

PRESS KIT

**THE ANNUAL MEETING
OF THE FRANCIS BOUYGUES FOUNDATION**

FONDATION
D'ENTREPRISE
FRANCIS BOUYGUES

Tuesday, 6 November 2012
32 avenue Hoche, 75008 Paris





The Francis Bouygues Foundation

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26 October 2011 Annual meeting of grant-holders - 7th intake of the Francis Bouygues Foundation



The Francis Bouygues Foundation provides support for school leavers with social or financial difficulties so that they can pursue their higher education studies and fulfil their professional ambitions. To do this, the Foundation has set itself two main tasks:

HELP

Each year, the Foundation awards around 60 grants, ranging between €1,000 and €10,000 per year until a higher education diploma has been obtained, to:

- French Baccalaureate (A-level) holders (with A and B grades) from general and technical secondary schools and colleges,
- Foreign Baccalaureate holders (with A and B grades) who have studied at French schools abroad,
- Baccalaureate holders who have taken a short course and who would like to continue their studies.

Grants can be allocated either when the selected candidates get their Baccalaureate diploma or during their higher education.

ADVISE

Each grant-holder is mentored by a Group employee or by a former grant-holder after the latter has graduated. Mentors provide support for grant-holders throughout their higher education studies.

Mentors join the programme for a period of between two and six years. Their role includes meeting their student at the beginning and end of each academic year, monitoring course marks on a quarterly basis and submitting an end-of-year report to the Board of Directors, which will then decide whether to extend or adjust the student's grant.

- The Foundation undertakes to monitor students' studies by being constantly attentive to each student, as well as by tracking the quality of their results.
- Each grant-holder can also benefit from the support and assistance of Board members.

Students always remain free to make their own future career choices. The Foundation's aim is not to recruit future Bouygues group employees, but to foster success regardless of the student's plans or area of activity.



■ Why was this Foundation created?

“I have always found it grossly unfair that gifted and hard-working young people should be prevented from studying for social or financial reasons. Our Foundation can help some of them.”

Martin Bouygues, Chairman and CEO, Bouygues

There are several reasons behind the creation of this Foundation.

People are the Bouygues group’s core value. Their skills, the work they do and their mindset are a key concern. Passion and the willingness to take up a challenge can be decisive factors in undertaking a project, whether in the workplace or the classroom. The aim with the Foundation is to remain true to Bouygues values by considering the merits and motivations of each student who receives a grant.

There is another reason why the Foundation was created: Martin Bouygues’ determination that the Group should uphold its place, not just in the French economy, but in French society as a whole. By doing so, and within the limits of its resources, Bouygues thus helps to restore balance within society. By taking public interest initiatives in the educational field, the Francis Bouygues Foundation promotes equal opportunity for all.

■ Why was it named after Francis Bouygues?

“I wanted this Foundation to be named after Francis Bouygues, the founder of our Group, a talented entrepreneur and a staunch defender of merit-based social promotion throughout his life”.

Martin Bouygues

Naming the Foundation after Francis Bouygues, the Group’s founder, is a tribute to a man who, having started small, understood the need to take an interest in all his employees, even the humblest. Francis Bouygues believed that a company is akin to a real-life journey and that the people in it, wherever they come from, should enjoy the same opportunities and advance on the basis of their skills and determination. That is why, in 1963, Francis Bouygues created the Minorange Guild to distinguish and reward the most deserving employees.



Francis Bouygues (1922-1993)

Francis Bouygues founded Bouygues in 1952 and was its Chairman and CEO until 1989.

Born in December 1922, he graduated from the École Centrale de Paris, an elite engineering school. At the age of 29 he founded Entreprise Francis Bouygues, a company specialising in building and industrial works in the Paris region.

Francis Bouygues started to diversify in 1956, first into property development, then into civil engineering and public works, setting up regional construction subsidiaries throughout France.

Named “Manager of the Year” by business magazine *Le Nouvel Economiste* in 1982, Francis Bouygues continued his diversification strategy by becoming the operator and largest shareholder (25%) of TF1, the leading French TV channel, in 1987.

At the age of 68 he moved into a new business, feature film production, with the creation of Ciby 2000. Hits included Pedro Almodovar’s *High Heels* and Jane Campion’s *The Piano*.

Francis Bouygues passed away on 24 July 1993.

THE GRANT-HOLDERS

■ Selection criteria

To be eligible for a higher education grant from the Francis Bouygues Foundation, candidates must:

- have achieved grade A or B in the French Baccalaureate exam (A levels),
- demonstrate a high degree of motivation,
- have difficulty financing a higher education course offering career opportunities.

■ How to apply?

Applications may be submitted to the Foundation:

- by the applicant directly,
- by school heads, who may send in applications for pupils who meet the criteria and whom they consider to be particularly deserving,
- or by any other means.

The selection panel chooses applications in a two-stage process:

- It meets in **June** to screen and preselect the applications received.
- In **July**, after the Baccalaureate exam results have been announced and a series of interviews, the panel selects the students who will be awarded grants and decides the annual amount to be allocated to the latter.

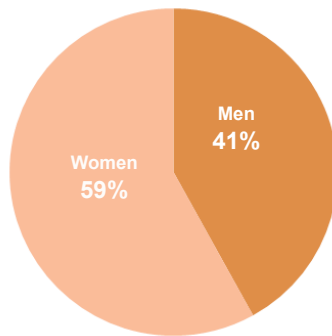


THE 8th INTAKE

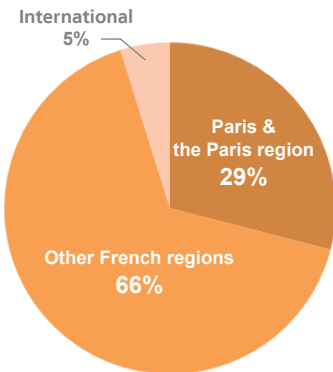
In 2012, the Francis Bouygues Foundation received 733 applications, 709 from pupils at French secondary schools and 24 from pupils at overseas secondary schools.

Some information relating to the 8th intake:

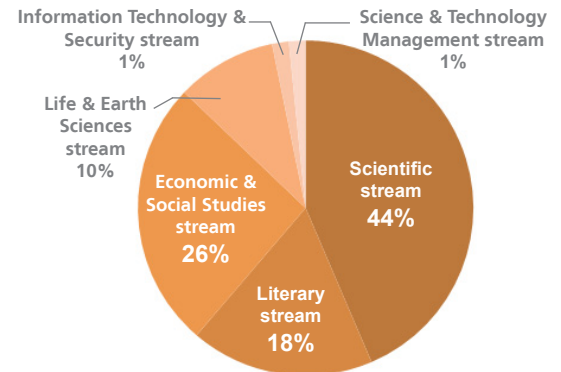
Breakdown by gender



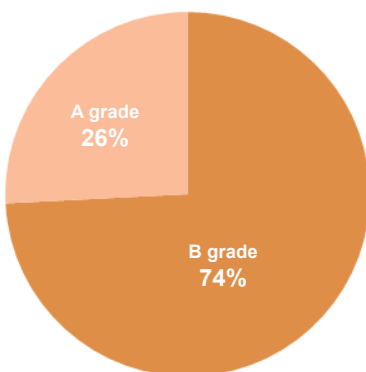
Education authority to which grant-holders belong



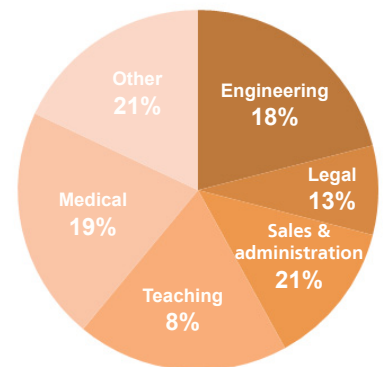
Baccalaureate streams



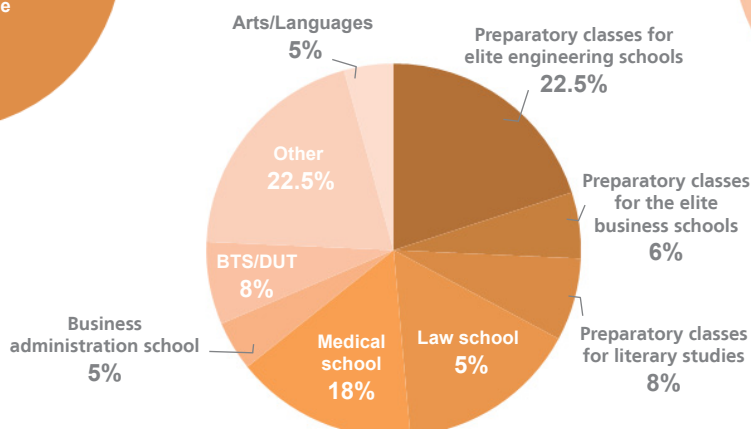
Baccalaureate (A-level) exam results



Type of career sought



Courses taken



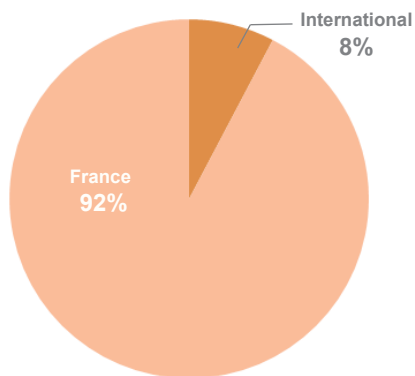


PROMISING RESULTS

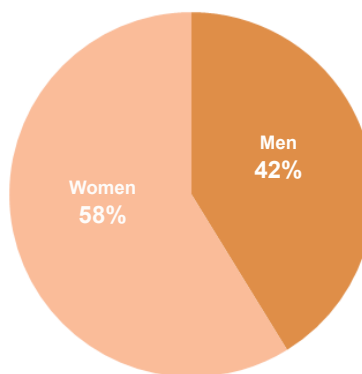
At 1 September 2012, the Foundation had awarded grants to 426 students.

Some statistics relating to all intakes:

Geographical origin of grant-holders (all intakes)



Breakdown by gender (all intakes)



The students from the first intake (2005/2006) have already entered working life:

- one graduated from the École Centrale de Lille and was taken on as an automobile engineer by BMW,
- another graduated from the École Supérieure des Travaux Publics (ESTP) and was employed as an engineer by Technip,
- a third graduated from the École Nationale Supérieure de Chimie de Paris and joined Louis Vuitton as a methods engineer.



GRANT-HOLDERS' STORIES

Stéphanie,
a former grant-holder of the Francis Bouygues Foundation

First intake (2005/2006)

French literature teacher at Edmond Rostand de La Ravoire school



“When I applied for a grant from the newly-created Francis Bouygues Foundation, my career plans were to become a French literature teacher by enrolling in the preparatory classes at Lycée Champollion in Grenoble.

The Francis Bouygues Foundation helped me achieve the career goal that I had set myself by providing me with significant financial aid over a period of six years. This is the starting point since this help enables students to pursue long-term studies enthusiastically and without worry as well as to have ambitious plans that they can believe in, for the present and for the future.

Thanks to the Foundation, I was able to make my personal and professional dream come true, namely to study at the Sapienza of Rome, the prestigious Italian and European university, in the Faculty of Arts and Literature. My year of study abroad in Italy was the culmination of my dual course in modern literature and Italian and the beginning of a new project, that of teaching in a French secondary school abroad one day.

The Francis Bouygues Foundation provided very precious help - dare to have ambitious projects, work to make your dreams come true and be worthy of them! After being a grant-holder, I would like to be a future mentor for the Foundation!”



Samba Bra,
grant-holder of the Francis Bouygues Foundation

Third intake (2007/2008)

Student at EM LYON

“I applied for a grant from the Francis Bouygues Foundation in the last year of secondary school so that I could pursue my higher education without financial worry.

When I finished school, I began to study to be a chartered accountant. Three years later, after obtaining my accounting diploma (DCG), I decided to prepare for the entrance exam to the EM LYON Business School.

Throughout all that time, the Foundation provided me with a certain level of financial independence, which allowed me to fully focus on my studies, as well as moral and psychological support thanks to its mentoring system.

You could say that my mentor opened the doors to the world of business to me. From the very start of my higher education, I had access to a professional environment by visiting her workplace and accompanying her on worksite visits. We were able to build a trust-based relationship together.”



THE MENTORS

The Francis Bouygues Foundation aims to maintain a permanent link with the student grant-holders by appointing a mentor for each one, chosen from among volunteer Bouygues group employees and former grant-holders. They are selected according to their particular skills and the region where they live so as to be as close to the student as possible.

THE MISSIONS OF THE MENTORS

- Interview grant-holders at the beginning and end of the academic year,
- Track grades on a quarterly basis,
- Be available by phone or in person as necessary,
- Advise grant-holders on their studies and career choices,
- Help them find internships during summer vacation and as part of their course,
- Take other initiatives to extend the knowledge and skills of grant-holders,
- Monitor their financial needs so that the amount of the grant can be updated if necessary,
- Make an end-of-year report to the Board.

MENTORS' STORIES

**Olivier Dubost, Deputy Director, Financial control,
Bouygues Construction SA**
Mentor of Christine, Second intake (2006/2007)



“At Bouygues we believe that people are a fundamental building block in the Group’s business culture. As a mentor for the Foundation, I believe that I am giving concrete expression to this culture. In a way, I am passing on the appetite for challenge, effort, entrepreneurial spirit and the will to succeed to the young people sponsored by the Foundation. The giving is also rewarding - the giving of my time, some of my experience and some of my professional contacts too!

Christine knew that she could count on me. She was looking for some extra funding so that she could complete her final year internship in the US. I helped her draft her application and I presented it to the Foundation. And it was accepted. She was able to do her internship and she was offered a job afterwards by the same company.”



**Joël Ferrier, Head of engineering sector
at Bouygues Telecom**
Mentor of Yvan, First intake (2005/2006)

“At the end of his first year of scientific preparatory classes, Yvan was asked to repeat the year. Suddenly, the fast track into a career as a chemical engineer did not appear as easy as he had imagined after having obtained a grade in his Baccalaureate exam. However, after talking with him, we realised that his ambitions were just as strong as before. I was able to reassure him by supporting him in his choice to study first at an IUT before applying to an engineering school to study chemical engineering. My role was to convince the Foundation to renew its trust in Yvan and to give him another grant despite the initial setback.

The Foundation accepted my arguments and five years later, Yvan passed his chemical engineering degree with honours.

We have a very close relationship, similar to the one I have with my own nephew. We have two dinners a year and as many telephone calls as necessary to keep up to date on our daily joys and tribulations. Today, one year after his graduation, we still call each other often.”



**BOARD
OF DIRECTORS**

The Francis Bouygues Foundation has a Board of Directors that comprises 12 members from the business and education sector. It meets at least twice a year. The members are appointed for a renewable three-year term.

Chairman



Philippe Montagner

Members



Joël Adrian,
Headmaster



François Bertièrre,
Chairman and CEO,
Bouygues Immobilier



Sylvie Bocognano,
Internal Communications
Director, Bouygues Telecom



Martin Bouygues,
Chairman and CEO,
Bouygues



Yves Gaudemet,
Academic



Jean-François Guillemin,
Corporate Secretary,
Bouygues



Philippe Mahrer,
Academic



Catherine Nayl,
Director of News
and Information, TF1



Jean-Manuel Soussan,
Director of Human Resources,
Bouygues Construction



Jacques Staniec,
Academic



Philippe Tournier,
Director of Human Resources,
Colas



Christel Navarro,
Corporate Secretary, The
Francis Bouygues Foundation



The Francis Bouygues Foundation: a few words about it from its grant-holders

“The Francis Bouygues Foundation in three words: solidarity, commitment, merit”

Roxana

“The Francis Bouygues Foundation for me means long-term financial support, human contact and a pathway into the world of business thanks to its mentoring system”

Samba Bra

“Opening up to others and learning from them and from their experiences, asking for advice and getting support, this is what the Francis Bouygues Foundation gave to me”

Stéphanie

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The Bouygues group corporate foundations

For nearly 20 years, the Bouygues group has contributed to the economic and social development of the regions and countries where it operates through economic and community action initiatives as well as corporate sponsorship.

The Francis Bouygues Foundation represents one of these many commitments. Each subsidiary of the Bouygues group also has its own foundation with a variety of objectives. These foundations support community action initiatives in several fields, in France and abroad, and work to protect the environment or promote culture.

- Terre plurielle – Bouygues Construction’s Corporate Foundation
- The Bouygues Immobilier Corporate Foundation
- The Colas Foundation
- The TF1 Corporate Foundation
- The Bouygues Telecom Corporate Foundation



Bouygues Construction

■ Terre Plurielle – participation in the economic and social life of the regions where it operates via community action initiatives

By creating its corporate foundation in 2008, Bouygues Construction has undertaken to support community action initiatives in France and abroad within the framework of its sustainable development policy, which encourages the company to “participate in the economic and social life of the regions where it operates”.

Terre Plurielle provides financial support for projects sponsored by Bouygues Construction employees.

These projects may be in four specific areas:

- Health; in aid of the most vulnerable populations (hygiene, access to healthcare, hospital stays, etc.).
- Disability; to improve living conditions and give better access to education, employment, services and leisure.
- Education; to give young people in difficulty better access to skills and higher education.
- Occupational integration; to support various organisations that work to promote employment and training opportunities for people in difficulty.

Terre Plurielle is run by a Board of Directors, backed up by a Selection Committee and Director.

To date, the Foundation is supporting close to 86 projects in 18 different countries.

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E-mail: contact@terreplurielle.org

For more information: www.terreplurielle.org

Bouygues Immobilier

■ The Bouygues Immobilier Corporate Foundation – making towns and cities more humane

For a number of years, property developer Bouygues Immobilier has embarked on an active sustainable development and corporate sponsorship policy via local and nationwide initiatives. In 2009, it created its own corporate foundation to coordinate these initiatives and give them greater coherence and visibility. Its aim is to help **make towns and cities more humane** by placing architecture and urban planning at the service of the environment and the community.

The Foundation focuses on three main priorities:

- Raising public awareness of **architecture** and **urban planning**.
- Encouraging **thinking** among experts about the **city of the future** from a sustainable development standpoint.
- Promoting **community action**, especially strengthening the social fabric of local communities.

The Bouygues Immobilier Corporate Foundation is an exclusive founding partner in its particular field of the **Cité de l'Architecture et du Patrimoine**. Within three years, the Cité de l'Architecture et du Patrimoine, the world's biggest architecture centre with 22,000 m² of exhibition space, has become recognised as a leading international player in urban planning, regional development and architectural innovation.

The Bouygues Immobilier Corporate Foundation also supports the **Observatoire de la Ville**. The Observatoire de la Ville targets all those who "make" towns and cities what they are (local residents, elected officials, planners, students, etc.). It is a forum for information, forward thinking and discussion, aimed at creating a framework for debate. Between 15 May and 15 July 2012, the Observatoire de la Ville exhibited the work it has carried out on the theme of diversity, during an exhibition entitled "Mix(cité), Villes en partage", which was held at the Cité de l'Architecture et du Patrimoine in Paris.

For its community action initiatives, Bouygues Immobilier's corporate foundation has teamed up with the **Médiaterre** project in seven towns and cities across France: Bordeaux, Grenoble, Lille, Marseille, Nantes, Strasbourg and Toulouse and in 2 *départements*: Seine-Saint-Denis and Val-d'Oise. Launched in 2010 by Unis-Cité, a non-profit organisation that pioneered voluntary community service in France, Médiaterre organises teams of 18 to 25 year olds to make families from underprivileged neighbourhoods more aware of responsible behaviour so that they can reduce their water and electricity bills.

Other initiatives have also been taken, rounding out the three main priorities of the Bouygues Immobilier Corporate Foundation.

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To find out more about Bouygues Immobilier:
<http://www.bouygues-immobilier-corporate.com>

Colas

■ The Colas Foundation – promoting contemporary painting

Created in the early 1990s on the initiative of Alain Dupont, Chairman and Chief Executive Officer of Colas from 1987 to 2007, the Colas Foundation seeks to promote contemporary painting.

Each year, the Colas Foundation commissions road-themed work from some 15 artists selected from all over the world.

The idea is to imagine the roads of today and tomorrow and to paint them... suggestive of dreams, freedom, and exchange, roads link people together, helping to generate economic and cultural wealth. Thanks to the Colas Foundation, roads inspire artistic creation.

Besides supporting contemporary painting and the emergence of new talent, the Colas Foundation aims to showcase roads, Colas' core activity, while uniting the men and women of the Group around shared cultural values.

The paintings are initially displayed at a reception in the Colas head office in Boulogne before being exhibited in the offices and reception areas throughout the Group in France and abroad.

The Colas Foundation collection currently comprises more than 300 "roads of the imagination" that are exhibited to employees, clients and outside partners, reflecting current trends of artistic creation and the place of the road in the contemporary world. These paintings form strong links between the 66,000 men and women working for Colas across the five continents.

In September 2012, in order to celebrate the Colas Foundation's twentieth anniversary, an exhibition was organised in the École Nationale Supérieure des Beaux-Arts of Paris which hosted nearly 1,600 visitors (artists, gallery owners, museums, institutions, etc.)

Each year, the Colas Foundation publishes a catalogue of its latest acquisitions. Two catalogues containing all the acquisitions of the past 20 years are also available.

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Find out more:

<http://www.colas.com/fr/mecenat/fondation-colas/la-demarche-1100029.html>

TF1

■ The TF1 Corporate Foundation – in search of new talent

The TF1 Corporate Foundation was created in 2007 to help young people from underprivileged neighbourhoods find employment in the audiovisual industry.

Its actions fall within the scope of TF1 group's overall strategy and meet two of its sustainable development commitments:

- Involvement in innovative community action initiatives.
- Promoting equal opportunities.

Its main priorities:

- Helping young people find employment within the company.
- Promoting contact between TF1 employees and the student community.
- Introducing TF1 to 14 and 15 year-old pupils by organising visits and work placements.
- TF1 employee mentoring of 15 to 18 year-old students.
- The creation of writing workshops for young authors.

The Foundation's values:

- Fighting all forms of discrimination.
- Promoting the social integration of young people from underprivileged areas.
- Fostering links between young people and companies.
- Getting the company involved in young people's personal and professional initiatives.

The TF1 Foundation targets young people from underprivileged areas. It supports professional projects for 18 to 30 year olds and gives 12 to 17 year olds the opportunity to get to know the company.

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Find out more:

<http://www.fondationtf1.fr>



Bouygues Telecom

■ The Bouygues Telecom Corporate Foundation – informing and forging links

The Bouygues Telecom Corporate Foundation was created to support or manage projects aimed at **informing and forging links between people**.

In this context, the Foundation operates **in three fields in France only**: environmental protection, support for people in medical or social difficulty and culture.

The Foundation supports major projects in each of these fields:

- Surfrider Foundation Europe, which raises awareness about environmentally-responsible behaviour and organises projects to protect the environment as well.
- Association Petits Princes®, which makes the dreams of seriously ill children come true.
- The “Nouveau Talent” award, in partnership with the publisher JC Lattès and the daily freesheet *Metro*, which gives new authors the opportunity to publish their first novel.

In addition to these major projects, the Foundation also provides its exclusive support to:

- Charitable initiatives promoted by its own employees, who apply for funding for projects in one of the three above-mentioned domains.
- Charitable initiatives sponsored by the clients of Bouygues Telecom on an ad hoc basis. The deadline to apply for funding for these projects for 2012 was 31 August.

Getting employees involved

By creating its Foundation, Bouygues Telecom wanted first and foremost to get staff involved in the three areas above.

As part of the innovative scheme, employees can take time off work to support community action initiatives.

Sponsoring initiatives

The Bouygues Telecom Corporate Foundation implements a policy of sponsoring initiatives promoted by employees, which involves not only funding, but helping non-profit organisations implement their projects over the long term by providing customised support and know-how, and especially by encouraging Bouygues Telecom employees to get involved in the Foundation on a voluntary basis.

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Find out more:

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or www.facebook.com/fondationbouyguetelecom

