



Press release

A new initiative in the fixed market from Bouygues Telecom: the best that Bbox Sensation has to offer, now for only €25.99/month, in fibre optic (FTTH) version

Paris, 26 June 2014 - Four months after having set the new price benchmark for broadband triple-play offers (€19.99/month, launched on 26 February, 2014), Bouygues Telecom is continuing its strategy based on making fixed internet accessible to as many people as possible. This time, Bouygues Telecom is widening access to very-high-speed fixed services with its premium **Bbox Sensation fibre internet-television-telephony offer, based on FTTH technology, for only €25.99 per month and with no minimum term contract¹.**

From 30 June, this offer will be available on Bouygues Telecom's FTTH (Fibre-To-The-Home) network in **Paris, in several towns in the Paris region, and in Lyon, Marseille, Nice, Toulouse and Bordeaux².** Bouygues Telecom is continuing to invest in a large FTTH network, covering 3.3 million households, of which a third is now commercially operational.

Bouygues Telecom's FTTH network has been designed to **allow speeds of up to 1 Gb/s** (this speed will be available at the end of the year³).

Bouygues Telecom currently offers two types of very-high-speed broadband technology: FTTH (Fibre-To-The-Home) and FTTLA (Fibre-To-The-Last-Amplifier). It is the only operator in France that offers, and has the expertise to offer, all the very-high-speed fixed broadband technologies, thus enabling it to cover 8 million households.

The best fixed has to offer at the speed of light

Coupled with FTTH technology, Bbox Sensation fibre offers speeds of up to 400 Mb/s enabling subscribers to surf the net, download in ultra-fast times, watch TV in high definition, and enjoy a multitude of services at optimal quality, all simultaneously thanks to a latest-generation home gateway. Like for all Bbox triple-play offers, all new subscribers signing up to the offer before 24/08/2014 will get two months free of charge.

Bbox Sensation fibre¹ offers:

Internet

Very-high-speed internet at up to 400 Mb/s

Cloud storage space of 50GB

Television

Up to 170 TV channels, of which 29 in HD

A 300GB digital recorder

Access to Bbox VOD: a single, intuitive interface, thousands of titles available, HD quality and DTS sound, including a selection of films available in several different languages for the new releases, etc.

Access to Bbox games: more than 50 console video games accessible in streaming from the Bbox home gateway

Multi-screens: TV on smartphones or tablets via the B.tv app.

Telephony

Unlimited calls to mobiles in France and to the French overseas departments, USA, Canada, China, Singapore and South Korea.

Unlimited calls to fixed lines and to 120 international destinations.

Details of the offer available on www.bouyguetelecom.fr

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 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 Offer subject to eligibility. Theoretical maximum speeds: up to 400 Mb/s for download and 50 Mb/s for upload. Cancellation fees and deposit for Bbox TV decoder: €49 each. Unlimited calls excluding special numbers. To mobile numbers from mainland France, calls to more than 199 different numbers per month are subject to an extra charge. Eligibility requirements and conditions on bouyguetelecom.fr.

² Offer available in Paris, Lyon, Villeurbanne, Marseille, Toulouse, Nice, Bordeaux, Issy les Moulineaux, Boulogne Billancourt, Courbevoie, Aubervilliers, Charenton le Pont, Saint Maurice, Alfortville, Maisons Alfort, Neuilly sur Seine, Puteaux, Châtillon, Montrouge, Vanves, Malakoff, Levallois-Perret, Cergy, Saint-Cloud, Garches, Palaiseau, Antony, Clamart, Rueil Malmaison, Sèvres

³ Maximum theoretical download speed.

On-line piracy harms artistic creation.