



press release
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Orange, with the support of the WWF, is the first operator to display the eco-rating of handsets in France and Spain

- After eco-rating was launched in France in 2008, it is now deployed in Spain and will roll out in the main European countries in 2010, starting with Switzerland in the first half of the year;
- In France, every mobile in Orange shops will display a rating out of five reflecting its environmental performance;
- The partnership with the WWF, in France and Spain, guarantees the independence and reliability of the rating method.

Rating criteria common to all Orange countries in Europe:

The eco-rating gives an overall grade to the handset showing its environmental performance in terms of **five key indicators**:

- **CO₂ limitation** measures the amount of greenhouse gas emitted during the product's principal life stages: fabrication, transportation and use;
- **energy efficiency** evaluates the energy consumed in using the product and what can be done to reduce it.
- **natural resource preservation** rates the efforts to limit the proportion of materials that are non-renewable or sourced from environmentally, economic or socially sensitive resources.
- **recyclability** rates the contribution of the handset, its packaging and documentation to reducing waste production.
- **limitation of hazardous substances** rates the product's chemical content which if improperly used or recycled could be a risk to human beings and their environment.

In Spain, Orange customers can now access this information for 75% of mobiles marketed by the brand, including all new models. Initially available on the www.orange.es website, it will soon be displayed in Orange shops and be included in product documentation.

In France, environmental performance is now displayed in shops: each mobile's label shows a rating out of five and, from January 2010, so will the labels of fixed-line handsets.

The eco-rating trial stage launched in October 2008 rates 91% of the mobile range. The website www.agir-reflexesverts.orange.fr, created to specially provide information and raise awareness of eco-friendly behaviours, registers up to 14,000 visits a day during promotional campaigns.

Orange confirms its commitment to environmental compliance

An operator rating the environmental performance of handsets is a global innovation in the new technologies industry. Orange is the first operator to implement it in Europe.

The purpose of this initiative is to raise customers' awareness of the environmental impact of their equipments and allow them to make responsible choices. Orange is also pushing suppliers to produce handsets with a low ecological footprint.





A propos du WWF

WWF is one of the world's largest and most respected independent conservation organizations. WWF is a global organization acting locally through a network of over 90 offices around the world. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

Since 1985, WWF has invested over US\$1,300 million in more than 11,000 projects in more than 100 countries. WWF runs about 1,300 projects at any one time. In carrying out its work, WWF cooperates with many partners, including UN organizations, IUCN, and development agencies such as USAID and the World Bank. WWF also works with business & industry partners.

News and information about WWF on www.panda.org

A propos d'Orange

Orange est la marque phare de France Télécom, un des principaux opérateurs de télécommunications dans le monde. Elle compte 126 millions de clients, pour l'internet, la télévision et le mobile dans la majorité des pays où le Groupe est présent. En 2008, le Groupe a réalisé un chiffre d'affaires de 53,5 milliards d'euros (38,1 milliards d'euros sur les neuf premiers mois de 2009). Au 30 septembre 2009, le Groupe comptait près de 190 millions de clients dans 32 pays, dont 128,8 millions de clients du mobile et 13,4 millions de clients ADSL dans le monde. Orange est le troisième opérateur mobile et le deuxième fournisseur d'accès Internet ADSL en Europe et l'un des leaders mondiaux des services de télécommunications aux entreprises multinationales, sous la marque Orange Business Services.

La stratégie du Groupe est fondée sur la convergence et l'innovation. Elle se caractérise par la maîtrise des coûts et vise à faire d'Orange l'opérateur intégré de référence pour les services de télécommunications en Europe. Aujourd'hui, le Groupe reste concentré sur son cœur de métier d'opérateur de réseau, tout en développant ses positions sur des nouvelles activités de croissance. Afin de répondre aux attentes des clients, le Groupe s'efforce de fournir des produits et des services simples et conviviaux, grâce à son modèle de performance durable et responsable qui peut s'adapter aux conditions d'un éco-système en pleine mutation.

France Télécom (NYSE:FTE) est cotée sur Euronext Paris (compartiment A) et sur le New York Stock Exchange.

Pour plus d'informations : www.orange.com, www.francetelecom.com, www.orange-business.com

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