

**INVESTOR DAY**  
**2010**

# **Operational Key Performance Indicators**

June 2010

# Table of Content:

1. **Context**
2. **Definitions**
3. **Advertiser Count & Renewal**
4. **Revenue Generating Units (“RGU”)**
5. **Average Revenue Per Advertiser (“ARPA”)**

This document contains forward-looking statements about the objectives, strategies, financial condition, results of operations and businesses of YPG. These statements are considered “forward-looking” because they are based on current expectations about our business and the markets we operate in, and on various estimates and assumptions. Our actual results could be materially different from our expectations if known or unknown risks affect our business, or if our estimates or assumptions turn out to be inaccurate. As a result, we cannot guarantee that any forward-looking statements will materialize. Forward-looking statements do not take into account the effect that transactions or non-recurring items announced or occurring after the statements are made may have on our business. We disclaim any intention or obligation to update any forward-looking statements, except as required by law, even if new information becomes available through future events or for any other reason.

Risk that could cause our actual results to differ materially from our current expectations are discussed in section 7 of our Q1-2010 Management’s Discussion and Analysis. This document shall be read in connection with the Q1-2010 Financial Statements and Management’s Discussion and Analysis.

# 1. Context

The proposed metrics are intended to be more representative of YPG's business model and growth strategy going forward as we transform our business model.

Given that we have aligned the organization and are aiming to provide broader media and marketing solutions to our small and medium business customers, we measure success toward this objective in terms of their level of engagement and depth of relationship with YPG.

Success in this strategy will result in our customers having their media and marketing needs met through our consultative services, media choices and solutions. The nature of a successful strategy in deploying solutions, the "stickiness" of these efforts, should result in a sustained customer base, increasing revenue generating units, and a growing average revenue per advertiser.

Overtime, we believe that better solutions will support retention while the breadth of products and solutions offered in a consultative manner should also broaden the appeal of YPG's offerings for non advertisers.

We have also defined these metrics with a view to providing transparency on our progress in executing the strategy to become the trusted media advisor for small and medium businesses. We will provide these new metrics on a quarterly basis starting with the release of Second Quarter 2010 results.

## 2. Definitions

### 1. Advertiser Count

Advertiser Count is the number of unique customers advertising through one of our properties during the reporting period.

### 2. Advertiser Renewal

Customers who advertised with YPG in the previous period and have renewed their advertising in the current period. Advertiser Renewal is calculated as a percentage of Advertiser Count in the reporting period.

### 3. Revenue Generating Units per Advertiser

RGU measures the number of product groups selected by advertisers. Accordingly, it better demonstrates the breadth of the product portfolio and its penetration throughout the advertiser base as we execute on our strategy of a total marketing solutions provider for SMEs.

#### Product categories include:

Print – subscription

Print – performance

Print – specialty

IYP – subscription

IYP – performance

Websites

Video

SEO

SEM

Mobile

Deals/Coupons

Other

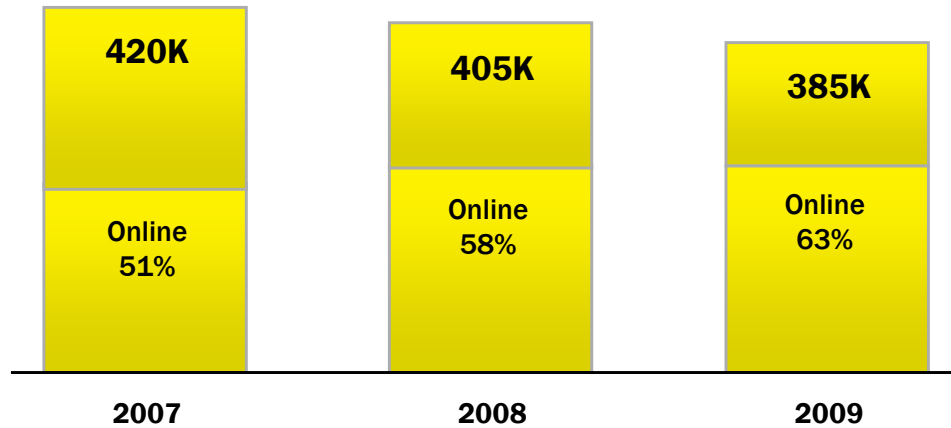
### 4. Average Revenue Per Advertiser

Total Adjusted Revenue<sup>(1)</sup> of the last twelve months divided by the average advertiser base during the last twelve months.

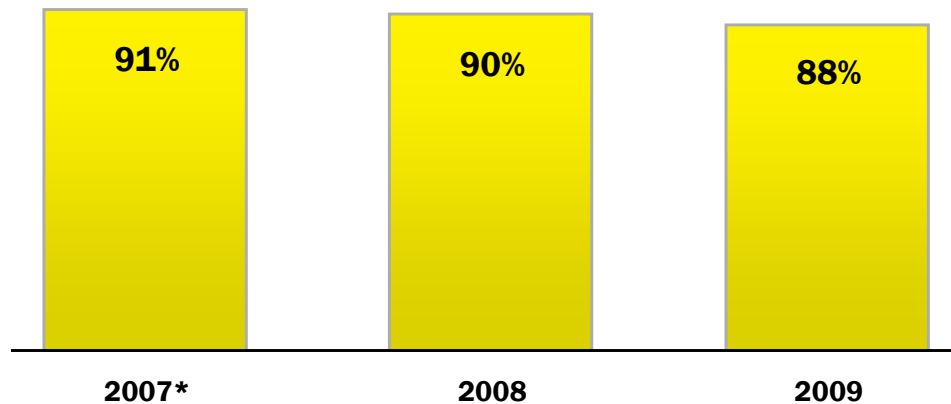
<sup>(1)</sup> Please refer to the “Definitions relative to understanding our results” section of our Q1-2010 Management’s Discussion and Analysis Dated May 6, 2010.

### 3. Advertiser Count & Client Renewal

- Advertiser Count is the number of unique customers advertising through one of our properties during the reporting period.



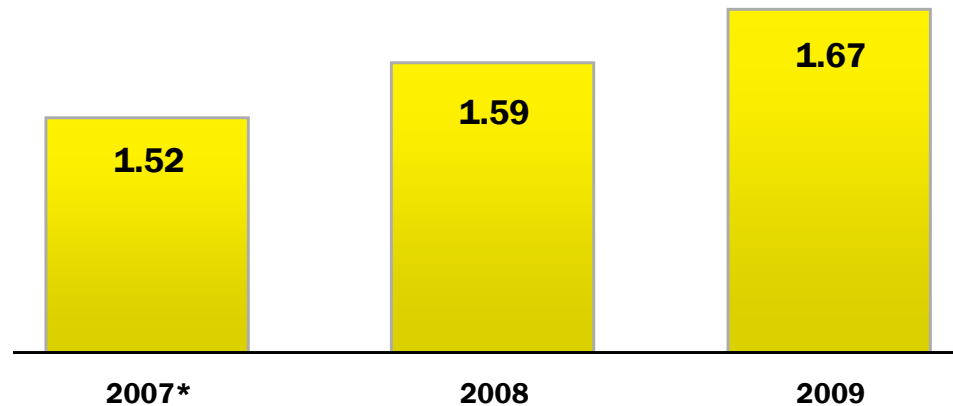
- Customers who advertised with YPG in the previous period and have renewed their advertising in the current period. Advertiser Renewal is calculated as a percentage of Advertiser Count in the reporting period.



\* Excluding Saskatchewan & Manitoba.

## 4. Revenue Generating Units per Advertiser

- RGU measures the number of product groups selected by advertisers.



- RGU includes the following product offerings:
  - Print – subscription : Paid advertising products in white pages and/or yellow pages (i.e.: display products)
  - Print – specialty : Specialty advertising products in white pages and/or yellow pages (i.e.: cover page product)
  - IYP – subscription : Paid advertising products in online directories. (i.e.: Directory Plus product)
  - IYP – performance : Pay-per-performance products in online directories (i.e.: Pay-Per-Click product)
  - Websites : Website products
  - SEO : Search Engine Optimization products
  - SEM : Search Engine Marketing products
  - Video : Products with video content on internet platform
  - Deals/Coupons : RedFlagDeal offers

## 5. Average Revenue Per Advertiser

- Total Adjusted Revenue of the last twelve months divided by the average advertiser base during the last twelve months.

