



Boulogne, 11 January 2010

Press release

## **Bouygues Telecom becomes first operator to offer recycling of all mobile phones**

**Bouygues Telecom has introduced the first service in France for recycling all mobile phones, regardless of the operator. The scheme is open to all handset brands. It is currently available via the Web and soon in Bouygues Telecom Club stores. What's more, customers are eligible for financial compensation for recycling their old phones<sup>1</sup>.**

**The simple and attractive service will be available from 18 January 2010 on the Web. Anyone with a mobile phone which they no longer use can trade it in for reuse.**

Bouygues Telecom is offering this groundbreaking service in collaboration with two specialist partners. The phones collected are purchased by Recommerce Solutions — the developer of *MonExTel.com*, a charitable recycling website — and then reconditioned by Ateliers du Bocage workshops, part of Emmaüs France, a social solidarity organisation. When they are operational they are resold by Recommerce Solutions in France and in emerging markets, providing low-cost access to mobile phones for disadvantaged populations.

Through this initiative, Bouygues Telecom aims to encourage citizenship actions by consumers, encouraging them to send in their old mobile phones for reconditioning to give the handsets a very useful second life.

*According to a 2008 study by TNS Sofres commissioned by AFOM, the French association of mobile phone operators, on "The French and mobile phones" (["Les Français et le téléphone mobile"](#)):*

- *42% of the people who change mobile phones simply put their old phone in a drawer.*
- *27% give it to a family member or friend.*
- *6% throw it away.*

### **A fast and simple process**

---

Phone owners simply visit the *bouyguetelecom.fr* website, enter the mobile handset model and confirm whether or not it works correctly. The site estimates the "trade-in" value of the

---

<sup>1</sup>Offer subject to conditions. More information available on [www.bouyguetelecom.fr](http://www.bouyguetelecom.fr), Sustainable Development section.

phone. Consumers can then complete a prepaid postage form or ask to be mailed a prepaid postage envelope free of charge in order to send in their phone.

The phone is sent to the Ateliers du Bocage workshop via the Recommerce Solutions logistics centre.

Phones may be valued at up to several tens of euros depending on the model, the condition and the age (for example, €22 for the Samsung U600, €30 for the LG KF510 and €40 for the Nokia 6300).

Once the value of the phone has been confirmed, the owner has several options:

- They can donate the value of their phone to Surfrider Foundation Europe, a non-profit organisation dedicated to protecting coastlines, lakes and rivers. A tax receipt is sent to enable the charitable donation to be deducted from income tax<sup>2</sup> (starting 18 January 2010).
- Consumers can go to any Bouygues Telecom Club and receive a voucher for immediate or later use towards the purchase of accessories, a new phone, etc. (from April 2010).
- On the Web, Bouygues Telecom clients with a non-capped plan who recycle a phone can request that the value be deducted from their Bouygues Telecom phone bill (from April 2010).

### **Good citizenship in action...**

---

By recycling their old mobile phones, consumers also help create jobs that aid social inclusion. The processing of 1,000 mobiles a month at Ateliers du Bocage provides funding for one job (currently social inclusion, fixed-term and permanent positions, and soon jobs for people with disabilities).

Only fully functional mobiles that are ready for use are resold in emerging markets. The others are sent to Eco-systèmes, a firm specialised in depollution and recycling of electronic waste.

---

<sup>2</sup>People subject to income tax can deduct up to 66% of the amount (limited to 20% of taxable income).

## ...backed by recognised expertise

---

Bouygues Telecom has teamed with two recognised partners to develop this simple, forward-looking solution:

- Recommerce Solutions, creator of the *MonExTel.com* charitable recycling website, which develops complementary services that simplify recycling and reuse of electronic devices.
- Ateliers du Bocage is part of the economic integration arm of Emmaüs France, a prominent social solidarity organisation. The workshop employs people who have found themselves on the fringes of society, providing them with jobs collecting, sorting, repairing and reconditioning pre-owned mobile phones. The company focuses its efforts on inclusion of disadvantaged people through employment.

### About Bouygues Telecom

Created in 1994, Bouygues Telecom has over 10.06 million mobile phone customers and 8,650 employees. Bouygues Telecom is committed to being the preferred brand for mobile, fixed, TV and Internet communication services by continually bringing its customers greater freedom and by focusing on superior customer service and support.

After pioneering the talk-plan concept in 1996, Bouygues Telecom launched the first unlimited call plans with Millennium in 1999 and Neo in 2006.

In 2008, Bouygues Telecom became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invented a groundbreaking all-in-one service with ideo, the first quadruple play offer in the French market (mobile and fixed voice, plus TV and Internet). The Neo.3 offer extends unlimited calling all evening until 8am.

In 2010, Bouygues Telecom will introduce a very-high-speed offer — up to 100 Mbit/second — with access to 3.3 million connection points.

Bouygues Telecom's mobile network covers over 98% of the population. Its 3G+ network provides mobile Internet access for 80% of the population.

Ranked No. 1 in Customer Relations in the mobile phone sector\* for the third year running, Bouygues Telecom is committed to proactive, direct customer service. Customer relations centres, a distribution network of 590 Bouygues Telecom Club stores, and a website available 24/7 combine to ensure optimum customer service.

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

### Press contacts:

Adrienne de Rochequairie : 01 58 17 98 29 - [aderoch@bouyguetelecom.fr](mailto:aderoch@bouyguetelecom.fr)

Adeline Soubie - 01 58 17 97 06 – [asoubieb@bouyguetelecom.fr](mailto:asoubieb@bouyguetelecom.fr)