

The subscriber support revolution is coming your way

PRESS PACK
NOVEMBER 22, 2022

Free Proxi - always by your side



Free Proxi
Vincennes



Free Proxi
Bruges



Free Proxi Créteil



Free Proxi Calais



Free Proxi Ivry



Free Proxi Nantes



Free Proxi Cenon



Free Proxi
Villeurbanne



Free Proxi
Libourne



Free Proxi Pessac



Free Proxi Nevers



Free Proxi
Paris Voltaire



Free Proxi
Paris Montparnasse



Free Proxi Versailles



Free Proxi Perpignan



Free Proxi
Paris Nation

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A message from Xavier

Let's face it, trying to get hold of a customer service department is usually pretty heavy going.

You're asked to press 1, then 4, then 2, then enter your phone number followed by the hash tag, then press 3 – oh no that was the wrong one – so press star to go back, then 2 again, and then you end up with an automated, robotic voice on the other end of the line pretending to be a real person and telling you they can't help you right now and to call back later.

With Free Proxi, we're trying to make things a bit easier. The agent you talk to at the start and the technician who comes out to your home just a few hours after to repair your box are one and the same person.

So how can do this? What sort of magic are we using? Well, it's not teleportation. We've invented a lot of things at Free but we've not done teleportation yet. All we've done is set up small teams of specialists just round the corner from our subscribers' homes. Small, because each team has a maximum of 10 people, which is handier for working together (or sharing a pizza). Specialists, because not only do they know your Free devices as if they'd made them themselves, but they also know your local area like the back of their hands. And the same team will be there for you from A to Z – from the very first contact right up to when your issue is solved. You don't have to explain your problem over and over every time you call. They'll know who you are straightaway.

This is a bit of a revolution and we've been working on it for three years. So we're obviously super happy to be telling you about it now. We didn't wait for customer proximity to become all the rage before launching Free Proxi.

I'm sure our competitors are going to have to face up to it and admit that Free Proxi is the way to go for subscriber support. We wouldn't blame them if they tried to take a leaf out of our book. We're fond of them really – I mean it's partly because of them that we're where we are today...

Xavier Niel,
Chairman and Founder of the iliad Group

Free Proxi in brief

The subscriber support revolution

Free Proxi is the new local support service created by Free for its subscribers.

Throughout France, small local teams made up of 8 to 10 Free agents are on hand for subscribers, in their neighborhoods, to help them with all their requests, covering both Freebox and Free Mobile plans.

Because they're local, Free Proxi's teams really know the Fixed and Mobile network infrastructure within their area. This means they can easily diagnose any incidents and even go out to subscribers' homes to help them reconnect any services that may have gone down or change a device. Any subscriber request can be dealt with from A to Z by the same team and even by the same agent.

Free Proxi is included in all of Free's plans. As soon as they're eligible, a Free subscriber who contacts the support service will be put in direct contact with their Free Proxi team. They can get directly in touch with their agents through their Subscriber Area on their mobile app and online, or by phoning 3244. Free Proxi's teams are available seven days a week from 8:00 a.m.through 9:00 p.m. and they always seek to find a solution for the subscriber within 15 minutes.

Launched in late 2019, Free Proxi now has 67 local teams across France, which currently cover 25% of Free's 21 million Fixed and Mobile subscribers. The aim is to have 150 local teams in place by the end of 2023 and to cover 50% of the subscriber base.

Key figures

Regional presence

67
local teams to date

150
local teams by end-2023

Subscriber base covered [1]

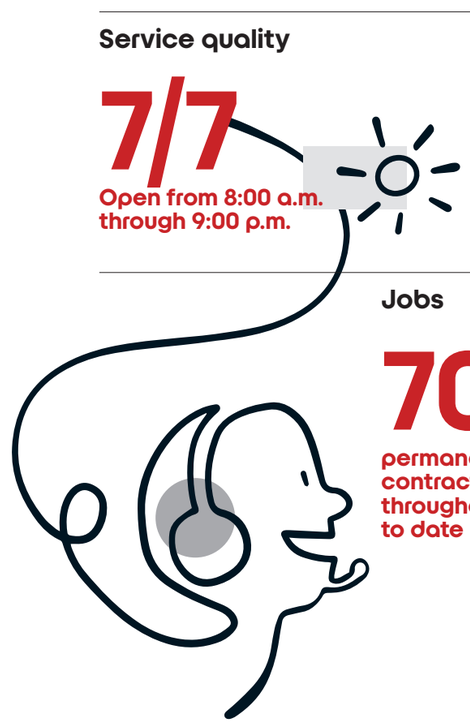
25%
to date

50%
by end-2023

Service quality

7/7
Open from 8:00 a.m. through 9:00 p.m.

Subscriber satisfaction at nearly
90% [2]



Jobs

700
permanent contracts throughout France to date

Food

500
pizzas shared every month



1 To date Free has 21 million subscribers: 14 million Mobile and 7 million Fixed.
2 Based on satisfaction surveys conducted among 18,223 subscribers between March 14, 2022 and April 18, 2022 following contact with Free Proxi.

A VIP service for every one of our subscribers

Local dedicated teams to cover all subscriber requests...

Our local teams - set up throughout France, right beside our subscribers – are what the Free Proxi revolution is all about. They're small teams, made up of 8 to 10 people, fully dedicated to Free's subscribers and based in the same geographical area as them.

Subscribers are always helped by the same team, and even by the same person, ensuring that their problem is dealt with smoothly from A to Z. In this way, Free Proxi's teams build up local links with the Group's subscribers, who in fact become the teams' subscribers. It's the local teams that provide day-to-day support for using Free's services.

Our local teams deal with all the sales and technical questions from Freebox and Mobile subscribers, such as managing subscriber accounts, helping configure services, resolving network incidents and much more. Because they're local our Free Proxi teams really know the Fixed and Mobile network infrastructure within their area.
So they can easily diagnose any incidents and even go out to subscribers' homes to help them reconnect any services that may have gone down, change their devices or install a 4G+ Backup.



A Free Proxi team is made up of 8 to 10 people, fully dedicated to subscribers in their area. This is the team at Marseille Vieux Port.







Our Free Proxi agents reply to subscribers by chat or phone, 7 days a week from 8:00 a.m. through 9:00 p.m.



Our Free Proxi agents also go out to the homes of subscribers in their area to help them reconnect any services that may have gone down, change their devices or install a 4G+ Backup.







… who are easy to contact…

Free Proxi's teams are available seven days a week from 8:00 a.m. through 9:00 p.m. As a subscriber, there are three ways you can contact Free Proxi. Whichever way you choose, you get a direct link by e-mail and text inviting you to log into your local team's online support desk. We always seek to find a solution within 15 minutes.

As a subscriber how do you know if you're eligible for Free Proxi?

Free Proxi is included in all of Free's offers by default. As soon as the service opens up in your area you'll be automatically directed to your local Free Proxi team when you contact subscriber support. There's nothing specific you need to do and you don't need to have any add-on options.



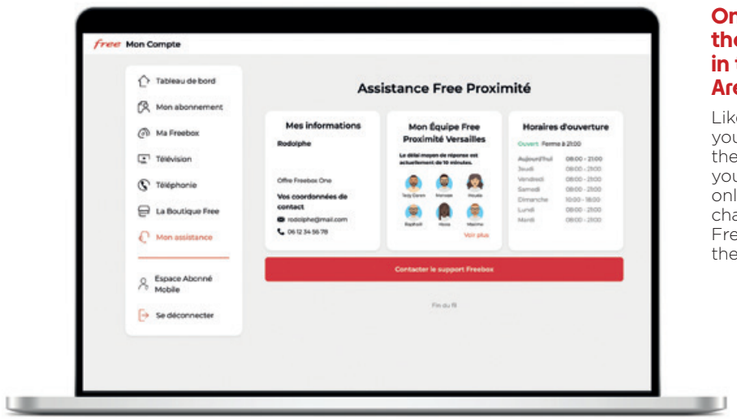
Via the Freebox mobile app, in the Subscriber Area

In just one click, you can start a discussion with an agent and track any discussions in progress. You can also find the opening hours of your Free Proxi team, the names of your dedicated agents and the current response time.



By phone, on 3244

You can ring 3244 and leave a voice message explaining your request. A Free Proxi agent will then call you back quickly.



Online, via the Support page in the Subscriber Area

Like on the app, you can find all the info you need in your Subscriber Area online. And you can chat with your Free Proxi team through the Support page.



… and just round the corner from our subscribers

We have local teams across France, working where our subscribers live – in both urban and rural areas. To date we've got 67 local teams up and running, with 24 more due to start up shortly. We'll be continuing our openings in 2023, with the aim of having 150 Free Proxi teams in place for our subscribers by the end of that year.

Free Proxi teams in place now

- 6 Alpes-Maritime — Nice Ecovallée
- 11 Aude — Narbonne
- 13 Bouches-du-Rhône — Marseille Prado; Marseille Vieux-Port; Marseille Joliette; Aubagne; Marseille Saint-Just; Marseille Estaque; Salon-de-Provence
- 19 Corrèze — Brive
- 24 Dordogne — Périgueux
- 28 Eure-et-Loir — Chartres
- 30 Gard — Nîmes
- 31 Haute-Garonne — Toulouse Capitole
- 33 Gironde — Bruges; Bordeaux Chartrons; Pessac; Cenon; Gujan-Mestras; Libourne
- 34 Hérault — Montpellier Port Marianne; Sète
- 38 Isère — Grenoble Bastille
- 42 Loire — Saint-Etienne
- 44 Loire-Atlantique — Nantes Centre
- 47 Lot-et-Garonne — Agen
- 58 Nièvre — Nevers
- 59 Nord — Lille
- 60 Oise — Creil
- 62 Pas-de-Calais — Calais; Lens
- 63 Puy-du-Dôme — Clermont-Ferrand
- 66 Pyrénées-Orientales — Perpignan
- 67 Bas-Rhin — Strasbourg Petite France
- 69 Rhône — Lyone Lumière; Villeurbanne; Lyon Tête d'Or
- 75 Paris — Paris Batignolles; Paris Châtelet; Paris Madeleine; Paris Magenta; Paris Montparnasse; Paris Nation; Paris Tolbiac; Paris Voltaire
- 76 Seine-Maritime — Rouen
- 77 Seine-et-Marne — Melun; Meaux; Pontault-Combault
- 78 Yvelines — Poissy; Versailles
- 83 Var — Toulon
- 91 Essonne — Vitry-Châtillon; Massy; Evry
- 92 Haut-de-Seine — Colombes; Issy-les-Moulineaux
- 93 Seine-Saint-Denis — Pantin; Montreuil; Saint-Denis
- 94 Val-de-Marne — Créteil; Ivry-sur-Seine; Villejuif; Vincennes
- 95 Val-d'Oise — Argenteuil; Le Plessis-Bouchard; Pontoise

New Free Proxi teams opening by end-2022

- 6 Alpes-Maritime — Cannes
- 13 Bouches-du-Rhône — Aix-en-Provence; Marseille 10ème
- 26 Drôme — Montélimar
- 31 Haute-Garonne — Toulouse Saint-Cyprien
- 34 Hérault — Montpellier Croix d'Argent
- 35 Ile-et-Vilaine — Rennes
- 37 Indre-et-Loire — Tours
- 54 Meurthe-et-Moselle — Nancy
- 59 Nord — Douai; Cambrai
- 64 Pyrénées-Atlantiques — Bayonne
- 69 Rhône — Lyon Presqu'île
- 78 Yvelines — Mante-La-Jolie; Plaisir; Saint-Germain-en-Laye
- 87 Haute-Vienne — Limoges
- 92 Haut-de-Seine — Asnières; Nanterre
- 93 Seine-Saint-Denis — Aulnay; Bobigny
- 94 Val-de-Marne — Boissy-Saint-Léger; Champigny-sur-Marne; Thiais

free

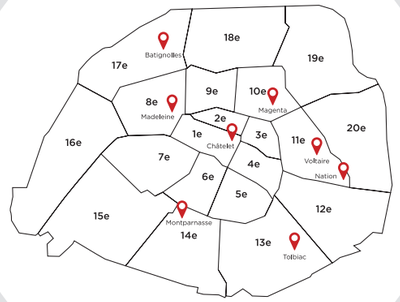
proxi



Ile-de-France



Greater Paris



Paris

Free Proxi teams in place now

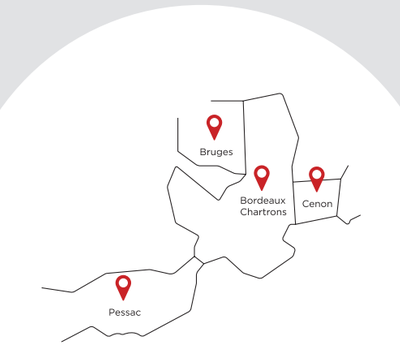
New Free Proxi teams opening by end-2022

1 — 20 Number of Free Proxi teams





Marseille



Bordeaux



Our subscribers are talking about it

“ Excellent customer service. It’s a pleasure to deal with them. Thanks! It almost makes you want to have a problem. ”

Nathalie, Paris

“ Having a team of specialists close by
who come out to help you when you need it is a huge advantage for both us and the company. Happy customers, happy company! ”

Jean-Pierre, Le Plessis-Bouchard

“ Excellent contact on the phone with Eloy.
I got a call back just a few minutes after leaving a message on your voice mail. Spot-on diagnosis and effective follow-up, with a replacement sent out for the faulty equipment.
Hats off to you. ”

Lahcen, Nantes

“ This is a great idea that Free’s come up with:
I was having problems with my Internet connection and speed and these were dealt with efficiently by a friendly and skilled team. It was because Free now has this more local customer service structure that everything was handled so well and quickly.
It’s a real step forward for us as users. ”

Gaël, Toulouse

“ Thank you for this local support platform
and thanks to Manon who was very reactive, as well as being incredibly kind and friendly. It was a real pleasure speaking to Free on the phone. ”

Maude, Meaux



A new way of working for our people

A profession that we’ve reinvented

Free Proxi has reinvented the subscriber support profession. Our agents are multi-skilled as they have to be able to deal with the subscriber’s case from A to Z, from the point of contact until their problem is solved. To do this, agents are given in-depth training about all of Free’s products and services. And then they handle a wide range of issues on a daily basis and are responsible for their own subscribers.

In this way, our teams build up real relationships of trust with their subscribers. Free Proxi is the epitome of the excellent subscriber support experience and enriches our agents work thanks to the positive feedback they get from the people they help every day.



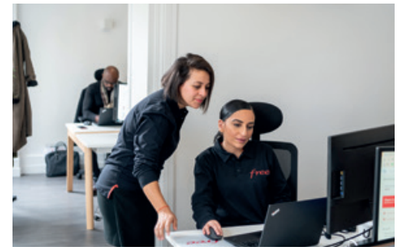


Small, ultra-autonomous teams

We've deliberately kept our local teams small – with between 8 and 10 people – to make team-building easier. On that small scale, team members can regularly meet up to have a pizza together, creating easy communication which is always more effective. Having small teams also creates a family spirit and really boosts employee retention.

Our small teams are also very autonomous as we think this is the best way to meet all the needs of our 21 million subscribers.

Each Free Proxi team directly manages its own subscriber base. We encourage local initiatives to rapidly solve specific problems and if they get good feedback they can even be rolled out nationwide. Free Proxi's management constantly listens to what the local teams have to say and there are lots of opportunities for open discussions, such as videoconferences with Xavier Niel.







Just like at home!

Because happy agents make for happy subscribers, we've taken particular care over our local teams' working environment. Free Proxi's premises are designed as real living spaces, with a large portion dedicated to rest and eating areas to make them as warm and relaxing as possible. Located in the heart of residential districts, they resemble a cozy apartment rather than an office.
And because they're close to where our agents live, our people get to have a better work/life balance too.









Our people are talking about it



" What's great for me about working at Free Proxi is being so close to home, which makes things **much easier for me**. My workplace is **really cosy** and feels a lot like my own home. Also I've got a great deal of autonomy when it comes to decision-making and managing my team. I really believe that this type of local management **creates autonomous, responsible and committed employees**. "

Saoussen, coordinator
Free Proxi Paris Magenta



" I really like **working so closely with our subscribers and my colleagues** – it's a constant source of enrichment. Because we work in the same geographic area as our subscribers we can be **more reactive and more effectively deal with incidents** that have happened in our neighborhood. Also, **the diversity of our communication channels means that we can adapt our service to each subscriber profile**. "

Laurène, agent,
Free Proxi Marseille Vieux Port



" Free Proxi is a **great adventure**. I love being part of building up and driving forward this project dedicated to **subscriber satisfaction**. I really like **the autonomy and responsibility** my job gives me and **the diverse range of tasks** it involves. And the fact we work closely with one another means we get to have some fun times together. Because after all, **when work's good, life's good!** "

Trésor, sector manager Free Proxi Paris sud - 94



" Free Proxi is a **whole new approach to customer service**. Everything has been rethought, from subscriber relations to team work. Being close to our subscribers brings us close to our work colleagues. It encourages us **to get to know each other better and get the most out of the new ways of communicating we now have**. "

Cédric, agent,
Free Proxi Marseille Vieux Port

Acting responsibly for society

Creating regional jobs

Free Proxi is creating regional employment. To date, we have 700 employees across France. Thanks to our strong internal mobility policy, two thirds of Free Proxi's workforce have come from other iliad Group entities. We're also hiring externally pretty much everywhere in France, on permanent full-time positions, and we've recently started offering earn-as-you-learn apprenticeships. We'll be stepping this up a gear in the coming months and years to support the rollout of Free Proxi, notably by setting up skills planning processes and career development plans.

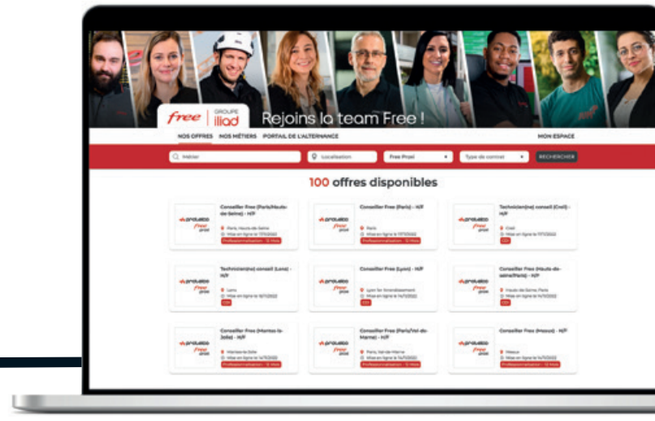
As in the rest of the Group, at Free Proxi we offer permanent contracts and don't consider academic qualifications as the be-all and end-all. We train our people up, not only to enhance the service quality they provide to our subscribers, but also to increase their worth in the job market. Our teams have built up strong in-house training expertise and we offer each new recruit a lengthy induction program during which they work closely with an experienced member of staff. Like all Free employees, Free Proxi's staff can move up the career ladder because we encourage them to be autonomous and take on responsibility and we prioritize internal promotion.

Free Proxi's strong recruitment dynamic reflects that of the iliad Group as a whole, which has over 10,000 employees in France and is now the second-largest employer in its industry. At the end of 2022 we'll have created a net 350 new jobs in France during the year and in 2023 we plan to take on more than 1,000 people across all of our businesses. We've currently got over 600 job vacancies within the Group throughout the country.

Free Proxi is hiring: 100 permanent positions available

At Free Proxi we're looking for people to join our local teams that we're setting up and we've got 100 agent positions available throughout France. These jobs are permanent, full-time positions.
A dozen apprenticeships are also available in the Paris region and others will soon be offered in the rest of France.
Each apprenticeship combines a full-time permanent position with learning through our corporate university, F233.

It's easy to apply for a job at Free Proxi: just send your application through our Careers website. You'll be asked to do a written test and will be invited to an interview with the Free Proxi teams.





See Free Proxi's job opportunities



Find out more about our climate strategy



Find out more about our energy saving plan

Climate Fresk awareness-raising workshops for Free Proxi's teams

During the 2022 European Sustainable Development Week, the iliad Group invited its employees to take part in workshops organized by Climate Fresk in small groups of 5 to 14 people.

Led by specialists, these workshops are aimed at providing more insight into the complexity of global warming based on established scientific data by creating a visual representation of the issues. Participants can then put words into action as soon as they leave the workshop. This initiative was then specifically deployed for Free Proxi.

A dedicated CSR charter, drawn up jointly by our teams

For the iliad Group – Free Proxi's parent – being a good corporate citizen means doing things right. It means meeting society's environmental challenges and legitimate expectations in the same way as we meet the expectations of our subscribers on a daily basis.

In January 2021, we launched an ambitious climate strategy which all of our businesses are working hard to deliver on. Our aim is to contribute to carbon neutrality by 2035 by reducing our Scope 1 and Scope 2 emissions.

In October 2022, we published a detailed energy saving plan containing new measures applicable with immediate effect to support the national energy-saving initiative launched by the French government.

As Free Proxi's work spaces are managed independently by each team, we're currently setting up a specific system for those spaces to ensure our climate pledges are effectively deployed there. Seventy ambassadors – i.e. one for each Free Proxi team – have volunteered to take part in the process and all of them will attend Climate Fresk awareness-raising workshops. During these workshops they'll jointly draw up the Free Proxi CSR Charter, which will contain a set of measures and actions to be taken by Free Proxi's teams on a daily basis, such as reducing their energy consumption, managing waste more effectively, and adopting responsible digital practices.

The ambassadors will meet up regularly to review the Charter's implementation and the tangible results obtained by all of Free Proxi's teams.



In densely populated areas, our local teams will soon all be equipped with electric bikes





Promoting soft mobility

Accounting for 31% of France's greenhouse gas emissions, transportation is the largest source of emissions, ahead of buildings, agriculture and industry. And cars represent over half of the emissions of all forms of transportation combined[1].

By thinking local, Free Proxi is being environmentally responsible. Our aim is to reduce distances traveled so our people can use other means of transportation than cars – both for getting to work and for call-outs to subscribers' homes – all resulting in lower emissions. We particularly encourage our teams working in towns and cities to use public transportation.

In order to reduce Free Proxi's emissions even further, we've started equipping all of our teams with electric cars and bikes for call-outs to subscribers' homes. This project is currently in progress and we hope to have all local teams fully equipped as soon as possible.

1 Source: ADEME



The Free Proxi teams in Marseille already have an electric car for call-outs to subscribers' homes and all of the Free Proxi teams will be equipped soon.







Free Proxi
Lyon Tête d'Or



Free Proxi
Argenteuil



Free Proxi Grenoble



Free Proxi Pontoise



Free Proxi Gujan



Free Proxi
Marseille Prado



Free Proxi Nîmes



Free Proxi
Massy



Free Proxi
Montélimar



Free Proxi Rouen



Free Proxi Colombes



Free Proxi
Saint-Denis



Free Proxi Pantin



Free Proxi Evry



Free Proxi
Périgueux



Free Proxi Montreuil

Thank you free

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