



Sèvres, February 24, 2005

## **PagesJaunes Groupe strengthens its relationship marketing business**

PagesJaunes Groupe today announces the acquisition, through its subsidiary Wanadoo Data, of 100% of e-sama, a company specialising in database hosting and customer relationship management (CRM) services.

e-sama generated revenues of €8.4 million in 2004, representing growth of +22%; the company is profitable, with an EBITDA<sup>(1)</sup> margin of 20%. The tie-up between e-sama and Wanadoo Data significantly strengthens the relationship marketing segment of PagesJaunes Groupe, with total revenues of €20 million in 2004.

*"The acquisition of e-sama enables PagesJaunes Groupe to build on the foundations of Wanadoo Data, under the management of Valérie Papaud, and create a major player in the relationship marketing market. The database hosting business developed at e-sama by Serge Gracieux and his team provides us with a springboard for growth in a buoyant market sector in the field of relationship marketing in France,"* said Michel Datchary, Chief Executive Officer of PagesJaunes Groupe.

*"Our ambition in joining PagesJaunes Groupe is to work with Wanadoo Data to rapidly become one of the major players in our market. In order to continue to offer our clients high-added-value solutions, it was essential for us to join forces with a company that had the drive to develop a long-term position in relationship marketing. The management team, which will remain in place, and all of my colleagues are very pleased to be joining a group which will allow us to continue our development,"* said Serge Gracieux, Chief Executive Officer of e-sama.

Wanadoo Data specialises in the marketing of qualified databases of individuals and businesses for multi-channel prospecting campaigns (mail, telephone, e-mail, SMS) and in engineering services associated with the processing of marketing databases. e-sama's marketing database hosting and CRM activities are complementary to those of Wanadoo Data and will enable a full range of services to be provided.

<sup>(1)</sup> EBITDA: earnings before interest, tax, depreciation and amortisation.



## **About PagesJaunes Groupe**

PagesJaunes Groupe, a subsidiary of France Télécom, is France's leading publisher of printed directories (the PagesJaunes directory and L'Annuaire) and online directories (pagesjaunes.fr, PagesJaunes 3611) for the general public, handling their distribution and the sale of advertising space. The businesses of PagesJaunes Groupe also include website creation and hosting, the publication of the PagesPro BtoB directories, the publication of the QuiDonc reverse directory and the advertising representation in France for the Europages European BtoB directory.

PagesJaunes Groupe also publishes directories for the general public outside France – in Spain, Lebanon and Luxembourg – and the Kompass directories (company databases) in France, Spain, Belgium and Luxembourg. It also provides complementary services such as the geographic services of Mappy and, in the field of direct marketing, those of Wanadoo Data.

With more than 580,000 advertisers in 2004, PagesJaunes Groupe is the second largest French company in terms of advertising revenues.

Information on PagesJaunes Groupe is available at:  
<http://www.pagesjaunesgroupe.com>.

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