



Paris, 13 January 2011

Press release

Bouygues Telecom not to pass on VAT increase to mobile contract customers

Bouygues Telecom has decided not to pass on the VAT increase, effective 1 January 2011, to the price of its mobile service plans.

Mobile service plan prices for Bouygues Telecom customers will therefore remain unchanged, while market prices will increase significantly.

Through this decision, Bouygues Telecom wants to thank its mobile contract customers for their trust and loyalty.

Bouygues Telecom will apply the new VAT rate only to its ADSL fixed offers. The standard monthly Bbox rate of €29.90 will be increased by €1.88, precisely equal to the exact amount of the tax rise.

The Bbox fibre offer will remain unchanged at €39.90.

Bouygues Telecom hopes this decision will encourage competition in the mobile market in first-half 2011.

Several million people will from 1 February be free to leave rival operators. The price of their plan having increased, they may, during a four-month period and with no termination fee, choose to switch to Bouygues Telecom.

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Find out more at:

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