Today, Internet and the mobile telephony are indispensable, in our professional life as in our daily exchanges. At Orange, we think that one of our first missions is to make information and communications technologies accessible, every day, to as many as possible.
combating the geographic digital divide

the Group’s approach

To bring the benefits of the digital world further extend and provide greater bandwidth for all, France Telecom Orange has embarked on an ambitious action plan based specifically on:

– developing infrastructures to extend the coverage of fixed and mobile networks;
– deploying alternative innovative solutions for isolated areas;
– expanding the network of broadband optical fibre submarine cables to improve Internet connectivity in Africa, the Indian Ocean, the Middle East and the Indian sub-continent;
– an in-depth renovation of the networks and their equipment, and the deployment of new technologies (fibre, 4G) meeting requirements for increased bandwidth.

extending network coverage

■ In mature countries, where high levels of cover are already being achieved for both mobile and fixed line broadband, coverage is being improved by entering into pooling agreements with other operators and introducing alternative solutions for isolated areas, in partnership with the local authorities.

■ In emerging countries, the challenge is to establish – rapidly and at a controlled cost – coverage enabling the greatest possible number of potential customers to access the services available. Internet access increases mainly through the deployment of mobile 3G networks, which help to compensate for the low deployment of copper networks.

innovative solutions for isolated areas

To help open up isolated areas where ADSL technology cannot be deployed for technical or economic reasons, the Group offers alternative innovative solutions:

■ the satellite Internet offering developed in partnership with NordNet in Metropolitan France provides 100% broadband coverage of the country up to 4Mbit/s. In 2010, this solution received the Ministry for the Economy’s “Broadband for All” label;

■ WiMax (Worldwide Interoperability for Microwave Access) technology enables broadband connections to be made by radio link. This technology has been deployed in Botswana, Cameroon and Mali;

■ the CDMA technology deployed by Orange in Senegal enables isolated areas not covered by ADSL to access the Internet using wireless technology. 100% of Senegalese villages with over 500 inhabitants now have access to the Internet thanks to this technology;

■ the Flybox enables inhabitants of regions without fixed ADSL coverage to gain WiFi or landline access to the Internet via a mobile broadband network. By the end of 2011, the Flybox had been introduced in eight countries (Romania, Slovakia, Egypt, Switzerland, Moldova, Armenia, Botswana and Tunisia);

■ in Africa, Orange deploys an original solution enabling collective access to be brought to isolated villages: “Community Phones” (see p. 103). By the end of 2011, this solution had been deployed in more than 1,700 villages with over 500 inhabitants, in Mali, Niger, Côte d’Ivoire and the Central African Republic;

■ the deployment of solar stations also helps to develop access to communications in rural areas without access to the electricity network, whilst at the same time preserving the environment. By the end of 2011, 2,065 solar sites (including 1,416 solar mobile radio stations) had been installed in 14 African and Middle Eastern countries as well as the Dominican Republic, Vanuatu and Armenia, making it possible for isolated villages without electricity to access telecommunications. This programme received the Best Mobile Technology for Emerging Markets Award at the 2011 Global Mobile Awards.


cables to connect Africa

Africa continues to be one of the continents that is less well endowed when it comes to network infrastructures. Orange is making an active contribution to major projects to lay submarine optical fibre broadband cables to improve the capacity and quality of Internet connectivity in Africa, the Indian Ocean, the Middle East and the Indian sub-continent. Following the EASSy (Eastern Africa Submarine System) and IMEWE (India Middle East Western Europe) cables, which came into service in 2010, the Group is participating in two other major projects:

■ LION2: through the construction agreement for the LION2 cable, signed in September 2010 by France Telecom-Orange and the other members of the consortium, the LION cable was brought into service in April 2012, to bring the broadband in Mayotte, by connecting the island with the rest of the world via Kenya on one hand, La Réunion on the other one.

■ ACE (Africa Coast to Europe): in June 2010, France Telecom Orange signed the construction agreement for the ACE cable. The 17,000-km cable will extend from France to South Africa and will be partially operational in 2012. It will connect around 20 countries, either directly for coastal countries or via terrestrial links for landlocked countries such as Mali and Niger.
increased bandwidth for all

The new “digital ecosystem” is marked by a tremendous growth in the volume of data being exchanged. Mature markets are needing increasingly broad bandwidths as a result of the explosion of uses and new consumer requirements. To deal with this increase in demand, the Group is investing not only in solutions that facilitate the development of new services but also in super-fast broadband (optical fibre for fixed line, 3G- and 4G for mobiles) to provide users with access to all multimedia uses in optimum conditions.

a proactive investment plan

Developing networks is one of the priorities of the conquests 2015 strategic project. To do so, we are investing in all fields, networks, information systems, Livebox, networks of fixed and mobile access, etc. In 2011, these investments represented 12.7% of sales. We anticipate accelerating our investment in networks during the 2011-2013 period. Almost 17 billion euros will be allocated to this programme, including 2 billion euros to the fibre programme in France and 500 million euros to modernise our 3G networks in Europe.

These efforts will deliver super-fast broadband networks that are increasingly efficient, convergent and pooled, and that respond to the strong growth in the volume of data being exchanged.

pooling agreements

To accelerate the deployment of infrastructures – particularly in isolated areas – we favour sharing network infrastructure with our competitors, a win-win solution that will help to increase geographic coverage whilst at the same time minimising our environmental footprint and helping to control costs.

the pooling of mobile network infrastructures

Besides the sharing of “passive” equipment (buildings, pylons, masts), which we have been doing for a number of years, we are seeking to develop “active” sharing (known as “RAN sharing”), which also involves the means of transmission: this is the most effective approach in terms of savings, but also the most complex to implement. In 2007, for example, we signed a RAN sharing agreement in Spain with Vodafone, the implementation of which extends over five years. The objective: to deploy 3G network cover together for towns of 1,000 to 25,000 inhabitants, i.e. a total of some 13 million inhabitants. Eventually, around 5,000 sites will be shared. Another recent example is that of the joint venture with the mobile subsidiary of Deutsche Telekom in Poland to pool the mobile network across the entire country.

the pooling of optical fibre access network infrastructures

In France, we signed pooling agreements in 2011 with Free and SFR, and early in 2012 with Bouygues, to accelerate the deployment of optical fibre.

increased bandwidth of mobile networks

The Group is pursuing the deployment of third generation mobile networks (3G/3G+) in all countries that support broadband data services. In most European countries, the entire 3G network is now 3G+ with a considerably broader bandwidth and higher capacity than the earlier generations. 3G is also being deployed in a number of emerging countries. Orange has already deployed 3G in 13 African countries (Botswana, Egypt, Guinea, Jordan, Kenya, Madagascar, Mali, Morocco, Mauritius, Niger, Uganda, Senegal and Tunisia), in Egypt and Senegal, deployment in high traffic zones in major cities has leapfrogged directly to 3G+.

In France, the official ARCEP report on “the quality of voice and data services of mobile networks (2G and 3G) in Metropolitan France” dated 4 November 2011 confirms that Orange offers the best mobile network in the country, specifically with the best network coverage, the fastest mobile bandwidth, and the best voice communication and mobile data service quality.

The fourth generation of mobile networks: LTE (Long Term Evolution), also known as 4G, is designed to provide the best performance, greater capacities and lower costs in an environment where data exchange and creation are growing strongly. Orange has carried out a series of technical tests on an experimental network in France in order to gain an in-depth and detailed understanding of this new technology and to ensure it has fully mastered it before any commercial launch. In France, the deployment of the 4G network will begin in Marseille in June 2012. The first commercial offerings are scheduled to come to market in France in 2013. In addition, the purchase of new frequencies and the development of innovative projects will enable Orange to provide a better quality of service to its customers. Orange plans to provide 4G offerings in all the European countries in which it is present by 2015.

super-fast broadband over optical fibre

Optical fibre broadband, up to 10 times faster than ADSL and capable of reaching over 100 Mbit/s, will encourage the emergence of new Internet and multimedia uses in the home, businesses and public services. This is not only a major issue in regional competitiveness but also in the day-to-day life of all citizens, and France Telecom Orange has made proactive commitments in this respect.

In France, the “La Fibre” programme is continuing with its ambitious objectives: 2 billion euros investment to ensure coverage of 10 million households by 2015, and 15 million (i.e. 60% of households) by 2020, in 3,600 municipalities (see insert).

Super-fast optical fibre broadband is also available in Slovakia.

Pilot networks have been launched in Spain and Poland.

In Poland, VDSL technology has been deployed and 40 Mbit/s and 80 Mbit/s offerings have been marketed since mid-2011.
main stages in the Group’s geographic accessibility policy

2003
- Signature in France of the national agreement on the coverage of “white zones”.
- Launch of phase 2 of the “white zones” programme, fully financed by the operators.

2005
- Launch in France of the “NRA Zones d’Ombres” technology providing broadband access in areas not covered by ADSL.
- Launch of fibre in France and Slovakia.
- Launch of the “Internet Republic” project in Poland to increase Internet usage in rural areas.
- Launch of the Flybox in Romania.
- Launch of the “botikas” network in Madagascar: franchised shops distributing Orange solutions in isolated areas.

2006
- Deployment of the Flybox in Slovakia, Egypt and Switzerland.
- Launch of a satellite Internet access solution in partnership with NordNet.

2009
- Commissioning of the LION submarine cable (Indian Ocean).
- Introduction of the first “Community Phones” in Mali.

2010
- Commissioning of the EASSy (Eastern Africa) and IMEWE (India and Middle East) submarine cables.
- Signing of the construction agreement for the new ACE (Africa Coast to Europe) cable and the construction agreement for the LION2 (Indian Ocean) cable.

2011
- Launch of the wholesale fibre offering, in compliance with the principles set by ARCEP, enabling the pooling of FTTH networks outside very densely populated areas.
- Signature of FTTH network sharing agreements with Free and SFR.

3G population – 2G population

Europe

- Orange Belgium: 93.75% 3G, 98.7% 2G
- Orange Luxembourg: 69.3% 3G, 99.9% 2G
- Orange France: 97.8% 3G, 99.7% 2G
- Orange Switzerland: 91.9% 3G, 99.3% 2G
- Orange Austria: 67.2% 3G, 98.8% 2G
- Orange Spain: 93.2% 3G, 99.2% 2G

Africa

- Orange Morrocco: 46.9% 3G, 98.0% 2G
- Orange Niger 2011: 6.4%
- Orange Mali: 6.0% 3G, 46.5% 2G
- Orange Senegal ND: 98.8%
- Guinea-Bissau 2012: ND
- Guinea-Conakry 2011: 32.0%
- Orange Côte d’Ivoire 2012: 90.5%
- Orange Cameroon 2011: ND
- Orange Equatorial Guinea 2011: 91.0%
- Orange Tunisia: 65.0% 3G, 88.0% 2G
- Orange Jordan around 50%: 99.1%
- Egypt: 70.0% 3G, 99.7%
- Central African Republic 2011: 6.4%
- Orange Uganda: 30.0% 3G, 40.9% 2G
- Orange Kenya: 10.0% 3G, 72.0%
- Orange Madagascar: 15.1% 3G, 65.8%
- Orange Mauritius: 81.0% 3G, 99.0%
- Orange Botswana: 50.0% 3G, 90.0%
Orange accelerates its plan for investment and innovation in the Spanish networks

Orange confirms its commitment to develop the information society in Spain: in September 2011, the Group announced new investment in fixed and mobile networks. In 2010, Orange announced an investment of 500 million euros over two years to modernise its network and make it more flexible, robust and convergent (fixed and mobile), and therefore ready to offer LTE (4G) technology. By the end of this year, Orange will have about 5,000 stations able to use the latest multi-network technologies: 2G, EDGE, 3G or in 1800 and 900, fully IP, and ready to offer LTE technology. Today, Orange customers in Saragossa, Valencia, Alicante, Murcia, the Canaries, Galicia and Vizcaya are already benefiting from increased coverage and network quality.

In addition to its investment in the mobile, the Group will open about 100 new exchanges across the country between 2011 and 2012 in order to enable the largest possible number of users to enjoy the benefits of Orange’s ADSL network and boost the growth of the fibre market. By the end of this programme, Orange Spain will reach 70% of the Spanish population. Furthermore, the purchase of new frequencies in 2011 and the development of innovative projects will enable the company to deliver a better quality of services to its customers.

2011 review

**Reducing the geographic digital divide**

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2012</td>
<td>■ Continued deployment of ORYX stations: more than 1,400 solar stations by the end of the 2011 financial year.</td>
</tr>
<tr>
<td>2011-2012</td>
<td>■ The new ACE submarine cable – which will link France with South Africa and serve 23 countries – will be brought ashore at Penmarc’h (Finistère, France).</td>
</tr>
<tr>
<td>2012-2015</td>
<td>■ Continuation of operations to extend LION1 to Mayotte and Mombasa.</td>
</tr>
</tbody>
</table>

Continued deployment in Africa of mobile relay stations that are fully powered by solar energy, thereby enabling services to be provided in even the most isolated regions with no electricity supply.

Continued improvement in international connectivity in Africa through new submarine cables.

2012 roadmap

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>■ Bring into service the LION2 cable, which has a potential of 1.28 Tbit/s.</td>
</tr>
<tr>
<td>2012-2015</td>
<td>■ Bring the ACE cable into service by the end of 2012.</td>
</tr>
<tr>
<td>2012-2013</td>
<td>■ Use these submarine cables to open up landlocked areas and countries.</td>
</tr>
<tr>
<td>2012-2013</td>
<td>■ Launch initiatives to facilitate access to energy to power mobile phones in Africa.</td>
</tr>
<tr>
<td>2015</td>
<td>■ Superfast mobile broadband: deploy 4G/LTE in European countries were Orange operates by 2015.</td>
</tr>
<tr>
<td>2015</td>
<td>■ Deploy 3G in Orange countries in the Africa-Middle East zone by 2015 and provide mobile coverage for 80% of the population.</td>
</tr>
</tbody>
</table>
supporting local development

the Group’s approach

The Group supports the social and economic development of the countries in which it is present through three complementary approaches:

– increasing access to information and communication technologies in emerging countries and mature markets alike by providing offerings suitable for people with low incomes;

– developing value-added products and services suited to the economic and social context of each country in which it is established, according to the principle of co-construction with local players;

– promoting the development of an ecosystem based on new technologies, which supports the creation of businesses and fosters the emergence of products, services and contents suited to local markets.

increasing access to information and communication technologies

Orange is committed to encouraging access to
the new technologies by the largest possible number of people in all countries, and, as a result, has created specific offerings for people with low incomes.

social offerings in developed countries

In Metropolitan France, since May 2009, all recipients of income support (revenu de solidarité active or RSA) may subscribe to the special RSA prepay package available for 10 euros per month.

Similar offerings exist in other European countries. A few examples:

■ in Poland, the Plan Orange Poland przyjazny (Friendly Plan) targets people with financial difficulties that receive long-term help in social assistance centres. Monthly reduced rate tariff (18.45 zł, or 4.7 euros) including 30 minutes local and long-distance calls. To qualify, people must provide social assistance documents. Orange proposes additional services such as number blocking and voicemail at no cost;

■ in Romania, Oferta Senior targets retirees that have a pension. A document must be provided to sign up to the offer, specially designed for intuitive use and very practical for older people. Under this offer, the GSM ZTE-G S302 handset used is supplied at 1 euro;

■ in Slovakia, Orange provides special discounts – that may be as much as 99% of the monthly bill – for people in difficulty or suffering from long-term disabilities. A tailor-made proposal is made after studying each customer case individually.

To better meet the requirements of people with low incomes, the Group’s CSR Division produced a benchmark for social offerings in Europe at the end of 2011. In France, Orange also took part in deliberations on concessionary prices for mobiles and the Internet that were committed to in 2011 on the initiative of the government.

Since February 2012, Orange France has also been marketing a social Internet-VOIP offering for recipients of basic income support, meeting the government specifications: accessibility on the sole condition of the line’s suitability for ADSL, i.e. over 98% of lines, no time commitment, deposit or activation fee (except for charges that might be made for the installation of a new telephone line) and at a monthly rate of 20 euros including VAT.

The Group’s social offerings have met with little success as there is apparently too much of a stigma attached to them. As a result, the Group has decided to reorient its thinking from a philosophy of specific social offerings to a responsible marketing process favouring measures to improve accessibility for people with low incomes and has launched experiments in 2012 focusing on marketing these services that will help customers to manage their consumption better.

second-hand phones: an economical and eco-friendly solution!

Second-hand mobile phones have been available for the past two years from Orange shops in Metropolitan France. A wide range of simple and up-market mobiles consisting of three categories of handsets, is on sale at attractive prices for pay-as-you-go offerings or to accompany Orange’s special RSA prepaid package.

All these reconditioned handsets are delivered with a charger, battery and hands-free kit, and carry a six-month guarantee. In 2010, Orange France extended this initiative by offering a range of second-hand smartphones in its online shop. In several countries, buyback options also give customers production coupons or a gift voucher in exchange for their old telephone. A solution that benefits both customers and the environment.

innovative concepts in developing countries

Orange’s first focus area for innovation in Africa and the Middle East is facilitating access to all essential telephone services (voice and SMS) by finding solutions to overcome the barriers of poverty, illiteracy and exclusion.

■ Orange has launched a range of very low-priced handsets together with services that allow reverse charge calls (Call Me Back, Pay For Me), or offers attractive prices depending on the level of traffic on the network (Bonus Zone).

The Emergency Credit solution allows customers to have additional minutes if they have an imperative need to contact someone when their balance is exhausted.

■ The Group is developing community solutions with highly attractive rates, such as the “Community Phone” concept, which has already helped to bring collective access to mobile telephony to more than 1,700 villages with over 500 inhabitants, in Mali, Niger, Côte d’Ivoire and The Central African Republic. This project received the AfricaCom 2010 Award for the best rural solution. In addition to access to communication at the lowest possible cost, these community phones encourage the development of micro-enterprises: a person with an aerial, a mobile phone and a solar battery charger can in effect become the operator for an entire village. A “Community Internet” solution developed by Orange is currently being tested in Uganda.

■ Orange also offers an e-top-up system whereby a prepaid account can be topped up electronically from a mobile. A less expensive, more secure and more eco-friendly solution than scratchcards, already available in 16 African countries.

■ For illiterate people, Orange has launched Voice SMS, which allows users to leave a short voice message for the price of an SMS.
To increase access to Internet content, Orange has developed Magic Portal and Voice Portal, which allow users to access basic information from any mobile connected to a standard GSM network. In the same way, the Popmail solution enables users to receive and send e-mails from any type of mobile phone without being connected to the Internet.

For further information on offerings suited to emerging countries: consult the “Africa and the Middle East, lands of innovation for Orange” folder on orange.com.

developing innovative products and services meeting local priorities

Orange relies on innovation to provide new products and services meeting the requirements of local populations in the fields of digital finance, agriculture, health, education and administration. These new value-added services can be developed or simply distributed by Orange within the framework of revenue-sharing partnerships with third parties. These partnerships involve adapted pricing, special connections, the equipping of schools and general educational establishments, and/or the transmission by SMS of various data useful for the activity, such as the market prices of agricultural products or other interactive information services useful for the socio-economic development of countries.

some examples:
- In Africa, to offset the lack of banking infrastructure, the Group launched Orange Money in 2008: a simple, secure solution enabling users to open a payment account linked to a mobile number, which also provides a means for companies or small businesses to simplify payment for trade services and even wages. This service, offered in partnership with a major bank, has a high level of security to avoid the risk of theft or fraud. By the end of 2011, it was already available in seven countries (Senegal, Madagascar, Mali, Niger, Kenya, Botswana, Cameroon) and had 3 million users.
- In Niger, in partnership with the network of Chambers of Commerce and Agriculture, Orange developed the “Pocket Agricultural Feed” service, enabling market prices of agricultural products to be transmitted by SMS to farmers, who can then sell their harvest to the highest bidder. By the end of 2011, this system was live in 18 markets, with over 3,000 viewings to date. The second phase of the project will consist of supplying meteorological data and personalised advice to subscribers. This concept will soon be deployed in Mali.
- The Group also launched a number of innovative solutions in the field of healthcare (see p. 111 to 113). stimulating the creation of businesses

To support local development, France Telecom-Orange favours the path of open innovation to enable it to work with local players to create solutions that are best suited to the requirements of the area. In this regard, the Group is particularly dependent on its 15 Orange Labs, which make up the Group’s global innovation network, with 3,500 employees (researchers, developers, marketers, ergonomists, designers, sociologists, etc.) spread across four continents. Particularly in emerging countries, the Group is contributing to the development of an ecosystem based on new technologies to boost innovation and encourage the emergence of products, services and content for local markets. Developing such a diversity of tools requires the creation of specific incubation mechanisms (open technical platforms, young enterprise incubators, investment funds). Partnerships with specialist players help to create key skills and limit risks. Orange also builds up partnerships with local universities and specialist schools to encourage training and the identification and integration of local talent into the company:

- in Dakar, Senegal, Orange supported the establishment of a business incubator for the new technologies sector. Its aim: to contribute to the development of the new information and communication technologies industry by supporting small and medium enterprises in promoting local content. This programme, supported by the World Bank, consists initially of supporting 30 companies for three years, in collaboration with the public authorities. Sonatel will

an accessible world

The Orange Group is present in a large number of countries in Africa and the Middle East, and has great ambitions for growth in this zone. The Group is having a strong impact in this region (direct and indirect jobs, tax contributions, balance of payments) and as a result is contributing to local development based on the principle of corporate social responsibility (CSR) – which is not the same as mere philanthropy. To make socio-economic development a genuine driver of its growth strategy in Africa and the Middle East, France Telecom Orange embarked in 2011 on an initiative intended to clearly identify the issues and priorities for action by the Group in respect of its contribution to local development. The studies undertaken and the discussions held with all stakeholders showed that only a global, balanced approach would lead to the realisation of the Group’s aim. This initiative, named “Orange for Development”, is based on a three-pronged approach:

- access extended to all through better network coverage and controlled-cost connectivity services, in phase with the low incomes of local populations;
- the introduction of high value-added services meeting the specific needs and requirements of local populations (health, education, agriculture, etc.) through jointly developed programmes and partnerships formed in the field;
- support for the local ICT market and the development of ecosystems, by establishing various initiatives (enterprise zones and finance for new businesses, open platforms for innovation, higher technical education, etc.).

The Group has defined three basic principles that will enable it to succeed in this initiative:

- identifying and giving priority to projects taking account of local needs and requirements, through partnerships with local communities and with local members of other sectors;
- conducting experiments according to an open-ended method in such a way as to reproduce and deploy effective initiatives whilst at the same time refining and testing new economic models;
- setting up sustainable projects and initiatives based on the complementary nature of the partners involved, to create a collaboration that will be economically viable in the long term.

This initiative is implemented through a dedicated committee coordinated by the Group’s CSR function, with representatives of the various departments and countries concerned. Meeting every two months for an update on existing initiatives and country news, with a collaborative method of operating inspired by social networks, it enables the federation of existing initiatives by creating a cross-disciplinary dynamic.
supply the servers and Internet connection, and will also contribute to a skills transfer;  
for the past two years, Orange has been supporting the Ideas for Enterprises competition in Moldova organised by the Academy of Economic Studies (ASEM) to enable students and graduates to transform their ideas into genuine businesses. Orange is a partner in the support structure for the projects selected. This support in terms of hosting, support, advice, training and equipment is all valuable in the initial stages of the life of a company. Orange hopes to support the most innovative projects through this partnership, with the aim of contributing to the development of entrepreneurship among the young people of Moldova who will be assets to the economy of tomorrow and will play a role in the country’s development;  
late in 2010, Orange Tunisia launched its "Developers Programme" to encourage the creation of 100% Tunisian mobile applications through partnerships with a number of engineering colleges throughout the country, and particularly in disadvantaged areas. The objective: to promote Tunisian know-how in the field and enable the emergence of a genuine ecosystem, the preliminary to a sustainable, profitable mobile content industry with strong potential for innovation and jobs for young Tunisians. By the end of 2011, the results already spoke for themselves: over 800 people introduced to the topic, 600 trained as part of a university course, and 30 applications produced. Orange Tunisia is planning to further boost and animate this network of nearly 2,000 young developers by introducing regular, more targeted activities, and connecting them with stakeholders, particularly "business angels";  
for the past ten years, Orange has been supporting the “Banespyme” project (www.banespyme-orange.org) in Spain, the aim of which is to encourage the creation of innovative enterprises based on new technologies through an annual competition. Since it began, this programme has helped to support the creation of over 70 technological enterprises that have received over 6 million euros in finance. More than 160 teams of entrepreneurs have received training, with particular attention being paid to drawing up and implementing business projects, and their growth;  
in June 2011, Orange launched the African Social Venture Prize to support entrepreneurs and start-ups using ICTs to meet the requirements of local populations. The call for projects, which ran from June to September 2011, attracted over 600 applications on a range of topics such as health, agriculture, education, financial services and commerce, reflecting the real entrepreneurial dynamic and potential for telecommunications on the African continent. The three winners of this first competition were announced at the AfricaCom Awards ceremony in Cape Town on 10 November 2011: a remote irrigation project in Niger, Agasha Business Network (a Ugandan start-up using the Internet to help small and medium African enterprises to develop) and Kachile, a Côte d’Ivoire start-up selling handicrafts online. In addition to receiving financial grants of up to 25,000 euros, these projects will be supported for six months by specialists from our local subsidiaries with strategic contributions by the capital risk company, Innovacom.

**key dates relating to the Group’s economic inclusion policy**

2000  
Launch of the Banespymes project in Spain to support the creation of innovative SMEs based on new technologies.

2004  
Launch of Plan ZAE to bring broadband to 2,000 areas of economic activity in France.

2005  
Launch of “Plan 3 x 10” in France to provide innovative solutions for communities.

2006  
Establishment of the first Visio Points in France.

2008  
Launch in Poland of the “Internet Republic” project under the aegis of the United Nations Development Programme, with strong involvement by Orange Poland.

2009  
Launch of Call Me Back in Cameroon.

2010  
Launch of Orange Money pilot in Côte d’Ivoire.

2011  
Launch of the NetPC offering by Orange Mauritius.

2012  
Launch in France of the RSA mobile offering for recipients of income support.

2014  
Launch of a range of second-hand mobiles in Orange France shops.

2015  
Launch of Pay For Me in Cameroon (reverse charges mobile offering).

Launch of CPA offering in Senegal (community offering).

Launch of Bonus Zone in Botswana.

Launch of Orange Money.

2016  
Launch of community phone programme in Mali (200 villages equipped).

Deployment of Orange Money in five new countries in Africa.

New range of second-hand smartphones available from the orange.fr online shop.

2017  
Deployment of community phones in over 1,700 villages in four countries (Mali, Niger, Côte d’Ivoire and the Central African Republic).

Over 3 million users of Orange Money in eight African countries.

Inauguration of the ICT incubator in Dakar.

Creation of the African Social Venture Prize.

Launch of the “Orange for Development” initiative to establish guidelines for the Group’s approach to contributing to the economic and social development of countries in the Africa, Middle East, Asia zone.
### 2011 review

#### combating the geographic digital divide

**social offerings in Europe**
- Development of mobile offerings for the lowest income groups.
- Development of second-hand mobile offerings.
- Development of offers for the poorest sectors of the population (fixed, voicemail, virtual safe deposit box).

**combating the geographic digital divide in emerging countries**
- Extension of the deployment of “Community Phones” in Africa.
- Commitment on country numbers (four in 2011, six in 2012).
- Development of offerings enabling Internet access by people who are hesitant about using computers.
- Development of offerings suited to illiteracy and multilingualism (voice SMS).
- Launch of Voice Portal.

#### socio-economic development of territories in emerging markets

- Establishment of a framework to encourage innovation in the AMEA zone
- Launching of an award for social entrepreneurship in AMEA
- Creation and institution of an innovation laboratory for rural development.
- Support for social entrepreneurship and local innovation through the setting-up of incubators and an investment fund (African countries).

#### continue to develop offering

- Provide solutions contributing to rural development through offerings in the fields of agriculture, health and education.
- Continuation of the deployment of Orange Money.

### 2012 roadmap

<table>
<thead>
<tr>
<th>2012 roadmap</th>
<th>deadline</th>
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</thead>
<tbody>
<tr>
<td>■ Continue the deployment of Village Phone in at least two new countries.</td>
<td>2012</td>
</tr>
<tr>
<td>■ Launch the pilot “Internet for all” project (village Internet) in Uganda.</td>
<td></td>
</tr>
<tr>
<td>■ Develop mobile Internet offerings for the most disadvantaged, improve classification of requirements of low revenue customers and carry out experiments to meet their requirements under optimum conditions.</td>
<td>2012</td>
</tr>
<tr>
<td>■ Structure the Group’s actions in respect of contributing to economic and social development by establishing a reference framework (Orange for Development) and the relevant governance.</td>
<td>2012</td>
</tr>
<tr>
<td>■ Promote local entrepreneurship through the use of incubators, and hold the African Social Venture Prize for the second consecutive year.</td>
<td>2012</td>
</tr>
<tr>
<td>■ Contribute to the financing of young businesses in Africa through contributions to investment funds.</td>
<td></td>
</tr>
<tr>
<td>■ Establish external partnerships with the aim of better meeting country needs and requirements in respect of rural, healthcare and education development.</td>
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</tr>
<tr>
<td>■ Launch a project to develop and distribute services for rural people using a network of local agents.</td>
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<tr>
<td>■ Provide solutions contributing to rural development through offerings in the fields of agriculture, healthcare and/or education that take account of the magnitude of the social and economic benefits.</td>
<td>2012</td>
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<tr>
<td>■ Continue to roll out Orange Money in four new countries.</td>
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<tr>
<td>■ Establish the “Digital world for all in emerging countries” programme.</td>
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ensuring accessibility by elderly and disabled people

the Group’s approach

Developments in communication technology are opening up new horizons for everyone, but most particularly for elderly and disabled people. This is why Orange has for many years been committed to breaking down the physical and cognitive barriers that can restrict access to the benefits of the new technologies. The Group’s Accessibility Department ensures that accessibility is factored in from the design phase of Orange products and services right the way through to after-sales service, and focuses on four areas:

– adapting all products and services offered by the Group and designing specific products, the Autonomy offerings;
– establishing a tailored distribution network;
– incorporating the notion of accessibility in all processes, from design through to marketing, in all markets;
– interacting with national and international institutions, organisations and customers to better identify their requirements and develop partnerships.

a design strategy for all

To enable everyone – and particularly disabled or elderly people with some type of impairment – to access communications and the best technologies, Orange has adopted a “design for all” strategy.

Managed by the Group’s Accessibility Department, this strategy ensures that specific features relating to disabilities are factored in way before the launch of any offering, thus enabling innovation, simplicity and ergonomics to be combined to cater for any type of disability (hearing, vision, mobility, grip, speaking, cognition). This strategy is based on usage feedback from impaired elderly and disabled customers. The R&D “accessibility” project explores mechanisms for integrating disabled or dependent people with difficulties using traditional communication tools into various population groups. The goal is to design methods of interaction and new interfaces that use their sensory and perceptual skills. 20 technical projects, studies and experiments are currently under way.

dedicated offerings

A dedicated range, “autonomy offerings, a solution for everyone”, provides a response to every type of impairment (hearing, vision, speaking, mobility, grip and cognition).

These fixed and mobile, Internet and convergent telephone offerings are presented twice a year in a catalogue available in a paper version, electronic version and audio CD (for the sight-impaired).

These offerings are currently being deployed in the main European countries. In 2011, strategic meetings and workshops were held in the eight main European countries with marketing directors, with the aim of bringing out new products and preparing the next set of catalogues.

In addition to an extension to the range of mobile products (for example: the Doro 610 mobile, a new version of the voice assistant, launch of the voice assistant on Reunion Island and by Orange Caraïbes), a new integration accessibility process in the selection of offers is deployed by France and a Group-level validation of a selection of mobile handsets for older people and the disabled after tests in the Orange mobile accessibility expertise centre has been in place since 2011.

Services are also proposed: voice and character zooming software installed free of charge for all blind or partially-sighted customers, adapted electronic bill...

Orange Spain already has a catalogue of Autonomy offerings on its website, accesibilidad.orange.es. Poland’s is in the process of being finalised.

simplified telephones for use by the elderly

Following France and Slovakia, three of the Group’s European subsidiaries launched mobile handsets in 2010 specially designed to meet the needs of the elderly.

All these phones have simplified ergonomics with large buttons, magnified characters, a list of pre-recorded numbers, higher volume and an easily accessible “SOS” button enabling an emergency number to be recorded, to which a call or SMS can be sent by merely pressing the button.

In May 2010, Orange Romania launched the ZTE S302, accessible from 1 euro per month as part of a senior package. A senior tariff reserved for pensioners, consisting of 500 minutes of free calls on the Orange network and all the fixed national networks, is also available from 6 euros per month.

In September 2010, Orange was the first mobile telephone operator in Switzerland to launch the new Doro PhoneEasy® 410gsm phone.

In December 2010, Orange Spain launched a range of products “Esencial de Orange”, a new category of products that has been created to provide answers to the needs of the elderly. The Doro 610 and Alcatel OT282 handsets are currently part this category available online (http://movil.orange.es/catalogo-de-moviles/esencialdeorange/; http://tiendaonline.orange.es and in sales outlets. These handsets were chosen for their simplicity and exclusive and intuitive functions. In addition, they are fitted with an emergency button that alerts the old person’s immediate environment or the emergency services, informing them that an emergency situation has occurred.
November 2009: it enables customers to interact directly with a specially trained adviser, either in French sign language (videoconference via a webcam with the possibility of subtitles) or in text mode in real time;

- personalised support for the easy Internet option is available from Monday to Saturday (excluding public holidays, from 8 am to 8 pm on 0800 195 149.

In the shop, on the website or in the catalogue, specific signage system using pictograms helps to identify the best solutions for each disability.

In 2011, vision-impaired tactile paving it was installed to make access for the visually impaired easier in the main brand stores. Very large stores inaugurated since 2011 such as Lille, Reims and Marseilles... have this improved accessibility.

open to every idea

To constantly improve its offerings and respond to the new requirements of disabled people, France Telecom Orange applies an active policy of meetings and partnerships with specialist professionals, institutions and organisations.

Specifically, the Group participates in:

- the work of the Club accessibilité des grandes entreprises (large corporations’ accessibility club);
- international working groups on accessibility within the European Commission, the UIT and AFNOR;
- meetings relating to the transposition of the European Directive of 25 November 2011 in conjunction with the Comité interministériel du handicap (inter-ministry disability committee), ARCEP and the Observatoire de l’accessibilité (accessibility research institute);
- all the major exhibitions and conferences relating to disability and dependency such as the U-Enabling Mobile Summit organised by the GI3CT, a Conference at Warsaw university; key major disability and dependency exhibitions (e.g.: Handicalyon, Autonomic (Rennes, Nice)), local events with disability players (associations, elected representatives, general assemblies of associations and the Group….) providing user feedback on products and services and helping to stay in contact with innovation.

involving employees

In France, nine regional accessibility representatives – regional relays for the Group’s Accessibility Department – coordinate the local fabric, support approved “Autonomy” shops, feed back needs expressed by disabled customers, manage communications and lobby prescribers (organisations, regional authorities and business people from the sector).

Presentations on accessibility are regularly delivered to Group teams.

In 2011, a variety of campaigns promoting the sharing of best communication practices well run to encourage the use of common Group tools such as for example autonomy merchandising (vision-impaired tactile paving being deployed, signposting with five pictograms, over-labels…) particularly in Spain, Poland and Slovakia.

Two e-learning modules have been developed to train sales forces (more than 6,000 sales staff trained) and marketing and Technocentre teams (new module deployed in 2011).

ensuring website accessibility

Since 2005, the Group has been involved in a vast project to make its internal and external websites accessible, in line with the international Web Accessibility Initiative (WAI) standards.

By the end of 2011, the training of the webmasters has been continued and, on average, the Group’s main websites met 70% of the requirements for WAI AA classification, but had no critical issues.

Several accessibility functions are already available, particularly on the homepages of orange.fr, orange.com, the Orange Foundation blog, the customer space on orange.fr and the narrow-band version of the customer space.

Also, in partnership with Urbilog, France Telecom Orange has developed OCAWA: a tool that automatically assesses the degree of accessibility of websites and checks various levels of rules, such as the international WCAG (Web Content Accessibility Guidelines) and French RGAA (Rèferential général d’accessibilité pour les administrations – “general guidelines on accessibility for administrations”). A free restricted version has been made available on the Internet: www.ocawa.com

Since 2010, Orange and Urbilog have been carrying out accessibility audits of websites of some of the Group’s customers and partners.

In 2011, the audit of the main Group websites with a view to their accessibility was carried out.
main stages in the Group’s accessibility policy

1993
- Opening in Paris of the first Rainbow area specially organised to accommodate customers with disabilities.

2002
- First edition of the “Solutions Handicap” catalogue.

2003
- Establishment of the Mission pour les clients handicapés du Groupe ("service for the Group’s disabled customers").

2004
- Launch of a solution to make access to mobile telephony easier for blind and partially-sighted people.
- Establishment of a customer service dedicated to solutions for disabled people that can be reached by phone (freephone number 0 800 11 22 33) or e-mail (agence.vad@francetelecom.com).

2005
- In partnership with Urbilog, Orange Lab launched OCAWA (a tool to assess the accessibility of websites).

2006
- The Mission pour les clients handicapés du Groupe becomes the Group Accessibility Department.
- Launch of e-billing for partially-sighted people.
- Launch of Voice Assistant, a service enabling mobile phone functions to be vocalised.

2007
- First experiments with customer service accessible to deaf and hard-of-hearing customers through direct contact over the Internet using French sign language or text in real time.

2008
- Launch of an Autonomy offerings catalogue in Spain.
- The Group received the APAJH “Citizen Company” trophy awarded to companies with over 5,000 employees who practise a global, company-wide policy in favour of people with disabilities.

2009
- General roll-out of customer service accessible over the Internet every Tuesday in French sign language or text in real time.

2010
- The Group received the gold medal at the Geneva 2010 International Exhibition of Inventions for its B-Link project, an application developed by Orange Labs Poland enabling users to control their computer by blinking their eyes.

2011
- Launch of a seniors offer to assist them in the digital revolution.
- 9 June 2011 (France): launch of the French Telecommunications Federation Charter in favour of access to electronic communications for the disabled with the signature of operators SFR, Bouygues and Orange in the presence of Mrs Marie-Anne Montchamp, Junior Minister for Solidarities and representatives of the FFT and the ARCEP.
- Launch of the Melovibe service (differentiated vibrating melodies for the deaf and hard of hearing).
- Project Reach 112 (reachability of the emergency services); piloting of a European pilot project in France with the launch in May 2011 of the pilot phase involving 20 partners supporting “Total Conversation” enabling people to communicate with voice, French sign language and in real time with more than 1,500 people requested for test in France including 20 Orange-France disabled staff.

Orange France launched an “easy Internet” option to discover the Internet in a simple way in August 2011 for seniors that did not want to miss the digital revolution. With an intuitive interface on a USB key, the senior can use his or her computer easily to send e-mails, surf the internet or manage photographs.

Focus
the Group’s digital accessibility standardisation and commitment

- 7 April 2011: “digital accessibility to ITC” standardisation agreement.
- AFNOR and it is “Digital accessibility standardisation” commission presided by Orange officially launched the agreement with members of the AFNOR commission and many players in the disability sector (associations, businesses, university lecturers and researchers). The main themes covered are: major principles and prejudices, equipment, software, access to content and online products and services.
- February and August 2011: Orange took part in ISO/SC35 workshops on accessibility.
- The Group’s Accessibility Department (DAG) led the French delegation for these international workshops on accessibility and particularly contributed to the work of the ISO group on accessibility. The August seminar (50 experts and 20 countries) was organised at the Orange Poland headquarters with the support of the Orange Labs team.
- In cooperation with the standardisation teams and experts from Orange Labs, the Group Accessibility Department promised to elaborate and encourage the adoption of standards on accessibility. Beyond the ISO/SC35 group, Orange is involved in the work of other standardisation groups such as the IUT, G3ICT and ETSI-CENELEC “Human Factors” always with a view to innovating and integrating accessibility functions very early in a multi-device world (mobile handsets, fixed handsets, tablets, TVs...).
### 2011 review

**accessibility for the elderly or disabled**

In the eight main European countries and at least in two developing countries, continue the deployment of a range of offers suited and dedicated to commercial communication tools.

**Deadline:** 2010-2012

**Achievements:**
- Orange France: a range of “Autonomy offerings” (two catalogues per year: landline, mobile, Internet; paper and electronic version, audio CD and voice accessible version for vision solutions with renewal and extension of the range of products (for example, the Doro 610 handset in the mobile range) and launch of the easy Internet option on PC, new version of the Voice Assistant, the Mélovibe application and two new Motamo/Motamo Max Price offerings for hearing deficient people. Deployment of a new accessibility test process in the selection of handsets, training 6,000 people trained and the development of new accessibility training tools (e-learning). Communication campaigns (conferences/local or national exhibitions such as Autonomic Rennes, Nice, Hancicalyon, information on sites, relationships with associations and creation of multiple supports).
- Orange Reunion and Orange Caraïbes: Voice Assistant launched.
- Orange Romania: ZTE mobile handset launched with a price plan for seniors.
- Orange Spain: a catalogue of accessible solutions launched.
- Orange Poland: various events such as the Accessibility Day, university conferences, standardisation workshop.

Launch a Web accessibility policy in these countries.

**Deadline:** 2010-2012

**Achievements:**
- Vast audit programme of site accessibility (50 audits carried out in a number of countries); in the eight countries (FR+EME): portal, e-care, online store; for each site, a sample page test concerning compliance with WCAG 1.0 rule specifications; training in the different countries with the support of the Group Accessibility and Ergonomy centre of expertise to develop Web accessibility skills on the Group’s footprint.

At the end of 2011, the Group’s main websites met on average 70% of the requirements of the WAI AA label with no blocking points.

Put in place suitable physical and remote distribution channels in these countries.

**Deadline:** 2010-2012

**Achievements:**
- Orange France: 231 branded stores, a dedicated orange.fr website and autonomy page, a freephone number accessible to the deaf, hearing impaired and those with speaking difficulties via the Internet in real time (T140; choice of written dialogue mode, video, sign language).
- Egypt (Mobinil): specific pricing for the deaf and the hearing impaired for commercialisation.
- Orange Spain: commercialisation in 18 stores in the own network of the first catalogue. These offers will be available on its site.
- In other countries, channels are being put in place in relation to the emergence of offers and are being adapted according to the social and regulatory context and strategic maintenance decisions to withdraw or develop the Group’s presence in these countries.

### 2012 roadmap

Continue, in the eight main European countries and at least in two developing countries, the deployment of a range of offers suited and dedicated to commercial communication tools:

- continue to select a range of handsets and expand the range (50 suitable products that changed twice a year and tests by the CDC for selection (France);
- offers for the elderly or disabled in Egypt;
- at least four senior or disabled-approved mobile handsets in the range for each country in Europe;
- paper catalogue offers (Spain), conferences/exhibitions (Poland), transfer of commercial and autonomy merchandising communication tools;
- continue the process of integrating accessibility into offers being developed for the Group and the development of new products that respond to the needs of senior users such as assistance solutions for multi-device users using interfaces adapted to seniors with a view to easy Internet personalised support and suitable applications as well as interfaces simplified for seniors.

Launch a Web accessibility policy in these countries:

- continued improvement in website accessibility with one audit per year of the main websites in Europe with recommendations and support for local teams.

Put in place suitable physical and remote distribution channels in these countries:

- in France, develop a suitable distribution network (branded stores, freephone number and an autonomy page on the orange.fr website. Supplement the system by developing a 1014 customer relay for seniors particularly and support for the easy Internet;
- develop access to offers in European countries through channels coupled to offers related to these countries.
meeting healthcare challenges

For more than ten years, France Telecom-Orange has been developing dedicated solutions to meet challenges in the area of healthcare:

– better coordinated care and improved comfort for the ill;
– helping elderly and dependent persons to continue to live at home;
– remote monitoring of patients suffering from chronic illnesses;
– offerings meeting the specific issues of emerging countries in respect of health;
– services to improve day-to-day preventive healthcare among local populations.

Since 2007, these offerings have been deployed by a dedicated e-Health division: Orange Healthcare.

Communication solutions make it possible to meet the major challenges of the health ecosystem: the ageing population, explosion of costs linked to the treatment of chronic illnesses and the imperative need for cost reduction. Communication solutions place patients at the heart of the healthcare system by giving them innovative solutions at each stage of their treatment.

**moving towards a connected healthcare system**

Remote consultation solutions developed particularly for nursing homes give healthcare professionals simple, secure methods of collaborating and exchanging information, even in rural or isolated practices. In major healthcare establishments, Connected Hospital simultaneously improves patient comfort and care quality. Using the multimedia handsets provided, patients can access entertainment services and medical personnel through a secure system for the exchanging and consultation of medical data. This interactive solution is being adopted in an increasing number of hospitals in France and is also being used in Poland and Mauritius. Connected Hospital has recently been supplemented with new services to improve patient care and comfort: a new multimedia handset developed by Philips and a WiFi trackability system that helps to locate medical equipment and monitor biomedical products.

For example, Solution Résidence Seniors is a comprehensive service offering for care homes housing dependent people. It helps to improve the comfort and peace of mind of both residents and care workers through a wide range of communicating equipment:

– bracelets with a location system that is triggered when a resident enters a non-authorised area;
– fall-prevention pendants with a push-button that enable residents in the home to call for help;
– security systems in rooms that enable residents to contact the care workers, who can then talk to the resident in question to find out the purpose of the call;
– a lone worker protection system enabling care workers equipped with a phone or pager to trigger a request for assistance at any time (call button on the handset or automatic alarm).

**supporting the remote monitoring of patients suffering from chronic illnesses**

Orange has developed innovative solutions to remotely monitor patients suffering from chronic illnesses (cardio-vascular disease, diabetes, kidney failure, etc.):

– for people suffering from heart rhythm problems and those with implanted heart defibrillators, a remote monitoring offering has been developed since 2009 in partnership with the Sorin Group, the leader in the treatment of cardio-vascular disease;
– for people suffering from diabetes, a strategic agreement has been signed in Spain with Sanofi (see insert);
– for people suffering from kidney failure, Orange has developed a remote monitoring system in partnership with Grenoble university hospital and the Calydial and Agduc community dialysis centres (Grenoble). Digital touchpads suitable for elderly people are installed in patients’ homes, enabling them to answer precise questionnaires on their state of health and to receive appropriate medical advice. Illness and its development are monitored from day to day. The aim is to prevent a deterioration in the patient’s state of health in order to reduce the number of complications and thereby delay their entry into dialysis.

**For further information:** consult the e-Health brochure on www.orange.com/healthcare
an accessible world

contributing to the development and growth of remote medicine in emerging countries
Emerging countries often still lack hospital infrastructures and care offerings. Orange Healthcare has launched offerings in a number of African countries using information and communication technologies to:

■ promote the better functioning of healthcare centres;
■ foster access to care by developing remote medical services;
■ improve prevention and patient well-being.

■ In Senegal, Sonatel launched a remote medical consultation solution in the hospital in Thiès, 92 km from Dakar, in November 2011. Healthpresence enables high-quality interaction between patients at the clinic at Tivaouane and their doctor in Thiès. If necessary, this doctor can consult a specialist in Dakar. The solution provides doctors with a wide range of medical data on patients: blood pressure, pulse rate, blood sugar level, etc., and enables the remote prescription of medication.

■ In Madagascar, Orange is collaborating with the Akbaraly Foundation on a remote oncology project supported by the Ministry for Public Health to increase prevention and improve the accessibility and quality of treatment of gynaecological cancers. Practically speaking, it enables slides of specimens to be analysed remotely, instead of having to send them by mail. This service is already operational on one site and will eventually be used in three screening centres connected with specialist institutes in Europe. It will improve patient care and treatment quality, and will also be used to train doctors in the most remote areas of the island. Orange also provides AMADIA (Madagascar diabetes association) with a high-definition videoconferencing service that enables Swiss and French specialists in diabetes to share their experience with Madagascan medical teams, a great help in improving the treatment of diabetes on the island. Soon four hospitals will be able to connect to these quarterly exchanges.

■ In Côte d’Ivoire, Orange launched an interactive SMS service in 2011 (available also by voice) enabling residents of Abidjan, Bouaké, Yamoussoukro and other Côte d’Ivoire towns to locate the nearest emergency chemist. They dial 712, follow the instructions and receive the required answer by SMS. The service also provides information on the list of health insurance companies accepted by the chemist.

■ In Mali, Mobile santé (“mobile health”) is an application for transmitting medical and health data launched in November 2011 within a partnership with Mali’s Agence nationale de téléassistance et d’informatique médicale (“national agency for remote healthcare and medical information technology”). Orange Mali provides the access for this service. By enabling the health of mothers and infants to be monitored, this project is contributing towards the achievement of the Millennium Goals.

main stages in the Group’s action in respect of healthcare and dependency

2005
■ Launch of the Hostonautes project enabling children in hospital to remain in contact with their schools and families.

2006
■ Launch of the Columba bracelet enabling better monitoring of patients suffering from Alzheimer’s.

2007
■ Establishment of Orange Healthcare, the Group’s healthcare division.
■ Launch of the Connected Hospital offering.
■ Launch of the electronic inoculation record.

2008
■ Experiments with the university clinic of Navarre on the use of mobiles to monitor people with chronic illnesses.

2009
■ The service to help people remain in their homes – designed by Orange and tested in the Cantal region – received the “Territoria d’Or” award from the Observatoire national de l’innovation publique (France’s public innovation research institute) in the “service to people” category.
■ Signing of a collaboration agreement with Sorin Group to develop a remote monitoring solution for patients with implanted heart defibrillators.
■ Launch of the third party payment service.

2010
■ Orange Healthcare joins the mHealth Alliance.
■ Signing of a partnership with AMADIA (Association malgache contre le diabète – the Madagascan diabetes association) to facilitate the work of doctors through remote diagnosis.
■ Orange Healthcare receives the Frost & Sullivan Product Differentiation Excellence Award.
■ Launch of Mobile and Badge, a service to enable the tracking of work carried out in the homes of elderly people and providing invoicing and management services.
■ Orange is the first telecommunications operator to be approved as a personal health data host by the Ministry of Health and Sport.
■ Launch of the “Region Without Film” project, medical imagery shared in the Paris region.

2011
■ Signing of an agreement between Orange Spain and Sanofi to develop a remote monitoring solution for patients with diabetes.
■ Launch of Healthpresence in Senegal.
■ Launch in Madagascar with Assistance Plus of Medical 315, a home emergency medical service incorporating payment by mobile phone.
■ Launch with mPedigree of a medication authentication system in Kenya.
■ The “Region Without Film” shared medical imagery solution received the 2011 Digital Green Growth Award and the Grand Jury Award in the first Cloud Computing Awards.
Spain: new strategic partnership to monitor diabetic patients

In 2011, Orange Spain and Sanofi signed a strategic agreement to establish a remote monitoring system for patients with diabetes. This innovative solution, named “DiabeTIC”, is a genuine advance not only in the quality of life of patients but also in facilitating the work of healthcare professionals through the use of bi-directional communication tools available both in the home (on a PC) and on the move. Patients and care workers can exchange medical data, communicate by instant messaging, access documentary resources, raise alerts or use callbacks, etc. – all on a daily basis. Patients are monitored regularly and receive appropriate treatment, without having to go to the hospital each time. This solution is based on a platform developed three years ago by Orange Spain to improve the remote monitoring of patients suffering from chronic illnesses.

Orange receives an award for its shared medical imagery project

The shared medical imagery solution developed by Orange is a highly secure pooled hosting platform for medical imagery and radiology information systems. It enables the virtualisation of physical X-rays (films) and slice imagery (scanner, MRI) whilst retaining access to the images, reports and history of the examinations carried out, and enables them to be exchanged securely between health professionals. This solution received the 2011 Digital Green Growth Award and the Grand Jury Award in the first Cloud Computing Awards. To date, Orange is the only telecommunications operator to meet the regulatory demands of the confidentiality decree, and to be approved to host personal health data by the French Ministry of Health and Sport.

The healthcare cooperation group for the development of pooled health information systems in Île-de-France region (GCS D-SISIF) has chosen shared medical imagery for its “Region Without Film”. Financed as part of the “Hôpital 2012” plan in Île-de-France region, the aim of the service is to support 30 establishments by the end of 2012. Almost 3 million radiological examinations are performed every year in Île-de-France region, a figure that is constantly on the rise.
an accessible world

innovative tools at the service of education

A great number of ICT-based applications have already been absorbed into the daily lives of parents, pupils and the educational community. Besides developing access and technical solutions, Orange endeavours to help schools to find out about new uses available to them by raising awareness of safe and responsible uses among teachers, pupils and their families (see p. 91 to 93).

Since 2007, Espaces numériques de travail (ENT – “digital workspaces”), created with the Group, have helped to provide the same opportunities to all, in complete safety, and have brought parents, teachers and pupils together. Digital workspaces are online service platforms that facilitate communications between teachers, administrative staff, school heads, parents and pupils. Orange’s digital workspace provides benefits for all. It facilitates exchanges and encourages collaborative work between teaching establishments. It helps to ease increasingly voluminous and complex technical and administrative tasks such as managing and planning school life. It links parents more closely with their children’s school life by providing immediate information on homework, grades, meetings with teachers and absences. It uses information and communication technologies (ICT) to help support education and the pupil.

In France, the Group launched a specific “Rural digital schools” offering in 2009 to support the government’s programme to provide 5,000 rural schools with digital equipment. As well as technical equipment and software, the solution offered by Orange includes high added-value solutions:
- training suited to teachers’ requirements – both e-learning and “live”, with a trainer in the classroom;
- close support provided by the Group’s local support and maintenance units;
- easy-to-use digital tools;
- high performance, secure digital equipment suited to the existing network.

In Poland, the “Education with Orange Poland Internet” programme initially introduced in 2004 continues to help in equipping schools with digital resources. The programme provides Internet access at special rates to over 14,500 schools and 4.5 million pupils. Orange Poland has also provided Internet access to 3,200 municipal libraries.

In Slovakia, Orange created an educational portal devoted to the school environment (www.oskole.sk) with the intention of supporting the development and growth of digital uses in teaching. Orange has also undertaken a number of operations in schools with the assistance of specialist psychologists (see p. 92).

focus

digital tablets, a new resource in the service of education

Tablets have a number of innovative uses in education. More fun and easier to use than a PC, they also help to lighten the weight a pupil has to carry. That is why Orange has launched a number of tests on the use of tablets in education:
- in 2011, in partnership with the regional centre for educational documentation of the Académie de Paris, Orange provided its Read and Go service – the first French language digital multi-content reading service (newspapers, magazines and books) on digital tablets, in classes at the Gustave-Ferrié and François-Villon secondary schools (10th and 14th arrondissements respectively);
- another project is under way in middle schools in partnership with county councils of départements 80, 78 and 95. Two middle schools per council are involved, and two classes per school (one in a densely populated area and one in a sparsely populated area);
- Orange is also taking part in an experiment on the use of tablets in primary schools in the city of Puy-en-Velay.

to invent new ways of accessing education and culture

the Group’s approach

To enable the greatest number possible to access online resources for training, information and exposure to culture, France Telecom Orange is endeavouring to:
- help educational and cultural institutions to acquire digital equipment through preferential offers;
- develop innovative solutions and new uses in the fields of education and culture;
- encourage the adoption of digital technology by fostering the discovery of new uses, particularly by people with learning difficulties.

The Group’s involvement in these areas is also illustrated in a philanthropic sense by actions undertaken by the Orange Foundation (see p. 116 to 119).

videoconferencing in schools

The town council of Hoenheim, in Alsace, has provided a primary school with a broadband link for videoconferencing between the schools in the commune and twinned schools in Germany and Belgium. Videoconferencing means that the school in Hoenheim and those in Germany and Belgium can be constantly linked. These communications help to make pupils aware of life in Europe and the variety and differences in their lessons, and make it easier for them to forget difficulties of language, distance, borders.
In Jordan, Orange launched an ambitious new strategy in 2010 to increase accessibility by the population to ICTs, with a specific section on supporting education. The Orange Broadband Fund aims to increase the penetration of the Internet in regions outside the capital and is looking to achieve three outcomes: raising awareness among the population as to the importance of the Internet for learning and productivity, improving access to the Internet, and helping it to become a training resource. Specifically, the fund will supply an Orange ADSL connection and the necessary infrastructure and equipment to 500 schools across the country.

**new ways of accessing culture**

Digital technology can also contribute a great deal to public mediation and social links. France Telecom Orange has formed a number of partnerships with prestigious institutions to develop joint projects such as “VersaillesLab”, the “Communauté Louvre” (a collaborative Web platform based on the riches of the Louvre) and the Louvre’s “Galerie Tactile”. In 2009, the Group also signed a new six-year partnership with the Louvre-Lens, whose opening is scheduled for the end of 2012. Orange will help to integrate new technologies into the Louvre-Lens in order to enrich access to, and discovery of, the museum by visitors.

In Poland, the concept of the “virtual museum” as envisaged by the Orange Foundation has brought together a number of specialists, historians and IT engineers with one aim: to create a virtual exhibition on the Warsaw Uprising for Internet visitors across the planet. An initiative aimed particularly at children, the “virtual museum” is an excellent educational tool for teaching yesterday’s history using modern methods. The Orange Foundation is also behind the “Orange Academy” programme, which aims to promote innovative activities to provide education in culture for children and teenagers.

**main stages of the Group’s action to integrate ICTs into education and culture**

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<th>Year</th>
<th>Event</th>
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<tr>
<td>2003</td>
<td>Launch of the Jordan Education Initiative.</td>
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<td>2004</td>
<td>Launch in Poland of the “Education with Orange Poland Internet” programme to increase the use of ICTs in primary and secondary schools and colleges.</td>
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<tr>
<td>2007</td>
<td>Introduction of virtual visits to certain parts of the Palace of Versailles that are closed to the public, using a robot with a camera that can be remotely controlled by Internet spaces.</td>
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<td>2008</td>
<td>Inauguration of the virtual museum on the Warsaw Uprising.</td>
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<td>2009</td>
<td>Introduction of webcams to enable virtual visits to the gardens of Versailles and the royal chapel.</td>
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<tr>
<td>2010</td>
<td>Launch in France of the “Rural digital schools” offering.</td>
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<tr>
<td>2011</td>
<td>Signing of a partnership with the Louvre-Lens.</td>
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<tr>
<td>2012</td>
<td>Launch of the “VersaillesLab” project to enable an interactive visit to the gardens of Versailles.</td>
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<tr>
<td>2013</td>
<td>Launch of the Orange Academy in Poland.</td>
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<tr>
<td>2014</td>
<td>Launch of the “Wontanara” programme in Guinea.</td>
</tr>
<tr>
<td>2015</td>
<td>Launch of the Louvre Community.</td>
</tr>
</tbody>
</table>
| 2016 | Launch of experiments on the use of digital tablets in primary, middle and secondary schools.
an accessible world

Foundation, sponsorship: we all need to live together

the Group’s approach

The Foundation is the core component of the France Telecom Group sponsorship policy, which is one aspect of its extended corporate social responsibility policy.

The Orange Foundation is active in four fields: health (with a historic commitment to the cause of autism), education, and assisting people to enter the job market and access culture.

We believe that digital technology helps to create social links and in many countries, this cohesion comes through improving the situation of women.

The Orange Foundation and the Group’s employees are active in over 30 countries to create more interdependence and help people to communicate better.

transparent operation

Conscious of the need to set an example and ensure that its decisions are fully transparent, the Foundation has set up expert committees for each of its focus areas. These committees meet two to four times a year to assess the projects submitted. The committees consist of individuals selected for their skills in the field concerned. A total of over 25 people work alongside the Foundation’s team. All projects selected for sponsorship are subject to an agreement, monitoring and an appraisal.

Equivalent structures exist on the international front – the operator either chooses to undertake local sponsorship actions or sets up a local foundation.

sponsorship by a global operator

Since 2005, the Orange Foundation has been providing sponsorship in Africa, Europe, the Middle East and Asia. It supports projects in 30 countries in which the France Telecom-Orange Group is present.

Internationally, sponsorship is divided into four areas of action: health and disability, education, and helping people to enter the job market and access culture, and is tailored to suit the economic and social situation of the country.

In Africa, the Middle East and Asia, the main areas of action are healthcare and education, more specifically providing schools and helping girls to remain at school.

In Europe, the Foundation works to improve life for people suffering from autism and people with sensory disabilities. The Foundation also works to foster social inclusion through projects in healthcare, education and access to culture, particularly collective vocal music.

The Orange Foundation also participates in solidarity projects in emergency situations. In 2011 in Kenya, Telkom Kenya and the Orange Foundation collaborated for the second consecutive year in combating food insecurity. Over 350 tonnes of food were distributed.

The Orange Foundation works in close collaboration with the Group’s subsidiaries in each country and in partnership with non-governmental and other organisations to secure a successful outcome to projects.

With the launch of a new Foundation in Armenia in April 2011, the Group now has a network of 13 foundations including France, Spain, Mali, Côte d’Ivoire, Cameroon, Slovakia, Poland, the Republic of Moldova, the Dominican Republic, Madagascar and Niger.

breakdown of sponsorship expenditure throughout the world

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>28%</td>
</tr>
<tr>
<td>Europe and Dominican Republic</td>
<td>32%</td>
</tr>
<tr>
<td>Africa and Middle East</td>
<td>40%</td>
</tr>
</tbody>
</table>

healthcare and disability projects

The cause of autism has been the historic focus of the Foundation’s support for over twenty years. But it also provides assistance for other sensory disabilities: deafness and blindness. In some parts of the world and particularly in Africa, it is also financing programmes to enable people to access basic healthcare.

historic support for autism

The Orange Foundation has been working with parent associations since 1991 to put different players in touch with one another, encourage the recognition of this disability by the public authorities, and raise awareness among the general public. In twenty years, the Foundation has contributed financially to over 1,700 projects helping to improve the lives of autistic people and their families. In 2011, four new calls for projects were launched, each on a specific theme: structures – help for caregivers – research – leisure. Of the 226 applications received, 99 were selected and were financed out of a total budget of 1.3 million euros.

The Orange Foundation also extends its involvement to the development of digital resources for autistic families, for example the “Participate!” information and communication platform for families in Belgium, and educational IT tools in Spain.

breakdown of sponsorship expenditure in France by area of operation

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>social links</td>
<td>40%</td>
</tr>
<tr>
<td>vocal music</td>
<td>40%</td>
</tr>
<tr>
<td>autism</td>
<td>25%</td>
</tr>
</tbody>
</table>
The Foundation is also stepping up its recruitment of volunteers to provide personalised back-up support to families through the organisation Volontaires pour les personnes avec autisme (“volunteers for people with autism”). Established in 1992 as part of a sponsorship drive by France Telecom and the Foundation to support people with autism and their families, this organisation now has over 80 volunteers.

For more information:
see the Orange Foundation blog (www.blogfondation.orange.com)

digital projects for sensory disabilities
In 2011, in parallel with the calls for solidarity-type projects from employees that may relate to sensory disabilities, the Foundation chose to take action on two causes at national level:

■ audio-description in cinemas
Having supported opera houses and theatres in putting on shows with audio-description for several years running, the Foundation decided to promote the development of audio-description at the cinema, which will impact a larger audience, the cinema being a favourite cultural venue for all. Do achieve this, the Foundation is supporting the activities of the Valentin Haüy Association (AVH) to help develop audio-description in France. In 2011, the Foundation provided a sum of 75,000 euros to finance the audio-description of 15 films. Also, given the difficulties signalled by AVH in penetrating the world of cinema and obtaining the agreement of producers and directors, the Foundation linked up with Studio 37 so that films co-produced or co-financed by Studio 37 could be audio-described by AVH as far upstream of the mastering process as possible.

■ developing the talking book in France
For the visually-impaired, talking or audio-books provide valued access to written texts. At the moment, only 1.5% of written literature is published in an audio version and the Daisy, Braille or audio-book offering remains limited. Always anxious to encourage access to culture by the greatest number possible, the Orange Foundation is supporting the development of talking books through a number of actions. In 2011, for the third year running, the Foundation financed the awards ceremony of the “Lire dans le noir” (“reading in the dark”) Prize for talking books, and the production by AVH of Daisy audio versions of the six finalists’ books in the running for the Orange Book Prize.

The Foundation also produced an online portal devoted to talking books and their distribution, which is fully accessible to visually-impaired people, with audio browsing and a user-friendly service. The site aims to be a true platform of information and news, gathering together organisations and publishers involved in extending the reach of French-language talking books.

healthcare programme in Africa
In many countries in Africa, the Orange Foundation is involved in programmes to improve access to healthcare for local populations and improve mother and child healthcare.

a few examples
■ for the third consecutive year in Côte d’Ivoire, the Orange Côte d’Ivoire Telecom Foundation is supporting free ophthalmological screening days for over 8,000 people. In parallel, 28 maternity hospitals and health centres have been renovated and equipped in the past four years;
■ in Mali, the Foundation is helping to eradicate obstetric fistula, and financed 50 surgical kits in 2010;
■ in Senegal, thousands of impregnated mosquito nets have been distributed in the most vulnerable areas.

educational projects encouraging social and professional integration
Enabling everyone to communicate better is enabling access to everything that integrates people into society. It also involves understanding the issues involved and helping to change them. The Orange Foundation sees access to education, culture and the discovery of the digital world as priorities in terms of social integration.

education for girls
More than 77 million children around the world are deprived of the right to education. In developing countries particularly, for economic and cultural reasons, girls usually have to overcome greater obstacles than boys to go to school and complete their education.

The Foundation actively contributes to educating girls from the very beginning of their school careers and to helping girls to stay at school beyond Year 4 through long-term projects run by various organisations.

helping people to enter the job market
The Orange Foundation is currently providing financial support to training programmes for female micro-entrepreneurs in Africa.

The aim of the “Microfinance and Women” programme in Cameroon, Egypt and the Central African Republic is to increase the social and economic power of women by encouraging their entrepreneurial spirit.

The “Microfinance, Craft and Fair Trade” programme in Madagascar and Morocco has been set up to improve the socio-economic situation of women and self-employed craftsmen by establishing a network for marketing their products.

a few examples
education for girls
■ In Egypt, 320 women aged 15 to 45 received primary level education.

■ In India, 70 disadvantaged young girls aged between 15 and 22 (including 30 who suffer from autism) received professional training in arts and crafts at the Shankara Special School.

■ In Kenya, the Telkom Kenya subsidiary has embarked on a five-year programme to provide schooling for girls of nomadic Pokot populations.

■ In Guinea-Conakry, the “School, a friend to girls” project is improving the quality of teaching in rural areas and increasing attendance rates in 50 schools.

access to digital technology
■ In Moldova, the Orange Foundation finances IT rooms for disabled children.

■ In Slovakia, a call for “Green for Seniors” projects is helping elderly people to integrate into the digital society.

■ In the Dominican Republic, IT rooms have been installed in a large number of orphans.

To celebrate its twenty years of support for the cause of autism in France, the Orange Foundation ran a large-scale advertising campaign with a TV and cinema film, a poster and media campaign and action outside the media such as a travelling exhibition at symposia and conferences: the access to culture and to the heritage holdings for people with reduced mobility and remote from museums.
an accessible world

access to culture

A world accessible to all, also means access to culture by people who are excluded from it. The Foundation gives priority to the creation of sensory routes in museums and historic monuments, the production of works suited to a hearing- or visually-impaired audience and equipping theatres or opera houses with audio-description equipment.

a few examples

■ In Africa (Mali, Niger, Côte d’Ivoire, Senegal), works have been produced in Braille or raised letters to make them accessible to the visually-impaired.

■ The Orange Foundation partners a number of socio-educational projects such as the Festival de Clairvaux (writing workshops and musical creation with offenders), Music’O Senior (concerts for elderly people in retirement homes) and Concerts de Poche (concerts in difficult-to-access suburbs and rural areas). The Orange Foundation has joined forces with the Paris and Lille Operas to popularise operatic art by rebroadcasting it live in cinemas and outdoor venues.

■ One of the aims of the Orange Foundation in Moldova is to facilitate access to culture for children. Together with the Moldovan National Opera and the Vatra Association, the Foundation has launched a strategic partnership to promote the company’s cultural and artistic values. This programme is supported by the Ministry for Culture of the Republic of Moldova.

■ In Spain, the Orange Foundation promotes access to culture for people with visual or hearing impairments using the sign-guide service and technical adaptations in 20 museums in Spain. The “Accessible Museums” programme also offers tactile visits to the Sephardic Museum in Toledo for visually-impaired people.

involved employees

Employees of the France Telecom-Orange Group are core to the company’s sponsorship effort, undertaking voluntary work, sponsoring projects and joint activities for humanitarian causes, and carrying out skills mentoring.

Orange digital solidarity

These days, it is vital for both our social and business lives to know how to operate digital tools, in the same way as it is vital to be able to read, write, or drive. Launched in 2010, the Orange digital solidarity programme aims to reduce the digital divide by supporting people excluded from the digital world towards increased autonomy in the use of these communication tools and in understanding what they can contribute to everyday life. The programme consists of two sections: a call for projects to help the Foundation’s partner organisations in their digital projects, and introductory and beginners’ workshops for people who are excluded from those projects, tapping into the skills of a large number of Orange employees in this field. One year after its introduction, this programme has already enabled the holding of over 500 workshops at 30 sites in France thanks to the involvement of over 2,000 volunteer employees. The workshops primarily benefited two organisations: Force Femmes (almost 200 workshops) and the Secours populaire (144 workshops). Following the most recent call for projects, 66 have received financial and physical support.

sponsorship and calls for internal solidarity-type projects

Since 2005, employees have been able to link their personal commitment with that of the company by proposing to the Foundation projects run by an organisation in which they are involved on a voluntary basis.

As an extension to this sponsorship scheme, the Orange Foundation launched an exclusively internal call for solidarity-type projects in September 2010, enabling employees and pensioners of the Group in France to submit proposals for solidarity-type projects in the fields of social inclusion or access to culture. After the first call for projects launched in 2010, two others were launched in 2011, with great success: 519 employees submitted projects, and almost 200 projects have been supported.

skills sponsorship

A long-term skills sponsorship policy has been set up as part of the seniors plan proposed in France. Employees of the company are made available to organisations to which they contribute skills acquired during their career. By the end of 2011, over 80 French employees with a wide variety of profiles had carried out long missions (from one to three years) for organisations they had chosen. The Red Cross, the Valentin Haüy Association, Secours Populaire (help the poor), Habitat et Humanisme (housing environment and humanism), and other more local organisations have all benefited from this scheme.
employee involvement in skills sponsorship
Volunteer employees of the Group step up to the mark to help in a wide range of circumstances, both in France and abroad.

a few examples

- In Armenia, for the 12th consecutive year, Orange partnered the Fonds Arménien de France in its Phonethon campaign, which ran from 17 to 20 November. Funds raised by the Phonethon help to finance projects to improve agricultural production in the Tavush region and bring potable water to the villages of Karabagh. Orange provided the Fonds Arménien de France with 600 volunteers in four of its call centres (Cachan, Lyon, Marseilles and Toulouse) to contact over 50,000 families and businesses in France. These centres are equipped with the communications and IT resources necessary to support the phone campaign of the Fonds Arménien de France with the assistance of Orange technical experts.

- In Côte d’Ivoire, employees sponsor rural schools and distribute school supplies.

- In Egypt, volunteer employees give personal development courses to university students in their own time.

- In Poland, volunteer employees are active in children’s hospitals, where they organise and run reading corners.

key dates relating to the Group’s sponsorship policy

1987
- Establishment of the France Telecom Foundation with two focus areas: vocal music and gymnastics.

1990
- Sponsorship “Oscar” (Admical).
- First “Night of the Voice” at the Théâtre des Champs-Élysées, attended by 1,200 people.

1991
- Commitment to helping people suffering from autism and their families.
- Creation of the organisation volontaires pour les personnes avec autisme (“volunteers for people with autism”), made up of volunteer employees from the Group.

1995
- Community “Oscar” (Admical).

2001
- First Autism Days organised in partnership with parent associations.
- Phoenix Award from the UDA (French advertisers’ association).

2005
- Four new areas of commitment: healthcare, visual and hearing impairment, education, combating illiteracy and education for girls in developing countries.
- Introduction of international sponsorship.

2007
- Twenty years of commitment... The France Telecom Foundation becomes the Orange Foundation.

2010
- Launch of the Orange solidarité numérique (Orange digital solidarity) programme.

2011
- Twenty years supporting the cause of autism.
- Launch of two new calls for solidarity-type projects 2012.

focus

In collaboration with the Orange Foundation and NGO Aide et Action, Orange Niger is running a vast sponsorship programme named “Girls at school”. This project helps to combat poverty by promoting education for girls. The results are encouraging: enrolment of girls in schools rose from 46 in 2007-2008 to nearly 450 following the establishment of the project.