

Marseille, 7 July 2006

## Avenir Telecom finalises its entry into Bulgaria

Avenir Telecom, international specialist for the distribution of mobile telephony products and services, has today finalised its purchase of the Bulgarian distributor, AKS, after carrying out a comprehensive audit procedure.

AKS, based in Sofia, is one of the three official distributors of the operator GLOBUL, a subsidiary of COSMOTE (OTE Group). The company has developed a network of shops under the name DADA, which has 22 of its own sale outlets and 23 franchised shops. AKS, which in 2005 posted a turnover of 11.7 million euros, is also involved in indirect distribution with a network of independent dealers.

Bulgaria has a population of 8 million and should become a member of the European Union in January 2007. It is showing an annual growth of almost 5%, and its inflation rate is under control. The penetration of mobile telephone use is approximately 60%, and offers a substantial growth potential for an experienced distribution company such as Avenir Telecom with its Internity store concept.

The favourable economic conditions, an exclusive partnership with the operator and the professionalism of local teams will help the rapid development of a highly structured and first-class network of shops.

Through this acquisition, Avenir Telecom is positioning itself in a market with an excellent outlook, at the same time as strengthening its presence in Eastern Europe. The extension of the Group's zone of action to Bulgaria will also allow a strengthening of its current relationships with influential partners such as the KAUF LAND hypermarkets and the Greek operator COSMOTE (OTE Group), present in Greece, Bulgaria, Romania, Serbia, Albania, Macedonia and Armenia.

*"In the Bulgarian market, which is growing fast but still has to become more structured," comments William QUILLET, International Director responsible for the zone, "companies involved in the world of mobile telephony are trying to forge partnerships with seasoned distributors. The arrival of Avenir Telecom and its Internity network of shops will bring real added value to the partner operator, to manufacturers and, naturally, to the consumer."*

### **About Avenir Telecom**

*Avenir Telecom is one of the leading European distributors of mobile telephony products and services. The Group distributes mobile phones, subscriptions and accessories directly through its network of wholly owned stores under the Internity brand (direct distribution) and through hypermarkets and independent retailers (indirect distribution). Avenir Telecom employs 2 200 people in 8 countries: France, Belgium, United-Kingdom, Spain, Portugal, Poland, Rumania and Morocco.*

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

*The Avenir Telecom share is part of the index CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next Economy and SBF 250.*

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