

free



Free launches the
**Freebox Ultra
Limited Edition**

PRESS PACK

12 03 2024

A collector's Freebox

In the 25 years since its creation, Free has been shaped by strong values: simplicity, generosity and, of course, a passion for technological innovation.

We've always sought to bring the best of digital to everyone, and that's the whole idea behind the Freebox Ultra.

With the Freebox Ultra we became France's first operator to offer symmetrical fiber upload and download speeds of up to 8 Gbps. The Freebox Ultra plan also includes an incredible range of content that remains unrivaled on the market. And the Freebox Ultra is the first box in the world to incorporate Wi-Fi 7.

Basically, there's still nothing quite like the Freebox Ultra, and it's been a huge success! To celebrate our 25th anniversary, we wanted to surprise you again, which is why we've created the limited edition we're unveiling today. It's red. It's fun. And we hope one day it'll be a collector's item!

This Freebox is also a showcase of our know-how and our ability to craft products with a unique design. Like all of our Freeboxes, it was designed by our teams in France.

Your Freebox Ultra Limited Edition awaits you!

The Free team



WATCH THE VIDEO TO DISCOVER
THE FREEBOX ULTRA LIMITED EDITION



A transparent design

For this limited edition, our teams thought up a new version of the Freebox Ultra Server – it's transparent and harks back to the iconic tech products of the nineties, such as the iMac G3 and the Game Boy Color. So the Freebox Ultra Limited Edition has a transparent red outer case that gives you a glimpse of its components.



EMBLEMATIC TYPOGRAPHY

The case of the Freebox Ultra Limited Edition has special coding-inspired typography to celebrate our 25th anniversary.

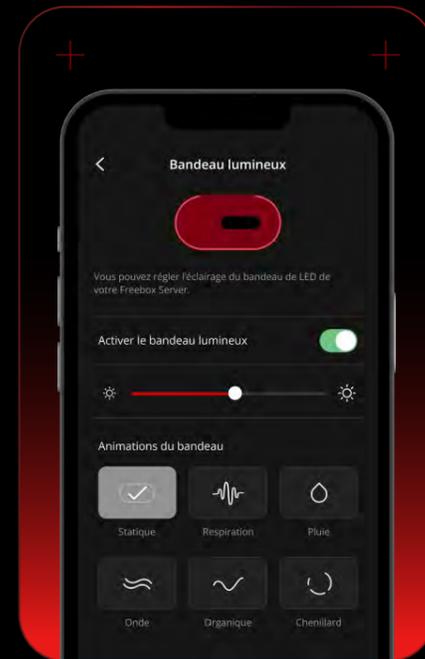


An ultra-luminous Freebox

The Freebox Ultra Limited Edition is putting on a show! Its red case is fitted with LED lights, inspired by the RGB customizations found on computers and their accessories like the keyboard, mouse and screen.

Our subscribers are going to have fun with this Freebox Ultra Limited Edition because they can decide how they want the LED strip to light up. From their Freebox Connect app they can choose one of six different lighting modes: Static, Breathing, Rain, Waves, Organic, or Chase. Our teams have also come up with solutions so that the Freebox Ultra Limited Edition can keep its energy use down:

- Subscribers can switch the LED strip on or off at any time, directly from the display on the Server or from their Freebox Connect app.
- They can select the lighting settings of the LED strip from their Freebox Connect app.
- The default lighting mode when the box is switched on is the Organic mode, which uses the lowest amount of energy (only 0.5 watts/hour of extra electricity).



Six lighting modes to choose from



Our two Freebox Ultra Limited Edition plans

The Limited Edition Ultra Internet Server is available with both Freebox Ultra plans¹: the Freebox Ultra and the Freebox Ultra Essentiel, which are part of the overall Freebox range. Like the Freebox Ultra plan, the Freebox Ultra Limited Edition plan includes the Limited Edition Ultra Internet Server, a Free 4K TV Player, a Wi-Fi 7 Repeater and a pocket 4G Wi-Fi router.

NEW

Freebox Ultra Essentiel

LIMITED EDITION



Fiber speeds up to
8 Gbps ↓ ↑ **Wi-Fi 7**
+280 TV channels included

included





€39.99 /month
for 1 year
then €49.99/month

No contract

NEW

Freebox Ultra

LIMITED EDITION



Fiber speeds up to
8 Gbps ↓ ↑ **Wi-Fi 7**
+280 TV channels included

included












€49.99 /month
for 1 year
then €59.99/month

No contract

¹Limited Edition Ultra Internet Server available with the Freebox Ultra/Ultra Essentiel plans while stocks last.

Freebox Ultra and Freebox Essentiel plans subject to terms and conditions, available only with fiber and subject to the subscriber having fiber coverage and a fiber connection. Valid for all new subscriptions and only for people who have not been a Freebox subscriber in the 30 days preceding the subscription. Start-up fee: €49. Termination fee: €59. Prices, terms and conditions and content of the TV options included in the Freebox plans are subject to change. See free.fr for full terms and conditions and eligibility.

Freebox Ultra: €10/month discount for one year, i.e., price corresponding to €49.99/month, then €59.99/month. Freebox Ultra Essentiel: €10/month discount for one year, i.e., price corresponding to €39.99/month, then €49.99/month. Discount will no longer apply if the subscriber changes address or plan. Wi-Fi 7 Repeater included (to be returned when no longer needed) on request via the Subscriber Area. Pocket 4G router included on request via the Subscriber Area, subject to 4G coverage in Metropolitan France. Pocket Wi-Fi provided at a cost of €10. Wi-Fi 7 only available if used with a compatible device. Maximum theoretical fiber upload and download speeds with SFP+ module and compatible devices. CANAL+ La chaîne en live: included for subscribers on a Freebox Ultra plan with the Free 4K TV Player (instead of €15.99/month), separate monthly subscription taken out directly with the CANAL+ Group. Offer valid in Metropolitan France, provided that the subscriber does not already have a CANAL+ subscription and is not in arrears on their bills with the CANAL+ Group. If a subscriber cancels or changes their Freebox Ultra subscription, their monthly subscription for CANAL+ La chaîne en live will only be accessible via myCANAL and must be paid directly to the CANAL+ Group at the standard price of €15.99/month. The CANAL+ La chaîne en live subscription can be canceled at any time. Disney+ (creation of a Disney+ account required): Disney+ Standard with Ads plan included with the Freebox Ultra plan. Netflix (creation of a Netflix account required): Netflix Standard with Ads (Full HD) plan included with the Freebox Ultra plan. Prime (creation of an Amazon Prime account required): Prime Video service with ads included with the Freebox Ultra plan. TV by CANAL: included with the Freebox Ultra plan. Access to the TV by CANAL Panorama pack (see free.fr for list of channels, subject to change). OQEE by Free app: available on the Free 4K TV Player or compatible devices (subscribers need to download the app from the App Store, Google Play or the Samsung Galaxy Store and create an account), and online at https://oqee.tv/. Access to the OQEE by Free TV service (see free.fr for list of channels, subject to change) and advanced features subject to the type of device used. Connection costs included in the subscriber's data allowance and/or billed depending on the subscriber's mobile plan. Universal+: access to the 13ème Rue, SYFY, E! and DreamWorks channels. Free Foot: offer subject to terms and conditions, available on compatible phones and Freeboxes (creation of an account necessary). Access to highlights (in the form of video clips) of matches in the 2024/2025 season of the Ligue 1 McDonald's championship (nine matches per match day). Connection costs included in the subscriber's data allowance and/or billed depending on the subscriber's mobile plan. Cafeyn (Cafeyn account required): available on tablet and smartphone via the Cafeyn app. Limited to one connection at a time. Publisher and titles subject to change. See www.cafeyn.co/fr/free/catalog for the list of available titles.

free family

Free Family available too

By signing up for either of the Freebox Ultra Limited Edition plans, our subscribers can also get all the benefits of the Free Family deal!

NEW

Up to
four **5G Free Mobile Plans**
with **unlimited 5G/4G data**

€ **9.99**
/month

per line, for one year, then €15.99/month

No contract

Free Family deal: For Freebox Pop 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 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 migrating 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 reduction(s).

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.



Exclusive packaging

The Freebox Ultra Limited Edition also has its own customized packaging. The cardboard box it comes in is covered by a red monochrome sleeve that's both mat and glossy.

In line with its sustainable packaging policy, when designing the sleeve for the Freebox Ultra Limited Edition, Free decided to use only water-based ink and limit the number of colors so as to make it fully recyclable. Our teams also opted for a "made in France" approach to reduce transport-related carbon emissions.



Available as of today

The Freebox Ultra Limited Edition is available as of today for all new and current Freebox subscribers.

FOR CURRENT SUBSCRIBERS

Current Freebox subscribers can easily either switch their plan to a Freebox Ultra Limited Edition plan or change their Ultra Internet Server, via their online Subscriber Area (€49 to switch or change).

FOR NEW SUBSCRIBERS

New Free subscribers can sign up for the Freebox Ultra Limited Edition:



Online at free.fr

in one click



By phone on 1044 (France only)

7/7, from 8 a.m. through 11 p.m.

premium service for the price of a standard call



In-store

at any of our 250 stores

see free.fr/boutiques





SEE THE FREEBOX ULTRA LIMITED EDITION MEDIA KIT



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

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