

Free launches the first mobile plan with unlimited data in France and in more than 135 destinations worldwide

There's been another revolution at Free. Today we're launching a new mobile plan with a very simple objective – no limits. Free Max is the first mobile plan to include unlimited data in France and in more than 135 destinations across the globe at just €29.99 a month, and only €19.99 a month for Freebox subscribers. Which means that subscribers can use as much data as they want almost anywhere in the world, at Free's incredible value-for-money prices. So Free's revolutionizing the mobile market again, trailblazing with an offer that's true to its core values of liberty, simplicity and generosity.

Unlimited mobile data in France

People's use of digital technologies is evolving constantly, and Free is supporting them along the way. Today, almost nine out of ten people in France use mobile data[1]. And the younger generations are increasingly using a mobile connection to access the Internet rather than conventional broadband[2].

[1] Arcep - 2025 Digital Market Barometer.
[2] Arcep – 2025 Digital Market Barometer: 19% of 18-24 year-olds (+7 points year on year) and 15% of 25-39 year olds (+5 points year on year) use mobile broadband rather than fixed broadband in their homes.

So that people can surf the web, communicate, and stream as much as they want on their mobile, for the first time ever, Free is offering unlimited 5G/5G+ data in France on a no-contract plan and available to everyone – the Free Max Plan.

On top of that, the Free Max Plan includes unlimited calls from France to mobiles in Europe[3], Switzerland and Andorra – in addition to unlimited calls in Metropolitan France to mobiles in France, the United States, Canada, China and Overseas France, as well as to fixed lines in France and 100 destinations.

Subscribers also get unlimited SMS/MMS in Metropolitan France and to Europe, Switzerland, Andorra and Overseas France.

Communication without borders

Free Max also gives people what they're looking for when they're abroad, i.e., access to a max of data wherever they go so they can travel worry-free.

According to a YouGov survey carried out in 2026[4], 95% of French people travelling abroad use their phone while they're away, but the vast majority of them (81%) switch off data roaming as a precaution. And a third say they've had a nasty surprise on getting their phone bill after coming back from a trip.

With the Free Max Plan, Free's making it easy for travelers once and for all – its subscribers can enjoy unlimited 4G or 5G data in more than 135 destinations (*see the appendix to this press release for the full list*), including in Europe, Overseas France, Switzerland, the United States, Canada, Morocco, Algeria, Tunisia, Egypt, the United Arab Emirates, Senegal, Mali, Mauritius, Tanzania, China, Thailand, Indonesia, Japan, Singapore, Laos, India, Australia, Mexico, Colombia, Ecuador and Brazil.

Xavier Niel, Free's founder said: "*People often say to me 'I've already run out of data by the middle of the month' and 'Your 35 gigs abroad are all well and good, but it's not enough, and there aren't enough countries'. So we came up with a radical solution – unlimited data, almost everywhere. Yeah, we know, it's unbelievable. No telco in the world is offering that...except Free :).*"

The very first unlimited European mobile plan

[3] Europe: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom

[4] Yougov survey carried out for Free among a sample of 1,007 people in 2026.

With Free Max, Free is the first telco in France, and in Europe as a whole, to launch a 100% European no-contract plan at that price including unlimited mobile data, calls, SMS and MMS within Europe[3].

Whichever European country they're in, including France, subscribers can use data or make calls in that country and anywhere else in Europe, at no extra cost.

A unique mobile plan

The Free Max Plan also includes state-of-the-art services like the Smart Watch eSIM add-on[5], the Free TV app[6] and Free mVPN[7].

This new plan is available at Free's incredible value-for-money prices: €29.99 a month, and only €19.99 a month for Freebox subscribers. With the Free Family deal, subscribers can have up to four plans at that price. And like all of Free's mobile plans, you're not locked into a contract.

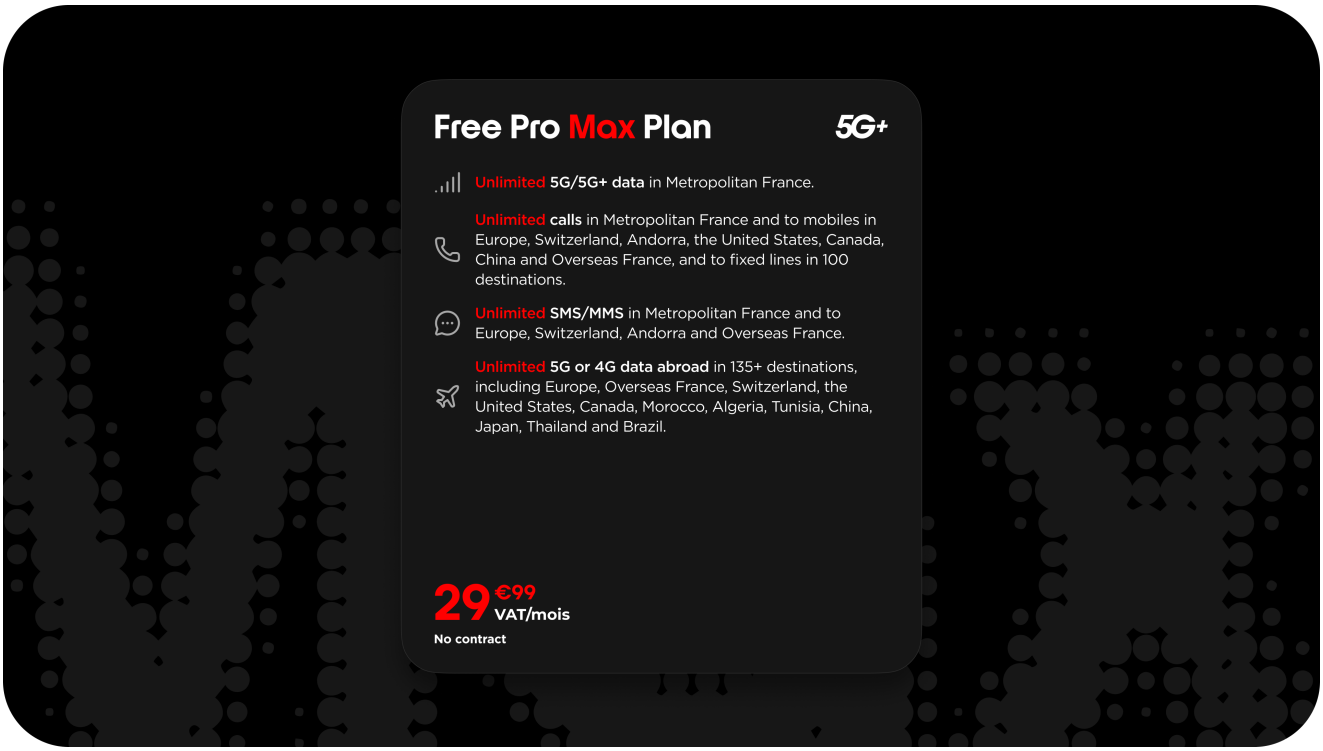
There's simply nothing quite like it – the Free Max Plan is the only mobile plan on the market to give so much at such a low price.



[5] *Available in France and abroad.*
[6] *Available in France and the European Union.*
[7] *Available in France on the Free mobile network.*

Free Max Pro – the business version of the Free Max Plan

Because many business people **travel regularly**, there's also a business version of the Free Max Plan. It's available for all businesses for €**29.99 excl. VAT/month**, again on a no-contract basis.



Free Max and Free Max Pro available as from today

The Free Max Plan is available as from today:

- for new subscribers, on the Free website, in a Free store, or by calling 1044 (France only); and
- for current Free mobile subscribers, via their online Subscriber Area or the Free app, where they can upgrade to the Free Max Plan with no charge.

The Free Max Pro Plan is available as from today:

- for new subscribers, on the Free Pro website, by calling 1043 (France only), or by contacting our sales teams; and

- for current Free Pro mobile subscribers, via their online Subscriber Area, where they can upgrade to the Free Max Pro Plan with no charge.

Free Max Plan

Offer subject to conditions, valid in Metropolitan France in areas covered by the network and subject to the use of a compatible mobile phone. Only available to people residing in Metropolitan France or who can provide evidence of a stable tie with Metropolitan France. For personal communications (excluding short numbers, special numbers and SMS+/MMS+) between two individuals. Unlimited mobile data strictly reserved for private and personal use, only via a mobile device and subject to Free's general terms and conditions of subscription. Communications (calls, SMS/MMS and mobile data) from abroad and Overseas France subject to fair usage (see Price Brochure). Available outside France in the areas covered by the network of partner operators that have entered into a roaming agreement with Free. SIM/eSIM: €10. See mobile.free.fr for definition of Europe and Overseas France, list of destinations, coverage and full terms and conditions. Free Family deal: for Freebox and 5G Box subscribers, the Free Max Plan is available at €19.99/month, i.e., a discount of €10/month, valid for up to four Free Max Plans. This discount cannot be cumulated with the €2/month discount on the €2 Plan. Smart Watch eSIM add-on: included for Free Max subscribers (4G only) and subject to the use of a compatible watch and a compatible mobile phone. See mobile.free.fr for full term and conditions and list of compatible watches and phones. Free mVPN: included for Free Max Plan subscribers, only valid in Metropolitan France. Activation for a period of 12 hours from the online Subscriber Area followed by automatic deactivation or deactivation at any time by the subscriber. Free TV app (app download and acceptance of terms and conditions required): subject to the use of a compatible device. Access to the Free TV+ package included for Free Max subscribers (see https://tv.free.fr/ for list of channels, subject to change).

Free Max Pro Plan

Offer subject to conditions, valid in Metropolitan France in areas covered by the network and subject to the use of a compatible mobile phone. Only available to business people residing in Metropolitan France or who can provide evidence of a stable tie with Metropolitan France. For inter-personal communications (excluding short numbers, special numbers and SMS+/MMS+). Unlimited mobile data strictly reserved for personal use, only via a mobile device and subject to Free Pro's general terms and conditions of service. Communications (calls, SMS/MMS and mobile data) from abroad and Overseas France subject to fair usage (see Price Brochure). Available outside France in the areas covered by the network of partner operators that have entered into a roaming agreement with Free. Start-up fee: €10 per plan. See pro.free.fr for definition of Europe and Overseas France, list of destinations, coverage and full terms and conditions.

5G+ (3.5 GHz) / 5G (3.5 GHz and 700 MHz) currently in roll-out phase in Metropolitan France, available with a compatible plan and compatible mobile phone.

Hands-free kit recommended.

About Free

www.free.fr

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Free – the inventor of the world's first triple-play box – is an Ultra-Fast Broadband and Mobile operator in France, standing out for its innovative, straightforward and attractive offerings. At end-December 2025, it had 23.3 million retail subscribers (15.7 million Mobile subscribers and 7.6 million Broadband subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and 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.

See all our press releases at www.iliad.fr/en.

UNLIMITED 4G/5G DATA IN MORE THAN 135 DESTINATIONS

Åland Islands (the), Alaska, Algeria, Argentina, Armenia, Australia, Austria, Azores (the), Azerbaijan, Bahrain, Balearic Islands (the), Bangladesh, Belarus, Belgium, Bolivia, Brazil, Bulgaria, Canada, Canary Islands (the), Chatham Island, Colombia, China, Comoros, Corfu, Costa Rica, Crete, Croatia, Cyclades (the), Cyprus, Czech Republic, Denmark, Ecuador, Egypt, El Salvador, England, Estonia, Faroe Islands, Fiji, Finland, French Guiana, Georgia, Germany, Gibraltar, Greece, Guadeloupe, Guatemala, Guernsey, Hawaii, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Isle of Man, Isle of Wight, Israel, Italy, Japan, Jersey, Kazakhstan, Kiribati, Kuwait, Laos, Latvia, Liechtenstein, Lithuania, Luxembourg, Macau, Madagascar, Madeira, Malaysia, Mali, Malta, Martinique, Mauritius, Mayotte, Mexico, Moldova, Monaco, Montenegro, Morocco, Netherlands, New Zealand, Nicaragua, North Cyprus, North Macedonia, Northern Ireland, Norway, Oman, Pakistan, Palau, Panama, Papua New Guinea, Paraguay, Poland, Portugal, Puerto Rico, Reunion Island, Rhodes, Romania, Russia, Saint Barthélemy, Saint Martin (French West Indies), Samoa, San Marino, Sardinia, Scotland, Senegal, Serbia, Sicily, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Tanzania, Tasmania, Thailand, Tibet, Tunisia, Türkiye, Ukraine, United Arab Emirates, United States, Uruguay, U.S. Virgin Islands, Uzbekistan, Vanuatu, Vatican City, Vietnam, Wales, Zanzibar.