

INVESTOR DAY
2010

Marketing Update

Stephane Marceau
Chief Marketing Officer



The New Local Consumer

- **Smart**
- **Mobile**
- **Social**
- **Multi-modal**

The New SEM Advertiser

- **Hesitant**
- **Overwhelmed**
- **Looking for value**
- **Simplicity**

Competitive Landscape

- **Traditional still strong**
- **Targeted “pure plays”**
- **Self-serve looking for channel**
- **Sea of tiny specialists**
- **National underserved**

Three Strategies

Strategies

**Everyday
concierge**

**Performance
marketing**

**Platform &
content
augmentation**



Goals

**Leader in helping consumers
find locally and make smart
buys**

**Leader in helping businesses
optimize their 360° marketing
programs**

**Leading local platform and
aggregator of local leads**

Same Reputed Brand, Brand New Brand



Canada's Most Reputable Companies



CB SPECIAL REPORT

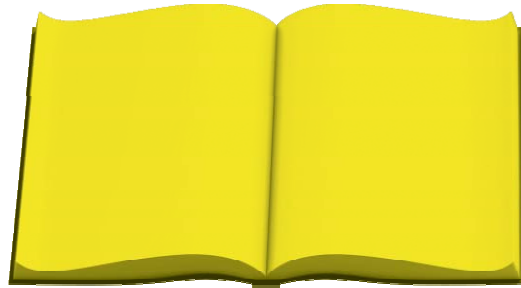
Canada's Most Reputable Companies

The corporate brands consumers trust, respect and admire, ranked by reputation score

Rank	Company	Overall reputation*	Products/ services	Governance	Citizenship	Innovation	Workplace	Le...
1	Tim Hortons	83.2	81.5	79.4	82.0	78.1	75.2	
2	Jean Coutu Group	82.2	81.0	77.8	75.1	76.0	77.3	
3	Bombardier	80.8	80.9	76.7	70.0	81.2	77.5	
4	Yellow Pages	79.8	77.7	74.8	68.7	68.4	71.5	
5	Rona	79.3	78.2	77.3	73.7	76.6	74.1	
6	Saputo	79.3	80.9	75.7	71.6	75.6	76.1	
7	Canadian Tire	79.2	77.7	73.5	74.1	76.5	77.7	
		79.2	79.7	76.5	70.9	83.8	73.9	
		78.4	79.2	75.2	73.8	73.9	73.1	
10	WestJet							
11	Shoppers Drug Mart	73.1	73.2		71.7			
12	Sun Life Financial	73.1	76.0	71.9	66.5	70.1		
	(Weston Ltd.)		70.5	69.3	61.8	65.5		

4th most reputable brand in Canada

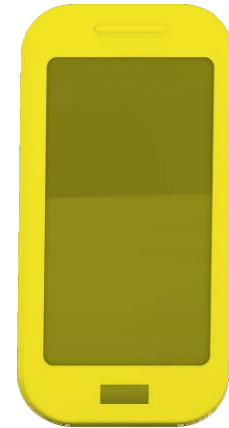
Leading Canadian Digital Brand



- **1 out of 2 Canadians use the YPG directory**
- **91% will contact a business**



- **~\$400M annualized online revenues**
- **Over 240k online advertisers**
- **>11M unique visitors**



- **>1 M Downloads**
- **20% penetration of Smart Phone users in 12 months**

Network of Properties



TM
MC





Connect Sign in Sign up Help Français

YellowPages.ca

Business Person

reverse phone number proximity map driving directions

What? Where?

E.g. business name, keyword, category, brand, phone number ? E.g. city, postal code, landmark ?

Business name only

Find.

Mobile Apps Send our mobile apps to your phone: Enter your mobile number Send Browse our Video Library

Discover more

New deals and coupons

Ratings and reviews

Dining guide

Useful tips

New deals and coupons

Sears.ca \$160 off KitchenAid Artisan Stand Mixers plus a free gift with purchase More Info

Dell.ca Belkin Laptop Bags, JVC & Sony Earphones all priced under \$25 More Info

Brought to you by REDFANDEALS.com A Yellow Pages Group Company


- Facebook Connect/Like
- Ratings and Reviews
- Single Sign-On
- Improved Relevance
- Video channel
- Restaurant Channel
- Facebook Like integration
- Search Engine Optimized

More engaging, social, visual and geo-pertinent

RedFlagDeals



Compare prices on Computers & Electronics at our sister site, PriceCanada.com! [hide](#)

 Save [Lost Password?](#) [Why Sign Up?](#)

[Home](#) [Deals](#) [Coupons](#) [Freebies](#) [Features](#) [Forums](#) [Credit Store](#) [Scarlett Lounge](#) [More](#)

Welcome! [Get the Newsletter!](#) [New at RedFlagDeals.com](#)


Compare Canadian Credit Cards on RedFlagDeals.com!
Compare over 180 [Canadian Credit Cards](#) with our Credit Card Comparison Tool! Whether you're looking for a [low interest credit card](#) or a card with [great rewards and no fee](#), we can help you find it!

Search & Sort

Sort Deals by Store


Sort Coupons by Store

Follow Us!




FEATURED DEAL

[Start saving with low fixed rate credit card](#)



Consider the MBNA® Gold MasterCard® with a 9.99% Fixed ANNUAL INTEREST RATE on Balance Transfers* and Purchases

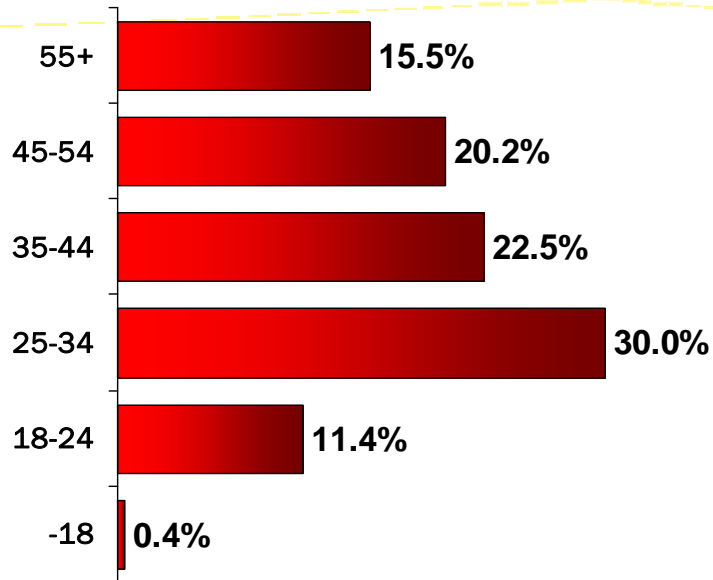
[Learn More](#)



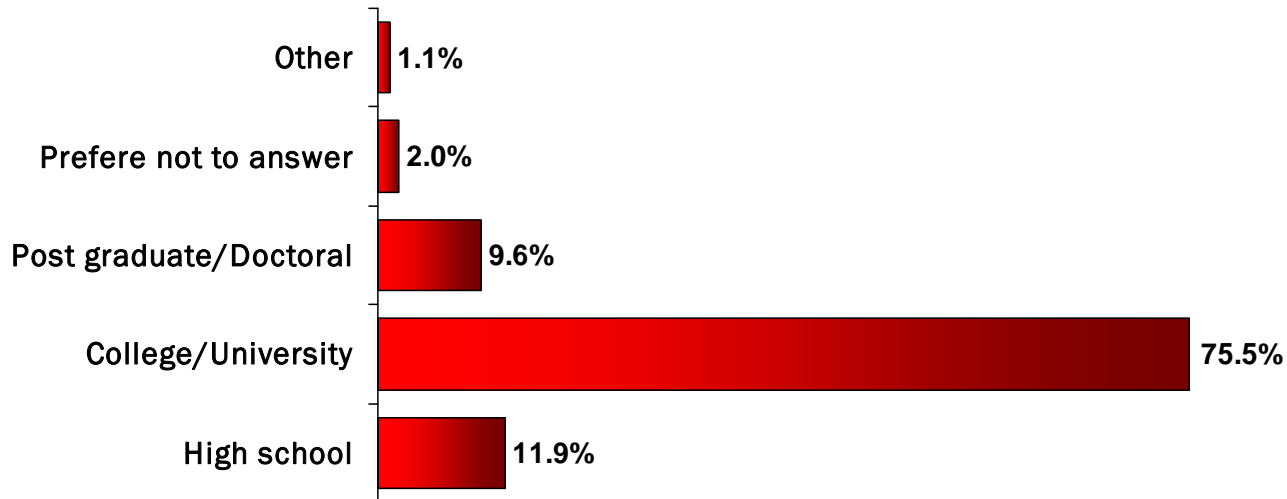
- Engaging 3M shoppers
- More than 25% of our visitors come 100x per month
- More than 60% come 3x or more per month

#1 shopping community

RedFlagDeals – User Profile



64% is aged 18-44



Our audience is highly educated

New BlackBerry App



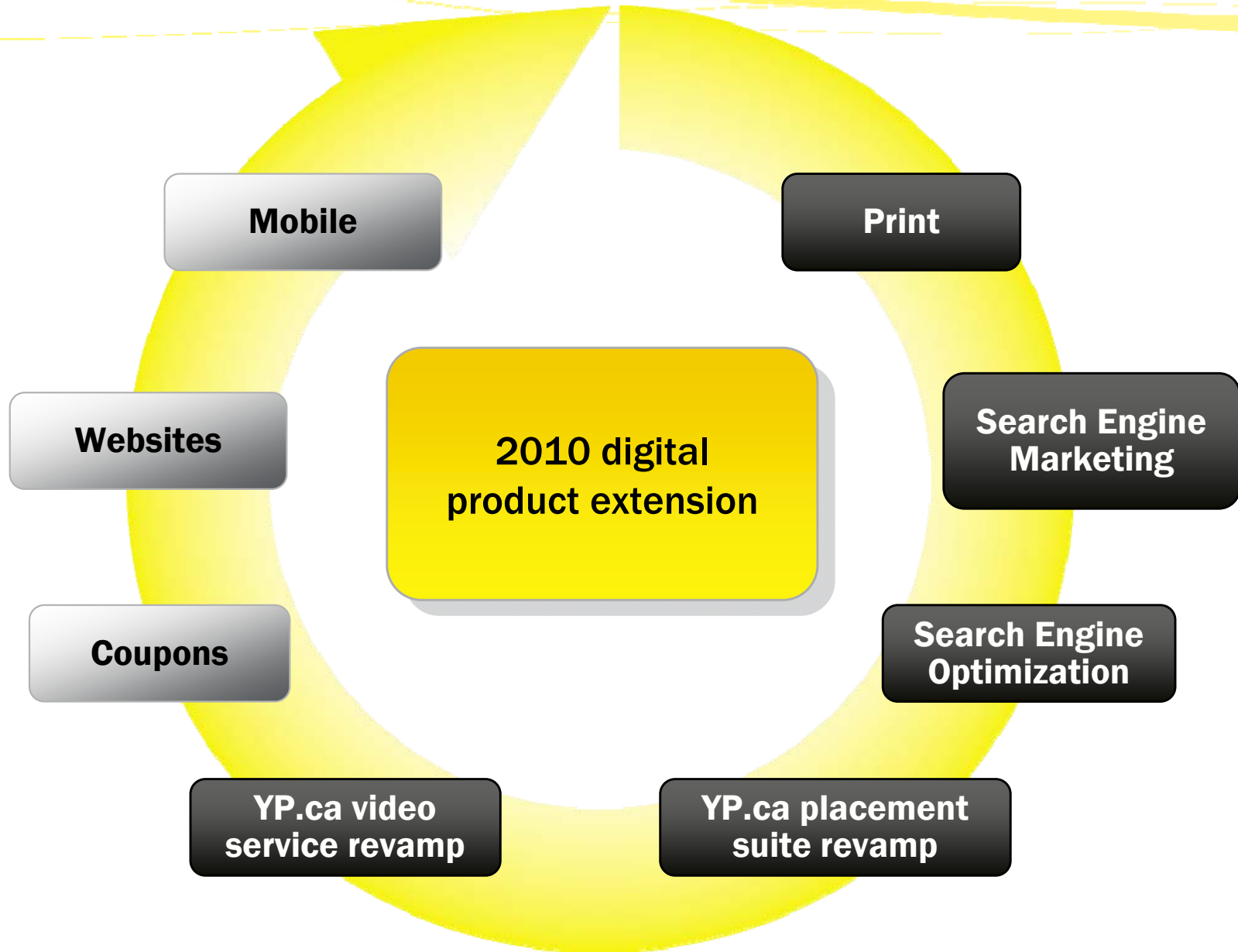
Location-aware, rich results, functional integration

The New iPhone App



Immediate, easier, richer, location-friendly

Building the Portfolio in 2010



Search Engine Solutions

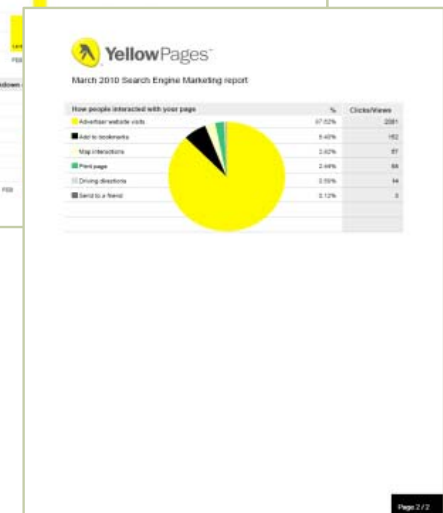
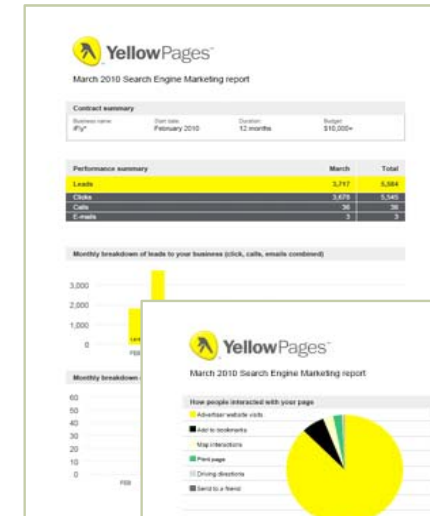


SEM Solutions

- Prominence on Google, Yahoo, Bing

SEO Solutions

- Improves organic ranking on Google, Yahoo, Bing



Now easy to get found on search engines

YP.ca Placement and Video

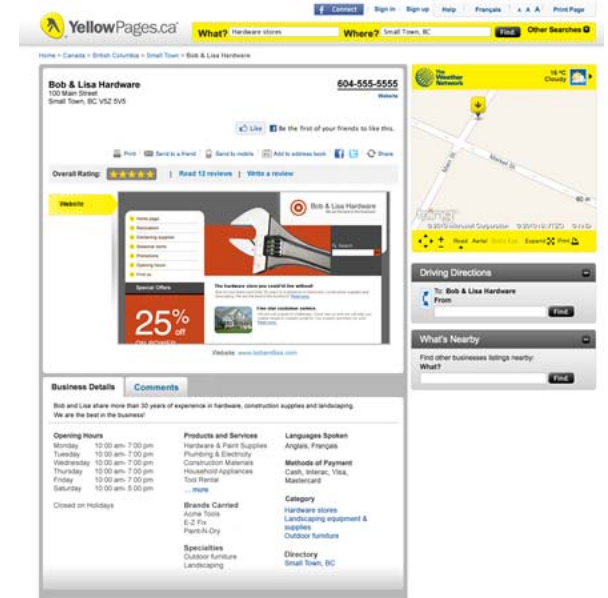


Suite of Placement Products

V-Broadcaster

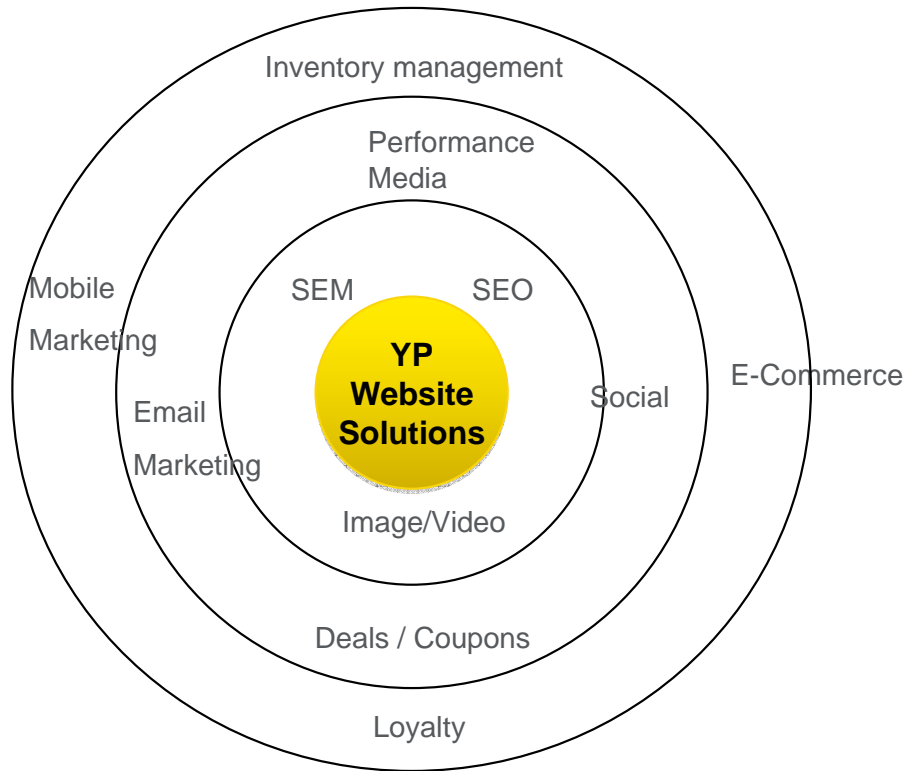
- Enhanced ranking for advertisers
- New products from hyperlocal to national

- Unique multimedia offering, including photo gallery and video commercial

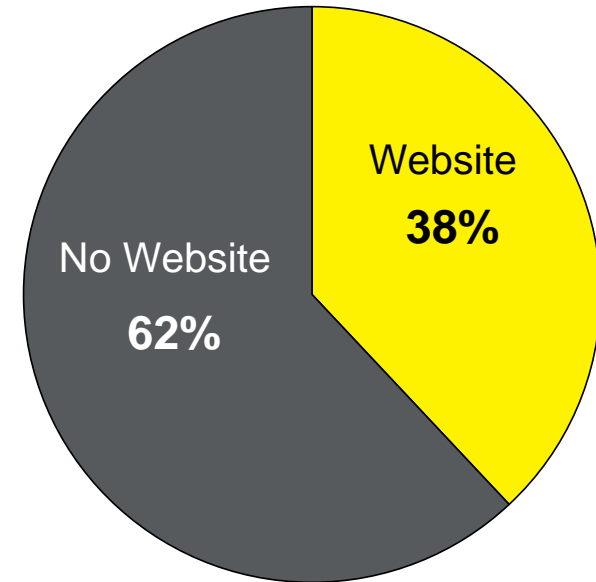


Get found and showcase your business

Websites



SMEs
1,080,968



Pivotal element of tomorrow's value proposition

New Advertiser Centre



HOME

WHY US

SOLUTIONS

PRICING

HELP / CONTACT FRANÇAIS

ORDER NOW: 1 888-60-FOUND

Get found.

Reach people who are ready to buy,
no matter when or where they're looking.

[Learn more ▶](#)

TAKE THE VIDEO TOUR

SOLUTIONS FOR ADVERTISERS

[See All Solutions ▶](#)

GET FOUND



SHOWCASE YOUR BUSINESS



ACCELERATE YOUR RESULTS



Get your
FREE listing now

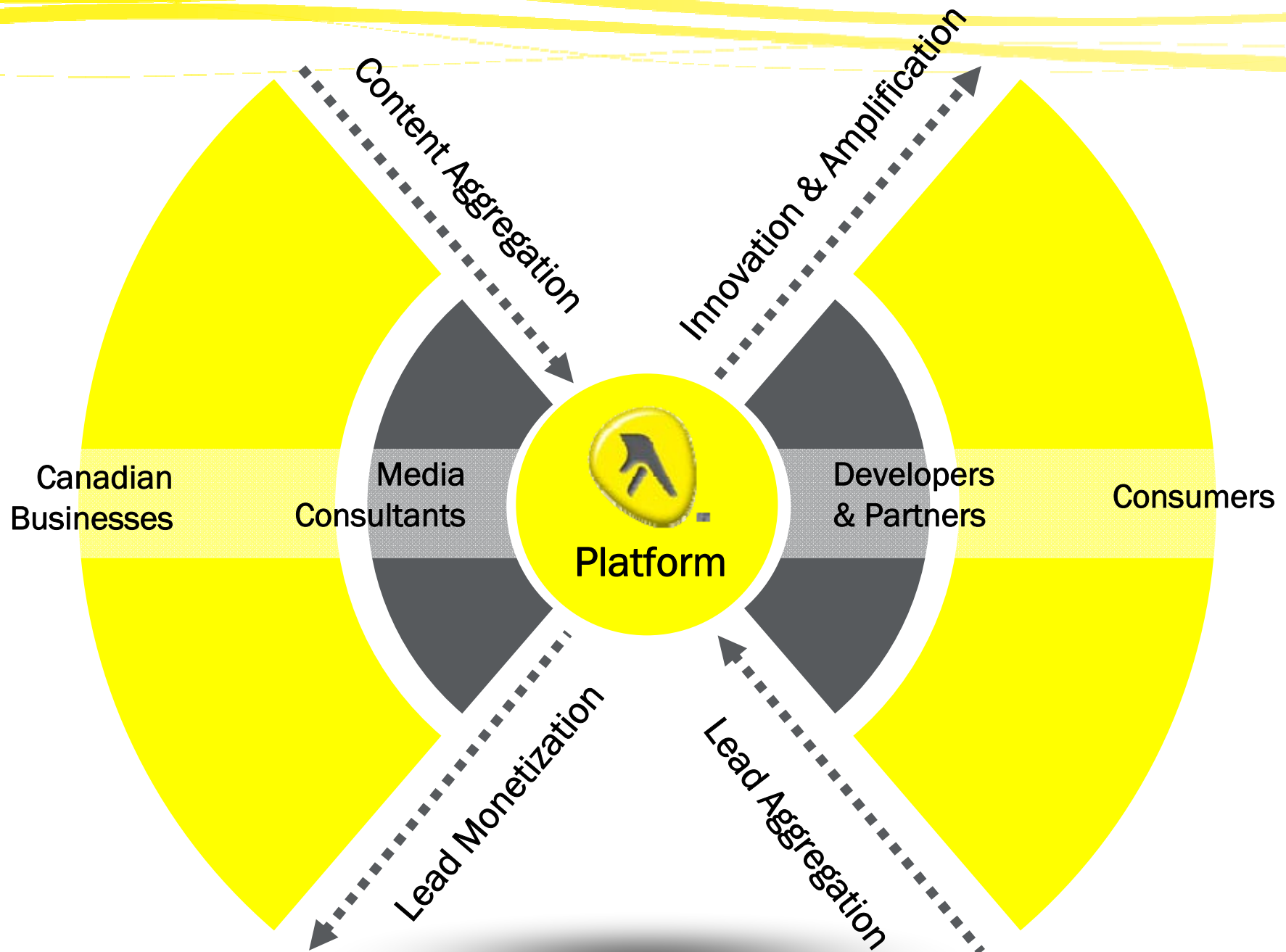
Not listed yet? Start attracting ready-to-buy consumers with a free online listing that features your business name, address and phone number.

getfound.yellowpages.ca

The new promise to customers



YPG as the Platform



Content Hierarchy



Conversion

Product & Inventory	Consumer History	Reservations & Scheduling	Transactions (Redemption, Payment)
---------------------	------------------	---------------------------	------------------------------------

Value-Added Presence

Vertical Specific	Coupons & Offers	Certifications & Affiliations	User-Generated Content
Videos	Photos	Rating & Reviews	Editorial

Basic Profile

URLs	Brands	Media Ad Creative	Franchises
Addresses & Geo-Codes	Maps	Business Profile	Keywords & Tags

Listing

Name	Published Address	Tel #	Heading
------	-------------------	-------	---------

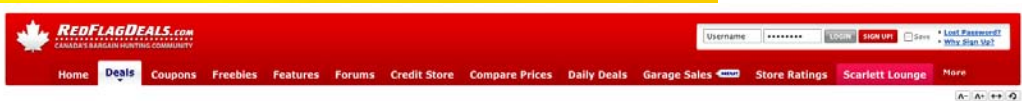
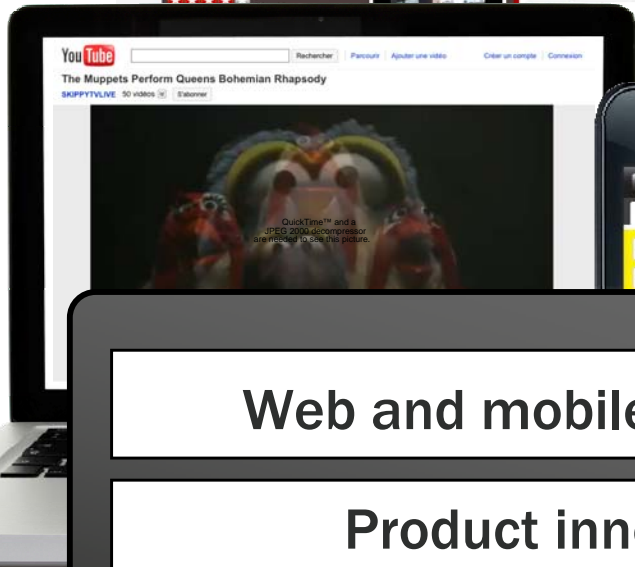
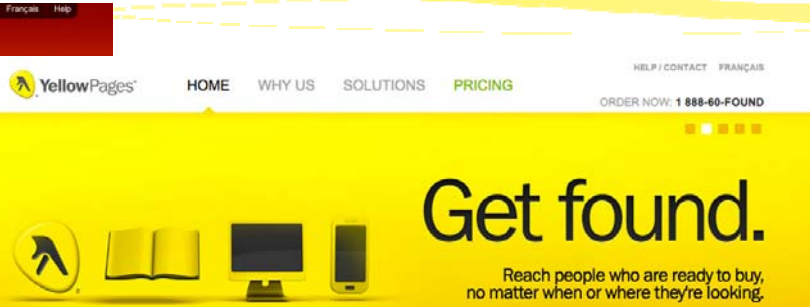
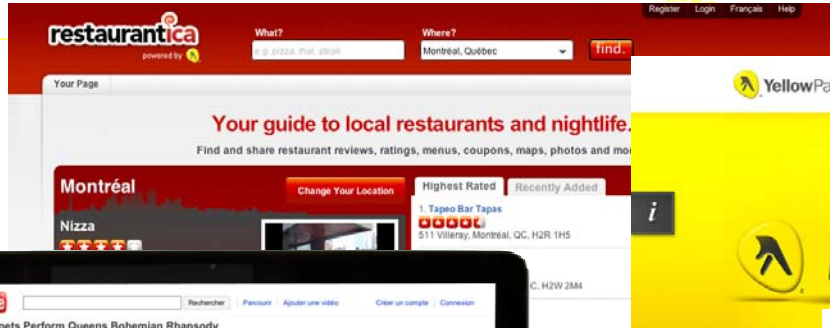
In second half of 2010, look for...

Web and mobile innovation

Product innovation,
go-to-market improvements

New national approach

Platformization of YPG



Business

Person

[reverse phone number](#) | [proximity](#) | [map](#) | [driving directions](#)

What?

E.g. business name, keyword, category, brand, phone number

Where?

E.g. city, postal code, landmark

Montreal, QC

Business name only

Mobile Apps | Send our mobile apps to your phone: Enter your mobile number

Discover more

[New deals and coupons](#)

[Ratings and reviews](#)

[Dining guide](#)

[Useful tips](#)

[Featured video](#)



Hot new deals!

- Buy a GE Energy Smart L...
 - Expedia.ca: Save Up to 40%
25
 - Dell.ca: Powerful Vostro 43...
RAM, Win 7, 2yr Warranty
- See more deals and coupon