



Press release

Bouygues Telecom is the first operator to offer 4G+ to its customers

Bouygues Telecom, which continues to provide the widest 4G coverage in France, is the first operator to launch commercial 4G+ services, which offer speeds up to two times faster than normal 4G.

Paris, 17 June 2014 – Bouygues Telecom announces **the commercial launch of 4G+ in Lyon, Bordeaux, Grenoble, Vanves, Issy-les-Moulineaux, Malakoff and Rosny-sous-Bois today, and in France's 16 biggest towns and cities from this September.** Bouygues Telecom, which continues to provide the widest 4G coverage in France (69% of the population covered), is therefore the first operator to offer customers speeds up to twice as fast as normal 4G¹, **at no extra cost.**

4G+ (or LTE-Advanced) is a technical improvement to the LTE standard (current 4G) that significantly boosts speeds. This acceleration is the result of the aggregation of two frequency bands. Therefore, after having been the first French operator to obtain a speed of 182Mbit/s in Bordeaux in October 2013, **Bouygues Telecom is now able to offer speeds of up to 220 Mbit/s and faster².** Such speeds offer customers on the move a comfort of use comparable to a fibre optic connection in the home.

From 1 July, Bouygues Telecom Entreprises customers will be able to acquire the first 4G+ compatible hardware; Huawei's 4G+ gateway. And from July, Bouygues Telecom will offer its retail customers the Bbox Nomad 4G+ hotspot and then, from September, the first 4G+ compatible smartphones.

Furthermore, in order to improve comfort of use for customers who still do not have a 4G+ handset, Bouygues Telecom is enhancing its 4G network, by widening the frequency band used on its 1800MHz sites, from 10MHz to 15MHz. Henceforth, **customers will be able to enjoy improved comfort of use and more fluid browsing in 4G in several major towns and cities³, and, from this summer, in more than 1,600 different municipalities.**

Press contacts:

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

Emmanuelle Boudgourd: +33 (0) 1 58 17 98 29 /eboudgou@bouyguetelecom.fr

About Bouygues Telecom - www.bouyguetelecom.fr

Bouygues Telecom wants its 11.1 million mobile customers and 2.1 million fixed broadband customers (which include 1.5 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 1.9 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, 96% in 3G+ and 60% in H+. 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 69% of the population, equating to 43 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 our 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 In 4G+ coverage zones, with a compatible handset

² Maximum theoretical download speed.

³ Avignon, Clermont-Ferrand, Dijon, Toulon, Nîmes, Rennes, Grenoble, Chartres, St Etienne, Rouen, Perpignan, Lyon and Bordeaux.