



## **SFR And Netgem Take Partnership To New Dimension**

**Paris, France, June 29 2009.** SFR, France's leading telecoms operator and Netgem (NTG FP 7537), a leading provider of IPTV and hybrid TV solutions, have announced the signing of a licence and knowledge-transfer agreement for Netgem's IPTV middleware.

The Netgem middleware is the operating system of SFR's IPTV terminals which are provided within SFR's triple-play service.

The agreement will enable both parties to continue their business partnership, while allowing SFR to completely manage the evolution of its IPTV services, and Netgem to capitalise on its expertise and technology within the rapidly developing, global IPTV market.

"We are delighted with this agreement, which gives us firm business commitments from SFR for 2010 and 2011," stated Joseph Haddad, Chairman and Chief Executive Officer of Netgem.

Commenting on behalf of the SFR, Group Pierre-Alain Allemand, General Manager of Networks said, "With this agreement we are continuing our historical collaboration with Netgem and confirming our ambitions in IPTV."

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### **About SFR:**

**About SFR: [www.sfr.com](http://www.sfr.com)**

The new SFR, resulting from the alliance between SFR and Neuf Cegetel, is becoming Europe's leading alternative operator, posting over €12 billion in revenue and serving nearly one in every two people in France. By becoming a global operator, SFR can respond to the requirements of customers among the general public, professionals, companies and (wholesale) operators in mobile communications, the internet, fixed lines and services. It has 19.7 million mobile clients, including 5.9 million in 3G/3G+ at end-December 2008, plus 2.4 million company lines and 4 million broadband Internet clients.

As owner of its mobile and fixed-line infrastructure and with its strong expertise in IP fields, SFR has the resources to match its ambitions to become a next-generation operator. As a major innovator and leader in client relationships, SFR draws on its assets and knowhow to offer services with continuous usage to all. SFR is also positioned as an open and committed player working with the best partners. It employs 10,000 staff and has a stable shareholder base with two major investors: Vivendi (56%) and Vodafone (44%).

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### **About Netgem**

Netgem is a provider of high-technology hardware and software solutions for IPTV operators. With solid network expertise, it supports its operator clients in implementing and rolling out their offers. The Group also has media businesses serving the general public under the Video Futur, Cinébank and Glowria brands, as well as shareholdings in media activities for professional clients (Mediaxim and Digitime). Netgem is listed on Compartment C of Eurolist–Euronext Paris (**NTG FP 7537**).

[www.netgem.com](http://www.netgem.com)

ISIN code: **FR0004154060**, Reuters code: **ETGM.PA**, Bloomberg code: **NTG FP 7537**

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