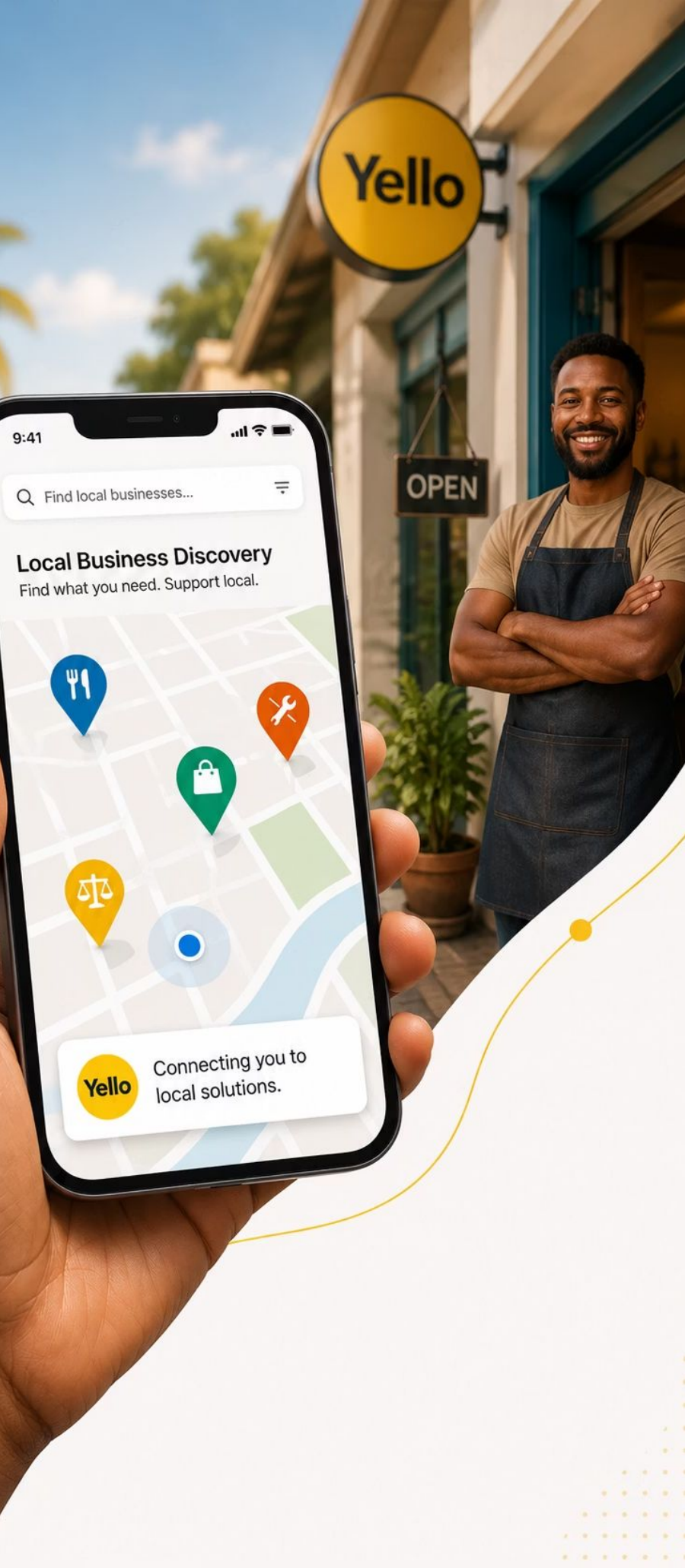




Reintroducing Yello & FindYello

Supporting Business Growth Through Discovery, Visibility, and Connection

July 2026 – January 2027 | We are no longer just a Directory Publisher, but a Local Business Solutions Provider that helps consumers discover businesses, services, products, and opportunities while helping businesses grow and get found.

SALES ENABLEMENT PRESENTATION



Who We Are Today

"We are no longer just a Directory Publisher, but a Local Business Solutions Provider that helps consumers discover businesses, services, products, and opportunities while helping businesses grow and get found."

- We operate across **20 Caribbean markets**.
- We connect consumers with trusted businesses.
- We help businesses increase visibility and discovery.
- We provide solutions that support both consumers and advertisers.
- **FindYello** is our local search and discovery platform.

1

Directory Publisher

Known, but passive

2

Business Solutions Provider

Active, multi-channel support

3

Caribbean Discovery Platform

Trusted across 20 markets

The State of Affairs

THE HARD TRUTH

Limited Marketing Investment

Limited marketing investment since the pandemic has slowed brand momentum.

Brand Recognition Gap

Consumers know **Yellow Pages** more than FindYello — we're fighting a perception problem.

Awareness Without Understanding

Many consumers are unaware of what FindYello is or what it offers.

Low Usage

Awareness exists but understanding and usage remain low.

Businesses Need Proof

Businesses trust Yello but need stronger proof of value.

✔ **Key Insight:** The opportunity is not just awareness. The opportunity is increasing awareness, relevance, and usage.

Our Story

Yello Media Group is a Caribbean media and information company connecting people with businesses, products, services, and opportunities. With over **65 years of experience**, we help businesses increase visibility while helping consumers discover trusted local solutions.

Yello stands for:



Discovery



Visibility



Connection



Opportunity



Community



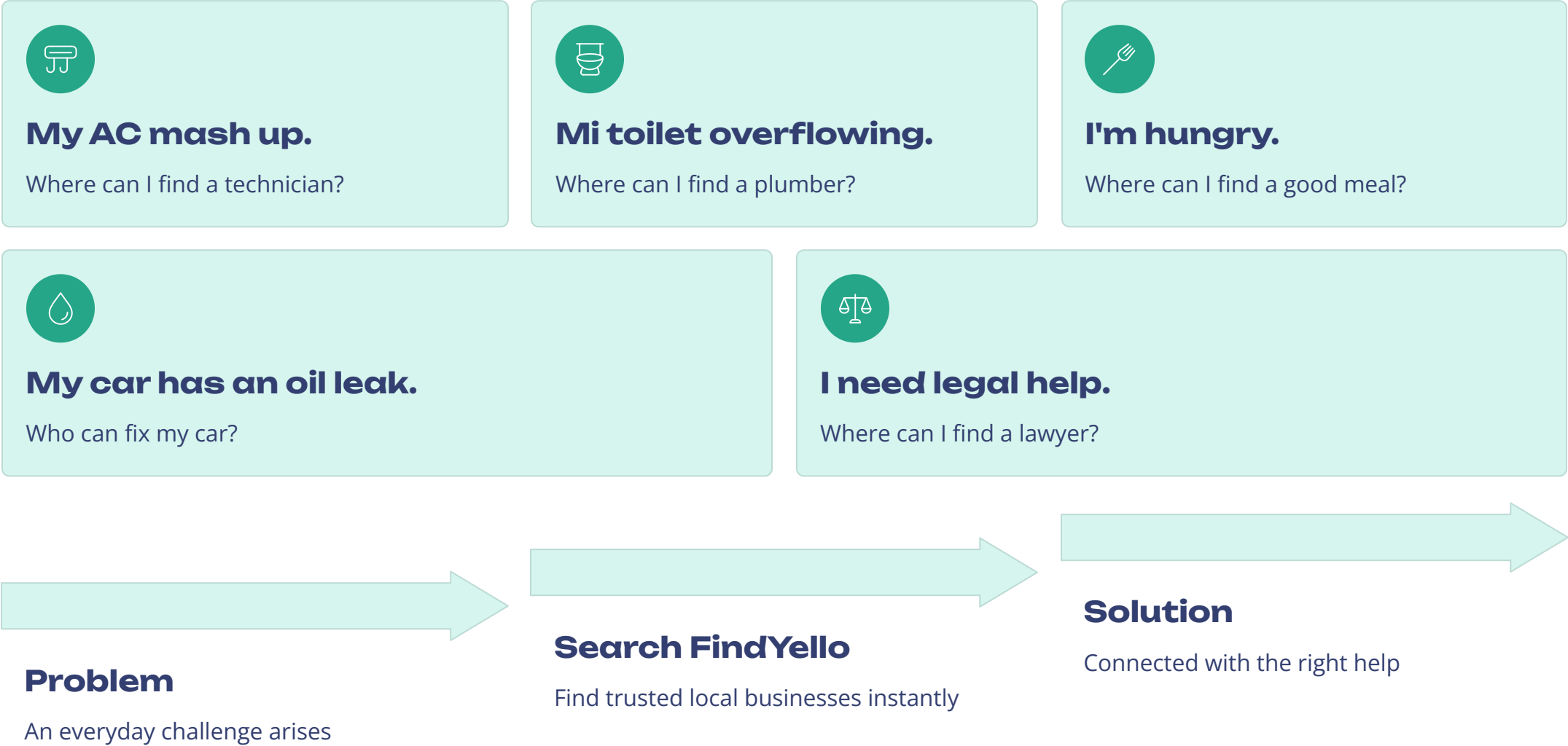
Purpose Statement: We help people find what they need and help businesses get discovered.



To the Average Man, Yello Helps Solve Everyday Problems

What Do We Do?

Our Products & Services help people solve everyday problems by connecting them with the businesses, services, and solutions they need.



✔ We help people find what they need, when they need it.

Marketing Objectives

Consumer Objectives

- Increase awareness of FindYello.
- Increase searches.
- Increase usage.
- Increase engagement.

Business Objectives

- Increase advertiser visibility.
- Increase business participation.
- Increase adoption of visibility products.
- Increase confidence in Yello as a marketing partner.

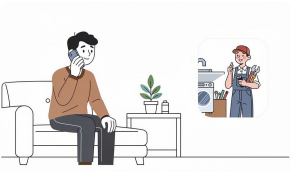
Brand Objectives

- Reintroduce Yello to the market.
- Increase relevance.
- Strengthen market presence.
- Position Yello as a Local Business Solutions Provider.

✓ All three objectives work together — when consumers engage, businesses benefit, and the Yello brand grows.

Upcoming Campaigns That Will Support Sales

Five campaign pillars give sales teams concrete, story-driven vehicles to bring clients into the FindYello ecosystem and increase advertiser value.



Problem Solved Series

Need a plumber? Need a mechanic? Need a lawyer? Need a restaurant? Relatable, search-triggering content that drives platform usage.

- Creates awareness and drives searches.



Yello Finds

Discovery-led content highlighting businesses, hidden gems, experiences, and recommendations.

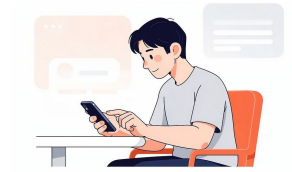
- Provides additional visibility for advertisers.



Business Spotlights

Feature businesses, entrepreneurs, and success stories.

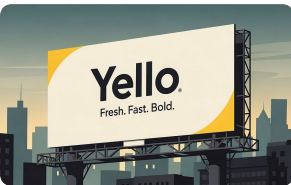
- Creates value-added exposure for clients.



Search Challenges

Encourage consumers to search for businesses using FindYello.

- Drives platform usage and engagement.



Weekly Brand Awareness Campaigns

Consistent promotion of Yello and FindYello across channels.

- Increases awareness and supports advertiser visibility.

How Marketing Supports Sales

Marketing's role is to create the awareness, engagement, and demand that makes every sales conversation easier and more valuable.

- **Increasing Awareness**

Increasing awareness of Yello and FindYello.
- **Driving Traffic**

Driving traffic to FindYello.
- **Creating Visibility**

Creating visibility opportunities for advertisers.
- **Business Storytelling**

Producing business storytelling content.
- **Client Success Stories**

Promoting client success stories.
- **Profile Enhancements**

Encouraging profile enhancements.
- **Engagement Opportunities**

Creating engagement opportunities.



✔ Marketing + Sales = Business Growth

What Success Looks Like

Consumers

- Understand what FindYello is.
- Use FindYello when searching for solutions.
- View FindYello as a trusted discovery platform.

Businesses

- View Yello as a valuable marketing partner.
- Participate in campaigns.
- Invest in visibility solutions.

Brand

- Increased relevance.
- Increased awareness.
- Increased usage.

When consumers, businesses, and the brand all win — the platform grows and creates even more opportunity for everyone.



BY JANUARY 2027

Our Vision

Consumers Think:

**Let me
search
FindYello**

Businesses Think:

**"Yello
can
help
me
get
found."
"**

Marketing's objective is not simply to promote FindYello.

Our objective is to help consumers discover businesses, services, products, and opportunities — while helping businesses get found, grow their visibility, and connect with customers.

Together, **Marketing and Sales** can position Yello as the **Caribbean's leading Local Business Solutions Provider**.



Marketing + Sales = Business Growth



DISCOVER MORE. **DO MORE.**



DISCOVER MORE
Find what you need.



DO MORE
Connect with
trusted businesses.



FIND YELLO
Support local
economies.



BUILD MORE
A stronger





FindYello | July 2026 – January 2027



Thank You

Let's Build Something Great Together

Marketing + Sales = Business Growth

- ✔ "Together, we can make FindYello a platform people **actively use** and a platform businesses **want to be part of.**"