



Orange wins trophy for its participative innovation scheme

Orange has been rewarded for the mobilisation of its employees and the simplicity of its innovation scheme at Carrefour 2007, the participative innovation event, sponsored this year by the Ministry of the Economy, Finance and Employment

Louis Schweitzer, Chairman of Renault, presented the trophy to David Richard, director of transformation, performance and internal communication of Orange in France, and to Xavier Dagrass, director of the performance network, at a ceremony in Paris on November 28, during the 4th Participative Innovation Carrefour.

This participative innovation event is organised by the association Innov'acteurs, which brings together nearly 250 members. It is part of the cycle of performance Carrefours in 2007.

The trophy highlights the successful relaunch of the participative innovation scheme at the beginning of 2007, aimed at 85,000 Orange employees in France: between February and December 2007, 10,000 employees logged more than 23,000 ideas, compared with 600 for 2006. And close to a thousand ideas are currently being tested.

The award goes first of all to the Orange employees, who, at all levels, be they tele-consultants, technicians or managers, propose ideas to improve customer service, the process or even the IT system. But it also goes to the 300 correspondents who lead the drive for employee innovation in each unit, and the 2,000 voluntary experts who work in a network to select and develop the ideas pertaining to their fields of competence.

In particular, the jury praised an Internet tool called idClic, which Orange developed to make it easier both to enter ideas (with authors posting with a single click) and ensure their evaluation and their development by the expert network.

It also underlines the success of the leadership, communication and recognition: a challenge organised on the theme of simplicity, events designed to share the best ideas with operational staff or a way to innovation. All with the aim of recognising authors and experts. And to make participative innovation a permanent feature in the company. "Of course, innovation by employees creates value: already savings of more than €300 million, says David Richard. But above all, it is a tremendous accelerator of change in the company. These ideas were logged by 10,000 employees...from a scope of some 85,000 people, you can imagine the potential! This area of expression is essential in enabling employees to contribute and gain recognition as part of the company's success".

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 167 million customers in five continents as of September 30, 2007, of which two thirds are Orange customers. The Group had consolidated sales of 51.7 billion euros in 2006 and 39.4 billion euros for the first nine months of 2007. At September 30, 2007 the group had 106.9 million mobile customers and 11.4 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, www.francetelecom.com, www.orange-business.com

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