

free

Free launches its traveling store on the roads of Brittany

PRESS PACK - June 1, 2021



Proximity and freedom of movement have always been core values for Free. And it's putting those values into practice this summer by going out on the road in Brittany in a bus converted into a traveling store. The Free bus will be stopping off at fifty towns in a road-trip lasting four months, with the aim of reaching out to the region's three million inhabitants.

THE BREIZH TOUR



Go to www.free.fr/freebox/free-bus to see the route map and book an appointment

Follow the Breizh Tour on Twitter: @Free_Bretagne

Kick-off in Rennes

June 1 to 4, 2021, Cora Shopping Mall,
Rennes-Pacé

4 months on
the road

4 *départements*
covered

50
stop-off points:

Rennes, Fougères, Vitré, Vannes, Auray,
Lorient, Concarneau, Douarnenez, Quimper,
Brest, Lannion, St Brieuc, Saint Malo and more



Going out to meet the people of Brittany

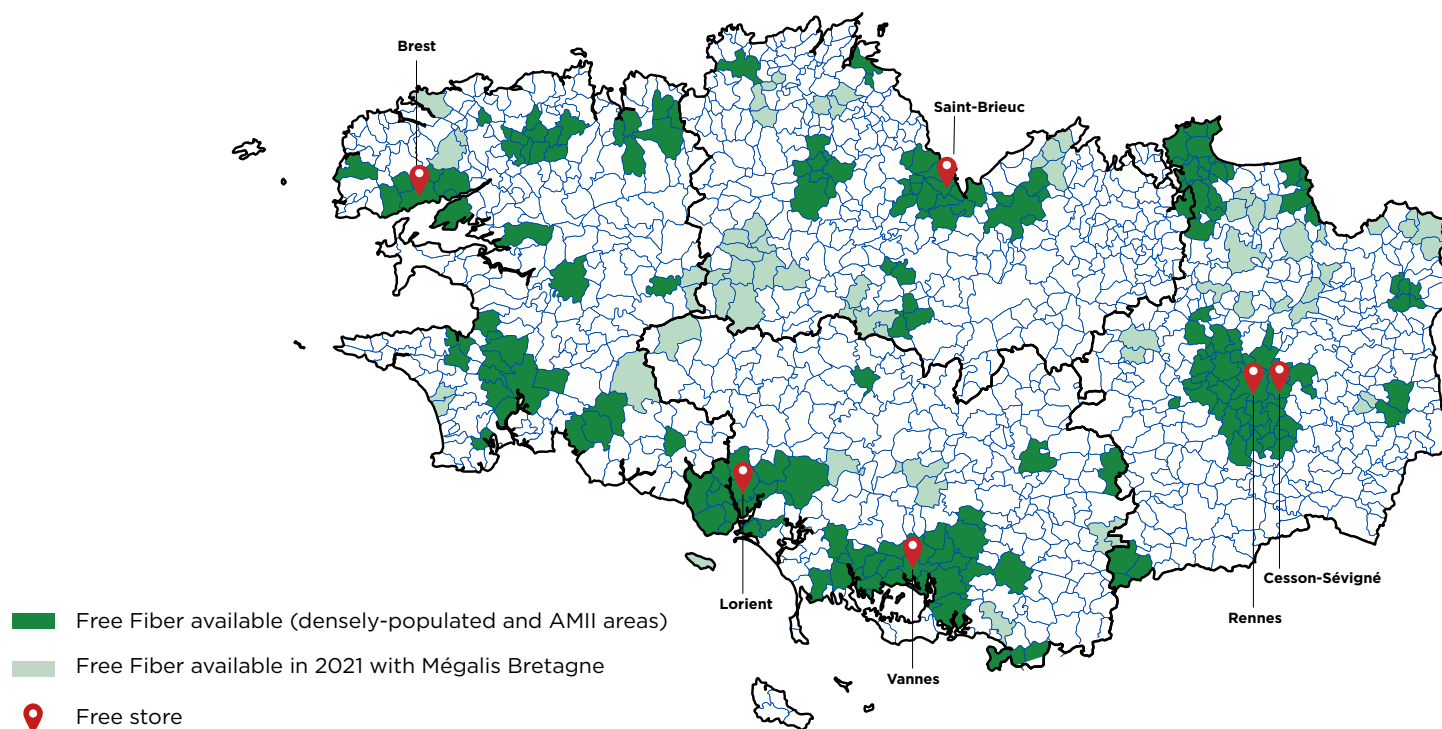
Firmly convinced that there should be no boundaries when it comes to accessing the best digital technologies, Free has decided **to take a road-trip** to meet the people of Brittany in their home region. The stopping points for the Free bus's tour of Brittany will be strategic places, such as **markets and shopping malls**. Its route is not totally fixed and it will be able to come back to places it has already been to if necessary.

The Free bus offers a **comfortable 20 sq.m. of space dedicated to sales and advice**. It has a waiting area, a subscription space and an area where people can try out the Freebox Pop and Freebox Delta. It has the **same design and fittings** as a traditional Free

store and offers the **same services**: sales, advice, subscriber relations and a "less than 3 minutes" sign-up process for Fixed and Mobile plans. In line with the climate pledges made by the Iliad Group, the bus even has a drop-off box for used mobile phones. It will be possible to book an appointment via Free's website.

The **traveling team** is made up of two store advisors who volunteered to come on the journey, a manager from one of Free's Brittany-based stores and a driver. As for all of Free's in-store teams, their objective is to **warmly welcome** both existing and potential new subscribers and give **straightforward answers** to all their questions.





To test your eligibility for Fiber: www.free.fr/freebox/carte-fibre-optique

Partnering the switch to Fiber

Moving steadily through Brittany, the Free bus also symbolizes how Fiber is being rolled out across the region's towns and villages. One of the goals of Free's teams is to explain and support the **switch from ADSL to Fiber**. Brittany's regional authorities and the local authorities of its four *départements* share the same aim of **making Fiber available to everyone by 2026**. To achieve this objective, the *Bretagne Très Haut Débit* project has been set up, aimed at deploying Fiber for 1.4 million homes, businesses and public services across the region.

In Brittany, Free Fiber is already available to 660,000 homes in the **AMII areas**¹ in the agglomerations of Brest, Rennes, Lorient, Vannes, Saint-Brieuc, Quimper, Saint-Malo, Concarneau, Lannion, Morlaix, Fougères,

Douarnenez and Vitré, and to 135,000 homes in the **Very Densely-Populated Area** of Rennes.

In addition, thanks to the agreement signed with **Mégalis Bretagne** in December 2020, Free Fiber is now available to the inhabitants covered by Brittany's **Public Initiative Network**². Through this network, Free Fiber is currently available to 43,000 homes in Brittany's four *départements*, and in three months' time this will be increased to 80,000 homes.

With its 1,300 municipalities, mid-sized towns and villages, Brittany is **an ideal testing ground for this pilot sales project**, which is targeting newly-connected areas.

A regional and nationwide store network to be as close as possible to subscribers

Having recently celebrated the tenth anniversary of its first store in Rouen, **Free inaugurated two new stores in Brittany** on May 19, in Vannes and Cesson-Sévigné near Rennes. This means that there are now **6 stores altogether in the region**, including the existing stores in Rennes (town center), Saint-Brieuc, Lorient and Brest. For France as a whole, the objective is to have **150 points of sale by the end of 2021**.

¹ Medium-populated areas of France in which fiber networks are rolled out using private funds, following calls for expressions of investment intentions ("appels à manifestation d'intentions d'investissement").

² Networks deployed by public authorities in certain areas of France to supplement those rolled out by private operators.



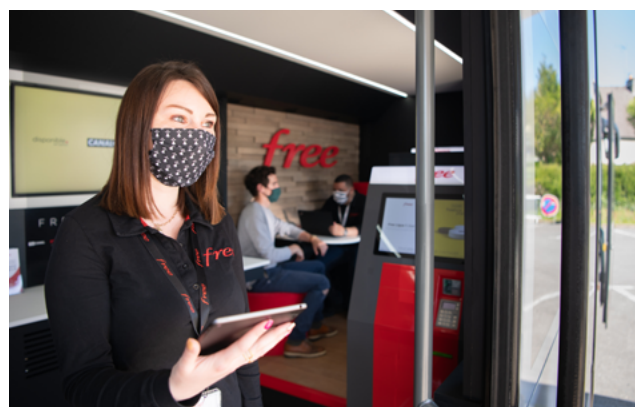
An active employer in Brittany

Free currently employs **some 200 people** in Brittany. This figure includes the staff at its **6 stores** as well as the employees working on **rolling out Free's Fixed and Mobile networks** in the region's four *départements* and the roving teams dedicated to **support services**.

A long-standing partnership with AMC – a Breton SME – and promoting Made in France

Free has worked with the independent manufacturer and fitter, AMC – which is based in Orgères about twenty kilometers south of Rennes – **for over ten years now**. On this occasion AMC was responsible for fitting out the interior of the Free bus, which was quite a challenge. Free handed over the bus to AMC in early April with the task of converting it into a store **in less than two months**. “The challenge was to create a real store that mirrors the design codes of Free's other stores. We had to completely transform the inside of the bus, redesigning it from A to Z. It's not the same thing as a food truck, where customers stay outside”, explains Guillaume Soulard, AMC's Chief Executive Officer.

The notion of **Made in France** is very important to Free, in line with its principle of **working with local suppliers**. The laminate boards used for the bus's interior came from Orléans. AMC – which began specializing in fitting out stores back in the 1980s – then cut and shaped them in Brittany. AMC's teams made the components, assembled the furniture, carried out the finishings and installed the lighting. AMC has an 8,000 sq.m. production workshop, generates around €15 million in annual revenues and employs 80 people in a town with 4,200 inhabitants.



2 questions for Camille Perrin,

Chief Marketing and Advertising
Communication Officer at Iliad/Free



A Free bus going out on the road to meet people. Is this a first?

« Yes, it's the first time a bus has been converted into an actual store. We wanted to recreate the same customer experience as in our traditional stores and offer the same services, in a pleasant space where people can look around and feel comfortable. Which meant that our design teams had to come up with original solutions. »

So you're bringing Fiber and 5G everywhere?

« Yes, that's our overall aim. This project embodies who we are at Free: the operator that makes new digital technologies available to everyone. The bus symbolizes the arrival of Fiber and 5G in the regions of France. In Brittany, Free already has over 830,000 eligible Fiber sockets, 98% 4G population coverage and over 40% 5G population coverage. And we want the people of Brittany to know all about it! »

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Thank you !

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[Pictures are available on our media gallery](#)