

Paris, April 8, 2025

Free launches the Freebox Pop S and becomes France's first telco to include Wi-Fi 7 in such a wide range of plans



Today, Free is launching the Freebox Pop S – one of the most advanced Internet-only without TV plans in the market with Fiber and Wi-Fi 7 included. With this new plan, which combines power with simplicity for just €24.99 a month, Free has become France's first telco to include Wi-Fi 7 in such a wide range of broadband plans.

Freebox Pop S: Fiber and Wi-Fi 7. As simple as that

The Freebox Pop S is an **ultra-high performance broadband plan** that's ideal for anyone seeking **simplicity without compromising on quality**. As an Internet-only plan with no TV services, it's focused on the essentials to offer **optimal connectivity**:

- **powerful Fiber speeds**, with **up to 5 Gbps¹** shared download and up to **900 Mbps upload**
- **Wi-Fi 7 included**: Freebox Pop S subscribers get the incredible speeds of the best Wi-Fi out there – Wi-Fi 7 (**up to 2.2 Gbps, i.e., twice** as fast as Wi-Fi 6²)
- **a Wi-Fi 7 repeater included³**: the Freebox Pop S is the only plan on the market available at such a price to include a Wi-Fi 7 repeater, providing **good coverage throughout the home** with a powerful and stable signal that reaches every room.

¹ Theoretical maximum speed of up to 5 Gbps shared download (up to 2.5 Gbps on 1 Ethernet port, 1 Gbps on 2 Ethernet ports and 0.5 Gbps via Wi-Fi).

² Maximum speed as compared to the maximum speed of the Freebox Pop Wi-Fi 6. With Free Fiber and compatible devices.

³ Available on request.

Free – France’s only telco to offer the best Fiber speeds to all eligible households

Freebox Pop S subscribers will be able to get **Free’s record-breaking Fiber speeds**. According to the “Palmarès 2025” survey carried out by *Zone ADSL & Fiber*, based on a million speed tests, Free offers the **fastest Fiber speeds in France**, and by a long way⁴.

Thanks to Free’s massive investments, these exceptional speeds are available to **all homes eligible for Free Fiber, representing more than 38 million French households**.

Free has the **highest Fiber take-up rate in the market (82%)**, meaning that more than eight out of 10 of its Fixed-line subscribers have already signed up to a Fiber plan.

Our broadband engineers install Free Fiber at subscribers’ homes for **no fee**⁵, and **subscriber support is available 7/7 by phone, by chat** in the online Subscriber Area, or through our unique Free Proxi local support service (for eligible subscribers).

An affordable and generous plan

The Freebox Pop S plan is being offered as a web-only deal, **at a price of just €24.99 a month**. And like all of our Freebox plans, it’s on a **no-contract basis**.

But that’s not all! With the **Free Family deal**, Freebox Pop S subscribers can also get the **5G Free Mobile plan at a reduced price with unlimited 5G data included**. This gives them up to **four mobile lines at €9.99 a month for one year, then €15.99 a month** on a no-contract basis (instead of €19.99/month).

Super fast
Fiber
5 Gbps shared 900 Mbps

Web-only offer
Freebox Pop S
Fiber and Wi-Fi 7. As simple as that.
€24.99/month
No contract

Small. Simple. Stylish.
Incredibly compact

The best Wi-Fi
Wi-Fi 7
Up to **2x** faster than Wi-Fi 6

Wi-Fi 7 repeater included
The best Wi-Fi throughout your home

Free Family deal
Unlimited 5G Free Mobile Plan - Up to 4 plans reduced to €9.99/month for 1 year, then €15.99/month

Online subscriber area included
Freebox Connect included

7/7 subscriber support
by phone or chat

Eco-design
Reduced energy consumption
Designed to last at least 10 years

⁴ Source: Zone ADSL & Fibre, March 5, 2025: *Palmarès 2025 des débits fibre en France métropolitaine*. Results based on an analysis of 1,288,254 tests carried out in 2024 using Speedtest. Average download speed of 561 Mbps and upload speed of 415 Mbps. For more details see [Palmarès Fibre 2025 de Zone ADSL & Fibre](#) (in French only).

⁵ No-fee Fiber installation: excluding costs for (i) any additional works required, and (ii) moving/repairing Fiber sockets.

How to sign up for a Freebox Pop S plan

New subscribers can sign up to the Freebox Pop S plan as of today, exclusively on the [Free website](#). It's fast and easy, taking just a few clicks to do!

Current eligible subscribers will get an email or a message directly in their online Subscriber Area telling them they can switch to the Freebox Pop S if they want to.

The Freebox plans including Wi-Fi 7

The image displays four Freebox plans side-by-side. From left to right: 1. Freebox Pop S (Web-only offer): Fiber & Wi-Fi 7, 5 Gbps fiber speeds (shared), 900 Mbps Wi-Fi 7, includes Wi-Fi 7 repeater, no TV services, 5G Free Mobile Plan at €24.99/month for 1 year, then €15.99/month, no contract. 2. Freebox Pop: Fiber, Wi-Fi 7 & TV, 5 Gbps fiber speeds (shared), 900 Mbps Wi-Fi 7, includes Wi-Fi 7 repeater, 240 TV channels included (Océane, Free Foot), 5G Free Mobile Plan at €29.99/month for 1 year, then €15.99/month, no contract. 3. Freebox Ultra Essentiel: Ultra fast Fiber, Wi-Fi 7 & TV, 8 Gbps fiber speeds (shared), 8 Gbps Wi-Fi 7, includes Wi-Fi 7 repeater and Pocket Wi-Fi, +280 TV channels included (CANAL, Océane, Free Foot), 5G Free Mobile Plan at €39.99/month for 1 year, then €15.99/month, no contract. 4. Freebox Ultra: Ultra fast Fiber, Wi-Fi 7, TV & entertainment, 8 Gbps fiber speeds (shared), 8 Gbps Wi-Fi 7, includes Wi-Fi 7 repeater and Pocket Wi-Fi, +280 TV channels included (CANAL, Disney, Netflix, Prime, TV CANAL, Universal, Océane, eafcm, Free Foot), 5G Free Mobile Plan at €49.99/month for 1 year, then €15.99/month, no contract. A small note at the bottom right says '(1) Standard with ads'.

With the Freebox Pop S, Free is enriching its range of broadband plans with Wi-Fi 7 included:

- **An ultra-high performance range:** after launching Wi-Fi-7 in January 2024 with the Freebox Ultra, Free has now passed another milestone by becoming France's first telco to include Wi-Fi 7 in such a wide range of plans, confirming its status as a pioneer of tech innovations.
- **An ultra responsible range:** in line with its climate pledges published in January 2021⁶, Free has significantly enhanced the **energy efficiency** of its latest Freeboxes - the Freebox Pop and the Freebox Ultra⁷. So the Wi-Fi 7 range is now made up of 100% **eco-responsible products**.
- **An ultra simple range:** the Wi-Fi 7 range is based on **four clear and separate plans** so subscribers can easily choose which one best suits their needs in terms of connectivity and content.
- **And still on a no-contract basis:** all of our Freebox plans are still no-contract. Free is the **only telco** in France that has **only no-contract plans**.

⁶ Particularly pledge no. 4: Further enhance the energy performance of our Freeboxes

⁷ Compared with the Freebox Revolution, the Freebox Pop uses 40% less energy but is five times more powerful, and the Freebox Ultra uses the same low amount of energy as the Freebox Pop. To find out more about the eco-design of our products, see [the Freebox Pop press pack](#) and the [Freebox Ultra press pack](#).

And as a bonus: Fiber speeds boosted for all Freebox subscribers

Because Free likes to go the extra mile for its subscribers, we've got some more good news on top of our launch of the Freebox Pop S! We're boosting the **Fiber speeds of our Freeboxes**, increasing the theoretical maximum upload speed of the **Freebox Pop, Freebox Revolution and Freebox Delta to 900 Mbps**. These upgrades will happen **automatically at no extra cost** for either current or new subscribers.

Nicolas Thomas, CEO of Free, said: *"With the new Freebox Pop S, Free is continuing to offer state-of-the-art connectivity technology at the best price. Thanks to Free Fiber, which now covers almost 90% of the French population, our subscribers have the fastest speeds available in the market. After launching Wi-Fi 7 back in January 2024, we're now France's first telco to include Wi-Fi 7 in such a wide range of broadband plans, with a Wi-Fi 7 repeater included as well. So we're continuing to write our story as an innovative and engaged telco, bringing the best technologies in the market to as many people as possible."*

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-2024, it had 23.1 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

Freebox Pop S plan (Internet + Phone), subject to terms and conditions, eligibility, and to the subscriber having a fiber connection. Valid for all new subscriptions exclusively on the free.fr website. **Fiber:** theoretical maximum upload and download speeds. **Wi-Fi:** Wi-Fi 7 available with compatible devices. One Wi-Fi 7 repeater included, available on request, and up to three additional repeaters (€20 per repeater). Wi-Fi repeaters (to be returned when no longer needed) available on request via the online Subscriber Area. **Free Proxi:** accessible from the online Subscriber Area or by leaving a message on 3244 requesting a call-back. Valid for all eligible Freebox subscribers located in a neighborhood where the Free Proxi service is available. Terms and conditions and opening times available in the online Subscriber Area.

See free.fr for terms and conditions of the Freebox plans and eligibility

Free Family deal: for Freebox Pop subscribers (other than Freebox Pop S subscribers): €9.99/month (i.e., a discount of €10/month) for one 5G Free Mobile Plan, and €9.99/month for one year (i.e., a discount of €10/month), then €15.99/month (i.e., a discount of €4/month) for up to three additional 5G Free Mobile Plans taken out as from October 1, 2024 and after signing up for a Freebox Pop plan. For other Freebox subscribers: For 5G Free Mobile Plans taken out as from October 1, 2024 and after signing up for a Freebox plan: €9.99/month for one year (i.e., a discount of €10/month), then €15.99/month (i.e., a discount of €4/month), for up to four 5G Free Mobile Plans. For 5G Free Mobile Plans taken out before October 1, 2024 and before signing up to a Freebox plan: €15.99/month, i.e., a discount of €4/month. Discounts valid for up to four 5G Free Mobile Plans. One-year €10/month discount valid only once for the four 5G Free Mobile Plan and not applicable to Free subscribers who have canceled their mobile line in the 30 days preceding the subscription, subject to the mobile phone line(s) concerned being attached to the Freebox subscription within one year of the date on which the subscriber signs up to the 5G Free Mobile Plan. The one-year €10/month discount cannot be cumulated with the offer for switching from the Série Free Plan to the 5G Free Mobile Plan. Discounts for the 5G Free Mobile Plan cannot be cumulated with the €0/month offer (the Free €2 Plan) or with any other reductions. The Free Family deal is subject to the mobile phone lines concerned being attached to the Freebox subscription as part of a multi-line offer (same bank details and same address). The number of discounts available to Freebox and Free Family subscribers is limited to four 5G Free Mobile Plans. The discount(s) will no longer apply if the subscriber cancels their Freebox plan, or if the 5G Free Mobile

Plan becomes detached from the multi-line offer. If a subscriber changes their Freebox plan, the discount applicable under their new Freebox plan will apply.

5G Free Mobile Plan: offer subject to conditions, valid in Metropolitan France in areas covered by the network and subject to the use of a compatible phone. For Freebox subscribers: unlimited 5G/4G data in Metropolitan France (for non-Freebox subscribers: €19.99/month and 350 GB of data) with a 5G or 4G mobile phone. 5G network currently in rollout phase (3.5 GHz and 700 MHz frequencies). Available to subscribers with a compatible plan and phone in areas covered by the network. See mobile.free.fr for full terms and conditions and coverage.