



Press release

Bouygues Telecom's Bs472 brings 4G to all



Bouygues Telecom is continuing to widen 4G access by launching the Bs 472, its first own-branded 4G smartphone. Equipped with high-end features and available in mid-October from €9.90, the Bs 472 is designed to bring the 4G experience to as many as possible on Bouygues Telecom's 4G network - the biggest in France

Paris, 10 October 2013 - The commercial launch of 4G in France really kicked off on 1 October when Bouygues Telecom opened the biggest nationwide 4G network¹ that now covers 63% of the population, equating to 40 million people around the country. So as many customers as possible can acquire a compatible device, a new way of financing handset purchases has been offered by Bouygues Telecom since the end of August: a part of the cost of buying a phone can now be spread over 24 interest-free instalments.

With the **Bs 472**, Bouygues Telecom is going one step further by creating the conditions for fast adoption of 4G. The latest in the operator's own-branded range, this 4G smartphone with high-end features will retail **at €9.90 with a Sensation 8GB plan²** (or at €29.9 plus long-term instalments of €3/month³ with a Sensation 3GB plan²).

This new Android handset boosts an already very successful own-branded range with its slimline design and large HD screen.

"With the launch of our large, nationwide network, we have created the first condition of success for 4G in France. At this very moment 40 million people in more than 2,000 towns and cities across France can now use 4G services. The Bs 472 creates the second condition, namely making the acquisition of a 4G handset accessible to all. The Bs 472 is one of the first quality 4G handsets which everyone can afford. This phone is a perfect illustration of the ethos of our Bouygues Telecom own-branded handset range, which has been highly successful since its launch," said Olivier Roussat, Chairman and CEO of Bouygues Telecom.

Technical features

Bouygues Telecom Bs 472

SAR: 0.482 W/Kg⁴

Key features:

- A large 4.7" touchscreen in HD
- 7.5 mm thick
- Weight: 110g
- Android 4.2
- Dual Core 1.4 GHz processor
- A 8 Mpx camera

In detail:

Maximum speed: up to 100 Mbit/s in 4G

Memory: 4GB (total) - can be increased using Micro-SD card

Video camera

Geolocation and GPS voice navigation

Bluetooth

Wifi

Usage time/standby time: 6h/16d 16h

Dimensions: 133.5mm X 66.8mm X 7.5mm

TV

Modem



Press contacts:

Alexandre André: + 33 (0) 1 39 26 62 42/aandre@bouyguestelecom.fr

Emmanuelle Boudgourd: +33 (0) 1 58 17 98 29/eboudgou@bouyguestelecom.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 1.6 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 now also operates a nationwide 4G network covering 63% of the population, meaning that 40 million people around France can now use very-high-speed mobile internet in more than 2,000 towns and cities. 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 our 650 stores ensure optimum customer service on a daily basis.

www.bouyguestelecom.fr.

¹ 4G in coverage zone in mainland France (40 million people covered); details on www.bouyguestelecom.fr.

² 24-month minimum term contract

³ Long-term instalments: €3/month for 24 months

⁴ SAR (Specific Absorption Rate) is a measurement of the level of 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.