



Press release

Bouygues Telecom announces a voluntary redundancy plan concerning 556 jobs in order to safeguard its competitiveness in a market that is undergoing change

3 July 2012

Today, Bouygues Telecom presented to its works council a project to restructure its activities and resize its workforce in order to safeguard competitiveness.

Bouygues Telecom intends to adjust its workforce via a voluntary redundancy plan concerning 556 jobs. The company will not make any compulsory redundancies as part of this plan. The customer relations centres and Réseau Clubs Bouygues Telecom (RCBT) stores will not be concerned in order to maintain the level of service for all its consumer and business customers.

Bouygues Telecom had already announced that the development of low-cost offers and the price war that was made possible as a result of the conditions offered to the fourth operator would generate a decline in sales, a deterioration in profitability and cash flow, while having to maintain a high level of capital expenditure in order to adapt its network to new technologies.

Bouygues Telecom has already taken several measures in response to recent upheavals in the market and new competitive conditions. These measures are now forcing it to simplify and transform its organisation.

Consequently, Bouygues Telecom intends to adapt its workforce by way of a mobility plan within the Bouygues group and voluntary redundancies. After consultation with the employee representatives, Bouygues Telecom would like that the plan be implemented before the end of the year.

With support from shareholders and the implementation of these restructuring measures, Bouygues Telecom will be able to pursue its strategy: to strengthen its positions in growing activities (fixed broadband and very high-speed fixed broadband, digital and business customer markets), to innovate and invest in new technologies and new offers to meet its customers' needs, to uphold and to develop a company that Bouygues Telecom employees have been capable of raising to the highest level of excellence.

About Bouygues Telecom

As a full-service electronic communications operator (Mobile, Fixed, TV and Internet), Bouygues Telecom stands out for its innovative products and services and award-winning customer relations serving its 10.9 million mobile and 1.3 million fixed broadband customers, which include more than 1.5 million professional and corporate clients.

After inventing the mobile talk-plan concept in France in 1996, Bouygues Telecom has always been a pioneer in innovation: it introduced the first unlimited call plans with Millennium (1999) and Neo (2006); in 2007, it launched the first fixed-mobile convergence offer for corporate customers; in 2009, it invented the "all-in-one" solution with ideo, the first quadruple play offer in the market; and, as early as July 2011, it invented mobile telephony 2.0 with B&YOU, the first SIM-only offer available exclusively on the web. In June 2012, Bouygues Telecom launched Bbox Sensation, its new range of routers packed with the most innovative technologies on the market that will transform the digital home experience.

Its mobile network covers 99% of the French population, 94% with 3G+ up to 3.6 Mbit/s and up to 42 Mbit/s in large towns and cities.

Each day, the company's 9,800 employees develop solutions aligned with changing customer needs.

2,000 customer relations advisers, a distribution network of 650 Clubs Bouygues Telecom stores - with their 2,500 sales advisers - and its websites combine to ensure optimum customer service on a daily basis.

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