



press release  
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## Orange launches People Projects: a new online community service designed to help people carry out a project

Orange is launching People Projects, a new Facebook application that lets people communicate with their network and create groups online that want to support, or be part of community projects. In line with Orange's brand vision "Together we can do more", the new service is making it possible for individuals to call on the internet community to contribute to their projects – connecting people through volunteering in a powerful way.

The new service encourages web users to discover a number of initiatives where they are based, get in touch with the project owners or other volunteers, and communicate with one another. It also lets the groups demonstrate their achievements and share them with the world.

Starting in France and the UK, People Projects is based on an application developed for and in social networks (with Facebook leading the way), as well as its own supporting site:  
[www.peopleprojects.orange.com](http://www.peopleprojects.orange.com).

- the application on Facebook, enabling web users to manage and fulfill shared projects, whether they are personal or community-focused (e.g. holding a neighbourhood picnic, organizing a charity event, etc.)

If you are starting a project, the application notably offers a range of practical features, such as:

- a dedicated project page, tools to promote it and virtually reward those who help
- a task list so you know who's doing what
- an events tool to organise meetings and get things moving
- a timeline to make sure everything stays on track.

To support a project, three levels of interaction are possible: viewing and distributing the project, expressing your support, putting yourself forward as an active participant.

- the dedicated Orange site [www.peopleprojects.orange.com](http://www.peopleprojects.orange.com) showcases projects that reflect the brand's values: friendly, honest, straightforward, refreshing and dynamic.

Orange highlights a selection of the most inspiring projects on the website homepage, letting individuals collectively demonstrate how people, together, can really do more. Each project has a dedicated page and a link is provided to the project in Facebook.

Project owners on Facebook can "opt-in" to include their project on the Orange People projects website.

From today, all web users registered on Facebook are able to download the People projects by Orange in order to create their own project and invite people to take part. In the future, Orange might offer the application on other community networks in addition to Facebook, as well as release a version for the mobile.

"Launched in July 2008, our brand vision *together we can do more* highlights the positive power of the collective, explains Caroline Mille, the Group's head of communications. Individuals today have growing aspirations to pool their initiatives and act together to tackle projects that they would not have been able to successfully achieve alone.



This tool has been developed with the support of Publicis and Poke, a UK creative agency.

#### About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 126 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 2008, France Telecom had consolidated sales of 53.5 billion euros (38.1 billion euros for the first nine months of 2009) and at 30 September 2009, the Group had a customer base of almost 190 million customers in 32 countries. These include 128.8 million mobile customers and 13.4 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: [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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