



**Press release**

Paris, 26 May 2016

## **For its 20th birthday Bouygues Telecom becomes the first unlimited 4G operator and covers its customers with gifts**

May 1996 marked the commercial launch of Bouygues Telecom's mobile network. Twenty years later 15 million customers use Bouygues Telecom's mobile and fixed networks for their digital lives.

During these last 20 years Bouygues Telecom has pursued one single goal - that of providing widespread access to mobile telephony and then to internet by drawing on its renowned capacity to innovate and quality customer relations. Bouygues Telecom has continually pushed the boundaries by inventing the mobile call plan, the unlimited plan, quadruple play (which combines fixed and mobile calls with TV and internet) and by being the first to launch a nationwide 4G network in October 2013.

In a context of ever increasing digital uses and surging data consumption, Bouygues Telecom is firmly focused on ensuring its customers enjoy these new uses made possible by technology. This ambition is clearly expressed in its corporate slogan "we love technology".

For its 20th birthday, Bouygues Telecom has decided to pamper its customers even more with a cascade of plans, promotions and gifts.

- **New Sensation<sup>1</sup> mobile plans (range with handset) with even bigger data allowances and with unlimited data on weekends.**
  - 20GB instead of 5GB beforehand for €39.99/month.
  - 30GB instead of 10GB beforehand, plus roaming in Europe all year round for €49.99/month.
  - The price of the 5GB plan drops to €34.99 (from €39.99 beforehand).
  - **The first plans offering unlimited data:** a new bonus service<sup>2</sup> to be included in Sensation plans (from 5GB and upwards) allows customers to enjoy "**unlimited 4G weekends**" all year long.

With this unique service on the market, customers will be able to get the most out of the quality of Bouygues Telecom's 4G network, which will cover 82% of the French population by the end of 2016, and 99% by the end of 2018.

<sup>1</sup> Minimum term of 24 months

<sup>2</sup> The unlimited weekend bonus service is available for 24 months with Sensation plans of 5GB and upwards. Mainland France The unlimited weekend service (excluding modem mode) can be activated on [bouyguetelecom.fr](http://bouyguetelecom.fr). Compatible handset

- **The Bbox Miami for €14.99/month for 12 months.**

- To make sure as many people as possible can enjoy the Bbox Miami, the first TV box that combines unlimited access to the world of traditional TV with the world of Android, Bouygues Telecom is offering Bbox Miami (ADSL or FTTH) at a special “birthday” price of €14.99/month for the first 12 months<sup>3</sup>. Subscribers can enjoy all the features of tomorrow’s television!

- **A plethora of gifts for Bouygues Telecom customers.**

- In line with its “#NosClientsDabord” (Our Customers First) promise, Bouygues Telecom will provide these new plans and bigger data allowances to nearly **four million customers automatically and at no extra cost.**
- **One month of roaming** from Europe is offered to B&YOU and Sensation (from 5GB and upwards) customers: unlimited calls/texts and 5GB of mobile data to be used during 31 consecutive days between 30 May and 30 September.<sup>4</sup>
- So that customers can enjoy the best in big screen entertainment, **20 classic VOD films will be offered to all Bbox customers**, to be watched as many times as they want between 17 and 26 June.
- A surprise for all those who started on the journey with Bouygues Telecom back in 1996 and who have remained loyal ever since. They’ll be getting **unlimited data 24/7**<sup>5</sup> in their plans for 24 months. They’ll be able to enjoy surfing the net as much as they want thanks to the quality of Bouygues Telecom’s 4G network.
- And so that as many people as possible can enjoy this freedom, Bouygues Telecom is organising a competition from 6 June, open to all on the web and in its stores, to win **700 Golden SIM** cards (unlimited calls and text/picture-video messaging + unlimited mobile data for 24 months), so that calling and surfing the web is an even more enjoyable experience.

Bouygues Telecom is 20 years old and wants its customers to share in its enthusiasm and innovations so that they can experience the best of what technology has to offer.

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**About Bouygues Telecom**

“We love technology!”. As a full-service telecommunications operator (mobile, fixed, TV, internet and cloud), Bouygues Telecom stands out by offering the best 4G network and innovative offers to its customers which let them get the most out of technology, in a simple and exciting manner. Bouygues Telecom is proud of all the innovations it has introduced to the market over the last 20 years and aims to keep the goal of boosting the digital uses of its customers at the heart of its strategy. Bouygues Telecom had 12.1 million mobile and 2.9 million fixed broadband customers at end-March 2016. It generated sales of €4.5 billion in 2015. Each day, Bouygues Telecom’s 7,500 employees work to satisfy their customers, and its 4,500 customer advisers provide daily support in 550 stores, on the internet and on social networks. #nosclientsdabord (Our Customers First) - [www.bouyguetelecom.fr](http://www.bouyguetelecom.fr)

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<sup>3</sup> €14.99 for one year, then €26.99/month – Home gateway rental +€3/month. Minimum term of 12 months. Offer valid until 21/08/16 subject to eligibility and connection to a fibre line or location in a Bouygues Telecom unbundled zone (in bundled zones: DSL +€8/month, fibre +€6/month). Installation and cancellation fee: €59 each; reimbursed if equipment is returned within 30 days: bonus of €59. TV transmission rate: at least 3.6 Mb/s. A fee of €149 for a FTTH connection either along the building or above ground.

<sup>4</sup> For 5GB (and upwards) customers who subscribe before 31/07/16. Calls, texts and mobile internet from Europe (excluding mainland France) to Europe to be used between 30/05 and 30/09. A maximum of 31 consecutive days. Activated on [bouyguetelecom.fr](http://bouyguetelecom.fr)

<sup>5</sup> In mainland France excluding the multi-SIM option and modem mode. Compatible handset

## The new range of Sensation mobile plans:

Forfait Sensation avec mobile et engagement 24 mois				
APPELS SMS/MMS 24/24 + 40 Go	89 €/mois	UN BONUS AU CHOIX OFFERT (1)	INTERNATIONAL Appels 24/24 vers 120 destinations Appels vers les fixes et les mobiles : Etats-Unis, Canada, Chine + 10h vers les fixes d'Algérie + World & YOU	EN EUROPE ET DOM Appels, SMS 24/24 et Internet : • depuis la France vers l'Europe et les DOM • en Europe et dans les DOM • depuis l'Europe et les DOM vers la France
APPELS SMS/MMS 24/24 + 30 Go	49 €/mois	ou		
APPELS SMS/MMS 24/24 + 20 Go	39 €/mois	ou		
APPELS SMS/MMS 24/24 + 5 Go	34 €/mois	ou		
2H D'APPELS SMS/MMS 24/24 + 1 Go	19 €/mois			
APPELS SMS/MMS 24/24 + 20 Mo	17 €/mois			
2H D'APPELS SMS/MMS 24/24 + 20 Mo	10 €/mois			

## 1996-2016: Bouygues Telecom in a few dates

Bouygues Telecom is 20 years old this year.

For the last 20 years we have been innovating constantly by creating new offers and by developing new uses, made possible by bold technological choices whose aim is to ensure as many people as possible enjoy the best that digital technology has to offer...

A trip down memory lane...

**1996:** we make mobile telephony available to as many people as possible by inventing the first mobile call plan

**1999:** we create the Millennium plan: the first plan with unlimited calls on weekends

**2002:** we launch i-mode, giving millions of French people access to internet on a mobile phone.

**2006:** we go even further by introducing Neo, the first plan to include unlimited calls to all operators

**2009:** for the first time we combine mobile telephony and fixed broadband by launching ideo, the market's first quadruple play offer

**2011:** we create B&YOU, the first new-generation mobile plan, available only on the internet

**2013:** we are the first operator to offer very-high-speed mobile internet, covering most of the French population, by launching a nationwide 4G network.

**2014:** we continue to set the pace on the market by launching the least expensive "Bbox" broadband triple-play offer at €19.99/month.

In **2016**, after 20 years we're continuing to invent and innovate with the same enthusiasm.

By continually improving the performance of our 4G network.

With Bbox Miami, the first TV box that combines television with the rich world of apps and Android services.

And thanks to the commitment of our employees, who put customers at the heart of their concerns.

Both today and tomorrow we carry on with the same goal - that of making sure as many people as possible enjoy all that technology has to offer.