



## PRESS RELEASE

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**SoLocal Group and Facebook France announced a strategic partnership to enable SMEs and microbusinesses to develop local online communication, with the launch of the “Digital Flyer” solution.**

Three billion advertising leaflets are distributed in French letter boxes annually. However, it has been found that consumers are increasingly searching for local information using their mobile.

These consumers are competent and demanding in their searches, seeking local information that is relevant to their needs and attractively presented. In parallel, 4 million French SMEs and microbusinesses, for which business development is crucial, are seeking to communicate with consumers, but are under-resourced in terms of online and marketing solutions.

Based on these findings, European leader in local online communication, SoLocal Group, and Facebook France, have jointly built and developed a 100% online and social media alternative: the “Digital Flyer”. This turnkey communications solution will enable SMEs and microbusinesses to promote and update information on deals and events on the Facebook news feed of highly specific targets, within a relevant trading area.

### KEY FIGURES

#### SoLocal Group <sup>1</sup>

- 550,000 online clients
- No 1 in France for the creation of websites (255,000 websites created)
- 78% of revenue generated from online business
- 1,900 local online communications advisers across France

#### Facebook France<sup>2</sup>

- 32 million monthly Facebook users, 24 million daily users including 20 million users via mobile
- 60 million businesses worldwide have their own Facebook page
- 77% of French users follow the page of at least one SME or microbusinesses

<sup>1</sup> On 31/12/2015

<sup>2</sup> Internal data provided by Facebook

## Standing out amidst an explosion of content

SoLocal Group and Facebook France have taken advantage of their complementarity in developing a highly targeted online solution that meets both the needs of consumers looking for services, as well as the needs of local SMEs and microbusinesses seeking a way to communicate effectively to a relevant customer base:

- **Facebook, a personalised marketing platform on a massive scale:** the social network provides its users with local, location-based content with high added-value. Facebook builds on relevant local information provided by SoLocal Group to suggest personalised and non-intrusive advertising.
- **SoLocal Group has excellent knowledge of the 550,000 local SMEs and micro-businesses throughout France which it assists on a day-to-day basis.** It understands their communications needs, their business issues and is aware of the growth potential that online marketing represents for them. With the “Digital Flyer” solution, SoLocal Group uses Facebook to enable these SMEs and microbusinesses to connect directly and effectively with their targets.

*“This is a highly developed partnership between SoLocal Group and Facebook France, which builds both on our specific expertise regarding the local business environment and Facebook’s knowledge of its community. Since image and emotion are the core promise of the Digital Flyer’s message, we are talking about a major change in our industry which will make online advertising useful and attractive to consumers”,* explained Pascal Garcia, SoLocal Group’s General Secretary in charge of strategic partnerships.

## Digital Flyer, a new 100% social media offering



Providing an alternative to paper advertising material as well as an online “showcase”, Digital Flyer allows SMEs and microbusinesses in the retail, health and services industries to strengthen their online presence, by promoting and updating information on their deals and events on the Facebook newsfeed of a relevant and targeted population, in a specific trading area. Three formats of flyer are available: an image with text, a slide show or a carousel.

## Personalised support with SoLocal Group

In optimising their advertising investments and the visibility of their content on the leading social network in France, businesses will be able to significantly increase in-store traffic with the help of the expertise of SoLocal Group's 1,900 online communications advisers. From the layout of advertising visuals or the creation of a Facebook page, to the publication of campaigns online and reporting to monitor performance, SoLocal's teams manage every step of the process. Through this partnership, SoLocal Group has once again strengthened its offer of online marketing support for French SMEs and microbusinesses.

*“The strength of Facebook is that it allows advertisers to make use of personalised marketing on a massive scale. We are proud to be strengthening our commitment to SMEs and microbusinesses, through this partnership with SoLocal. The goal is to support small businesses in developing their online presence and to help them generate in-store traffic”,* said Franck Da Silva, Head of Global Partnerships at Facebook.

**About Solocal Group**

SoLocal Group, European leader in local online communication, reveals local know-how, and boosts local revenues of businesses. The Internet activities of the Group are structured around two business lines: Local Search and Digital Marketing. With Local Search, the Group offers digital services and solutions to clients which enable them to enhance their visibility and develop their local contacts. Thanks to its expertise, SoLocal Group earned the trust of some 530,000 clients of those services and over 2.2 billions of visits via its 4 flagship brands (PagesJaunes, Mappy, Ooreka and A Vendre A Louer) but also through its partnerships. With Digital Marketing, SoLocal Group creates and provides Internet users with the best local and customised content about professionals. With over 4,400 employees, including a new ordersforce of 1,900 local communication advisors specialised in five verticals (Home, Services, Retail, Health & Public, BtoB) and Internationally (France, Spain, Austria, United Kingdom), the Group generated in 2015 revenues of 873 millions euros, of which 73% on Internet and ranks amongst the first European players in terms of Internet advertising revenues. SoLocal Group is listed on Euronext Paris (LOCAL). More information may be obtained at [www.solocalgroup.com](http://www.solocalgroup.com).

**About Facebook France**

Facebook's mission is to give people the power to share and make the world more open and connected. Over 1.71 billion people use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. In France, 32 million people use Facebook, of which 24 million log in on a daily basis, including 20 million via their smartphone. Facebook offers businesses, brands and organisations an innovative platform for sharing engaging content and delivering a unique experience to a large audience. <https://www.facebook.com/FacebookFrance>