



## PRESS RELEASE

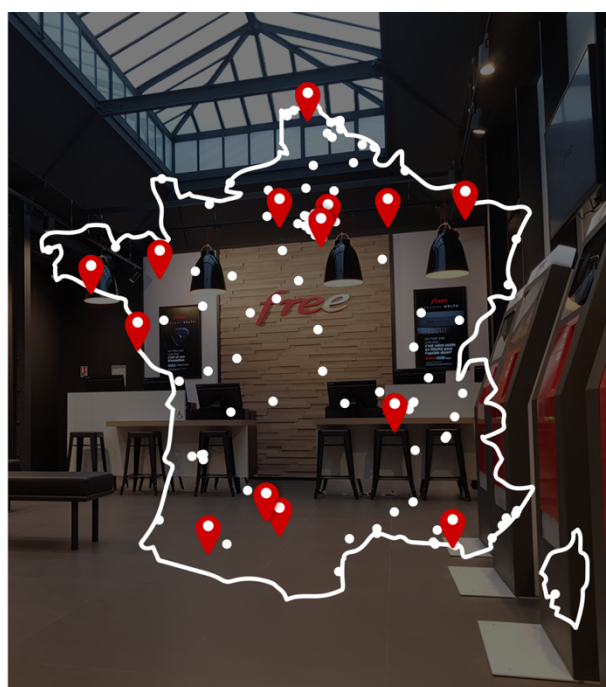
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Paris, 18 May 2021

*free*

Close to  
**130 FREE STORES**  
**ACROSS FRANCE**

**Free to open 14 new stores**  
by the end of May



As shopping centres re-open their doors to customers tomorrow, Free stores located in those centres will be welcoming again visitors and customers.

At the same time, Free is continuing to extend its distribution network across France with the addition of **14 new stores** which will open by the end of May. Free will have **127 stores across mainland France** by the end of this month.

Thanks to this geographical coverage, Free is able **to provide a local service to current and future subscribers**. In the Free stores, visitors can learn about and subscribe to Fixed Line and Mobile offers, try out the range of latest Freebox and test out the best smartphones. Subscribers can also get assistance from one of the advisors, who will be available to help customers in accordance with sanitary rules.

In order to enjoy even smoother access, customers **can book appointments with one of Free advisors** at their nearest store.

Keen to ensure easy access for as many people as possible, Free is also offering an innovative service in the form of **interactive terminals**.

Designed by the Free R&D teams, our terminals allow customers to sign up for a Free mobile bundle in just 3 minutes and leave with an active SIM card. Subscribers can also access subscription to Fixed Line deals in addition a range of practical services (such as changing the format of their SIM card, or replacing a SIM card etc.).

These self-service terminals are available in all Free stores and can also be accessed at our partners' stores (Maisons de la Presse, Fnac, The Kase, etc.).

With over **1000 interactive terminals available across the whole of France**, Free is moving even closer to its subscribers.

Finally, following the launch of **Free Pro** aimed at businesses, professionals may enjoy access to a **dedicated area** within the store which are being deployed throughout Free network of stores.

Free Pro experts are available to explain the new **Freebox Pro** offer and help professional customers subscribe to the service.

For more information visit <https://www.free.fr/boutiques/nous-trouver/>

List of 14 new Free stores opening by the end of May:

19th May:

- Rennes > Carrefour Rennes Cesson Shopping Centre
- Seine-et-Marne > Carrefour Bay 2 Shopping Centre
- Pau > Carrefour Lescar Shopping Centre
- Saint Etienne > Auchan Villars Shopping Centre
- Les Sables d'Olonne > Ylium Shopping Centre
- Marseille > La Valentine Shopping Centre
- Saint Omer > Auchan Longuenesse Shopping Centre
- Vannes > Carrefour Vannes Shopping Centre

21st May:

- Val-de-Marne > Carrefour Ormesson Shopping Centre
- Châlons-en-Champagne > Carrefour Croix Dampierre Shopping Centre
- Toulouse > Carrefour Labège 2 Shopping Centre

24th May:

- Yvelines > Carrefour Flins Shopping Centre

28th May:

- Metz > Auchan Semécourt Shopping Centre
- Montauban > Auchan Les Trois Rivières Shopping Centre

## About Free

Free is a subsidiary of the Iliad Group and inventor of the Freebox, the first multiservice box on ADSL. Free is behind numerous innovations on the market enabling access to Broadband and Ultra-Fast Broadband. Since 2012, Free has brought mobile usage to the masses with straightforward offerings at very attractive prices. Free has over 20 million subscribers in France (including 6.8 million subscribers to Broadband and Ultra-Fast Broadband subscribers and 13.4 million mobile users as of 31/03/2021.) Since launching in Italy on 29 May 2018 under the brand name Iliad, the Group has become the fourth largest mobile network operator in the country with over 7.5 million subscribers as of 31 March 2021. Following the acquisition of the Polish operator Play, mobile telecoms market leader in Poland, the Group is now the 6th largest mobile operator in Europe by number of subscribers (not including M2M).

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