



press release  
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## Orange partners with Netvibes to offer the world's largest collection of mobile widgets

- The partnership will bring Netvibes' widget platform to millions of mobile users across Europe, Middle East and Africa for the first time
- Content providers will have access to Orange's 130 million mobile customers

Orange and Netvibes today announced a partnership to bring the world's largest collection of mobile widgets to all types of mobile phone user across an extensive range of handsets. Netvibes' huge catalogue of nearly 200,000 real-time widgets will be available on *Orange widgets*, a service featuring on 80% of handsets shipped by Orange. It will also be available on djingo mobile, an Orange service open to any mobile phone user in the world. And soon, mobile widgets will be available to Orange customers in the recently launched Orange Application Shop

The widget collection, known as Netvibes Ecosystem, is a library of popular widgets from the leading content providers around the world. Customers will access *Orange widgets* with one click from the Orange homescreen. The service has a carousel from which they can chose their favourite widgets and will be available on devices from the majority of handset companies, including basic phones right up to the most sophisticated smartphones.

*Orange widgets* first launched in July 2009 and was designed to be quick and easy to use – even for customers totally unfamiliar with mobile multi-media services. By providing access to the best, most popular local content, in customers' own language, Orange is seeking to open a new mobile widget marketplace for everyone.

By bringing a user-friendly widget service to the mobile mass market, Orange is also giving content developers access to an entirely new market of users. To facilitate this, Orange is creating a software developer kit to ensure a simple and efficient process for developers to create new and value-adding widgets.

Commenting on the partnership, Paul-François Fournier, Executive Vice-President, Audience and Advertising, Orange said: "As the largest independent provider of real time widgets across 90 languages, Netvibes was the ideal partner for us. Our strategy is to make mobile widgets a reality for everyone – not just the mobile multimedia fans with sophisticated smartphones. Our approach is to offer diverse local content, in all languages, with an intuitive and simple experience that will appeal to all. Netvibes' catalogue includes widgets from content developers around the world and this was important for us as we will be offering widgets across Europe, Middle East and Africa".

"Our vision is to personalize the entire online world and empower consumers to customize their entire Web experience. Thanks to our partnership with Orange, we are bringing personalized widgets to millions of consumers everywhere," said Freddy Mini, CEO Netvibes. "The era of the real-time, personalized Web has truly begun."

While the partnership will focus initially on mobile widgets, the partners will draw on Orange's leadership in broadband internet and IPTV to extend the experience across other screens.

Lean more about the Orange Netvibes partnership on video at [www.orange-innovation.tv/mobile](http://www.orange-innovation.tv/mobile)

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### **About Orange**

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 131.8 million customers, the Orange brand now covers internet, television and mobile services in the majority of countries where the Group operates. At the end of 2009, France Telecom had consolidated sales of 50.9 billion euros, including its activities in the United Kingdom, and at 31 December 2009, the Group had a customer base of almost 193 million customers in 32 countries. These include 132.6 million mobile customers and 13.5 million broadband internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two provider of broadband internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange. For more information (on the internet and on your mobile): [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com), [www.orange-innovation.tv](http://www.orange-innovation.tv)

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### **About Netvibes** (<http://business.netvibes.com>)

Launched in 2005, Netvibes pioneered the leading personal dashboard publishing platform for the Web. Today, Netvibes powers real-time dashboards and widgets for more than 1,500+ of the world's leading brands, interactive agencies, government organizations, non-profits and enterprises--serving half a billion widgets every month. Netvibes has offices in Paris (EMEA) and San Francisco (Americas and Asia).

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