



FCR Media IYP Platform & Content Store ALSMA 2023

Nov 2022

FCR MEDIA

AGENDA

- Yosh Intro
- Relevant Trends in the Relevant Digital World
- FCR Media
 - Intro
 - Goals
- FCR Media IYP Solution
- Sitee.io Solution

Yosh Relevant Bio

- 1999 – 2005 – CMO of Amdocs Advertising and Media Division
 - Created the First Complete Publishing System to YP's
 - All Mega YP publishers used Amdocs Systems
 - I initiated and introduced the first A-CRM dedicated to YP
 - Was in charge of Sensis / Thryv Australia Account 2003
 - Created a joint venture between Amdocs and VNU (FCR today)
 - Created the First MOBILE YP Application 2001
- 2005 – 2022 Innovative solutions to the YP industry
 - Introduced the first template-based website builder - Websplanet
 - Introduced the first Scheduler – vCita
 - Introduced the first All-in- One solution – Camilyo – **with DEX that became THRYV**
 - Introduced the first Internet destination search – Local Matter
 - Introduced the first Data Structuring technology – Aptas
 - Introduced the first Facebook campaigns technology – GotU
 - Introduced the first bidding and quotation solution – No Problem
 - The first VIDEO-Commerce solution - Shopcall
 - Many More Introduced and a few more to come 😊 😊

And

I LOVE IT

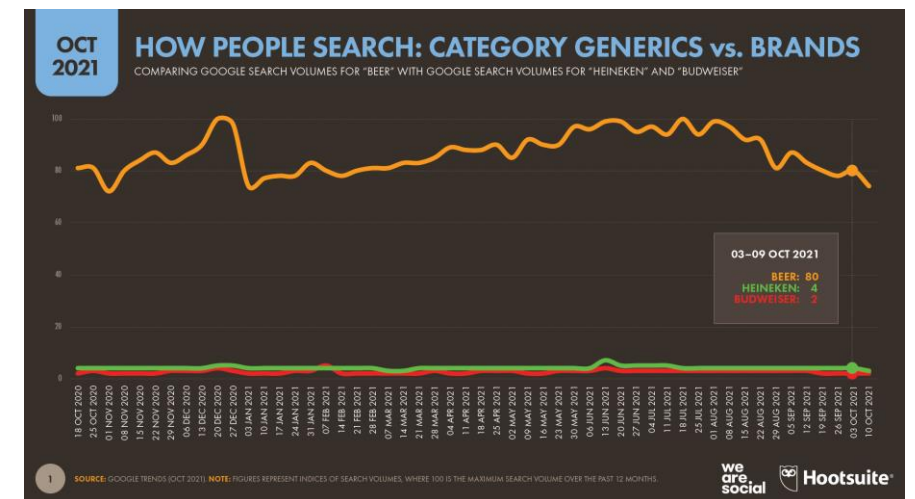
Trends in digital search for SME's

- In the future, search success will increasingly depend on an understanding of how people¹
 - use **voice** assistants to find information
 - harness **image recognition** tools to find 'lookalike' products and content
 - research brands and products on **social media** platforms
- GWI – A leading Marketing research co. - reports that more than 4 in 5 internet users still visit 'conventional' text-based search engines every week, and Semrush reports that **Google.com continues to be the world's most visited web domain**, attracting tens of billions of visitors every month¹
 - As a result, investments in search-friendly **web content and paid search ads** on platforms like Google should still form a central pillar of your overall search strategy.
 - With so many people adding new search behaviours to their everyday connected activities, it makes sense to tap into these valuable new opportunities as well.

However, as can be seen on the graph here, vertical or category search is still a lot more relevant than brand search.

Where it is relevant - A great opportunity for **VERTICAL** directories

¹ <https://datareportal.com/reports/future-trends-2022-evolving-search-behaviours>





FCR Media



FCR MEDIA

FCR Media BELGIUM at a glance



€39.5m

Revenue
(in 2020A)



95%

Recurring revenues¹
(in 2020A)



€5.5m

Operating EBITDA
(in 2020A)



14.0%

Op. EBITDA-Margin
(in 2020A)



>22,000

Customers in 2020



>2.5m visits

Monthly traffic
generated for clients



c. 235

Highly motivated
and skilled FTEs



4

Offices
in Belgium

Population of 11.5 million


Introduction – FCR Media group

Company overview


Key facts

-  • Leading Benelux digital agency, providing managed web presence and digital marketing services to SMEs
- Offices in Belgium => Antwerp (HQ), Anderlecht, Ghent & Liege; the Netherlands => Amsterdam (HQ) Zwolle, Eindhoven and Bucharest, Prague and Zagreb
- 80% of the revenues are recurring due to subscription business model, resulting in a stable recurring revenue for the period 2023 - 2025 of € 130M


Products & services

-  • Scalable, yet customized, agency-style digital advertising services for SMEs in a subscription model
- Provides visible and accurate web presence and attracts relevant online traffic for customers


Customer Base

-  • 55K+ SMEs spending an average of € 750 on web presence and digital.


Addressable market

-  • € 2bn in digital advertising expenditures
- 1,5 Million serviceable small and medium enterprises in our market

Management

-  • CEO Jon Martinsen (26 years of experience in the industry)
- A complementary team of 2 senior managers with profound industry, business & digital experience

Employees

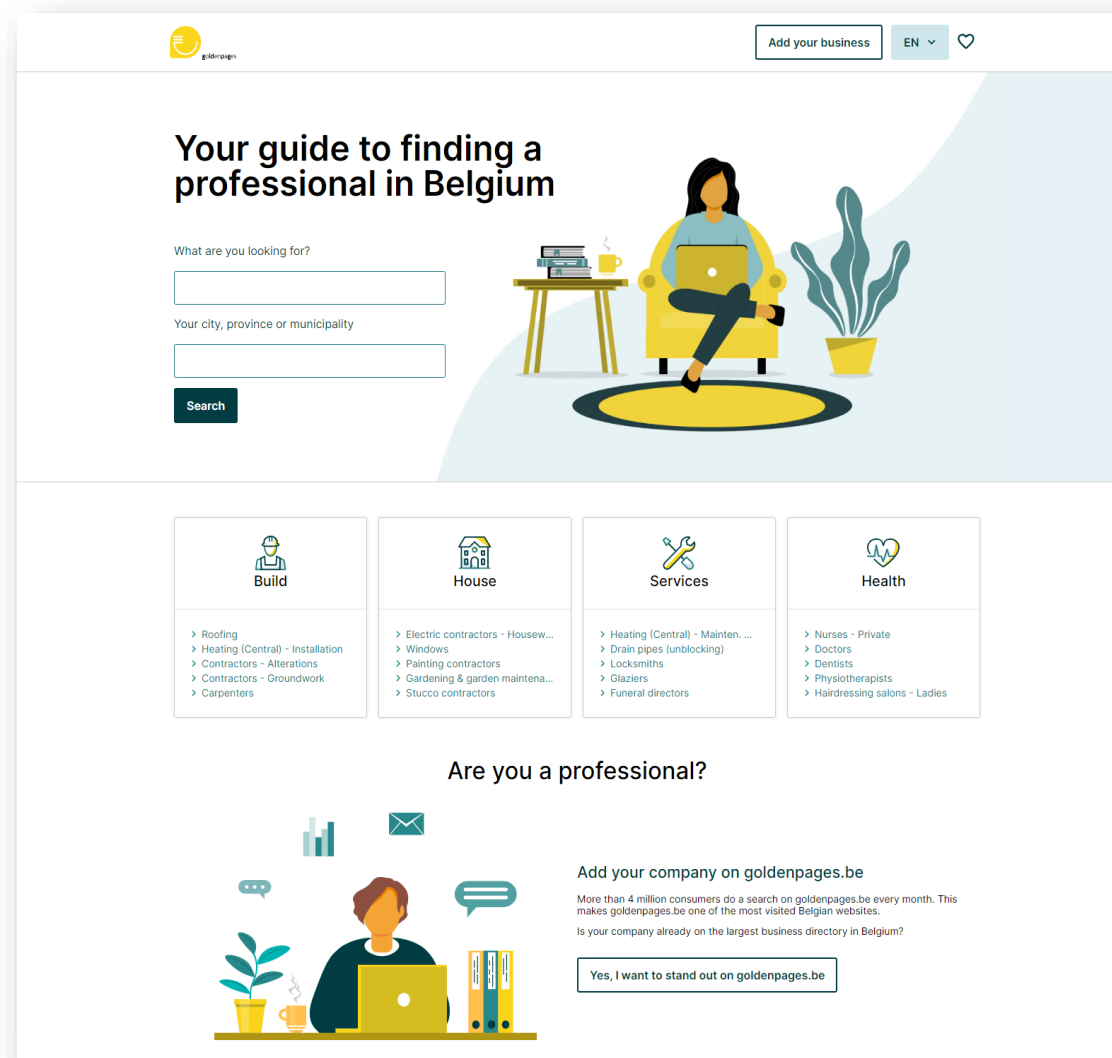
-  • 300 + FTEs
- Excellent Internal communication satisfaction score of 9,4/10
- We offer best in class employment conditions

FCR Media - OBJECTIVE

- To be a leading modern IYP and Vertical Platform that will serve as many as possible GLOBAL YP companies.
- Our Industry is on the down hill and we need to keep united as well as work together to be attractive, relevant to our users. At the same time to be Cost Effective.
- This brings FCR Media to an understanding, that if we partner up with other Small to Medium YP Publishers and implement one IYP / Vertical Platform, all parties can win.
- We form a FCR Media user community that all enjoy a Robust SaaS Solution, with proven success, mutually agreed and built business models.
- Lets join forces and combat Google, Tripadvisor, Yelp and some other players that step into our local business space

JOIN OUR COMMUNITY:

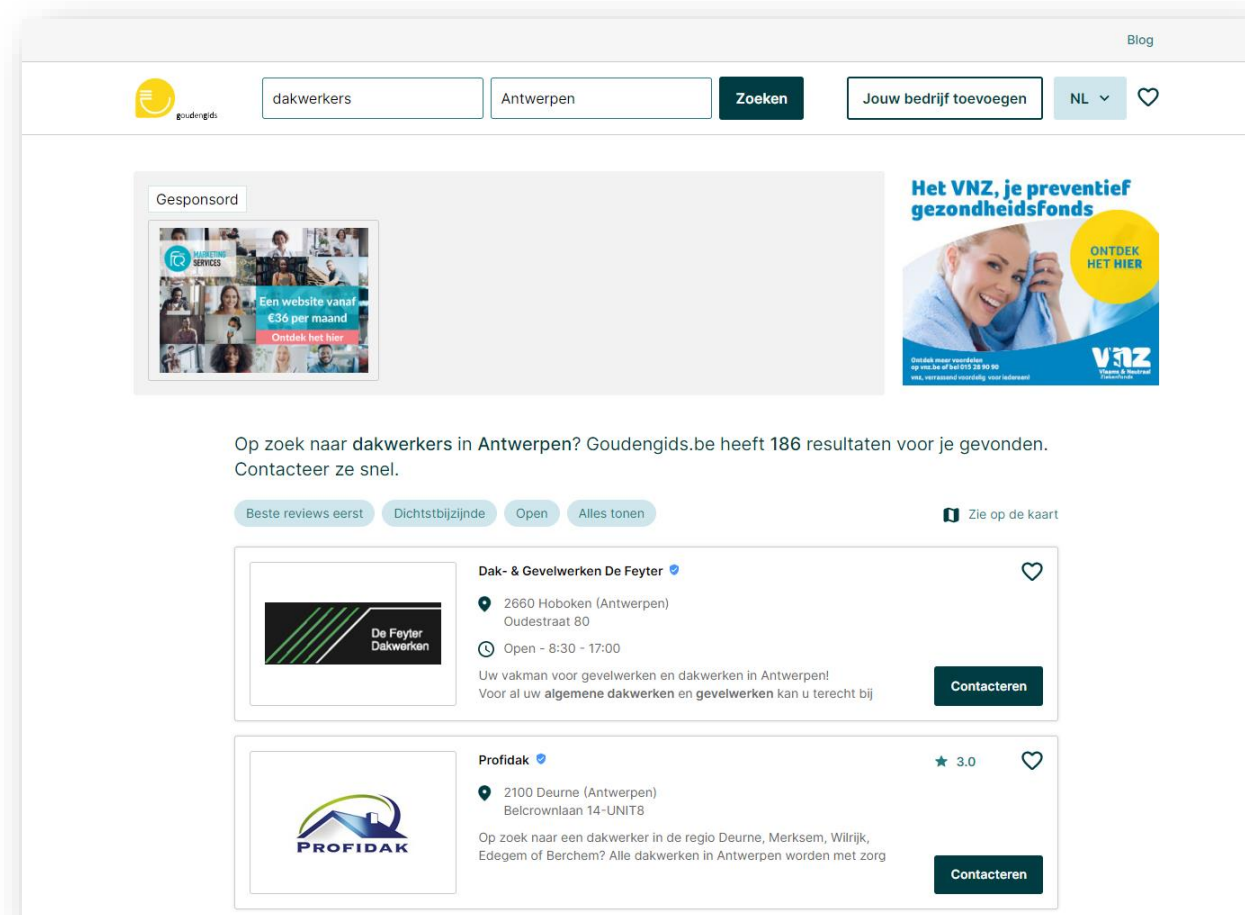
- | | |
|---------------------------|---------------------------|
| • Media Ireland | • FCR Romania |
| • Mediatel Slovakia | • FCR Belgium |
| • Mediatel Czech Republic | • Youvia The Neatherlands |



FCR Media - We Are Just Like You in the IYP Arena – we keep:

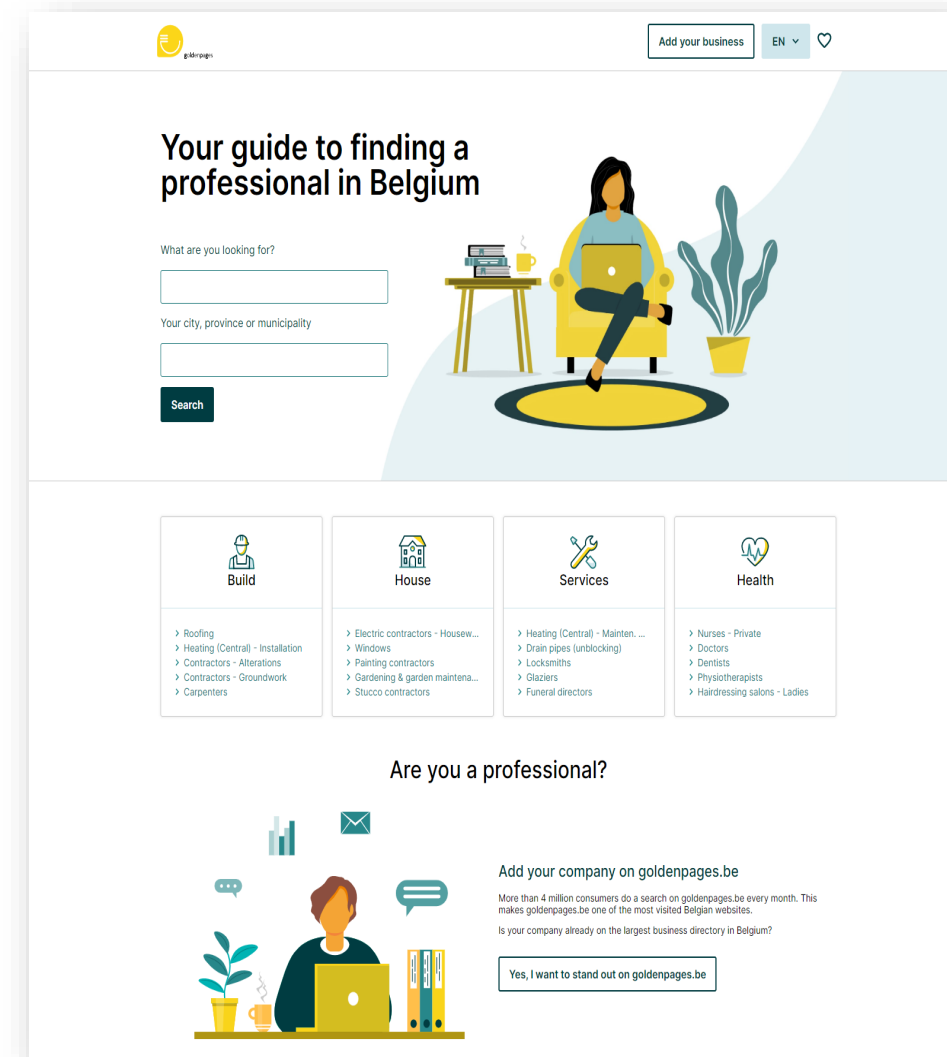
- REMAIN RELEVANT in our markets
- Serving the local SMB's
- Google enhanced – highly ranked on Google
- Providing the right results = Growing the traffic
- Introducing the right products for the SMB's
- Be innovative and stay on top of the market
- Implement new requirements (New Version releases)
- Reduce company cost
- Reduce to minimum customer's churn
- Increase the Revenue Year over Year
- Increase company margins

We have still long way to go



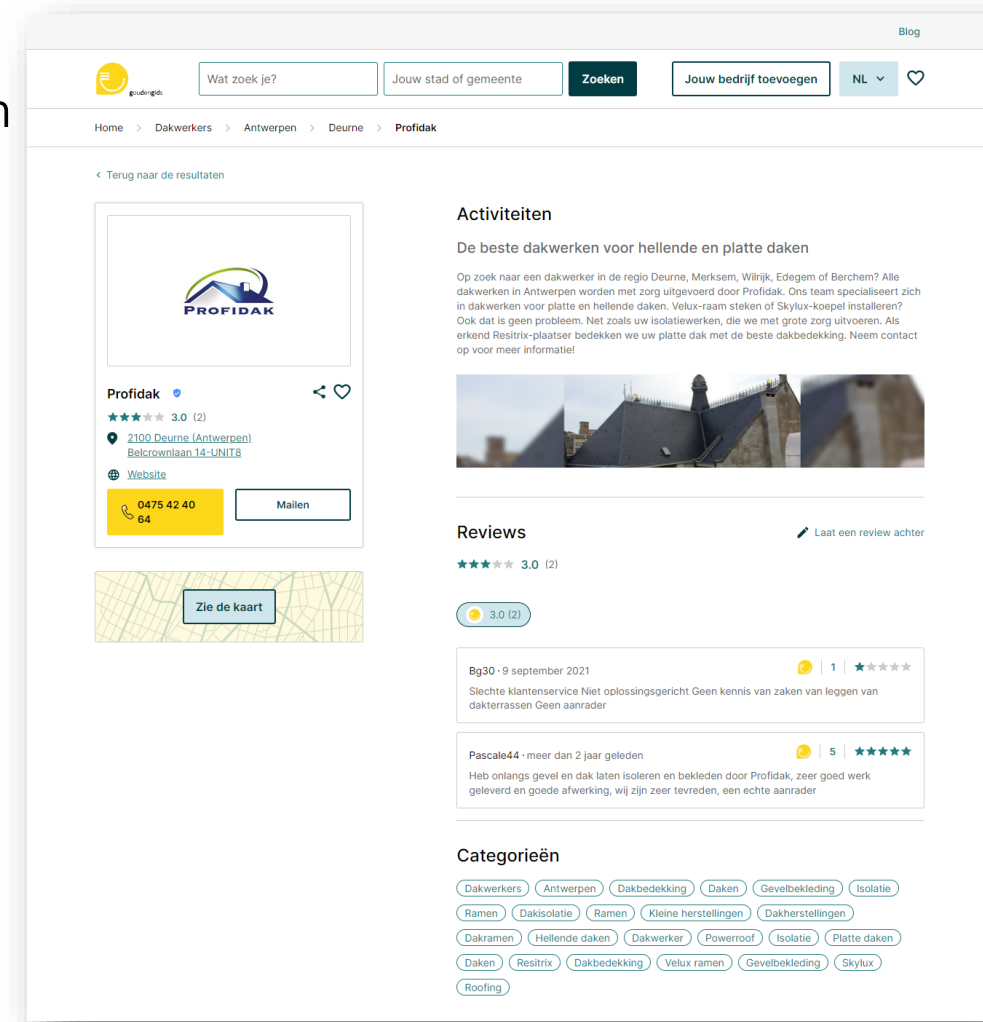
HIGHLIGHTS

- What would you say if you will not have to worry anymore on the IYP Core business technology and more:
 - **SaaS Solution**
 - **Hosting – Hardware and Software**
 - **IT Experts**
 - **Business Analysts**
 - **Architects**
 - **Search Engine experts (SEO)**
 - **ETC'**
- Will you be satisfied focusing on the company sales and growth
- No more investing many man months in planning for the next year IYP strategy
- FCR Media platform will provide you a robust platform, infrastructure with all the requirement that is necessary today to ne successful
- If we don't have it now, we will have it in the future releases.



We are your PARTNER and Peer Colleague

- Be a leading source of information when it comes to business search
- Be the best SMB advertising choice
 - Complete data
 - Accurate information
 - Reliable
 - Best Customer service and support
 - Be Relevant
 - Be the Best SMB advisor
 - Deliver satisfactory ROI
- FCR Media will support all the above in the best possible way
- *While you take care of your business - let FCR Media take care of your IYP technologies*





About the Solution



Some solution details

- Our IPS solutions is a reliable way to collect/store various type of content.
- You can leverage our IPS back-end system to feed a performing IYP website. As long as you can provide the business data. We'll be able to quickly create a website based on a solid frame-work that has been built to get online visibility for your brand.
- Our framework can be finetuned to perfectly fits your needs.
- If you are in a hurry, use our ready-to-go-live model. We can fine-tune its branding and go live quickly. Thorough testing has already been done. In a matter of weeks, a new IYP can be built and deploy on your market.

Performance

Follows SEO best practice

Responsive solution

...

Content

Various type of content

Blog CMS included

...

Ready2Prod

Tested solution

Ready to go-live

...

High level IPS/IYP functionalities

- Host yellow/white pages with advanced search functionalities
 - **Advanced filtering possibilities**
 - **Review management**
 - **Quote management**
 - **Booking management**
- Import, enrich, standardize and normalize listings
 - **Advanced data quality processes**
- Dynamic banner engine
- Provide content (images, links, ...) and configure traffic products for ranking on the IYP website
- Sync listings and publisher data with Yext (or any other listing platform)
- Import and merge traffic data (google analytics, ...)
- Provide reporting API on performance of published products
- Integration with CRM solution (like salesforce)

Your guide to finding a professional in Belgium

What are you looking for?

Your city, province or municipality

Search



Build

- > Roofing
- > Heating (Central) - Installation
- > Contractors - Alterations
- > Contractors - Groundwork
- > Carpenters



House

- > Electric contractors - Housew...
- > Windows
- > Painting contractors
- > Locksmiths
- > Gardening & garden maintena...
- > Stucco contractors



Services

- > Heating (Central) - Mainten. ...
- > Drain pipes (unblocking)
- > Locksmiths
- > Glaziers
- > Funeral directors



Health

- > Nurses - Private
- > Doctors
- > Dentists
- > Physiotherapists
- > Hairdressing salons

Are you a professional?



Add your company on goldenpages.be

More than 4 million consumers do a search on goldenpages.be every n makes goldenpages.be one of the most visited Belgian websites.

Is your company already on the largest business directory in Belgium?

Yes, I want to stand out on goldenpages.be

Gesponsord



Het VNZ, je preventief gezondheidsfonds



Op zoek naar dakwerkers in Antwerpen? Goudengids.be heeft 186 resultaten voor je gevonden. Contacteer ze snel.

Beste reviews eerst Dichtstbijzijnde Open Alles tonen

Zie op de kaart

Dak- & Gevelwerken De Fayer

2660 Hoboken (Antwerpen)
Oudestraat 80

Open - 8:30 - 17:00

Uw vakman voor gevelwerken en dakwerken in Antwerpen!
Voor al uw **algemene dakwerken** en **gevelwerken** kan u terecht bij

Contacteren

Profidak

2100 Deurne (Antwerpen)
Belcrownlaan 14-UNIT8

3.0

Op zoek naar een dakwerker in de regio Deurne, Merkssem, Wilrijk, Edegem of Berchem? Alle dakwerken in Antwerpen worden met zorg

Contacteren

Beste reviews eerst Dichtstbijzijnde Open Alles tonen

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Contacteren

ALL-DAK Antwerpen

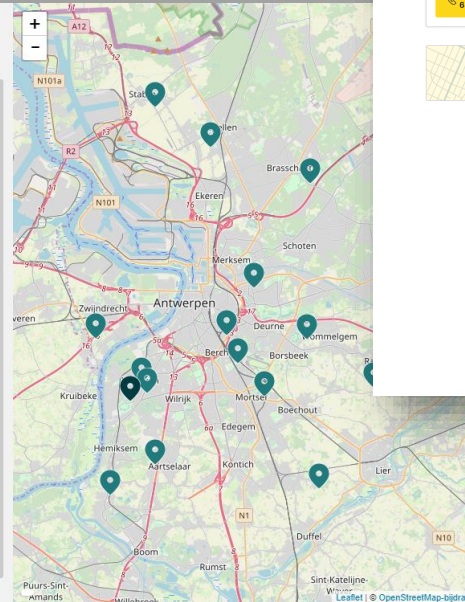
2630 Aartselaar
Lelieleaan 14

bedient Antwerpen

ALL-DAK Antwerpen, de specialist voor uw dak
Herstel en renovatie plat en hellend dak

Contacteren

Dakwerken Speelman



< Terug naar de resultaten



Profidak

3.0 (2)

2100 Deurne (Antwerpen)
Belcrownlaan 14-UNIT8

Website

0475 42 40 64

Mailen



Activiteiten

De beste dakwerken voor hellende en platte daken

Op zoek naar een dakwerker in de regio Deurne, Merkssem, Wilrijk, Edegem of Berchem? Alle dakwerken in Antwerpen worden met zorg uitgevoerd door Profidak. Ons team specialiseert zich in dakwerken voor platte en hellende daken. Vekux-naam streken of Skylux-koepel installeren? Ook dat is geen probleem. Net zoals uw isolatiewerken, die we met grote zorg uitvoeren. Als erkend Restrifix-plaatsers bedekken we uw platte dak met de beste dakbedekking. Neem contact op voor meer informatie!



Reviews

3.0 (2)

3.0 (2)

Bg30 · 9 september 2021
Slechte klantenservice Niet oplossingsgericht Geen kennis van zaken van leggen van dakterrassen Geen aandrader

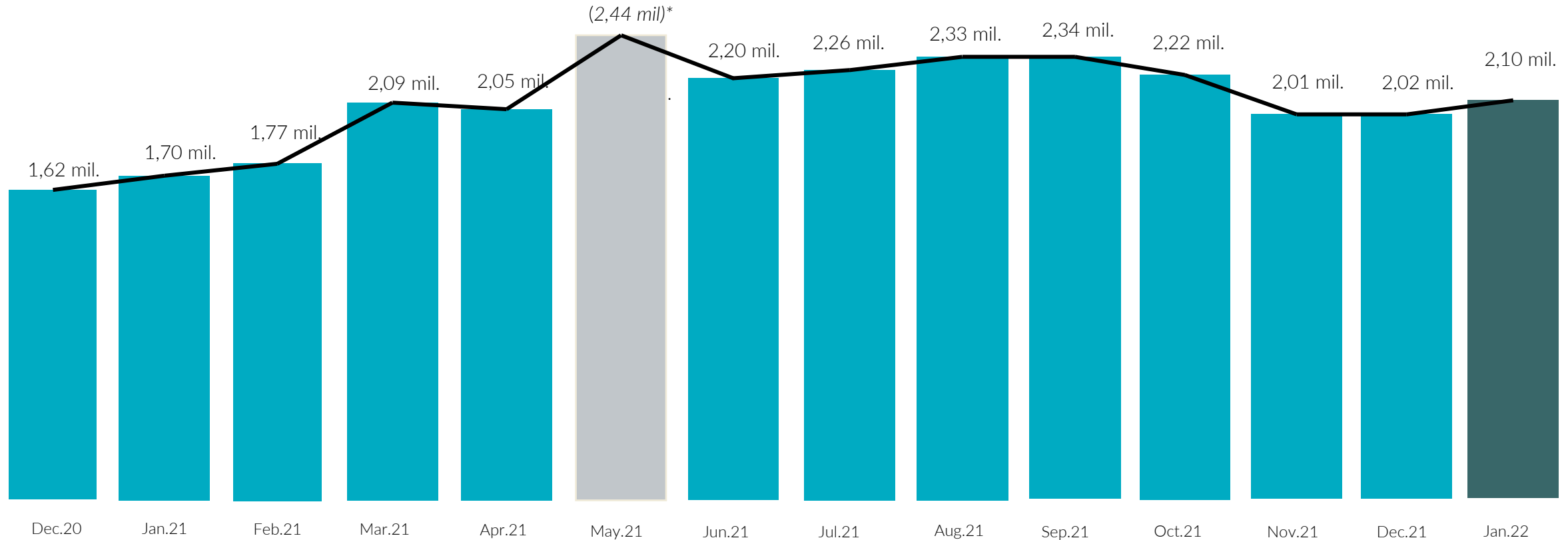
Pascal44 · meer dan 2 jaar geleden
Heb onlangs gevel en dak laten isoleren en bekleden door Profidak, zeer goed werk geleverd en goede afwerking, wij zijn zeer tevreden, een echte aandrader

Categorieën

- Dakwerkers
- Antwerpen
- Dakbedekking
- Daken
- Gevelbekleding
- Isolatie
- Ramen
- Dakisolatie
- Ramen
- Kleine herstellingen
- Dakherstellingen
- Dakramen
- Hellende daken
- Dakwerker
- Powerroof
- Isolatie
- Platte daken
- Daken
- Restrix
- Dakbedekking
- Volux ramen
- Gevelbekleding
- Skylux
- Roofing

2021 - Yellow Evolution

- + 18,1 % versus January 2021
- 9 months of consecutive growth
- Only organic traffic on detail pages



Note : Only includes the number of detail page views. In millions of page views

*Results of May are biased (Bot Attack)



Components of IPS / IYP

1. Search Engine based on open source (Solr) technology
2. Bannering Engine (AdRevive)
3. Reporting Engine (Aggregation Google Analytics / Yext)
4. Listing management & integration with Yext (.NET)
5. Yellow & White pages (built in Angular)
6. CMS/DAM (built in .NET)
7. Ad publication lifecycle management (.NET)

LINKS to test

- Yellow FR : <https://www.pagesdor.be/>
- Yellow NL : <https://www.goudengids.be/>
- Construkto (vertical construction) : <https://www.construkto.be/>

- **électricien Bruxelles**
(electrician in capital city brussels)
- **toitures liège**
(roofing companies in top FR city Liège)
- **plombier Charleroi**
(Plumber in top FR city Charleroi)
- **pompes funèbres Mons**
(funerals in city of Mons)
- **plafonneurs arlon**
(plastering work in biggest city from a country-side province)

- **Châssis Brabant wallon**
(windows frame in a province)
- **serruriers Ixelles**
(locksmith in top FR municipality)
- **infirmière à domicile waterloo**
(nurse at home in fancy city)
- **dentistes etterbeek**
(dentists in the European municipality in Brussels)
- **vitriers wavre**
(Glaziers in medium size FR city)

Executive Summary of Sitee.io – FCR Media All-In-One offering



With sitee.io, FCR Media has create a SAAS platform that is both flexible and scalable to grow the revenue of digital marketing agencies that are serving SME customers.

Sitee.io has the following product among other / or optional features:

- Website builder
- CRM
- Listing management to manage the accounts (Yext)
- Calendar for scheduling and booking
- Quotation
- Invoicing
- Marketing Automation for SMS, email and Posts

The sitee.io platform is extensible in such a way that it allows digital marketing agencies to extend the platform with local building blocks to serve their specific market better.

Our Goal:
By sharing our successful experience and knowhow,
we can REPLICATE it GLOBALLY and enjoy mutual benefits



THANK YOU

Yosh.sagie@fcrmedia.be



FCR **MEDIA**