

Paris, 30 September 2010

Press release

2,200 Bouygues Telecom staff in the Paris region have moved into their new tower in Issy-les-Moulineaux, which they have called Sequana

SEQUANA MYTH. GR. ROM. Latin, goddess of the Seine: Sequana, nymph and daughter of Bacchus, met Neptune who, taken with her beauty, decided to carry her off. But before he was able to do so, Sequana turned into a river which took the colour of her emerald-green eyes. The Seine was born...

Sequana proposed by the staff

Bouygues Telecom has chosen the name Sequana for its new *HQE*[®] High Environmental Quality building in the heart of the Seine Ouest business district in Issy-les-Moulineaux. The choice was made after an in-house competition in which over 1,200 staff members took part. Sequana is in the same vein as the names of other Bouygues Telecom regional sites, like Atlantica, Océania, Printania and Alsacia, ending in "a" and making reference to the building's location.



Sequana in figures

- 100 metres high
- 24 floors
- Floor area of 42,000 sq metres
- 1,000 sq metres of photovoltaic panels on the roof

First arrivals from 20 September

Bouygues Immobilier handed over the keys of Sequana to Bouygues Telecom on 2 July, two and a half years after the start of works. Installation work was carried out during the summer, involving the layout and fitting-out for the open-plan offices and living areas (lobby, restaurants, staff area, gym, etc.). "Bouygues Telecom was closely involved at all stages of the building design, motivated by a concern to ensure that staff enjoy optimum working conditions and comfort", explains Olivier Roussat, Bouygues Telecom's CEO. "Staff were consulted on the choice of furniture and the name of the building." The 2,200 employees of Bouygues Telecom's sales, marketing and support departments started moving into Sequana on 20 September.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 10,514,000 mobile customers, 525,000 fixed-line customers and 9,000 employees. Bouygues Telecom's ambition is to become the preferred brand of personal communication services for both mobile and fixed phone service, as well as TV and Internet, thanks to a continuous focus on greater freedom and exemplary customer service.

After pioneering the talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans with Millennium (1999) and neo (2006). Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invented the all-in-one solution with ideo, the first quadruple play offer in the market — mobile, fixed, TV and Internet.

In 2010, Bouygues Telecom launched ideo 24/24, the first quadruple play offer with unlimited mobile call plans, 24/7. This year, the operator will also introduce a very-high-speed offer.

Bouygues Telecom's mobile network covers nearly 99% of the population. Its 3G+ network provides mobile Internet access for over 82% of the population.

Bouygues Telecom is the only operator to be awarded "*NF Service Centre de Relation Client*" certification from French certification body AFAQ AFNOR for all its consumer activities (mobile and fixed). The company has also been ranked No. 1 in Customer Relations¹ in the mobile phone sector for the fourth year running. Customer relations centres, a distribution network of 610 Club Bouygues Telecom stores, and a website available 24/7 combine to ensure optimum customer service.

¹*BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2010)*

Press contacts

Press contacts

Adeline Soubie – +33 (0)1 58 17 97 06 – asoubieb@bouyguestelecom.fr

Guillaume Stérin – +33 (0)1 58 17 94 82 – gsterin@bouyguestelecom.fr

bouyguestelecom.fr 