



Boulogne, 15 November 2007

Press release

Bouygues Telecom builds out EDGE network to cover 93% of the population and accelerates deployment of 3G+ with HSUPA and HSDPA capabilities

- ***First 3G+ mobile network now operating with HSUPA***
- ***70% of the population covered by 3G+ by end 2009***
- ***A range of services tailored to both consumers and business users***

HSUPA and HSDPA serve growing demand for mobile data communications

Bouygues Telecom has announced the accelerated deployment of its 3G+ mobile broadband network in order to cover 70 % of the population by the end of 2009.

The new network creates an excellent fit with the existing EDGE network by adding very-high-speed data capabilities to the extensive coverage of the current EDGE infrastructure, which reaches over 93% of the population. With this combination Bouygues Telecom delivers a comprehensive solution to the mobile broadband needs of all its customers.

As of the end of November, the new service will cover Paris, Lyon, Marseille, Bordeaux, Grenoble, Lille, Nantes, Nice, Rouen, Strasbourg and Toulouse, representing more than 20% of the French population.

By simultaneously rolling out HSUPA and HSDPA technologies, Bouygues Telecom is the first operator to offer the best of both 3G+ worlds. For customers this means enhanced ease of use with uplink speeds reaching 1.4 megabits per second and downloads at 4 megabits per second as of 19 November 2007. The downlink rate will reach a blazing 7 megabits per second as of March 2008.

Bouygues Telecom customers have shown a growing appetite for data communications and this new network coverage greatly facilitates these exchanges. Bouygues Telecom has always believed that 3G+ network rollout should be demand driven and has thus positioned the new services at the core of its marketing strategy.

Bouygues Telecom will open 3G+ services on 19 November with a range of options aligned with the needs and expectations of both consumers and business users. While demand for these high-speed services is still nascent among the general public, business customers have expressed tangible expectations. The offering is therefore tailored to each market segment.

HSUPA stands for High-Speed Uplink Packet Access, enabling large data files to be uploaded from a mobile device or laptop computer to the network at very fast rates.

HSDPA stands for High-Speed Downlink Packet Access, allowing large amounts of data to be downloaded from the network to the mobile device or laptop computer, also at very fast rates.

Internet access for everyone with USB modem

Customers simply plug a USB modem into their laptop computer to connect to the Bouygues Telecom 3G+/EDGE network to instantly surf the Internet or check their email.

Two service plans are available:

- Consumer plan: **"200 MB" High Speed Mobile Internet** for €29.90 per month (with a 24-month subscription, or €34.90 per month with a 12-month subscription. Offer valid until 2 March 2008).
- Small business plan: **"Illimité Pro" High Speed Mobile Internet** for €69 per month (with a 24-month subscription, or €74 per month with a 12-month subscription).

Unlimited mobile Internet for businesses with the first HSUPA data card

With the **Sierra AirCard 880 E** – the first HSUPA-capable wireless card – Bouygues Telecom brings business customers a **powerful unlimited mobile data solution**.

Bouygues Telecom customers have a choice of two options:

- **Unlimited National Access to the Corporate Network** (€39 per month, plus VAT) for Internet connectivity via the corporate network.
- **Unlimited National Internet Access** (€58 per month, plus VAT).

By providing unlimited time and data volume, these services ensure complete control over communications budgets.



Mobile Internet access has never been so simple and easy thanks to the new **Mobile Internet Kit**: two clicks is all it takes to connect! And if the connection is lost, the system automatically reconnects to the optimum available network.

This innovative software manages all available connections in real time, regardless of the network infrastructure (LAN, EDGE/3G+, Wi-Fi) and the type of access device (PC card, USB modem, integrated Wi-Fi, etc.).



These offers come with a range of **à la carte support services**, including user support during the deployment phase, user training and day-to-day technical support.

Plus, the Bouygues Telecom "Try and Buy" programme gives customers a chance to test its solutions with absolutely no obligation.

Full suite of 3G services now available

Bouygues Telecom will initially sell two 3G handsets via *l@boutique* along with a Bouygues Telecom service plan. One will offer voice, video and high-speed Internet services while the second will provide all these services plus localisation and i-mode streaming.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 8.9 million customers, including 6.5 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.

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