



Boulogne, 15 December 2008

## Press Release

### **Bouygues Telecom spurs innovation with Bouygues Telecom Initiatives start-up incubator**

#### **Bouygues Telecom launches Bouygues Telecom Initiatives on 15 December to tap innovation at the source**

##### **Bouygues Telecom Initiatives, a powerful springboard for start-ups**

Bouygues Telecom is committed to supporting young innovative companies in the communications services industry, giving them an opportunity to grow and flourish in an environment propitious to their business.

The start-ups selected will have access to human and financial resources to energize their development and enhance their products and services.

Hosted within Bouygues Telecom, young enterprises that are part of the incubator will profit from advice from the company's different specialists-marketing, human resources, legal, etc.-throughout the development of their project.

Bouygues Telecom Initiatives is also allocating funding to acquire equity interests in these start-ups.

Bouygues Telecom Initiatives is a compelling opportunity for all young enterprises seeking to develop a promising product or service.

##### **How to apply [Bouygues Telecom Initiatives](http://www.initiatives.bouyguetelecom.fr)**

As of 15 December 2008, Bouygues Telecom is posting candidate applications on the [www.initiatives.bouyguetelecom.fr](http://www.initiatives.bouyguetelecom.fr) website.

Priority will be given to projects that involve communications devices, convergence and fixed Internet access, as these segments represent the most attractive growth opportunities for Bouygues Telecom.

The Bouygues Telecom Initiatives team, headed by Pierre Marfaing (Vice-President of Bouygues Telecom) comprises Renaud Trnka (Director of Development and Innovation), Xavier Deleplace (investment officer) and Arnaud Michard (a specialist in development and innovation).

The committee will review applications and select the most creative and innovative projects.

##### **Bouygues Telecom provides mobile, fixed and Internet communications services**

Created in 1994, Bouygues Telecom has more than 9.3 million customers, including approximately 6.9 million with contracts, and 8,000 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 (Millennium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm. In 2008, the all-new range of Neo call plans lets customers select their unlimited calling time slot and includes unlimited Internet surfing. Bouygues Telecom has also become an

Internet Service Provider (ISP), launching the Bbox broadband router in October on the fixed network it acquired in July 2008. Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France and very high speeds in major French cities, ensuring service quality tailored to customer needs. As the No. 1 in Customer Relations in the mobile phone sector<sup>1</sup>, Bouygues Telecom is committed to direct customer service. Six customer relations centres in France staffed by 2,000 customer advisors, a distribution network of over 580 stores, and a website available 24/7 combine to ensure optimum customer service.

*1.BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2008)*

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