

CLASSIFIEDS

Vocento is present in the three main markets for Internet classified advertising: employment with Infoempleo.com, automotive with autocasion.com and real estate with pisos.com. In the directories market it also owns 11870.com, an innovative social network for discovering websites and services. It is differentiated from traditional directories as it is the users themselves who, based on recommendations, rank the sites and services of most interest to them. In cooperation with the Group's digital editions it also has a pioneering service for requesting professional quotes.

INFOEMPLEO.COM

Infoempleo.com is the second most visited employment website in Spain, with a monthly average of 880,000 unique users, and 2.9 million visits in 2013, according to comScore data. In 2013, it carried out a series of actions to enhance the brand and reinforce its commitment to help its users find work and develop their careers.

Highlights of the year include improvements to the service for business clients, based on Business Intelligence techniques. A mobile version was also launched to enhance the user experience on mobile devices, where there has been a major increase in usage.

Improvements were also made to the international employment area, with new products and services, reflecting the development of the labour market. Infoempleo has an established and differentiated position in this area.

Analysing the supply side of the labour market, in 2013 the 15th edition of the Infoempleo Report into the Spanish Labour Market was published. Infoempleo publishes a series of leading reports, including the 2nd edition of the Infoempleo Kschool Handbook to New Professions, which is focused on new technologies.

Tweets&Jobs events continued throughout the year, including networking events about social media, employment and professional development, which were extensively covered by the media. The portal also sponsored the second SpainStartup and Investor Summit, continuing its support to entrepreneurs.



AVANZAENTUCARRERA.COM

The new portal consolidated its progress in 2013 after its launch in the previous year. Traffic growth was significant, with the average number of unique monthly visitors and hits up 110% from the previous year.

The portal was focused on improving all key metrics to raise its profile and increase conversion rates, and it more than doubled the number of leads generated compared to 2012.

As part of its customer offering, Avanzaentucarrera.com provides customers with differentiated technical content that is designed to help increase sales opportunities.

In 2013, as part of the strategy of selling non-strategic assets to finance the Efficiency Plan, the part of the Infoempleo business that sells software licences to human resources managers was sold.

AUTOCASIÓN.COM

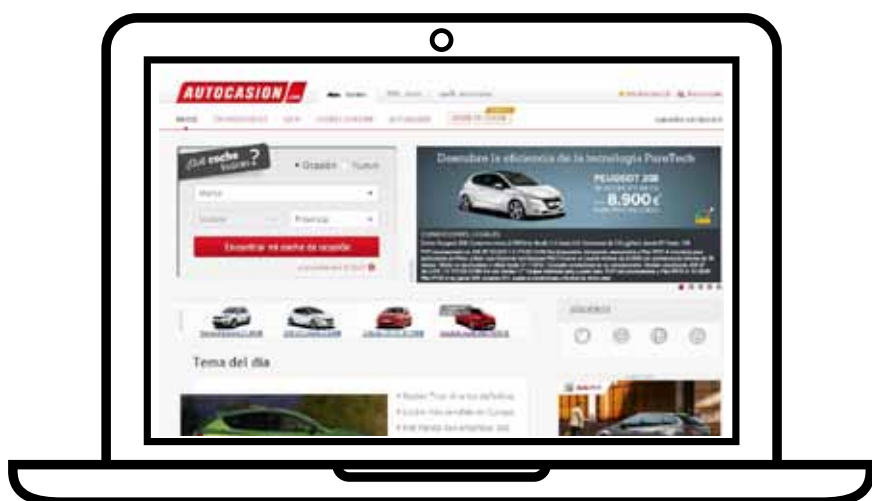
Autocasión Hoy S.A. is focused on publishing classified advertising and digital content, and in providing related services for a wide range of customers and users, in the automotive and industrial equipment markets

Autocasion.com is Vocento's automotive portal, with an Internet and mobile presence. Its content and services cover an extensive variety of advertisements for used cars, as well as the best offers for new cars and all the information that readers and users need to buy, maintain and enjoy a car. The platform had over 630,000 unique users each month on average in 2013, according to comScore, data which reflect the quality of its up to date content.

Motocasion.com is a classified advertising platform aimed at the motorbike market, with a monthly average of 85,000 unique users in 2013.

Autocasión Hoy S.A. manages in Spain the portal Mascus.es, which specializes in industrial equipment and vehicles. The partnership with the international company Mascus dates back to 2011, and makes the most of the synergies of a global specialist platform, with the local know-how of a company with wide experience in the Spanish market.

The leadership of Autobiz in France has been combined with the understanding of the used car sector from Autocasión Hoy, in a partnership that will be extremely interesting for managers of concessionaries and used car brands in Spain. The agreement has led to the arrival of the Sistema VO, which is a state-of-the-art technological system that allows concessionaries to manage their vehicles and optimize revenues and profits.



PISOS.COM

pisos.com, with more than 1.1 million unique users and 3 million monthly visits according to comScore data, has become the leading classified advertising portal for real estate in Spain.

In 2013, the product development strategy focused on mobile devices, which already account for more than one third of total traffic. The mobile website was completely redesigned, as were the apps for iPad, iPhone and Android, with more than 225,000 downloads. pisos.com also became the only real estate portal with an application for the Firefox operating system.

The website complements its offering with the room search portal, pisocompartido.com, which consolidated its leadership of the segment in 2013, as well the portal exclusively for professionals, habitat24.com.

In 2013, a marketing and communications campaign was carried out to raise the profile on the media and improve brand recognition.

The portal participated in the main real estate trade fairs and professional events, including SIMA, SIE and Urbe. It was also an official sponsor of Inmoción 2013, the largest event for real estate professionals in Spain and Portugal.

Pisos.com has a significant media presence, with more than 5,000 impacts in the press, radio and television, or 41% more than in the previous year.

It also experienced continued growth on social networks, with more than 8,000 followers on Twitters and 22,000 fans on Facebook, or 25% more than in the preceding year.

The portal carried out a campaign to position the brand, both online and offline, including a presence on the mass media, including advertising and sponsorships on the main TV broadcasters in Spain and in the leading regional media.

LEISURE

11870.COM

In 2013, 11870.com consolidated its position as the leading portal for recommendations of websites and services in Spain, with more than 750,000 unique users and over one million monthly visits, according to comScore. At the end of the year, it had 115,000 registered users and 85,000 registered companies, representing growth rates of over 20% from the preceding year.

At the end of 2013, there were more than 330,000 opinions of websites and more than one million photographs and videos, making 11870 the absolute leader in terms of the number of reviews and photographs of SMEs in Spain.

In the year, the portal focused on optimizing its main business line, its visibility products, developing plans, options and tools for clients to improve their results. It also improved accessibility to the website from all devices, developing a version for mobile telephones, which now contribute 32% of traffic, and tablets, which contribute more than 10%.

Another focus was on developing new business lines that enabled the portal to complete its customer offering.

Reflecting this, the portal implemented a Restaurant Management tool, which enables users of 11870 to make reservations directly on the portal, and also developed a system of offers for reservations.

It also developed a new Social Media service, allowing customers to manage their presence on social networks. There has been a very positive response to the service, with revenues associated it representing 15% of revenues in its first year of operation.