Repositioning in the United-Kingdom

Marseilles, 11 June 2014. Avenir Telecom Group, a key player in the design and distribution of accessories and connected devices, announces it has sold its UK sales of telecom subscription business to Chess Mobile Ltd., a wholly own subsidiary of Chess Telecom Ltd. This activity generated revenues of €23.0 million during the 2013-2014 financial year.

The Avenir Telecom Group maintains its presence in the United-Kingdom via its wholly own subsidiary Avenir Telecom UK. It will continue the sale of multimedia and mobile accessories under the Energizer brand, connected devices under the Beewi brand and smartphones under the YEZZ brand in the United-Kingdom.

This operation is part of Avenir Telecom Group's strategy of repositioning in the promising accessory, connected device and alternative smartphone markets.

About Avenir Telecom
With turnover of €285 million as at 31 March 2014, the Avenir Telecom Group (ISIN: FR0000066052 / Reuters: AVOM.LN / Bloomberg: AVT:FP) is a key player in the design and distribution of accessories and connected devices and is one of the main European distributors of mobile telephony products and services. The Avenir Telecom Group designs and distributes a comprehensive range of accessories, connected devices and electronic cigarettes under licensed and own brands. Avenir Telecom employs nearly 2,000 people, is present in more than 40 countries and generates more than half of its sales outside of France.
Avenir Telecom is listed on NYSE EURONEXT – compartment C (Euronext Paris). The Avenir Telecom share is included in the CAC All Shares, CAC Mid & Small, CAC Small, CAC All-Tradable, CAC T.Hard & Eq. and CAC Technology indices.

► **Press and investor contacts**

Agnès Tixier **Financial Director**	Tel.: +33 4 88 00 63 21 Fax: +33 4 88 00 60 30 E-mail: atixier@avenir-telecom.fr
Vincent Gouley	Tel.: +33 1 47 64 78 20 Mob. : +33 6 74 79 61 87 E-mail: vincent.gouley@watchowah.com

All our financial information is available at www.avenir-telecom.com