



Press release

10 February 2004

3rd Generation Mobile Telephony:

- **SFR is to launch in May 2004 the first 3G offer for SOHO and business customers**
- **SFR confirms commercial availability of 3G to residential customers in 2004**
 - **First 3G pilot tests in Paris, Lyon and Lille in February**

SFR confirms today its commitment to third-generation mobile telephony and announces its first 3G offer for SOHO (small office / home office) and business customers.

Armed with its investments over the past three years in the UMTS network and fully supported by its two shareholders, Vivendi Universal and Vodafone, and thanks to its strategic and technological partnership with the latter, third-generation mobile telephony will become **a reality in 2004 in the French market**. This collaboration with Vodafone enables SFR to benefit in real time from the expertise of the No. 1 global mobile operator and from an aggressive policy with respect to the supply of terminals, which is an essential factor in the successful introduction of 3G in France.

SFR's strategy of committed availability in 2004 is guided by the desire to offer its customers quality and reliability in the services offered, while ensuring total continuity of service for the consumer nationally between the areas covered by 3G and those still covered exclusively by 2.5G (GSM/GPRS).

Thus, **from May 2004**, SFR will launch **in a preview** the first 3G offer in France for **SOHO and business customers**. The 3G/2.5G Vodafone Mobile Connect Card (VMCC) is a PCMCIA data card that allows access to one's professional or personal environment (Intranet, e-mails, downloads of files, web surfing) **while on the move**, with a speed **from 5 to 10 times'** that of GPRS.

This card will be marketed on that date to a **targeted SFR customer base** of a few thousand SOHO and business customers, in three priority cities: **Paris, Lyons and Lille**. SFR will extend this offer, in **June 2004**, to all SOHO and business customer targets in five French conurbations (Paris, Lyons, Lille, Nantes and Toulouse).

SFR will guarantee in addition a **continuity of 3G service in 12 countries** (between now and the end of 2004), allowing its customers to access the widest roaming 3G coverage in the market, thanks to the agreements signed with a number of operators who are partners of Vodafone.

For its residential customers, SFR will set out from **June 2004** in a **preview its 3G Vodafone live! offer**, in the same five conurbations. SFR will then proceed to **launch commercially the 3G Vodafone live! offer in November 2004** in ten of the largest French conurbations, representing nearly one-third of the population. This launch will be based on the placing on to the market of a complete range of mobiles.

The UMTS technology used in third-generation mobile telephony provides the user, whether a business or residential customer, with an unprecedented **improvement in terms of speed of access, ergonomics and ease of use over the existing services**. It also allows optimal use of video in all its forms (video telephony, video-streaming, MMS video...) as well as the enrichment and an even higher quality of the images used in the mobile telephony services.

From February 2004, SFR is launching the first 3G pilot tests, in three cities, Paris, Lyons and Lille, among several hundred of its professional customers with the 3G data card (VMCC 3G/2.5G) and among residential customers with a Samsung bi-mode (3G/2G) mobile.



SFR will establish, from the launch of the first 3G offer for residential customers, **a significant operation for meeting and guiding customers**, in its 550 "Espaces SFR" sales outlets.