SUSTAINABLE DEVELOPMENT **REPORT**

OUR ACTION IN 2012, OUR COMMITMENTS FOR 2013

September 2013

SFR.FR

SFR

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EDITORIAL

Each day, SFR innovates to bring out a connected society. We deeply believe that digital will be a powerful driver of individual and collective development. Our aspiration today is to enable each individual to develop his or her potential thanks to digital technologies. We want to enable consumers, local authorities, companies and all communities, whether urban or rural, to develop their activities to their fullest, by drawing upon the best of what digital living has to offer. By taking advantage of the prospects which Information and Communications Technologies (ICTs) have to offer, we can better address the new economic, societal and environmental challenges ahead.

We naturally also apply this commitment to our sustainable development policy. From the environmental standpoint, our priority is to limit the energy impact of our operations. And to reach a multiplier effect, we offer our customers solutions so that they can whittle down their own carbon footprint. However, while digital does open up new potential, it also generates specific responsibilities. SFR is thus committed to guaranteeing secure communications and data protection. Where societal issues are concerned, we are developing initiatives so that the digital revolution is of benefit to all, as exemplified in Connexions Solidaires, a digital programme run with Emmaüs Défi, the Fondation SFR Seniors programme, or digital access initiatives for those with disabilities.

SFR's Corporate Social and Environmental Responsibility Policy is premised on listening to and engaging in dialogue with our stakeholders, as well as on the commitment of our employees. This report reflects the mobilisation of our company as a whole, in all of its businesses, and reports (with the indicators to show for it) on the action carried out on each of the key challenges we face in our operations.

Learn about all of our initiatives for a more responsible world in this Sustainable Development Report.

Jean-Yves Charlier,
President and CEO of SFR

SFR
ENCAPSULATED

CUSTOMERS

▶ Nearly **21 million** mobile customers, 16.5 million of whom are subscribers

▶ **5 million households** using ADSL and fibre services

▶ SFR: operator **to 250 operators** (international / fixed / MVNO)

▶ **165 000 customers from business** / administration and local authorities

THE MOST EXTENSIVE NETWORK

▶ 3G/3G+: **99%** of the population covered

▶ **4 million Wi-Fi Hotspots**

▶ **Femto:** in-home network amplifier

▶ **Fibre:** ADSL, 10 times better

▶ and just around the corner: **4G all over France**

JUST AS EASY TO FIND, EVERYWHERE

▶ Over **800 Espace SFR sales outlets**

▶ **300 sales agencies** partnering the SFR Business Team

▶ Nearly **12,000 customer service** advisors

▶ **Sfr.fr and store.businessteam.fr:** stores online and self-care via the Support Forum

THE COMPANY

▶ A single shareholder: **Vivendi**

▶ Nearly **10,000 employees**

▶ Including **3 ,000 employees** in Network / IT and 2,000 SFR Business Team employees

▶ 2012 Turnover: **Over €11 bn**

▶ Network and IT investments **1.6 bn€** in 2012

MANAGING
THE CSR POLICY

Though Year 2012 was, in the telecommunications sector in general and particularly at SFR, a time of major changes following the arrival of a 4th operator on the market, SFR stayed on course and kept to true to the aspirations of its CSR policy.

CSR GOVERNED FROM THE HIGHEST LEVEL OF THE COMPANY...

In 2007, SFR established a cross-cutting CSR policy, steered by a Sustainable Development Committee. Chaired by the company CEO and composed of Executive Committee Members and other prominent figures, the Sustainable Development Committee meets every quarter to establish the company's CSR priorities and goals and track progress on them.

Furthermore, since 2010, all members of the Executive Committee commit to performance targets consistent with their respective businesses, delivery on which is one of the factors determining their variable pay.

...AND SHARED BY ALL THROUGH SPECIALLY-DEDICATED OPERATIONAL ENTITIES

The top Management Team's strong and cross-cutting commitment goes hand-in-hand with that of the employees responsible for implementing the policy operationally and delivering on the objectives through cross-cutting Steering Committees, including:
• the Health Monitoring Committee,
• the Energy Steering Committee,
• the Paper-Free Operations Steering Committee,
• the Sustainable Development Committee for SFR's future Headquarters in Saint-Denis (which SFR will enter from end-2013),
• the Risks Committee,
• the themed Steering Committees, in charge of coordinating and monitoring initiatives on topics such as anti-spam and anti-phishing, mobile recycling, eco-design or *smart cities,*
• the regional review groups, through which SFR's action and commitments are disseminated across the local entities.

STRONGLY COMMITTED TO TAKING ACTION BEYOND SFR

Endorsements

In line with its commitments in the field of CSR, SFR signed the United Nations' Global Compact in 2011. SFR has also endorsed and is an active member of several organisations and networks committed to CSR, such as C3D, ORSE, IMS, AFMD or UDA, with SFR signing the latter's Charter on Responsible Communication from its very publication, in 2007.

STAKEHOLDER DIALOGUE

CONSUMERS

CLIENTS

Topics and Forms of Dialogue

SFR listens to what its consumer and corporate customers have to say and regularly tracks their satisfaction, through surveys aimed at mobile and ADSL subscribers.

SFR is furthermore audited on CSR issues, in its role as supplier, by its key accounts and action plans are designed when areas of improvement are brought to the Group's attention.

For our Business customers

SFR Business Team always has an open hear to its customers, including a comprehensive system on client Voice services.

Always intent on satisfying its customers, SFR Business Team conducts a Satisfaction and Image Survey three times each year. Customer perception is measured on each aspect of the SFR Business Team's services, at key points of the year.

2012 was the year of Business Voice's launch, a tool that enables any employee to forward customer feedback to the appropriate department.

In 2013, SFR Business Team wishes to step up its efforts around the creation of the Business Club – a users' club created to foster interaction and experiencing-sharing between users of SFR Business Team solutions with respect to market expectations.

CONSUMER ASSOCIATIONS

Topics and Forms of Dialogue

In 2012, SFR met on several occasions with the national consumer association representatives:

■ an annual meeting between the consumer associations and Executive Management,

■ several meetings with the consumer associations on current issues, in which the Company's relevant experts participated,

■ bilateral meetings.

Also to be noted in 2011 was active participation in the work undertaken by the National Consumer Activity Board (CNC) and Fédération Française des Télécoms (FFT). For more details, refer to page 38 of this Report.

How the Dialogue Works

■ Meetings between SFR and national representatives of accredited consumer associations.

■ Participation in consensus-building meetings with the National Consumer Activity Board or other work sessions, at the request of the public authorities.

■ Participation in consensus-building meetings organised by Fédération Française des Télécoms.

ASSOCIATIONS OF DISABLED PERSONS

Topics and Forms of Dialogue

SFR relies, for its everyday operations, on the partnership of associations with an expert understanding of products and services aimed at consumers with disabilities.

2012 Highlights

SFR wanted to facilitate access to digital technologies for disabled individuals through two main initiatives:

■ SFR industrialised the pilot training programme produced in 2011, one first-time use of iPhone and vocal synthesis tool *VoiceOver* for the visually-impaired,

■ SFR Réunion launched a facilitated-SMS by telephone offer specially designed for the deaf and hearing-impaired.

EMPLOYEES AND INDUSTRIAL AFFAIRS

EMPLOYEES
Health / Safety / Security

Topics and Forms of Dialogue

General safety training programmes (safety reception, fire) or programmes dedicated to the specific risks encountered in the course of everyday operations (falls from high places, road risk, electricity, etc.) are held each year. In 2012, the Safety Training Catalogue was updated, and now includes a training module on preventing risk of exposure to electromagnetic waves, for those teams regularly deployed in the vicinity of mobile phone masts. Instruction is provided by APAVE and content was designed by the Joint Health and Safety Commission at UNETEL (National Confederation of Telecommunications Companies).

In addition, a Psycho-Social Risks Steering Committee met twice in 2012 (January and June 2012), to track progress on the work initiated following the audits commissioned from the firm Technologia, in 2010 and 2011. The Steering Committee is composed of the Presidents and Secretary of each of the Group's Committees on Health, Safety and Working Conditions (CHSCT), and the full prevention chain (occupational physicians, prevention managers). Further to its "health and well-being in the workplace", SFR also decided, in 2012, to step up the support resources available to employees. One example

of this came with the creation of an in-house support and counselling unit for SFR employees. The support and counselling network is designed for those employees facing difficulties in the workplace, so that they can prevent or defuse unwanted situations by: calling upon locally-available assistance for those employees seeking it; contacting the internal support and counselling network to talk about their situation or discuss a complex situation they are facing in their professional environment; or by turning to the confidential and respectful support and counselling services offered. It is intended as a means of supporting employees as they look for solutions and to help them identify helpful resources (internal and external) that are attuned to their situation.

Negotiations were also initiated in 2012 with the industrial partners on the topics "well-being in the workplace" (four meetings in 2012) and "tele-commuting" (nine meetings in 2012).

2012 Highlights
- In-house support and counselling network created
- Rest and relaxation rooms opened as standard facility at all SFR sites upon renovation (Gentilly, Lyon Saint-Priest in 2012).
- Interior of Aix-en-Provence site renovated, before opening to employees in Distribution Relations (€1.2 million).

INTERNAL COMMUNICATION

Topics and Forms of Dialogue

Internal communication at SFR means, first and foremost, communication on the ground, offering employees the chance to speak out. It involves an extensive range of events and tools that foster dialogue and interaction between employees and top management , such as:

- My SFR and Intranet 2.0 are two examples, but there is also a bi-monthly newsletter, information screens, etc. the employees can offer their own articles or comment on those published
- informal breakfasts with a member of the Executive Committee and thirty employees (1 per month)
- forums or workshops at which the employees have the opportunity to ask the project owners questions on topics such as: involvement in associations, new offers, new services, etc.
- discussion forums, to improve the customer experience,
- employee participation workshops to jointly design the new office buildings in Saint-Denis.

All of these tools and programmes are improved each year, based on the results of the internal communication survey.
Managing directors are also given their own secure Intranet.

In 2012, a first-ever programme was developed around the ONE (Opérateur Numérique Engagé) transformation plan, including:
- special Intranet site,
- 16 discussion forums around the Company's three transformation themes,
- 153 employee contributions.

A *book* was subsequently published and made available to top management in order to enhance the transformation plan and selected priorities for 2013.

2012 Highlights

- Employee participation workshops around the future Saint-Denis buildings.
- Internal mobilisation during Social Commitment Week, to introduce the various social commitment programmes offered across Fondation SFR (support funds, skills sponsorship, solidarity leave, etc.).
- Internal mobilisation for Disabilities Week in the Greater Paris Region and in the Regions.

SOCIAL PARTNERS

Topics and Forms of Dialogue

Regular meetings organised with the employee representation bodies (Central Works Councils, Works Councils, Committees on Health, Safety and Working Conditions, and Employee Dialogue Persons) and the negotiation sessions with the trade unions as required by law with the representative trade unions form the usual discussion framework with the social partners.

Regular informal meetings are also organised as breakfasts with the Managing Director in charge of Human Resources and the industrial partners.

2012 Highlights

- trade union elections of employee representatives and Works Council members.
- Agreement on Social Dialogue signed on 19 November 2012.
- First meeting on recognition of skills gained through prior experience in office.
- Continued work toward harmonising the by-laws following various mergers (penalty payment systems, working hours, compensation structures, etc.).
- Negotiations on distance working, agreement signed to foster employment for disabled workers.
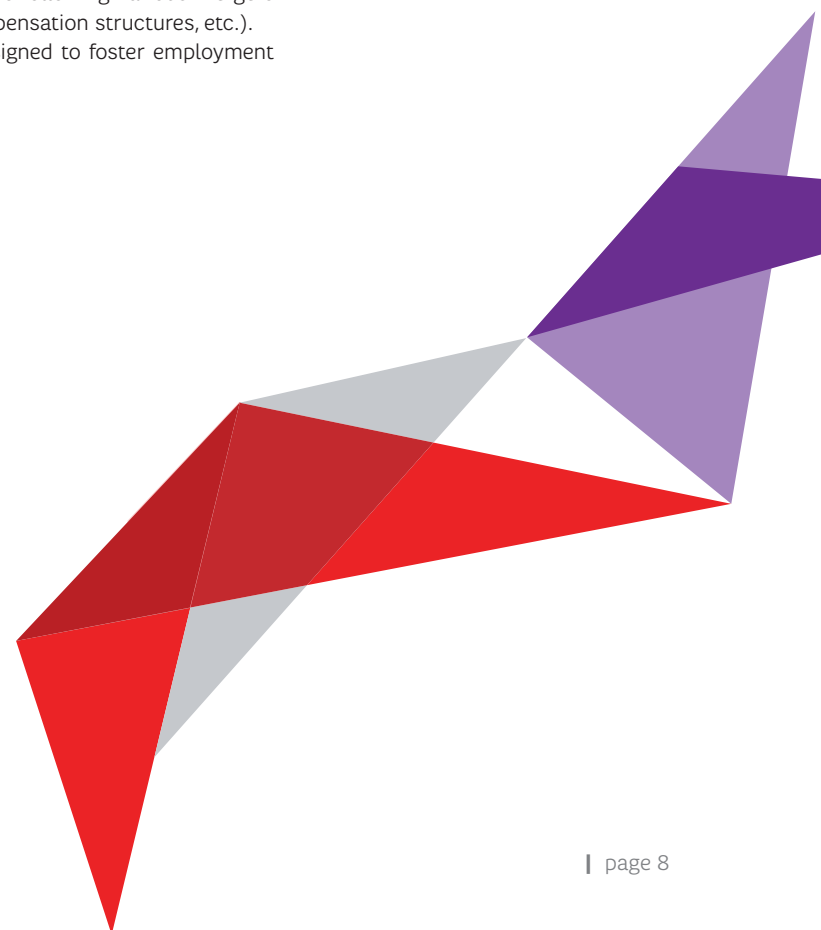
SHAREHOLDER

VIVENDI

Topics and Forms of Dialogue

SFR is a subsidiary of Vivendi Group, which owns 100% of its capital. We maintain close ties, through:
- a monthly Management Committee Meeting to review operations and strategic issues,
- a Risks Committee.

ECONOMIC ENVIRONMENT

SUPPLIERS

Topics and Forms of Dialogue

SFR designed its "Responsible Purchasing" Plan in continuity with its belief that progress comes through assessment, dialogue, shared improvement plans where necessary and special meetings with its suppliers.

In line with its ISO14001 certification, SFR raises supplier awareness using a variety of tools. One of these is an 'ISO 14001 Memo' the waste management policy and best practices recommended for implementation.

2012 Highlights

In order to strengthen its responsible purchasing approach, SFR decided to intensify its supplier monitoring by carrying out CSR audits on-site. Through the audit, the suppliers' processes undergo critical review. It fosters transparency and makes it possible to engage in awareness-raising for the latter. The meetings with management and personnel are used to assess the degree of process ownership at every level. Each buyer then takes on board the conclusions and encourages the supplier to institute progress plans, as is the case following other assessments.

START-UPS

Topics and Forms of Dialogue

SFR has chosen to call upon *start-ups* in order to innovate around its current and future businesses. The approach has taken on two additional concrete forms:
- an investment vehicle (*corporate venture*): SFR Développement,
- an operational support programme, drawing upon SFR's business divisions: SFR Jeunes Talents Start-up,
- a 50,000-member volunteer community ready to test technological and usage-related innovations: l'Atelier SFR (http://atelier.sfr.fr/)

2012 Highlights
- New class of 10 innovative start-ups selected.
- SFR became a founding member of Club Open Innovation, an initiative dedicated to developing business relations between major groups and start-ups.

The Club is promoted by the Paris Région Innovation Laboratory, an association created by the City of Paris and Ile-de-France Region. The Paris Région Innovation Laboratory runs seven enterprise incubators, in which it hosts over 150 start-ups.
- Incorporation of B-to-B beta-tests into Atelier SFR activities.

SOCIAL ENTREPRENEURS

Topics and Forms of Dialogue

SFR has been involved in fruitful discussions with the players of the social and solidarity-based economy for several years now. Won over by their potential for innovation, SFR has committed alongside social entrepreneurs in a variety of ways:

- services sourced from socially-friendly companies, sheltered companies and social reintegration companies, further to its responsible purchasing policy,
- support for social and solidarity-based economy initiatives and projects, through partnerships or patronage initiatives, backing young socially-friendly entrepreneurs with the programme SFR Jeunes Talents entrepreneurs sociaux. SFR Business Team will enhance this programme by bringing all of its know-how and its network of partners thanks to a support system for social entrepreneurs, deployed gradually, with the launch of a pilot phase from as early as 2013.

2012 Highlights

- Supporting the second class of 8 Young Social Entrepreneur Talents and launching the second edition of the SFR Jeunes Talents Entrepreneurs Sociaux programme. For more information: http://www.sfrjeunestalents.fr/entrepreneurs/social/concours/concours-entrepreneurs-sociaux
- Supported Log'Ins, the first sheltered company geared at the integration of disabled parties in traditional companies, , *in a joint non-profit venture* involving Europe's leading transport and logistics player, Norbert Dentressangle and the integration company Ares
- For the 4th straight year, SFR has called upon the association-based firm Mozaïk RH to produce its hiring campaign aimed to attract interns from diversity groups.

THE PUBLIC SECTOR

SFR made the decision, in late 2010, to structure its relations with the public sector, in particular with Ministries and Parliament, in such a way that the company, its businesses, strategic issues and, more generally speaking, those of the digital industry would be better understood. Corporate Affairs Department was set up for this purpose. It develops close and trust-based relationships with elected officials, which inform and enlighten their discussions and legislative processes on topics that are both complex and shaped by extremely swift technological developments.

LOCAL AUTHORITIES

Topics and Forms of Dialogue

- SFR Collectivités, an entity specially-dedicated to the local authorities, facilitates SFR Group's network and service deployment strategy at the local level. It was established for the purpose of the supporting the Group's strategy and developing SFR's institutional relations across France, by building trust-based relationships enriched with dialogue and transparency, with the main players and decision-makers at the local level (elected officials, mayors, Members of Parliament, State officials, local and regional government officers, etc.). Its activities thus consist of explaining the Group's strategy, helping others understand and accept the new network deployments, and initiating cooperation agreements that enable greater efficiency or new services.
  In addition, SFR has established its dialogue with local authorities in a broader setting, thanks to its annual presence at the annual Salon des Maires et Collectivités and its participation in think tank meetings on digital technology in the Regions, in particular digital hubs and shared working areas such as the Cantines Numériques in Nantes and Rennes, or "La mêlée numérique".
- Until the discussions conducted by the round table group on "Radiofrequencies, Health and the Environment" yield their conclusions, expected in mid-2013, SFR continues to dialogue regularly with the local authorities, in particular during the installation of new mobile phone masts, taking care to do so in line with the Guide to Relations between Operators and Municipalities (Guide des Relations entre Opérateurs et Communes) signed with the Association of Mayors of France (updated in 2007) and the content of which is often used as a foundation for Charters on Mobile Telephony.

2012 Highlights

- After over a year of negotiations, SFR and the other mobile telephone operators signed an agreement with the City of Paris enabling coordinated mobile phone mast deployment.
- SFR Group and the company Web Geo Services have just signed a partnership so that SFR Network data can be used for the benefit of the local authorities. Information sessions for the local authorities are scheduled in mid-2013.
- M2M Orléans
- NFC in Nice
- E-école pour tous, an open e-school, in Saint-Jean-de-Thouars (Deux-Sèvres).
- Innovative e-santé and m-paiement services deployed: in partnership with the City of Mulhouse, SFR Collectivités developed an inter-operator SMS-based surface parking payment project.
- the "Ma caméra chez les pros" programme + Programme SFR Jeunes Talents Entreprenariat Social

NATIONAL FREQUENCIES AGENCY (ANFR)

Topics and Forms of Dialogue

SFR participates in working groups headed by the National Frequencies Agency, in particular those dealing with experiments in exposure to radiofrequency waves, conducted as part of research ordered by the round table group on "Radiofrequencies, Health and the Environment".

2012 Highlights

- The Agency performed inspections at the points of sale to ensure terminal compliance with human health requirements.
- The work carried out by ANFR showed that exposure to 2G and 3G mobile phone masts is, as had been postulated, very low, whatever the environment.
- Multi-operator pilot study on exposure to 4G at 800MHz carried out by ANFR in the City of Saint-Etienne.

REGULATORY AUTHORITY ON ELECTRONIC COMMUNICATIONS AND POSTAL SERVICES (ARCEP)

Topics and Forms of Dialogue

SFR continues to consult closely with ARCEP, the sector's regulatory authority, on such topics as territory coverage and competition.

2012 Highlights

- License for the deployment of a 4th Generation (4G) network granted.
- National Emergency Relay Centre set up for the deaf and hearing-impaired (114).
- ARCEP audit on the accessibility of electronic services and communication for disabled persons in France.

GOVERNMENT STAKEHOLDERS

Topics and Forms of Dialogue

SFR continues to consult closely with the Ministry of Ecology, Sustainable Development, Transport and Housing (MEDDTL), the Ministry of Health, the Ministry of Solidarities and Social Cohesion and, in particular, the Interministerial Committee on Disabilities, to contribute to public interest work carried out in favour of people in vulnerable situations, such as disabilities, as well as with a number of Parliamentarians.

2012 Highlights

- Participated in working groups set up following the 'Radiofrequencies, Health and the Environment' Round Table, in particular those regarding experimentation on exposure and information/consensus-building
- Second Review of the Voluntary Commitments Charter instituted by the Telecommunications Sector for Sustainable Development with the MEDDTL, under the aegis of the French Telecommunications Confederation (FFT).
- Participated in nationwide experimentation on environmental quality information display, initiated by MEDDE, since July 2011. SFR responded to assessment questionnaires sent out as part of this experimentation in July 2012. A report is to be submitted to the Parliament in early 2013 so that it can determine whether the system should be made standard practice.
- Under the aegis of the FFT, the profession's Voluntary Commitments Charter to facilitate accessibility to electronic communication for people living with a disability, was transposed from mobile to box services, Web sites and stores in June 2011, with all of the government and association stakeholders and ARCEP. The Charter is designed to set the profession on a constant progress track. It is unparalleled in France. It is the only one of its kind in France.
- In September 2011, after 18 months of joint inter-operator work, under the aegis of the FFT, was opened in '114', an emergency call centre dedicated to deaf or hearing-impaired.

FRENCH TELECOMMUNICATIONS CONFEDERATION (FFT)

Topics and Forms of Dialogue

Due to the national elections in France, the establishment of a new majority in Parliament and the arrival of a 4th mobile operator, the digital economy was a major area of interest for the public sector in 2012, in particular importance of digital development issues for the nation and consumer-related aspects. SFR Group actively contributed to the discussions carried out by the Government and Parliament, in a constructive spirit. It has consistently stated its intention to invest over the long term and its desire for greater stability in its regulatory environment. By offering the most extensive network for carrying the uses of the future, SFR has, through its investments in infrastructure, worked toward the creation of relations on the ground with all citizens and toward greater attractiveness for the nation.

Concretely, SFR takes part in the work conducted by the French Telecommunications Confederation, on a number of different committees: Consumer Activity, Innovation and Standardisation, Taxation and Jobs, Security, Content, Sustainable Development, Companies and Digital Responsibility, Fibre Optics and Cross-Cutting Issues. Accessibility to digital technologies for disabled persons, the protection of confidential data for our fellow citizens and the contribution of technologies to the environmental issues of the future are all topics which SFR employees help to advance.

2012 Highlights

- Took part in working groups and discussions with Parliament and Government, in particular on the deployment of ultrahigh-speed fixed lines and developments in the regulatory framework.
- Supported sustainable 4G deployment compliant with the framework established by the license secured in January 2012, on 800 MHz frequencies.
- First Review of the Voluntary Commitments Charter in favour of the Disabled
- Second Review on the Enforcement of Telecommunications Sector Voluntary Commitments Charter for Sustainable Development.
- Studies carried out on the economic and societal value of telecommunications.
- Signed Paris Charter on Mobile Telephony paving the way for 4G in Paris.
- Contact-free mobile services (NFC technology): work carried out to speed up the spread of usages, in particular in the field of public transport and payment, with a view toward subsequent nationwide deployment

For more information: http://www.fftelecoms.org

CIVIL SOCIETY

Created in 2006, Fondation SFR extends and amplifies sponsoring initiatives carried out by the company to promote equal opportunity. Working right on the ground, Fondation SFR supports over one hundred association projects in France each year. For six years now, more than 3,500 SFR employees have committed alongside Fondation SFR on solidarity-building projects.

MAIN PARTNER ASSOCIATIONS

Adie Micro Franchise Solidaire (AMSI)

Topics and Forms of Dialogue

Fondation SFR supports the innovative solidarity-building micro-franchise programme implemented by ADIE The idea is to offer turnkey work concept to unemployed people and in particular to young people and the under-qualified. The concept is rounded out by an initial training programme and a range of shared services requiring investments under €10,000.

The support provided to the young entrepreneurs makes it possible for them to get their start and establish themselves over the longer term.

For more information: http://www.adie.org

2012 Highlights

SFR has been part of the Investment Monitoring Committee in charge of overseeing the launch of supported projects since 2011.

Les Ateliers du Bocage

Topics and Forms of Dialogue

Ateliers du Bocage, an integration company run by Emmaüs France, collects mobile phones in-house, in the Espace SFR Distribution network, during events and with professional and corporate customers.

2012 Highlights

Ateliers du Bocage created 7 jobs to process the mobile phones collected by SFR.

Emmaüs Défi

Topics and Forms of Dialogue

SFR and the Fondation SFR have been committed with Emmaüs Défi since 2009 through a new kind of partnership which, above and beyond financial support, is based on the concept of skills mentorship, thanks to the dedicated work of SFR employees Since 2010, SFR and Emmaüs have run a solidarity-building telephone programme, which makes it possible for the most underprivileged populations to have access to mobile telephones and use them with due control.

For more information: http://emmaus-defi.org

2012 Highlights

■ The solidarity-building telephone programme gained magnitude and helped nearly 2,500 people in precarious living situations.

■ SFR contributed in financing work toward the opening of the new Riquet Emmaüs Défi thrift shop in September 2012, inaugurated in 2012 by the President of France, François Hollande.

Fédération Française Handisport

Topics and Forms of Dialogue

Since 2004, SFR has been official partner to the French Handisport Federation through its corporate Federation

For more information: http://www.handisport.org

2012 Highlights

At the Paralympic Games in London, which ran from 29 August to 9 September 2012, 10 SFR employees joined the team of volunteers and helped participating athletes in their departure for London.

Fondaterra

Topics and Forms of Dialogue

SFR has been the historical partner to the Fondaterra Foundation since 2004, to raise awareness about environmental issues and sustainable development in the academic community.

2012 Highlights

Fondaterra, working in partnership with SFR, organised the 3rd Green TIC Campus Challenge, a major student competition on the topic 'toward a greener campus thanks to ICTs'. The 4th Edition is set to take place in 2012 with a new partner, Cofely - GDF SUEZ.

La Voix de l'Enfant

Topics and Forms of Dialogue

Founded in 1981, La Voix de l'Enfant is an umbrella association the stated purpose of which is to "*support and advocate for all children in distress, wherever they may be*". The partnership with SFR, initiated in 2001, is aimed primarily at funding the Medico-Legal Walk-In Units (UAMJ) in hospitals: in the belief that "*talking about it is taming it*", the UAMJs prevent traumatic events from being repeated, by taking down once and for all the testimonials of children who have been victim to abuse or assault. As of end-2012, there were 50 UAMJs open across France. The SFR – La Voix de l'Enfant Steering Committee meets at least twice each year.

Sidaction

Topics and Forms of Dialogue

SFR extended its commitment by serving, once again, as the telecommunications sector's partner to Sidaction. SFR's contribution plays out in three ways:

- handles the technical and financial aspects of all telecommunications operations for the pledge and donation campaign (SFR takes all of the calls received at the 110 toll-free number and channels them to the many telephone platforms opened for the operation),
- two SFR call centres (in Marseille and Meudon) and hundreds of volunteer SFR employees to record donation pledges,
- it carries out awareness-raising for SFR customers in order to foster donations.

2012 Highlights

On the weekend of 31 March 2012, 350 employees and friends took the calls and recorded pledges.

Talents des Cités

Topics and Forms of Dialogue

SFR has been partner to the Talents des Cités competition for the last 7 years. Each year, Fondation SFR serves as patron to one of the national award-winners and provides special support.

In 2007, SFR and HEC created Université du Droit d'Entreprendre within Talents des Cités. This three-day training seminar is given to young entrepreneurs from 'City Policy' neighbourhoods by HEC professors and SFR employees. Université du Droit d'Entreprendre provides entrepreneurs with top-tier training geared at their issues. It is also an opportunity for entrepreneurs to build or extend their network.

For more information: http://www.talentsdescites.com

2012 Highlights

- Malik Badsi, CEO of Yoola, is sponsored by Fondation SFR. Just what was his idea? To open major sporting and cultural events up to disabled audiences, along with numerous tourist destinations in France and abroad. With Yoola, the first travel agency dedicated to disabled audiences became reality.
- More than 120 young entrepreneurs were able to take part in the 6th edition of Université du Droit d'Entreprendre, on 7, 8 and 9 June 2012, at the HEC Campus. It was an opportunity for them to take part in courses by HEC professors and SFR employees.

THE EDUCATIONAL COMMUNITY

ARPEJEH

Topics and Forms of Dialogue

One of the association's founding members, SFR is committed as part of ARPEJEH to helping improve and promote training, qualification and employment for disabled secondary school and university students, by offering internships to youth from lower secondary school up to work entry level.

2012 Highlights

■ SFR opened its doors to 19 students during School Year 2011/2012.

Passeport Avenir

Topics and Forms of Dialogue

For seven years now, SFR has been committed to equal opportunity in access to higher education and elite learning institutions for young people from underprivileged urban areas. Passeport Avenir, formerly known as Cercle Passeport Telecom, was founded by SFR in 2005, in partnership with the Ministry of Education. It is designed to support students from modest backgrounds enrolled in elite preparatory classes, engineering schools and business schools up to their entry into working world. The programme offers both individual and group tutoring. There are now 15 partner companies working with Passeport Avenir. **For more information: http://passeport-avenir.com**

2012 Highlights

■ 118 SFR employees show their commitment by serving as mentors to the Class of 2011-2012.

■ Project deployment: awareness-raising initiative aimed at nearly 1,000 upper secondary school and BTS (secondary vocational training) students about continuing into higher education and information about the opportunities in their fields in pre-elite education programmes.

■ In 2012, 4,140 young people were served by Passeport Avenir.

Ma Caméra chez les pros, cap sur des métiers d'avenir

Topics and Forms of Dialogue

Founded in 2011, in partnership with the Ministry of Education, the programme offers guidance and assistance to young people starting upper secondary school, by introducing them to jobs for the future and employment opportunities offered by business players in their region. Using digital tools (video and Web), the lower secondary students turn into budding reporters and head out on the field to meet professionals. Throughout the year, they investigate the jobs that will make the future in their Region and produce video reports on a local company. In the longer term, the programme aims to play a part in the professional integration and success of these lower secondary students from modest backgrounds. The videos produced by the young people then go to feed the programme's Web site to extend the scope of their investigative work and to give other lower secondary students the benefit of what they have learned.

For more information: http://www.macamerachezlespros.fr

2012 Highlights

■ The programme brought together 19 secondary schools across seven school boards, including two new arrivals: Dijon (Châlon sur Saône) and Nice (Toulon).

■ 20 major corporations are mobilised alongside SFR to take part in this innovative educational programme.

■ 63 videos introducing different businesses and jobs can now be found at the Programme's website www.macamerachezlespros.fr

■ The association "Ma caméra chez les pros, cap sur des métiers d'avenir" was founded and is chaired by SFR's CEO.

Schools and Universities

Topics and Forms of Dialogue

In order to attract the best talents and diversify its hiring base, SFR takes part in many events designed to bring professionals and students together.

SFR also conducts a large number of on-the-ground initiatives:

■ Fondation Télécom: the "First" programme, the award for best internship/HEC Chair/ESSEC Chair in change management/IMS Entreprendre partnership for Cities, to foster relations with university;

■ educational action delivered by employees to partner schools/universities (classwork, testimonials, participation in judges' panels);

■ coaching for students: mock interviews, résumé preparation workshops, assistance in defining their career plan;

■ visits to headquarters to introduce students to SFR 'behind the scenes'

2012 Highlights

■ In 2012, SFR took part in 27 forums (six in universities, five in business schools, 11 in engineering schools and five dedicated to Disabilities and Diversity), taking care to rationalise the number of forums in order to foster not only hiring itself, but also on-the-ground action and real interaction with the students.

■ A new *business game* was designed – SFR Campus Tour, based on a professional and sporting challenge in order to make SFR even more attractive and identify future interns or job/study participants (more than 600 registered via Facebook as of end-2012 – 40 students selected for a challenge held in February 2013).

REPORTING,
A KEY STRUCTURING FACTOR IN OUR CSR POLICY MANAGEMENT

REPORTING, CENTRAL TO OUR CONTINUING PROGRESS APPROACH

We have defined 20 challenges along our CSR policy's 3 guiding lines - greener, safer, more united – covering SFR's responsibility policy, and consistent with challenges specific to our sector.

The 20 challenges have been translated into 33 commitments. Progress on each of these is tracked using over 100 indicators defined in compliance with national and international standards (GRI).

The 56 performance indicators, buttressed by quantitative targets where called for, are central to the way we strategically manage our CSR initiatives, which proceed from a continuous progress approach. The 44 monitoring indicators are not connected with targets.

This system is regularly adjusted to take into account regulatory developments and, in a sector shaped by swift innovative change, the latest usage patterns and new stakeholder expectations.

A METHODOLOGY THAT BRINGS STRUCTURES TO THE COMPANY AS A WHOLE

A reporting protocol listing all of the procedures to be followed in collecting and consolidating all of the data found in this document is used as the basis on which SFR reports on its CSR policy. The protocol, an in-house guide for the operational divisions, is disseminated and enforced at all levels of the company. A centralised action plan reporting and monitoring tool is also used to facilitate protocol implementation. It fosters tighter inspections further to the data reporting process and thus makes it possible to guarantee greater reliability in all data reporting.

AN APPROACH ALREADY RECOGNISED BY TRUSTED THIRD-PARTIES

Part of the environmental, social and corporate data is subject to verification by Vivendi Group auditors.

In addition, SFR chose to seek certification for certain sections of its CSR policy:

- for the seventh straight year, the Environmental Management System was certified ISO 14001;
- for the fourth straight year, the SFR Business Team was certified Qualicert and ISO 9001 on all of its services. On the Consumer side, SFR is certified NF Service for its customer service to Consumers;
- its HR policy in France, fostering equal opportunity, was recognised and awarded the Label Diversité.

THE DESIGN CONCEPT FOR THE NEW SFR HEADQUARTERS in Saint-Denis were certified HQE® construction (High Environmental Quality) and BREEAM-approved for the "Design Phase" (*Building Research Establishment Environmental Assessment*). This gives it the two most demanding certifications when it comes to environmental performance in buildings.

OUR CHALLENGES
FOR A GREENER WORLD

FIVE "GREENER" CHALLENGES

- **FIGHTING GLOBAL WARMING**

- **HELPING OUR CUSTOMERS BECOME ECO-CONSUMERS**

- **CONTROLLING OUR RAW MATERIAL CONSUMPTION AND MANAGING WASTE**

- **WORKING WITH OUR STAKEHOLDERS TO SUSTAINABLY DEVELOP THE LOCAL COMMUNITIES**

- **CONTINUING THE DEPLOYMENT OF OUR ENVIRONMENTAL MANAGEMENT SYSTEM**

ENVIRONMENTAL CONSERVATION: A CHALLENGE AND AN OPPORTUNITY FOR THE TELECOMMUNICATIONS SECTOR

Environmental conservation is on the verge of becoming a structuring principle for the digital economy For SFR, the challenge is two-fold This implies, first of all, setting an example, in particular by stabilising our energy consumption at a time when use is skyrocketing and, secondly, helping lower French society's greenhouse gas emissions, by massively spreading Information and Communications Technologies (ICTs), in the Transport, Health, Education, Construction, Energy and other sectors. In order for ICTs to play their key part in fighting global warming (*IT for Green*), SFR will need to be particularly exemplary in implementing them and managing their life-cycle, well beyond the design stage for which manufacturers are traditionally responsible (*Green for IT*).

OFFERING CONTINUITY AND SUPPORT TO OUR CUSTOMERS

This is what SFR aims to do in its ambitious environmental policy, anchored in its strategy for many years now and structured around an environmental management system certified ISO 14001, for the 7th consecutive year. Naturally, all of the initiatives that have helped make SFR a digital operator dedicated to environmental conservation are being extended: landscape-friendly mobile phone mast planning, a collection system so that customers can bring their used mobile phones back to the stores in exchange for vouchers, paper-free bills and contracts, eco-designed products, including the Box, environmental information display for mobile phones, etc.

SFR also aims to innovate as it deploys concrete solutions for the benefit of its individual, business and governmental consumers, which contribute to the emergence of a low-carbon economy: domotics, M2M applications, *cloud computing* or audioweb/visioconferencing.

It is in this spirit that SFR Business Team developed its eco-calculator, in 2012, dubbed the **"€cobySFR",** which makes it possible for business customers to assess the ecological and economic benefits of using solutions such as 'Suite Infrastructure Cloud' for cloud computing and 'SFR Business Conferencing' for audioweb/visioconferencing. In the same spirit, on the Consumer side, **SFR Mail** makes it possible, thanks to an e-mail optimisation and management function, for customers to track the energy impact of their mail storage practices, in a distinct display window.

In these times of energy transition, it goes without saying that SFR takes particular care to help its customers reduce their carbon footprint, all the while continuing to optimise its own impact.

MUSIC FESTIVALS

- SFR Music's eco-designed stand includes solar-powered mobile recharge stations, sustainable development goodies and collection boxes for used mobile phones.
- SFR – partner to the eco-responsible festival "We Love Green"

PAPER-FREE

The paper-free contract solution has now been deployed across all Espace SFR stores As to billing, 48% of SFR's consumer mobile customers, 40% of its SFR Business Team customers, 85% of its fixed line customers and 38% of SRR customers have now gone paper-free.

122,000 MOBILES RECOVERED AT ESPACE SFR STORES IN 2012

€cobySFR

SFR BUSINESS TEAM OFFERS A TOOL THAT CAN BE USED TO ASSESS ENVIRONMENTAL AND FINANCIAL GAINS RESULTING FROM THE USE OF ITS *CLOUD COMPUTING* AND AUDIOWEB/VISIOCONFERENCING SOLUTIONS.

Environmental information display solution for all mobile phones on La Reunion island 3/5

THE 4th GREEN TIC CAMPUS WAS LAUNCHED WITH A NEW PARTNER, COFELY - GDF SUEZ

CHALLENGE GREENTICCAMPUS Fondaterra SFR

HIGHLIGHTS
FOR A GREENER WORLD

ENERGY

the data centre urbanisation policy, which contributes to greater network security and optimised energy consumption, has come into standard use Three major sites now post power usage effectiveness – *(PUE)* – lower than or equal to 1.8.

DECEMBER 2012: SFR has published its comprehensive greenhouse gas emissions report.

RESPONSIBLE MAIL

The Responsible Mail tool, designed for the five million users of SFR Webmail, makes it possible for users to better manage their mail sorting and keep informed of the energy their digital storage uses.

FIGHTING GLOBAL WARMING

SFR's carbon dioxide emissions (CO_2) are due primarily to **energy consumption**from its technical and tertiary infrastructures (86%) and employee **business travel**(14%).

The quest for more effective control of energy consumption requires the intelligent and optimised management of technical infrastructures and buildings.Energy audits,remote metering systems,the use of more energy-efficient equipment, the use of natural ventilation, experimentation with renewable energy sources, a new high-performance data centre and more are all examples of initiatives carried out by SFR in this field.

SFR furthermore carried out its second Greenhouse Gas Review. Based on the methodology developed by the Agency for the Environment and Energy-Efficiency (ADEME), the review process is used to identify new avenues for improvement and assess the improvements triggered by the action already carried out. The Review has since become a regulatory requirement and the detailed findings can be viewed at SFR's corporate website.

For more information: http://www.sfr.com/nos-engagements/ pour-un-monde-plus-vert/12212012-1627-sfr-publie-son-bilan-de-gaz-effet-de-serre-ges

As business travel and employee commutes are the Group's second-largest source of CO_2 emissions, SFR has set out two main courses for improvement: less business travel, by giving priority to teleconferencing(video/telepresence, etc.) and smarter commutes (taking the train rather than the plane, bringing hybrid vehicles into the automobile fleet, etc.). To take this thinking further, SFR has established Company Travel Plans (PDEs) at its main office sites and has committed to such initiatives as the **Inter-Enterprise Transport Plan for La Plaine Commune, soon to be home to the Company's headquarters and the workplace of several thousand SFR employees from as early as 2013.** The plans are designed to optimise commute times, but also to improve accessibility for all visitors: customers, suppliers, partners, etc.

OPTIMISING OUR ENERGY CONSUMPTION AND CUTTING DOWN ON CO_2 EMISSIONS

Some of the most noteworthy initiatives in Year 2012 were:

- at the office sites: photovoltaic panels were installed on the roofs of the services site in Lyon Saint-Priest,
- in the technical sites: the Ten Golden Rules Facilitating the Urbanisation of Hosting Rooms were drawn up and widely-circulated, as a means of boosting performance.

Another aim is to facilitate better-controlled use of our products such as boxes and the related TV decoders (*Voluntary Industry Agreement and Code of Conduct for Broadband Equipment*).

	2010 Results	2011 Results	2012 Objectives – *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Total energy consumption (MWh) (GRI: EN03)	562,411	635,754	-	**666,641**	SFR Group electricity consumption breakdown.	-
from electricity	561,558	622,924	-	**657,100**		
from natural gas	430	2,236	-	**3,190**	Consumption at office sites was added in 2012.	
from urban heating/ cooling grid	-	9,939	-	**4,943**	An adjusted "urban network" was responsible for this decrease.	
from oil fuels – fuel	423	655	-	**1,408**	Increased fuel consumption as a result of more frequent maintenance operations.	
Electricity consumption due to office sites (MWh)	44,646	53,079	*To stabilise energy consumption at office sites, compared to 2010.*	**45,356**	1.6% increase in consumption compared to 2010, on a comparable basis.	**Continue 2012 objective.**
			To test photovoltaic equipment installation at a services site.	**1**	Photovoltaic panels installed at the Lyon Saint-Priest site.	
Electricity consumption due to networks (fixed and mobile) (MWh)	516,912	569,845	*To stabilise, by 2020, energy consumption from fixed and mobile network infrastructures and data centres compared to 2009 (or 508 246 MWh).*	**611,744**	7% increase in energy consumption due to skyrocketing use and the deployment and new infrastructures.	**Continue 2012 objective.**
CO_2 atmospheric emissions due to energy consumption (in tonnes of CO_2) (GRI: EN16) due to electricity,	58,351 / 58,127	65,207 / 63,714	- / -	**64,715** / **62,761**	Decrease in emissions due to changes in emissions factors used in the carbon balance computation method®.	-
due to the urban heating/ cooling grid	-	770	-	**726**	Note: 19.5% of all emissions result from operations on Island of La Réunion (SRR), where the energy mix is not the same as in mainland France.	
due to natural gas	101	517	-	**769**		
due to fuel	123	206	-	**459**		

TO ENCOURAGE SUSTAINABLE MOBILITY

The sustainable mobility policy in which SFR has been involved for several years is beginning to yield results. Tele-facilitated meetings have become part of employees' customary working methods, making considerable strides in 2012 (increase of more than 16%). As regards the Company Transport Plans (PDE), those currently in effect in the Paris Region will be replaced by the one being drafted for SFR's new headquarters in Saint-Denis.

Furthermore, where business customers are concerned, SFR Business Team offers many M2M applications that make it possible to contribute to optimal transport (tele-metering, vehicle fleet management, auto-sharing, etc.)

For more information: http://www.sfr.com/nos-engagements/ pour-un-monde-plus-vert/mobilite-durable

	2010 Results	2011 Results	*For reminder purposes 2012 Objectives*	2012 RESULTS	Comments	2013 OBJECTIVES
Atmospheric CO_2 emissions due to business travel (in tonnes of CO_2) (GRI: EN16)	9,831	9,980	*To enforce a more environmentally-friendly business travel policy: Stabilising CO_2 emissions generated by business travel, as compared to 2011.*	**10,791**	8% increase in business travel as compared to 2011, due to an increase in the number of km/short-term rented vehicle and emissions factors used in the carbon balance method®.	**To stabilise CO_2 emissions resulting from business travel, compared to 2012 (if and only if emissions factors remain unchanged).**
from atmospheric CO_2 emissions due to air, train and short-term rented vehicle travel	3,938	3,999		**4,494**		
from atmospheric CO_2 due to corporate vehicle fleet	5,893	5,981		**6,297**		
Fuel consumption (in m³)	2,002	2,015	*To continue to promote eco-driving with employees.* *To test an M2M solution suggested by SFR Business Team conducive to lower fuel-consumption.*	**1,987**	Slight decrease in vehicle fleet's fuel consumption (1.4%). M2M solution on pilot basis in SFR fleet, for fuel consumption data reporting	**To continue promoting eco-driving by employees.** **To extend the M2M solution suggested by the SFR Business Team.**

…chart continued from previous page

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Company vehicle fleet (number)	1,532	1,623	-	**1,682**	Slight increase in the number of vehicles due to in-sourcing of some activities in late 2012. Training in eco-driving is available in the training catalogue.	-
Average emissions across corporate vehicle fleet (in g CO_2/km)	132	129	*To bring the average emissions level of the corporate service fleet to 125 g CO_2/km by 2015.*	**124**	2011 objective exceeded.	**To bring the average emissions level of the corporate service fleet to 120 gCO_2/km by 2015.**
Number of visioconferencing/ telepresence/ audiowebconferencing hours from numbers of visioconferencing/ telepresence hours, from audio webconferencing hours,	450,825 9,001 (Sep. to Dec.) 441,824	527,515 9,643 517,872	*To increase the number of hours dedicated to videoconferencing/ telepresence by 10% compared to 2011.*	**615,965** **10,627** **605,338**	2012 objective exceeded (+16.7%). 7% increase. 17% increase.	**To increase the number of hours dedicated to videoconferencing/ telepresence by 10% compared to 2012.**
Atmospheric CO_2 emissions due to employee travel (in tonnes of CO_2) (GRI: EN16)	17,468	18,931	*To continue enforcing a more environmentally-friendly home-work commute policy:* *- To run the 3 PDEs already launched in the regions and the SRR and continue to encourage modes other than the individual car with the employees* *- To prepare the PDIE for the new headquarters in Saint-Denis (which will replace those already in existence at the 4 Paris region sites).*	**Not carried out, the Review (Scope 3) now being carried out every 3 years. Carried out in 2011, next review in 2014.**	Three regional PDE enforced. SFR signed the Saint-Denis PDE (the Ile de France PDEs are now on stand-by). Awareness-raising for employees during European Mobility Week.	**To continue the 2012 objective.**

HELPING OUR CUSTOMERS BECOME ECO-CONSUMERS

Our efforts to help SFR customers to become eco-consumers continued in 2012.
New developments include:
- on the consumer side:
• A new service, SFR Mail, which displays the environmental impact of mass mail de-storage by the user. In addition to facilitating mail sorting, this free service makes it possible for customers to be informed of the energy required for their digital storage. Results: 9.8 billion mails deleted each year, hence 15.7 GWH saved, or the equivalent of 2,000 households' energy consumption.
• Greater awareness-raising about selective sorting, with specific information on Home by SFR packaging
- on the business side: the €cobySFR service, a free tool that measures the environmental and financial benefits for companies using *cloud computing* and audioweb/visioconferencing solutions.

CONTINUING THE DEPLOYMENT OF PAPER-FREE BILLING

For more information: http://www.sfr.com/nos-engagements/pour-un-monde-plus-vert/la-dematerialisation

	2010 Results	2011 Results	2012 Objectives *For reminder purposes*	2012 RESULTS	Comments	2012 OBJECTIVES
Total number of customers on paper-free billing	8,391,269	9,173,347	To continue deploying paper-free online billing, so as to reach, by end-2012:	**9,683,841**		**To continue to deploy paper-free online billing, in order to reach, by end-2013:**
from 'mobile' customers	4,484,000	5,022,284	- 5.3 million consumer mobile users, or 45.5% of the eligible field	**5,455,000** (or 48.5% of the eligible field)	Objective exceeded	**- 6.3 million consumer mobile users, or 60% of the eligible field,**
from 'fixed' customers	3,907,269	4,095,563	- 4.2 million ADSL users, or 85.3% of the eligible field,	**4,160,000** (or 85% of the eligible field)	Objective attained	**- 4.16 million ADSL customers, or 86% of the eligible field.**
from 'SRR' customers	-	55,500	To reach 70,000 SRR (fixed and mobile) customers, or 42% of the eligible field	**68,841** (or 38% of the eligible field)	Objective not attained	**85,000 SRR customers, or 47% of the eligible field**
Total number of paper-free bills for SFR Business Team customers	-	-	145,000 paper-free bills on the SFR Business Team side, or 36% of eligible invoices.	**Over 159,000** (or 40.2% of eligible billing)	Objective exceeded	**240,000 paper-free bills by end-2013, or 58% of eligilbe billing.**
Number of Espace SFR stores offering the "paper-free" contracts solution	-	190	The aim is that 100% of all Espace SFR stores will offer the "paper-free customer contracts" solution by 2012.	**100%** (= 906, including FNAC Corners)	Objective attained	**initiative completed**

EXPANDING THE COLLECTION OF USED MOBILE TELEPHONES

For three years now, a new higher-incentive programme for all customers (SFR or non-SFR) has been in effect, with three targets:

- **To reward the customer:** if the mobile phone returned to the Espace SFR store is still of value, the customer is given a purchase voucher. A Mobile Phone Value guide has been established and is updated each month. The phone's value varies in accordance with the model, its condition and its age. The voucher is valid immediately, in the Espace SFR store issuing it, on all products and accessories. The programme has also been available since September 2010, at www.sfr.fr

- **To support associations:** €2 are paid to associations, in particular Fondaterra, a foundation that works in favour of the environment and for the sustainable development of the local communities, and to La Voix de l'Enfant, a federation of associations mobilised to protect abused children. Using the benefits from this campaign, SFR holds a student challenge each year, "Green TIC Campus".
For more information: http://greentic-campus.com

- **Encouraging the recycling of old mobiles phones:** when the phones are suitable for re-use, they are reconditioned for sale in countries where mobile telephones can be a development accelerator, or by Les Ateliers du Bocage, after which they become part of the solidarity-building economy network

at Emmaüs France. When the opposite is true, the mobile phones (batteries and accessories) are recycled in an environmentally-friendly manner. These operations are moreover conducted in line with the Charter on the Re-Use of Mobile Telephones, established in partnership with the eco-organisation Eco-Systèmes.

On the business side, SFR Business Team is also a partner to Ateliers du Bocage, through which it offers its customers a used mobile collection service, free of charge.

SFR strives to regularly inform its customers about these systems through different channels (brochures distributed at all Espace SFR stores, in the '*citizen corner*' area, sales associate mobilization, SFR sites or the Fédération Française des Télécoms website (www.rapportersonmobile.fr).

In total, since the programme was first launched in 2003, over 1.5 million mobile phones were collected by SFR, though these past few years, the number of mobiles recovered has stabilised, due to the growing number of players active in this field.
For more information: http://www.sfr.com/nos-engagements/pour-un-monde-plus-vert/clients-eco-consommateurs

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Total number of mobile phones collected from mobiles collected by Espace SFR stores, events, SRR, Business Team, in-house (excluding after-sales/remote sales/non-sales)	351,359 186,076	351,545 205,497	*To maintain the target of collecting 250,000 mobile phones in the Espace SFR distribution network from Business Team customers, at SFR events and on the island of La Réunion.*	**359,414** **201,562**	2012 objective not attained due, in particular, to the emergence of many new players in this field and the rising number of collection points	**To reach the target of collecting 200,000 mobile phones in the Espace SFR distribution network from Business Team customers, at SFR events and on the island of La Réunion.**
Number of ADSL boxes and decoders recovered	1,590,348	2,229,513	-	**1,975,535**	82% of boxes and decoders collected were reused Customers incentivised to return boxes for reuse	-
Total weight of Electrical and Electronic Equipment household waste (DEEE) collected (in tonnes)	1,073	1,622	-	**2,255**	Sharp increase (+39%) due to more comprehensive data collection	-

TO STRENGTHEN THE PRODUCT AND SERVICE ECO-DESIGN POLICY AND OFFER HIGH-VALUE ENVIRONMENTAL SERVICES

While 2010 and 2011 marked a turning point in SFR's eco-design policy, with the release of the new box (the main environmental impacts of which had been reduced by 30%) and the widespread use of small-format SIM cards, 2012 was more a year for reflection, with new work undertaken on SFR product packaging design, which is expected to generate results in 2013.

Also worthy of note in 2012 was the development of an eco-calculator, known as the '€cobySFR', making it possible for corporate customers to assess the ecological and economic benefits of using *cloud computing* and audioweb/visioconferencing solutions.

Not including the M2M applications contributing to environmental conservation: travel optimisation (distance monitoring, vehicle fleet management, auto-sharing, tele-invoicing, etc.), energy consumption management (telemectrics, smartgrids, etc.)
For more information: http://www.sfr.com/nos-engagements/pour-un-monde-plus-vert/leco-conception and http://www.sfrbusinessteam.fr/ecobysfr/

	2010 Results	2011 Results	*2012 Objectives For reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of eco-designed products released to market	2	3	*To continue the product eco-design policy.*	**2**	Paper SIM-card pilot project discontinued. Exploration initiated on eco-design for Box and TV decoder packaging.	**To release new eco-designed packaging for the box and TV decoder.**
Number of products with high environmental value	-	-	*To foster the implementation of services by which the general public, companies and local authorities will be able to shrink their carbon footprint.* *To develop eco-calculators that will make it possible to assess with precision the carbon benefits expected*	**1**	'€cobySFR' eco-calculator launched for *cloud computing* and audioweb/visioconferencing solutions.	**-**
Number of Life Cycle Analyses (ACV) carried out (GRI: PR01)	7	1	-	**0**	No further ACV analyses carried out.	**-**

DEPLOYING ENVIRONMENTAL INFORMATION DISPLAY

Environmental information display on mobiles released by SFR has been available for three years now, at online stores and Espace SFR outlets. For reminder purposes, SFR's methodology is based on the audit carried out by a specialized consulting firm and takes into account every stage in the mobile phone life cycle, from manufacture to recycling. The approach was deployed for mobile terminals in 2012 sold on Island of La Réunion and Mayotte, with figures that may differ, given that the percentage of impact due to transport is not exactly the same.

It should also be noted that SFR is one of the companies that volunteered for the experimentation initiated by the Ministry of Ecology, on environmental labelling.

For more information: http://www.sfr.com/nos-engagements/ pour-un-monde-plus-vert/laffichage-environnemental

	2010 Results	2011 Results	2012 Objectives Reminder	2012 RESULTS	Comments	2013 OBJECTIVES
Percentage of terminals equipped with environmental information display	100%	100%	*To ensure that environmental information display is placed on all mobile packs and box sets (excluding Apple products) sold in Espace SFR stores and at the online store (including on the island of La Réunion), in Espace SFR Business Team stores and at the SFR Business Team store.* *To incorporate Mayotte into the process, with 70% environmental display.*	**100%** **67% on the Island of La Réunion 0% in Mayotte**	Objective attained in mainland France, excluding SFR Business Team network (objective postponed to 2013). Objective not attained due to dysfunction of IT tool.	**To ensure that environmental information display is placed on 100% of mobile packs and box sets (excluding Apple products) sold in Espace SFR and SBT stores and at the SFR and SFR Business Team online stores.** **To aim for 100% on the Island of La Réunion and 70% in Mayotte (excluding Apple products).**

CONTROLLING OUR RAW MATERIAL CONSUMPTION AND MANAGING WASTE

CONTROLLING OUR WATER CONSUMPTION

Several initiatives have been implemented to lower water consumption at our main office sites. These involve such action as installing pressure reducers and double-flush systems, but also includes employee awareness-raising action, through internal communications campaigns.

	2010 Results	2011 Results	2012 Objectives *For reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Water consumption (in m3) (GRI: EN08)	134,030	158,826	-	**160,951**	-	**To continue work toward the 2012 objective, meaning to stabilise, in 2013, water consumption at the office sites compared to 2010.**
from office sites.	92,345	91,413	*To stabilise water consumption at office sites in 2012, as compared to 2010 figures*	**92,866**	Objective nearly attained	
from network sites.	41,685	67,413	-	**68,085**	Incidents at several sites.	

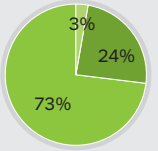## TO OPTIMISE WASTE MANAGEMENT BY FOSTERING RECYCLING

SFR has deployed selective sorting at all of its office sites. 41% of the non-hazardous waste produced is recycled (paper, cardboard, cans) In addition, SFR always gives preference to the re-use of Electrical and Electronic Equipment (EEE) in its fixed and mobile networks during its new deployment projects, whenever possible.

Also in 2012, the pictogram recently released by environmental organization Eco-Emballages was prominently placed on the packaging of the new Home by SFR product, to inform the consumer about good selective sorting behaviours.

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Non-Hazardous Waste (NHW) (in tonnes) (GRI: EN22)	1,939	1,958	-	**2,717**	-	**-**
from recycled NHW	1,128	1,058		**1,113**		
Hazardous Waste (HW) (in tonnes) (GRI: EN24)	237	376	-	**386**	Relative stabilisation of hazardous waste.	**-**
from batteries	189	327		**366**		
Professional electrical and electronic equipment waste (DEEE) in tonnes) (GRI: EN24)	286	712		**484**	Sharp decrease due to the decrease in network infrastructures compared to 2011.	**To continue working toward the 2012 objective.**
from network infrastructures (fixed and mobile) *Re-used equipment rate*	170 -	640 17%	*To maintain the Electrical and Electronic Equipment re-use rate in the fixed and mobile telephone networks at 20%.*	**387** **17%**		
from office equipment, office equipment. *Re-used equipment rate*	116 -	50 -		**70** **51%**		
from SFR Business Team infrastructures *Re-used equipment rate*	-	22	*To achieve a 35% re-use rate on old fixed telephony equipment at SFR Business Team.*	**27** **52%**	Objectif exceeded	**To achieve a 40% re-use rate on old fixed telephony equipment at SFR Business Team.**

TO DECREASE PAPER USE AND GIVE PRIORITY TO THE USE OF ENVIRONMENTALLY-FRIENDLY COMMUNICATIONS MATERIALS

In addition to its sharp cuts in paper consumption, due primarily to the decrease in customer packs and sales documentation (21% decrease between 2012 and 2011), SFR continues to give priority to the use of environmentally-friendly media, even though the results achieved in 2012 are below the objective set (92% compared to the 96% expected). In 2012, for instance, 32% of the paper consumed came from recycled fibres, while 60% of the media were produced from certified FSC or PEFC papers (papers from sustainably-managed forests).

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Total paper consumption (in tonnes) (GRI: EN01) for billing for commercial documentation, marketing mailing, packs and customer kits for internal use for other papers	8,792 1,462 7,081 178 71	7,571 1,605 5,767 177 22	*To stabilise paper consumption for sales documentation compared to 2011* *To stabilise paper consumption for internal use compared to 2011 (SFR and SRR).*	**5,946** **1,470** **4,302** **139** **35**	21% decrease in total paper consumption, due in particular to the decrease in customer packs and sales documentation.	**To continue working toward 2012 objective** **To continue working toward 2012 objective**
% of recycled paper, PEFC or FSC used in total paper consumption (GRI: EN02) % recycled paper % FSC/PEFC paper	95% 22% 74%	96% 39% 57%	*To maintain recycled, PEFC or FSC paper use at 96% of SFR's total paper consumption.*	**92%** **32%** **60%**	For certain sales operations, the bags were not made of recycled paper. Note: SRR exceeded its target and 72% of the paper used in-house is recycled.	**To bring the percentage of recycled, PEFC or FSC paper use to 95% of SFR's total paper consumption.**

TO LOWER RAW MATERIAL CONSUMPTION IN MANUFACTURING AND LOGISTICS ACTIVITIES

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Raw material consumption (cardboard, plastic) from manufacturing and logistics activities (in tonnes (GRI: EN01)	2,118	2,140	*To stabilise raw material consumption compared to 2011*	**1,711**	Decrease due to rationalisation of packaging and discontinuation of certain activities.	**To stabilise raw material consumption compared to 2012.**

WORKING WITH OUR STAKEHOLDERS TO SUSTAINABLY DEVELOP THE LOCAL COMMUNITIES

CONTINUING TO INTEGRATE NEW MOBILE PHONE MASTS INTO THEIR ENVIRONMENTS

SFR is committed to sustainably developing its communities • By ensuring the integration of its mobile phone masts into the landscape in accordance with the joint policy developed by the industry Before any deployment project can begin, SFR teams consult closely with local council members, landowners and local authorities, as well as involving architects, planners and landscape architects

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
New mobile phone masts integrated into their environment in mainland France	98%	99%	*To aim to integrate at least 96% of new mobile phone masts into their environment (company facilities, excluding white zones and TDF sites).*	**96.5%**	Objective attained	**To continue working toward 2012 objective**
New mobile phone masts integrated into their environment on the island of La Reunion	85%	100%	*To aim to integrate at least 80% of new mobile phone masts into their environment on the island of La Réunion*	**75%**	Objective not attained due to topographical and engineering constraints.	**To aim to integrate at least 80% of new mobile phone masts into their environment on the Island of La Réunion.**

CONTINUING TO DEPLOY OUR ENVIRONMENTAL MANAGEMENT SYSTEM (SME)

For the seventh straight year, SFR was certified ISO 14001 in 2012, for its Environmental Management System (EMS), even though the scope of the relevant operations had been considerably downscaled. The EMS continues to be the structuring, unifying factor enabling SFR to concretely and efficiently coordinate its key environmental objectives, all the while amplifying employee mobilisation. By incorporating and addressing environmental performance goals at the earliest stage of its business processes, SFR is able to respond quickly and effectively to changes in regulation and secure higher levels of commitment from its sub-contractors, to the great satisfaction of its customers, businesses and local authorities to its business customers

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Percentage of sites covered by an ISO 14001-certified EMS	75% of the network's technical sites	79% of the network's technical sites	To keep ISO 14001 certification. To secure ISO 14001 certification for three stores on the Island of La Réunion.	**1.4% of the network's technical sites**	Smaller certification scope due to the mobilisation of resources on priority projects Certified sites include: - the operation and maintenance activities of four office sites, - the maintenance, deployment and client hosting activities for 5 data centres - SRR's activities: the fixed and mobile telecommunications activities, office and commercial sites at Le Port, the maintenance and deployment of mobile phone masts, the office and sales activities in four stores.	**To keep ISO 14001 certification.**
	60% of office sites	60% of office sites	To secure NF Bâtiments Tertiaires en Exploitation Démarche HQE certification at the Lyon Saint-Priest and Rennes sites To secure the NF Bâtiments Tertiaires en Exploitation Démarche HQE and BREEAM certification through the construction of the new Head Office in Saint Denis, by 2015.	**20% of office sites**	Project discontinued. Resources mobilised for environmental concepts to be applied at future headquarters in Saint-Denis HQE construction (High Environmental Quality) Certification and BREEAM for "Design Phase" secured (*Building Research Establishment Environmental Assessment*)	**-**
Percentage of headcount covered by an ISO 14001-certified EMS	86%	86%	-	**25%**	-	

EDUCATING AND TRAINING EMPLOYEES IN GOOD ENVIRONMENTAL PRACTICE

SFR has designed an 'induction programme', in which all new employees take part. The programme includes a training module in the company's environmental policy. The internal awareness-raising campaigns on best environmental practices (energy, travel, waste, water, paper) also help maintain a high level of commitment and involvement throughout the company and reach all employees.

For more information: http://www.sfr.com/nos-engagements/pour-un-monde-plus-vert/notre-politique-environnementale

	2010 Results	2011 Results	*2012 Objectives for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of employees and service providers reached by environmental awareness-raising new arrivals	248	420	*To maintain employee awareness-raising in best environmental practices at 100%, via the "Éco-attitudes" programme and training for 100% of new arrivals through the induction programme*	**321** **226**	-	**To continue working toward the 2012 objective**

OUR CHALLENGES
FOR A SAFER
WORLD

LISTENING TO WHAT CUSTOMERS HAVE TO SAY

IMPROVING SATISFACTION AND QUALITY IN THE CUSTOMER RELATIONSHIP

In order to offer an optimal response to its customers' quality expectations, SFR continues its customer experience improvement programme, driven first and foremost by the desire to be present alongside each individual and each company and bring them the best of the digital world.

Toward this end, SFR strives to optimise its key processes: it is improving its customer support and issue resolution systems, monitors the customer experience and related processes, and runs standard securisation and inspection systems as part of every project.

To make the customer the central focus and concern of everyone at SFR, the company has designed an immersion programme in which employees are brought face to face with customers, through such activities as visits to an Espace SFR outletor Customer Service centre A dedicated forum is also open to employees, so that they can report any dysfunctioning observed or suggest improvements to the Customer Experience.

FOR INDIVIDUAL CUSTOMERS

With customer expectations always the starting point, SFR Customer Service works to improve customer satisfaction by encouraging more self-sufficiency through the promotion of self-care and delivering flawless service, based on: placing trust in the customers, listening to what they have to say, adjusting to their situations, and committing to help them find a solution.
A training programme in interpersonal skills has also been developed at the SFR Touch Academy, as a supplement to the initial and continuous training provided to the 12,000 customer service operators, educating them about the importance of quality relationships, equipping them to pick up on the quality of treatment which customers expect from them, and reasserting SFR values: Simplicity, Audacity, Commitment and Sense of Service A special support programme has also been developed for the managers on the ground, to help them keep the SFR Touch going every day, with their teams, including: quality clubs, briefings on service attitudes, etc

To get to know its customers as closely as possible, SFR conducts a monthly satisfaction survey: The SFR Pref'tracker The survey is used to measure how customer quality is seen by customers with other customers and to learn from this. In order to meet our ARCEP compliance obligations, we publish specific Quality of Service (QoS) indicators every year on our public fixed telephony services. In May 2012, SFR Customer Service secured the AFNOR NF Service – Customer Relations Centre certification.

	2010 Results	2011 Results	2012 RESULTS	Comments	OBJECTIVES 2013
Satisfaction rating from SFR Consumer Satisfaction Survey/ 10 (Ref GRI: PR5) - Mobile subscribers	6.5	6.6	**6.2**	-	**Monitoring indicator, no target.**
Satisfaction rating from SFR Consumer Satisfaction Survey/ 10 (Ref. GRI: PR5) - ADSL (sales)	6.9	6.8	**6.0**	-	**Monitoring indicator, no target.**
Satisfaction rating from SFR Consumer Satisfaction Survey/ 10 (Ref. GRI: PR5) - ADSL (technical)	6.1	6.1	**6.1**	-	**Monitoring indicator, no target.**
First-call resolution rate (in %) (Ref. GRI: PR5) Mobile subscribers	72%	78%	**78%**	-	**Monitoring indicator, no target.**
First-call resolution rate (in %) (Ref. GRI: PR5) ADSL (sales)	65%	72%	**73%**	-	**Monitoring indicator, no target.**
First-call resolution rate (in %) (Ref. GRI: PR5) ADSL (technical)	78%	85%	**69%**	-	**Monitoring indicator, no target.**
Consumer calls to Customer Service lost (in %) (Ref GRI: PR5)	18.80%	21%	**19%**	Change due to new measurement method.	**Monitoring indicator, no target.**
Percentage of consumer mobile phone complaints not handled within 5 working days (in %)	6%	18.90%	**21%**	-	**Monitoring indicator, no target.**
Percentage of complaints handled within less than one month	90%	89%	**62%**	-	**90%**

Year 2012 stands out for the sharp decrease in the percentage of complaints addressed within a 30-day timeframe. This was due above all to the significant increase in the number of complaints received in the first four months of the year, after the 4th operator came onto the French market.

During that period, many customers called in to voice their questions, reactions and/or desire to change operators.

In the face of this mushrooming activity, SFR made a number of adjustments (recruitment, training, etc.) so as to be able to respond to its customers while maintaining operational quality in line its own internal standards

From as early as July, the trend was bucked and the number of complaints processed within a 30-day timeframe returned to 82% over the Second Half.

FOR COMPANIES

Customer satisfaction is a commitment underpinned by our continuous improvement policy, and has given rise to:
• Service quality and customer relationship objectives and indicators adapted to and enforced in every part of the company,
• the related action programmes, so that customer satisfaction becomes a constitutive part of all SFR Business Team business practices.

The continual improvement policy is managed at the highest level of the company by the Board of Directors, which sets its strategic guidelines and priorities, guides its implementation and decides on the initiatives to be implemented. The approach draws upon the results of regular satisfaction surveys All of the quality issues reported are then brought up for review at the monthly Board meetings.
The Quality and Performance Director, a member of the Management Board, is responsible for and has authority to effectively implement the Quality Management System, his targets being to make it ever more effective and tighten the customer focus.

All SFR Business Team processes and commitments are audited over a three-year period. The external audits focus both on the Quality Management System (ISO 9001) as well as on the Services commitments (QUALICERT). Each audit is then written up in a report and triggers action plans. The process reviews and subsequent audits are used as progress reports on the improvement plans.
In 2012, SFR Business Team highlights in this area included:
• the creation of a customer experience approach by key point,
• the launch of operational transformation programmes,
• the optimisation and homogenisation of our Satisfaction and Performance measures,
• our repeated ISO 9001 and QUALICERT certifications
Overall quality targets for SFR Business Team in 2013 will be:
• to continue the customer experience simplification approach and alleviate irritation factors,
• to stabilise customer satisfaction by key point,
• to continue the operational transformation work-streams,
• to develop the service spirit in order to create an outstanding customer experience.

	2010 Results	2011 Results	2012 Objectives for reminder purposes	2012 RESULTS	Comments	2013 OBJECTIVE
Satisfaction rating on SFR Business Team performance/10 (Ref. GRI: PR5)	7.3	7.5	To achieve a rating above 7.5	**7.2**	The transformation workstreams initiated in 2012 have not yet yielded results. They are being continued and results are expected by 2015.	**7.2**
Lost call rate for SFR Business Team fixed and mobile Customer Service	4.80%	7%	10%	**7%**	Stable lost call rate.	**10%**
Percentage of complaints not handled. Handling times: within 10 days, with new timeframe announced	25% (15 days on Fixed – 10 days on Mobile)	23%	20%	**13%**	Improved complaint handling.	**20%**

CONTINUING OUR POLICY OF DIALOGUE WITH CONSUMER ORGANISATIONS

SFR's dialogue policy is based on three essential principles:
• lending an ear in order to improve our understanding of consumer expectations,
• respecting the opinions expressed by consumer organisations,
• transparency in explaining our services, constraints and decisions.

It is on this basis that we have been able to build trust-based relationships with consumer organisations over many years. In 2011, SFR met on several occasions with the national representatives of consumer organisations.

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 RESULTS
Number of exchange and information sessions with the associations (Ref. GRI: S01)	12	17	To continue engaging in dialogue and consensus-building with consumer organisations, in line with our policy.	20	-	20
Number of consumer associations met	15	13		15	-	15

AN ANNUAL MEETING WITH THE SFR EXECUTIVE MANAGEMENT TEAM

SFR went over its performance in 2011 and shared the challenges for 2012 This included issues such as the market and innovation, network investments, quality, customer satisfaction and the social and environmental responsibility of the company The meeting was also an opportunity for consumer organisation representatives to express their points of view and ask questions freely.

SEVERAL ROUND TABLES WERE HELD OVER THE YEAR, TO DISCUSS CURRENT ISSUES

These regular meetings brought together company experts and made it possible for them to engage in ongoing and constructive dialogue with the organisations Ever attentive to their questions and reactions throughout the year, SFR used these meetings as an opportunity to report to the organisations on how their expectations had shaped Company policies.
In this regard, SFR unveiled:
- its new offers (Formules Carrées packs/RED offers) and services (Services Carré, parental control solutions, personal data protection, etc.)
- the customer quality approach applied by the Company, with the visit to the Customer Service site in Massy,
- the latest technological innovations and interactions between each environment (ADSL/*smartphone*/notepad/*cloud computing*…).

MEETINGS WITH LOCAL BRANCHES

Local meetings are also organised when requested by consumer organisations or at the initiative of SFR

Dedicated information resources are also made available to organisations: a toll-free line for use by consumer organisations, a newsletter and special consumer pages on the sfr.com website designed to enable organisations to access useful information easily.

For more information:
http://www.sfr.com/associations-de-consommateurs

PARTICIPATION IN CONSENSUS-BUILDING EFFORTS WITH CONSEIL NATIONAL DE LA CONSOMMATION

In 2012, SFR was particularly intent on ensuring due enforcement of the three opinions issued in late-2011, on making mobile data offers and pricing in the electronic communications sector clearer, in particular with regard to the conditions under which the terms "unlimited" and "24/24" are to be used
In December 2012, DGCCRF, 12 consumer associations and 18 operator brands (including SFR) jointly signed a press release on the actual implementation of the opinions on unlimited mobile Internet offers, with before/after examples effectively illustrating the progress which this process has enabled Link to press release: http://www.fftelecoms.org/articles/bilan-positif-de-lutilisation-du-terme-illimite-par-les-operateurs-mobiles

PARTICIPATION IN FÉDÉRATION FRANÇAISE DES TÉLÉCOMS' COMMISSION ON CONSUMER ACTIVITY

These consensus-building meetings run with the consumer associations are held to address associations' information needs, call their attention to new issues and, last but not least, to share viewpoints.

Some of the strides made in 2012:

- an agreement was reached between Federation operators and consumer organisations determining legitimate grounds for contract termination and the related written proof required
- standard wording was adopted and made mandatory for all operations when informing consumers of mobile locking mechanisms and reminding them of the free unlocking option available on terminals after three months of ownership,
- Association Française de Multimédia Mobile issued the first results of its Professional Ethics Committee and the initiatives engaged by operators where consumer protection in service use is concerned (sms+, Internet+, Gallery, etc.). An information website was launched for consumers interested in learning more about common uses: http://www.infoconso-multimedia.fr/
- the first economic study on the telecoms sector and the taxation systems governing it was presented to consumer associations.
Read a summary of the Consumer Activity Committee's findings in 2012, at the Fédération Française des Télécoms website: http://www.fftelecoms.org/articles/les-travaux-de-la-commission-consommation-en-2012

PARTICIPATION IN THE WORKING GROUP ON TRANSPARENCY IN TRAFFIC MANAGEMENT PRACTICES

Initiated in 2012, this working group's meetings brought together the operators, the French authority for fair competition DGCCRF, ARCEP, the DGCIS and consumer organisations, and will continue in 2013. They are in charge of identifying solutions so that traffic management measures are made more transparent and so that users can have a better understanding of Internet-access offers or offers for content, services and applications via the Internet.

IMPROVING TRANSPARENCY IN CONSUMER INFORMATION

FORMULES CARRÉES AND SERVICES CARRÉS: CLARIFIED, SIMPLIFIED OFFERS

In 2011, SFR put eight commercial offers on the market, with 14 price packages, through the Formules Carrées.

Today, SFR operates with a single sales offer, under which customers can choose between seven price packages: the new Formules Carrées.

Not only have the offers have been simplified, but the related services have been made clearer, through the Services Carrés, modulated depending on the offer (three service levels: Silver, Gold and Platinum). Comprehensive, clear information about the services connected with each offer and, where applicable, pricing terms for the services not included, is developed as a matter of standard procedure at all subscriber contact points.

All SFR offers are now available with or without commitment, and with or without mobile device.

This illustrates SFR's continuing commitment to transparency and simplification in the consumer relationship and its sales policy initiated in 2010.

FREE CONSUMPTION TRACKING

Since 2003, SFR has been working with its customers to help them better manage their mobile use levels and make pricing transparent. Offered as an additional service initially for a charge but now free, this option makes it possible for customers to track their consumption levels from their online personal area.

In addition, upon simple request, they can receive real-time information from the customer relations teams working in the stores or from the phone centres, about their consumption, in the form of e-mails, such that they can read the content more closely.

CLEARER BILLING

With the new billing format for mobile subscribers rolled out in March 2012, customers now enjoy a monthly summary that is much easier to read and understand, as the satisfaction surveys carried out each month have confirmed: customer satisfaction with the "simplicity and clarity of billing" has significantly increased, while the volume of calls to the Customer Service department for information about the bill has sharply decreased.

INTERNET USE TRACKING WHEN ABROAD

In order that consumers can better manage their Internet service billing, SFR rolled out a new service known as 'Info Conso' in 2012. It makes it possible for customers to keep track of their consumption levels in real-time while abroad, via mobile phone or an sfr.fr Customer Area, thanks to an alert sent out every €45 and Internet use frozen at €60. For more information: http://www.sfr.fr/telephonie-mobile/services-options/international/depuis-etranger/abonnes/maitrise-conso

MANAGING COMPLAINTS

Customers wishing to file a complaint are directed to a 3-tier complaints procedure Customer Service, then the Consumer Service Department, and lastly the Médiateur des Communications Électroniques ombudsman service. SFR customers are informed of this procedure in their contracts (general terms of subscription), on the sfr.fr site and in each monthly bill.

It should be reiterated that, in accordance with current regulations, if Customer Service fails to respond to a customer complaint within one month, the subscriber may appeal directly to the Consumer Service Department.

CONTRACT TERMINATION

SFR wishes to make the lives of its customers easier. Since 2009, it has thus accepted mobile subscription terminations in a single call to the customer service centre, and since 2012 offers the same for ADSL. Once the caller's identity has been verified, the termination request is recorded and a confirmation letter sent out.

In addition, in 2011, SFR instituted a fee computation tool in the event of mobile subscription termination, so as to enable greater transparency in this area.

DESIMLOCKING

Some consumers are not aware that terminals can be locked and this can raise questions for them when they decide to change operators while keeping their telephone. The member operators of Fédération Française des Télécoms have decided to take coordinated and strong-willed action to ensure that consumer information is perfectly clear and uniform, whatever the operator, as concerns mobile telephone locking, the resulting consequence and the desimlocking process. It is for this purpose that they have adopted a single, standard statement to be used by all operators in their communications material, to inform consumers about the desimlocking mechanism. http://www.fftelecoms.org//articles/verrouillage-des-telephones-renforcement-de-linformation-des-consommateurs

	2010 Results	2011 Results	2012 Objectives *For reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of rulings in which false advertising was found (in %) (Ref. GRI: PR7)	0	0	To maintain a high level of vigilance with regard to advertising content	0	-	**Monitoring indicator, no target.**

IMPROVING CUSTOMER PROTECTION

FIGHTING MOBILE SPAMMING

SFR continues to fight spamming by SMS through:
• a specially-created operational task force in charge of parsing and analysing spam reports received at the Fédération Française des Télécom 33700 hotline
• a committee that decides monthly on penalties applicable to publishers of toll numbers used in SMS spam (reminder of law, official warning by certified letter, toll number cut off and, where the worst offenders are concerned, contract termination),
• a quarterly steering committee.

On 6 April 2012, SFR also rolled out a free SFR Anti-Spam application for all Android or Blackberry owners, regardless of whether they are SFR customers, which can be downloaded at http://www.sfr.fr/telephonie-mobile/services-options/services-smartphones/applications-sfr/sfr-anti-spam/. Using this tool, consumer scan filter SMS and voice spams (false missed calls that urge the recipient to call back a number at a higher price) have them saved to a distinct file. The application also facilitates reporting of inappropriate communications, free of charge, to 33700, making it possible in a single click.
SFR also plays an active part in the Fédération Française des Télécoms 33700 working group set up to combat SMS text and voice spam.
SFR also fights e-mail spamming and phishing as an active member of the Signal-Spam association of public and private players involved in combating unsolicited e-mail.

PROTECTING YOUNG PEOPLE MORE EFFECTIVELY

Dedicated to protecting youth, SFR takes more and more action each year to support parents and help them understand digital practices and protect young people as they use connected equipment.
SFR goes beyond regulatory requirements in terms of parental controls by providing parents with two levels of protection for their young children:
- the Contrôle Parental (Parental Control) system designed essentially for parents of teenagers,
- and Contrôle Parental Renforcé (Parental Control Plus), which is more commonly used by parents of younger children.
SFR was the first operator to have turned away from full Internet black-out, but rather a filtering solution, so that the youngest users can continue to enjoy the Internet, all the while benefiting from an optimal level of security.

In 2011, SFR became the first French operator to launch a mobile parental control system, which filters all Internet content, and offers a specific portal so that the youngest users can still surf. In 2012, the portal's *whitelist* grew from 100 to 800 sites, with an audience of 283 000 pages views over the year.
For fixed services (ADSL broadband/cable): parental control is a piece of software to be installed on a computer (versions compatible with both Windows and Mac). The service is available in junior mode (based on a 'white list' that allows access only to gateway sites specifically designed for children) and a teenage mode (based on a 'black list' that allows access to all content except that specifically barred, e.g. sites containing pornography, stirring up racial hatred, advocating drug use, encouraging suicide, etc.) In 2012, parents and younger users alike were offered an enhanced user experience, with the Junior Portal reworked, the graphic identified adjusted and content optimised.
Also in 2012, SFR launched a solution that makes it possible for parents to determine when and for how long their children will go online. Very simple in interface, the service makes it possible to manage all equipment in the household connected either to the Neufbox through Wi-Fi or wire connection, by setting Internet access hours specific to each piece of equipment This service comes in addition to Parental Control, which is used to limit content. In 2013, access control will be upgraded with new functionalities.
For more information: site sfr.fr rubrique sécurité
SFR has produced a guide for parents on Mobile and Internet Use in younger generations, to respond to their questions as well as offer them some rules of thumb for making content-control decisions, free of taboo and convention. The guide is available for download at sfr.fr, in the Parents section.
In addition, an information brochure about the Parental Control solutions offered is available at all SFR points of sale.
To take its commitment further, SFR provides financial and information based support for organisations and events that encourage the protection of young people (through financing, information centres, etc.) SFR also relays events and initiatives such as those supported by the AFA (the French Association of Internet Access and Service Providers) and the '119 allô enfance en danger' helpline for abused children. Half of all the profit made from the SFR mobile phone recycling scheme is donated to La Voix De l'Enfant, a longstanding SFR partner, which takes action to help abused children. In 12 years' time, the partnership has made it possible to fund the opening of 50 new medical-legal walk-in centres. SFR also partners Media Smart, an education programme about advertising and the media, for children 8 to 11, their teachers and their parents (www.pubmalin.com).

PROTECTING THE CONFIDENTIALITY OF CUSTOMER DATA

The developments shaping our society have also made the world of information technology one of the prime targets for ill-willed individuals. The risks exist (industrial espionage, unfair competition, spying and piracy) at the governmental and individuals levels, but the most avidly-targeted prey today is the business world. It is thus vital that every company take care to tightly secure its IT and telephone systems and thus effectively protect its data.

SFR's role in ensuring mobile and electronic communications security

SFR takes action from early in the communication chain by securing its Voice and Data networks and services platforms (MMS, SMS, e-mail, etc.), by protecting the communications and content transiting its infrastructures, by ensuring traceability in accordance with its legal obligations and by blocking the SIM cards of phones reported to be stolen. SFR also offers its business users a range of additional services, such as e-mail encryption, anti-spam filters and remote content deletion.

As part of its security policy, SFR anticipates the arrival of new technologies and their associated applications, e.g. mobile payment services, e-ticketing and secure hosting of mobile phone embedded applications

In-house, SFR offers 5 different employee education resources to raise awareness of these issues and ensure that current legislation is applied:
- employment contracts,,
- Company regulations,
- the company Code of Ethics and Commitments signed by the Chairman,
- the Charter on Information Security signed by the Chairman,
- a special department dedicated to warning and advising teams on data protection issues.

In 2012, it confirmed its approach in the Company Plan, which establishes the security and confidentiality of customer data, as a fundamental common to all employees.
In addition, 100% of the employees are invited to follow the e-Learning module, 'Information Security. New employees are convened to the training sessions as part of standard procedure.

Access traceability and data use

SFR has also introduced system tools to analyse and trace access to our customers' sensitive data. Wherever we detect a potential issue, we investigate. Wherever fraud is proven, we take action that may extend as far as dismissal. By end-2010, full traceability was available in the Office Systems and Mobile Customer Service environments. It was extended to Fixed Customer Services in 2011. In 2012, the project came to a close, with the coverage of the SFR Business Team scope.
The Information Security and Fraud Department coordinates an annual schedule of internal and external audits as the basis for improving its processes. These audits are conducted to:
- verify the Security and Fraud risk management processes already in place,
- assess the security systems in place for effectiveness.

These audits cover not only SFR internal business lines, but also the relevant business lines and management processes of our partners. 37 Security audits were conducted in 2011, covering IS, Networks and Products Any action plans introduced as a result of audit findings are monitored by the business lines involved.
SFR makes security recommendations to its customers at sfr.fr.
In some cases where abnormal traffic levels are detected, SFR informs the customer concerned that they are the victim of piracy, and recommends appropriate corrective and preventive measures For this purpose, a specialist unit provides permanent threat monitoring and implements the associated corrective plans
In addition to its general policy guidelines on Information Security, SFR Business Team has set out an approach applying to its corporate clients and structured along three lines:
- marketing line upstream, which makes it possible, from the design stage, to define and, thereafter, incorporate the safety criteria from the customer's perspective into our offers,
- an organisation line, around general governance, which applies the safety criteria concretely, to each of the offers when they are designed,
- an operational line, the aim of which is to ensure that the safety commitments are upheld, by enabling us to manage safety.

In order to optimally hone our security response system to the risks of the outside world, SFR Business Team has developed an Information Security Management System and will seek ISO 27 001 certification for it in 2014.

Raising employee awareness about information protection

In December 2012, SFR's Anti-Fraud and Information Security Department held a conference at its headquarters in La Défense, addressing the topic, "Information Security in Companies: Decoded!" The conference was run by the DCRI, the Directorate for Domestic Intelligence, operating under the French Ministry of the Interior and inside the National Police Directorate. It focused on such topics as averred information leaks in companies, concrete cases of cyber-attack and recommends for fighting back. The Conference was attended by 250 people.

A focus on business customers

In 2012, the SFR Business Team received accreditation to host customer applications and manage personal data, via its "Service Infrastructure *Cloud*" and "Hosting-Hébergement dédié" services, which further attest to its determination to become one of the leading players in e-health. SFR can now provide public and private healthcare sector players with highly-secure and confidential hosting, storage and connectivity solutions.

In 2012, SFR Business Team enhanced the data securisation for its customers by launching several new offers.

With "Service Internet Sécurisé Expert" (SIS) our customers can protect their data sharing and secure their online transactions.

An Anti-DDOS *Cloud* Security service offers the opportunity to secure Service platforms and the sites hosted on the SFR.*Cloud*

SFR Business Team has also rolled out a SFR OTP solution (*One Time Password*) solution for its customers, a further step in user authentication.

	2010 Results	2011 Results	2012 Objectives for reminder purposes	2012 RESULTS	Comments	2013 OBJECTIVES
Employee education about CNIL deadlines	2,000	Awareness-raising and training about security for technical teams - 200 Network employees received awareness-raising. - 50 Network employees trained - an awareness-raising and training system for IT teams	- To provide awareness-raising to 200 IT employees and train 50 IS employees. - To establish and deploy a "Sensitive Data" Directive: minimal safety and confidentiality rules applicable to our customers' data. - To set up a general physical system for calling attention to and raising awareness about confidentiality protection. - To set up an Intranet site dedicated to information security, with access from the *Home Page*.	**700**	-	**700 additional employees.**

GUARANTEEING BUSINESS ETHICS

The image of SFR in the minds of the public in general, and our customers, partners and employees in particular, is determined in large part by the way we behave, what we do and the attitude of everyone across SFR. By behaving in ways that reflect and deliver on the commitments made by SFR Group, everyone in the business makes an individual contribution to shaping our corporate social responsibility. Integrity is what spurs us to abide by our values and conduct our business responsibly, transparently and ethically in ways that perpetuate our growth.

SFR Group has adopted a set of principles that govern its behaviour and actions; principles that could be summed up as complying with legislation, regulations and the commitments specific to SFR.. These principles are encapsulated and formally stated in our Code of Ethics and Commitments.

This Code attests to our stated commitment to ensure uncompromising compliance with legislation and regulation, and more specifically, with:
• anti-competitive practices,
• corruption and fraud,
• the rules inherent to intellectual property,
• the use of sub-contractors, and a commitment that goes beyond legal requirements, grounded in SFR-specific principles.

For more information: http://www.sfr.com/nous-connaitre/publications-sfr/04262013-1541-code-ethique-et-engagements-sfr

A range of initiatives have been instituted to ensure that this Code is enforced, such as creation of a support and assistance structure and training for new employees just entering SFR. To make the measures in place even more effective, follow-up training sessions are held to maintain employee awareness of the issues in competition, business ethics and unauthorised bargaining are planned. For instance, unauthorised bargaining is addressed through a training session entitled, "What is proper behaviour in supplier relations?".

Such training sessions also offer a response to those employees who may potentially find themselves in ethically-ambiguous situations. SFR makes sure that all key managers within the Group receive training dealing specifically with Code enforcement, after which they are responsible for educating their teams on the same. In addition, they are expected to set an example at all times, promote the principles and commitments found in the Code, and ensure that these principles are upheld and followed by their teams. In addition, a specific section of the Group intranet is also devoted to these issues, and team seminars are held to discuss and consider them.

DETERRING ANTI-COMPETITIVE PRACTICES

Anti-competitive practices are the focus of special attention within the SFR Group. In operational terms, our commitment can be summarised as follows:
- Ensuring mutual respect of the principles of loyalty in all our relationships with industrial and business partners.

- Abiding by the following and ensuring that our employees do the same:
• the rules relating to competition by ensuring the adoption of behaviour and actions that involve no anti-competitive practice whatsoever;
• the rules relating to subcontract working, and particularly those that prohibit:
    - unauthorised bargaining,
    - unlawful loan of labour;
• the rules inherent in intellectual property, ensuring compliance with industrial, intellectual and artistic property rights by prohibiting the unauthorised distribution of works, documents, software and any other materials protected by artistic, intellectual or industrial property rights.

PREVENTING INSIDER TRAINING AND PASSIVE AND ACTIVE CORRUPTION

As part of its prevention policy, SFR has made commitments to prevent insider dealing and the inappropriate use of confidential or privileged information by making all its employees aware of these issues and by training the SFR Group managers in the formal prohibition of using privileged or confidential information of which they become aware in order to conduct or enable, whether directly or through intermediaries, any transaction forbidden by law in a regulated market or to act in such a way for their personal gain, that of a third party or, more generally, for speculative purposes. This principle was established especially in response to any share purchase or sale transaction relating to the exercise of share options allocated to employees, which are subject to precise conditions set by SFR. Details of these terms are available from the legal department.

SFR is also committed to respecting the following and ensuring that its employees do the same:
- all legislation prohibiting active and passive corruption,
- all legislation relating to the funding of political activities:
• forbidding the acceptance of any reward or benefit regardless of nature, or the acceptance of any gift (other than those of purely symbolic value) from any third party involved in a business relationship with SFR. The same principle applies to rewards, benefits or gifts made by an employee to any third party involved in a business relationship with SFR,
• ensuring that our partners give their commitment to complying with such legislation in respect of their relationship with the SFR Group.

PROMOTING RESPONSIBLE PURCHASING

In 2012, SFR consolidated its responsible purchasing policy.
After the foundational work carried out in 2010 and 2011, which led to the institution of an CSR assessment methodology, our suppliers (approximately 150 suppliers integrated), SFR initiated a reassessment campaign for already-scored suppliers in late 2012, adding new suppliers as appropriate. In total, 90 suppliers underwent first-time or repeat assessment in 2012 on CSR criteria. More than 160 suppliers are now monitored on their CSR practices.
The initiatives instituted during previous years have been maintained: the CSR score is incorporated into the supplier's overall assessment, an additional CSR clause is included with all contracts, training and awareness-raising about best CSR practices are provided to all purchasers.

In the current environment, the Purchasing Department continues to carefully track SFR's degree of dependency on specific suppliers for its business. When the dependency rate becomes too high, discussion is requested with the supplier to determine how to return to a situation that is also acceptable for our partner.
Last but not least, the Purchasing Department continues to promote its solidarity-building approach. In 2012, orders placed with sheltered companies increased by approximately 30%, in value terms, compared to the previous year.

SUPPORTING AND ASSESSING SUPPLIERS ON THEIR CSR PERFORMANCE

	2010 Results	2011 Results	2012 Objectives for reminder purposes	2012 RESULTS	Comments	2013 OBJECTIVES
Number of suppliers assessed on CSR	47	50	-	90	This increase is due to the fact that we re-assessed suppliers in 2010 and 2011 in addition to the new suppliers required in 2012.	**To focus on the main weaknesses identified through supplier assessment**
Percentage of TOP 100 suppliers assessed	80%	85%	-	85%	TOP 100: 85% of total Purchasing turnover	**To update the oldest assessments and ensure that communication on CSR directed at those suppliers not found compliant.**

TO COMMIT IN FAVOUR OF THE SHELTERED SECTOR

SFR has long been committed to supporting the sheltered sector, demonstrated for instance by the regular increase in the turnover it directs to sheltered companies.

	2010 Results	2011 Results	2012 Objectives for reminder purposes	2012 RESULTS	Comments	2013 OBJECTIVES
Turnover earned with the sheltered sector (in € before tax, excluding beneficiary units)	€1,745,238	€2,800,000	To reach €3 M	**€3,600,000**	-	**To reach €3.6M**

SUPPORTING RESEARCH

After supporting the Fondation Santé & Radiofréquences (from 2005 to 2010) for five years, SFR has begun financing research in the field of radiofrequencies and health through the new mechanism created by the public authorities in 2011. The French Food, Environment, Health and Occupational Safety Agency, which has taken over the responsibilities of the Health and Radiofrequencies Foundation, is responsible for evaluating risks and developing scientific and technical research programmes in this field An updated version of its 2009 Report, expected in 2012, has been postponed to mid-2013.

SUPPORTING RESEARCH ABOUT "RADIOFREQUENCIES AND HEALTH"

	2010 Results	2011 Results	2012 Objectives for reminder purposes	2012 RESULTS	Comments	2013 OBJECTIVES
Supporting research on the possible effects of radiofrequencies on health	2010 marked the end of the five-year period of funding for the Fondation Santé et Radiofréquences, and the introduction of new funding mechanisms to be implemented by the relevant public authorities. The French Food, Environment, Health and Occupational Safety Agency (ANSES) has now taken over all the missions of the Foundation. Funding for a thesis on dosimetrics	Contributed to research funding under the new mechanism Participated in ANSES dialogue structure	To continue supporting research and knowledge dissemination	**To contribute to research funding under the new mechanism** **To participate in the ANSES dialogue structure**	Under Finance Act n°2010-1657 dated 29 December 2010 and the corresponding enforcement decree, ANSES receives an annual subsidy of €2M from mobile telephone operators to fund research on radio-frequencies. Funding for a thesis on dosimetrics.	**To continue supporting research and knowledge dissemination**

SUPPORTING THE DEPLOYMENT OF MOBILE PHONE MASTS

Where the installation of mobile phone masts is concerned, SFR adopts an approach based on detailed information and consultation with stakeholders, under the 'Guide des relations entre communes et opérateurs' (Guide to relationships between local communities and operators) developed and signed by the French Mayors Association (AMF) and the French Mobile Operators Association (AFOM), and looks forward to the results of the research jointly undertaken by the Ministry of Ecology and ANFR (the National Frequencies Agency). The regional technical teams of SFR remain involved at all times.
For more information: www.mobile-et-radiofrequences.com

CONTINUING ELECTROMAGNETIC FIELD MEASUREMENTS

In 2012, the French National Radio Frequency Assignment Agency (ANFR) rolled out the new version of its website, cartoradio.fr, which offers optimised access to the results of its electromagnetic field measurements to date across the nation, along with the location of every radio frequency transmitter (radio, television, mobile telephony and private networks).
For more information, visit www.cartoradio.fr

	2010 Results	2011 Results	*2012 Objectives for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of electromagnetic field measurements by SFR	586	507	To refer the requests for measurements to the new process implemented by the State and monitoring to ensure it is duly addressed.	427	The drop in electromagnetic field measurements may be ascribable to the change in ANFR's measurement protocol, the latest version of which (V3) has been in use since September 2012, but still requires further adaptation time for the control laboratories. The new measurement system, which is supposed to now be the responsibility of ANFR, is still not operational. Until it can be fully implemented, SFR continues to review the measurements on a case-by-case basis…	**To refer measurement requests to the new process implemented by the State and ensure they are effectively fulfilled**

TO CONTINUE INFORMATION REQUESTS REGARDING THE DEPLOYMENT OF MOBILE PHONE MASTS

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of information sessions about health	316	372	While awaiting the introduction of new information and consultation mechanisms by the relevant public authorities in 2011, SFR continues to comply with the commitments set out in the 'Guide des Relations entre Opérateurs et Communes' signed with the Association of Mayors of France (AMF).	579	The information and consensus-building efforts being carried out in the Round Table talks on radiofrequencies, health and the environment, have still not come to a close. Pending those conclusions, SFR's regional technical teams continue to be frequently called upon by stakeholders for responses. They respond with support to the deployment teams, supporting their projects, and also continue to be the preferred contact points for local governments during charter negotiations.	**Until such time as the consolidated governmental report following the round table on "radiofrequencies, the environment and health" is published (expected in mid-2013), SFR is dedicated to abiding by the commitments made in the Guide to Relations between Operators and Local Communities, signed with AMF.**
Number of health-related letters handled by SFR	382	128		161	The written requests received are most often electronic or postal requests on the topic "mobile telephony and health", whether with regard to mobile phone masts or mobile terminals.	

IMPROVING CUSTOMER INFORMATION ABOUT MOBILE PHONES AND HEALTH

Consistent with the principles of vigilance and transparency, SFR is continuing its information initiatives toward its Consumer and Business customers.
It disseminates the profession's brochure on "My Mobile and Health" through various channels (points of sale, mobile telephone packs, etc.), and provides comprehensive, up-to-date information on its sites (both commercial sites www.sfr.fr, www.sfr.com, www.sfrbusinessteam.fr and topic-specific

www.mobile-et-radiofrequences.com,). In 2012, SFR also released a collection of 10 new educational fact sheets, produced with the FFT (Fédération Française des Télécoms) on the topic "radiofrequencies and health". More generally speaking, SFR relays precautionary advice on how to reduce exposure to radio frequencies through the use of earpiece kits (supplied free of charge in all SFR packs).

	2010 Results	2011 Results	*2012 Objectives for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of FFT/AFOM "Mon mobile et ma santé" leaflets circulated (in millions)	8.4	6.8	To continue disseminating the "Mon mobile et ma santé" leaflet in all SIM card kits.	5	100% of SIM card kits include the leaflet "My Mobile and My Health".	**To continue disseminating the brochure "My Mobile and My Health"**
Number of earpiece kits distributed by SFR in SFR packs and phone-only (in millions) SFR packs + phone-only	6.6	6.3	To continue providing earpiece kits in all SFR packs.	5.5	100% of SFR packs include an earpiece. SFR is also dedicated to promoting use of the earpiece as a means of mitigating exposure. The pictogramme specially designed to illustrate this recommendation now appears in most of the sales brochures	**To continue providing earpieces in all SFR packs**

IMPROVING AWARENESS-RAISING FOR OUR SALES FORCES AND EMPLOYEES

In addition to the normal range of employee training initiatives, SFR has developed online training on the topic of radiofrequencies and health for its retail network sales staff, so that they can better answer customer questions.. The "Business" Sales force is also the focus of awareness-raising efforts. In 2013, the SFR Business Team will set up an e-learning module on "Mobile and Health" for its internal and external sales teams.

	2010 Results	2011 Results	*2012 Objectives for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of employees trained on health policy	214	181	To continue training employees and sales staff, in particular using the specially-developed quiz	237	-	**To continue training for employees and sales staff, using in particular an new version of the specifically-developed quiz**
Number of sales staff having taken part in the "radiofrequencies and health" quiz	3,865	1,436		1,703		

OUR CHALLENGES
FOR A MORE UNITED WORLD

Within the digital economy, SFR sees itself as having a distinct aspiration: to serve as a "digital elevator" for upward movement, with digital technology the driver for individual and collective progress.

AN HR POLICY AIMED AT EQUAL OPPORTUNITY

SFR has made equal opportunity and non-discrimination central to its Human Resources policy Its commitment was singled out by the Diversity Label in end-2010 – confirmed by a mid-way audit by AFNOR in 2012 – and continued through all of its HR initiatives, in a continuing progress approach.

SFR drives its policy in favour of equal opportunity and against discrimination, informed by close dialogue with the industrial partners, and has signed several company-wide agreements as a result of this, including, in 2012, its 4th three-year agreement fostering employment for the disabled.

Another priority of our CSR policy on social affairs is integration Since 2009, SFR has been actively committed to work-study internships, and hires over 500 young people each year on combined contracts of this kind, or more than 5% of the total headcount. Similarly, SFR has also committed to diversifying its recruitment sources, by stepping up the recruitment of young work-study trainees from the University and working-class neighbourhoods.

TAKING ACTION FOR A MORE UNITED SOCIETY

More than a technological change, the digital revolution has deep impacts on society, the economy and lifestyles. It opens up entirely new opportunities: digital is the new driver of social progress, such that the social ladder has become the digital ladder.

However, because the digital revolution can also bring with it a new divide, we make the further commitment that no one is left by the wayside and that everyone can – not only climb the digital ladder – but indeed step into the digital elevator.

In order for the digital revolution to be of benefit to everyone, whatever their circumstances, SFR committed in 2012:
• extending the solidarity-building telephone programme set up with Emmaüs Défi, which has already made it possible for 2,100 people living in unstable conditions to remain connected;
• working through Fondation SFR to support 140 associations active on the ground to foster equal opportunity, in particular for the elderly;
• developing tailored offers and services for disabled individuals,

Total headcount and breakdown by gender and age

Total headcount: 9,990
Breakdown by gender: 5,935 men and 4,055 women
Breakdown by age:
■ under age 25: 515
■ 25 – 34 yrs: 2,636
■ 35 – 44 yrs: 4,651
■ 45 – 54 yrs: 1,820
■ 55 yrs and above: 368

8 "MORE UNITED" CHALLENGES

WITH RESPECT TO OUR EMPLOYEES
■ **FOSTERING THE PROFESSIONAL AND PERSONAL DEVELOPMENT OF OUR EMPLOYEES**

■ **ENSURING THE HEALTH AND SAFETY OF OUR PEOPLE**

■ **FOSTERING SUSTAINABLE EMPLOYMENT AND PROMOTING THE INTEGRATION OF YOUNG PEOPLE**

■ **PROMOTING SOCIAL DIALOGUE AND COLLECTIVE NEGOTIATION**

■ **PROMOTING DIVERSITY AND EQUAL OPPORTUNITY**

WITH RESPECT TO SOCIETY
■ **BRIDGING THE DIGITAL DIVIDE**

■ **DEVELOPING GOOD CITIZENSHIP**

■ **CONTRIBUTING TO ECONOMIC GROWTH AND JOBS IN THE AREAS OF WHERE WE OPERATE**

FOSTERING THE PERSONAL AND PROFESSIONAL DEVELOPMENT OF OUR EMPLOYEES.

FOSTERING THE DEVELOPMENT OF OUR PEOPLE

In order to contribute to the Company's success, the Human Resources Department (DGRH) is responsible for anticipating changes in the profession and skills requirements, attracting talents and securing their loyalty and developing its employees. It works with employees along their career path and as they put together their career plan, taking into account their expectations, the Company's needs and those of the market. To achieve this, the DGRH supports the Group's strategy by offering plans in line with the Company's operations, tailored to sector developments and, secondly, giving employees the chance to make their experience at SFR an enriching, decisive step along their career path.

Career and Skills Management

SFR operates a constantly-changing market and this has an impact on its businesses. To remain competitive and agile in such a changing environment, the Company must anticipate the skills requirements of the future. It is for this purpose that it signed, in 2010, a Career and Skills Management Agreement (GCC) which states the resources and tools for anticipating the company's developments and its skills requirements. Through this agreement, SFR committed to foster its employees' professional development and guarantee their employability.

Encouraging mobility

SFR has set up a career management programme focused on skills, which in turn facilitates inter-job mobility The HRD function is responsible for creating the conditions that encourage the skills development required to provide maximum support for personal development and the success of the company. Every employee can view vacancies online and apply online. Further to its reorganisation project, SFR committed to providing more internal mobility support resources so that internal redeployment could be offered first to those employees in a job category affected by the change and interested in taking part in mobility. The actual resources and procedures are currently the focus of negotiations with the industrial partners.

Training

2012 followed in the footsteps of 2011 where training was concerned: two record-high years with access rates exceeding 85%, nearly 300,000 of training provided, quality recognised across the workforce [satisfaction levels reached 85% while NPS (Net Promotor Score) amounted to +52] and a well-managed budget (more internal training, optimised usage of OPCA funds, a drop in absenteeism and renegotiated costs with the training organisations). Nearly 700 professional upskilling periods were initiated and/or terminated.

Priority was placed on job training, project management and general

management. The job training programmes enjoyed the full benefit of the professional up-skilling periods, the most extensive being focused on the network and the customer relationships. New skills were added to the job training sessions in response to the changing environment of the *business*, including *cloud* for the SFR Business Team. In 2013, the focus will be placed on very high-speed mobile and fibre, in line with SFR's strategic core issues for the year.

Cross-cutting offers were simplified with 10 major skills themes. A large-scale management programme, aimed at boosting key management skills in times of uncertainty and profound change was deployed for all managers. The training formats continued to diversify: traditional in-class training, co-development workshops, training workshops and *blended-learning*.

The on-the-ground customer Xpérience immersion programme (in stores, at the customer service sites and at customer sites, for the Business Team) was extended to integration programme in which all new hires participate, and for the rest of the employees, was supplemented with a *blended-learning* workshop run by company managers (1,200 employees took part in the programme in 2012). In 2013, the on-the-ground immersion programme will be extended to internal mobility employees.

The procedure instituted to identify and correct gaps between different populations in access to training (managers/non-managers, men/women, seniors/other workers) proved effective, as the gaps were reduced once again in most categories.

Last but not least, employees were encouraged to make use of their individual training allotment under the DIF system via to key initiatives: automated registration and the launch of evening classes at year's end (planned in 2013), including at non-Paris sites.

SFR University

One year down the road from its launch, Université SFR, which has four founding objectives (to build skills, support the Company's development, create ties/ interaction points/dialogue and improve performance and attractiveness to customers) is gradually becoming a reality for all employees:
- access to conferences for all (more than 10 over the year, attended by over 2,500 people on-site or remotely, thanks to live webcasts).
- an one-week in-house event around the customer experience, jointly-designed with the operational teams and designed to bring to life the key stages of the customer experience for all employees (already more than 2,000 participants).
- more and more "HR Corners" to better support employees as they develop their career plan

A revitalised community of in-house trainers, with specially-tailored initiatives (convention in February 2012 and up-skilling through best practice sharing workshops and specially-tailored training sessions).

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Performance review and professional development reviews completed (EAD) (Ref GRI: LA11)	89%	89%	Monitoring indicator, no target.	**90%**	These were review meetings carried out during the 2012 Performance Review campaign (December 2012 and January 2013), referring to Year 2012.	**Monitoring indicator, no target.**
Number of mobility transfers	644	844	-	**732**	Definition of mobility.	**Monitoring indicator, no target.**
Number of in-house promotions	388	462	Monitoring indicator, no target.	**591**	Definition of in-house promotions.	**Monitoring indicator, no target.**
Percentage of employees trained / training access rate	76%	85%	To successfully ramp up Université SFR, open to all employees	**86%**	Steady increase for the last three years.	**80%**
Total number of training hours	249,996 h	288,784 h	-	**297,655 h**	Increase due to the deployment of large-scale job training programmes such as Fixed-Mobile convergence on the SFR Business Team Customer Relationship	**Monitoring indicator, no target.**
Percentage of payroll dedicated to training	4.38%	4.10%	-	**4.79%**	The increase reflects training provided to management and business training.	**4%**

FOSTERING A BETTER WORK/LIFE BALANCE

Discussions with the industrial partners in May 2011 led to the creation of a pilot programme on telecommuting, across a sample of 150 volunteer workers who, for 6 months, tested a variety of telecommuting options The experiment and the conclusions drawn from it, with respect to both testing employees and their managers, feed into the negotiations underway with the trade unions in order to reach an agreement on telecommuting.

SFR signed an agreement in July 2011 (date of effect 01/01/2012) to institute Time Savings Accounts (CET), which offer employees the opportunity to invest 7 days maximum each year (5 days' paid leave and 2 moveable RTT days) in a CET account and to transfer 5 days from the CET to their Group Pension Savings Plan (PERCO) maintained at SFR and matched by the company. The days saved into the CET can be used to compensate for unpaid leave days as provided for in the agreement (full-time parental educational leave, sabbatical leave or leave to set up or take over a business, etc.), in anticipation of retirement, or to build up pension savings on the SFR PERCO. Employees were able to place their days in the savings account of their choice.

After the supplementary health plan set up in 2010, a single prudential health insurance plan was opened up for all UES SFR employees on 1 January 2011. An additional clause to the Prudential Health Expenses agreement was signed on 28/12/2012 to extend the Health Expense Insurance Plan under SFR's Economic and Social Unit.

Ever-intent on helping employees achieve a better work/life balance, SFR has granted 100% of the requests to shift to part time status since 2010.

As of 1 September 2012, SFR instituted an 11-day 'parental leave' for employees living with a person of the same gender, in the event of childbirth or adoption. Provided they meet the seniority requirement of six months, they continue to receive full compensation throughout their leave period.

	2010 Results	2011 Results	2012 Objective *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of employees taking paternity/parental leave following the birth of a child (in %)	269 employees, or 78%	343 employees, or 84.90%	Monitoring indicator, no target.	**96%**	-	**Monitoring indicator, no target.**
Number of employees taking advantage of child-raising leave / number of employees eligible (in %)	753 employees, or 41%	775 employees, or 42.52%	Monitoring indicator, no target.	**39%**	-	**Monitoring indicator, no target.**

FOSTERING EMPLOYEE WELL-BEING IN THE WORKPLACE

SFR, a firm believer the sustainable development and good citizenship track, living conditions in the workplace go hand in hand with protecting the physical and mental health of employees and fighting all forms of violence in the workplace, while also contributing to company performance. 2012 will have been the year of the first meetings with the industrial partners, culminating in 2013 in an agreement on "Health and Well-Being in the Workplace", which would extend and complete the previous 2003 agreement on professional living conditions, the latter already including sections on preventing stress and moral harassment. These discussions came at a key point in the Company's history and, with it, that of the employees: the arrival of a 4th operator on the mobile telephony market, in January 2012, triggered a number of temporary measures, followed in late-November by an information-consultation process prior to a prospective company transformation, entailing an internal mobility plan and voluntary departures.

Existing alert and support systems and contact points at SFR

Employees who feel they have been a victim of harassment or discrimination or are faced with difficulties they cannot handle, they may turn to any of the following:

- all of the company's 'natural' internal players, in particular the managers and HR, who were trained in 2010 and 2011 to be vigilant and attentive in detecting situations entailing psycho-social risk and to actively listen to what employees have to see, as well as to take action on any difficult situation in the workplace,
- an in-house support and assistance unit for employees who have difficulty coping in their work environment;
- an external specialised telephone support unit, where SFR employees under psychological duress can speak to someone anonymously, at no charge The unit's hours were extended to 24/7 in December 2012, in order to make it easier for employees to open up about psycho-social issues and to help callers find avenues for overcoming their issues
- the alert and response procedure in the event of harassment, through which solutions are found within two months,

- the alert procedure in the event of perceived discrimination,

The report filing process and confidential alert processing procedure can be found on the Intranet. They include every guarantee of impunity for the filing party and the witnesses called upon in analysing the situation reported.

Psycho-Social Risks are incorporated into the Single Risk Assessment Document drawn up by SFR's UES (Economic and Social Unit). The document took into account the risks specifically related to the Voluntary Departure Plan analysed and presented in the information/consultation materials provided to the Committees on Health, Safety and Working Conditions at the relevant entities.

It also includes the reports from a national audit on working conditions, covering all employees, which was carried out as follows:

- a quantitative stage in 2010, with a questionnaire sent out. The response and participation rate (63%) attracted by the survey reflects both the interest and expectations which the vast majority of the staff hold, and provides an excellent indicator of staff involvement and attention to the workplace as a shared community,
- a qualitative stage in 2011 will be dedicated to issues identified through the questionnaire responses, thanks to individual interviews,
- reporting sessions in the Steering Committee in November 2011, January 2012 and June 2012, with employee representatives from the Committees on Health, Safety and Working Conditions (CHSCT), the trade unions and executive management, and the shared acceptance of situations which, in some cases, are experienced as problems and the avenues for remedying them,
- cross-cutting action plans and avenues for operational action by Management, officially received in early 2012 by the Steering Committees. Their application at the local level and specific action in response to the issues have been communicated to the teams by each Department and are monitored by the relevant CHSCTs.

Other case-by-case audits are carried out as well, taking a closer look at the issues reported by employee representatives or managers on the ground.

ENSURING THE HEALTH AND SAFETY OF OUR EMPLOYEES

SFR's policy on Health and Safety in the Workplace (SST) has given rise to a step-by-step process: identifying and assessing professional risks in the business, assessing the level of risk control (by identifying the individual and collective prevention measures implemented to remove or mitigate each identification risk), defining a Health and Safety in the Workplace Management Programme designed to mitigate the residual risks. The process can be concretely seen in two structuring documents: a single professional risks assessment document; and various risk prevention agendas specific to each SFR establishment. Training programmes on health and safety in the workplace are deployed each year, so that each manager and employee can be familiar with the risks connected with their operations and the procedures applicable.

Employees who feel they have been a victim of harassment or discrimination or are faced with difficulties they cannot handle, they may turn to any of the following:
- all of the company's 'natural' internal players, in particular the managers and HR, who were trained to be vigilant and attentive in detecting situations entailing psycho-social risk in particular through an awareness-raising programme on psychosocial risks for over the past two years.
- the alert and management procedure for situations of perceived harassment.
- the alert procedure in the event of perceived discrimination.

An external specialised telephone support unit, where SFR employees under psychological duress can speak to someone anonymously, at no charge.

Since December 2012, when a company reorganisation plan was announced, along with an internal mobility and voluntary departure plan (information/consultation process underway), this specialised unit has been available 24/7.

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of employees trained in safety (Ref. GRI: IO3)	2,835	2,596	-	**2,542**	-	**Monitoring indicator, no target.**
Occupational accident frequency rate (in %) (Ref. GRI: LA7) (number of occupational accidents entailing work stoppage* 1 000 000)/(number of employees*annual hours worked)	4%	3.35%	Below 4%	**1.5%**	-	**Below 4%**
Occupational accident severity rate (in %) (Ref. GRI: LA7) (number of days lost to occupational accidents*1000)/(number of employees*annual hours worked)	0%	0%	Below 0.1%	**0%**	-	**Below 0.1%**
Absenteeism rate (Ref. GRI: LA7)	5.31%	5%	Below 5%	**4.51%**	-	**Below 5%**
Safety audits at technical sites	1,542 7% of all SFR sites	-	4% of technical sites (small sites: mobile phone masts, etc.) and 100% of large technical sites (strategic sites, such as Net Centre, BSC sites).	**-**	-	**Monitoring indicator, no target.**

FOSTERING SUSTAINABLE DEVELOPMENT AND INTEGRATING YOUTH

SFR committed, in its Apprenticeship Charter, to increase the percentage of its total workforce formed by work-study interns to 5% by 2012. This commitment has been extended into 2013.

	2010 Results	2011 Results	2012 Objectives for reminder purposes	2012 RESULTS	Comments	2013 OBJECTIVES
Number of hires	-	-	-	**1,013**	New Grenelle II indicator.	**Monitoring indicator, no target.**
Number of dismissals	-	-	-	**91**	New Grenelle II indicator.	**Monitoring indicator, no target.**
Number of absentee days	-	-	-	**103,564**	In working days/new Grenelle II indicator	**Monitoring indicator, no target.**
Percentage of total workforce employed under fixed-term contracts as at 31/12, (Ref. GRI: LA1)	91%	92%	-	**93%**		**Monitoring indicator, no target.**
External turnover rate (Ref. GRI: LA2) = external *turn-over* rate on open-ended contracts/permanent open-ended contract force	6%	5%	-	**4%**		**Monitoring indicator, no target.**
Number of work-study contracts (apprenticeships + professionalisation contracts) as at 31/12 (Ref. GRI: LA1) (in %)	606 (6%)	557 (5.55%)	5%	**476 (4.75%)**		**5%**

PROMOTING SOCIAL DIALOGUE AND COLLECTIVE NEGOTIATIONS

SFR's belief in the importance of sustaining responsible and positive employer-employee dialogue shared by everyone in the company most recently came to life in 2012, with the signing of a specific agreement that restates the importance of constructive, dynamic social dialogue at all levels of the Company. The rules established in this agreement applies to all stages of social dialogue, both in individual relations and collective relations. These past few months stood out most of all for the professional elections of employee representatives and works council members, held in November 2012, the continuing efforts to harmonise the company regulations following the different mergers that took place (on-duty times, working hours, compensation structures, etc.), negotiations for instance on an agreement on distance working or the signing of an agreement in favour of disabled workers.

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of agreements signed with trade unions over the course of the year	11	12	To finalise the new professional elections.	12	-	**To successfully establish the new organisation with the industrial partners**
agreements on pay	4	5		3		
agreements on health, safety and working conditions	2	3	To initiate the agreements on Diversity (disabilities, gender equality in the workplace, telecommuting).	2		
agreements on redundancy plans	0	0		0		
agreements on social dialogue	1	1		5		
other agreements	4	3		2	-	**Monitoring indicator, no target.**
Number of Works Council meetings (CE)	50	48		62	(16 SRR + 18 CE Operator + 12 CCE + 16 SFR SC).	**Monitoring indicator, no target.**
Number of CHSCT meetings	223	175		258	-	**Monitoring indicator, no target.**
Number of meetings with employee representatives (DP)	231	229		230	-	**Monitoring indicator, no target.**

PROMOTING DIVERSITY AND EQUAL OPPORTUNITY

In 2012, the follow-up audit conducted by AFNOR Certification concluded positively and the "Diversity Label" granted to SFR in 2010 was extended for a three-year period. The "Diversity" Action Plan instituted by the DGRH covers all of the action initiated in 2010-2012, including:
• the adoption of employee training plans on diversity issues (total over the period: 1,706 managers, 51 HR and 52 employee representatives),
• Diversity reporting instituted with some thirty indicators monitored,
• Disabilities Agreement signed in 2012-2014,
• Agreement on distance working negotiated
• Intranet dedicated to disabilities set up,
• *Serious game* created for applicants on integration programmes,
• Commitment made to short-list and select applicants solely on the basis of their skills, and training module for HR and managers incorporated into Training Plan,
• One-off recruitment process compliance audits,
• Optimised career development committees to foster internal mobility

FACILITATING TELE-COMMUTING: DRIVING ACTION FOR DIVERSITY

When workers are offered telecommuting options, it can noticeably improve their well-being in their jobs, as it makes it easier for them to reconcile the personal and professional lives. It is a form of work that offers many benefits, in particular reduced transport times. In parallel, it can also be a real driver for diversity in the company, when it is offered to high-priority populations, considerably lightening their daily loads.

From June to December 2011, SFR had instituted a "telecommuting" pilot project, offering a representative group of 150 volunteer employees the chance to test out various telecommuting options. The positive feedback and success of the experimentation provided material for negotiations with the representative trade unions in the UES, leading to a collective agreement on telecommuting at SFR's UES; the information/consultation process is underway in the relevant bodies.
The agreement proceeds directly from the pilot study's objectives, namely that employees be given the opportunity to better reconcile their professional and private lives, and/or cut down on transport time. Two forms of telecommuting are offered – either from home or from an outpost of the remote site of the entity of origin identified – with 65 days as the maximum per year, for full-time employees.

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of managers trained in non-discrimination and diversity	735	735	Finalising the three-year training plan.	396	Three-year training plan to be continued. In 2012, all executives who had not yet taken part in training were enrolled.	**To train those new managers who have not yet received training.**

For those with disabilities

SFR Management Team and three trade unions (CFDT, CFE-CGC et UNSA) signed a fourth three-year company agreement to foster employment for disabled workers, the aim of which is to increase the percentage of disabled workers in the total workforce to 4% in 2014.

In 2012, SFR's business with 27 companies from the sheltered economy amounted to nearly €3.6 million. As at 31 December 2012, SFR employed 211 employees living with a disability.

In 2012, SFR reached disabled workers employment rate amounted to 3.8% (as compared to 3.34% as at 31 December 2011).

This improvement was the result of:
- a significant increase in the number of disabled workers at SFR (+82% over a single year)
- the development of Purchasing with companies from the sheltered sector: in 2012, SFR posted €3.6 million in turnover (+28%) with 27 companies from the sheltered sector.
- special measures for disabled workers, such as telecommuting, professional guidance reviews, funding for the validation of experience gained system and skills review form just some of the action taken to maintain jobs for disabled workers
- SFR is also committed to supporting employees suffering from mental disorders in order to lower their risk of becoming unfit for work.

In 2013, efforts will focus more specifically on the following three points:
- adapting the work-shifts and working environment at the Saint-Denis site to the needs of disabled workers (move scheduled in November 2013)
- an increase in the percentage of service contracts entrusted to sheltered-sector companies at the new site in Saint-Denis.
- the development of new partnerships with schools, universities and apprentice training centres to hire work-study interns living with a disability.

For senior workers

The average age of employees at SFR is 38; 3.68% of the workforce is aged 55 and above. In 2009, anticipating the changes just ahead for the Group, SFR drew up an action plan to make the experience of employees age 55 and above into an asset, through concrete initiatives in five areas: anticipating career development for senior workers, developing skills, qualification and access to training, fostering knowledge and skills transfer by developing tutoring mechanisms, planning the end-of-career period and work/retirement transition, and helping ensure optimal working conditions for seniors.

	2010 Results	2011 Results	2012 Objectives for reminder purposes	2012 RESULTS	Comments	2013 OBJECTIVES
Number of workers aged 55 and over employed in the company as at 31 December	2.92%	3.21%	To reach 3.5%	**3.68%**	-	**Monitoring indicator, no target.**

For gender quality

Confident that diversity in all forms is a performance driver, SFR wishes to ensure that men and women are equally present in all functions and at all levels of the company. It is for this reason that SFR has long committed to guaranteeing equal treatment between men and women, at all stages of career Development, and in particular, guaranteeing equal pay for men and women in the same position with the same degree, seniority, level of experience, professional practice and responsibilities. Toward this end, SFR set up in 2012 and renewed in 2013 a special budget aimed at doing away with any disparities not ascribable to objective factors, whenever a 5% gap is identified between the median salary of men and that of women in the same position/job.

	2010 Results	2011 Results	2012 Objectives for reminder purpose	2012 RESULTS	Comments	2013 OBJECTIVES
Male/female split in overall workforce / managers vs. non-managers		-	-	6,710 managers including 4,596 men and 2,114 women. 3,280 non-managers including 1,339 men and 1,941 women. or 5,935 men and 4,055 women.	New Grenelle II indicator	**Monitoring indicator, no target.**
Percentage of women in overall workforce (Ref. GRI: LA13)	41%	41%	-	41%	-	**Monitoring indicator, no target.**
Percentage of women amongst those promoted (in %) (Ref. GRI: LA13)	39.49% Women	44.20% Women	-	44%	Calculation: total promotions/ population of women.	**Monitoring indicator, no target.**
Percentage of men amongst those promoted (in %) (Ref. GRI: LA13)	60.51% Men	55.80% Men	-	56%	Calculation: total des promotions/ population of men.	**Monitoring indicator, no target.**
Percentage of women amongst those hired (Ref. GRI: LA13)	50%	49%	-	48%	-	**Monitoring indicator, no target.**

BRIDGING THE DIGITAL DIVIDE

SFR knows that new technologies cannot be successfully deployed without an innovative, high-quality network and will be keeping to its investment policy despite the complex economic times its sector is experiencing: in 2013, €1.6 billion will be dedicated to digital.

STEPPING FORWARD WITH PUBLIC AND PRIVATE PLAYERS TO INVIGORATE THE CITIES

Dual Carrier and 4G

In late 2012, SFR became the first French operator to unfurl an ultrahigh-speed 4G mobile network in Lyon and Montpellier, serving both residential and business customers.

This means that mobile Internet customers can now enjoy download speeds as high as 100 Mbit/s. To make this happen, SFR ramped up the capacity of its collection network connecting its new-generation radio sites via IP to its transmission network, and built a new mobile network core. In 2013, SFR will experiment with the use of 800 MHz bandwidth in 4G (most notably in the City of Saint-Etienne, with Orange and Bouygues).

In order to offer better Ultrahigh-Speed Mobile coverage, SFR has also activated its Dual Carrier technology to cover 60% of the population and offer download speeds as high as 42 Mbit/s and upload speeds reaching 5.6 Mbit/s.

3G/3G+

As at late-2012, SFR's GSM/GPRS networked covered as much as 99.6% of the French population, and the UMTS network (3G/3G+) 99.0% of the population.

As to the 3G+ network, SFR increased its capacity in order to accommodate new mobile Internet uses, data traffic having increased by 50% in 2012.

SFR, deploying the latest in 3G+ The entire network is able to accommodate download speeds of 7.2 Mbit/s and upload speeds of 2 Mbit/s, and 60% of the population enjoys bandwidth powered by the very latest 3G technology, known Dual Carrier.

In addition to load increases, SFR wishes to make the best of mobile Internet available to as many people as possible. It is thus extending the efforts to flesh out its 3G+ network and is deploying 3G+ in densely-populated areas at 900 MHz. This technology will enable significant improvements in indoor coverage in buildings, contributing to a high-quality experience for all voice and mobile Internet services.

SFR was also the first operator to have deployed 3G+ in the Paris underground and suburban rail systems, through the partnership it developed with the Paris Urban Transit Authority, for the deployment of 3G/4G.

Wi-Fi

SFR Wi-Fi, available at more than 4 million access points in France. It also enables coverage in public areas, including the main train stations, hotels, cafés and restaurants.

SFR is also the only operator that can include Wi-Fi access in the main underground and RER stations in its offer, thanks to Naxos, a subsidiary of RATP.

Fixed High-Speed

In 2012, efforts to ramp up Fibre to the Home (FTTH) continued, with over 1,000,000 households connected via fibre. In November 2011, SFR signed a strategic agreement with Orange-France Télécom to deploy fibre in less populated areas The agreement covers some 9.8 million housing units: SFR will have covered nearly 2.3 million of them by 2020. In total, by 2020, nearly 60% of French households will be covered by Fibre, thanks to the investments of private operators. Following the agreement, SFR began to deploy the first FTTH offers in 2012, in less-populated areas.

As of end-2012, SFR boasted the most extensive alternative fixed network in France. It links up nearly 5,300 Subscriber Connection Units (SUC), across nearly 27 million un-bundlable lines and makes it possible to offer high-speed data services (ADSL 2+, fibre optics, etc.) at optimized cost, all the while offering the most extensive coverage of the French population amongst alternative operators. It connects 100% of France Telecom's subscriber switchboxes, such that SFR can offer switchbox voice services and attractive interconnection rates. SFR is closely watching the roll-out of VDSL2 in France and will be ready to launch a compatible box as soon as the technology is approved in France.

BRIDGING THE DIGITAL DIVIDE IN POORLY-SERVED ZONES

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTSS	Comments	2013 OBJECTIVES
Percentage of population covered by 3G (Ref. GRI: PA4)	97%	98%	-	99%	-	**Monitoring indicator, no target.**
Number of municipalities covered by the Zones Blanches / dead zones programme (Ref. GRI: PA1)	993	1 026	To cover 1,076 municipalities.	3,086	-	**Monitoring indicator, no target.**
Deployment of fibre optics (number of households eligible for connection)	-	3.3 M	-	3.8 M	-	**4.1 M**
Number of fully un-bundled ADSL lines	-	-	New Grenelle II indicator	26,581,275	-	**27.9 M**

Services to local governments

SFR Collectivités is a special entity dedicated to working with Local Authorities to support the SFR Group networks and services deployment strategy. A leader in Public Initiative Networks (RIP), SFR Collectivités is now positioned as the preferred partner to local governments and as an effective player in citizen initiatives. SFR Collectivités supports the Group's strategy and develops SFR's institutional relations in the regions.

SFR Collectivités is responsible for:
- deploying fixed and mobile network infrastructures. The aim is to boost attractiveness and coverage in the regions, all the while increasing bandwidth and nework performance;
- educating the local governments about telecommunications network deployment, design, construction and operation;
- supporting the local authorities in their plans to develop new digital uses (solidarity, education, transport, parking, etc.)

It is vital that the local governments be able to know in which fields they will – or will not – be able to count on a front-line player such as SFR. Well aware of this, the Group communicates transparently with them on the challenges it faces in deploying services. When the local governments have projects on territories that fall within the scope of Group strategy, SFR is able to support them. This applies to extending coverage in the territories or increasing bandwidth.

SFR's role:

To educating the local governments about telecommunications network deployment, design, construction and operation, to support the development of new use projects and to develop close ties with them.

The ZMD Programme

SFR is entering a new stage in its deployment of FFH fibre optics, playing an active part in building coverage for the less densely-populated areas (Zones Moins Denses, or ZMD) of France. The project proceeds from the investment intentions announced by SFR in January 2011 following the National Programme for Ultrahigh Speed, initiated by the Government. In very densely-populated municipalities, SFR continues to deploy its FTTH fibre optics network, connecting up new buildings. In the less densely-populated municipalities, SFR will build or jointly finance coverage infrastructures for 9.8 million housing units or office buildings, under the agreement signed with operator Orange-France Télécom. In order to prevent overlapping, the agreement specifically designates the operator responsible for deployment in each municipality, capable of delivering the best scheduling terms and coverage, for the benefit of consumers and local authorities. As the terminal section of the FTTH networks is shared, all players have access to the end-customer, even if they are not deployed there, such that their retail offers can be marketed across the board.

TAKING ACTION TO SUPPORT SELF-SUFFICIENCY FOR THE DISABLED

Facilitating access to mobile telephony for persons with disabilities

SFR has been offering solutions to the special needs of disabled people since 1997, with support from a large number of partners and recognized associations. In its role as operator, it offers adapted services and solutions free of charge, as new technological developments emerge. It has shaped its responsibility toward the disabled into 4 commitments, formally stated in 2005 in the Commitment Charter published by the AFOM (French Mobile Operators Association), which has since become the FFT (French Telecoms Federation).

In 2011, SFR took action to incorporate the charter's principles into its Fixed Telephony operations. 4 commitments support this Charter, a public annual review of which will be carried out via the FFT:

- To offer mobile phones and services suited to use by the disabled,
- To inform the general public about products and services designed for use by the disabled,
- To provide customer service tailored to the needs of the disabled,
- To implement a long-term progress plan.

In 2012, SFR launched introductory training programmes in iPhone use for visually-impaired persons. In addition, SFR Réunion has launched a phone and SMS package "Carré bloqué Texto" for the hearing-impaired.

Last but not least, from as early as 2013, SFR Business Team will pitch its most disability-friendly mobile telephones to the B-to-B market, at its online store and in the Espaces SBT sales outlets.

To learn more about related offers and services:

http://www.sfr.fr/handicap/#sfrintid=V_footer_engage_handicap

Addressing the needs of senior citizens

There are now 15 million senior citizens living in France. They form a very diverse population, with distinct and varied needs and expectations, determined by many different criteria: their degree of self-sufficiency and dependency, possible impairments (hearing, visual, motor, mental), the ties they maintain with their families and friends, their experience of technologies, etc. For this reason, it is important that they be offered a wide range of offers, capable of meeting their various expectations – offers that are useful in the everyday, at home and while out and about, easy to use, non-stigmatising and adaptable, so as to accompany them throughout their lives.

SFR offers a range of mobile telephones designed specially for senior users,

New forms of social exclusion, new challenges: the Emmaüs Défi – SFR Solidarity-Building Telephone Project

Whether in using a phone or going about anything else in life, the extremely-underprivileged are doubly-penalised: not only do they have to manage on extremely limited resources, but as a result of poor credit history and lack of information, they tend to pay more for the same service. In today's world, though, a mobile phone is a basic necessity for everything, from finding work and a place to live, to sorting out problems with officialdom or simply keeping contact with friends and family.

The Solidarity Telephony scheme is designed for the extremely poor who have turned to the City of Paris' social assistance units or project partner associations (SOS Familles, Cresus Île-de-France, etc.) for help. Access to the scheme is offered on a renewable six- or nine-month basis.

	2010 Results	2011 Results	2012 Objectives *for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of offers and services adapted to the disabled (Ref. GRI: PA2)	12	13	To launch iPhone training in stores for blind or visually-impaired customers	17	iPhone training for the visually-impaired was implemented as one of SFR's offers and services in 2012.	**To extend the range of mobile offerings for deaf patients to include ADSL**
Number of services designed to foster autonomy in nondisabled but vulnerable persons (Ref. GRI: PA2)	6	6	To simulate use of the related services	2	The use of related services is not on-target. In 2012, SFR rationalised its service portfolio as a result. -	**To launch a call for tenders on digital offerings for seniors**
Number of people benefiting from Solidarity Telephony programme	250	1,300	To reach 2 000 beneficiaries.	2,165		**4,000**

CONTRIBUTING TO THE DEVELOPMENT OF E-EDUCATION

SFR wishes to make an active contribution to the development of digital technologies in schools.

Working via SFR Business Team, SFR Collectivités and its Innovation, Services and Content Division, SFR decided in 2010 to introduce a progressive policy of establishing the company as a serious contributor in this sector by applying the '*Test and Learn*' concept to introduce new applications and new markets.

Launched in a lower-secondary school in September 2009, the ultra-mobile classroom experiment was extended to 5 more lower-secondary schools at the beginning of the 2010 academic year in partnership with the Rhône Department. The experiment was carried out using simple hardware (mini PCs, tablets and a storage unit), and focused on the adoption and development of new applications. In 2012, SFR continued its experimentation partnership with the Rhône Department, focusing on developing the use of notepads in lower secondary schools (http://www.erasme.org/Experimentation-classes-ultra).

Concurrent to this, the turnkey offer for primary schools was developed in partnership with four players that are leaders in their fields (*itslearning,* winner of the SFR Jeunes Talents start-up programme, Maxicours, Smart Technologies et leasecom), and rolled out in late-2012 (cf. http://e-ecolepourtous.fr)

DOING MORE AS A CORPORATE CITIZEN

SUPPORTING THE ACTION OF FONDATION SFR AS IT WORKS FOR EQUAL OPPORTUNITY

Founded in 2006, the Fondation SFR extends and expands the sponsorship initiatives undertaken by the company to promote equal opportunity. Working at the grassroots level, the Fondation SFR supports more than 120 non-profit projects each year in France, each mentored by a company employee. Support can be financial or active, through volunteering or skills sponsoring. The Fondation has been endowed with an annual budget of €1,150,000 for 2011-2015. For more information: www.fondationsfr.com

2012 Highlights

Fondation SFR commended outstanding efforts with its 2nd call for projects, "The Solidarity-Building Digital Economy Helping the Elderly". The Employees' Pick Grand Prize went to the association Ramage for its award, "Training New Volunteers & Creating a Social Network" Four other associations also received special endowments to assist their projects. Total prize money awarded was €90,000. The winning associations will also be able to benefit from mentoring and skills sponsorship from SFR employees.

	2010 Results	2011 Results	2012 Objectives *For reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Number of associations supported (financial and skills sponsorship)	128	147	To repeat the call for projects, 'Le numérique solidaire en faveur des personnes âgées' [Solidarity-Building Digital to Support the Elderly'] T o keep the number of associations funded above 100.	151	-	**To repeat the call for projects, 'Le numérique solidaire en faveur des personnes âgées' [Solidarity-Building Digital to Support the Elderly']** **To keep the number of associations funded above 100.**

FOSTERING GOOD EMPLOYEE CITIZENSHIP

To facilitate commitment to good citizen action on the part of its employees, SFR has developed five programmes for getting involved:
- the good citizen support fund enables non-profit projects sponsored by employees to receive funding from Fondation SFR
- the Socially-Supportive Employee programme (sponsoring with skills) gives employees the chance to work on behalf of a non-profit organization for 6 to 15 days per year during working hours (SFR is the only private firm to have negotiated a company-wide agreement on skills sponsorship, from as early 2006),
- the solidarity leave scheme makes it possible for employees to take part in an international development aid mission (education, training, etc.)
- the tutoring scheme enables employees to help and support an underprivileged or disabled young person to enter further education or to put together and elaborate upon a career plan
- the collective commitment enables one-off contributions to voluntary initiatives (e.g. Sidaction, Emmaüs Défi, Handisport, etc.).

	2010 Results	2011 Results	*2012 Objectives for reminder purposes*	2012 RESULTS	Comments	2013 OBJECTIVES
Total number of employees involved in social commitment programmes	654	752	To keep 700 employees involved in our various programmes	622	In 2012, the number of volunteers needed for the Sidaction telephone platforms decreased.	**To keep the percentage of employees contributing to solidarity programmes above 6%.**

DEVELOPING EDUCATIONAL PROGRAMMES FOR YOUNG PEOPLE IN VULNERABLE SITUATIONS

Fondation SFR is committed to developing learning programmes for young people in vulnerable situations.

In 2011, SFR initiated the new programme 'Ma caméra chez les pros' (Zooming in on the Pros) to help young people in their last year of lower secondary school in choosing a career path. Using accessible digital tools (video, Web), the students became budding reporters, producing video reports about a company in their region, over a period of one year. In the longer term, the programme facilitates professional integration and success for secondary school students from modest backgrounds.

For more information: http://www.macamerachezlespros.fr

However, SFR does not work only with secondary school students in the midst of their studies, but has also been committed for 7 years to supporting students into their higher education years

In 2005, SFR founded Passeport Avenir, a programme that can be used to support young people from modest backgrounds into higher engineering and management schools, and to prestigious university degree programmes. Thanks to the mobilisation of its 15 major partner schools, 4,140 young people were able to receive support in 2012, in particular through tutoring (individual and group).

For more information: http://www.passeport-avenir.com

	2010 Results	**2011 Results**	*2012 Objectives for reminder purposes*	**2012 RESULTS**	**Comments**	**2013 OBJECTIVES**
Number of schools partnered through educational programmes	148	137	To keep the number of schools supported above 120. To develop the "Ma caméra chez les pros" project.	143	-	**To keep the number of schools supported above 130. To develop the "Ma caméra chez les pros" project with an additional school board.**

TAKING ACTION AGAINST EXCLUSION AND POVERTY

SFR's commitment in favour of equal opportunity does not stop at educational action aimed at young people from modest backgrounds. The company has also designed initiatives to help people living in precarious situations, adults wishing to re-enter society and disabled workers.

Since 2010, SFR has held job opportunity events, involving applications wishing to re-enter society, recruitment officers from the SFR ecosystem (including its service providers, in particular) and re-entry companies The day is designed as an opportunity to build more bridges between re-entry companies and so-called traditional companies. This makes it possible for the applications present, selected by the re-entry organisations, to learn about different job opportunities and gain access to recruitment interviews, in a "*speed-recruiting" format, for jobs available immediately.*

2012 Highlights:

- In 2012, SFR, worked within AFMD, helping to organise a "building bridges" event at a broader scale, in partnership with the City of Paris. The purpose of

the day was to facilitate alliances between re-entry companies and traditional companies and to trigger a virtuous cycle to take sustainable action in favour of people endeavouring to re-enter society.

- 196 applicants were able to meet with human resources officers from 14 partner companies and a total of 404 hiring interviews were held on the spot.
- SFR launched a *"serious game"* to optimise access to employment for young people struggling against employment barriers. For this purpose, SFR joined forces with Ecole de la 2ème chance and a public agency for re-entry and rights advocacy (EPIDe). The purpose of the interactive *serious game* is to help the young people facing the most significant hurdles to workplace to find a job and become more familiar with the social codes of the workplace. Free and open to all, the *serious game* can be found at http://monentretiendembauche.sfr.com

SFR has been involved since 2010 in a global partnership with Emmaüs Défi, which includes support for opening new charity shops and the creation and expansion of a Solidarity Telephony programme to fight poverty in Paris.

For more information: New forms of exclusion, new challenges: the Emmaüs Défi – SFR Solidarity-Building Telephone on p.68 of this report.

CONTRIBUTING TO ECONOMIC DEVELOPMENT AND JOBS IN THE COMMUNITIES WHERE SFR OPERATES

SFR has chosen to call upon start-ups to innovate around its current and future jobs.

The approach has given rise to 3 inter-locking themes:
- an investments vehicle (corporate venture): SFR Développement,
- an annual support programme for 10 start-ups, with the contribution of SFR's business divisions: SFR Jeunes Talents Start-up et entrepreneuriat.
- a community of 50,000 volunteers testing technological and everyday innovations: l'Atelier SFR (http://atelier.sfr.fr/)

This programme consists of active intelligence and presence in the start-up ecosystem (competitiveness hubs, special events, innovation fairs, etc.).

SFR continues to work in this direction, thorough its support programme for young talents, "SFR Jeunes Talents Entrepreneurs Sociaux". This is a programme through which SFR shows its commitment to young and promising talents, providing them with resources to fuel their ambitions.

SFR has set up a support programme for young entrepreneurs by professionals to consolidate their projects, build their entrepreneurial spirit, speed up their networking and give visibility to their projects.

Eager to respond to societal issues, SFR Business Team wishes to make its know-how available to social entrepreneurs in the digital economy as well as its network of partners.

A support programme for social entrepreneurs will be deployed gradually, starting with the launch of a pilot phase from as early as 2013.

SFR will continue to show its commitment through the Foundation with HEC's programme "Université du Droit d'Entreprendre". The programme is aimed at:

- giving young entrepreneurs often far-removed from HEC, the leading European *business school* known for its entrepreneurship programmes, access to its prized resources
- offering education directly connected with participants' projects, modular and at the cutting edge in management research.
- bringing together entrepreneurs of different backgrounds to create a networked, mutually-supportive dynamic.

This programme is intended only for those who have not yet launched their business (or who have done so only recently), but who have a project in the making and wish to work on it. In a two-day session, it enables participants to make considerable strides in their creation project, going over the key points of participants' projects in a group setting. In this process, SFR's employees also make contributions, providing training that will be useful to future entrepreneurs in their operations (business plan, business strategy, etc.).

For more information: http://www.sfr.com/start-up

GLOSSARY

ADEME: Agence de l'Environnement et de la Maitrise de l'Energie (French Environment and Energy Management Agency)

ADSL: Asymmetric Digital Subscriber Line

AFOC: Association Force Ouvrière Consumers (Force Ouvrière Trade Union Consumers Task Force)

AFOM: Association Française des Opérateurs Mobiles (French Mobile Operators Association)

AFUTT: Association Française des Utilisateurs de Télécommunications (French Association of Telecommunications Users)

AFMD: Association Française des Managers de la Diversité (French Association of Diversity Managers)

AFNOR: Association Française de Normalisation (France Standards Association)

ALLDC: Association Léo Lagrange Défense des Consumers (Leo Lagrange Consumer Advocacy Association)

AMF: Association des Maires de France (Association of Mayors of France)

AMSI: Adie Micro Franchise Solidaire (ADIE Solidarity-Building Micro-Franchise)

ANSES: Agence Nationale de Sécurité Sanitaire de l'alimentation, de l'environnement et du travail (National Agency for Safey in Food Health, the Environment and the Workplace)

ANFR: Agence Nationale des Fréquences (National Frequencies Agency)

ARCEP: Autorité de Régulation des Communications Électroniques et des Postes (Electronic and Postal Communications Regulation Authority)

ARPEJEH: Accompagner la Réalisation des Projets d'Études de Jeunes Élèves et Étudiants Handicapés (Supporting the Educational Aspirations of Disabled Students)

BREEAM: "Building Research Establishment Environmental Assessment Method", the world's most widely-used building certification standard

C3D: Collège des Directeurs du Développement Durable (College of Sustainable Development Directors)

CA: Chiffre d'Affaires (turnover)

CE: Comité d'Entreprise (works councils)

CESU: Chèque Emploi Service Universel (Universal Service Vouchers)

CET: Compte Épargné Temps (Time Savings Account)

CHSCT: Comité d'Hygiène, de Sécurité et des Conditions de Travail (Health, Safety and Working Conditions Committee)

CLCV: Consommation Logement Cadre de Vie (Consumer Activity, Housing and Living Conditions)

CNAFAL: Conseil National des Associations Familiales Laïques (National Board of Non-Denominational Family Associations)

CNAFC: Confédération Nationale des Associations Familiales Catholiques (National Federation of Catholic Family Associations)

CNC: Conseil National de la Consommation (French National Consumer Council)

CNIL: Commission Nationale de l'Informatique et des Libertés (French data protection agency)

CIRC: Centre International de Recherche sur le Cancer (International Centre for Cancer Research)

CSF: Confédération Syndicale des Familles (National Federation for Families)

DAS: Débit d'Absorption Spécifique (Specific Absorption Rate)

DD: Développement Durable (Sustainable Development)

DEEE: Déchets Équipements Électriques et Électroniques (Electrical and Electronic Equipment Waste)

DIF: Droit Individuel à la Formation (Individual Training Entitlement)

DISAG: Direction de l'Immobilier, la Sécurité et les Affaires Générales (Department of Real Estate, Safety and General Affairs)

DGCCRF: Direction Générale de la Concurrence de la Consommation et de la Répression des Fraudes (French Authority for Fair Competition)

DP: Délégué du Personnel (Employee Representative)

EAD: Entretien Annuel d'Évaluation (Annual Performance Review)

FFT: Fédération Française des Télécoms (French Telecommunications Federation)

FTTH: Fibre to the Home

FTTx: Fiber To The …' consists of bringing fibre optics as close as possible to the user, in order to improve the quality of service (in particular speed) available

Fibre Optics A very thin glass or plastic fibre that can function as a light conductor, used in data transmission.

FSC / PEFC: Forest StewardShip Council/Programme for the Endorsement of Forest Certification

GME: Groupement Momentané d'Entreprises (Temporary Enterprise Consortium)

GPRS: General Packet Radio Service or GPRS is a GSM-derived mobile telephony standard enabling higher data transfer rates. It is often referred to as 2.5G

GRI: Global Reporting Initiative

GSM: GSM is the first mobile telephony standard.

GPS: Global Positioning System, a geo-location system that operates world-wide.

HEC: Haute École de Commerce, top-tier French business school

HQE: Haute Qualité Environnementale (High Environmental Quality)

INDECOSA CGT: L'Association pour l'INformation et la DEfense des COnsommateurs Salariés (Association for Information and Advocacy representing Salaried Consumers)

IRP: Instances Représentatives du Personnel (employee representation organisations)

LTE: Long-Term Evolution

MEDDE: Ministère de l'Écologie, du Développement durable et de l'Énergie (Ministry of Ecology, Sustainable Development and Energy)

MMS: Multimedia Messaging Service is a system enabling the transmission and reception of multimedia messages via mobile telephony.

MtoM (or M2M): Machine to Machine

NPS (Net Promotor Score): outil de mesure de la propension des clients à recommander les produits ou services d'une marque

NRA: Noeud de Raccordement d'Abonnés (Subscriber Connection Node or telephone exchange)

NRE: Law 2001-420 relating to New Economic Regulations is a French law promulgated by the Jospin government on 15 May 2001, and applying to listed companies. Under the terms of this legislation, company annual reports must address the environmental consequences of their business activity, including atmospheric greenhouse gas emissions Article 116 addresses the way in which companies account for the social and environmental consequences of their business activities'.

ORGECO: Organisation Générale des Consommateurs (National Consumer Organisation)

ONG: Organisation Non Gouvernementale (Non-Governmental Organisation)

ORSE: Observatoire sur la Responsabilité Sociétale des Entreprises (Study Centre for Corporate Social Responsibility)

PDE: Plan de Déplacements Entreprise (Company Travel Plan)

PERCO: Plan d'Épargne pour la Retraite COllectif (Group Pension Savings Scheme)

QoS: Qualité de Service (Quality of Service)

RH: Ressources Humaines (Human Resources)

RSE: Responsabilité Sociétale des Entreprises (Corporate Social Responsibility)

SBT: SFR Business Team

SC/SSC: Service Client (Customer Service)

SFR: Société Française du Radiotéléphone

SI: Système d'informations (Information Systems, IT)

SIM: The SIM (Subscriber Identity Module) card is a micro-chip containing a micro-controller and memory. It is used in mobile phones to store information specific to a subscriber on a mobile network, in particular on GSM- or UMTStype networks.

Site léger réseau: Lightweight network site, refers to small infrastructures generally high (i.e., mobile phone masts) Used as radiowave receiver.

Site stratégique réseau: Strategic network site, refers to large facilities, i.e., data-centres Used to centralise and manage large IT data

SME: Système de Management Environnemental (Environmental Management System)

SMS: SMS (Short Message Service) makes it possible to send messages of several thousand characters over the mobile telecommunications network.

SPAM: Spam is an unsolicited electronic communication, most often via e-mail.

SRR: Société Réunionnaise du Radiotéléphone

TDF: Télédiffusion de France

TIC: Information and Communications Technologies

TH: Travailleurs Handicapés / Disabled Workers

UDA: Union des Annonceurs (Advertisers Confederation)

UES: Unité Économique et Social (Economic and Social Unit)

UNAF: Union Nationale des Associations Familiales (National Confederation of Family Associations)

URA: Unité de Raccordement d'Abonnés (Subscriber Connection Unit)

VTI: Vivendi Télécom International

WiFi: Wi-Fi networks make it possible to connect multiple computer devices (computer, router, Internet decoder, etc.) within an IT network such that data can be sent between them.

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Campus SFR
12 rue Jean-Philippe Rameau
CS 80001
93634 La Plaine St-Denis cedex

SFR.FR