



PT INFOMEDIA NUSANTARA

THE MARKET

PT Infomedia Nusantara is the leading telephone directory publisher in Indonesia, with its flagship directory the Yellow Pages maintaining near total domination of the directories market. There are five products under the Yellow Pages brand, namely the famous directory itself, Yellow Pages Online (www.yellowpages.co.id), Halo Yellow call centre, Yellow Pages CD-ROM and Yellow Kiosk.

Indonesia, with its a population of about 220 million people, a rapidly expanding economy and an emerging middle class with a growing disposable income, represents huge market potential for Infomedia. The company provides businesses and individuals from every walk of life with an important product that offers access to every aspect of the consumer market 24 hours a day, 365 days a year.

Though Infomedia states that there are only 8.2 million fixed phone lines spread throughout the archipelago - 6.4 million residential phone lines, 800,000 business lines and 900,000 phone lines used by other entities, including the government - tens of millions of Indonesians own mobile phones and public telephones can be found on virtually every street corner. Thus the use of the telephone to access information is very much a part of everyday life for many people in Indonesia and virtually all of these telephone users are aware of the convenience and benefits of the Yellow Pages, making it already very much a part of social and commercial activities in Indonesia.

Though PT Infomedia Nusantara is a relatively new corporation, the company behind



Yellow Pages Directories

it, PT Elnusa, has been publishing the Yellow Pages for 27 years. Today Infomedia publishes 67 directories, including the White Pages, with a readership of approximately 24 million people. Every household with a fixed line in Indonesia is entitled to a free copy of both the White and Yellow Pages. In addition, Infomedia publishes an online version and a range of other products, and maintains several contact centres that provide listings that cover the entire archipelago.

With six million copies of the Yellow Pages printed and distributed each year, the brand has become one of the most powerful platforms in any number of mediums for buyers to seek sellers.

The Yellow Pages, which covers nearly 12,000 products and services, has reached an enviable position as the most comprehensive buying reference in Indonesia to date. Even in a society where specialised shopping centres cater to certain niche markets, the concept of "let your fingers do the walking" is becoming ingrained in the minds of an increasing number of people, as demonstrated by statistics from neighbouring

countries. A survey in Singapore showed that eight out of ten Yellow Pages' users found information on products and services they were looking for; out of which 98 percent made contact with the advertisers. The fact that hundreds of thousands of Singaporeans flock to the collection centres for the annual distribution of the Yellow Pages demonstrates its value and the potential for Indonesia.

ACHIEVEMENTS

PT Infomedia Nusantara has grown into a publishing powerhouse that serves both consumers and businesses. It manages a staggering database of information that provides listings of nearly one million business subscribers and more than four million households.



Yellow kiosk

The company received its ISO 9001 (version for the year 2000) certification for directory services and contact centre services in October 2003, superseding the ISO 9001 certification (version 1994) that the company earned in 1999, demonstrating its commitment to upholding the finest standards.

HISTORY

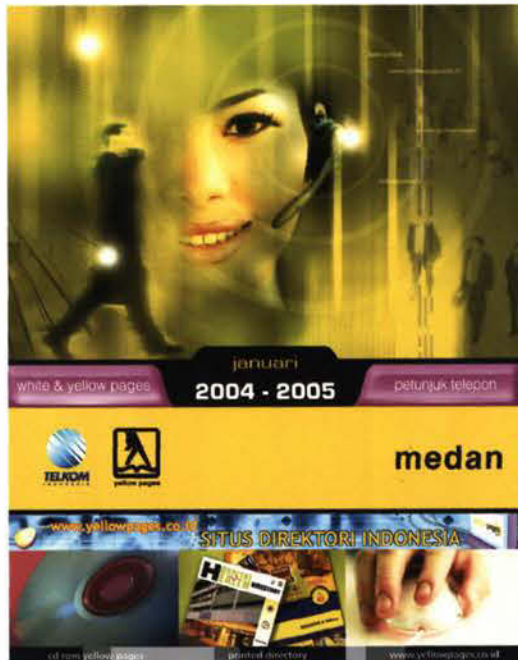
The Indonesian Yellow Pages was first published in 1976 by General Telephone & Electric (GTE) from the United States under a technical assistance agreement with PT Elnusa with the guidance of the Indonesian Department of Communications. PT Elnusa assumed complete control in 1984.

PT Infomedia Nusantara began as a joint venture between PT. Elnusa - owned by the





WHITE PAGES
MEI 2003-2004



national oil company Pertamina - (49 percent) and Telkom (51 percent) in 1995. With headquarters in South Jakarta, PT Infomedia Nusantara has grown to maintain branch offices for its services in central Jakarta, Surabaya, Medan, Bandung, Semarang, Denpasar, Makassar and Balikpapan. The contact centre is headquartered in Jakarta, while a representative office in Singapore handles inquiries from within the city-state. It launched its internet service in 1996.

THE PRODUCT

PT Infomedia Nusantara's portfolio of publications includes specialised directories: the Advertising and Marketing Guide, Property and Building Materials Directory, Indonesia Tourist Directory, IT (information technology) Directory, Petroleum and Gas Directory, Automotive Directory, Hospital and Health Directory and an inter-office directory for Telkom.

Calling 108 connects callers with Infomedia's directory operators who search the White Pages' database for the required phone number. This free service is available in both English and Indonesian. Halo Yellow, (021) 7917-8-108 (Jakarta) and (031) 2965 - 108 (Surabaya), is also a free operator assisted service that links customers with advertisers in the Jakarta Yellow Pages.

Infomedia has expanded its core business, publishing the Yellow Pages, to include the Yellow Pages CD-ROM, Internet Yellow Pages, database marketing as well as contract publishing that handles the design, production and distribution of directories for corporate clients.

Infomedia has pursued paths that utilise its strengths - communication and information - and redirected the content to produce different products with different packaging. Already Infomedia can deliver content to any of the latest multimedia devices, including mobile phones.

RECENT DEVELOPMENTS

Able to keep abreast of the technology-driven changes in communication, PT Infomedia

Nusantara has recently introduced the comprehensive advertising driven web page www.yellowpages.co.id, which is expected to increase the number of people using the Yellow Pages.

A highly visible product has just been placed in malls. Called the Yellow Kiosk, this vehicle for advertising and self-promotion provides shoppers with access to information on mall events, store locations, prices and can even connect clients with selected businesses via email. This service is currently being piloted in Surabaya, Indonesia's second largest city, but initial results indicate that Infomedia will expand the scope of the project to include Jakarta and Medan, the capital of North Sumatra.

In 2004, Infomedia will complete the installation of a new automatic publishing production system using the latest software from Germany that will enable the company to reduce pagination of the entire yellow pages from two weeks to just eight hours. Not only is the new system more efficient and flexible but it also reduces costs and errors and effectively increases the sales deadline by two weeks.

These developments combined with new full colour display listings and the incorporation of the latest designs for both the cover and content to attract younger customers will ensure the ongoing success of the Yellow Pages.

PROMOTION

The promotion needed to encourage businesses advertise in the Yellow Pages is largely self-maintaining: businesses which know first hand of the value gained by advertising in the directory repeat advertising placements year after year while their smarter competitors quickly count the cost of not having advertised earlier. Infomedia's connection to Telkom, one of the largest and most visible businesses in Indonesia, attaches power to the services of PT Infomedia Nusantara.

However, Infomedia uses two distinct advertising campaigns; the first a largely

television based campaign targeted at businesses and the second a print based promotion to educate the public at large about the benefits of "Cari tahu dengan jarimu" (literally "Search for information with your fingers"), or, as it is known elsewhere, "Let your fingers do the walking". Billboards, telemarketing, email and short message service (SMS) are also utilised.

Future promotional campaigns are being designed to build an image of a more user friendly, modern Yellow Pages.

BRAND VALUES

The Yellow Pages has been a household name throughout Indonesia for more than 25 years and Infomedia recognises the value advertisers and the public have placed on it.

Accordingly, Infomedia is striving to be the most accurate, the most complete, the most competent and the most user friendly business directory available in the market.



www.yellowpage.co.id

THINGS YOU DIDN'T KNOW ABOUT YELLOW PAGES

- PT Infomedia Nusantara keeps information on 710,000 businesses and more than four million telephone subscribers
- The Yellow Pages details 11,590 products and services
- The Yellow Pages is the largest publisher in Indonesia, producing more than six million directories each year
- In Indonesia mobile phone users can receive information from Yellow Pages via short message service (SMS)
- Yellow Pages offers several ways to access information, including through print and telephone, on CD-ROM and online
- PT Infomedia Nusantara, the publisher of the Yellow Pages, produces 67 directories, including the White Pages, Advertising and Marketing Guide, Property and Building Materials Directory, Indonesia Tourist Directory, IT (information technology) Directory, Petroleum and Gas Directory, Automotive Directory, Hospital and Health Directory and an inter-office directory for Telkom