



Paris, October 25th 2007

## Orange awarded “BEST INNOVATOR 2007” prize by A.T. Kearney /Les Echos for the transformation of its innovation chain

**Today, Orange received the “Best Innovator 2007” prize** – for its “Organisational innovation and Marketing/R&D/Networks/IT partnership”. The prize was awarded by strategic consulting firm **A.T. Kearney** in partnership with *Les Echos*. The group had previously received the “Best Innovator” prize in 2005.

This year’s prize rewards the creation of the Orange Labs network, which now forms the group’s new chain of innovation and, more particularly, the creation of the Technocentre, which aims to improve the selection of the innovations developed by the group and to reduce their time to market.

Under the responsibility of a **Strategic Marketing Department**, which provides the group’s orientations and knowledge of the market, two new structures have been created, the **Explocentre and the Technocentre**, which work in close collaboration with the R&D laboratories installed all over the world.

- **R&D** is the principal source of innovation for the group, with more than 8,500 patents registered. Consisting of 3,800 researchers in 15 laboratories on three continents (8 in France and 7 in Europe, America and Asia), its scope and coverage enables it to detect all technological breakthroughs and encourage partnerships.
- **The Explocentre**, created in September 2005, is an incubator for projects with high innovation potential. As a supplement to R&D and Technocentre missions, it introduces a new approach based on design and co-creation with customers. The most promising projects are developed in the **Technocentre**.
- **The Technocentre** reduces the time required to progress from the concept to the product ready for the market. It brings together around 30 “3P” teams (for 3 partners): under the responsibility of a marketing specialist, a researcher and a network engineer work together to select, conceive, produce and bring to market innovative products and services.

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### About Orange

Orange is the key brand of France Telecom, one of the world’s leading telecommunications operators. France Telecom serves more than 163 million customers in five continents as of June 30, 2007, of which two thirds are Orange customers. The Group had consolidated sales of 51.7 billion euros in 2006 and 25,9 billion euros for the 1st semester of 2007. At June 30, 2007 the group had 102.5 million mobile customers and 10.5 million broadband internet (ADSL) customers.

Launched in June 2005, the NEXt program (New Experience in Telecommunications) will enable the Group to pursue its transformation as an integrated operator and make France Telecom the benchmark for new telecommunications services in Europe. In 2006, Orange became the Group’s single brand for Internet, television and mobile services in the majority of countries where the company operates, and Orange Business Services the banner for services offered to businesses worldwide. France Telecom is the number three mobile operator and the number one provider of broadband internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies. France Telecom (NYSE:FTE) is listed on Euronext Paris and on the New York Stock Exchange.

For more information: [www.orange.com](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

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