

# La collection: a two-year success story

The celebration of the second anniversary of La collection offers an excellent opportunity to look back at the evolution and successes of more than a hundred new products and services, which were developed by Orange Labs to further its NExT convergence strategy and were presented in the preceding six collections.

NExT, Orange's convergence strategy, is the driving force behind all the innovations offered to customers. Its continuing effectiveness can be seen in a number of areas:

- Successful 'multiplay' products with broadband Web access and the Livebox are being increasingly used by our customers, as is broadband mobile.
- Innovative services, such as content offers for TV, that enrich these multiplay offers.
- Fixed-mobile convergence, notably through Unique, is in line with our objectives (with other 870,000 terminals sold).

With 6% of revenues generated by innovative services in 2007, Orange is on track for the long-term goal of 15% by 2010.

Today, Orange's growth is based on innovation in products that provide access and convergence of communications and content. It will be strengthened in the coming years not only by these services but also by income from the new territories presented in the last collection.

Now let's take a look at the multiplay and convergence products that are supporting Orange's current growth. We will then preview products that will propel future growth in the areas of mobile multimedia and the digital home.

# High-speed and very-high-speed Internet access

Orange is the leading supplier of broadband Internet access in France. Since 2007, it has also been developing very-high-speed fibre-optic services to further increase time-simultaneous uses.

The new Livebox, tested by 70,000 customers and launched in September 2008, is smaller, lighter, more robust, easier to install and consumes less energy, even though it is more powerful. Its storm-resistance has been improved, and it makes Wi-Fi a snap to use thanks to easy pairing.

Orange is expanding its range of Livebox with the new Livebox Business, which has four Ethernet ports, and is compatible with very-high-speed (fibre) offers, WiFi-n and UpnP.

The entry-level Babybox offers dual play. Following its introduction in Switzerland, it will be launched in Poland next September.

The Flybox offers multiplay services in countries where ADSL is not widely available. It uses the HSUPA (High Speed Uplink Packet Access) and HSDPA (High-Speed Downlink Packet Access) network.

## Fast facts

- Orange is a leading provider of broadband Internet in France (7.6 million customers) and in Europe (12 million ADSL customers) as of end March 2008.
- As of end March 2008, over 6.78 million Livebox had been sold in Europe
- In 2007, the number of Livebox sold in France increased by 50%.

## Voice over IP and high-definition sound

Orange was one of the first operators to offer VoIP (Voice over Internet Protocol), and was also the first to introduce in France the Livephone, a range of telephones connected to the Livebox with high-definition sound (wideband audio) quality, which will be launched in other countries this year.

## Fast facts

- At the end of March 2008, Orange had nearly 5.4 million VoIP customers in Europe, an increase of 69% in one year.
- 160,000 Livephone have been sold in France.

# IP TV and video on demand

A brief reminder of Orange's position in the world of TV: Orange is the leader in Europe, with 1.4 million IP TV customers. It was the first operator to introduce IP TV via a set-top box with digital recording and time control capabilities.

A series of innovations has enriched the offer over the past two years, including high-definition video on demand, launched in 2007, as well as TV on demand in partnership with France Télévisions. As well as a rich catalogue of 3,000 VOD, Orange customers can subscribe to options allowing unlimited access to VOD for "Music", "Children" and "Series".

From 3 July 2008, a combined ADSL-satellite offer will give 98.3% of the French population (24 million households) access to the full Orange's triple play offer.

# Internet Everywhere

Capitalising on the success of Business Everywhere, Orange successfully launched Internet Everywhere, an Internet access from everywhere for the consumer. Available on PC or Mac, Internet Everywhere is used by nearly 290,000 customers in seven countries (France, Switzerland, Belgium, Spain, Poland, Slovakia and Romania). It offers Web access through the mobile broadband network and Orange hotspots.

Switching from GPRS to HSDPA and WiFi in the areas covered is simplicity itself, thanks to an easy-to-install connection kit. Users can subscribe or pay as they go.

In Central Europe, Orange is lowering barriers by offering Internet access together with laptops in association with computer makers and financial partners (Mac and PC manufactured).

# Convergent Portal

Accompanying the Orange rebranding, the Group offered users the opportunity to access all Orange services, content and offers on mobile and Internet with a single login.

- A 2 GB e-mail inbox, accessible from PC or mobile.
- Unified voicemail, including Internet and mobile voice messages, accessible by voice and on the Web.
- SMS and MMS capability from the Web.
- A unified dashboard to monitor consumption, invoices and loyalty programme use.
- 'My Content Online': a Web-based 2 to 4 GB capacity on which users can store, share and consult any type of data (photos, music, videos, etc.) in any format, and access them from a PC or – coming soon – a mobile phone. Available end July in France and end 2008 in the UK.

## Fast facts

- Over 370,000 users of convergent portal services in France as of end March 08.
- Over 30 million e-mail users worldwide.
- Over 1 million users of Orange Photo since its launch in May 2007.
- Over 12 million address books already stored on the portal in France, UK and Belgium.
- Nearly 12 million mobile customers use the Orange World portal.
- 60 million unique visitors per month to Orange portals (Comsource, end April 08).

# On the Business market

By providing a Business Livebox to all its broadband Internet business customers, Orange gives them an evolving platform for using value-added services and migrating smoothly towards full Internet, fixed and mobile telephony convergence while maintaining existing telephony services.

Counting both professionals and companies, over 560,000 sites (as of April 08) are already equipped with a Business Livebox, mostly in France but also in Belgium and Poland.

Multi-line VoIP for SMEs was launched in France and Belgium.

Collaborative working tools, calendars, address books, instant messaging and file sharing are available to large enterprises through Business Together with Microsoft, which already has 150,000 users, and for professionals through Reach Everyone, a Web-hosted communications suite integrated with broadband access..

Business Everywhere extended its range of devices to offer further mobility (PCMCIA cards, USB modem, USB keys, PC and Mac) and has already attracted close to 1 million users. It is available in nine languages and has been launched in 20 countries.

All of Orange's innovations are based on simplicity and quality of service. Let's look at some of the products in the collection that will keep Orange in the forefront and further improve its key performance indicators.

# Mobile multimedia and Unique

For both the consumer and businesses, Unique is the very symbol of fixed/mobile convergence, simplicity and quality of service. With its first Unique convergence offer in 2006, Orange simplified technical complexity and offered the transparency of automatic handover from Wi-Fi to GSM.

Unique guarantees better coverage and higher speeds at home, in the office, on a friend's Livebox or an Orange Wi-Fi hotspot (30,000 in France).

Multimedia will be introduced with TV on Unique at the end of 2008

## Fast facts

- 870,000 customers have a Unique-compatible terminal (end of Q1 2008)
- The range is expanding: 20 terminals will be available by the end of 2008

## New services to fuel growth

Orange Maps enriches the range of existing geolocation services presented in previous collections.

Orange is the leading TV-on-mobile network in terms of number of subscribers, coverage and depth of offer. TV on mobile on all networks and (coming soon) DVB-H, with new interactive services. Average use by month has grown by more than 50% thanks to HD between end 06 and end 07. In 2007, over 70 million video and live TV sessions were counted in France.

In the area of music, Orange's convergent Music Store has been available since last November in England and more recently in France, with unlimited offers like Musique Max, which make it easy for customers to synchronize titles between their PC and mobile.

Users can also manage podcasts and transfer CDs to a computer then a mobile with Orange Media Player software.

Surfing the Web from a mobile has also become easier thanks to a clearer, better-adapted subscription and an overhaul of the Orange World portal, which is used by 40% mobile broadband customers. Unlimited multimedia options are available.

Instant messaging with Orange Messenger by Windows Live was launched first in France and is now available in the UK and Spain.

# On the road to Digital Home

And last but not least, Orange has been innovating on the area of Digital Home, by presenting during La collection autumn-winter 07, the new family library concept: the Home Library, which will be available in France this coming October.

Orange, offers its customers the Home Library service on 500GB hard disks connected to the Livebox. It centralises the whole family's contents, which are accessible on all screens and terminals in the home.

Orange customers will also benefit from the following additional features:

- storage and safekeeping of key content
- all content in one place
- all content shared and accessible from any PC or mobile
- as of next year, users will be able to record TV programmes or programme TV recording from a mobile.