



Press release

Paris, 17 November 2015

## **Bouygues Telecom gets a block of 700 MHz frequencies, giving it 25% of available spectrum and thus the best MHz/customer ratio on the market**

Bouygues Telecom is delighted that it has been awarded a block of 5 MHz following the State's auction of frequencies in the 700 MHz band.

Acquired for €466 million, this block will be added to the spectrum used by Bouygues Telecom for 4G, comprised of the 800 MHz and 2600 MHz frequencies acquired in 2012 as well as the 1800 MHz frequencies that Bouygues Telecom was the first to use on a massive scale to offer its customers extensive 4G coverage.

As a result, factoring in the 900 and 2100 MHz frequencies, Bouygues Telecom's range of frequencies now represents 25% of available spectrum, giving it the best MHz/customer ratio on the market.

This wide and comprehensive range of frequencies will bolster Bouygues Telecom's strategy aimed at underpinning growth in mobile data use, thus enabling it to maintain its leadership in 4G.

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**About Bouygues Telecom:** Present on the French market since 1996, Bouygues Telecom has set itself the task of innovating to ensure its 14.3 million customers benefit continuously from the latest digital technologies. In 2014, the company generated sales of €4.4 billion and it invests constantly to provide the best to its customers: Bouygues Telecom invented the mobile call plan concept, it is a pioneer in 4G with Ultra High Speed Mobile and it was the first operator in France to prepare for the explosion of Android in the mobile and fixed segments with its Bbox Miami TV box. Each day, the company's 7,500 employees work to satisfy their customers, and its 4,500 advisers provide daily support to them in call centres, stores, on the internet and on social networks.

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