



Et le monde est à vous.

SFR Network

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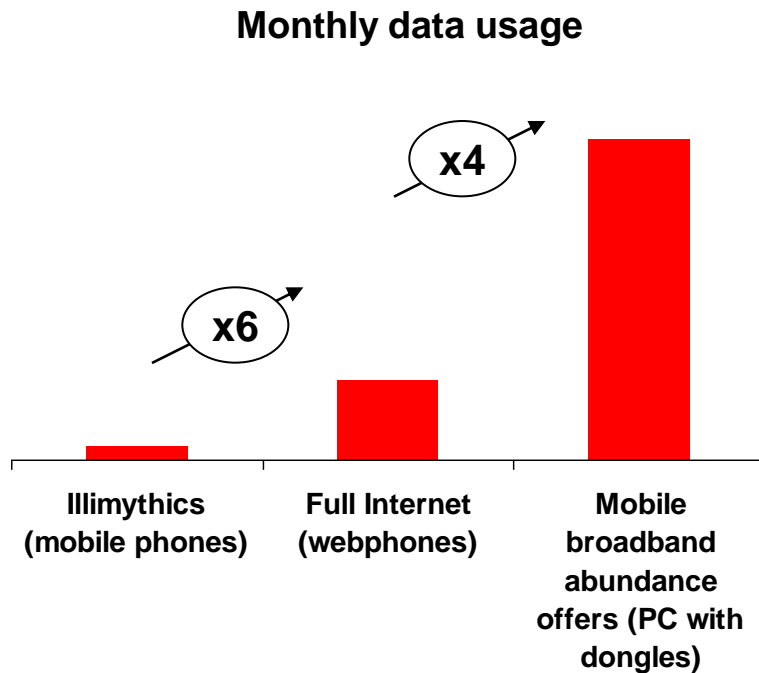
Société Générale

9th Annual Telecom Conference

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Evolution of customer usage due to fast adoption of mobile Internet and growth in video consumption

New devices generate significantly more mobile Internet usage



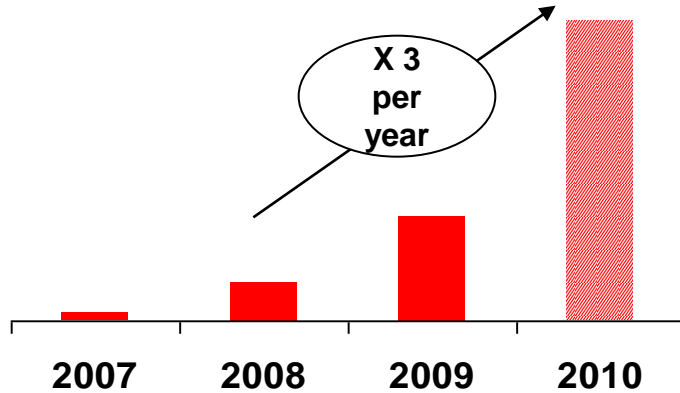
Source: SFR

Video content makes up a growing part of the overall usage, on all screens

- Growth in IPTV services over ADSL
 - 2m IPTV subscribers (45% of ADSL base), +58% vs. end 2008
 - ~ 500k subscribers to pay-TV services
 - 17m videos consumed in 2009 (incl. VoD, S-VoD and catch-up TV)
- PC Internet usage patterns, in particular access to video content, moving onto the mobile device

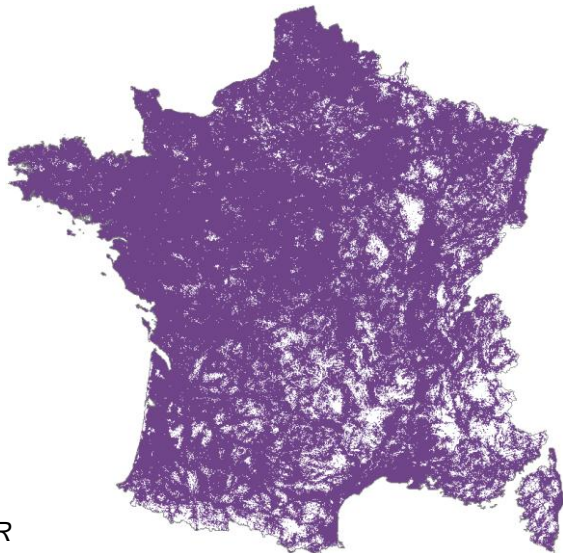
SFR mobile access network: more capacity, extension of 3G coverage

Data traffic on mobile access



Source: SFR

98% population 3G coverage end 2011



Source: SFR

Fulfilling growing capacity needs with

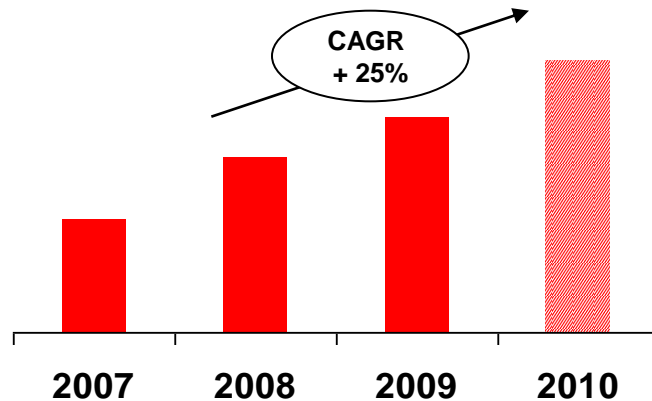
- Evolution of technologies with higher efficiency (HSDPA 7.2 Mbps on 100% of 3G network end 2010 and roll-out plan to 42 Mbps thereafter)
- Fair use policy
- Densification
- Fixed / mobile network synergies
 - SFR Home 3G (femtocell)
 - 2m WiFi hotspots through neufbox footprint
 - Continuity of service over IP network
- New frequencies and new technology (LTE)

Extension of 3G coverage

- UMTS 900
- 3G network sharing in “white zones” under the aegis of ARCEP

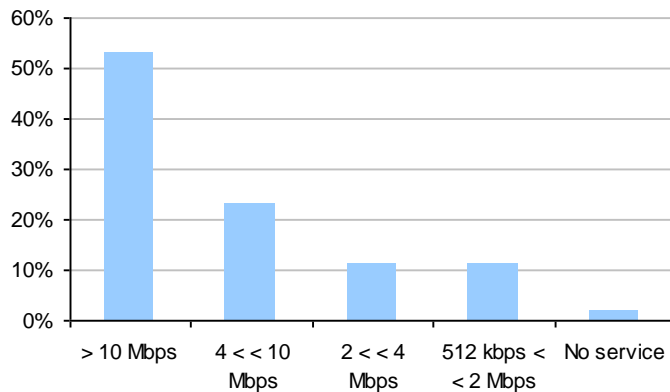
SFR fixed access network: more speed for the end-user

Data traffic on fixed access



Source: SFR

Theoretical ADSL speed in France
(% of households)



Source: ARCEP

Key challenge on the fixed access network is not so much on meeting growing capacity needs as last mile is dedicated to end-user / household...

... but to increase the access speed offered to the end-user, thanks to the deployment of fiber

- Own fiber deployment in dense areas, shared deployment elsewhere
- 1.8 million home street passed in dense areas as of end 2009

Move to “all-IP” infrastructure for fixed and mobile in order to efficiently manage the traffic growth

From 3rd party transmission solutions on radio sites...

Leased line E1 (2Mbps) @ ~2-4k€/year

.. to SFR’s own solutions

Microwave

- Packet microwave technology providing speed up to 100 Mbps

ADSL

- 80-90% OPEX reduction

Fiber

- Considerable capacity increase on radio sites in dense urban areas
- No more OPEX to 3rd party
- Key for HSPA+ and LTE roll-outs