

Management's Discussion and Analysis

February 12, 2025

This management's discussion and analysis (MD&A) is intended to help the reader understand and assess trends and significant changes in the results of operations and financial condition of Yellow Pages Limited and its subsidiaries for the years ended December 31, 2024 and 2023 and should be read in conjunction with our Audited Consolidated Financial Statements and accompanying notes for the years ended December 31, 2024 and 2023. Please also refer to Yellow Pages Limited's press release announcing its results for year ended December 31, 2024 issued on February 13, 2025. Quarterly reports, the Annual Report, Supplemental Disclosure and the Annual Information Form (AIF) can be found on SEDAR+ at www.sedarplus.ca and under the "Investor Relations – Reports & Filings" section of our corporate website: <https://corporate.yip.ca/en>. Press releases are available on SEDAR+ and under the "News – Press Releases" section of our corporate website.

The consolidated financial statements were prepared in accordance with IFRS* Accounting Standards and the financial information herein was derived from those statements.

All amounts in this MD&A are in Canadian dollars, unless otherwise specified. Please refer to the section "Definitions of non-GAAP Financial Measures Relative to Understanding Our Results" for a list of defined non-GAAP financial measures.

Our reporting structure reflects how we manage our business and how we classify our operations for planning and for measuring our performance.

In this MD&A, the words "we", "us", "our", the "Company", the "Corporation", "Yellow Pages" and "YP" refer to Yellow Pages Limited and its subsidiaries (including Yellow Pages Digital & Media Solutions Limited, YPG (USA) Holdings Inc., and Yellow Pages Digital & Media Solutions LLC (the latter two collectively YP USA)).

Caution Regarding Forward-Looking Information

This MD&A contains assertions about the objectives, strategies, financial condition, and results of operations and businesses of YP (including, without limitation, payment of a cash dividend per share per quarter to its common shareholders). These statements are considered "forward-looking" because they are based on current expectations, as at February 12, 2025, about our business and the markets we operate in, and on various estimates and assumptions.

Forward-looking information and statements are based on several assumptions which may lead to actual results that differ materially from our expectations expressed in, or implied by, such forward-looking information and statements, and that our business strategies, objectives and plans may not be achieved. As a result, we cannot guarantee that any forward-looking statement will materialize and we caution you against relying on any of these forward-looking statements. Forward-looking information and statements are included in this MD&A for the purpose of assisting investors and others in understanding our business strategies, objectives and plans. Readers are cautioned that such information may not be appropriate for other purposes. In making certain forward-looking statements, we have made the following assumptions:

- that general economic conditions in Canada will not deteriorate significantly further;
- that we will be able to attract and retain key personnel in key positions;
- that we will be able to introduce, sell and provision the products and services that support our customer base and drive improvement in average spend per customer;
- that the decline in print revenues will remain at or below approximately 25% per annum;
- that gross profit margins will not deteriorate materially from current trend;
- that continuing reductions in spending will mitigate the cash flow impact of revenue declines on cash flows; and
- that exposure to foreign exchange risk arising from foreign currency transactions will remain insignificant.

Forward-looking information and statements are also based upon the assumption that none of the identified risk factors that could cause actual results to differ materially from the anticipated or expected results described in the forward-looking information and statements will occur.

When used in this MD&A, such forward-looking statements may be identified by words such as "aim", "anticipate", "believe", "could", "estimate", "expect", "goal", "intend", "objective", "may", "plan", "predict", "seek", "should", "strive", "target", "will", "would" and other similar terminology. These statements reflect current expectations regarding future events and operating performance and speak only as at the date of this MD&A. The Corporation assumes no obligation to update or revise them to reflect new events or circumstances, except as may be required pursuant to securities laws. Forward-looking statements involve significant risks and uncertainties, should not be

read as guarantees of future results or performance, and will not necessarily be accurate indications of whether or not such results or performance will be achieved. A number of factors could cause actual results or performance to differ materially from the results or performance discussed in the forward-looking statements and could have a material adverse effect on the Corporation, its business, results from operations and financial condition, including, but not limited to, the following risk factors discussed under the "Risks and Uncertainties" section of this MD&A, and those described in the "Risk Factors" section of our AIF:

- Failure by the Corporation to stabilize or grow its revenues and customer base;
- Substantial competition could reduce the market share of the Corporation;
- A higher than anticipated rate of decline in print revenue resulting from changes in preferences and consumer habits;
- The inability of the Corporation to successfully enhance and expand its offering of digital marketing and media products;
- The inability of the Corporation to supply the relationships and technologies required to appropriately service the needs of its customers;
- A prolonged economic downturn in principal markets of the Corporation;
- A higher than anticipated proportion of revenues coming from the Corporation's digital products with lower margins, such as services and resale;
- The inability of the Corporation to attract and retain key personnel;
- The Corporation's business depends on the usage of its online and mobile properties and failure to protect traffic across the Corporation's digital properties could impair its ability to grow revenues and expand its business;
- Failure by either the Corporation or the Telco Partners to fulfill their obligations set forth in the agreements between the Corporation and the Telco Partners;
- Successfully prosecuted legal action against the Corporation;
- Work stoppages and other labour disturbances;
- Challenge by tax authorities of the Corporation's position on certain income tax matters;
- The loss of key relationships or changes in the level or service provided by mapping applications and search engines;
- The failure of the Corporation's computers and communication systems;
- The inability of the Corporation to generate sufficient funds from operations, debt financings or equity financings transactions;
- Incremental contributions by the Corporation to its pension plans;
- Declaration and payment of dividends cannot be guaranteed; and
- An outbreak or escalation of a contagious disease may adversely affect the Corporation's business.

Definitions of Non-GAAP Financial Measures Relative to Understanding Our Results

In this MD&A, we present several metrics used to explain our performance, including non-GAAP financial measures which are not defined under IFRS Accounting Standards. These non-GAAP financial measures are described below.

Adjusted EBITDA and Adjusted EBITDA Margin

We report on our Income from operations before depreciation and amortization and restructuring and other charges (defined herein as Adjusted EBITDA) as shown in Yellow Pages Limited's consolidated statements of income. Adjusted EBITDA and Adjusted EBITDA margin are not performance measures defined under IFRS Accounting Standards and are not considered to be an alternative to income from operations or net income in the context of measuring Yellow Pages performance. Adjusted EBITDA and Adjusted EBITDA margin do not have a standardized meaning under IFRS Accounting Standards and are therefore not likely to be comparable with similar measures used by other publicly traded companies. Adjusted EBITDA and Adjusted EBITDA margin should not be used as exclusive measures of cash flow since they do not account for the impact of working capital changes, income taxes, interest payments, pension funding, capital expenditures, debt principal reductions and other sources and uses of cash, which are disclosed on page 19 of this MD&A.

Adjusted EBITDA is derived from revenues less operating costs, as shown in Yellow Pages Limited's consolidated statements of income. Adjusted EBITDA margin is defined as the percentage of Adjusted EBITDA to revenues. We use Adjusted EBITDA and Adjusted EBITDA margin to evaluate the performance of our business as these reflect its ongoing profitability. We believe that certain investors and analysts use Adjusted EBITDA and Adjusted EBITDA margin to measure a company's ability to service debt and to meet other payment obligations or as a common measurement to value companies in the media and marketing solutions industry as well as to evaluate the performance of a business.

Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin

Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin are non-GAAP financial measures and do not have any standardized meaning under IFRS Accounting Standards. Therefore, are unlikely to be comparable to similar measures presented by other publicly traded companies. We define Adjusted EBITDA less CAPEX as Adjusted EBITDA, as defined above, less CAPEX, which we define as additions to intangible assets and additions to property and equipment as reported in the Investing Activities section of the Company's consolidated statements of cash flows. Adjusted EBITDA less CAPEX margin is defined as the percentage of Adjusted EBITDA less CAPEX to revenues. We use Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin to evaluate the performance of our business as it reflects cash generated from business activities. We believe that certain investors and analysts use Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin to evaluate the performance of businesses in our industry. Adjusted EBITDA less CAPEX is also a component in the determination of short-term incentive compensation for management employees.

The most comparable financial measure under IFRS Accounting Standards to Adjusted EBITDA less CAPEX is Income from operations before depreciation and amortization and restructuring and other charges (defined above as Adjusted EBITDA) as shown in Yellow Pages Limited's consolidated statements of income. Refer to pages 8 and 14 of this MD&A for a reconciliation of Adjusted EBITDA less CAPEX.

This MD&A is divided into the following sections:

1. Our Business and Customer Offerings
2. Results
3. Liquidity and Capital Resources
4. Critical Assumptions and Estimates
5. Risks and Uncertainties
6. Controls and Procedures

1. Our Business and Customer Offerings

Our Business

Yellow Pages, a leading digital media and marketing solutions provider in Canada, offers targeted tools to local businesses, national brands and consumers allowing them to interact and transact within today's digital economy.

Customer Offerings

Yellow Pages offers small and medium-sized enterprises (SMEs) across Canada full-serve access to one of the country's most comprehensive suites of digital and traditional marketing solutions, notably online and mobile priority placement on Yellow Pages digital media properties, content syndication, search engine solutions, website fulfillment, social media campaign management, digital display advertising, video production, e-commerce solutions as well as print advertising. The Company's dedicated sales force and customer care team of approximately 300 professionals offer this full suite of marketing solutions to local businesses across the country, while also supporting the evolving needs of its existing customer base of 74,000 SMEs.

Media Properties

The Company's media properties, primarily desktop, mobile and print, continue to serve as effective marketplaces for Canadian local merchants, brands and consumers. The Company's network of media properties enables Canadians to discover businesses in their neighbourhoods across the services and retail verticals. Descriptions of the Company's digital media properties, are found below:

- YP™ – Available both online at YP.ca and as a mobile application, YP allows users to discover and transact within their local neighbourhoods through comprehensive merchant profiles, relevant editorial content, reviews and booking functionalities;
- Canada411 (C411) – One of Canada's most frequented and trusted online and mobile destinations for personal and local business information;
- The Corporation is the official directory publisher for Bell, Telus, Bell Aliant, Bell MTS, and a number of other incumbent telephone companies; and
- 411.ca – A digital directory service to help users find and connect with people and local businesses.

Key Analytics

The success of our business is dependent upon decelerating the rate of revenue decline (“bending the revenue curve”) as well as continuing to improve operating and capital spending efficiency. Our longer-term success is dependent upon growth or stability in digital revenues and retaining and growing our customer base. Key analytics for the year ended December 31, 2024 include:

- Total Revenues – Total Revenues decreased 10.3% year-over-year and amounted to \$214.8 million for the year ended December 31, 2024, compared to the decrease of 10.8% reported last year.
- Digital revenues – Digital revenues decreased 9.6% year-over-year and amounted to \$172.1 million for the year ended December 31, 2024, compared to the decrease of 9.0% reported last year.
- Adjusted EBITDA¹ – Adjusted EBITDA declined to \$50.8 million or 23.7% of revenues for the year ended December 31, 2024, relative to \$76.9 million or 32.1% of revenues for the same period last year.
- Adjusted EBITDA less CAPEX¹ – Adjusted EBITDA less CAPEX decreased to \$48.4 million or 22.5% of revenues for the year ended December 31, 2024 compared to \$72.9 million or 30.4% of revenues for the same period last year.
- YP Customer Count² – YP’s customer count decreased to 74,000 customers for the year ended December 31, 2024, as compared to 81,800 customers for same period last year. The customer count reduction of 7,800 for the year ended December 31, 2024 compares to a decline of 10,300 in the comparable period of the previous year.
- Headcount³ – Headcount decreased to 565 employees as at December 31, 2024 compared to 627 employees at December 31, 2023, a decrease of 9.9%.

¹ Adjusted EBITDA and adjusted EBITDA less CAPEX are non-GAAP financial measures and do not have any standardized meaning under IFRS Accounting Standards. Therefore, they are unlikely to be comparable to similar measures presented by other issuers. Definitions of these non-GAAP financial measures are provided on page 3 of this MD&A.

² YP Customer Count is defined as the number of customers advertising through one of our products as at the end of the reporting period on a trailing twelve-month basis excluding 411.ca customers.

³ The Company defines headcount as total employees including contracted employees but excluding employees on short term and long-term disability leave, and on maternity leave.

2. Results

This section provides an overview of our financial performance in 2024 compared to 2023 and 2022. We present several metrics to help investors better understand our performance, including certain metrics which are not measures recognized by IFRS Accounting Standards. Definitions of these non-GAAP financial metrics are provided on page 3 of this MD&A and are important aspects which should be considered when analyzing our performance.

Highlights

(In thousands of Canadian dollars, except per share and percentage information)

For the years ended December 31,	2024	2023	2022
Revenues	\$ 214,829	\$ 239,432	\$ 268,278
Income from operations before depreciation and amortization, and restructuring and other charges (Adjusted EBITDA ¹)	\$ 50,836	\$ 76,860	\$ 96,568
Adjusted EBITDA margin ¹	23.7%	32.1%	36.0%
Net income	\$ 24,977	\$ 47,399	\$ 73,432
Basic income per share	\$ 1.84	\$ 2.70	\$ 3.10
CAPEX ¹	\$ 2,480	\$ 3,960	\$ 5,004
Adjusted EBITDA less CAPEX ¹	\$ 48,356	\$ 72,900	\$ 91,564
Adjusted EBITDA less CAPEX margin ¹	22.5%	30.4%	34.1%
Cash flows from operating activities ²	\$ 39,024	\$ 46,767	\$ 49,500

¹ CAPEX, adjusted EBITDA and adjusted EBITDA less CAPEX are non-GAAP financial measures and do not have any standardized meaning under IFRS Accounting Standards. Therefore, they are unlikely to be comparable to similar measures presented by other issuers. Definitions of these non-GAAP financial measures are provided on page 3 of this MD&A.

² Includes funding of post-employment benefit plans of \$12.0 million for the year ended December 31, 2023 (2022 - \$24.0 million), pursuant to the respective plan of arrangement (see section “Pension Contributions” for details).

Consolidated Operating and Financial Results

(In thousands of Canadian dollars, except per share and percentage information)

For the years ended December 31,	2024	% of Revenues	2023	% of Revenues	2022	% of Revenues
Revenues	\$ 214,829		\$ 239,432		\$ 268,278	
Cost of sales	104,762	48.8%	108,328	45.2%	112,371	41.9%
Gross profit	110,067	51.2%	131,104	54.8%	155,907	58.1%
Other operating costs	59,231	27.6%	54,244	22.7%	59,339	22.1%
Income from operations before depreciation and amortization, and restructuring and other charges (Adjusted EBITDA)	50,836	23.7%	76,860	32.1%	96,568	36.0%
Depreciation and amortization	13,436	6.3%	13,659	5.7%	15,397	5.7%
Restructuring and other charges	2,027	0.9%	2,205	0.9%	3,231	1.2%
Income from operations	35,373	16.5%	60,996	25.5%	77,940	29.1%
Financial charges, net	945	0.4%	732	0.3%	1,808	0.7%
Income before income taxes	34,428	16.0%	60,264	25.2%	76,132	28.4%
Provision for income taxes	9,451	4.4%	12,865	5.4%	2,700	1.0%
Net income	\$ 24,977	11.6%	\$ 47,399	19.8%	\$ 73,432	27.4%
Basic income per share	\$ 1.84		\$ 2.70		\$ 3.10	
Diluted income per share	\$ 1.82		\$ 2.65		\$ 3.02	

Analysis of Consolidated Operating and Financial Results

The President and Chief Executive Officer (“CEO”) is the Chief Operating Decision Maker and he uses Income from operations before depreciation and amortization and restructuring and other charges (Adjusted EBITDA) less CAPEX, to measure performance. Definitions of these non-GAAP financial measures are provided on page 3 of this MD&A. The CEO also reviews revenues by similar products and services, such as Print and Digital.

Fiscal year 2024 versus 2023

Revenues

(In thousands of Canadian dollars, except percentage information)

For the years ended December 31,	2024	2023	% Change
Digital	\$ 172,088	\$ 190,324	(9.6%)
Print	42,741	49,108	(13.0%)
Total revenues	\$ 214,829	\$ 239,432	(10.3%)

Total revenues for the year ended December 31, 2024 decreased by 10.3% to \$214.8 million, as compared to \$239.4 million for the same period last year. The decrease in revenues is mainly due to the decline of our higher margin digital media and print products and to a lesser extent to our lower margin digital services products, thereby creating pressure on our gross profit margins.

Total digital revenues decreased 9.6% year-over-year and amounted to \$172.1 million for the year ended December 31, 2024, as compared to \$190.3 million for the same period last year. The revenue decline for the year ended December 31, 2024, was mainly attributable to a decrease in digital customer count and to a lesser extent, a decrease in the average spend per customer.

Total print revenues decreased 13.0% year-over-year and amounted to \$42.7 million for year ended December 31, 2024. The revenue decline is mainly due to the decrease in the number of print customers while the spend per customer has improved year-over-year driven by price increases.

The decline rate of total revenues and print revenues improved year-over-year while the digital revenue rate of decline increased slightly. Total revenue decline of 10.3% for 2024 compares to 10.8% reported for 2023. The print revenue decline of 13.0% for 2024, compares to 17% for 2023. The digital revenue decline of 9.6% compares to a decline of 9.0% for the year-ended 2023. The improvement in the decline rate of total revenues was partly due to the deceleration of the customer count decline rate fueled by an increase in new customer acquisitions and price increases, partially offset by an increase in churn. In addition, 2023 decline rates were negatively impacted by customer claim rates remaining stable, while 2022 benefited from a substantial improvement in customer claims.

Gross Profit

(In thousands of Canadian dollars, except percentage information)

For the years ended December 31,	2024	% of Revenues	2023	% of Revenues	% Change
Total gross profit	\$ 110,067	51.2%	\$ 131,104	54.8%	(16.0%)

Gross profit decreased to \$110.1 million or 51.2% of revenues for the year ended December 31, 2024, compared to \$131.4 million, or 54.8% of total revenues, for the same period last year. The decrease in gross profit and gross profit margin is a result of the pressures from lower revenues, change in product mix and continued investments in our tele-sales force capacity, partially offset by continued optimizations in cost of sales and increases in pricing.

Adjusted EBITDA¹

(In thousands of Canadian dollars, except percentage information)

For the years ended December 31,	2024	% of Revenues	2023	% of Revenues	% Change
Total Adjusted EBITDA	\$ 50,836	23.7%	\$ 76,860	32.1%	(33.9%)

¹ Adjusted EBITDA is a non-GAAP financial measure and does not have any standardized meaning under IFRS Accounting Standards. Therefore, it is unlikely to be comparable to similar measures presented by other issuers. Definitions of non-GAAP financial measures are provided on page 3 of this MD&A.

For the year ended December 31, 2024 Adjusted EBITDA decreased by \$26.0 million or 33.9% to \$50.8 million, compared to \$76.9 million for the same period last year. The adjusted EBITDA margin decreased during the year ended December 31, 2024 to 23.7%, compared to 32.1% for the same period last year. The decrease in Adjusted EBITDA and Adjusted EBITDA margin for the year ended December 31, 2024 is the result of revenue pressures and the ongoing investments in our tele-sales force capacity, increase in bad debt expense, the nature of IT spend, whereby more of the expense was classified as operating rather than capital and the impact of the Company's share price on cash settled stock-based compensation expense, partially offset by optimizations in cost of sales and reductions in other operating costs including reductions in our workforce and associated employee expenses. The revaluation of the cash settled stock-based compensation liabilities based on the change in YP's share price resulted in a recovery of \$1.7 million for the year ended December 31, 2024, compared to a recovery of \$4.4 million for the same period last year. Revenue pressures from product mix and investments in our tele-sales force capacity, partially offset by continued optimizations and cost reductions, will continue to cause pressure on margins in upcoming quarters.

Adjusted EBITDA less CAPEX¹

(In thousands of Canadian dollars, except percentage information)

For the years ended December 31,	2024	% of Revenues	2023	% of Revenues	% Change
Adjusted EBITDA	\$ 50,836	23.7%	\$ 76,860	32.1%	(33.9%)
CAPEX	2,480	1.2%	3,960	1.7%	(37.4%)
Total Adjusted EBITDA less CAPEX	\$ 48,356	22.5%	\$ 72,900	30.4%	(33.7%)

¹ Adjusted EBITDA less CAPEX is a non-GAAP financial measure and does not have any standardized meaning under IFRS Accounting Standards. Therefore, it is unlikely to be comparable to similar measures presented by other issuers. Definitions of non-GAAP financial measures are provided on page 3 of this MD&A.

For the year ended December 31, 2024 Adjusted EBITDA less CAPEX decreased by \$24.5 million or 33.7% to \$48.4 million, compared to \$72.9 million for the same period last year. The adjusted EBITDA less CAPEX margin decreased during the year ended December 31, 2024 to 22.5%, compared to 30.4% for the same period last year. The decrease in Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin for the year ended December 31, 2024 is driven by the decrease in Adjusted EBITDA, partially offset by the decrease in CAPEX spend year-over-year, due in part, to the nature of Information Technology ("IT") spend, whereby more of the expense was classified as operating rather than capital.

Depreciation and Amortization

Depreciation and amortization decreased to \$13.4 million for the year ended December 31, 2024 compared to \$13.7 million for the same period last year primarily due to lower software development expenditures in recent years.

Restructuring and Other Charges

(In thousands of Canadian dollars)

For the years ended December 31,	2024	2023
Severance, benefits and outplacement	\$ 1,410	\$ 1,097
Impairment of right-of-use assets and future operation costs related to lease contracts for previously vacated office space	521	939
Other costs	96	169
Total restructuring and other charges	\$ 2,027	\$ 2,205

Yellow Pages Limited recorded restructuring and other charges of \$2.0 million during the year ended December 31, 2024 consisting mainly of restructuring charges of \$1.4 million associated with workforce reductions and \$0.5 million charge related to future operation costs provisioned related to lease contracts for previously vacated office space and \$0.1 million of other costs.

Yellow Pages Limited recorded restructuring and other charges of \$2.2 million during the year ended December 31, 2023 consisting mainly of restructuring charges of \$1.1 million associated with workforce reductions and \$0.4 million charge related to future operation costs provisioned related to lease contracts for previously vacated office space, as well as a \$0.5 million charge related to the impairment of property and equipment and right-of-use assets related to previously vacated office space and \$0.2 million of other costs.

Financial Charges, net

Financial charges increased to \$0.9 million for the year ended December 31, 2024 compared to \$0.7 million for the same period last year. The increase during the year ended December 31, 2024 is mainly related to the decrease in interest income on cash balances being offset by lower interest expense on the defined benefit obligation and lease obligations and foreign exchange.

Provision for Income Taxes

The combined statutory provincial and federal tax rates were 26.43% for the year ended December 31, 2024 and 26.44% for the same period in 2023. The Company recorded an income tax expense of \$9.5 million for the year ended December 31, 2024. In comparison, the Company recorded an income tax expense of \$12.9 million for the year ended December 31, 2023, including the recognition of previously unrecognized tax attributes and temporary differences of \$3.4 million.

The difference between the effective and the statutory rates for the year ended December 31, 2024 is mainly due to the non-deductibility of certain expenses for tax purposes and for 2023 is mainly due to the recognition of previously unrecognized tax attributes and temporary differences and the non-deductibility of certain expenses for tax purposes.

Net income

Net income decreased to \$25.0 million for the year ended December 31, 2024 compared to net income of \$47.4 million for the same period last year. The decrease in net income for the year ended December 31, 2024 is mainly due to lower Adjusted EBITDA, partially offset by the decrease in income taxes.

Fiscal year 2023 versus 2022

Revenues

(In thousands of Canadian dollars, except percentage information)

For the years ended December 31,	2023	2022	% Change
Digital	\$ 190,324	\$ 209,130	(9.0%)
Print	49,108	59,148	(17.0%)
Total revenues	\$ 239,432	\$ 268,278	(10.8%)

Total revenues for the year ended December 31, 2023 decreased by 10.8% to \$239.4 million, as compared to \$268.3 million for the same period in 2022. The decrease in revenues is mainly due to the decline of our higher margin digital media and print products and to a lesser extent to our lower margin digital services products, thereby creating pressure on our gross profit margins.

Total digital revenues decreased 9.0% year-over-year and amounted to \$190.3 million for the year ended December 31, 2023, as compared to \$209.1 million for the same period in 2022. The revenue decline for the period ended December 31, 2023, was mainly attributable to a decrease in digital customer count partially offset by an increase in average spend per customer.

Total print revenues decreased 17.0% year-over-year and amounted to \$49.1 million for year ended December 31, 2023. The revenue decline is mainly attributable to the decrease in the number of print customers and to a lesser extent, a decrease in spend per customer.

The decline rate of revenues increased year-over-year. The higher decline rate is attributable, in part, to (a) the headwinds in the global economy, whereby, customer renewal rates have remained strong but stable while the improvements in average spend per customer has slowed as customers look to optimize their spend,

(b) customer claim rates remaining stable in 2023, while 2022 benefited from a substantial improvement and (c) a cybersecurity incident (discussed further in Section 5 below), which resulted in the Company's operations and IT systems being suspended for approximately three weeks during the second quarter of 2023.

Gross Profit

(In thousands of Canadian dollars, except percentage information)

For the years ended December 31,	2023	% of Revenues	2022	% of Revenues	% Change
Total gross profit	\$ 131,104	54.8%	\$ 155,907	58.1%	(15.9%)

Gross profit decreased to \$131.4 million or 54.8% of revenues for the year ended December 31, 2023, compared to \$155.9 million, or 58.1% of total revenues, for the same period in 2022. The decrease in gross profit and gross profit margin is a result of the pressures from lower revenues, change in product mix and investments in our tele-sales force capacity, partially offset by continued optimizations in cost of sales and increases in pricing.

Adjusted EBITDA¹

(In thousands of Canadian dollars, except percentage information)

For the years ended December 31,	2023	% of Revenues	2022	% of Revenues	% Change
Total Adjusted EBITDA	\$ 76,860	32.1%	\$ 96,568	36.0%	(20.4%)

¹ Adjusted EBITDA is a non-GAAP financial measure and does not have any standardized meaning under IFRS Accounting Standards. Therefore, is unlikely to be comparable to similar measures presented by other issuers. Definitions of non-GAAP financial measures are provided on page 3 of this MD&A.

For the year ended December 31, 2023 Adjusted EBITDA decreased by \$19.7 million or 20.4% to \$76.9 million, compared to \$96.6 million for the same period in 2022. The adjusted EBITDA margin decreased during the year ended December 31, 2023 to 32.1%, compared to 36.0% for the same period in 2022. The decrease in Adjusted EBITDA and Adjusted EBITDA margin for the year ended December 31, 2023 is the result of revenue pressures and the ongoing investments in our tele-sales force capacity, partially offset by the efficiencies from optimization in cost of sales and reductions in other operating costs including reductions in our workforce and associated employee expenses, lower variable compensation expense and the impact of the Company's share price on cash settled stock-based compensation expense. The revaluation of the cash settled stock-based compensation liabilities based on the change in YP's share price year-to-date resulted in a recovery of \$4.4 million for the year ended December 31, 2023, compared to a recovery of \$1.9 million for the same period in 2022. The \$1.9 million recovery related to cash settled stock-based compensation expense in 2022 was driven by the refinement of the volatility parameter of the pricing model from using the historical share price volatility of its common shares as a reliable observable input to reflect expected volatility. Furthermore, the Company received a total of \$1.1 million of emergency wage subsidies for the year ended December 31, 2022. Revenue pressures, coupled with increased headcount in our salesforce partially offset by continued optimization, will continue to cause pressure on margins in upcoming quarters.

Adjusted EBITDA less CAPEX¹

(In thousands of Canadian dollars, except percentage information)

For the years ended December 31,	2023	% of Revenues	2022	% of Revenues	% Change
Adjusted EBITDA	\$ 76,860	32.1%	\$ 96,568	36.0%	(20.4%)
CAPEX	3,960	1.7%	5,004	1.9%	(20.9%)
Total Adjusted EBITDA less CAPEX	\$ 72,900	30.4%	\$ 91,564	34.1%	(20.4%)

¹ Adjusted EBITDA less CAPEX is a non-GAAP financial measure and does not have any standardized meaning under IFRS Accounting Standards. Therefore, it is unlikely to be comparable to similar measures presented by other issuers. Definitions of non-GAAP financial measures are provided on page 3 of this MD&A.

For the year ended December 31, 2023 Adjusted EBITDA less CAPEX decreased by \$18.7 million or 20.4% to \$72.9 million, compared to \$91.6 million for the same period in 2022. The adjusted EBITDA less CAPEX margin decreased during the year ended December 31, 2023 to 30.4%, compared to 34.1% for the same period in 2022. The decrease in Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin for the year ended December 31, 2023 is driven by the decrease in Adjusted EBITDA,

partially offset by the decrease in CAPEX spend. The decrease in CAPEX spend is partly due to the nature of Information Technology ("IT") spend whereby more of the spend was classified as operating versus capital in nature. Furthermore, the CAPEX spend during the year ended December 31, 2022 was impacted by the integration of new products.

Depreciation and Amortization

Depreciation and amortization decreased to \$13.7 million for the year ended December 31, 2023 compared to \$15.4 million for the same period in 2022 primarily due to lower software development expenditures in recent years.

Restructuring and Other Charges

(In thousands of Canadian dollars)

For the years ended December 31,	2023	2022
Severance, benefits and outplacement	\$ 1,097	\$ 1,054
Impairment of right-of-use assets and future operation costs related to lease contracts for offices closed	939	1,850
Other costs	169	327
Total restructuring and other charges	\$ 2,205	\$ 3,231

Yellow Pages Limited recorded restructuring and other charges of \$2.2 million during the year ended December 31, 2023 consisting mainly of restructuring charges of \$1.1 million associated with workforce reductions and \$0.4 million charge related to future operation costs provisioned related to lease contracts for previously vacated office space, as well as a \$0.5 million charge related to the impairment of property and equipment and right-of-use assets related to previously vacated office space and \$0.2 million of other costs.

Yellow Pages Limited recorded restructuring and other charges of \$3.2 million during the year ended December 31, 2022 consisting mainly of restructuring charges of \$1.0 million associated with workforce reductions as well as a \$1.4 million charge related to the impairment of property and equipment and right-of-use assets related to vacant office space and \$0.5 million charge related to future operation costs provisioned related to lease contracts of vacant offices, and \$0.3 million of other costs.

Financial Charges, net

Financial charges decreased to \$0.7 million for the year ended December 31, 2023 compared to \$1.8 million for the same period in 2022 mainly due to higher interest income on cash balances resulting from higher interest rates.

Provision for Income Taxes

The combined statutory provincial and federal tax rates were 26.44% for the year ended December 31, 2023 and 26.42% for the same period in 2022. The Company recorded an income tax expense of \$12.9 million for the year ended December 31, 2023, including the recognition of previously unrecognized tax attributes and temporary differences of \$3.4 million. In comparison, the Company recorded an income tax expense of \$2.7 million for the year ended December 31, 2022, including the recognition of previously unrecognized tax attributes and temporary differences of \$17.8 million.

The difference between the effective and the statutory rates for the year ended December 31, 2023 and 2022 is mainly due to the recognition of previously unrecognized tax attributes and temporary differences and the non-deductibility of certain expenses for tax purposes.

Net income

Net income decreased to \$47.4 million for the year ended December 31, 2023 compared to net income of \$73.4 million for the same period in 2022. The decrease in net income for the year ended December 31, 2023 is mainly due to lower Adjusted EBITDA and higher income tax expense, partially offset by the decrease in depreciation and amortization, restructuring and other charges and financial charges.

Summary of Consolidated Quarterly Results

The following table shows selected consolidated financial data of Yellow Pages for the eight most recent quarters.

(In thousands of Canadian dollars, except per share and percentage information)

	2024				2023			
	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Total revenues	\$ 51,401	\$ 52,619	\$ 55,838	\$ 54,971	\$ 55,909	\$ 58,072	\$ 62,736	\$ 62,715
Operating costs	43,158	40,093	41,068	39,674	39,664	40,146	40,802	41,960
Income from operations before depreciation and amortization, and restructuring and other charges (Adjusted EBITDA ¹)	8,243	12,526	14,770	15,297	16,245	17,926	21,934	20,755
Adjusted EBITDA margin ¹	16.0%	23.8%	26.5%	27.8%	29.1%	30.9%	35.0%	33.1%
Depreciation and amortization	3,189	3,180	3,788	3,279	3,387	3,487	3,426	3,359
Restructuring and other charges	903	508	174	442	517	746	880	62
Income from operations	4,151	8,838	10,808	11,576	12,341	13,693	17,628	17,334
Financial charges, net	81	270	387	207	(57)	(42)	277	554
Income before income taxes	4,070	8,568	10,421	11,369	12,398	13,735	17,351	16,780
Provision for income taxes	1,383	2,299	2,795	2,974	221	3,632	4,620	4,392
Net income	\$ 2,687	\$ 6,269	\$ 7,626	\$ 8,395	\$ 12,177	\$ 10,103	\$ 12,731	\$ 12,388
Basic income per share	\$ 0.20	\$ 0.46	\$ 0.56	\$ 0.62	\$ 0.72	\$ 0.57	\$ 0.72	\$ 0.70
Diluted income per share	\$ 0.20	\$ 0.46	\$ 0.55	\$ 0.61	\$ 0.71	\$ 0.56	\$ 0.69	\$ 0.68

¹ Adjusted EBITDA and Adjusted EBITDA margin are non-GAAP financial measures and do not have any standardized meaning under IFRS Accounting Standards. Therefore, are unlikely to be comparable to similar measures presented by other issuers. Definitions of non-GAAP financial measures are provided on page 3 of this MD&A.

Sequential quarterly revenue trends are impacted by the print publication distribution schedules, with the second quarter being the strongest quarter. Year-over-year the quarterly revenues have decreased principally due to lower customer count partially offset by increases in pricing, resulting in higher spend per customer for print revenues while the digital spend per customer has slightly decreased year over year.

The decline rates for total revenues increased on a year-over-year basis for the first and second quarters, while they showed improvement during the third and fourth quarters. The higher decline rate in the first and second quarters were attributable, in part, to the headwinds in the global economy, whereby, customer renewal rates decreased but remained strong while average spend per customer slowed as customers looked to optimize their spend. These factors were partially offset by an increase in the number of new accounts and increases in pricing. The improvements in the back half of the year were partly due to the deceleration of the customer count decline rate fueled by an increase in new customer acquisitions partially offset by an increase in churn. In addition, 2023 decline rates were negatively impacted by customer claim rates remaining stable in 2023, while 2022 benefited from a substantial improvement in customer claims.

Quarterly Operating costs decreased or were relatively stable year-over-year for the first three quarters of 2024 driven by efficiencies from optimization in cost of sales and reductions in other operating costs including reductions in our workforce and associated employee expenses as well as the impact of the Company's share price on cash settled stock-based compensation expense and lower variable compensation expense, partially offset by the increase in bad debt expense and the ongoing investments in our tele-sales force capacity. Although the fourth quarter of 2024 also benefited from the same efficiencies as the first three quarters, the operating costs increased year-over-year driven by the impact of YP's share price increase of 23% versus the third quarter, as such, the revaluation of the cash settled stock-based compensation liabilities based on the change in YP's share price resulted in a charge related to stock-based compensation expense of \$1.5 million, whereas in the fourth quarter of 2023, YP's share price decreased 8% versus the third quarter of 2023 resulting in a recovery related to stock-based compensation expense of \$1.6 million.

Revenue pressures, coupled with increased headcount in our salesforce partially offset by continued optimization, put pressure on the Adjusted EBITDA margin.

The Company's restructuring and other charges mainly related to workforce reductions and future operating costs related to lease contracts for previously vacated offices.

Net income for the fourth quarter of 2023 benefited from the recording the impact of previously unrecognized tax attributes and temporary differences of \$3.4 million in the provision for income taxes.

Analysis of Fourth Quarter 2024 Results

Revenues

(In thousands of Canadian dollars, except percentage information)

For the three-month periods ended December 31,	2024	2023	% Change
Digital	\$ 41,993	\$ 45,275	(7.2%)
Print	9,408	10,634	(11.5%)
Total revenues	\$ 51,401	\$ 55,909	(8.1%)

Total revenues for the fourth quarter ended December 31, 2024 decreased by 8.1% year-over-year and amounted to \$51.4 million as compared to \$55.9 million for the same period last year. The decrease in revenues is mainly due to the decline of our higher margin digital media and print products and to a lesser extent to our lower margin digital services products, thereby creating pressure on our gross profit margins.

Total digital revenues decreased 7.2% year-over-year and amounted to \$42.0 million during the fourth quarter of 2024 compared to \$45.3 million for the same period last year. The revenue decline is mainly attributable to a decrease in digital customer count and to a lesser extent, a decrease in the average spend per customer.

Total print revenues decreased 11.5% year-over-year and amounted to \$9.4 million during the fourth quarter of 2024 compared to \$10.6 million in the fourth quarter of 2023. The revenue decline was mostly attributable to decreases in the number of print customers while the spend per customer has improved year-over-year driven by price increases.

The decline rate for total revenues, digital revenues and print revenues all improved during the quarter ended December 31, 2024, compared to the same period last year. Total revenue decline of 8.1% this quarter compares to a decline of 13.4% reported for the same period last year. Digital revenue decline of 7.2% this quarter compares to a decline of 12.1% reported for the same period last year. Print revenue decline of 11.5% this quarter compares to a decline of 18.7% reported for the same period last year. The improvements were partly due to the deceleration of the customer count decline rate fueled by an increase in new customer acquisitions partially offset by an increase in churn. In addition, 2023 decline rates were negatively impacted by customer claim rates remaining stable in 2023, while 2022 benefited from a substantial improvement in customer claims.

Gross Profit

(In thousands of Canadian dollars, except percentage information)

For the three-month periods ended December 31,	2024	% of Revenues	2023	% of Revenues	% Change
Total gross profit	\$ 25,332	49.3%	\$ 30,036	53.7%	(15.7%)

Gross profit totalled \$25.3 million or 49.3% of revenues for the three-month period ended December 31, 2024, compared to \$30.0 million, or 53.7% of revenues, for the same period last year. The decrease in gross profit for the three-month period ended December 31, 2024 is a result of the pressures from lower overall revenues, change in product mix and investments in our tele-sales force capacity, partially offset by continued optimizations in cost of sales and increases in pricing.

Adjusted EBITDA¹

(In thousands of Canadian dollars, except percentage information)

For the three-month periods ended December 31,	2024	% of Revenues	2023	% of Revenues	% Change
Total Adjusted EBITDA	\$ 8,243	16.0%	\$ 16,245	29.1%	(49.3%)

¹ Adjusted EBITDA is a non-GAAP financial measure and does not have any standardized meaning under IFRS Accounting Standards. Therefore, it is unlikely to be comparable to similar measures presented by other issuers. Definitions of non-GAAP financial measures are provided on page 3 of this MD&A.

Adjusted EBITDA decreased to \$8.2 million or 16.0% of revenues in the fourth quarter ended December 31, 2024, relative to \$16.2 million or 29.1% of revenues for the same period last year. The decrease in Adjusted EBITDA and Adjusted EBITDA margin for the three-month period ended December 31, 2024 is the result of revenue pressures, the ongoing investments in our tele-sales force capacity, higher bad debt expense, the impact of the Company's share price on cash settled stock-based compensation expense and the nature of IT spend, whereby more of the expense was classified as operating rather than capital, partially offset by price increases, the efficiencies from optimization in cost of sales and reductions in other operating costs including reductions in our workforce and associated employee expenses. The revaluation of cash settled stock-based compensation liabilities resulted in a charge of \$1.5 million for the three-month period ended December 31, 2024 compared to a recovery of \$1.6 million for the same period last year. This was driven by the 23% increase in YP's share price during the fourth quarter of 2024 compared to a decline of 8% during the same quarter in 2023. Revenue pressures, coupled with continued investments in our tele-sales force capacity, partially offset by continued optimization, will continue to cause some pressure on margins in upcoming quarters.

Adjusted EBITDA less CAPEX¹

(In thousands of Canadian dollars, except percentage information)

For the three-month periods ended December 31,	% of		% of		% Change
	2024	Revenues	2023	Revenues	
Adjusted EBITDA	\$ 8,243	16.0%	\$ 16,245	29.1%	(49.3%)
CAPEX	485	0.9%	944	1.7%	(48.6%)
Total Adjusted EBITDA less CAPEX	\$ 7,758	15.1%	\$ 15,301	27.4%	(49.3%)

¹ Adjusted EBITDA less CAPEX is a non-GAAP financial measure and does not have any standardized meaning under IFRS Accounting Standards. Therefore, it is unlikely to be comparable to similar measures presented by other issuers. Definitions of non-GAAP financial measures are provided on page 3 of this MD&A.

Adjusted EBITDA less CAPEX decreased by \$7.5 million to \$7.8 million during the fourth quarter of 2024, compared to \$15.3 million during the same period last year. The decrease in Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin for the three-month period ended December 31, 2024 is mainly due to lower Adjusted EBITDA partially offset by a decrease in CAPEX spend year-over-year, due in part, to the nature of IT spend, whereby more of the expense was classified as operating rather than capital.

Depreciation and Amortization

Depreciation and amortization decreased to \$3.2 million for the three-month period ended December 31, 2024 compared to \$3.4 million for the same period last year primarily due to lower software development expenditures in recent years.

Restructuring and Other Charges

(In thousands of Canadian dollars)

For the three-month periods ended December 31,	2024	2023
Severance, benefits and outplacement	\$ 828	\$ 243
Provision for future operation costs related to lease contracts for previously vacated office space	48	158
Other costs	27	116
Total restructuring and other charges	\$ 903	\$ 517

Yellow Pages Limited recorded restructuring and other charges of \$0.9 million during the three-month period ended December 31, 2024 consisting mainly of restructuring charges of \$0.8 million associated with workforce reductions and a \$0.1 million charge related to future operation costs provisioned related to lease contracts of previously vacated office space. Yellow Pages Limited recorded restructuring and other charges of \$0.5 million during the three-month period ended December 31, 2023 consisting mainly of restructuring charges of \$0.2 million associated with workforce reductions and a \$0.2 million charge related to future operation costs provisioned related to lease contracts of previously vacated office space.

Provision for Income Taxes

The combined statutory provincial and federal tax rates were 26.43% and 26.44% for the three-month periods ended December 31, 2024 and 2023, respectively. The Company recorded an income tax expense of \$1.4 million for the three-month period ended December 31, 2024. In comparison, the Company recorded an income tax

expense of \$0.2 million, including a recovery for the recognition of previously unrecognized tax attributes and temporary differences of \$3.4 million for the three-month period ended December 31, 2023. These recoveries were non-cash items.

The difference between the effective and the statutory rates during the three-month period ended December 31, 2024 is mainly due to the non-deductibility of certain expenses for tax purposes, whereas for 2023 it is mainly due to the recognition of previously unrecognized tax attributes, temporary differences and the non-deductibility of certain expenses for tax purposes.

Net income

Net income for the three-month period ended December 31, 2024 amounted to \$2.7 million as compared to net income of \$12.2 million for the same period last year. The decrease is explained principally by the decrease in Adjusted EBITDA and higher tax expense for the three-month period ended December 31, 2024.

3. Liquidity and Capital Resources

This section examines the Company's capital structure, sources of liquidity and various financial instruments including its debt instruments.

Capital Structure

(In thousands of Canadian dollars, except percentage information)

As at December 31,	2024	2023
Cash	\$ 44,204	\$ 23,229
Total debt (lease obligations, including current portion)	\$ 39,938	\$ 43,914
Equity	53,800	42,256
Total capitalization	\$ 93,738	\$ 86,170
Total (cash net of debt) debt net of cash ¹	\$ (4,266)	\$ 20,685
Total debt net of cash to total capitalization	n.a	24.0%

¹ The term (cash net of debt) debt net of cash does not have a standardized meaning under IFRS Accounting Standards. Therefore, it is unlikely to be comparable to similar measures presented by other issuers. We define (cash net of debt) debt net of cash as Lease obligations including current portion, less cash, as shown in the Company's consolidated statements of financial position.

Asset-Based Loan

The Company, through its subsidiary Yellow Pages Digital & Media Solutions Limited, has an asset-based loan (ABL) with a term to September 2025 and a total commitment of \$20.0 million. The ABL is being used for general corporate purposes. Through the ABL, the Company has access to the funds in the form of prime rate loans or letters of credit. The ABL is subject to a trailing twelve-month fixed charge coverage ratio when there is an event of default or when excess availability is less than 10% of the facility limit. Upon such event, the fixed charged coverage ratio must be a minimum of 1.1 times.

As at December 31, 2024, the Company had \$1.1 million of letters of credit issued and outstanding, resulting in the Company having an availability of \$18.9 million remaining under the ABL.

As at December 31, 2024, the Company was in compliance with all covenants under the loan agreement governing the ABL.

Liquidity

The Company's principal source of liquidity is cash generated from operations and cash on hand. The Company expects to generate sufficient liquidity in the short term and the long term to fund capital expenditures, working capital requirements and current obligations, and service its outstanding lease and post-employment benefit obligations. As at December 31, 2024, the Company had \$44.2 million of cash and \$18.9 million available under the ABL.

Share Data

Outstanding Share Data

As at	February 12, 2025	December 31, 2024	December 31, 2023
Common shares outstanding	13,752,770	13,752,770	13,752,770
Stock options outstanding ¹	2,020,826	2,020,826	1,608,066

¹ Included in the stock options outstanding balance of 2,020,826 as at February 12, 2025 and December 31, 2024, are 266,431 stock options exercisable as at those dates. Included in the stock options outstanding balance of 1,608,066 as at December 31, 2023 were nil stock options exercisable as at that date.

Share repurchases

2023 Plan of Arrangement

On October 18, 2023, the Board approved a distribution to the Shareholders of approximately \$50.0 million by way of a share repurchase from all Shareholders pursuant to a statutory arrangement under the *Business Corporations Act* (British Columbia) (the "2023 Arrangement"). The Shareholders approved the 2023 Arrangement at a special meeting of the Shareholders held on November 30, 2023 and the Company subsequently obtained the final order from the Supreme Court of British Columbia approving the 2023 Arrangement on December 5, 2023. On December 12, 2023, the Company repurchased from Shareholders *pro rata* an aggregate of 4,440,497 common shares (including 207,717 shares held by trustee) at a purchase price of \$11.26 per share for a total of \$50.2 million, including \$0.3 million of transaction costs. The \$50.2 million cash outlay was reduced by \$2.3 million for the cancellation of 207,717 of YP's 872,796 shares held by trustee for a net cash outlay of \$47.9 million. Under the 2023 Arrangement, the Company also advanced the previously announced voluntary incremental cash contributions to the Pension Plan's wind-up deficit by an amount of \$12.0 million during the year ended December 31, 2023 (refer to the section "*Pension Contributions*" of this MD&A for additional details).

Share cancellation

On December 19, 2023, Yellow Pages Limited cancelled 465,080 shares held by the trustee for the purpose of funding RSU and PSU Plan resulting in 199,999 shares remaining, held by the trustee at December 31, 2023.

Dividend policy

On February 13, 2024, the Board modified the dividend policy of paying a quarterly cash dividend to common shareholders by increasing the dividend from \$0.20 per share to \$0.25 per share. YP's dividend payout policy and the declaration of dividends on any of the Company's outstanding common shares are subject to the discretion of the Board and, consequently, there can be no guarantee that the dividend payout policy will be maintained or that dividends will be declared. Dividend decisions will continue to be dependent on YP's operations and financial results, subject to the Board's assessment on a quarterly basis, which are, in turn, subject to various assumptions and risks, including those set out in this MD&A.

On May 10, 2023, the Board approved an increase in the quarterly cash dividend to common shareholders from \$0.15 per share to \$0.20 per share.

During the year ended December 31, 2024, the Company paid quarterly dividends of \$0.25 per common share on March 15, June 17, September 16 and December 16, for a total consideration of \$13.6 million to common shareholders. During the year ended December 31, 2023, the Company paid quarterly dividends of \$0.15 per common share on March 15, and of \$0.20 per common share on June 15, September 15, and December 15, for a total consideration of \$13.3 million to common shareholders.

On February 12, 2025, the Board declared a cash dividend of \$0.25 per common share, payable on March 17, 2025 to shareholders of record as at February 26, 2025. Future quarterly dividends are subject to Board approval.

Contractual Obligations and Other Commitments

(in thousands of Canadian dollars)

	Payments due for the years following December 31, 2024				
	Total	1 year	2 – 3 years	4 – 5 years	Thereafter
Lease obligations ^{1,2}	\$ 39,938	\$ 3,778	\$ 8,219	\$ 9,362	\$ 18,579
Operating portion of lease obligations	47,893	5,454	11,610	11,295	19,534
Purchase obligations	46,102	16,798	17,183	8,952	3,169
Total contractual obligations	\$ 133,933	\$ 26,030	\$ 37,012	\$ 29,609	\$ 41,282

¹ Principal amount.

² Net present value.

Lease obligations

We entered into finance lease agreements for premises. As at December 31, 2024, minimum payments under these finance leases up to 2033 total \$39.9 million.

Operating portion of lease obligations

We rent our premises and office equipment under various leases for which an operating portion is recognized. As at December 31, 2024, minimum payments for the operating portion under these leases up to 2033 total \$47.9 million.

Purchase obligations

We use the services of outside suppliers to distribute and print our directories and have entered into long-term agreements with a number of these suppliers. These agreements expire between 2025 and 2034. We also have purchase obligations under service contracts for both operating and capital expenditures. As at December 31, 2024, we have an obligation to purchase services for \$46.1 million over the next five years and thereafter. Cash from operations will be used to fund these purchase obligations.

Pension Contributions

YP sponsors a pension plan registered with the Canada Revenue Agency and the Financial Services Commission of Ontario with defined benefit (DB) for employees hired prior to January 1, 2006, and defined contribution (DC) components for the non-Québec based employees hired on or after January 1, 2006 (the YP Pension Plan) as well as a DC plan registered with the Régie des Rentes du Québec (the YP Québec Plan), for the Québec based employees hired on or after January 1, 2006. Both plans together cover substantially all employees of the Company.

As at December 31, 2024, the DB component of the YP Pension Plan's assets market value totalled \$436.0 million and were invested in a diversified portfolio of Canadian fixed income securities, real estate and private market funds. Its annual rate of return on assets was 6.6% for 2024.

The most recent actuarial valuation of the DB component of the YP Pension Plan for funding purposes was performed as at December 31, 2022. The valuation was prepared consistent with the Ontario funding basis, which requires no solvency deficit contribution if the plan is above 85% solvent. It also includes a requirement to fund on a going-concern basis a Provision for Adverse Deviation ("PfAD"), which is determined based on plan characteristics. There was no resulting solvency contribution, as it was determined that the plan was above the 85% solvency threshold. In addition, the annual required contribution to cover the PfAD was determined to be nil as of January 1, 2023 and the Company's Pension Plan has a Prior Year Credit Balance ("PYCB") of \$3.0 million.

On May 12, 2021, the Board approved a voluntary incremental \$4.0 million cash contribution in 2021 bringing cash payments to the Pension Plan's wind-up deficit (the "Pension Plan") to \$6.0 million, as part of a Deficit Reduction Plan to increase the probability that the Pension Plan will be fully funded on a wind-up basis by 2030. The Deficit Reduction Plan included an intention to make cash payments to the wind-up deficit of \$6.0 million every year until 2030.

Pursuant to the 2022 Arrangement, the Company advanced the previously announced voluntary incremental cash contributions to the Pension Plan's wind-up deficit by an amount of \$24.0 million during the year ended December 31, 2022. The incremental voluntary cash infusion of \$24.0 million during the year ended December 31, 2022 represented advancing the voluntary \$6.0 million contributions intended in years 2027, 2028, 2029 and 2030.

In 2023, pursuant to the 2023 Arrangement (refer to the section "*Share repurchase – 2023 Plan of Arrangement*" of this MD&A for additional details), the Company advanced the previously announced voluntary incremental cash contributions to the Pension Plan's wind-up deficit by an amount of \$12.0 million during the year ended December 31, 2023, bringing 2023 voluntary cash payments to the Pension Plan's wind-up deficit to \$18.0 million by the end of the year. The incremental voluntary cash infusion of \$12.0 million during the year ended December 31, 2023 represents advancing the voluntary \$6.0 million contributions intended in years 2025 and 2026 that were part of the Deficit Reduction Plan.

In 2024, the company made the last voluntary payment of \$6.0 million intended under the Deficit Reduction Plan. As a result of the Deficit Reduction Plan and the advancement of the voluntary incremental cash contributions to the Pension Plan pursuant to the Plans of Arrangement in 2022 and 2023, the wind-up ratio was approaching 100%. As a result, the Board approved a plan to derisk the Pension Plan and protect the realized investment gains and windup ratio. Currently, the Pension Plan has approximately 70% of its investment portfolio in fixed income investments and the remaining balance in real estate, infrastructure and private equity assets. The Company intends to continue to transition its investment portfolio to have 100% allocated to fixed income securities which will further reduce the investment risks as the investment portfolio would closely match the long-term liabilities of the Pension Plan.

Total cash payments for pension and other benefit plans expected in 2025 amount to approximately \$5.8 million. Total cash payments for pension and other benefit plans made by the Company during the year ended December 31, 2024 totalled \$12.0 million.

Sources and Uses of Cash

(In thousands of Canadian dollars)

For the years ended December 31,	2024	2023
Cash flows from operating activities		
Change in operating assets and liabilities	\$ 3,329	\$ 2,648
Stock-based compensation cash payments	(2,751)	(5,891)
Funding of post-employment benefit plans in excess of costs	(8,207)	(20,119)
Restructuring and other charges paid	(1,940)	(2,241)
Income taxes paid, net	(694)	(2,949)
Cash flows from operations, excluding the above	49,287	75,319
	\$ 39,024	\$ 46,767
Cash flows used in investing activities		
Additions to intangible assets	\$ (2,402)	\$ (3,925)
Additions to property and equipment	(78)	(35)
Payments received from net investment in subleases	1,967	1,457
	\$ (513)	\$ (2,503)
Cash flows used in financing activities		
Dividends paid	\$ (13,560)	\$ (13,332)
Repurchase of common shares per plan of arrangement, net of shares held by trustee and transaction costs	—	(48,203)
Payment of lease obligations	(3,976)	(3,407)
	\$ (17,536)	\$ (64,942)
NET DECREASE IN CASH	\$ 20,975	\$ (20,678)
CASH, BEGINNING OF YEAR	23,229	43,907
CASH, END OF YEAR	\$ 44,204	\$ 23,229

Cash flows from operating activities

Cash flows from operating activities decreased by \$7.7 million to \$39.0 million for the year ended December 31, 2024 from \$46.8 million for the same period last year. The decrease is mainly due to lower Adjusted EBITDA of \$26.0 million, partially offset by a decrease in funding of post-employment benefit plans of \$11.9 million due to the funding pursuant to the 2023 Arrangement, the decrease in stock-based compensation cash payments of \$3.1 million, lower income taxes paid of \$2.3 million and an increase of \$0.7 million from changes in operating assets and liabilities.

Cash flows used in investing activities

Cash flows used in investing activities decreased by \$2.0 million year-over-year mainly due to the decrease in capital expenditures in 2024 of \$1.5 million and the increase of payments received from subleases by \$0.5 million year-over-year. The decrease in capital expenditures is due, in part, to the nature of the IT spend, whereby, more of the expense was classified as operating rather than capital.

Cash flows used in financing activities

Cash flows used in financing activities decreased by \$47.4 million to \$17.5 million for the year ended December 31, 2024 compared to \$64.9 million last year due to the decrease of \$48.2 million for the repurchase of common shares per a plan of arrangement, the increase of \$0.2 million for dividends paid during the year ended December 31, 2024 as a result of the increase in the quarterly dividend paid per common share in 2024, partially offset by lower number of common shares outstanding.

Financial and Other Instruments

(See Note 8 of the Audited Consolidated Financial Statements of the Company for the years ended December 31, 2024 and 2023).

The Company's financial instruments primarily consist of cash, trade and other receivables, and trade and other payables.

4. Critical Assumptions and Estimates

Significant estimates

When we prepare our consolidated financial statements in accordance with IFRS Accounting Standards, we must make certain estimates and assumptions about our business. These estimates and assumptions in turn affect the reported amounts of assets, liabilities, revenues and expenses and the disclosure of contingent assets and liabilities in the financial statements. Management reviews these estimates and assumptions on a regular basis to ensure their pertinence with respect to past experience and the current events including but not limited to economic and financial market conditions such as higher interest rates and inflation and increasing risk of recession, as well as other factors that are considered to be relevant. These estimates are subject to measurement uncertainty and actual results could differ from current estimates as a result of changes in these assumptions. The impact of these changes in accounting estimates is recognized during the period in which the change took place and all affected future periods, where applicable.

The more significant estimates made by management are described below.

Allowance for revenue adjustments

The Company records an allowance for revenue adjustments as a reduction to revenue. This reflects an estimate of claims expected from customers. The Company updates its estimate of the allowance for revenue adjustments based on historical experience related to claims, as well as client-related factors. This significant estimate could affect Yellow Pages Limited's future results if actual claims are higher or lower than anticipated.

Measurement of the ECL allowance on trade receivables

In relation to the impairment of trade receivables (including contract assets), the Company uses the expected credit losses ("ECL") model, which requires the Company to account for the ECL and changes in the ECL at each reporting date to reflect changes in credit risk since initial recognition of the trade receivable. The ECL related to doubtful accounts for trade receivables (also referred to as allowance for doubtful accounts) is established based on various factors, including amongst others the age of the exposure and in some case the customer's solvency. This significant estimate could affect the Company's future results if there is a further significant change in economic conditions or customer solvency or any new information that may impact our assumptions.

Estimate of the lease term

When the Company recognizes a lease, it assesses the lease term based on the conditions of the lease and assesses whether it will extend the lease at the end of the lease contract or exercise an early termination option. The Company determined that the term of its leases is the original lease term as it is not reasonably certain that the extension of termination options will be exercised. This significant estimate could affect Yellow Pages Limited's future results if the Company extends the lease or exercises an early termination option.

Assessment of whether a right-of-use asset is impaired

The Company assesses whether a right-of-use asset is impaired, particularly when it vacates an office space and it must determine the recoverability of the asset, depending on its capacity to sublease the assets or surrender the lease and recover its costs. The Company will examine its lease conditions as well as local market conditions and estimate its recoverability potential for each vacated premise. The determination of the lease cost recovery rate involves significant management estimates based on market availability of similar office space and local market conditions. This significant estimate could affect Yellow Pages Limited's future results if the Company succeeds in subleasing their vacated offices at a higher or lower rate or at different dates than initially anticipated.

Determining the discount rate for leases

IFRS 16 requires the Company to discount the lease payments using the rate implicit in the lease if that rate is readily available. If that rate cannot be readily determined, the lessee is required to use its incremental borrowing rate ("IBR"). The Company generally used its IBR rate when recording leases initially, since the implicit rates were

not readily available due to information not being available from the lessor regarding the fair value of underlying assets and direct costs incurred by the lessor related to the leased assets. The IBR for each lease was determined on the commencement date of the lease and recalculated at the remeasurement date where applicable.

Useful lives of intangible assets and property and equipment

Yellow Pages Limited reviews the estimated useful lives of its intangible assets and property and equipment at the end of each reporting period. At the end of the current reporting period, management determined that the useful lives of its intangible assets and property and equipment were adequate.

Employee future benefits

The present value of the defined benefit obligation is determined by employing the projected benefit method prorated on service using interest rates of high-quality corporate bonds that are denominated in the currency in which the benefits will be paid and that have terms to maturity approximating the terms of the related pension liability. Determination of the net benefit costs (recovery) requires assumptions such as the discount rate to measure defined benefit obligations and expected return on plan assets, the projected age of employees upon retirement, the expected rate of future compensation and the expected healthcare cost trend rate. Actual results may differ from results which are estimated based on assumptions.

Income taxes

Estimation of income taxes includes evaluating the recoverability of deferred tax assets based on an assessment of Yellow Pages Limited's ability to utilize the underlying future tax deductions against future taxable income before they expire. Yellow Pages Limited's assessment is based upon existing tax laws and estimates of future taxable income. If the assessment of Yellow Pages Limited's ability to utilize the underlying future tax deductions changes, Yellow Pages Limited would be required to recognize more or fewer of the tax deductions as assets, which would decrease or increase the income tax expense in the period in which this is determined. The carrying value of deferred tax assets is reviewed at each reporting date, remeasured to the extent that probable sufficient taxable profits will be available, or reduced to the extent it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered in the foreseeable future.

Accounting Standards

Accounting Standards that are issued but not yet effective and not yet applied on the consolidated financial statements

New standard IFRS 18 - Presentation and Disclosures in Financial Statements

On April 9, 2024, the International Accounting Standards Board ("IASB") issued its new standard IFRS 18 *Presentation and Disclosures in Financial Statements* that will replace IAS 1 *Presentation of Financial Statements*. The new standard aims at improving how entities communicate in their financial statements by setting new requirements to:

- Improve comparability, through a specified structure of the statement of profit and loss that is more comparable between entities;
- Enhance disclosure of the management-defined performance measures to improve transparency and make them subject to audit; and
- Render the grouping of information more useful and relevant through enhanced guidance on how to organize information in financial statements including note disclosures.

IFRS 18 is effective for annual reporting periods beginning on or after January 1, 2027. The standard is applied retrospectively, with specific transition provisions, and early adoption is permitted. The Company is assessing the impact of this new standard on its current financial statement presentation.

5. Risks and Uncertainties

The following section examines the major risks and uncertainties that could materially affect YP's future business results.

Understanding and managing risks are important parts of YP's strategic planning process. The Board requires that our senior management identify and properly manage the principal risks related to our business operations. To understand and manage risks at YP, our Board and senior management analyze risks in three major categories:

1. Strategic risks - which are primarily external to the business;

2. Financial risks - generally related to matters addressed in the Financial Risk Management Policy and in the Pension Statement of Investment Policy and Procedures; and
3. Operational risks - related principally to risks across key functional areas of the organization.

YP has put in place certain guidelines in order to seek to manage the risks to which it may be exposed. Please refer to the "Risk Factors" section of our AIF for a complete description of these risk factors. Careful consideration should be given to the following risk factors which could have a material adverse effect on the Corporation, its business, results of operation and financial condition. Despite these guidelines, the Company cannot provide assurances that any such efforts will be successful.

Failure by the Corporation to stabilize or grow its revenues and customer base

The Corporation's revenues remain adversely impacted by a lower customer count. Failure to provide existing customers with marketing solutions that meet their key marketing objectives and generate return on investment may limit the Corporation's ability to retain or upsell existing customers. In addition, the inability of the Corporation's customer acquisition strategies and channels to find and attract new customers may limit the Corporation's ability to grow its total customer count.

Substantial competition could reduce the market share of the Corporation

The Corporation competes with other directory, advertising media and classified advertising businesses and across various media and platforms. This includes the internet, newspapers, television, radio, mobile telecommunication devices, magazines, billboards and direct mail advertising. In particular, the directories business faces substantial competition due to increased online penetration, through the use of online search engines and social networking organizations. The Corporation may not be able to compete effectively with these online competitors, some of which may have greater resources. The Corporation's internet strategy and its directories business may be adversely affected if major search engines build local sales forces or otherwise begin to reach local businesses more effectively for local commercial search services. These competitors may reduce their prices to increase their market share or may be able to offer their services at lower costs than the Corporation can.

The Corporation may be forced to reduce its prices or offer and fulfill other services in order to remain competitive. The Corporation's failure to compete effectively with its current or future competitors could have a number of impacts such as a reduction in its advertiser base, lower revenue and increased costs.

A higher than anticipated rate of decline in print revenue resulting from changes in preferences and consumer habits

The Corporation could be materially adversely affected if the usage of print telephone directories declines at a rate higher than anticipated. The development of new technologies and the widespread use of the internet continues to drive changes in preferences and consumer habits. The usage of internet-based products providing information, formerly exclusively available in print directories, continues to grow at a rapid pace. The internet has become increasingly accessible as an advertising medium for businesses of all sizes. Further, the use of the internet, including as a means to transact commerce through mobile devices, has resulted in new technologies and services that compete with traditional advertising mediums. In particular, this has a significant impact on print products, and the decrease in usage gradually leads to lower advertising revenues. References to print business directories may decline faster than expected as users increasingly turn to digital and interactive media delivery devices for local commercial search information.

The inability of the Corporation to successfully enhance and expand its offering of digital and new media products

The Corporation expects to derive a greater portion of its total revenue from its digital and other new media products, as directory usage continues to shift from print directories to digital and other new media products. If revenue from the Corporation's digital products does not increase significantly to compensate the declining trend in print revenue, the Corporation's cash flow, results of operations and financial condition could be materially adversely affected.

The Corporation's expansion towards digital and new media products is subject to a variety of challenges and risks that could adversely affect digital revenue, as well as its business, results from operations and financial condition, including the following:

- the Corporation may not continue to grow usage on its digital properties at the same rate as other providers or may grow at a slower rate than currently anticipated;
- internet usage as a source of information and a medium for advertising may not continue to grow, or may grow at a slower rate than currently anticipated, as a result of factors that the Corporation cannot predict or control;
- the Corporation may incur substantial additional costs and expenses related to investments in its information technology, modifications to existing products and development of new products and this may reduce profit margins in the future;

- the Corporation may be unable to develop and market new products in a timely and efficient manner, as the Corporation's markets are characterized by rapidly changing technology, introductions and enhancements to existing products and shifting advertising customer and end-user demands, including technology preferences;
- the Corporation may be unable to improve its information technology systems to efficiently manage increased levels of traffic on the Corporation's digital properties and provide new services and products;
- the Corporation may be unable to keep apprised of changes to search engines' terms of service or algorithms, which could cause the Corporation's digital properties, or its advertising customers' digital properties, to be excluded from or ranked lower in search results or make it more difficult or more expensive for the Corporation to provide search engine marketing and search engine optimisation solutions to its advertising customers;
- the Corporation's advertising customers may be unwilling to grow their investment in digital advertising; and
- the Corporation may be unable to increase or maintain the prices of its products and services in the future.

The inability of the Corporation to supply the relationships and technologies required to appropriately service the needs of its customers

The Corporation anticipates that it will continue to depend on various third-party relationships, in order to grow its business, such as technology and content providers, real-time advertising exchanges and other strategic partners. The Corporation has no operational or financial control over these third-party suppliers, and may not be able to maintain such relationships. These third parties may experience disruptions or performance problems, which could negatively affect the Corporation's ability to make sales as well as its efficiency and reputation.

In addition, the Corporation relies heavily on information technology systems to manage critical functions of its digital and mobile marketing solutions. The future success of the Corporation will depend in part upon its ability to continuously enhance and expand its existing product offering in a timely manner with features and pricing that meet changing advertiser needs, while generating cost efficiencies in its operations. As marketing via new digital advertising channels, may evolve in unexpected ways, failure by the Corporation to adapt successfully to market evolution could have a material adverse effect on its business, results of operations and financial condition.

A prolonged economic downturn in principal markets of the Corporation

The Corporation derives revenues principally from the sale of advertising in Yellow Pages print and digital directories across Canada. The Corporation's advertising revenues, as well as those of directories publishers in general, typically do not fluctuate widely with economic cycles. However, a prolonged economic downturn, recession or rising rates of inflation affecting the Corporation's markets, or any deterioration in general economic conditions, could have a material adverse effect on the Corporation's business and financial performance. The adverse effects of an economic downturn or recession on the Corporation could be compounded by the fact that the majority of the Corporation's customers are SMEs. Such businesses have fewer financial resources and higher rates of failure than larger businesses and may be more vulnerable to prolonged economic downturns. Therefore, these SMEs may be more likely to reduce or discontinue advertising with the Corporation, which could have a material adverse effect on the Corporation, its business, results from operations and financial condition.

A higher than anticipated proportion of revenues coming from the Corporation's digital products with lower margins, such as services and resale

Digital advertising sold on the Corporation's owned and operated media currently operate at the highest level of profitability relative to digital service (websites, search engine optimization, content syndication and Facebook) solutions and resale (SEM) solutions. Revenues sourced from digital service and resale solutions that are proportionally materially higher than anticipated may have an adverse impact on the Corporation's profitability.

The Corporation's inability to attract and retain key personnel

The success of the Corporation depends on the abilities, experience and personal efforts of senior management of the Corporation, including their ability to retain and attract skilled employees. The Corporation is also dependent on the number and experience of its sales representatives and Information Systems/Information Technology ("ISIT") employees. The loss of the services of such key personnel could have a material adverse effect on the Corporation, its business, its results from operations and financial condition.

The Corporation's business depends on the usage of its online and mobile properties and failure to protect traffic across the Corporation's digital properties could impair its ability to grow revenues and expand its business

The success of numerous of our customers' marketing campaigns is dependent on how well they can attract valuable audiences. The Corporation invests in order to protect digital audiences across its network of online and mobile properties by enhancing the quality, completeness and relevance of the content distributed to its

properties, and by providing compelling verticalized sites and applications for local discovery. The Corporation may not be able to protect or grow traffic across its digital properties and such investments may not prove to be cost-effective. There can be no assurance that current traffic or potential growth in traffic across the Corporation's digital properties may maintain or increase advertising customer renewal rates and/or annual spending or lead to a measurable increase in advertising customers. In addition, the corporation may be adversely impacted by the enactment of new data protection laws which impact our ability to collect data and report on traffic to both our websites and the websites created for our customers.

Failure by either the Corporation or the Telco Partners to fulfill their obligations set forth in the agreements between the Corporation and the Telco Partners

We have three billing and collection services agreements. The agreement with Bell Canada ("Bell") expires on December 31, 2026, unless terminated by either party with at least 90 days notice followed by a transition period of up to 12 months and the agreement with Northwestel Inc., an affiliate of Bell expires, November 29, 2032. The agreement with TELUS Communications Inc. (TELUS) expires in 2031. Through these agreements, our billing is included as a separate line item on the telephone bills of Bell and TELUS customers who use our services. Bell and TELUS (the Telco Partners) contract with third parties to conduct monthly billing of customers who use them as their local telephone service providers. In addition, the Telco Partners provide collection services for the Corporation with those customers who are also their customers. Additionally, the Corporation has entered into publishing agreements with each Telco Partner. If the Corporation fails to perform its obligations under these agreements and the agreements are consequently terminated by such Telco Partner, other agreements with such Telco Partner may also be terminated, including the Bell Canada Trademark License Agreement, the TELUS Trademark License Agreement, the Bell MTS Inc. Branding and Trademark Agreement and the Bell Canada Inc. Branding and Trademark Agreement, as well as non-competition covenants we benefit from with such Telco Partners.

We have agreements with outside service suppliers to print and distribute our directories and publications. These agreements are for services that are integral to our business.

The failure of the Telco Partners or any of our other suppliers to fulfill their contractual obligations under these agreements could result in a material adverse effect on our business.

Customers who do not use the Telco Partners as their local telephone provider as well as all new customers are billed directly by the Corporation.

Successfully prosecuted legal action against the Corporation

The Corporation is and may, from time to time, be the subject of litigation arising out of its operations, in which damages and/or other relief are sought. If any legitimate cause of action arose which was successfully prosecuted against the Corporation, the results of operations and financial condition could be adversely affected. Claims under such litigation may be material or may be indeterminate. Various types of claims may be made including, without limitation, breach of contract, negligence, tax and employment matters. The outcome of such litigation is uncertain and may materially impact the Corporation's financial condition or results of operations and the Corporation may be required to incur significant expenses or devote significant resources in defense against any such litigation. Subject to the foregoing limitations, management is of the opinion, based upon legal assessment and information presently available, that it is unlikely that any awards, to the extent not provided for through insurance or otherwise, would have a material effect on our financial position and the results of our operations, including cash flows. Moreover, unfavorable outcomes or settlements of litigation could encourage the commencement of additional litigation.

Work stoppages and other labour disturbances

Certain non-management employees of the Corporation are unionized. The Corporation currently has six union agreements, all of which were renewed during 2022 and 2023, respectively. Two of these agreements shall expire on December 31, 2025, two agreements have expiry dates in 2026, on June 30 and December 31, and the remaining two agreements are set to expire on March 31, 2027 and June 30, 2027. If the Corporation is unable to renew the agreements with its unionized staff as they come up for renegotiation from time to time, it could result in work stoppages and other labour disturbances.

Challenge by tax authorities of the Corporation's position on certain income tax matters

In the normal course of the Corporation's activities, the tax authorities are carrying out ongoing reviews. In that respect, the Corporation is of the view that all expenses claimed by the different entities of the group are reasonable and deductible and that the cost amount and capital cost allowance claims of such entities' depreciable properties have been correctly determined. The Corporation also collects and pays sales tax to various tax authorities in the normal course of its activities. There is no assurance that the tax authorities may not challenge these positions. Such challenge, if successful, may have a material adverse effect on the Corporation, its business, results from operations and financial condition.

The loss of key relationships or changes in the level of service provided by mapping applications and search engines

The Corporation has entered into agreements with mapping applications and search engines to promote its online directories. These agreements facilitate access to the Corporation's content and customer advertising, allow the Corporation to generate a higher volume of traffic than it would on its own as well as generate business leads for its advertisers, while retaining the client relationship. Loss of key relationships or changes in the level of service provided by the mapping applications and search engines could impact performance of the Corporation's internet marketing solutions. In addition, internet marketing services are provided by many other competitors within the markets the Corporation serves and its clients could choose to work with other, sometimes larger providers of these services, or with other search engines directly.

The failure of the Corporation's computers and communications systems

The Corporation's business activities rely significantly on the efficient and uninterrupted operation of computers and communications systems as well as those of third parties over which we have no financial or operational control. The Corporation's media properties, sales and advertising processing, data storage, production, billing, collection and day-to-day operations could be adversely impaired by cyber-attacks, or the failure of such technology.

In addition, the Corporation's computer and ISIT systems may be vulnerable to damage or interruption from a variety of sources and its disaster recovery systems may be deemed ineffective. Any failure of these systems could impair the Corporation's ability to sell to and service customers, therefore having an adverse effect on it results from operation and financial condition.

On March 21, 2023, the Company was the target of a cybersecurity incident. The Company immediately activated its internal network of IT professionals and retained the services of cybersecurity experts to assist in securing its systems and to support its internal investigation. The Company also suspended its operations and IT systems to contain the situation.

As of May 10, 2023, the Company had restored all its operations and IT systems and has taken steps to further secure all systems to help prevent a similar occurrence in the future. The Company worked with its insurance providers to process claims under its policies, related to the incremental costs incurred to restore operations and IT systems and lost revenue. Insurance proceeds received have been recorded as a reduction to operating costs in the consolidated statement of income.

The inability of the Corporation to generate sufficient funds from operations, debt financings or equity financing transactions

The ability of the Corporation to make scheduled payments under its indebtedness will depend on, among other things, its future operating performance. There can be no assurance that the Corporation will be able to generate sufficient cash from its operations to pay its debt obligations. The Corporation's ability to generate sufficient funds from operations, debt financings or equity financings is, to a large extent, subject to economic, financial, competitive, operational and other factors, many of which are beyond the Corporation's control.

There can be no assurance that the Corporation will continue to be able to obtain on a timely basis sufficient funds on terms acceptable to the Corporation to provide adequate liquidity and to finance the operating and capital expenditures necessary to overcome the challenges associated with the evolution of its business and support its business strategy if cash flows from operations and cash on hand are insufficient.

Failure to generate sufficient funds, whether from operations or debt or equity financings, could require the Corporation to delay or abandon some of its anticipated expenditures or to modify its business strategy. Furthermore, competitors with greater liquidity or their ability to raise money more easily and on less onerous terms could create a competitive disadvantage for the Corporation.

Incremental contributions by the Corporation to its pension plans

The funding requirements of the Corporation's pension plans, resulting from valuations of its pension plan assets and liabilities, depend on a number of factors, including actual returns on pension plan assets, long-term interest rates, plan demographic and pension regulations. Changes in these factors could cause actual future contributions to significantly differ from the Corporation's current estimates and could require the Corporation to make incremental contributions to its pension plans in the future which may have a materially negative effect on the Corporation's liquidity and results from operations.

There is no assurance that the Corporation's pension plans will be able to earn their assumed rate of return. A material portion of the Corporation's pension plans' assets is invested in public equity securities. As a result, the ability of the Corporation's pension plans to earn the rate of return that management has assumed depends significantly on the performance of capital markets. The market conditions also impact the discount rate used to calculate the Corporation's solvency obligations and thereby could also significantly affect the Corporation's cash funding requirements.

Declaration and payment of dividends cannot be guaranteed

The Corporation's dividend payout policy and the declaration of dividends on any of the Corporation's outstanding common shares are subject to the discretion of the Board of Directors and, consequently, there can be no guarantee that the dividend payout policy will be maintained or that dividends will be declared. Dividend decisions will continue to be dependent on the Corporation's operations and financial results subject to the Board's assessment on a quarterly basis which are, in turn, subject to various assumptions and risks, including those set out in this MD&A.

An outbreak or escalation of a contagious disease may adversely affect the Corporation's business

A local, regional, national or international outbreak or escalation of a contagious disease, such as the COVID-19 virus, other pandemics, epidemics and health risks, or fear of the foregoing, could adversely impact the ability of the Corporation's sales force to interact with customers and potential customers, cause economic uncertainty decreasing the willingness of customers to purchase services from the Corporation, cause labour shortages for the Corporation, interrupt supplies from third parties upon which the Corporation relies, increase operating costs, result in governmental regulation adversely impacting the Corporation's business and may otherwise have an adverse effect on the Corporation's business, financial condition and results of operations.

6. Controls and Procedures

As a public entity, we must take steps to ensure that material information regarding our reports filed or submitted under securities legislation fairly presents the financial information of YP. Responsibility for this resides with management, including the President and Chief Executive Officer and the Chief Financial Officer. Management is responsible for establishing, maintaining and evaluating disclosure controls and procedures, as well as internal control over financial reporting.

Disclosure Controls and Procedures (DC&P)

The evaluation of the design and effectiveness of DC&P (as defined in National Instrument 52-109) was performed under the supervision of the President and Chief Executive Officer and the Chief Financial Officer. They concluded that the Company's DC&P were effective, as at December 31, 2024.

Internal Control over Financial Reporting (ICFR)

The design and effectiveness of ICFR (as defined in National Instruments 52-109) were evaluated under the supervision of the President and Chief Executive Officer and Chief Financial Officer. Based on the evaluations, they concluded that the Company's ICFR was effective, as at December 31, 2024.

During the quarter beginning on October 1, 2024 and ended on December 31, 2024, no changes were made to the Company's ICFR that has materially affected, or is reasonably likely to materially affect, the Company's ICFR.