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TELECOM
The vision of mobility

3rd quarter 2008/2009 consolidated sales

(From 1 October 2008 to 31 December 2008)

Direct distribution know-how in a difficult economic context

Marseilles, 9 February 2009 - The Avenir Telecom Group, a leading distributor of telecom products and services, announces its sales figures for the 3rd quarter of the 2008-2009 financial year.

€ m	2008-2009	2007-2008	Change %
1 st quarter	166.6	150.5	+10.7%
2 nd quarter	190.3	186.6	+2.0%
Total half-year	356.9	337.1	+6.0%
3 rd quarter	193.4	221.1	-12.5%
Total 9 months	550.3	558.2	-1.4%

Stability in 9-month consolidated sales, at a comparable scope and excluding exchange rate differences: +0.2%

Consolidated sales at 9 months into the 2008-2009 financial period stand at 550.3 million euros, down 1.4% compared to the same period in the 2007-2008 financial period. On a comparable scope and excluding exchange rate differences (Pound Sterling and Romanian Leu), consolidated sales at 9 months into the 2008-2009 financial period are stable (+0.4%) at 560.4 million euros.

Sales for the 3rd quarter of the 2008-2009 financial year are down 12.5% at 193.4 million euros. This has not reflected the high amount of activity that is usually observed with sales doped by the Christmas season, due to the drop in household consumption:

- The direct activity is stable (+0.6%) and represents 49.8% of consolidated sales for the quarter;
- The indirect activity is down sharply.

Direct Distribution: Notoriety of the network and "bundle" offers made the difference

The direct activity has seen nearly 5% in growth over the first 9 months of the period, standing at 254.7 million euros. France, Spain, Romania and Bulgaria have had growth over the entire period.

In the 3rd quarter of the 2008-2009 financial year, sales are stable despite the purchasing power crisis. Converging offers of the "bundle" type (multimedia products + mobile telephone products), the innovating marketing associated with it and the expertise provided by the Internity network have generated the impulse to buy. France and Spain have recorded their best quarter in the financial period, boosted by the opening of new stores.

At 31 December 2008, the active count is 655 stores with 42 net openings over the period. Store openings are now carried out in a more selective manner in light of the current economic context.

Indirect Distribution: Activity penalised by the economic slowdown

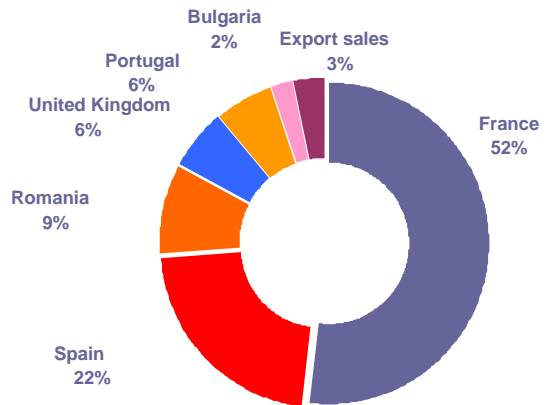
The indirect activity is down 6% over the first 9 months of the 2008-2009 financial year, standing at 281.2 million euros. France and Bulgaria have had growth over this period and the United Kingdom has had a very sharp drop, which is further accentuated by the Pound Sterling exchange rate.

The drop in activity is amplified over the 3rd quarter when compared to the high activity during the 3rd quarter of the 2007-2008 financial year, which unfortunately has not occurred again.

Geographic mix

The international subsidiaries represented 45% of consolidated sales with turnover of 251.0 million euros and France represented 52% of the activity.

- France has had growth in the Internity network as well as in the indirect activity across the entire period;
- Spain is continuing to grow thanks to the notoriety of the Internity network, despite the current unfavourable economic context;
- Romania, at a constant monetary unit, has shown satisfactory growth in its sales taking the rise in the number of stores into consideration; the depreciation of the Leu does not allow this performance to be taken into account;
- The United Kingdom is suffering from market saturation from the low amount of dynamism reflected by the operators;
- Portugal's activity has gone down for the third quarter in a row in a depressed market;
- Bulgaria has sharply increased its turnover, confirming the dynamism sported in its stores in high-quality locations.



"I am happy with the high degree of resistance that our direct distribution network has demonstrated in the context that we all know at the moment; rendering our offers adequate with consumer expectations and the sense of service that our teams have have contributed to these results. Indirect distribution is unfortunately more sensitive to fluctuations in the economy and we are doing everything we can to accompany our customers over the upcoming months via innovating offers" says Jean-Daniel Beurnier, President and Chief Executive Officer of Avenir Telecom.

The press release and the presentation

on sales for the 3rd quarter of the 2008-2009 financial year on www.avenir-telecom.com



At the occasion of the Mobile World Congress Exhibition in Barcelona,
from 16th to 19th February 2009
Avenir Telecom would like to invite you to visit its stand, in Hall 2, n° 2H41,
to discover its latest exclusivities and its new range of accessories.

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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.

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Reuters: AVOM.LN

Bloomberg: AVT:FP

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