

Truvo Mobile approach New Media

Truvo is ...

- ... the first choice for local search
- ... an innovative, cross-media enterprise, focussed on local search and advertising
- ... a customer-oriented company, which is translated into a clear and unique Customer Commitment
- ... an Employer of Choice for its employees

Truvo, your Partner of Choice



Purpose

- The Truvo mobile offer is a strategic project to:
 - Consolidate Truvo as a leader company in cross-media local search and advertising.
 - Create a strong and leader position in mobile market.
 - Build a loyal consumer and advertiser base on the mobile market



3

12 January 2009

Truvo

Offer

- m.goldenpages.be
 - version of goldenpages.be optimised for usage from a mobile device
 - screen lay-out/resolution adapted based on type of device
 - functionality very similar to www version
 - available on all devices with internet access

 **goudengids.be**

 **pagesdor.be**

 **goldenpages.be**

- Truvo Mobile java-application
 - federated search in goldenpages.be - whitepages.be – Wikipedia - Mobile sites index
 - single search box
 - application offered for FREE to the end user (except calls)
 - +160 mobile phones supported

4

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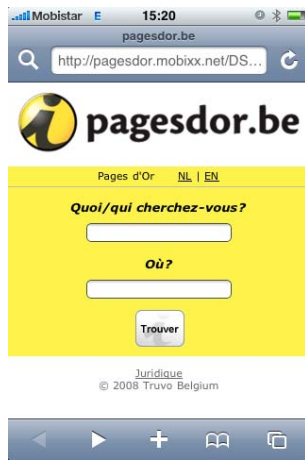
Target audience

- At short term =
 - early adapters for mobile internet
- At mid-term =
 - growing audience with mobile internet access (will also depend on evolution of 'data transfer' price setting)
 - just as when goldenpages.be was launched, audience volume will directly depend on mobile internet penetration

Truvo Mobile java-application screenshots



m.goldenpages.be screenshots



Home Page

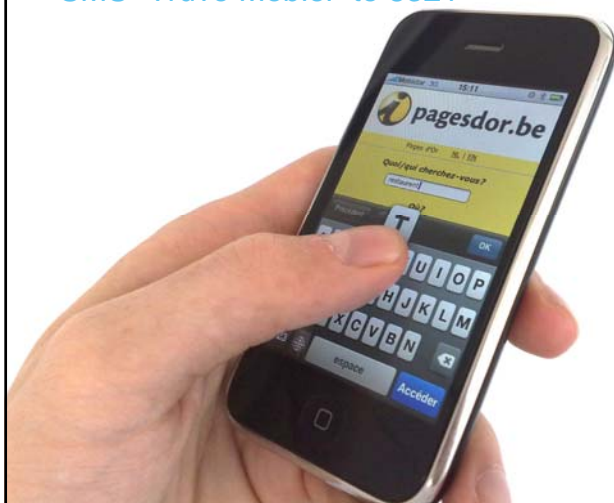
<http://m.pagesdor.be>
<http://m.goudengids.be>



Try it out?

SMS "Truvo Mobile" to 8321

SMS "Truvo Mobil" to 8321



Surf mobile to

m.pagesdor.be

m.goudengids.be