

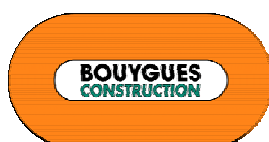


Défi Compagnons Bouygues Construction



PRESS KIT

25 May 2005



Bouygues Construction Worker Challenge

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Bouygues Construction puts students to the test!**

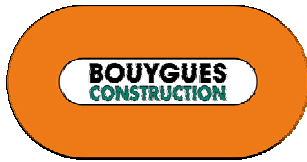
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25 May 2005

BOUYGUES CONSTRUCTION PUTS STUDENTS TO THE TEST!

Bouygues Construction has just closed the latest version of the *Défi Compagnons*. This original competition aimed at students from vocational colleges drew over 300 young people preparing for professional and vocational school-leaving certificates at some 50 schools and colleges across France.

The national final of the competition, which was based this year on Bouygues Construction's support for the Paris bid to host the 2012 Olympics, brought together the winners from each region in France as well as Laurent Hénart, French Secretary of State for Youth Employment, and Yves Gabriel, Chairman and CEO of Bouygues Construction, at the town hall in Paris.

Asked to build a concrete structure representing the heart in the Paris 2012 logo, the students presented their projects to panels made up of professionals from the construction sector. They were then assessed according to specific criteria, such as deadlines, organisation, compliance with dimension specifications, quality of facing, stability, and creativity and innovation.

A genuine competition, the "Worker Challenge" is an opportunity to find out about the broad range of businesses at Bouygues Construction and to attract interest in construction trades. With ambitious recruitment objectives to be met (around 600 site workers should be hired in 2005), Bouygues Construction is seeking to enhance the status of the job of site worker, especially among young people, by showing the variety of careers that are open to new recruits.

This student/graduate exercise, versions of which also exist for students completing two years of higher education (Supervisor Challenge) and for students from *Grandes Ecoles* and universities (Bouygues Construction Challenge), is highly successful. In seven years, roughly 100 people have been recruited by Bouygues Construction as a result of the competitions.

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1 – A TEAM CHALLENGE

For the past few years, Bouygues Construction’s regional subsidiaries have been developing partnerships with French vocational colleges that specialise in building and civil works. The “Worker Challenge” is a successful example of this schools-relations policy, which is implemented throughout France.

This year, the national final of this unique competition was held in Paris on the esplanade and in the suites of the town hall. In its capacity as official supporter of the Paris bid to host the 2012 Olympics, Bouygues Construction wished to set the students a project involving the construction of the Paris 2012 logo.

PURPOSE

“To get the students to build a concrete structure under real conditions”

With the support of teaching staff, the students taking part in the Worker Challenge were asked to build the heart featuring in the Paris 2012 logo during their classes.

The reinforced concrete structure had to meet strict specifications: 120 cm long, 40 cm wide, 390 kg. During the regional finals, each college was carefully assessed on the technical aspects of the structure, the quality of the project, compliance with safety rules and capacity to work as a team.

The competition not only focuses on professional aspects but is also part of a wider educational project aimed at demonstrating Olympic values and integrating them into the students' general classes (French, history, PE, etc) at college.

OBJECTIVES

“To bring business and education closer”

- Involve students from vocational colleges everywhere in France in the bid to host the 2012 Olympics in Paris,
- Establish links with the vocational education sector and promote the integration of young people into employment,
- Offer vocational colleges an innovative educational project,
- Enhance the status of the building and civil works trades and develop the recruitment of young professionals.

TEAMS

“Involve as many colleges as possible”

Four to six colleges per region entered the Worker Challenge. Each of them put forward a team of six students preparing professional or vocational school-leaving certificates. Around 50 colleges from all over France have taken part in the competition over the last six months. In total, some 300 students competed in the various regional finals organised in March and April in Bordeaux, Lille, Marseille, Nancy, Nantes, Paris and Rouen.

RULES

“Comply with construction constraints under professional conditions”

The preparation phase of the concrete structures required a number of key professional skills, involving:

- drawing up a detailed production schedule and construction drawing,
- listing the equipment and materials to be ordered,
- applying safety rules,
- organising devices to hoist and transport the structure.

To complete these tasks, the students were supervised throughout the competition by their teachers and by professionals from Bouygues Construction. Site managers and experienced site workers were in charge of monitoring the students' progress, providing them with materials and answering technical questions.

ORGANISATION OF FINAL

18 vocational colleges, each represented by six students, competed in the national final, held in Paris on 25 May 2005:

- CFA Gustave Eiffel (Chilly-Mazarin)
- Lycée professionnel Laplace (Caen)
- Lycée professionnel B. Chochoy (Lumbres)
- Lycée professionnel Léonard de Vinci (Montpellier)
- Lycée professionnel Freyssinet (Verdun)
- CFA Jean Fontaine (Orléans)
- Lycée professionnel Michelet (Nantes)
- Lycée professionnel F. Mansart (Marly)
- Lycée professionnel Andréossy (Castelnaudary)
- Lycée professionnel J. de Caron (Arras)
- Lycée professionnel Bayard (Toulouse)
- Lycée professionnel L'Acheuleen (Amiens)
- Lycée professionnel Dupuy de Lome (Brest)
- Lycée professionnel du bâtiment (Montigny les Metz)
- Lycée professionnel Golf Hôtel (Hyères)
- Lycée professionnel Jean-Baptiste Corot (Beauvais)
- Lycée professionnel P. Sola (Nice)
- Lycée professionnel Paris (Besançon)

Exhibited at the head office of Bouygues Construction and presented to group employees from 10 May, the concrete structures bearing the colours of Paris 2012 were then transported to the esplanade of the town hall in Paris to be presented to the various competition panels and shown to the general public. The projects were assessed according to strict criteria, including deadlines, organisation, compliance with dimensions, quality of facing, stability, and creativity and innovation. Several workshops were also installed on the esplanade to allow the students and general public to find out about construction trades.



2 - BOUYGUES CONSTRUCTION'S SCHOOLS-RELATIONS AND RECRUITMENT POLICY

In order to foster growth on its markets and the career development of its people, Bouygues Construction pursues a group-wide human resources policy, based on schools relations and recruitment.

AN AMBITIOUS RECRUITMENT PROGRAMME FOR 2005

Following a year of intensive recruitment in 2004 (1,500 people hired), Bouygues Construction is continuing to show it is a dynamic player on the employment market. The group expects to take on around 2,000 people this year, including more than 600 site workers.

This recruitment drive comes at a time when hiring site worker staff is increasingly difficult. Construction trades, often little known, do not attract enough young professionals. The dynamic schools-relations policy embarked upon several years ago by Bouygues Construction aims to inform students of the opportunities available in the sector and the variety of business areas in the group.

FRESH NEEDS

The ambitious recruitment programme that Bouygues Construction has set itself is a result of the group's growth in France and abroad, especially the UK, Eastern Europe and Asia-Pacific region.

In a few years, this growth has generated fresh needs in all the company's business sectors. While the programme mainly targets engineers, who, at 65%, represent most of new hires, it is also aimed at sales, purchasing, financial, HR and legal executives. Two-thirds of vacancies are junior positions for young graduates or people with two years' experience.

The development of business areas linked to project financing, packaged property development and facilities management, coupled with a heightened concern for environmental issues and the increasing complexity of projects, has considerably transformed construction businesses and opened up recruitment to candidates with more varied backgrounds. With its broad range of areas of expertise and skills, Bouygues Construction is in a position to offer extensive scope for learning and experience.

CONSTRUCTION THEME WEEK, FROM 6 TO 12 JUNE 2005

In order to meet its recruitment needs, Bouygues Construction is organising a new HR communication initiative specially intended for web users from 6 to 12 June 2005. The group will be the main sponsor of a **special theme week dedicated to construction** on recruitment website Keljob, running a major campaign to advertise the 2,000 posts to be filled within its subsidiaries in 2005 (through e-mails, a page presenting the company, banner advertisements, etc.).

This new method of communication has been chosen, in addition to traditional job ads in the general-interest and/or specialist press, due to the very high Internet penetration rate among 16 to 24 year-olds (73%) and the high recall rate. This recruitment blitz also provides an opportunity to reach site workers, a target group often difficult to identify through traditional communication channels. Indeed, 52% of Keljob's CV-bank is made up of candidates having completed two years of training or less.

The campaign will also rely on the recruitment tools it has been using for the past few years. Its revamped website (www.bouygues-construction.com) has proved extremely successful: almost 80% of the total number of speculative applications was posted online in 2004.

Once they arrive in-house, applications are handled immediately to ensure that response times are as fast as possible. Bouygues Construction's "Osiris" application-management software is available to all HR heads on the intranet. Used to organise and store job applications, this tool allows HR staff to react quickly and to match supply and demand better.

In total, Bouygues Construction received 30,000 speculative applications and 10,000 placement requests across all recruitment channels in 2004. Around 40% of trainees are hired by the company's subsidiaries every year.

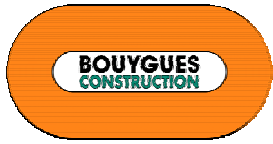


3 - BOUYGUES CONSTRUCTION'S SUBSIDIARIES GEAR UP FOR CHALLENGE

Bouygues Construction forms a large network of regional subsidiaries which pay particular attention to the selection and recruitment of young people in their various locations throughout France and neighbouring European countries.

Each of the subsidiaries organised original partnership initiatives with vocational colleges in their region as part of the Worker Challenge, the objective being to identify the best students and offer them work placements or employment contracts.

	Location	Key figures	Recruitment plans
Bouygues Bâtiment Ile-de-France	Paris region	<ul style="list-style-type: none"> • €1,000 million in sales • 4,000 employees • 400 projects under way 	530 positions to be filled, including 200 for site workers
DV Construction	Central and South-western France	<ul style="list-style-type: none"> • €182 million in sales • 700 employees • 80 projects under way 	200 positions to be filled, including around 100 for site workers
GFC Construction	South-eastern France and Monaco	<ul style="list-style-type: none"> • €210 million in sales • 750 employees • 87 projects under way 	150 positions to be filled, including 100 for site workers
GTB	Brittany and Pays de la Loire Region	<ul style="list-style-type: none"> • €94 million in sales • 430 employees • 50 projects under way 	120 positions to be filled, including 70 for site workers
Norpac	Northern-France	<ul style="list-style-type: none"> • €200 million in sales • 1,000 employees • 50 projects under way 	120 positions to be filled, including 70 for site workers
Pertuy Construction	Eastern-France	<ul style="list-style-type: none"> • €165 million in sales • 700 employees • 70 projects under way 	130 positions to be filled, including 70 for site workers
Quille	Western-France	<ul style="list-style-type: none"> • €322 million in sales • 1,500 employees • 150 projects under way 	180 positions to be filled, including 80 for site workers



**Speech given by Yves Gabriel,
Chairman and CEO of Bouygues Construction,
at the Worker Challenge prize-giving ceremony
held at Paris town hall on 25 May 2005**

Secretary of State,
Deputy Mayor,
Ladies and Gentlemen,

Allow me, first of all, to thank you for coming in such numbers to the prize-giving ceremony for Bouygues Construction's Worker Challenge, which is particularly special this year. I would especially like to thank the Mayor of Paris for letting us use the Town Hall esplanade and for receiving us in this wonderful suite. I am sure that, for the students present here today, this event and the exhibition of their projects in such a prestigious setting will remain one of the highlights of their studies and a source of great pride. I would also like to express my thanks to the Secretary of State, whose presence reflects his support for companies seeking to promote the integration of young people into employment. Lastly, my thanks go to all the representatives from the education sector and teachers who have travelled to Paris to be with their students today.

The Worker Challenge is a competition we attach great importance to. It is an original event that we have been running for the past four years for students from vocational colleges throughout France. This year, more than 300 students from some 50 colleges took part. Strictly monitored by our best professionals and their teachers, they were asked to build concrete structures in compliance with extremely stringent specifications. You have seen the outstanding results today.

But the Challenge is much more than just a competition. It is a concrete example of how the education sector and business world can complement each other. It is a fantastic opportunity to get young vocational students to work together with staff from our companies in the framework of an interesting educational project. I believe it also gives them the chance to find out more about construction trades and the prospects they offer. There are few jobs that provide the satisfaction of being actively involved in the construction of projects, sometimes prestigious, that shape our living environment. Furthermore we have sought to modernise our businesses over the last few years by implementing numerous innovative schemes to improve the working conditions of our site workers and by applying stringent safety rules. And developing our companies at regional level helps minimise the need for our staff to travel, which was justifiably seen as one of the main constraints on family life. Finally, I would say that construction businesses give their best staff quick access to career development opportunities, for example team management.

The Worker Challenge is among other initiatives of this type that we organise with students who have completed two or five years of higher education, for example at prestigious French and European business and engineering schools. As you can see, Bouygues Construction is determined to pursue an active recruitment policy among all categories of young people and to become more appealing to them.

By running an initiative like the Challenge, our group shows its commitment to playing an active part in France's employment growth. When you employ close to 40,000 staff, of which 18,000 in France, you have to be fully aware of your responsibilities and be able to pursue human resources policies that focus systematically on the long term. In this respect, we are perfectly in step with our commitment to sustainable development.

We feel it is very important to prepare for the future by hiring and training young people on a continuous basis. In 2005, we plan to recruit 2,000 people of all backgrounds and levels.

As well as implementing traditional recruitment methods, Bouygues Construction has been promoting apprenticeship for a number of years now. We opened our own Apprentice Training Centre dedicated to our business areas in partnership with the Versailles Chamber of Commerce and Industry eight years ago. Following their training, numerous apprentices join our companies every year.

We are currently training more than 350 apprentices, with the aim of integrating them on a long-term basis into our group. I would like to emphasise that the apprentices we take on are fully-fledged staff members; they are not just considered temporary labour acting as a stop-gap when business is strong. Indeed, we ask our best site workers and foremen to monitor and follow them.

Moreover, these same apprentices are the first to benefit from our various training programmes, which lead to promotion and help integration within the company. Whether they are geared towards the acquisition of technical skills or the development of team-management qualities, our programmes contribute to enhancing professional experience and, as a result, to the development of our staff.

Bouygues Construction now wants to go further. Conscious of the importance of integrating young people into employment and the need to reduce unemployment, which must not become inevitable, we want to strengthen our ties with the world of education. I would like to mention two initiatives:

Bouygues Construction is helping to prepare the Apprenticeship Charter as part of the Social Cohesion Plan launched by the French Ministry for Employment, Labour and Social Cohesion. In this charter, we will undertake, alongside other large groups, to further develop apprenticeship in our organisations. Furthermore, we are currently exploring the possibility of an agreement with the French Ministry for Youth, National Education and Research to further develop our relationship with the education sector, especially vocational establishments.

Before the winning teams are announced, I would like to reaffirm our group's support for the Paris bid to organise the 2012 Olympics. As well as the pride we would experience in helping to build the necessary infrastructure and equipment for the event, our commitment to the city of Paris is a way of confirming the values on which our corporate culture is based. By this I mean team spirit, insistence on performance, respect, mutual

support, loyalty and ambition. These are the same as the Olympic values, and the educational project set up by Bouygues Construction in the framework of its Worker Challenge is a superb illustration of these.

Thank you for your attention



STUDENT TESTIMONIALS

“An opportunity to show what I could do”

Thierry, 25, CFA Gustave-Eiffel, Chilly-Mazarin (Essonne).

“For me, this competition was an opportunity to show what I could do. The professionals gave us every encouragement with the project.”

“Thanks to this work, I’ve learnt about reinforcement. And, above all, it’s taught me how to manage a team. Having responsibilities, monitoring the progress of a project and finding ways to improve it is very motivating.”

“I learnt to be a team player”

Lionel, 19, Lycée Bayard, Toulouse.

“It was the first time I had worked in a team, where each person was responsible for something... I was used to building walls but not formwork like this. We encountered quite a few problems during casting. We had to use our initiative to complete the project properly. I hope to go on to become site manager, like the person who monitored us during the competition.”

“What I enjoyed was the atmosphere”

Stéphane, 20, lycée Corot de Beauvais.

“I was a bit worried when I was asked if I wanted to take part in the Worker Challenge. But when I found out what the project was and who was in the team, I knew we were up to the task. The other team-members explained how to vibrate and wax the concrete. What I enjoyed was the atmosphere. The team really stuck together to finish the stele within the deadline.”

A FEW OF THE MOST SUCCESSFUL PROJECTS...



Lycée Professionnel Eugène Freyssinet (Verdun) – *Pertuy Construction*

Lycée professionnel Michelet (Nantes) – *GTB Construction*



Lycée professionnel Léonard de Vinci (Montpellier) – *GFC Construction*

