



Press release

Bouygues Telecom is to offer Netflix on its boxes from November 2014

Bouygues Telecom is to offer Netflix's SVOD service on the Bbox Sensation and on its future Android TV box

Paris, 15 September 2014 - Bouygues Telecom announces the signing of an agreement with Netflix, the world leader in SVOD (Subscription Video On Demand), meaning that its Bbox Sensation and future Android TV Box customers **will get access to Netflix's unlimited subscription VOD service directly on their TVs. They will be able to use this innovative service as early as November.**

From today, mobile customers can enjoy Netflix's offer on all their connected screens, such as their handsets, and under the best possible conditions thanks to the quality and power of Bouygues Telecom's 4G and 4G+ network, the biggest in France.

This partnership with Netflix is fully in line with Bouygues Telecom's determination to offer customers the best content and services available, by teaming up with the biggest brands.

By going to www.netflix.fr/bouyguetelecom, Bouygues Telecom's customers can sign up to Netflix's offer from today.

"We're delighted and very proud to announce this partnership deal with the world leader in SVOD. We intend to continue enhancing our offer so that our customers can enjoy the best innovative content, whether at home or on the move," said Olivier Roussat, Chairman and CEO of Bouygues Telecom.

"We're very happy to announce this partnership with Bouygues Telecom in order to provide the amazing Netflix experience to its customers," said Reed Hastings, Chairman & CEO, and co-founder of Netflix.

Offer subject to conditions. In eligible zones and with a compatible device.

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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, 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 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*.