



Press release

## **Bouygues Telecom confirms the launch of its nationwide 4G network for 1<sup>st</sup> October 2013**

Strasbourg, 6 June 2013 – At the commercial launch of 4G in Strasbourg, Richard Viel, Deputy Chief Executive Officer and Director of Commercial Operations, confirmed that Bouygues Telecom's nationwide 4G network would be launched on 1<sup>st</sup> October 2013. On that date, **Bouygues Telecom will launch its 4G network simultaneously in more than 100 towns and cities across France.** This announcement confirms Bouygues Telecom's determination to offer the widest 4G coverage so that the largest number of subscribers may benefit fully from the new mobile usages provided by 4G.

"We believe 4G use will only become widespread if coverage is large enough to fully benefit from it - there would be no point in promoting the new mobile usages if coverage were limited to only a very small number of subscribers. The event in Strasbourg today marks the starting point of our national 4G network roll-out", said Richard Viel.

In the run-up to the nationwide launch in October, Bouygues Telecom has already opened up its 4G network in ten French towns and cities: Strasbourg, Lyon, Toulouse, Issy-les-Moulineaux, Vanves, Malakoff, Lille, Douai, Lens, Bayonne, Anglet and Biarritz.

Both Bouygues Telecom's retail and business customers can enjoy 4G via a number of compatible mobile plans, including two limited edition plans offering data packages of 2GB and 5GB respectively that give access to Bouygues Telecom's 4G network in the covered areas. Several 4G compatible handsets are available in the 650 Club Bouygues Telecom network stores and in the on-line store at [www.laboutique.bouyguetelecom.fr](http://www.laboutique.bouyguetelecom.fr). This range of 4G handsets will be enhanced throughout the year to keep up with the roll-out of the very-high-speed mobile network and the growth in new digital usages.

### **Press contact**

Caroline Chaix - +33 (0) 1 58 17 98 44 - [cchaixcr@bouyguetelecom.fr](mailto:cchaixcr@bouyguetelecom.fr)

### **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 in over 100 towns and cities, with the aim of covering 40% of the French population by 1 October 2013. Each day, the company's 9,400 employees develop solutions aligned with changing customer needs. Our 2,000 customer relations advisers in six call centres in France and 2,500 sales advisers in 650 stores ensure optimum customer service on a daily basis.*

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