

Minutes of the meeting with analysts and investors on 18 December 2018

#Inside Solocal

Today, the Solocal management team organised a meeting with financial analysts and investors to present its new digital services offering, the deployment of its multi-channel sales and marketing organisation and the technological strategy that is at the core of its business model.

In 2018, the company laid the foundations for the new Solocal. Drastic cost cutting was carried out to deliver savings of some 60 million euros² in 2018 and over 100 million euros² on a full year basis in 2019.

This swift and in-depth transformation weighed heavily on the business activity in the third quarter and this trend continued into the fourth quarter.

January 2019 will mark the effective roll-out of the new sales organisation (a new customer segmentation system, strengthening of telesales, introduction of e-commerce, changes in the variable compensation policy, new tools and equipment for the salesforce, substantial lead generation efforts focused on Presence) and above all the deployment of the new “full web” product offer for new and existing customers.

2019 must mark a return to growth in Digital sales and recurring EBITDA¹ and be a new step towards sustained and profitable growth.

The management team reaffirmed its target to stabilise recurring EBITDA¹ in 2018 at €170 million.

The presentation is available on the company's website www.solocal.com/en/finance/financial-information/presentations-and-webcasts

Upcoming financial calendar dates:

Release of 2018 annual results and revenues and business activity for the 4th quarter 2018
20 February 2019

Annual General Meeting
11 April 2019 at Solocal, 204 Rond-point du Pont de Sèvres, 92100 Boulogne-Billancourt

Release of revenues and business activity for the 1st quarter 2019
29 April 2019

Release of 1st half 2019 results and revenues and business activity for the 2nd quarter 2019
30 July 2019

Release of revenues and business activity for the 3rd quarter 2019
05 November 2019

Notes:

¹Continued activities

² Reduction in SG&A (Selling, General and Administrative expense), estimate

About Solocal

Solocal is positioned as the trusted and local digital partner supporting business companies to accelerate their growth. To succeed in this transformation, it relies on its six key assets some of them being unique in France: media with very high audiences, powerful geolocated data, scalable technological platforms, commercial coverage throughout France, privileged partnerships with GAFAM and numerous talents (experts in data, IT development, digital marketing, etc.). Solocal's activities are structured around two axes. First, a range of "full web & apps" digital services on all devices (PCs, mobiles, tablets and personal assistants), offered in the form of packs and subscriptions, ("Digital Presence", "Digital Advertising", "Digital Website", "Digital Solutions" and "Print to Digital"), and integrating a digital coaching service, to support client success. Second, flagship owned media (PagesJaunes and Mappy) used daily by the French and offering an enriching and differentiating user experience. With more than 460,000 customers across France and 2.4 billion visits on its media, the company generated revenues of €730 million (restated under IFRS15, continued activities) in 2017, 82% coming from Internet making it one of the leading European players in terms of online advertising revenue. Solocal is listed on Euronext Paris (LOCAL). More information is available on www.solocal.com.

Press contacts

Charlotte Millet +33 (0)1 46 23 35 31
cmillet2@solocal.com

Edwige Druon +33 (0)1 46 23 37 56
edruon@solocal.com

Alexandra Kunysz +33 (0)1 46 23 47 45
akunysz@solocal.com

Investor contacts

Nathalie Etzenbach-Huguenin
+33 (0)1 46 23 48 63
netzenbach@solocal.com

Alima Lelarge Levy +33 (0)1 46 23 37 72
alelargelevy@solocal.com

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