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Press release

Bouygues Telecom chooses Samsung to develop the next-generation Bbox router

The next-generation Bbox router will be designed by Samsung, the world leader in digital media and convergence technologies. There will be two versions of the new Bbox, one compatible with FTTB (Fibre-To-The-Building), the other with FTTH (Fibre-To-The-Home), so that Bouygues Telecom customers can get the best out of whichever technology is available to them.

"We are especially pleased to announce that we have entrusted the development of the new Bbox to the world leader in consumer electronics. It means our clients will get the benefit of Samsung's unrivalled know-how. We have chosen a partner in keeping with our ambition for our next generation of fixed-line products, which is to offer our customers an entirely new digital experience in the home", says Bouygues Telecom CEO Olivier Roussat.

"We are delighted to be involved in the development of this innovative product, a first in France, and are confident that the Bbox will give Bouygues Telecom's customers the best of the digital home", adds YS Chun, Chairman of Samsung Electronics France.

The new Bbox router will incorporate cutting-edge technologies such as the Intel® Atom™ CE, Intel Corp.'s latest integrated multimedia processor, specially created for router and set-top box applications. It will also feature a next-generation Wi-Fi chip designed by Celeno that offers multiple simultaneous wireless video streaming to different screens in the home.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 11,191,000 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 87% 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)*

www.bouyguetelecom.fr

About SAMSUNG Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of \$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognised as one of the fastest-growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

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