



# Telecommunications observatory (mobile market) in France

June 30th, 2010 - provisional results



## *Summary :*

### ➤ **National**

- Page 4 : customers base and multimedia
- Page 5 : customers geographic distribution

### ➤ **Metropolitan France**

- Pages 6 to 7 : customers base, multimedia, penetration rate
- Page 8 : Panel of competition
- Page 9 : Metropolitan residential market

### ➤ **Overseas**

- Page 10 : customers base
- Page 11 : Antilles-Guyane
- Page 12 : Réunion-Mayotte

### ➤ **Appendix (page 13)**

The data relating to the sales turnover and the traffic are published within the “Telecommunications Observatory in France” to the following address:

<http://www.arcep.fr/index.php?id=10036>

## I. NATIONAL REPORT

### Mobile Network Operators and Mobile Virtual Network Operators (1)

June 30st 2010

	June-09	Sept-09	Dec-09	March-10	June-10
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Postpaid customers (2)	40 507 600	41 417 000	42 647 600	43 260 700	44 096 800
- Quarterly Net Adds (4)	730 500	909 400	1 230 600	613 100	836 100
- Quarterly net growth as a %	1,8%	2,2%	3,0%	1,4%	1,9%
- Year on year net growth (4)	8,1%	8,3%	8,6%	8,8%	8,9%

Prepaid customers (2)	18 669 600	18 252 500	18 835 400	18 226 600	17 780 000
- Quarterly Net Adds (4)	220 100	-417 100	582 900	-608 800	-446 600
- Quarterly net growth as a %	1,2%	-2,2%	3,2%	-3,2%	-2,5%
- Year on year net growth (4)	0,6%	0,6%	0,5%	-1,2%	-4,8%

Total customers (2)	59 177 200	59 669 500	61 483 000	61 487 300	61 876 800
- Quarterly Net Adds (4)	950 600	492 300	1 813 500	4 300	389 500
- Quarterly net growth as a %	1,6%	0,8%	3,0%	0,0%	0,6%
- Year on year net growth (4)	5,6%	5,8%	6,0%	5,6%	4,6%

Penetration Rate (5)	92,2%	93,0%	95,8%	95,2%	95,8%
Population at January the 1 <sup>st</sup> of previous year (source: INSEE)	64 171 800	64 171 800	64 171 800	64 557 800	64 557 800

Active customers* (7)	57 119 300	58 031 000	59 559 600	59 805 400	60 298 100
- as a % of total customers	96,5%	97,3%	96,9%	97,3%	97,4%
- Quarterly Net Adds (4)	496 500	911 700	1 528 600	245 800	492 700
- Quarterly net growth as a %	0,9%	1,6%	2,6%	0,4%	0,8%
- Year on year net growth (4)	4,9%	5,4%	5,5%	5,6%	5,6%

Active Penetration Rate (5)	89,0%	90,4%	92,8%	92,6%	93,4%
Population at January the 1 <sup>st</sup> of previous year (source: INSEE)	64 171 800	64 171 800	64 171 800	64 557 800	64 557 800

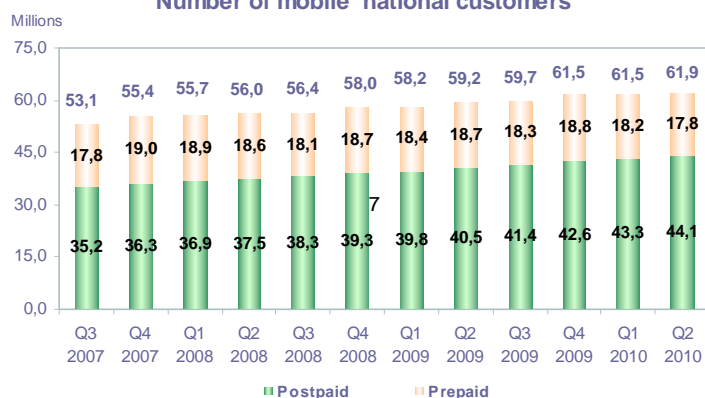
### SMS traffic - National

	June-09	Sept-09	Dec-09	March-10	June-10
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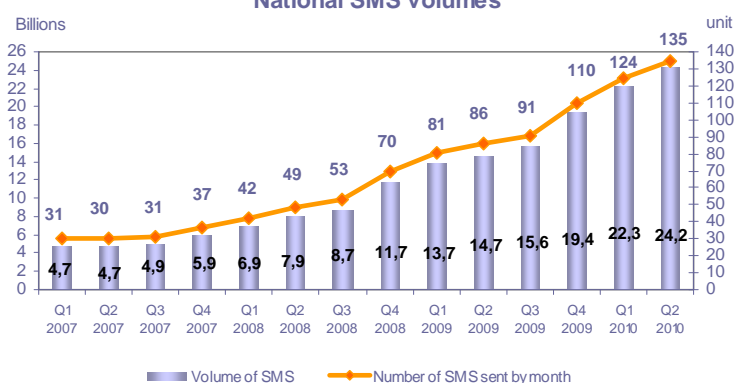
SMS traffic in thousands of units (13)	14 666 300	15 648 900	19 436 700	22 269 200	24 237 900
- Quarterly growth in thousands of units (4)	985 100	982 600	3 787 800	2 832 500	1 968 700
- Quarterly growth as a %	7,2%	6,7%	24,2%	14,6%	8,8%
- Year on year growth (4)	84,9%	80,7%	66,5%	62,8%	65,3%
Average monthly SMS Traffic per active customers (13)	86,0	90,6	110,2	124,4	134,5

\* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 customers

### Number of mobile national customers



### National SMS volumes



**I. 2. Customers geographic distribution (8)  
Metropolitan MNOs and MVNOs (1)  
June 30th 2010**

County	Population at January, the 1st 2009	County penetration rate* March 2010	County penetration rate* June 2010	County penetration rate* September 2010	County penetration rate* December 2010
Alsace	1 847 000	84,0%	84,9%		
Aquitaine	3 200 000	84,4%	85,5%		
Auvergne	1 343 000	73,0%	74,0%		
Basse-Normandie	1 467 000	76,3%	77,4%		
Bourgogne	1 637 000	79,3%	80,9%		
Bretagne	3 163 000	76,3%	75,7%		
Centre	2 544 000	81,7%	82,5%		
Champagne-Ardenne	1 336 000	88,4%	88,7%		
Corse	307 000	101,4%	103,9%		
Franche-Comté	1 168 000	72,1%	73,1%		
Haute-Normandie	1 822 000	88,5%	88,7%		
Ile-de-France	11 746 000	138,0%	137,0%		
Languedoc-Roussillon	2 616 000	85,3%	87,1%		
Limousin	741 000	75,1%	77,1%		
Lorraine	2 342 000	84,7%	85,6%		
Midi-Pyrénées	2 865 000	78,5%	80,5%		
Nord-Pas-De-Calais	4 022 000	88,7%	88,4%		
Pays de la Loire	3 538 000	75,1%	76,5%		
Picardie	1 906 000	83,7%	85,6%		
Poitou-Charentes	1 759 000	77,2%	79,2%		
PACA	4 940 000	104,6%	106,5%		
Rhône-Alpes	6 160 000	88,1%	88,3%		
<b>Total</b>	<b>62 469 000</b>	<b>94,6%</b>	<b>95,2%</b>		

\* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 customers

**I. 3. Customers geographic distribution (8)  
Overseas MNOs (1)  
June 30th 2010**

County	Population at January, the 1st 2009	County penetration rate* March 2010	County penetration rate* June 2010	County penetration rate* September 2010	County penetration rate* December 2010
Guadeloupe	448 000	124,7%	127,7%		
Martinique	402 000	124,1%	126,0%		
Guyane	229 000	102,5%	104,8%		
Mayotte	186 500	95,7%	95,9%		
Réunion	817 000	111,8%	110,7%		
Saint Pierre et Miquelon	6 300	49,4%	52,9%		
<b>Total</b>	<b>2 088 800</b>	<b>114,3%</b>	<b>115,1%</b>		

## II. 1. METROPOLITAN REPORT

### Mobile Network Operators and Mobile Virtual Network Operators (1)

June 30st 2010

	June-09	Sept-09	Dec-09	March-10	June-10
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<b>Postpaid customers (2)</b>	<b>39 337 000</b>	<b>40 233 500</b>	<b>41 443 300</b>	<b>42 042 600</b>	<b>42 870 400</b>
- Quarterly gross sales (3)	1 905 600	2 319 600	2 835 000	2 106 100	2 154 100
- Quarterly Net Adds (4)	712 700	896 500	1 209 800	599 300	827 800
- Quaterly net growrh as a %	1,8%	2,3%	3,0%	1,4%	2,0%
- Year on year net growth (4)	8,1%	8,3%	8,7%	8,9%	9,0%

<b>Prepaid customers (2)</b>	<b>17 519 600</b>	<b>17 083 000</b>	<b>17 658 000</b>	<b>17 057 800</b>	<b>16 601 300</b>
- Quarterly gross sales (3)	1 960 000	2 127 300	2 519 800	1 759 200	1 731 300
- Quarterly Net Adds (4)	215 300	-436 600	575 000	-600 200	-456 500
- Quaterly net growrh as a %	1,2%	-2,5%	3,4%	-3,4%	-2,7%
- Year on year net growth (4)	0,2%	0,2%	0,4%	-1,4%	-5,2%

<b>Total customers (2)</b>	<b>56 856 600</b>	<b>57 316 500</b>	<b>59 101 300</b>	<b>59 100 400</b>	<b>59 471 700</b>
among which Internet SIM card	1 447 900	1 747 800	2 070 200	2 208 000	2 379 000
among which M2M SIM card	1 126 900	1 357 700	1 559 700	1 764 800	2 042 600
- Quarterly Net Adds (4)	928 000	459 900	1 784 800	-900	371 300
- Quaterly net growrh as a %	1,7%	0,8%	3,1%	0,0%	0,6%
- Year on year net growth (4)	5,5%	5,7%	6,1%	5,7%	4,6%

<b>Penetration Rate (5)</b>	<b>91,5%</b>	<b>92,3%</b>	<b>95,2%</b>	<b>94,6%</b>	<b>95,2%</b>
Population at January the 1st of previous year (source: INSEE)	62 106 000	62 106 000	62 106 000	62 469 000	62 469 000

<b>Customers not under commitment contract* (6)</b>	<b>25 569 500</b>	<b>25 141 300</b>	<b>25 590 700</b>	<b>24 883 200</b>	<b>24 545 100</b>
- post-paid customers not under commitment contract	8 049 900	8 058 300	7 932 700	7 825 400	7 943 800
- % of post-paid customers not under commitment contract	20,5%	20,0%	19,1%	18,6%	18,5%

<b>Active customers* (7)</b>	<b>55 009 400</b>	<b>55 889 600</b>	<b>57 365 800</b>	<b>57 626 700</b>	<b>58 114 600</b>
- as a % of total customers	96,8%	97,5%	97,1%	97,5%	97,7%
- Quarterly Net Adds (4)	495 900	880 200	1 476 200	260 900	487 900
- Quaterly net growrh as a %	0,9%	1,6%	2,6%	0,5%	0,8%
- Year on year net growth (4)	4,8%	5,4%	5,5%	5,7%	5,6%

<b>Active Penetration Rate (5)</b>	<b>88,6%</b>	<b>90,0%</b>	<b>92,4%</b>	<b>92,2%</b>	<b>93,0%</b>
Population at January the 1st of previous year (source: INSEE)	62 106 000	62 106 000	62 106 000	62 469 000	62 469 000

Active mobile multimedia clients - Metropolitan	June-09	Sept-09	Dec-09	March-10	June-10
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<b>Active mobile multimedia clients* (12)</b>	<b>20 208 400</b>	<b>20 885 900</b>	<b>23 475 900</b>	<b>23 939 800</b>	<b>24 438 700</b>
- as a % of total active customers	36,7%	37,4%	40,9%	41,5%	42,1%
- Quarterly Net Adds (4)	716 600	677 500	2 590 000	463 900	498 900
- Quaterly net growrh as a %	3,7%	3,4%	12,4%	2,0%	2,1%
- Year on year net growth	20,8%	20,1%	22,8%	22,8%	20,9%

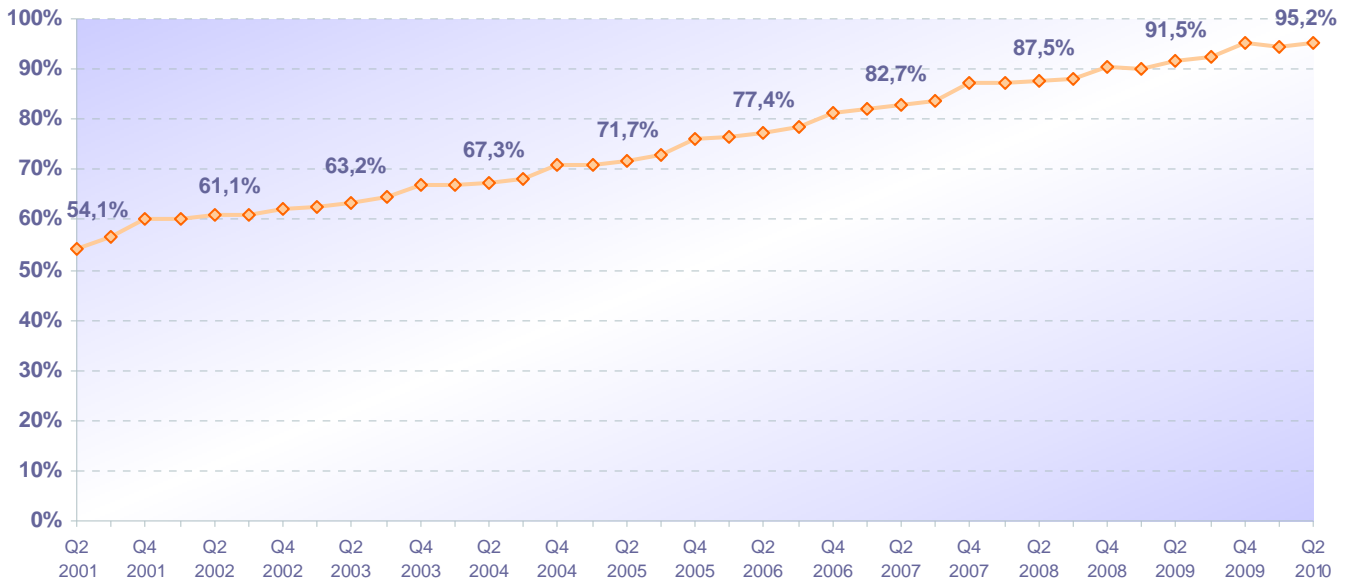
SMS Traffic - Metropolitan	June-09	Sept-09	Dec-09	March-10	June-10
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<b>SMS traffic in thousands of units (13)</b>	<b>14 163 800</b>	<b>15 106 600</b>	<b>18 850 100</b>	<b>21 609 300</b>	<b>23 503 100</b>
- Quarterly growth in thousands of units (4)	968 100	942 800	3 743 500	2 759 200	1 893 800
- Quaterly growth as a %	7,3%	6,7%	24,8%	14,6%	8,8%
- Year on year growth (4)	84,7%	81,2%	67,1%	63,8%	65,9%
Average monthly SMS Traffic per active customers (13)	86,2	90,8	111,0	125,3	135,4

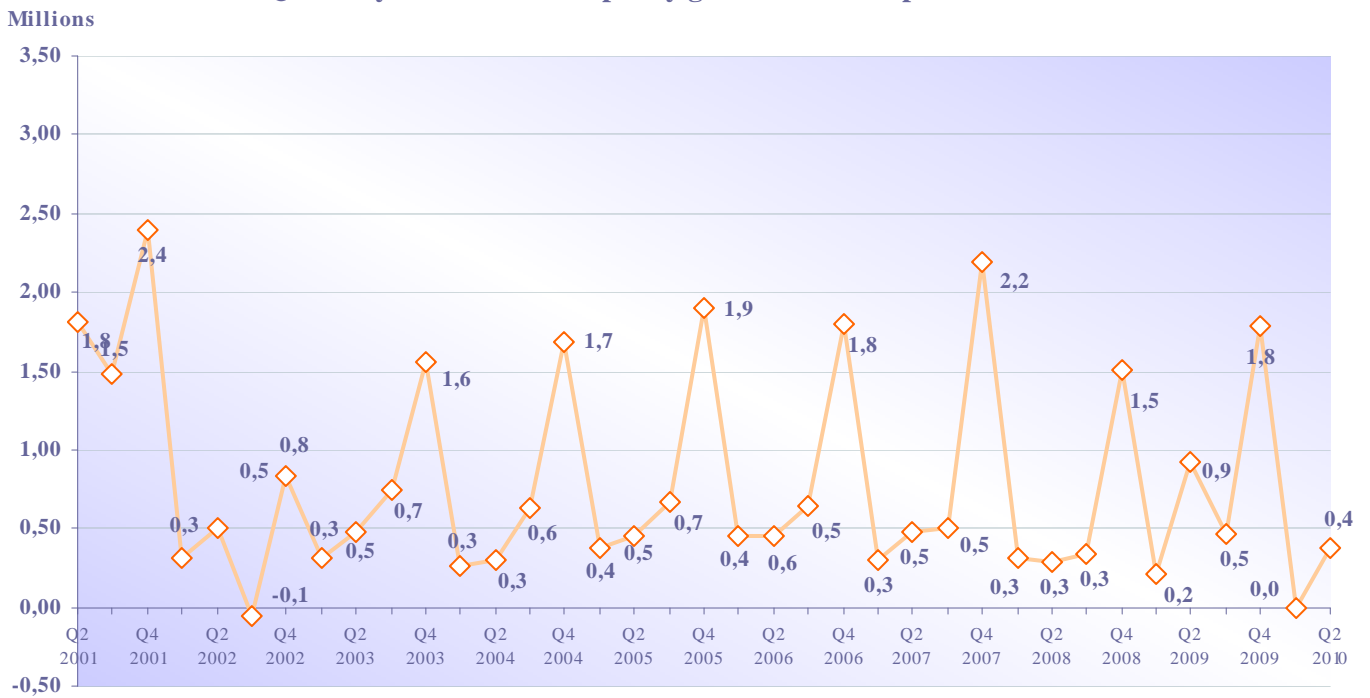
\* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 customers

adjusted figures

### Mobile telephone penetration rate in metropolitan France



### Quarterly net mobile telephony growth in Metropolitan France



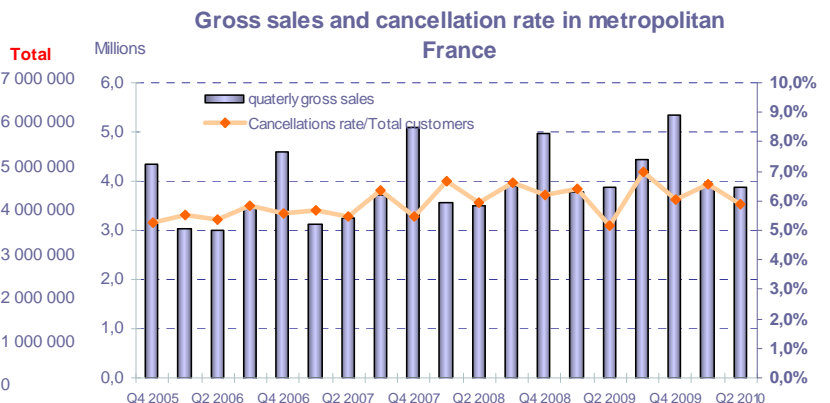
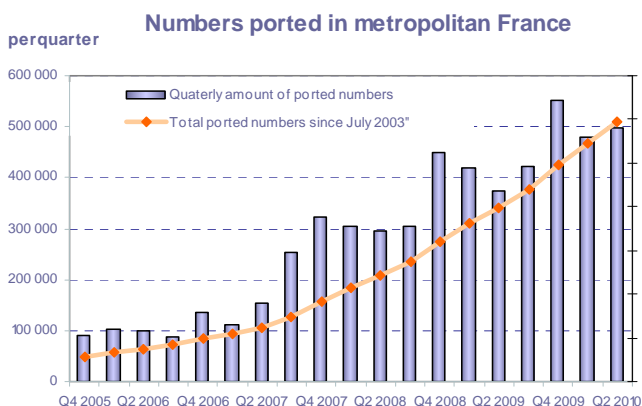
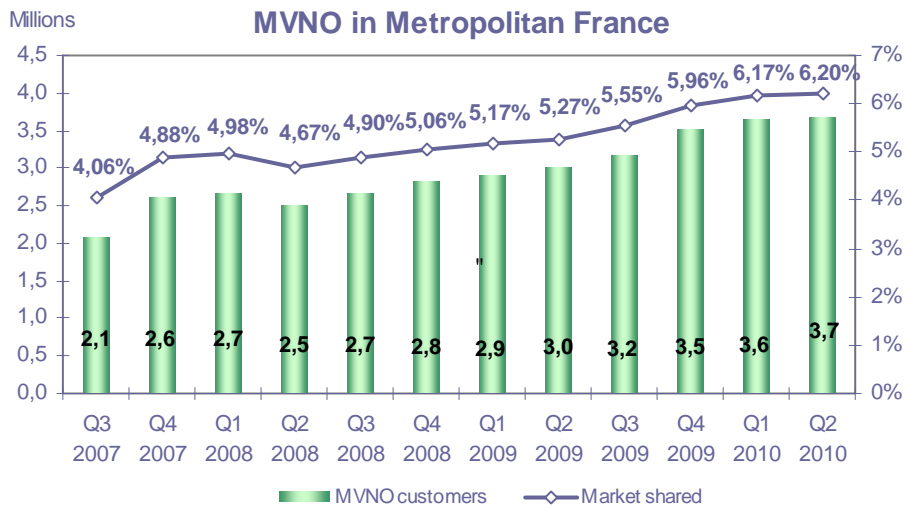
## II. 2. METROPOLITAN COMPETITION REPORT

### Mobile Network Operators and Mobile Virtual Network Operators (1)

June 30st 2010

	June-09	Sept-09	Dec-09	March-10	June-10
<b>MNOs</b>	<b>53 859 000</b>	<b>54 137 200</b>	<b>55 579 000</b>	<b>55 453 600</b>	<b>55 787 300</b>
- Among which postpaid customers	<b>38 063 100</b>	<b>38 838 700</b>	<b>39 872 700</b>	<b>40 373 800</b>	<b>41 099 000</b>
- Quarterly Net Adds (4)	820 600	278 200	1 441 800	-125 400	333 700
- Quaterly net growth as a %	1,5%	0,5%	2,7%	-0,2%	0,6%
- Year on year net growth (4)		5,0%	5,1%	4,6%	3,6%
<b>MVNOs</b>	<b>2 998 200</b>	<b>3 179 300</b>	<b>3 522 300</b>	<b>3 646 800</b>	<b>3 684 400</b>
- Quarterly Net Adds (4)	108 000	181 100	343 000	124 500	37 600
- Quaterly net growth as a %	3,7%	6,0%	10,8%	3,5%	1,0%
- Year on year net growth (4)		19,6%	25,0%	26,2%	22,9%
<b>MVNO Market share</b>	<b>5,27%</b>	<b>5,55%</b>	<b>5,96%</b>	<b>6,17%</b>	<b>6,20%</b>
<b>MVNO Market share of gross postpaid sales (9)</b>	<b>7,4%</b>	<b>10,0%</b>	<b>9,9%</b>	<b>8,7%</b>	<b>8,4%</b>
<b>MVNO Market share of gross prepaid sales (9)</b>	<b>15,5%</b>	<b>15,7%</b>	<b>16,3%</b>	<b>17,4%</b>	<b>14,6%</b>
<b>Quaterly postpaid cancellation rate (10)</b>	<b>3,2%</b>	<b>3,7%</b>	<b>4,1%</b>	<b>3,7%</b>	<b>3,2%</b>
<b>Quaterly prepaid cancellation rate (10)</b>	<b>9,7%</b>	<b>14,6%</b>	<b>10,8%</b>	<b>13,3%</b>	<b>12,7%</b>
<b>Numbers ported during the quarter</b>	<b>374 900</b>	<b>420 800</b>	<b>550 500</b>	<b>480 900</b>	<b>498 900</b>
- Total numbers ported since July 2003 (11)	3 989 700	4 410 500	4 961 000	5 441 900	5 940 800
- Year on year growth (4)		27,4%	38,2%	22,4%	15,0%

adjusted figures





**II. 3. METROPOLITAN REPORT - RESIDENTIAL MARKET**  
**Mobile Network Operators and Mobile Virtual Network Operators (1)**  
 June 30st 2010

	June-09	Sept-09	Dec-09	March-10	June-10
<b>RESIDENTIAL MARKET</b>					
<b>Postpaid residential customers (2)</b>	<b>32 289 400</b>	<b>32 848 400</b>	<b>33 719 300</b>	<b>33 991 100</b>	<b>34 407 400</b>
- Quarterly gross sales (3)	1 446 700	1 815 800	2 278 200	1 577 100	1 551 800
- Quarterly Net Adds (4)	426 500	559 000	870 900	271 800	416 300
- Quaterly net growrh as a %	1,3%	1,7%	2,7%	0,8%	1,2%
- Year on year net growth (4)	6,7%	6,4%	6,9%	6,7%	6,6%
<b>Prepaid residential customers (2)</b>	<b>17 519 600</b>	<b>17 083 000</b>	<b>17 658 000</b>	<b>17 057 800</b>	<b>16 601 300</b>
- Quarterly gross sales (3)	1 960 000	2 127 300	2 519 800	1 759 200	1 731 300
- Quarterly Net Adds (4)	215 300	-436 600	575 000	-600 200	-456 500
- Quaterly net growrh as a %	1,2%	-2,5%	3,4%	-3,4%	-2,7%
- Year on year net growth (4)	0,0%	0,2%	0,4%	-1,4%	-5,2%
<b>Total residential customers (2)</b>	<b>49 809 000</b>	<b>49 931 400</b>	<b>51 377 300</b>	<b>51 048 900</b>	<b>51 008 700</b>
<i>among which Internet SIM card</i>	<b>770 200</b>	<b>1 027 100</b>	<b>1 308 300</b>	<b>1 419 100</b>	<b>1 558 500</b>
- Quarterly Net Adds (4)	641 800	122 400	1 445 900	-328 400	-40 200
- Quaterly net growrh as a %	1,3%	0,2%	2,9%	-0,6%	-0,1%
- Year on year net growth (4)	4,2%	4,2%	4,6%	3,8%	2,4%

adjusted figures

**II. 4. METROPOLITAN COMPETITION REPORT - RESIDENTIAL MARKET**  
**Mobile Network Operators and Mobile Virtual Network Operators (1)**  
 June 30st 2010

	June-09	Sept-09	Dec-09	March-10	June-10
<b>RESIDENTIAL MARKET</b>					
<b>MNOs</b>	<b>46 825 000</b>	<b>46 766 400</b>	<b>47 876 800</b>	<b>47 424 100</b>	<b>47 345 700</b>
- Quarterly Net Adds (4)	534 500	-58 600	1 110 400	-452 700	-78 400
- Quaterly net growrh as a %	1,2%	-0,1%	2,4%	-0,9%	-0,2%
- Year on year net growth (4)		3,3%	3,3%	2,4%	1,1%
<b>MVNOs</b>	<b>2 984 000</b>	<b>3 165 000</b>	<b>3 500 400</b>	<b>3 624 700</b>	<b>3 663 000</b>
- Quarterly Net Adds (4)	107 300	181 000	335 400	124 300	38 300
- Quaterly net growrh as a %	3,7%	6,1%	10,6%	3,6%	1,1%
- Year on year net growth (4)		19,6%	24,8%	26,0%	22,8%
<b>MVNO Market share</b>	<b>5,99%</b>	<b>6,34%</b>	<b>6,81%</b>	<b>7,10%</b>	<b>7,18%</b>
<b>MVNO Market share of gross postpaid sales (9)</b>	<b>9,6%</b>	<b>12,8%</b>	<b>11,9%</b>	<b>11,5%</b>	<b>11,7%</b>
<b>MVNO Market share of gross prepaid sales (9)</b>	<b>15,5%</b>	<b>15,7%</b>	<b>16,3%</b>	<b>17,4%</b>	<b>14,6%</b>
<b>Quaterly postpaid cancellation rate (10)</b>	<b>3,3%</b>	<b>4,0%</b>	<b>4,4%</b>	<b>4,0%</b>	<b>3,5%</b>
<b>Quaterly prepaid cancellation rate (10)</b>	<b>9,7%</b>	<b>14,6%</b>	<b>10,8%</b>	<b>13,3%</b>	<b>12,7%</b>
<b>Numbers ported during the quarter</b>	<b>300 900</b>	<b>364 200</b>	<b>469 400</b>	<b>407 300</b>	<b>422 300</b>

adjusted figures

III. 1. OVERSEAS REPORT : DOM, Saint-Martin, Saint-Barthélemy, Mayotte, Saint Pierre & Miquelon  
 Mobile Network Operators (1)  
 June 30st 2010

	June-09	Sept-09	Dec-09	March-10	June-10
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Postpaid customers (2)	1 170 600	1 183 500	1 204 300	1 218 100	1 226 400
- Quarterly Net Adds (4)	17 800	12 900	20 800	13 800	8 300
- Quarterly net growth as a %	1,5%	1,1%	1,8%	1,1%	0,7%
- Year on year net growth (4)	8,6%	8,0%	6,7%	5,7%	4,8%

Prepaid customers (2)	1 150 100	1 169 500	1 177 500	1 168 900	1 178 700
- Quarterly Net Adds (4)	4 900	19 400	8 000	-8 600	9 800
- Quarterly net growth as a %	0,4%	1,7%	0,7%	-0,7%	0,8%
- Year on year net growth (4)	7,7%	6,2%	2,1%	2,1%	2,5%

Total customers (2)	2 320 700	2 353 000	2 381 800	2 387 000	2 405 100
- Quarterly Net Adds (4)	22 700	32 300	28 800	5 200	18 100
- Quarterly net growth as a %	1,0%	1,4%	1,2%	0,2%	0,8%
- Year on year net growth (4)	8,1%	7,1%	4,4%	3,9%	3,6%

Penetration Rate (5)	112,3%	113,9%	115,3%	114,3%	115,1%
Population at January the 1st of previous year (source: INSEE)	2 065 800	2 065 800	2 065 800	2 088 800	2 088 800

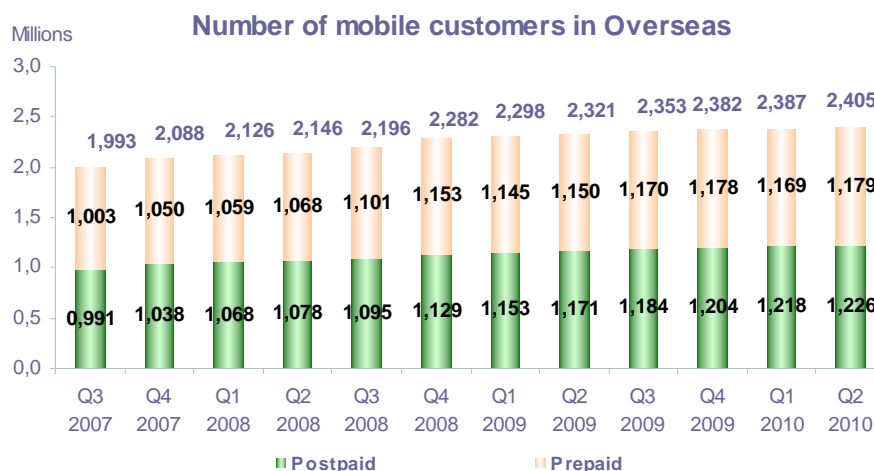
Active customers* (7)	2 109 900	2 141 400	2 193 800	2 178 700	2 183 500
- as a % of total active customers	90,9%	91,0%	92,1%	91,3%	90,8%
- Quarterly Net Adds (4)	600	31 500	52 400	-15 100	4 800
- Quarterly net growth as a %	0,0%	1,5%	2,4%	-0,7%	0,2%
- Year on year net growth	6,8%	5,8%	6,7%	3,3%	3,5%

Active Penetration Rate (5)	102,1%	103,7%	106,2%	104,3%	104,5%
Population at January the 1st of previous year (source: INSEE)	2 065 800	2 065 800	2 065 800	2 088 800	2 088 800

SMS Traffic - Overseas

	June-09	Sept-09	Dec-09	March-10	June-10
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SMS traffic in thousands of units (13)	502 500	542 300	586 600	659 900	734 700
- Quarterly growth in thousands of units (4)	17 000	39 800	44 300	73 300	74 800
- Quarterly growth as a %	3,5%	7,9%	8,2%	12,5%	11,3%
- Year on year growth (4)	89,3%	66,6%	51,3%	35,9%	46,2%
Average monthly SMS Traffic per active customers (13)	79,4	85,0	90,2	100,6	112,3



### III. 2. OVERSEAS REPORT : ANTILLES-GUYANE

#### Mobile Network Operators (1)

June 30st 2010

	June-09	Sept-09	Dec-09	March-10	June-10
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Postpaid customers (2)	654 800	658 400	668 700	675 000	677 100
- Quarterly Net Adds (4)	6 200	3 600	10 300	6 300	2 100
- Quaterly net growrh as a %	1,0%	0,5%	1,6%	0,9%	0,3%
- Year on year net growth (4)	7,8%	6,5%	4,8%	4,1%	3,4%

Prepaid customers (2)	580 300	608 400	616 800	616 900	641 300
- Quarterly Net Adds (4)	6 100	28 100	8 400	100	24 400
- Quaterly net growrh as a %	1,1%	4,8%	1,4%	0,0%	4,0%
- Year on year net growth (4)	16,5%	13,5%	6,9%	7,4%	10,5%

Total customers (2)	1 235 100	1 266 800	1 285 500	1 291 900	1 318 400
- Quarterly Net Adds (4)	12 300	31 700	18 700	6 400	26 500
- Quaterly net growrh as a %	1,0%	2,6%	1,5%	0,5%	2,1%
- Year on year net growth (4)	11,7%	9,7%	5,8%	5,7%	6,7%

Penetration Rate (5)	115,3%	118,3%	120,0%	119,7%	122,2%
Population at January the 1st of previous year (source: INSEE)	1 071 000	1 071 000	1 071 000	1 079 000	1 079 000

Active customers*(7)	1 128 500	1 151 600	1 200 100	1 177 200	1 189 700
- as a % of total active customers	91,4%	90,9%	93,4%	91,1%	90,2%
- Quarterly Net Adds (4)	-3 900	23 100	48 500	-22 900	12 500
- Quaterly net growrh as a %	-0,3%	2,0%	4,2%	-1,9%	1,1%
- Year on year net growth	7,8%	7,4%	9,2%	4,0%	5,4%

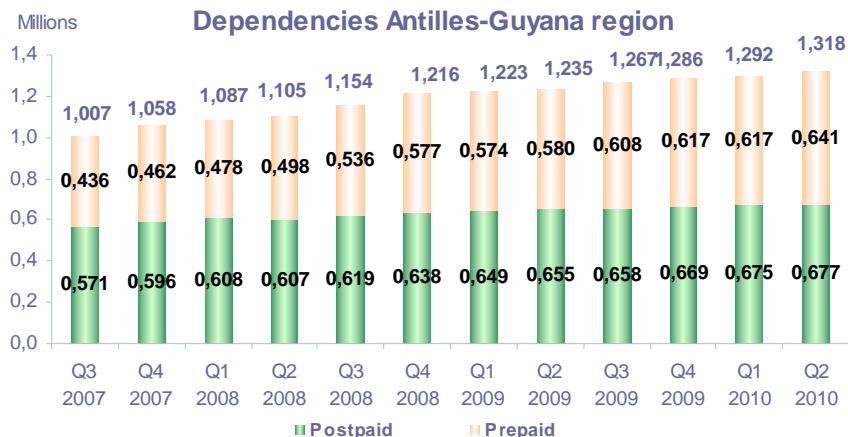
Active Penetration Rate (5)	105,4%	107,5%	112,1%	109,1%	110,3%
Population at January the 1st of previous year (source: INSEE)	1 071 000	1 071 000	1 071 000	1 079 000	1 079 000

#### SMS Traffic - Overseas (ANTILLES-GUYANE)

	June-09	Sept-09	Dec-09	March-10	June-10
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SMS traffic in thousands of units (13)	192 300	190 000	201 700	217 400	232 600
- Quarterly growth in thousands of units (4)	-5 900	-2 300	11 700	15 700	15 200
- Quaterly growrh as a %	-3,0%	-1,2%	6,2%	7,8%	7,0%
- Year on year growth (4)	44,4%	37,0%	20,9%	9,7%	21,0%
Average monthly SMS Traffic per active customers (13)	56,7	55,6	57,2	61,0	65,5

#### Number of mobile customers in Overseas : Dependencies Antilles-Guyana region



### III. 3. OVERSEAS REPORT : REUNION-MAYOTTE

#### Mobile Network Operators (1)

June 30st 2010

	June-09	Sept-09	Dec-09	March-10	June-10
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Postpaid customers (2)	513 700	523 100	533 600	541 100	547 200
- Quarterly Net Adds (4)	11 600	9 400	10 500	7 500	6 100
- Quaterly net growrh as a %	2,3%	1,8%	2,0%	1,4%	1,1%
- Year on year net growth (4)	9,6%	10,1%	9,3%	7,8%	6,5%

Prepaid customers (2)	568 700	560 000	559 500	550 900	536 200
- Quarterly Net Adds (4)	-1 300	-8 700	-500	-8 600	-14 700
- Quaterly net growrh as a %	-0,2%	-1,5%	-0,1%	-1,5%	-2,7%
- Year on year net growth (4)	-0,1%	-0,7%	-2,7%	-3,4%	-5,7%

Total customers (2)	1 082 400	1 083 100	1 093 100	1 092 000	1 083 400
- Quarterly Net Adds (4)	10 300	700	10 000	-1 100	-8 600
- Quaterly net growrh as a %	1,0%	0,1%	0,9%	-0,1%	-0,8%
- Year on year net growth (4)	4,3%	4,2%	2,8%	1,9%	0,1%

Penetration Rate (5)	109,5%	109,6%	110,6%	108,8%	108,0%
Population at January the 1st of previous year (source: INSEE)	988 500	988 500	988 500	1 003 500	1 003 500

Active customers*(7)	978 200	986 700	990 400	998 400	990 500
- as a % of total active customers	90,4%	91,1%	90,6%	91,4%	91,4%
- Quarterly Net Adds (4)	4 400	8 500	3 700	8 000	-7 900
- Quaterly net growrh as a %	0,5%	0,9%	0,4%	0,8%	-0,8%
- Year on year net growth	5,6%	4,0%	3,9%	2,5%	1,3%

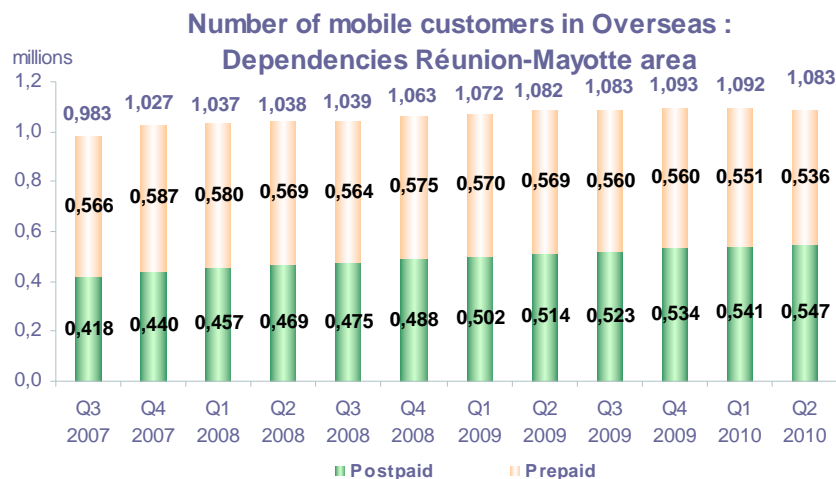
adjusted figure

Active Penetration Rate (5)	99,0%	99,8%	100,2%	99,5%	98,7%
Population at January the 1st of previous year (source: INSEE)	988 500	988 500	988 500	1 003 500	1 003 500

#### SMS Traffic - Overseas (REUNION-MAYOTTE)

	June-09	Sept-09	Dec-09	March-10	June-10
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SMS traffic in thousands of units (13)	310 200	352 300	384 900	442 500	468 400
- Quarterly growth in thousands of units (4)	22 900	42 100	32 600	57 600	25 900
- Quaterly growrh as a %	8,0%	13,6%	9,3%	15,0%	5,9%
- Year on year growth (4)	134,6%	88,5%	74,2%	54,0%	51,0%
Average monthly SMS Traffic per active customers (13)	105,9	119,5	129,8	148,3	157,0



# Appendix

## **The references in the tables refer to the following notes:**

- (1) Metropolitan mobile network operators (MNOs): Orange France, Société Française du Radiotéléphone (SFR) and Bouygues Telecom; and active MVNOs controlled by network operators and counted as such: Debitel, Ten, Neuf Cegetel, Mobisud. Metropolitan MVNOs independent of mobile operators and active during the quarter: Afone, Auchan Télécom, Bazile Telecom, Carrefour mobile, Coriolis Telecom, E-plus, France Telecom, NRJ Mobile, Numéricable, Omer Telecom, Pritel, SIM +, Sisteer, Transatel and Zero forfait. Overseas mobile network operators: Orange Caraïbe, subsidiary of Orange France; Orange Réunion, subsidiary of Orange France; Société Réunionnaise du Radiotéléphone (SRR), including under the Mayotte Télécom Mobile brand in Mayotte, subsidiary of SFR; Digicel AFG; SAS SPM, subsidiary of Orange Caraïbe in Saint-Pierre-et-Miquelon; Dauphin Telecom; Outremer Telecom and UTS Caraïbe.
- (2) A client is considered to be any user of a mobile service provided by an operator (MNO or MVNO) and having a mobile line registered with an operator's Home Location Register (HLR) at the date in question. Due to misuse of language, the term "client" also refers to the mobile line itself. So, for business clients, each line is considered a client. Post-paid clients are those whose service is invoiced regularly (packages, metered offers, blocked accounts, etc.). By default, any non-post-paying client is considered to be a pre-paying client.
- (3) Gross sales are the operator's clients at the end of the quarter which are registered with the HLR during the quarter. They exclude migrations: pre-paid to post-paid migration corresponds to clients asking their operator to replace their pre-paid offer in force at the beginning of the quarter with a post-paid offer; conversely, post-paid to pre-paid migration corresponds to clients asking their operator to replace their post-paid offer in force at the beginning of the quarter with a pre-paid offer.
- (4) Net growth data for the quarter are calculated as the difference in the number of clients between the beginning and end of the quarter. Year-on-year growth is obtained by comparing the numbers of clients of two ends of quarters one year apart to the end of the first quarter in question.
- (5) The penetration rate is obtained by dividing the total number of clients or the number of "active" clients by the population in question. The MIM publication of December 2006 updated the populations resulting from INSEE's ten-year census of 1st January 1999. From now on, the reference population is that published by INSEE on 1st January of the year in question, with no retroactive updating. On 1st January of year N, INSEE publishes its population estimates for 1st January of the year N-1. So, the reference population for 2010, taken from the estimates published on 1st January 2010 (and therefore on 1st January 2009), is a Metropolitan population of 62 469 000, to which are added a population of 2 088 800 for the DOM, broken down as 1 079 000 inhabitants for the Antilles-Guyana area and 1 003 500 for the Réunion area.
- (6) A client under a commitment contract is any client having taken out or renewed a contract (out of all or part of the contracts related to mobile service) for a minimum period not having expired at the date in question. A client not under commitment contract is any client not having a contract.
- (7) The number of active clients equals all post-paid clients or pre-paid clients having made or received a telephone call, whether free or paid, during the past three months (not including SMS).
- (8) A client's registration region is that of the Metropolitan administrative region in which the client was registered from the operator's point of view. For post-paid clients, this is the region of the invoicing address.
- (9) The market share of MVNOs in gross post-paid sales is the ratio as a percentage of gross sales made by the MVNOs during the quarter to total post-paid gross for the same quarter. The market share of MVNOs in gross pre-paid sales is the ratio as a percentage of gross pre-paid sales made by the MVNOs during the quarter to total gross pre-paid sales for the same quarter.
- (10) The quarterly post-paid cancellation rate is the ratio of post-paid cancellations during the quarter to the average number of post-paid clients during the period ( $\frac{1}{2}$  sum of post-paid numbers at the beginning and end of the quarter). The quarterly pre-paid cancellation rate is the ratio between pre-paid cancellations during the quarter and the average number of pre-paid clients during the period ( $\frac{1}{2}$  sum of pre-paid clients at the beginning and end of the quarter). Note that a cancellation is defined as an operator's client at the beginning of the quarter whose registration in the HLR was deleted during the quarter. Modifications to the registration in the HLR are not cancellations. So, this definition does not cover changes in offers within a line, or pre- to post-paid migrations or post- to pre-paid migrations, or service suspensions.
- (11) The number of ported numbers is calculated as half of the volume of numbers of "in" porting and "out" porting done by all operators. "In" porting is considered to be an effective porting from the receiving operator's point of view. "Out" porting is an effective porting from the donor operator's point of view.
- (12) The active number of multimedia clients is defined as all clients having used a multimedia service such as Internet mobile (Wap, I-Mode, Vodafone live, Orange World, etc.) at least once during the past month or, having sent an MMS or mobile e-mail (this does not include SMS), regardless of the support technology (CSD, GPRS, EDGE, UMTS, etc.).
- (13) Quarterly SMS (Short Message Service) traffic corresponds to all SMS sent (outgoing SMS) during the quarter. The data for St. Pierre and Miquelon are not considered. Average monthly SMS traffic per active client equals quarterly SMS traffic divided by 3, divided by the average number of active clients ((number of active clients at the end of the previous quarter + number of active clients at the end of the quarter in question)/2).