



Press release

Paris, Tuesday, June 30, 2021

Orange Ventures invests in French online media outlet and content producer, Brut.

Orange Ventures, Orange's venture capital investment subsidiary, is investing in the media company Brut. as one of the main investors in a series C funding round of 75 million dollars. This new funding will help Brut to further its international ambitions.

Brut is a global media brand that creates digital video content for those aged 18-35 years. Brut publishes current topics every day in five languages on eight social media platforms with an international reach. It is the leading B Corp certified media company for its social and environmental commitments, governance and transparency to the public.

During this series C, Brut. raised a total of 75 million dollars from leading investors including Lupa Systems, Artemis, Tikehau Capital and Orange Ventures, as well as from its historic investors.

These additional funds will enable Brut. to accelerate and extend its activities to new markets such as the United States, India and Africa and to continue to diversify its content by placing emphasis on issues with cultural and social impact.

#### A large-scale investment which confirms Orange Ventures' ambitions

Orange Ventures' investment strategy is based on the ambition to support future global technological champions such as Brut., to promote innovation in Africa and the Middle East and to contribute to the creation of new sustainable and responsible economic models.

Orange Ventures turned towards Brut for its innovative use of data at the heart of its production process, editorial know-how and global ecosystem creation projects including Brut.Media and Brut.X.

Present in 26 countries, including 18 in the Middle East and Africa, a region where Brut intends to accelerate its development, Orange will be able to generate new synergies with Brut on the African continent where the group has 124 million customers.

On the strength of previous editorial and commercial partnerships, Orange and Brut also share common values illustrated by Orange's 'Engage 2025' strategic plan, guided by social and environmental responsibility and placing data and AI at the heart of its innovation model.

Jérôme Berger, Chairman and Managing Partner of Orange Ventures commented: *"By investing in Brut. as lead investor in the series C round, Orange Ventures is confirming its ambition and establishing itself as one of the main venture capital players in Europe. Brut. is*

*a major media outlet and leader for the new generation with international resonance. We are proud to add this Next40 labeled start-up to our portfolio and to contribute to its international development.”*

*“I’m delighted to welcome Orange Ventures alongside Brut.’s new partners,” said Guillaume Lacroix, Brut. CEO. “All the investors recognize themselves in our values and are committed to supporting us in our mission to create a positive impact on new generations. Their expertise and experience will provide added value to Brut.’s global deployment and the leading services platform that we are building for creators, communities and brands.”*

**About Orange** Orange is one of the world’s leading telecommunications carriers with a turnover of €42.3 billion in 2020 and 142,000 employees as at March 31, 2021, of whom 82,000 are in France. The Group has a total customer base of 262 million customers worldwide at March 31, 2021, including 217 million mobile customers and 22 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](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com) or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr).

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#### **About Orange Ventures**

With €350 million in funds, Orange Ventures is dedicated to investing in innovative startups in Orange’s strategic fields of interest (Networks & IT, Digital Companies, Cybersecurity and Fintech) and beyond (Content and gaming, Consumer platforms, E-health). Orange Ventures also deploys initiatives dedicated to the Africa-Middle East region. Supported by the Orange Group, Orange Ventures offers the startups in which it invests access to the Group’s expertise and the possibility to put in place synergies with the Orange Group’s many sales units and its 262 million customers spread across 26 countries. For more information, visit [ventures.orange.com](http://ventures.orange.com) or follow us on Twitter @Orange\_DV

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