

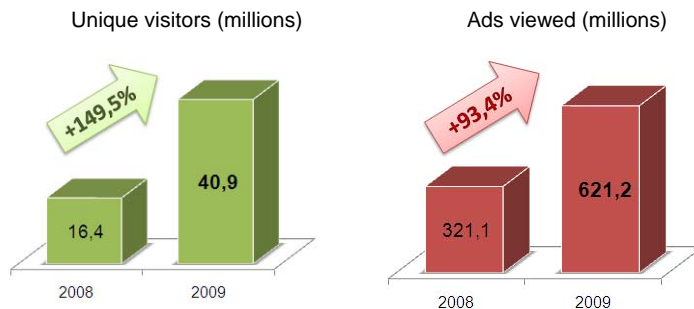
EUROPAGES, a showcase for your business on the Web

With an ever-increasing level of traffic on its site, EUROPAGES guarantees your business and products a high level of visibility on the Internet.

Traffic constantly on the increase

Benefiting from an ever-increasing level of traffic on its site, EUROPAGES gives your business high-level visibility on the Internet.

Since 2008, the number of visits to our site has more than doubled. EUROPAGES is increasingly recognised as a facilitator of contacts for companies in Europe.



Quality visits

- ✓ **A targeted audience of professionals:** you are seen by a public of 3.4 million unique visitors a month, more than 50% of which are company managers (source: OpinionWay).
- ✓ **An ad optimised in real time on Google:** our team seeks to constantly improve the structure and content of its site to obtain optimal search engine positioning. The EUROPAGES.COM site currently has a Google page rank of 8/10, which is higher than most of its competitors.
- ✓ **European coverage:** you widen your visibility since, by publishing your ad in 15 languages, you are seen by visitors from Europe's leading economies, not to mention those of Russia, China, the USA and Brazil.
- ✓ **An ad that is self-managed and reactive:** update your ad 24/7; the information on your business is refreshed in real time.
- ✓ **Daily control over statistics:** check the main indicators (visits, ads viewed, clicks) and the geographic origin of your visitors in real time, 24/7 to gauge your ad's profitability. Your MyEUROPAGES account means that this information is always available to you.
- ✓ **Reactive pre- and post-sales support:** our team of advisers is at hand to help you perfect your ad's text and advise you on the most pertinent keywords or strategies to optimise your listing.

Key figures:

- Google page rank of 8/10.
- 26 languages.
- 2 million companies listed.
- 18,000 client companies.
- An average 3.4 million unique visitors per month.
- 70% of visits from Europe.
- More than 8 million searches run each month.
- Average visit duration: 7 mins.

EUROPAGES - facts:

- 30 years of experience in establishing relations with businesses.
- 100 employees (based in France).
- Some 20 business partners throughout the world.
- A sales network of more than 2000 sellers.
- A network of 120 professional translators.
- Key shareholders (SEAT-Pagine Gialle, Yell Publicidad, Deutsche Telekom Medien).

Benefit from the EUROPAGES showcase by paying only for visits received on your website

The Pay-Per-Click ad is the best way to make the most of EUROPAGES' highly targeted audience. You pay based on the results obtained.

What is the Pay-Per-Click ad?

- A quality listing in a single language or in 15 languages
- Visibility for your business and visits to your site
- 24/7 access to your ad's statistics
- 24/7 access to your myEUROPAGES account to update and enhance your ad
- 24/7 access to the EUROPAGES Buy & Sell marketplace (unlimited repository of sale and purchase requests)
- A free catalogue (with a commercial value of €300, containing up to 1000 products)
- Activation of your account at a lower price (starting from €8.35 / month)
- Highly qualified visits, highly targeted clicks (€0.50 / click).

The Pay-Per-Click ad is exactly the same as a high-end EUROPAGES ad.

Instead of paying a flat fee at the start of your subscription, you pay a limited-price setup fee of €300 for a multilingual listing (15 languages), or €100 for a single-language listing. Thereafter, you pay only on the basis of your results, i.e. for the clicks on your site generated by your ad (cost per click: €0.50).

Note: clicks from EUROPAGES are highly targeted. These are not random clicks by unqualified visitors; more than 50% of EUROPAGES users are purchasing decision-makers looking for suppliers or business partners (Opinion Way survey).

The screenshot shows the EUROPAGES S.A. website interface. At the top, there are navigation tabs: 'Informations sur l'entreprise', 'Produits' (7), 'Showroom' (8), 'Carte' (10), and 'Contact'. The main header features the EUROPAGES logo (3) and a search bar. Below the header, there are several sections:

- 11**: A large introductory text block (1) describing the directory's scope (1,500,000 companies) and search capabilities (2).
- 6**: A grid of product/service thumbnails (6) with a 'Voir les images' link.
- 1**: A list of products/services (1) including 'annonce publicitaire', 'annuaire d'entreprise', etc.
- 5**: A 'CONTACTEZ-NOUS' section (5) with an 'Envoyer un e-mail' button (5) and contact details (4) such as address, phone, and fax.
- 9**: A 'NOTRE ORGANISATION' section (9) detailing company information like 'Type de métier', 'Année de création', and 'Nature de l'entreprise'.
- 9**: A 'NOS CHIFFRES CLÉS' section (9) showing 'Effectif de l'entreprise' (101-200), 'Nombre de commerciaux' (> 500), and 'Chiffre d'affaires' (10,000 K€ - 49,999 K€).
- 9**: A 'NOS INFORMATIONS COMMERCIALES' section (9) listing 'Langues parlées' (Allemand, Anglais, Espagnol, Français, Italien), 'Zone(s) de chalandise' (Local, National, Régional, International, Européen), and 'Modes de livraison' (EXW=Départ usine).

Ad characteristics

Reactive elements

1. Activity categories / keywords (33).
2. Text (1,000 characters, into 1 or 15 languages).
3. Company Name

Contact details

4. Postal address
5. Contact details (e-mail, phone, fax and/or mobile) (20).
6. Web links (3).

Information elements

7. Product catalogue (up to 1,000 products).
8. Showroom (images, weblinks, .pdf).
9. Business info
10. Map
11. Logo.

Description of the offer

1. What do I pay?

By choosing the Pay-Per-Click ad, you pay a €300.00 subscription fee (€25.00 / month) for a multilingual listing. This covers the ad's activation and translation (15 languages) costs.

For a single-language listing (i.e. not translated), you pay just €100.00 to activate the account, i.e. the equivalent of €8.35 / month. For a multilingual listing (i.e. translated in 15 languages), you pay €300.00 to activate the account, i.e. the equivalent of €25.00 / month.

Your payments subsequently vary depending on the performance of your ad. You pay only for clicks on EUROPAGES that generate visits on your site. All clicks to the client's site from the ad or business card are recorded and invoiced on a cost-per-click basis of €0.50 (CPC).

A monthly upper limit of €250.00 is applied. All clicks beyond this amount will not be invoiced.

2. How many clicks can I expect to obtain?

On average, a high-end ad obtains between 800 and 3000 clicks a year. These figures vary considerably depending on the activity sectors and the keywords used. Our advisers are at hand to help you optimise your choice of keywords and maximise this click rate.

3. What exactly is the products catalogue offered for free?

For each company that purchases a Pay-Per-Click ad online, EUROPAGES offers a free products catalogue (with a value of €300). If you have a website with your products online, we can automatically "crawl" them and put them in your ad. They will subsequently benefit from exceptional exposure to your visitors. We take care of everything, and there is no extra cost.

Note: we will collect your products in a single language. Also, EUROPAGES cannot crawl pages in Flash or Pdf format.

4. How are the clicks counted?

Clicks are counted using Nedstat's Sitestat analytics tool. We send advertisers a quarterly invoice for the total number of clicks, payable in cash on receipt of the invoice.

Security mechanisms are implemented to avoid false clicks. None of the clicks by EUROPAGES personnel when carrying out tests and technical verifications are invoiced.

5. How can I check my return on investment?

Once your ad is placed online, you will automatically receive a login and password.

Thereafter, you can connect to your myEUROPAGES account to check your results whenever you like. You can thus check how many clicks your ad has generated, and take direct action accordingly. The myEUROPAGES service also enables you to modify your ad, and request changes in terms of your keywords.

6. Is there a cost for each email received?

No. At present, phone calls and emails sent to the client via EUROPAGES are not invoiced.

7. How long does it take for my ad to be published?

Once you have entered all the information concerning your business and sent us your graphic elements, your ad will be visible in the basic language version (the language in which you will have written your ad) within 2 business days. If you have opted for the multilingual version, the translated versions will go online within 3 weeks.

8. How is the service invoiced?

You are invoiced immediately to activate your account (€100 or €300 depending on the version). You will then be invoiced every 3 months based on the number of clicks. If you prefer, you can choose to be invoiced every 6 months or once a year.

9. Which payment methods are accepted?

- Direct payment of the subscription by credit card or PayPal.
- Payment of clicks by transfer or cheque (direct debit authorised in France only).

The client receives a single, overall invoice each year.

10. How do I unsubscribe?

Payment of the Pay-Per-Click ad is valid for 12 months, renewed by tacit agreement.

The minimum subscription period is for 3 months. During this period, you cannot cancel your ad. After the minimum 3-month period, you can cancel your ad without any justification by simply sending us an email from your myEUROPAGES account.

The ad is removed at the end of the month in which it is cancelled, attested to by the date of the email. Once a month has started, it is owed (for example, if the email requesting to unsubscribe from the service is sent in November, the contract will be terminated at the end of November).

If you renew your ad within 6 months of unsubscribing, EUROPAGES will not charge you for the setup costs. Beyond 6 months, you will have to pay for these setup costs once again.

11. How do I purchase a Pay-Per-Click ad?

It's very easy: simply visit our site to buy your ad online: <http://promote-your-business.EUROPAGES.com/FR>.

Follow the procedure indicated. In just a few clicks, your ad will be ready to go online. A team of advisers is at hand to help you purchase and define your ad.