



Cristiano Ronaldo, Ambassador of the Altice Group brands

November 13, 2015 - The Altice Group announced an exceptional partnership with Cristiano Ronaldo, World Footballer of the Year and Captain of the Portuguese National team, for all of its brands and on all its territories.

The speed and Cristiano Ronaldo's power accompany and illustrate the industrial and international development of the Altice Group on its core business, the high speed broadband - fiber and 4G – the contents and the media.

For Michel Combes, COO Altice Group: "This partnership with Cristiano Ronaldo - CR7 - is the testimony of a new step for Altice. The group is in working order and our ambition for the success of the industrial project is illustrated by associating our group with one of the greatest sportsman in the world. We strive on each of our markets to meet the expectations of our customers in order to offer them the best services, the best quality, the best networks, the best contents and now... the best footballer in the world."

The advertising campaigns will be out soon in Portugal, France and Israel, but will also be adapted in Belgium, Luxembourg, Switzerland, the Dominican Republic and the United States of America.



About Altice - www.altice.net

Founded by telecom entrepreneur, Patrick Drahi, Altice is a multinational cable, fiber, telecommunications, contents and media company with presence in three regions - Western Europe (comprising France, Belgium, Luxembourg, Portugal and Switzerland), Israel and the Overseas Territories (currently comprising the French Caribbean and the Indian Ocean regions and the Dominican Republic). We provide very high speed based services (high quality pay television, fast broadband Internet and fixed line telephony) and, in certain countries, mobile telephony services to residential and corporate customers. Altice (ATC-ATCB) is listed on NYSE Euronext Amsterdam.

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