

free FLEX

The new transparent way to get
a mobile phone

Press pack
July 6, 2021



A disruptive offer

After launching 5G at no extra cost on the largest network in France¹, Free is now breaking new ground so that as many people as possible can get the latest smartphones on the market at a fair price. With Free Flex, you can now **spread the price of a phone at no extra cost, via leasing with a purchase option.**

1 Mobile plan

No commitment

(Série Free Plan or Free Mobile Plan)



1 Smartphone

5G/4G compatible

new or reconditioned

Liberty: the solution for getting the phone you want while keeping a no-commitment plan.

Transparency: with Free Flex, your mobile plan stays at the same price and your monthly airtime payments are totally separate from the lease payments for your phone.

Flexibility: you can purchase your phone at any time. And after 24 months you can choose to either return your phone or purchase it.

A fair price: the price of the phone is spread over 24 months at no extra cost. And if you decide to purchase it, you won't end up paying more than if you'd bought it up front.

Responsibility: all returned phones are recycled or reconditioned. And subscribers aren't encouraged to buy a new phone before they need to because Free's mobile plans are offered at the same attractive prices either with or without a handset.

Smartphones at fair prices

With Free Flex, Free is making latest-trend phones affordable by enabling subscribers to **spread the payment for their handsets at no extra cost**, thanks to leasing with a purchase option.

If a subscriber decides to exercise their purchase option at the end of their lease, **the total price paid through Free Flex will be the same as if they'd paid for it in one go up front**. Now that's a fair price!

Free Flex covers **the latest smartphones** from the biggest brands (Apple, Samsung, Xiaomi, Oppo, etc.), as well as the most affordable phones and **reconditioned devices**.



A wide choice of smartphones at Free's attractive prices

A wide range of phones with some 50 models and over 100 different product references



SAR head: 0.398 W/Kg, SAR trunk: 1.186 W/Kg, SAR limbs: 2.526 W/Kg

Xiaomi Redmi 9A

Free Flex

€35 then

€2.99
/month

for 24 months

Purchase option price: €12
Total cost if purchased: €119



SAR head: 0.673 W/Kg, SAR trunk: 1.377 W/Kg, SAR limbs: 2 W/Kg

Samsung Galaxy A12

Free Flex

€49 then

€4.99
/month

for 24 months

Purchase option price: €20
Total cost if purchased: €189



SAR head: 0.539 W/Kg, SAR trunk: 0.895 W/Kg, SAR limbs: 1.76 W/Kg

Xiaomi Redmi Note 10 5G

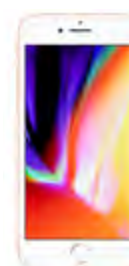
Free Flex

€35 then

€6.99
/month

for 24 months

Purchase option price: €26
Total cost if purchased: €229



SAR head: 1.32 W/Kg, SAR trunk: 1.36 W/Kg, SAR limbs: 3.67 W/Kg

PRR iPhone 8 - Grade A reconditioned

Free Flex

€47² then

€7.99
/month

for 24 months
after discount

Purchase option price: €40
Total cost if purchased: €299



SAR head: 0.922 W/Kg, SAR trunk: 1.29 W/Kg, SAR limbs: 2.729 W/Kg

Oppo A74 5G

Free Flex

€37³ then

€7.99
/month

for 24 months
after discount

Purchase option price: €40
Total cost if purchased: €299



SAR head: 0.98 W/Kg, SAR trunk: 0.99 W/Kg, SAR limbs: 3.29 W/Kg

Apple iPhone SE 64GB

Free Flex

€69 then

€14.99
/month

for 24 months

Purchase option price: €60
Total cost if purchased: €489



SAR head: 0.456 W/Kg, SAR trunk: 1.509 W/Kg, SAR limbs: 1.91 W/Kg

Samsung Galaxy S21

Free Flex

€179⁴ then

€19.99
/month

for 24 months
after discount

Purchase option price: €100
Total cost if purchased: €859



SAR head: 0.99 W/Kg, SAR trunk: 0.99 W/Kg, SAR limbs: 3.8 W/Kg

Apple iPhone 12

Free Flex

€259⁵ then

€19.99
/month

for 24 months
after discount

Purchase option price: €100
Total cost if purchased: €839

And many more...

A credit facility is an engagement and the amount due must be repaid. Check you are able to meet the repayments before agreeing to any credit facility. Example: over a period of 24 months for an iPhone 12 64GB, with an initial payment of €259 then 24 monthly lease payments of €19.99. At the end of the lease, you can either return the phone or buy it by paying the €100 purchase option price. The total amount due if you exercise the purchase option either during the lease term or after 24 months will be €839 + a €9.99 home delivery charge where applicable. If Free is not informed of the subscriber's decision at the end of the lease term, the lease will be automatically extended for successive periods of one month.

² €67 less €20 refunded on request in the form of a deduction from the subscriber's bill; valid until 07/29/21 with Free Flex for this phone.

³ €67 less €30 refunded on request in the form of a deduction from the subscriber's bill; valid until 07/29/21 with Free Flex for this phone.

⁴ €279 less €100 refunded by the manufacturer on request; valid until 08/15/21.

⁵ €329 less an immediate discount of €70 valid until 07/15/21 with Free Flex for this phone.

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FLEX



A transparent offer

Free Flex - our new handset offer - is being proposed with Free's current mobile plans, **which are all still at the same price.**

Free Flex is therefore available to subscribers on the **Free Mobile Plan** (€9.99/month for Freebox Pop subscribers, €15.99/month for other Freebox subscribers and €19.99/month for non-Freebox subscribers) or on the **Série Free Plan** (currently €9.99/month for one year).

So Free's mobile plans don't cost any more when you opt for Free Flex, and there are no hidden costs. And you know exactly how much you're paying thanks to **separate monthly payments** - one for your mobile plan and one for your handset.

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A flexible offer...

With Free Flex, **you can decide to buy your phone at any time** by settling the outstanding monthly lease payments and paying the purchase option price through your online subscriber space.

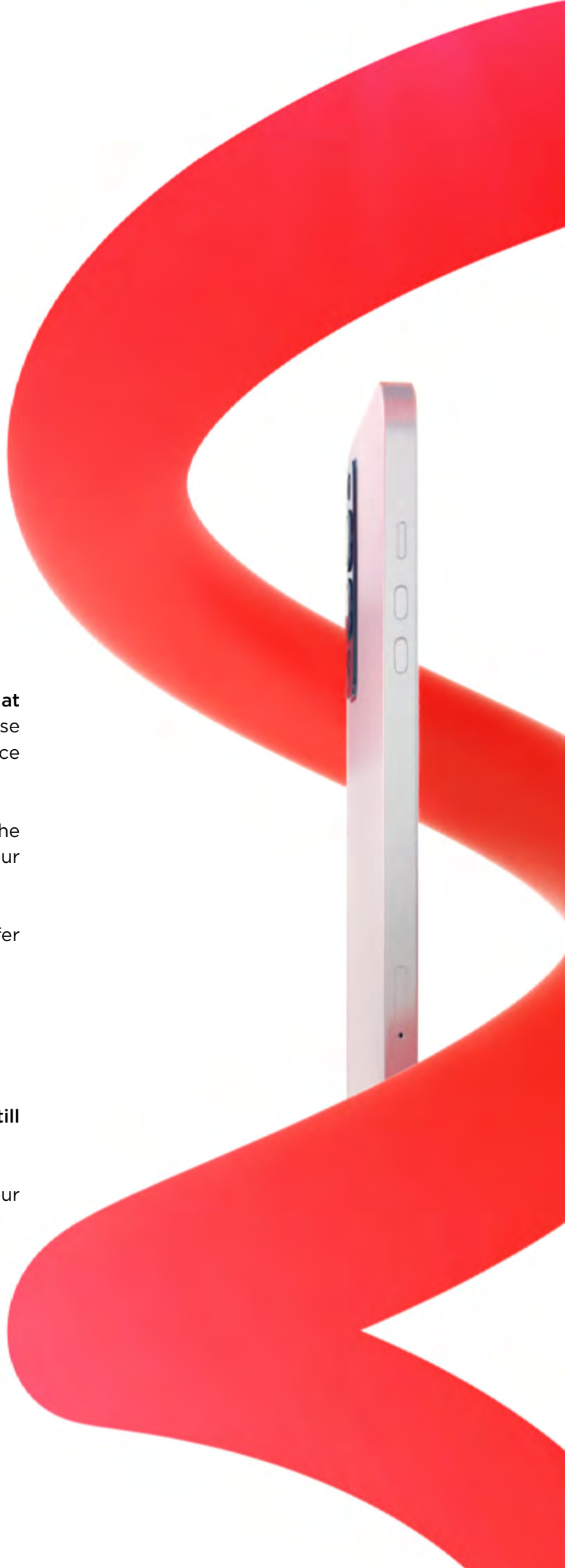
Or you can **return your phone** at the end of the 24-month lease period if you prefer, or extend your lease with no commitment.

All the smartphones included in the Free Flex offer come with a 24-month after-sales service.

...with no-commitment mobile plans

Even if you take up the Free Flex offer, **you will still have a no-commitment mobile plan.**

With Free you really are free, and you can cancel your mobile plan at any time.



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A responsible offer

Free Flex clearly illustrates our **responsible sales policy** when it comes to handsets, as it's environmentally friendly in two different ways:

- It doesn't encourage people to **change their smartphones before they need to** because, with or without a phone, our mobile plans stay at the same attractive prices that Free has been offering for some ten years now.
- All of the handsets returned under the Free Flex offer **are reconditioned or recycled**. And we look after everything in this domain, leveraging our expertise **in the circular economy**: we work with France-based specialists who remove all of the data stored on the phones, check the phones' condition, and then process them through the most suitable channels.

Additionally, all Free stores now have **drop-off points** where visitors can leave their used phones, which are then collected and recycled in partnership with *Les Ateliers du Bocage*.



A high-quality mobile network across France

Since 2011, **we have invested massively** in rolling out our own mobile infrastructure, and today we have a high-quality network across France.

Free now has over **20,000 mobile sites** and is continuing its fast-paced rollout, with more than **2,000 new sites opening per year**.

Free also currently has **France's largest 5G network** by number of sites, with **9,574 5G sites** across the country, including **1,136 3.5 GHz sites**⁶.

In recent years, almost one mobile site in two has been deployed **outside very densely populated areas**.

94%

of our mobile subscribers recommend us⁷

98%

4G population coverage in France

58%

5G population coverage in France

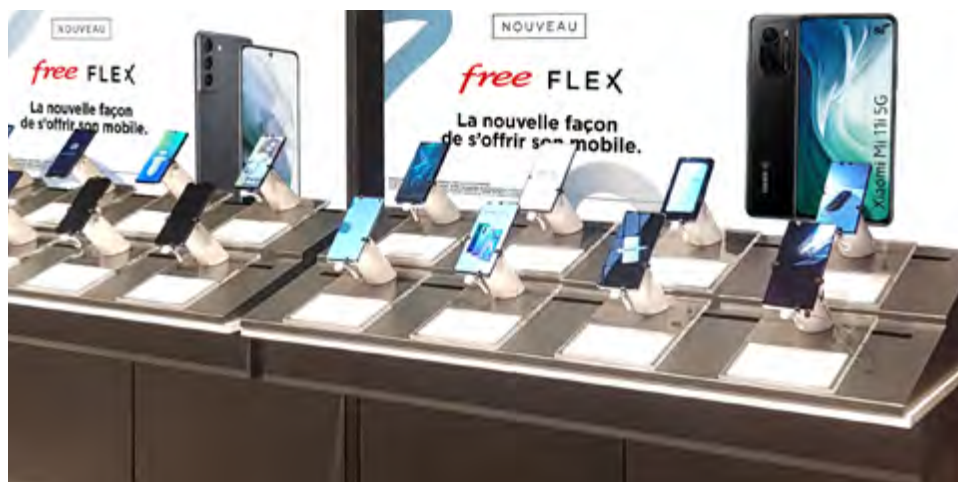
⁶ ARCEP report on the 5G rollout in France – May 31, 2021

⁷ 94% of our mobile subscribers recommend us: IFOP survey commissioned by Free, with a representative sample of 379 Free mobile subscribers surveyed between June 9 and 11 and between June 16 and 18, 2021.

Available as of today online and in store

The Free Flex offer is available as of today, to everyone - both new subscribers and those already signed up to the Free Mobile Plan or the Série Free Plan.

You can subscribe to Free Flex either online at mobile.free.fr or in a **Free store**, where you can see and try out the phones with the help of one of our sales advisors. And to save time, **you can book an in-store appointment online** at free.fr/boutiques.



About Free – the iliad Group

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-March 2021, it had over 20 million BtoC subscribers (13.4 million Mobile subscribers and 6.8 million Fixed 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.

Free Flex: Lease financing offer with purchase option (insurance not included), available to retail subscribers on the Free Mobile Plan or Série Free Plan who reside in Metropolitan France. Subject to Free Mobile's final acceptance of the finance application. Minimum lease term 24 months. The cost of the financing is borne by Free Mobile. For full terms and conditions see in-store or mobile.free.fr. Hands-free kit recommended 📞

Thank you.



free.fr - iliad.fr - presse@iliad.fr

Visuals available online in our media library.