



Press release

On 1 October Bouygues Telecom to cover 63% of the population with 4G and offer a one-month free trial period to everyone in France

- **63% of the population covered on 1 October, equating to 40 million people**
- **A free one-month, no-obligation trial period for all**
- **A new Sensation 4G 16GB plan**

Paris, 25 September 2013 – **63% of the population, equating to 40 million people in France***, will be covered by Bouygues Telecom's nationwide 4G network when it opens on 1 October.

"Bouygues Telecom is very proud to offer the widest nationwide 4G coverage in France as early as 1 October this year. This also means that, as an operator, we have a historic responsibility in the roll-out of 4G in France. This is why we have designed an offer on a par with this exceptional event. From launch, 40 million people in France will get a free, no-obligation trial of this revolutionary technology that is set to radically change mobile usages" said Olivier Roussat, Chairman and CEO of Bouygues Telecom.

A one-month free trial period for all

So that everyone can test the benefits of 4G on the country's biggest network, Bouygues Telecom is taking the unprecedented initiative of **offering a one-month, no-obligation trial period** to all¹.

From 1 October to 17 November 2013, everyone in France with a compatible 4G handset, whatever their operator, will be able to go to a Club Bouygues Telecom store to sign up to a Sensation 4G plan in the "eco" version (SIM-only). The first month of the plan will be free of charge and customers will be able to cancel their subscriptions on demand and at no cost.¹

During this period, all users, whether Bouygues Telecom customers or not, who still do not have a 4G handset, will be able to buy a 4G smartphone at an attractive price when signing up to a Sensation 4G plan for 24 months. They will get the first month of the plan free. This offer is applicable to all 4G mobile plans and Bbox Nomad plans.

* Map of coverage zone available at <http://www.corporate.bouyguetelecom.fr/notre-reseau/cartes-de-couverture-reseau>

The new Sensation 16GB plan

Bouygues Telecom is unveiling a **new Sensation 4G plan that includes 16GB of data**, the biggest package of all mobile consumer plans in France, so that customers can get the most out of the 4G experience. This new plan will retail from €59.99 per month².

In addition to the unrivalled freedom to surf the net in 4G, subscribers to this ultra-premium plan will be able to **renew their smartphones every 12 months** at an attractive price³, to get the best 4G has to offer throughout the entire subscription. 100MB of internet for **surfing the net whilst in Europe or in French overseas departments** (roaming) will also be included in this plan⁴.

Furthermore, new services will be included in the 8 and 16GB plans: **unlimited cloud⁵, replacement of handsets within 24h with an identical model anywhere in France in the event of a breakdown under warranty⁶ and 50 HD TV channels on demand.**

Finally, **World&YOU is to be included with all three Sensation 4G plans**. This app gives users unlimited calls and texts from abroad to France via Wi-Fi hotspots.

[A table showing Bouygues Telecom's Sensation 4G plans at 1 October is shown at the end of this press release](#)

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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 1.9 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 service, which now has more than 1.6 million subscribers. In June 2012, Bouygues Telecom launched the Bbox Sensation gateway, 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 opening a nationwide 4G network from 1 October 2013, which will cover 63% of the population equating to 40 million people in France. Each day, the company's 9,200 employees develop solutions aligned with changing customer needs. 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.bouyguestelecom.fr.

Annex: Bouygues Telecom's Sensation 4G plans at 1 October

The price of the Sensation 4G 8GB plan in the "with handset" version drops €5 on 1 October from €49.99 to €44.99 (price shown in table below). This price cut applies retrospectively to all customers who have signed up to this plan since 26 August.

The prices shown for the Sensation 24/7 3GB and 8GB plans are valid for all subscriptions up to 05/01/2014 (+€10 after this date).

Customers keep this price throughout the whole subscription period to the Sensation plan they choose.

These plans are available for all current and new customers.

	Sensation 4G plan 24/7 3GB	Sensation 4G plan 24/7 8GB	Sensation 4G plan 24/7 16GB
	Mobile Internet: 3 GB	Mobile Internet: 8 GB	Mobile Internet: 16 GB
	Unlimited calls, texts and picture/video messages 24/7		
	50GB of Cloud storage	Unlimited Cloud storage	
	World & You: unlimited calls and texts from abroad to France via Wi-Fi		
	Calls to 121 international destinations		
	Unlimited texts from Europe/French overseas departments to mainland France		
		100MB of internet included, from Europe and French overseas departments	
	TV on demand: more than 50 HD channels		
	24/7 on-line customer service		
	Handset renewal every 20 months		Handset renewal every 12 months
Without handset ("Eco" version)	€29.99 <small>+€10 on 5 January</small>	€39.99 <small>+€10 on 5 January</small>	€59.99
With handset (min. term of 24 mths)	€34.99 <small>+€10 on 5 January</small>	€44.99 <small>+€10 on 5 January</small>	€69.99

In a 4G coverage zone in mainland France with a compatible plan and handset.

¹ Up to 17/11/13, there is no obligation to sign up to a minimum term contract for all new subscriptions to/change in subscription to a Sensation plan in the "eco" version (SIM-only, not for business clients) with your SIM-card unlocked 4G handset. Refunds are made on your first bill. This offer is limited to one refund per telephone number and three refunds per customer. Private calls (excluding short and special numbers).

² Price of the "eco" version (SIM-only).

³ Available on bouyguetelecom.fr or in Club Bouygues Telecom stores when renewing a handset or signing up to a new 24-month minimum term plan (not applicable to the "eco" version).

⁴ Above the 100MB threshold, there is an extra charge of €0.54 per MB. The total is capped at €60.

⁵ Usage is deducted from Internet data package.

⁶ Service available up to 01/07/15. Next-day replacement (excluding weekends and holidays) with an identical handset (new or refurbished) if requests are made between Monday and Friday before 5pm. See conditions on bouyguetelecom.fr.