

# AGENDA



Analysts' Day Search & Find

## Conclusion

by Jean-Pascal Michel, CEO S & F

# Conclusion

- The business of Search & Find is and remains very profitable
- We will ensure a smooth migration from print to online
- We will reinforce our market position together with the leading telco in Switzerland, Swisscom
- we will continue to develop a niche market as a strong number 2 in France
- We are on the right path by providing local search, not global search
- Our sales force is our most valuable asset
- We are in a lead generation business - Our advertisers will continue to pay us for a ROI

## When people use:

## They are:



Television

> Viewers



Radio

> Listeners



Newspapers/magazines

> Readers



Outdoor advertising

> Drivers



**Yellow Pages Print and Online Directories** > **Buyers**

**Our readers actively search information in our directories –  
your information – at a point in time when they are  
ready to buy and willing to spend!**

# Conclusion

- The business of Search & Find is and remains very profitable
- We will ensure a smooth migration from print to online
- We will reinforce our market position together with the leading telco in Switzerland, Swisscom
- we will continue to develop a niche market as a strong number 2 in France
- We are on the right path by providing local search, not global search
- Our sales force is our most valuable asset
- We are in a lead generation business- Our advertisers will continue to pay us for a ROI
- We are not strongly affected by financial crises