



Boulogne Billancourt, on 12<sup>th</sup> May 2021

Dear Shareholders,

As you know, we have always been keen to involve you closely in the development of the company. This is essential, and more particularly in troubled times such as the ones we have been facing for the past several months. This is why I wanted to address this message directly to you.

The annual General Meeting will be held on 3<sup>rd</sup> June. Beyond the examination of the resolutions that you may already read in the documentation attached to this letter or in the Investors section of the [www.solocal.com](http://www.solocal.com) website, this meeting will be the opportunity to look back on the path taken in recent years.

As you know, important milestones have been reached : our products are now fully digital and offers high added value, we switched to a subscription model enabling a better visibility on our revenues, we redeployed our salesforce and of course we proceeded to the strengthening of our financial structure.

Now that these steps are completed, we can focus all our energy on the improvement of customer satisfaction, which is at the heart of our priorities in 2021 . We closed the first quarter with encouraging indicators on the customer base, which has remained almost stable over the last two quarters.

Our roadmap is thus reinforced despite the still difficult general context. Even if the signs of recovery are emerging weeks after weeks, health restrictions are indeed still part of the daily life of our teams but also and above all our customers.

Faced with this situation, we remain as close as possible to VSEs / SMEs and businesses by supporting them in their digitalization thanks to new services such as the “book an appointment” or the “click and collect” features. This proximity is essential, and we make sure to deploy all our energy on a daily basis to demonstrate the relevance of our offers to our customers as well as the return on investment they confer.

I am convinced that the progress already made, the implemented strategy and our commitment are key enablers in order to be well positioned and take advantage of the recovery when it is there. To go further, we welcomed our new Chief Executive Director, Hervé Milcent at the beginning of April. His arrival is an additional asset to continue and intensify the work accomplished to date.

We will naturally both be present to answer your questions during the webcast that we are setting up for this new General Assembly, which will be held behind closed doors due to current health restrictions.



Until then, I invite you to consult all the information made available to you in the "General Meeting" section of our site ( <https://www.solocal.com/en/finance/financial-information/general-meetings> ).

The Investor Relations team and I remain at your disposal.

A handwritten signature in black ink, appearing to read "P. Danon", written over a horizontal line.

Pierre DANON  
Chairman of the Board of Directors