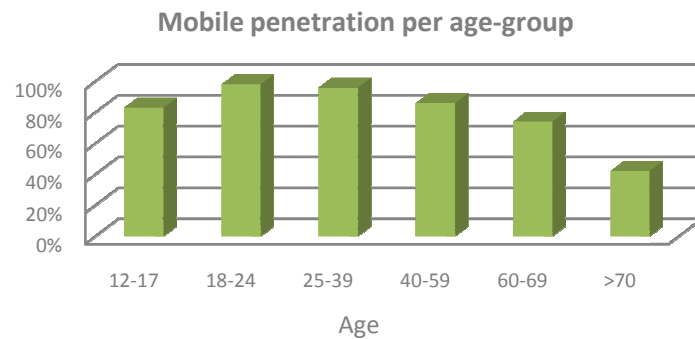


5 good reasons to sell your content in France

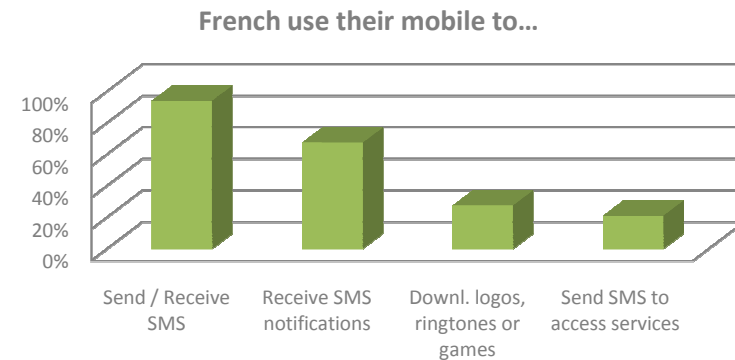
1. Vast market

Mobile phone penetration in France hit **96 %** (June '10): about **62 million** mobile owners residing in France
Over **one third** of handsets are Smartphones.



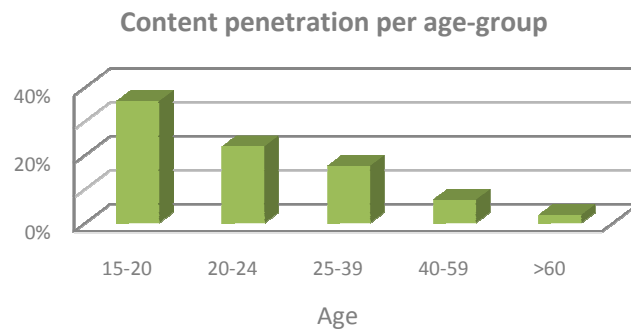
2. Consumers open to receiving mobile ads

- 95% of promotional SMS are read
- 20 % of recipients have already clicked at least once on a commercial link
- Nearly **one third** use SMS to interact with brands and media



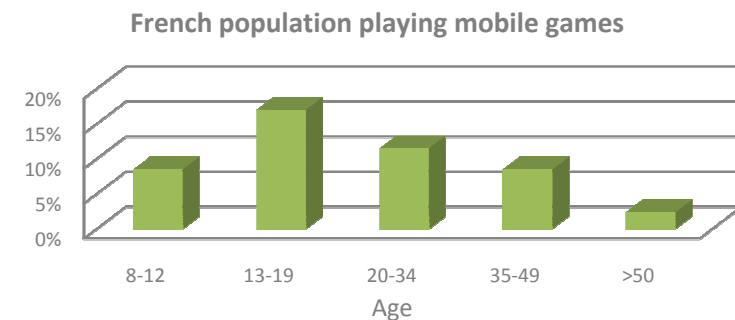
3. Strong penetration of mobile content

Nearly **one out of seven** mobile owners download mobile content



4. Mobile gaming

+4M mobile gamers ...of which **half** are active



5. Fast time-to-market with Mpulse

Mpulse helps entertainment providers market their product in French-speaking countries. We have built partnerships with industry-leaders based on our expert assistance and proven infrastructure:

- ④ Gateway connection
- ④ Financial clearing and settlement
- ④ Local expertise
- ④ Media partnerships
- ④ Additional services to content providers

Strong carrier relationships, combined with reliable technology and proven supporting services, are the key ingredients of our success.

About France

- ④ Population approx. 65 million
- ④ Mobile penetration 96%
- ④ 71% postpaid (Q2 2010) – from 69% 1 yr earlier
- ④ 5th world economic power
- ④ Postpaid ARPU 45 €

At what price is content being sold?

	With Subscription				No Subscription (Price / Unit)	
	Min.		Max.		Min.	Max.
	Price	Downloads	Price	Downloads		
Logo/ Animated	1.50 € / 4 days	Unlimited	3 € / week	4	3 €	3 €
Ringtone	1.50 € / 4 days	Unlimited	3 € / week	3		
Video/ Games	1.50 € / 4 days	Unlimited	3 € / week	2	3 €	4.5 €

France mobile operators

	Orange	SFR	Bouygues Télécom
Market-share	46.72%	36.16%	17.12%
Client-base	27 468 000	21 264 000	10 066 000
Licenses	900, 1800 and UMTS	900, 1800 and UMTS	900, 1800 and UMTS
HSDPA	Yes	Yes	Yes
Active since	Historical operator	1991	1996