

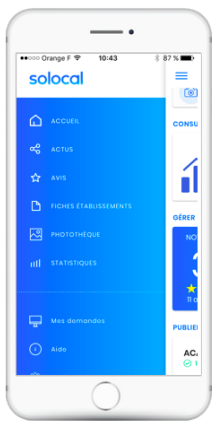
With its new “Presence” offering, Solocal allows very small, small and medium-sized companies manage their digital presence throughout the web (Google, Facebook, PagesJaunes, Instagram, Tripadvisor, etc.) in just a few clicks, in real-time and in full autonomy!

In the context of the roll-out of its “Solocal 2020” strategic plan, Solocal has reached a major milestone with the launch of its “Presence” offering. Using Solocal’s unique application, very small, small and medium-sized companies can quickly and effectively update all their data and news, which are then published, automatically and in real-time, on the various search engines, social networks, GPSs and mapping sites. With its two solutions Presence Essential (from €29/month) and Presence Premium (from €49/month), this offer provides professionals with a relevant, reliable and constantly updated web presence. It also includes the creation of a mini-website for each professional. The “Presence” offering allows very small, small and medium-sized companies to self-manage their digital presence and help them win over new customers!

Full web presence and digital presence management in a single tool!

The “Presence” offering offers an unprecedented opportunity for professionals to save precious time in the dissemination of their information to the web’s main hubs: Google, Facebook, PagesJaunes, Instagram, Tripadvisor, etc. Gone are the innumerable user names and passwords required to update this information on the various websites.

How does it work? From the Solocal app specific to business customers, professionals:



- **Quickly update and publish any information relating to their establishment and/or activity** (description, contact details, photos, logo, etc.), at their convenience and in just a small timeframe;
- **Attract the interest of their current and prospective customers by relaying their news** (events, special offers, creations, daily menu, etc.) and disseminating them to the social networks of their choice;
- **Manage their e-reputation by staying abreast, in real time, of the opinions** left by Internet users on Google, Facebook, PagesJaunes and Tripadvisor. They can also very simply respond to these opinions. Should they require more extensive feedback, they can also contact their customers by email;
- **Measure the performance of their digital presence:** number of persons who have viewed their Google, Facebook or PagesJaunes pages, identification of the keywords most frequently used by Internet users to find them, etc.

An expert at the service of its customers! Experts support professionals in their first steps with the application, creating for them, should they wish so, all web pages (Google My Business, Facebook and PagesJaunes pages) required for their digital presence, along with a mini-website. If these have already been created, they will be connected to the app. Everything has been thought out to make life easier for professionals, saving them time and allowing them to focus on their activity!

A scalable offer for managing one's reputation and winning over new customers

Available in **Essential and Premium** versions, the "Presence" offering is designed to meet the needs of each company, whatever its size or sector of activity. Professionals can subscribe to the Essential solution, subsequently upgrading to Premium if needed:

- **Presence Essential**, from €29/month:
 - Creation of a mini-website in the professional's name
 - Dissemination of practical information to 6 media: PagesJaunes, Bing, Yahoo!, Mappy, Qwant, 123pages
 - News publication to PagesJaunes and social networks (Twitter, LinkedIn, Instagram)
 - Viewing of and responding to opinions left on PagesJaunes
 - Statistics monitoring
- **Presence Premium**, from €49/month:
 - Creation of a mini-website in the professional's name
 - Creation of Google My Business and Facebook pages
 - Dissemination of practical information to 18 media: Google, Facebook, PagesJaunes, Yahoo!, Bing, Mappy, Twitter, Qwant, LinkedIn, Foursquare, 123pages, 118 000.fr, petit futé, Waze, Tomtom, Navmii, Here and Uber
 - News publication to Google, PagesJaunes and social networks (Facebook, Twitter, LinkedIn, Instagram)
 - Viewing of and responding to opinions left on Google, Facebook, PagesJaunes and TripAdvisor
 - Requesting customer opinions
 - Monitoring of Google, Facebook and PagesJaunes statistics.



“Solocal wishes to stand by very small, small and medium-sized companies, to give them the means to exploit the full potential of digital technologies! We know that 80% of Internet users look for a professional on various websites before getting in touch with them. If they wish to efficiently and swiftly reach their current and prospective customers, it is thus crucial for all professionals to enhance and regularly update their online presence! This is the fundamental aim of our “Presence” offering. Whether from their mobile phone, computer or vehicle GPS, via search engines or social networks, users can now find any type of rich and up-to-date information (contact details, timetables, photos, opinions, special offers, etc.) concerning professionals thanks to Solocal! This massive real-time optimisation of their digital presence is a key asset, designed by Solocal to contribute to growing their activity! », explains **Frédéric Obala, Chief Media, Presence & Content Officer**.

View our “Presence” offer videos:

- **Presence offer for building tradespersons:** https://youtu.be/w-cfv_pECJU
- **Presence offer for shop owners:** <https://youtu.be/OJLo0e2diqc>
- **Presence offer for services:** <https://youtu.be/myX6juuF-04>
- **Presence offer for regulated and healthcare professionals:** <https://youtu.be/8CpxMBxU8BM>

Solocal - www.solocal.com

Solocal aims to become the trusted and local digital partner supporting business companies to accelerate their growth. To succeed in this transformation, it relies on its six key assets of them being unique in France: media with very high audiences, powerful geolocated data, scalable technological platforms, commercial coverage throughout France, privileged partnerships with GAFAM and numerous talents (experts in data, IT development, digital marketing, etc.). Solocal's activities are structured around two axes. First, a range of "full web & apps" digital services on all devices (PCs, mobiles, tablets and personal assistants), offered in the form of packs and subscriptions, ("Digital Presence", "Digital

Advertising", "Digital Website", "Digital Solutions" and "Print to Digital"), and integrating a digital coaching service, to support client success. Second, flagship owned media (PagesJaunes and Mappy) used daily by French users and offering an enriching and differentiating user experience. With more than 460,000 customers across France and 2.4 billion visits on its media, the Group generated revenues of €756 million in 2017 (under IAS 18), 84% coming from Internet making it one of the leading European players in terms of online advertising revenue. SoLocal Group is listed on Euronext Paris (LOCAL). More information is available at www.solocal.com.

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