



PRESS RELEASE

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SoLocal Group and Google renew their strategic partnership to drive growth and the digital transformation of VSBs and SMBs in France

SoLocal and Google are today announcing a strengthening of their strategic partnership. Initiated back in 2013 with the distribution by SoLocal of its first Google offer, this new 2-year agreement will double the resources devoted by both partners to drive online growth for French VSBs, SMBs and networks. This partnership underpins SoLocal's ambition to achieve annual growth on Google products of +50% over the period 2017-2020.

"The strengthening of our partnership with Google is a key element in our SoLocal 2020 strategic project. Through our industrial scale and the capillarity and field proximity of our sales teams and customer support, we are a genuine growth amplifier for major digital players such as Google on VSB, SMB and large network account segments", explained **Eric Boustouller**, CEO of SoLocal Group.

"Adopting online tools is an opportunity for French VSBs and SMBs only 16% of whom have online sales facilities. We are pleased to continue combining the efficiency of our tools with SoLocal Group's presence across the entire territory at the service of French VSBs and SMBs" indicated **Sébastien Missoffe**, CEO of Google France.

A UNIQUE RANGE OF PERFORMANCE-BASED OFFERS

Through its online services Booster Site, Booster Contact and Booster Réseaux, SoLocal is offering a whole series of guaranteed performance offers to enable businesses to heighten their visibility on Google. The Campaigns (over 20,000 generated in 2017) are managed across a proprietary platform combining the expertise of certified media traders and the efficiency of algorithms that continually work on multiple indicators: key-words, auctions, etc. This unique association of industrialisation and customization results in more traffic to the customer's site, online appointments, telephone calls or visits to the store depending on the advertiser's choice.

The volume of advertising campaigns generated by this partnership helps drive SoLocal's online advertising growth. With its Booster Site, Booster Contact and Booster Réseaux offers, SoLocal is aiming for achieve annual growth on Google products of +50% by 2020; AdWords is a key part of this strategy. An ambitious but realistic goal to the extent that it relies on a strong market trend and an industrial technology platform.

“We are a genuine integrator of online advertising campaigns. The trust our partner Google places in us has risen out of our industrial capacity to produce online advertising at cost-effective prices that delivers strong added value to our customers, be they VSBs, SMBs or networks through personalised packages with result commitments”, said Eric Boustouller.

NETWORKS: A PRIORITY TARGET

With Booster Réseaux, SoLocal is enhancing its range of offerings aimed at large accounts. Our proprietary technology platform enables us to manage AdWords campaigns for integrated or franchisee networks and addresses all the challenges of successful network communication: brand use constraints, local or national billing, specific features of local points of sale.

EXCELLENCE OF SOLOCAL’S SALES TEAMS

Google benefits from SoLocal’s local online communication expertise and the power of its territorial mesh. As such, SoLocal has been an official **“Google Premier Partner”** since 2015 in recognition of its in-depth AdWords expertise and the high performance level of the campaigns managed. In addition, this partnership enables SoLocal to benefit from support from Google teams in managing AdWords campaigns. These offers are marketed by SoLocal’s sales teams involved in a **Google certification programme** enabling them to maintain their AdWords level of excellence.

MORE LOCAL EVENTS TO SUPPORT THE DIGITAL TRANSFORMATION OF FRENCH BUSINESSES

To go out and meet local companies, **SoLocal and Google will again be jointly present in 2018 at events organised in the regions.** This initiative is a continuation of the “SoLocal Business Tours” that have already brought together thousands of professionals in 6 major cities who were invited to attend conferences and workshops on the issues related to their digital transformation free of charge. Both partners will continue these events in 2018, with the first stop being in Paris. Joint actions for network businesses are also planned.

SOLOCAL’S AMBITION: BECOME BUSINESSES’ TRUSTED LOCAL ONLINE PARTNER TO DRIVE THEIR GROWTH

SoLocal relies on six core assets to meet its commitments to French businesses: media with very strong audience levels (**2.4 billion visits**), geolocation, technological platforms, unparalleled local coverage throughout France (**1800 sales staff**), **numerous online talents** and of course **partnerships with major online players**. With over 460,000 customers all over France, the Group currently achieves over 84% of its turnover on the Internet, ranking it among the leading European players in terms of online advertising revenues.

About Solocal Group

SoLocal Group aims to become businesses’ trusted local online partner to drive their growth. To achieve this transformation, it relies on its six core assets, some of which are unparalleled in France: media with very strong audience levels, powerful data geolocation, scalable technological platforms, a sales presence all over in France, partnerships with major online players and top-class talent among its staff (data, development, online marketing experts, etc.). SoLocal Group’s activities are structured around two axes. On the one hand, a range of “full web & apps” online services on all devices (PC, cell-phones, tablets and PDAs), offered in the form of packs and subscription, (“Digital Presence”, “Digital Advertising”, “Digital Website”, “Digital Solutions” and “Print to Digital”), and integrating an online coaching service to facilitate business success. On the other, proprietary media (Yellowpages and Mappy) used daily by French people and offering them an enriching and differentiating user experience. With over 460,000 customers all over France and 2.4 billion visits to its media, the Group generated 756 million euros in revenues, of which 84% via the Internet, and thus ranks among the leading European players in terms of online advertising revenues. Solocal Group is listed on Euronext Paris (LOCAL). More information is available on www.SoLocalgroup.com.

Solocal Group press contacts

Delphine Penalva
+33 (0)1 46 23 35 31
dpenalva@solocal.com

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