



Press release  
Paris, 7 September 2011

**ORANGE TO LAUNCH SOSH,  
A NEW, 100% DIGITAL MOBILE BRAND AIMED AT ULTRA-CONNECTED 18-35s:  
OFFERING ATTRACTIVE ONLINE PRICES AND WITHOUT ANY COMMITMENT REQUIRED**

Sosh is a 100% digital mobile brand which takes a community-based, participative approach specially designed to meet the needs of ultra-connected 18-35s who are very active on the web and social networks. Sosh will shake up the mobile market by putting communities at the heart of its offers.

The 3 Sosh offers, which boast attractive online pricing with no commitment required, will be launched on 6 October 2011. The brand aims to attract half a million customers by the end of 2012.

**Sosh targets 18-35s who grew up with the internet**

"Sosh" is a popular abbreviation of the word "social", a subtle nod to the brand's emphasis on communities.

Sosh meets the needs generated by new uses of the internet, which have become increasingly popular, particularly among people aged 18-35. **Delphine Ernotte**, Executive Vice President of Orange France explains that *"They are connected to their friends and are active on social networks, they buy online, and they're always looking for great deals for leisure activities, outings, music and cinema. Above all, they want to form new relationships with brands."*

**A new Orange brand**

Orange is proud to present Sosh. The new brand will enjoy use of the Group's high-quality networks: 30,000 WiFi hotspots, the best 3G+ coverage in France, with 97% of the population of mainland France covered (operator data), and 250 service centres in Orange shops.

**Innovative, 100% connected offers at attractive online prices, no commitment required**

**Sosh > The offers**

<b>2 Hours € 19.90</b>	<b>5 Hours € 29.90</b>	<b>24/7<sup>1</sup> € 39.90</b>
<b>500 Mb/month</b> on the 3G+ network, can be topped up <b>Unlimited access</b> to the 30,000 Orange WiFi hotspots - Internet <sup>2</sup> /e-mail - Voice over IP use included	<b>1 Gb/month</b> on the 3G+ network, can be topped up <b>Unlimited access</b> to the 30,000 Orange WiFi hotspots - Internet <sup>2</sup> /e-mail - Voice over IP use included - Modem use included	
<b>Unlimited SMS/MMS<sup>1</sup></b>		
<b>No commitment required</b>		

Use in mainland France, on compatible networks and mobiles

<sup>1</sup> Up to 250 different contacts per month  
<sup>1</sup> P2P usage prohibited

All of the Sosh offers are commitment-free, and they give users access to all of their content and digital services, including social networks, videos, e-mail, internet and VoIP.

The brand also offers innovative ways to use mobile broadband services. Customers who subscribe to the 5 hour and 24/7 plans can use their mobile as a modem to connect other devices, such as tablets, PCs, and netbooks, so they can use their 1Gb 3G+ connection as they please.

Customers can sign up for the Sosh plans with or without buying a new mobile. If they choose to buy a new mobile, they can either pay for it immediately, or pay over 12 to 24 months, with no extra fees and no commitment required (down payment required).

### Sosh, a new relationship with communities

Customer involvement is both Sosh's soul and the driving force behind the brand. Community members can co-create and help choose the handsets on offer and share ideas for improving the service and for the future of the brand and the site. To make this community spirit a reality, the Sosh team will get involved and will be available for discussions and sharing on several dedicated spaces:



The brand will also stay in touch with users thanks to its innovative online customer service:

- A **chat** service will offer customers a way to **get in touch** with Sosh team members for technical and sales assistance from 8 am to 8 pm Monday through Saturday. They can also contact customer service via **e-mail**.
- The **Sosh forum** will provide community members with a site to hold discussions, get answers, and contribute. The forum will also be run by Sosh e-team members.

In addition to Sosh's web-based customer service, Orange's customer service and 250 service centres will be available for Sosh customers.

### A few key dates:

#### 22 September

- The forum will open at [www.Sosh.fr](http://www.Sosh.fr)
- Users will vote on the line of mobiles to be offered at the launch

#### 6 October

- Commercial launch of Sosh: the online shop will open at [www.Sosh.fr](http://www.Sosh.fr)
- Pop-up stores will open

### About Orange

France Telecom-Orange is one of the world's leading telecommunications operators with 170,000 employees worldwide, including 102,000 employees in France, and sales of 22.6 billion euros in the first semester 2011. Present in 35 countries, the Group had a customer base of 217.3 million customers at 30 June 2011, including 143 million customers under the Orange brand, the Group's single brand for internet, television and mobile services in the majority of countries where the company operates. At 30 June 2011, the Group had 158.3 million mobile customers and 14 million broadband internet (ADSL, fibre) customers worldwide. Orange is one of the main European operators for mobile and broadband internet services and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

With its industrial project, "conquests 2015", Orange is simultaneously addressing its employees, customers and shareholders, as well as the society in which the company operates, through a concrete set of action plans. These commitments are expressed through a new vision of human resources for employees; through the deployment of a network infrastructure upon which the Group will build its future growth; through the Group's ambition to offer a superior customer experience thanks in particular to improved quality of service; and through the acceleration of international development

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information (on the internet and on your mobile): [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com), [www.orange-innovation.tv](http://www.orange-innovation.tv)  
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