

# Free Fr — BLM Strategic Assessment: Complete Analysis

**Period:** CQ4\_2025

**Framework:** Business Leadership Model (BLM) — Five Looks + SWOT + SPAN

**Protagonist:** Free Fr

**Market:** France Telecommunications

**Generated:** 2026-02-15

**Population:** 68.2M

## Document Structure

This document consolidates all deep analysis modules from the BLM strategic assessment into a single reference. It can be used as:

- **Human reference:** Complete strategic analysis in one place
- **AI agent input:** Feed this document to an AI agent to generate updated presentations, summaries, or derivative analyses

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# Executive Summary — Free Fr BLM Strategic Assessment

**Period:** CQ4\_2025

**Framework:** Business Leadership Model (BLM) — Five Looks + SWOT + Opportunities

**Protagonist:** Free Fr

**Market:** France Telecommunications

## The One-Line Verdict

**Free Fr is an operationally stable #4 operator trapped in a "squeezed middle" with a 3-5 year window to accelerate B2B Growth.**

## 1. Situation at a Glance

### 1.1 Market Context

Metric	Value	Implication
Market size	EUR 10.7B (quarterly, CQ4_2025)	Market scale indicator
Market growth	+1.9% YoY (CQ2_2025 -> CQ4_2025)	
Concentration	CR4 = 100% (Orange France: 42.9%, SFR (Altice France): 21.6%, Bouygues Telecom: 19.2%, Free (Iliad): 16.3%)	Market structure
Lifecycle stage	Mature	Competition shifts from acquisition to retention
Population	68.2M	
Regulator	ARCEP (Autorité de Régulation des Communications Électroniques, des Postes et de la Distribution de la Presse)	
Structure	4-operator oligopoly	

## 1.2 Operator Position

Metric	Value	Rank	Assessment
Revenue	€1,740M	#4	
Revenue Share	16.3% (#4)	#4	+1.2pp gaining
Mobile Share	20.8% (#4)	#4	+0.2pp stable
Broadband Share	24.8% (#2)	#2	+0.1pp stable

## 1.3 The Headline Numbers



## 1.5 Momentum Dashboard

Metric	CAGR	Momentum Phase	Latest QoQ	Volatility
<b>Revenue</b>	+5.4%	Decelerating Growth	+1.5%	0.030
<b>EBITDA</b>	+12.4%	Decelerating Growth	+4.3%	0.060
<b>Margin</b>	+6.7%	Decelerating Growth	+2.9%	0.040
Mobile	+6.2%	Decelerating Growth	+1.5%	0.030
Fixed Broadband	+5.6%	Decelerating Growth	+1.8%	0.040
B2B	+20.1%	Decelerating Growth	+3.3%	0.100

## 2. Key Findings by BLM Look

### Look 1: Trends (PEST)

**Net assessment: Favorable macro environment in a mature market (+1.9% YoY (CQ2\_2025 -> CQ4\_2025) YoY). 2 policy opportunities vs 1 policy threats.**

Finding	Impact
Macro environment: Favorable. Key opportunities: Regulatory Environment, National Digital Strategy. Key risks: Regulatory Environment, Fiber Broadband Penetration Industry is mature. (+1.9% YoY (CQ2_2025 -> CQ4_2025))	
Industry lifecycle: mature	
Market growth: +1.9% YoY (CQ2_2025 -> CQ4_2025)	
PEST weather: sunny	Mostly favorable: 7/10 factors present opportunities

## Look 2: Market & Customer (\$APPEALS)

**Net assessment: Free Fr leads in 3 of 8 \$APPEALS dimensions and trails in 5. 4 customer segments identified.**

Finding	Impact
France telecom market totals EUR 10.7B in quarterly revenue; competitive strengths in Availability, Performance; gaps in Assurances; Market outlook is favorable with more opportunities than threats.	
Market outlook: favorable	
4 customer segments identified	

## Look 3: Competition

**Net assessment: #4 of 4 operators in a medium-intensity market. Strongest force: existing competitors. Key differentiators: Brand Strength: score 82 (market avg 78), Digital Experience: score 90 (market avg 80).**

Finding	Impact
In a 4-player market with medium competition intensity, Orange France leads with 43% revenue share. Target operator holds 16% share. Strongest competitive force: Existing Competitors.	
Competition intensity: medium	
3 competitor deep dives completed	

## Look 4: Self-Analysis

**Net assessment: Overall stable operator. EBITDA margin 42.0%. 1 of 5 segments rated 'strong'. Key challenge: Customer Service: score 70 (market avg 73).**

Finding	Impact
<p>Ranked #4 of 4 operators in market; revenue EUR 1,740M; EBITDA margin 42.0%; stable but facing challenges; key strength: Brand Strength; key challenge: Customer Service; Management outlook: FY2024: France revenue EUR 6,530M (+8.2%), EBITDAaL EUR 2,600M (39.9% margin). Iliad Group crossed EUR 10B revenue milestone. Europe's 5th largest telco by subscribers (50.5M). 2025 OpFCF target EUR 2.0B.</p>	
Health rating: stable	

## Tariff Analysis

**Net assessment: Tariff analysis available**

## SWOT Synthesis

**Net assessment: S:7/W:7/O:5/T:4 — Offensive (SO-dominant). Strengths outweigh weaknesses, opportunities outweigh threats.**

Finding	Impact
<p>SWOT analysis identifies 7 strengths, 7 weaknesses, 5 opportunities, and 4 threats. The recommended strategic posture is improvement-focused (WO-dominant).</p>	
S:7 W:7 O:5 T:4	Balance: W>S, O>T

## Look 5: Opportunities (SPAN)

**Net assessment: 28 opportunities mapped: 16 grow/invest, 4 acquire skills, 4 harvest, 4 avoid/exit. Focus resources on the 16 grow/invest items.**

Finding	Impact
<p>SPAN matrix positions 28 opportunities: 16 grow/invest, 4 acquire skills, 4 harvest, 4 avoid/exit. Focus resources on the 16 grow/invest items for maximum strategic impact.</p>	
16/28 (57%) in Grow/Invest	Favorable opportunity landscape

### 3. "The Squeezed Middle" — Central Diagnosis

The single most important finding across all Five Looks is Free Fr's "Squeezed Middle" positioning.

This is not a temporary market condition — it is a structural competitive problem that manifests in every dimension:

**The escape routes** (not mutually exclusive):

1. Leverage Brand Strength for Regulatory Environment
2. Leverage Digital Experience for Digital Strategy Alignment
3. Leverage Innovation for SFR (Altice France) revenue decline 9.4% YoY

Dimension	Bouygues Telecom Fr	Free Fr	Orange Fr	Sfr Fr
Revenue	€2,050M	€1,740M	€4,580M	€2,300M
Revenue Growth	+1.9%	+2.2%	+0.2%	-9.1%
Ebitda Margin	26.3%	42.0%	35.5%	32.6%
Subscribers	18,700K	15,820K	22,900K	18,700K
Arpu	€19.30	€12.60	€20.50	€15.80
Churn	1.2%	1.3%	1.1%	2.8%
5G Coverage	82.0%	94.0%	93.0%	84.0%

### 4. Strategic Priorities — Consolidated

Across all analyses, 7 strategic priorities emerge consistently:

#### Priority 1: Accelerate B2B Growth (EXISTENTIAL)

Aspect	Detail
Addressable market	€62M
Current capability	Strong — GROW: Strong momentum — invest to accelerate growth
Time window	immediate
Approach	Increase investment in B2B to capture growth momentum

## Priority 2: Close Customer Service Gap (EXISTENTIAL)

Aspect	Detail
Current capability	Customer Service: score 70 (market avg 73)
Time window	1-2 years
Approach	Targeted investment to close gap in Customer Service

## Priority 3: Close Distribution Gap (EXISTENTIAL)

Aspect	Detail
Current capability	Distribution: score 72 (market avg 79)
Time window	1-2 years
Approach	Targeted investment to close gap in Distribution

## Priority 4: Close Enterprise Solutions Gap (STRATEGIC)

Aspect	Detail
Current capability	Enterprise Solutions: score 35 (market avg 62)
Time window	1-2 years
Approach	Targeted investment to close gap in Enterprise Solutions

## Priority 5: SFR (Altice France) revenue decline 9.4% YoY (STRATEGIC)

Aspect	Detail
Addressable market	N/A
Approach	SFR (Altice France) revenue decline 9.4% YoY

## Priority 6: Deploy AI/ML for Network & CX (STRATEGIC)

Aspect	Detail
Addressable market	N/A
Approach	Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai

## Priority 7: Deploy 5G SA & Network Slicing (IMPORTANT)

Aspect	Detail
Addressable market	N/A
Approach	Technology trend: 5G SA enabling network slicing and enterprise services

## 5. What NOT to Do

Equally important — strategic traps to avoid:

Trap	Why It's Tempting	Why It's Wrong
<b>Enter a price war</b>	Value competitors are winning on price	Margin destruction without winning price-sensitive customers back
<b>Attempt premium repositioning</b>	Leader's margins are enviable	Trails leader on every dimension; would take years and heavy investment
<b>Delay core transformation</b>	Current performance is adequate	Key weakness: Customer Service: score 70 (market avg 73); delay compounds disadvantage

## 6. Timeline & Sequencing

### IMMEDIATE (Now)

- Accelerate B2B Growth

### SHORT-TERM (6-18 months)

- Close Customer Service Gap
- Close Distribution Gap
- Close Enterprise Solutions Gap

### MEDIUM-TERM (2-3 years)

- SFR (Altice France) revenue decline 9.4% YoY
- Deploy AI/ML for Network & CX
- Deploy 5G SA & Network Slicing



## 7. Risk/Reward Summary

### 7.1 If Executed Well (Bull Case)

**Scenario:** Execute all 7 strategic priorities successfully

**Revenue impact:** +10-16% over 5 years

**Conditions:** Full execution of P0 opportunities, favorable market conditions

### 7.2 If Not Executed (Bear Case)

**Scenario:** No strategic execution; continue current trajectory

**Revenue impact:** -6-12% over 5 years

**Conditions:** Structural decline in core segments, competitor gains

### 7.3 Base Case

**Scenario:** Execute 2-3 of 7 priorities; moderate improvement

**Revenue impact:** +3-6% over 5 years

### 7.4 Net Assessment

Scenario	Revenue Delta	Investment	Net Value
Execute priorities	+10-16% over 5 years	Investment required	Positive net value
Do nothing	-6-12% over 5 years	€0	Structural decline

**The asymmetry is clear:** the downside of inaction exceeds the net cost of action.

## 8. Success Metrics Dashboard

KPI	Current	12-Month	3-Year	5-Year
Mobile revenue	€680M	—	—	Growth
Fixed Broadband revenue	€955M	—	—	Growth
B2B revenue	€62M	—	—	Growth

# France Telecom Macro Trends — PEST Deep Analysis (CQ4\_2025)

**Data basis:** PEST framework | 10 macro factors | CQ4\_2025 market data | Regulatory/event intelligence | Industry lifecycle assessment

## 1. Industry Landscape Snapshot

### 1.1 Market Fundamentals

Metric	Value	Assessment
Market size	<b>EUR 10.7B (quarterly, CQ4_2025)</b>	Market scale
YoY growth	<b>+1.9% YoY (CQ2_2025 -&gt; CQ4_2025)</b>	
Profit trend	Improving (industry EBITDA margin 34.2%, up from 32.5%)	
Concentration	<b>CR4 = 100% (Orange France: 42.9%, SFR (Altice France): 21.6%, Bouygues Telecom: 19.2%, Free (Iliad): 16.3%)</b>	Market structure
Lifecycle stage	<b>Mature</b>	Growth from market expansion is over; competition becomes zero-sum.

**Key insight:** The market is in the **mature** phase. Growth from market expansion is over; competition becomes zero-sum.

### 1.2 Industry Lifecycle — Implications

Being in the **mature** phase means:

- Network quality and coverage breadth
- Convergent (FMC) bundling strategy
- B2B/ICT capabilities for enterprise growth
- Operational efficiency (OPEX/revenue ratio)

## 2. PEST Analysis — Full Assessment

### 2.1 Overall PEST Weather

Dimension	# Factors	Opportunities	Threats	Net Assessment
Political	2	2	1	Favorable
Economic	3	0	0	Mixed
Social	2	2	1	Favorable
Technology	3	3	1	Strongly favorable
<b>Total</b>	<b>10</b>	<b>7</b>	<b>3</b>	<b>Net favorable (7 opps vs 3 threats)</b>

**Overall weather:** Sunny — Mostly favorable: 7/10 factors present opportunities

## 3. Political Factors — Regulatory & Policy

### 3.1 Regulatory Environment

Factor	Detail
Severity	High
Trend	Stable
Impact type	Both
Time horizon	Medium Term

**Current status:** ARCEP pro-competition regulation; fiber co-investment framework; copper retirement mandate by 2030; 5G deployment obligations (8,000 sites by end-2024); ARCEP deregulated wholesale central access Oct 2024 citing effective competition; active MVNO segment (~15% mobile market); 4-player market structure maintained since 2012

**Industry impact:** Regulatory framework shapes competitive dynamics and investment requirements

**Company impact:** Compliance requirements and spectrum policies directly affect Free Fr

- Macro data: ARCEP pro-competition regulation; fiber co-investment framework; copper retirement mandate by 2030; 5G deployment obligations (8,000 sites by end-2024); ARCEP deregulated wholesale central access Oct 2024 citing effective

competition; active MVNO segment (~15% mobile market); 4-player market structure maintained since 2012

### 3.2 National Digital Strategy

Factor	Detail
Severity	<b>High</b>
Trend	Improving
Impact type	Opportunity
Time horizon	Medium Term

**Current status:** EU Digital Decade: 100% 5G coverage by 2030; France Tres Haut Debit fiber plan >90% coverage achieved by end-2024 (40.3M premises connectable); near-universal fiber by 2025; copper retirement by 2030; public broadband subsidies for rural areas via RIP networks

**Industry impact:** Policy targets create both mandate and subsidy opportunities for network operators

**Company impact:** Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access

- Digital strategy: EU Digital Decade: 100% 5G coverage by 2030; France Tres Haut Debit fiber plan >90% coverage achieved by end-2024 (40.3M premises connectable); near-universal fiber by 2025; copper retirement by 2030; public broadband subsidies for rural areas via RIP networks

## 4. Economic Factors — Macro Headwinds

### 4.1 GDP Growth

Factor	Detail
Severity	<b>Medium</b>
Trend	Stable
Impact type	Neutral
Time horizon	Short Term

**Current status:** GDP growth at 1.1%

**Industry impact:** Moderate GDP growth supports steady telecom demand

**Company impact:** Supported revenue growth for Free Fr

- GDP growth: 1.1%

## 4.2 Inflation

Factor	Detail
Severity	<b>Low</b>
Trend	Stable
Impact type	Neutral
Time horizon	Short Term

**Current status:** Inflation at 2.3%

**Industry impact:** Inflation affects both OPEX (energy, wages) and consumer willingness to pay

**Company impact:** Manageable cost environment for Free Fr

- Inflation: 2.3%

## 4.3 Unemployment

Factor	Detail
Severity	<b>Medium</b>
Trend	Stable
Impact type	Neutral
Time horizon	Short Term

**Current status:** Unemployment at 7.3%

**Industry impact:** Unemployment affects consumer spending power and enterprise IT budgets

**Company impact:** Consumer segment sensitivity for Free Fr

- Unemployment: 7.3%

## 5. Social Factors — Consumer Behavior Shifts

### 5.1 5G Adoption Rate

Factor	Detail
Severity	<b>High</b>
Trend	Stable
Impact type	Opportunity
Time horizon	Medium Term

**Current status:** 5G adoption at 29.0% of mobile subscribers

**Industry impact:** Growing 5G adoption validates network investment and enables new use cases

**Company impact:** 5G adoption growth supports premium pricing and new service revenue for Free Fr

- 5G adoption: 29.0%

### 5.2 Fiber Broadband Penetration

Factor	Detail
Severity	<b>High</b>
Trend	Stable
Impact type	Both
Time horizon	Medium Term

**Current status:** Fiber penetration at 75.0%

**Industry impact:** Growing fiber adoption accelerates fixed broadband technology transition from copper/cable

**Company impact:** Fiber migration presents both investment challenge and growth opportunity for Free Fr

- Fiber penetration: 75.0%

## 6. Technology Factors – The Transformation Agenda

### 6.1 5G Network Evolution

Factor	Detail
Severity	<b>High</b>
Trend	Improving
Impact type	Opportunity
Time horizon	Medium Term

**Current status:** 5G in early adoption phase (29.0% adoption)

**Industry impact:** 5G enables network slicing, enterprise services, and FWA -- new revenue streams

**Company impact:** 5G network capabilities are key competitive differentiator for Free Fr

- 5G adoption: 29.0%

### 6.2 Fiber/FTTH Deployment

Factor	Detail
Severity	<b>High</b>
Trend	Improving
Impact type	Both
Time horizon	Long Term

**Current status:** Fiber penetration at 75.0%, indicating ongoing network modernization

**Industry impact:** Fiber replaces copper/cable as the fixed broadband standard, requiring massive CAPEX

**Company impact:** Fiber strategy (build vs buy vs partner) is a critical decision for Free Fr

- Fiber penetration: 75.0%

## 6.3 Free launches 5G Standalone nationwide

Factor	Detail
Severity	High
Trend	Uncertain
Impact type	Opportunity
Time horizon	Short Term

**Current status:** Free becomes first French operator to deploy 5G Standalone nationwide. 94.2% population coverage. 6,000 new 5G sites deployed in 2024.

**Company impact:** Free launches 5G Standalone nationwide strengthens Free Fr competitive position and market presence

## Value Transfer & Emerging Models

### Value Migration Map

- Value shifting from voice/SMS to data and digital services
- B2B/ICT growing faster than consumer segment
- Fiber displacing copper and cable broadband

### New Business Models

- FWA (Fixed Wireless Access) as fiber alternative
- Network-as-a-Service for enterprise verticals
- Wholesale/MVNO partnerships for coverage monetization

### Technology Revolution

- 5G SA enabling network slicing and enterprise services
- AI/ML for network optimization and customer experience
- Open RAN for vendor diversification and cost reduction

## Impact Assessment & Net Assessment

**Key message:** Macro environment: Favorable. Key opportunities: Regulatory Environment, National Digital Strategy. Key risks: Regulatory Environment, Fiber Broadband Penetration Industry is mature. (+1.9% YoY (CQ2\_2025 -> CQ4\_2025))



**Net assessment:** Favorable macro environment in a mature market (+1.9% YoY (CQ2\_2025 -> CQ4\_2025) YoY). 2 policy opportunities vs 1 policy threats.

## Policy Opportunities

- Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr
- National Digital Strategy: Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access

## Policy Threats

- Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr

# Market & Customer Analysis — \$APPEALS Framework (CQ4\_2025)

**Protagonist:** Free Fr

**Framework:** \$APPEALS (Availability, Price, Performance, Ease of Use, Assurances, Lifecycle Cost, Social Responsibility)

## 1. Market Snapshot

Metric	Value
Calendar Quarter	CQ4_2025
Total Revenue	€10,670M
Total Mobile Subscribers K	76,120K
Total Broadband Subscribers K	31,190K
Market Shares	Orange France: 42.9%; SFR (Altice France): 21.6%; Bouygues Telecom: 19.2%; Free (Iliad): 16.3%
Penetration Rates	Mobile Penetration Pct: 111.7; Broadband Penetration Pct: 45.8
Operator Count	4

**Market outlook:** Favorable

## 2. Market Events & Competitive Intelligence

Type	Description	Impact	Severity	Source
Pricing	SFR (Altice France) revenue decline 9.4% YoY	Opportunity	Medium	Peer Driven
Merger	Orange, Bouygues, Free bid EUR 17B for SFR assets — rejected	Both	High	Peer Driven
Technology	Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai	Opportunity	Medium	Peer Driven
Merger	Altice France restructures EUR 24B debt — creditors take 45% stake	Opportunity	High	Peer Driven

## 3. Customer Segmentation

Segment	Type	Size	Growth	Our Share
Consumer Premium Convergent	Consumer		Stable	
Consumer Value-Seeking	Consumer		Stable	
Consumer SIM-Only / MVNO	Consumer		Stable	
Enterprise & Public Sector	Enterprise		Stable	

### Segment: Consumer Premium Convergent

- **Unmet needs:** Seamless multi-screen entertainment experience (TV, mobile, home); Ultra-fast symmetric fiber for remote work and gaming
- **Pain points:** Complex bundle structures and hidden fees; 12-month promotional pricing that jumps significantly
- **Decision factors:** Fiber speed and reliability; TV content offering (sports, cinema); Bundle value (quad-play)

### Segment: Consumer Value-Seeking

- **Unmet needs:** Transparent low-cost unlimited mobile plans; Affordable fiber broadband without long contracts
- **Pain points:** Post-promotional price hikes; Difficulty comparing real costs across operators
- **Decision factors:** Monthly cost (post-promo); Data volume / unlimited; Network coverage

### Segment: Consumer SIM-Only / MVNO

- **Unmet needs:** Ultra-low-cost mobile-only connectivity; Flexible prepaid/no-contract options
- **Pain points:** MVNOs throttle speeds during congestion; Limited 5G access on sub-brands
- **Decision factors:** Lowest price per GB; No commitment; Adequate network quality

### Segment: Enterprise & Public Sector

- **Unmet needs:** Private 5G networks for Industry 4.0; Multi-cloud connectivity and SD-WAN; Cybersecurity managed services
- **Pain points:** Complex RFP processes for public sector contracts; Vendor lock-in with legacy infrastructure
- **Decision factors:** Network reliability and SLAs; Managed services capability; National and international coverage

## 4. \$APPEALS Assessment

Dimension	Free Fr	Bouygues Telecom Fr	Orange Fr	Sfr Fr	Priority
Price	0.0	—	—	—	Critical
Availability	4.4	4.2	4.8	4.1	Critical
Packaging	0.0	—	—	—	Important
Performance	4.2	4.3	4.6	3.6	Critical
Ease of Use	3.5	4.4	4.0	2.8	Important
Assurances	1.8	2.8	4.8	3.2	Important
Lifecycle Cost	0.0	—	—	—	Important
Social/Brand	4.1	3.9	4.5	3.0	Nice_To_Have

## Gap Analysis

Dimension	Free Fr	Leader	Gap	Status	Analysis
Price	0.0	0.0	+0.0	Parity	No competitor data available for Price
Availability	4.4	4.8	-0.4	Lagging	Above average in Availability but 0.4 points behind leader (orange_fr: 4.8/5.0)
Packaging	0.0	0.0	+0.0	Parity	No competitor data available for Packaging
Performance	4.2	4.6	-0.4	Lagging	Above average in Performance but 0.4 points behind leader (orange_fr: 4.6/5.0)
Ease of Use	3.5	4.4	-0.9	Lagging	Below market average in Ease of Use by 0.2 points. Leader: bouygues_telecom_fr (4.4/5.0)
Assurances	1.8	4.8	-3.0	Lagging	Below market average in Assurances by 1.8 points. Leader: orange_fr (4.8/5.0)
Lifecycle Cost	0.0	0.0	+0.0	Parity	No competitor data available for Lifecycle Cost
Social/Brand	4.1	4.5	-0.4	Lagging	Above average in Social/Brand but 0.4 points behind leader (orange_fr: 4.5/5.0)

## 5. Customer Value Migration

Value migration trending downward: price competition intensifying. Defend high-value customers and optimize cost base.

## 6. Opportunities & Threats Summary

### Opportunities

Opportunity	Impact	Severity
SFR (Altice France) revenue decline 9.4% YoY	Year-over-year decline indicates structural challenge	Medium
Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai	Iliad Group announces EUR 3B investment plan in AI infrastructure. Scaleway cloud GPU clusters, OpCore data centers, Kyutai AI research lab. Positions Free as tech platform beyond telecom.	Medium
Altice France restructures EUR 24B debt — creditors take 45% stake	Patrick Drahi negotiates debt reduction from EUR 24B to EUR 15.5B. Cedes 45% ownership stake to creditors. SFR revenue and EBITDA in accelerating decline.	High

**Key message:** France telecom market totals EUR 10.7B in quarterly revenue; competitive strengths in Availability, Performance; gaps in Assurances; Market outlook is favorable with more opportunities than threats.

**Net assessment:** Free Fr leads in 3 of 8 \$APPEALS dimensions and trails in 5. 4 customer segments identified.

## Tariff Deep Analysis (CQ4\_2025)

## Competition Analysis — Porter's Five Forces + Deep Dives (CQ4\_2025)

**Protagonist:** Free Fr

**Framework:** Porter's Five Forces + Individual Competitor Profiles

## 1. Market Structure Overview

Metric	Value
Number of operators	4
Market structure	4-operator oligopoly
Competition intensity	<b>Medium</b>
Target position	#4 by revenue

The market comprises 4 active operators: Bouygues Telecom, Free (Iliad), SFR (Altice France), Orange France. Overall competition intensity is assessed as medium. Revenue ranking: Orange France (4,580M), SFR (Altice France) (2,300M), Bouygues Telecom (2,050M), Free (Iliad) (1,740M). Five Forces: Existing Competitors: high; New Entrants: low; Substitutes: high; Supplier Power: medium; Buyer Power: high.

## 2. Five Forces Analysis

Force	Level	Key Drivers
Existing Competitors	<b>High</b>	Number of competitors; Market concentration; Growth rate disparity
Threat of New Entrants	<b>Low</b>	Entry barriers
Threat of Substitutes	<b>High</b>	OTT messaging replaces SMS/voice; Streaming replaces linear TV/IPTV; Wi-Fi offload reduces cellular dependency
Supplier Bargaining Power	<b>Medium</b>	Network equipment vendor concentration; Semiconductor supply chain; Tower infrastructure
Buyer Bargaining Power	<b>High</b>	Consumer churn rates; Postpaid contract mix; Individual consumer bargaining power

## Existing Competitors

Factor	Description	Impact	Trend
Number of competitors	4 active operators in the market	high	stable
Market concentration	Top operator holds 43% of market revenue (total: EUR 10.7B)	high	stable
Growth rate disparity	Service revenue growth ranges from -9.1% to +2.2% (spread: 11.3pp)	high	increasing
Margin pressure	Average EBITDA margin: 34.1%	medium	stable

### Implications:

- Market is concentrated with top player at 43% revenue share.

## Threat of New Entrants

Factor	Description	Impact	Trend
Entry barriers	High barriers: spectrum licensing, massive capex for network build, regulatory approvals, established brand loyalty	high	stable

### Implications:

- High entry barriers (spectrum, capex, regulation) limit new competitors, but determined entrants with deep pockets can still disrupt.

## Threat of Substitutes

Factor	Description	Impact	Trend
OTT messaging replaces SMS/voice	WhatsApp, Signal, Teams replacing traditional voice/SMS revenue. OTT messaging penetration continues to grow.	high	increasing
Streaming replaces linear TV/IPTV	Netflix, Disney+, YouTube Premium substituting traditional TV/cable TV subscriptions.	medium	increasing
Wi-Fi offload reduces cellular dependency	Public and private Wi-Fi networks reduce reliance on mobile data, especially in urban areas.	low	stable
Cloud services substitute enterprise ICT	AWS, Azure, GCP offering direct enterprise connectivity, reducing operator B2B ICT revenue opportunity.	medium	increasing

**Implications:**

- OTT services continue to erode traditional voice/SMS revenue; operators must pivot toward data, connectivity, and digital services.
- Streaming substitution pressures TV/IPTV bundling strategies; operators should focus on aggregation and super-bundling.

**Supplier Bargaining Power**

Factor	Description	Impact	Trend
Network equipment vendor concentration	Oligopoly of 3 major vendors (Huawei, Ericsson, Nokia). Limited alternatives increase supplier leverage on pricing and technology roadmaps.	high	stable
Semiconductor supply chain	Chip supply constraints can create bottlenecks for both network equipment and consumer devices.	medium	stable
Tower infrastructure	Independent tower companies (e.g., Vantage Towers, GD Towers) have pricing power for site rentals and co-location.	medium	increasing
Fiber infrastructure suppliers	Fiber cable and deployment contractors influence capex for FTTH rollout programs.	medium	stable

**Implications:**

- Vendor oligopoly limits negotiation leverage; multi-vendor strategies and Open RAN initiatives can help diversify supply.
- Tower company independence increases site rental costs; operators should evaluate infrastructure-sharing arrangements.



## Buyer Bargaining Power

Factor	Description	Impact	Trend
Consumer churn rates	Average mobile churn: 1.60%/month. Highest: 2.80% indicating high willingness to switch.	high	stable
Postpaid contract mix	Average postpaid ratio: 86%. High contract lock-in reduces buyer mobility.	low	stable
Individual consumer bargaining power	Individual consumers have low bargaining power, but low switching costs (number portability, short contracts) mean they vote with their feet.	medium	increasing
Enterprise customer concentration	Large enterprise customers have significant bargaining power through multi-vendor strategies and competitive tenders.	high	stable
Regulatory protection for buyers	EU regulations support number portability, contract transparency, and maximum contract lengths, enhancing consumer switching ability.	medium	increasing

### Implications:

- Enterprise customers can leverage multi-vendor strategies; differentiation through service quality and SLAs is critical.
- Low switching costs and regulatory support for portability mean operators must compete on value, not lock-in.

### 3. Competitor Deep Dives

#### Bouygues Telecom Fr

##### Financial & Subscriber Profile

Metric	Value
Revenue	€2,050M
Service Revenue	€1,615M
Service Revenue Growth Pct	1.9%
Ebitda	€540M
Ebitda Margin Pct	26.3%
Ebitda Growth Pct	1.5%
Capex	€380M
Capex To Revenue Pct	18.5%
Mobile Total K	18,700K
Mobile Postpaid K	17,800K
Mobile Net Adds K	100K
Mobile Churn Pct	1.2%
Mobile Arpu	€19.30
Broadband Total K	5,440K
Broadband Fiber K	4,800K
Broadband Net Adds K	60K
Tv Total K	4,120K
Mobile Trend	growing
Broadband Trend	growing
Arpu Trend	declining

## Momentum Indicators

Metric	CAGR	Phase	Momentum Score
Revenue	+3.8%	Decelerating Growth	50/100
Margin	+2.2%	Stabilizing	45/100

**Growth strategy:** Revenue-led profitable growth; subscriber acquisition focus

**Business model:** Mobile-centric with fixed complement; balanced service + equipment revenue; moderate-margin profile

## Network Status

- **Status:** data\_available
- **Five G Coverage Pct:** 82.0%
- **Four G Coverage Pct:** 99.0%
- **Fiber Homepass K:** 38,000K
- **Cable Homepass K:** N/A
- **Cable Docsis31 Pct:** N/A
- **Technology Mix:** Mobile Vendor: Huawei/Nokia; Spectrum Mhz: 280; Core Vendor: Nokia; Fiber Technology: GPON co-investment

**Product portfolio:** Mobile (postpaid + prepaid); Fixed broadband (incl. fiber/FTTH); TV/Video

**Core control points:** Market leadership in Customer Service; Market leadership in Network Quality; Market leadership in Network Coverage; Market leadership in Digital Experience; Market leadership in Distribution

**Ecosystem partners:** Network vendor: Huawei/Nokia

**M&A activity:** Bouygues acquires SFR's 49% stake in La Poste Mobile

**Organization:** CEO, Bouygues Telecom: Benoit Torloting (Bouygues Group veteran; driving convergence and La Poste Mobile integration); Deputy MD Finance: Christian Lecoq (Finance and strategy for Bouygues Telecom)

### Key problems:

- Competitive gap in Enterprise Solutions

## Strengths & Weaknesses

Strengths	Weaknesses
Customer Service: score 88 (market avg 73)	Enterprise Solutions: score 55 (market avg 62)

## Implications for Free Fr

- **Threat:** Bouygues Telecom's growing revenue indicates competitive pressure; they are capturing market value.
- Action: Monitor pricing and go-to-market strategies.
- **Opportunity:** Bouygues Telecom is weak in: Enterprise Solutions. Target can differentiate in these dimensions.
- Action: Invest in Enterprise Solutions to capture customers dissatisfied with Bouygues Telecom.
- **Learning:** Bouygues Telecom excels in: Customer Service. Study their approach for best practices.
- Action: Benchmark Bouygues Telecom's practices in Customer Service.

### Likely future actions:

- Bouygues Telecom is likely to continue aggressive network expansion (capex/revenue at 18% with growing revenue).
- Bouygues Telecom is likely to continue market share expansion in mobile, leveraging positive subscriber momentum.

## Sfr Fr

### Financial & Subscriber Profile

Metric	Value
Revenue	€2,300M
Service Revenue	€2,000M
Service Revenue Growth Pct	-9.1%
Ebitda	€750M
Ebitda Margin Pct	32.6%
Ebitda Growth Pct	-24.2%
Capex	€440M
Capex To Revenue Pct	19.1%
Mobile Total K	18,700K
Mobile Postpaid K	14,800K
Mobile Net Adds K	-400K
Mobile Churn Pct	2.8%
Mobile Arpu	€15.80
Broadband Total K	6,300K
Broadband Fiber K	4,960K
Broadband Net Adds K	-100K
Tv Total K	4,950K
Mobile Trend	declining
Broadband Trend	declining
Arpu Trend	declining

### Momentum Indicators

Metric	CAGR	Phase	Momentum Score
Revenue	-7.0%	Accelerating Decline	48/100
Margin	+4.9%	Decelerating Growth	4/100

**Growth strategy:** Margin optimization / cost transformation; ARPU-led value strategy

**Business model:** Convergent (mobile + fixed); service-revenue dominant; moderate-margin profile

## Network Status

- **Status:** data\_available
- **Five G Coverage Pct:** 84.0%
- **Four G Coverage Pct:** 99.0%
- **Fiber Homepass K:** 30,000K
- **Cable Homepass K:** N/A
- **Cable Docsis31 Pct:** N/A
- **Technology Mix:** Mobile Vendor: Nokia; Spectrum Mhz: 290; Core Vendor: Nokia; Cable Docsis: 3.1; Cable Homepass K: 22000

**Product portfolio:** Mobile (postpaid + prepaid); Fixed broadband (incl. fiber/FTTH); TV/Video; Enterprise/B2B solutions

**Core control points:** Market leadership in Network Coverage; Own fiber infrastructure (30000k homes); Scale advantage (18.7m mobile subs)

**Ecosystem partners:** Network vendor: Nokia

**M&A activity:** Altice France restructures EUR 24B debt — creditors take 45% stake

**Organization:** CEO, SFR: Mathieu Cocq (Succeeded Gregory Rabuel; managing SFR through Altice financial restructuring); CEO, Altice France: Arthur Dreyfuss (Also CEO of Altice Media; overseeing Altice France debt restructuring and potential asset sales)

### Key problems:

- Competitive gap in Brand Strength
- Competitive gap in Customer Service
- Competitive gap in Digital Experience
- Competitive gap in Distribution
- Competitive gap in Innovation

## Strengths & Weaknesses

Strengths	Weaknesses
	Brand Strength: score 60 (market avg 78)
	Customer Service: score 55 (market avg 73)
	Digital Experience: score 68 (market avg 80)
	Distribution: score 72 (market avg 79)
	Innovation: score 60 (market avg 78)

## Implications for Free Fr

- **Opportunity:** SFR (Altice France) is weak in: Brand Strength, Customer Service, Digital Experience. Target can differentiate in these dimensions.
- **Action:** Invest in Brand Strength, Customer Service, Digital Experience to capture customers dissatisfied with SFR (Altice France).

### **Likely future actions:**

- SFR (Altice France) may pursue cost optimization or strategic pivot given declining revenue trend.
- SFR (Altice France) may accelerate fiber migration or FWA push to counter broadband subscriber losses.

## Orange Fr

### Financial & Subscriber Profile

Metric	Value
Revenue	€4,580M
Service Revenue	€4,155M
Service Revenue Growth Pct	0.2%
Ebitda	€1,625M
Ebitda Margin Pct	35.5%
Ebitda Growth Pct	0.7%
Capex	€770M
Capex To Revenue Pct	16.8%
Mobile Total K	22,900K
Mobile Postpaid K	20,350K
Mobile Net Adds K	100K
Mobile Churn Pct	1.1%
Mobile Arpu	€20.50
Broadband Total K	11,720K
Broadband Fiber K	10,800K
Broadband Net Adds K	70K
Tv Total K	8,790K
Mobile Trend	growing
Broadband Trend	growing
Arpu Trend	flat

### Momentum Indicators

Metric	CAGR	Phase	Momentum Score
Revenue	+2.6%	Decelerating Growth	50/100
Margin	+0.2%	Flat	51/100



**Growth strategy:** Revenue-led profitable growth; subscriber acquisition focus; strong B2B/enterprise push

**Business model:** Convergent (mobile + fixed); service-revenue dominant; high-margin profile

## Network Status

- **Status:** data\_available
- **Five G Coverage Pct:** 93.0%
- **Four G Coverage Pct:** 99.0%
- **Fiber Homepass K:** 40,300K
- **Cable Homepass K:** N/A
- **Cable Docsis31 Pct:** N/A
- **Technology Mix:** Mobile Vendor: Ericsson/Nokia; Spectrum Mhz: 380; Core Vendor: Ericsson; 5G Sa Status: SA deploying; Fiber Technology: GPON/XGS-PON/10G-PON

**Product portfolio:** Mobile (postpaid + prepaid); Fixed broadband (incl. fiber/FTTH); TV/Video; Enterprise/B2B solutions

**Core control points:** Market leadership in Enterprise Solutions; Market leadership in Network Coverage; Market leadership in Distribution; Market leadership in Network Quality; Market leadership in Brand Strength

**Ecosystem partners:** Network vendor: Ericsson/Nokia

**Organization:** CFO, Orange Group: Laurent Martinez (Orange Group CFO; managing capex discipline and shareholder returns); CEO, Orange Group: Christel Heydemann (Former Schneider Electric EVP; first female CEO of Orange; driving Lead the Future transformation plan)

### Key problems:

- Competitive gap in Price Competitiveness

## Strengths & Weaknesses

Strengths	Weaknesses
Brand Strength: score 90 (market avg 78)	Price Competitiveness: score 55 (market avg 76)
Customer Service: score 80 (market avg 73)	
Distribution: score 92 (market avg 79)	
Enterprise Solutions: score 95 (market avg 62)	
Innovation: score 85 (market avg 78)	

## Implications for Free Fr

- **Threat:** Orange France's growing revenue indicates competitive pressure; they are capturing market value.
- Action: Monitor pricing and go-to-market strategies.
- **Opportunity:** Orange France is weak in: Price Competitiveness. Target can differentiate in these dimensions.
- Action: Invest in Price Competitiveness to capture customers dissatisfied with Orange France.
- **Learning:** Orange France excels in: Brand Strength, Customer Service, Distribution. Study their approach for best practices.
- Action: Benchmark Orange France's practices in Brand Strength, Customer Service, Distribution.
- **Threat:** Orange France has 93% 5G coverage, creating potential network advantage.
- Action: Accelerate 5G deployment to close coverage gap.

### Likely future actions:

- Orange France is likely to continue aggressive network expansion (capex/revenue at 17% with growing revenue).
- Orange France is likely to continue market share expansion in mobile, leveraging positive subscriber momentum.
- Orange France with 93% 5G coverage is positioned to push 5G monetization through premium tiers and B2B use cases.

## 4. Cross-Operator Comparison Dashboard

Metric	Bouygues Telecom Fr	Free Fr	Orange Fr	Sfr Fr
Revenue	€2,050M	€1,740M	€4,580M	€2,300M
Revenue Growth	+1.9%	+2.2%	+0.2%	-9.1%
Ebitda Margin	26.3%	42.0%	35.5%	32.6%
Subscribers	18,700K	15,820K	22,900K	18,700K
Arpu	€19.30	€12.60	€20.50	€15.80
Churn	1.2%	1.3%	1.1%	2.8%
5G Coverage	82.0%	94.0%	93.0%	84.0%
Revenue Share %	19.2% ▲	16.3% ▲	42.9% ▲	21.6% ▼
Mobile Share %	24.6% ▲	20.8%	30.1%	24.6% ▼

## 5. Competitive Dynamics

The market comprises 4 active operators: Bouygues Telecom, Free (Iliad), SFR (Altice France), Orange France. Overall competition intensity is assessed as medium. Revenue ranking: Orange France (4,580M), SFR (Altice France) (2,300M), Bouygues Telecom (2,050M), Free (Iliad) (1,740M). Five Forces: Existing Competitors: high; New Entrants: low; Substitutes: high; Supplier Power: medium; Buyer Power: high.

**Key message:** In a 4-player market with medium competition intensity, Orange France leads with 43% revenue share. Target operator holds 16% share. Strongest competitive force: Existing Competitors.

**Net assessment:** #4 of 4 operators in a medium-intensity market. Strongest force: existing competitors. Key differentiators: Brand Strength: score 82 (market avg 78), Digital Experience: score 90 (market avg 80).

## 6. Competitive Risk Register

Source	Risk	Suggested Action
Bouygues Telecom Fr	Bouygues Telecom's growing revenue indicates competitive pressure; they are capturing market value.	Monitor pricing and go-to-market strategies.
Orange Fr	Orange France's growing revenue indicates competitive pressure; they are capturing market value.	Monitor pricing and go-to-market strategies.
Orange Fr	Orange France has 93% 5G coverage, creating potential network advantage.	Accelerate 5G deployment to close coverage gap.

## Self Analysis — Free Fr (CQ4\_2025)

**Framework:** Business Model Canvas (BMC) + Capability Assessment

**Health rating:** Stable

# 1. Financial Health Dashboard

KPI	Value
Total Revenue	€1,740M
Service Revenue	€1,635M
Ebitda	€730M
Ebitda Margin Pct	42.0%
Net Income	N/A
Capex	€340M
Capex To Revenue Pct	19.5%
Opex	N/A
Employees	10,300
Revenue Qoq Pct	1.5%
Revenue Yoy Pct	2.2%
Ebitda Qoq Pct	4.3%
Ebitda Growth Pct	2.1%
Service Revenue Growth Pct	2.2%

## Revenue Trends (Recent Quarters)



## Financial Trend Metrics

Metric	CAGR	Momentum Phase	Slope (/Q)	Volatility
Revenue	+5.4%	Decelerating Growth	+20.7/Q	0.030
EBITDA	+12.4%	Decelerating Growth	+15.1/Q	0.060
Margin	+6.7%	Decelerating Growth	+0.4/Q	0.040

## Market Share Evolution

### Revenue Share Trend (8 Quarters)

Quarter	Orange France	SFR (Altice France)	Bouygues Telecom	Free (Iliad)
CQ1_2024	41.7%	24.9%	18.3%	15.1%
CQ1_2025	42.3%	22.9%	18.8%	16.0%
CQ2_2024	41.9%	24.5%	18.4%	15.2%
CQ2_2025	42.5%	22.4%	19.0%	16.1%
CQ3_2024	41.9%	24.2%	18.5%	15.4%
CQ3_2025	42.4%	22.2%	19.0%	16.4%
CQ4_2024	42.2%	23.5%	18.6%	15.7%
CQ4_2025	42.9%	21.6%	19.2%	16.3%

### Share Movement Summary

Operator	Latest	Change (pp)	Direction	Rank
Orange France	42.9%	+1.2	<b>Gaining</b>	#1
SFR (Altice France)	21.6%	-3.3	<b>Losing</b>	#2
Bouygues Telecom	19.2%	+0.9	<b>Gaining</b>	#3
Free (Iliad)	16.3%	+1.2	<b>Gaining</b>	#4

**Market Concentration:** HHI 2,942 (Highly Concentrated), CR3 83.7%, trend: Stable

## Mobile Subscriber Share Trend (8 Quarters)

Quarter	Orange France	SFR (Altice France)	Bouygues Telecom	Free (Iliad)
CQ1_2024	30.0%	28.4%	21.1%	20.6%
CQ1_2025	29.5%	26.1%	24.0%	20.3%
CQ2_2024	30.1%	28.0%	21.2%	20.7%
CQ2_2025	29.7%	25.5%	24.2%	20.5%
CQ3_2024	30.2%	27.7%	21.4%	20.7%
CQ3_2025	29.9%	25.1%	24.4%	20.6%
CQ4_2024	29.3%	26.7%	23.8%	20.2%
CQ4_2025	30.1%	24.6%	24.6%	20.8%

### Share Movement Summary

Operator	Latest	Change (pp)	Direction	Rank
Orange France	30.1%	+0.1	<b>Stable</b>	#1
SFR (Altice France)	24.6%	-3.8	<b>Losing</b>	#2
Bouygues Telecom	24.6%	+3.5	<b>Gaining</b>	#3
Free (Iliad)	20.8%	+0.2	<b>Stable</b>	#4

**Market Concentration:** HHI 2,544 (Highly Concentrated), CR3 79.2%, trend: Stable

## Broadband Subscriber Share Trend (8 Quarters)

Quarter	Orange France	Free (Iliad)	SFR (Altice France)	Bouygues Telecom
CQ1_2024	36.8%	24.6%	22.3%	16.2%
CQ1_2025	37.2%	24.6%	21.3%	17.0%
CQ2_2024	36.8%	24.7%	22.2%	16.3%
CQ2_2025	37.3%	24.7%	20.9%	17.1%
CQ3_2024	36.9%	24.6%	22.0%	16.5%
CQ3_2025	37.4%	24.7%	20.6%	17.3%
CQ4_2024	37.1%	24.5%	21.6%	16.8%
CQ4_2025	37.6%	24.8%	20.2%	17.4%

### Share Movement Summary

Operator	Latest	Change (pp)	Direction	Rank
Orange France	37.6%	+0.8	<b>Gaining</b>	#1
Free (Iliad)	24.8%	+0.1	<b>Stable</b>	#2
SFR (Altice France)	20.2%	-2.1	<b>Losing</b>	#3
Bouygues Telecom	17.4%	+1.2	<b>Gaining</b>	#4

**Market Concentration:** HHI 2,738 (Highly Concentrated), CR3 82.6%, trend: Stable

## 2. Revenue Breakdown

Segment	Revenue	Share
Mobile Service Revenue	€680M	39.1%
Fixed Service Revenue	€955M	54.9%
B2B Revenue	€62M	3.6%
Other Revenue	€43M	2.5%
<b>Total</b>	<b>€1,740M</b>	<b>100.0%</b>

### 3. Business Segment Deep Dives

Segment	Revenue	Health	Action Required
Mobile	€680M	<b>Stable</b>	GROW: Improving trajectory — consider incremental investment
Fixed Broadband	€955M	<b>Stable</b>	GROW: Improving trajectory — consider incremental investment
B2B	€62M	<b>Strong</b>	GROW: Strong momentum — invest to accelerate growth
TV/ Convergence	—	<b>Stable</b>	MAINTAIN: Stable performance — optimize current operations
Wholesale	—	<b>Stable</b>	MAINTAIN: Stable performance — optimize current operations

#### Segment: Mobile [Stable]

Metric	Value
Mobile Service Revenue	€680M
Mobile Service Growth %	3.3%
Mobile Total (K)	15,820K
Mobile Postpaid (K)	12,650K
Mobile Prepaid (K)	3,170K
Mobile Net Adds (K)	80K
Mobile Churn %	1.3%
Mobile ARPU	€12.60
IoT Connections (K)	N/A

#### Changes

Metric	Current	Previous	Direction	Significance
revenue	680.0	670.0	Improving	Minor
subscribers	15820.0	15740.0	Stable	Minor
arpu	12.6	12.6	Stable	Minor



## Why — Attribution Analysis

- **Management Explanation** (high): Mobile subs 15.5M (+668K net adds in 2024). 5G SA launched nationwide Sep 2024. Mobile ARPU EUR 12.3 (+1.8% YoY). Convergent discount driving improved retention but slight ARPU dilution.

## Trend Analysis

Series	CAGR	Momentum Phase	Volatility	Slope (/Q)
Arpu	+1.9%	Stabilizing	0.010	+0.1/Q
Churn	-7.8%	Stabilizing	0.050	-0.0/Q
Revenue	+6.2%	Decelerating Growth	0.030	+9.1/Q
Subscribers	+2.2%	Decelerating Growth	0.010	+83.8/Q

**Key message:** Mobile service revenue at 680.0M; up 3.3% YoY; ARPU 12.6

**Action required:** GROW: Improving trajectory — consider incremental investment

## Segment: Fixed Broadband [Stable]

Metric	Value
Fixed Service Revenue	€955M
Fixed Service Growth %	-1.7%
Broadband Total (K)	7,730K
Broadband Net Adds (K)	30K
Broadband Cable (K)	N/A
Broadband Fiber (K)	7,000K
Broadband Dsl (K)	N/A
Broadband ARPU	N/A

## Changes

Metric	Current	Previous	Direction	Significance
revenue	955.0	938.0	Improving	Minor
subscribers	7730.0	7700.0	Stable	Minor
arpu			Stable	Minor

## Why — Attribution Analysis

- **Management Explanation** (high): Freebox subs 7.6M. Fiber take-up 81.7% (6.4M FTTH active). Fixed ARPU EUR 37.0 (+4.5% YoY). Freebox Ultra driving ARPU uplift. 37M+ premises connectable across group.

## Trend Analysis

Series	CAGR	Momentum Phase	Volatility	Slope (/Q)
Fiber	+11.9%	Decelerating Growth	0.070	+181.9/Q
Revenue	+5.6%	Decelerating Growth	0.040	+11.2/Q
Subscribers	+1.8%	Decelerating Growth	0.010	+32.8/Q

**Key message:** Fixed service revenue 955.0M; growth -1.7% YoY; Fiber subs 7000K

**Action required:** GROW: Improving trajectory — consider incremental investment

## Segment: B2B [Strong]

Metric	Value
B2B Revenue	€62M
B2B Growth %	N/A
B2B Customers (K)	75K
B2B Share Of Revenue %	3.6%

## Changes

Metric	Current	Previous	Direction	Significance
revenue	62.0	60.0	Improving	Moderate
customers	75.0	70.0	Improving	Significant

## Why — Attribution Analysis

- **Product Change** (high): revenue increased 3.3% QoQ
- **Product Change** (high): customers increased 7.1% QoQ

## Trend Analysis

Series	CAGR	Momentum Phase	Volatility	Slope (/Q)
Customers	+26.1%	Accelerating Growth	0.140	+3.6/Q
Revenue	+20.1%	Decelerating Growth	0.100	+2.5/Q

**Key message:** B2B revenue 62.0M; 3.6% of total revenue

**Action required:** GROW: Strong momentum — invest to accelerate growth

## Segment: TV/Convergence [Stable]

Metric	Value
TV Revenue	N/A
TV Total (K)	7,090K
TV Net Adds (K)	N/A
FMC Total (K)	N/A
FMC Penetration %	N/A

## Changes

Metric	Current	Previous	Direction	Significance
revenue			Stable	Minor
subscribers	7090.0	7060.0	Stable	Minor
fmc_subscribers			Stable	Minor

## Trend Analysis

Series	CAGR	Momentum Phase	Volatility	Slope (/Q)
Tv Subscribers	+2.4%	Decelerating Growth	0.010	+41.9/Q

**Key message:** TV subscribers 7090K

**Action required:** MAINTAIN: Stable performance — optimize current operations

## Segment: Wholesale [Stable]

Metric	Value
Wholesale Revenue	N/A
Wholesale Share Of Revenue %	N/A

### Changes

Metric	Current	Previous	Direction	Significance
revenue			Stable	Minor

**Key message:** Insufficient data for wholesale assessment

**Action required:** MAINTAIN: Stable performance — optimize current operations

## 4. Network Assessment

### Technology Mix

Technology	Detail
Mobile Vendor	Nokia
Spectrum Mhz	310
Core Vendor	Nokia
5G Sa Status	5G SA launched Sep 2024
Fiber Technology	GPON/XGS-PON

### Coverage

Technology	Coverage
5G	94.0%
4G	99.0%

## Controlled vs. Resale

Type	Detail
Own Infrastructure	fiber, mobile
Summary	Fully owned mobile network (5G/4G/3G). FTTH via Iliad Group fiber build + co-investment in Orange and SFR fiber zones. ~85% own fiber homepass, 15% co-investment access.

## Homepass vs. Connect

Metric	Value
Fiber Homepass K	37,000K
Fiber Connected K	7,000K
Fiber Penetration Pct	18.9%

## Evolution Strategy

- **Data Signals:** 5G SA: 5G SA launched Sep 2024, Fiber-only fixed footprint
- **Summary:** 5G on 3.5 GHz (urban) + 700 MHz (nationwide) + 2100 MHz (capacity). Aggressive fiber build targeting 37M+ FTTH homepass. Copper migration. Freebox hardware cycles every 2-3 years.

**Investment direction:** increasing

**Vs. competitors:** 5G: ahead of Bouygues Telecom by 12pp; 5G: ahead of SFR (Altice France) by 10pp

**Consumer impact:** Strong 5G coverage (94.0%); Fiber-dominant broadband mix

**B2B impact:** B2B revenue share: 4%

**Cost impact:** Moderate capex intensity (19.5%); Capex increasing (+6.2% QoQ)

## 5. Business Model Canvas

BMC Block	Components
<b>Key Partners</b>	Network equipment vendors (Ericsson, Nokia); Content providers (Netflix, Disney+); Device manufacturers (Apple, Samsung); Tower companies (Vantage Towers)
<b>Key Activities</b>	Network operations and maintenance; Customer service and support; Product development and bundling; Network expansion and modernization
<b>Key Resources</b>	Spectrum licenses; Network infrastructure (mobile, cable, fiber); Brand and customer base; IT/BSS systems
<b>Value Propositions</b>	Reliable mobile and fixed connectivity; Converged bundles (mobile + broadband + TV); Enterprise digital transformation solutions; Nationwide 5G coverage
<b>Customer Relationships</b>	Retail stores; Online self-service (app, website); Call center support; Dedicated enterprise account managers
<b>Channels</b>	Physical retail stores; Online shop; Wholesale/partner distribution; Enterprise direct sales
<b>Customer Segments</b>	Consumer mobile (postpaid and prepaid); Consumer broadband and TV; Small and medium enterprises; Large enterprises and public sector
<b>Cost Structure</b>	Network OPEX (maintenance, energy, leases); Spectrum acquisition costs; Personnel costs; Content and device subsidies
<b>Revenue Streams</b>	Mobile service revenue (voice, data); Fixed broadband subscriptions; TV and content subscriptions; B2B/enterprise solutions

## 6. Strengths, Weaknesses & Exposure Points

### Strengths

- Brand Strength: score 82 (market avg 78)
- Digital Experience: score 90 (market avg 80)
- Innovation: score 92 (market avg 78)
- Price Competitiveness: score 95 (market avg 76)
- Strong EBITDA margin at 42.0%
- Revenue on growth trajectory
- Extensive 5G coverage at 94.0%

## Weaknesses

- Customer Service: score 70 (market avg 73)
- Distribution: score 72 (market avg 79)
- Enterprise Solutions: score 35 (market avg 62)
- Ranked #4 in revenue among competitors

## Exposure Points

Trigger	Side Effect	Attack Vector	Severity
Aggressive pricing model constrains ARPU growth	Revenue per user significantly below Orange and Bouygues	Competitors invest more per customer in network quality and content	<b>Medium</b>
Limited B2B/enterprise presence despite Free Pro launch	Missing large and growing revenue pool in enterprise ICT	Orange dominates enterprise with Orange Business; SFR and Bouygues growing	<b>Medium</b>
Reliance on price disruption in mature market with decreasing headroom	Limited ability to raise prices without losing brand positioning	Competitors have converged on competitive pricing; Free's price gap narrowing	<b>Medium</b>

## 7. Management & Organization

### Leadership Team

Name	Title	Tenure
Nicolas Thomas	CEO, Free (France OpCo)	3 years
Thomas Reynaud	CEO, Iliad Group	8 years
Thomas Robin	CFO, Free (France OpCo)	3 years

### Organization & Culture

Stable leadership team (avg tenure >3 years); Entrepreneurial and engineering-driven. Xavier Niel's disruptive DNA. Innovation-focused (hardware R&D in-house). Lean organization. Startup mentality at scale.

## Management Commentary (Earnings Calls)

**Performance gap:** Top performance gaps: EBITDA margin gap: +6.5pp vs leader (Orange France at 35.5%); Revenue share gap: -26.6pp vs leader (42.9%); Enterprise Solutions: -60pp vs leader

**Opportunity gap:** Top opportunity gaps: B2B revenue gap (95% below market leader)

**Strategic review:** Management outlook: FY2024: France revenue EUR 6,530M (+8.2%), EBITDAaL EUR 2,600M (39.9% margin). Iliad Group crossed EUR 10B revenue milestone. Europe's 5th largest telco by subscribers (50.5M).. Revenue trajectory growing, margins strong (42.0%). Execution momentum positive — strengths outweigh weaknesses. Primary risk: Customer Service: score 70 (market avg 73)

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## 8. Strategic Diagnosis Summary

**Key message:** Ranked #4 of 4 operators in market; revenue EUR 1,740M; EBITDA margin 42.0%; stable but facing challenges; key strength: Brand Strength; key challenge: Customer Service; Management outlook: FY2024: France revenue EUR 6,530M (+8.2%), EBITDAaL EUR 2,600M (39.9% margin). Iliad Group crossed EUR 10B revenue milestone. Europe's 5th largest telco by subscribers (50.5M). 2025 OpFCF target EUR 2.0B.

**Net assessment:** Overall stable operator. EBITDA margin 42.0%. 1 of 5 segments rated 'strong'. Key challenge: Customer Service: score 70 (market avg 73).

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## SWOT Synthesis — Free Fr (CQ4\_2025)

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**Competitive stance: Offensive (SO-dominant)**

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# 1. SWOT Overview

Quadrant	Count	Key Items
<b>Strengths</b>	7	Brand Strength: score 82 (market avg 78), Digital Experience: score 90 (market avg 80), Innovation: score 92 (market avg 78)
<b>Weaknesses</b>	7	Customer Service: score 70 (market avg 73), Distribution: score 72 (market avg 79), Enterprise Solutions: score 35 (market avg 62)
<b>Opportunities</b>	5	Regulatory Environment: Compliance requirements..., National Digital Strategy: Fiber/5G coverage ma..., SFR (Altice France) revenue decline 9.4% YoY
<b>Threats</b>	4	Regulatory Environment: Compliance requirements..., High existing competitors pressure, High substitutes pressure

**Balance:**  $S > W$  and  $O > T$

**Competitive stance:** Offensive (SO-dominant)

**Critical insight:** SWOT analysis identifies 7 strengths, 7 weaknesses, 5 opportunities, and 4 threats. The recommended strategic posture is improvement-focused (WO-dominant).

## 2. Strengths

1. Brand Strength: score 82 (market avg 78)
2. Digital Experience: score 90 (market avg 80)
3. Innovation: score 92 (market avg 78)
4. Price Competitiveness: score 95 (market avg 76)
5. Strong EBITDA margin at 42.0%
6. Revenue on growth trajectory
7. Extensive 5G coverage at 94.0%

## 3. Weaknesses

1. Customer Service: score 70 (market avg 73)
2. Distribution: score 72 (market avg 79)
3. Enterprise Solutions: score 35 (market avg 62)
4. Ranked #4 in revenue among competitors
5. Revenue per user significantly below Orange and Bouygues
6. Missing large and growing revenue pool in enterprise ICT
7. Limited ability to raise prices without losing brand positioning

## Weakness Interactions

Note: Weaknesses often compound. For example, 'Customer Service: score 70 (market avg 73)' may exacerbate 'Distribution: score 72 (market avg 79)', creating a negative feedback loop.

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## 4. Opportunities

1. Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr
  2. National Digital Strategy: Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access
  3. SFR (Altice France) revenue decline 9.4% YoY
  4. Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai
  5. Altice France restructures EUR 24B debt — creditors take 45% stake
- 

## 5. Threats

1. Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr
2. High existing competitors pressure
3. High substitutes pressure
4. High buyer power pressure

### Compound Threat Effects

Multiple threats occurring simultaneously amplify impact. If 'Regulatory Environment: Compliance requirements...' coincides with 'High existing competitors pressure', the combined pressure could force reactive rather than strategic responses.

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## 6. Strategy Matrix

### SO Strategies (Strengths × Opportunities)

Use strengths to capture opportunities — Posture: Offensive

1. Leverage 'Brand Strength: score 82 (market avg 78)' to capture the opportunity of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr'.

2. Leverage 'Digital Experience: score 90 (market avg 80)' to capture the opportunity of 'National Digital Strategy: Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access'.
3. Leverage 'Innovation: score 92 (market avg 78)' to capture the opportunity of 'SFR (Altice France) revenue decline 9.4% YoY'.
4. Leverage 'Price Competitiveness: score 95 (market avg 76)' to capture the opportunity of 'Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai'.

## **WO Strategies (Weaknesses × Opportunities)**

Fix weaknesses to capture opportunities — Posture: Developmental

1. Address weakness 'Customer Service: score 70 (market avg 73)' to unlock the opportunity of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr'.
2. Address weakness 'Distribution: score 72 (market avg 79)' to unlock the opportunity of 'National Digital Strategy: Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access'.
3. Address weakness 'Enterprise Solutions: score 35 (market avg 62)' to unlock the opportunity of 'SFR (Altice France) revenue decline 9.4% YoY'.
4. Address weakness 'Ranked #4 in revenue among competitors' to unlock the opportunity of 'Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai'.

## **ST Strategies (Strengths × Threats)**

Use strengths to counter threats — Posture: Defensive

1. Use strength 'Brand Strength: score 82 (market avg 78)' to counter the threat of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr'.
2. Use strength 'Digital Experience: score 90 (market avg 80)' to counter the threat of 'High existing competitors pressure'.
3. Use strength 'Innovation: score 92 (market avg 78)' to counter the threat of 'High substitutes pressure'.
4. Use strength 'Price Competitiveness: score 95 (market avg 76)' to counter the threat of 'High buyer power pressure'.

## **WT Strategies (Weaknesses × Threats)**

Minimize weaknesses and avoid threats — Posture: Survival

1. Mitigate weakness 'Customer Service: score 70 (market avg 73)' and defend against the threat of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr'.
2. Mitigate weakness 'Distribution: score 72 (market avg 79)' and defend against the threat of 'High existing competitors pressure'.

3. Mitigate weakness 'Enterprise Solutions: score 35 (market avg 62)' and defend against the threat of 'High substitutes pressure'.
4. Mitigate weakness 'Ranked #4 in revenue among competitors' and defend against the threat of 'High buyer power pressure'.

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## 7. Strategic Synthesis

**Key message:** SWOT analysis identifies 7 strengths, 7 weaknesses, 5 opportunities, and 4 threats. The recommended strategic posture is improvement-focused (WO-dominant).

**Competitive stance:** Offensive (SO-dominant)

This SWOT analysis reinforces the **"The Squeezed Middle"** central diagnosis identified across all Five Looks.

**Net assessment:** S:7/W:7/O:5/T:4 — Offensive (SO-dominant). Strengths outweigh weaknesses, opportunities outweigh threats.

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## Opportunities Analysis — SPAN Matrix (CQ4\_2025)

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**Protagonist:** Free Fr

**Framework:** SPAN (Strategy Positioning and Action Navigation) Matrix

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### 1. SPAN Matrix Overview

Quadrant	Count	Share	Action
Grow/Invest	16	57%	Execute aggressively — highest priority
Acquire Skills	4	14%	Build capabilities before competing
Harvest	4	14%	Extract value from declining positions
Avoid/Exit	4	14%	Do not invest — exit if possible

## **SPAN Position Details**

Opportunity	Mkt Attractiveness	Comp Position	Quadrant	Strategy
SO-1	6.3	6.2	Grow Invest	Invest aggressively to grow market share and reven
SO-2	6.3	6.2	Grow Invest	Invest aggressively to grow market share and reven
SO-3	6.3	6.2	Grow Invest	Invest aggressively to grow market share and reven
SO-4	6.3	6.2	Grow Invest	Invest aggressively to grow market share and reven
SFR (Altice France) revenue decline 9.4% YoY	5.2	5.7	Grow Invest	Invest aggressively to grow market share and reven
Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai	5.2	5.7	Grow Invest	Invest aggressively to grow market share and reven
Altice France restructures EUR 24B debt — creditors take 45% stake	6.2	5.7	Grow Invest	Invest aggressively to grow market share and reven
5G SA enabling network slicing and enterprise services	6.0	5.5	Grow Invest	Invest aggressively to grow market share and reven
AI/ML for network optimization and customer experience	6.0	5.5	Grow Invest	Invest aggressively to grow market share and reven
Open RAN for vendor diversification and cost reduction	6.0	5.5	Grow Invest	Invest aggressively to grow market share and reven
Regulatory Environment: Compliance requirements	6.2	5.7	Grow Invest	Invest aggressively to

Opportunity	Mkt Attractiveness	Comp Position	Quadrant	Strategy
and spectrum policies directly affect Free Fr				grow market share and reven
National Digital Strategy: Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access	6.2	5.7	Grow Invest	Invest aggressively to grow market share and reven
Exploit Bouygues Telecom Fr weakness: Enterprise Solutions: score 55 (market avg 62)	5.8	6.0	Grow Invest	Invest aggressively to grow market share and reven
Exploit Sfr Fr weakness: Brand Strength: score 60 (market avg 78)	5.8	6.0	Grow Invest	Invest aggressively to grow market share and reven
Exploit Sfr Fr weakness: Customer Service: score 55 (market avg 73)	5.8	6.0	Grow Invest	Invest aggressively to grow market share and reven
Exploit Orange Fr weakness: Price Competitiveness: score 55 (market avg 76)	5.8	6.0	Grow Invest	Invest aggressively to grow market share and reven
WO-1	6.0	3.0	Acquire Skills	Build missing capabilities before committing major
WO-2	6.0	3.0	Acquire Skills	Build missing capabilities before committing major
WO-3	6.0	3.0	Acquire Skills	Build missing capabilities before committing major
WO-4	6.0	3.0	Acquire Skills	Build missing capabilities before

Opportunity	Mkt Attractiveness	Comp Position	Quadrant	Strategy
				committing major
ST-1	3.5	6.5	Harvest	Maximize short-term returns while maintaining comp
ST-2	3.5	6.5	Harvest	Maximize short-term returns while maintaining comp
ST-3	3.5	6.5	Harvest	Maximize short-term returns while maintaining comp
ST-4	3.5	6.5	Harvest	Maximize short-term returns while maintaining comp
WT-1	2.5	3.0	Avoid Exit	Consider exit or minimal maintenance investment.
WT-2	2.5	3.0	Avoid Exit	Consider exit or minimal maintenance investment.
WT-3	2.5	3.0	Avoid Exit	Consider exit or minimal maintenance investment.
WT-4	2.5	3.0	Avoid Exit	Consider exit or minimal maintenance investment.



## 2. Grow/Invest Opportunities

Execute aggressively — highest priority

### 1. Leverage Brand Strength → Regulatory Environment

Leverage 'Brand Strength: score 82 (market avg 78)' to capture the opportunity of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr'.

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: swot\_so\_strategy

### 2. Leverage Digital Experience → National Digital Strategy

Leverage 'Digital Experience: score 90 (market avg 80)' to capture the opportunity of 'National Digital Strategy: Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access'.

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: swot\_so\_strategy

### 3. Leverage Innovation → SFR (Altice France) revenue decline 9.4%...

Leverage 'Innovation: score 92 (market avg 78)' to capture the opportunity of 'SFR (Altice France) revenue decline 9.4% YoY'.

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: swot\_so\_strategy

#### 4. Leverage Price Competitiveness → Iliad announces EUR 3B AI investment — S...

Leverage 'Price Competitiveness: score 95 (market avg 76)' to capture the opportunity of 'Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai'.

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: swot\_so\_strategy

#### 5. SFR (Altice France) revenue decline 9.4% YoY

SFR (Altice France) revenue decline 9.4% YoY

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: market\_opportunity, pricing

#### 6. Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai

Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: market\_opportunity, technology

#### 7. Altice France restructures EUR 24B debt — creditors take 45% stake

Altice France restructures EUR 24B debt — creditors take 45% stake

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: market\_opportunity, merger

## 8. 5G SA enabling network slicing and enterprise services

Technology trend: 5G SA enabling network slicing and enterprise services

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: trend\_technology

## 9. AI/ML for network optimization and customer experience

Technology trend: AI/ML for network optimization and customer experience

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: trend\_technology

## 10. Open RAN for vendor diversification and cost reduction

Technology trend: Open RAN for vendor diversification and cost reduction

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: trend\_technology

## 11. Regulatory Environment: Compliance requirements and spectrum polici...

Policy opportunity: Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: trend\_policy\_opportunity

## 12. National Digital Strategy: Fiber/5G coverage mandates may require f...

Policy opportunity: National Digital Strategy: Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: trend\_policy\_opportunity

## 13. Exploit Bouygues Telecom Fr weakness: Enterprise Solutions: score 5...

Competitor Bouygues Telecom Fr is weak in: Enterprise Solutions: score 55 (market avg 62)

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: competitor\_weakness, Bouygues Telecom Fr

## 14. Exploit Sfr Fr weakness: Brand Strength: score 60 (market avg 78)

Competitor Sfr Fr is weak in: Brand Strength: score 60 (market avg 78)

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: competitor\_weakness, Sfr Fr

## 15. Exploit Sfr Fr weakness: Customer Service: score 55 (market avg 73)

Competitor Sfr Fr is weak in: Customer Service: score 55 (market avg 73)

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: competitor\_weakness, Sfr Fr

## 16. Exploit Orange Fr weakness: Price Competitiveness: score 55 (market...

Competitor Orange Fr is weak in: Price Competitiveness: score 55 (market avg 76)

Aspect	Detail
Priority	<b>P0</b>
Rationale	Quadrant: grow_invest

Derived from: competitor\_weakness, Orange Fr

## 3. Acquire Skills Opportunities

Build capability before competing

### 1. Address Customer Service → Regulatory Environment

Address weakness 'Customer Service: score 70 (market avg 73)' to unlock the opportunity of 'Regulatory Environment: Compliance requirements and spectrum policies directly affect Free Fr'.

Aspect	Detail
Priority	<b>P1</b>
Rationale	Quadrant: acquire_skills

Derived from: swot\_wo\_strategy

### 2. Address Distribution → National Digital Strategy

Address weakness 'Distribution: score 72 (market avg 79)' to unlock the opportunity of 'National Digital Strategy: Fiber/5G coverage mandates may require Free Fr investment but also enable subsidy access'.

Aspect	Detail
Priority	<b>P1</b>
Rationale	Quadrant: acquire_skills

Derived from: swot\_wo\_strategy

### 3. Address Enterprise Solutions → SFR (Altice France) revenue decline 9.4%...

Address weakness 'Enterprise Solutions: score 35 (market avg 62)' to unlock the opportunity of 'SFR (Altice France) revenue decline 9.4% YoY'.

Aspect	Detail
Priority	<b>P1</b>
Rationale	Quadrant: acquire_skills

Derived from: swot\_wo\_strategy

### 4. Address Ranked #4 in revenue among competitors → Iliad announces EUR 3B AI investment — S...

Address weakness 'Ranked #4 in revenue among competitors' to unlock the opportunity of 'Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai'.

Aspect	Detail
Priority	<b>P1</b>
Rationale	Quadrant: acquire_skills

Derived from: swot\_wo\_strategy

## 4. Harvest & Avoid/Exit

### Harvest

Extract remaining value — do not invest for growth

- Defend Brand Strength → Regulatory Environment
- Defend Digital Experience → High existing competitors pressure
- Defend Innovation → High substitutes pressure
- Defend Price Competitiveness → High buyer power pressure

## Avoid/Exit

No viable path — exit or do not enter

- Mitigate Customer Service → Regulatory Environment
- Mitigate Distribution → High existing competitors pressure
- Mitigate Enterprise Solutions → High substitutes pressure
- Mitigate Ranked #4 in revenue among competitors → High buyer power pressure

## 5. Portfolio Prioritization

### P0 — Must Do (Existential)

Failure to execute threatens survival or core business

Opportunity	Addressable Market	Time Window	Capability
Leverage Brand Strength → Regulatory Environment	N/A		
Leverage Digital Experience → National Digital Strategy	N/A		
Leverage Innovation → SFR (Altice France) revenue decline 9.4%...	N/A		
Leverage Price Competitiveness → Iliad announces EUR 3B AI investment — S...	N/A		
SFR (Altice France) revenue decline 9.4% YoY	N/A		

### P1 — Should Do (Strategic)

High-impact strategic initiatives

Opportunity	Addressable Market	Time Window	Capability
Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai	N/A		
Altice France restructures EUR 24B debt — creditors take 45% stake	N/A		
5G SA enabling network slicing and enterprise services	N/A		
AI/ML for network optimization and customer experience	N/A		
Open RAN for vendor diversification and cost reduction	N/A		
Regulatory Environment: Compliance requirements and spectrum polici...	N/A		
National Digital Strategy: Fiber/5G coverage mandates may require f...	N/A		
Exploit Bouygues Telecom Fr weakness: Enterprise Solutions: score 5...	N/A		
Exploit Sfr Fr weakness: Brand Strength: score 60 (market avg 78)	N/A		
Exploit Sfr Fr weakness: Customer Service: score 55 (market avg 73)	N/A		
Exploit Orange Fr weakness: Price Competitiveness: score 55 (market...	N/A		
Address Customer Service → Regulatory Environment	N/A		
Address Distribution → National Digital Strategy	N/A		
Address Enterprise Solutions → SFR (Altice France) revenue decline 9.4%...	N/A		
Address Ranked #4 in revenue among competitors → Iliad announces EUR 3B AI investment — S...	N/A		

## P2 — Could Do (Opportunistic)

Worthwhile if resources allow



Opportunity	Addressable Market	Time Window	Capability
Defend Brand Strength → Regulatory Environment	N/A		
Defend Digital Experience → High existing competitors pressure	N/A		
Defend Innovation → High substitutes pressure	N/A		
Defend Price Competitiveness → High buyer power pressure	N/A		
Mitigate Customer Service → Regulatory Environment	N/A		
Mitigate Distribution → High existing competitors pressure	N/A		
Mitigate Enterprise Solutions → High substitutes pressure	N/A		
Mitigate Ranked #4 in revenue among competitors → High buyer power pressure	N/A		

## 6. Financial Impact Assessment

Opportunity	Priority	Addressable Market
Leverage Brand Strength → Regulatory Environment	P0	N/A
Leverage Digital Experience → National Digital Strategy	P0	N/A
Leverage Innovation → SFR (Altice France) revenue decline 9.4%...	P0	N/A
Leverage Price Competitiveness → Iliad announces EUR 3B AI investment — S...	P0	N/A
SFR (Altice France) revenue decline 9.4% YoY	P0	N/A
Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai	P1	N/A
Altice France restructures EUR 24B debt — creditors take 45% stake	P1	N/A
5G SA enabling network slicing and enterprise services	P1	N/A
AI/ML for network optimization and customer experience	P1	N/A
Open RAN for vendor diversification and cost reduction	P1	N/A

**Bull case (full execution):** +10-16% over 5 years

**Bear case (no execution):** -6-12% over 5 years

## 7. Strategic Recommendations

**Key message:** SPAN matrix positions 28 opportunities: 16 grow/invest, 4 acquire skills, 4 harvest, 4 avoid/exit. Focus resources on the 16 grow/invest items for maximum strategic impact.

### Immediate Actions (Next Quarter)

- **Accelerate B2B Growth:** B2B showing strong momentum at €62M — invest to accelerate
- **SFR (Altice France) revenue decline 9.4% YoY:** SFR (Altice France) revenue decline 9.4% YoY
- **Deploy AI/ML for Network & CX:** Iliad announces EUR 3B AI investment — Scaleway, OpCore, Kyutai

## Medium-Term Initiatives (1-3 Years)

- **Close Customer Service Gap:** Customer Service: score 70 (market avg 73)
- **Close Distribution Gap:** Distribution: score 72 (market avg 79)
- **Close Enterprise Solutions Gap:** Enterprise Solutions: score 35 (market avg 62)

**Net assessment:** 28 opportunities mapped: 16 grow/invest, 4 acquire skills, 4 harvest, 4 avoid/exit. Focus resources on the 16 grow/invest items.

## Three Decisions — Strategy & Execution

**Diagnosis:** The Squeezed Middle

**Posture:** Offensive

**Direction:** As The Squeezed Middle: differentiate and grow through focused investment in competitive advantages

### Decision 1: Define Strategy

As The Squeezed Middle: differentiate and grow through focused investment in competitive advantages

Priority	Pillar	Direction	KPIs
P0	Growth Strategy	Focused growth in high-momentum segments: Mobile, Fixed Broadband, B2B	Grow Mobile, Fixed Broadband, B2B above market rate; Improve segment profitability
P0	Competitive Strategy	Capitalize on competitive strengths to gain market share	Outgrow competitors in key segments; Increase service differentiation
P1	Transformation Strategy	Accelerate fiber transition — converged network as competitive moat	Fiber homepass coverage +20%; FMC bundle attach rate 50%+
P1	Customer Strategy	Optimize value extraction in stable segments: TV/Convergence, Wholesale	Upsell rate +10% in TV/Convergence, Wholesale; Cross-sell convergence bundles

### Decision 2: Define Key Tasks

Resource allocation: 3 P0 (immediate), 3 P1 (1-2 years), 1 P2 (3-5 years)

Priority	Domain	Task	Description	KPIs
P0	Network	Accelerate Fixed Network Upgrade	Drive DOCSIS/Fiber rollout to increase homepass and improve	Homepass coverage +15%; Speed tier upgrades
P0	Business	Accelerate Mobile Growth	Mobile at €680M showing strong momentum — invest to scale	Mobile revenue +10% YoY; Market share gain
P0	Business	Accelerate Fixed Broadband Growth	Fixed Broadband at €955M showing strong momentum — invest to	Fixed Broadband revenue +10% YoY; Market share gain
P1	Network	5G Coverage Expansion	Expand 5G population coverage to strengthen mobile competiti	5G pop coverage target; 5G attach rate
P1	Business	Opportunity Portfolio Execution	16 grow/invest opportunities identified — establish executio	Launch 3+ priority initiatives; Pipeline contribution tracking
P1	Customer	Customer Experience Enhancement	Improve digital touchpoints and service resolution to boost	NPS +5 points; First-call resolution rate 80%+
P2	Efficiency	Operational Efficiency & Automation	EBITDA margin 42.0% — maintain through smart automation and	Process automation 30%+; Cost-to-serve reduction

## Decision 3: Define Execution

### Quarterly Roadmap

#### Q1: Foundation & Quick Wins (P0)

- Launch: Accelerate Fixed Network Upgrade
- Launch: Accelerate Mobile Growth
- Launch: Accelerate Fixed Broadband Growth
- Establish governance cadence
- Baseline KPI measurement

#### Q2: Scale & Build Capabilities (P0)

- Scale: Accelerate Fixed Network Upgrade
- Scale: Accelerate Mobile Growth
- Scale: Accelerate Fixed Broadband Growth

- Initiate: 5G Coverage Expansion
- Initiate: Opportunity Portfolio Execution

### Q3: Optimize & Iterate (P1)

- Mid-year review and course correction
- Optimize P0 initiatives based on Q1-Q2 data
- Expand P1 initiatives to full scale

### Q4: Assess & Plan Next Year (P1)

- Year-end results assessment
- Lessons learned documentation
- Next-year strategy refresh based on outcomes

## Governance

- **Monthly Progress Review** (Monthly): Track P0 task progress, KPI trends, and resource utilization
- **Quarterly Strategic Checkpoint** (Quarterly): Evaluate strategy execution, adjust priorities, reallocate resources
- **Mid-Year Strategic Adjustment** (Semi-annual): Major review of market conditions and strategy effectiveness

## Strategic Traps to Avoid

- **Enter a price war**: Value competitors are winning on price — Reality: Margin destruction without winning price-sensitive customers back
- **Attempt premium repositioning**: Leader's margins are enviable — Reality: Trails leader on every dimension; would take years and heavy investment
- **Delay core transformation**: Current performance is adequate — Reality: Key weakness: Customer Service: score 70 (market avg 73); delay compounds disadvantage

## Key Risks & Mitigation

Risk	Likelihood	Mitigation
Resource constraints delay P0 initiatives	Medium	Ring-fence P0 budgets; establish escalation path for blockers
Macro-economic slowdown reduces consumer spending	Low-Medium	Prepare value-tier offerings; shift mix toward B2B resilience

## Strategic Narrative

As The Squeezed Middle, the strategic posture is Offensive. As The Squeezed Middle: differentiate and grow through focused investment in competitive advantages. Execution focuses on 3 P0-priority tasks out of 7 across Business, Customer, Efficiency, Network, with quarterly milestones and monthly governance checkpoints.

## Data Provenance

Metric	Value
Total data points	20
High confidence	0
Medium confidence	0
Low/Estimated	20
Unique sources	0

Generated: 2026-02-15 | Free Fr BLM Strategic Assessment (CQ4\_2025)  
Framework: Business Leadership Model — Five Looks + SWOT + SPAN