

WEIL, GOTSHAL & MANGES



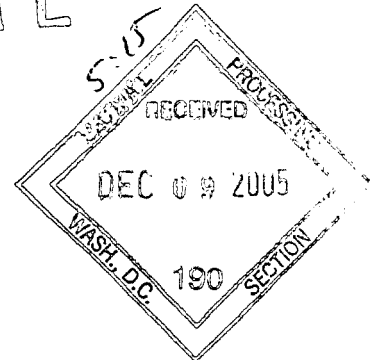
81968-0005

December 9, 2005

Securities and Exchange Commission
Office of International Corporate Finance 3-2
450 Fifth Street N.W.
Washington D.C. 20549-0302
United States of America

SUPPL

By Hand



Re: Yell Group plc - - 12g3-2(b) File No. 82-34674

Ladies and Gentlemen:

On behalf of Yell Group plc (the "Company"), we are enclosing certain information to you pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934 (the "Exchange Act"), as amended. The first page of each separate item of information indicates in the upper right-hand corner the Company's file number.

This information is being furnished with the understanding that such information and documents will not be deemed to be "filed" with the Securities and Exchange Commission or otherwise be subject to the liabilities of Section 18 of the Exchange Act, and that neither this letter nor the furnishing of the information and documents will constitute an admission for any purpose that the Company is subject to the Exchange Act.

Yours sincerely

Martin Sandgren

PROCESSED

DEC 14 2005

THOMSON
FINANCIAL

Enc

LOI\565127\01\412011.DOC\81968.0003

ONE SOUTH PLACE, LONDON EC2M 2WG

TEL: +44 (0) 20 7903 1000 FAX: +44 (0) 20 7903 0990

BRUSSELS • BUDAPEST • DALLAS • FRANKFURT • HOUSTON • MIAMI • NEW YORK
PRAGUE • SILICON VALLEY • SINGAPORE • WARSAW • WASHINGTON, D.C.

Weil, Gotshal & Manges is a partnership of registered European and foreign lawyers and solicitors. A list of the names and professional qualifications of the partners is available at the above address.
Regulated by the Law Society



9 December, 2005

news release news release news release news release news release

**Yell Group reports Yellowbook.com's performance for the first time
at its Investor Seminar 2005**

Yell is today holding an Investor Seminar in the United States at which its UK and US management is presenting on its business. Included in the information being released is new information that relates to Yellowbook.com, the US online service which is part of Yellow Book USA, and is set out below. Yell is not providing a trading update at its Investor Seminar and confirms that the Group is well on track to meet full year expectations, as was stated in its results for the six months ended 30 September 2005, announced on 8 November 2005.

Yellowbook.com's performance

Yellowbook.com has grown consistently over the last three years as Yellow Book has taken advantage of the increase in its geographic platform and establishment of its brand to extend its online offering to users and advertisers. Yell.com continues to work closely with Yellowbook.com, which is benefiting from Yell.com's experience.

- Revenue was \$17.9 million for the six months ended 30 September 2005, including TransWestern from 15 July 2005, the date of acquisition. For the year ended 31 March 2005, revenue was \$22.2 million compared with \$12.8 million for the previous year. This revenue has previously been reported as part of Yellow Book's overall revenue
- The number of online adverts was 993,500 at 30 September 2005, including TransWestern. For the year ended 31 March 2005, there were 562,000 adverts online, compared with 375,000 the previous year
- There were 2.7 million unique visitors during the month of September 2005. There were 1.3 million during March 2005

In addition, it was stated that Yellowbook.com's customers, including TransWestern, represent 51% of Yellow Book's print customer base at 30 September 2005. Retention of online customers was broadly in line with print retention for the six months ended 30 September 2005.

The investor day presentations

The presentation slides are available on our website at www.yellgroup.com and a webcast of the presentations will be available on the site from Monday 12 December.

Enquiries

Yell

Jill Sherratt

Head of Investor Relations

Tel: +44 (0) 118 950 6984

Mobile: +44 (0) 7764 879808

Assistant: Azmin Merali +44 (0) 118 950 6287

This news release contains forward-looking statements. These statements appear in a number of places in this news release and include statements regarding our intentions, beliefs or current expectations concerning, among other things, our results of operations, revenue, financial condition, liquidity, prospects, growth, strategies, new products, the level of new directory launches and the markets in which we operate. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those in the forward-looking statements as a result of various factors. You should read the section entitled "Risk Factors" in Yell Finance B.V.'s 31 March 2005 annual report on Form 20-F filed with the US Securities and Exchange Commission (the "SEC") on 13 June 2005, for a discussion of some of these factors. We undertake no obligation publicly to update or revise any forward-looking statements, except as may be required by law.

A copy of this release can be accessed at yellgroup.com/announcements

82-34674

INVESTOR SEMINAR

9 December 2005



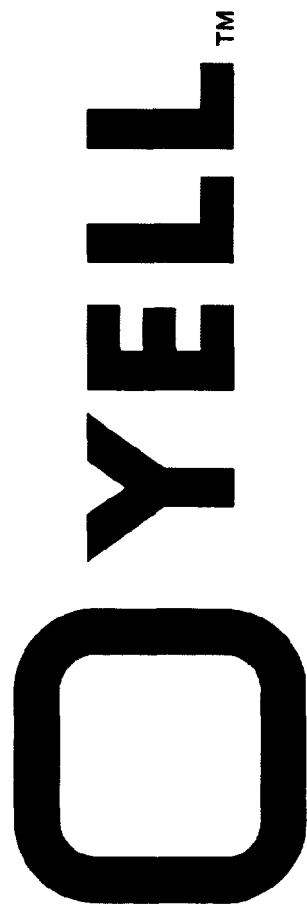
Disclaimer



During this presentation we will be discussing Yell's business outlook and making certain forward-looking statements. Any statements that are not historical facts are subject to a number of risks and uncertainties, and actual results may differ materially.

We urge you to read the Risk Factors and cautionary language in the annual report on Form 20-F of our subsidiary, Yell Finance BV, that was filed with the SEC in June 2005. We also draw your attention to our press release which is posted on our web site, for more information on the risks and uncertainties.

These slides are protected by the laws of copyright and Yell Group plc is the copyright owner. Unauthorised reproduction is a copyright infringement and is unlawful.



Investor Relations: Jill Sherratt +44 (0)118 950 6984

www.yellgroup.com

Yell, Queens Walk, Oxford Road, Reading, Berkshire RG1 7PT

™Trade mark of Yell Limited

US MARKET AND STRATEGY

Joe Walsh
President / CEO, Yellow Book



#1 Independent

OYELLTM

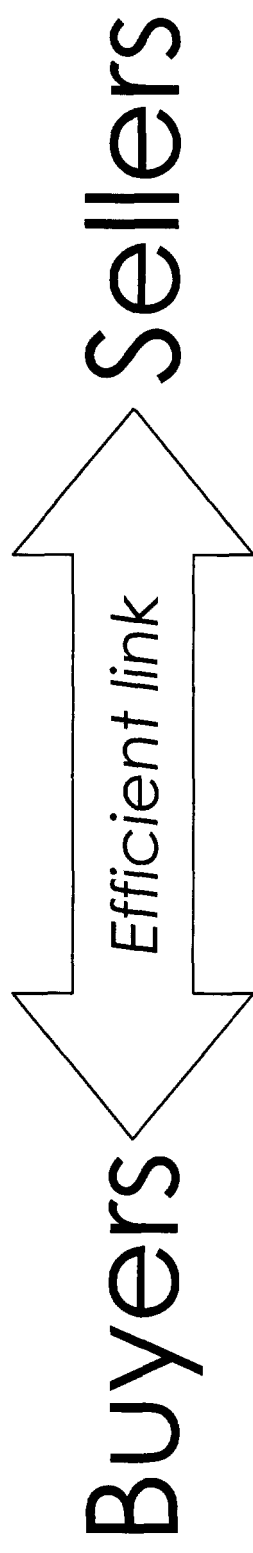
- Founded in 1930
- 400 offices in 46 States
- 900 directories
- 100+ million circulation
- 7,700 employees



36% COMPOUND ANNUAL GROWTH FY01-FY05
OVER 60% SHARE OF INDEPENDENTS' REVENUE



Leads for less

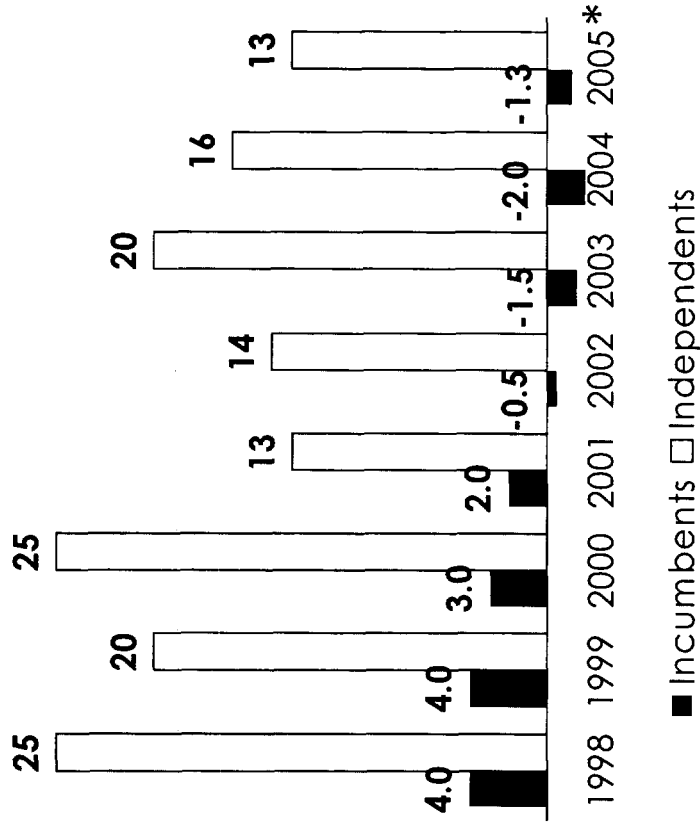


Low cost business leads from a
“Ready-to-Buy” audience

Trends in US market share



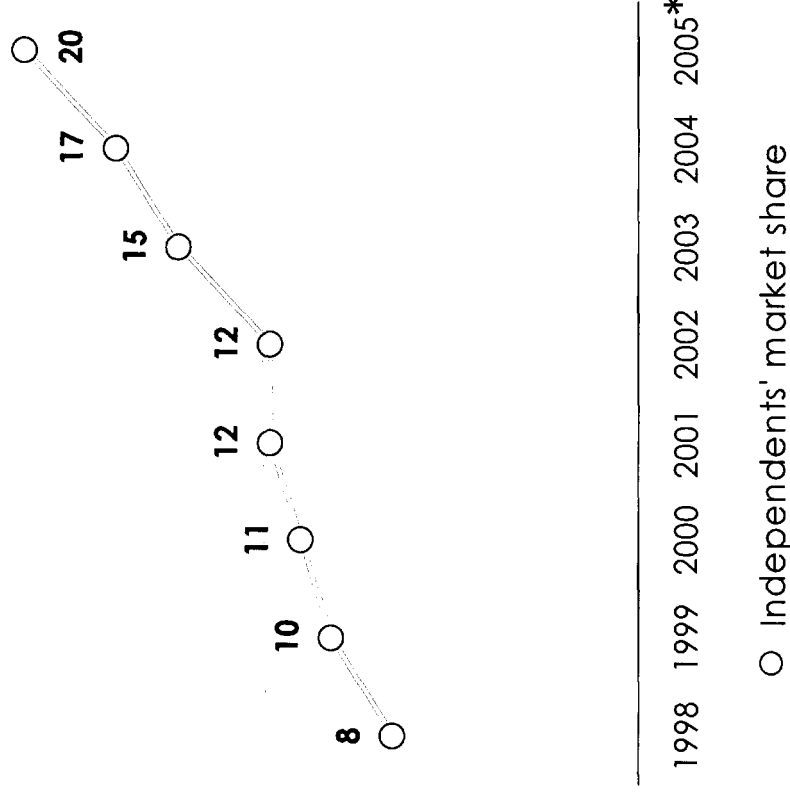
% Revenue growth for publishers



* Projected

Source: The Kelsey Group with Yell estimates for 2002 to 2004. Independents include online-only publishers. 2005 estimates from Association of Directory Publishers' (ADP's) Yellow Pages Data Center

% Independents' market share



Our philosophy



- Focus, simplicity, discipline
- The user first – virtuous circle
- Passionate about usage and brand
- Win, Keep, Grow strategy
- Sharing of best practice across the States and the Atlantic

TransWestern publishing integration



- Meet the people – July
 - Joe Walsh & senior team traveled the country and met all employees within first two weeks
- Executives retire
 - Chairman, President / CEO, CFO, CPO retired the day of the closing
- Parallel period
- Common system – DIAD
- Sales integration completed in October

TransWestern publishing integration (continued)



- All functions integrated by March
- Overlapping directory coverage addressed
- Rebranding underway
- Market relaunches beginning
- Momentum building

Competitive landscape



- Over-directorying of markets
 - Over 1,000 new directories last three years
- Companion books
- Selective dealing – price by heading
- Local search

Yellow Book growth



- Double-digit organic growth
 - Same market growth
 - New launches
 - Online
- Acquisitions
- Margin expansion
- Excellent execution

OYELL[™]

US SALES

Victoria Sharrar
Chief Sales Officer, Yellow Book



Vision of the sales organization



- High energy, talented “go-go” sales force
- “Best in class” sales leadership
- Caught up in **The Cause**
- Conviction in our value story
- Intensely customer focused
- Winning culture
- Career driven

Sales structure and techniques



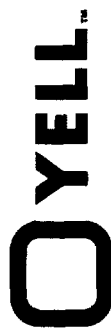
Structure

- 5,058 field sales; 120 telesales; 634 sales management
- Recruitment – take less than 10% of applicants
- Training approach – best people share best practise
- Remuneration – 60% fixed salaries
- Low sales churn

Techniques

- Need-based sale
- Customer service

Win, Keep, Grow



- Demonstrating value for money
- Proving value
- Cost per call

This Triple-Quarter Column ad appeared inside the Computer Section & Repair
 listings in the 10/16/2004 Frederick County Yellow Book Directory

CommP
 Computer & Laser Printer Repair
 SINCE 1986

Computer & Laser Printer Repair

- On-site problem solving
- Pick-Up & Delivery Available
- Computer Cable Installation
- Network Consulting & Support
- Internet Solutions
- Maintenance Agreements
- New Systems Sales
- Web Design

CommP
 Computer & Laser Printer Repair
 SINCE 1986

IBM, Minolta, Oki, Brother, NEC
 Epson, HP, Hewlett-Packard

301-663-1758
www.computercations.com
 5712 Industry Lane
 Frederick, MD 21704

ON-SITE OR IN HOUSE

FREDERICK COUNTY, MARYLAND

YELLOW BOOK

VERIZON

Investment per month

\$185

\$435.80

Total calls

378

329

Average calls per month

32

27

Cost per lead

\$5.78

\$16.11

Additional information available upon request

Metered calls from
 November 2003-October 2004

Metered calls from
 November 2003-October 2004

Win, Keep, Grow

- Demonstrating value for money
 - Proving value
 - Cost per call

QUAD CITIES, IOWA / ILLINOIS	YELLOW BOOK	SBC
Investment per month	\$1,504	\$3,462
Total calls	1,342	858
Average calls per month	112	72
Cost per lead	\$13.43	\$48.08
Additional information available upon request	Metered calls from September 2004-August 2005	Metered calls from November 2004-October 2005

The Full Page ad appeared under the Siding Contractors heading in the June 2005 Quick Close Yellow Book Directory.

Fanth - Curry Home Improvement Co.

SIDING

45 Years of Experience

Vinyl - Steel - Aluminum

Lifetime Warranty
Many Colors & Styles

Also Available:
Windows
Sunrooms
& Roofing

Call The Experts Today!
For A FREE In-Home Estimate

ILLINOIS
309-788-2446

IOWA
563-323-4633

Lifeline **NARI**

2106 4th Ave. Rock Island, IL

After Hours or After Hours Service Available

Phone: 815-398-0044 Fax: 815-398-0044

Web: www.fanthcurry.com Email: info@fanthcurry.com

Win, Keep, Grow (continued)



- Credit policies
 - 12 months payment for most customers
- National customers
 - Demonstrating value to Certified Marketing Representatives

Customer testimonials



"We do a lot of marketing on-line, on TV, on radio, of course with directory advertising, but of all the vehicles that we have, Yellow Book is the strongest in terms of new customer acquisition. We also track our marketing investment very closely and we know for a fact that the directory advertising in Yellow Book has lifted our sales significantly and that's why we're very happy with it."



Margaret Woo
Chief Marketing and
Merchandising Officer
1-800-FLOWERS*

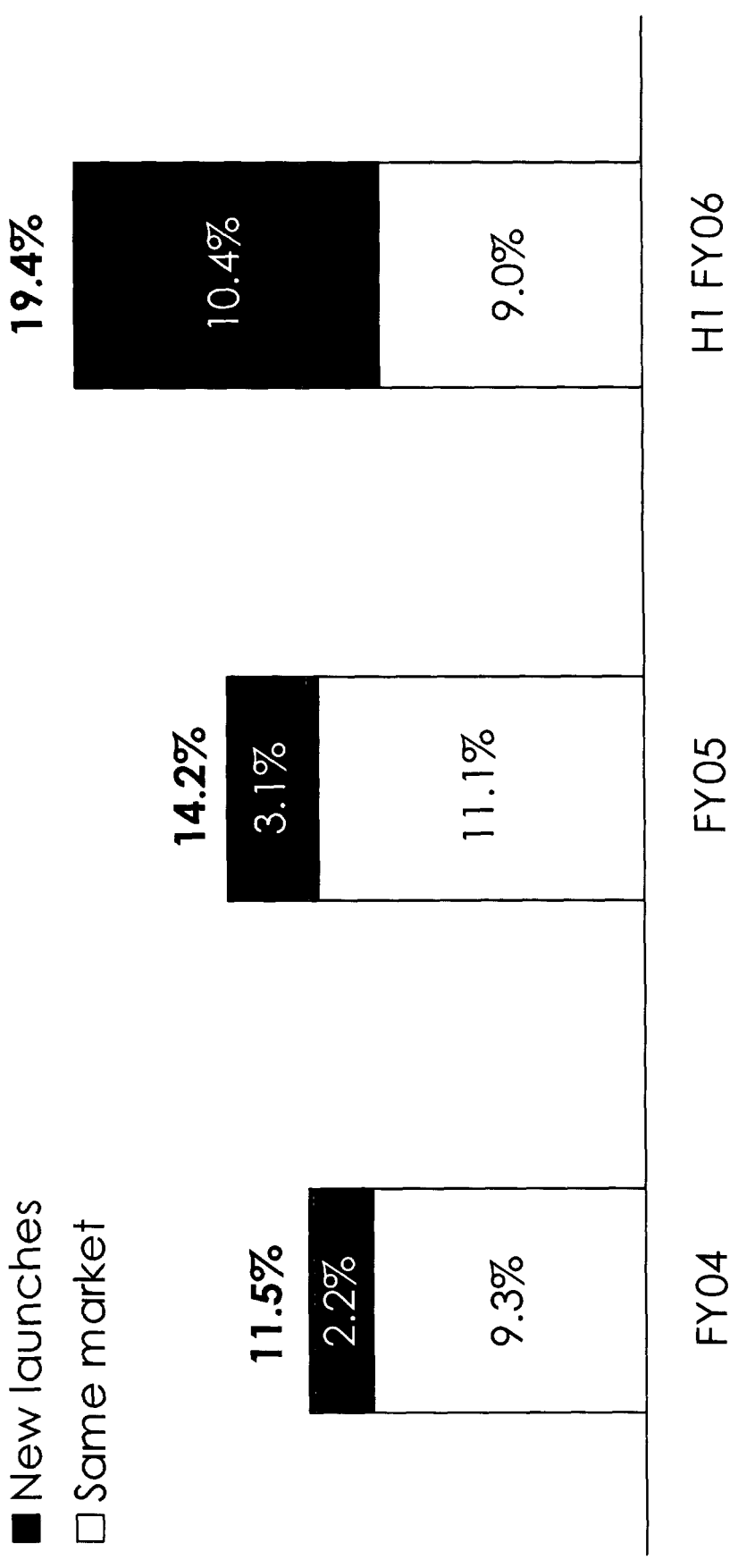
Note: 1-800-FLOWERS is listed on the NASDAQ with revenues of \$670M in FY05



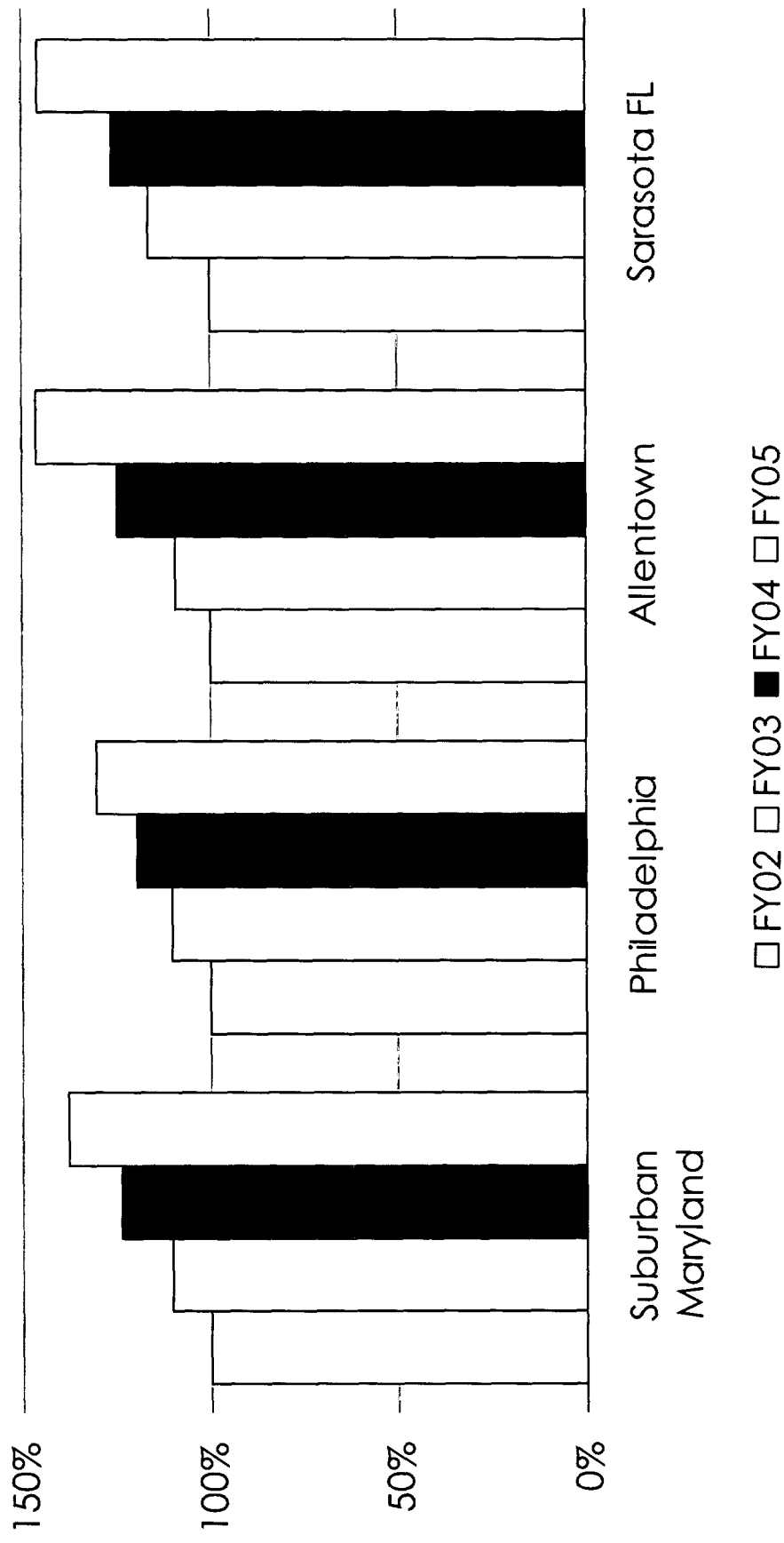
Organic revenue growth

Contribution to growth

- New launches
- Same market



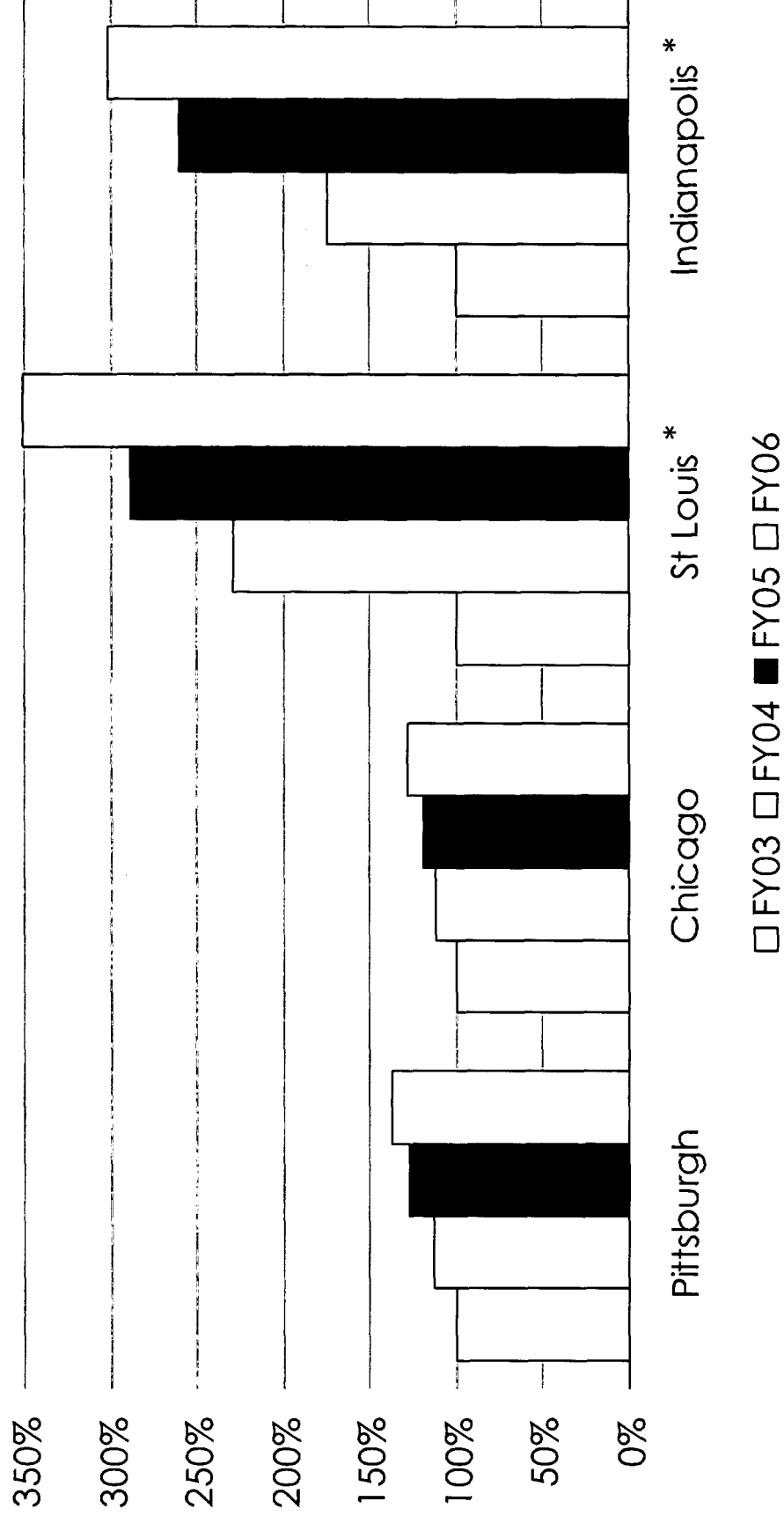
Examples of more developed books Same market growth



All 4 years plus



Metro market growth trends



* McLeod re-launch

New launches - criteria



- Market size and growth
- Proximity to existing sales; sales capacity
- A set process that involves:
 - Sales planning and marketing
 - Advertising and PR
 - Production
 - HR, training and sales

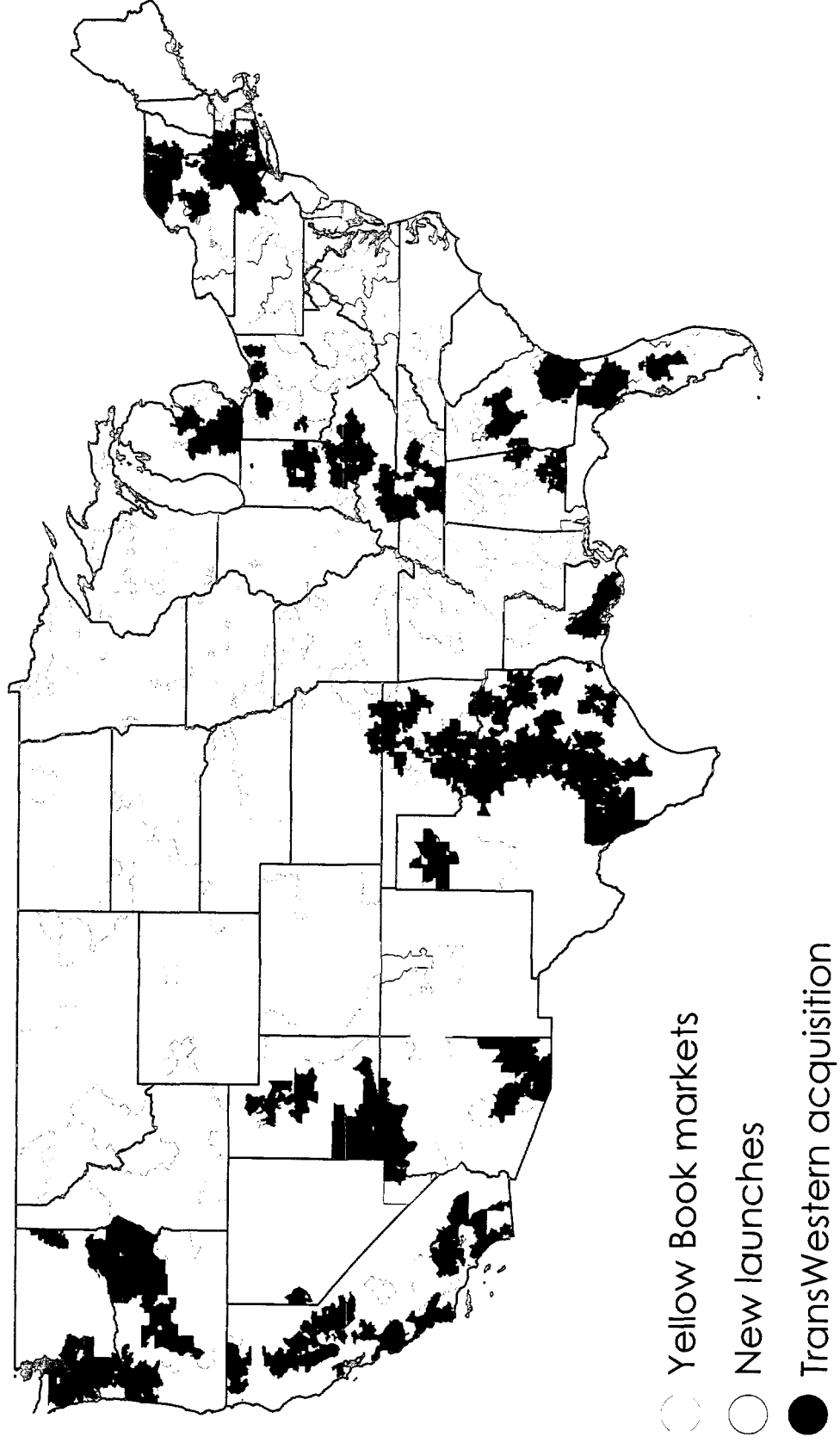
FY06 new launches



TOTAL FY06 NEW LAUNCHES : 32 MARKETS Average revenue per copy \$12

Piedmont VA	Santa Fe NM	Columbia/Montour PA
Syracuse NY	Hudson Valley NY	Henderson NV
Tri Cities VA	West Palm FL	Rochester NY
Eastern Shore MD	Kent/Sussex DE	South Orange NY
Sanger/Reedley CA	Lynchburg VA	Waterbury CT
S Hampton Roads VA	Watertown NY	Citrus Cty FL
Suffolk NY	Jackson MI	Hartford CT
Williamson Cty TN	Merrimack/Salem MA	Roanoke VA
Cape Cod MA	N Hampton Roads VA	Shenandoah Valley VA
Las Vegas NV	San Bernardino CA	Ayer/Fitch MA
Narragansett RI	Staunton/Harrisonburg VA	

New launches



TWP sales integration



- Sales leadership reorganization
 - Completed November 1st
- Major Metro re-launches
 - 7 markets identified
- Sales training & recruiting
 - Integration complete
- Sales process “Boot Camps” and Leadership Development Course
 - Well received by TWP sales force and sales managers
- Sales churn
 - Yellow Book style compensation and sales deployment being implemented

Summary

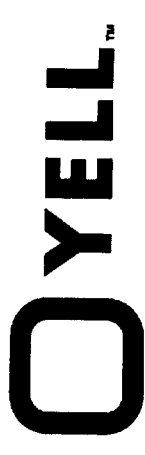


- Acquisition integrations adding value
- Back office support a key strength
- Brand strength and national footprint a powerful component
- Growth prospects continue to be outstanding

OYELL™

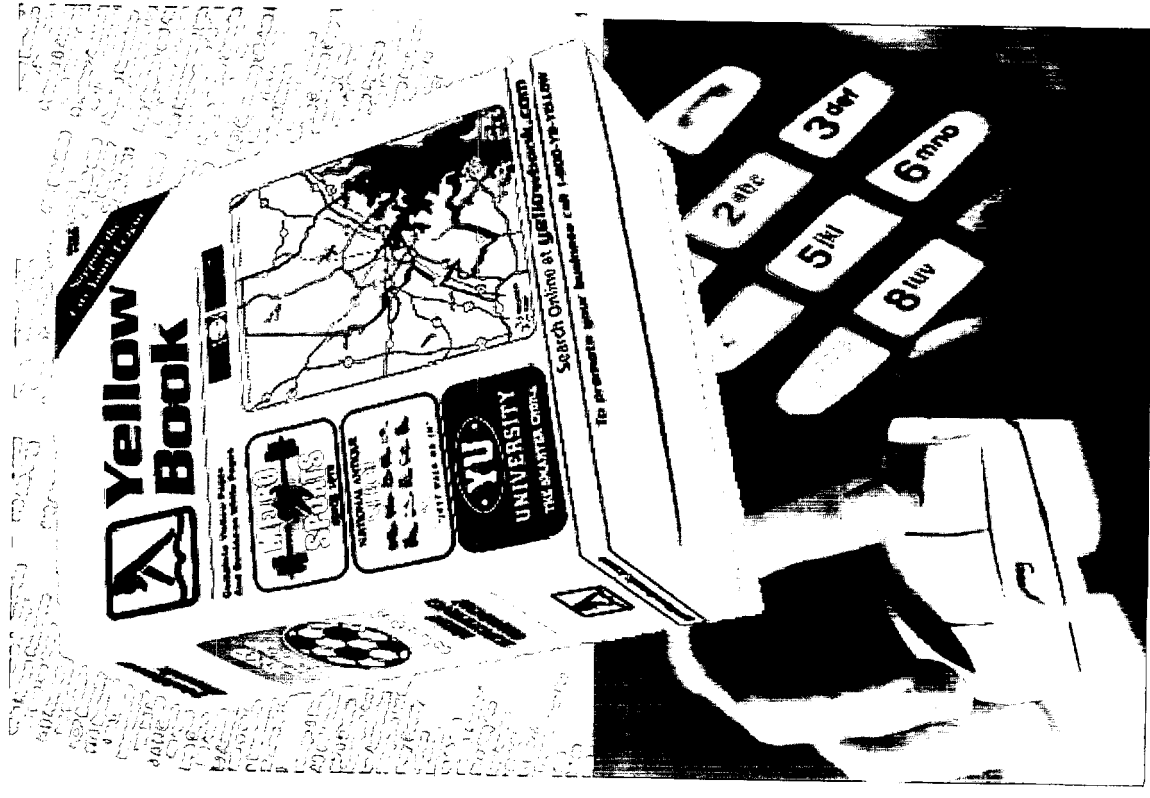
US MARKETING & INTERNET

Gordon Henry
Chief Marketing Officer



Marketing focus

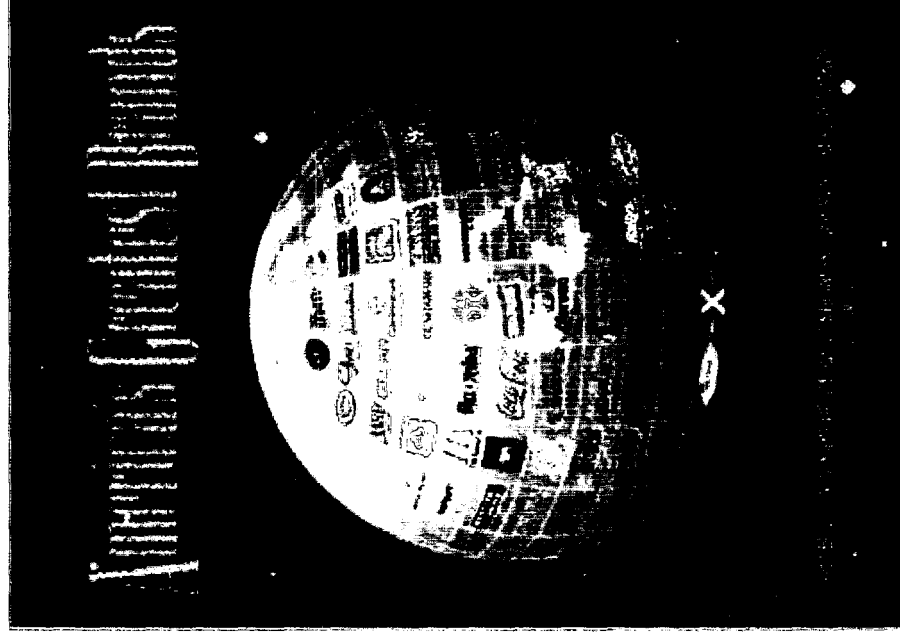
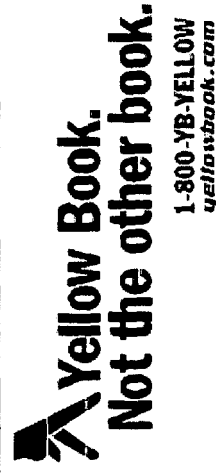
- Build Yellow Book brand
- Manage core product
- Develop online business



Advertising & Public Relations



- Build confidence in our brand
- Soften beachhead
- Drive inbound lead volume



Product planning

OYELLTM



- Thump factor – building content
- Display ad count growth
- Rates about 50% of incumbent
- Usage research

DISPLAY AD COUNT COMPARISON WITH PRIMARY COMPETITOR

YBUSA market	YBUSA FY04	YBUSA FY05	YBUSA FY06	Competitor Current issue
Manhattan NY	3,209	3,291	3,499	3,287
Charlotte NC	2,534	2,729	2,776	2,365
Kansas City KS	2,001	2,088	4,060	3,450
Wilmington DE	2,927	3,401	3,414	2,396
Gtr Indianapolis IN	2,505	3,816	3,974	2,645

Internet ad count & revenue growing



Content

- Largest ad volume
- Keyword searchable
- Intelligent results

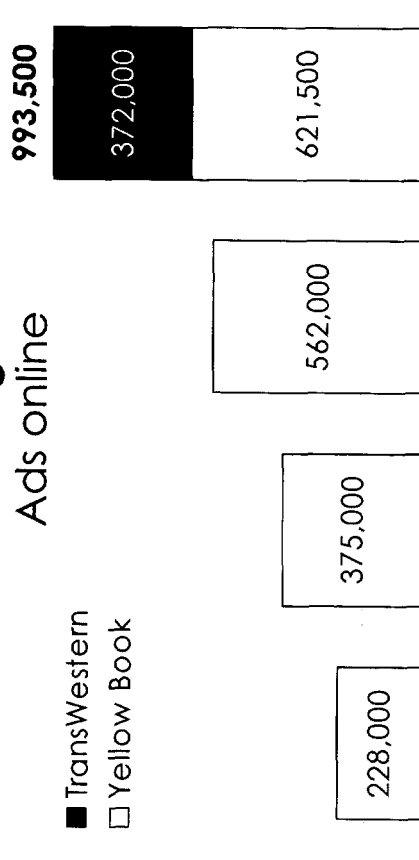
Monetization

- Strong revenue growth
- AVA still modest
- Room for increase

Ad count growth

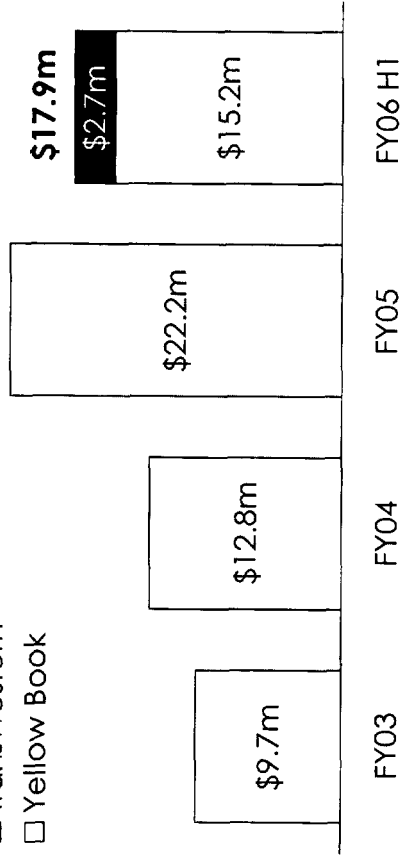
Ads online

■ TransWestern
□ Yellow Book



Revenue growth*

■ TransWestern
□ Yellow Book

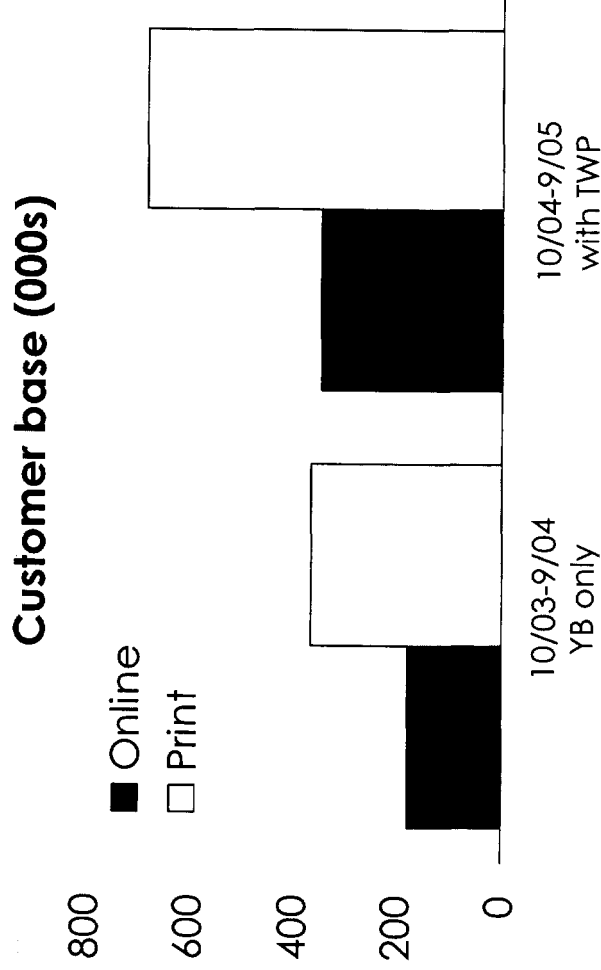


* Recognized

Ad penetration growing



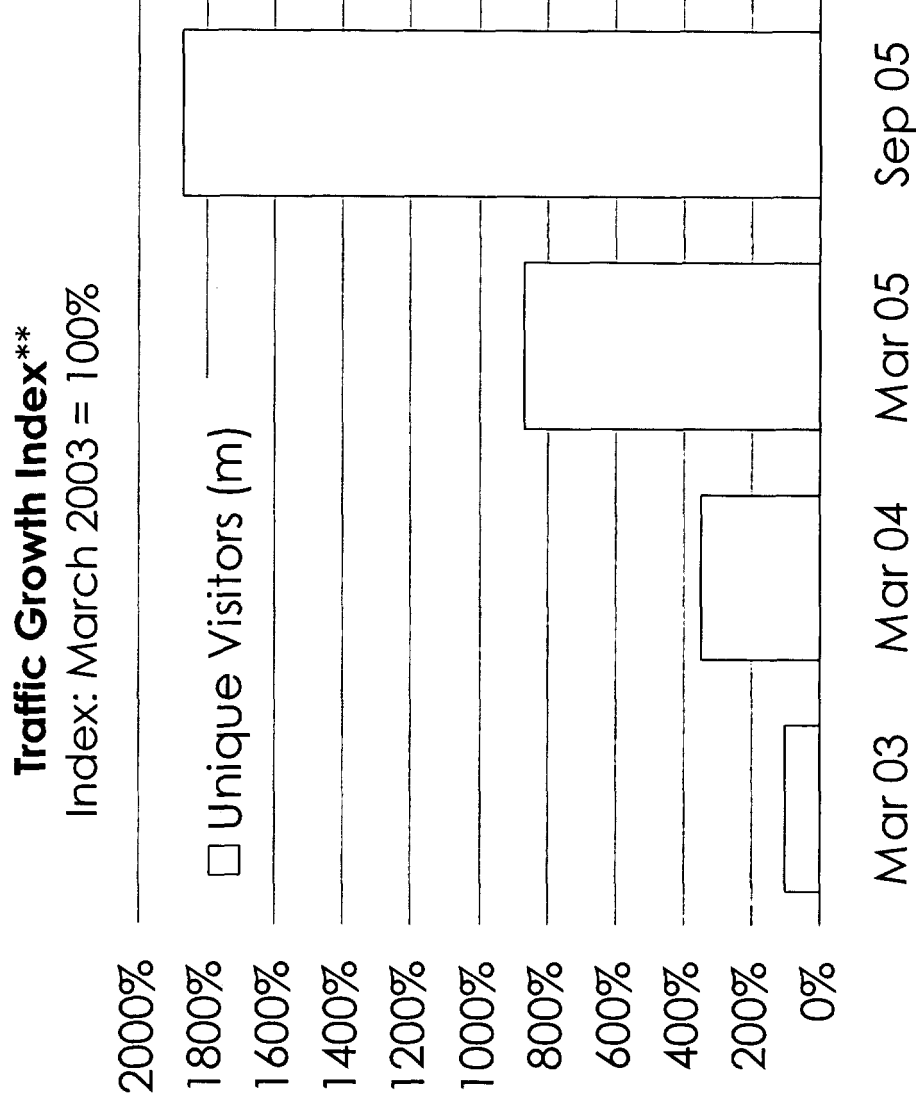
- Strong penetration of print advertiser base
 - TransWestern penetration online similar to Yellow Book's
- Retention of online customers broadly in line with print retention



Traffic growth



- Consistent traffic increases
2.7 Million Unique Visitors*



* Comscore, Sept 2005 ** Webtrends

Online growth strategy



- Grow AVA (product staircase)
 - Introduce products of increasing value to enable growth in customer spend
- Steady build of site usage
- Develop proven value
- Broaden customer acquisition
- Yellow Book Direct
 - Customer-accessible account information online



Yellowbook.com site redesign

Home page

Yellow Book, Yellow Pages • Nationwide Source for Local Yellow Pages and White Pages Information.

Since 1930



[Business](#) [People](#) [Advanced Search](#) [Browse Yellow Pages Categories](#) [Download Our "adict"](#)

What

Where

(e.g. Postau and, Joe's Plaza, 24 hour Service) (e.g. term, city state, zip code, area code)

☒ Remember this location

[Advertise with us](#) [Company Info](#) [Yellowbook4.0 Beta](#) [Master Advertisers](#) [Login to My Yellow Book](#) [Contact Us](#)

©2005 Yellow Book [Conditions of Use](#) [Site Map](#) [Help](#) 1-800-YB-YELLOW

Updated August 24, 2005

Proven value

- Yellow Book Direct will include:
 1. Site Traffic
 2. Heading and Book Reports
 3. Individual Performance Reports

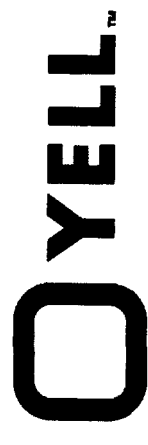
OYELL™



OYELL[®]

US IT AND CHANGE MANAGEMENT

Gary Shaw
Chief Information Officer, Yellow Book



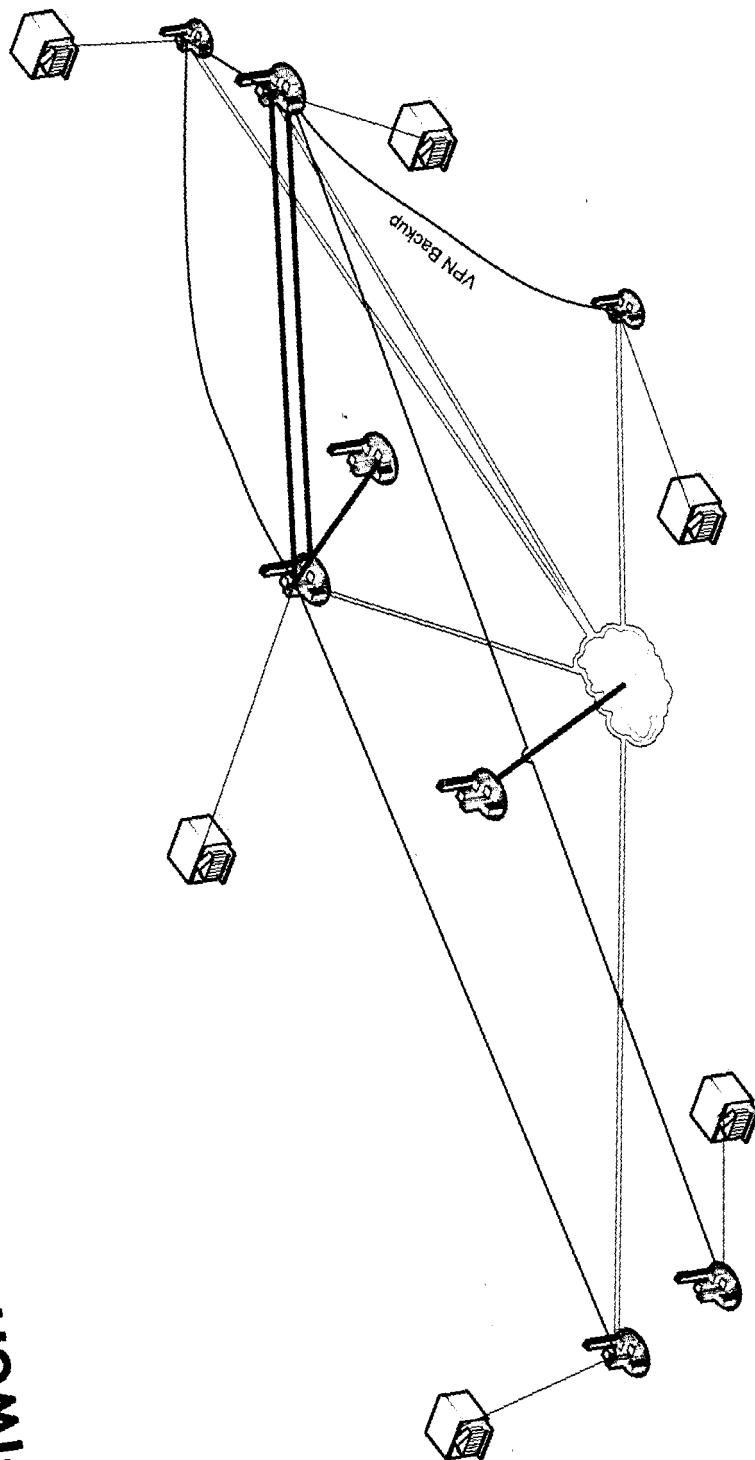
IT infrastructure metrics



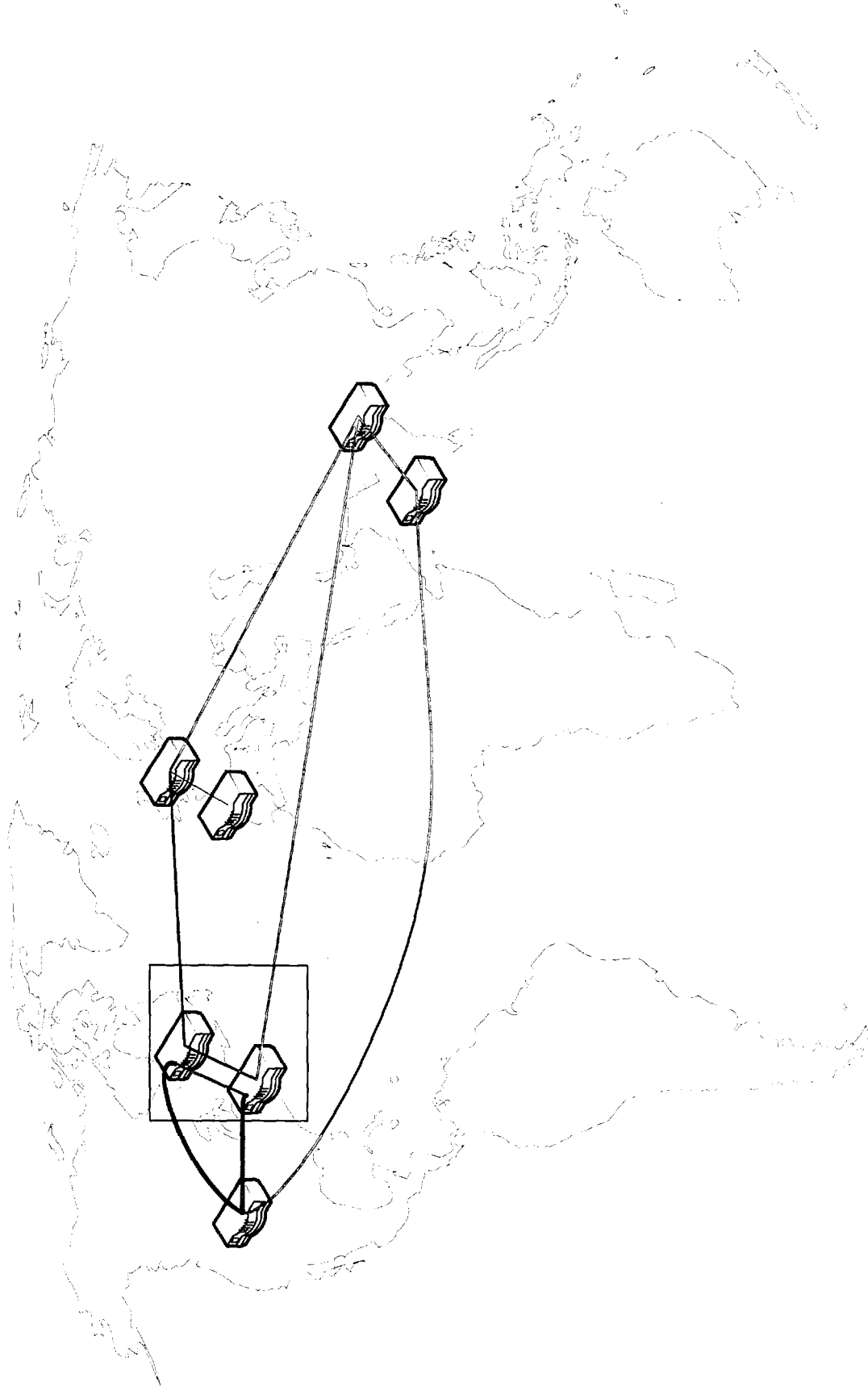
- 5000 desktops and laptops
- 7000+ telephones
- 100+ terabytes disk storage in 2 major data centers
- 270 networked offices
- 400 facilities

OYELL

**Yellowbook USA
US network**



Yellowbook USA International network



Kind of

Example IT infrastructure cost savings indicators



Average costs of support	FY04	FY05	FY06	Savings
Average cost of server support	\$1,740	\$1,514	\$1,493	-14.2%
Average cost per workstation support	\$429	\$378	\$351	-18.8%
Average cost per help desk call	\$7.05	\$6.79	\$6.43	-8.8%
Average cost of facilities support	\$2,893	\$2,721	\$2,573	-11.0%

* FY06 is based on current reforecast

Best practices

- Disaster recovery / business continuity
- Sarbanes Oxley
- Focus on integrated systems



Key projects in process and going forward



Yellowbook.com 4.0

- New look & feel
- Yell.com Thesaurus Technology
- 10X capacity increase

Market data base

- National business listing data base
- Maintained history
- Single source of data for leads, print, on-line, and distribution

Business intelligence / data warehouse

- Rapid development and access to business data and performance

Customer / Rep facing eProducts

- ICE
- Yellowbookdirect

Yellow Book ICE 3.0

Sales Force Portal

Account Research

Account Inquiry

Lead Inquiry

Assignments

Directories

ePages

Sales Aids

News

Meters

Testimonials

Distribution Maps

Headings

Ad Rates

Planning Tools

Sales Forms

Artwork Library

Sales Reports

Welcome back, **Anthony Tebbe**

Your last access here was on: Friday, July 15, 2005 04:45 PM

Please check the hot list below. You have unworked assignments in markets nearing their closing date.

You have assignments in market(s) that have recently opened. Please check the recently opened list below.



Hot List

You have assignments remaining in the following markets that are nearing their closing date.

Book Name	Year	Closing	Assign
Elk River/Bufalo/Monticello/Rogers, MN	2006	04-23-2005	14
Charles City/Decorah/Oe, IA	2006	04-21-2005	4

Recently Opened List

You have assignments in the following markets that have recently opened for selling.

Book Name	Year	Opened	Assign
Cedar Rapids, IA	2006	04-15-2005	52
Iowa City, IA	2006	04-21-2005	69

- Yellow Book Direct Home
- What is Yellow Book Direct?
- Manage your account
- New Advertisers
- Request a Basic Listing
- YellowBook.com
- Advertising info.
- Order a Book Online
- Contact us
- Logout

Advertising with Yellow Book USA can help your business grow



Founded in 1930, Yellow Book USA is the oldest and largest independent yellow pages publisher in America, with approximately 900 directories serving consumers and businesses in 46 states and the District of Columbia.

There is nothing more important to Yellow Book USA than gaining usage. More content and more choices mean more reasons for consumers to choose Yellow Book, which leads to more benefits for the advertisers. Our fundamental goal is continued product momentum - making each successive directory noticeably better than the one before. With strong focus on the end user, Yellow Book strives to produce a superior product that delivers a better values for advertisers. And when consumers reach for Yellow Book, they know they will find a wealth of information and choices.

For over 75 years, a simple unwavering principle has guided the way we make decisions - we consider the user first, the advertiser second and Yellow Book third.

Buying an ad on Yellowbook.com enables you to tell these potential customers more about your business and what you could do for them. With one third of Yellowbook.com users making a purchase from the business they found on Yellowbook.com, advertising with us really can help your business grow.

Additional Info or Links

This is another spot we can highlight or link to some other part of the site.

© Yellow Book USA, Inc. 2005. All rights reserved. Yellow Book™

Account Management
Click here to manage your account online.

Login

Are you a Yellow Book USA advertiser? Register here to manage your advertising online.

Register

Read our security policy

Promotion Area

Use this area to feature or highlight different areas of the site

Promotion Area

Use this area to feature or highlight different areas of the site

TransWestern integration

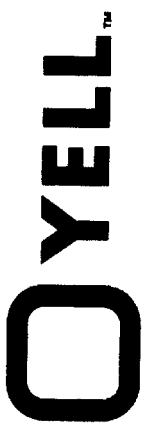


- July, 2005 Closed
- October, 2005 Organization integration
- November, 2005 DIAD data bases moved to YB data centers
- January, 2006 * YB IT standards implementation
ICE roll out
Worldpages.com integration to Yellowbook.com
- March, 2006 * DIAD data base integration

* Future dates represent current project targets

US PUBLISHING

Mark Cairns
Chief Publishing Officer, Yellow Book



US growth FY00 – FY05 – FY07



	FY00	FY05	FY07
Titles	254	565	953
Impressions (billions)	19	117	170
Ads (& changes)	317,000	1,840,000	2,500,000
Paper usage (tons)	30	160	235
Circulation	17.5m	82m	121m
Acquisitions	35 to Nov 2005		

US publishing strategies



- Integration
- Scalable mirrored Production centers
- Process Simplification
- Continuous Improvement
- Small number of Key Vendor Partnerships
- Supply Chain Integration

Integration Progress



- Yellow Book product standards and processes
- Common system platform
- Production centers
 - King of Prussia
 - Cedar Rapids
 - San Diego* (2006)
- TWP integration complete in 2006

* 3rd center post technical conversion

Key supply chain partners



Pre-press	○ Pindar Set, Inc.
Print	○ R.R. Donnelley ○ Quebecor
Paper	○ UPM ○ Fraser ○ Catalyst

US cost performance – FY00 to FY05



	Cost reduction %
Cost per Ad	61%
Cost per Page	34%
Paper cost / ton	10%
Print cost / billion impressions	40%

US Publishing



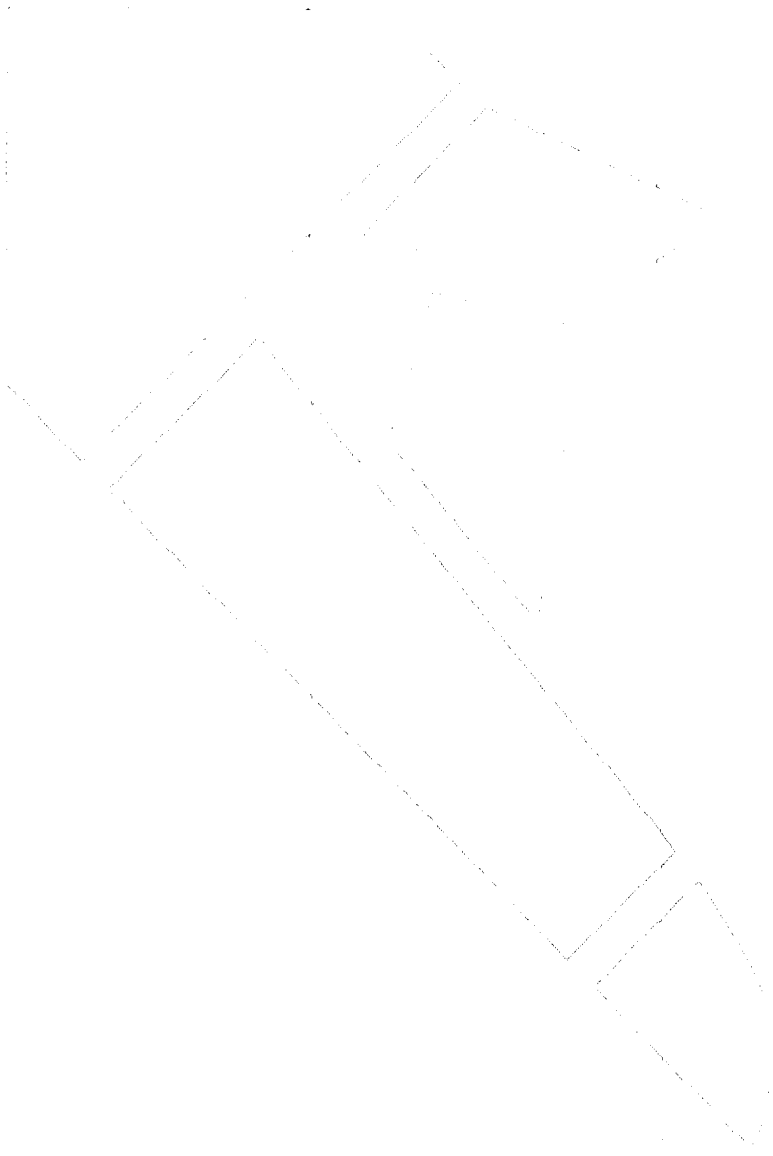
Forward look

- TWP integration
- Market database
- Open systems on line
- Automation and cost reduction

OYELL™

US FINANCIALS

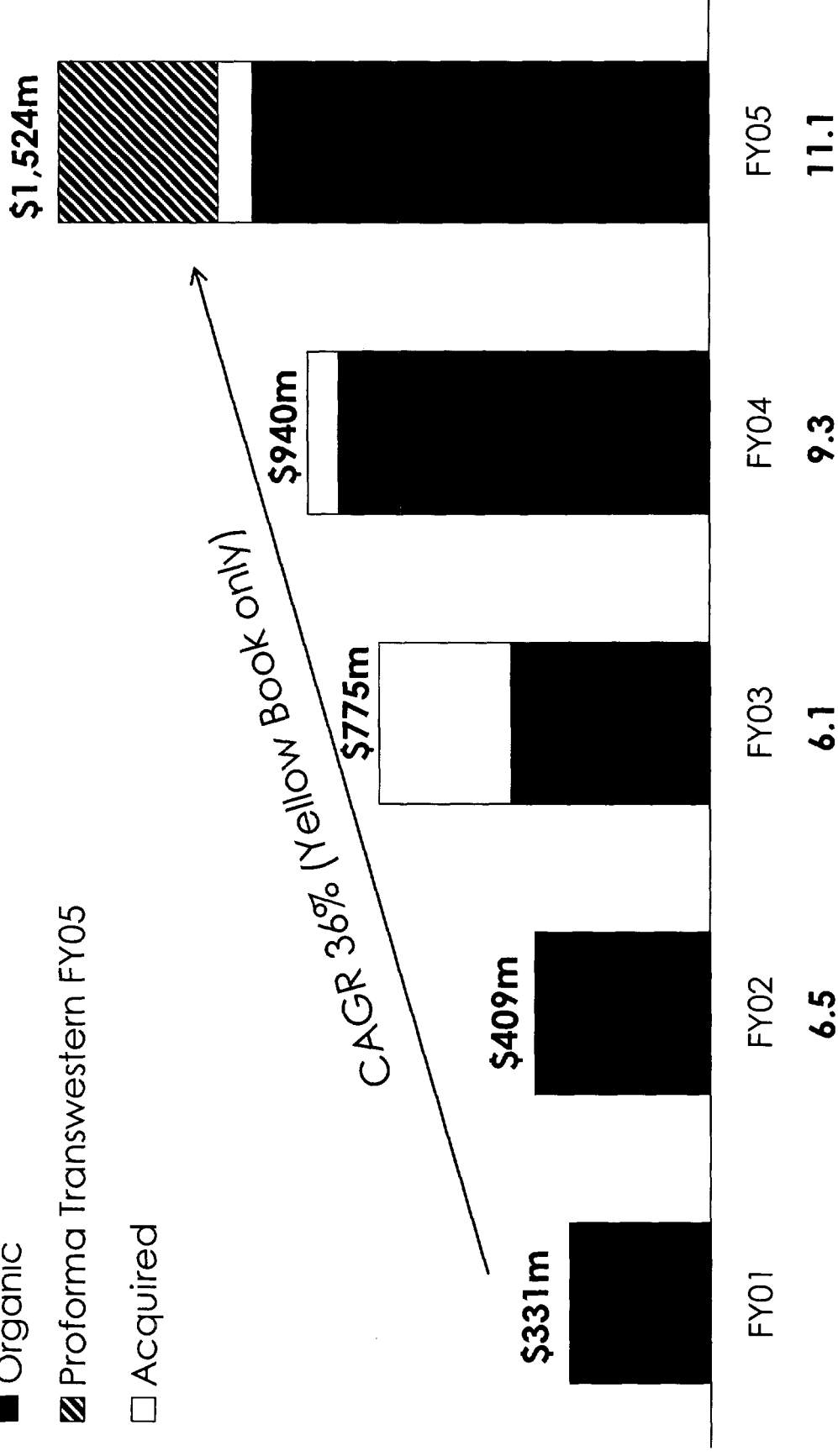
Jim Haddad
CFO, Yellow Book





Revenue

- Organic
- ▨ Proforma Transwestern FY05
- Acquired



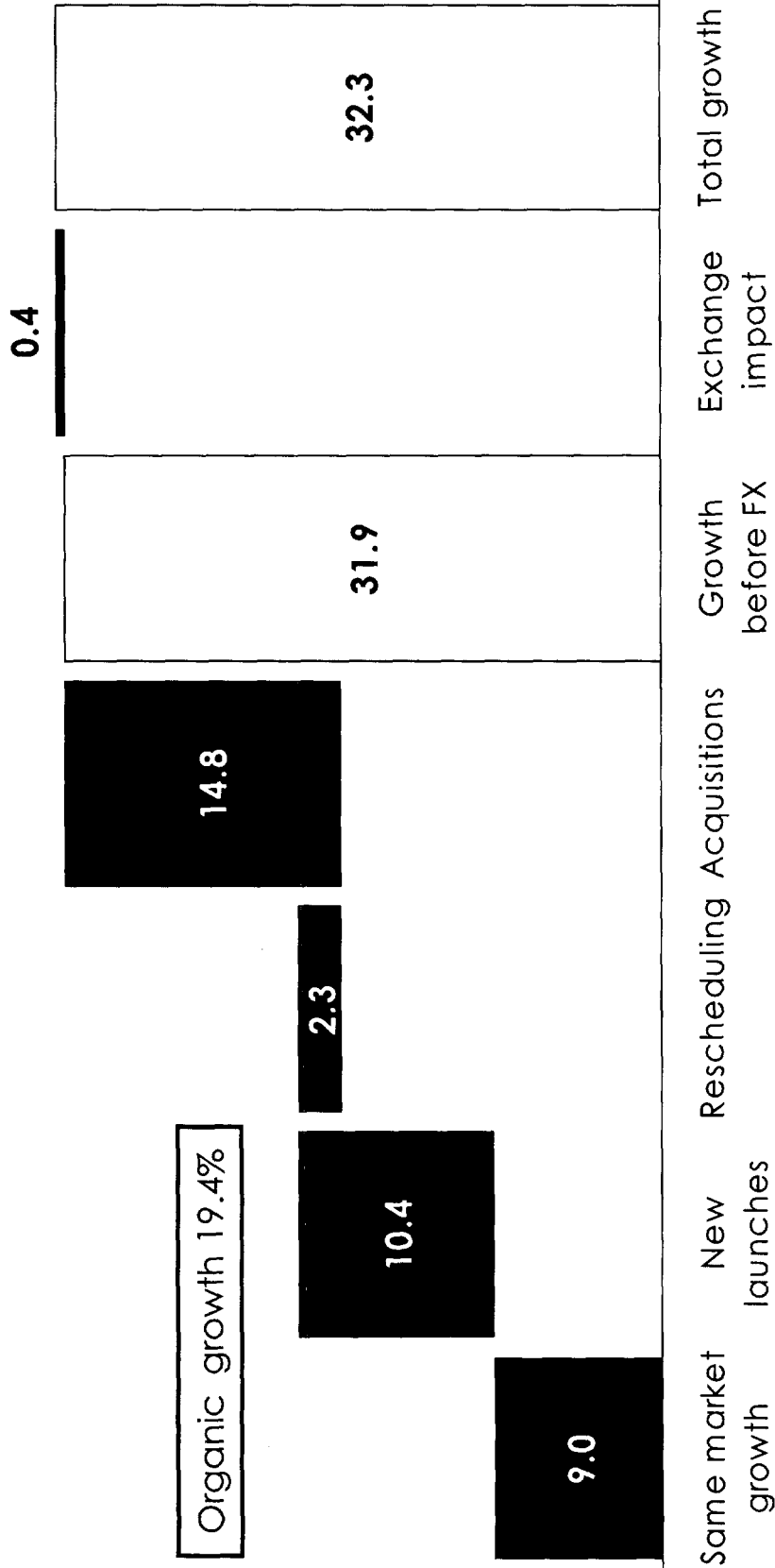
CAGR 36% (Yellow Book only)

Same market growth %



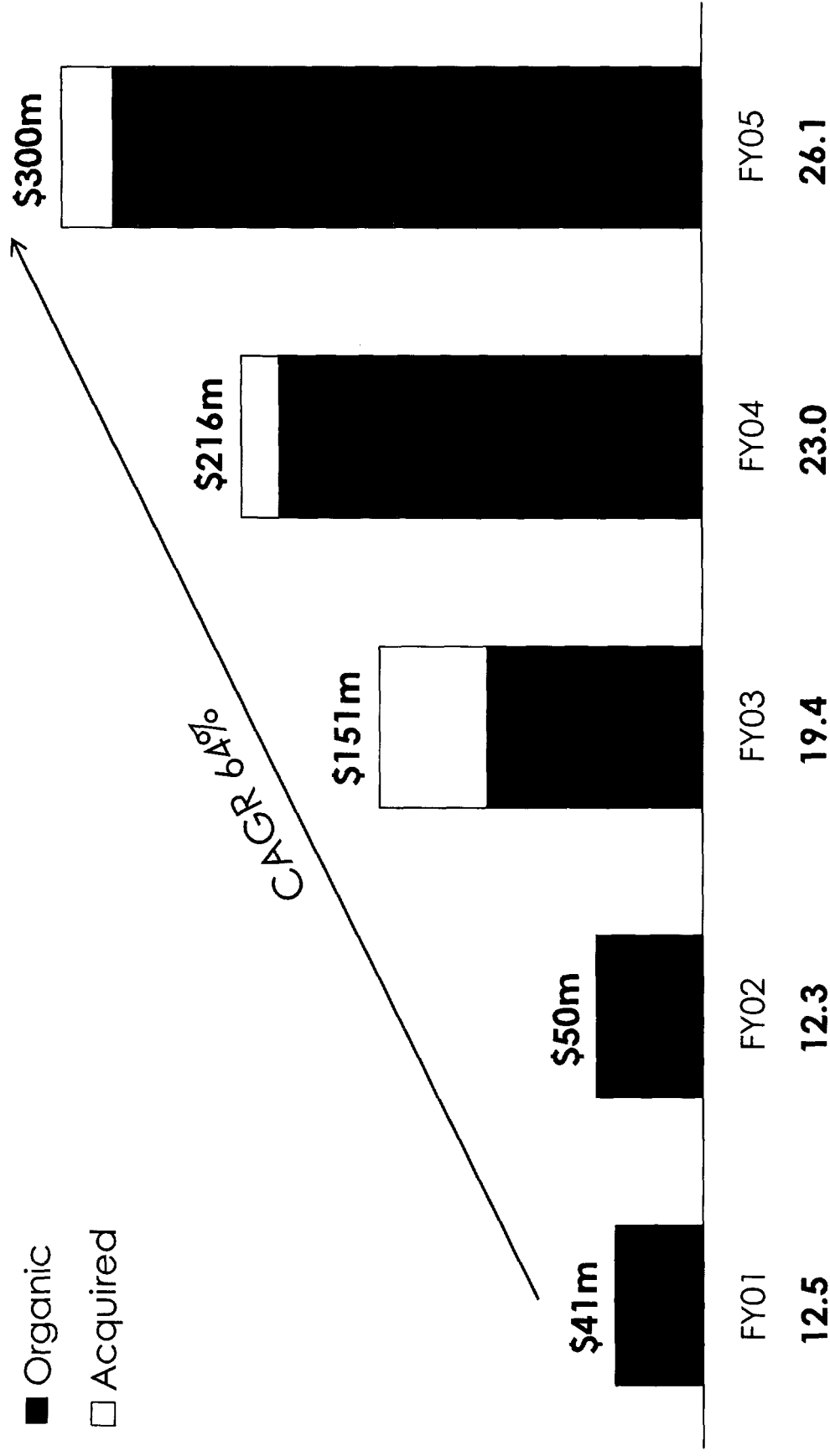
FY06 half year revenue growth

Contribution to revenue growth (%)





Adjusted EBITDA



FY05

26.1

FY04

23.0

FY03

19.4

FY02

12.3

FY01

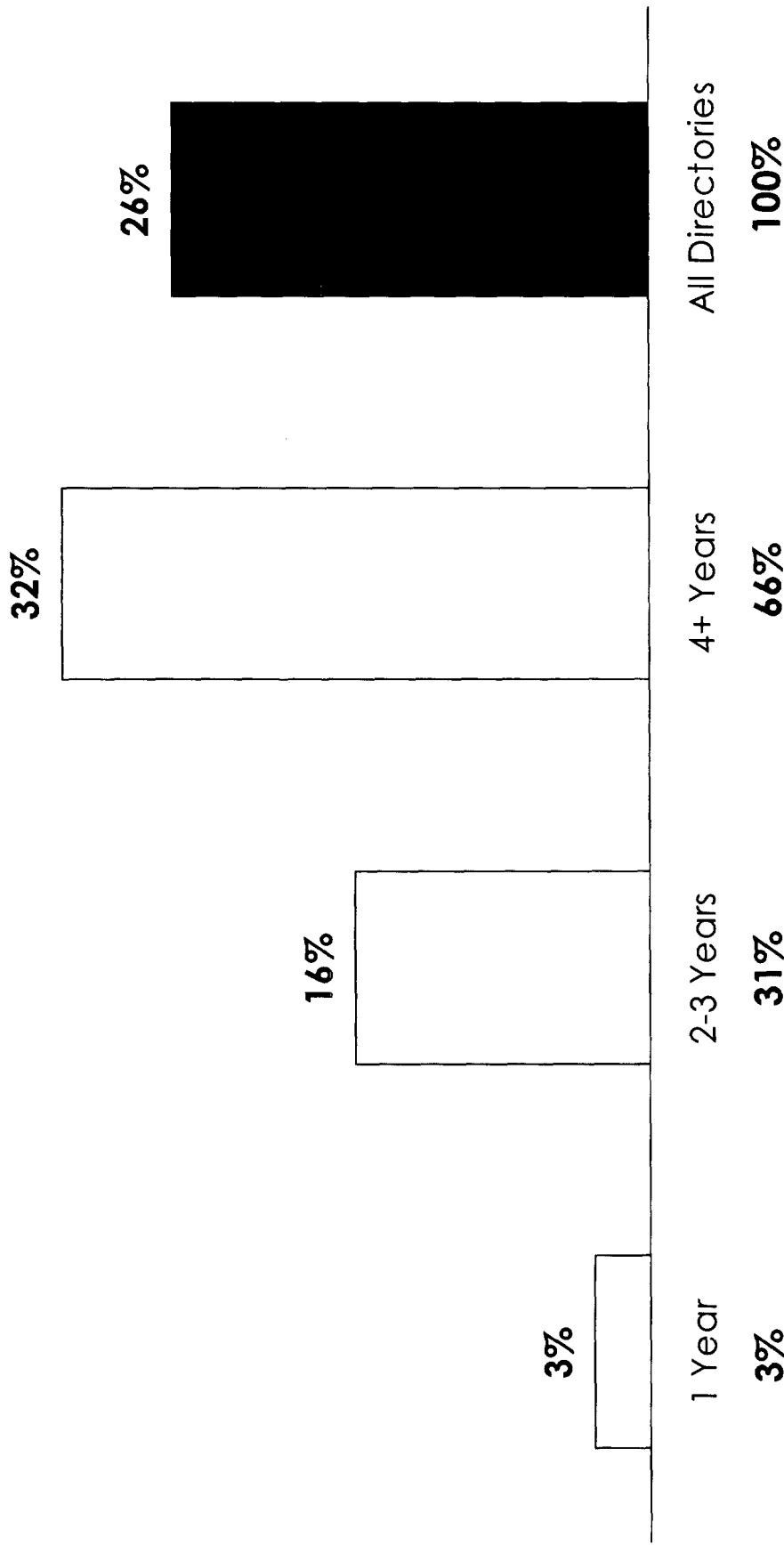
12.5

EBITDA margin %

Building US margins



EBITDA margin of new directories since launch



Share of revenue FY05

100%

Major initiatives



- Sarbanes Oxley compliance
- Credit review project
- Employee welfare
 - Constant monitoring and adaptation of benefit plans and compensation systems
 - Employee stock ownership

Major initiatives



Transwestern integration

- Full consolidation of all finance functions by March 31, 2006
- All Yellow Book employment procedures and practices already implemented except benefits which will be phased in over next 6 months
- Yellow Book credit policy implemented on a phased-in basis

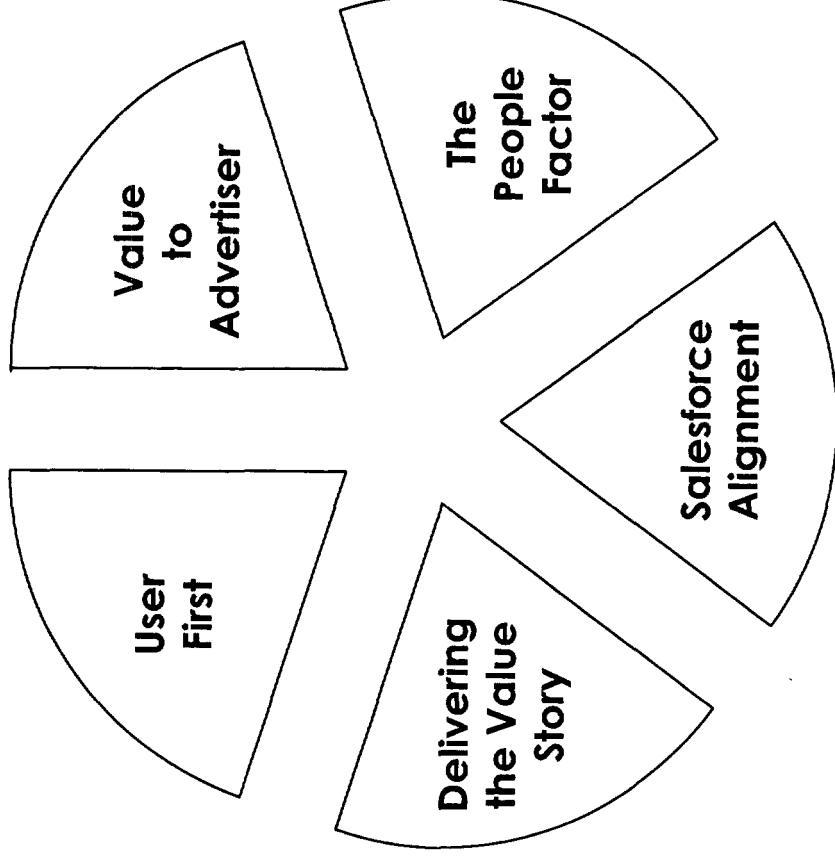
OYELL™

YELL UK

Steve Chambers
Chief Commercial Officer

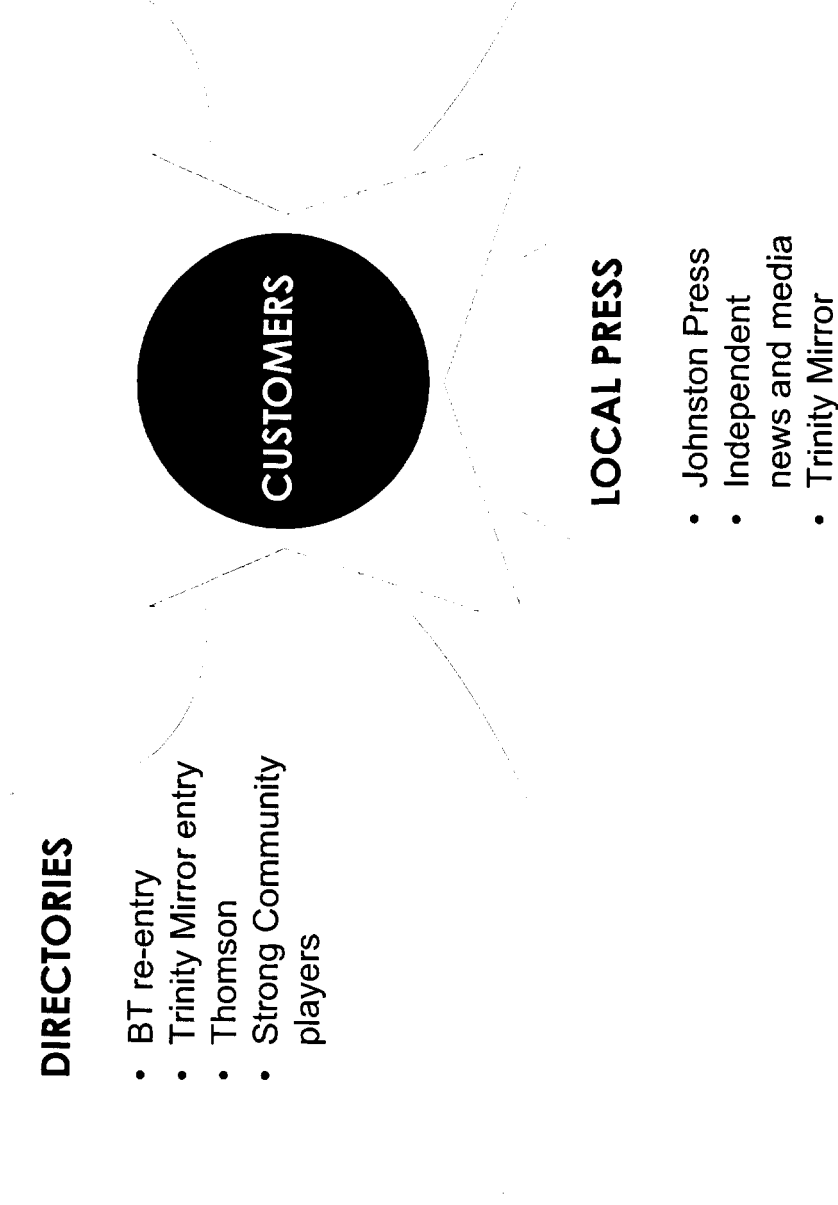
OYELL™

Creating an edge



Simple, focused strategy and execution

Competing for the SME £



We thrive by building relationships with SMEs and by delivering better value than our competition

Committed to driving usage

OYELL™

Reach

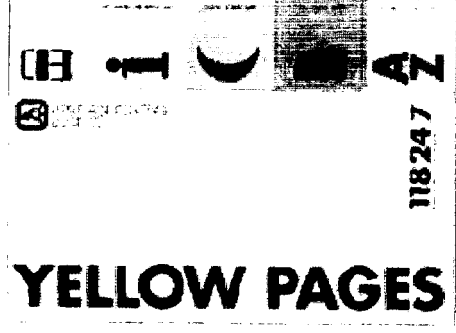
- Delivered to virtually every house and business
- Boundaries reviewed to reflect local buying patterns

Content

- Classification development
- Lifestyle / event guides
- Easier to use

Brand Building

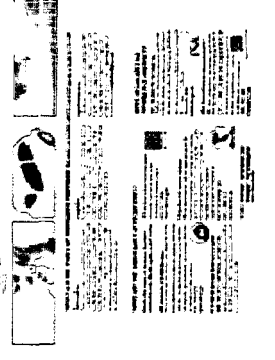
- Yellow Pages - Superbrand
- YP 118 24 7 rated UK No 1 for past 2 years
- Portfolio investment



NOW THERE ARE 3 WAYS TO YELL



WHATEVER YOU WANT, JUST YELL



Delivering value at point of sale

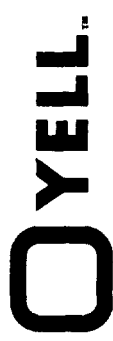


Classification	Average new leads per month	New business generated by every £1 invested
Builders	33	£448
Plumbers	51	£142
Restaurants	27	£60
Sports Goods Shops	14	£48
Take Away Food	18	£10

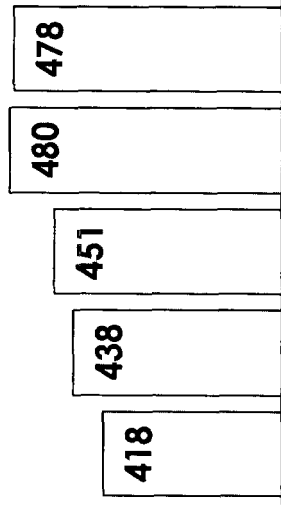
- 7 out of 10 usages resulted in a lead
- Two thirds of these contacts resulted in a sale

Source: Saville Rossiter Base

UK growth strategy – Win, Keep and Grow

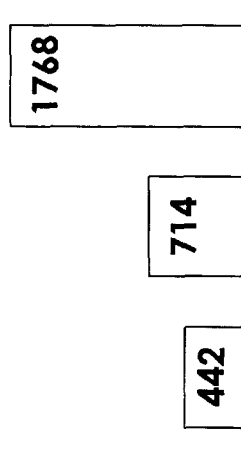


UK directories unique advertisers (000s)

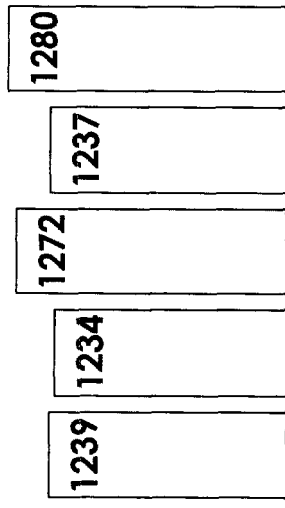


FY	FY01	FY02	FY03	FY04	FY05
Retention %	83	80	78	77	75

Growth In ARPA over 3 Years (£)



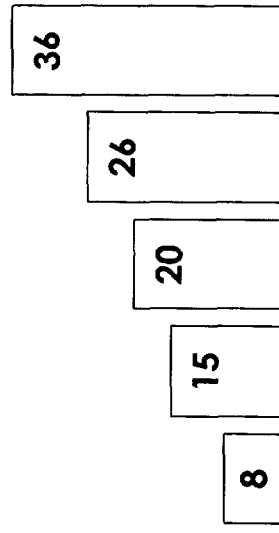
ARPA (£)



FY	FY01	FY02	FY03	FY04	FY05
Effective YP rate card reduction %	+0.6	-0.4	-4.4	-4.8	-3.3

Effective YP rate card reduction %

Yell.com revenue (£m)



FY	FY01	FY02	FY03	FY04	FY05
----	------	------	------	------	------

- 543k new print advertisers over 5 years
- 14% growth in print advertisers over 5 years
- 3% increase in print yield over 5 years
 - Average Yellow Pages price reduction of 2.5% pa over 5 years
- Rapid growth in Yell.com

Win, Keep and Grow

– targeting future growth opportunities

OYELL[™]

£3,665

Portfolio

90.7%

£2,079

Colour

85.4%

£363

Display

72.4%

£173

Semi display

69.4%

£435

First year renewal

52.1%

>100k new advertisers

AVERAGE ADVERTISER SPEND

RETENTION

Targeted customer programmes

Source: 2005 regional campaign customer performance trends excluding national accounts and Corporate Advertising Scheme

Driving colour penetration



‘NORMAL’ TREATMENT FY04/05

- All channels
- Not flagged
- No specialist focus
- No additional support

PERFORMANCE

- Conversion rate 21%
- Retention rate 74%

FULL SUPPORT FY05/06

- Specialist Sales Channel
- Flagged
- Sales Support
- Reward

PERFORMANCE

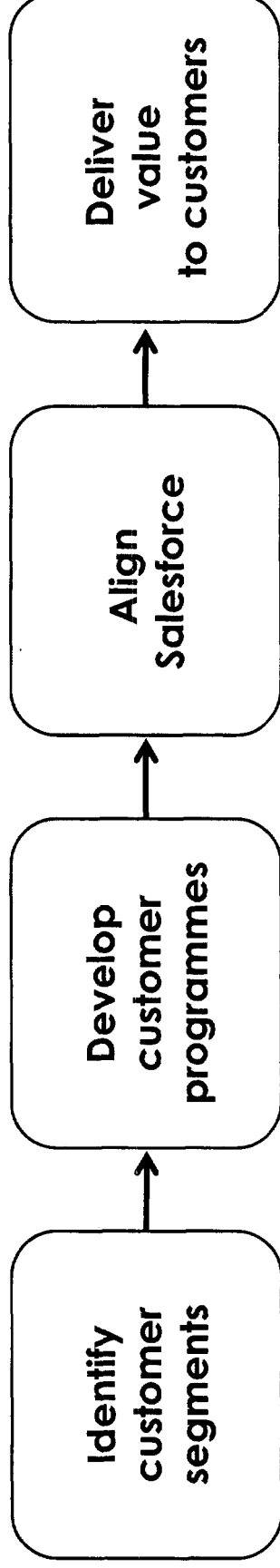
- Conversion rate 34%
- Retention rate 82%

“YP users are six times more likely to choose a colour ad than a mono ad”

“Colour advertisers claim their new YP ad has helped increased enquiries by 42% since the previous year”

Source: Insight Report 9318 – “Directory Colour Performance by Edition Accounting Cycle”

Aligning the salesforce



Over 1 million one-on-one sales contacts annually

‘Cut them and they bleed yellow’ – the People Factor



	National Accounts	Face to Face	Telephone
Average age	43 years	36 years	33 years
Average service	12 years	5 years	4 years
Turnover	5%	19%	26%
On target earnings	£54k to £67k	£41k	£32k
Job satisfaction	87% (67%)*	79% (67%)*	86% (67%)*
Headcount	83	1041	532

- o Rigorous recruitment process
- o On target earnings – top quartile for UK media sector
- o Open ended earnings opportunity
 - o Top performers earn >£100,000
- o 90% Leadership appointments from internal candidates
- o Highly regarded Training and Development
- o Flexible working policies

* SRI high performing norm

Using sales pay to drive service levels



CUSTOMER SATISFACTION UP 18%*

Major errors down

Inbound call volumes down

Customer complaints down

Waivers down

Production cycle time down

Back office headcount down

Source: *Customer Service Monitor Jan 04 to June 05

‘Cut them and they bleed yellow’ – the People Factor



	National Accounts	Face to Face	Telephone
Average age	43 years	36 years	33 years
Average service	12 years	5 years	4 years
Turnover	5%	19%	26%
On target earnings	£54k to £67k	£41k	£32k
Job satisfaction	87% (67%)*	79% (67%)*	86% (67%)*
Headcount	83	1041	532

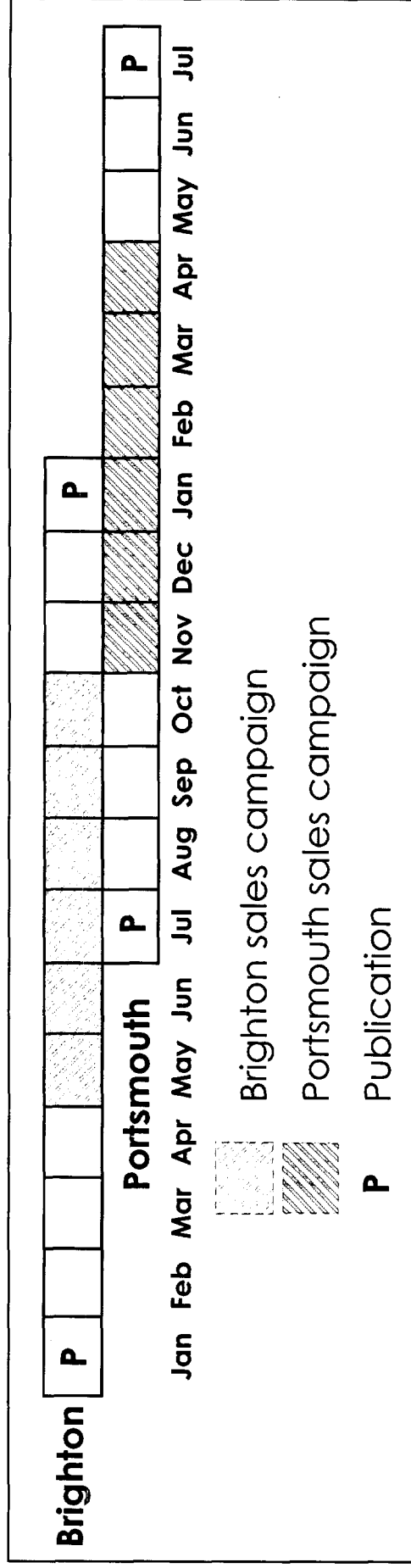
- Rigorous recruitment process
- On target earnings – top quartile for UK media sector
- Open ended earnings opportunity
 - Top performers earn >£100,000
- 90% Leadership appointments from internal candidates
- Highly regarded Training and Development
- Flexible working policies

* SRI high performing norm

Market approach



- Year-round service for National advertisers
- Campaign-based, multi-book approach for SMEs
- Campaign duration – 6 months face to face, 2 months telesales

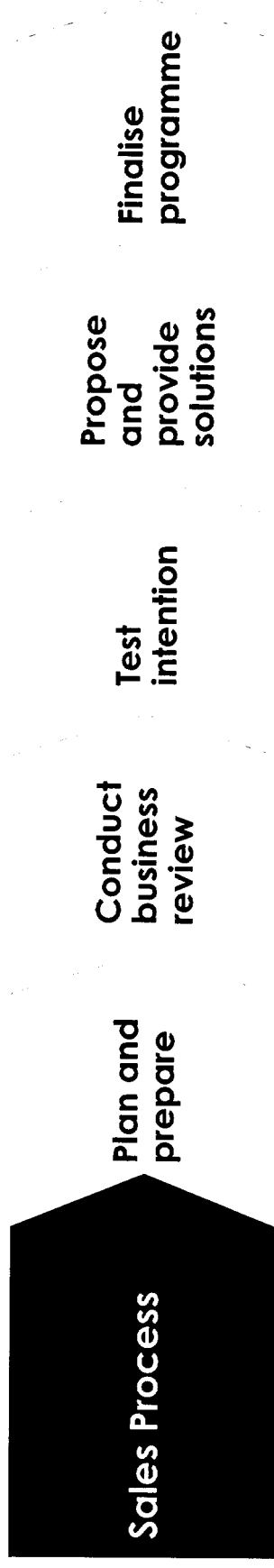


- Multi-product sale - specialist roles sell additional products during and outside main campaign

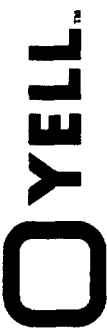
Delivering the value story - sales process and support tools



- Needs-based, 2-call sales process
- Annual sales accreditation for all salespeople
- Graphics package and studio-produced visuals
- Marketing information, mapping, proven value data
- Customised electronic planning and presentation
- State-of-the-art computerisation



Sales automation – adding value, supporting revenue and driving productivity

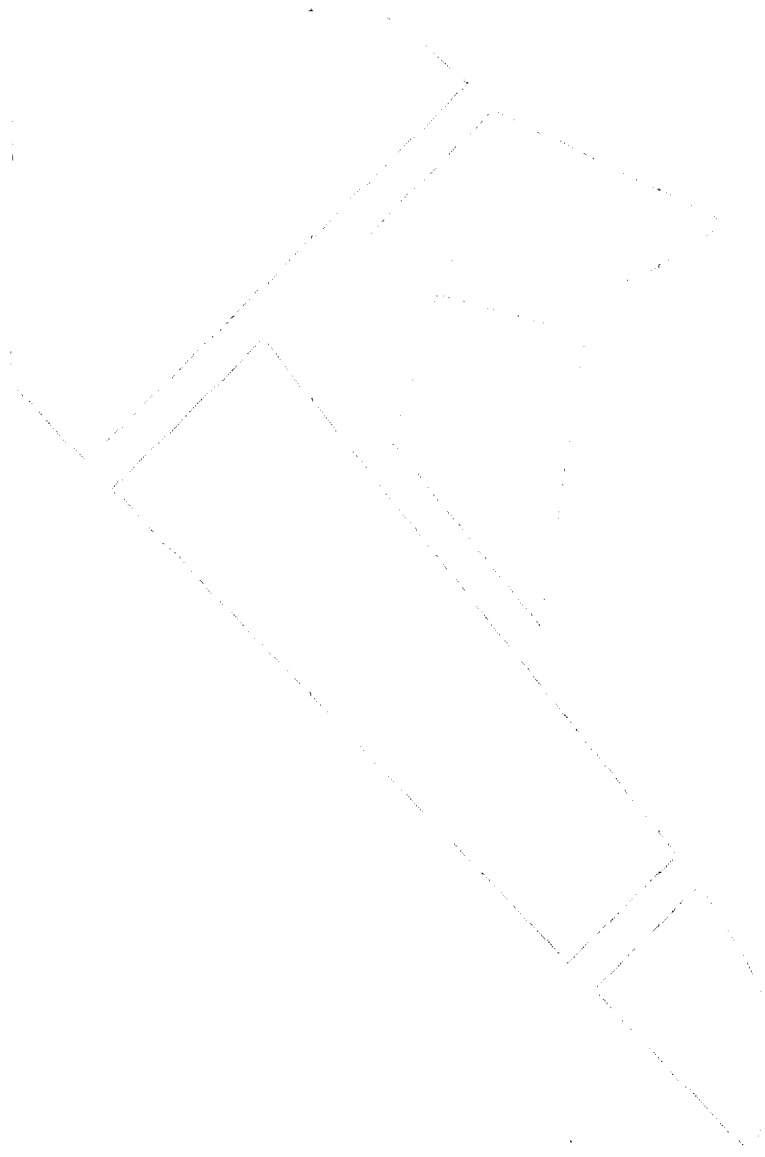


- Error reduction
- Process efficiency – reduction in back office heads
- Adding value at point of sale
- Home-based salesforce
- Internet literacy
- Sales productivity

Summary



- Value story – usage, brands, innovative customer programmes
- Highly effective sales operation
- Execution, execution, execution
- Strong relationships with UK SMEs



YELL.COM

Eddie Cheng
eBusiness Director and President of Yell.com

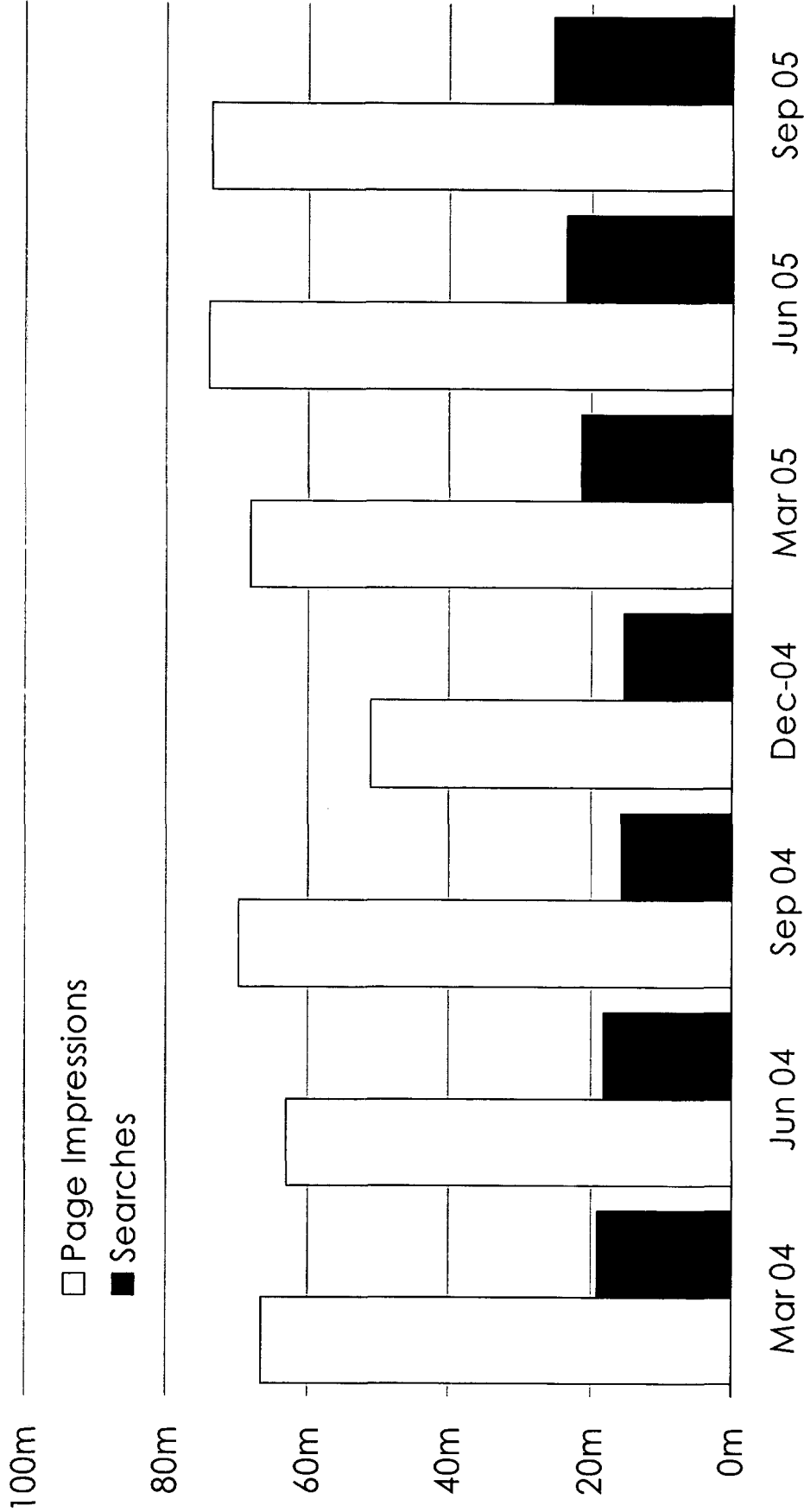


Agenda

- Performance
- Products
- Strategy



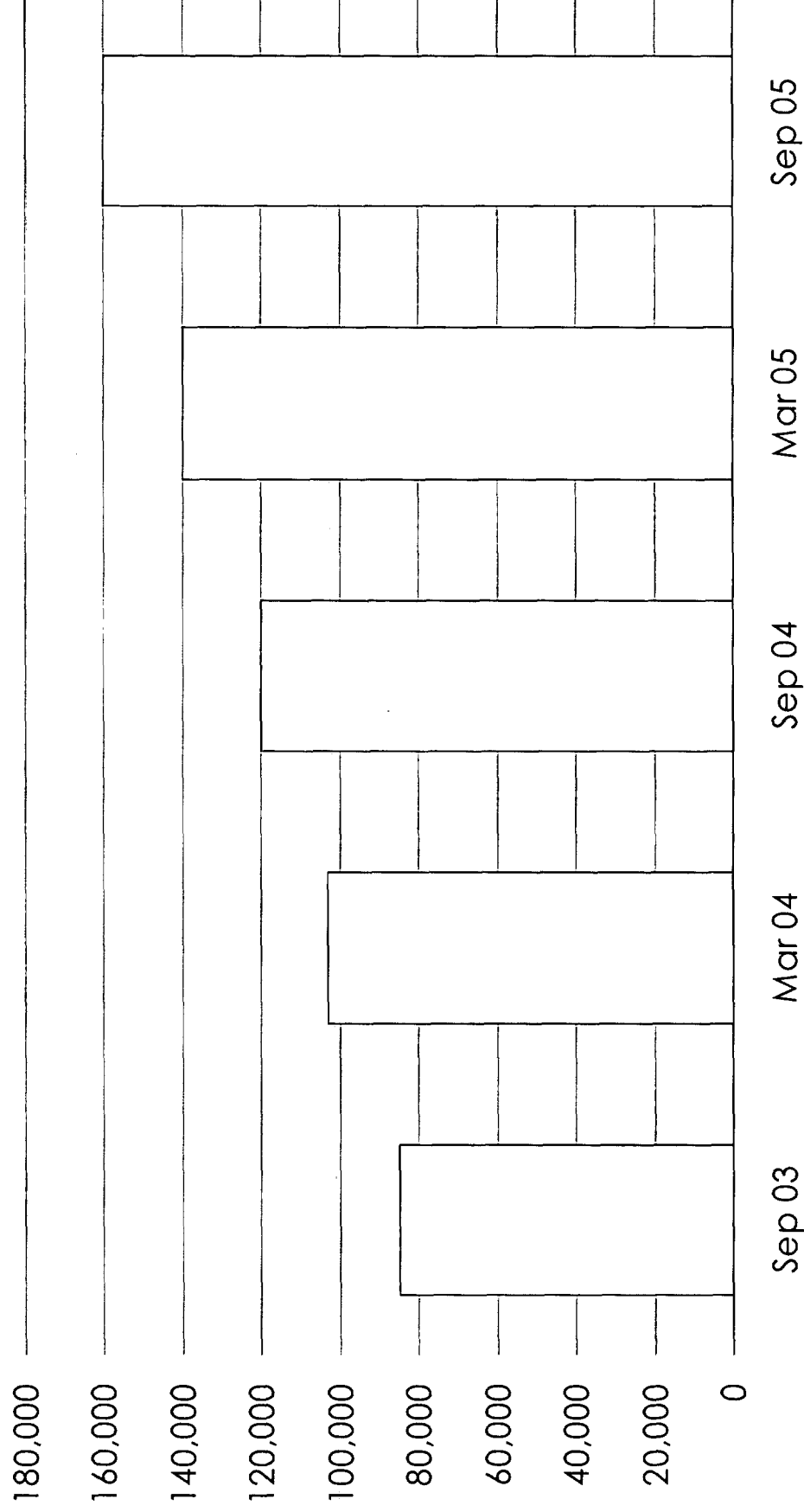
Growth of search volumes



Source – Internal

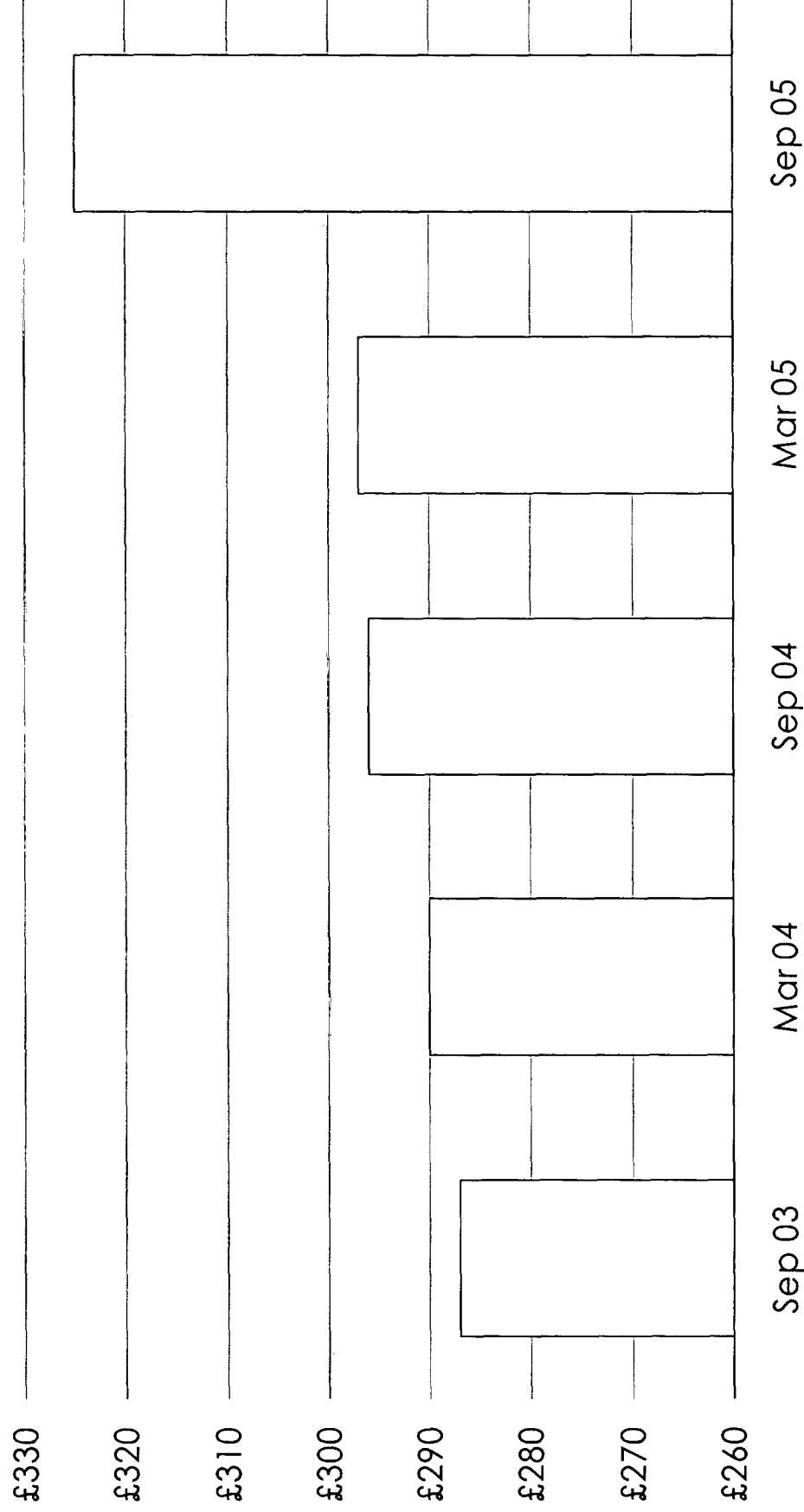


Growth of searchable advertisers



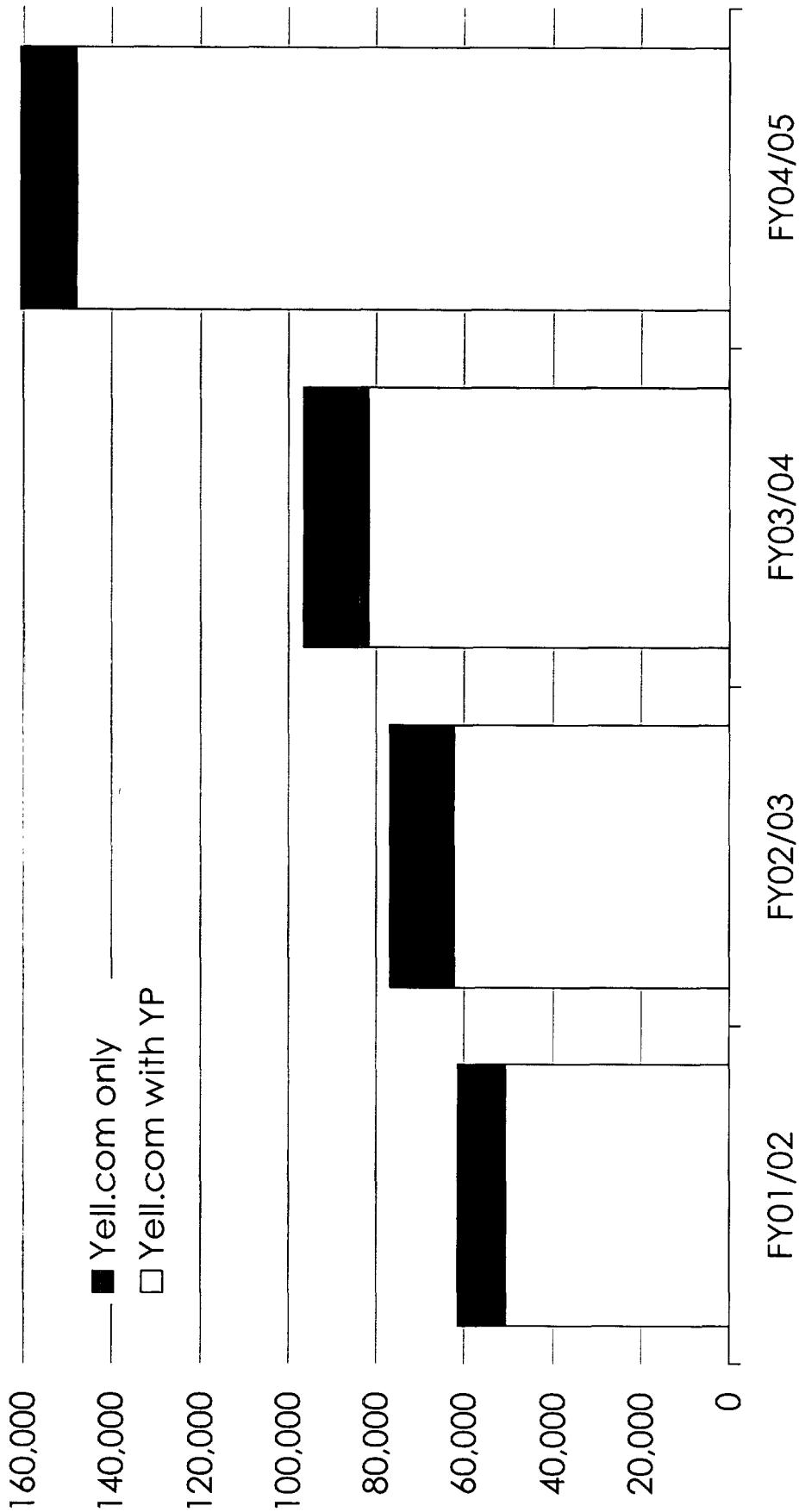
Source – Internal

Revenue* per Average Searchable Advertiser (RASA)



* 12 months

Yell.com customer profile



Source – Internal

Product

OYELL™



Monetization of a page



Plumbing, Heating & Pipe Freezing
Tel: 020 1272 9161

Search for:

located in:

WINDSOR
e.g. town or postcode

Home [Advanced on Yell.com](#) [Site map](#) [Help](#)

Wider location matches

Express Heating & Plumbing Ltd

Bracknell, RG12 2UG
Tel: 01344 424454
Classification: Plumbers
• 24 Hour - 7 Day Service
• Plumbing, Heating & Drains
• Map & full listing

Micro Rod (Reading)

Reading, RG1 7HN
Tel: 0118 950 4477
Classification: Plumbers
• Blocked Drains Sinks & Toilets
• CCTV Camera Surveys
• Map & full listing

Plumblocal

Slough, SL1 1PX
Tel: 0800 2945357
Classification: Plumbers
• Available Local Plumber
• Suitable Price/Fire & Quotations
• Map & full listing

KEYEDGE PLUMBING

Uxbridge, UB8 2EX
Tel: 07904 816609
Classification: Plumbers
• 24 Hours Emergency Service

Local Sponsored Listing

Powergen

Tel: 0800 404 5061
Classification: Plumbers
• Repair Or Replace Your Boiler • A-Rated System Installations • All Work & Parts Guaranteed • 24-hour telephone for repairs • Annual Service & Safety Checks
• Corgi Registered Engineers
Options: Email business Send to mobile Save to address book

A.M. PLUMBING

4, Newton Lane, Windsor, Berkshire SL4 2RY
Tel: 01753 858986
Classification: Plumbers
• Corgi Reg No. 199104 • Gas Installers • Boiler Cleaning/Service • Plumbers
• Repairs • Mobile 07903 851168
Options: Map/Directions Send to mobile Save to address book

A.D. ENVIRONMENTAL SERVICES

24-26, St. Leonards Rd, Windsor, Berkshire SL4 3BB
Tel: 0800 0930036
Classification: Plumbers
• Gas Oil LPG Install & Repairs • OPTEC/CORGI/Read-Gas Safety • Fair Traders & Guidance Approved • Burst Pipes-Hot Water Cylinder • Boiler Replacements • CORGI & OPTEC Registered
Options: Map/Directions Email business Send to mobile Save to address book

Express Heating & Plumbing Ltd

1, Victoria St, Windsor, Berkshire SL4 1TB
Tel: 01753 875004
Classification: Plumbers
• 24 Hour - 7 Day Service • Plumbing, Heating & Drains • Boiler Changes & Service • Gas Safety Certificates • Corgi No. 186310 • No Call Out Charge Added
Options: Map/Directions Send to mobile Save to address book

National Sponsored Listing
By sealed bid

Local Sponsored Listing
Landscape: £2,400
Portrait: £1,200

Enhanced Listing Info Page:
£305

Site Builder:
£560

Banner:
£600-£1500 p.a.

Extra classification:
From £30

Web link:
£305

Coverage Plus:
From £125

0 TELLTM

National sponsored listings

- 38 location neutral classifications
- 3 rotations per position
- Served nationally

Local sponsored listings

- All other classifications
- 1 rotation per classification and YP book area
- Served locally



Search for: _____
car insurance
• G. 1041-471

located in: _____
LONDON
• G. 1041-471

SEARCH

136 results for "car insurance"
Matches located in London

Wider location matches

Home: 020 8534 7726 Site: 020 8534 7726

SHOW RESULTS FOR A NEW FINANCIALLY RESULTS FILTER YOUR RESULTS

136 results for "car insurance"
Matches located in London

Wider location matches

Apex Insurance
020 8534 7726
1st: 020 8534 7726
(Lossfree) Insurance - Car

ASDA Insurance
020 8534 7726
1st: 020 8534 7726
(Lossfree) Insurance - Car

Wider location matches

Car Home, Travel & Pet Insurance • Life & Mortgages Life Cover • Great Cover At ASDA Low Prices • Great Savings Online • Apply Online Or Call • Call 7 Days A Week

Options: Send to mobile • Save to address book

Wider location matches

Apex Insurance
79, Wexford Rd, Ferrygate, London, E7 0DL
Tel: 020 8534 7726
Classification: 1041-471 • Car

High Performance Cars • Young Drivers • Lady Drivers • Sports Cars • Commercial Vehicles • Low Miles

Options: Send to mobile • Save to address book

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Wider location matches

Sponsored listing Average Value of Account comparison



ADVERT TYPE	INDEXED
-------------	---------

Yell.com searchable advertisers (12 month contracts)	100
--	-----

Local sponsored listings (12 month contracts)	655
--	-----

National sponsored listings (6 month contracts)	5,009
--	-------

Enhanced listing info page – new product



Search for keyword: **and/or company name:** **located in:**

Building Supplies **Search**

☐ National ☐ Regional ☐ Local

Local Building Supplies

Dark Building Supply **Print & Graphics**

A N Other Building Supplies Ltd

ANO

Warehouse 10,
Sovereign Industrial Estate
Reading,
Bedshire RG1 7JT

Tel: 0118 978 9723
24 Emergencies: 07798 546790
Bulng: 0118 978 9722
Fax: 0118 978 9723

Classification: Builders' Merchants

Specialist Industries:

Our professional electricians and electricians will ensure all plumbing and electrical work is carried out using industry standards. We provide domestic and professional services in all areas of installation, redecoration, renovations and general repairs.

From small jobs to larger projects, we will work for you to get the job done quickly and efficiently, giving you more time to do what you want.

If you want to add a new bedroom, upgrade your electrical services, fix a leaking tap or add some outside lights, give us a call. We want to work hard, so you don't have to.

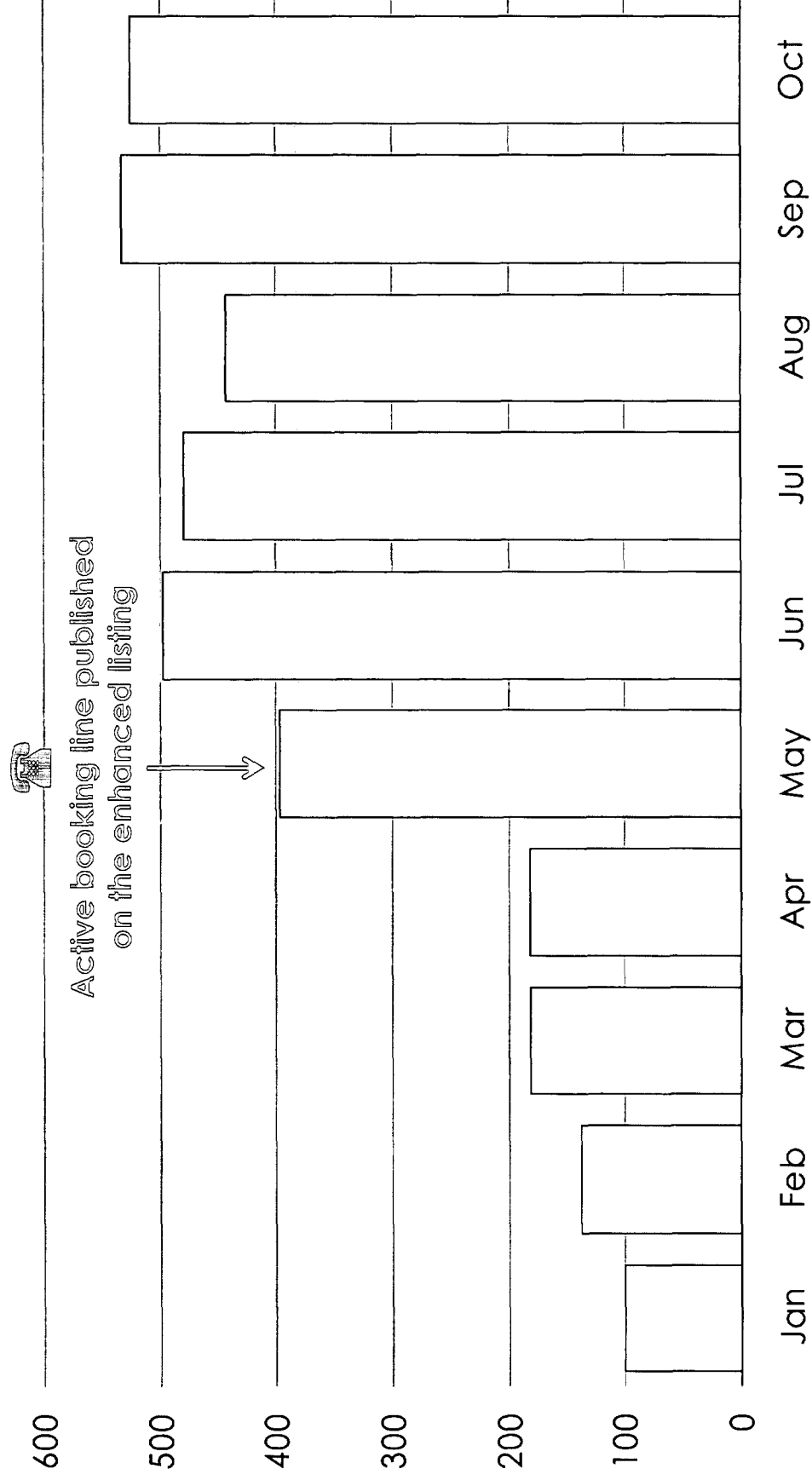
Active Hotel



- Launched in October '04
- Yell.com receives commission on the booking
 - internet
 - by phone
- Over 2000 UK hotels participate in the scheme
- Hotel data include description, facilities, directions, local attractions, photographs, rating and booking facilities

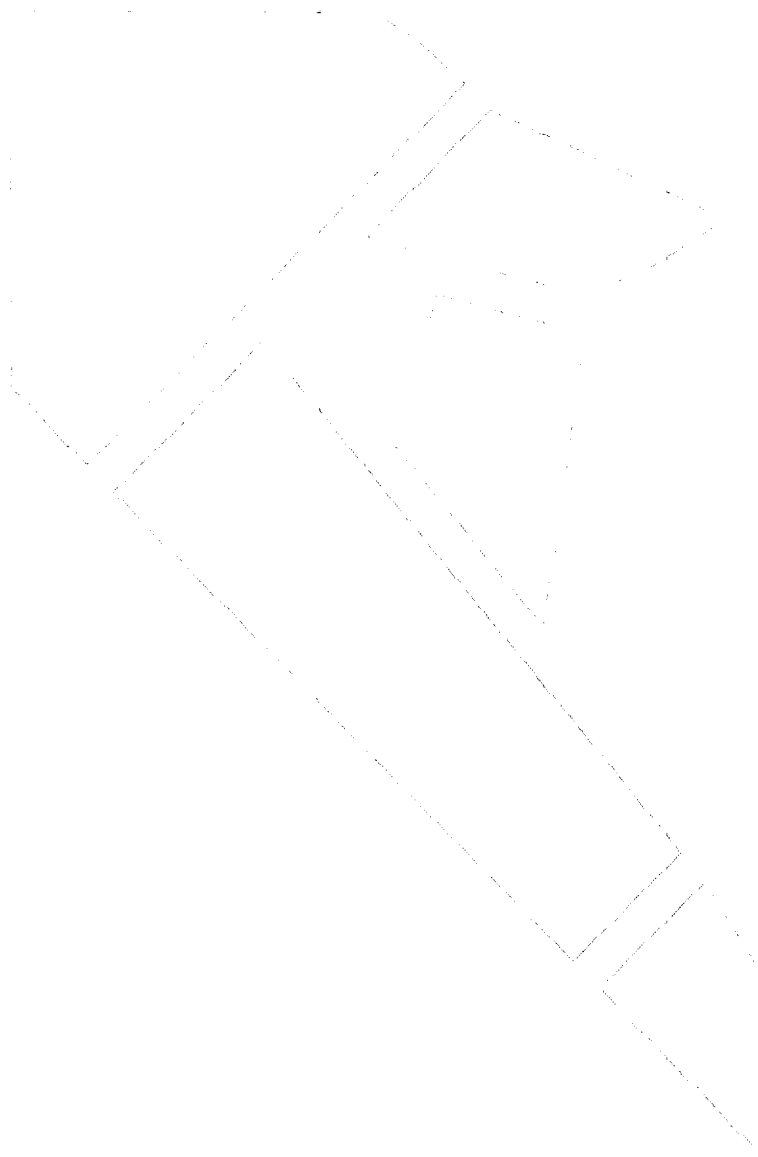
OTTEY

Active Hotels 2005 booking revenue (indexed) **OYELL™**



Strategy

OYELL™



Growth strategy – users

(User centric is key to our approach)



- Search and maps
 - Single search (keyword search) in 2006
 - Intuitive (intelligent search) in 2006
 - Continue with content upfront (not click through)
 - Improve location thesaurus
 - Company name search
 - Proximity search
- User registration (470,000+)
 - Benefit package to encourage registration and loyalty
- Key investment
 - Search and maps
 - Brand
 - Mobile delivery of information
- Content
 - B2B
 - Verticals

OTTELLTM

- New display
- Vector (draggable) maps
- Capable of super-imposing image
- Car park
- Search for advertisers
- By map

For $\mathbf{m}(\mathbf{u}, \mathbf{h}_0)$ we depend on the $\mathbf{u}(\mathbf{h}_0)$ and $\mathbf{h}_0$ and we get

A comparison of UK sites with maps



	Large images	Vector maps	Routing options	Car parks	Diagonal pan	Dragable (Ajax or Flash)	Aerial images	Printer friendly
Google.co.uk	YES	YES	NO	NO	NO	YES	YES	YES
Yahoo.co.uk	YES	YES	YES	YES	NO	YES	NO	NO
Multimap	YES	YES	YES	NO	YES	NO	YES	YES
Thomsonlocal.com	NO	YES	YES	NO	NO	NO	NO	YES
AskJeeves	YES	YES	YES	NO	YES	NO	NO	YES
Microsoft search	YES	YES	YES	NO	YES	NO	NO	YES
Yell.com (Dec 05)	YES	YES	YES	YES	YES	YES	YES	YES

Growth strategy - advertisers



- Flexible return and rate card (flexible period)
 - ... Non classification based search (expand market)
 - ... Capture new advertiser e.g. brand
- New sectors
 - ... B2B
 - ... Verticals (aggregate via web link)
- Sales
 - ... Traditional sales channel
 - ... Agency Sales
 - ... Yell Direct (www.Yelldirect.com)
 - ... Proven Value

Yell.com proven value

- For every Yell.com customer we collect:
 - Number of times their ad is viewed 'in area'
 - Number of times their ad is viewed 'out of area'
 - Number of clickthroughs
 - Number of location maps viewed
 - Performance against National and Regional averages

All of these stats are available for use by Sales, Customer Services and Marketing

[illegible]

Conclusion

Yell.com is positioned

- To attract usage and advertising
- To maintain growth
- To move into new markets

