



TRUDON

- Website:** www.trudon.co.za
- Date of investment:** November 2012
- Industry:** Technology, media and telecoms
- Investment partners:** Telkom, Management Consortium (including other financial investors)
- Equity percentage:** Minority stake

Business description:

Trudon is the leading publisher of local commercial search and information, as well as an advertising provider to more than 140,000 SME national customers in South Africa. SMEs are a core value driver in the advertising industry and are Trudon's main target market.

Trudon publishes the Yellow Pages, the Phonebook (White Pages), Yellow Pages Mobile and the operator assisted 10-11-8 business enquiries line ("Trudon Talking Yellow Pages"). The company also operates a web-based directory service, the online Yellow Pages (www.yellowpages.co.za), containing advertising and business listings in South Africa as well as City Search and Maps.

Trinitas is part of a consortium that includes key management of Trudon and other financial investors, which acquired a minority shareholding in Trudon from an international trade player. Telkom is the majority shareholder of Trudon.



Yellow Pages

