Press release

Bouygues Telecom launches
a range of own-branded mobile handsets

Bouygues Telecom is launching a range of own-branded mobile handsets in order to allow its customers to acquire quality phones at the most competitive rates on the market. Available from April, the Bs 401 is the first handset of this new range, which will be expanded with other models up to the end of June.

Paris, 2 April 2013 – Bouygues Telecom has announced the launch of own-branded mobile handsets, which will be sold at very competitive rates with the entire range of the operator's plans.

This range of phones will be split into two distinct categories so that customers will be able to find the handset that best suits their usages and mobile plan:

- A range of **smartphones** with advanced technical features aimed at mobile internet addicts (the "Bs" range).

- A range of **very accessible handsets** for customers who want to focus on the essentials (the "Bc" range).

"We want to provide access for all our customers to the wealth of mobile services via a choice of high quality mobile phones at competitive prices. We have great ambitions for the range of Bouygues Telecom own-branded mobile handsets, which is set to expand and be renewed regularly in order to follow the changes in our customers' usages", says Olivier Roussat, CEO of Bouygues Telecom.

The **Bs 401**, which is the first Bouygues Telecom own-branded mobile handset, will be sold in the *Club Bouygues Telecom* store network, as well as in the operator's on-line store **in April**, from **€9.90 with an Eden Relax or Eden Smartphone plan (€159 if sold alone)**.

Technical features

Bouygues Telecom
Bs 401

The essentials:

- **A large 4" touchscreen**
- **A 5Mpx camera with flash**
- **Fast: Dual Core1 GHz processor**
- **Android 4.0: more than 700,000 apps**
- **Either in black or white**

More details:

Maximum speed: 3G+ up to 7.2Mbit/s
Memory: 4GB - can be expanded up to 32GB
Video camera
Geolocation and GPS voice navigation
Bluetooth
Wifi
Usage time/standby time: 5h/14d
Size: 122.5x62.6x11.2/130g
TV
Modem

SAR: 0.542 W/Kg[1]

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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 Club Bouygues Telecom stores - with their 2,500 sales advisers - and its websites combine to ensure optimum customer service on a daily basis.

www.bouyguestelecom.fr

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[1] *The SAR (Specific Absorption Rate) measures the maximum exposure of the user to the radio frequencies emitted by a mobile phone handset when used next to the ear. According to French regulations, the SAR must not exceed 2 W/kg. Be safe - use the hands-free kit provided with your handset.*