

PRESS RELEASE

telegate signs contract prolongation with Google: Partnership will be extended further in 2015

Munich/Planegg, 12 January 2015 – telegate prolongs the long-term partnership (already in existence for seven years) with Google by another two years. “Combining our longstanding experience and our direct and personal access to German SME’s together with the products of the largest internet search engine worldwide, we can, in an optimal way, market the digital presence of our customers” said Franz-Peter Weber, spokesmen of telegate. “We will further extend our partnership during the coming months in order to offer to our customers new and innovative products also in the future“.

In 2008, telegate became Google’s first premium SME partner in Germany. SME benefit from the efficient combination of telegate’s online marketing packages with Google AdWords. Google AdWords, which can be found at the top or at the edge of an organic search request, are tailor-made by telegate according to the customer’s requirements and refer straight to the customer website. Therefore, customers who search via Google for a suitable shop, restaurant or service provider are referred to the online offers of telegate customers via the shortest possible route. telegate offers suitable Google products, both for small enterprises with few competition in their market as well as for larger enterprises who operate in a highly competitive market. Via his own personal telegate account, each customer can get at any time information on the actual efficiency of his advertising budget and can also always optimize his product portfolio together with his telegate consultant.

telegate AG is the second-largest German service provider for regional advertising and directory inquiries. Via the www.11880.com and www.klicktel.de online directories, the corresponding smart phone and iPad apps as well as klicktel’s software products, consumers can access contact details for private subscribers, business information and regional news. More than one million users in Germany access these online and mobile services each day, making them effective advertising platforms for businesses. In addition to prominently placed entries in the digital directories, telegate offers small and medium-sized enterprises numerous opportunities for marketing their products and services on the Internet via its telegate MEDIA subsidiary. Following the liberalisation of the telecommunications market at the end of the 1990s, telegate rapidly became Germany’s second-largest provider of directory assistance services through the country’s best known telephone number 11 88 0*. With a market share of nearly 40 per cent, it is now the leading alternative provider of such services. telegate AG has around 1,000 employees at nine sites in Germany. The company’s share is listed in the Prime Standard of the Frankfurt Stock Exchange.

* EUR 1.99 per minute from a Deutsche Telekom landline. Other prices may apply to calls made from mobile networks. Text message inquiries are just EUR 1.99 (Vodafone D2 portion: EUR 0.12) in Germany.

Google is a search engine of the US corporation Google Inc. Statistics show that Google is market leader for internet search requests worldwide done via internet search engines. The company has more than 40,000 employees and offers a wide range of products of context-sensitive advertising as Google Adwords, for example. Google Adwords help customers to be found more easily on the Google platform.