

Bouygues Telecom Initiatives

Paris, 10 June 2009

Press release

Bouygues Telecom Initiatives announces support for Twinlinx, an innovative start-up in the contactless market

Bouygues Telecom Initiatives will provide support for NFC (Near Field Communication¹) specialist Twinlinx via a co-development contract that includes a financial injection, plus provision of offices and facilities.

A young start-up founded in 2006, Twinlinx develops ultra-thin stickers that make all existing Bluetooth mobile phones compatible with NFC technologies. These stickers read data contained in NFC tags for applications such as promotional offer codes on advertising billboards, uploading underground maps at bus stop shelters, reading nutrition information on products on supermarket shelves plus a host of emerging applications that will create greater convenience for users in the years ahead.

This innovative technology was developed by Jacek Kowalski, founder of Inside Contactless and now CEO of Twinlinx. “The partnership between Twinlinx and Bouygues Telecom markets a strategic milestone in the development of the market for NFC applications. It underlines the many possibilities of the MyMax NFC sticker developed by Twinlinx with support from RATP, the Paris public transport authority. MyMax adds NFC functionality to mobile phones, a solution that creates an immediate springboard that will let the market for mobile contactless applications really take off. We believe Bouygues Telecom is the most innovative mobile operator in France. They were the first to carry out real-world trials with NFC on mobile phones and they continue to invest in forward-looking solutions that will energise this promising market,” said Mr Kowalski.

Pierre Marfaing, Chairman of Bouygues Telecom Initiatives, noted: “Our partnership with Twinlinx reflects a fundamental commitment to supporting innovation that creates greater convenience for customers. Promoting the use of NFC with mobile phones is a perfect example of this and reflects the pioneering role that Bouygues Telecom has played since the introduction of the very first call plans.”

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 favourable to their business.

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

Bouygues Telecom Initiatives also allocates funding to acquire equity interests in these start-ups. This structure creates a compelling opportunity for all young enterprises seeking to develop a promising product or service.

The Bouygues Telecom Initiatives team is headed by Pierre Marfaing (Vice-Chairman of Bouygues Telecom) and includes Renaud Trnka (Director of Development and Innovation), Xavier Deleplace (investment officer), Sylvie Fauconnier (project manager) and Arnaud Michard (a specialist in development and innovation). It reviews projects and selects the most original and innovative ideas.

Twinlinx is the third incubator initiative supported by Bouygues Telecom Initiatives, joining Mobigard and Ville Fluide.

¹ *Near Field Communication (NFC) is a short-range high-frequency wireless communication technology that enables exchanges of data over distances of a few centimetres*

About Bouygues Telecom

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 for mobile, fixed, TV and Internet communication services" and provide greater freedom by focusing on customer greeting and support.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans with Millennium in 1999 and neo in 2006, Bouygues Telecom launched neo.2 in 2008, which lets customers select their unlimited calling time slot. In 2008, Bouygues Telecom also became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invents all-in-one service with ideo: customers choose the mobile plan that matches their needs and benefit from the Bbox gateway: fixed telephone, Internet and TV.

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.

As the No. 1 in Customer Relations in the mobile phone sector¹ for the third year running, Bouygues Telecom is committed to direct customer service. Its customer relations centres, the distribution network of over 590 stores, and a website available 24/7 combine to ensure optimum customer service.

¹ BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2009)

About Twinlinx

Twinlinx was created in 2006 by Jacek Kowalski, the founder and former CEO of Inside Contactless. The company's core product is a thin contactless sticker that adds new functionalities such as NFC and other emerging technologies to existing mobile phones. In addition to the sticker, Twinlinx develops the hardware and software platform. It uses the most sophisticated packaging and chip security technologies available in the market to make the sticker attractive to consumers and ensure compatibility with all existing contactless applications. Twinlinx is a joint stock company based in Aix-en-Provence. It currently has a dozen employees, all with backgrounds in the semiconductor, smart card and contactless sectors.

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