



Press release

Paris, 30 September 2011

Bouygues Telecom announces the launch today of

eden

Bouygues Telecom is launching “Eden”, a new offer tailored to the expectations of customers who want maximum flexibility, simplicity and support from their operator.

Eden gives customers even more choice in an increasingly segmented mobile market and complements the B&YOU plans. The latter, which were launched in July, target the most self-reliant internet generation users who are happy to manage all their relations with the operator on-line

Eden is a simplified range of plans available from 17 October 2011:

- Mobile plans with/without commitment, with/without a handset and with/without Internet access.
- An automatic discount on plans for customers who keep their handset for 12 or 24 months.
- A new loyalty programme, unprecedented in the market, lets Eden customers upgrade their handset every 24 months at a cost below that offered to “new customers”¹.

These same benefits will also be available to customers with Universal Mobile capped plans as of 14 November 2011.

- All Eden plans are eligible for the ideo all-in-one mobile plus box offer, giving customers a choice of even more attractive mobile call plans. For example, the 2-hour Eden plan with unlimited SMS/MMS messages (in the “éco” low-cost version) is just €6.90 a month².

A range of solutions matched to each customer’s needs

- Eden plans are all proposed **with or without commitment** and include an “éco” low-cost option with no handset.
- Customers **can change plans** whenever they want **without making any new commitment**³.
- **When customers keep their handset 12 or 24 months** after the initial purchase, Bouygues Telecom **automatically applies a monthly discount on the price of their plans**. The lower rates are automatic, customers do not need to take any action⁴.
- With Eden, customers enjoy mobile Internet access **with no risk of exceeding limits** since consumption above their data plan is not billed (only the bandwidth is reduced).

There are three offers in the Eden range: Eden classic, Eden relax and Eden for smartphones.

¹ This is available to customers who renew their contracts for a minimum of 24 months (not applicable for “éco” low-cost plans) and who use their points. Customers receive a discount at the latest by their second phone bill following the upgrade although this discount cannot be higher than the price of the upgraded handset. The loyalty programme can be subscribed to in the network of Clubs Bouygues Telecom stores, by dialling 614 or at www.bouyguetelecom.fr.

² With ideo from €38.80 per month

³ Three months after the start of the contract

⁴ A monthly deduction of €5 for Eden classic 1, of €6 for Eden relax 2 and of €11 for Eden smartphone from the price of the plan subscribed to (does not apply to the “éco” low-cost version) according to the length of commitment chosen

Eden classic offers calls and SMS, namely the essentials at the best price: 1 to 4 hours of calls + unlimited SMS/MMS from €14.90 per month.

eden classic

SMS/MMS ILLIMITÉS
+
WI-FI BOUYGUES TELECOM ILLIMITÉ
+

Disponible dès **14,90€** par mois en version éco

Disponible dès **19,90€** par mois

CHOISISSEZ VOTRE DURÉE D'APPELS

		1h	2h	4h
Prix en gardant votre mobile version éco	12 mois	14,90€	17,90€	21,90€
	Sans engagement	18,90€	21,90€	25,90€
Prix en achetant un nouveau mobile	24 mois	19,90€	22,90€	26,90€

+ Option 3 numéros illimités 24/24 tous opérateurs : 5€/mois, sans engagement (valable pour les forfaits 2h et 4h).

Faites des économies avec les Tout-en-un Ideo !
Votre Forfait Eden classic vous revient seulement à :

Prix en gardant votre mobile version éco	12 mois	6,90€	10,90€
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Pour toute souscription à un Tout-en-un Ideo : Forfait Eden classic + Bbox à partir de 38,80€/mois.

Eden relax lets you stay connected: from 2 hours of calls to unlimited 24/7 calling, plus unlimited SMS/MMS and access to Bouygues Telecom Wi-Fi hotspots, visual voicemail, 24/7 Internet and email access (350 or 500 MB of data per month, reduced bandwidth above these limits), starting at €21.90 per month.

eden relax

Disponible dès **21,90€** par mois en version éco

Disponible dès **27,90€** par mois

SMS/MMS ILLIMITÉS
+
MESSAGERIE VOCALE VISUELLE
(gratuite sur demande)
+
INTERNET ET MAILS 24/24

3G+ pour **350 Mo/mois**
débit réduit au-delà.

3G+ pour **500 Mo/mois**
débit réduit au-delà.

+ Wi-Fi Bouygues Telecom illimité

CHOOSEZ VOTRE DURÉE D'APPEL ET VOTRE ILLIMITÉ TOUS OPÉRATEURS :

	2h	2h + 3 n ^{es} illimités	3h + 3 n ^{es} illimités OU + illimité de 20h à 8h	3h + illimité de 19h à 8h et tout le WE	Illimité 24/24
Prix en partant de votre mobile version éco	21,90€	26,90€	30,90€	40,90€	63,90€
Sans engagement	26,90€	31,90€	35,90€	45,90€	68,90€
Prix en achetant un nouveau mobile	27,90€	32,90€	36,90€	46,90€	69,90€

Faites des économies avec les Tout-en-un ideo !
Votre Forfait Eden relax vous revient seulement à :

Prix en partant de votre mobile version éco	8,90€	13,90€	17,90€	27,90€	44,90€
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Pour toute souscription à un Tout-en-un ideo : Forfait Eden relax + Bbox à partir de 40,80€/mois.

Eden smartphone gets the most out of your smartphone: from 2 hours of calls plus unlimited calls to 3 numbers, all the way to unlimited 24/7 calls plus unlimited SMS/MMS, access to Bouygues Telecom Wi-Fi hotspots, visual voicemail, Internet, modem, email and 24/7 TV (3G+ up to 1GB of bandwidth per month), starting at €34.90 per month.

eden smartphone[®]

SMS/MMS ILLIMITÉS
+
MESSAGERIE VOCALE VISUELLE
(gratuite sur demande)
+
INTERNET, MAILS ET TV 24/24
3G+ pour **1 Go/mois**, débit réduit au-delà.
+ **Wi-Fi Bouygues Telecom illimité**
+

Disponible dès **34,90€** par mois en version éco

Disponible dès **45,90€** par mois

CHOISISSEZ VOTRE ILLIMITÉ TOUS OPÉRATEURS

	2h + 3 n ^{os} illimités	3h + 3 n ^{os} illimités + illimité de 20h à 8h	3h + illimité de 19h à 8h et tout le WE	Illimité 24/24
Prix en forfaits mobile version éco	34,90€	38,90€	45,90€	68,90€
12 mois	44,90€	48,90€	55,90€	78,90€
24 mois	45,90€	49,90€	56,90€	79,90€

Les Forfaits Eden smartphone version éco seront disponibles dès le 14/11/2011.

Faites des économies avec les Tout-en-un ideo !
Votre Forfait Eden smartphone vous revient seulement à :

Prix en forfaits mobile version éco	12 mois	21,90€	25,90€	32,90€	49,90€
Pour toute souscription à un Tout-en-un ideo : Forfait Eden smartphone + Bbox à partir de 53,80€/mois.					

As of November, three data options⁵ will be added, all commitment-free, to give customers more inclusive data volume:

- a +250 MB option for Eden relax (equivalent to 16 hours of 3G+ Internet access or 125 app downloads): for €5 per month.
- a +1GB option for Eden smartphone (equivalent to 65 hours of 3G+ Internet access or 500 app downloads) with modem mode: for €7 per month.
- a +2GB option for Eden smartphone (equivalent to 130 hours of 3G+ Internet access or 1,000 app downloads) with modem mode: for €14 per month.

With the “ideo all-in-one” offers, the 2-hour plan in the “éco” low-cost version is just €6.90 per month

In 2009, Bouygues Telecom launched ideo, the first quadruple play offer in Europe (fixed phone, mobile handset, Internet and TV). Ideo blends the best of mobile and the best of the broadband box for households seeking to optimise their telecom expenditure.

The “ideo all-in-one” plans with the Bbox router are compatible with the Eden⁶ range (except Eden classic 1 hour), letting customers take advantage of even lower mobile plan rates.

For example:

- an Eden classic plan in the “éco” low-cost version, with 2 hours of calls per month plus unlimited SMS/MMS, is only €6.90 per month, with ideo at €38.80 per month (for a minimum 12-month commitment)⁷.
- an Eden relax plan in the “éco” low-cost version, with 2 hours of calls per month plus unlimited calls to 3 numbers plus unlimited SMS/MMS plus 350 MB of data, is €13.90 per month, with ideo at €45.80 per month (for a minimum 12-month commitment)

Customers choose the Eden plan that suits their needs and also get all the other Bbox router services: fixed phone, Internet access and TV.

A very attractive mobile handset upgrade programme

Every 24 months, existing customers can **choose a new handset at a lower cost** than that proposed for new customers.

There are also very attractive terms for a mobile upgrade after just 12 months.

The programme is available for all customers who sign up for an Eden plan, and includes all handsets sold by Bouygues Telecom.

“Guaranteed next day replacement” with an identical handset: new handset insurance offer unique in France covers loss, theft or damage

With “Garantie échange 24” insurance from Bouygues Telecom, customers are guaranteed an identical replacement handset the very next day in the event of loss, theft or damage. A replacement handset is sent to the address requested by the customer, including outside France.

⁵ Cannot be used in conjunction with any other offer and unused data cannot be carried forward to following month

⁶ Prices valid in unbundled zones. Bbox router: accessibility subject to eligibility of fixed line (TV in an unbundled zone).

⁷ There is only one single bill for ideo, it is an inseparable offer, only available in unbundled zones and subject to eligibility of fixed line.

The process is extremely simple: making the claim takes just a few minutes by phone or on the www.bouyguetelecom.fr website. The request for a replacement handset is confirmed in real time.

To provide maximum protection for customers in the event of loss, theft or damage to their handset, the “*Garantie échange 24*” insurance includes two free data protection services (available only for compatible handsets):

- “Lock & Find” is a service developed by NEWAsurion, reserved to “*Garantie échange 24*” customers. If the handset is lost or stolen the application locates it, locks it and remotely erases all content.

- “*Mon Espace Synchro*” is a service that saves data from the handset for recovery directly on the replacement handset.

Customers can subscribe to the insurance cover within 30 days after purchasing a new handset. The insurance is available on option with all Bouygues Telecom offers.

The “*Garantie échange 24*” cover is available from the network of Clubs Bouygues Telecom stores, on www.bouyguetelecom.fr and at all Bouygues Telecom outlets authorised to sell the insurance.

The cost of the insurance depends on the handset model and the excess decreases over time⁸.

	Gamme 1 Mobile classique	Gamme 2 Smartphone standard	Gamme 3 Smartphone haut de gamme	Gamme 4 Smartphone prestige & Tablette
COTISATION MENSUELLE	3 ^{€99} /mois	6 ^{€99} /mois	8 ^{€99} /mois	14 ^{€99} /mois
Livraison garantie le lendemain ⁽²⁾ en France métropolitaine		<input checked="" type="checkbox"/>		
Perte		<input checked="" type="checkbox"/>		
Vol		<input checked="" type="checkbox"/>		
Bris accidentel		<input checked="" type="checkbox"/>		
Oxydation accidentelle		<input checked="" type="checkbox"/>		
Panne non couverte par la garantie constructeur		<input checked="" type="checkbox"/>		
Communications frauduleuses ⁽³⁾ Remboursement jusqu'à			1 000€	
Remplacement de la carte SIM et des accessoires ⁽⁴⁾		<input checked="" type="checkbox"/>		
Couverture mondiale		<input checked="" type="checkbox"/>		
Livraison à l'international			20€/envoi	
Durée d'engagement ⁽⁵⁾			6 mois	
Franchise (en cas de sinistre)	20€	40€	60€	90€
	Avantage supplémentaire automatique			
Protection et récupération des données 			<input checked="" type="checkbox"/>	

Pour connaître la gamme de votre mobile,
rendez-vous sur bouyguestelecom.fr ou en point de vente.

Le montant de la franchise est dégressif dans le temps.

⁸ A minimum 6-month commitment. In mainland France. This insurance cover is available only to Bouygues Telecom clients and must be subscribed to within 30 days of the purchase of a compatible mobile handset. A replacement is provided (except on Sundays and public holidays) when a valid claim is filed before 7pm the day before and after payment of the excess. An equivalent mobile handset is provided if the required handset is not available. Pricing and conditions are shown in the information leaflet available in sales outlets. Group insurance contract No. NAEAAA000006-11 taken out by Bouygues Telecom, registered office 32 avenue Hoche 75008 Paris, France, broker registered with Orias (www.orias.fr) under No.10055268, with Liberty Mutual Insurance Europe Limited.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 11,187,000 mobile customers and 1,023,000 fixed broadband customers. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services. Each day, the company's 9,200 employees develop solutions aligned with changing customer needs and deliver efficient support.

After pioneering the mobile talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: 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. In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer, and began investing in fibre-to-the-home in high-density areas.

Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 88% of the population.

Bouygues Telecom is the only operator to be awarded "NF Service Centre de Relation Client" certification from French standards agency AFNOR Certification for all its consumer activities (mobile and fixed) and in 2011 it was also ranked No. 1 for its customer relations in both its mobile (the 5th year running) and fixed* activities. Customer relations centres, a distribution network of 630 Club Bouygues Telecom stores and a website available 24/7 combine to ensure optimum customer service.

* BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2011)

Press contact:

Tel: +33 (0) 1 39 45 34 95 - presse@bouyguetelecom.fr

For more information:

bouyguetelecom.fr 