



## Market

In the twenty first century, the pace of change in information provision has continued to move steadily due to the proliferation of satellite TV channels, radio stations and the internet. In spite of the crowded and various types of information sources, the publishers of directories and specialist guides have continued to play an important role in Romania, building their reputation as credible and useful sources of information.

The directory market existed before 1989, through the monopoly activity of a state-owned company, which used to publish only the Phone Book, without any classified directory. After 1990, the market diversified, improved and specialised, thanks to foreign investments in this business, as well as to local companies' initiatives in the field.

Currently, there are several providers of this kind of specific information, the main competitors being represented by local, regional and professional guides. The directories reached about 6% market share out of the total value of the advertising market.

Pagini Aurii (Golden Pages) is the only nationwide provider of directories and specialist guides targeting end-users (consumers), the leading directory publisher in Romania with an estimated market share of about 75% of the total directory market. A multinational company and an international brand with a particularly powerful image, Pagini Aurii is well-known by almost everybody in Romania and easily recognised through its yellow "walking finger" logo. Present on the market since 1997, the company will celebrate ten years of activity in 2007.

## Achievements

Part of a leading international directory business, Pagini Aurii operates in the classified advertising market through print, on-line and multimedia channels. It is the most important publisher of directories in Romania, with a portfolio of four brands (Pagini Aurii, Pagini Albe, PagiTur and Contact B2B) and 42 yearly regional editions, having over two million copies published every year. It also provides information using modern tools as the internet and multimedia CD applications.

The company has created an integrated portfolio of cost-effective and simple-to-use advertising that connects buyers quickly and efficiently with sellers. Its guiding vision is to be the first choice of local information search and advertising.

Continually displaying a pioneering spirit, Pagini Aurii was the first company to publish a national Business-to-Consumer classified directory. Constantly perceived as the trustworthiest source of information, after nine years of activity on the market, Pagini Aurii reached an impressive awareness level of 97% (prompted awareness) and 56.2% in terms of top of mind awareness (Source: Isra Center Marketing Research - Omnibus April 2005). 89.8% of its customers described themselves as being highly satisfied with the products and services offered by the company nation-wide. Currently, Pagini Aurii is a solid reliable partner for more than 35,000 client companies.

In 2005, over 750 million searches were made into directories and guides published by the company, meaning over two million look-ups per day.

## History

Pagini Aurii was built on the solid foundations of the Yellow Pages brand and its superior performance regarding all aspects linked to its business. The Yellow Pages name and concept were created in the US over a century ago, in 1883, when a printer working on a regular telephone directory ran out of white paper and used yellow instead.

In 1974, Romtelecom, the local telecom company, published the first Bucharest telephone directory in 30,000 copies. In 1992, this number barely reached 100,000 copies. On this background, in 1995, Romtelecom and Aurec, the owner of Yellow Pages in Israel, started discussions to set-up a partnership for publishing Business and Telephone Directories.

Pagini Aurii Romania was thus incorporated as a joint venture between DSE (Directory Systems Europe, a subsidiary of Aurec) and local companies in 1997. Even from the beginning, Pagini Aurii obtained a license to use Romtelecom databases, a fact

that turned Romtelecom into a strategic partner for Pagini Aurii, which started publishing the White Pages (the alphabetic telephone directory), on behalf of Romtelecom. In 1998, Pagini Aurii published the first Bucharest Phone Book and Bucharest Business Directory, with 350,000 copies of each being printed.

Since 1999, Pagini Aurii has offered multiplatform products - a CD containing the numbers of all Romtelecom subscribers - and launched its own website. In September 2002, the company enlarged its portfolio with PagiTur, a tourism directory. In 2003, a web addresses directory PagiNet was added.

Pagini Aurii is now part of World Directories, which was acquired by Apax & Cinven in 2004. The other Yellow Pages publishers in the group are: Gouden Gids - the Netherlands, Gouden Gids / Pages D'Or - Belgium, Golden Pages - Ireland, Paginas Amarellas - Portugal, Yellow Pages - South Africa, Yellow Pages - Puerto Rico.

## Product

Pagini Aurii is a barometer of the national economy and is committed to supporting the growth and development of businesses by forging relationships between sellers and buyers. The company's services link the consumer quickly and intelligently to an extensive range of relevant services and goods providers. It assists customers in promoting themselves effectively and efficiently whilst also giving them an unparalleled opportunity to reach out to new and active companies.

The company's products are: Pagini Aurii (Golden Pages), Pagini Albe (White Pages),



PagiTur, CD Auriu (Golden CD) and the company's website. In 2007, it will be launched the new product Contact B2B, a national Business-to-Business directory.

Pagini Aurii directories are published in 34 counties, combined with Pagini Albe directory published for the respective region, excluding Bucharest (in Bucharest Pagini Albe is a stand-alone book). It also contains PagiNet, representing a guide to internet addresses, organised along the same fields of activity as they are used to structure Pagini Aurii. A map of the main city of each county is also presented into the book.

Pagini Albe is a county-specific Phone Book, present in all 41 counties. It contains an official index of Romtelecom users, as well as individuals and legal entities from all over the county, listed in alphabetical order.

PagiTur is a directory containing tourist information and services at national level. 100,000 copies are published each year and are distributed for free in hotels and Pagini Aurii headquarters and promoted through BTL campaigns all over the country.

The Golden CD contains an index of Pagini Aurii clients as well as the official list of Romtelecom users all over the country, bringing together more than four million phone numbers.

Today, more than 2,000 classifications are made and reviewed regularly to ensure ease-of-use for customers searching for the products and services they need. Over 210,000 companies can be found listed, including self-employed persons.

## Recent Developments

In order to meet market needs, fulfill organisational necessities and prepare for the

redesigned and improved in 2006.

## Promotion

Well-known for its comprehensive directories, Pagini Aurii is also famous for its advertising



future, Pagini Aurii has changed its organisational structure in the last year. With the aim of becoming more "locally" oriented, since the beginning of 2006, the company has divided the country into thirteen areas, grouped into three regions.

Pagini Aurii is always looking to match the market's needs, and that is why, in 2003, it launched a web directory, PagiNet, and in 2007, is launching, the business-to-business directory, Contact B2B. The company site was also

campaigns that decisively contributed in attracting more customers and increasing the profile of the brand. Humorous, well executed, straight-to-target, the Pagini Aurii campaigns touched people's minds. The company positioned itself as a friendly advertiser. It started out with its first campaigns, based on the now well-recognised "Ești în Pagini Aurii, deci ești!" ("You are in the Golden Pages, therefore you exist"), allowing the brand to target the business sector when the company was launched in Romania. The most recent campaign, with the headline "Când ai nevoie de o mână de ajutor" ("When you need a helping hand"), addressed end-users (individuals).

The very successful and awarded "The Nagging" TV commercial presented a deferential, shy husband trying to please his wife, who is continuously nagging him. The TV commercial addressed

end-users and demonstrated the simplicity of usage of the guide of any need at any time.

Open to new trends and solutions, Pagini Aurii was one of the first companies to invest in direct marketing. For "The Can" direct mail campaign, Pagini Aurii was awarded silver by the Direct Marketing Association of the US and bronze by the Epica Awards jury. The objective was to convince uncertain managers, who had

previously refused contact with Pagini Aurii and instead chose to work with the competitors, to come to a sales meeting.

The main line of the communication campaigns initiated by Pagini Aurii was to tackle the wide range of answers that can be offered to any question, thus saving time. The awards received point to the efficiency and value of such an approach. The brand won the best print in media award at the Ad'Or national advertising festival in 2002 and 2003, as well as an award for the best TV ad in the Media Category for "The Nagging" campaign in the 2004 edition of the festival. The company was also a finalist at Golden Drum 2003 Festival, for the outdoor "Adhesive" campaign.

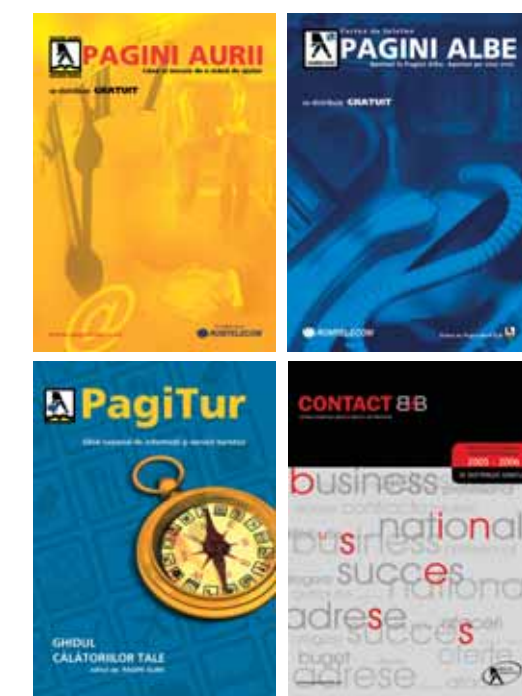
## Brand Values

Pagini Aurii's brand reputation was built starting from its core values, which stand for accessibility, trustworthiness and reliability, as well as comprehensiveness and care in regular updates.

Pagini Aurii's success is based on a crucial tenet of good branding: core values, such as accessibility, courage, simplicity, morality, tradition and humour. Consumers see Pagini Aurii as an always-available, reliable and convenient-to-use source of shopping information.

Last but not least, Pagini Aurii bases its results and successes on its most valuable resource, namely its professional and highly trained employees, delivering the best products available on the "information market".

[www.paginiaurii.ro](http://www.paginiaurii.ro)



## THINGS YOU DIDN'T KNOW ABOUT

### PAGINI AURII

- More than six out of ten persons are using Pagini Aurii at least once a month in Romania
- Pagini Aurii launched in September 2001 his first full colour books, simultaneously with some of the biggest names in the industry in the world
- The most popular categories of classifications in terms of usage are those related to Health, Constructions and Transports