



free

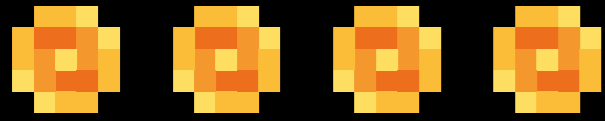
FREE TO PLAY

**Free's new concept store opens
at Carré Sénart**



APRIL 09, 2024

PRESS PACK



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A message from Nicolas

Free is no ordinary brand, and its stores aren't ordinary either!

Ever since we opened our first store in 2011, a question we always ask ourselves is what makes people want to come into our stores? We're convinced that the answer is the in-store experience.

Based on that firm belief, we've created stores that resemble our company - innovative, welcoming and accessible to everyone. Walking into a Free store today you'll not only find yourself in a people-focused place, with advisors there to listen to you, but also somewhere where you can see our latest innovations and Freeboxes, as well as up-to-the minute phones or can use our interactive kiosks (Simboxes).

Our stores are also a way of building close relations with our subscribers, which is mega important to us. That's why we now have 235 stores across France. All of these stores are places where our existing and future subscribers can come and meet us in person to find out everything about our services and offerings.

Serving the more than 22 million subscribers who've placed their trust in us, this countrywide store network is set to get even bigger, with more openings planned for 2024 to ensure we keep up our positioning as an operator with a local presence throughout France.

As France's number one telco in terms of subscriber growth, we could have stopped there. But we've decided to go further. Because for us, the in-store experience isn't just about quality - we also want it to be something totally original. That's why we're opening our second concept store - Free To Play - at the Westfield Carré Sénart shopping mall just south of Paris.

Free To Play is a unique store, where visitors can experience all of the possibilities offered by the ultra powerful connectivity available in the Free universe - online gaming, streaming, chatting and everything else that technology has to offer.

So now, more than ever, there's nothing quite like going into a Free store!

Free To Play can't really be explained. You have to experience it. You have to play it. So we can't wait to see you there!

Nicolas Thomas,
Chief Executive Officer of Free

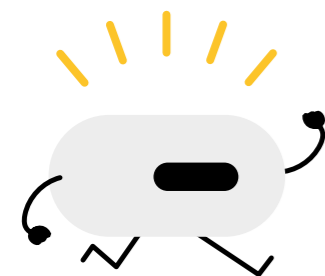
Free To Play - Another state-of-the-art concept store

Having opened our first concept store at Station F in Paris in May 2023, we're offering another unique in-store experience with Free To Play. Located in the Westfield Carré Sénart shopping mall in Lieusaint, just south of Paris, our new 88 sq.m store offers a totally original experience for all visitors and subscribers.

At Free, we believe that the power of our products and services is a catalyst for our subscribers to unlock their goals and aspirations. Because thanks to that power they're free to browse, play and share, online and with the whole world. To make sure we give them all that, we've always sought to provide the best connectivity and the best technology. This is exactly what we've done with our latest Freebox - the Ultra - which not only offers ultra powerful fiber but also comes with WiFi 7.

All of these ideas were the inspiration for our new concept store. We wanted to remind people of our values, what makes us tick, by inviting visitors to discover the Free culture like never before - with an even more fun and interactive experience. Here, everyone is Free To Play.

To meet the challenge of this project, Free once again teamed up with the Yemanja design & build studio. Traditionally specialized in office interiors, it was Yemanja who we asked to design the Big Bang Store for us in 2023 - the first Free concept store at Station F in Paris. Through its design, the materials used to create it, and the original activities it proposes, Free To Play offers a unique experience to all of its visitors!



*yemanja

" Following on from our first successful collaboration with Free,

we designed this new store as a place of convergence, where visitors can not only discover the latest technological innovations, but also feel welcome and understood. We were looking to create much more than just a shop, with each design element and interior fitting carefully thought through so as to create a warm, inviting and engaging environment that reflects Free's dynamic identity. Our project managers and technical teams are very proud to have been asked to design this pioneering concept store."



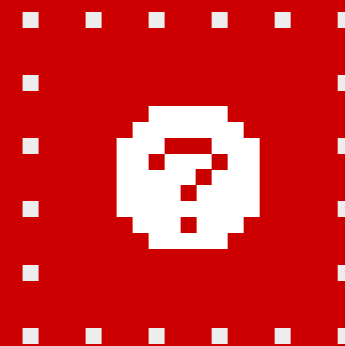
Marie Vaillant
Co-founder of Yemanja

235 Free stores - Making sure we're close to our subscribers

Ever since 2011, when the first Free store opened, we've moved fast with rolling out our store network, bringing ourselves ever-closer to our subscribers and prospects so we can provide them with the best service.

Right from the outset we deliberately chose to create a store universe that is different from a traditional telecoms store. The original design was crafted by the architect Jean-Michel Wilmotte, with items displayed in working mode that people can handle, store advisors on hand to help with both sales and technical support issues, and Free kiosks to quickly and easily meet our subscribers' needs. From the very beginning, our Free stores were conceived as places embodying the brand's values - innovation, simplicity, transparency and liberty - where everything comes together to reinforce the quality of our subscriber relations.

Today, our 235 Free stores cover a large proportion of France, and we're continuing to grow our network, with two main objectives: expand our presence in large urban areas and address smaller urban areas with fewer than 50,000 inhabitants.





An unprecedented experience in the Free culture

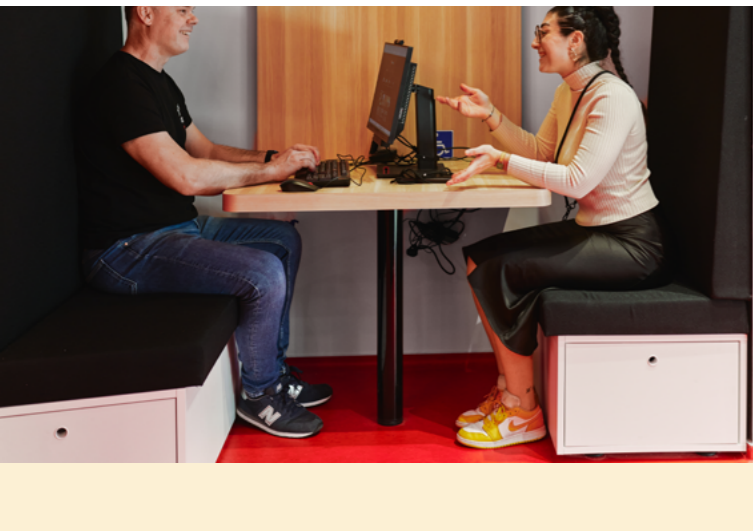
Welcome to our Free To Play store! A concept store like no other, combining entertainment with the buying experience, and customer empowerment with support and advice.

The overall ambiance embodies the brand's passion for tech and digital. Directly inspired by gaming, the design clearly portrays Free as a telco that's bang on trend - a game-changer that proudly accepts its identity as an eternal troublemaker.

The interior layout is a direct reflection of our brand's values - innovation, simplicity, transparency and liberty. The space has an open feel, with a central island forming the hub of the concept store, where big-brand smartphones are displayed. Above the island, giant screens show gaming-inspired welcome messages and others showcase the latest Freebox - the Freebox Ultra. These screens are a real eye-catcher for the shoppers in the mall. Around the central hub of the store, there are various spaces where visitors can quickly buy a SIM card or pay a bill at the Simboxes, with the help of an advisor if they want, or chat with an advisor in an alcove, test the latest Freeboxes in a dedicated area, or play games in the Free To Play space.



Dedicated spaces for different needs



— Waiting/discovery area

A space for waiting in store while enjoying the games developed by Lab 42.



— Advice Area

For chatting with our in-store staff and getting personalized advice.



— Simbox Alcove (kiosks)

Nine kiosks spread throughout the store so visitors can sign up for a Freebox or Free Mobile plan or a Free Flex offering ultra quickly and efficiently. Did you know that Free is the only telco in France that offers this type of service? Our Free kiosks are celebrating their tenth anniversary this year and we've now got 2,200 of them across France.

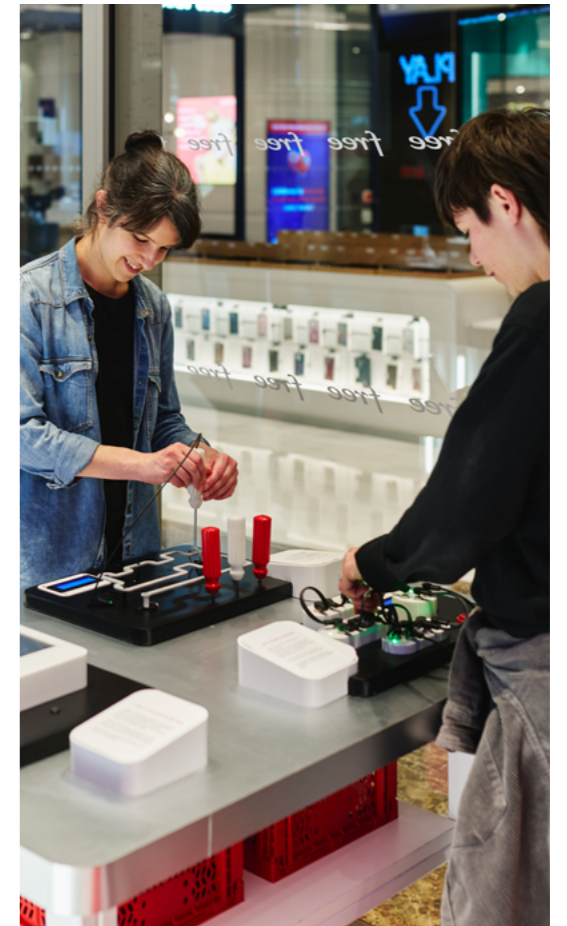


— Freebox Zone

For testing the Freebox Ultra and Freebox Pop. We make this really easy to do, as visitors can get themselves comfortable in front of a TV screen, pick up a remote control and even use a mobile phone that's provided.

— Central island

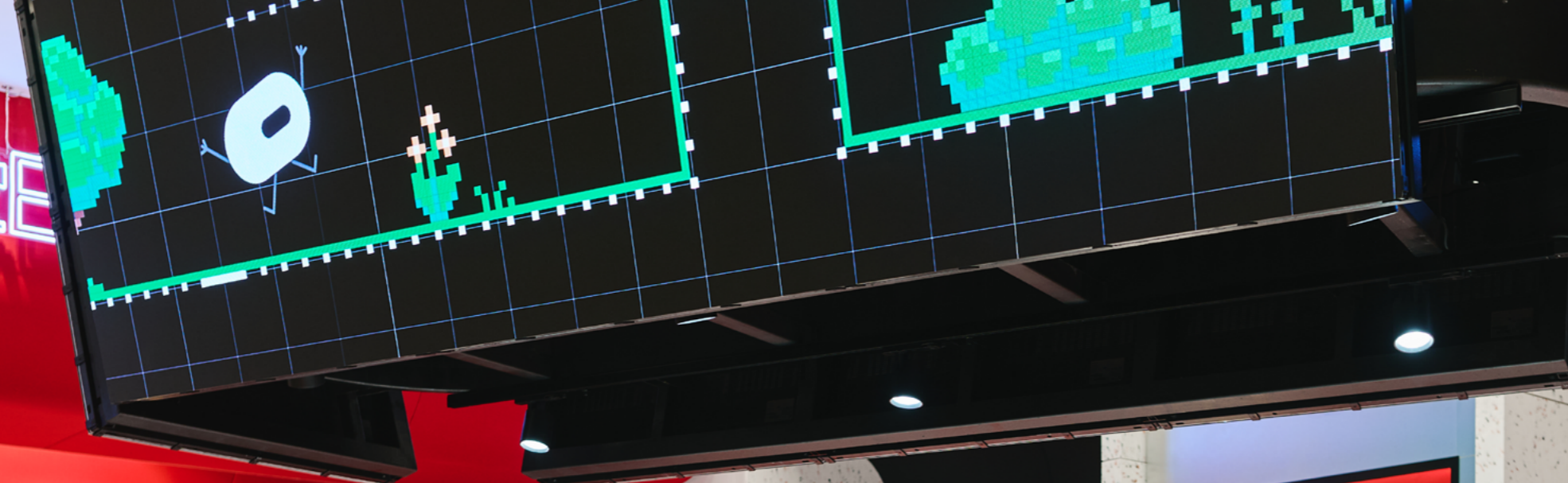
For discovering all the latest-trending mobile phones from the leading brands - Apple, Samsung, Xiaomi, Android and more.



— Gaming stations

Resembling a Freebox engineer's work station, the gaming area is made up of three puzzle-based games: "Live Wire", "Free to Connect" and the "Free PIN Code".

FREE



free
49^{€99}/mois
pendant 1 an puis 39^{€99}/mois
Sans engagement
Prenez une télécommande pour explorer l'univers des Freebox



RECYCLEZ
VOTRE MOBILE ICI

reconditionné

Android

FREE TO PLAY

free

RENTRE DANS LE GAME!
AVEC LA FIBRE ULTRA RAPIDE

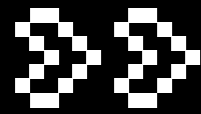
free

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free FLEET

En 20 mois sans aucun frais

Interactive spaces dedicated to gaming



The gaming stations

You're going to need all your speed and skills in this area. A series of three games give visitors the chance to solve small challenges and find the answer to the final puzzle. It's a way for us to convey who we are and share the mindset of the Free brand, which is inventive and fun at the same time.



— Game 1: Live Wire

Take hold of the handle and bring the circle back to the starting point.

Touch the metal part to start. If a red light goes on, try again.

If you win:

Remember the clue that comes up on the screen and use it in Game 3.



— Game 2: Free to Connect

Press the red button to start. You've now got 20 seconds to find the right combination of connections. But careful – only one of the 3 wires works!

If the LED goes green, the power's connected and you can move on to the next module.

If you win:

Remember the clue that comes up on the screen and use it in Game 3.

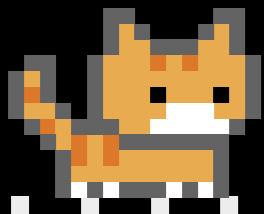


— Game 3: the Free PIN Code

Press the green button to start. You've now got 13 seconds to find the right PIN code using the black buttons under each number.

Use the clues you found in Games 1 and 2, and if you look carefully you'll also see the code in the Free to Play store.

If the LED goes green, press the button and you've won!





The Free To Play area - Video games "made in Free"

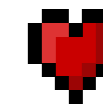
Focus on the Lab



We're mad about video games at Free. And because we like doing everything ourselves, we've designed our own games inspired by arcade classics. Twenty-five mini-games can be tried out by visitors in our Free to Play store, with all of them homegrown by Free, or more precisely, by Lab 42 and Free's graphic design studio.

Lab 42 is our innovation and R&D center, based in the Free-iliad Group's head office in Paris. In partnership with Campus 42, the Lab offers a unique learning approach.

In just a few weeks, four of our lab researchers developed the mini-games for the store. Designed in a retro style with a score-based leader board, the games are very short and are bound to get visitors' competitive spirit going.

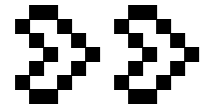


— To discover the games

[Click here](#)



Spaces dedicated to serving our subscribers



All of the services proposed in our Free stores are available at the Free To Play concept store in the Carré Sénart shopping mall:



taking out a Free Mobile plan



buying a mobile phone



taking out mobile phone insurance



subscriber support, including changing a SIM card and paying a mobile phone bill



signing up for a Freebox plan



A store that reflects our environmental pledges

At Free we like to do things right, and we like to do them well. Especially when it's about limiting the impact of our activities on the environment. And that's just as true when we design a new store.

For our Free To Play concept store we've managed to combine innovation with environmental protection. Thanks to Yemanja and its Bordeaux-based partner La Plastiquerie - a startup specialized in recycling and reusing plastic waste - end-of-life Freeboxes were repurposed to make some of the store's partition walls. They developed the idea, produced the first samples and launched production all in the space of just six months - a remarkable feat of R&D!

— 20% of the Free To Play store's partition walls are made entirely from 2,500 recycled Freeboxes.



About Free

Free - the inventor of the world's first triple-play box - is a Fixed and Mobile Ultra-Fast Broadband operator in France, standing out for its innovative, straightforward and attractive offerings. At end-December 2023, it had 22.4 million retail subscribers (15 million Mobile subscribers and 7.4 million Fixed-line subscribers). Free is a subsidiary of the Iliad Group, which was created in France in the early 1990s and now also operates in Italy under the Iliad brand and in Poland under the Play brand. In March 2021, the Iliad Group launched its BtoB business in France under the Free Pro brand.

www.free.fr

Follow us on:



Press contact:
presse@iliad.fr

Practical info

Free Store - Level 0
Centre Commercial Westfield Carré Sénart
1 All. du Préambule, 77127 Lieusaint, France

By RER train: Line D, towards Melun. Get off at Lieusaint-Moissy.

By bus: Line T Zen or the Sénart bus, or the Citalien bus: get off at the Carré Trait d'Union (Les Canaux) stop - CC Westfield Carré Sénart

By car: From the A6 or A4 highways, take the A5 towards Troyes, follow the N104-Francilienne road then the A5a and exit at junction 10 "Centre Commercial Régional".

Opening times:

10:00 a.m. to 8:30 p.m. Monday to Saturday
11:00 a.m. to 7:00 p.m. on Sundays



Swipe



FREE

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Photos: Alexis Anice

