



Press release  
Paris, March 27, 2019

## Orange launches Safe.press, the world's first digital trust label for online news secured by the blockchain

As part of its efforts to fight against "fake news", Orange has become the first member of Safe.press, an innovative platform for mutual authentication of online news based on blockchain technology. This consortium-based certification system, which is immediately recognizable by the green "safe.press" badge, has been developed by the French start-up Block Expert.

Thanks to this innovative initiative, Orange has become the first company in the world to display on its web-pages a blockchain-secured digital trust label that allows one-click verification of the authenticity and source of online content broadcast to the media in real-time.

From now on all press releases published by Orange will be verifiable in the press room on [orange.com](https://www.orange.com) by clicking on the green "safe.press" badge.



Béatrice Mandine, Executive Director in charge of Communications and Brand at Orange, said: "I am very proud that Orange is taking this initiative to contribute in the fight against fake news that has become a major affliction of our time. Orange's communication will now benefit from Block Expert's blockchain solution that fits perfectly alongside our key watchwords: trust, security and innovation."

Benjamin Gievis, co-founder of Block Expert, said: "We are very excited to be working with Orange on such an important societal issue. Orange embodies innovation and digital trust worldwide. Orange will enable the Safe.press initiative to become a major technological response to the fake news phenomenon."

To find out more: Safe.press : <https://safe.press> or Block Expert : <https://www.block-expert.com>

### About Orange

Orange is one of the world's leading telecommunications operators with sales of 41 billion euros in 2018 and 151,000 employees worldwide at 31 December 2018, including 92,000 employees in France. The Group has a total customer base of 264 million customers worldwide at 31 December 2018, including 204 million mobile customers and 20 million fixed broadband customers. The Group is present in 27 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In March 2015, the Group presented its new strategic plan "Essentials2020" which places customer experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: [www.orange.com](https://www.orange.com), [www.orange-business.com](https://www.orange-business.com) or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr).

*Orange and any other Orange product or service names included in this material are trademarks of Orange or Orange Brand Services Limited.*

Press contact: +33 1 44 44 93 93

Tom Wright; [tom.wright@orange.com](mailto:tom.wright@orange.com)