1. Segmented information

(1) Prior to 2020, the Company's operations were categorized into two reportable segments: YP and Other. Subsequent to the second quarter of 2019, there are no longer any operations being reported in the Other segment.

(2) Total Adjusted EBITDA margin %

(3) ARPC is a non-GAAP financial ratio and does 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.

2. YP Customer information

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: YP Average contracted revenue per customer on a trailing twelve month basis excluding 411.ca customers.

(1) Prior to 2020, the Company's operations were categorized into two reportable segments: YP and Other. Subsequent to the second quarter of 2019, there are no longer any operations being reported in the Other segment.

(2) 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.

(3) ARPC is a non-GAAP financial ratio and does not have any standardized meaning under IFRS. Therefore, it 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 earnings 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, business acquisitions, debt principal reductions and other sources and uses of cash, which are disclosed on page 13 of the August 4, 2022 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. 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 9 of the August 4, 2022 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 of the YP segment 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 of the YP segment 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.

<table>
<thead>
<tr>
<th>ARPC (Using YP Reported Revenue)</th>
<th>Q1’19</th>
<th>Q2’19</th>
<th>Q3’19</th>
<th>Q4’19</th>
<th>Q1’20</th>
<th>Q2’20</th>
<th>Q3’20</th>
<th>Q4’20</th>
<th>Q1’21</th>
<th>Q2’21</th>
<th>Q3’21</th>
<th>Q4’21</th>
<th>Q1’22</th>
<th>Q2’22</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARPC</td>
<td>2,581</td>
<td>2,572</td>
<td>2,588</td>
<td>2,622</td>
<td>2,663</td>
<td>2,652</td>
<td>2,660</td>
<td>2,670</td>
<td>2,700</td>
<td>2,718</td>
<td>2,747</td>
<td>2,786</td>
<td>2,831</td>
<td></td>
</tr>
</tbody>
</table>