

INVESTOR DAY
2010

Strategic Update

Marc P. Tellier
President and Chief Executive Officer



Agenda of the Day

| | |
|------------|---|
| 9:00 a.m. | Welcome and Update on Business |
| 9:25 a.m. | Marketing Strategies and Product Roadmap |
| 10:05 a.m. | <i>Coffee Break</i> |
| 10:20 a.m. | Financial Update - Capital Structure Drivers and Key Performance Indicators |
| 10:45 a.m. | Update on Trader's Transformation |
| 11:20 a.m. | <i>Lunch and Interactive Sessions</i> |
| | INTERACTIVE SESSIONS |
| | User & Advertiser Experience |
| | Evolution of the Sales Organization |
| | Search Engine Solutions |
| | Dealer Smart Solutions Demo |
| 14:15 p.m. | <i>End of Investor Day</i> |

Introducing the Speakers

Christian M. Paupe
Executive Vice President
Corporate Services and CFO

Stéphane Marceau
Chief Marketing Officer

Doug Clarke
President,
Trader Corporation

Sales Leadership

- **Nicolas Gaudreau**
Vice President,
Digital Media
- **Tracy Smith**
Vice President,
Performance Marketing

- **Normand Théberge**
Vice President,
Business Development

- **Lise Lavoie**
Vice President,
Sales, Quebec and
Atlantic Canada

Introducing the New YPG



Global Directories - Key Trends

**Leads based
selling**

**Upgrading the
sales force**

**Online
video**

**Cross media
partnerships**

**Accelerating mobile
development**

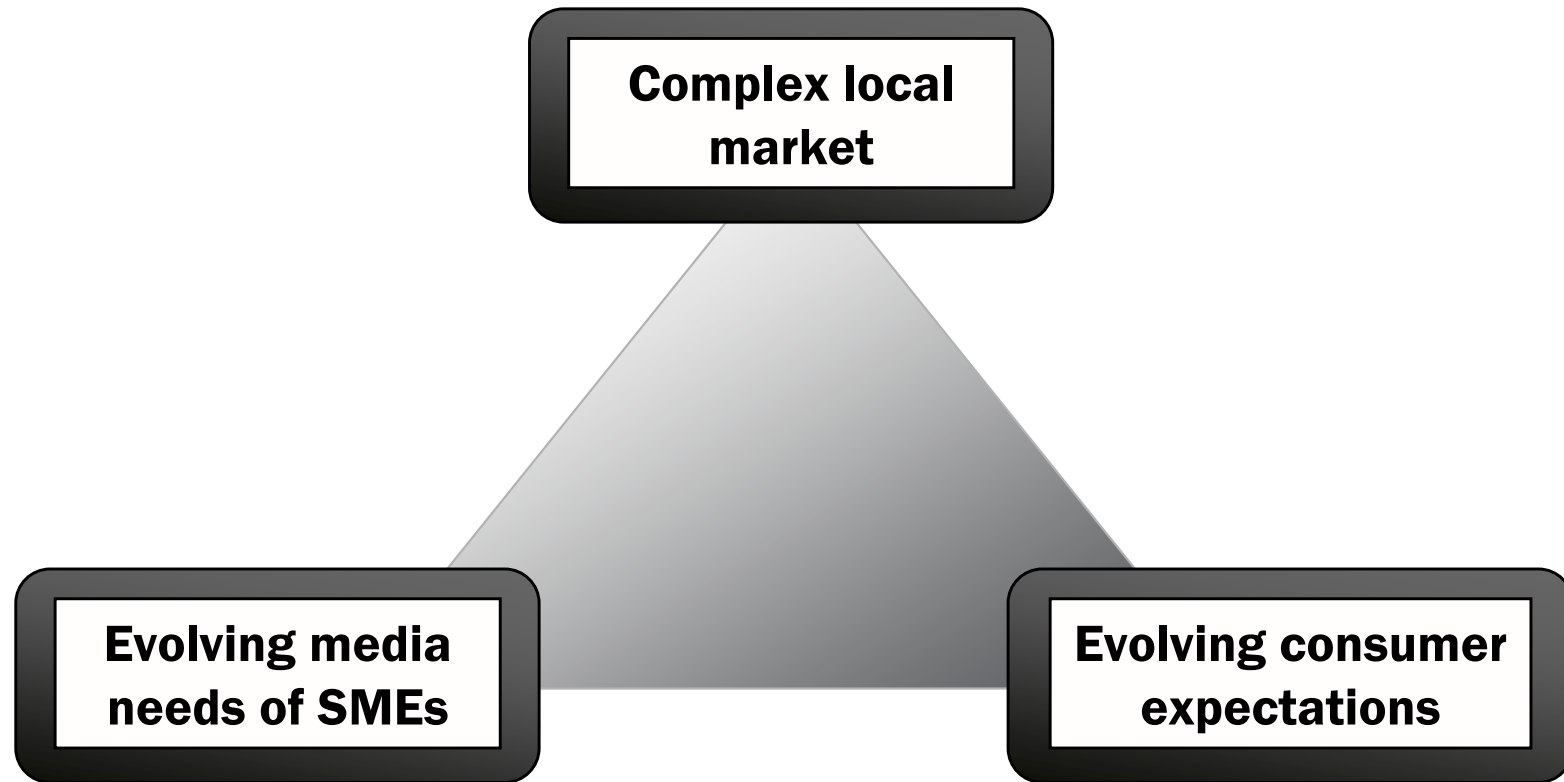
**The beginning of the
end for white pages**

Media Trends

- **Users continue to embrace digital and social media**
- **Local search growth will outpace top-line search growth through 2013**
- **Local businesses are going to make a sustained effort to actively manage their online and mobile presence**

Online and interactive media continue to be the game changers

Market Dynamics



**Market complexity is an opportunity
for YPG as trusted media advisor**

Building on YPG's Market Leadership

Sales force

- Trusted advisors

Content

- Multiple platforms such as print, online and mobile

**Brand
franchise**

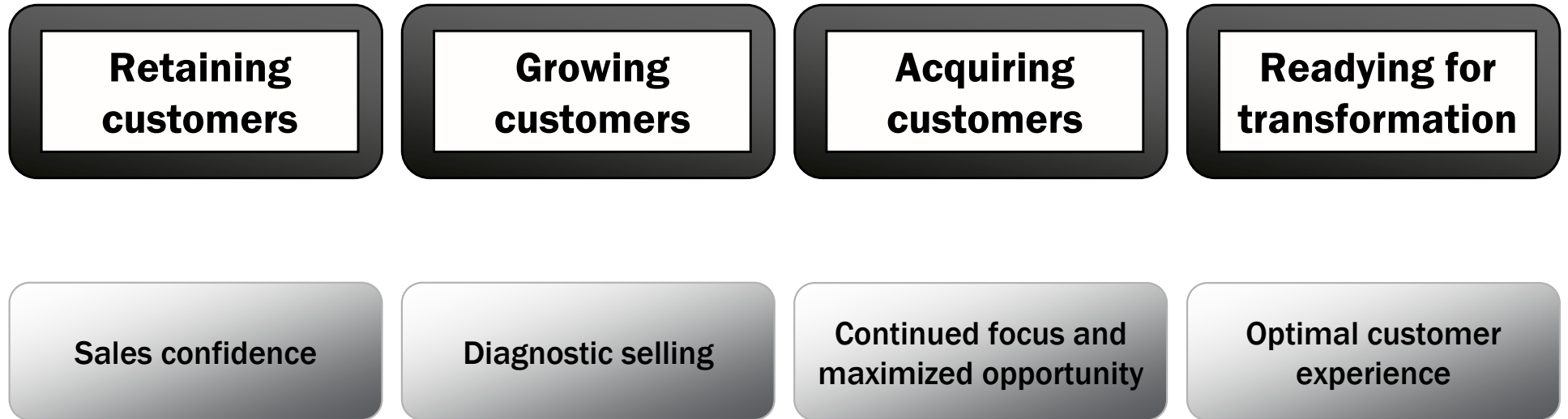
- Established trust and credibility

Core competencies are key competitive differentiators

2010 Sales Strategy

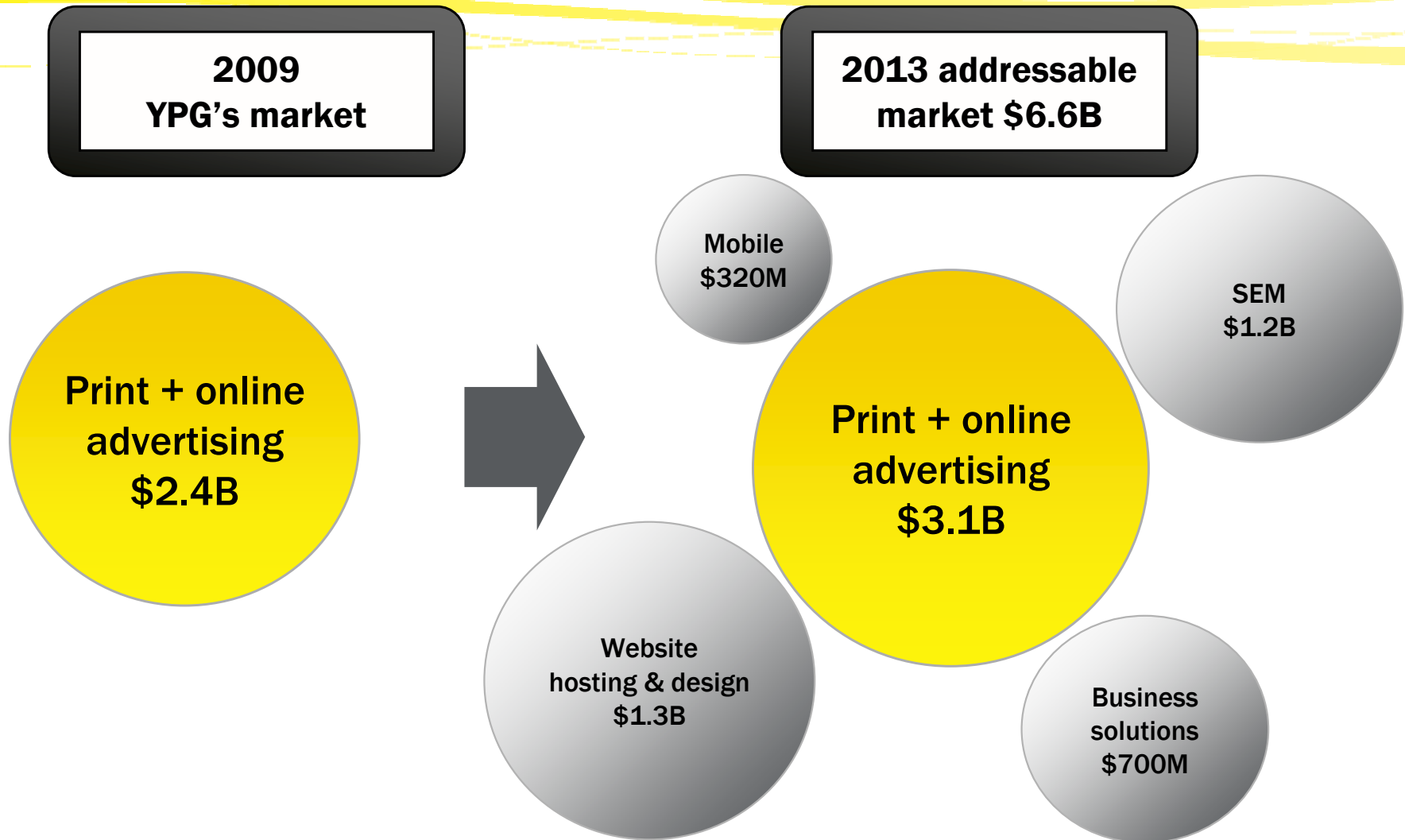
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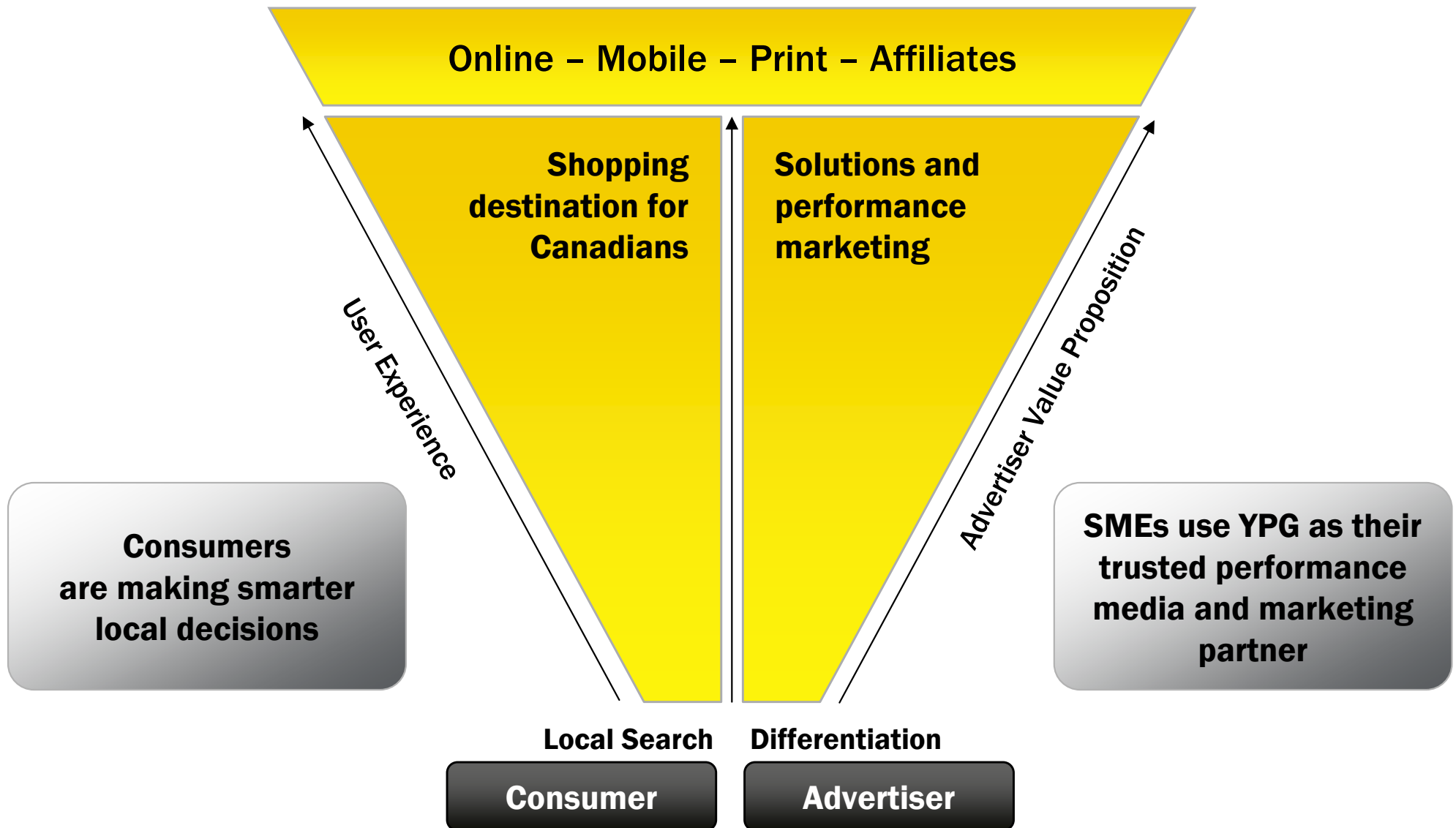
Customer First CRM investments key enablers

New Addressable Market



Addressable market will more than double over the next 4 years

Evolution of YPG Offering



Trusted Media Advisor Portfolio

Presence

- Print
- Mobile
- Online
- Websites

Performance

- Content optimization
- Ranking
- SEM
- SEO
- “Dealer Smart”

Solutions

- Reputation management
- eCoupons
- eMail marketing
- Inventory management

Enhanced through:

- Affiliates
- Content licensing
- Mobile carrier relationships

- Google and other search engines
- Partnerships: Marchex, Dealer.com
- Analytical capabilities

- Restaurantica
- RedFlagDeals
- Social extensions to our products



**YPG... a solution for all
Canadian businesses**