



After 5 years and with over 100,000 customers, Free Pro is accelerating in the B2B market



Five years on from its launch in 2021, Free Pro has more than 100,000 customers, ranging from small and mid-sized businesses to major corporations and public organizations. In the space of five years, Free Pro has made its mark as a real alternative in the French B2B telecoms and digital services market by offering everything that makes up Free's DNA: innovation, simplicity, freedom, and fair prices.

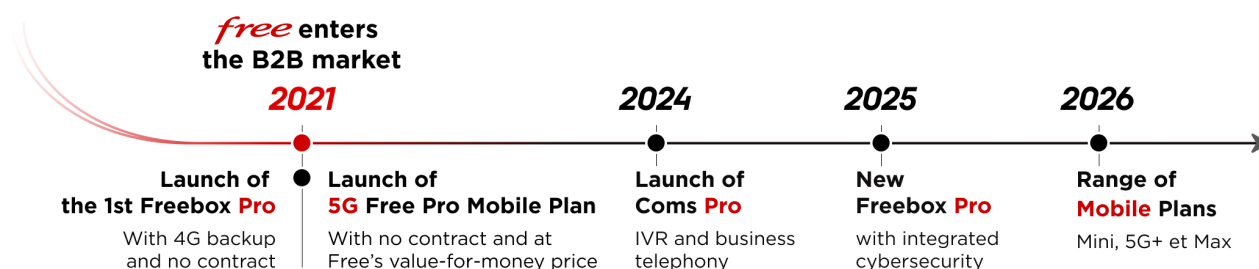
Five years that have shaken up the B2B market

When Free Pro launched in 2021, its ambition was simple: **to offer the best of Free to business customers** by making best-in-class, easy-to-use technologies available to all businesses at fair prices.

Over the past five years, that ambition has been underpinned by a clear, unwavering principle: to change market standards and continuously deliver greater value to customers at no extra cost. For example, Free Pro was the first to introduce **no-contract plans for business customers**, which have now become the norm in the B2B market.

In addition, when it was launched, the **Freebox Pro plan was the first in the market** to include a 4G backup at no extra cost. And in 2024, Free Pro enhanced its offering with **an all-in-one collaborative communications solution** that is easy to manage and designed to adapt to businesses' evolving needs. In 2025, it unveiled **the new Freebox Pro**, which is equipped with Wi-Fi 7, offers **symmetrical speeds of up to 8 Gbps**, and has **integrated cybersecurity** with 24/7 analysis of incoming data streams.

For five years, Free Pro has regularly added to the services included in the **Freebox Pro plan** without changing its price.



This approach of continuous enhancement covers all of the services offered by Free Pro, with the **latest additions** including:

- **A clear and straightforward range of mobile plans**, tailored to different business needs, comprising:
 - The **Free Pro Mini Plan**, with unlimited calls and 10 GB of data in Metropolitan France.
 - The **Free Pro 5G+ Plan**, with 250 GB of data in Metropolitan France.
 - The **Free Pro Max Plan**, with unlimited data in Metropolitan France and in over 140 international destinations¹.
 - **Business Mobile Plans**, made up of several plans designed to meet the requirements of large mobile fleets. Businesses can choose the plans that suit them best based on their employees' communication needs.
- **eSIMs**, making it easier for businesses to deploy and manage mobile lines.
- **A network of Free Pro Experts**, giving customers access to telephone support from specialist teams based in France, alongside the digital support experience.

Serving over 100,000 businesses and public organizations

Five years after its launch, Free Pro has passed the symbolic milestone of 100,000 business and public-sector customers, illustrating its significant step-change in scale since 2021. As well as partnering small and mid-sized businesses, Free Pro also works with a large number of major corporations and public organizations, including **the French Ministry of the Interior, the Gendarmerie Nationale, the SNCF, Grand Paris Aménagement, the PMU, Alcatel Submarine Networks (ASN), the Printemps Group and ID Logistics.**

Free Pro intends to continue to expand its footprint in the public sector by leveraging its expertise as a telecom operator and cloud hosting provider, as well as its own infrastructure.

Controlled infrastructure to address the challenges of digital sovereignty

Free Pro draws on the infrastructure of the iliad Group as well as its own technical capabilities, including:

¹ See freepro.fr for the list of destinations.

- a dedicated B2B fiber network (FTTO);
- Free's 5G+ mobile network – the largest 5G network in France;
- 12 data centers located in France;
- AI-dedicated cloud and computing capabilities, drawing in particular on the infrastructure of Scaleway, the Iliad Group's cloud services subsidiary.

As part of the Iliad Group, Free Pro can leverage a fully controlled end-to-end infrastructure chain, from connectivity to hosting and computing, and can offer businesses a French and European alternative for their digital infrastructure needs.

To address the growing volume of data traffic driven by the development of AI, Free Pro is pursuing an approach based on resilient networks, sovereign and fully controlled hosting infrastructure, and integrated cybersecurity solutions. In 2024, the company began the process to achieve **SecNumCloud** qualification, the certification framework established by the French National Cybersecurity Agency (ANSSI) for trusted cloud services providers. This initiative is designed to meet the expectations of businesses and public organizations seeking to host their data in an environment that meets the highest levels of data protection.

And now it's time to accelerate

After five years of building a comprehensive offering covering connectivity, mobility, cloud solutions and cybersecurity, Free Pro now intends **to accelerate its change in scale**. Its ambition is to strengthen its presence among major corporations and public organizations, while continuing to grow its customer base among small and mid-sized companies, and to become a provider of choice for digital services for businesses in France.

Guillaume de Lavallade, CEO of Free Pro, commented: *"In the space of five years, Free Pro has won the trust of more than 100,000 businesses and public organizations by staying faithful to Free's DNA, i.e., by keeping things simple in a complex market, and making best-in-class, innovative services available at fair prices. Our first five years have enabled us to build a company capable of partnering all B2B customers, ranging from small and mid-sized businesses through to major corporations and public organizations. Now we want to accelerate in our core areas of expertise – networks, cloud solutions, cybersecurity and mobility – driven by the same goal of shaking up the B2B market."*

About Free Pro

 freepro.com

Press contact: presse@freepro.com

Marion Chaparro — Chief Communications Officer

Free Pro, the B2B subsidiary of the Iliad Group, offers the best of Free to business customers. With its innovative solutions, value-for-money prices, freedom of choice, best-in-class customer service and high-quality infrastructure, Free Pro meets the telecom, IT and cloud needs of all types of B2B customers, ranging from small and mid-sized businesses to major corporations and public organizations. The connectivity and data expertise it has built up over more than twenty-five years covers the whole data value chain, from data collection to transportation, and security through to hosting. Free Pro proposes straightforward solutions to businesses' most complex issues and provides them with the best secure connectivity and cloud technologies at fair prices. And all this comes with local customer support thanks to teams located throughout France, which enables Free Pro to closely meet its customers' needs and build up strong relationships of trust with them. Today, Free Pro is helping over 100,000 businesses and public organizations to drive their digital transformations.