



Orange confirms its commitment to inclusive artificial intelligence

Orange has been the first company to be awarded the international GEEIS-AI label,¹ a certification set up by the Arborus Endowment Fund. This label shows the Group's commitment to designing and developing artificial intelligence in a responsible and inclusive manner.

At a time when artificial intelligence algorithms are increasingly prevalent in our everyday lives (recruitment, customer relations, recommending content, banking and insurance, etc.), it is vital for Orange to ensure that the entire data value chain is managed responsibly and that potential discriminatory biases are identified and eliminated.

The audit, carried out by Bureau Veritas, assessed Orange for its actions aimed at designing, developing and using inclusive artificial intelligence to promote diversity and avoid risks of discrimination before awarding the certification.

The GEEIS-AI repository offers a way to raise awareness among the entire AI production chain, from design to operating the end product. In this way, a wide range of job lines and skills are at the service of the entire Orange ecosystem. This applies, in particular, to human resource management processes to guarantee they are not biased while encouraging diversity in AI job lines.

Elizabeth Tchoungui, Director of CSR, Diversity and Solidarity for Orange, declared: *"Orange is fully committed to contributing to the development of a society in which trust is a core value. We therefore stand by a responsible and inclusive vision for digital technology, to move towards a more open, fair and egalitarian society. Obtaining the GEEIS-AI label is part of this commitment for Orange."*

Obtaining the label also shows Orange's commitment to digital equality and represents a further step in this direction after signing the [International Charter for Inclusive AI](#). This Charter was launched on 21 April 2020 and aims to provide a point of reference for all companies committed to diversity and inclusion.

¹ GEEIS: Gender Equality European & International Standard – Artificial Intelligence

About Orange

Orange is one of the world's leading telecommunications carriers with a turnover of €42 billion in 2019 and 143,000 employees as at 30 September 2020, of which 83,000 are in France. The Group has a total customer base of 256 million customers worldwide at 30 September 2020, including 212 million mobile customers and 21 million fixed broadband customers. The Group is present in 26 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In December 2019, the Group presented its new "Engage 2025" strategic plan, which, guided by social and environmental accountability, aims to reinvent its operator model. While accelerating in growth areas and placing data and AI at the heart of its innovation model, the Group will be an attractive and responsible employer, adapted to emerging professions.

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

To find out more (online and via your mobile device), go to: www.orange.com, www.orange-business.com or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr).

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