

## NEWS RELEASE

### **GLOBAL YELLOW PAGES TO INVEST IN QPAY ASIA**

- **Offers innovative platform to power secure mobile transactions throughout the region**
- **Provides comprehensive synergy to Group's e-commerce businesses**

*Singapore, June 9, 2010* – Global Yellow Pages Limited (“GYP” or “the Group”), Singapore’s largest publisher of telephone directories and provider of classified directory advertising and associated products and services, today announced that it has entered into an investment agreement (“Agreement”) with Australia-based Qpay Pty Ltd (“Qpay Australia”), a leading secure transactions enabler for mobile commerce and mobile payments in Australia.

Under the agreement, Qpay Australia will incorporate a company in Singapore, to be called Qpay Asia Pte. Ltd. (“Qpay Asia”), to provide an online and/or electronic payment system which allows for payments and money transfers to be made through the internet, mobile phones or other similar modes. GYP will invest in Qpay Asia by making available convertible loans of S\$1 million which will be convertible to 50% shareholding of Qpay Asia.

With its technology already available in Australia, Qpay Asia will offer an innovative platform for secure mobile transactions which are able to support an extensive range of in-house and third-party applications, including shopping, banking or the trading of shares in Southeast Asia and India.

As Qpay Asia’s technology does not require users to provide any credit card information during the transaction process, it will minimise malicious software and identity theft which occurs in other existing transaction platforms. It also offers users an unprecedented range of additional deliverables through its proprietary technology and trademarks licensed by Qpay Australia under the agreement. GYP will initially roll out the highly secure, inexpensive and no-fuss transaction gateway in Singapore and Malaysia, and subsequently to the rest of Southeast Asia and India.

Mr Stanley Tan, Executive Chairman and Acting Chief Executive Officer of the Group said: “Qpay Asia will address the growing demand for a truly secure platform for mobile transactions, especially given the increasing rate of online fraud and the trend for mobile phones to increase risk and fraud rate exponentially. As such, we are confident that the attractive and unrivalled offering by Qpay Asia will be much welcomed and well-received throughout the region.”

Qpay CEO and founder, Mr Greg Walter said: “Qpay is exceptionally proud to be embarking on this partnership with Global Yellow Pages. Not only does the Qpay technology offer complete synergy to GYP’s e-commerce businesses but it will be the platform to power secure mobile transactions throughout the region.”

The investment in Qpay Asia will complement and add value to GYP’s digital business by covering the entire e-commerce decision making process including transaction payment.

“The establishment of Qpay Asia is part of our efforts to adopt a multi-platform business. With this investment, we will be able to synergise Qpay Asia’s innovative platform with GYP’s existing businesses and database, allowing us to create a comprehensive e-commerce platform for our users, and in turn grow our business in the digital space. Going forward, our focus remains on exploring strategic acquisition opportunities to enhance the Group’s offerings,” added Mr Tan.

## **About Qpay Pty Ltd**

Established in 2006 and operational since 2008, Australian-based Qpay Pty Ltd is a leading secure transactions enabler for mobile commerce and mobile payments in Australia. Qpay was founded on the basis of simplifying everyday payments and today offers a unique process that combines the simplicity of SMS with proven IVR processes and over-the-air encryption to provide an easy-to-use and highly secure payment process suitable for a wide range of transaction services.

Qpay focuses on providing payment services that are always available. By using a mobile phone as the primary contact point, Qpay is able to provide a payment service and person-to-person funds transfer that reaches 98% of Australian residents. With Qpay, users are able to make payments when and wherever they want via a truly secure and cashless system that offers an easy way to pay for goods and services. Whether you are buying, selling or just need to pay an IOU, Qpay makes it easy, convenient and secure.

For further information, please visit [www.qpay.com.au](http://www.qpay.com.au)

## **About Global Yellow Pages Limited**

Established in 1967, Global Yellow Pages Limited is the largest publisher of telephone directories and provider of classified directory advertising and associated products and services in Singapore. The Group maintains, develops and updates extensive classified databases of information on businesses, the core of which are small and medium-sized enterprises in Singapore.

The Group's principal activities are in the sale of advertising in, and the preparation and publication of, classified directories that connect businesses to businesses (B2B) and businesses to consumers (B2C) in both print and digital platforms. The Group's Internet Yellow Pages (IYP) is the most comprehensive online directory in Singapore and was ranked as the #1 website in the Business and Finance category – Business Directories, in the Hitwise Singapore Online Performance awards programme in 2006, 2007 and 2008. The Group was listed on SGX-ST on 9 December 2004.

For further information, please visit [www.yellowpages.com.sg](http://www.yellowpages.com.sg)

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ISSUED BY: Global Yellow Pages Limited  
1 Lorong 2 Toa Payoh  
Yellow Pages Building  
Singapore 319637

***For Global Yellow Pages***

CONTACT: Mr. David Cheah  
DURING OFFICE HOURS: 6356-8080 (Office)  
FAX: 6351-1389  
EMAIL: [ir@yellowpages.com.sg](mailto:ir@yellowpages.com.sg)

***For Hill & Knowlton***

CONTACT: Ms Carol Wee  
Ms Lien Hui Luen  
DURING OFFICE HOURS: 6390-3356 (Office) / 9004-4301  
6390-3322 (Office) / 9334-7771  
FAX: 6339-2738  
EMAIL: [carol.wee@hillandknowlton.com.sg](mailto:carol.wee@hillandknowlton.com.sg)  
[huiluen.lien@hillandknowlton.com.sg](mailto:huiluen.lien@hillandknowlton.com.sg)

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