

free

PRESS RELEASE

Paris, February 7, 2025

Free – France’s first telco to include a premium AI assistant in its mobile plans – le Chat Pro developed by Mistral AI

NEW

Mistral AI | *free*
Le Chat Pro
the Premium AI Assistant

12 months free of charge for anyone on a Free mobile plan then €17.99/month incl. VAT (€14.99/month excl. VAT) No contract

Does Xavier like cats? **Ask Le Chat**

Try asking something like: What's "chicken" in French?

Free, an innovation leader in telecommunications, and Mistral AI, a European artificial intelligence champion, have pooled their know-how to offer an unparalleled experience to their users. Through this partnership, Free has become the first telco in France to include an AI assistant in all of its mobile plans. As from Monday, Free mobile subscribers will get an exclusive offer – 12 months free access to le Chat Pro – the new premium version of the AI assistant created by Mistral AI. This collaboration highlights the cutting-edge innovation and dynamic momentum of two French companies that excel in their respective markets.

Le Chat Pro – a revolutionary AI assistant

Launched yesterday, le Chat Pro is the new premium version of the Le Chat AI assistant developed by Mistral AI. It has been designed to meet the everyday needs of users, both in their personal lives and at work, with unique precision and unrivaled speed.

Le Chat Pro offers advanced functions such as unlimited web searches, an unlimited number of messages per day, and ultra-fast answers, thanks to the Flash Answers feature, making it a go-to for users seeking state-of-the-art performance.

How can le Chat help you in everyday life?

- **Stay up to date:** keep up with breaking news, sports scores, stock trends, global events, and hundreds of other topics.
- **Simplify planning:** from travel plans to to-do lists, le Chat helps you manage tasks, milestones and events to stay on top of everyday life.
- **Get personalized recommendations:** using Memories – a new function that will soon be rolled out to all users – le Chat contextualizes recommendations with a deep understanding of user preference. Across books, movies, restaurants, podcasts, activities, and more, le Chat can be trusted to provide exciting and meaningful suggestions and recommendations.
- **Create freely:** with its advanced image and presentation generation capabilities, le Chat can help you bring your imagination to life, across research mockups, essays, posters, and even birthday cards.
- **Upload and analyze:** thanks to its advanced document understanding capabilities, le Chat makes it easy to upload and analyze user manuals, scientific publications, financial reports, photos, and more.

Le Chat Pro is available online and on a mobile app (iOS or Android).

An exclusive offer for all Free mobile subscribers

As from Monday, Free will be giving its **15.5 current mobile subscribers** (on a 5G Free Mobile, Série Free or €2 plan) as well as new subscribers, **an exclusive, no-contract offer to use le Chat Pro for 12 months free of charge** (then €17.99/month incl. VAT, i.e., €14.99/month excl. VAT).

This offer means that users will be able to explore and make the most of the advanced capabilities of Mistral AI's premium AI assistant. With unlimited web searches and lightning-fast answers, le Chat Pro offers an **outstanding user experience**, saving time and giving access to precise information in the blink of an eye. This initiative once again clearly illustrates Free's determination **to propose innovative services and cutting-edge technology** to its subscribers.

To get le Chat Pro, Free mobile subscribers will be able to activate **their offer** as from Monday February 10, in their mobile Subscriber Area on mobile.free.fr/moncompte (Mon Forfait mobile > Mes options), and then set up their account on Mistral AI.

Free and Mistral AI share the **same vision of innovation and excellence** aimed at delivering advanced technological solutions that enhance people's everyday life. And by teaming up with Mistral AI, Free has made a clear choice to promote a **French champion and European leader in artificial intelligence**.

Le Chat Pro add-on (Premium version): Le Chat Pro offered for 12 months free of charge then €17.99/month incl. VAT (i.e., €14.99/month excl. VAT), on a no-contract basis; valid only for Free mobile subscribers (on a €2, Série Free or 5G Free Mobile plan), provided they have no current Mistral AI paying subscription, and provided they sign up to for the le Chat Pro service via their Subscriber Area before August 10, 2025. Creation of an account and acceptance of Mistral AI's general terms and conditions required. Service available on compatible devices only (the app can be downloaded from the App Store and Google Play Store) and on the Mistral AI website. Offer valid only once. Content, prices and terms and conditions subject to change. Unlimited web searches and unlimited number of messages per day, subject to reasonable use – see Mistral AI's terms and conditions. Connection costs included in the subscriber's data allowance and/or billed depending on their mobile plan. See mobile.free.fr for further details.

About Mistral AI

Mistral AI is a scientific and technological company whose mission is to democratize cutting-edge generative artificial intelligence. We build LLMs and latest-generation AI-driven solutions that are affordable and customizable, while promoting openness, transparency and decentralized technologies. We are a global, independent, company, based in Paris and with operations in the United States and United Kingdom. To find out more, visit mistral.ai.

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-September 2024, it had 23 million retail subscribers (15.5 million Mobile subscribers and 7.6 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:

 [@Free](#)

 [@Freefr](#)