

EUROPAGES

2011

●●● A B2B PLATFORM WITH A LARGE AUDIENCE

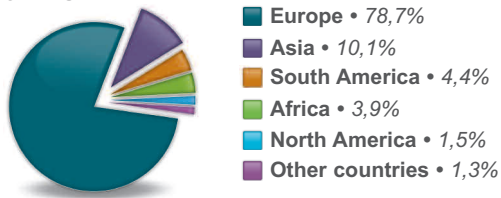
Each month, millions of professionals visit the EUROPAGES websites. The size of the audience puts EUROPAGES amongst the top visited B2B websites in Europe.

3M Unique visitors / month • **6,8M** Searches / month

Source: Sitestat, 2010

●●● AN AUDIENCE MAINLY EUROPEAN

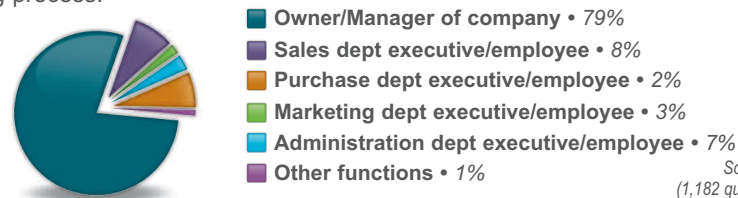
Most of the EUROPAGES visitors are Europeans, however the Asian audience is growing strongly. Almost all visitors are looking for products, services, suppliers or business partners from EU.



Source: Sitestat, 2010

●●● AN AUDIENCE OF DECISION MAKERS

The last survey conducted by OpinionWay (www.opinion-way.com) showed that EUROPAGES visitors are made of professionals. Most of whom are decision makers in the buying process.



Source: OpinionWay (1,182 questionnaires), 2009

●●● STRONG RETURN ON INVESTMENT

Each month, the 23,000 EUROPAGES customers (members) are viewed by millions of visitors. **E*Card Views** on result pages indicate the global visibility of customers, whereas **E*Page Views** indicate the number of times the company profile is visited. **Clicks Out** are actual visits to customers' websites coming from EUROPAGES users.

45,9M E*Card views / month • **1,4M** E*Page views / month • **0,8M** Clicks out / month

Source: Sitestat, 2010

●●● MYEUROPAGES: ACCESS STATISTICS AT ANYTIME

A myEUROPAGES account is created for each member, he receives a login and password allowing him to log in whenever necessary (his account is available online 24/7) to consult his statistics, to check his subscription, to ask for modifications on his keywords, description text or address, to complete his business info or to upload new videos or product pictures.



●●● E*PAGE: A SECOND WEBSITE

The screenshot displays the EURO PAGES website interface. At the top, there is a navigation bar with 'Home', 'Company details', 'Products', 'Documentation', and 'CONTACTS'. Below this is the EURO PAGES logo and search engine information. The main content area shows the profile for LED-DEV GMBH, including a video player, a list of products and services, and a 'Websites' section. A callout box highlights the video player, showing a close-up of a video player interface with a play button and a video thumbnail of a large industrial heater.

●●● E*PAGE: A SECOND WEBSITE

PUBLISH IN-DEPTH CONTENT ABOUT YOUR COMPANY

1) Homepage tab

- A company description of up to 1000 characters increases the potential for being referenced on the major search-engines.
- Members can give users the opportunity to see their videos (see below).
- Carefully chosen keywords (« Other products and services for this supplier ») bring a better ranking in search results and therefore more E*Page views. Consequently he receives more visits to his website (clicks out).
- E*Pages are translated into 15 languages and published on the EUROPAGES network of 26 websites.

2) Company details tab

Company details are displayed here : company organization, size, turnover, key figures, incoterms and all useful commercial information.

3) Products tab

This is the Product Catalogue (see p.8).

4) Documentation tab

A member may publish up to 10 elements onto this page. Pictures (JPEG, GIF, 700x400 pixels max, 50Kb max), .pdf documents (2 MB max.) and deep links to their website. Publication is done through his myEUROPAGES account.

5) Contacts tab

This contains all necessary contact information and a map is automatically generated from the member's address. It is highly recommended to supply at least 1 email address because most requests come from emails and an email is essential to activate his myEUROPAGES account.

●●● VIDEO: A DISTINCT ADVANTAGE

Customers can increase the popularity of their company and embed up to 10 videos on their E*Page via their myEUROPAGES account. Free of charge! Businesses use videos to make their content more interactive. Statistics reveal the popularity of embedding videos in websites and their substantial impact on company's sales figures. The embedded video does the job of converting visitors into leads.

- **Up to 10 videos per E*Page.**
- **Free upload and free display.**
- **3 easy steps to show a video on an E*Page.**

PRODUCT CATALOGUE

The screenshot shows the EUROPAGES website interface. At the top, there's a search bar and navigation links. The main content area is titled 'LED-DEV GMBH' and features a 'Product Catalog' section with 45 products. The visible products include:

- GASKETED PLATE HEAT EXCHANGERS:** We offer the world's largest range of efficient heat exchangers for a wide variety of applications. The heat exchangers are built on a module based concept ...
- ECONOCOIL:** Econocoil is a very efficient and versatile light duty plate type heat exchanger. Its unique construction enables high heat transfer efficiency for heating and cooling ...
- SPIRAL HEAT EXCHANGERS:** The concept of a spiral heat exchanger is as simple as it is sophisticated. Two or four long metal strips, onto which spacer studs are welded, are wound around a core, thus creating two or four equally spaced single-passage channels ...
- SHELL & PLATE HEAT EXCHANGER:** The shell & plate heat exchanger is designed for temperatures between -200°C to +900°C and for pressures to 100 bar. Extended range units are available for higher temperature and pressure applications ...
- PRIME SURFACE HEAT EXCHANGERS:** Prime Surface Heat Exchangers are fabricated from two metal sheets, one or both of which are embossed. When welded together, the embossings form a series ...
- CBE HEAT EXCHANGER:** The CBE heat exchanger ratings: to 70 barg and 538°C. No CBE can survive under those conditions. Our single- and multiple-pass designs provide durable performance in tight spaces ...

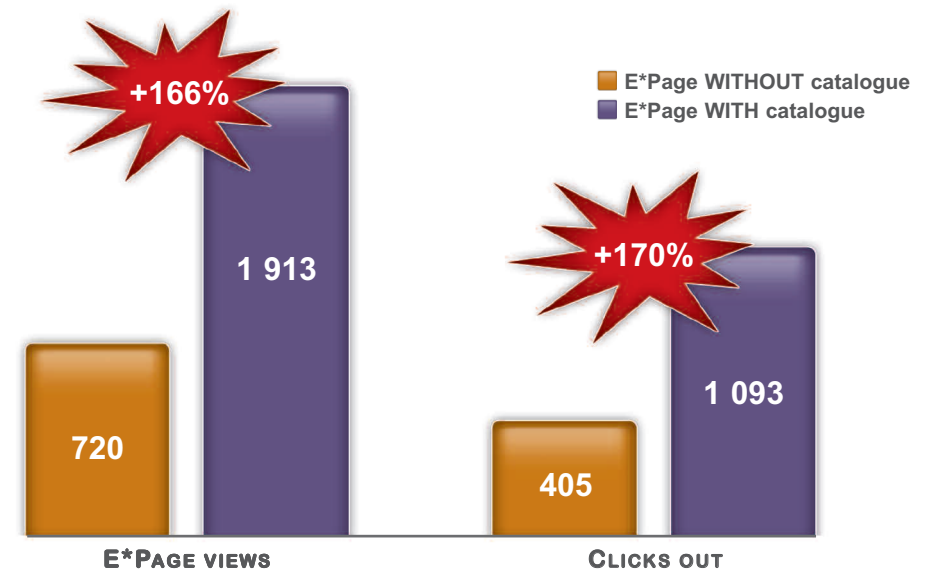
PRODUCT CATALOGUE

PRODUCT INFORMATION IS THE MOST USEFUL CONTENT IN THE DECISION MAKING PROCESS

The B2B buying process can take up to months to finalize as B2B decision makers go through a long process of scrutiny prior to deciding on the potential suppliers. Most purchase decisions begin with partially defined needs and online research is a common first step. Online content can be a powerful influence at these early stages. Once a shortlist of suppliers has been identified, the final decision will be made based on an evaluation of all available information. Product and pricing information are by far the most valuable for a professional buyer.

- There are 2 ways to publish products on EUROPAGES:
 - 1) Crawl
 - 2) XML
- Language options: Only 1 catalogue in 1 language can be published on the E*Page.

E*PAGES WITH CATALOGUES OBTAIN HIGHER RESULTS





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