

Leveraging Broadband by satellite to achieve the objective of Broadband for All

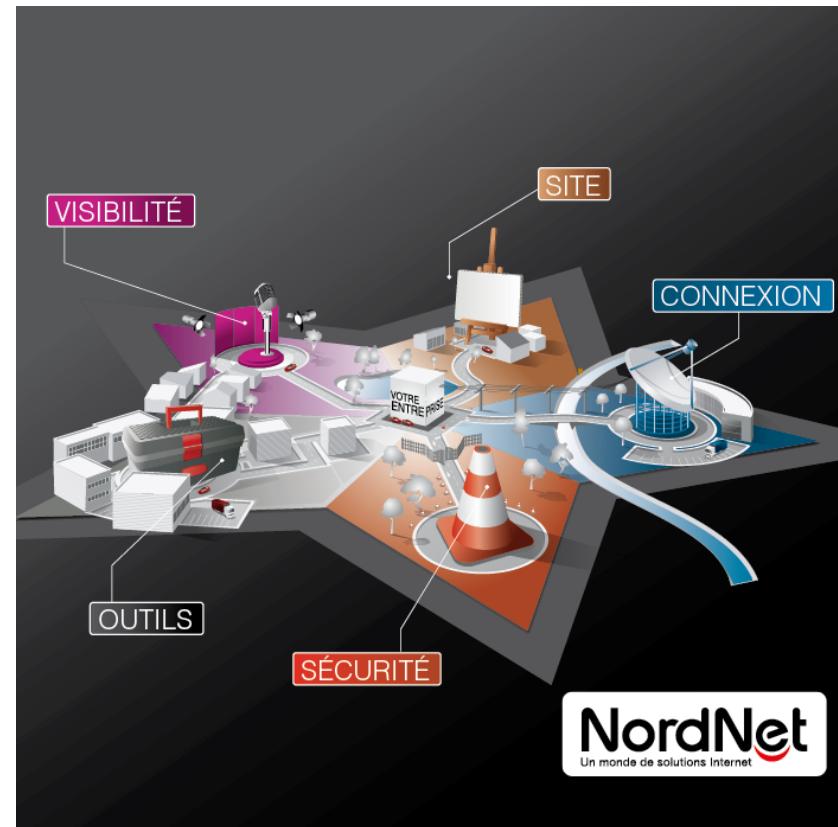
31/05/2011

NordNet



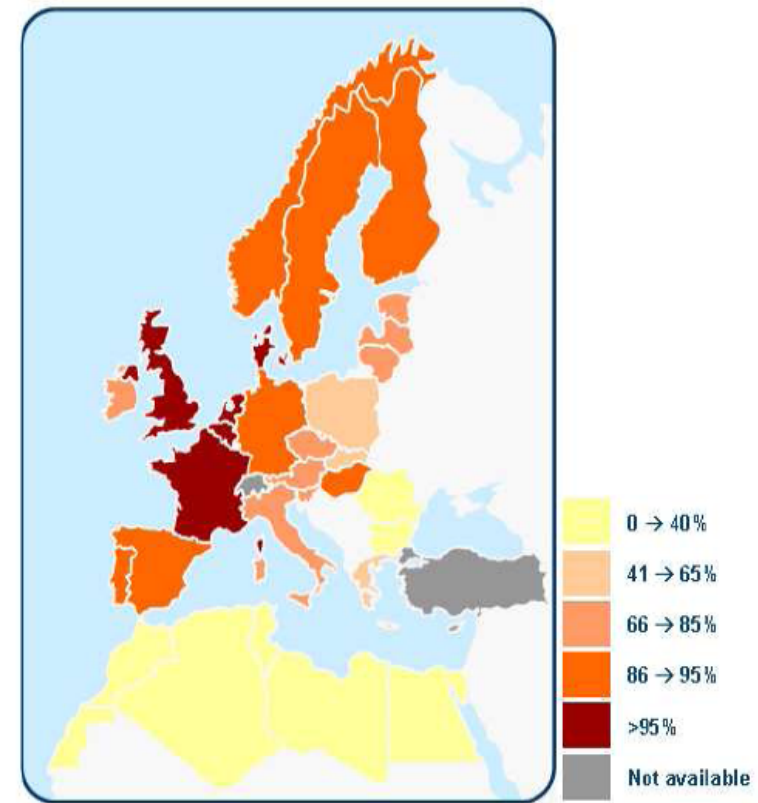
NordNet has been an ISP since 1995, at the very beginning of the internet in France.

- Full France Telecom subsidiary
- Pluridisciplinary specialist of the Internet
 - Internet Service Provider (RTC, ADSL, WiMAX, Satellite) since 1995
 - Internet Security (Antivirus, Firewall, Parental Control, Backup) since 1997
 - Professional services (Domain Names, Websites, Hosting, SEO...) since 1999. ICANN accredited.
- Satellite broadband connection with **ASTRA2Connect** since 2008



Broadband connections are increasingly considered a civil right in France.

- Massive coverage
- High bitrates (1Mb/s to 30Mb/s for more than 75% of homes)
- Unlimited volume
- Very accessible prices (19.90€ - 39.90€)
- Numerous associated services included (TV, Phone...)
- According to IDATE informations, white spots cover less than 5% of the territory
- Those white spots are scattered everywhere in the country



Source: IDATE

The French Government has created a Label to promote broadband democratization

Label Haut Débit Pour Tous

- Issued for offers that ensure an affordable broadband connection that satisfies a number of technical criteria :
 - 512 Kb/s up, 96Kb/s down
 - At least 2Gb data transfer
 - 100% of the territory covered (with the exception of unpredictable technical circumstances, ie : electromagnetic source, no view of the sky, etc...)
- The price is also defined by this label
 - Up to 100€ starting cost (excluding the possible installation by a professional)
 - Less than 35€ a month, including the necessary equipment.



The Pack Internet Satellite by NordNet was the first, and remains one of the only four, solution to comply with the Haut débit Pour Tous Label, a French government initiative aiming to offer high quality broadband connections at a reasonable price to 100% french citizens.

Subsidies help customers access the satellite by reducing the starting cost.

- **To help the citizen with the cost of buying or renting the equipment**

Some local administration offer subsidies for the Internet Satellite Kit (399 € TTC) and or its installation by a professional (around 200 € TTC)

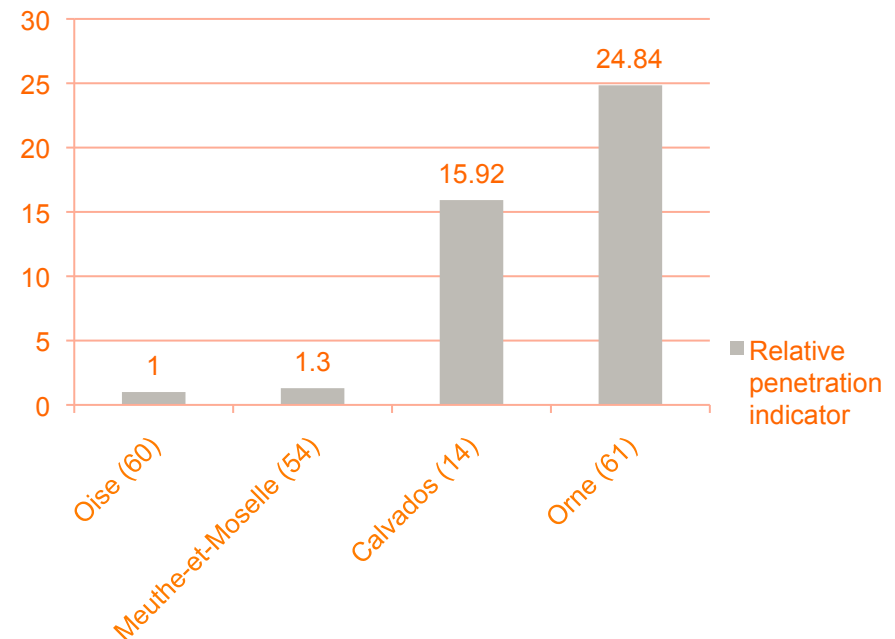
- **The local administration defines entitlement rules** (ADSL, WiFi, and/or WiMax unavailable, geographical boundaries...)

- **They decide how the subsidy is granted**

- **financing** : An agreement with the ISP allows the client to receive the equipment without having to buy it.

- **refunding** : The local administration refunds the price of the equipment after it has been bought.

Subsidies dramatically increase the penetration rate



Our clients are satisfied with the satellite solution.

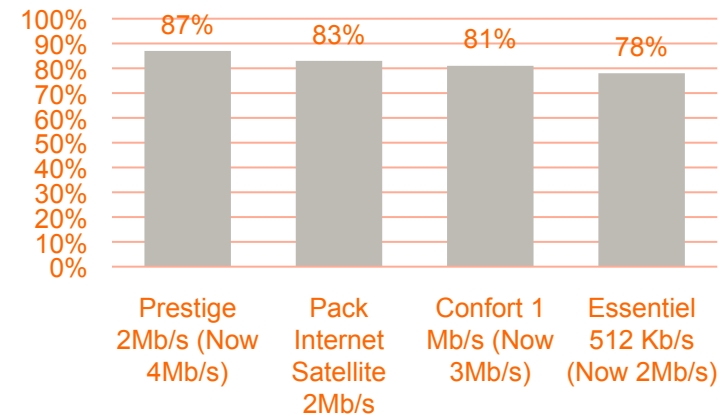
For the clients :

- Broadband up to 4 Mb/s... and now 6 Mb/s !
- Triple play solution (Internet, Tv, Phone)
- Immediately available everywhere in France
- Affordable monthly fee
- Easy to install

For the local administrations :

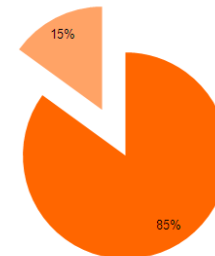
- No heavy investment, or maintenance
- Flexible solution allows targetting only useful zones
- No delay, the technology is ready and efficient
- In case of subsidy : 334€ H.T. to 535€ H.T. , only IF the citizen needs the solution.

Customer satisfaction by level of service (October 2010)



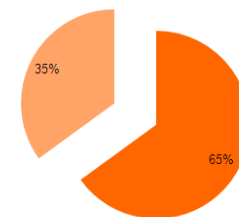
How would you rate the simplicity of setting up your kit yourself ?

■ easy or very easy ■ difficult or very difficult



Did you succeed on the first try ?

■ Yes ■ No





Thank you.