



Updated market data from France

Year 2010

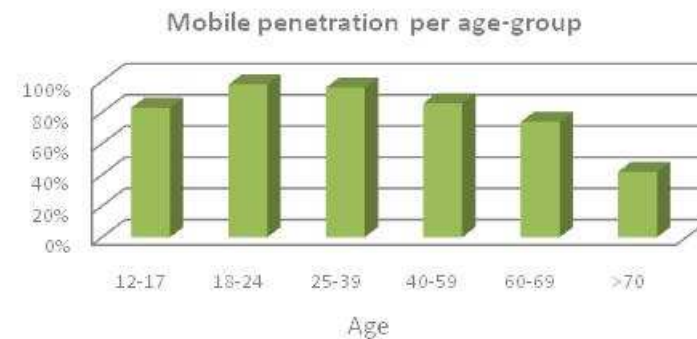
Digital content & services potential market (Guide_MicroPaiement_AFMM_2010) :

59 M Mobile subscribers in France

- 16M equipped with 3G
- 21,3% equipped with a Smartphone
- 48,5% have connected at least once to a Mobile Website
- 33% have connected to a Mobile Website in the past 30 days
- 37,6% have already sent a SMS or MMS Premium (SMS+ & MMS+ offers)
- 19,2% send a SMS or MMS Premium at least once a week

39 M Web users

- 98% equipped with a high-speed connection.



Payment solutions available : SMS & MMS Premium

SMS+ and MMS+ global overview

- Both MO billing based and MT billing based available
- 5 digits short codes
- A large range of tariffs (0.05€, 0.20€, 0.35€, 0.50€, 1€, 1.5€, 2€, 2.99€, 3€, 3.50€, 3.99€, 4.5€)
- Operator payouts around 67%
- Control and regulation guaranteeing long term business

Specific data

- 380M € turnover (incl. VAT) in 2010
- MT Premium business increasing by 119% YoY (2008 vs 2009)
- 24% of SMS+ turnover in H1 2010 is generated by MT Premium
- 3 new tariffs available from May 2011 : 2.99€, 3.50€, 3.99€

Payment solutions available : MicroPayment Mobile & Enablers

MPME (MicroPayment Mobile & Enablers)

- A Mobile Internet, Web & Mobile Applications payment solution
- Allows to bill in 2 clicks only, directly reported on the Mobile operator invoice.
- Transaction or subscription based
- A large range of tariffs available (over 40)
- Transaction based, maximum charging = 8€
- Subscription based, maximum charging = 10€
- Operator payout around 70%
- Possibility to interact via SMS after a purchase.

Specific Data

- 77.7 M€ turnover in 2010 (growth of 32% YoY)
- 35.1M € turnover in H1 2010 (growth of 33.6% compared to H1 2009)
- 80% of MPME turnover in H1 2010 is generated by subscription based services

Payment solutions available : **Web Payment**

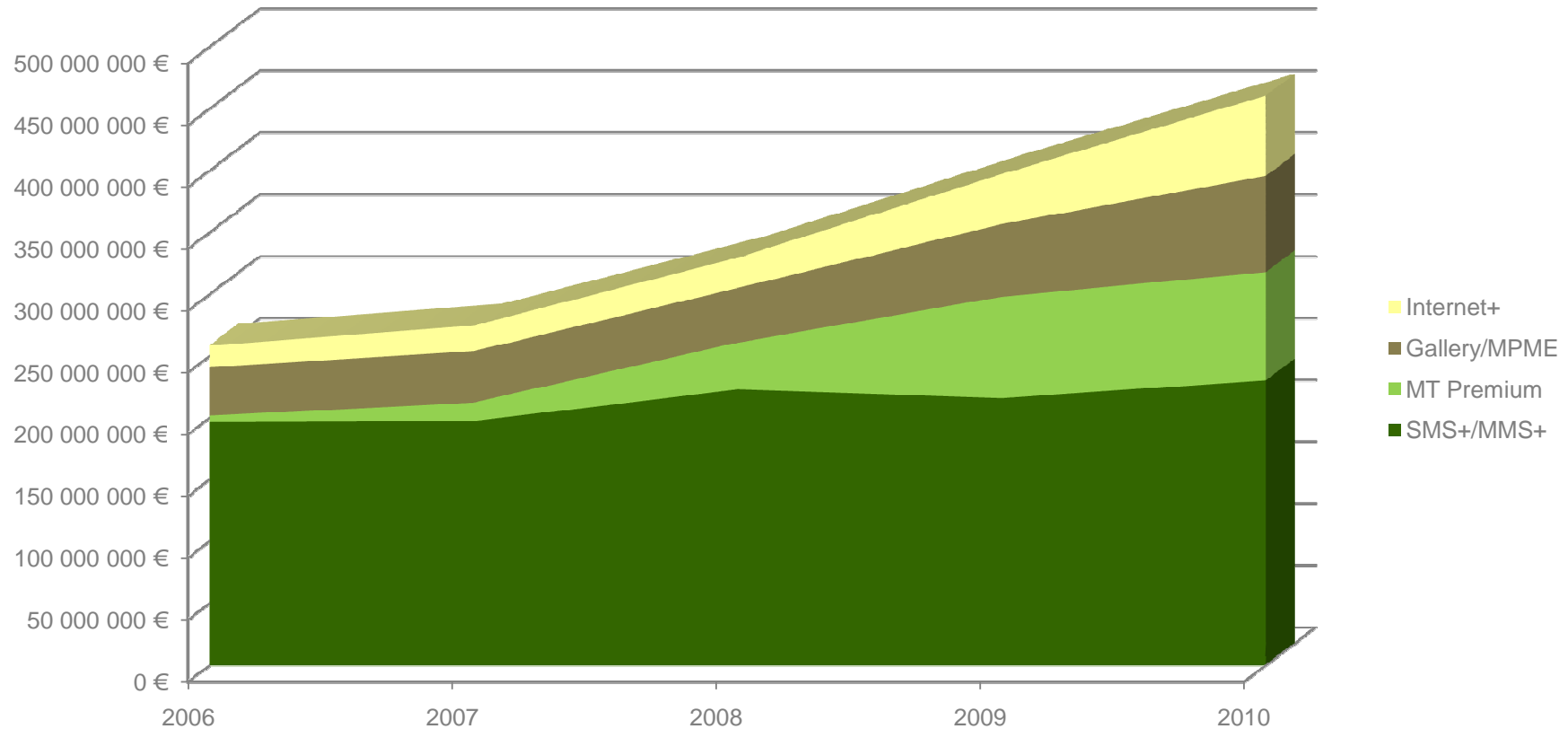
Internet +

- A Web and recently iPhone App payment solution
- Allows to bill in 2 clicks only, directly reported on the ISP invoice.
- Transaction or subscription based
- A large range of tariffs available
- Transaction based, maximum charging = 30€
- Subscription based, maximum charging = 5€ weekly and 30€ monthly
- ISP payout between 70% and 90% depending on tariff

Specific Data

- 64.8 M€ turnover in 2010 (growth of 61% YoY)
- 7.4M transactions & 5.5€ VAT incl ARPU in 2009
- 82% conversion rate

Annual turnover (excl. VAT) evolution



- ④ SMS + turnover is increasing boosted by MT Premium & Web micro-payment in the past months
- ④ The operators officially split Gallery (search engine) and MPME (Payment solution) beginning of year 2009
- ④ Internet+ covers 98% of the ISP since Q3 2010

At what price content is being sold?

	<i>With Subscription</i>				<i>No Subscription (Price / Unit)</i>	
	<i>Min.</i>		<i>Max.</i>		<i>Min.</i>	<i>Max.</i>
	<i>Price</i>	<i>Downloads</i>	<i>Price</i>	<i>Downloads</i>		
<i>Logo/ Animated</i>	1.50 € / 4 days	Unlimited	3 € / week	4	3 €	3 €
<i>Ringtone</i>	1.50 € / 4 days	Unlimited	3 € / week	3		
<i>Video/ Games</i>	1.50 € / 4 days	Unlimited	3 € / week	2	3 €	5.75 €