



Press release

Paris, September 24, 2012

This Press Release is an English translation of the French version of such press release and is provided for informational purposes. This translation is qualified in its entirety by the French version, which is available on Vivendi's web site (<http://www.vivendi.com/investment-analysts/press-releases>). In the event of any inconsistencies between the French version of this Press Release and the English translation, the French version will prevail.

SFR launches its new “Formules Carrées”

Price plans tailored for mobile internet and with the benefit of made-to-measure SFR support

- 42Mbit/s Dual Carrier Network (DC-HSDPA+)
- Pricing plans for up to 6GB of data
- A 2nd MultiSurf SIM for tablets
- Dropbox with 2x2GB
- High Quality SFR TV
- Silver, Gold and Platinum “Formules Carrées” Services

6 pricing plans with the best of mobile internet: the best coverage, the best speeds, and the most generous data offers on the market

The pricing plans are based on data and are designed for the most advanced uses of mobile internet with volumes of up to 6GB of data and speeds of up to 42Mbit/s (and still with unlimited SFR Wi-Fi access).

SFR is a mobile internet pioneer providing 3G+ coverage of 98.6% of the population by the summer of 2012 and having been the first to deploy 21Mbit/s HSPA+ as soon as 2010, and it is now offering the best evolution of 3G+ in the form of Dual Carrier (DC-HSDPA+). Speeds of up to 42Mbit/s can be multiplied by two thanks to the establishment of a dual connection to the network. This technology will be available nationwide and with coverage of 60% of the population by the end of 2012.

From €49.99 a month (price including mobile), SFR customers will have the benefit of a mobile internet offer including 2GB of data and including Dual Carrier technology.

Dual Carrier-compatible smartphones

From September 25, SFR will offer the first Dual Carrier-compatible smartphones, at up to 42Mbit/s:

- iPhone 5* from €139.90 (€339.90 less €200 cashback offer) with the 6GB “Formule Carrée”;
- The Motorola Razr HD* from €1 (€199.90 less €198.90 cashback offer) with the 6GB “Formule Carrée”;
- HTC One XL* from €99.90 (€299.90 less €200 cashback offer) with the 6GB “Formule Carrée”.

Innovations specially designed for “very high speed mobile internet”: MultiSurf (multi-SIM), Dropbox and SFR TV in High Quality will be included in the 2GB, 4GB and 6GB “Formules Carrées”

With MultiSurf, SFR is launching the first smartphone price plan with 2 SIM cards sharing data to connect one’s tablet or PC without an additional subscription. As the 1st operator to have launched **MultiSurf in June 2011**, SFR is thus simplifying its offer and making it available for all “Formules Carrées” from 2 to 6GB.

Dropbox, the leading online storage solution for the general public, arrives at SFR on September 25 thanks to an exclusive partnership. Customers with the new 2 to 6GB “Formules Carrées” will thus be able to take their documents, photos and videos everywhere, and share them, with 2GB of additional storage space (in addition to the 2GB already provided by Dropbox).

The new version of the SFR TV application will be in High Quality and will offer 130 channels, making it the most complete offer on the market. The quality and fluidity of the images, adjusted for the latest smartphone or tablet screens, are made possible thanks to the Dual Carrier network.

For the first time on the telecommunications market, a new “made to measure” support service will be provided with the launch of the Silver, Gold & Platinum “Formules Carrées”.

Having launched “the Formules Carrées” services for all in April, SFR is to go further and to offer Gold and Platinum “Formules Carrées” services to satisfy the expectations of its most demanding customers.

From now on, every customer with a subscription (excluding RED offers) will benefit from the “Formules Carrées” level of service included in his mobile price plan or SFR box offer.

All subscribers (whether old or new) will automatically receive these benefits without any new commitment.

If a customer is on a mobile price plan and has an SFR box, his box will automatically inherit the «Formules Carrées” level of service associated with his price plan.

The “Formules Carrées” services launched last April will become Silver “Formules Carrées” and will still include: renewal of mobiles at the “new customer” tariff every 24 months, 15 days to try one’s mobile and to exchange it, the loan of a mobile in the event of problems and immediate replacement of the SFR box at SFR shops in the event of any breakdown.

The Gold “Formules Carrées” services included with the 2GB and 4GB “Formules Carrées” will include all the Silver “Formules Carrées” services plus renewal of mobiles at the “new customer” tariff every 21 months, the loan of an equivalent mobile in the event of problems, the ability to *arrange a meeting* with an adviser at an SFR shop, *dedicated Gold customer service* and guaranteed home service calls *within 24 hours* in the event of breakdown of the box.

The Platinum “Formules Carrées” services included with the 6GB “Formules Carrées” will include all the Silver and Gold “Formules Carrées” services plus renewal of mobiles at the “new customer” tariff every 18 months, *home delivery* of a replacement mobile in the event of a breakdown, *priority access* to SFR shops, and a *dedicated Platinum customer service* without an automatic voice response system and with an end-to-end cocooning service and a computer *coach* able to take control of the computer remotely at the customer’s request.

The “Formules Carrées” will be available from September 25.

Details and conditions of the offer are available at www.sfr.fr

	1H D'APPELS	2H D'APPELS	APPELS ILLIMITES 24H/24	2GO	4GO	6GO
		500Mo	500Mo			
	SERVICES CARRÉS SILVER	SERVICES CARRÉS SILVER	SERVICES CARRÉS SILVER			
	SERVICES CARRÉS SILVER	SERVICES CARRÉS SILVER	SERVICES CARRÉS SILVER	SERVICES CARRÉS GOLD	SERVICES CARRÉS GOLD	SERVICES CARRÉS PLATINE
avec un mobile	14,99€	24,99€	39,99€	49,99€	69,99€	89,99€
Multi-Packs	12,99€	19,99€	34,99€	39,99€	54,99€	74,99€

Egalement disponible en Prix Eco

1 hour of calls 2 hours of calls
500MB 500MB

Unlimited calls **24/7**
500MB

2GB **4GB** **6GB**

DUAL CARRIER + Multisurf + Dropbox

	Silver	Silver	Silver	Gold	Gold	Platinum
	"Formules Carrées" Services	"Formules Carrées" Services	"Formules Carrées" Services	"Formules Carrées" Services	"Formules Carrées" Services	"Formules Carrées" Services
With a mobile	€14.99	€24.99	€39.99	€49.99	€69.99	€89.99
Multi-Packs	€12.99	€19.99	€34.99	€39.99	€54.99	€74.99

Also available at Eco-Price

*SAR values

iPhone 5: 0.901

Motorola Razr HD: 0.61

HTC One XL: 0.634

About SFR - www.sfr.com

SFR is France's 2nd largest telecommunications operator with revenue of more than €12 billion in 2011. As a global operator, SFR caters for the needs of customers among the general public, professionals, companies and operators, whether in terms of mobile, fixed, internet or television services. With access to the largest network, SFR has the resources to match its ambitions: to be an open and responsible service provider providing the best of digital services to all its customers, whether personal or corporate.

At the end of June 2012, SFR had nearly 21 million mobile customers, including more than 16 million mobile and 5 million home broadband subscribers. SFR is a wholly-owned subsidiary of the Vivendi Group and has nearly 10,000 employees.

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Press Contact: 01 71 07 64 82

Isabelle Herrier Naufle - isabelle.naufle@sfr.com