



## OUTREMER TELECOM and TRACE launch TRACE MOBILE

Paris, 28<sup>th</sup> April 2009

Groupe Outremer Telecom (FR0010425587 - OMT), the leading alternative telecom operator in the French Overseas Regions (FOR) with its "only" brand, announces the launch of TRACE MOBILE in Reunion and Mayotte: a Mobile telephony offer developed in partnership with the TRACE group.

TRACE is the leading media group aimed at 11 to 35 year olds devoted exclusively to urban and tropical music and culture. Within the framework of this partnership, TRACE will provide Outremer Telecom with the TRACE MOBILE brand, audiovisual content and its youth marketing expertise. Indeed, TRACE is the leading music channel in French Overseas Regions.

### More and more services to develop Mobile multimedia use

TRACE MOBILE is a packaged mobile telephony offer for those under 26 that provides:

- 1 hour 30 minutes of communications for 19.90 euros a month, with an abundance of voice and data: unlimited calls to fixed phone and local "only" mobile phones everyday from 3pm to 7pm and on Wednesdays from midnight to 7pm,
- 24/7 unlimited SMS towards all telecom carriers in Reunion and mainland France,
- unlimited email and Internet access,
- an exclusive content offer: unlimited access to the TV TRACE and TRACE TROPICAL channels, with no charge for the first 3 months,
- and a 3G+ connection giving unlimited Internet and email access, with the TRACE MOBILE 3G+ key.

For Mayotte, the TRACE MOBILE offer will provide abundant voice and SMS services.

TRACE MOBILE will be available from 28<sup>th</sup> April 2009 in "only" stores in Reunion, and from 7<sup>th</sup> May in Mayotte, as well as via the [www.only.fr](http://www.only.fr) Internet site.

Jean Michel Hegesippe, Chairman and CEO of Outremer Telecom, says: *"Following a two-year presence in the Indian Ocean and with market share of close to 9% on the mobile segment at 31<sup>st</sup> December 2008, we wish to further accelerate our development in this region. The launch of TRACE MOBILE illustrates this intention, and should allow us to recruit new subscribers, notably amongst people under 26, who make up a large part of the island's inhabitants."*



**About Outremer Telecom**

An integrated operator present in all of the French overseas regions - Founded in 1986, Groupe Outremer Telecom has established itself in the French overseas regions (Martinique, Guadeloupe, French Guiana, Reunion and Mayotte) as the leading alternative telecom operator able to offer a full range of fixed line, mobile and Internet access services for both residential and business customers.

The keys to its success: a self-owned network and single well-known brand, only - Groupe Outremer Telecom has developed its own telecom networks, enabling it to adopt an aggressive and innovative position as a challenger on a strong growth market. The company also has a single brand, only, which has an excellent reputation in all of the overseas regions and conveys an image of quality, leading-edge technology and local presence.

Strategy focusing on further growth in a solid market - Groupe Outremer Telecom intends to consolidate its position as the leading alternative operator in the French overseas regions and achieve further strong growth in its Internet and mobile subscriber base. Thanks to considerable market potential and capitalising on the success of its activities in French Guiana and the French West Indies, the company extended its Mayotte Mobile activities in December 2006, then its Fixed line and Internet activities there in February 2007, followed by its Mobile offer in Reunion in April 2007. The group also intends to develop the convergence of its different services, expand its business customer base and offer innovative services thanks to the evolving nature of its network.

Groupe Outremer Telecom  
Claire Richer  
Marketing & Communication Director  
[investisseurs@outremer-telecom.fr](mailto:investisseurs@outremer-telecom.fr)

NewCap.  
Financial Communication Agency  
Simon-Laurent Zaks / Pierre Laurent  
Tel.: +33 (0)1 44 71 94 94  
Fax: +33 (0)1 44 71 94 90  
[outremer-telecom@newcap.fr](mailto:outremer-telecom@newcap.fr)

**MON FORFAIT  
ILLIMITÉ  
19,90€/MOIS**

**TRACE  
MOBILE**

**C MOI!**

by **only**

Offre valable pour toute souscription de 24 mois à un forfait TRACE MOBILE. Sinon, 23,90 €/mois pour 12 mois d'engagement. Appels illimités vers les fixes et mobiles Only locaux (Réunion et Mayotte) tous les jours de 15h à 19h et le mercredi de 0h à 19h, hors numéros courts, spéciaux, roaming, et SMS illimités 24h/24 vers les mobiles locaux et les mobiles métropole, hors SMS. Renseignements et conditions de l'offre sans les boutiques only ou sur www.only.fr. Outremer Telecom SAS 4 281 210,3 € - RCS FdF 393 679 750 - Avril 2007.