



FindYello Platform Growth Opportunities

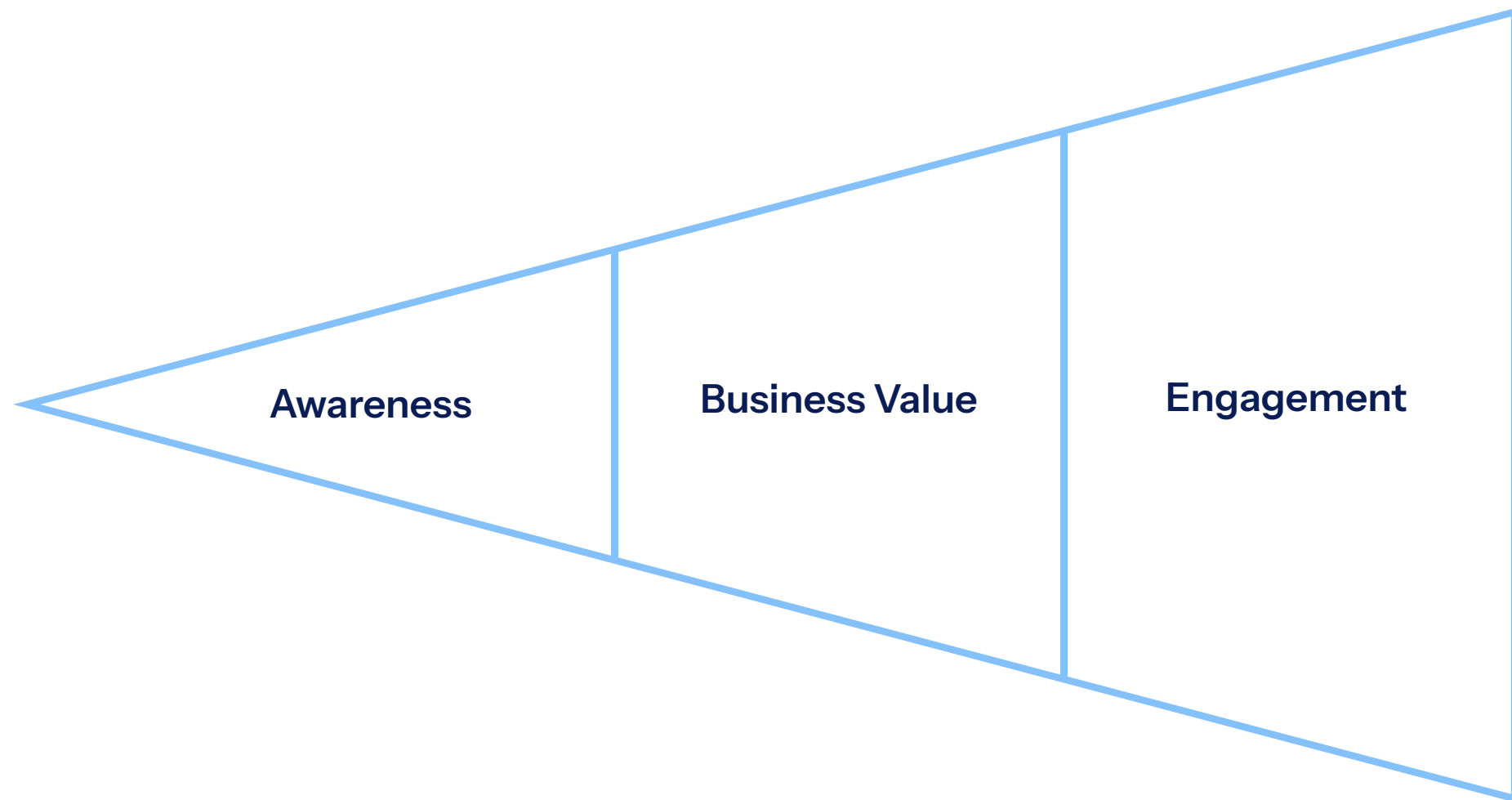
Converting Awareness Into Usage, Engagement & Long-Term Value

EXECUTIVE BRIEFING

Why This Discussion Matters

Awareness Creates Opportunity

Marketing is actively growing FindYello's visibility. As more consumers discover the platform, **the experience must convert that attention into lasting value.**



Every stage in this funnel is an opportunity — or a drop-off point. Platform experience determines which.

Current Strategic Goal

The Vision We Are Building Toward

Consumers Think

"Let me search FindYello."

The go-to platform for finding local businesses, services, and experiences.

Businesses Think

"Yello can help me get found."

The essential platform for visibility, discovery, and customer connections.



Opportunity

Traffic Without Adoption Creates Lost Opportunity

Marketing can drive awareness — but the platform must do the converting.

Searches

Users actively look for businesses and services

Engagement

Users interact, explore, and connect with listings

Trust

Users feel confident the information is accurate

Repeat Usage

Users return again and again

Business Value

Advertisers see measurable ROI from the platform

Make Discovery Easier

Today, users must already know what they're searching for. The opportunity: **introduce discovery-led experiences** that surface value before the search begins.



Trending Searches

Surface what's popular right now



Popular Categories

Curated entry points for common needs



Recommended Businesses

Personalised suggestions based on context



Open Now

Real-time availability at a glance



Local Guides & Hidden Gems

Curated content that sparks exploration

Design Around Problems, Not Categories

Consumers don't think in categories — **they think in problems.** The platform should meet them where they are.

Problem-Based Journey Examples

Need a Mechanic?

Need a Plumber?

Need a Hotel?

Need a Doctor?

Need a
Contractor?

"My AC is broken."

"I need a mechanic."

"I need a lawyer fast."

Increase Trust Signals

Consumers may question whether a business is active, legitimate, or reliable. **Visible trust signals reduce hesitation and increase action.**



Yello Verified

Platform-level business credibility



Verified Contact Info

Confirmed, working contact details



Verified Hours

Accurate, up-to-date operating times



Verified Address

Confirmed physical location



Active Business Status

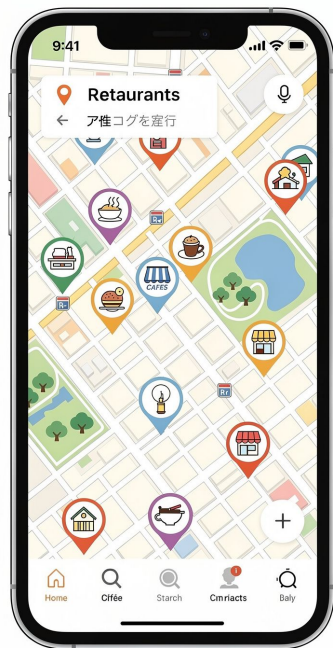
Confirms the business is currently operating

Create Reasons To Return

The current risk: **one-time search behaviour**. The opportunity: build recurring content that gives users a reason to come back.



Leverage Local Discovery



Personalise the experience by **location and context** — making FindYello feel relevant to wherever the user is.

- Trending in Kingston
- Trending in Barbados
- Nearby Restaurants
- Businesses Open Now
- Popular Searches Near Me

OPPORTUNITY AREA #6

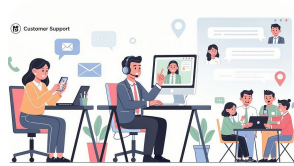
Strengthen Social Proof

Consumers trust people. Social signals reduce uncertainty and guide decisions — especially for first-time users discovering a new business.



Most Reviewed

Businesses with the highest volume of community feedback



Most Contacted

Popular businesses generating real user connections



Trending Businesses

What the community is discovering right now



Highest Rated

Top-performing businesses surfaced for trust and credibility

Mobile First Optimisation



The majority of discovery now happens on mobile. **Every extra tap is a potential drop-off.**

- ① How many taps does it take to call a business? To find a solution? To discover something new?

The opportunity: design every interaction around **mobile-first behaviour** — fast, frictionless, and intuitive.

Platform Transformation

Current State vs. Future State

Current State

Directory	Search Tool
Business Listings	One-Time Usage
Category Driven	

Future State

Discovery Platform	Problem Solver
Trusted Local Guide	Repeat Usage Destination
Community Ecosystem	

Strategic Alignment

Supporting Existing FY26 Objectives

Every opportunity area in this presentation maps directly to FindYello's core growth objectives for the year ahead.

More Users

Expand reach through discovery-led experiences

More Usage

Drive repeat visits with compelling content

Greater Engagement

Deeper interactions across search and discovery

Advertiser Visibility

Higher search activity increases listing exposure

Stronger Outcomes

Consumer trust translates to measurable business results

Looking Further Ahead

Potential Long-Term Platform Opportunities

These future concepts represent the natural evolution of FindYello — from a discovery platform to a **full-service local commerce ecosystem**.



Yello Marketplace

Transact and purchase directly within the platform



Booking & Appointment Integration

Seamless scheduling with local service providers



Quote Requests

Connect consumers directly with businesses for estimates



AI-Assisted Search

Intelligent discovery that understands intent, not just keywords

The Bigger Opportunity

From Directory to Discovery Platform

Google helps people *search*. FindYello can help people *discover*.

Discover Businesses

Discover Services

Discover Experiences

Discover Opportunities



Closing Thought

Maximising The Value Of Awareness

As awareness grows, **every platform visit becomes an opportunity.** The easier we make it to discover, trust, and engage with businesses — the more valuable FindYello becomes for consumers, advertisers, and Yello itself.

Awareness drives traffic. Experience drives adoption. Adoption drives growth.

