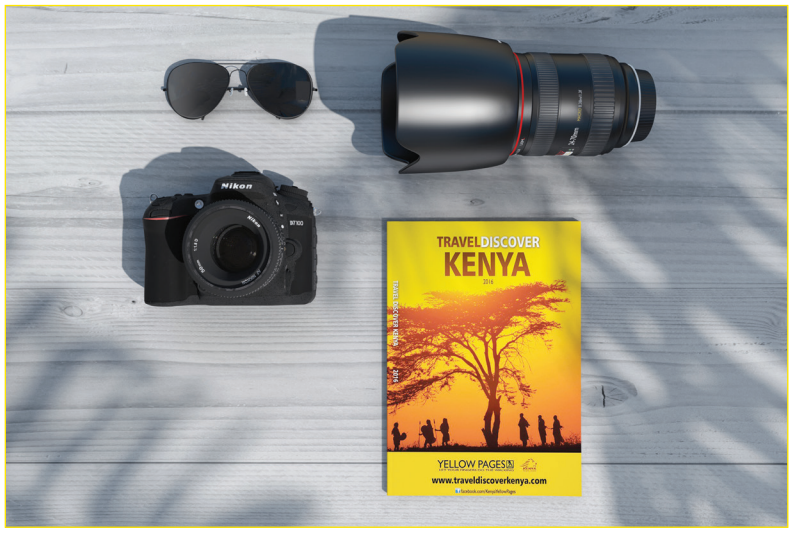
YELLOW PAGES

Let your fingers do the walking



MARKET

Kenya Postel Directories Limited, better known by their brand name YELLOW PAGES are publishers of telephone directories every year since 1992. These are distributed free to both businesses and residences. This is to ensure that the information published reaches millions of Kenyans seeking to get in touch with the Residential and Business information listed.

Print Directory

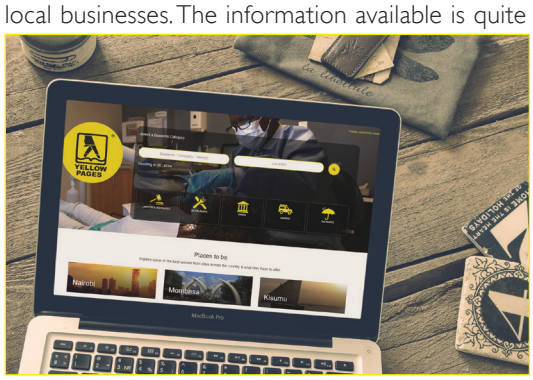
- Nairobi Directory – Distributed every January, the contact information covers Residential and Businesses in Nairobi and its environs.
- Coast Directory – Distributed in April. The information published covers the Coast region.
- Inland Directory – Distributed in July, the information covers markets not covered by Nairobi and Coast directory – examples Kisumu, Nakuru, Meru, Marsabit among others.
- National Business Directory – A B2B directory distributed in January together with the Nairobi directory. The information covers Nairobi, Coast and Inland
- Travel Discovery Kenya – A pocket friendly travel guide book that separates the information to demarcate different circuits in the country: places to eat, available means of transport, places to visit, shop, stay etc

Online Directory

www.yellowpageskenya.com is an online directory that helps people get in touch with local businesses. The information available is quite comprehensive, Videos, Physical and postal address Geo Codes, emails, websites, products and services etc

Mobile App

A directory that is accessed by thousands of Kenyans by downloading the Yellow Pages Kenya app. The app has an interface which allows one to establish a call directly without having to leave the search page. A geo map is provided to the user so as to navigate their way to the location.



The directories last year generated a turnover of €3,000,000, much of which was attributed to repeat business, dedicated sales team, improvements made to the online search engine, facelift on the print directory, introduction of the Mobile APP. The company has been undergoing some challenging times in the past three years but an improvement can clearly be seen in this year's performance. One of the reasons can be attributed to the turnaround plan that has been put in place by the new MD, Pedro Gomes, support and acceptance of the changes made by Yellow Pages Team and improvements on the product offering.

The growth of the brand will be steered by the many changes taking place in the company, for example addition of the A5 size directory complementing the already existing strong distribution structure.

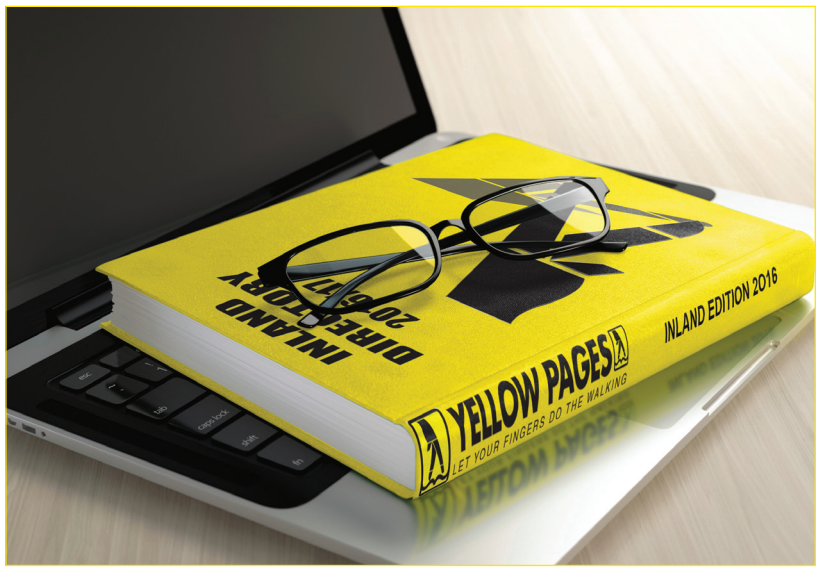
ACHIEVEMENTS

- 1992 - The first Yellow Pages Directory launched.
- 1995 - National Business Directory published
- 1996 - Total Quality Management (TQM) introduced.
- 1997 - Fifth anniversary and first recycle and Plant campaign.
- 1997 - Achieved ISO 9002:1994 Quality Management System (QMS) certification becoming the first publisher in East Africa to achieve ISO certification.
- 2000 - Launch of www.yellowpageskenya.com online directory.
- 2004 - Introduction of Travel Discover Kenya Directory (Travel Guide).
- 2005 - Introduction of brand search section to recognise local and international brands
- 2007 - Launch of new product - Postel Information System (Information System used by Main Telecom Operators for voice).
  Re-certification of the quality management system in ISO 9001:2000 in March 2007.
  Recycle and Plant Programme to celebrate fifteenth anniversary.
- 2008 - Awarded Superbrand Status for East Africa region.
- 2009 - Database enrichment project (SMS and PIS).
  Website improved (Maps).
  Mobile telephone users with WAP can access mobile.yellowpageskenya.com (Launch of m.yell.co.ke).
- 2010 - Database enrichment (continued).
  Company re-branded - Info Company .
  New products launched SMS, SMS to call 19001 and CLICK-TO-CALL.
- 2008 - Company certified as compliant to the new standard ISO 9001.
  New and more effective Websites launched for www.yellowpageskenya.com and www.traveldiscoverkenya.com.
- 2011 - Revamping of yellowpagesKenya.com to include more features.
- 2013 - Hangout.co.ke introduced in to the market.
- 2014 - MOU with KNCCI (Kenya National Chamber of Commerce)
  Introduction of Mobile app.
- 2016 - Introduction of citizen guide.
  Introduction of A5 Size
  Re-launch of Online Packages

HISTORY

Kenya Postel Directories Limited was founded at the end of 1991 as a result of a joint venture between Telkom (K) Ltd, then referred to as Kenya Posts and Telecommunication Corporation and Directel, a subsidiary of Portugal Telecom International, in order to utilise Telkom's official and reliable telephone network and Directel's advanced technology on the management of such data dedicated to telephone directories in Kenya.

In 1992, operations officially began with a sales team of close to 30. Massive investment was injected into this department as they were to become key drivers of the brand name. the rest of the team consisted of Managing Director, Finance Manager, Production and two assistants. Print was the only product available at the time, online and Mobile platforms were introduced much later.



PRODUCT

The main activity of the Company is to produce the official telephone, Email/Fax directories for Kenya, and distribute them free of charge to all telephone subscribers and the public at large. Three regional directories are printed every year for the following regions: NAIROBI, COAST, and INLAND. Over the years other publications such as National Business Directory, Travel Discover Kenya, Website and Mobile APP directories have been introduced to this product line.

The directories are a vital source of information and an advertisement medium for both public and private business. They also serve as vital reference books, which are handy, both in residential homes and business premises. Due to the dynamic nature of the telephone systems, the directories are periodical publications, hence the reference to a credible and reliable source of information. No other publication would serve the purpose adequately. All the relevant information regarding changes on the fixed telephone numbers comes from Telkom Kenya Limited.

A national business directory and the Kenya Tourism Guide are produced annually. The company has a mandate for the commercialisation of the underlying database.

Yellow Pages applies price flexibility by working backwards to fit the set budget from the client. This is a clear indication that Yellow Pages works as a consultant for the client to ensure that the budget is within the comfort of the client.

Different packages are tailored to suit and reflect the broad needs and expectation of Yellow Pages clients. Print, Online and Mobile APP have a wide range to choose from.

A Newsletter is printed at the end of each year, and distributed in January, to all the clients and market in general. This is to keep the market updated of the new products, developments or any changes being undertaken by the company.

Print directories: The number of copies printed every year range between 390,000 and 400,000, this allows mass penetration in to the market. The directories are available in Yellow Pages Offices and Huduma Kenya Centres where anyone can freely pick a copy

Online attracts five to six million Page views and commands a staggering sixteen to eighteen million hits every month, this is a clear indication of the people visiting Yellow Pages website for information.

RECENT DEVELOPMENTS

Citizen Guide: this is information shared by key players in different industries to educate the market, an example is services available at the Huduma Kenya Centres and tax guidelines that Corporate and Individuals need to know and understand etc

www.yellowpageskenya.com, www.traveldiscoverkenya.com, www.hangout.co.ke and social media packages have had major improvements made towards improving and maximising on search results.

Mobile website and Mobile APP guarantees that everyone always has a directory at hand.

Recently the company signed an agreement with Huduma Kenya, KNCCI which is in line with the company's strategy to work with key industries to enhance visibility and educate masses of the importance of good credible data.

PROMOTION

The company uses a wide range of media to promote itself including:-

Print - Nation and Standard news paper, MSK magazine, Kentours magazine.

Radio - Mediamax: Kamame FM, Radio Africa – Classic 105FM, Royal media Inoro, Muuga, Ramogi, Musyi, Citizen radio, Standard Group and Radio Maisha.

Mall activations, key areas such as City Mall Mombasa, Taj Mall in Embakasi, Village Market on Limuru road, TRM and Garden City on Thika road. The objective is distribution of directories, educating the public on how to use different platforms to get information and download the Yellow Pages Kenya APP.

Email broadcast adverts are also sent regularly to promote specific class titles at a time, cold calls by the sales team, social media promotions and boosting of specific campaigns is a strong promotional tool that Yellow Pages embraces.

BRAND VALUES

- Global Brand
- Easy to use
- Quality
- Reliability

The brand promises:-

- Visibility
- Value for money

The brand is committed to:-

- Credibility
- Accuracy
- Delivery of contract terms

To ensure the consistency of its products the brand has put in place a vigorous tender process to ensure best printing product with approval of physical samples before a go ahead is given to the printers, and the brand religiously follows the ISO standard procedures put in place.

www.yellowpageskenya.com

Things you didn't know about YELLOW PAGES

YELLOW PAGES is a global brand, present in all continents and over 80 countries.

YELLOW PAGES has Print, Online and Mobile app directory which have free access.

The directories are distributed across the country free and given to other countries upon request.

Supports Tourism bodies in the country by publishing Travel Discover Kenya which are free to these bodies as well as to local tourists.

Emails, Website, Mobile and landline, Geo codes, Physical and Postal addresses are all available in the directories Print, Online and Mobile.

YELLOW PAGES is a private entity, 60% OI who are the current share holders and 40% Telkom Kenya.

YELLOW PAGES has been in the country for 24 years.

ISO certified in 1997, becoming the first publisher in East Africa to achieve ISO certification.

YELLOW PAGES has the Largest data base in the country.

Owns slogan 'let your fingers do the walking'.

YELLOW PAGES Kenya is behind the printing of Karura forest maps as a way of giving back to society and friends of karura at large.

Superbrands