

PRESS RELEASE

Global Yellow Pages successfully launches CallmyName

Singapore, 18th November 2013 – Global Yellow Pages successfully launched the CallmyName app on 13th November 2013 at InterContinental Singapore. CallmyName is a mobile app is already adopted and fully functional in four other countries.

Present at the press launch were GYP CEO Mr Stanley Tan; CallmyName Partner, Co-Founder and CSO Mr Assi Rotbart; CallmyName Co-Founder Mr Igal Zak, staff from GYP; potential clients and members of the press from Mediacorp and SPH titles such as Digital Life Straits Times, Lianhe Zaobao, U Weekly and The Business Times.



GYP CEO Mr Stanley Tan and CallmyName Partner, Co-Founder and CSO, Mr Assi Rotbart

The event started with a short skit demonstrating how CallmyName might be used in a real world situation. CallmyName was then introduced. Mr Stanley Tan gave his opening address before Mr Assi Rotbart joined him to officially launch CallmyName. Mr Assi Rotbart then gave a presentation, explaining that they decided to launch CallmyName in Singapore as Singapore is gateway to the rest of Southeast Asia. A Q&A session followed the presentation. Guests were then shown a step-by-step demonstration of how to download the CallmyName app and how it works.



Potential clients and members of the press



A step-by-step demo and tutorial for guests



The Q&A session

What is CallmyName?

We live in a world where people and businesses are distinguished by names. A corporate name is an essential part of a business' branding. Individuals use names to identify themselves. To sum it all up, we primarily remember names and use names.

So why is it that when we want to connect to an individual or a business, we need a number?

CallmyName puts an end to the era of dialing using phone numbers. It elevates the communication ecosystem by allowing us to engage with businesses and individuals via the names we are known by. While phone numbers are arbitrary, meaningless and hard to remember, a call-name offers a friendly and intuitive alternative.

What's in it for Businesses and Individuals?

With CallmyName, you don't have to memorise phone numbers. Instead, you can just type the name of the business or person you wish to reach in alphanumeric characters. Whether you want to order a pizza or need taxi services, all you have to do is key in their respective names, e.g. Pizza ABC or 123 Taxi.

BENEFITS FOR BUSINESSES

Easier recall

Names are better remembered, quicker to find and reinforces brand recognition.

Direct call-for-action

Choose meaningful call-names to promote services & campaigns.

Enhanced caller ID

Show updated relevant info with each incoming/outgoing communication.

BENEFITS FOR INDIVIDUALS

Faster access

Access to millions of businesses & people by their names.

Reduced phonebook maintenance

Contacts can be easily maintained by their call-names in the cloud.

Real-time insight

Relevant real-time social or business info presented with every incoming and outgoing communication.

A name-based mobile identity

Your name becomes the intuitive way to reach you and to view your social info.

More exciting communication platform

It offers a highly engaging visual interface.

To find out more, please visit www.callmyname.sg. More photos of the press conference are available at <https://www.facebook.com/CallmyNameSingapore>.

About Global Yellow Pages Limited

Established in 1967, Global Yellow Pages Limited (“Global Yellow Pages” or “the Group”) was listed on the Singapore Stock Exchange in 2004. Since its inception, the Group has continued to develop and refine its suite of products and services to ensure relevancy and accessibility in a changing market.

Global Yellow Pages is a multi-platform solutions company focusing on up-to-date search, Small and Medium Enterprises (“SME”) enablement and database marketing. It is also the largest publisher of directories and provider of classified directory advertising and associated products and services in Singapore.