

Paris, May 29, 2018

## Iliad launches its mobile business in Italy, marking a new step forward for the Group's growth



**SE VUOI FARLA FINITA CON I COSTI NASCOSTI. SE SEI STANCO DI AVERE TUTTO INCLUSO, ESCLUSI GLI EXTRA. SE NON TOLLERI PIÙ VINCOLI E RESTRIZIONI. SE PENSI CHE NON SIA GIUSTO PAGARE 13 MESI INVECE CHE 12. SE PRETENDI LA VERITÀ SULLE TUE TARIFFE. SE VUOI CAMBIARE IL MONDO DELLA TELEFONIA, UNISCITI AL MOVIMENTO.**

**#Rivoluzioneiliad**



The Group is delighted to announce this morning that it is launching its mobile business in Italy under the "Iliad" brand name. In becoming Italy's fourth mobile operator, the Group is taking a major step forward in its growth trajectory as it now has access to a new market worth some €16 billion<sup>1</sup>.

This international expansion is a logical extension of the Group's strategy and will enable us to capitalize on the experience we have built up since the successful launch of our mobile business in France in 2012.

Visit [www.iliad.it](http://www.iliad.it) to find out more.

---

<sup>1</sup> Source: AGCOM

## About Iliad

*Iliad is the parent company of Free, the inventor of the Freebox, the first multiservice box on ADSL. Free is behind numerous innovations in the Broadband and Ultra-Fast Broadband access segment (VoIP, IPTV, flat-rate calling plans to multiple destinations, etc.) and provides straightforward and innovative offerings at the best prices. The Freebox Revolution, the 6th generation of Freebox units, notably includes an NAS and a Blu-Ray™ drive. Free also offers the Freebox mini 4K, the first Android TV™ and 4K box on the French market. Free was the first operator to include calls from landlines to mobile phones in its offerings and also calls to French overseas departments (DOM). Since January 2012, Free has brought mobile phone usage within everyone's reach with straightforward, no-commitment offerings at very attractive prices. The Free Mobile Plan includes roaming communications all year round from more than 35 countries (unlimited calls, texts and MMS as well as 25GB/month of 3G mobile Internet from these destinations). Free also includes unlimited 4G in its €15.99 plan for Freebox subscribers. As at March 31, 2018, Free had over 20 million subscribers (6.5 million Broadband and Ultra-Fast Broadband subscribers and 13.8 million mobile subscribers).*

Exchange: **Euronext Paris**

Market place: **Eurolist A of Euronext Paris (SRD)**

Ticker symbol: **ILD**

ISIN: **FR0004035913**

FTSE classification: **974 Internet**

Member of **Euro Stoxx, SBF 120, CAC Next 20, CAC Mid 100**