



PRESS RELEASE

THE BOARD OF DIRECTORS APPROVES THE INTERIM REPORT AS OF 31 MARCH 2015

**OPERATING RESULTS FOR THE FIRST QUARTER OF 2015 IN LINE WITH TARGETS
UNDER THE PLAN**

TARGETS UNDER PLAN ENVISAGED FOR 2015 ARE CONFIRMED

RESULTS OF FIRST QUARTER 2015

- **Trend in the business in the first part of the current year is in line with forecasts under the Plan**
- **Results for the SEAT Area (which includes Seat Pagine Gialle S.p.A. and the Digital Local Services companies) are in line with the targets under the Plan despite challenging economic and market conditions:**
 - Net orders from customers totaling Euro 76.9 million, slightly under budget forecasts
 - REVENUES of Euro 80.0 million (in other words, approximately 22% of revenues envisaged for the entire year) in line with budget forecasts
 - EBITDA of € 0.9 million (out of forecast of Euro 12 million for the entire year) exceeding budget forecasts which had envisaged a negative figure due to the seasonality of the business and decline in revenues as an absolute value as compared with the first quarter of 2014
 - Available liquidity as of 31 March 2015 of Euro 127 million, higher than budget forecasts
- **Consolidated results:**
 - REVENUES of Euro 83.5 million, down by 8.0% with respect to the first quarter of 2014 assuming the same number of published directories
 - EBITDA negative in the amount of Euro 0.5 million (positive in the amount of Euro 8.1 million in the first quarter of 2014 assuming the same number of published directories). Such result is reached by taking the combination of Ebitda of the Area SEAT which was positive in the amount of Euro 0.9 million and that of the rest of the Group which was negative in the amount of Euro 1.4 million
 - EARNINGS for the period of the Group negative in the amount of Euro 11 million (negative in the amount of Euro 43.8 million in the first quarter of 2014)
 - OPERATING FREE CASH FLOW negative in the amount of Euro 2.1 million (negative in the amount of Euro 0.2 million in the first quarter of 2014)
 - NET FINANCIAL INDEBTEDNESS as of 31 March 2015 positive by Euro 108.7 million (positive by Euro 71.4 million as of 31 December 2014)

OUTLOOK

- **The Company will continue to invest in product innovation and to reinforce its partnerships**
- **The targets under the Plan envisaged for 2015 are confirmed**

Milan, 12 May 2015 – Today the Board of Directors of Seat Pagine Gialle S.p.A. (hereinafter, “Seat PG” or the “Company”) approved the interim report as of 31 March 2015.

The trend in the business performance in the first part of the current year is in line with and reflects the forecasts under the Business Plan 2014-2018 (hereinafter, the “Plan”), confirming the effectiveness of the managerial initiatives implemented to support the re-launch of the Company’s business.

More specifically, the SEAT Area (which includes Seat Pagine Gialle S.p.A. and the Digital Local Services companies) received net orders from customers totaling € 76.9 million, slightly under budget forecasts (€ 81.2 million), revenues of € 80.0 million (or, in other words, approximately 22% of revenues for the entire year) in line with budget forecasts and Ebitda of € 0.9 million (with respect to a forecast of € 12 million for the entire year) exceeding budget forecasts which envisaged a negative figure (of € 9 million) due to the seasonality of the business and a decline in revenues as an absolute value with respect to the same period last year. In such regard, it should be noted that the better results in terms of Ebitda with respect to forecasts is also linked to a temporal shift in costs from the first quarter to later quarters in the year with respect to original budget forecasts. Lastly, available liquidity totaled € 127 million, exceeding the budget forecast (€ 89 million).

CONSOLIDATED RESULTS AS OF 31 MARCH 2015

Trend in REVENUES

Revenues from sales of products and services in the first quarter of 2015 total € 83.5 million, down by 10.4% with respect to the first quarter of 2014 (€ 93.2 million); assuming that published directories remain the same, revenues fall by 8.0%.

On a gross basis without deducting elisions between Business Areas, revenues from sales of products and services may be broken down as follows:

- revenues of the “Directories Italia” Business Area (Seat Pagine Gialle S.p.A., Digital Local Services, ProntoSeat S.r.l., Glamoo Ltd, Glamoo S.r.l.) in the first quarter of 2015 amount to € 80.2 million, down by 8.0%, with respect to the first quarter of 2014, assuming that published directories remain the same.

The revenues of the SEAT Area (Seat Pagine Gialle S.p.A. and Digital Local Services) in the first quarter of 2015 amount to € 80.0 million, down by 8.2%, with respect to the first quarter of 2014 assuming that published directories remain the same, with a contraction in digital revenues of 6.8%, in print revenues of 0.8% and in voice revenues of 45.4%. Revenues on third party products rose by 38.7%.

ProntoSeat's revenues realized virtually entirely intragroup totaled € 1.3 million in the first quarter of 2015, up by € 0.4 million with respect to the same period last year (€ 0.9 million). The higher turnover is essentially attributable to a rise in outbound revenues (+ € 0.3 million with respect to the first quarter of 2014), thanks to an improved management of core business, the launch of new services such as *Caring* for the retention of customers and *Smart Site* for the creation of new generation sites.

Glamoo's revenues in the first quarter of 2015 amount to € 0.2 million. Over the course of the first few months of 2015, the downward trend in revenues continued in light of the reduction in investments in advertising and promotions which over previous periods had sustained the business.

- Revenues of the "Other business" Business Area (Europages, Consodata) which totaled € 4.4 million in the first quarter of 2015, down by 8.3% with respect to the same period last year (€ 4.8 million) due to the decline in sales at both Europages and Consodata.

Trend in GOM

Gross operating margin (GOM), totaling € 6.8 million in the first quarter of 2015, shows a decline of € 7.5 million with respect to the first quarter of 2014 (€ 14.3 million). Operating margin in the first quarter of 2015 amounted to 8.1% as compared to 15.3% in the first quarter of 2014.

Net amounts set aside as adjustments and provisions for risks and costs

Net amounts set aside as adjustments and provisions for risks and costs amount to € 6.7 million in the first quarter of 2015 (€ 6.5 million in the first quarter of 2014). The net amounts set aside as adjustments (€ 5.3 million in the first quarter of 2015) refer virtually in their entirety to the amount set aside to the trade receivables write-down provisions, which allowed for the percentage coverage of overdue receivables to remain adequate. The item also includes the net amounts set aside to provisions for operating risks and costs of € 1.4 million (€ 0.2 million in the first quarter of

2014) related, with respect to € 0.8 million to amounts set aside to SEAT's provisions for trade risks.

Trend in EBITDA

Earnings before amortization, non-recurring net costs and restructuring (EBITDA) is negative in the amount of € 0.5 million in the first quarter of 2015, down by 7.5 million with respect to the first quarter of 2014 (€ 7.0 million); assuming that published directories remain the same, EBITDA declines by € 8.6 million. Such result is obtained by combining EBITDA of the SEAT Area which was positive in the amount of € 0.9 million and that of the rest of the Group which brought a negative contribution of € 1.4 million.

Trend in operating results/earnings before interest and taxes (EBIT)

Operating results/earnings before interest and taxes (EBIT) in the first quarter of 2015 is negative in the amount of € 13.6 million (negative in the amount of € 8.2 million in the same quarter last year). The operating results reflect the business trends already registered at the level of GOM and EBITDA.

Results of operations for the period

The earnings (loss) for the period pertaining to the Group is negative in the amount of € 11.0 million (negative in the amount of € 43.8 million in the first quarter 2014).

Trend in operating cash flows

Free operating cash flow generated over the course of the first quarter of 2015 (negative in the amount of € 2.1 million), was € 1.9 million lower than that generated in the same period last year (€ 0.2 million); such reduction reflects the decline in EBITDA which fell by € 7.5 million and was partially offset by the positive contribution of operating working capital in the amount of € 5.2 million. During the first quarter of 2015, lower industrial investments were made as compared with the same period last year (€ 6.1 million in the first quarter of 2015; € 7.0 million in the first quarter of 2014).

Trend in net financial indebtedness

As of 31 March 2015, net financial indebtedness is positive by € 108.7 million (positive by € 71.4 million as of 31 December 2014) and includes the debt for the fair value valuation of the warrants in the amount of € 5.1 million. The change in net financial position with respect to 31 December 2014 is mainly attributable to, in addition to operating cash flow, the receipt in February of the total

sum of € 30 million related to the settlement of the liability action and the dissolution in March 2015, of 5 of the 7 real estate leasing contracts which led to an overall reduction in indebtedness of approximately € 23.2 million.

SEAT'S RESULTS AS OF 31 MARCH 2015

Revenues from sales of products and services of the SEAT Area in the first quarter of 2015 totaled € 80.0 million, down by 8.2% with respect to the first quarter of 2014 assuming that published directories remain the same. Such results reflect the forecasts under the Plan that envisage a reversal in the revenues curve starting in 2016.

It should be noted that starting from this Interim Report as of 31 March 2015, the Company will present revenues on the basis of a new classification that is more consistent, with respect to the past, with its "*one-stop-shop*" positioning in the SME segment.

More specifically:

- a) **Digital** Revenues (including the revenues from *core-internet & mobile* under the previous classification): revenues totaled € 60.6 million in the first quarter of 2015, down by 6.8% with respect to the first quarter of 2014. The quota of digital revenues out of total revenues amounted to 75.8% in the period. Such revenues are comprised of the following:
 - *Directories* (proprietary portals www.paginegialle.it, www.paginebianche.it and www.tuttocittà.it and mobile applications): revenues from traditional directory products, totaling € 34.0 million in the first quarter of 2015, declined by 17.0%, with respect to the first quarter of 2014. In such regard, it should be noted that, at year end 2014, the Company made a series of investments in terms of product and process innovation across the entire range of products and services, in an aim to ensure its competitiveness on the market and confirm its leadership in the local advertising segment. The benefit of such interventions will be visible in the trend in revenues in the second half of the current year.
 - *Web Agency* (construction and operation of websites that are optimized for mobile use, creation of multimedia content, businesses pertaining to web visibility, e-commerce and web marketing services and management of presence on social networks): revenues from web agency products totaled € 12.7 million in the first quarter of 2015, down by 15.8% with respect to the first quarter of 2014. In 2014, Seat introduced a new range of sites called "*smart sites*". The gradual dissemination of this technology to all of Seat's

customers is considered the Company's principal competitive edge with respect to local web agencies.

- Reselling (display advertising services, SEM - search engine marketing services - Google adwords and specially targeted hyperlocal advertising campaigns - Adv on Facebook): revenues from products deriving from reselling in the digital world totaled € 13.9 million in the first quarter of 2015, up 54.8% with respect to the first quarter of 2014, thanks to the trend in consolidated partnerships (Google) which have become more competitive, and the acquisition of new collaborations (Facebook) which have enabled the Company to attain leadership and earn a competitive advantage within the relevant market. Such growth *trend* is expected to continue also over the rest of the current year.

The trend in overall traffic, including visits to PAGINEGIALLE.it[®], PAGINEBIANCHE.it[®] and TUTTOCITTA'.it[®], originating from both the *web* and mobile, and to online and mobile sites of customers totaled in the first quarter of 2015 approximately 151.1 million visits, up 6.9% over the first quarter of 2014. With reference to mobile, it should be noted in particular that as of end of March, the mobile applications of SEAT (PagineGialle Mobile, PagineBianche Mobile, Tuttocittà Mobile, 89.24.24 Mobile, Glamoo Mobile, Giallo Emergenza and TorinoAPP) reached the total level of approximately 9.2 million downloads (+24.9% over March 2014) considering both the world of Apple and the other main platforms.

- b) **Print** (which includes core revenues - print under the previous classification, revenues from distribution of lists and other less important revenues related to print products): revenues from print products, including revenues from the two e-book applications Pagine Gialle and Pagine Bianche for Ipads launched at the end of April 2011, in the amount of € 11.1 million in the first quarter of 2015, are essentially in line with figures for the first quarter of 2014 (-0.8%). In such regard, it should be noted that over the course of 2014 initiatives aimed at the update and enrichment of the editorial products PAGINEBIANCHE[®] and PAGINEGIALLE[®] were commenced in view of the launch of the single volume SmartBook the distribution of which was launched in 2015. This is a completely innovative product, as to its size (compact format), structure (Pagine Gialle, Pagine Bianche and Tuttocittà together), content and graphics. To complete the updating of the product, important investments have been made, aimed at enhancing the legibility of last names, addresses and telephone numbers, across all non-metropolitan areas of the directory. Such initiatives, the effects of which are already visible in orders from customers, are expected to have a

positive impact on revenues throughout the rest of the current year. With reference to the online component of revenues of PAGINEBIANCHE[®], it should be noted that starting from the first quarter of 2015, on the basis of data on usage, as a proxy for the generation of leads for customers, such indicator was used as a new criterion for estimating the portion of revenues attributable to the online component of the PAGINEBIANCHE[®] offering.

- c) **Voice** (also including, with respect to the core telephone advertising revenues falling under the previous classification, revenues from telephone traffic): revenues from directory assistance services 89.24.24 Pronto PAGINEGIALLE[®] and 12.40 Pronto PAGINEBIANCHE[®] totaled € 4.4 million in the first quarter of 2015, down by 45.4% with respect to the first quarter of 2014, with a greater reduction in the advertising component (-66.8%), as compared with telephone traffic (-33.0%). In such regard, it should be noted that in 2014, the Company continued its strategy of managing volumes in structural contraction due to a market undergoing significant transformation, with a particular focus on cost reduction. In particular, for the 89.24.24 system, endeavors were focused on the management of customers through a state-of-the-art CRT system that allows for a hyper segmentation and highly targeted management of initiatives and promotions. For the 12.40 service, an expansion of partnerships with national leaders has been launched in an aim to provide value benefits to the Company's customer base, especially in areas linked to government and public entities and public utility.
- d) Revenues from **Third Party Products** (coinciding with other revenues under the previous classification, net of revenues from telephone traffic related to the directory assistance services, revenues from the distribution of directories and other less important revenues related to print products): revenues deriving from other products totaled in the first quarter of 2015 € 3.8 million, up € 1.0 million over the first quarter of 2014. Let us point out, in particular, the revenues deriving from partnership agreements entered into with important operators in the media world totaling € 2.2 million (in large part related to the TV services in place with Sky) and revenues from Direct Marketing products and Merchandising services totaling € 1.0 million.

OUTLOOK

The results achieved in the first quarter of 2015 confirm the Company's aim to continue to invest in product innovation and to strengthen its partnerships in order to expand its range of products and services and increasingly position itself as the leading Media Agency for SMEs.

In such regard, the following initiatives are already planned for May 2015: (i) the supplementation of the "Adv on Facebook" services with a possibility of launching campaigns with 5,000 users to achieve a better geolocation and to classify users by types of interests, (ii) the launch of "FacebookPresence", a new service that includes the creation of FanPage "Site Like" with high quality images and new functions, a "Social Media Center" platform to manage posts and a "Social Media Editing" service for posts written and controlled by the editors and (iii) the launch of a new ECommerce service integrated with Amazon.

In 2015, SEAT will continue to focus on the implementation of the strategic objectives set forth in the Plan, with the aim of positioning itself as the only media agency capable of offering throughout the entire territory of Italy local marketing services. The Company's goal is to become a business partner that offers businesses 360° support in promoting their businesses on the Internet, through a network of agencies (SEAT media agencies) and approximately 1,400 consultants based throughout the territory. These instruments are offered in conjunction with the "traditional" print and telephone products.

As regard the forecasts on the future trends in the business, the Company is of the view that the preliminary results on the trend in net customer orders as of the end of March 2015 allow the Company to maintain its targets under the Plan for 2015, despite a delay with respect to original forecasts, which is considered at present to be recoverable over the rest of the year.

It should be noted that the text of this press release and the related presentation to the financial market are viewable and available on Borsa Italiana S.p.A.'s website at the address <http://www.borsaitaliana.it/>, and also on the Company's website at <http://www.seat.it>.

The Executive in charge of drafting corporate financial documents, Dr. Andrea Servo, declares, pursuant to paragraph 2 of art. 154-bis of the Consolidated Financial Act, that the financial disclosure set forth in this press release reflects the data set forth in the Company's accounting documents, books and records.

Disclaimer

This press release contains forward-looking statements, particularly in the section entitled "Expected trend in business performance", related to: investment plans, future business performance, growth objectives in terms of revenues and results, both overall and by business area, net financial position and other aspects related to the Group's business. Forward-looking statements include, by their nature, a component of risk and uncertainty since they depend upon the occurrence of future events and developments. Actual results may differ, possibly significantly, from estimated results as the result of many different factors.

The results achieved by the Group in the first quarter of 2015 will be illustrated during the conference call to be held today, 12 May, at 5:00 pm.

Communications Seat Pagine Gialle

Tel. +39.011.435.3030

Fax +39.011.435.3040

comunicazione.stampa@seat.it

Investor Relations Seat Pagine Gialle

investor.relations@seat.it

Tel. +39.011.435.2600

Corporate Affairs Seat Pagine Gialle

ufficio.societario@seat.it

Mailander

Bruno Caprioli

Tel. +39.011.5527309

Cell. +39.3355901402

caprioli@mailander.it

This press release is a translation. The Italian version will prevail.

SEAT Pagine Gialle Group

Reclassified Consolidated Income Statement

	1st quarter 2015	1st quarter 2014	Change Absolute	%
(euro/mIn)				
Revenues from sales and services	83.5	93.2	(9.7)	(10.4)
Materials and external services	(52.9)	(54.6)	1.7	
Salaries, wages and employee benefits	(23.8)	(24.3)	0.5	
Gross Operating Profit (GOP)	6.8	14.3	(7.5)	(52.6)
<i>% on revenues</i>	<i>8.1%</i>	<i>15.3%</i>		
Other valuation adjustments and provisions to reserves for risks and charges	(6.7)	(6.5)	(0.2)	
Other income (expenses)	(0.6)	(0.8)	0.2	
EBITDA	(0.5)	7.0	(7.5)	n.s.
<i>% on revenues</i>	<i>(0.6%)</i>	<i>7.5%</i>		
Operating amortization, depreciation and write-down	(9.5)	(10.4)	0.9	
Non-operating amortization and write-down	(0.9)	(1.7)	0.8	
Non-recurring and restructuring costs, net	(2.7)	(3.1)	0.4	
EBIT	(13.6)	(8.2)	(5.4)	(64.9)
<i>% on revenues</i>	<i>(16.2%)</i>	<i>(8.8%)</i>		
Interest expense, net	(3.4)	(32.0)	28.6	
Gains (losses) from subsidiaries disposal	-	(2.9)	2.9	
Net income from execution of composition with creditors procedure	5.9	-	5.9	
Profit (Loss) before income taxes	(11.1)	(43.1)	32.0	74.3
Income taxes	0.1	(0.7)	0.8	
Profit (Loss) on continuing operations	(11.0)	(43.8)	32.8	74.9
Profit (Loss) from non-current assets held for sale and discontinued operations	-	-	-	
Profit (loss) for the year	(11.0)	(43.8)	32.8	74.9
of which pertaining to the Group	(11.0)	(43.8)	32.8	
of which non-controlling interests	-	-	-	

SEAT Pagine Gialle Group

Consolidated Statements of comprehensive income

(euro/mIn)		1st quarter 2015	1st quarter 2014
Profit (loss) for the year	(A)	(11.0)	(43.8)
<i>Other comprehensive income (expense) that will not be reclassified subsequently to profit (loss) for the period</i>			
Actuarial gain (losses)		-	-
Total other comprehensive income (expense) that will not be reclassified subsequently to profit (loss) for the period	(B1)	-	-
<i>Other comprehensive income (expense) that will be reclassified subsequently to profit (loss) for the period</i>			
Profit (loss) from fair-value measurement of AFS securities and investments		(2.0)	(0.1)
Profit (loss) from translation of accounts of foreign subsidiaries		-	-
Total other comprehensive income (expense) that will be reclassified subsequently to profit (loss) for the period	(B2)	(2.0)	(0.1)
Total other comprehensive income (expense), net of tax	(B) = (B1 + B2)	(2.0)	(0.1)
Total other comprehensive income (expense) for the period	(A + B)	(13.0)	(43.9)
- of which pertaining to the Group		(13.0)	(43.9)
- of which pertaining to minority interests		-	-

SEAT Pagine Gialle Group

Reclassified Consolidated Statements of Financial Position

	At 03.31.2015	At 12.31.2014	Change
(euro/mln)			
Goodwill and customer database	24.4	25.3	(0.9)
Other non-current assets (*)	126.7	147.9	(21.2)
Non-current liabilities	(70.7)	(63.2)	(7.5)
Working capital	(27.4)	(6.8)	(20.6)
Non-current assets held for sale, net	(0.3)	(0.3)	
Net invested capital	52.7	102.9	(50.2)
Equity of the Group	161.4	174.4	(13.0)
Non-controlling interests	(0.1)	(0.1)	
Total equity	(A) 161.3	174.3	(13.0)
Net financial debt	(B) (108.7)	(71.4)	(37.3)
Total	(A+B) 52.7	102.9	(50.2)

(*) Includes financial assets available for sale and non current financial receivables.

SEAT Pagine Gialle Group

Consolidated statement of cash flows

(euro/mIn)	1st quarter 2015	1st quarter 2014	Change
Operating income before amortisation, depreciation, non-recurring and restructuring costs, net (EBITDA)	(0.5)	7.0	(7.5)
Gains (losses) from discounting operating assets and liabilities	-	(0.1)	0.1
Decrease (increase) in operating working capital	6.1	0.9	5.2
(Decrease) increase in operating non-current liabilities (*)	(1.6)	(1.0)	(0.6)
Capital expenditure	(6.1)	(7.0)	0.9
Operating free cash flow	(2.1)	(0.2)	(1.9)
Payment of interest expense, net	0.1	0.4	(0.3)
Payment of income taxes	(3.0)	(0.1)	(2.9)
Payment of non-recurring and restructuring expense	(6.0)	(8.0)	2.0
Cash-in under the settlement for the action of responsibility	30.0	-	30.0
Effect from the dissolution of leases agreements	23.2	-	23.2
Other movements (**)	(4.9)	(34.3)	29.4
Change in net financial debt	37.3	(42.2)	79.5

(*) The changes don't include the non monetary effects arising from profit and losses recognised to equity.

(**) This items includes in the 1st quarter 2014 accrued interest expenses on financial debt equal to € 31 million.

SEAT Pagine Gialle Group

Information for Business Areas

(euro/mIn)	Italian Directories	Other Activities	Aggregate Total	Eliminations and other adjustments	Consolidated Total
Revenues from sales and services	80.2	4.4	84.6	(1.1)	83.5
	89.7	4.8	94.5	(1.3) (*)	93.2
GOP	7.3	(0.7)	6.6	0.2	6.8
	12.9	(0.8)	12.1	2.2 (*)	14.3
EBITDA	0.4	(0.8)	(0.4)	(0.1)	(0.5)
	5.8	(0.9)	4.9	2.1 (*)	7.0
EBIT	(11.7)	(1.8)	(13.5)	(0.1)	(13.6)
	(6.8)	(2.8)	(9.6)	1.4 (*)	(8.2)
Net invested capital	43.9	4.6	48.5	4.2	52.7
	104.6	5.5	110.1	(7.2) (*) (**)	102.9
Capital expenditure	5.2	0.9	6.1	-	6.1
	6.4	0.6	7.0	-	7.0
Average workforce	1,604	164	1,768	-	1,768
	1,613	180	1,793	-	1,793
Sales agents (average number)	1,390	35	1,425	-	1,425
	1,351	55	1,406	-	1,406

(*) This includes the effects of deconsolidation of Cipi S.p.A.

(**) This includes the financial position of Telegate group following the reclassification to "Discontinued operations".