



Press Release
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Orange, official sponsor of the Total Africa Cup of Nations Egypt 2019 for the 6th time running

The countdown has begun: the kick-off of the Total Africa Cup of Nations Egypt 2019 is in just a few days. Orange, a major partner of African football since 2008, is the official sponsor for the 6th time in a row. The competition, running from 21 June to 19 July, will be held in six stadiums in four cities across the country. Out of the 24 teams that have qualified, 11 belong to a country where Orange is present: Cameroon, Ivory Coast, the Democratic Republic of the Congo, Egypt, Guinea, Guinea Bissau, Madagascar, Mali, Morocco, Senegal and Tunisia.

As the official sponsor, the Orange brand will be visible not only in the Egyptian stadiums, but also in the African countries within the Group's footprint through various campaigns and events. Indeed, the brand will contribute to the festive atmosphere that goes with the tournament through numerous animations that will occur in the fan-zones. The goal is to highlight the fans' experience and allow them to live through something unique and unforgettable. In addition, around the world, thanks to exclusive mobile and online content via its platform dedicated to football, [Orange Football Club](#), fans will get the opportunity to win a trip to Egypt to attend a match of the competition.

Supporters eagerly awaiting the kick-off

Orange will place the fans at the heart of its sponsorship programme. Each Orange country that is participating in the competition will highlight the Total Africa Cup of Nations Egypt 2019 on its website which will provide fans with the latest information on the competition. Two digital games have been launched before the competition to increase the anticipation and excitement so that fans can share their passion for football. On the [Orange Football Club](#) platform, fans in competing Orange countries are invited to share their best supporter photo to be voted the "**Fan Of My Country**" and win a trip to Egypt to watch their nation's team play in the competition. For supporters who are more comfortable with public speaking, they can warm up and play the role of a commentator by recording their own commentary over clips of iconic goals from previous editions of the Africa Cup of Nations in the hope of being crowned the "**Best Commentator**". The best budding talents will be rewarded and have a chance to win tickets to see a match in Egypt.

Supporters at the heart of the action

In the stadiums, many exclusive Orange activities will also be organised to demonstrate the strong relationship between the fans and the players. Building on the success of the previous editions of the Total Africa Cup of Nations Egypt, at each match during the competition (52 in total), Orange will install a photo booth around the stadium so that fans can have their photo taken to be voted the best fan of the day: "**Fan Of The Match**"! The vote will take place on giant screens at half time and the trophy will be presented at the end of the match on the pitch.

Another highlight, the “**Warm Up**”, will enable four fans to access the pitch before each competition match during the teams’ warm-up, for the ultimate pitchside experience!

Orange, a brand committed to the circular economy

The Total Africa Cup of Nations Egypt 2019 will also provide Orange with an opportunity to reiterate its environmental commitments. Plastic waste is now one of the world’s biggest problems and Orange believes it can play a role in combating this issue. With this in mind, Orange Egypt will implement the “**Games of Change**” programme, which involves collecting and recycling plastic waste (such as plastic bottles) from Orange employees and football fans at collection points specially created for the competition. In exchange, football fans will have a chance to win football shirts made from recycled plastic, signed by football players, as well as a full football field made from recycled plastic for a local community without any infrastructure.

The “**Games of Change**” programme follows on from the successful pilot projects led in 2018/2019 with Orange Liberia for its national “Country Meet” football tournament and Orange Cameroon for an inter-quarter championship.

Béatrice Mandine, Executive Director at Orange, in charge of the brand’s communication, explains: *“For over 20 years, football has been at the heart of Orange’s commitment. From giving fans access to major football tournaments like the Africa Cup of Nations, to supporting national teams, organising national competitions or even providing equipment so that everyone can play. We bring fans closer to their passion.”*

Alioune Ndiaye, CEO of Orange Africa and the Middle East, continues: *“Football truly is Africans’ number one passion! The Africa Cup of Nations is a major event in Africa and beyond the borders of the competing countries. For Orange countries, it is also an opportunity to create a strong connection with their customers, and more generally with all football enthusiasts, to experience and share their passion.”*

For several years, Orange has invested in the development of football by supporting several national teams where the Group is present including Cameroon, Guinea, Mali, the Democratic Republic of the Congo and Senegal. This commitment was renewed in 2016 when Orange signed a partnership with the Confederation of African Football (CAF) making the Group the official sponsor of the CAF’s five major competitions until 2024.

About Orange

Orange is one of the world’s leading telecommunications operators with sales of €41 billion in 2018 and has 149,000 employees worldwide at 31 March 2019, including 90,000 employees in France. The Group has a total customer base of more than 264 million customers at 31 March 2019, including 204 million mobile customers and 20 million fixed broadband customers worldwide. The Group is present in 27 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the Orange Business Services brand. In March 2015, the Group presented its new strategic plan Essentials2020, which places customers’ 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 (online and from your mobile): www.orange.com, www.orange-business.com or follow us on Twitter: [@presseorange](https://twitter.com/presseorange).

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Press contacts: +33 (0)1 44 44 93 93

Nathalie Chevrier; nathalie.chevrier@orange.com

Tom Wright; tom.wright@orange.com