



Telecommunications observatory  
(mobile market)

4<sup>th</sup> quarter 2014  
Number of SIM cards - Provisional results

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The figures of the fourth quarter 2014 relating to the sales turnover and the traffic will be published on April 2<sup>nd</sup>, 2015 within the “Telecommunications Observatory in France” to the following address:

<http://www.arcep.fr/index.php?id=36>

*Except opposite mention, indicators are in millions of units.*

## I. NATIONAL REPORT

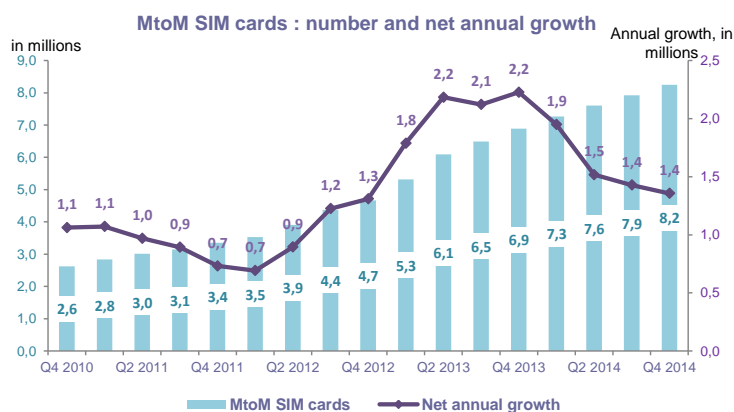
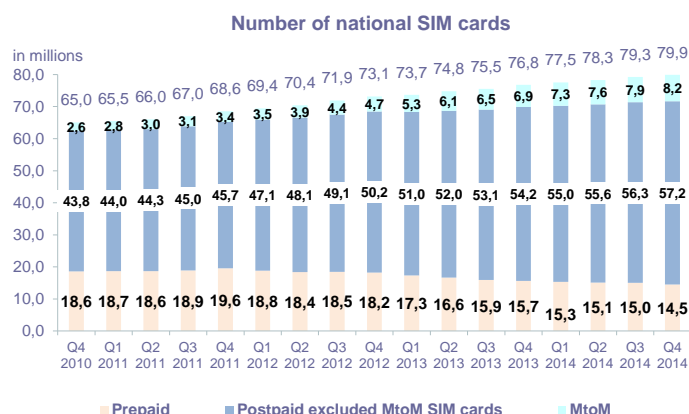
### Total customers segmentation and total active customers

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Total customers</b>	<b>76,800</b>	<b>77,516</b>	<b>78,278</b>	<b>79,279</b>	<b>79,941</b>
- Quarterly Net Adds	1,254	0,716	0,762	1,001	0,663
- Year on year net growth	5,0%	5,2%	4,7%	4,9%	4,1%
<b>of which total customers, MtoM SIM cards excluded</b>	<b>69,909</b>	<b>70,251</b>	<b>70,669</b>	<b>71,357</b>	<b>71,695</b>
- Quarterly Net Adds	0,857	0,341	0,418	0,688	0,338
- Year on year net growth	2,1%	2,8%	2,9%	3,3%	2,6%
<b>Penetration Rate</b>	<b>117,2%</b>	<b>117,8%</b>	<b>118,9%</b>	<b>120,5%</b>	<b>121,5%</b>
Population at January the 1 <sup>st</sup> of previous year (source: INSEE)	65,522	65,812			
<b>Penetration Rate, MtoM SIM cards excluded</b>	<b>106,7%</b>	<b>106,7%</b>	<b>107,4%</b>	<b>108,4%</b>	<b>108,9%</b>
<b>Postpaid customers, MtoM SIM cards excluded</b>	<b>54,244</b>	<b>54,951</b>	<b>55,594</b>	<b>56,310</b>	<b>57,156</b>
- Quarterly Net Adds	1,123	0,707	0,643	0,716	0,846
- Year on year net growth	8,0%	7,7%	6,8%	6,0%	5,4%
<b>MtoM SIM cards</b>	<b>6,890</b>	<b>7,265</b>	<b>7,609</b>	<b>7,922</b>	<b>8,246</b>
- Quarterly Net Adds	0,397	0,375	0,344	0,313	0,324
- Year on year net growth	47,8%	36,7%	24,9%	22,0%	19,7%
<b>Prepaid customers</b>	<b>15,665</b>	<b>15,299</b>	<b>15,074</b>	<b>15,047</b>	<b>14,539</b>
- Quarterly Net Adds	-0,266	-0,365	-0,225	-0,028	-0,507
- Year on year net growth	-14,1%	-11,6%	-9,4%	-5,6%	-7,2%

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Total active customers*</b>	<b>73,907</b>	<b>74,248</b>	<b>75,153</b>	<b>76,124</b>	<b>76,835</b>
- as a % of total customers	96,2%	95,8%	96,0%	96,0%	96,1%
- Quarterly Net Adds	1,200	0,341	0,905	0,971	0,711
- Year on year net growth	5,1%	4,8%	4,5%	4,7%	4,0%

Adjusted figures

\*See definition in fine



## II. 1. METROPOLITAN REPORT

### Total customers segmentation and total active customers

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Total customers</b>	<b>74,052</b>	<b>74,771</b>	<b>75,555</b>	<b>76,573</b>	<b>77,236</b>
<b>among which Internet SIM cards</b>	<b>3,587</b>	<b>3,633</b>	<b>3,675</b>	<b>3,684</b>	<b>3,690</b>
- Quarterly Net Adds	1,204	0,718	0,784	1,018	0,663
- Year on year net growth	5,1%	5,3%	4,8%	5,1%	4,3%
<b>Penetration Rate</b>	<b>116,8%</b>	<b>117,5%</b>	<b>118,7%</b>	<b>120,3%</b>	<b>121,3%</b>
Population at January the 1st of previous year (source: INSEE)	63,379	63,659			

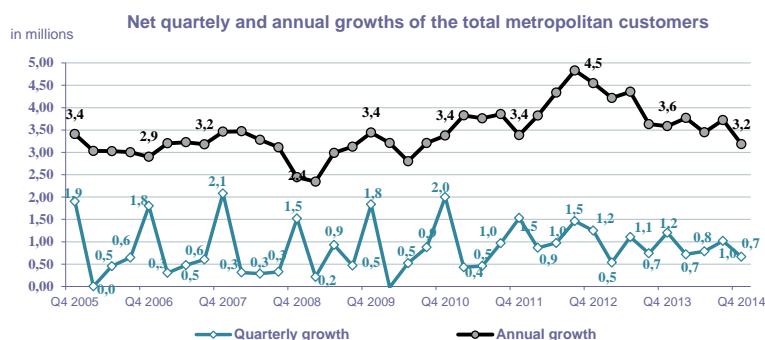
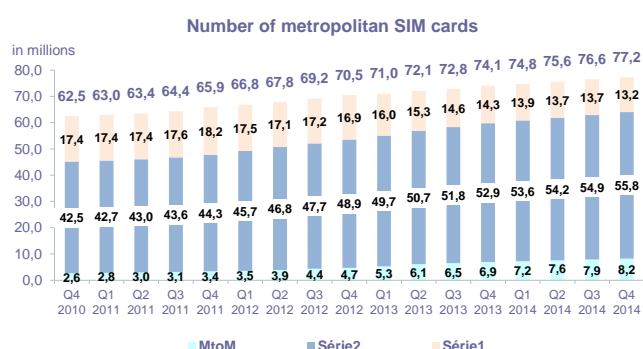
	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Postpaid customers MtoM SIM cards excluded</b>	<b>52,909</b>	<b>53,609</b>	<b>54,245</b>	<b>54,946</b>	<b>55,771</b>
- Quarterly gross sales	3,736	3,125	2,752	3,022	3,538
- Quarterly Net Adds	1,099	0,700	0,636	0,701	0,825
- Year on year net growth	8,2%	7,8%	6,9%	6,1%	5,4%

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>MtoM SIM cards</b>	<b>6,871</b>	<b>7,245</b>	<b>7,589</b>	<b>7,901</b>	<b>8,224</b>
-Gross sales for the quarter	0,433	0,409	0,403	0,374	0,396
- Quarterly Net Adds	0,397	0,375	0,343	0,312	0,324
- Year on year net growth	47,3%	36,7%	25,0%	22,0%	19,7%

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Prepaid customers</b>	<b>14,273</b>	<b>13,916</b>	<b>13,721</b>	<b>13,726</b>	<b>13,241</b>
- Quarterly gross sales	2,347	2,059	2,386	2,552	2,263
- Quarterly Net Adds	-0,292	-0,356	-0,195	0,005	-0,485
- Year on year net growth	-15,5%	-12,8%	-10,3%	-5,8%	-7,2%

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Total active customers</b>	<b>71,559</b>	<b>71,894</b>	<b>72,814</b>	<b>73,794</b>	<b>74,509</b>
- as a % of total customers	96,6%	96,2%	96,4%	96,4%	96,5%
- Quarterly Net Adds	1,157	0,335	0,920	0,981	0,714
- Year on year net growth	5,2%	4,8%	4,5%	4,8%	4,1%

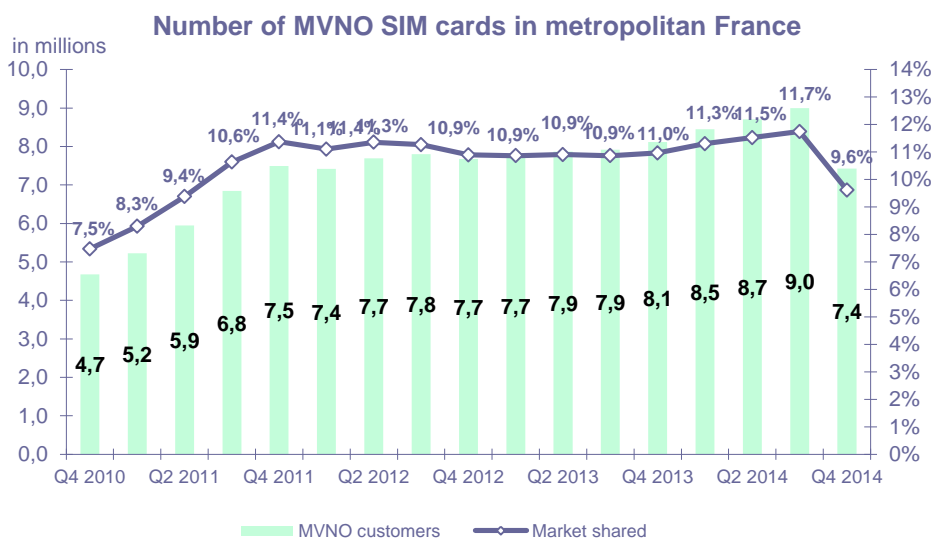
Adjusted figures



## II. 2. METROPOLITAN COMPETITION REPORT

### Mobile Virtual Network Operators Market shares

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>MNOs</b>	<b>65,934</b>	<b>66,320</b>	<b>66,851</b>	<b>67,579</b>	<b>69,813</b>
- Among which postpaid customers	<b>55,715</b>	<b>56,625</b>	<b>57,500</b>	<b>58,453</b>	<b>61,005</b>
- Quarterly Net Adds	1,001	0,386	0,530	0,729	2,234
- Year on year net growth	5,0%	4,8%	4,1%	4,1%	5,9%
<b>MVNOs</b>	<b>8,118</b>	<b>8,450</b>	<b>8,704</b>	<b>8,993</b>	<b>7,423</b>
- Quarterly Net Adds	0,203	0,332	0,254	0,290	-1,570
- Year on year net growth	5,8%	9,6%	10,7%	13,6%	-8,6%
<b>MVNO Market shares</b>	<b>11,0%</b>	<b>11,3%</b>	<b>11,5%</b>	<b>11,7%</b>	<b>9,6%</b>
<b>MVNO Market share of gross postpaid sales</b>	<b>11,3%</b>	<b>11,7%</b>	<b>12,8%</b>	<b>10,9%</b>	<b>7,4%</b>
<b>MVNO Market share of gross prepaid sales</b>	<b>42,6%</b>	<b>46,5%</b>	<b>53,3%</b>	<b>47,8%</b>	<b>48,1%</b>
Not relevant growths (integration of the customers of Futur Telecom in the MVNOs market)					
Not relevant growths (integration of a part of the MNOs customers in the MVNOs market)					
Note relevant growth (intégration of Numericable et Omea Telecom in the MNOs market)					
Adjusted figures					

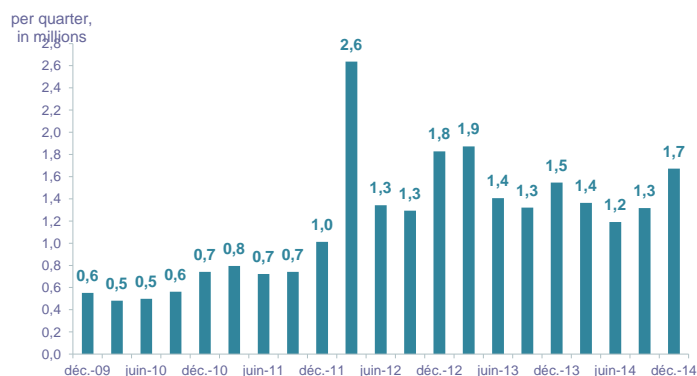


## II. 3. METROPOLITAN COMPETITION REPORT

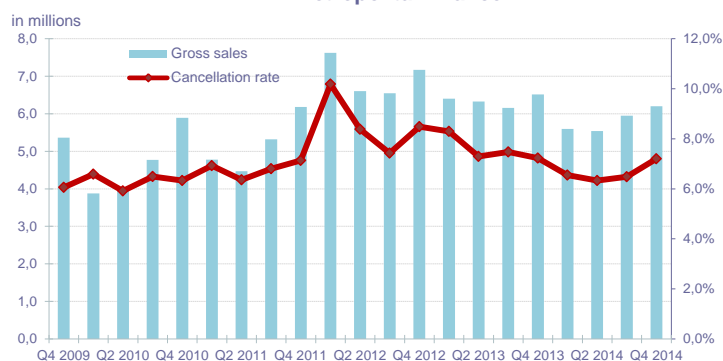
### Fluidity of the market

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Quarterly postpaid cancellation rate</b>	4,6%	4,2%	3,5%	3,9%	4,5%
<b>Quarterly prepaid cancellation rate</b>	17,9%	16,8%	18,5%	18,6%	20,4%
<b>Numbers ported during the quarter</b>	<b>1,547</b>	<b>1,363</b>	<b>1,191</b>	<b>1,317</b>	<b>1,672</b>
- Year on year growth	-15,4%	-27,2%	-15,2%	-0,3%	8,1%
<b>Post-paid customers not under commitment contract</b>	<b>26,203</b>	<b>27,714</b>	<b>29,339</b>	<b>30,492</b>	<b>32,662</b>
- % of post-paid customers not under commitment contract	43,8%	45,5%	47,4%	48,5%	51,0%
<b>Total customers not under commitment contract</b>	<b>40,475</b>	<b>41,630</b>	<b>43,060</b>	<b>44,218</b>	<b>45,903</b>
- % of customers not under commitment contract	54,7%	55,7%	57,0%	57,7%	59,4%
Adjusted figures					

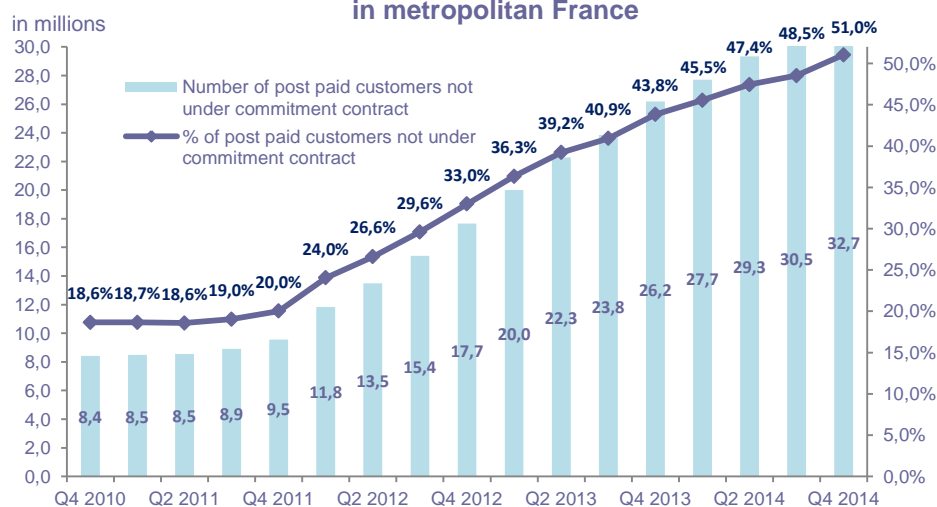
Numbers ported in metropolitan France



Gross sales and cancellation rate in metropolitan France



Post-paid customers not under commitment contract in metropolitan France



## II.4. METROPOLITAN RESIDENTIEL MARKET

### Total customers segmentation

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Total residential customers</b>	<b>59,633</b>	<b>59,958</b>	<b>60,367</b>	<b>61,019</b>	<b>61,289</b>
<b>among which Internet SIM cards</b>	<b>2,445</b>	<b>2,488</b>	<b>2,527</b>	<b>2,533</b>	<b>2,546</b>
- Quarterly Net Adds	0,743	0,326	0,409	0,652	0,270
- Year on year net growth	2,1%	2,9%	3,1%	3,6%	2,8%
<b>Postpaid residential customers</b>	<b>45,360</b>	<b>46,042</b>	<b>46,646</b>	<b>47,293</b>	<b>48,048</b>
- <b>Quarterly gross sales</b>	3,390	2,784	2,429	2,719	3,123
- Quarterly Net Adds	1,036	0,682	0,604	0,647	0,755
- Year on year net growth	9,3%	8,9%	7,8%	6,7%	5,9%
<b>Prepaid residential customers</b>	<b>14,273</b>	<b>13,916</b>	<b>13,721</b>	<b>13,726</b>	<b>13,241</b>
- <b>Quarterly gross sales</b>	2,347	2,059	2,386	2,552	2,263
- Quarterly Net Adds	-0,292	-0,356	-0,195	0,005	-0,485
- Year on year net growth	-15,5%	-12,8%	-10,3%	-5,8%	-7,2%

Adjusted figures

## II.5. METROPOLITAN RESIDENTIEL MARKET

### Mobile Virtual Network Operators Market shares

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>MNOs</b>	<b>51,759</b>	<b>51,852</b>	<b>52,020</b>	<b>52,396</b>	<b>54,259</b>
- Quarterly Net Adds	0,577	0,093	0,168	0,377	1,863
- Year on year net growth	1,9%	2,3%	2,2%	2,4%	4,8%
<b>MVNOs</b>	<b>7,873</b>	<b>8,106</b>	<b>8,347</b>	<b>8,623</b>	<b>7,030</b>
- Quarterly Net Adds	0,166	0,233	0,241	0,275	-1,593
- Year on year net growth	3,7%	7,4%	8,7%	11,9%	-10,7%
<b>MVNO Market shares</b>	<b>13,2%</b>	<b>13,5%</b>	<b>13,8%</b>	<b>14,1%</b>	<b>11,5%</b>
<b>MVNO Market share of gross postpaid sales</b>	12,9%	13,8%	15,5%	12,9%	8,4%

Not relevant growths (integration of a part of the MNOs customers in the MVNOs market)

Note relevant growth (intégration of Numericable et Omea Telecom in the MNOs market)

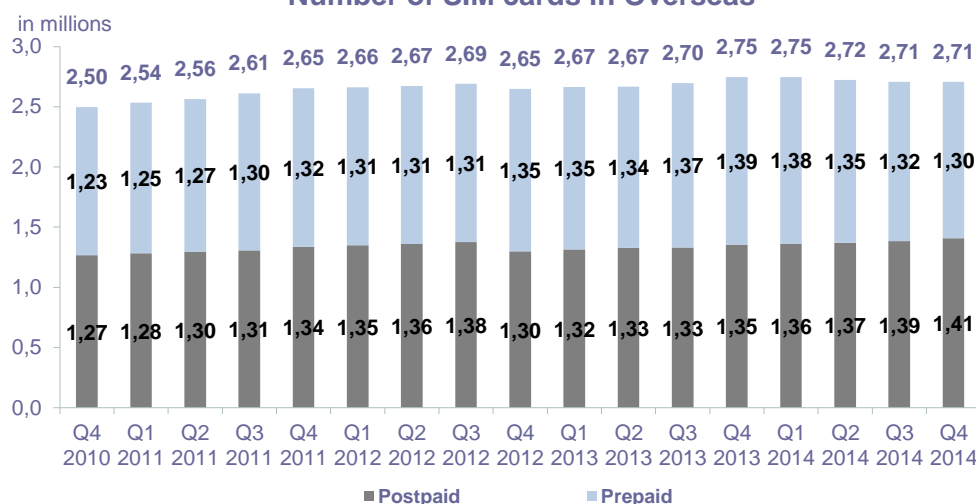
Adjusted figures

### III. 1. OVERSEAS REPORT : DOM, Saint-Martin, Saint-Barthélemy, Saint-Pierre-et-Miquelon

#### Total customers segmentation and total active customers

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Total customers</b>	<b>2,747</b>	<b>2,745</b>	<b>2,723</b>	<b>2,706</b>	<b>2,705</b>
- Quarterly Net Adds	0,050	-0,002	-0,022	-0,017	-0,001
- Year on year net growth	3,7%	3,0%	2,2%	0,3%	-1,5%
<b>Penetration Rate</b>	<b>128,2%</b>	<b>127,5%</b>	<b>126,5%</b>	<b>125,7%</b>	<b>125,6%</b>
Population at January the 1st of previous year (source: INSEE)	2,143	2,153			
<b>Postpaid customers</b>	<b>1,355</b>	<b>1,362</b>	<b>1,370</b>	<b>1,385</b>	<b>1,407</b>
- Quarterly Net Adds	0,024	0,007	0,007	0,016	0,022
- Year on year net growth	4,3%	3,5%	3,1%	4,1%	3,8%
<b>Prepaid customers</b>	<b>1,392</b>	<b>1,383</b>	<b>1,353</b>	<b>1,321</b>	<b>1,298</b>
- Quarterly Net Adds	0,026	-0,009	-0,030	-0,033	-0,022
- Year on year net growth	3,2%	2,5%	1,2%	-3,3%	-6,7%
<b>Total active customers</b>	<b>2,348</b>	<b>2,354</b>	<b>2,339</b>	<b>2,330</b>	<b>2,327</b>
- as a % of total customers	85,5%	85,7%	85,9%	86,1%	86,0%
- Quarterly Net Adds	0,043	0,006	-0,015	-0,009	-0,003
- Year on year net growth	2,1%	2,1%	2,1%	1,1%	-0,9%

#### Number of SIM cards in Overseas





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

#### Total customers segmentation and total active customers

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Total customers</b>	<b>1,643</b>	<b>1,640</b>	<b>1,627</b>	<b>1,605</b>	<b>1,601</b>
- Quarterly Net Adds	0,030	-0,004	-0,013	-0,021	-0,004
- Year on year net growth	6,6%	4,6%	3,0%	-0,5%	-2,6%
<b>of which Guadeloupe, Saint-Martin, Saint-Barthélemy</b>	<b>0,723</b>	<b>0,726</b>	<b>0,707</b>	<b>0,694</b>	<b>0,686</b>
<b>of which Guyane</b>	<b>0,318</b>	<b>0,317</b>	<b>0,322</b>	<b>0,317</b>	<b>0,323</b>
<b>of which Martinique</b>	<b>0,602</b>	<b>0,597</b>	<b>0,597</b>	<b>0,594</b>	<b>0,592</b>
<b>Penetration Rate</b>	<b>151,5%</b>	<b>150,6%</b>	<b>149,4%</b>	<b>147,4%</b>	<b>147,0%</b>
<i>Population at January the 1st of previous year (source: INSEE)</i>	<i>1,085</i>	<i>1,089</i>			
<b>Postpaid customers</b>	<b>0,736</b>	<b>0,737</b>	<b>0,740</b>	<b>0,746</b>	<b>0,756</b>
- Quarterly Net Adds	0,013	0,001	0,003	0,006	0,009
- Year on year net growth	5,0%	2,9%	1,9%	3,2%	2,7%
<b>Prepaid customers</b>	<b>0,907</b>	<b>0,903</b>	<b>0,886</b>	<b>0,859</b>	<b>0,845</b>
- Quarterly Net Adds	0,017	-0,004	-0,017	-0,028	-0,013
- Year on year net growth	7,9%	6,0%	4,0%	-3,5%	-6,8%
<b>Total active customers</b>	<b>1,325</b>	<b>1,326</b>	<b>1,320</b>	<b>1,324</b>	<b>1,328</b>
- as a % of total customers	80,6%	80,9%	81,2%	82,5%	82,9%
- Quarterly Net Adds	0,017	0,001	-0,006	0,004	0,004
- Year on year net growth	2,6%	1,2%	1,0%	1,3%	0,2%

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

#### Total customers segmentation and total active customers

	Dec-13	March-14	June-14	Sept-14	Dec-14
<b>Total customers</b>	<b>1,100</b>	<b>1,102</b>	<b>1,093</b>	<b>1,097</b>	<b>1,100</b>
- Quarterly Net Adds	0,021	0,002	-0,009	0,004	0,003
- Year on year net growth	-0,2%	0,8%	0,9%	1,6%	0,0%
<b>of which Mayotte</b>	<b>0,203</b>	<b>0,207</b>	<b>0,206</b>	<b>0,207</b>	<b>0,218</b>
<b>of which Réunion</b>	<b>0,897</b>	<b>0,895</b>	<b>0,887</b>	<b>0,890</b>	<b>0,882</b>
<b>Penetration Rate</b>	<b>104,6%</b>	<b>104,1%</b>	<b>103,3%</b>	<b>103,7%</b>	<b>104,0%</b>
<i>Population at January the 1st of previous year (source: INSEE)</i>	<i>1,052</i>	<i>1,058</i>			
<b>Postpaid customers</b>	<b>0,616</b>	<b>0,623</b>	<b>0,627</b>	<b>0,636</b>	<b>0,649</b>
- Quarterly Net Adds	0,011	0,007	0,004	0,009	0,012
- Year on year net growth	3,5%	4,3%	4,5%	5,2%	5,3%
<b>Prepaid customers</b>	<b>0,484</b>	<b>0,479</b>	<b>0,466</b>	<b>0,461</b>	<b>0,452</b>
- Quarterly Net Adds	0,009	-0,005	-0,013	-0,005	-0,009
- Year on year net growth	-4,6%	-3,5%	-3,7%	-2,9%	-6,6%
<b>Total active customers</b>	<b>1,019</b>	<b>1,024</b>	<b>1,015</b>	<b>1,002</b>	<b>0,995</b>
- as a % of total customers	92,7%	92,9%	92,9%	91,3%	90,5%
- Quarterly Net Adds	0,026	0,005	-0,008	-0,013	-0,007
- Year on year net growth	1,4%	3,2%	3,7%	0,9%	-2,3%



## Definitions

**Total SIM cards:** Total SIM cards registered with an operator's Home Location Register (HLR) at the date in question. So, for business clients, each line is considered as a post-paid contract. Post-paid cards 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.

**MtoM SIM cards:** number of SIM cards employed only for remote machine-to-machine communications i.e. for uses other than person-to-person communications, messaging or access to Internet (remote management equipment, terminals and servers, fixed or mobile). These cards are for example used for tracking objects and tools (fleets of vehicles, machinery, etc...), for updating of data purposes (surveys at distance of meters, sensors...), for the identification and monitoring of all kinds (alarms, remotely actions,...), the list of those uses where communication is of "machine to machine" is not limited. Are taken into account the SIM cards on "machines", whether the communication was be done only upstream (calling), only in reception, or in both directions.

**Internet SIM cards:** number of SIM cards sold by mobile operators (flat rates or prepaid cards), to be used solely for accessing the Internet (PCMCIA cards, 3G/3G+ USB keys). These cards cannot be used to make voice calls.

**Gross sales:** total SIM cards 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.

**Cancellation:** Total SIM cards 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.

**Penetration rate:** Penetration rate: it is obtained by dividing the total number of clients by the population. The reference population is 1<sup>st</sup> January of the year N-1 published by INSEE on the 1<sup>st</sup> January of the year N. The reference population in 2014, from estimates published in January 2014 (and therefore of the population for January 1<sup>st</sup>, 2013), includes a metropolitan population 63 659 608 people, to which is added, for the DOM and the COM, a population of 153 2,123 people (1 088 747 people for the Antilles-Guyana area, 1 058 065 for Reunion-Mayotte area, and 6 311 for Saint Pierre and Miquelon.

**Customers not under commitment contract:** 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.

**Total active customers:** the number of active clients equals to all post-paid customers under contract and pre-paid customers under contract having made or received a telephone call, whether free or paid, sent a SMS, MMS or used a multimedia (e-mail, etc.) service during the past three months (not including incoming SMS).

**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.

## **Operators**

- **Metropolitan mobile network operators** : Orange SA, Société Française du Radiotéléphone (SFR), Bouygues Telecom, Free mobile.
- **Overseas mobile network operators** Orange Caraïbe, Orange Réunion, Société Réunionnaise du Radiotéléphone (SRR), Digicel AFG, SAS SPM, Dauphin Telecom, Outremer Telecom.
- **Mobile Virtual Network Operators independent of mobile network operators active on the quarter.**