



Press release  
Paris, 18 March 2008

## Orange opens its Technocentre branch in Jordan

The Technocentre, which develops new products and services, opened a new site to ensure greater proximity to markets in the Africa – Middle East area. This new site is located in Amman, Jordan.

The Technocentre opened its doors today in Amman in presence of Mr Bassem Al Rousan, the Jordanian minister of Telecommunications and Communication, Mr Georges Penalver, Executive Director of Group Strategic Marketing and Orange Labs, and Dr Shabib Ammari, Chairman of the Jordan Telecom Group. It forms part of the international network of the Group's 18 Orange Labs. The creation of the department was announced by Didier Lombard, Chairman and CEO of France Telecom, in September 2007 during the Orange rebranding in Jordan, when all fixed, mobile and internet offers of the Jordan Telecom Group (of which France Telecom is the majority shareholder) came under the single brand of Orange.

The Technocentre in Amman brings together researchers, marketing specialists and network engineers. Its aim is to design and market new products not just in Jordan and other countries of the Africa, Middle East and Asia area, but also in all countries where the Group is present. This will speed up Jordan Telecom's access to the Group's expertise and engineering, particularly in the field of convergence. The teams have been working over the past few weeks on internet offers and services, voice-related value added services (voice SMS), multimedia offers and portals, offers dedicated to professional segments as well as contactless mobile payment services for countries in the region.

"We are proud to have been chosen by the Group to be the first branch of the Technocentre outside Europe. The choice falls in line with our aim to change our position from being a traditional operator to that of a leading operator in more innovative services. Furthermore, the branch will give Jordan an international dimension consistent with the King's desire to become a hub of international telecoms," explained Mr Ghossein, Managing Director of Jordan Telecom Group. He also added, "We are confident the expertise of our teams will reach this objective."

For France Telecom-Orange, "Opening the Technocentre in Amman brings us closer to emerging markets, allowing us to understand their needs to reduce time to market of innovative services adapted to the needs of countries in the Africa, Middle East and Asia areas," told Georges Penalver, Strategic Marketing Director of the Group.

### About Orange Labs

The network of Orange Labs represents the France Telecom-Orange Group's global innovation network. It is made up of 5,000 employees on four continents. It reflects the Group's ambition to put innovation at the heart of its strategy, firmly focused on its clients. 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.





### **About Jordan Telecom Group**

In 2000, France Telecom became a strategic partner of Jordan Telecom and gradually increased its share in the Group until it became the majority shareholder with 51% of the share capital. Jordan Telecom was created in 1971 under the name "Telecommunications Corporation", which was then totally owned by the Jordanian government. In 1997 the corporation was privatized and became Jordan Telecommunications Company, providing fixed line services. Jordan Telecom Group decided in 2006 to integrate its fixed, mobile, Internet and content, businesses and its wholesale offering under the Jordan Telecom Group to create an integrated operator in Jordan. The Jordan Telecom Group now serves nearly 2.5 million customers providing integrated communication technologies at affordable prices. In 2007, the Jordan Telecom Group adopted the Orange brand for all its services as part of a strategic plan aimed at providing Jordan with world class services.

### **About Orange**

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 170 million customers in five continents as of December 31, 2007, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007. As of December 31, 2007, the Group had 109.6 million mobile customers and 11.6 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)

### **Orange press contact:**

Sébastien Audra - Tel.: +33 (0)1 44 44 93 93 - [sebastien.audra@orange-ftgroup.com](mailto:sebastien.audra@orange-ftgroup.com)

