

Press Release

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AVENIR TELECOM WINS O₂'S PRESTIGIOUS PARTNER OF THE YEAR AWARD

***Distributor Hailed as UK's Best on Connections, ARPU and Churn... Also Beats
Rivals to Win 'Champions League' 2009 Sales Prize...***

Avenir Telecom, the UK's leading telecoms distributor, is honoured to announce it has been awarded 'Partner of the Year' by O₂. In a ceremony held last week in Madrid, O₂ named Avenir as the best UK distributor across not one but four key performance indicators: gross connections, secondary connections, ARPU, and customer churn.

On top of this, Avenir has scooped O₂'s 'Champions League' award - which measures sales levels across all UK distributors - for quarter three, 2009. Having previously won in the first and second quarter, it has been crowned overall winner for 2009.

Andy Tow, Avenir Telecom's UK Managing Director comments: "This is a great note to start the year on for us, and fantastic third-party recognition of the strong team spirit we have at Avenir. One of our objectives for 2009 was to bring dealers, customers, operators - all the players in the telecoms space, in fact - together as one cohesive team, and clearly this is paying dividends."

David Plumb, Head of SME Sales for O₂, comments: "Avenir and O₂ share many common values, and I think this has contributed to their tremendous results this year, which we have recognised with this award. Top of this list of objectives, as always, is putting the customer first and delivering telecoms solutions with tangible business benefits."

'Partner Of The Year' is the latest in a string of awards O₂ has bestowed on Avenir Telecom in recent weeks. On 01 December it was announced that the distributor is outselling its rivals on landline sales as part of O₂'s Joined Up initiative. On 20 November it was revealed that, in the previous calendar month, Avenir and its dealer base had reduced customer churn on O₂ connections to 8% - believed to be the lowest sustainable figure achieved by any distributor of Avenir's size in the UK mobile marketplace.

About Avenir Telecom

Currently celebrating its 20th anniversary, Avenir Telecom is one of Europe's biggest and longest-standing distributors of telephony products and services. In the UK, Avenir focuses on the distribution of airtime (mobile and landline), accessories and IT/telecoms convergence solutions in the business-to-business space. It works with the leading B2B network operators including O₂, 3, Orange and Opal, the business-to-business division of the TalkTalk group. Avenir employs over 3,000 people across six countries: Bulgaria, France, Portugal, Romania, Spain and the United Kingdom. It is listed on the NYSE Euronext - Compartment B (Euronext Paris). Its shares form part of the CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next150 and SBF 250 indices. ISIN: FR0000066052. Reuters: AVOM.LN. Bloomberg: AVT:FP. More info: www.avenir-telecom.co.uk.

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