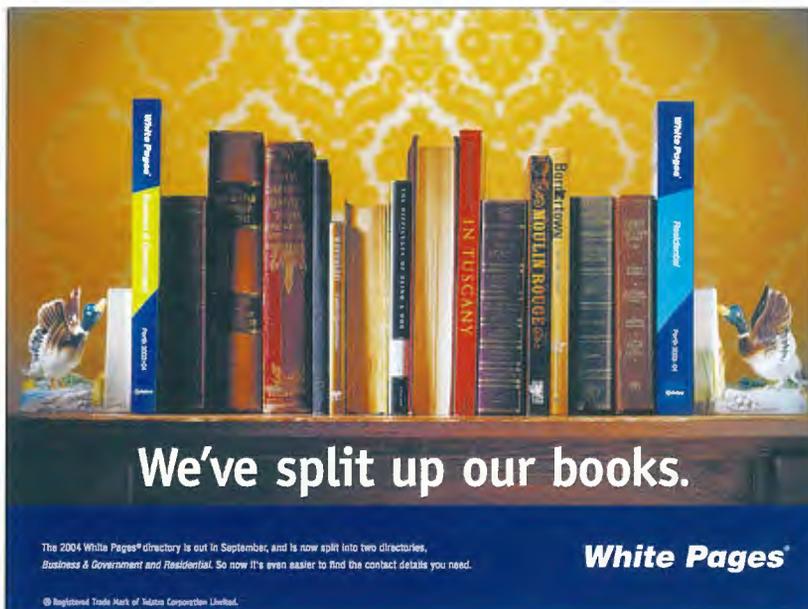


White Pages®

THE MARKET

The way we contact people has changed dramatically over the last ten years. Once there was just the home telephone and maybe a fax machine, these days everyone seems to have a mobile phone, use SMS, have one or two e-mail addresses and surf the Internet. And with more ways to communicate, come more ways to be contacted.

In this fast-moving and increasingly mobile market, the White Pages® directory has consistently provided comprehensive contact information. Available via print, online, CD and telephone, the White Pages® products have grown with the times to keep Australians connected.



containing over 8 million listings. In the printed directory, every first appearance of a telephone number qualifies for a complimentary entry of name, address and telephone number. Additional fields such as fax, email or web address can be purchased. Businesses can help reinforce and strengthen their business presence through a range of enhancement listing options such as:

- Bold,
- Superbold,
- Business logo and
- Colour options.

Businesses can also take advantage of quarter, half and full-page listings.

ACHIEVEMENTS

The White Pages® directory is the prime source of contact information in Australia. Research shows that 72 per cent of consumers surveyed between the ages of 18 and 64 in Australian metropolitan directory markets referred to the White Pages® directory in the month preceding the Market Research.¹

Whitepages.com.au on average receives over 1.8 million unique visitors to its site each month² and is consistently ranked as the number one site in directory category rankings.³

HISTORY

The White Pages® brand was born in 1958. The Melbourne and Sydney telephone directories had become so thick that they had to be split into two distinct directories: an alphabetical directory, the White Pages® directory, and a classified directory, the Pink Pages (later to become the Yellow Pages® directory).

For many years, White Pages® directory products were managed by National Directory Services, an internal business unit of the then Telecom Australia, also responsible for the printing and distribution of both White Pages® and Yellow Pages® directories. In 1997, Telstra Corporation Limited outsourced the White Pages® directory services to Sensis Pty Ltd (formerly known as Pacific Access Pty Ltd), a subsidiary of Telstra, giving it full responsibility for the day to day management of both White Pages® and Yellow Pages® directory products, on behalf of Telstra.

THE PRODUCT

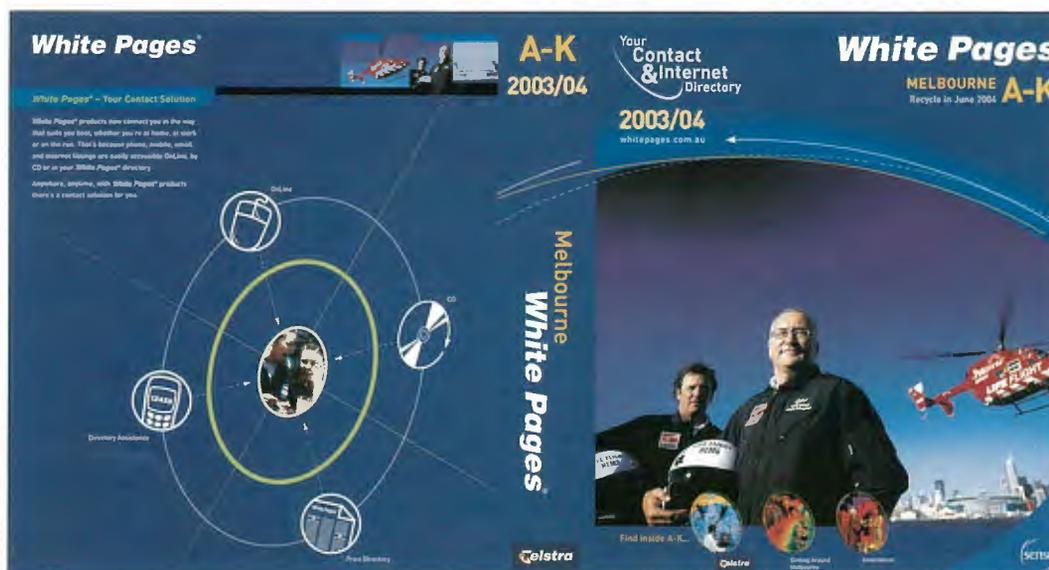
The White Pages® brand sits across a product range that comprises the White Pages® directory, whitepages.com.au, the White Pages® directory on CD and *Electronic White Pages®* product. In addition Telstra Call Connect utilises the White Pages® information to provide a search engine via the telephone. These products are constantly evolving in order to reflect changing communication methods.

The White Pages® directory is made available to almost every home and business in Australia each year and is an alphabetical listing of nearly every business, government and private residence with a telephone connection. There are a total of 55 directories, 46 of which are co-bound with Yellow Pages® directories,

The White Pages® *OnLine* site first became operational in September 1995. It offers access to a comprehensive and up-to-date contact information database with over 8.76 million⁴ residential, business and government listings, Australia-wide.

Contact details include e-mail and website hyperlinks, as well as traditional address information, telephone, fax and mobile numbers. Details such as company description, parking directions, hours of operation, and methods of payment have only added to the user friendliness of the site.

As well as including all national contact information published in the printed directories, the site also includes Australian postcodes, international times, world dialing codes and date and time details. In addition, the mapping service



on www.whitepages.com.au details the exact location of the searched listing, through Whereis® interactive maps (where available). Listing details are updated daily, giving the site currency of information equal to that of directory assistance.

Whitepages.com.au can also be accessed anytime, anywhere using a WAP (Wireless Application Protocol) enabled mobile phone. Whitepages.com.au gives WAP mobile phone⁵ users access to Australia's residential listings and postcode information from their mobile phones.

The White Pages® directory on CD contains all 55 directories and allows the user to search by business or residential listing across single or multiple directories. With search features 'sounds like', 'starts with' and 'nearby' and the ability to enter postcode or locality, it's easy to find what you are looking for. There is also the facility to create a personal address book on the hard drive of your computer and print address labels for mailing.

The *Electronic White Pages®* service is a subscription service that provides sub-second responses to queries via connection to a White Pages® database service. Robust and reliable, it provides instant access to the most up-to-date White Pages® information available. It is a useful business tool for locating and verifying customer details and can also be used to provide Directory Assistance services.

RECENT DEVELOPMENTS

Recent innovations in product development, especially in regards to electronic commerce, are instrumental in moving the White Pages® brand to being positioned in the marketplace as the ultimate and complete source of contact information. White Pages® is a significant brand that can represent all contact details, be they fixed or mobile telephony, physical or electronic addresses.

In 2001, some changes were made to the 2001/02 Perth White Pages® directory, to help make it easier to use and faster for people to find what they are looking for. A separate business section was included, where all business and government listings were sorted alphabetically. This section appeared at the front of the directory and was highlighted by a red tab. The residential section followed with every unique surname appearing once as a bold heading making it easier to use. Each listing pertaining to that surname was listed underneath by initial/first name, address and contact details. Following the success of the trial



this format was extended into all major metropolitan markets in 2002/03.

Further innovation has been implemented in the 2003/04 Perth market, providing directory users with a White Pages® Business/Government directory and separate White Pages® Residential directory. This makes it even easier to access the contact information needed.

PROMOTION

Through the late 1990s, White Pages® began a high-profile campaign to reinforce its role as the most comprehensive, relevant and user-friendly information tool. For the first time the brand used a combination of television, radio and direct mail to connect with its growing user and customer base. The campaign included reuniting the workers of the well-known Snowy River Scheme to demonstrate how easy it is to contact past friends with the White Pages® directory.

In 2000, the focus shifted to highlight a series of product innovations, known as 'enhanced listings'. These included bold, coloured and logo listings, as well as e-mail and web addresses. To demonstrate the benefit of a coloured listing, one print ad shows a man in army camouflage hiding in the jungle – only thing is his camouflage is bright pink.

In 2003, a successful trial was implemented in the Perth market, splitting up the White Pages® directory into Business/Government and Residential volumes. A supporting press ad graphically communicates this shift by showing the two separate directories as bookends on a

bookshelf with the headline, 'We've split up our books'.

With this significant change, White Pages® returned to television with an ad featuring its business listings section. Using the line, 'If you know the business name, we'll help you contact them' the ad shows two detectives solve a bank robbery case with the help of the White Pages® directory. It turns out that one of the robbers wore his work shirt to the bank, complete with the business name and logo on the pocket.

The ad also works to differentiate the White Pages® directory from the Yellow Pages® directory. That major difference being, the White Pages® directory used a known *name* search whereas the Yellow Pages® directory used a known *category* search.

BRAND VALUES

As the world continues to change at an accelerating rate, there is an increasing need for a trusted means of easily accessing accurate, thorough contact details, whenever and however you need them.

Like the world it operates in, the White Pages® brand continues to change and evolve, offering more and more practical and efficient ways of delivering on its core promise of helping people get and keep in touch.

The White Pages® directory has long been there for you. You turn to it when you know your local pizza shop's name but not the number, or when a friend's address is on the tip of your tongue. It's been around for ages, but it's up-to-date with the most practical and helpful contact information. You're sure to find the White Pages® directory on everyone's bookshelf at home as well as in their Internet bookmarks at work.

1 Independent research of people aged 18-64 conducted by TNS in (Sydney, Melbourne, Brisbane, Adelaide, Perth) Metropolitan Directory Markets (April 2003 to June 2003) 2 Red Sheriff, Customer Intelligence (Unique users April 2003-September 2003) 3 Red Sheriff Market Intelligence (Directory Category Ranking January 2003 - September 2003) 4 White Pages® OnLine database, October 2003 5 White Pages® OnLine site WAP access available only via Telstra's WAP service 6 Independent research of people aged 18-64 conducted by TNS in (Sydney, Melbourne, Brisbane, Adelaide, Perth) Metropolitan Directory Markets (April 2003 to June 2003) 7 Red Sheriff, Customer Intelligence (Unique users April 2003-September 2003) 8 Red Sheriff Market Intelligence (Directory Category Ranking January 2003 - September 2003)

THINGS YOU DIDN'T KNOW ABOUT THE WHITE PAGES

- The first Australian telephone directory was issued in Melbourne in June 1880. It listed the names of the 23 Edison-Bell telephone subscribers, and the location of their phone lines.
- A different theme for the 55 covers of the White Pages® directory is decided each year, and these range from historical events, environmental issues, sport, lifestyle, people and places, reflecting the locality of the book.
- Research shows that 72 per cent of consumers surveyed between the ages of 18 and 64 in Australian metropolitan markets referred to the White Pages® directory in the month preceding the Market Research⁶.
- On average, whitepages.com.au receives over 1.8 million unique visitors every month⁷ and is consistently ranked the number one site in the directory category rankings.⁸