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Press release

Bouygues Telecom earns “Top Employer” label for third consecutive year in 2012

Bouygues Telecom is very proud to announce that it has been certified as a “Top Employer” in 2012 for the third consecutive year. The certification recognises the company’s commitment to creating optimal working conditions through exemplary human resources management practices.

Bouygues Telecom was awarded the label on the basis of recognised performance in five decisive areas:

Corporate culture

- Equal opportunity, particularly through the implementation of an “anonymous CV” scheme since 2009, and the signature of a third agreement for integrating and retaining employees with disabilities.
- Social responsibility: employees are entitled to four half-days of leave each year to participate in initiatives under the aegis of the Bouygues Telecom Foundation. This represents an annual contribution by the company of 3,000 hours.

Career development and talent management

- Bouygues Telecom “high potentials” follow a special career development track via the Bouygues Telecom Institut.
- The Customer Advisors’ Club, created to recognize the valuable contribution made by customer advisors. The Club counts 170 advisors whose exemplary professionalism has earned them the role of ambassadors both within the company (new employee orientation, mentoring, etc.) and with outside publics.

Training and professional development

- Each year, 90% of staff receive training.
- The training catalogue counts 250 different courses and modules.
- Bridges to various job opportunities in the other Bouygues Group subsidiaries.

Compensation practices

- In addition to the basic salary, paid over 13 months, employees are entitled to additional compensation, depending on the job category. This includes profit-sharing and performance bonuses that may total up to two months of wages.
- Employee share ownership has been extensively developed. Today, Bouygues Group employees are the second-largest shareholders in the company.

Working conditions

- In the Paris region, two new sites certified to France's HQE High Environmental Quality standard (the Meudon Technopôle and the Sequana building in Issy-les-Moulineaux) propose services that re-establish a healthy work/life balance, including:
 - o A concierge desk offering dry cleaning, shoe repair, management of administrative formalities, finding babysitters, etc.
 - o Garage, bank, fitness facility, hair dresser, bakery, etc.

Philippe Cuénot, Bouygues Telecom Director of Human Resources said: "This recognition reaffirms our commitment and underlines the importance of the three pillars of our HR policy, namely respect, confidence and fairness."

Bouygues Telecom's proactive, innovative HR policy continued to progress in 2011 with several initiatives:

- Formal publication of a Code of Good Conduct and an Ethics Guide, communicated to all staff.
- Development of the program "Women in Management", including a mentoring program for women and training for managers to heighten awareness of gender equality issues.
- In April 2011 the Bouygt'Elles women's network was created. Initially welcoming 400 women managers, Bouygt'Elles provides a forum for discussions by women, focusing on measures to facilitate the appointment of women to all levels of management.

About Bouygues Telecom

Founded in 1994, Bouygues Telecom has 11,217,000 mobile customers and 1,119,000 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 9,800 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. In July 2011, Bouygues Telecom launched **B&YOU**, the first web-only unlimited offer for less than €25. Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 93% 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 650 Clubs 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)*

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