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Press release

Bouygues Telecom to roll out its 4G network and chooses Lyon as the pilot city

- **A commercial 4G network to start operation at the beginning of 2013**
- **3G+, up to 42 Mbit/s, for half the population from end-June 2012**

Bouygues Telecom has announced plans to roll out a 4G network, thus confirming its aim of offering very-high-speed mobile services to its customers in order to deal confidently with the very strong growth in traffic, which is set to continue in the long term, due to the increasingly availability of ever more powerful handsets and the explosion in new usages.

After launching the service in the Lyon area from June of this year, Bouygues Telecom will continue to roll it out in 2012 with the aim of having 5,000 sites ready to host 4G by the end of the year. By the beginning of 2013, customers will be able to use a commercial 4G network and all France's main cities will be covered by the end of 2013.

Following the purchase of a block of 4G frequencies for a total of €911m, all Bouygues Telecom customers will be able to enjoy this new technology (LTE or Long Term Evolution), which, thanks to future handsets, will provide sufficiently reduced latency enabling the use of interactive applications (video streaming, multi-player on-line games, video surveillance captures, video-conferencing, etc.) and thus significantly improve the mobile internet experience.

Bouygues Telecom already covers 94% of the French population with 3G+ and is continuing to adjust this network to provide customers with speeds of 21 or 42 Mbit/s, which is nearly six times quicker than those offered by the current 3G+ technology.

At end-June 2012, 50% of the population (representing 70% of the data consumption by Bouygues Telecom customers) will have access to 42 Mbit/s and will thus enjoy unequalled ease-of-use for all mobile services (on smartphones, PCs and tablets).

Since 14 November 2011, customers in eligible areas and equipped with a compatible 3G+ key have had access to these new speeds in return for an extra charge of €5 per month. Since 19 March, this option has been included free of charge in the 3G+ internet key offer in the 6GB version.

Bouygues Telecom is aiming to be a full-service telecoms operator over the long term by making the best technologies available to its customers.

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About Bouygues Telecom

Founded in 1994, Bouygues Telecom has 11,304,000 mobile customers, 1,241,000 fixed broadband customers and more than 1.5 million professional & corporate 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).

In 2007, Bouygues Telecom launched the first fixed-mobile convergence offer for corporate customers.

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" solutions 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 invented mobile telephony 2.0 with B&YOU, the first SIM-only offer available exclusively on the web.

Bouygues Telecom's mobile network covers 99% of the population. Mobile internet is accessible thanks to the 3G+ network which covers 94% 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). Customer relations centres, a distribution network of 650 Clubs Bouygues Telecom stores and a website available 24/7 combine to ensure optimum customer service.