

Press Release

## **Bouygues Telecom invents All-in-One service with ideo the best of mobile phone and broadband box in a single package**

**On 25 May Bouygues Telecom will launch ideo, a groundbreaking All-in-One service that combines the best of mobile phone service with a broadband box, starting at €44.90 per month.**

- Customers choose the mobile plan that matches their needs and automatically benefit from the services delivered by the Bbox gateway: fixed telephone, Internet and Internet TV (IPTV).
- Plus, they benefit from one-stop support from France's No. 1 mobile phone customer support organisation<sup>1</sup>, which has been specially restructured to integrate this innovative new offer.

The All-in-One ideo offer is another exciting milestone in the major innovations from Bouygues Telecom that deliver unprecedented benefits for consumers: creation of the first call plan in 1996, followed by the first unlimited call offer with Millenium in 1998 and the first offer including unlimited calls to all operators with NEO in 2006.

With ideo, Bouygues Telecom is once again radically reshaping the electronic communications landscape

**The ideo All-in-One solution delivers three fundamental promises:**

- The best of both worlds, mobile and fixed, at an unprecedented rate (*see page 2*)
- Greater convenience for customers (*see page 3*)
- Enhanced Internet TV (*see page 4*)



ideo  
les Tout-en-un  
mobile et box

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<sup>1</sup> BearingPoint-TNS Sofres Customer Service Survey, April 2008

### ➤ Simplicity

#### ✓ A simple choice of mobile call plans

- Customers simply **choose the mobile call plan that best fits their needs**, from 2 to 6 hours of call time, with or without time slots for unlimited calls to all operators.
- All call plans include **unlimited SMS and MMS, Internet surfing, email and 3G+ TV, 24 hours a day**.
- This offer is available with all Bouygues Telecom handsets.

#### ✓ All Bbox services included

- Broadband Internet (up to 20 MB, Bbox WiFi router included),
- IPTV in unbundled zones (over 90 free channels)
- Unlimited calls to fixed numbers (including VoIP numbers) 24/7, in metropolitan France and to over 100 international destinations.
- For an additional €10 a month, 3 hours of VoIP calls to all mobile operator numbers in metropolitan France.

### ➤ Unprecedented rates

✓ ideo starts at just €44.90 per month for a 2-hour plan and all Bbox services<sup>2</sup>.

✓ ideo saves consumers up to €384 per year<sup>3</sup>.

The infographic is contained within a rounded rectangular frame. At the top, two blue boxes are connected by a plus sign. The left box is titled 'Mobile call plan a choice of plans' and lists: 4 mobile call plans to choose from, including 3 with unlimited calls to all operators; Unlimited SMS/MMS, 24 hours a day; and Unlimited Web access & email plus 3G+ TV, 24 hours a day. The right box is titled 'Bbox Internet – TV – Fixed telephone' and lists: Unlimited Internet up to 20 MB; Over 90 TV channels; and Unlimited calls to fixed numbers in France and over 100 international destinations. Below these boxes, the text 'Choose your "All-in-One" solution' is centered. Four horizontal bars of varying shades of blue represent different pricing options, each showing a mobile call plan description followed by '+ Bbox' and a price in euros per month. The options are: 2 hours of calls + Bbox for 44 €/month; Unlimited calls after 8 pm + 2 hours of calls + Bbox for 55 €/month; Unlimited calls after 7 pm and all weekend + 2 hours of calls + Bbox for 65 €/month; and Unlimited calls after 6 pm and all weekend + 2 hours of calls + Bbox for 75 €/month. At the bottom, it says 'Or choose 3, 4 or 6 hours of mobile calls (+€6/month for each additional hour)'.

Mobile Call Plan	Price (€/month)
2 hours of calls + Bbox	44
Unlimited calls after 8 pm + 2 hours of calls + Bbox	55
Unlimited calls after 7 pm and all weekend + 2 hours of calls + Bbox	65
Unlimited calls after 6 pm and all weekend + 2 hours of calls + Bbox	75

<sup>2</sup> 24-month commitment (€7/month extra over 12 months). Mobiles: unlimited calls from mobiles in defined time slot until 12 am.

Box: availability subject to eligibility of fixed line (TV in unbundled zones). Fixed line cancellation fees and set-top box security deposit : €49 each.

<sup>3</sup> Comparison at 14.05.09 based on 24-month contract (not including special offers, unlimited calls, SMS, MMS or inclusive services) between Orange Origami ZEN 2-hour plan at €34/month combined with Orange Net at €39.90/month (+€3/month for Livebox rental) and ideo 2-hour offer at €44.90/month.

## Greater convenience for customers

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### ➤ Integrated one-stop customer support for fixed and mobile services

- ✓ For the first time, consumers enjoy the benefits of an integrated customer support platform for fixed and mobile services.
- ✓ No. 1 mobile phone customer relations<sup>4</sup>, Bouygues Telecom has created a **special team of multi-role customer advisers**.

### ➤ Becoming an ideo customer is easy

- ✓ **Bouygues Telecom helps new customers install their Bbox:**
  - A special mini-website explains how to cancel existing service, presents the Bouygues Telecom offer and makes it easy to subscribe right on line.
  - Service is activated in less than 24 hours after France Telecom connects the line to the Bouygues Telecom ADSL network.
  - Bouygues Telecom will reimburse cancellation fees up to €50.
  - Installation is guaranteed: if necessary, customer service will send a technician to the consumer's home, free of charge.
- ✓ **No minimum commitment period for the Bbox offer.**
- ✓ **All mobile plans** with or without unlimited call periods, include a choice of handsets from the Bouygues Telecom range.

### ➤ Customers benefit from convergent services

- ✓ Simplified dialling (abbreviated dialling from both Bbox and mobile phone) for customer service or to access the Bbox voicemail.
- ✓ SMS alerts on mobile phone (€0.12 per alert) when a message is left on the home voicemail and free access to messages from the mobile phone.
- ✓ Free reception of @bbox.fr email directly on mobile phone.
- ✓ Voicemail messages can be checked on the Web thanks to unified messaging, including calls made, received or missed on the Bbox VoIP line, emails to the @bbox.fr address and SMS/MMS messages sent from the PC.

### ➤ Multichannel distribution

- ✓ ideo All-in-One is available online via I@ boutique, or by phone or from the entire Bouygues Telecom distribution network.
- ✓ Special Web-only offers:
  - For all subscriptions via I@ boutique, Bouygues Telecom includes one month free for all new customers<sup>5</sup>.
  - Current customers receive a bonus of 500 points for renewal<sup>6</sup> when they migrate via the *Esp@ce Client* website.

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<sup>4</sup> BearingPoint-TNS Sofres Customer Service Survey, April 2008

<sup>5</sup> One month free based on month of ideo All-in-One service in unbundled zone without 3-hour to mobiles option.

<sup>6</sup> Offer valid until 30 September 2009

## Enhanced digital TV offer (IPTV)

Bouygues Telecom has brought customers a unique digital TV experience since the launch of the Bbox by integrating state-of-the-art technologies (100% MPEG-4 signals, latest-generation set-top box compatible with HD Digital Terrestrial Television) and innovative features (automatic selection of optimum signal, virtual channel surfing, easy recording control and more).

- ✓ **Over 90 free channels, including Paris Première, Téva, Ma Chaîne Sport thanks to the TV package included in the ideo offer.<sup>7</sup>**



- ✓ **MyTF1: the world of TF1 available on the Bbox:**

- Access to a vast video library from the Bbox: over 3,000 programmes (movies, series, comedy, documentaries and more).
- An extensive selection of programming from TF1 (available free on-demand for 7 days after broadcast)<sup>8</sup>.
- Latest TF1 news and weather, plus breaking news and sport results<sup>8</sup>.
- TF1 games<sup>8</sup>.



- ✓ **The best of CanalPlay via Bbox (available summer 2009)**

ideo customers will be able to enjoy all types of movies—new releases, comedies, popular series, etc.—directly on their TV, 24 hours a day, 7 days a week.



<sup>7</sup> Digital Terrestrial TV High Definition channels available as of summer 2009, subject to technical eligibility

<sup>8</sup> Available summer 2009

## About Bouygues Telecom

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Created in 1994, Bouygues Telecom has more than 9.7 million customers, including approximately 7.3 million with contracts, and 8,650 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 (94% and 75% respectively) 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\* for the second year running, 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 590 stores, and a website available 24/7 combine to ensure optimum customer service.

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

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