



Paris, 30 May 2013

Press release

Bouygues Telecom reorganises its senior management

Olivier Roussat, CEO since 2007, is appointed **Chairman and CEO of Bouygues Telecom**. This decision underlines shareholders' confidence in the management of the company, at a time when it is undergoing a far-reaching transformation in order to adapt to sweeping market changes.

Richard Viel, Deputy Chief Executive Officer, is appointed **Head of Commercial Operations**. He takes responsibility for all Bouygues Telecom's mobile and fixed product lines (Consumer, B&YOU, Business, Diversification and Wholesale) in order to bolster their coordination with a view to enhancing the company's performance. He also joins Bouygues Telecom's **Board of Directors**.

Yves Legrand, who was Head of Strategy, is appointed **Head of Technical Operations**. He takes responsibility for all the company's technical units (network, IT department and box) in order to ensure that the development and operation of products and services run satisfactorily and to better anticipate customer expectations.

Didier Casas, **Corporate Secretary**, who is in charge of regulatory matters and public relations, as well as communications, joins the Executive Committee. He also becomes spokesperson for Bouygues Telecom.

Eric Haentjens, Senior Vice President in charge of finances, human resources and purchasing, also takes on responsibility for **strategy**.

Bouygues Telecom's **Executive Committee** members are:

- Olivier Roussat, Chairman and CEO;
- Richard Viel, Deputy Chief Executive Officer, Head of Commercial Operations;
- Yves Legrand, Head of Technical Operations;
- Didier Casas, Corporate Secretary, spokesperson;
- Jean-René Cazeneuve, Senior Vice President, Business Services;
- Eric Haentjens, Head of finances, purchasing, human resources and strategy;
- Frédéric Ruciak, Head of Consumer Services;
- Benoît Torloting, Head of B&YOU and Digital Division.

Furthermore, **Yves Caseau**, Senior Vice President, takes charge of **technology and innovation**. He will be responsible for boosting research on the new solutions Bouygues Telecom will develop for its customer base.

The Senior Management Committee is comprised of the following people, plus the members of the Executive Committee:

- Franck Abihssira, Head of Fixed offers, Content and Services;
- Jean-Paul Arzel, Head of Networks Division;
- Yves Caseau, Head of Technologies and Innovation;
- Philippe Cuenot, Executive Vice President, Human Resources and Internal Communications;
- Stéphane Martin, Head of Transformation and Performance Improvement Division;
- Alain Moustard, Head of Information Systems Division;
- Arnaud Van Eeckhout, Executive Vice President, Legal Affairs

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 serving its 11.3 million mobile and 1.9 million fixed broadband customers, which include more than 1.5 million business and corporate clients. In July 2011, Bouygues Telecom invented B&YOU, the first Sim-Only/Web-Only offer, which now has more than 1.4 million subscribers. In June 2012, Bouygues Telecom launched Bbox Sensation packed with the most innovative technologies on the market to 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 nationwide 4G network over 100 towns and cities, with the target of covering 40% of the French population from 1 October 2013. Each day, the company's 9,659 employees develop solutions aligned with changing customer needs. Our 2,000 customer relations advisers in six call centres in France and our 2,500 sales advisers in 650 stores ensure optimum customer service on a daily basis. www.bouyguetelecom.fr

*Director of Corporate Communications: Caroline CHAIX – +33 (0) 1 57 17 98 44/ (0) 6 63 72 88 28 –
cchaixcr@bouyguetelecom.fr*