



## **WHITEPAGES.COM**

### **From Hobby To Number One People Search Destination**



Thriving during both the dot-com boom and bust, WhitePages.com today boasts one of the largest publicly accessible databases of contact information — telephone, address, email and other listings — in North America, with records for more than 200 million U.S. adults. The privately held, Seattle-based online directory assistance services company offers users a simple, fast and reliable way to identify the personal and business contact information they need online, and via web-enabled mobile devices. WhitePages.com also powers the white pages of several leading websites and directories.

WhitePages.com traces its origins back a decade to the frustration of a Stanford University graduate student at the lack of free but high-quality online directory services. The student, Alex Algard, purchased the WhitePages.com URL for \$900 in late 1996, and a year later launched the site from his dorm room as a basic source for residential information. Algard continued to run the site as a hobby while he pursued a career in investment banking with Goldman Sachs. In 2000, Algard left his Wall Street job and dedicated himself to his two Web sites (WhitePages.com and CarDomain.com). WhitePages.com was incorporated the same year and started selling advertising. The site began attracting one million users per month, immediately started turning a profit and has remained profitable ever since.

### **Private Equity Backing Aids Transformation into Leading People Search Site on Web**

Based on its successful ownership of other companies involved in the media, entertainment, communications and information industries, Providence Equity Partners recognized the significant growth potential of WhitePages.com. In September 2005, the private equity firm and Palo Alto, Calif.-based Technology Crossover Ventures jointly invested \$45 million in WhitePages.com for a minority interest in the company.

The investors were attracted to WhitePages.com due to a number of factors. First, WhitePages.com offered a compelling value proposition to consumers who saved billions of dollars each year in landline directory assistance fees. Second, as the leading player in the online people search market and owner of a strong online brand, the company was well-positioned to benefit greatly from the offline to online migration trend expected to impact both consumers and advertisers in the future. Finally, WhitePages.com possessed a very strong and experienced management team, led by Algard.

### **Strategic Partnerships and Innovation Pay Off**

With the investors' strategic assistance, knowledge of traditional media and existing relationships with telecom carriers and potential partners, WhitePages.com has grown its revenue and EBITDA year-over-year.

In 2007, WhitePages.com's revenue — which is derived primarily from



advertising — reached more than \$60 million, up more than 70 percent since Providence and Technology Crossover Ventures first invested in the company in 2005. The privately held company also reported EBITDA growth of more than 30 percent each year, fed by low capital expenditures, low working capital needs and high free cash flow generation.

Meanwhile, WhitePages.com has steadily grown its strategic partnerships. The company's database and search technology drive the online people search services for Time Warner's AOL, Microsoft's MSN, Verizon's SuperPages.com, and AT&T's YellowPages.com. In all, WhitePages.com boasts a network of 1,300 partner sites that powers more than two billion people searches each year.

WhitePages.com has become the partner of choice because it continuously expands its data set to include the most up-to-date customer data possible for more than 200 million adults. In addition to providing names, phone numbers, ages and addresses, WhitePages.com is committed to enhancing the way people find each other and connect. The company continues to enrich its offerings by introducing interactive features such as e-mail search, name mapping and name popularity rankings. Other applications include an "add your cell" feature that allows customers to enter their cell number, and receive text messages while keeping their number private; and a "find neighbors" feature that allows customers to plug in their address and generate a list of their neighbors.

In June 2008, WhitePages.com acquired for an undisclosed amount Snapvine, a Seattle-based company that develops products to bring voice and mobility to social networks and websites. WhitePages.com plans to integrate Snapvine's popular voice applications and technology platform into its overall product offerings, as well as roll out other connection initiatives such as a free, private voicemail box, and email and SMS messaging services.

### **Outlook: Continued Robust Growth Expected**

Driven by a spirit of innovation and a commitment to delivering consumer value, WhitePages.com during the past 10 years has evolved from a traditional online directory service to a site that provides advanced interactive people search capabilities. In 2007, WhitePages.com logged more than 3.7 billion page views, and nearly 330 million page views a month. For the third year in the row, WhitePages.com was recognized by Deloitte in 2007 as one of the 500 fastest growing technology companies in North America.