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## Jean-Paul Bailly confirms La Poste will launch its French MVNO at the end of May

29 APR 2011 BY ADMIN IN [EU MVNO](#), [FEED](#), [FRANCE](#) / NO COMMENTS

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The president of [La Poste Group](#), Jean-Paul Bailly confirmed to [AFP](#), which was initially uncovered by french newspaper [Les Echos](#) that the french Post Office, "La Poste" would officially launch its MVNO, on [SFR's](#) network at the end of May. The company has received [approval](#) from the Competition Authority in January 2011 and received support from the subsidiary [Debitel SFR](#), whose customers will be transferred to the new MVNO; **Mobile Post**.

Speaking at a meeting with the [AJEF](#) (*Journalists Association of Economic and Financial*), [Jean-Paul Bailly](#) confirmed their ambitions: **to acquire 2 to 2.5 million customers and generate €500 million in turnover by 2015**.

How? By focusing on simple accessible and attractive price model. The MVNO activity is therefore an extension of its business, as La Post was the first distributor of Prepaid Calling cards with 500,000 customers and whose strength and distribution footprint of thousands of offices throughout France. Will this be enough to acquire existing customers to migrate over to the MVNO market, whose current margin is currently of 6.5% of the market share?

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