



Press release

Bouygues Telecom reinvents itself for the benefit of its customers

- Bouygues Telecom unveils a new, ground-breaking positioning, entirely focused on satisfying its customers, and also announces a new, simpler range of mobile plans.
- Nearly 7 million current customers will get the benefits of these new offers automatically, without having to sign up to a new contract and at no extra cost.
- Bouygues Telecom is now committed to ensuring all its customers get the most out of their improved offers as soon as these are upgraded.
- B&YOU is being integrated into Bouygues Telecom offers. Its subscribers will now be able to use Bouygues Telecom's customer services, including in stores

Paris, 13 November 2014 – Bouygues Telecom unveils a new, ground-breaking positioning, and also announces a new range of mobile plans and services.

Bouygues Telecom is therefore returning to its roots as a pioneering and dependable operator by adopting a resolute strategy entirely focused on satisfying its customers and winning their loyalty.

Offers are automatically upgraded

Today, Bouygues Telecom is once and for all breaking with the well-used practice within the telecoms sector whereby loyal customers do not systematically get the best offers and many benefits that are offered to new customers.

From now on, all Bouygues Telecom customers are assured of benefiting from all improvements to their offers, as soon as these are available. They will get all the new services and benefits added to their offers without any rise in the price.

Simplification for better customer satisfaction

To provide a better service to its customers, Bouygues Telecom has opted to **radically simplify its range of mobile plans**. The new range now only contains **seven plans**, available in two versions: no minimum term or with a mobile handset.

B&YOU is being integrated into the Bouygues Telecom range to become the "no minimum term, SIM-only" version. B&YOU customers keep their current plans, but will now have access to Bouygues Telecom's full customer relations services, on the web, on the phone and in the Club Bouygues Telecom network's 580 stores.

Full customer relations for all

All Bouygues Telecom retail customers will now benefit from the same full customer relations service: on the internet (customer area, on-line assistance via e-mail or social networks), in stores and on the telephone.

In order to improve the quality of their experience, customers can **make an appointment, via their customer area on the website, in the store of their choice**, when they want, and for all types of requests.

From now on, all customers **can assess the quality of contact** with Bouygues Telecom via their customer areas, whatever form this contact takes.

New range of mobile plans: the best of Bouygues Telecom and B&YOU for retail and business customers

Bouygues Telecom's new range of seven retail and business 4G/4G+ mobile plans come in two different versions:

- **Forfaits B&YOU** :SIM-only, no minimum term
- **Forfaits Sensation** :with handset, minimum term of 24 months

All **Sensation customers** enjoy **unique advantages for their mobiles**:

- o **Handset subsidies and flexible payment options** for all existing and new customers,
- o **Handset renewal after 18 months at a preferential price,**
- o **Next-day replacement of handsets in the event of a breakdown under warranty in a store of their choice.** If customers want to keep their phones, stores will repair them free of charge and lend them another one for the duration of the repair.

Furthermore, all Sensation customers on 3GB or more get unlimited live TV for a year with the Btv app¹.

In addition to all these services, business customers get a customised service and special advantages tailored to their specific needs (see annex for the details on the special advantages for business customers).

All subscribers to both mobile and internet² offers now get an immediate and automatic 10% off their mobile plans (Sensation, B&YOU or Bbox nomad).

2H €0.05/MB	24/7 20MB then €0.05/MB	2H 1GB	24/7 3GB	24/7 5GB	24/7 10GB	24/7 20GB
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Unlimited texts and picture/video messaging

4G/4G+ data

Bouygues Telecom apps: B.tv, 20GB B cloud, and World&YOU

Unlimited calls to fixed lines in 120 international destinations
+ to mobile numbers in US/Canada/China
+ 10 hours to fixed lines in Algeria

Europe & French overseas depart:
Data package - 35 days/year

Europe & French overseas depart:
Data package - all year long

To/from Europe & French overseas departments:
Unlimited calls and texts, all year long

2nd SIM card + 20GB that can be used in France

As soon as SIREN n° is provided:

Dedicated business customer service

Business customer advantages

B.YOU	€3. ⁹⁹	€10. ⁹⁹	€14. ⁹⁹	€19. ⁹⁹	€29. ⁹⁹	€39. ⁹⁹	€69. ⁹⁹
Sensation	€10. ⁹⁹	€17. ⁹⁹	€19. ⁹⁹	€32. ⁹⁹	€39. ⁹⁹	€49. ⁹⁹	€89. ⁹⁹

Annex: details of business customer plans

Bouygues Telecom provides business customers with innovative and attractive solutions so they can work faster, be more mobile and more efficient

With this new range, business customers (companies with less than 10 employees), by simply filling in their SIREN number (French business registration number) get, **in addition and at no extra cost**, a range of services enabling them to work whilst on the move, as if in their own offices, as well as dedicated customer relations.

Business customer advantages simplify and speed up the work of businesses:

- **Microsoft Office 365 is included with 1TB of storage:** thanks to Microsoft Office 365 businesses can use their Office solutions and documents across all their devices, working on the move just as easily as in the office.
- Customers benefit from next-day replacement of **handsets (except for iPhones) in the event of a breakdown under warranty in a place of their choice in mainland France.**

In a world where mobility is becoming vital for a company's productivity and competitiveness, Bouygues Telecom, thanks to its 4G/4G+ network and these new solutions, is staking out a position for itself as an essential partner for these businesses.

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About Bouygues Telecom - www.bouyguetelecom.fr

Bouygues Telecom wants its 11 million mobile customers and 2.2 million fixed broadband customers (which include 1.6 million business customers) to get the most out of the latest digital technologies. In July 2011, Bouygues Telecom invented B&YOU, the first Sim-Only/Web-Only operator, which now has 2 million customers. In June 2012, Bouygues Telecom launched the Bbox Sensation home gateway, packed with the most innovative technologies on the market to transform the digital home experience. In November 2013, it launched a new B&YOU double-play service, called "la Box Internet", which widens access to fixed broadband even further. In January 2014, Bouygues Telecom and SFR signed an agreement to share part of their mobile networks outside high population density areas in order to improve network coverage and the quality of the mobile experience for their respective customers.

For the benefit of the greatest number of people, our mobile network covers 99% of the population with 2G, and 96% in 3G. Bouygues Telecom is also committed to developing its very-high-speed mobile internet structures and launched a nationwide 4G network on 1 October 2013 which now covers 70% of the population, equating to 44 million people in France. Each day, more than 9,000 employees develop and build solutions aligned with our customers' expectations. 2,000 customer relations advisers in six call centres in France and 2,500 sales advisers in our network of stores ensure optimum customer service on a daily basis enthusiastically.

Bouygues Telecom is a partner of TEDxParis 2014 and the project accelerator *l'Echappée Volée*.

¹ Valid from 17/11/2014 to 17/01/2015 on Sensation 3GB plans. Customers currently subscribing to a 3GB plan also benefit from this promotion.

² Does not include business customer internet offers