



INNOV8

Press release

8 November 2012

Bouygues Telecom sells Extenso Telecom to Innov8

Bouygues Telecom announces the sale of its subsidiary Extenso Telecom to the French group Innov8.

Extenso Telecom is a wholesaler of telecoms services and products and a major telecommunications retailer in France. It has developed a network of over 200 affiliate stores under the Phoneo brand and sells offers from different operators via 2,700 points of sale. Extenso Telecom generated 2011 sales of €293 million and has 100 employees.

With the acquisition of Extenso Telecom, Innov8 aims to diversify its activities and develop promising growth outlets for the group.

Extenso Telecom will continue to offer the products and services of operators, including those of Bouygues Telecom, until 31 December 2014, whilst developing new diversification activities that will form a genuine new source of growth for the company.

“The French telecoms market is in a state of perpetual flux, and this transaction brings Extenso Telecom the benefits of entrepreneurial structure with businesses that are an excellent fit with its current activities. Innov8 is thus a very good match for Extenso Telecom,” said Richard Viel, Deputy Chief Executive Officer of Bouygues Telecom.

“Extenso Telecom is a top-tier player in this sector with a highly efficient organisation capable of adapting to a market that is experiencing major upheavals. We need to innovate to reinvent the business of phone retailing. Mobile telephony is by far the largest consumer market in the world, spurred by the growing success of smartphones. This creates excellent opportunities for business development and value creation,” said Stéphane Bohbot, Chairman of the Innov8 group.

Press Contacts

Bouygues Telecom: Caroline Chaix – + 33 (0) 1 58 17 98 44

Innov8: info@innov8.fr

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 1.4 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, 95% 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.

www.bouyguetelecom.fr

About Innov8 Group:

Innov8 is the holding company of the telecommunications sector group headed by Stéphane Bohbot. The group's portfolio includes Atelier Haute Communication, which has operations in France, Hong Kong and Shenzhen. Atelier HC combines design & development and technology expertise to craft high-end smartphones for luxury brands (including TAG Heuer, Dior and Versace). It also manages selective retailing of the phones via high-end points of sale in over 50 countries, such as department stores, fashion stores and quality watch and jewellery stores. In addition, Atelier HC has developed a new concept for its own network of stores and franchised outlets, specialized in high-end mobile phones and accessories.