Yellow Pages Information to Get Excited About !!!

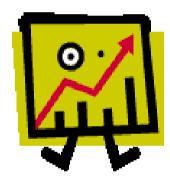
&

Content is King!!!

January 2007 Dennis R. Fromholzer, PhD CRM Associates

Sensis has a **GREAT** story to tell...

- Great Position vs Other Media!
- Strong usage (relevance)!
- Value delivered is high!
- Valuable users!



AND...

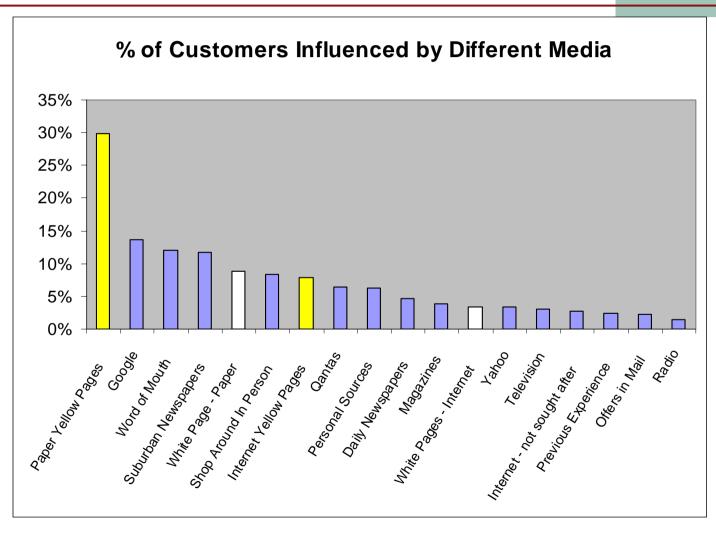
Great future!

Sensis Value Story

"7 Reasons to be Excited About Sensis Products"

- Relevant
- Decision-Impacting
- Effective and Impactful
- Highly Targeted
- Good for a Healthy Business
- Good for Business Growth
- Strong Competitive Position

1. Relevant: YP reaches and influences 30% of customers that make purchases – more than any other medium



2. Decision Impacting

- 47% of YP product users have no name in mind (Sensis).
- 60-70% of users are shoppers (U.S.).
- YP users are <u>actively seeking</u> information.

3. Effective and Impactful

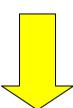
- Recent YP products are used at a time when it makes a difference
- Ready-to-Buy (Sensis)
 - 94% of users will make contact
 - 73% will make a purchase

4. Targeted - Reach Your Best Customers! Why Do People Use YP?

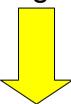
Life Events/Life Stages

And

"Out-of-the-Ordinary Situations"



Shopping Events



YP Usage





MAIRIE

Life Events Drive Higher Usage

	YP Usage
	Levels vs
Event	No Events
First Time Financial Investment (anticipate)	165%
Youngest Son Gets Married (both)	160%
Youngest Daughter Gets Married (both)	140%
Oldest Child Enters School (both)	124%
Change Job - Lower Level / Pay (both)	120%
First Child is Born (both)	115%
Separated / Divorced (both)	109%
Lose Job / Laid Off / Out of Business (both)	98%
Youngest Child Graduates College (both)	94%
Youngest Child Leaves Home (both)	87%
Collect from Pension / Savings / Stocks (both)	84%
Refinance Your Home (anticipate)	84%
Buy First Home (both)	79%
Second Child is Born (both)	76%
Get Married (both)	72%
Make Last Home Mortgage Payment (both)	69%
Change Job - Same Level / Pay (both)	60%
Retire or Take Early Retirement (both)	59%
Graduate from School (both)	59%
Sell or Change Home (anticipate)	58%
Childe Enters College (anticipate)	56%
Grandchild is Born (anticipate)	53%
Death in Family (anticipate)	51%
Moved in past year	51%
Change Job - To Something Different (both)	47%
Buy New Home (not first home) (both)	44%
Change Job - Better Job (both)	42%
Make Major Home Improvement (both)	24%

70-90% of personal usage is by people experiencing major life events.

8

Source: Simmons 2006

Targeted - Reach Your Best Customers! YP Users Spend More

■ 25% more than the average customer:

Bicycles	19%
Books	60%
Carpet Dealers	32%
Contractors	41%
Doors	23%
Furniture	87%
Lighting Fixtures	35%
Office Furniture	29%
Pizza	11%
Sporting Goods	8%
Travel Agencies	35%

Source: Simmons 2006

4. Targeted - Reach Your Best Customers! Heavy Users Characterize Themselves As:

- Informed & smart shoppers
- Information gatherers
- Like to pursue challenge, novelty, change
- Adventurous / enjoy taking risks
- Culturally sophisticated
- Fashion/style conscious
- Keep up with changes
- Like to stand out in a crowd
- Change brands for variety & novelty
- Outspoken
- Leaders
- Influencers others come to them for advice

Source: Simmons 2006

YP Users and Other Media

"Leading-Edge" electronic products customers use YP more than average:

First among friends	+45%
Pay anything for product wanted	+44%
Friends ask me for advice	+56%
Heaviest Internet Users	+32%

- Heavy YP Print Users are 32% more likely to be one of the heaviest Internet users.
- 44% of IYP users also refer to the paper directory for a purchase.

Source: Simmons Spring 2006; TNS MIS 2006 11

Yellow Pages Core Value Story...

- Yellow Pages reaches a constantly changing group of consumers:
 - Need-driven
 - At a specific <u>point in time</u>
 - With distinct shopping characteristics
- Most Yellow Pages users are <u>new</u> customers to the business placing the ad.

YP delivers unique value:

- No other media can effectively reach customers at this point in time.
- A "Make or Break" Sales opportunity for advertisers.

5. Business Health

- Sensis products are <u>cost effective</u>:
 - \$19 per customer influenced.
- Sensis products deliver a strong ROI:
 - \$46 of sales for every dollar spent on Sensis (paper) products.
 - >\$18 of sales for every dollar spent (at full rate) on display ads.
 - Based on an average of 650-900 calls per year.

6. Business Growth

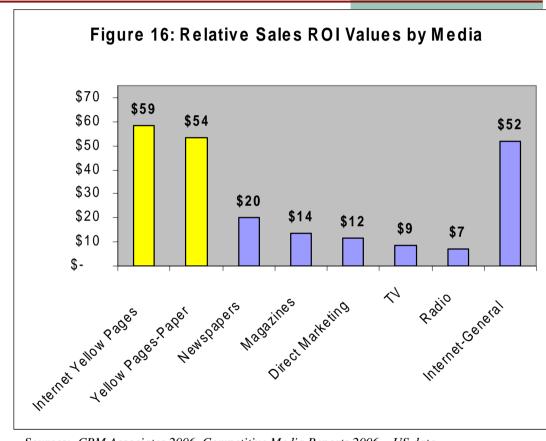
Majority (54%) of YP product users end up being <u>new</u> customers to the business selected.(US)

7. Advertising Competitive Position

- Targeted
- Permission-based
- Engagement
- Consumer Control
- Accountable

Yellow Pages Delivers Measurable Value!

Averaged across
Yellow Pages' top
135 headings,
Yellow Pages
delivers a higher
sales ROI than any
other medium.

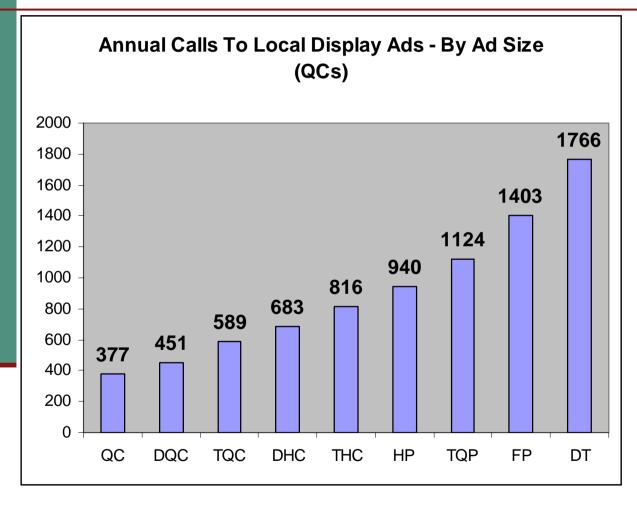


Sources: CRM Associates 2006, Competitive Media Reports 2006 – US data

Key Question:

What Drives Calls?

Calls Increase with Ad Size



In general, calls increase 41% with a doubling in ad size.

Source: CRM Associates, 2006 US-YP Metered Ad Study; based on 65,220 display ads.

BUT...

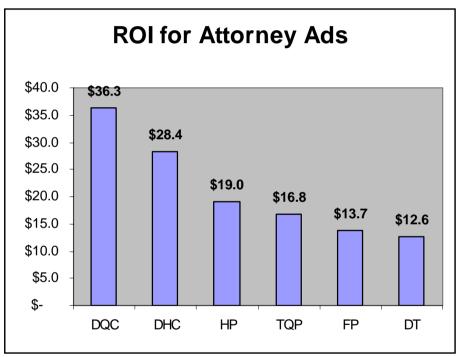
Improving ad content is the only way to get a 2- to 10-fold increase in calls.

General Observations:

- Users are looking for 2 kinds of information simultaneously:
 - Educational information
 - What is important?
 - What questions should I be asking?
 - Shopping information
 - Who should I contact?
 - Who can I trust?
- Everything is relative.
- The "Gestalt" is what matters.
- The world is full of "exceptions."

ROI by Ad Size



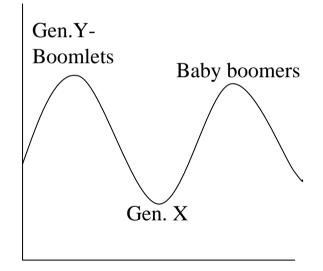


Source: CRM Associates

All ad sizes deliver value – but advertisers face a tradeoff with larger ads between more calls but lower ROI.

The Good News: We can expect an increase in key life events over the next two decades

- Baby boomers (ages 42-60) (4.6 million)
 - youngest daughter gets married
 - make last home mortgage payment
 - Youngest child graduates college
 - collect from pension
 - Retire
 - Grandchild born
- Baby Boomlet (ages 9-27) (4.9 million)
 - Get married
 - Buy First Home
 - Child is born
 - New job

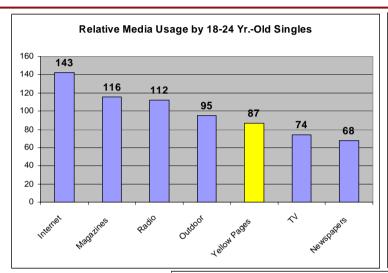


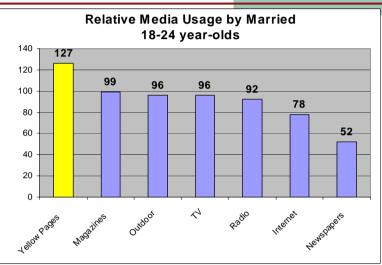
Spending by the 65-plus set is rising faster than in any other age group, fueled by a more educated and affluent generation.

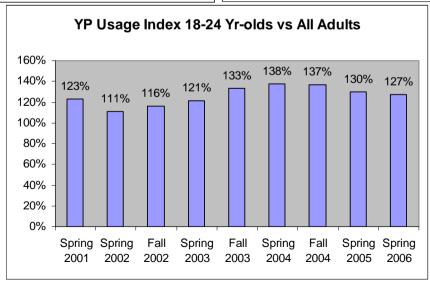
Key Trends for the Over-50 Group

- Growth of the over-50 Population
- Spending Power control 77% of financial assets
- Baby Boomers higher incomes, never retire, big spenders
- Empty Nesters fastest growing HH type; more \$s to spend
- Transfer of Wealth
- Retirement Redefined
- Grandparents
- Shopping Patterns & Brand Loyalty

Relative Media Usage by 18-24 Year Olds







Sources: CRM Associates; Simmons Spring 2006 24

My Message:

We have a great story to tell....

Yellow Pages are alive and well and delivering tremendous value !!!

Great Position vs Other Media
Usage/relevance is strong
Value delivered is high
Great users
Future looks Great!