

Avenir Telecom Maintains Customer Churn on O₂ at Just 8%

Another Record-Breaking, Sub-10% Month... Raises the Bar on One of the Mobile Industry's Most Important KPIs...

Avenir Telecom, the UK's leading telecoms distributor, today announces another set of industry-leading results in customer retention. Back in October 2009, Avenir and its dealer base reduced customer churn on the O₂ network to just 8%. O₂ has now confirmed that this has continued into January 2010.

"We've started the new year as we left off," reports Andy Tow, Managing Director of Avenir Telecom. "Avenir was steadily driving down churn throughout last year and October's single-digit result was heralded as one of the lowest sustainable figures achieved by a distributor in the UK mobile marketplace. And that's exactly what we managed again in January – to sustain this vital, record-breaking KPI." Andy adds "We are delighted that this means we now have over 12 partners who have sub 5% churn, which we & O2 are looking to replicate across all partners."

David Plumb, Head of SME for O₂ comments: "This is another fantastic result from Avenir, and continues to set the standard. I am equally delighted that as a channel the entire Distributor community delivered single digit churn for the first time.

Managing customer churn is acknowledged as one of the mobile industry's key recession-beating tactics, which is why we're proud to endorse Avenir Telecom as a key partner in this area."

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.

/cont...

press release

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.

Media Contact

Further information, photography, and interviews are available from:

Ian Peel

Avenir Telecom Press Office (UK)

@ Solid State Marcomms

Tel: 07775 937494

Email: ian@solidstatemarcomms.com