

Growth in the activity up sharply 10.8%

Marseilles, 30 July 2008 – The Avenir Telecom Group, a leading distributor of telecom products and services, announces its sales figures for the 1st quarter of the 2008-2009 financial year.

€ m	Financial year 2008-2009	Financial year 2007-2008	Change %
<i>Direct Distribution</i>	72.3	65.7	+10.0%
<i>Indirect Distribution</i>	88.8	81.1	+9.5%
<i>Mobile export sales</i>	5.5	3.6	+52.8%
1st quarter (April to June)	166.6	150.4	+10.8%

Growth in the activity up +10.8%

Consolidated sales for the 1st quarter of the 2008-2009 financial year amounted to €166.6m, up 10.8% compared to the 1st quarter of the 2007-2008 financial year, and shows the efforts made in the two distribution networks to provide consumers with an perfectly targeted offering in a sensitive economic context:

- 10.0% growth in sales for the direct distribution activity, representing 44% of consolidated sales;
- 9.5% growth in sales for the indirect activity, representing 53% of consolidated sales.

Direct Distribution: Growth sustained by the mobile multimedia offerings

Direct distribution had €72.3m in sales in the 1st quarter of the 2008-2009 financial year, a 10.0% improvement over the 1st quarter of the 2007-2008 financial year. The expertise provided by the Internity stores in creating mobile and multimedia offers has allowed to multiply sales of 3G dongles launched by the mobile operators, and to offer "bundles" around convergent universes.

Spain, France and Romania are still the main contributors in this activity; Bulgaria has recorded very sharp growth in sales thanks to the new stores located in the shopping malls of the Billa supermarkets.

The store portfolio numbers 630 active outlets at 30 June 2008, which is 143 additional outlets over the period.

Indirect Distribution: The geographic mix continues in France

The indirect distribution activity had sales amounting to €88.8m, up 9.5% compared to the 1st quarter of the 2007-2008 financial year.

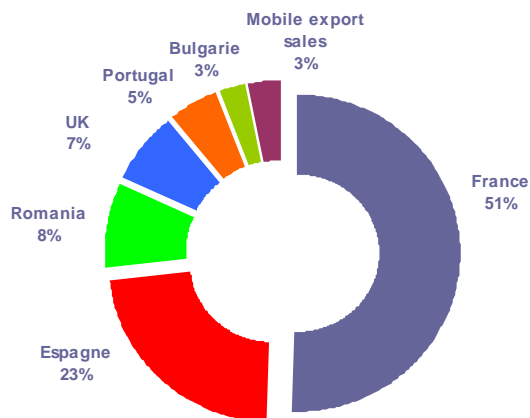
France is the main growth engine over this quarter and has distinguished itself in a lifeless environment by offering personalised offers to the various distribution networks.

Geographic mix

International subsidiaries accounted for 46% of sales in the 1st quarter of the 2008-2009 financial year, amounting to €77m.

- Spain was able to capitalise on the notoriety of the Internity network despite stiff competition between the operators.
- Over the quarter, Romania recorded increasing volume, especially with mobile telephones, accessories and multimedia. The Internity network continues to grow.

**Sales breakdown
 1st quarter 2008-2009**



"Our know-how for several years now in multimedia combined with our concept of stores have allowed us to record high sales volumes in the converging voice and data products and services sector", comments Jean-Daniel Beurnier, President and Chief Executive Officer of the Avenir Telecom Group. "We are convinced that the market will actively take advantage of the models of the 'Touch Screen' terminals that will be released in the second half of 2008, as competition for the iPhone 3G. The pricing will be very competitive (starting out at 1 euro) thanks to operator subsidies. At the beginning of fall, thanks to a very successful marketing offer, we will be offering laptop PCs for 1 euro linked to a single operator subscription."

**See the press release and the presentation
 on consolidated sales for the 1st quarter of the 2008-2009 financial year at www.avenir-telecom.com**

► **Annual General Meeting, 5 september 2008**

Avenir Telecom's Annual General Meeting will take place on 5 September 2008 at 10.00 am at the company's headquarters in Marseille.

Among the resolutions put to the vote will be the distribution of a €0.066 dividend. At the current share price the dividend yield is 6.2%

If these proposals are agreed at the Annual General Meeting, this sum will be paid out on 23 October 2008. Notice for this meeting, was published on the BALO on the 30 July 2008 and is available on the company's internet site at: www.avenir-telecom.com

► **2008-2009 Financial communication Agenda**

(Release after the market's close) :

- 17 November 2008 : 1st half-year consolidated sales and results
- 9 February 2009 : 3rd quarter consolidated sales
- 12 May 2009 : Annual consolidated sales
- 15 June 2009 : Annual consolidated results

► **Upcoming events**

- 5 September 2008 : Annual General meeting (Marseille)
- 29 and 30 September 2008 : Midcap Event (Paris)
- 14 octobre 2008 : Top de la Bourse (Marseille)
- 21 and 22 November 2008 : Actionaria meeting (Paris)

About Avenir Telecom

Avenir Telecom is one of the leading European distributors of mobile telephone products and services. The Group distributes telephones, subscriptions and accessories directly through its network of over 600 own-branded Internity stores (direct distribution) and to a client base of hypermarkets and independent resellers (indirect distribution).

Avenir Telecom employs over 3,000 individuals in six countries: France, UK, Spain, Romania, Portugal and Bulgaria.

Avenir Telecom is listed on NYSE 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, and SBF 250 indices.

ISIN: FR0000066052

Reuters: AVOM.LN

Bloomberg: AVT:FP

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