



Press Release  
Lille, May 5, 2004

## SFR Launches the first 3G offer on the French Market

- Opening of the SFR UMTS Network in three cities: Paris, Lyon and Lille
- Launch of the first simple and innovative block pricing package for 3G communications, calculated on a time basis and usable in GPRS and WiFi
- Launch of the 3G/GPRS PC Card (3G Vodafone Mobile Connect Card)

On **May 12, 2004**, SFR, the first operator in the French market to offer 3G service, will be introducing **the first 3G** solution for PC laptops in line with its launch schedule. This solution includes an all-inclusive blocked price communications offer and a 3G card for PC laptops: the Vodafone Mobile Connect Card.

The offer will be marketed **throughout France** to **business customers**. It will be operational at the beginning of May 2004, in the three urban areas covered by SFR with UMTS: **Paris, Lyon and Lille**, followed by **Nantes and Toulouse next June** and progressively in France's major cities between now and the end of 2004.

### An all-inclusive communications package

In order to meet the expectations of businesses looking for simplicity, SFR has decided to offer an **innovative and exclusive time-based block pricing package: 10 hours of connection**, usable indiscriminately on GPRS and UMTS networks.

For PCs equipped with a WiFi module, this package has the added advantage of enabling **WiFi connection** (via the user interface) in strategic hotspots (airports, railway stations, hotels....).

- This 10-hour communication package, "**SFR Accès Distant 3G**" will be marketed for a price of **55 euros before VAT per month**, in a limited promotion for the first 5,000 customers until September 30, 2004 (75 euros before VAT for other customers)<sup>1</sup>. Each minute in excess of this blocked price will be invoiced at 0.12 euros before VAT.
- **The 3G card will be sold at a price of 199 euros before VAT**, to the first 5,000 customers (349 euros before VAT, for the others), for every "SFR Accès Distant 3G" package activated up to 30 September 2004.

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<sup>1</sup> Limited to 500 Mo/month for GPRS and 3G use.

GPRS and 3G use is calculated per minute with disconnection in the event of prolonged inactivity. WiFi use is calculated per ten minute session.



### **A 3G card for PC laptops**

Operational on both UMTS and GPRS networks, the Vodafone Mobile Connect Card guarantees continuous service for travelling users between the areas covered by the 3G network at a speed of up to 384 Kbps, and the rest of France (98% of continental France) covered by GPRS. It allows all business people to work under normal office conditions while travelling: access to e-mails and attachments, downloading of files and access to databases on an Intranet, information searches on the Internet with a faster browsing facility.

### **Connection quality as if you were in your office**

With the 3G Vodafone Mobile Connect Card solution, the business traveller enjoys the same working conditions as if he or she were in their office. The solution is notably compatible with the majority of security solutions implemented in companies (VPN IP).

The installation and use of this new offer will be completely simplified to allow rapid deployment within the company and staff to take immediate ownership. Installed on the customer's computer, the user interface (or dashboard), is a very user-friendly tool that allows the user to connect to the business's applications as well as to the Internet by merely clicking once.

### **Service continuity abroad**

The 3G Vodafone Mobile Connect Card will offer service continuity abroad with SFR in the areas covered by the UMTS network. Thanks to agreements signed between SFR and several partner networks of Vodafone, the world leader in mobile telephony, SFR's customers will have **access to the 3G service in 8 countries**: Germany, Great Britain, Italy, the Netherlands, Spain, Portugal, Sweden and Japan. This access will gradually be extended to other countries between now and the end of 2004.

In addition, users of the VMCC can already connect to the **GPRS network in more than 50 countries or destinations** throughout the world.

Marketed by partner operators of the Vodafone group in 15 countries around the world, the GPRS Vodafone Mobile Connect Card had already attracted over 167,000 users by 31 December 2003. In France, SFR currently has more than 12,000 users. In terms of usage, SFR estimates that 80% of users check their e-mail and 20% access business applications.

One PC out of 3 sold in France in the first quarter of 2004 was a laptop (according to IDC – April 2004), and the majority of PC laptops used for professional purposes will be equipped in the long term with wireless PC cards. The 3G Vodafone Mobile Connect Card will be progressively adopted by all travelling business people.

By introducing this 3G offer to companies, **SFR confirms its ambition of being the business mobile data and multimedia benchmark operator.**



### **Technical Features**

- GPRS and 3G compatible PCMCIA card
- 3G/GPRS/WiFi compatible user interface (requires a WiFi module integrated in the laptop)
- Class 10 GPRS
- Twin-band (900/1,800)
- Required configuration:
  - Windows 2000 (SP2), XP, XP Pro
  - PC only
  - Type II PCMCIA port
  - 32 Mbytes of RAM, 65 Mbytes recommended
  - 50 MBytes of disk space, 100 MBytes recommended
  - CD-ROM reader

Developed in partnership with Vodafone, the 3G Vodafone Mobile Connect Card is a solution for the wireless PC, allowing access throughout France and abroad from a laptop to your:

- business or hosted e-mail,
- company Intranet,
- business applications,
- and Internet.

### **About SFR:**

SFR is the second largest mobile telephony operator in France with 14.7 million customers (as at 31 December 2003), and a market share of 35.3%. With its excellent knowledge of the business world, SFR has set up through its SFR Enterprises division, a plan and an organisation unique to it, based on the notion of service and relying on SFR Enterprises distributors and a dedicated Customer Service. SFR Enterprises offers a large range of mobile data packages, services and plans to meet the specific needs of businesses' mobile telephony. SFR also offers a plan adapted to independent professionals.

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