 1) Create an account on any online video platform (Youtube, Yahoo! Video, Dailymotion, Episodic, Vzaar, Kewego, Youku, Rambler... there is a lot of choice). It takes 5 minutes to complete and it's free. (Disclaimer: There are hundreds of online video platforms and EUROPAGES cannot guarantee compatibility with all of them.)

- 2) Upload the video. This takes less than 40 minutes to complete depending on the size of the video. Of course, the video must be available on the member's computer to start the upload.

- 3) Copy the embed code and paste it in the myEUROPAGES account concerned. 1 minute to complete. That's it. The video is ready to be played on your E*Page.

- **Only paying members can publish videos on their E*Page:** A valid email address is necessary to receive a login and password, which will enable the member to access his myEUROPAGES account.

●●● PRODUCT CATALOGUE: SHOWING PRODUCTS



●●● PRODUCT CATALOGUE: SHOWING PRODUCTS

The majority of B2B buyers start their research online and product information is one of the most useful content in the decision making process.

The B2B buying process can take up to months to finalize as B2B decision makers go through a long process of scrutiny prior to deciding on the potential suppliers. Most purchase decisions begin with partially defined needs and online research is a common first step. Online content can be a powerful influence at these early stages. Once a shortlist of suppliers has been identified, the final decision will be made based on an evaluation of all available information. Product and pricing information are by far the most valuable for a professional buyer.

• There are 2 ways to publish products on EUROPAGES:

1) **Crawl:** A program crawls the member's site and grabs the product image and description in an automated way putting it into a structured database, it is then shown on the E*Page. The products must be online and accessible to crawlers. EUROPAGES cannot crawl products published with Adobe Flash Player or in Acrobat .pdf format.

2) **XML:** The member works directly with EUROPAGES to create an XML file from his product catalogue. The catalogue or list of products must be available in a structured digital form (eg. Excel). Printed catalogues, text files (Word or .txt) or Acrobat .pdf formats are not suitable. XML is a good solution for those members whose products are not on their website or cannot be crawled, when the member wants to provide EUROPAGES a different list of products than on their website, when they want to make a precise selection of products or when they want to supply EUROPAGES with an extensive list of items.

• **Pricing:** The price for creating a product catalogue varies according to the number of products. The price is the same for crawl and XML.

• **Language options:** Only 1 catalogue in 1 language can be published on the E*Page. EUROPAGES only supports catalogues in English, French, German, Italian, Spanish or Dutch. If the member has a catalogue in English it will be published on the English E*Page. If the member has a catalogue in 2 languages, he would have to choose which one will be published on his E*Page.

●●● ADDITIONAL & PRIORITY KEYWORDS



●●● ADDITIONAL & PRIORITY KEYWORDS

EUROPAGES CAPITALIZES ON RANKING

A member can increase his ranking by using additional or priority keywords. R.O.I. increases with ranking. A Premium member has more keywords than any other member, this brings a better ranking in search results and therefore more E*Card and E*Page Views. Consequently, he receives many more visits on his website (clicks out) than other customers. This is why EUROPAGES is adding new measures to boost their customers' ranking.

- **Additional keywords:** When a paying member has chosen the keywords included in his pack to appear on his E*Card, he still has the possibility of upgrading the ranking of his E*Card. In order to improve visibility, 1 or several Additional keywords can be added to the E*Card. The Additional keyword can be a heading, a structured keyword, a free keyword or a brand. When Additional keywords are free keywords they are translated into 15 languages.

Example: A Medium Pack has a ranking of 2675 points. If the customer puts Additional keywords, he adds ranking points to his pack. An Additional keyword is worth 45 ranking points. For example, with 5 Additional keywords the customer adds 225 ranking points to his pack (5 x 45).

- **Priority keywords:** A second option to add ranking to E*Cards. The paying member who wants to upgrade his ranking without adding new keywords to his pack can add extra ranking points to his existing keywords. These keywords with extra ranking are called Priority keywords (PK) and bring increased ranking value to the E*Card. The Priority option can be associated with headings, structured keywords, free keywords or brands.

Example: A Medium Pack has a ranking of 2675 points. If the customer transforms some of his keywords into Priority keywords, he adds ranking points to his pack. A Priority keyword is worth 35 ranking points. For example, with 5 Priority keywords the customer adds 175 ranking points to his pack (5 x 35).

●●● MYEUROPAGES: ACCESS STATS AT ANYTIME



●●● MYEUROPAGES: ACCESS STATS AT ANYTIME

MYEUROPAGES ACCOUNT IS MADE FOR STATS AND A LOT MORE

A myEUROPAGES account is created for each member, he receives a login and password allowing him to log in whenever necessary (his account is available online 24/7) to consult his statistics, to check his subscription, to ask for modifications on his keywords, description text or address, to complete his business info or to upload new videos or product pictures.

- **Access is free and the account is secure:** Members can freely consult their account. The login and password allows them to access their own space on myEUROPAGES in complete security.
- **Complete access to detailed statistics reports:** Stats are updated every month. Webanalytics are powered by Nedstat tools (www.nedstat.com). Statistics are provided using Nedstat tags which are placed on every E*Card and E*Page and reports are engineered with Cognos software (IBM, www-01.ibm.com/software/data/cognos) then placed on members accounts. Reports describe key indicators like E*Card Views, E*Pages Views, Clicks Out and Emails. Figures can be sorted and detailed by country. EUROPAGES provides these figures in a complete transparent way. Members can measure their visibility from exposure on EUROPAGES and their return on investment.
- **Sensitive requests for modification are processed offline:** When a member asks for a change on his E*Page (address, keyword, text, products ...) his request goes directly to the EUROPAGES customer support department. These changes are sensitive and cannot be done online.
- **All other requests for modification are processed online:** Videos, images and business info can be uploaded, edited and modified online.

●●● BANNER: A HORIZONTAL CONTEXTUAL DISPLAY



●●● BANNER: A HORIZONTAL CONTEXTUAL DISPLAY

Banners are horizontal, rectangular advertisements that are displayed every time a query string matches 1 of the headings associated with the Banner. The fact that Banners are not displayed randomly but match specific queries ensure them a better click rate than non-contextual banners which appear everywhere on the web.

- **2 formats:**
 - full Banner (468x60 pixels) or a Leaderboard (728x90 pixels)
 - JPEG, animated GIF or Flash
 - 20Kb max.
- Banners are published on top of the result page.
- Banners can be sold in association with an E*Card or they can be sold as a standalone product.
- There is no limit to the number of headings that can be associated with Banners provided they are chosen from the EUROPAGES Headings Classification System.
- Only 1 Banner can be displayed on the page at one time. They rotate and change when the page is refreshed. The probability for a Banner to appear improves with the number of headings purchased.
- Banners are published on all **26 language** versions of the EUROPAGES website. However EUROPAGES does not translate Banners. Customers may provide a translated image per language version.
- Banners include activating a link to the customer's website.
- They are published for a period between **1 to 12 months**.

●●● SKYSCRAPER: A VERTICAL CONTEXTUAL DISPLAY

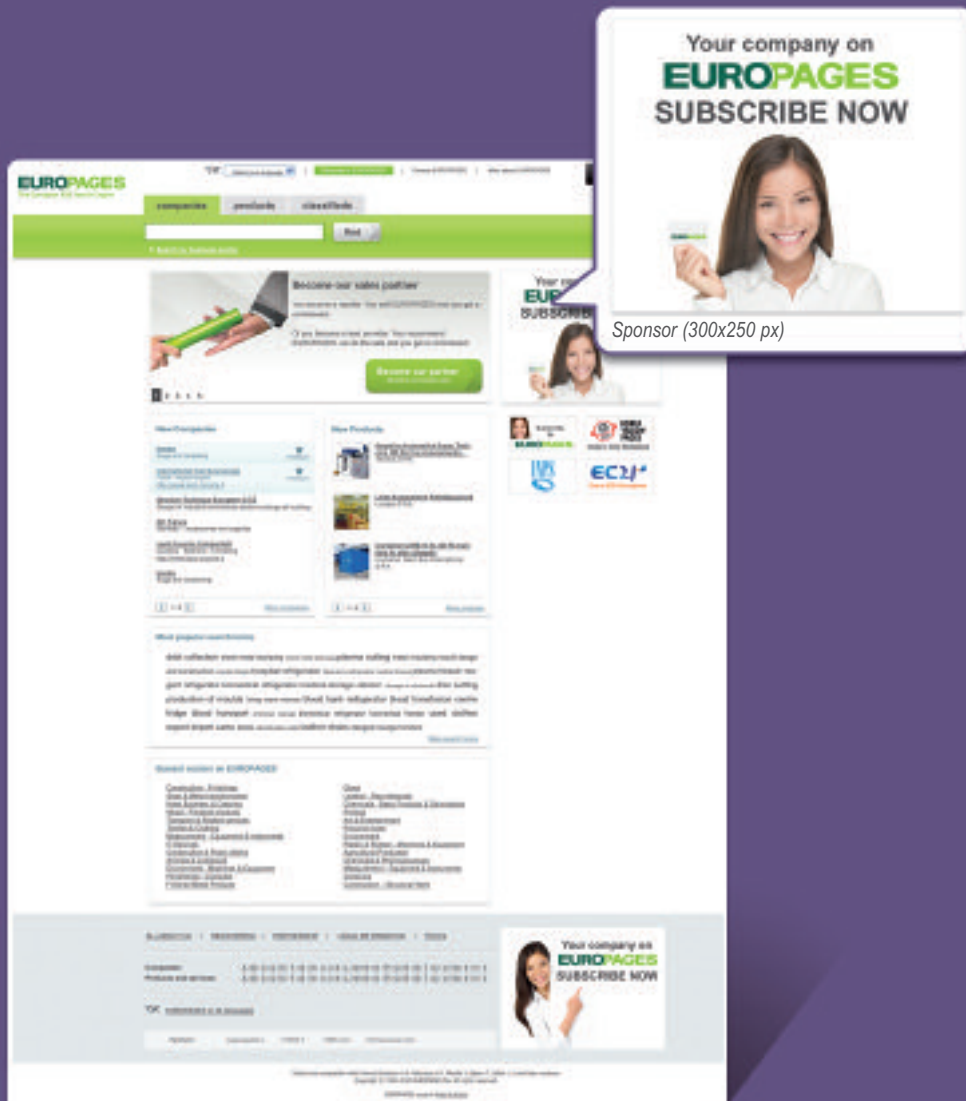


●●● SKYSCRAPER: A VERTICAL CONTEXTUAL DISPLAY

Skyscrapers are vertical, rectangular advertisements that are displayed every time a query string matches 1 of the headings associated with the Skyscraper. The fact that Skyscrapers are not displayed randomly but match specific queries ensure them a better click rate than non-contextual skyscrapers which appear everywhere on the web.

- **2 formats:**
 regular Skyscraper (120x600 pixels) or a wide Skyscraper (160x600 pixels)
 JPEG, animated GIF or Flash
 20Kb max.
- Skyscrapers are published on the right side of the result page.
- Skyscrapers can be sold in association with an E*Card or they can be sold as a standalone product.
- There is no limit to the number of headings that can be associated with Skyscrapers provided they are chosen from the EUROPAGES Headings Classification System.
- Only 1 Skyscrapers can be displayed on the page at one time. They rotate and change when the page is refreshed. The probability for a Skyscraper to appear improves with the number of headings purchased.
- Skyscrapers are published on all **26 language** versions of the EUROPAGES website. However EUROPAGES does not translate Skyscrapers. Customers may provide a translated image per language version.
- Skyscrapers include activating a link to the customer's website.
- They are published for a period between **1 to 12 months**.

●●● SPONSOR: A PERFECT FIT FOR VIDEO & ANIMATED ADS



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The Sponsor is a medium rectangular advertisement which is displayed on the homepages of the EUROPAGES website. This format has a strong visual impact, it is well adapted for Flash animated graphics and is perfectly suited for original advertising messages like video ads. With the rise in quality designs for video advertising on the Internet, video ad results are greater than other formats. This is a handy format easy to integrate into a site, easy to read and rewarding for both the EUROPAGES website and the customer.

- **Format:**
 - 300x250 pixels
 - JPEG, animated GIF, Flash or Video
 - 30Kb max.
- Sponsors are published on the right side of homepages and are non-contextual with search. They are best suited for big accounts that have no specific target but instead build their brand image around a broad exposure to an international B2B audience.
- Sponsors are sold separately per homepage and customers may purchase several homepages.
- Up to 4 customers may share this space in rotation. However a customer has the possibility to appear “exclusively” on the homepage. In this case, he would purchase all 4 spaces.
- The Sponsor includes activating a link to the customer’s website.
- The Sponsor is sold for a minimum period of 1 month. Booking is made by contacting the EUROPAGES sales support service who will check availability. The reservation must be made in advance of the publishing date and customers have 2 weeks to confirm the purchase after which the booking is cancelled.

●●● VIP BOX: A SMALL RECTANGLE WITH GREAT VISIBILITY



●●● VIP BOX: A SMALL RECTANGLE WITH GREAT VISIBILITY

The VIP Box is a small rectangular advertisement which is displayed on the homepages of the EUROPAGES website. Its simplicity combined with direct exposure on the website homepage brings good results and a good return/cost ratio. This format has a good visual impact and is well adapted for simple animation and targeted messages.

- **Format:**
 - 120x60 pixels
 - JPEG, animated GIF, Flash or Video
 - 30Kb max.
- VIP Boxes are published on the right side of homepages and are non-contextual with search. They are best suited for companies wanting to target a B2B audience and to advertise certain brands.
- VIP Boxes are sold separately per homepage and customers may purchase several homepages.
- Up to 8 customers may share these spaces in rotation.
- The VIP Box includes activating a link to the customer's website.
- The VIP Box is sold for a minimum period of 1 month. Booking is made by contacting the EUROPAGES sales support service who will check availability. The reservation must be made in advance of the publishing date and customers have 2 weeks to confirm the purchase after which the booking is cancelled.



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