



Bouygues Telecom press release

Paris, 10 February 2010

Bouygues Telecom wins Top Employers 2010 award and special Career Development prize

Bouygues Telecom has received a double distinction from the CRF Institute. As a Top Employer 2010, it is one of the 20 French companies acknowledged for the quality of their human resources policy. It was also awarded the special Career Development prize for the HR support of its staff.

For Philippe Cuenot, Bouygues Telecom's Human Resources Manager, "*The Top Employers 2010 label rewards Bouygues Telecom's human resources policy. It endorses the recognition we have already been given by our employees, 95% of whom say they are proud to work for Bouygues Telecom.*¹ And we are especially pleased to win the special Career Development prize, which rewards our commitment to supporting our staff throughout their career."

Putting employees at the heart of HR policy, a choice hailed by Top Employers 2010

Bouygues Telecom encourages staff to fulfil their potential through measures such as:

- a one-year customised integration programme for each job category,
- a training programme to develop the skills of all staff (90% of employees receive training),
- a fast-track career development programme for high-fliers,
- the opportunity for mobility within the company, which has over 250 different job categories,
- conclusion of a jobs and skills planning agreement in 2008, including the introduction of resources like a jobs guide, a mobility intranet and an in-house CV library.

Corporate social responsibility, one of Bouygues Telecom's fundamental values

Bouygues Telecom has been committed to corporate social responsibility (CSR) from its inception. The groundwork is ongoing, based on equal opportunity, self-fulfilment for staff and a commitment to society, expressed through:

- an equal opportunity and diversity policy involving agreements on aspects such as gender equality, the employment of older people and the integration of disabled workers. Bouygues Telecom's commitment to equal opportunity was further strengthened in April 2009 by the introduction of anonymous CVs;

¹ 2009 perception survey.

- the promotion of a satisfactory work-life balance through the provision of services (bank, hairdresser, bakery, grocery delivery, dry-cleaning, etc.) that make daily life easier for staff;
- the possibility for staff to join the Bouygues Telecom Foundation and take part in charitable work (they are given four half-days off work) or sponsor associations.

In October 2009, the French Customer Relations Association also awarded Bouygues Telecom its Corporate Social Responsibility prize for its initiatives and actions in this respect.

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 81% 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 600 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)*

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