



PRESS RELEASE

Boulogne–Billancourt, 2nd November 2020

Solocal announces the sale of Mappy to RATP Group

Solocal announces today the sale of its subsidiary, **Mappy, #3 player in day-to-day mobility in France**, to **RATP Group**. Mappy's expertise will complement and strengthen RATP Smart Systems' as of November 1st, 2020.

This divestiture is fully in line with Solocal 2020 strategic plan, enabling Solocal to focus on its strategic activities and new range of digital services offered to SMEs and large accounts in France.

Mappy has been part of Solocal Group since 2005. Mappy's employees will be combined to those of RATP Smart Systems as of today, to form a workforce dedicated to Maas¹. Together, they will create an **innovative and customer centric "Maas"** digital offer.

Besides significant cash needs to develop the Maas¹ offer, the recurring EBITDA margin of Mappy was significantly lower compared to the whole Solocal Group. The transaction proceeds will not have any significant impact on Solocal cash position and indebtedness.

Through this agreement, RATP Group becomes a **long-term strategic partner** for Solocal. Mappy will remain the cartographic solution and the route calculator for PagesJaunes.fr, and Solocal customers will still be able to **benefit from preferential visibility on the Mappy media**.

¹ Mobility As A Service

About Solocal - www.solocal.com

We are the local digital partner for companies in France. Our job: advising and supporting them to boost their activity thanks to our digital services (Digital Presence, Digital Advertising, Websites, New Print Solutions). We also provide users with the best possible digital experience with PagesJaunes, Mappy and Ooreka, and our partners (Google, Facebook, Apple, Microsoft/Bing, Yahoo!, etc.). We provide professionals and the public with our high audience services, geolocalised data, scalable technology platforms, unparalleled order intake coverage across France, our privileged partnerships with digital companies and our talents in terms of data, development, digital marketing, etc. We gather 330,000 companies all over France and 2.7 billion visits on our services. Solocal moreover benefits from the "Digital Ad Trust Classique" label for its PagesJaunes and Mappy digital services. To know more about Solocal (Euronext Paris "LOCAL"): let's keep in touch [@solocal](https://www.solocal.com)

Press Contacts

Charlotte Millet +33 (0)1 46 23 30 00
charlotte.millet@solocal.com

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

Investors Contacts

Julie Gualino-Daly
+33 (0)1 46 23 42 12
jgualino@solocal.com

Colin Verbrugge
+33 (0)1 46 23 40 13
cverbrugge@solocal.com

Follow us



solocal.com