

Marseille, 26 December 2006

## **Avenir Telecom takes over 54 Maxi-Livres stores in France**

The Avenir Telecom Group, European leader in the distribution of mobile telecoms products and services and owner of an international network of 487 own-branded stores, has announced that its plan to acquire 54 outlets under the Maxi-Livres brand has been accepted by the Commercial Court of Lyon.

An agreement with the acquirer of the Maxi-Livres “wholesale” activity will enable the outlets to be transformed into mobile telecoms and multimedia stores over a period of 12 months, without interruption to their commercial activity.

### **Social framework: 166 jobs maintained**

Avenir Telecom wishes to reconcile the requirements of the new network with the aspirations of the 166 employees taken on by applying the conditions of L122-12 of the Employment Law. To successfully migrate personnel to the telecoms and multimedia business, changes to the operational organisation chart, as well as specific training initiatives (re-training, formation, tutorial, personal development) will be implemented as of the first quarter of 2007.

### **Driving Internity’s growth strategy forwards**

This acquisition, negotiated in the Commercial Court for a consideration of €4.5m, enables Internity to deploy nationwide with exceptional speed and breadth.

The 150 specialist mobile telecoms and multimedia outlets present an ideal grid across France thanks to the excellent complementarity of their locations.

By growing its critical mass in Europe, with an overall portfolio which now numbers 541 stores in six European countries, Internity has strengthened its position as a leading contender in European distribution.

“We are very pleased to welcome to the core of the Avenir Telecom Group the 166 employees who are joining us thanks to this acquisition”, said Jean-Daniel Beurnier, Chairman of Avenir Telecom. “We are working to put in place an ambitious training programme which, linked to a stimulating working environment, will give them the means to flourish in their new professional undertaking.”

**About Avenir Telecom**

*Avenir Telecom is one of the leading European distributors of telecoms products and services. The Group distributes telephones, subscriptions and accessories directly through its network of 541 own-branded Internity stores (direct distribution) and to a client base of hypermarkets and independent resellers (indirect distribution).*

*Avenir Telecom employs 2,500 individuals in eight countries: France, Belgium, UK, Spain, Portugal, Poland, Romania and Bulgaria.*

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

*The Avenir Telecom share is a constituent of the CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next 150, Next Economy et SBF 250 indices.*

*ISIN: FR0000066052*

*Reuters: AVOM.LN*

*Bloomberg: AVT:FP*

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