



DeGuleSider delivers smarter search with Apptus' Theca solution

Lund, 070318

Apptus Technologies in Lund, Sweden, provides DGS (De Gule Sider) in Denmark with a customized web search solution, expanding the already existing search to include search on company web sites. With Apptus' new solution the no-hit ratio decreases significantly, furthermore enriching search results with web links to relevant pages on the company web site. With the adoption of the Apptus Search Engine, it's now possible for DGS to build faster and more precise search solutions as well as handle larger amounts of data.

- Many of Apptus' innovations within the area of search and data enrichment are financed by and developed for online directories. This has given our solutions a level of specialization that creates key competitive advantages for our customers, says Michael Atlevi, newly appointed CEO for Apptus Technologies.

The customized web search solution gives DGS the possibility to control and steer the web search results and uses existing yellow/structured information to increase the relevance of the search in preferred geografic areas. The DGS customized solution is based on the proven Apptus Theca platform, which is extremely resource efficient and comprises an open interface that simplifies customization and integration with regard to existing solutions:

-Thanks to Apptus' technology platform, industry expertise and cost-efficiency we have elevated our roadmap at a rapid pace and pushed our company forward towards new strategic goals. We are truly impressed, states Dorthe Rømer, Marketing Director, DGS Online (Yellow Pages in Denmark)

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More about Apptus

Apptus is a company specializing in database technology with a focus on delivering services and products that increase revenue, performance and availability of our customers growing data or advanced database search. Apptus' research is in the area of search and database technology. Our dedication to creating high performance systems is reflected by the fact that we invest more than 20 percent of our annual revenue in research and development. The Apptus way is: quality, results and growth. Some of our national and international customers include CDON, Bokus, De Gule Sider,

EDSA, Eniro, Hitta.se and Sveriges Radio. For more information please visit us online at: www.apptus.com

About De Gule Sider: De Gule Sider A/S is an international company. On December 1, 2005 European Directories S.A. bought the directory company from TDC and on April 1, 2006 TDC Directories A/S officially changed the company name to De Gule Sider A/S. European Directories is one of the largest publishers of directories in Europe with activities in Austria, the Netherlands, the Czech Republic, Slovakia, Finland, Poland and now also in Denmark and Sweden. De Gule Sider A/S focuses on strengthening our market position through various national and international cooperations. De Gule Sider® is the leading information service in Denmark with more than 369 million look ups per year in our 107 telephone directories, at degulesider.dk, at our mobile entrance: mobil.dgs.dk and at our information service 1810. De Gule Sider is the largest publisher of telephone directories in Denmark with a yearly number of copies exceeding more than 7 million directories and at the same time it is the directory company in Denmark which has the largest international turnover. De Gule Sider A/S is one of the companies in Denmark with the best earning capacity and the purpose is to enlarge the position as the leading publisher of telephone directories and information services at the Danish market. For more information: