PRESS RELEASE

Paris, June 26, 2024

Free launches its first Employer Brand campaign



Today is a big day for Free – we're launching our very first Employer Brand campaign. It's a campaign designed to reflect who we really are, and is aimed at showing people what we do and the wide range of jobs we have to offer while attracting the best talent to join us. A dedicated website – etre-free.fr – and a digital campaign have gone live today.

An employer that's nothing like the others

Free may have grown a lot over the past 25 years – as it's now a major telecoms player with 22.7 million subscribers – but it's still a telco that's nothing like the others.

In France, Free started the telecoms revolution. As the market's last entrant, it shook up the established order by combining tech innovation, fair prices, freedom and simplicity, bringing digital within everyone's reach. And today, it still stands out from the rest thanks to its products, pricing policy and close relationship with its community of subscribers.

This difference has formed the building blocks for the large corporation Free has now become, with more than 11,500 employees dedicated to its operations in France. And it's this difference that was reflected in our recent employee survey when our people told us that Free's an employer that's nothing like the others.

The five pillars of our employer brand

Free's employer identity is made up of five HR pillars:

1. Making an impact – Free has always fought for what it believes in. At Free, our work has a tangible impact on the world around us.

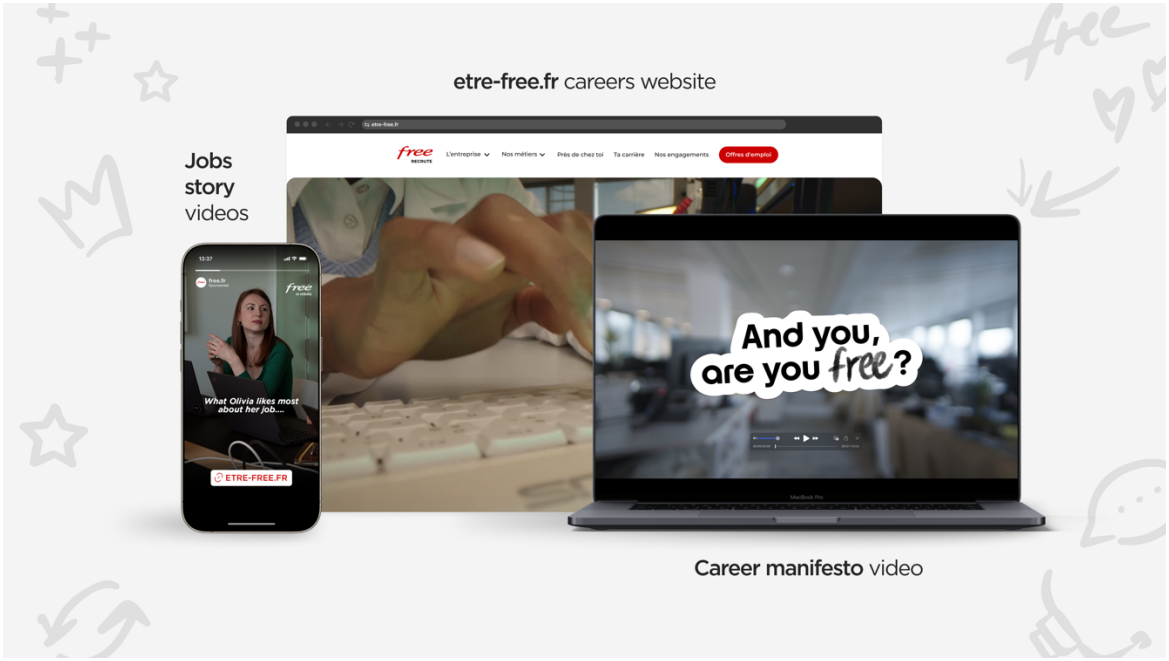
2. Being agile – Free has a strong entrepreneurial culture, with small, agile and dynamic teams focused on delivery and going the extra mile. We've kept a lot of expertise in house because we like doing things ourselves.

3. Being free – because Free is who we are. There's a climate of trust throughout our organization and autonomy is one of our cardinal values.

4. Feeling fulfilled – Free is a diverse, open, welcoming and inclusive company where everyone can find their place and thrive. Recruitment processes are very open, with no preconceptions.

5. Learning and growing – Free offers a wide variety of jobs and people can grow and develop their careers throughout their time with us. We put a lot of effort into teaching, training and HR support for our people.

A dedicated platform for our employer brand



Today we're launching a dedicated employer brand platform – **etre-free.fr – so we can tell people more about our unique culture and attract the best talent across all of our jobs.**

At the same time, we're launching a digital campaign on all of our social media, with a **Career Manifesto** video about our employer brand on LinkedIn and a series of Job Story videos on TikTok and Snapchat.

Free is hiring!

To keep up with our strong growth, we're hiring in all six of our main job areas:

1. Tech and Digital
2. Stores
3. Subscriber Relations
4. Telecom Networks
5. Corporate Services
6. Free Pro

We have some **650 job vacancies** throughout France.

Frédérique Chémaly, Free's Chief Human Resources Officer, said: *"At Free, we play as a team. We value skills and abilities over diplomas. We encourage people to do, to make, to innovate. And the results speak for themselves because our people tell us they really do feel free and that they can achieve anything they set out to do. This was what inspired us to launch our very first Employer Brand campaign, aimed at showcasing our jobs and our people, but above all to tell the story of what makes us unique."*

And to quote Nicolas Thomas, CEO of Free: *"At Free we've been able to innovate over the past 25 years thanks to our unique organization model based on small, ultra-autonomous teams who we have full confidence in. This model has forged our corporate culture, which is still highly agile and delivery-focused despite the fact that we now have more than 11,500 employees in France. Free has solved the impossible equation of combining the scale of a large corporation with the culture of a start-up.*

Join us at etre-free.fr

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-March 2024, it had 22.7 million retail subscribers (15.2 million Mobile subscribers and 7.5 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

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