



Digital: all together, all connected



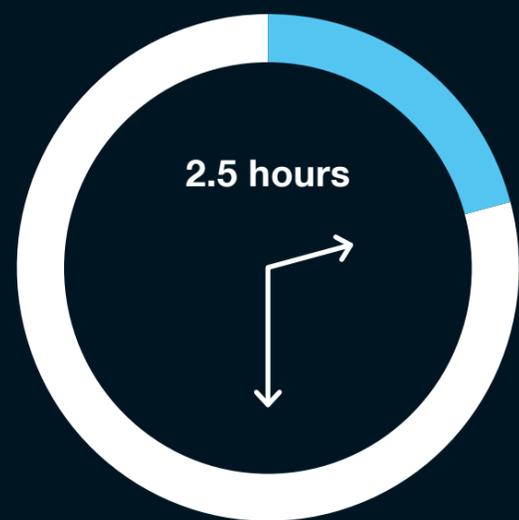
No. 2 Essentials

Orange 2014 – 2015

Everyone in the family is connected. And each member of the family loves their content, alone or when they share. We've developed solutions that simplify your life, keeping you connected to the essential.

In 2014, Orange brought you peace of mind when you went online.

244 million customers around the world show their trust in Orange. There were **6** screens in every household in 2013, and we'll have **13** in 2022. **70%** of children aged 2-5 are better at playing with a computer than riding a bicycle. They also find it easier to use a smartphone than to tie their shoes or swim.



On average, people check their smartphone **150 times** per day and used it for **2.5 hours**.

69%

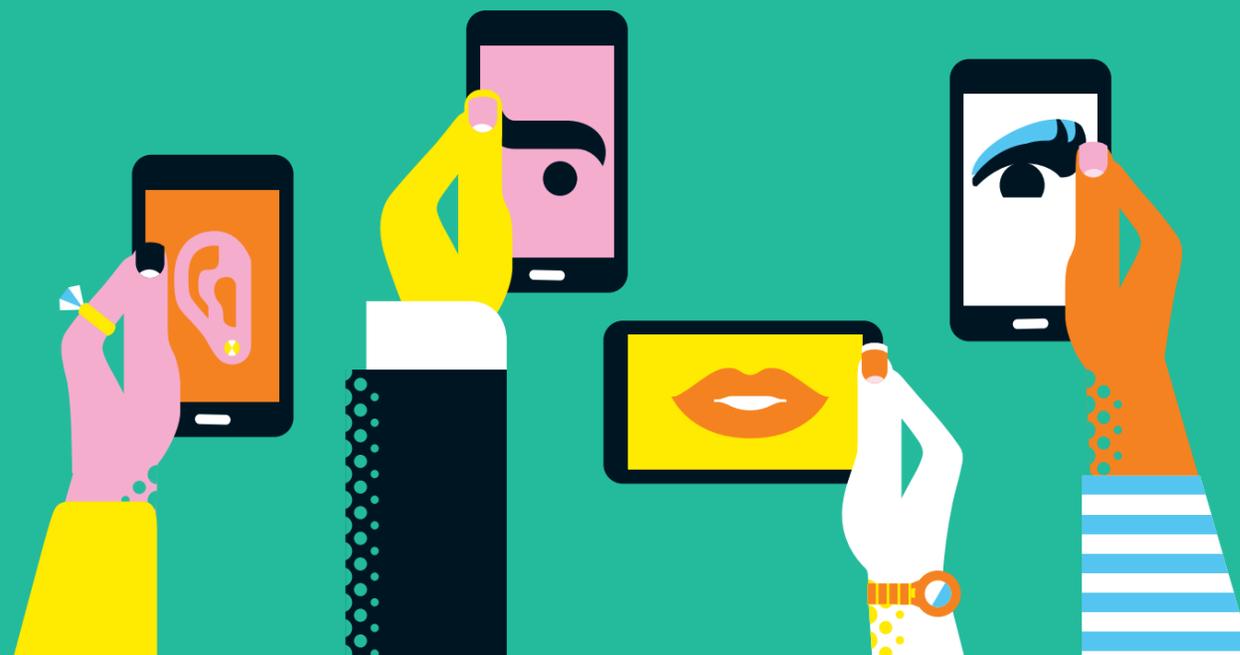
of parents are concerned that their children spend too much time on screens.

Innovative

1, 2, 3... smile!

The Orange Foundation and Samsung launched a cheerful philanthropic campaign at the beginning of 2014 called "Happy Faces". The campaign began at 600 Orange stores in France before continuing in Romania, Poland, Luxembourg and Belgium. The public was invited to stop into Orange stores and snap a selfie with the Samsung Galaxy Note 3 or the Samsung Galaxy Gear watch and post it on a special website. The goal

of this public awareness initiative was to reach 130,000 photos posted, triggering a donation of 250 Galaxy Tab 3 tablets to charities supported by the Orange Foundation. This initiative to heighten public awareness of the importance of solidarity is part of the Orange Foundation's support for children with autism. Some smiles really are golden!



Fewer worries... Orange introduced more initiatives in 2014 to help parents manage the way their children use digital technologies and encourage access with the new "Autonomies" offers. Don't wait, check it out at bienvivreledigital.orange.fr



Time travel

For its 20th anniversary, Orange invited people to try a fascinating experience. To see yourself in twenty years or discover your children as adults, just click on futureself.orange.com. Over 3 million people have already visited the site... Laughter guaranteed!



See you at Paris Games Week! Orange had a prominent presence at the 3rd edition of France's biggest video games event. Visitors young and old had a chance to discover the new Orange Family Pass and challenge one another to their favourite game!



It's no longer "Where are you?", it's "What are you doing?"

Digital technologies have vaulted into the heart of family life, opening up new possibilities and strengthening more than diminishing family bonds. With Orange, the digital family is a harmonious family...



Last night you stuck your head into your teenager's room. While ostensibly working on maths for school on his computer, he had five windows open on his screen: three for instant messaging, a clip, and one more to keep an eye on bidding for a pair of trainers. In the living room, his brother was watching a football match on the tablet with the new Orange Ligue 1[®] app, while his twin brother was sprawled on the couch enjoying a movie on the OCS channel on his iPhone 6. And your husband? He was organizing your holiday photos on the Orange Cloud to share them

with complete security. All this digital activity inspired you to see what tips and advice Orange has to offer on its site dedicated to healthy digital living, bienvivredigital.orange.fr.

New ways to live and do things together

At the beginning of 2015, Orange announced it already had over 4 million 4G customers in France and that 17 major cities had 4G+ coverage. The broadband wave has spurred a jump in the number of screens per household, which is expected to grow from 6 in 2013 to 13 in 2022. As these screens move into private space, they alter the very notion of "living together". With smartphones, tablets or laptops always at hand, it's less clear how people actually spend their time. The pertinent question is no longer "Where are you?", but rather "What are you doing?" Responding to a question on digital-society-forum. orange.com, sociologist François de Singly explains that with new technologies "family life is subject to eclipses, people live together, but sometimes separately", coexisting in multiple timeframes. In fact, new technologies allow people to live in separate worlds while at the same time sharing things, but more selectively. The father may watch a series on OCS channel with his daughter, while his wife chats with their son on Facebook, even though they're both at home under the same roof. People may do less together and talk less with one another, but they have more choice than ever to share different moments and content with whomever they choose. And this goes for friends too.

To each their own content

The presence of more screens in homes and greater consumption of video content thanks to deployment of very high speed broadband networks have transformed usage. As a leading content aggregator, Orange is naturally on the cusp of these trends. The Group offers a vast variety of content: music with Deezer, videos, movies and series with OCS on Orange TV, plus video games. Goodbye passive TV viewers, hello active content consumers. Everyone chooses the way they consume TV to watch their favourite programmes whenever and wherever they like. It's easier than ever to share content with friends and family too. Others might prefer a good book, for example "Réparer les vivants" (Repairing the Living) by Maylis de Kerangal, winner of the 2014 Orange Book Prize.

Autonomy and freedom, with limits

Anyone over 13 can legally create their Facebook page, but most kids don't wait that long. For them, it's a Swiss army knife, a multi-purpose device that makes their parents' e-mail so obsolete. Thirteen is also when many kids get their first phone, the key that unlocks the door to escape from the family unit, so much fun that some may tend to overdo it... And yet while mobile phones are synonymous with more freedom for teenagers, they are also a way for parents to keep track of their children from a distance. A simple text message is all it takes to know where they are. At the same time, the possibility of staying continually connected with children can create a new dimension to worrying. Some parents might overdo the geolocation feature. New relationships need to be worked out together to ensure that everyone enjoys the digital world with a maximum of tranquillity and mutual respect.

Information and communication technologies redefine the family

Many people feel that new technologies contribute to the feeling that family life is falling apart and exacerbate tensions between parents and children. In reality, the "happy family"

has simply become a family of happy individuals. Sociologists note that new technologies simply reveal the desynchronization of social time. Parents' and children's activities are no longer coordinated, no more than professional and social activities, and these shifts and the resulting constraints upset the organization of family life. Digital devices and content might heighten tensions, or they might actually increase sharing in the home, but they are not the cause. What new technologies can really do is free family life so the members can flourish as individuals and live together in harmony.

Forging fresh family ties

While there is sometimes a considerable gap between children who have easily mastered digital devices and their elders, digital technologies are also an opportunity for closer relations. Countless young people enjoy teaching their grandparents how to use the Internet and tipping their parents off to new apps. From Grenada in Spain, where's she's in her third year of architecture studies, Cécile can skype her grandmother in Besançon, in eastern France. Ultimately, new cross-generational bonds are being created. Just as social networks can infinitely expand your circle of "friends", the digitization of our lives broadens the family circle. People communicate and share more often with cousins, nephews and friends, most of whom live halfway across the country or the world. Thanks to digital technologies, relationships are easier to maintain and stronger too, spanning borders and bridging generations. As an experienced digital coach, Orange helps everyone connect to what's important to them and enjoy an incomparable customer experience.

Teaching kids to code

To help grow a robust digital culture, Orange and Simplon.co organize computer programming workshops for children aged 10-13. The first edition invited kids to imagine what it's like to be a "#SuperCoders". Working in pairs, the budding programmers created their own animated content (games, cartoons, stories, etc.) then shared their work with one another. The initiative was part of the European Commission's EU Code Week.

OCS expands its Web

OCS, the Orange package of five 100% movie and series channels, forged new distribution agreements (including Bouygues Telecom and Free) to make content available to more people. OCS now count 2.3 million subscribers in France.

Open connects the whole family

Open is an all-in-one offer that bundles multiple subscriptions: Internet, fixed phone, mobile call plan, TV and up to four additional mobile plans for the entire family. An ideal way to keep a cap on the budget.

Livephone: your smartphone takes control

With the Livephone app, your fixed phone becomes mobile, letting you answer calls from a Wi-Fi connected smartphone or tablet. When you go out shopping you no longer have to worry about missing a call.

Pass lets the entire family plan

In November 2014, Orange introduced Family Pass in France, a catalogue of over 150 family-friendly games such as Lego Marvel Super Heroes and Lego Batman 2.

- Activate the free parental control feature on your child's phone.
- Make sure your children don't spend more than two hours a day on a screen, and that they turn it off an hour before going to bed.
- Set a limit on your multimedia purchases thanks to Internet+.

bienvivredigital.orange.fr

- like these:
- Your password should be considered top secret, be 8 to 16 characters long, and at minimum mix numbers and letters.
 - Social networks: a few simple settings make sure your complete profile is not visible and keeps your personal data confidential.

5 minutes to... protect yourself online

Keeping an eye out for anything abnormal in your online life is important, whether it's an out of the ordinary bank card transaction, a strange post on a social network or anti-social behaviour attributable to too much screen time. In addition to secure networks and services, Orange can help you by answering questions and offering tips



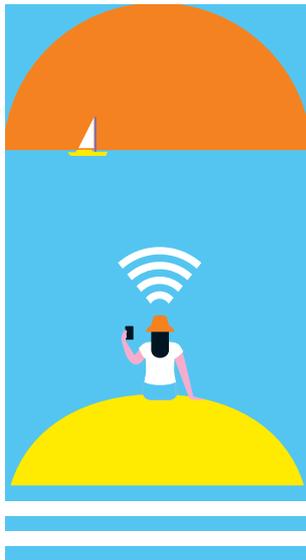
In the same collection, Wellbeing, Work, Money, Home and Fun.



The Orange advantage

Our roadmap to reduce the digital divide

More and more aspects of our day-to-day lives depend on digital technologies. While some are hesitant to dive into the digital world, others fear that going digital will only exacerbate their isolation. This is true for seniors, for people with disabilities and for those who might not have the capabilities, resources or simply the network access needed to engage with this new ecosystem. At Orange, our role is to guide each individual, in line with their resources and needs, to help make their digital world a positive experience.



Solutions for seniors and people with disabilities

Digital technologies may in some contexts be a source of exclusion, but they also bring down barriers that create isolation. We work with partners to develop innovative solutions like the “Easy Smartphone for Senior”, an app that simplifies smartphone touch interfaces and features for older customers. And a solution called “Telorion Claria Vox”, adopted by La Ruche, a social innovation lab sponsored by Orange, is a simple and intuitive interface that allows visually-handicapped people to use a touchscreen or smartphone.

Easy access for everyone

Straightforward contact with customers and clear offers are essential. Our “Autonomy” catalogue, which proposes specific solutions for different types of deficiencies in France, is now available in three formats via orange.fr. There is also a simplified access menu on Orange TV that’s more comfortable for people with sight or hearing deficiencies. A full 95% of our “Autonomy” branded stores are now accessible to people with disabilities, while a Web solution and a special freephone number ensure that online advice and sales are available to everyone. Lastly, we began testing a tablet-based solution at two “Arc-en-Ciel” (Rainbow) sales outlets to enable consumers with hearing disabilities to converse live in sign language with sales advisors at our customer care platforms.

Greater connectivity for remote areas

In many emerging countries Orange is working to connect regions that previously had no network coverage to the rest of the world. We do this with 450,000 kilometers of submarine cables, bringing broadband to all Orange countries in the Africa and Middle East region. In 2014, we also continued to deploy our 3G/3G+ mobile network and introduced 4G in Africa and the Middle East.

Digital learning for growth

Digital technologies offer tremendous possibilities for access to knowledge. The Orange Foundation introduced the “digital school” programme in five African countries. This complete digital education kit includes hardware and preloaded content, plus support from volunteer Orange employees for teachers and students. More than 20,000 children will benefit from this programme. The Orange Foundation also initiated the French version of the Khan Academy, and Orange contributes to Massive Open Online Courses (MOOC) through the Solerni content platform.

