



## **Debitel France and SFR sign a major sales agreement:**

### Creation of the first mobile virtual network operator in the French market

Debitel France and SFR have just signed a mobile virtual network operator contract allowing Debitel to offer mobile telecommunications services on SFR's GSM and UMTS networks. Debitel will launch its first offer in July 2004.

According to the terms of the agreement, Debitel will market mobile telephony services under its brand name to private and corporate customers, supplying its own mobile phones and SIM cards, freely determining its own rates, ensuring its own billing and customer service, and offering customers access to its own services portal. Debitel will use SFR infrastructures to transmit its customers' calls, starting immediately on the GSM-GPRS network, and on the UMTS network later on.

The sales agreement is the first of its kind in France. It will allow Debitel to charge more competitive rates in the voice and SMS market and SFR networks to receive the customers of the country's first Mobile Virtual Network Operator or MVNO. SFR's has thereby clearly indicated its intention to play an active role in opening the market to other players through sales agreements to encourage new, lower rates and innovative services. The agreement also confirms SFR's determination to strengthen its position in the French mobile telephony market by adopting a policy of diversification and partnerships. Debitel's arrival as a virtual operator in the French mobile telephony market should make it possible to widen access to mobile telephony even further.

The Debitel Group is the leading European mobile services company with more than 10 million customers and nearly 3 billion euros in turnover in 2003. Debitel operates in Germany, Netherlands, Denmark and Slovenia. It has been present in France for more than 10 years, where it has more than 400 employees and 80 retail outlets. Debitel France posted turnover of more than 210 million euros in 2003 in its two main businesses, providing corporate and consumer services, and distributing mobile telephony offers. The Debitel strategy in France, as in the other European countries, is firmly based on the possibilities opened up by 3<sup>rd</sup> generation mobile telephony, especially in multimedia services. The Debitel Group has conquered a significant position with its Jamba portal in Germany.

SFR is the second-ranking mobile telephone operator in France, with 14.7 million customers (the 2003 year-end figure) and 35.3% of market share. Today, its network covers more than 98% of the French population and 87% of French national territory. In 2003, SFR turnover stood at 6.7 billion euros.

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