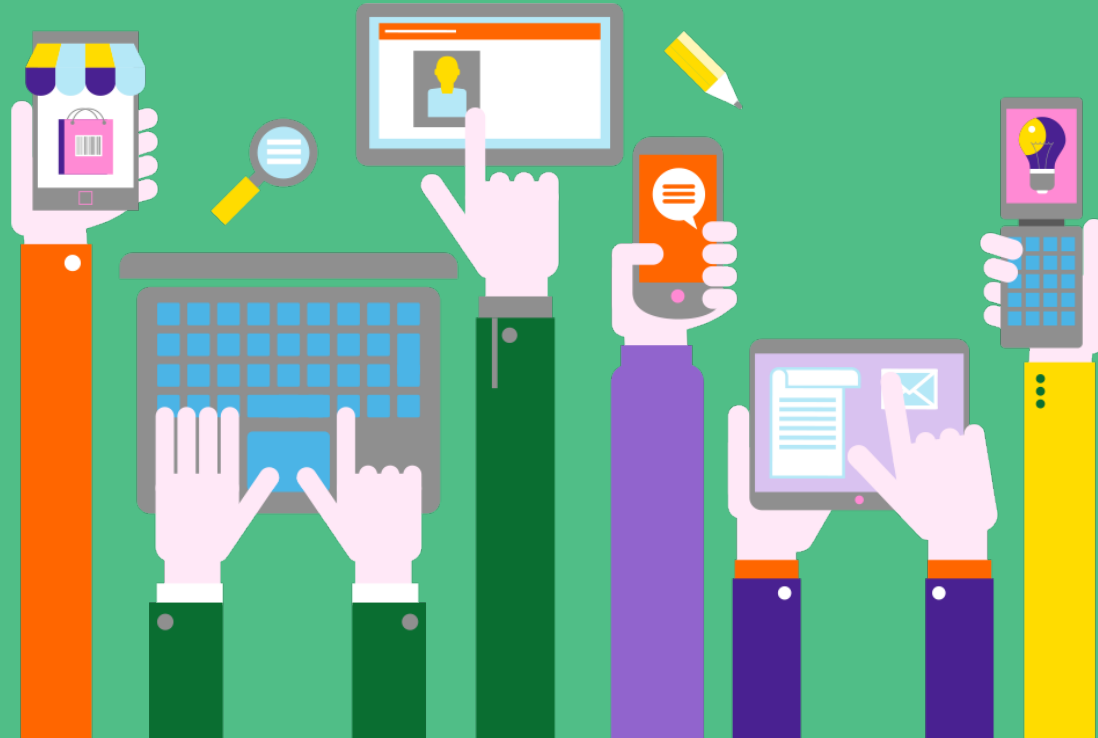


New financial communication segments

Orange Investor Relations



2nd April 2015



disclaimer

This presentation contains forward-looking statements about Orange. Although we believe these statements are based on reasonable assumptions, they are subject to numerous risks and uncertainties, including matters not yet known to us or not currently considered material by us, and there can be no assurance that anticipated events will occur or that the objectives set out will actually be achieved. Important factors that could cause actual results to differ from the results anticipated in the forward-looking statements include, among others: the success of Orange's strategy, particularly with respect to customer relation when facing competition with OTT players, Orange's ability to withstand intense competition in mature markets, its ability to capture growth opportunities in new markets and the risks specific to those markets, the poor economic conditions prevailing in particular in France and in Europe and in certain other markets in which Orange operates, the effectiveness of Orange's action plans for human resources, and the success of Orange's other strategic, operational and financial initiatives, risks related to information and communications technology systems generally, in particular technical failures of networks, fiscal and regulatory constraints and changes, and the results of litigation regarding regulations, competition and other matters, the success of Orange's French and international investments, joint ventures and strategic partnerships in situations in which it may or may not have control of the enterprise, and in countries presenting additional risk, Orange's credit ratings, its ability to access capital markets and the state of capital markets in general, exchange rate or interest rate fluctuations, and asset impairments. More detailed information on the potential risks that could affect our financial results will be found in the Registration Document filed with the French Autorité des Marchés Financiers (AMF) on April 29, 2014 and in the annual report on Form 20-F to be filed with the U.S. Securities and Exchange Commission on April 30, 2014. Forward-looking statements speak only as of the date they are made. Other than as required by law (in particular pursuant to sections 223-1 and seq. of the General Regulations of the AMF), Orange does not undertake any obligation to update them in light of new information or future developments.

Agenda

1- new reporting segments

2- new Orange Spain convergence discount allocation

Appendix

Agenda

1- new reporting segments

2- new Orange Spain convergence discount allocation

Appendix

Existing financial communication segments

FY 2014 results	Revenues	restated Ebitda	Capex
France	€ 19.3 bn	€ 7.0 bn	€ 2.8 bn
Spain	€ 3.9 bn	€ 1.0 bn	€ 0.6 bn
Poland	€ 2.9 bn	€ 0.9 bn	€ 0.4 bn
Rest of the World	€ 7.4 bn	€ 2.3 bn	€ 1.2 bn
Enterprise	€ 6.3 bn	€ 1.0 bn	€ 0.3 bn
IC&SS	€ 1.8 bn	-	€ 0.3 bn
eliminations	€ -2.1 bn	-	-
Total	€ 39.4 bn	€ 12.2 bn	€ 5.6 bn

Why change ?

- **Alignment between internal and external reporting**
 - Gervais Pellissier as Head of Europe
 - Marc Rennard as Head of Africa & the Middle East
- **Provide better visibility on Europe and Africa & the Middle East**
- **Higher potential for value crystallization**
- **Implemented as of Q1 2015**
 - **proforma data for 2013 and 2014**

Two segments are created for financial communication: Europe and Africa & the Middle East

▪ Sub-segments

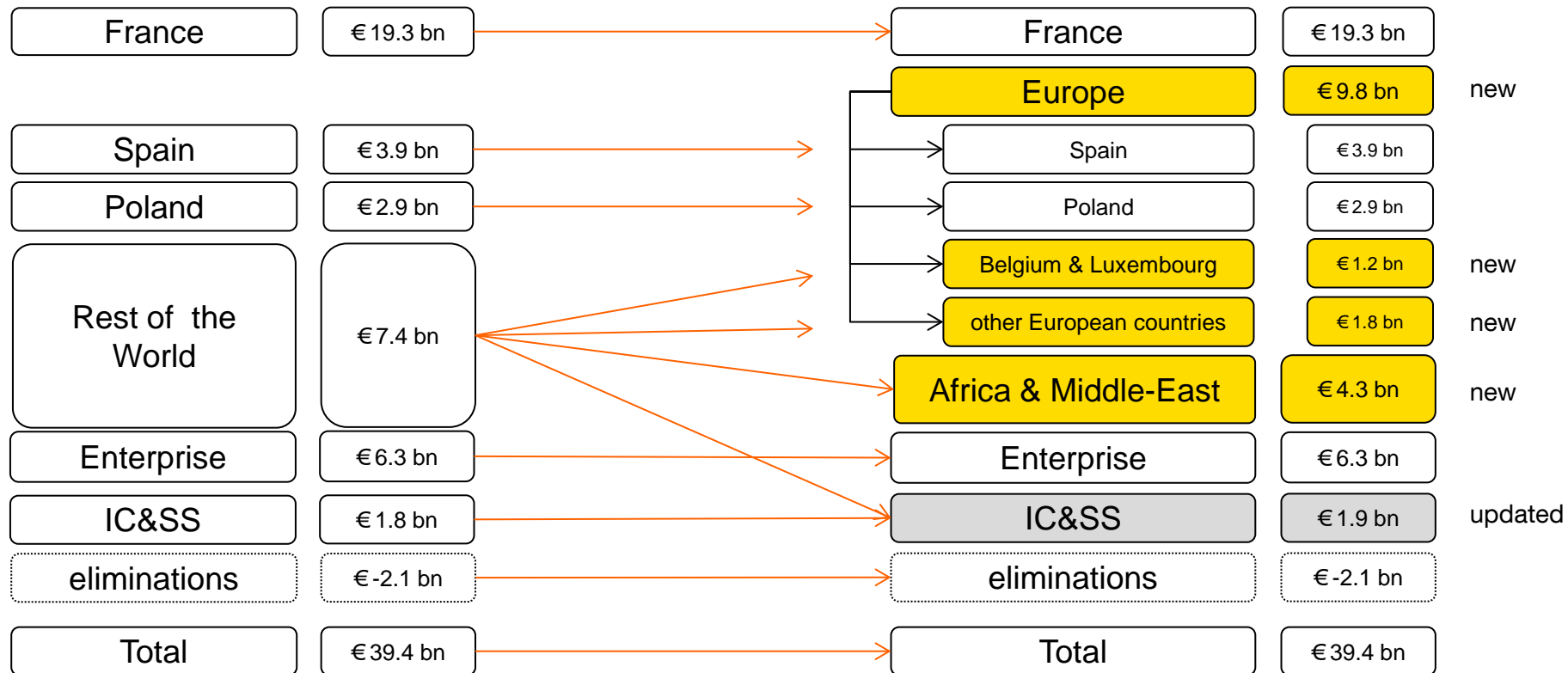
- sub-segments for Europe are Spain (unchanged), Poland (unchanged), Belgium & Luxembourg (now highlighted – equivalent to Mobistar Group perimeter) and other European countries
- no sub-segments for Africa & the Middle East
- Sofrecom activities are moved from RoW to IC&SS

▪ Information provided

- quarterly releases
 - Group : revenues, Ebitda, Capex, KPIs
 - Segments & sub-segments : revenues & KPIs
- half-year releases additions
 - Group : net result, cash-flow, net debt
 - Segments & sub-segments : Ebitda, Capex

New financial communication segments as of 2015

2014 revenues - Detailed figures and KPIs available in appendix



Agenda

1- new reporting segments

2- new Orange Spain convergence discount allocation

Appendix

Spain: change in the allocation of convergence discount

▪ WHY

- to better represent economics of mobile and FBB in a highly convergent context

▪ TIMING FACTORS

- transformation to new SIMO and convergence business models almost completed with 86% of mobile customers on SIMO and 79% of fixed broadband customers on convergent offers
- 'single invoice implementation' since February 2015

▪ DISCOUNT ALLOCATION CHANGE

- before: 75% allocated on mobile and 25% on fixed
- now: 50% on mobile; 50% on fixed

▪ Impact on the following KPIs:

- mobile services
- fixed services
- fixed broadband
- overall arpu
- contract arpu
- prepaid arpu
- internet broadband arpu

Orange Spain updated financials

Spain Financial KPIs

	2013							2014						
	1Q13	2Q13	1H13	3Q13	4Q13	2H13	FY13	1Q14	2Q14	1H14	3Q14	4Q14	2H14	FY14
Revenues	989	1 032	2 021	1 040	992	2 031	4 052	977	943	1 920	977	979	1 956	3 876
YoY Variance	0,8%	2,5%	1,6%	1,2%	-1,9%	-0,4%	0,6%	-1,2%	-8,6%	-5,0%	-6,1%	-1,2%	-3,7%	-4,4%
Mobile Services	741	744	1 485	710	658	1 367	2 852	630	617	1 246	636	611	1 246	2 492
YoY Variance	-2,3%	-3,6%	-3,0%	-10,7%	-14,2%	-12,4%	-7,7%	-15,0%	-17,1%	-16,1%	-10,4%	-7,1%	-8,9%	-12,6%
Mobile Services	741	744	1 485	706	651	1 358	2 843	621	606	1 226	623	597	1 220	2 447
YoY Variance	-2,3%	-3,6%	-3,0%	-11,1%	-15,0%	-13,0%	-8,0%	-16,2%	-18,6%	-17,4%	-11,8%	-8,3%	-10,1%	-13,9%
Mobile Equipment Sales	36	75	110	121	123	244	354	125	110	234	118	137	255	489
YoY Variance	-6,1%	51,6%	26,5%	208,1%	205,3%	206,7%	112,5%	251,3%	47,1%	113,1%	-2,8%	11,7%	4,5%	38,2%
Fixed Services	208	210	418	206	209	415	833	220	215	435	222	230	453	888
YoY Variance	15,8%	14,8%	15,3%	9,7%	5,2%	7,4%	11,2%	5,7%	2,3%	4,0%	8,2%	10,1%	9,1%	6,6%
Fixed Services	209	209	418	209	2 015	424	842	229	226	455	235	244	479	933
YoY Variance	16,0%	14,8%	15,4%	11,5%	8,0%	9,7%	12,5%	9,9%	7,7%	8,8%	12,5%	13,2%	12,8%	10,8%
o/w Fixed Broadband	141	143	284	142	143	286	569	147	152	300	155	161	316	616
YoY Variance	12,4%	8,8%	10,6%	9,3%	3,9%	6,5%	8,5%	4,7%	6,8%	5,8%	9,1%	11,9%	10,5%	8,2%
o/w Fixed Broadband	142	142	284	146	150	295	579	156	163	320	168	174	342	662
YoY Variance	13,3%	7,9%	10,6%	11,8%	8,3%	10,0%	10,3%	11,1%	15,5%	13,3%	15,2%	16,3%	15,8%	14,6%

updated data
previous data

Orange Spain updated mobile KPIs

Mobile KPIs	2013				2014			
	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14
Customer Base								
Customers (ex. MVNOs)	12 179	12 238	12 414	12 377	12 366	12 420	12 668	12 613
Contract	8 493	8 614	8 793	8 945	9 040	9 145	9 337	9 399
Prepaid	3 686	3 624	3 621	3 433	3 327	3 275	3 331	3 214
MVNOs Customers	1 576	1 847	2 029	2 091	2 689	2 953	3 058	3 237
Mobile Volume Market Share - in %	22,7%	22,6%	22,9%	22,8%	22,7%	22,6%	22,8%	NA
ARPU per Year (Annual Rolling - ex. M2M & MVNOs)								
Overall ARPU	21,2	20,8	19,9	18,8	17,9	16,8	16,1	15,6
Overall ARPU	21,3	20,8	19,8	18,8	17,8	16,7	15,8	15,3
Contract ARPU	28,6	27,8	26,3	24,6	23,1	21,5	20,5	19,7
Contract ARPU	28,6	27,7	26,2	24,5	22,9	21,3	20,1	19,3
Prepaid ARPU	6,4	6,3	6,1	5,9	5,6	5,4	5,1	5,0
Prepaid ARPU	6,4	6,3	6,1	5,8	5,7	5,4	5,2	5,0

updated data
previous data

Orange Spain updated fixed KPIs

Fixed KPIs

	2013				2014			
	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14
Customer Base								
Broadband	1 436	1 512	1 594	1 693	1 776	1 830	1 894	1 965
o/w ULL	1 196	1 284	1 378	1 473	1 547	1 585	1 628	1 667
ARPU (Annual Rolling, per Month)								
Internet Broadband ARPU	33,1	32,8	32,3	31,2	30,0	28,9	28,3	27,9
Internet Broadband ARPU	33,1	32,9	32,6	31,8	30,9	30,4	30,1	30,0

updated data
previous data

Agenda

1- new reporting segments

2- new Orange Spain convergence discount allocation

Appendix

updated book KPIs

thank you