



## Orange Pro, France's leading online business portal

### Orange Pro, visitors' favourite B2B site in France

With over 1.3 million unique visitors per month, the Orange business portal (<http://pro.orange.fr>) is France's most visited B2B site according to an October survey of Internet business site by Nielsen-Mediametrie<sup>(1)</sup>.

The study also found that *Orange Professionnel*, the information and services portal for entrepreneurs and small businesses, is the site where professionals spend most time, an average of 26 minutes per month per person.

### Orange constantly strives to improve the use of digital technology in a business context



In two years, Orange's business portal has almost doubled its number of visitors from micro-enterprises and SMEs by enriching its online services offering. Visitors can now access all day-to-day tools directly from the homepage, including messaging and monitoring the essentials of general, business and digital news at a glance. The portal also provides quick access to Orange's new online services offering in Cloud mode. This offering, called "*Le cloud pro*", brings together all of the applications and services vital to the activity of a professional SME for the first time, including collaborative work, document management, business management, marketing and communications and customer relations management.

Co-founded with the assistance of a group of Orange's business customers<sup>(2)</sup>, the new *Orange Pro* homepage focuses on providing immediate and rapid access suited to the business context and particularly:

- a quick overview of the latest emails received
- direct access to one's invoices and usage, or an online advisor
- shortcuts to one's favourite personal applications: customisation of applications etc.
- easy-to-read themed news threads

Introduced in November, this new homepage with its more fluid, intuitive navigation has been designed for use on a touchscreen (e.g. a tablet) to meet the requirements of "nomadic" professionals.

*"We are going to roll this cooperative creative process out with customers, focusing first and foremost on ease of use,"* says Olivier Bon, Manager of Orange Pro Portals.

Orange is working to simplify and improve interfaces, particularly those of business messaging and new applications in Cloud mode. A new shop for professionals and businesses was launched on 24 November. It enables customers and prospects alike to discover all of Orange's online B2B offerings. Orange is very keen to develop and improve the use of digital tools in business contexts and to this end launched "*Quartier des pros*", a community site for exchanges and sharing among professionals, in July 2011.

These tools, accessible from the homepage, enable professionals to be more effective from day to day; that's why the majority of customers choose <http://pro.orange.fr> as their homepage and launch point for the Internet.

(1) Leading B2B portal in the "Specialist portals" sub-category of - Mediametrie/NetRatings, all points of connection, October 2011

(2) Email survey of customers selected from our customer base and the exchange bulletin board run by consultants QualiQuanti.





### 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 33.8 billion euros in the first nine months of 2011. Present in 35 countries, the Group had a customer base of 221 million customers at 30 September 2011, including 145 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 September 2011, the Group had 162 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) Orange and any other Orange product or service names included in this material are trade marks of Orange Brand Services Limited, Orange France or France Telecom.

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