Fighting Fraud

How to Detect Fake Yellow Pages™ Invoices or Solicitations

Hundreds of thousands of Canada’s small businesses use Yellow Pages (YP) online, mobile and print solutions to advertise their goods and services.

For this reason, there are a number of companies who masquerade as YP or its various brands in order to dupe small businesses into paying fake invoices or signing contracts for unrelated advertising.

Yellow Pages urges businesses to always thoroughly read and examine any solicitation or invoice and offers the following guidelines to help determine the legitimacy of communications.

› Beware of variations on the Yellow Pages name or logo.
› Always check the address of the company for a Canadian location as YP is a Canadian company.
› Be wary of fax communications. YP never conducts business through unsolicited faxes.
› Never sign a document you have not properly read.
› When in person, ask to see the representative’s business card.
› Never pay any invoice immediately. Check your files for contracts to ensure you ordered the advertising.
› Never pay an invoice for advertising you did not order or sign for.
› Contact your YP sales consultant to ensure your advertising program and invoice are correct.
› If you are unsure of the legitimacy of an invoice or solicitation, contact YP Customer Services at 1 877 909-9356.
› When a scam is detected, ensure all your accounts payable staff are made aware.

Report suspicious businesses to:

› Competition Bureau of Canada 1 800 348-5358
› Canadian Anti-Fraud Centre 1 888 495-8501
› Yellow Pages fraud@yp.ca

If you suspect a scam, contact your local Better Business Bureau chapter for information on your legal rights at www.bbb.org.
Guide to detecting fake invoices or solicitations

Here are some of the most common elements generally included in a fraudulent communication:

- A misused "Walking Fingers" logo or variations on the name "Yellow Pages".
- Only Yellow Pages can use these trademarks in Canada.
- Our logo has a unique pebble shape.
- A fictitious reference or account number.
- Yellow Pages never solicits by fax.
- A foreign address and no detailed contact information (phone number or email).
- An "Amount Due" that is less than $500 in order to slip through accounting.
- A "THIS IS NOT A BILL" disclaimer.
- Threat that your listing will be deleted.

Here are some of the most common elements generally included in a fraudulent communication:

- Solicits by fax.
- Our logo has a unique pebble shape.
- Only Yellow Pages can use these trademarks in Canada.
- A misused "Walking Fingers" logo or variations on the name "Yellow Pages".
- A fictitious reference or account number.
- Yellow Pages never solicits by fax.

- A foreign address and no detailed contact information (phone number or email).
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**Authentic logos**

- YellowPages
- Digital & Media Solutions
- YellowPages

**Fraudulent logos**

- YellowPage–Canada.com
- YellowPage–PROVINCE-NAME.com
Examples of fake invoices or solicitations

Clients can search your Business Listing online by typing your phone number by example 555-555-5555 in any web browser using any computer or mobile device.

Authorized By
Tola Hako-Oje

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Ordered</th>
<th>Rate</th>
<th>Amount</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>$39.95</td>
<td>$39.95</td>
</tr>
<tr>
<td></td>
<td>Business information submission to all online directories to allow clients to boost your business</td>
<td></td>
<td>GST On Sales</td>
<td></td>
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<tr>
<td></td>
<td>information and services with ease.</td>
<td></td>
<td>PST On Sales</td>
<td></td>
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</table>

Total $39.95

Please note that your invoice remains outstanding. We are a reporting agent to all the major Credit Agencies. Failure to remit the sum included on the attached invoice will result in us filing a negative report.

Pay by credit card at http://www.yellowphonerates.com/paynow/

Or complete your invoice below with your credit card billing statement address, sign and fax to 514-739-7168

Check or Money order

Must be payable and sent to
SEO Services
PO Box 66523 Cavendish-Mall
Cost-Saint Luc QC H4W3J6

First Name: Last Name:
Billing Address:
City: Province/State: Zip/Postal Code:
Phone Number: Fax: Email:
CARD NUMBER: __________ / __________ / __________ / _____________ CSC ___
EXP DATE: ___ / ___ M/Y

SIGNATURE:
THANK YOU FOR YOUR BUSINESS
Examples of fake invoices or solicitations

FOURTH REMINDER
YELLOW HOLDING LTD, 250 MILL STREET, ROCHESTER NY 14614, USA

ACCOUNT NUMBER | INVOICE NUMBER | INVOICE DATE | AMOUNT DUE
--- | --- | --- | ---

ACCOUNT ACTIVITY
12/22/2013 | INVOICE 153350.00 | CAD $ 1,309.00
05/05/2016 | REMINDER FEE | CAD $ 10.00
07/12/2016 | REMINDER FEE | CAD $ 10.00
01/24/2016 | REMINDER FEE | CAD $ 10.00
01/24/2016 | DISCOUNT / CREDIT | CAD $ 0.00
01/28/2016 | AMOUNT DUE | CAD $ 1,309.00

Date: 01/28/2016
Contract Reference: PF-153350.00 FOURTH REMINDER

Dear Mrs.

Again, we write to advise that your above account is now STILL OUTSTANDING by more than 35 days in the sum of CAD $ 1,309.00. This letter serves as our final demand for payment of your account.

Our records show that we have not received any payment from you in respect of this account. Should there be any reason as to why you have withheld payment then we would request that you contact us on Free Phone: * 1 866 566 3709 or send an email to service@yellow-holding.com and explain your reason for non payment or to seek a suitable payment agreement with us.

As you will appreciate if we do not hear from you the Company will have no alternative but to proceed with further debt collection action. This will include instructing our debt collection agency to take steps to recover the debt which will incur further late fees and other costs which will have to be paid for by you. Such action may also lead to the debt being registered as a bad debt and affect your business credit rating. Such action can be avoided by contacting us without delay.

Yours sincerely,

YELLOW HOLDING LTD
Accounts Receivable

DETAILS OF YOUR LISTING BELOW

| Date of order: | 12/02/2013 |
| Listing Details: |
| Phone: |
| Fax: |

Please make checks payable to:
YELLOW HOLDING LTD,
250 MILL STREET
ROCHESTER NY 14614
USA

AMOUNT DUE NOW | CAD $ 1,309.00
Examples of fake invoices or solicitations

You need to be in the Yellow Pages to make people more "comfortable" about calling you, especially if they haven't done business with you before.

Additional options: FaceBook and Twitter features for free!!! With these features you have two extra months online listing for free. Please read carefully the fine print below. Your new features will appear in Facebook and Twitter after we are in receipt by mail of the payment for the amount of $475.95 along with your signed form. Your order will take effect at the same time with your annual listing update. If you do not agree to accept Facebook and Twitter features you will receive two months more online listing plus Facebook and Twitter for free for the same extra period. We value your business and we are happy having you as a customer.

LISTED AS FOLLOWS:

Company name:
Address:
City:
State:
Zip code:
Phone number:
Industry:
SIC code:

WE APPRECIATE YOUR BUSINESS!

SEND CHECK TO:
Yellow Pages Directories Inc.
POB # 179
6 Liberty Square
Boston, MA 02109

DATE: 2/20/2016

ACCOUNTING DEPARTMENT
DATE: 2/20/2016 INVOICE: 628475
VENDOR NUMBER: 66741; ORDER ID: 538241

PAYABLE WITHIN 30 DAYS

Annual Rate per classification: $475.95
PAY THIS AMOUNT NOW: $475.95

RETURN BOTTOM PORTION ALONG WITH THE PAYMENT
FAX No: 5167566913

1 YEAR LISTING: $475.95
2 YEARS LISTING: $725.95

SIGNATURE: __________________________________________
Examples of fake invoices or solicitations
Examples of fake invoices or solicitations

Yellow Pages Inc.
Varna, Vinitza 9022,
PO Box 4
Bulgaria

Outsourced Billing Department

11/25/2016; PENDING INVOICE FOR TWELVE MONTHS
COLLECTION WARNING

INVOICE 318475, DATE: 2/19/2016

<table>
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<tr>
<th>VENDOR NUMBER</th>
<th>LAST CHANCE TO PROTECT YOUR CREDIT SCORE IN GOOD STANDING!!!</th>
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<th>NAICS Description</th>
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Facebook and Twitter Features

Thank you for doing business with us!

Total Payment: $496.95

This file is referred to DEBT COLLECTORS

INVOICE DATE: 2/19/2016

Send check to: Yellow Pages Inc.

1 Year listing: $496.95
2 Years listing: $779.95

Varna, Vinitza 9022, PO Box 4
Bulgaria

PHONE NUMBER: 4503472752

RETURN BOTTOM PORTION ALONG WITH THE PAYMENT. NEEDS INTERNATIONAL POSTAGE!

SIGNATURE: ______________________