



expand2france offers business development services to new technology companies wishing to expand in the mobile, telecom and on-line services markets in France.



expand2france is offering businesses around the world the opportunity to launch or be present in France with a structured and low risk approach. Our range of services will help them evaluate the market opportunity, assess the risk and decide on the best approach to take. With extensive market knowledge and excellent contacts within the telecom and on-line world in France, **expand2france** is a business partner , developing your business in France – whether you need a local sales agent, help in finding a distributor or help in setting up your own local structure.

Our value proposition :

- **we specialize in internet & telecom services:** we have extensive experience in telecoms and internet services having worked in the industry for many years.
- **we offer low financial risk:** due to our thorough evaluation process and by acting as sales agents, our clients only invest a small fraction of what it would cost to set up a local office.
- **we have the right relationships:** having worked in and with mobile operators and largest web properties in France, we are extremely well connected with decision makers of the main online and telecom services players.
- **we enable quick time to market:** we understand products and services in the online, applications and telecom businesses, their acceptance in the French market and the competitive environment. Hence we can quickly define how to best get your product into the marketplace.
- **we are focussed on success:** as our success relies on the success of your product, we are highly motivated to make your business work – especially as a part of our revenue is based on success fees.

The French market : 24 million internet users and 42.2 million mobile users (June 2004)



Internet users: France is the third largest market in Europe after the UK and Germany with 24 million users. In Quarter 2 2004, nearly 15% of households (3.6 million) subscribed to a Broadband access. This represents a growth of 81% on 2003; primarily due to very competitive prices as low as 15 euros per month for ADSL access.



Mobile users: With a 70% penetration rate, France is the 4th largest Mobile market in Europe. 60% of users are post paid users. 2.5 billion SMS were sent in Quarter 1 2004. Premium SMS revenues were 62.5 million euros in the first 6 months of 2004. 7.5 million users today use multimedia services accounting for 19% of total users.

Who can we help ?

Whether you are a European company, from Asia or the Americas, there may be opportunities for your services in the French market. We have the expertise to help you in your international expansion:

if you are one of these companies:

- content providers and brokers
- market places
- ASP and technology providers in WAP, SMS, WIFI, mobile, G3...
- hardware manufacturers
- telecom operators and MVNO
- on-line and off-line merchants
- internet access providers and portals (B2B or B2C)

with the objective of:

- selling/distributing products and services in Europe to mobile operators, portals, internet providers...
- selling or distributing products and services through integrators or more generally through third party channels,
- selling to the consumer market in France through a website on mobile or PC,
- being in France without necessarily setting up an office with local staff.



Our range of services:

expand2france offers a range of services which will help you at every stage of your implementation whether you simply want to get a feel for the market opportunity or whether you have decided to set up a local structure. expand2france is your French partner, acting on your behalf and guiding you to ensure the success of your enterprise.

Market analysis & evaluation:

- quantify business opportunities, test with first commercial contacts,
- identify potential prospects,
- assist in or create a business plan for different implementation scenarios.

Marketing development:

- adapt the product to local market requirements if needed,
- create or adapt a Web site for the local market,
- create and manage a local Marketing plan including Press Relations, local Marketing material, local exhibitions...

Business development:

- develop a network of clients, negotiate contracts and manage relationships as a commercial agent,
- set up third party sales channels /distribution network or sales agencies,
- manage relationships with existing local partners and customers,
- manage implementation of projects coordinating with clients and Head Office teams.

Local office set up:

- project manage the creation of a legal entity ,
- recruit local staff and office set up.

Market watching:

- keep you informed of market evolution and changes,
- identify potential partners or companies to acquire.

Our expertise: expand2france has experience in the following areas:

On line services:

- B2B and B2C
- mobile Internet
- editorial content
- on-line banking
- e and m-commerce
- search services

Applications:

- payment methods
- internet market places
- e and m-commerce
- portal applications
- SMS applications

Telecom products & services:

- voice & data services
- internet access
- internet telephony
- WIFI
- mobile services
- terminals

Contact us:



Emmanuelle Siary is the founder of expand2france. She has been working in the telecom and internet markets in France and Europe for the last 12 years. After 6 years with British Telecom in the UK working in the marketing department on voice and data product lines, Emmanuelle joined Cegetel/SFR (2nd mobile operator in France) on the first WAP service as a project director. As the founder of Looksmart France, she developed a large network of contacts in the Internet industry especially amongst the largest web properties such as portals, ISPs and mobile operators. During the course of her career, she has developed strong marketing and business development skills with significant experience setting up businesses and negotiating commercial contracts and distribution agreements.

Bureau Ourouk
5 rue Saint-Germain l'Auxerrois
75001 Paris

Email : emmanuelle.siary@expand2france.com
Tel: +33 1 42 33 44 81
Mob +33 6 10 02 54 94