



Press release

Bouygues Telecom unveils the mobile plans best suited to every household, two of which are 24/7 and 4G-ready

- A range designed with all families in mind - those subscribing to the new plans within the same household get lower rates: e.g. a 24/7 plan with 2 GB of mobile internet and 4G-ready¹ will cost €24.99/month from the second subscription;
- Two limited edition² 24/7³ plans, to get the most out of 4G, with data packages of 2 or 5 GB;
- Even more services, such as the modem function enabling users to surf the net on their tablets whilst on the move, or access to 24/7 web-based customer advisers.

Paris, 15 April 2013 – Bouygues Telecom is renewing its mobile plans, by offering a range that is simpler to use and suited to all families.

The Sensation 24/7 mobile plans, brimming with services

Bouygues Telecom is launching a new range of six mobile plans, amongst which three **Sensation 24/7** plans, which include unlimited 24/7 voice calls and **mobile data packages** ranging between 500 MB to 5GB.

All plans are now compatible with the nationwide H+ network⁴.

The limited edition Sensation 2 and 5 GB plans will provide access to Bouygues Telecom's 4G¹ network in Lyon, Vanves, Issy-les-Moulineaux, Malakoff, Toulouse and Strasbourg from May and in Lille, Douai, Lens and the French Basque country coast from June. **Note that 4G network coverage will be nationwide from 1 October.**

All plans include **Smartphone benefits**, providing customers access to a large range of smartphones at attractive prices, renewable from 12 months, and to a quality after-sales service.

By subscribing to one of these very many plans and thanks to Bouygues Telecom's high performance network, customers will be able to enjoy many different services to the full: storage and ultra-fast access to personal videos and photos via the **cloud⁵ (up to 50 GB)**, flicker-free access to mobile TV, **voice and video calls with Skype**, the Visual Voice Messaging service and the **modem function** enabling users to surf on their tablets whilst on the move without taking out an additional subscription.

Furthermore, the *Sensation premium 24/7 5 GB* plan gives access to two new exclusive services for the most demanding customers: **on-line help from customer advisers available 24/7, including nights and the weekends** as well as **unlimited SMS to mainland France from Europe and French overseas departments⁶**.

Sensation plan
24/7 500 MB
 From €19.99/month*



Limited edition
Sensation plan
24/7 2 GB
 From €24.99/month*



Limited edition
Sensation premium plan
24/7 5 GB
 From €34.99/month*



Smartphone benefits - handset renewal from 12 months and at a special rate for existing subscribers every 24 months (20 months for the 5 GB plan)**

Cloud: 20 GB

Cloud: 50 GB

TV

Unlimited SMS from Europe and French overseas departments

On-line advisers available 24/7

For those wanting to surf even more on their handsets, an additional 1 GB of data option is available for €5 with all Sensation plans.

Bouygues Telecom continues to offer Ideo, its all-in-one mobile + broadband box package, which will generate even more savings every month, priced from €41.89/month with 1 GB of mobile internet.

* price with the multi-line offer in the "eco" version

** not available with the "eco" versions

Multi-line offer: even lower prices for all families

With the multi-line offer, each Bouygues Telecom customer subscribing to a 24/7 plan or to an Ideo (mobile + broadband box) plan can sign up other members of the household to the **Sensation 24/7 plans or to the capped plan at a much lower rate.**

A maximum of four mobile lines can benefit from these multi-line discounts within the same household.

This offer can be adapted to all household configurations:

- those with or without the Bouygues Telecom broadband box (*valid for households subscribing to an Ideo or 24/7 plan*)
- those with one single payer or several different payers
- those who do or don't want a new smartphone

For example, factoring in these discounts:

- **a 24/7 plan with 2 GB of mobile internet and 4G-ready costs €24.99/month** with customer support, services and Bouygues Telecom's high performance network
- **a capped plan for younger subscribers with unlimited calls on weekends plus 200 MB of mobile internet is only €6.99/month.**

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Appendix: all the prices of the new mobile call plan range

"Eco" price: minimum term contract of 12 months; price with a handset: minimum term contract of 24 months

							Limited edition*
		Capped plan	Non-capped plan				
		1H + WE	1H	2H	24/7	24/7	24/7
Voice							
SMS/MMS		Unlimited					
Mobile internet		H⁺ 200 MB <i>rechargeable</i>	H⁺ Access	H⁺ 1 GB <i>then €2/100 MB</i>	H⁺ 500 MB	4G 2 GB	4G 5 GB
Price	Eco version	€9.99	€9.99	€14.99	€24.99	€29.99	€44.99
	with handset	€16.99	€16.99	€21.99	€31.99	€39.99	€59.99
Multi-line offer price	Eco version	€6.99			€19.99	€24.99	€34.99
	with handset	€13.99			€26.99	€34.99	€49.99
Ideo (mobile + Bbox)	Eco version			€41.89	€49.89	€54.89	€64.89
	with handset			€48.89	€56.89	€64.89	€79.89

NB: Ideo (mobile + Bbox) is available with Bbox Sensation or Bbox Sensation fibre for an additional €6/month

* Offer available from 15/04 to 02/06/2013

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About Bouygues Telecom

As a full-service electronic communications operator (mobile, fixed, TV, Internet and cloud), Bouygues Telecom stands out for its innovative products and services and award-winning customer relations serving its 11.3 million mobile and 1.8 million fixed broadband customers, which include more than 1.5 million business and corporate clients and more than 1 million B&You customers.

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 business 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/Web-Only service. 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.

Bouygues Telecom's mobile network covers 99% of the population with 2G, 96% with 3G+ up to 7.2 Mbit/s and 60% with H+ (up to 42 Mbit/s).

Each day, the company's 9,659 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

¹ 4G: 40% of the French population covered on 1 October 2013 (in 2600 MHz or 1800 MHz according to the zone). Being rolled out in Lyon, Toulouse, Strasbourg in May 2013 and in Lille, Douai, Lens and the French Basque coast in June 2013 in 2600 MHz. With compatible handsets and plans. Details and list updated on bouyguetelecom.fr.

² Limited edition until 2 June.

³ Calls in mainland France and to French overseas departments (excluding Mayotte). Unlimited SMS/MMS in mainland France. Unlimited calls: calls from a sixth telephone or to more than 129 different numbers per month are subject to an extra charge. H+ (42 Mbit/s): dual carrier HSPA+. Maximum theoretical download speed in eligible areas (60% of the population in mainland France covered). 4G is being rolled out throughout 2013; the areas covered and the compatible handsets will be posted on bouyguetelecom.fr as this roll-out progresses. With compatible handset. For the Sensation 5 GB plan: unlimited SMS from Europe (excluding mainland France) and French overseas departments to mainland France.

⁴ 60% of the population covered

⁵ Cloud services are provided in partnership with Pogoplug

⁶ Unlimited SMS from Europe (excluding mainland France) and from French overseas departments to mainland France.