



Press release

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BOUYGUES CONSTRUCTION LAUNCHES RECRUITMENT CAMPAIGN IN FRANCE

Bouygues Construction today launched a major recruitment campaign in France. The group aims to hire 10,000 new employees in 2007, including 4,000 in France.

Bouygues Construction reported outstanding results in 2006. Sales rose 13% to 6.9 billion euros and order intakes reached a record 9 billion euros, up 38%. The sharp increase in sales has led to strong demand for staff at all levels of the group (site workers, technicians and engineers/managers) and in all its functions (works, design, legal, financial engineering, etc.).

To meet this challenge, Bouygues Construction has opted for a people-focused campaign that features close-ups of its current and future employees to convey its message. The four visuals designed by Publicis Consultants RH are not just a call for candidates; they highlight the notions of sharing, effort, pride and challenge that are central to the construction industry.

The campaign will be run simultaneously in the French press and on the web for one month. From 26 March, it will be extended to billboards in 770 French railway stations. To raise the profile of the campaign, the media plan includes regular press and web adverts throughout the year. The campaign will also feature on Bouygues Construction's website (www.bouygues-construction.com), which attracts 30,000 visitors each month.



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BOUYGUES CONSTRUCTION

Bouygues Construction is a global leader with top-ranking positions in the building, civil works and electrical contracting/maintenance markets. It combines the power of a large group with the responsiveness of a network of local companies which deliver innovative solutions for the financing, design, construction, operation and maintenance of buildings and infrastructure. Bouygues Construction employs 43,000 people in 60 countries and recorded sales of 6.9 billion euros in 2006.