



Boulogne, 29 November 2007

Press release

Bouygues Telecom customers pass 9-million mark

Unique, generous offers to build on challenger's strategy

Bouygues Telecom passed the 9-million customer mark in November 2007. In an increasingly competitive environment, this milestone has consolidated the company's innovation strategy, which involves offering unique, generous solutions to free up communication between mobile phone users.

Launched in March 2006 with immediate success, the Neo and Exprima call plans have constantly grown in popularity. With close to 2 million customers to date, the plans have pioneered unlimited calling in France and now lead this market segment.

The June 2007 release of the 2 Fois Plus plan that doubles call time has also helped bolster Bouygues Telecom's customer count in the call plan segment.

Business and small business customers have grown by 10% in 2007. Business Synchro got off to a good start after small and medium-sized enterprises – the core target group – subscribed to the plan in large numbers. The Neo Pro special offer exceeded sales objectives among small business users¹.

Universal Music Mobile, developed in partnership with Universal Music, recently topped the 1-million customer mark. This capped mobile plan continues to win over young people aged 15 to 20 seeking freedom in communication, while allowing their parents to keep mobile costs under control.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 9 million customers, including 6.6 million with contracts, and 7,400 employees. Its ambition is to become the "preferred brand of personal communication services" by further improving customer service.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans (Millenium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm.

Bouygues Telecom will launch its first fixed line offers in 2008 to meet households' requirements for multimedia equipment and services.

To guarantee high-quality customer service for consumers and businesses alike, Bouygues Telecom markets a large range of broadband services. Its national EDGE broadband network covers more than 91% of the French population. Bouygues Telecom's 3G+ network carries even higher speeds to tailor solutions to customers' future needs.

Bouygues Telecom's six customer relations centres in France employ 2,000 customer advisors for optimum customer service.

¹ Self-employed and small businesses with under 10 employees.

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