



Press release

Bouygues Telecom announces its new Sensation 4G mobile plans

- Bouygues Telecom is gearing up for the launch of its nationwide 4G network on 1 October by introducing a new range of Sensation 4G mobile plans. These plans include up to 8GB of mobile internet data - the most generous data allowance on the market - plus special rates during the launch period
- To make it easier to buy a 4G-ready phone, Bouygues Telecom has invented a new clear and attractive purchase option that lets customers defer payment of part of the cost of a new phone over 24 months, with no additional fees
- These new plans from Bouygues Telecom will enable the greatest number of people to immediately enjoy the benefits of a revolutionary 4G high-speed mobile service

New Sensation 4G mobile plans

Paris, 28 August 2013 – Roll-out of 4G mobile in France will accelerate from 1 October, when Bouygues Telecom opens its nationwide 4G¹ network. To support this revolution in mobile internet, the operator is introducing its **new Sensation 4G mobile plans** that allow customers to enjoy the full benefits of the 4G experience. In addition to extremely generous data allowances (3GB and 8GB), these plans include access to TV, 50GB of cloud storage for digital content (videos, music, etc.), plus a personal mobile WiFi hotspot feature that lets customers connect other devices (e.g. tablets) both in the home or on the move.

The Sensation Premium 8GB plan includes an array of additional services such as unlimited calls to fixed numbers in 121 destinations, as well as to mobile numbers in the United States, Canada and China, plus unlimited texts from Europe and French overseas departments to mainland France.

For a limited time during the launch (until 17 November 2013), customers who choose the “eco” version (SIM-only) can take advantage of very special rates without having to sign up to a minimum term contract.

Current Bouygues Telecom customers can also switch to the new Sensation 4G plans until their current plan expires without resetting the minimum term for their contract.

Sensation 4G plan 24/7 3GB

Sensation 4G plan 24/7 8GB Premium

Mobile Internet: 3 GB

Mobile Internet: 8 GB

Unlimited calls, texts and picture/video messages 24/7²

50GB of Cloud storage

On demand TV: 19 channels

Unlimited texts from Europe/
French overseas departments to France

Calls to international numbers

24/7 on-line customer service

Without handset
("Eco"³ version)

€29.99

instead of €39.99 for all subscriptions up to 05/01/14*

€39.99

instead of €49.99 for all subscriptions up to 05/01/14*

With handset
(min. term of 24 mths)

€34.99

instead of €44.99 for all subscriptions up to 05/01/14*

€49.99

instead of €59.99 for all subscriptions up to 05/01/14*

* Price valid for all new subscriptions or current customers who switch to a Sensation 24/7 3 GB or 8 GB call plan between 26 August 2013 and 5 January 2014. Customers benefit from these prices throughout the entire term of their subscription to the Sensation call plan chosen.

A table showing all Bouygues Telecom mobile call plans is included in the appendix to this press release.

Easy payment terms for a new phone

For call plans that include a handset (24-month contract), Bouygues Telecom is making it easier for customers to buy 4G-ready phones - which are essential to enjoy the full 4G experience - thanks to **an attractive new purchase option that is simple and clear, with no additional fees⁴**.

Customers make an initial down payment and then pay **monthly instalments separate from the call plan** of €3, €5 or €8, depending on the handset model. After 24 months the instalments end and customers pay only for their call plan.

Customers can change phones every 12 months and **take advantage of special discount prices after 20 months** (handset prices are lower than those available to new customers).

These new handset payment terms are also available for 3G+ plans.

Bouygues Telecom is at the same time introducing other exciting innovations to its mobile call plans:

- **For customers interested mainly in unlimited calls and who do not need frequent mobile internet access, there is a new 24/7 plan without mobile internet** from €19.99 (in “eco” version);
- **Households can take advantage of multi-line discounts with all the call plans in the range:** all Bouygues Telecom customers with a 24/7 or ideo (mobile + gateway) plan can sign up other members of the household at even lower rates for all plans: e.g. the 2-hour plan is now available from €6.99.

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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 rolling out a nationwide 4G network over 100 towns and cities, with the target of covering 40% of the French population from 1 October 2013. Each day, the company's 9,400 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.bouyguetelecom.fr.

Appendix: all the new mobile call plan prices

“Eco” price: no minimum term contract; price with a handset: minimum 24-month contract

		Capped plan	Non-capped plan					
Services Included	Voice	1H + WE ^{3G+}	2H ^{3G+}	2H ^{3G+}	24/7 ^{3G+}	24/7 ^{3G+}	24/7 ^{4G}	24/7 ^{4G}
	Text/ picture-video messages	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
	Mobile internet	200MB rechargeable	- €2/100 MB	1GB Reduced bandwidth over this limit	- €2/100 MB	500MB Reduced bandwidth over this limit	3GB Reduced bandwidth over this limit	8GB Reduced bandwidth over this limit
	Cloud <i>(with B. Cloud access app)</i>	-	-	20GB	-	20GB	50GB	50GB
Price	Eco version	€9.99	€9.99	€14.99	€19.99	€24.99	€29.99	€39.99
	With handset	€14.99	€12.99	€17.99	€22.99	€26.99	€34.99	€49.99
Multi-line offer prices	Eco version	€6.99	€6.99	€11.99	€14.99	€19.99	€24.99	€34.99
	With handset	€11.99	€9.99	€14.99	€17.99	€21.99	€29.99	€44.99
Ideo price <i>(mobile + Bbox)</i>	Eco version	-	€36.89	€41.89	€46.89	€49.89	€54.89	€64.89
	With handset	-	€39.89	€44.89	€49.89	€51.89	€59.89	€74.89

Note: Ideo (mobile + Bbox gateway) available with Bbox Sensation or Bbox Sensation fibre for an additional €6/month

¹ The nationwide 4G network will serve over 100 cities and cover 40% of the French population from 1 October 2013 (using the 2600 MHz, 1800 MHz or 800 MHz bands, depending on the area). 4G is already available in the 2600 MHz band in Lyon, Toulouse, Strasbourg, Vanves, Issy-les-Moulineaux, Malakoff, Lille, Douai, Lens and the French Basque country coast (Biarritz, Anglet and Bayonne). 4G plans include network access using H+ (covering 60% of the population) up to a maximum theoretical download speed of 42 Mbit/s. Requires 4G plan and 4G-ready handsets. Complete details and updated list of cities and areas covered are available on bouyguetelecom.fr

² Unlimited calls: calls from a sixth mobile phone or to more than 129 different numbers per month are subject to an extra charge.

³ Offer valid until 17 November 2013. “Eco” version (SIM-only). Private calls only (not including short code and premium rate numbers) in mainland France.

⁴ Special payment terms up to €199, available at Club Bouygues Telecom stores, on bouyguetelecom.fr and through the 614 customer service centre number.