



Paris, 29 April 2013

**Press release**

## **Bouygues Telecom announces the commercial launch of its 4G network**

Bouygues Telecom is to launch its 4G network commercially on 6 May in Lyon, Strasbourg, Issy-les-Moulineaux, Vanves, Malakoff and Toulouse and then in Lille, Douai, Lens and the French Basque country coast in June.

Around ten towns and cities will therefore have 4G coverage from Bouygues Telecom before the summer and more than 100 from 1 October. At that date, Bouygues Telecom will be the only operator to offer national 4G coverage, with 40% of the population having access to 4G.

Bouygues Telecom already offers both its retail and business customers mobile offers that include 4G plans. Several 4G handsets are also available in the 650 stores of the Club Bouygues Telecom (RCBT) network and in the on-line store. This range will be boosted throughout the year.

### **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-OnlyWeb-Only service. In June 2012, Bouygues Telecom launched Bbox Sensation, its new range of router/modems 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). Bouygues Telecom is also rolling out a national 4G network, covering more than a 100 towns and cities and which will cover 40% of the French population on 1 October 2013.

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.bouyguetelecom.fr](http://www.bouyguetelecom.fr)

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