



# Telecommunications observatory (mobile market)

2<sup>nd</sup> quarter 2012 - provisional results

## *Summary:*

### ➤ **National**

- Page 3 : customers base and multimedia
- Page 4 : customers geographic distribution

### ➤ **Metropolitan France**

- Pages 5 to 6: customers base, multimedia, penetration rate
- Page 7: Panel of competition
- Page 8: Metropolitan residential market

### ➤ **Overseas**

- Page 9: customers base
- Page 10: Antilles-Guyana
- Page 11: Reunion-Mayotte

### ➤ **Appendix (page 12)**

The figures 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=36>

*Except opposite mention, indicators are in million units.*

## I. NATIONAL REPORT

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

June 30th, 2012

	June-11	Sept-11	Dec-11	March-12	June-12
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Postpaid customers (2)	47,345	48,097	49,019	50,652	52,066
- Quarterly Net Adds (4)	0,522	0,752	0,922	1,633	1,414
- Quaterly net growrh as a %	1,1%	1,6%	1,9%	3,3%	2,8%
- Year on year net growth (4)	7,1%	6,6%	5,6%	8,2%	10,0%

Prepaid customers (2)	18,667	18,943	19,603	18,876	18,359
- Quarterly Net Adds (4)	-0,026	0,276	0,660	-0,727	-0,517
- Quaterly net growrh as a %	-0,1%	1,5%	3,5%	-3,7%	-2,7%
- Year on year net growth (4)	4,5%	6,2%	5,2%	1,0%	-1,6%

Total customers (2)	66,012	67,040	68,622	69,528	70,425
- Quarterly Net Adds (4)	0,496	1,028	1,582	0,906	0,897
- Quaterly net growrh as a %	0,8%	1,6%	2,4%	1,3%	1,3%
- Year on year net growth (4)	6,4%	6,5%	5,5%	6,1%	6,7%

Penetration Rate (5)	101,7%	103,3%	105,7%	106,5%	107,9%
Population at January the 1 <sup>st</sup> of previous year (source: INSEE)	64,920	64,920	64,920	65,259	65,259

Active customers*(7)	63,976	65,108	66,368	67,241	68,039
- as a % of total customers	96,9%	97,1%	96,7%	96,7%	96,6%
- Quarterly Net Adds (4)	0,513	1,132	1,260	0,873	0,798
- Quaterly net growrh as a %	0,8%	1,8%	1,9%	1,3%	1,2%
- Year on year net growth (4)	5,9%	6,2%	5,1%	6,0%	6,4%

Active Penetration Rate (5)	98,5%	100,3%	102,2%	103,0%	104,3%
Population at January the 1st of previous year (source: INSEE)	64,920	64,920	64,920	65,259	65,259

adjusted figures

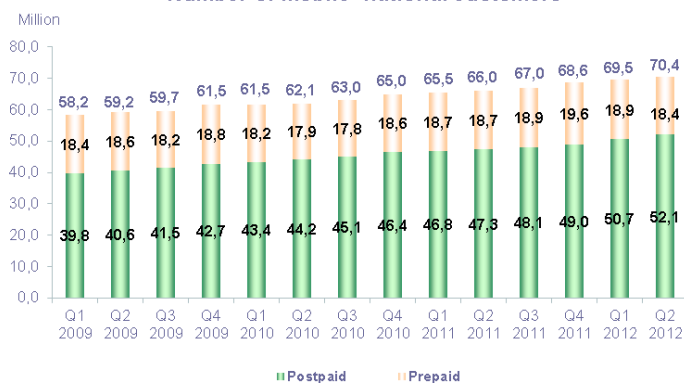
\* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 customers

### SMS traffic - National

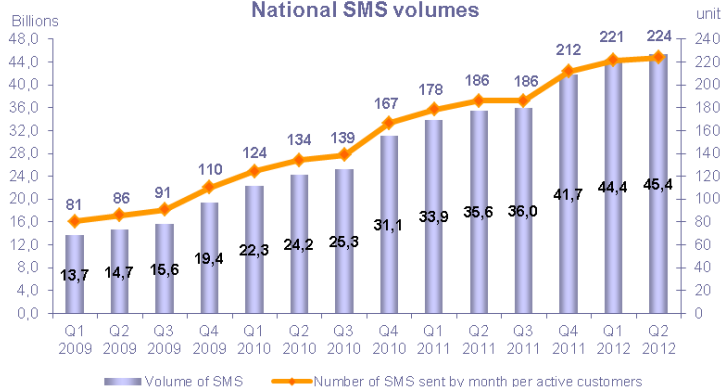
	June-11	Sept-11	Dec-11	March-12	June-12
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SMS traffic in billions of units (13)	35,561	36,038	41,740	44,385	45,438
- Quarterly growth in billions of units (4)	1,673	0,477	5,702	2,645	1,053
- Quaterly growrh as a %	4,9%	1,3%	15,8%	6,3%	2,4%
- Year on year growth (4)	46,9%	42,3%	34,0%	31,0%	27,8%
Average monthly SMS Traffic per active customers (13)	186,0	186,1	211,6	221,5	223,9

Number of mobile national customers



National SMS volumes



**I. 2. Customers geographic distribution (8)  
Metropolitan MNOs (1) and MVNOs (1')  
June 30th, 2012**

County	Population at January, the 1st 2011	County penetration rate* March 2012	County penetration rate* June 2012	County penetration rate* September 2012	County penetration rate* December 2012
Alsace	1,860	94,6%	96,9%		
Aquitaine	3,258	94,5%	95,2%		
Auvergne	1,348	80,8%	81,4%		
Basse-Normandie	1,477	83,3%	84,1%		
Bourgogne	1,648	87,8%	88,6%		
Bretagne	3,221	81,3%	82,0%		
Centre	2,551	93,0%	93,9%		
Champagne-Ardenne	1,335	95,7%	96,9%		
Corse	0,313	103,6%	102,4%		
Franche-Comté	1,177	81,1%	83,8%		
Haute-Normandie	1,843	91,8%	91,0%		
Ile-de-France	11,867	155,5%	158,7%		
Languedoc-Roussillon	2,661	95,7%	96,7%		
Limousin	0,747	84,4%	84,5%		
Lorraine	2,355	93,8%	95,6%		
Midi-Pyrénées	2,916	91,8%	92,6%		
Nord-Pas-De-Calais	4,038	96,3%	98,0%		
Pays de la Loire	3,595	85,4%	86,2%		
Picardie	1,919	89,6%	91,0%		
Poitou-Charentes	1,780	85,6%	85,9%		
PACA	4,944	120,7%	121,9%		
Rhône-Alpes	6,272	101,0%	101,9%		
<b>Total</b>	<b>63,128</b>	<b>105,9%</b>	<b>107,3%</b>		

\* Obtained by extrapolation to all operators of the data given by operators declaring more than 50 000 customers  
The geographic distribution customers of the first quarter 2012 was adjusted with regard to the previous publication.

**I. 3. Customers geographic distribution (8)  
Overseas MNOs (1)  
June 30th, 2012**

County	Population at January, the 1st 2011	County penetration rate March 2012	County penetration rate June 2012	County penetration rate September 2012	County penetration rate December 2012
Guadeloupe	0,449	150,6%	151,4%		
Martinique	0,396	145,8%	146,0%		
Guyane	0,236	122,6%	124,9%		
Mayotte	0,204	94,4%	95,2%		
Réunion	0,839	109,7%	109,8%		
Saint Pierre et Miquelon	0,006	58,2%	57,7%		
<b>Total</b>	<b>2,131</b>	<b>124,9%</b>	<b>125,4%</b>		

## II. 1. METROPOLITAN REPORT

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

June 30th, 2012

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>Postpaid customers (2)</b>	<b>46,048</b>	<b>46,791</b>	<b>47,681</b>	<b>49,302</b>	<b>50,706</b>
- Quarterly gross sales (3)	2,179	2,579	3,143	5,241	3,974
- Quarterly Net Adds (4)	0,508	0,743	0,890	1,621	1,404
- Quaterly net growth as a %	1,1%	1,6%	1,9%	3,4%	2,8%
- Year on year net growth (4)	7,2%	6,6%	5,6%	8,3%	10,1%

<b>Prepaid customers (2)</b>	<b>17,401</b>	<b>17,638</b>	<b>18,286</b>	<b>17,565</b>	<b>17,047</b>
- Quarterly gross sales (3)	2,306	2,755	3,053	2,404	2,631
- Quarterly Net Adds (4)	-0,041	0,237	0,648	-0,721	-0,518
- Quaterly net growth as a %	-0,2%	1,4%	3,7%	-3,9%	-2,9%
- Year on year net growth (4)	4,3%	5,9%	5,1%	0,7%	-2,0%

<b>Total customers (2)</b>	<b>63,449</b>	<b>64,429</b>	<b>65,967</b>	<b>66,867</b>	<b>67,753</b>
among which Internet SIM card	<b>2,848</b>	<b>3,003</b>	<b>3,124</b>	<b>3,161</b>	<b>3,186</b>
among which M2M SIM card	<b>3,012</b>	<b>3,147</b>	<b>3,354</b>	<b>3,528</b>	<b>3,907</b>
- Quarterly Net Adds (4)	0,467	0,980	1,538	0,900	0,886
- Quaterly net growth as a %	0,7%	1,5%	2,4%	1,4%	1,3%
- Year on year net growth (4)	6,4%	6,4%	5,5%	6,2%	6,8%

<b>Penetration Rate (5)</b>	<b>101,0%</b>	<b>102,6%</b>	<b>105,0%</b>	<b>105,9%</b>	<b>107,3%</b>
Population at January the 1st of previous year (source: INSEE)	62,799	62,799	62,799	63,128	63,128

<b>Customers not under commitment contract* (6)</b>	<b>25,955</b>	<b>26,546</b>	<b>27,846</b>	<b>29,425</b>	<b>30,527</b>
- post-paid customers not under commitment contract	8,554	8,908	9,560	11,860	13,480
- % of post-paid customers not under commitment contract	18,6%	19,0%	20,0%	24,1%	26,6%

<b>Active customers*(7)</b>	<b>61,687</b>	<b>62,789</b>	<b>64,017</b>	<b>64,889</b>	<b>65,689</b>
- as a % of total customers	97,2%	97,5%	97,0%	97,0%	97,0%
- Quarterly Net Adds (4)	0,511	1,102	1,228	0,872	0,800
- Quaterly net growth as a %	0,8%	1,8%	2,0%	1,4%	1,2%
- Year on year net growth (4)	5,9%	6,3%	5,1%	6,1%	6,5%

<b>Active Penetration Rate (5)</b>	<b>98,2%</b>	<b>100,0%</b>	<b>101,9%</b>	<b>102,8%</b>	<b>104,1%</b>
Population at January the 1st of previous year (source: INSEE)	62,799	62,799	62,799	63,128	63,128

#### Active mobile multimedia clients - Metropolitan

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>Active mobile multimedia clients* (12)</b>	<b>29,139</b>	<b>30,035</b>	<b>31,637</b>	<b>31,440</b>	<b>32,991</b>
- as a % of total active customers	47,2%	47,8%	49,4%	48,5%	50,2%
- Quarterly Net Adds (4)	1,240	0,896	1,602	-0,197	1,551
- Quaterly net growth as a %	4,4%	3,1%	5,3%	-0,6%	4,9%
- Year on year net growth	19,7%	17,6%	13,5%	12,7%	13,2%

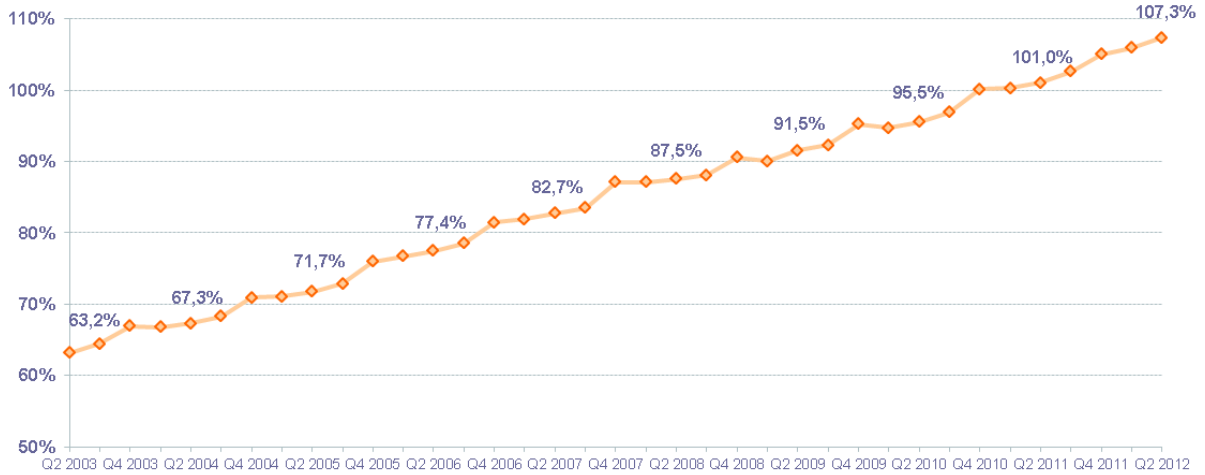
#### SMS Traffic - Metropolitan

	June-11	Sept-11	Dec-11	March-12	June-12
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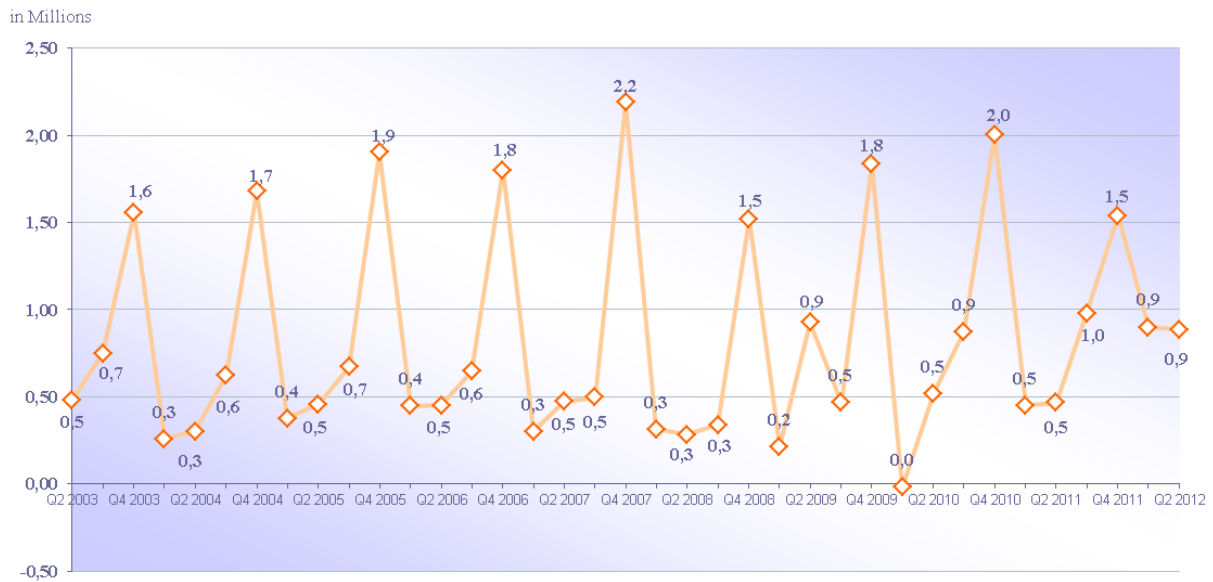
<b>SMS traffic in billions of units (13)</b>	<b>34,604</b>	<b>35,031</b>	<b>40,640</b>	<b>43,229</b>	<b>44,256</b>
- Quarterly growth in billions of units (4)	1,641	0,427	5,609	2,589	1,027
- Quaterly growth as a %	5,0%	1,2%	16,0%	6,4%	2,4%
- Year on year growth (4)	47,2%	42,5%	34,2%	31,1%	27,9%
<b>Average monthly SMS Traffic per active customers (13)</b>	<b>187,8</b>	<b>187,6</b>	<b>213,7</b>	<b>223,6</b>	<b>225,9</b>

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

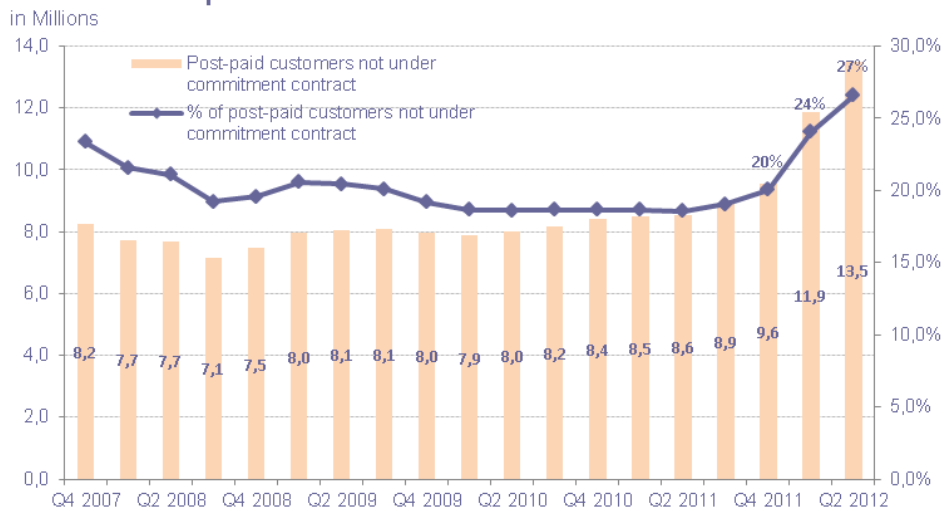
### Mobile telephone penetration rate in metropolitan France



### Quarterly net mobile telephony growth in Metropolitan France



### Post-paid customers not under commitment contract



**II. 2. METROPOLITAN COMPETITION REPORT**  
**Mobile Network Operators (1) and Mobile Virtual Network Operators (1')**  
 June 30th, 2012

	June-11	Sept-11	Dec-11	March-12	June-12
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MNOs	57,473	57,542	58,425	59,368	60,063
- Among which postpaid customers	43,177	43,636	44,292	45,974	47,223
- Quarterly Net Adds (4)	-0,268	0,069	0,883	0,943	0,695
- Quaterly net growrh as a %	-0,5%	0,1%	1,5%	1,6%	1,2%
- Year on year net growth (4)	3,0%	2,1%	1,0%	2,8%	4,5%

MVNOs	5,975	6,888	7,542	7,499	7,690
- Quarterly Net Adds (4)	0,734	0,913	0,654	-0,043	0,191
- Quaterly net growrh as a %	14,0%	15,3%	9,5%	-0,6%	2,5%
- Year on year net growth (4)	54,4%	64,7%	61,4%	43,1%	28,7%

MVNO Market share	9,42%	10,69%	11,43%	11,21%	11,35%
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MVNO Market share of gross postpaid sales (9)	15,5%	18,1%	15,0%	7,3%	10,3%
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MVNO Market share of gross prepaid sales (9)	31,4%	35,9%	34,3%	38,9%	44,3%
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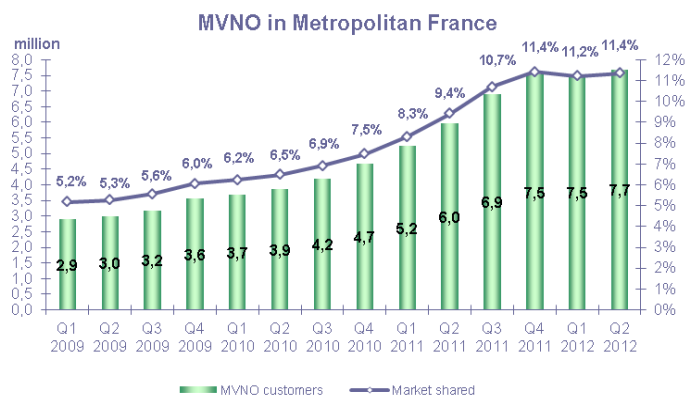
Quaterly postpaid cancellation rate (10)	3,7%	4,0%	4,8%	7,5%	5,1%
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Quaterly prepaid cancellation rate (10)	13,4%	14,4%	13,3%	17,4%	18,2%
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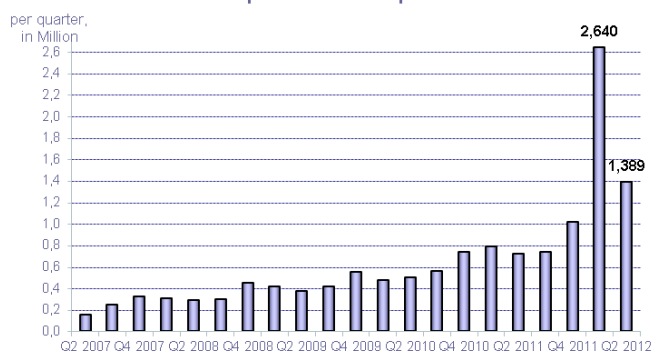
Numbers ported during the quarter	0,726	0,740	1,018	2,640	1,389
- Total numbers ported since July 2003 (11)	8,770	9,510	10,528	13,168	14,557
- Year on year growth (4)	45,2%	30,7%	37,4%	233,8%	91,3%

adjusted figures

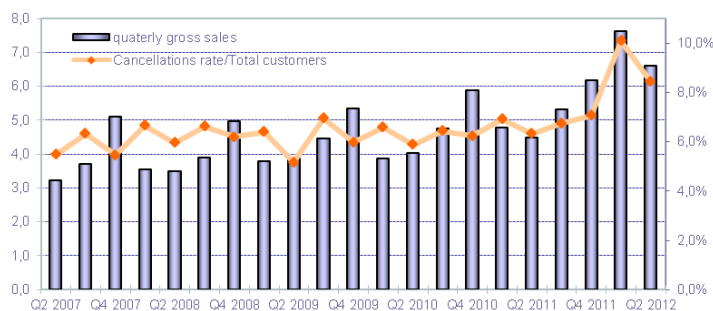
Not relevant growths (integration of the customers of La Poste Telecom formerly Débitel in the MVNO market)



**Numbers ported in metropolitan France**



**Gross sales and cancellation rate in metropolitan France**



## II. 3. METROPOLITAN REPORT - RESIDENTIAL MARKET Mobile Network Operators (1) and Mobile Virtual Network Operators (1')

June 30th, 2012

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>Postpaid residential customers (2)</b>	<b>36,018</b>	<b>36,545</b>	<b>37,120</b>	<b>38,513</b>	<b>39,485</b>
- Quarterly gross sales (3)	1,651	2,072	2,479	4,634	3,232
- Quarterly Net Adds (4)	0,217	0,527	0,575	1,393	0,972
- Quaterly net growrh as a %	0,6%	1,5%	1,6%	3,8%	2,5%
- Year on year net growth (4)	4,4%	4,1%	3,6%	7,6%	9,6%

<b>Prepaid residential customers (2)</b>	<b>17,401</b>	<b>17,638</b>	<b>18,286</b>	<b>17,565</b>	<b>17,047</b>
- Quarterly gross sales (3)	2,306	2,755	3,053	2,404	2,631
- Quarterly Net Adds (4)	-0,041	0,237	0,648	-0,721	-0,518
- Quaterly net growrh as a %	-0,2%	1,4%	3,7%	-3,9%	-2,9%
- Year on year net growth (4)	4,3%	5,9%	5,1%	0,7%	-2,0%

<b>Total residential customers (2)</b>	<b>53,419</b>	<b>54,183</b>	<b>55,406</b>	<b>56,078</b>	<b>56,532</b>
<i>among which Internet SIM card</i>	<b>1,883</b>	<b>2,006</b>	<b>2,095</b>	<b>2,107</b>	<b>2,156</b>
- Quarterly Net Adds (4)	0,176	0,764	1,223	0,672	0,454
- Quaterly net growrh as a %	0,3%	1,4%	2,3%	1,2%	0,8%
- Year on year net growth (4)	4,4%	4,7%	4,1%	5,3%	5,8%

adjusted figures

## II. 4. METROPOLITAN COMPETITION REPORT - RESIDENTIAL MARKET Mobile Network Operators (1) and Mobile Virtual Network Operators (1')

June 30th, 2012

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>MNOs</b>	<b>47,498</b>	<b>47,352</b>	<b>47,926</b>	<b>48,643</b>	<b>48,907</b>
- Quarterly Net Adds (4)	-0,551	-0,146	0,574	0,717	0,264
- Quaterly net growrh as a %	-1,1%	-0,3%	1,2%	1,5%	0,5%
- Year on year net growth (4)	0,3%	-0,5%	-1,4%	1,2%	3,0%

<b>MVNOs</b>	<b>5,921</b>	<b>6,832</b>	<b>7,479</b>	<b>7,435</b>	<b>7,626</b>
- Quarterly Net Adds (4)	0,728	0,911	0,647	-0,044	0,191
- Quaterly net growrh as a %	14,0%	15,4%	9,5%	-0,6%	2,6%
- Year on year net growth (4)	54,0%	64,5%	61,5%	43,2%	28,8%

<b>MVNO Market share</b>	<b>11,08%</b>	<b>12,61%</b>	<b>13,50%</b>	<b>13,26%</b>	<b>13,49%</b>
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<b>MVNO Market share of gross postpaid sales (9)</b>	20,1%	22,3%	18,6%	8,1%	12,5%
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<b>MVNO Market share of gross prepaid sales (9)</b>	31,4%	35,9%	34,3%	38,9%	44,3%
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<b>Quaterly postpaid cancellation rate (10)</b>	4,0%	4,3%	5,2%	8,6%	5,8%
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<b>Quaterly prepaid cancellation rate (10)</b>	13,4%	14,4%	13,3%	17,4%	18,2%
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<b>Numbers ported during the quarter</b>	0,641	0,664	0,913	2,486	1,284
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adjusted figures

Not relevant growths (integration of the customers of La Poste Telecom formerly Débitel in the MVNO market)



### III. 1. OVERSEAS REPORT : DOM, Saint-Martin, Saint-Barthélemy, Mayotte, Saint-Pierre-et-Miquelon Mobile Network Operators (1)

June 30th, 2012

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>Postpaid customers (2)</b>	<b>1,297</b>	<b>1,306</b>	<b>1,337</b>	<b>1,351</b>	<b>1,361</b>
- Quarterly Net Adds (4)	0,014	0,009	0,031	0,014	0,010
- Quaterly net growrh as a %	1,1%	0,7%	2,4%	1,0%	0,7%
- Year on year net growth (4)	5,8%	4,8%	5,5%	5,3%	4,9%

<b>Prepaid customers (2)</b>	<b>1,267</b>	<b>1,305</b>	<b>1,317</b>	<b>1,311</b>	<b>1,312</b>
- Quarterly Net Adds (4)	0,015	0,038	0,012	-0,006	0,001
- Quaterly net growrh as a %	1,2%	3,0%	0,9%	-0,5%	0,1%
- Year on year net growth (4)	7,5%	9,9%	7,1%	4,7%	3,6%

<b>Total customers (2)</b>	<b>2,564</b>	<b>2,611</b>	<b>2,654</b>	<b>2,662</b>	<b>2,673</b>
- Quarterly Net Adds (4)	0,029	0,047	0,043	0,008	0,011
- Quaterly net growrh as a %	1,1%	1,8%	1,6%	0,3%	0,4%
- Year on year net growth (4)	6,6%	7,3%	6,3%	5,0%	4,3%

<b>Penetration Rate (5)</b>	<b>120,9%</b>	<b>123,1%</b>	<b>125,1%</b>	<b>124,9%</b>	<b>125,4%</b>
Population at January the 1st of previous year (source: INSEE)	2,121	2,121	2,121	2,131	2,131

<b>Active customer (7)</b>	<b>2,289</b>	<b>2,319</b>	<b>2,350</b>	<b>2,353</b>	<b>2,351</b>
- as a % of total active customers	89,3%	88,8%	88,5%	88,4%	88,0%
- Quarterly Net Adds (4)	0,002	0,030	0,031	0,003	-0,002
- Quaterly net growrh as a %	0,1%	1,3%	1,3%	0,1%	-0,1%
- Year on year net growth	4,8%	4,3%	3,1%	2,9%	2,7%

<b>Active Penetration Rate (5)</b>	<b>107,9%</b>	<b>109,3%</b>	<b>110,8%</b>	<b>110,4%</b>	<b>110,3%</b>
Population at January the 1st of previous year (source: INSEE)	2,121	2,121	2,121	2,131	2,131

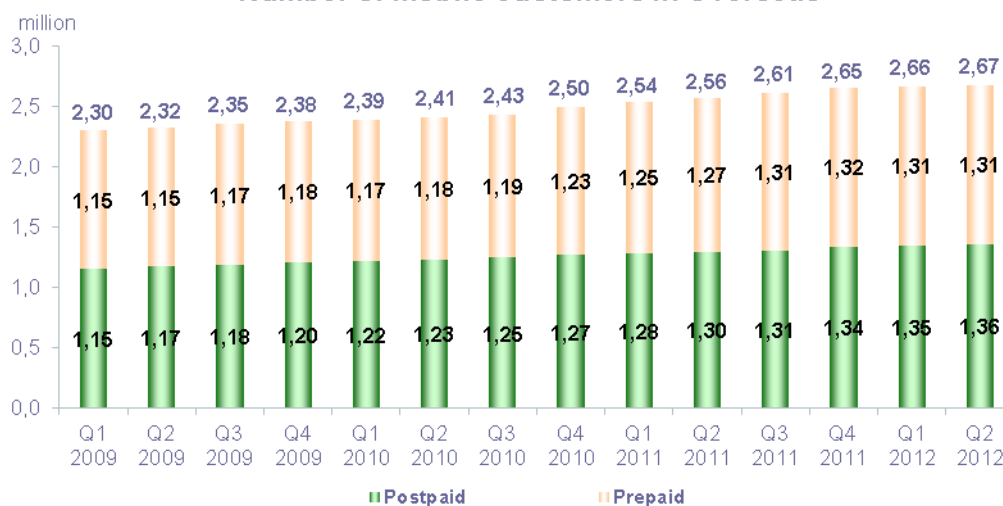
#### SMS Traffic - Overseas

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>SMS traffic in billions of units (13)</b>	<b>0,957</b>	<b>1,007</b>	<b>1,100</b>	<b>1,156</b>	<b>1,182</b>
- Quarterly growth in billions of units (4)	0,032	0,050	0,093	0,056	0,026
- Quaterly growrh as a %	3,5%	5,2%	9,2%	5,1%	2,2%
- Year on year growth (4)	36,5%	36,1%	27,2%	25,0%	23,5%
<b>Average monthly SMS Traffic per active customers (13)</b>	<b>139,4</b>	<b>145,7</b>	<b>157,1</b>	<b>163,9</b>	<b>167,5</b>

adjusted figures

#### Number of mobile customers in Overseas



### III. 2. OVERSEAS REPORT : ANTILLES-GUYANE Mobile Network Operators (1)

June 30th, 2012

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>Postpaid customers (2)</b>	<b>0,716</b>	<b>0,721</b>	<b>0,735</b>	<b>0,744</b>	<b>0,749</b>
- Quarterly Net Adds (4)	0,006	0,005	0,014	0,009	0,005
- Quaterly net growrh as a %	0,8%	0,7%	1,9%	1,2%	0,7%
- Year on year net growth (4)	5,8%	4,6%	5,0%	4,8%	4,6%

<b>Prepaid customers (2)</b>	<b>0,747</b>	<b>0,790</b>	<b>0,803</b>	<b>0,800</b>	<b>0,804</b>
- Quarterly Net Adds (4)	0,021	0,043	0,013	-0,003	0,004
- Quaterly net growrh as a %	2,9%	5,8%	1,6%	-0,4%	0,5%
- Year on year net growth (4)	16,5%	19,2%	14,4%	10,2%	7,6%

<b>Total customers (2)</b>	<b>1,463</b>	<b>1,511</b>	<b>1,538</b>	<b>1,544</b>	<b>1,553</b>
- Quarterly Net Adds (4)	0,027	0,048	0,027	0,006	0,009
- Quaterly net growrh as a %	1,9%	3,3%	1,8%	0,4%	0,6%
- Year on year net growth (4)	11,0%	11,8%	9,7%	7,5%	6,2%

<b>Penetration Rate (5)</b>	<b>135,5%</b>	<b>139,9%</b>	<b>142,4%</b>	<b>142,8%</b>	<b>143,6%</b>
Population at January the 1st of previous year (source: INSEE)	1,080	1,080	1,080	1,081	1,081

<b>Active customer (7)</b>	<b>1,273</b>	<b>1,304</b>	<b>1,325</b>	<b>1,325</b>	<b>1,325</b>
- as a % of total active customers	87,0%	86,3%	86,2%	85,8%	85,3%
- Quarterly Net Adds (4)	0,007	0,031	0,021	0,000	0,000
- Quaterly net growrh as a %	0,6%	2,4%	1,6%	0,0%	0,0%
- Year on year net growth	7,0%	6,7%	4,7%	4,7%	4,1%

<b>Active Penetration Rate (5)</b>	<b>117,9%</b>	<b>120,7%</b>	<b>122,7%</b>	<b>122,5%</b>	<b>122,5%</b>
Population at January the 1st of previous year (source: INSEE)	1,080	1,080	1,080	1,081	1,081

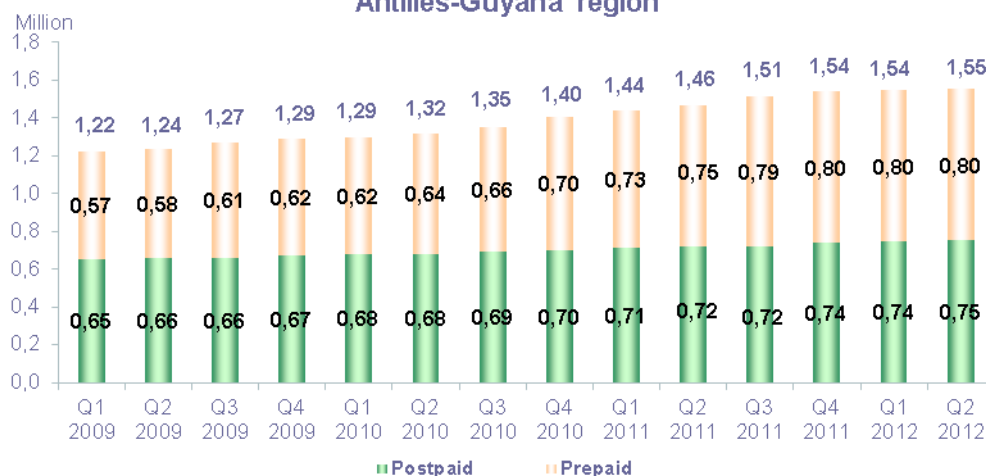
#### SMS Traffic - Overseas (ANTILLES-GUYANE)

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>SMS traffic in billions of units (13)</b>	<b>0,345</b>	<b>0,365</b>	<b>0,424</b>	<b>0,455</b>	<b>0,479</b>
- Quarterly growth in billions of units (4)	0,017	0,020	0,059	0,031	0,024
- Quaterly growth as a %	5,2%	5,8%	16,2%	7,3%	5,3%
- Year on year growth (4)	48,1%	43,7%	38,1%	38,7%	38,8%
<b>Average monthly SMS Traffic per active customers (13)</b>	<b>90,6</b>	<b>94,4</b>	<b>107,5</b>	<b>114,5</b>	<b>120,5</b>

adjusted figures

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



**III. 3. OVERSEAS REPORT : REUNION-MAYOTTE**  
**Mobile Network Operators (1)**  
 June 30th, 2012

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>Postpaid customers (2)</b>	<b>0,579</b>	<b>0,583</b>	<b>0,600</b>	<b>0,604</b>	<b>0,609</b>
- Quarterly Net Adds (4)	0,008	0,004	0,017	0,004	0,005
- Quaterly net growrh as a %	1,4%	0,7%	2,9%	0,7%	0,8%
- Year on year net growth (4)	5,9%	5,0%	6,2%	5,8%	5,2%

<b>Prepaid customers (2)</b>	<b>0,518</b>	<b>0,513</b>	<b>0,513</b>	<b>0,509</b>	<b>0,507</b>
- Quarterly Net Adds (4)	-0,007	-0,005	0,000	-0,004	-0,002
- Quaterly net growrh as a %	-1,3%	-1,0%	0,0%	-0,8%	-0,4%
- Year on year net growth (4)	-3,4%	-1,7%	-2,7%	-3,0%	-2,1%

<b>Total customers (2)</b>	<b>1,097</b>	<b>1,096</b>	<b>1,113</b>	<b>1,113</b>	<b>1,116</b>
- Quarterly Net Adds (4)	0,001	-0,001	0,017	0,000	0,003
- Quaterly net growrh as a %	0,1%	-0,1%	1,6%	0,0%	0,3%
- Year on year net growth (4)	1,3%	1,8%	1,9%	1,6%	1,7%

<b>Penetration Rate (5)</b>	<b>106,0%</b>	<b>105,9%</b>	<b>107,6%</b>	<b>106,7%</b>	<b>106,9%</b>
Population at January the 1st of previous year (source: INSEE)	1,034	1,034	1,034	1,044	1,044

<b>Active customer (7)</b>	<b>1,013</b>	<b>1,012</b>	<b>1,022</b>	<b>1,024</b>	<b>1,022</b>
- as a % of total active customers	92,3%	92,3%	91,8%	92,0%	91,6%
- Quarterly Net Adds (4)	-0,005	-0,001	0,010	0,002	-0,002
- Quaterly net growrh as a %	-0,5%	-0,1%	1,0%	0,2%	-0,2%
- Year on year net growth	2,1%	1,4%	1,1%	0,6%	0,9%

adjusted figure

<b>Active Penetration Rate (5)</b>	<b>97,9%</b>	<b>97,8%</b>	<b>98,8%</b>	<b>98,1%</b>	<b>97,9%</b>
Population at January the 1st of previous year (source: INSEE)	1,034	1,034	1,034	1,044	1,044

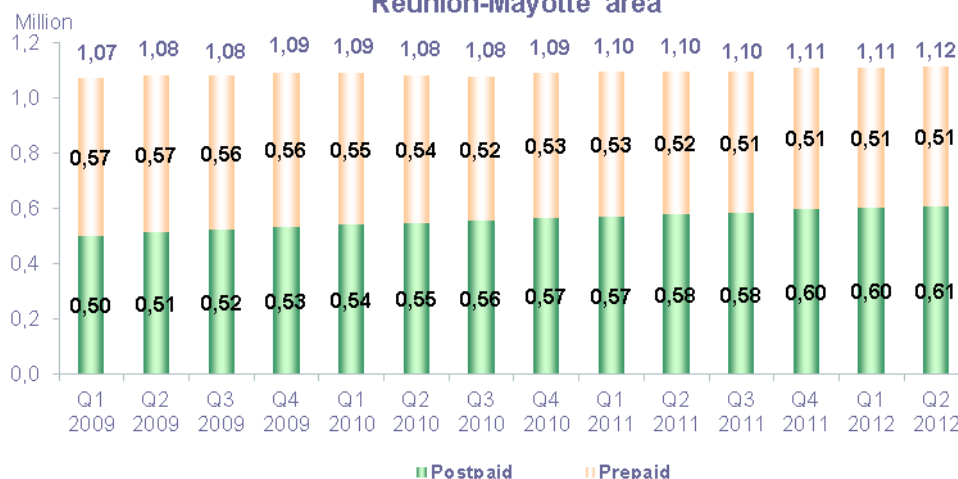
**SMS Traffic - Overseas (REUNION-MAYOTTE)**

	June-11	Sept-11	Dec-11	March-12	June-12
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<b>SMS traffic in billions of units (13)</b>	<b>0,612</b>	<b>0,642</b>	<b>0,676</b>	<b>0,701</b>	<b>0,703</b>
- Quarterly growth in billions of units (4)	0,015	0,030	0,034	0,025	0,002
- Quaterly growth as a %	2,5%	4,9%	5,3%	3,7%	0,3%
- Year on year growth (4)	30,8%	32,1%	21,1%	17,4%	14,9%
<b>Average monthly SMS Traffic per active customers (13)</b>	<b>200,9</b>	<b>211,4</b>	<b>221,6</b>	<b>228,4</b>	<b>229,1</b>

adjusted figures

**Number of mobile customers in Overseas : Dependencies**  
**Réunion-Mayotte area**



# Appendix

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

- (1) Metropolitan mobile network operators (MNOs): Bouygues Telecom, Free Mobile, Orange France, Société Française du Radiotéléphone (SFR) and active MVNOs controlled by network operators: France Telecom, Mobisud.  
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.
- (1') Metropolitan MVNOs independent of mobile operators and active during the quarter : Afone, Auchan Telecom, Bazile Telecom, Carrefour mobile, Coriolis Telecom, E-plus (KPN), IC Telecom, La Poste Telecom, Lebara mobile, Legos, Lycamobile, Mobeel, NRJ Mobile, Numericable, Omer mobile, Omer Telecom, Ortel Mobile, Pritel, SCT Telecom, Sim +, Sisteer, Symacom, Transatel, Zéro forfait.
- (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 2012, taken from the estimates published on 1st January 2012 (and therefore on 1st January 2011), is a Metropolitan population of 63 127 768, to which are added a population of 2 131 393 for the DOM and COM, broken down as 1 081 455 inhabitants for the Antilles-Guyana area and 1 043 593 for the Réunion-Mayotte area. The Mayotte population of January 1st, 2011 results from an estimation of the World Bank.
- (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, used a multimedia service 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. 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).