

## NEWS RELEASE

### **GLOBAL YELLOW PAGES ENHANCES OFFERINGS THROUGH STRATEGIC STAKES IN SHOWNEARBY™ AND COMPANEDIA**

- **Strategic investments to grow GYP's Digital Business Eco- System**
- **GYP's extensive database to support ShowNearby as one of Singapore's leading location-based service provider**

*Singapore, 9 July, 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 Investment Agreements (“the Agreements”) with Singapore’s leading location-based service provider, ShowNearby Pte Ltd (“ShowNearby™”) and COMPANEDIA Pte Ltd. (“COMPANEDIA”), a one-stop web agency for local SMEs.

Under the Agreements, GYP will invest a sum of S\$3.5 million for a 53.13% interest in ShowNearby™ and an 80% interest in COMPANEDIA. ShowNearby™ and COMPANEDIA will become subsidiaries of the Group on completion of the transactions.

Mr Stanley Tan, Executive Chairman and Acting Chief Executive Officer of the Group said: “I am really excited to welcome ShowNearby™ and COMPANEDIA to join our growing stable of businesses. These two new additions will complement our vision of growing the e-commerce business by building our digital eco-system and enabling us to expand our product offerings to enhance value for advertisers, businesses and consumers.”

ShowNearby™ provides intuitive location-based services through its main product offerings, ShowNearby on the Web, ShowNearby on Mobile and ShowNearby Analytics, for consumers and businesses.

ShowNearby™ on the Web allows consumers to locate nearby amenities, identify points-of-interest and accessibility information while ShowNearby on Mobile allows consumers to do the same on their favourite smart phone devices, which include Apple’s iPhone and Google’s Android. ShowNearby is currently Singapore’s top three applications on Google’s Android Market<sup>1</sup>, Android’s on-device app store which allows developers and users to create and buy paid applications. Similarly, ShowNearby Analytics provides a platform for business owners to evaluate both complementary and

---

<sup>1</sup> “Top 5 Apps in Singapore From The Android Market (as at June 8)”, *TODAY*, June 11, 2010

competing businesses in the vicinity while allowing home buyers to find their ideal home locations.

Mr Douglas Gan, Founder and CEO of ShowNearby said: “Our mission is to answer this simple question “What’s Nearby?”. It has always been our aim to organise location-based information in a way that is always relevant and easily accessible to consumers. GYP’s comprehensive database will therefore provide a boost for ShowNearby’s™ offerings. Furthermore, with Android expected to be the second most used smart phone operating system globally by 2013<sup>2</sup>, as well as our plans to incorporate ShowNearby™ on other mobile phone platforms, we are confident that ShowNearby will eventually be an impactful utility for businesses and consumers alike.”

GYP’s stake in COMPANEDIA is also in line with its strategy as a predominant partner for Small and Medium-Sized Enterprises (SMEs), which form its core clientele. With a vision to be a one-stop IT solution provider, COMPANEDIA will provide SMEs with a full suite of customised IT services, including graphic design, web design, development and hosting, internet marketing and maintenance, enhancing the services GYP currently offers.

Mr Stephen Williams, GYP’s Director, Digital Business Development said: “With internet usage rapidly increasing in Singapore, it is important for local SMEs to be plugged into the internet space. GYP and COMPANEDIA have the same vision of enhancing value for businesses and consumers. By synergising the entire process, COMPANEDIA will contribute to GYP’s vision of a multi-platform business with multi-faceted products and services.”

Added Mr Tan: “We are pleased to secure these two strategic acquisitions, coming shortly after our investment in Qpay Asia Pte Ltd (“Qpay Asia”) in June 2010. Through its proprietary technology, 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. Together, these investments will provide synergy to GYP’s existing businesses and spearhead the Group’s efforts toward a comprehensive digital ecosystem.”

---

<sup>2</sup> “Analysts predict bold growth for Google Android”, *CNET News*, January 26, 2010

## **About ShowNearby Pte Ltd**

ShowNearby Pte Ltd (ShowNearby), positioned as the worldwide company to define prevalent location-based services and information, developed its name from its deep interest to show people what's nearby. From the friendly, fun, and outgoing concepts, the company facilitates the development of content to connect users.

ShowNearby serves to help consumers and businesses tap into its vast knowledge of location-based information, and suite of services. More details about ShowNearby Analytics and ShowNearby can be found on <http://analytics.shownearby.com>, and <http://www.shownearby.com/shownearby/press/> respectively.

## **About COMPANEDIA Pte Ltd**

COMPANEDIA provides a full suite of digital solutions for Small and Medium-sized Entreprises to boost corporate identity and corporate branding through the production of marketing collaterals, web design, web hosting, web development, and the support of online marketing and social media marketing. It also offers business-matching and is a one-stop outsourcing partner for printing solutions.

The company's clients include businesses from industries such as interior designing, education, F&B, fashion, as well as health and beauty.

## **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)

---

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 ShowNearby and COMPANEDIA:***

CONTACT: Mr. Douglas Gan  
DURING OFFICE HOURS: 9815-6430  
EMAIL: [press@shownearby.com](mailto:press@shownearby.com)

***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)

---