

**telegate now markets customers also on Facebook:  
Online presence for business owners in the biggest social network**

Munich / Planegg, April 13, 2015 – telegate AG has now enlarged its offer in the digital business: Apart from a website, prominent entries on 11880.com and klicktel.de and Google Adwords, business owners can now also receive a professional presence on Facebook. With striking pictures and texts around the offer of the business owner, further online media penetration is reached. “With 28 million users in Germany, it is important that our customers are also represented on Facebook with their offer. We have established a dedicated product team, who have been intensively trained on social media marketing in the past months. In Autumn, we will further enlarge our Facebook offer with a target group advertising solution”, said Franz Peter Weber, spokesman of the management board.

telegate is the second largest online provider for small and medium-sized enterprises in Germany. Whereas competitors still rely on print products, telegate persistently follows the path of online marketing and possesses a comprehensive in-depth experience in this respect. telegate’s key aspect for business owners is a “we-do-it-for-you”-concept as they usually do not have the necessary know-how or time to deal with successful online marketing of their own offer. With the new social media offer, telegate strengthens the presence of their customers in an area where consumers search mainly online. The specially trained team advises business owners how to approach their target group on Facebook and subsequently produce an efficient online presence, which is updated in regular intervals. The telegate customer’s Facebook page is intelligently linked with other product components and thus ensures a wide coverage and a focused online presence for small and medium sized enterprises.

telegate AG is the second-largest German service provider for regional advertising and directory inquiries. Via the [www.11880.com](http://www.11880.com) and [www.klicktel.de](http://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 eight 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.