



Press release
Paris, 11 May 2018

Orange and the Institut français sign a partnership to promote access to films in the international French cultural network's theatres

The Institut français and Orange are partnering to promote access to in-theatre screenings of films in France's international cultural network. Their first initiative will be dedicated to a cycle of 4 films by female African directors, with pre-release screenings under the aegis of French cultural network member CINEMATHEQUE AFRIQUE, with distribution starting in September 2018. Distribution will be coordinated across the French cultural network's 50 digital theatres, including the 20 Institut français theatres in Africa.

The 4 films selected, which are co-distributed worldwide by Orange Studio, are:

- APATRIDES by NERJISD NAJAR (Morocco, Selection at the Berlin International Film Festival, 2018)
- FRONTIÈRES by APOLLINE TRAORÉ (Burkina Faso)
- MAKI'LA by MACHERIE EKWA (DRC, Selection at the Berlin International Film Festival, 2018)
- RAFIKI by WANURI KAHIU (Kenya, Un Certain Regard selection, Cannes Film Festival, 2018)

The Institut français has committed to mobilizing the French cultural network, coordinating screenings, managing theatres, and promoting its partnership with Orange in all communications.

For its part, Orange has committed to providing technical support and making the media available to each of the theatres screening the film, as well as promoting its partnership with the Institut français' cinema library.

Bruno Mettling, CEO of Orange Middle East & Africa, says, *"Orange MEA is fully responsible for distributing African culture on the continent thanks to the quality of our networks, which enable very large-scale distribution of digital content."*

For Pierre Buhler, Chairman of the Institut français, *"Africa is a priority, and it is essential to take cinema to where it should be seen - on Africa's screens, which are unfortunately too few. This partnership with Orange is particularly emblematic because France will host a Season of African Cultures in 2020."*

Orange, which operates in close to 20 African and Middle Eastern countries, has supported African cinema, with 13 films produced by Orange Studio (particularly multiple award-winning film TIMBUKTU), for the past 4 years. It is also committed to fostering creativity by promoting African films during festivals, restoring films, and supporting young African filmmakers.

A propos d'Orange

Orange est l'un des principaux opérateurs de télécommunications dans le monde, avec un chiffre d'affaires de 41 milliards d'euros en 2017 et 150 000 salariés au 31 mars 2018, dont 91 000 en France. Le Groupe servait 263 millions de clients dans le monde au 31 mars 2018, dont 202 millions de clients mobile et 20 millions de clients haut débit fixe. Le Groupe est présent dans 28 pays. Orange est également l'un des leaders mondiaux des services de télécommunications aux entreprises multinationales sous la marque Orange Business Services. En mars 2015, le Groupe a présenté son nouveau plan stratégique « Essentiels2020 » qui place l'expérience de ses clients au cœur de sa stratégie, afin que ceux-ci puissent bénéficier pleinement du monde numérique et de la puissance de ses réseaux très haut débit.

Orange est coté sur Euronext Paris (symbole ORA) et sur le New York Stock Exchange (symbole ORAN).

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About the Institut français

The Institut français is the public institution tasked with implementing France's cultural action abroad. Under the dual supervision of the Ministry for European and Foreign Affairs and the Ministry for Culture, it actively contributes to France's diplomacy of influence. Its projects and programmes draw on its unique ability to deploy them throughout the vast network of cultural departments in French Embassies and Institut français and Alliance Française locations on five continents.

As part of its policy of cooperation with the countries of the global south, the Institut français supports artistic creation and the development and distribution of African and Caribbean cultural expressions, as well as exchanges and training through its Creation in Africa and the Caribbean programme.

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