



3 May 2012

Press release

## Darty and Bouygues Telecom are to offer the best of digital services to their customers

Bouygues Telecom and Darty have decided to join forces to bring the best of digital services to their customers. The two companies, which share the same focus on customer satisfaction via recognised quality services, have signed a distribution agreement. According to the latter:

- Darty is to sell all of Bouygues Telecom's Fixed and Mobile solutions in its network of 226 stores
- Darty is to provide all the customer services for the Bouygues Telecom offers acquired in its stores
- Bouygues Telecom is to acquire Darty Telecom, thus confirming its aim to accelerate growth in the Fixed market

Darty is France's leading retailer of household appliances and electrical goods. Its 226 stores in France will market Bbox offers along with the Ideo quadruple play offers (TV, Internet, Fixed & Mobile telephony). These offers will cover Mobile and all available Fixed technologies (ADSL, fibre (FTTB and FTTH)), thus covering the entire market. This new service offering will form part of the "Digital Household" environment proposed by Darty, which encompasses TVs, computers, tablets, smartphones, etc.

Darty will provide end-to-end customer support, leveraging the recognised excellence of its customer services, i.e. a broad choice of products and services, advice, help with subscriptions, home installation of the Bbox router, a home troubleshooting and repair service within 48 hours, and a customer service hot-line available 7 days a week/24 hours a day.

According to this agreement, both new Bouygues Telecom subscribers and current Darty Telecom subscribers will benefit from a single customer service.

Bouygues Telecom has affirmed its plans to expand in the Fixed segment with the acquisition of Darty Telecom. The addition of Darty Telecom's 300,000 Fixed customers—one-third very-high-speed Internet customers and two-thirds ADSL customers—plus 40,000 Mobile customers will strengthen Bouygues Telecom's Fixed activity, which experienced remarkable expansion in 2011 (with more than 30% net market growth, Bouygues Telecom is the leading player in the last two years). The launch of the new Bbox Sensation router in the coming weeks will create powerful momentum for new customer recruitment, notably through this new agreement with Darty.

"I am very pleased with this agreement, which will allow Bouygues Telecom to market its entire range of solutions in Darty's 226 outlets whilst guaranteeing the best level of digital experience for its customers," said Olivier Roussat, Chief Executive Officer of Bouygues Telecom.

According to Hervé Skornik, Chairman of Darty France, "This agreement allows us to expand the choice of product and service offering for our customers. We will be able to offer the largest selection of digital solutions, on the back of the best networks, technologies and customer service."

The agreement is subject to approval by the French Competition Authority.

Press contacts:

Darty

Le Public Système: Nicolas Kourganoff: Tel: +33 (0) 1 41 34 22 30 / [nikourganoff@le-public-systeme.fr](mailto:nikourganoff@le-public-systeme.fr)

Bouygues Telecom

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

Alexandre André – Tel: +33 (0) 1 39 26 62 42 / [aandre@bouyguetelecom.fr](mailto:aandre@bouyguetelecom.fr)

## About Darty

Darty, a wholly-owned subsidiary of the Kesa Electricals group, is the leading specialised retailer of household appliances and electrical goods in France. The “Contract of Confidence” has been at the heart of Darty’s commercial philosophy for nearly 40 years. It is a written promise to customers, based on three separate commitments:

- guaranteed low prices throughout the year by refunding the difference,
- a wide choice of products in the stores or on [darty.com](http://darty.com),
- quality services available seven days a week.

DartyBox is the internet, telephony and TV subscription service launched by Darty in 2006, which is currently available in broadband (ADSL) and very-high-speed versions, either with or without a Darty Mobile subscription. Darty Mobile is the mobile telephony service launched by Darty at the beginning of 2011.

Darty in figures:

- 226 stores in France plus the [darty.com](http://darty.com) and [dartybox.com](http://dartybox.com) web sites
- 11, 500 employees in France, of which 40% in the service activities
- 2 national logistics platforms, 70 delivery platforms and 500 home delivery vehicles
- 9 technical call centres in France (of which 2 specialised in multimedia and the DartyBox), 41 after-sales centres and 1,400 home response vehicles
- 3 million customer satisfaction questionnaires sent out every year.

## About Bouygues Telecom

Founded in 1994, Bouygues Telecom has 11,304,000 mobile customers, 1,241,000 fixed broadband customers and more than 1.5 million professional and business clients. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services: each day, the company’s 9,800 employees develop solutions aligned with changing customer needs and deliver efficient support.

After pioneering the mobile talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: Millennium (1999) and neo (2006).

In 2007, Bouygues Telecom launched the first fixed-mobile convergence offer for business customers.

Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invented the “all-in-one” solution with ideo the first quadruple play offer in the market.

In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer and began investing in Fibre-To-The-Home in high-density areas.

In 2011, Bouygues Telecom invented mobile telephony 2.0 with B&YOU, the first SIM-only offer available exclusively on-line.

Bouygues Telecom’s mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 94% of the population, up to 3.6 Mbit/s and up to 42 Mbit/s in the largest towns and cities.

Bouygues Telecom is the only operator to be awarded “NF Service Centre de Relation Client” certification from French standards agency Afnor Certification for all its consumer activities (mobile and fixed). Customer relations centres, a distribution network of 650 Clubs Bouygues Telecom stores and a website available 24/7 combine to ensure optimum customer service.