



Boulogne, 13 December 2006

Press release

Bouygues Telecom showcases future headquarters building

Bouygues Telecom today put up a giant cover sheet over its future headquarters building. It was a further opportunity to communicate "in complete freedom".

An exceptional artistic event on the Paris ring road

The building sheet was designed by DDB and manufactured by JCDecaux Artvertising. It shows a young woman symbolising freedom to communicate. The sheet measures a huge 1,650 sq. metres and will be seen by thousands of motorists travelling on the Paris ring road between Quai d'Issy and Porte de Sèvres (visual available upon request).

An advertising opportunity prior to start of works

The future Bouygues Telecom headquarters will be on the site of the EDF tower in Issy-les-Moulineaux, south of Paris. The location was chosen because it is near existing company offices and staff members will not have to change their travel arrangements to and from work. The building, to be carried out by Bouygues Immobilier, will receive "NF Bâtiments Tertiaires – Démarche HQE® (Haute Qualité Environnementale)" certification for high environmental quality in office buildings, as recognised by the French standards organisation.

Works are expected to commence in 2007 after the demolition of the EDF tower. Delivery is scheduled for second-half 2010.

A site in keeping with Bouygues Telecom's social and environmental commitments

Like the new customer relations centre in Bourges, the new headquarters building will meet HQE® standards, in keeping with the company's social and environmental commitments. HQE® certification applies to the building's entire lifecycle: from design (choice of environmentally-friendly materials) to service life (energy savings, maintenance) and demolition (recycling of materials).

Bouygues Telecom's future headquarters will be equipped with all the latest technologies to optimise working conditions for staff members.

About Bouygues Telecom

The ambition of Bouygues Telecom is "to become the preferred brand of mobile communication services" and to further improve the welcome and service it offers its 8,451,000 customers. After creating the talk-plan concept in France in 1996, the company launched its i-mode® services in November 2002. To date, i-mode has attracted 1,646,000 customers, including more than 300,000 customers owning a broadband i-mode phone. These new services, which can be accessed by over 91% of the French population through the national EDGE broadband network, have become highly successful. Bouygues Telecom also offers a complete range of broadband i-mode services for businesses and professionals.

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