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SFR adapts its “Formules Carrées” and “Séries Red” in order to provide customers with the best offers on the market

“Formules Carrées”: SFR lowers its prices

- In order to make the best of the SFR network available to the largest number of customers, **SFR lowers the prices of its most comprehensive subscription offers, “Formules Carrées”**. The reference offer, the 2GB “Formule Carrée”, which provides access to Dual Carrier and 4G networks, will now be available for €29.99/month, and even €19.99/month for SFR-box customers with the Multi-Pack discounts (Box + mobile). **The savings of the 2GB subscription is 25%, or €10/month.**
- **A price reduction available to everyone and, first of all, to SFR customers.** All SFR subscribers will receive a personalized letter in the coming weeks. Even the two million customers who had taken a subscription before the introduction of “Formules Carrées” will automatically benefit from these new prices.

“Séries Red”: SFR improves its offers for each type of usage

- **Speed: the Red 3GB subscription at €19.99/month now benefits from broadband speeds of up to 42Mbps.**
- **Unlimited voice calls: a subscription providing unlimited calls in France and to 40 international destinations with 50MB of Internet for €11.99/month.**
- **Control: a €2/month option that gives a blocked version of the “Red 2H + unlimited SMS&MMS” subscription.**

Encouraged by its commercial success at the end of 2012 and the launch of 4G in the first cities in France, SFR adapts its offers to consumers with the aim at providing the best market value proposition both for its most comprehensive subscriptions, “Formules Carrées”, and its economy offers, “Séries Red”.

“Formules Carrées”

SFR's flagship offer enables customers to benefit from 4G (through the 2GB subscription) and the Dual Carrier network as well as from the latest innovations such as MultiSurf (a single subscription for both mobile and tablet SIM-cards), SFR TV and Femtocell. These fixed-price subscriptions give customers access to “Services Carrés” providing them with individually-tailored support in stores including the loan of a mobile phone in the event of a problem and the right to “try out or exchange” a new mobile for their existing one for a fortnight. The offers obviously allow customers to buy the latest generation smart phones at affordable prices, which are required to benefit from very fast mobile broadband.

“Formules Carrées” are seeing an unprecedented price reduction as one can now have a Dual Carrier and 4G subscription for €29.99/month, or even €19.99/month. Monthly savings can go up to €10/month.

In addition to the most competitive offers available right now, SFR provides the most comprehensive network:

- The most extensive coverage in France in 3G+, HSDPA+ and Dual Carrier-HSPA+, with respectively 99%, 90% and 60% of the population covered by the end of 2012.
- The first cities open commercially to 4G.

“Séries Red”

These offers, without commitment / without mobile, and exclusively available on www.sfr.fr, will have reached 800,000 customers by end-January.

As from now, the Red 3GB offer allows customers to benefit from the best of the SFR network with maximum theoretical broadband speeds of 42Mbps.

SFR also launches the Red 24h/24 offer providing for €11.99/month :

- Unlimited voice calls to fixed and mobile phones in France and Overseas Departments*;
- Unlimited voice calls to fixed-line phones in 40 international destinations;
- Unlimited SMS and MMS;
- 50MB of Internet.

Last but not least, the €44.99/month 2h/unlimited SMS-MMS subscription now exists in a blocked version for an extra €2 per month, guaranteeing total control over one’s invoice.

Additional minutes in the unblocked version are now charged at €0.10/min.

All Red customers automatically benefit from these new features.

**Unlimited calls to fixed-line and mobile phones in the Overseas Departments as from February 5, 2013.*

Les nouvelles formules Carrées au 22 janvier 2013 Des forfaits taillés pour l’Internet Mobile, le service en plus

	1H D'APPELS	2H D'APPELS 500Mo	APPELS ILLIMITÉS 24H/24 500Mo	2GO	4GO	6GO
				MultiSurf pour connecter votre tablette partout SFR TV		
	DUAL CARRIER			4G À Lyon et Montpellier + DUAL CARRIER		
	SERVICES CARRÉS SILVER	SERVICES CARRÉS SILVER	SERVICES CARRÉS SILVER	SERVICES CARRÉS GOLD	SERVICES CARRÉS GOLD	SERVICES CARRÉS PLATINE
Prix / mois						
PRIX ECO	10,99€	14,99€	24,99€	29,99€	45,99€	59,99€
PRIX CLIENT BOX avec mobile	12,99€	14,99€	24,99€	29,99€	44,99€	64,99€

Les séries Red de SFR au 22 janvier 2013

red SMS	red 24/24	red 3 Go
	Appels illimités France & DOM (hors Mayotte) + Appels illimités fixes 40 destinations	
2H	SMS & MMS illimités	
	Internet 50Mo	Internet 3Go jusqu'à 42mb/s
4,99€/mois +2€/mois en bloqué	11,99€/mois	19,99€/mois

Details and terms of the offer on: www.sfr.fr

About SFR - www.sfr.com

As a committed digital operator, SFR has helped the French get connected for more than 25 years. Since digital services are profoundly changing society, the economy and ways of life, SFR has set itself the ambition of acting as a "digital elevator", giving everyone the chance to develop their potential using digital services.

As a global operator, SFR responds to the needs of all its customers, whether members of the general public, professionals, businesses, local authorities or operators, providing mobile, fixed, internet and television services. As the owner of its infrastructures, SFR is equipped with the most complete network, and is actively deploying very high speed fixed and mobile broadband in order to facilitate future uses of its services.



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