Orange Fast Facts

A snapshot of Orange in Africa, Middle East and Asia

- Orange is present in **24** African, Middle East and Asian markets and territories:
  - Sofrecom has conducted a management contract for Ethio Telecom to undertake its transformation into a world-class operator and has provided Indonesian PT Telkom with its new billing and customer care integrated solution to help him support various offerings for its Personal Line products portfolio. In 2011 Orange entered two new AMEA markets: Democratic Republic of Congo and Iraq.

- Africa and the Middle East had a combined total of 84.6 million mobile customers at 30 September 2013, a growth of 6.8% year on year.

- Orange reported 2012 revenues of 4.1 billion euros and a year-on-year growth rate of 4.9% in sales.

- To design and rapidly deploy innovative services suited to the needs of its customers in Africa and the Middle East, Orange relies particularly on:
  - Orange’s Amman Technocentre (Jordan) opened in 2008
  - Orange Labs in Cairo (Egypt) opened in 2008
  - And lately, a Technocentre site in sub-Saharan Africa opened at the end of 2010 in Abidjan (Côte d’Ivoire) to increase responsiveness to very dynamic local demand and accelerate the deployment of new services in Western Africa.

- Orange has 4 key axis to innovation in AMEA:
  - **make essential telephone services available to everyone** (voice and SMS) by finding solutions to overcome the barriers of poverty, illiteracy and isolation.
  - **become the Internet leader and make content available to everyone** by investing in every link in the chain that brings quality service to the customer: in land and submarine cables (LION, LION 2, ACE, etc.), deployment of 3G networks, offers that can provide everyone with access to the Internet through its network
  - **offer payment services** with Orange Money to all, over mobile phones. These services have huge potential in Africa, where less than 15% of the population has a bank account, whereas two thirds of all Africans have access to a mobile phone.
  - **offer services dedicated to SOHO customers** (low cost and efficient solutions)

- Orange draws on the know-how of the Orange Labs to offer the best of its services from other countries, adapting them to local needs.
Awards - AfricaCom 2013

- Orange won two major awards and was recognised in six additional award categories.
- Orange won first prize in the “Best Marketing Campaign” category for its pan-African marketing campaign for the Orange Africa Cup of Nations football tournament in 2013. In addition to a multi-country advertising operation highlighting the value of the Orange brand, the campaign was backed by a series of innovative offers and communications tools based on SMS or USSD\(^1\) technology. Overall, the campaign reached out to 29 million people across Africa reinforcing customer loyalty in countries where the Group operates and improving visibility elsewhere.
- The mobile application “My Orange” won second prize in the “Best App for Africa” category. As the first mobile self-care application in the African market, My Orange is currently available in 7 countries in Africa and has been downloaded over 9 million times. My Orange was developed as part of Orange’s overall strategy to improve customer relations by positioning itself as a personal digital coach. This free application allows Orange customers to easily manage their account and Orange services wherever they are using their smartphone or tablet.

Orange Foundation


Orange Money

- With Orange Money, people who do not have access to traditional banking functions, can access to a full range of services on their mobile phones.
  - open an account in an easy way for free, whatever your mobile phone
  - deposit and withdraw money from Orange Money account
  - transfer money to one’s relatives or pay one’s bills (water, electricity…).
  - buy call credit & pay bills 24 hours a day
  - pay university/school fees (500,000 payment made in Côte d’Ivoire in Sept. 2012)
  - in some countries: savings, insurance
  - to simplify payment for tradable services with international transfer
  - pay wages.

- Banks have low penetration in emerging countries (less than 15% have bank account)
- Orange promotes the accessibility of this service with widely accessible local vendors (36 000 points of sale).
- more than 8 million customers as of Q3 2013
- 586 million euros of transactions have been handled by Orange Money during July to September 2013 (Q3 2013)
- Orange Money had tens of thousands of distributors of Orange Money as of Q3 2013
- It is available in 13 countries across the Group footprint: Côte d’Ivoire, Senegal, Mali, Niger, Madagascar, Kenya, Botswana, Cameroon, Jordan, Mauritius, Guinea, Uganda, Morocco, Egypt
- 2.5 M transactions each week
Developing value-added services

Orange rolls out new high-added-value services, in partnership with the major online and content players (Deezer for music, Dailymotion for video, Microsoft for devices, and multi-screens embedded applications, Google for universal SMS, Facebook for USSD access to the social network…). These partnerships, which boost competitiveness, aim to revolutionise usage thanks to the pooling of specialist know-how from the various players.

- 16.5 million unique customers for Emergency Credit offers: > 2b credit requests (allowing people to stay in touch, even when they’ve run out of credit. With Emergency Credit, Orange provides customers with extra top-up to use until they can top-up your phone).
- 15m Ring Back Tones
- 15m internet capable devices connected on our network
- 1.2m unique viewers on our information website StarAfrica

Supporting the economy

Orange works closely with the public sector – national and local government, healthcare, unemployment agency, social policy, education, etc. – with major projects in secured infrastructure (network and IT), communication services (voice over IP, messaging, videoconferencing) and citizen relationship (contact centres, web portals).

- As an e-Education example, Orange developed a platform of virtual courses for up to 4,000 students for the Côte d’Ivoire French Ministry of Education.
- Orange also offers enterprise fleet solutions with pre-paid e-recharge management.
- Orange African Social Venture Prize: This prize, which has enjoyed considerable success since its launch in 2011, aims to support the development of entrepreneurs and start-ups offering solutions that use information and communication technologies (ICT) to meet the needs of people living in Africa.

Over 450 candidates responded to the call for projects, clearly demonstrating the underlying entrepreneurial vitality that exists on the African continent. Proposed projects spanned a variety of fields such as healthcare, agriculture, education, energy, industry and commerce illustrating the high potential of telecommunications for development in Africa.

In addition to funding, Orange provides support to the three projects for six months through its local subsidiaries as well as expert advice from business and telecoms professionals. This year, for the first time, Orange will also provide a patent application for the first prize winner in the country of deployment.

Cables

Submarine cables are used to create broadband arteries that provide Orange with the high performance tools necessary to meet growing customer demands. More specifically, the development of such networks plays an important role in Orange’s ambition to democratise internet access (narrowband and broadband) in Africa.

In June 2010, Orange signed the agreement for the construction and maintenance of the Africa Coast to Europe submarine cable, which will run between France and South Africa. The ACE cable will reduce the cost
of access to international telecommunications networks, thereby removing a major barrier to the Internet’s development in Africa.

The 17,000 km-long fibre optic cable connects 23 countries, either directly in the case of coastal countries or indirectly for landlocked countries. It became operational in 2012.

**Solar Powered Base Stations**

Orange runs a comprehensive programme to provide solar base stations as a low cost and sustainable means of extending the mobile network to rural areas specifically in developing countries.

- Three major objectives:
  - reduced operating costs;
    - up to an 80% saving in network operation by avoiding fuel consumption, genset and air conditioning maintenance
  - improved quality of service;
    - stops power cuts caused by the breaking down of equipment
  - developing sustainable products with a preference to renewable energy
    - Reduce Orange’s CO₂ footprint by 20% between 2006 and 2020 and energy consumption by 15% between 2006 and 2020
- For 25% of AMEA energy to come from solar energy by 2015 (for new mobile sites)

- This programme is available in 16 countries across the Orange AMEA footprint
  - Senegal, Guinea Conakry, Guinea Bissau, Mali, Niger, Ivory Coast, Equatorial Guinea, Cameroon, Central Africa Republic, Madagascar, Kenya, Egypt, Jordan, Dominican Republic, Armenia and Vanuatu

- Orange won the Best Mobile Technology for Emerging Markets award at the Global Mobile Awards 2011, in Barcelona for its solar base station programme

Making a contribution to society

Information and communication technology (ICT) is a major driver of socio-economic development in emerging countries, particularly in rural areas. For several years now, we have been conducting regular surveys in countries, involving customers, employees, partners, NGOs and local authorities in many of the African and Middle Eastern countries in which we operate. Based on these stakeholders’ dialogues, we have decided to focus Orange for development on three main fields of action.

- Infrastructure and connectivity to improve network coverage and increase accessibility for all, including rural populations.
- Value-added services targeting the needs of different population groups in the fields of health, education, agriculture, financial services and government.
- Ecosystems and enablers to develop local ICT markets with projects such as start-up incubation and funding, open innovation platforms, and cooperation with local universities and technical institutes.

-ends-