



The Official YELLOW PAGES



LET YOUR FINGERS DO THE WALKING

THE MARKET

The Official Yellow Pages telephone directories are published by Kenya Postal Directories Ltd (KPD), with the main products under the brand being: Kenya Telephone directory, Official Yellow Pages Directory, Kenya Email & Fax & Official Yellow Pages Directory and an online directory at www.yellowpageskenya.com.

The Kenya Telephone and Official Yellow Pages directories are available in three editions that are distributed countrywide and to all Kenya missions abroad:

- Nairobi Edition - covers Nairobi City
- Coast Edition - covers the coastal areas including Mombasa, Lamu, Malindi and Voi towns
- Inland Edition - covers areas outside Nairobi and Coast

The Kenya Email & Fax & Official Yellow Pages Directory is a national edition that covers the entire country with special emphasis on the business sector. The directory previously only had fax numbers but now it includes email and internet addresses. The directory is distributed countrywide and to all Kenya missions abroad.

The online directory is a combination of all the printed directories made available on the internet. The directory is updated in real time and users are able to access current details.

The target market division is based on revenue, number of telephone lines and business category. The top-end comprises national advertisers with offices in all parts of Kenya and large advertisers who may not necessarily have branches, but may have a national wholesale/agency network. Low-end customers include clients with smaller advertising spend and those with just a few telephone lines. Medium category falls between these two.

In terms of sales, 46 percent is from the top-end market, 45 percent middle-market and nine percent from the low-end. The brand commands 95 percent of the directories market, with a six percent share of the national advertising expenditure.

The growth of the brand is highly influenced by the general economic growth of the country and the continued growth of information and telecommunication. Distribution channels are expected to expand to incorporate all channels of Information Communication Technology (ICT).

ACHIEVEMENTS

- December 1992 - The first Official Yellow

Pages directory is launched

- 1994 - Red spot-colour introduced in the adverts
- 1995 - The business-to-business directory and Kenya Fax & Yellow Pages Directory is published
- 1996 - Total Quality Management (TQM) introduced
- 1997 - Marked the 5th anniversary and the first directory recycling campaign
- November 1997 - KPD achieves ISO 9002:1994 Quality Management System (QMS) certification becoming the first publisher in East Africa to achieve ISO certification
- April 2000 - The www.yellowpageskenya.com online directory is introduced
- 2002 - The general information section is printed on glossy paper and a full colour directory is introduced
- 2003 - Comprehensive full colour map and gloss paper introduced
- 2005 - Introduced the Brand Search Section to recognise Kenyan and international brands
- July 2006 - Business Continuity Plan/Disaster Recovery Plan (BCP/DRP) is adopted to enable KPD to serve clients after a disaster
- 2007 - Marks the 15th anniversary and the second directory recycling campaign.

The Yellow Pages Recycle & Plant a tree campaign is geared to collecting old books, selling them to recycling companies and the proceeds channeled to tree planting. The pilot project is underway at Karura Forest.



HISTORY

The Official Yellow Pages began when KPD was established in 1992 as a joint venture between former Kenya Posts and Telecommunications Corporation (KPTC) now Telkom Kenya Limited and Directel - a subsidiary of Portugal Telecom International. Telkom owns 40 percent and Directel 60 percent.

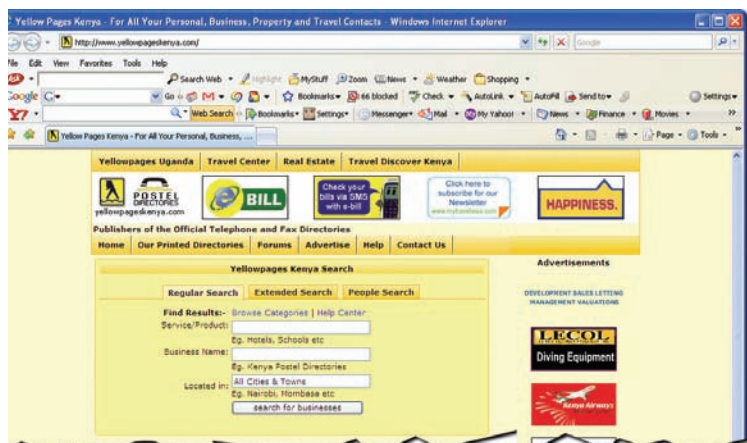
When KPD was formed, there had been a five-year void in the market. The last telephone directory had been published in 1987 and did not have a comprehensive yellow pages section. With the birth of KPD - the yellow pages concept of doing business was born in Kenya.

The KPD offices were initially located at Transnational Plaza - formerly Silopark House - and started by publishing four directory editions: The Nairobi Edition, Coast Edition, Inland Edition and the E-Mail/Fax Edition. KPD's first Yellow Pages directory - the Nairobi Edition - was published in December 1992, Coast Edition in April 1993, Inland Edition in August 1993, and the E-Mail/Fax Edition in 1995. The directories have been published annually since then.

At the time of inception, the Yellow Pages as a shop window was a new concept. Advertisers were comfortable with known advertising channels like newspapers, radio, and television, while directory users were comfortable with the directory as a source of obtaining telephone contacts for the companies they knew from the white pages.

The Yellow Pages concept therefore needed a lot of exposure in the market to gain the confidence and support of advertisers. To overcome this challenge, KPD had to be innovative





and improve its products, while highlighting the distinct advantages of the concept. The company achieved this and laid a firm foundation for subsequent phases of development of the product. The brand has improved tremendously and accomplished much to become the market leader in the country.

THE PRODUCT

The Yellow Pages as an advertising medium has several advantages:

- Wide national and international circulation
- Customers shopping for goods or services use the Yellow Pages where it directs them to advertisers
- Adverts have a one year life span
- Yellow Pages offers the lowest cost per thousand of any advertising medium
- Advertising in the Yellow Pages enhances brand awareness and recognition
- The Yellow Pages is a reference medium and provides an inordinately high percentage of new prospects
- The Yellow Pages fully supports and extends the value of other traditional media buys
- Directories are available 24/7 in homes and offices
- All business in the same area of activity are listed together in alphabetical order
- Data is updated continually via Telkom Kenya, customer correspondence, through personal visits and telemarketing
- Companies are rigorously vetted and customers are assured that they are credible
- It is easy and fast to compare quotes from various providers and push for better deals
- Printed versions are readily available and customers can also visit the website for more current details

In terms of special innovations in packaging and presentation of the products, each directory is shrink-wrapped to ensure it is in good condition when it reaches the user. Data from the official Yellow Pages has been used in the Kenya Tourism Guide, a pocket sized booklet containing general information on Kenya, key tourism circuits and activities, maps and resources. The guide is free to key Yellow Pages advertisers, embassies/diplomatic missions, UN/international organisations, and Kenya missions abroad. It is also sold and available online.

KPD has plans to partner with other organisations that need the Yellow Pages information.



PROMOTION

The brand is advertised in electronic and print media and uses below-the-line activities. It is also advertised in the directories and online through search engines, Kenyan newspaper websites, and other directories and Yellow Pages websites.

Advertising space is promoted by well-trained Sales Consultants through telemarketing and personal visits to promote it. Other activities include the sponsorship of golf tournaments to interact with the business clients and key decision makers, most of whom play golf.

The Yellow Pages is proud of the internationally recognised "Let Your Fingers do the Walking" slogan. Other successful taglines are: "Biggest shopping centre" and "For everything under the sun".

From years of database updates, KPD has collected thousands of business related emails it uses to promote its products, services and schedules. The service is also available to the business community at a small fee.

BRAND VALUES

The Official Yellow Pages has been a household name for 15 years in Kenya and is known for accessibility, credibility, ease of use and warmth. According to a recent survey by Steadman Media Group, users said they liked the Official Yellow Pages because it:

- Is free
- Is easily available
- Has different editions
- Is up to date
- Provides the most reliable source of business information
- Is attractive
- Is the innovator in the business of telephone directories in Kenya

The official Yellow Pages shopping experience promises to be available everyday,

helpful, friendly, systematic, precise, attractive and highly innovative. The brand is committed to making shopping and purchasing an easy and valuable experience. The Yellow Pages logo reinforces the brand promise and commitment. The yellow background depicts the attractiveness as the walking fingers reflect the shopping ease.

To ensure consistency of its products, KPD has a Directory Quality Control department that makes sure the information listed is verified against existing data. Data and adverts are taken through several quality checks and any variances counterchecked with the respective clients. Through the ISO 9001 QMS, the processes are put under strict audit internally and by SGS Kenya every six months.

THINGS YOU DIDN'T KNOW ABOUT THE OFFICIAL YELLOW PAGES

- Official Yellow Pages celebrated its 15th anniversary in 2007
- In 15 years, 2.7 billion pages and 4.2 million books have been published
- Every year, over 25,000 updates are effected in the directories
- In 2006, 315,000 directories were printed and circulated in Kenya
- In 2006, there were 8,500 clients advertised in the directories and over 16,500 paid for listings and adverts
- There are 109 different types of adverts to cater for all advertising needs
- There are 1,226 business classifications in the directories that cover all aspects of business and trade
- The directories list over 117,000 private residential listings and 46,500 business listings
- According to the Steadman Group Media Monitoring Unit, the directories are used by over 2.8 million people
- The online directory receives over 1.2 million hits every month