

Annual Results 2004

March 16, 2005

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Safe Harbour

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Key Messages

Group Results

- Revenues up 2%⁽¹⁾ (like for like) thanks to growth in all companies
- Group EBITDA up 1.9%⁽²⁾ (like for like) vs. previous guidance of 1.2%
- Strong free cash flow generation (638 euro mln, +103 mln euro vs 2003) thanks to improvement of operating working capital

Business Units

Italy:

- revenues slightly up (+0.4%) together with significant improvement of sales quality
- margin expansion (50.0% vs 49.5%) thanks to enhanced "book yield" and sound cost management, despite growth in advertising expenses and investments in innovation
- strengthening of multiplatform offer and launch of new print products (In Zona)
- Telegate: strong Ebitda increase (+30.2%), with further improvement in margins (from 19.1% to 20.7%)
- Thomson: strong top line growth (+10.4% in Gbp) performing well in a competitive market

Financial Structure

- Net debt at 3,926 euro mln, vs. guidance "below 4 euro bln"
- 108 euro mln of senior debt reimbursed as of December 31st, plus 50 euro mln of voluntary prepayment in January 2005, plus prepayment in March of 84 euro mln due in June
- Efficient financial structure (cost of new financing 6.59%, including hedging)

(1)& (2) (+1.8%) net of consolidation and exchange rate effect



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2004 Group Financials: Ebitda Growth Higher than Guidance

euro millions	2003 ⁽¹⁾	2004	Change
Sales and Services Revenues	1,378.0	1,406.3	2.0%
Operating Costs	(514.8)	(528.2)	2.6%
Labour Costs	(195.8)	(200.7)	2.5%
Gross Operating Profit	670.7	678.8	1.2%
% of revenues	48.7%	48.3%	-
Bad Debt, Risk Provisions & Others	(70.8)	(67.3)	(5.0)%
EBITDA	600.0	611.5	1.9%
% of revenues	43.5%	43.5%	-

Guidance provided post 1H'04 results: +1.2%

(1) Like for like excluding deconsolidation of Business Info disposals



Net Income Impacted by Goodwill Amortization

euro millions	2003	2004	Change	
EBITDA like for like	600.0	611.5	1.9%	
EBITDA reported	602.3	611.5	1.5%	 162.1 euro mln of Customer Data Base
% of revenues	41.5%	43.5%	2.0%	210.2 euro mln of goodwill and
Depreciation	(34.7)	(29.9)	(13.9)%	consolidation differences
EBITA	567.6	581.6	2.5%	• 16.9 euro mln of transaction costs
% of revenues	39.1%	41.4%	2.3%	
Goodwill and Intangibles Amort.	(237.4)	(389.2)	n.m.	. 400 Cours will of interest for the
EBIT	330.2	192.4	n.m.	 106.6 euro mln of interest for the Senior Financing
% of revenues	22.8%	13.7%	n.m.	• 79.8 euro mln of interest to
Net Financial Income (Expense)	(126.7)	(224.4)	n.m.	Lighthouse
Value Adjustments	1.6	(2.0)	n.m.	21.4 euro mln of interest on TDL
Net Extraordinary Income (Expense)	(70.2)	(30.8)	n.m.	high yield bonds
Income Before Taxes	134.9	(64.8)	n,m.	
		, ,		25 euro mln of extraordinary
Income Taxes	(117.3)	(48.1)	n.m.	provisions to the reserve for bad
Minority Interest	(1.2)	(6.6)	n.m.	debts
Net Income	16.4	(119.5)	n.m.	



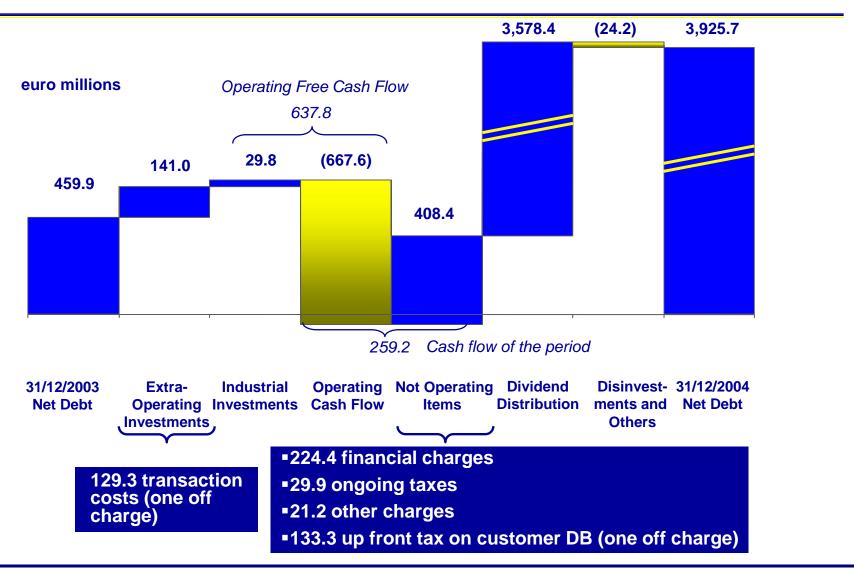
Strong Free Cash Flow Generation and Cash Conversion

euro millions	2003	2004	Change		
			mln	%	
Ebitda ⁽¹⁾	602.3	611.5	9.2	1.5%	
Change in Operating Working Capital	(35.8)	57.0	92.8	n.m.	Mainly due to a decrease in trade accounts receivable,
Change in Severance Indemnities	0.2	(0.9)	(1.1)	n.m.	following the reorganization of credit management in Italy
Investments	(32.2)	(29.8)	2.5	(7.6)%	
Other	(0.12)	(0.023)	n.m.	n.m.	Selective investment policy
Operating Free Cash Flow	534.4	637.8	103.4	19.4%	focused on key projects (credit management, CRM,
Operating Free Cash Flow / Ebitda	88.7%	104.3%	_	_	product development)
Operating Free Cash Flow / Revenues	36.9%	45.4%	-	-	

(1) Reported Ebitda



Net Financial Debt Below 4 Euro bln





Net Financial Debt: Breakdown

Debt Facility (euro mln) Amount Repayment Interest January 2005: Seat voluntary **GROSS DEBT** 4,065 prepayment of 50 euro mln (pro quota on all the Facilities) Bank Senior Debt 2,748 Term Loan A1 (2) (gbp denom.) 106 50% June 09 / 50% Dec 09 Euribor + 2.415% (3) Term Loan A2 1.166 Euribor + 2.415% (3) Amortizing until June 2010 Term Loan B 738 50% Dec 2010 / 50% June 2011 Euribor + 2.915% (3) Term Loan C 738 50% Dec 2011 / 50% June 2012 Furibor + 3.415%

• Subord. Debt vs. Lighthouse ⁽¹⁾ 1,300 • Net Financial Accruals

CASH & Cash Equivalents -139

SEAT GROUP NET DEBT 3,926

March 2005: advance prepayment of 84 euro mln due in June

Avg. cost of € financing 6.59% as of Dec 31, 2004 IRS hedging included ⁽⁵⁾

fixed 8% (4)

April 2014

As of December 31, 2004

⁽⁵⁾ Up to 75% of variable debt hedged until 2009 thanks to two Interest Rate Swap contracts (IRS of 3.26% until June 2007) and three Interest Rate Collar contracts (stated band of fluctuation of the variable six months Euribor - caps between 5 and 5.35% and floors between 3 and 3.75% - between December 2006 and December 2009)



⁽¹⁾ Lighthouse funded the subordinated loan vs. SEAT through the issuance of the Lighthouse 8% Notes due April 2014

⁽²⁾ Facility A1 drawing on Oct 2004 allowed the early redemption of the TDL High Yield Bonds for a total amount of Eur 114 millions redemption premium included

⁽³⁾ Subject to decreasing margin ratchet linked to Total Net Debt / EBITDA ratio

⁽⁴⁾ Liable of being subject to withholding tax

Initial Impact Analysis of IAS/IFRS Principles

Estimated Impact on P&L 2005

■ Goodwill and consolidation difference + 210 euro mIn

■ Stock Options

Not expected to have significant impact pension Funds

First IAS/IFRS results: 1H 2005



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Seat SpA: Focus on Improving Sales Quality

euro millions	2003	2004	Ch	nange
Sales Revenues vs. Sales Quality			mln	'04 vs '03
Revenues	1,056.6	1,060.4	3.8	0.4%
Avg. price list increase (% yoy)	7.2%	4.5% ⁽¹⁾		(2.7)%
Churn (% of revenues)	12.1%	10.6%		(1.5)%
Claims outstanding (#) (2)	24,616	11,656		(52.6)%
New Claims (#) (3)	18,139	14,845		(18.2)%
Direct Debit (% of orders booked)	63.0%	70.9%		7.9%
DSO (days)	213	200		(13)
Operating WC (% on revenues)	33.1%	28.7%		(4.4)%

Revenues and sales quality up thanks to:

- -Improvement of customer quality in large books area
- -Enhancement of pricing policy

^{(3) 4}Q '03 – 4Q '04



⁽¹⁾ Effective only from 4th Cycle (30% of 2004 revenues)

⁽²⁾ December '03 – December '04

Revenues Growing Thanks to Multiplatform Model

euro mln	2003	2004	Cha	nge
Sales and Services Revenues			mln	%
Print ⁽¹⁾	878.0	859.6	(18.4)	(2.1)%
Online ⁽²⁾	90.0	102.5	12.5	13.9%
Voice ⁽³⁾	44.7	55.0	10.4	23.2%
Others ⁽⁴⁾	44.0	43.3	(0.7)	(1.5)%
Total	1,056.6	1,060.4	3.8	0.4%

⁽³⁾ Talking Yellow Pages (4) Giallo Promo, Giallo Dat@ and other revenues



⁽¹⁾ Yellow Pages, White Pages and other print products (2) Online Yellow Pages and Kompass Online

ARPA Growing on Online and Voice

	Unique	Custom	ers ('000)	Α	rpa (euro)		
	2003	2004	Chg.	2003	2004	Chg.	
Yellow and White Pages (1)	635	622	(2.1)%	1,302	1,310	0.6%	Focus on credit quality of mid - large size customers
Online Yellow Pages	155	158	2.1%	550	619	12.6%	Online searches: 70.1mln (+8.3%)
Talking Yellow Pages ⁽²⁾	98	101	2.8%	289 ⁽³⁾	314	8.6%	N° of calls: 16.9 mln (+ 20.9%)
Total	667	652	(2.3)%	1,584	1,627	2.7%	Thanks to higher perceived value enhanced by product innovation and usage

- (1) Including Online White Pages that is in bundle with print product
- (2) ARPA and number of customers are referred only to advertising revenues
- (3) Talking Yellow Pages Arpa (300 euro) of FY'03 presentation calculated on order booked and not on published revenues



Margin Improvement Thanks to Sound Cost Management

euro millions	2003	2004	Change	
Revenues	1,056.6	1,060.4	0.4%	
Industrial costs	(169.0)	(164.1)	(2.9)%	Tightening of discount policy
% revenues	16.0%	15.5%	(0.5)%	improving "books yield"
Commercial costs (net of adv.)	(131.2)	(129.7)	(1.2)%	
% revenues	12.4%	12.2%	(0.2)%	
General & Labour costs	(159.5)	(162.0)	1.6%	Sound cost management in
% revenues	15.1%	15.3%	0.2%	personnel and overhead
Gross Operating Profit (net of adv.)	598.4	604.6	1.0%	
% of revenues	56.6%	57.0%	0.4%	
Bad Debt Provisions Risk Provisions Net Other Income/(Expense)	(30.2) (31.1) 1.4	(28.5) (23.9) (2.1)	(5.5)% (23.2)% n.m.	New credit process and improved claim management leading to a substantial claims reduction
EBITDA (net of adv.)	538.5	550.1	2.2%	
% of revenues	51.0%	51.9%	0.9%	
Advertising costs	(15.6)	(20.3)	<mark>30.4%</mark>	
EBITDA	522.9	529.8	1.3%	
% of revenues	49.5%	50.0%	0.5%	



Product Innovation Focused on Users and Advertisers

Product	Key innovation
Yellow Pages	 B2B products redesigned (new index, categories and adv. spaces) New B2C products sections ("Turismo in", "Ristoranti d'Italia") Brand new products ("InZona", "InVacanza")
White Pages	 Structured info deployed (logo, brand, email,) "Local community guides" introduced Full colour project launched (due date 2006)
Guides	■ New Italian hotel guide edition available in print and online versions
Online Yellow Pages	 New search by "location" supported by "Tuttocittà" mapping technology (search inquiry and results displayed on an interactive map centred at searcher location) New "product" search feature (image and description of the searched products)
	■ Database enrichment (distribution chains, public utilities, franchising outlets,
Talking Yellow Pages	 Database enficiment (distribution chains, public utilities, manchising outlets, customers services) New tailor-made service ("Prontissimo") for heavy users (preferred listings, chronological enquiries list, memo recall)



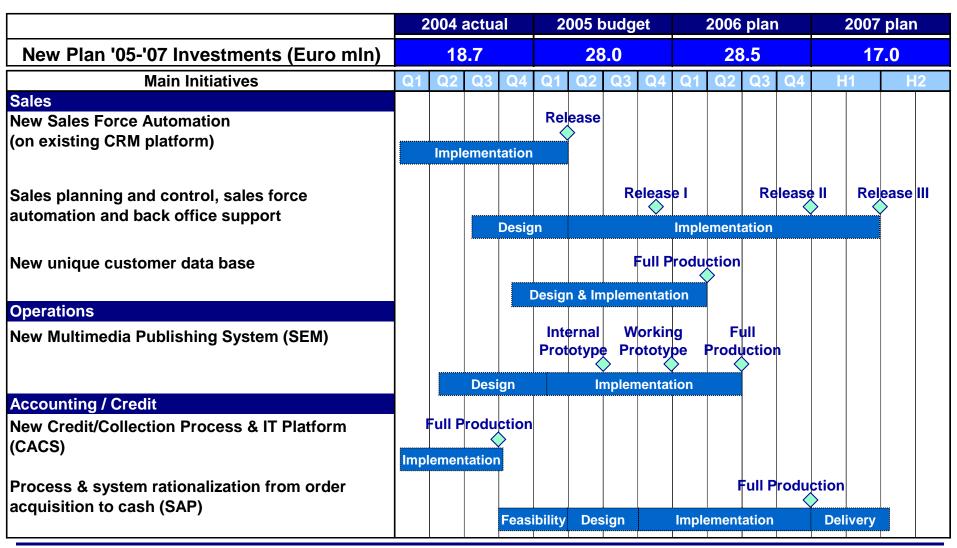
Growth of Resources Devoted to Advertising

	euro millions	2003	2004	Cha	ange
				mln	%
adv.	Yellow and White Pages	4.8	5.9	1.0	21.2%
Product adv.	Online Yellow Pages	0.0	0.3	0.3	n.m.
Pre	Talking Yellow Pages	7.7	8.0	0.3	4.5%
	Corporate Sponsorship	3.1	6.1	3.0	98.8%
_	Total Advertising	15.6	20.3	4.7	30.4%
Below the line	Press coverage, mailing, customer care ⁽¹⁾	0.5	1.1	0.6	129.8%
	Total	16.1	21.5	5.4	33.5%

(1) Press coverage valuated at advertising prices; 318 articles published in 2004



Complete IT Redesign Well on Track





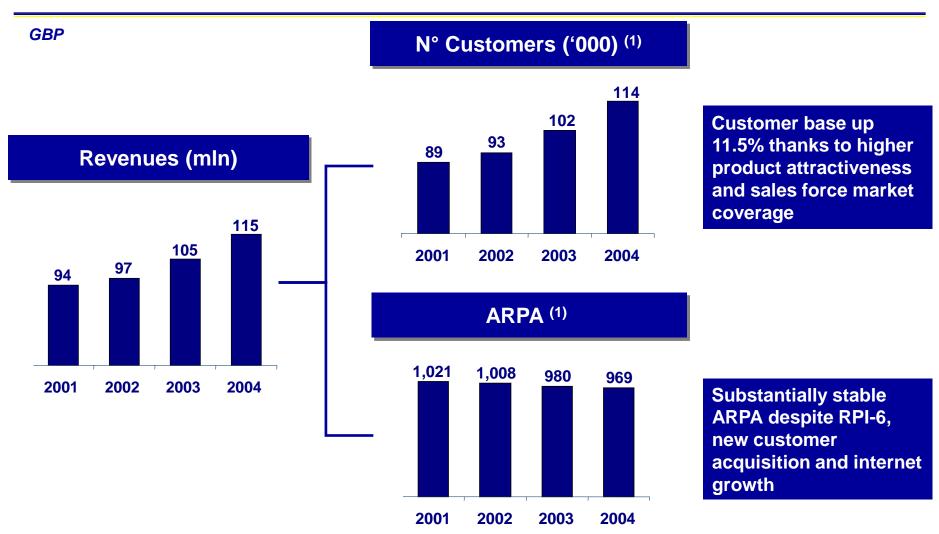
Thomson: Strong Revenues Thanks to Investments

GPB millions	2003	2004	Change	
Sales and Services Revenues	104.5	115.4	10.4%	Improving market share vis a vis the market leader
- Print - Online	92.2 5.2	98.7 9.0	7.0% 73.8%	
- Other ⁽¹⁾ Operating & Labour Costs	7.1 (71.4)	7.6 (85.4)	7.7%	 Investments for renewing Thomson Local books
Gross Operating Profit	33.1	30.0	(9.5)%	and enhancing internet offer
% of revenues	31.7%	26.0%	(5.7)%	- Growing advertising
Bad Debt, Risk Provisions & Others	(4.1)	(3.9)	(5.3)%	investments (+49.2%)
EBITDA	29.0	26.1	(10.0)%	 Increase n° of direct sales force and
% of revenues	27.8%	22.6%	(5.1)%	employees (+3.3%) to support growth

(1)Including data sales



Revenue Growth Driven by New Customers



(1) Print + Online customers



2004 Key Achievements

Product	Key innovation	
Print	 Product development to enhance features, usability, contents to be the "local" player Useful content partners (National Health Service) Consolidating colour roll out Improving Local Plus section 	Print ARPA up 1.7%
Online	 Focus on a distinctive "local" value proposition offering Unique positioning with both online directory (flat fee/pay per priority listing model) and search engines (pay per click model) Ongoing partnership with Yahoo 	Online revenues / total revenues up from 4.9% to 7.8%



Telegate: Strong Revenue and Ebitda Growth

euro millions	2003	2004	Change	
Sales and Services Revenues	138.7	166.9	20.4%	Germany up 1.4%International (Spain and Italy)
Operating & Labour Costs	(107.4)	(126.8)	18.0%	growth (net of change in
Gross Operating Profit	31.2	40.1	28.4%	accounting policy in Italy) thanks to call volumes
% of revenues	22.5%	24.0%	1.5%	
Bad Debt, Risk Provisions & Others	(4.7)	(5.6)	18.7%	• Increasing margins despite
EBITDA	26.5	34.5	30.2%	investments to develop new initiatives/markets
% of revenues	19.1%	20.7%	1.6%	mitiatives/markets



Market Coverage Expanding Across Europe

Country	2004 Positioning
Germany	 Call volumes down (-6.6%), compensated by increase in the avg. revenue per call (+8.5%) thanks to new value-added services Solid #2 position in the large and mature German market (~32% of market share)
Spain	■ Solid second player after Telefonica Group in a partially liberalized market (50% kept by former universal service)
Italy	 Good positioning as an outsourcing provider, in a still not yet liberalized market Leveraging on Seat Talking Yellow Pages calls
France	■ "Telegate France" established to handle expected liberalization



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Outlook 2005

- 2005 will be managed according to the guidelines identified within the Business Plan 2005-'07
- 1H'05 revenues will be effected by management focus to improve sales quality (actions undergoing especially in big cities such as Turin and Milan)
- On March 21, Seat will hold a Convention with all employees and sales force (# 3,600 people) to launch the roll out of the new sales approach that will involve the whole sales force for the next nine months

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Other Business: Leveraging on Italian Sales Force

Consodata Italy 2003 euro millions 2004 Change Sales and Services Revenues 29.8 29.3 (1.4)% Focus on high margin sales 23.2% **Gross Operating Profit** 3.0 3.7 12.7% 2.5% % of revenues 10.1% **EBITDA** 3.1 3.7 17.3% Improvement of cost base 12.5% 2.0% % of revenues 10.5%

Euredit euro millions 2003 2004 Change Sales and Services Revenues 24.9 25.9 4.2% Strong growth of usage: ■ 17.4 mln of visits (+64.2%) 5.3 12.8% **Gross Operating Profit** 4.7 43.9 mln of searches (+70.3%) 20.3% % of revenues 18.8% 1.5% **EBITDA** 0.9% 4.5 4.6 % of revenues 17.5% 18.1% (0.6)%



2004 Group Reported Financials

euro millions	2003	2004	Change
Sales and Services Revenues	1,450.0	1,406.3	(3.0)%
Operating Costs	(557.9)	(528.2)	(5.3)%
Labour Costs	(223.5)	(200.7)	(10.2)%
Gross Operating Profit	673.6	678.8	0.8%
% of revenues	46.5%	48.3%	1.8%
Bad Debt, Risk Provisions & Others	(71.3)	(67.3)	(5.6)%
EBITDA	602.3	611.5	1.5%
% of revenues	41.5%	43.5%	1.9%



Legal Entities: FY Like for Like

		Revenue	S		Ebitda			Ebita	
euro millions	2003 ⁽³⁾	2004	Change	2003 ⁽³⁾	2004	Change	2003 ⁽³⁾	2004	Change
Seat S.p.A (1)	1,056.6	1,060.4	0.4%	522.9	529.8	1.3%	506.2	512.4	1.2%
TDL	151.1	170.0	12.5%	41.9	38.4	(8.5)%	38.6	35.0	(9.4)%
Telegate	138.7	166.9	20.4%	26.5	34.5	30.2%	18.4	28.4	54.6%
Consodata ⁽²⁾	31.4	29.5	(6.2)%	3.2	3.4	6.8%	1.0	1.3	30.4%
Euredit	24.9	25.9	4.2%	4.5	4.6	0.9%	4.1	4.1	0.3%
IMR	4.1	6.2	49.8%	1.5	0.9	(43.2)%	1.2	0.4	(65.3)%
Aggregated	1,406.8	1,458.9	3.7%	600.6	611.5	1.8%	569.4	581.6	2.2%
Eliminations	(28.8)	(52.6)	n.m.	(0.7)	-	n.m.	(0.7)	-	n.m.
Consolidated	1,378.0	1,406.3	2.0%	600.0	611.5	1.9%	568.7	581.6	2.3%

- (1) Including Talking Yellow Pages and corporate costs
- (2) Including Consodata Italy and Consodata Group Ltd
- (3) Like for like not audited figures



Legal Entities: Q4 Like for Like

	F	Revenue	S		Ebitda			Ebita	
euro millions	4Q '03 ⁽³⁾	4Q '04	Change	4Q '03 ⁽³⁾	4Q '04	Change	4Q '03 ⁽³⁾	4Q '04	Change
Seat S.p.A (1)	352.8	348.2	(1.3)%	181.4	177.5	(2.2)%	176.4	172.7	(2.1)%
TDL	54.7	65.3	19.4%	20.8	20.8	(0.2)%	20.0	19.8	(1.1)%
Telegate	40.9	42.5	4.0%	8.1	7.0	(13.4)%	6.1	5.7	(6.1)%
Consodata ⁽²⁾	12.7	9.6	(24.7)%	3.0	2.2	(25.5)%	2.1	1.6	(25.4)%
Euredit	0.3	0.1	(55.8)%	(2.7)	(3.1)	17.1%	(2.7)	(3.3)	21.5%
IMR	1.0	2.1	102.2%	0.4	0.1	(83.5)%	0.3	0.0	(97.4)%
Aggregated	462.4	467.8	1.2%	211.1	204.4	(3.2)%	202.1	196.5	n.m.
Eliminations	(11.3)	(14.3)	n.m.	-	-	n.m.	-	-	n.m.
Consolidated	451.2	453.4	0.5%	210.5	204.5	(2.9)%	202.1	196.5	(2.8)%

- (1) Including Talking Yellow Pages and corporate costs
- (2) Including Consodata Italy and Consodata Group Ltd
- (3) Like for like not audited figures



Consolidated Balance Sheet

euro millions	31/12/2003	31/12/2004	Change
Intangibles, Fixed Assets and Long Term Investments	4,613.8	4,296.1	(317.6)
Working Capital	253.0	335.8	82.8 ⁽¹⁾
Reserve for Employee Termination Indemnities	(32.4)	(31.4)	1.0
Net Invested Capital	4,834.4	4,600.6	(233.8)
Group Stockholders' Equity	4,369.2	665.0	(3,704.2)
Minority Interests	5.4	9.9	4.5
Total Stockholders' Equity	4,374.5	674.9	(3,699.6)
Net Financial Debt	459.9	3,925.7	3,465.8
Total	4,834.4	4,600.6	(233.8)

⁽¹⁾ Payment of 184.8 euro mln for up front tax on customer DB, 133.3 of which cash out



Hedging Brought Up to 75% of Variable Debt Up to 2009

