

(From 1 April 2008 to 31 March 2009)

The direct activity has withstood the economic crisis

Marseilles, 12 May 2009 – The Avenir Telecom Group, a leading distributor of telecom products and services, announces its yearly sales figures of the 2008-2009 financial year.

€ millions	2008-2009	2007-2008	Change %
1 st half year	356.9	337.1	+5.9%
2 nd half year	355.0	397.4	-10.7%
Annual Total	711.9	734.5	-3.1%
Annual Total at comparable scope and excluding exchange rate differences	725.6	734.5	-1.2%

The yearly consolidated sales for the financial year 2008-2009 reaches 711.9 million euros, down 3.1% compared to 2007-2008 financial period. On a comparable scope and excluding exchange rate differences (Pound sterling and Romanian LEU), the yearly consolidated sales reaches 725.6 million euros, down 1.2%.

The direct activity has withstood the economic crisis

The direct activity has seen 3.1% in growth, standing at 329.4 million euros. This growth, due to our capacity to build some 24 months high-value commercial operations, additional services sales, original promoting offers and loyalty program for our customers, results in an increase of our market shares in all the countries where we are located.

Sales for the last quarter of the 2008-2009 financial year, reached 74.7 million euros, down 2.1%

At 31 March 2009, the active count is 664 stores with 51 net openings over the year.

The indirect distribution : activity penalised by the economic slowdown.

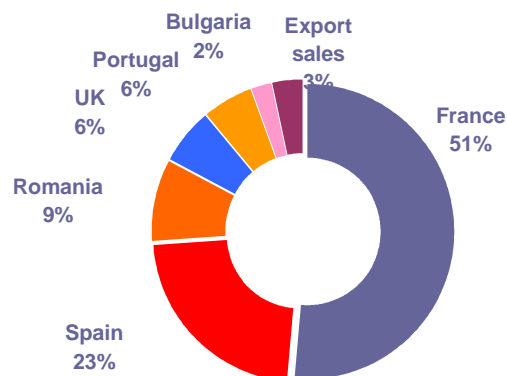
The indirect activity is down 7.8% over the 2008-2009 financial year, standing at 382.5 million euros. This is due to the strong slowdown of sim free sales on the market.

Over the last quarter, the sales reaches 87 million euros, down 12.9% due to a moderate mobile phones restocking in this activity.

Geographic mix

The international subsidiaries represented 49% of consolidated sales with turnover of 346.5 million euros.

- France benefits from the good performance of the Internity shops network.
- Spain is continuing to grow despite a current unfavourable economic context.



- Romania has to face a strong depreciation of the LEU, stopping partially the trade dynamism of our network's partner
- The United Kingdom is still suffering from market saturation in a Pound Sterling depreciation context.
- Portugal's activity has still gone down in a depressed and very competitive market
- Bulgaria has sharply increased its turnover thanks to a large stores' openings over the period.

Market Outlook

The operators' strategic axis are based on the renewal of high added value products linked to subscriptions and services generating additional revenues to offset the voice ARPU decrease.

They are actively developing multimedia convergent products for mobile phones but also for houses with the DSL *Quadruple play*.

The manufacturers are increasing the number of new products with touch-sensitive screen. They are developing new economic models based on services and revenues linked to data downloading platform (Appstore, Android Market, AppCatalog, OVI, Mobile Applications, Marketplace, Application Center ...).

The market also faces the development of the OS mobiles handsets ((Apple, Windows Mobile 7.0, Android, Symbian, Blackberry) accelerating the range of offers.

« The implementation by the manufacturers and the operators of friendly and personalized platforms of services open finally the age of the mobile 2.0. The craze of the consumers for smartphones over these last 6 months make promising the distribution of these products and services generating strong added value for our whole ecosystem. » says Jean-Daniel Beurnier, President and Chief Executive Officer of Avenir Telecom.

► Calendar of publication

- Consolidated results financial year 2008-2009 15 June 2009, after stock exchange closure
- Financial analysts meeting (SFAF) 16 June 2009, in the morning

Find the press release and presentation

on the consolidated annual sales figures for 2008-2009 on www.avenir-telecom.com

About Avenir Telecom

Avenir Telecom is one of the leading European distributors of telecoms products and services. The Group distributes mobile phones, subscriptions and accessories directly through its network of more than 650 own-branded Internity stores (retail distribution) and to a client base of hypermarkets and independent dealers (wholesale distribution).

Avenir Telecom employs around 3,000 individuals in 6 countries: France, United Kingdom, Spain, Romania, Portugal, and Bulgaria.

Avenir Telecom is listed on Eurolist – compartment C (Euronext Paris).

The Avenir Telecom share is a constituent of the CAC all shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next 150, and SBF 250.

ISIN: FR0000066052

Reuters: AVOM.LN

Bloomberg: AVT: FP

► **Contacts**

Agnès Tixier

Financial Director

Tel. : +33 4 88 00 61 32

Fax : +33 4 88 00 61 00

e-mail: atixier@avenir-telecom.fr

Carole Alexandre

Financial Communications manager

Tel. : +33 4 88 00 61 32

Fax : +33 4 88 00 61 00

e-mail: calexandre@avenir-telecom.fr

Web site : www.avenir-telecom.com