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2<sup>nd</sup> November 2005

## **Avenir Telecom to exclusively distribute NRJ Mobile offers to specialised outlets**

Avenir Telecom, international specialist in distribution of mobile phone products and services, has signed an exclusive agreement with NRJ Mobile to market this new MVNO's offers in independent specialised outlets. This agreement covers France and shall come into force as of 2<sup>nd</sup> November 2005, the offer launch date.

In 15 years of business in the French mobile phone market, Avenir Telecom has developed skills and knowledge in operator relationships and passes on promotional, customer loyalty and new customer acquisition programmes for new services to its dealers and end users, with no little success. Avenir Telecom has also developed skills in using dedicated server codes and validations to process and integrate subscriber files on behalf of operators. Not only that, but Avenir Telecom also manages remuneration / compensation for the indirect network and provides its partners with high-quality logistics services.

The agreement signed with NRJ Mobile gives Avenir Telecom the exclusive rights to distribute this new operator's offer via its 1,000 specialised mobile phone distributor customers, as well as in its network of Internity and Mobile Hut stores. Avenir Telecom will be the sole wholesale platform offering NRJ Mobile.

Initially, NRJ Mobile pre-pay deals will be marketed, with post-pay subscription offers launched subsequently. In agreement with NRJ Mobile, Avenir Telecom will draw on all its purchasing power and marketing know-how to develop its own specific offers, matching handset with operator deal. In December therefore, two NRJ Mobile packs will be available exclusively from the Avenir Telecom network, offering the two headline-grabbing models from Motorola, the RAZR and the ROKR, the new I-Tunes compatible telephone developed with Apple.

### **Virtual operator NRJ Mobile: announced February 2005, launch date 2nd November.**

NRJ Mobile will target the 11 to 25 age group (the NRJ radio station's key audience) and aims to reach 1 million subscribers in three years. It is launched on 2<sup>nd</sup> November 2005 to fully benefit from the sales opportunities of the Christmas period.

Currently solely available in a pre-pay format, NRJ Mobile's offer gives innovative services and a range of handsets including 2G and 3G models. NRJ Mobile is positioning itself as the operator representing digital services on your mobile phone, with music, video, entertainment, virtual community services such as blogs, instant messaging and chat rooms, strongly linked with other media offered by the NRJ group and a wide range of partners.

### **NRJ Mobile, first customer for VK products**

As exclusive distributor of the Korean mobile phone brand VK, Avenir Telecom can also offer NRJ Mobile a totally youth-orientated, attractive, fashion-conscious product. Several offers are being drawn up in time for Christmas.

*"We believe that NRJ Mobile will be a great success and were delighted to be one of the major partners in this launch. Its positioning is clear, it has a strong brand image and innovative offers and NRJ Mobile is strongly placed to offer a real alternative to a particular consumer group,"* says Nicolas Nardin, Sales Director, Avenir Telecom France.

*"From a distributor's point of view, a new market player with NRJ Mobile's stature will boost a market that is a little sluggish,"* he continues.

*"From the outset, we will throw our energy and expertise as a distributor behind this project, which is set to radically alter the French telephone market."*

### **About Avenir Telecom**

AVENIR TELECOM (Euronext List – compartment B, Next 150 index) is one of the main European mobile phone products and services distributors. The Group distributes handsets, subscription deals and accessories directly via its network of self-owned stores and Internity-affiliated outlets (direct distribution) and to hypermarkets and independent dealers (indirect distribution).

AVENIR TELECOM employs 1,600 staff in 7 countries: France, Belgium, United-Kingdom, Spain, Poland, Romania and Morocco.

Avenir Telecom is listed on the Euronext List – compartment B (Euronext Paris).

The Avenir Telecom share belongs to the following index: CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next 150, Next Economy and SBF 250.

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