



Press release

Paris, 6 September 2012

## **B&YOU launches the only prepaid card without an expiry date and with the market's lowest prepaid rates**

**A little more than a year after the successful launch of its unlimited, no minimum term contract plan, B&YOU is to launch on 10 September its own *B&YOU prepaid card*, the only prepaid card with no expiry date and the market's lowest prepaid rates<sup>1</sup> for calls, SMS and mobile internet in mainland France.**

### **Prepaid cards account for 25% of the market**

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In France, one out of four mobile users opts for a prepaid mobile phone card<sup>2</sup> rather than a call plan. For these "low volume" consumers, prepaid cards offer a number of advantages - no minimum term contract, greater control over consumption and they are more suited to irregular use.

Despite prepaid cards representing a big chunk of the mobile phone market in France in volume (nearly 11 million units sold in June 2012 on a rolling 12-month period)<sup>3</sup> and value (around €2 billion of top-ups bought in 2011)<sup>4</sup> terms, they are often criticised by users for two main failings:

- The high price of calls, SMS and mobile internet;
- And, above all, the expiry dates on top-ups...

### **B&YOU opens a new era for the prepaid card on 10 September!**

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In order to satisfy the expectations of all prepaid users, B&YOU has decided to launch its own prepaid card with no expiry date on 10 September:

➔ **No expiry date**

*With B&YOU, top-ups (from €10 to €60) have no expiry date, which means no risk of losing credit and no rules on usage. All you have to do is make one paying call per year.*

➔ **The market's lowest prepaid rates**

*Ultra low rates for calls, SMS and mobile internet in mainland France: only €0.10 per minute, €0.05 per SMS and €0.05 per MB in mainland France. A simple offer that all users can understand, whatever their consumption or level of top-up*

➔ **Access to all the on-line services available to B&YOU users**

*In the same way as B&YOU plan subscribers, B&YOU prepaid card users will have access to the entire catalogue of handsets available on the site, including the payment solutions for them, to the community help forums and on-line assistants as well as to the order tracking hotline.*



## The B&YOU prepaid card in more detail:

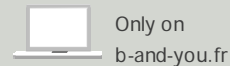
### • SIM card & handsets



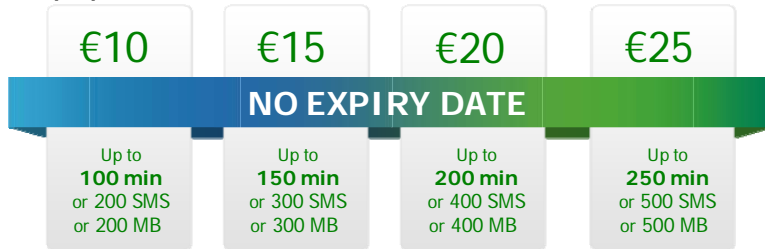
+ access to the entire B&YOU handset catalogue



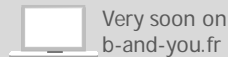
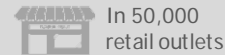
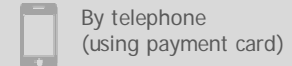
### • Where to buy it:



### • Top-ups



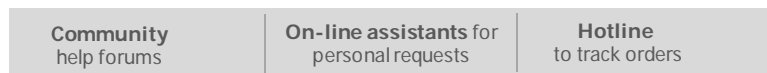
Other top-ups available: €35 and €60.



### • Rates



### • The B&YOU service



## Where to buy the B&YOU prepaid card (from 10 September 2012)?

- **The €4.99 SIM card:** only on the b-and-you.fr web site  
*With 15 minutes of calls included<sup>5</sup> (free postage), it is compatible with all SIM card-unlocked mobile telephones. Number porting is free of charge.*
- **Top-ups from €10 to €60:**
  - obtained by calling the toll-free number "630" and using a payment card;
  - or in 50,000 retail outlets selling Bouygues Telecom top-ups (most tobacconists, supermarkets & hypermarkets, most newsagents, specialist retailers, some service stations, bakeries, post offices and Club Bouygues Telecom stores);
  - or shortly on b-and-you.fr.

### About B&YOU

Launched in July 2011 by Bouygues Telecom, B&YOU is a web-only and no minimum term contract mobile operator with a customer base of over 570,000. B&YOU has two call plans: 2 hours for €9.99/month and 24/7 plus 3 GB mobile internet for €19.99/month. Since September 2012, the operator also offers the only prepaid card with no expiry date. Users subscribe to the mobile offers and carry out all other operations exclusively on-line at the b-and-you.fr web site. All B&YOU users are able to enjoy the benefits of Bouygues Telecom's high performance network.

Based on the concepts of user communities and user feedback, B&YOU continually seeks out suggestions from its community of web users on how to improve the service. This dynamic community provides regular support on B&YOU's web site, Facebook page and Twitter feed. If necessary, B&YOU's on-line assistants can also provide help. Go to our site b-and-you.fr.

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<sup>1</sup> A study of prepaid offers sold in mainland France by national operators at 31/08/2012 (Source: Bouygues Telecom). B&You prepaid card with no expiry date: top-ups have no expiry date (does not apply to the credit included in the SIM card) as long as you make at least one paying call in order to keep your line and your credit. The market's lowest prepaid rates: based on rates in mainland France (excluding short codes and special numbers, SMS+ and MMS+ and data) excluding the credit included in the SIM card, promotions or bonus credit included in the top-up or special rates related to the use of a specific time band, operator or network.

<sup>2</sup> Source: Arcep, Telecommunications Observatory in France, Mobile Services, National Report, 2nd quarter 2012 (provisional results), published on 2 August 2012, <http://www.arcep.fr/index.php?id=11414&L=1&cHash=be69ac8c03dc1a264f80e19eac799e3b>

<sup>3</sup> Ditto

<sup>4</sup> Bouygues Telecom's estimate

<sup>5</sup> The call credit included in the SIM card is valid for one month.