Reference is made to the indenture dated as of 2 May 2018 made between, amongst others, Yell Bondco plc (the “Issuer”) and GLAS Trustees Limited (the “Indenture”), pursuant to which the Issuer issued the Notes. Terms defined in this notice have the same meanings given to them in the Indenture. Pursuant to Section 12.01 of the Indenture, Holders are advised Yell Limited today announced that Claire Miles has been appointed Yell Limited’s new Chief Executive Officer.

Claire joins Yell from Centrica, where she is currently Managing Director of Hive, Centrica’s Connected Home business. Previous positions at Centrica included MD of HomeCare and MD of Customer Operations for Centrica Consumer. Earlier in her career she held leadership positions at HFC Bank, General Electric and Santander. Claire is also a Non-Executive Director of Northgate PLC.

David Sharman, Chief Executive of the Hibu Group said: “I am very pleased to welcome Claire to Yell. She brings tremendous experience in service and technology, along with a proven track record of leading business transformation and driving financial performance.”

Claire said; “I am delighted to be joining Yell at such an important time in its journey. I have a strong affection for the history of the business and I am impressed by how it’s been successfully reinvented in digital”

Claire will be joining Yell on 1 October.

Yell Bondco plc, as Issuer

30 July 2019

Enquiries: yellinvestors@yell.com

A shareholder announcement released today is provided for information.
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Notes to Editors

We are a leading provider of digital marketing solutions to local businesses across the US and UK.

We provide one-on-one service, and expertise to help businesses compete and succeed online. Our solutions include digital listings management, websites, search engine marketing and optimisation, online and mobile display advertising, and social campaigns.

Through our consumer facing website, Yell.com, we also help consumers find and connect to local businesses.

We operate in the US as Hibu and in the UK as Yell.

Enquiries: investor.enquiries@hibu.com

DISCLAIMER This announcement is for information purposes only and does not constitute a prospectus or any offer to sell or the solicitation of an offer to buy any security in the United States of America, the United Kingdom or in any other jurisdiction. Securities may not be offered, sold or transferred within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act of 1933, as amended. The information contained in this announcement does not comprise statutory accounts within the meaning of Section 434 of the Companies Act 2006. Statutory accounts for the year ended 31 March 2018 have been filed with the Registrar of Companies. This announcement may include forward-looking statements within the meaning of the securities laws of certain applicable jurisdictions. These forward-looking statements include, but are not limited to, all statements other than statements of historical facts, including, without limitation, those regarding our intentions, beliefs or current expectations concerning, among other things, our future financial conditions and performance, results of operations and liquidity, our strategy, plans, objectives, prospects, growth, goals and targets, future developments in the markets in which we participate or are seeking to participate, and anticipated regulatory changes in the industry in which we operate. These forward-looking statements can be identified by the use of forward-looking terminology, including, but not limited to, terms such as “aim”, “anticipate”, “assume”, “believe”, “continue”, “could”, “estimate”, “expect”, “forecast”, “guidance”, “intend”, “may”, “outlook”, “plan”, “predict”, “project”, “should”, “will” or “would” or, in each case, their negative, or other variations or comparable terminology. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors because they relate to events and depend on circumstances that may or may not occur in the future. We caution you that forward-looking statements are not guarantees of future performance and are based on numerous assumptions. Our actual financial condition, results of operations and cash flows, and the development of the industry in which we operate, may differ materially from (and be more negative than) those made in, or suggested by, the forward-looking statements contained in this announcement. In addition, even if our financial condition, results of operations and cash flows, and the development of the industry in which we operate, are consistent with the forward-looking statements contained in this announcement, those results or developments may not be indicative of results or
developments in subsequent periods. We undertake no obligation publicly to update or revise any forward-looking statements, except as may be required by law.