

Press Release

Tokyo/Verdun (QC)/Rome/Stockholm/Paris/Bonn --
November 13, 2013



**GLOBAL M2M
ASSOCIATION**

The Global M2M Association expands into Asia and North America with the participation of SoftBank Mobile and Bell Mobility

GMA increases global footprint to offer seamless services and best-in-class service quality for M2M customers

The Global M2M Association (GMA), a cooperation in the Machine-to-Machine (M2M) sector established by Deutsche Telekom, Orange, Telecom Italia and TeliaSonera today announced the participation of SoftBank Mobile and Bell Mobility in the cooperation. The collaboration of six leading operators in Europe, Asia and North America within the framework of the GMA enables the seamless delivery of advanced M2M services, allowing customers to deploy and effectively manage M2M solutions and innovations across the globe.

The GMA is strongly committed to providing customers with tangible business benefits such as seamless customer experience, enhanced M2M roaming services and optimized interoperability across borders through unified incident management processes, harmonized modules testing and certification procedures, which enable quicker and improved integration into customer machines and devices.

In addition, all of the GMA's participating companies are firmly focused on further developing partnerships, enabling unsurpassed M2M solutions and providing customers with simplified services and faster go-to-market opportunities across a number of key vertical segments including automotive, vehicle telematics, healthcare, and consumer electronics.

"We see demand for M2M solutions dramatically increasing as our customers in a variety of industries expand their services worldwide," said Hiroshi Akabori, Vice President at SoftBank Mobile and SoftBank Telecom. *"We are extremely proud to now take part in the GMA's efforts to further enhance and streamline M2M services for customers across the globe."*

"Bell is pleased to be the first Canadian wireless provider within the GMA, significantly expanding our footprint in markets around the world," said Nauby Jacob, Bell Mobility's Vice President of Products, Services and Content. *"By partnering with the GMA, we are able to offer Canadian business access to international best practices, service and support, improving the management of their M2M deployments worldwide."*

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About the Global M2M Association

Established in February 2011, the Global M2M Association (GMA) is based on a service cooperation agreement between Deutsche Telekom, Orange, Telecom Italia and TeliaSonera. This partnership is now extended to Bell Mobility and SoftBank Mobile. Its main focus is to deliver best-in-class, enhanced and seamless M2M services globally and to maximize the business benefits of customers. The GMA aspires to help businesses and organizations to increase the availability of enhanced M2M solutions and innovations, and make them easier to deploy and manage all around the world.

Through this partnership, the participating parties are committed to offer customers enhanced quality of service, M2M roaming services and interoperability across a global footprint, by bringing together their technical and innovation capabilities. This unified and cohesive approach will enable to improve the incident and troubleshooting procedures and harmonize module standards through joint testing and certification.

For more information, please visit globalm2massociation.com.

About Bell Canada

Bell Canada is Canada's largest communications company, providing consumers and business customers with wireless, TV, Internet, home phone and business communications services. Bell Media is Canada's premier multimedia company with leading assets in television, radio and digital media. Bell is wholly owned by Montréal's BCE Inc. (TSX, NYSE: BCE). For more information, please visit Bell.ca.

The Bell Let's Talk mental health initiative is a national charitable program that promotes Canadian mental health across Canada with the Bell Let's Talk Day anti-stigma campaign and significant funding for community care, research and workplace best practices. To learn more, please visit Bell.ca/LetsTalk.

About Deutsche Telekom

Deutsche Telekom is one of the world's leading integrated telecommunications companies with 140 million mobile customers, over 31 million fixed-network lines and more than 17 million broadband lines (as of September 30, 2013). The Group provides products and services for the fixed network, mobile communications, the Internet and IPTV for consumers, and ICT solutions for business customers and corporate customers. Deutsche Telekom is present in around 50 countries and has 230,000 employees worldwide. The Group generated revenues of EUR 58.2 billion in the 2012 financial year – more than half of it outside Germany (as of December 31, 2012).

Further information for journalists at: www.telekom.com/media

About Orange

Orange is one of the world's leading telecommunications operators with sales of 43.5 billion euros in 2012 and has 166,000 employees worldwide at 30 September 2013, including 102,000 employees in France. Present in 32 countries, the Group has a total customer base of more than 232 million customers at 30 September 2013, including 175 million mobile customers and 15 million fixed broadband customers worldwide. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services.

Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: www.orange.com, www.orange-business.com, www.orange-innovation.tv or to follow us on Twitter: @orangegrouppr.

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About SoftBank Mobile

SoftBank Mobile Corp., a wholly-owned subsidiary of SoftBank Corp., offers a comprehensive range of innovative mobile communications services and devices to customers in Japan. With a network that is rated No. 1 for smartphone data connection rates*, SoftBank Mobile has led the market in annual net subscriber additions since 2008. SoftBank Mobile is further strengthening its network by expanding LTE coverage and building on its industry-best position for Wi-Fi spots**. To learn more, please visit <http://www.softbank.jp/en/corp/>

*Based on statistics analyzed by Agoop Corp. in 2013

**Based on company research conducted in 2013

About Telecom Italia Group

With 45.6 million customers in Italy and 96.7 million in Brazil, Argentina and Paraguay, as at March 2013, Telecom Italia is Italy's main ICT group and an important player on the Latin American market. Attention towards the needs of its customers and technological innovation are the Group's hallmarks. Abroad Group's focus is on South America. It operates in Argentina and Paraguay, providing fixed and mobile telephony services and internet through Telecom Argentina group, a mayor leading Telco operator, and in Brazil, where TIM Brasil, with 71.2 million mobile lines and 27% market share, is the second player in the country.

Further information: www.telecomitalia.com

About TeliaSonera

TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera helps people and companies communicate in an easy, efficient and environmentally friendly way. Our ambition is to be number one or two in all our markets, providing the best customer experience, high quality networks and cost efficient operations. TeliaSonera is also the leading European wholesale provider with a wholly-owned international carrier network. In 2012, net sales amounted to SEK 105 billion, EBITDA to SEK 36.1 billion and earnings per share to SEK 4.59. The TeliaSonera share is listed on NASDAQ OMX Stockholm and NASDAQ OMX Helsinki. Read more at www.teliaSonera.com.



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