



*Second Quarter 2024*

**Supplemental Disclosure**

# 1. Selected Financial Information

(in thousands of Canadian dollars)

	FY 2021	FY 2022	FY 2023	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24	Q2'24
<b>Revenues \$</b>																	
<b>Total</b>	287,646	268,278	239,432	73,514	74,588	70,920	68,624	67,789	69,584	66,310	64,595	62,715	62,736	58,072	55,909	54,971	55,838
Digital	221,471	209,130	190,324	57,000	55,700	54,973	53,798	52,587	52,804	52,230	51,509	49,593	48,769	46,687	45,275	43,675	43,772
Print	66,175	59,148	49,108	16,514	18,888	15,947	14,826	15,202	16,780	14,080	13,086	13,122	13,967	11,385	10,634	11,296	12,066
<b>Revenue YoY %</b>																	
<b>Total</b>	(13.8%)	(6.7%)	(10.8%)	(16.8%)	(15.5%)	(11.7%)	(10.5%)	(7.8%)	(6.7%)	(6.5%)	(5.9%)	(7.5%)	(9.8%)	(12.4%)	(13.4%)	(12.3%)	(11.0%)
Digital	(12.2%)	(5.6%)	(9.0%)	(15.7%)	(13.6%)	(10.3%)	(8.7%)	(7.7%)	(5.2%)	(5.0%)	(4.3%)	(5.7%)	(7.6%)	(10.6%)	(12.1%)	(11.9%)	(10.2%)
Print	(18.6%)	(10.6%)	(17.0%)	(20.2%)	(20.8%)	(16.0%)	(16.5%)	(7.9%)	(11.2%)	(11.7%)	(11.7%)	(13.7%)	(16.8%)	(19.1%)	(18.7%)	(13.9%)	(13.6%)
<b>Gross Profit</b>																	
Gross Profit \$	170,954	155,907	131,104	43,950	44,754	42,133	40,117	40,450	40,041	37,589	37,827	34,873	34,156	32,038	30,036	29,124	29,092
Gross Profit %	59.4%	58.1%	54.8%	59.8%	60.0%	59.4%	58.5%	59.7%	57.5%	56.7%	58.6%	55.6%	54.4%	55.2%	53.7%	53.0%	52.1%
<b>Adjusted EBITDA<sup>1</sup></b>																	
Adjusted EBITDA \$	102,000	96,568	76,860	26,583	24,440	26,617	24,360	25,411	23,788	26,390	20,979	20,755	21,934	17,926	16,245	15,297	14,770
YP Adjusted EBITDA margin %	35.5%	36.0%	32.1%	36.2%	32.8%	37.5%	35.5%	37.5%	34.2%	39.8%	32.5%	33.1%	35.0%	30.9%	29.1%	27.8%	26.5%
<b>CAPEX<sup>1</sup></b>																	
CAPEX \$	5,074	5,004	3,960	1,240	1,345	1,269	1,220	1,502	1,234	1,282	986	946	1,364	706	944	986	699
CAPEX % of revenues	1.8%	1.9%	1.7%	1.7%	1.8%	1.8%	1.8%	2.2%	1.8%	1.9%	1.5%	1.5%	2.2%	1.2%	1.7%	1.8%	1.3%
<b>Adjusted EBITDA less CAPEX<sup>1</sup></b>																	
Adjusted EBITDA less CAPEX \$	96,926	91,564	72,900	25,343	23,095	25,348	23,140	23,909	22,554	25,108	19,993	19,809	20,570	17,220	15,301	14,311	14,071
YP Adjusted EBITDA less CAPEX margin %	33.7%	34.1%	30.4%	34.5%	31.0%	35.7%	33.7%	35.3%	32.4%	37.9%	31.0%	31.6%	32.8%	29.7%	27.4%	26.0%	25.2%

# 2. YP Customer Information

(on a trailing twelve month basis)

	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22	Q3'22	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24	Q2'24
<b>Customer Count</b>	119,400	113,000	108,800	104,700	101,200	97,800	94,800	92,100	89,700	86,500	83,800	81,800	79,600	77,700
<b>Net Annual Change in Customers</b>	(26,300)	(25,400)	(23,300)	(20,700)	(18,200)	(15,200)	(14,000)	(12,600)	(11,500)	(11,300)	(11,000)	(10,300)	(10,100)	(8,800)
<b>ARPC<sup>2</sup></b>	\$ 2,544	\$ 2,569	\$ 2,583	\$ 2,607	\$ 2,649	\$ 2,690	\$ 2,714	\$ 2,714	\$ 2,730	\$ 2,740	\$ 2,752	\$ 2,745	\$ 2,729	\$ 2,740

## Definitions:

Customer Count : Number of YP customers advertising through one of our products as at the end of the reporting period on a trailing twelve month basis. These do not include 411.ca customers.

Net Annual Change in Customers : Net change in customer count on a year-over-year basis

ARPC<sup>2</sup> : YP Average contracted revenue per customer on a trailing twelve month basis excluding 411.ca

<sup>(1)</sup> Adjusted EBITDA, Adjusted EBITDA margin, CAPEX, Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin are non-GAAP financial measures and do not have any standardized meaning under IFRS. Therefore, they are unlikely to be comparable to similar measures presented by other public companies. Refer to the section on Non-GAAP financial measures at the end of this document for more details.

<sup>(2)</sup> ARPC is a non-GAAP financial ratio and does not have any standardized meaning under IFRS. Therefore, is unlikely to be comparable to similar measures presented by other public companies. Refer to the section on Non-GAAP financial measures at the end of this document for more details and the closest comparable measure.

## Non-GAAP Financial Measures

### Adjusted EBITDA and Adjusted EBITDA margin

In order to provide a better understanding of the results, the Company uses the terms Adjusted EBITDA and Adjusted EBITDA margin. Adjusted EBITDA, or 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 margin is defined as the percentage of Adjusted EBITDA to revenues. Adjusted EBITDA and Adjusted EBITDA margin are not performance measures defined under IFRS and are not considered 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 and are therefore not likely to be comparable to 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 11 of the August 6, 2024 MD&A.

Management uses Adjusted EBITDA and Adjusted EBITDA margin to evaluate the performance of its business as it reflects its ongoing profitability. Management believes 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 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

The Company also uses Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin, whereby Adjusted EBITDA less CAPEX is defined 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. Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin are non-GAAP financial measures and do not have any standardized meaning under IFRS and therefore, are unlikely to be comparable to similar measures presented by other publicly traded companies. We use Adjusted EBITDA less CAPEX and Adjusted EBITDA less CAPEX margin to evaluate the performance of our business as it reflects its ongoing profitability.

The most comparable IFRS financial measure 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 page 7 of the August 6, 2024 MD&A for a reconciliation of Adjusted EBITDA less CAPEX.

### Average Revenue per Customer (ARPC)

ARPC is a non-GAAP financial ratio and does not have any standardized meaning under IFRS and therefore, is unlikely to be comparable to similar measures presented by other publicly traded companies. We use ARPC to monitor the success of our revenue initiatives. ARPC is calculated by dividing the contracted revenue on a trailing twelve-month basis over the Customer count at the end of the reporting period on a trailing twelve-month basis. The most comparable financial measure to ARPC is ARPC calculated by dividing the revenue as reported on Yellow Pages Limited's consolidated statements of income on a trailing twelve-month basis over the Customer count at the end of the reporting period on a trailing twelve-month basis as shown below.

#### **ARPC (Using YP Reported Revenue)**

(on a trailing twelve month basis)

	<u>Q1'21</u>	<u>Q2'21</u>	<u>Q3'21</u>	<u>Q4'21</u>	<u>Q1'22</u>	<u>Q2'22</u>	<u>Q3'22</u>	<u>Q4'22</u>	<u>Q1'23</u>	<u>Q2'23</u>	<u>Q3'23</u>	<u>Q4'23</u>	<u>Q1'24</u>	<u>Q2'24</u>
<b>ARPC</b>	\$ 2,670	\$ 2,700	\$ 2,718	\$ 2,747	\$ 2,786	\$ 2,831	\$ 2,872	\$ 2,913	\$ 2,934	\$ 2,964	\$ 2,961	\$ 2,927	\$ 2,911	\$ 2,893