

# Change in reporting for B2B in France

**Presentation to analysts**

March 24<sup>th</sup>, 2017



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# Improving our global value proposition for key B2B customer benefits

## Improve salesforce performance



- Provide quick access to catalogs and tools like CRM & Business Intelligence
- Simplify sales processes by dematerializing contracts

## Increase productivity of field operations



- Plan interventions based on team availability and skills
- Facilitate real-time communications between a manager and his teams, and track their interventions

## Provide employees with a flexible workspace



- Facilitate the responsiveness of employees in any situation
- Integrate their tools and habits with the company's ecosystem
- Simplify their tasks with multi-device applications

## Why are we changing reporting for B2B in France ?

**Better focus on B2B customer needs  
with efforts on convergence (IT, fixed, mobile)**

**Better alignment between management focus and reporting**

**Better insights on Orange performance for market participants**

**No impact on Group consolidated figures**

# Reallocating customers, revenues and OPEX between France and Enterprise segments

## Before

	Fixed	Mobile
Large accounts	Mostly Enterprise	France
B2B > 50 employees	Mostly Enterprise	France
B2B < 50 employees	Mostly France	France



## After

	Fixed	Mobile
Large accounts	Enterprise	Enterprise
B2B > 50 employees	Enterprise	Enterprise
B2B < 50 employees	France	France

**France**



- 2.7m mobile contract lines (excl.M2M)
- 5.7m M2M lines
- 262k BB lines

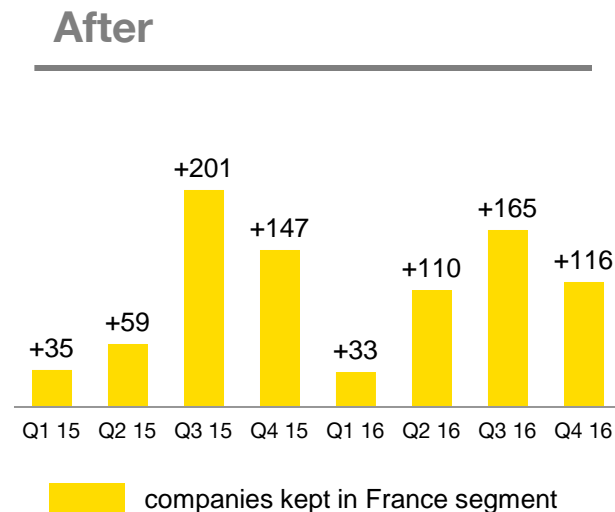
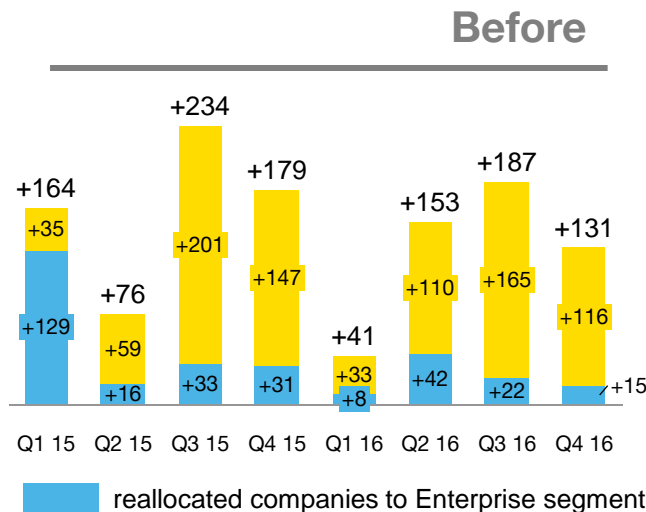


**transferred to Enterprise**

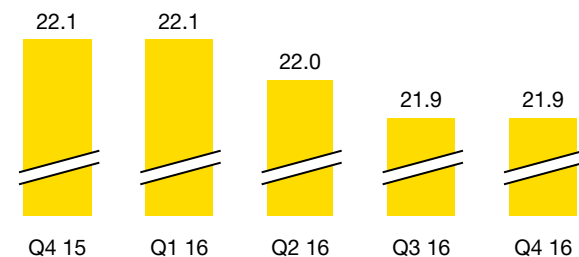
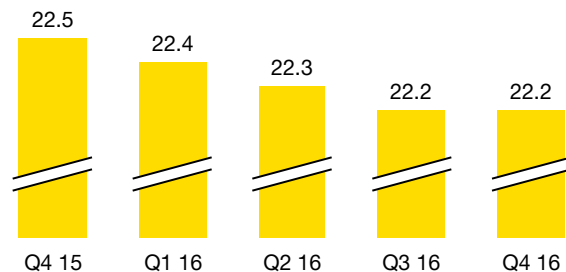
+ other marginal reallocations of customers between France and Enterprise.

# Impact on France mobile KPIs

**Mobile contract net adds (excl. M2M)**  
in '000s

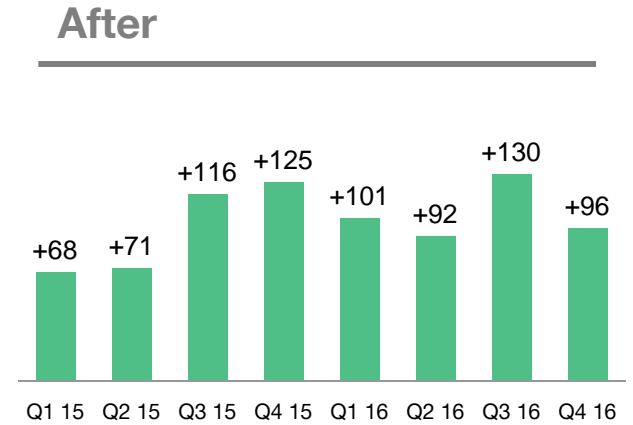
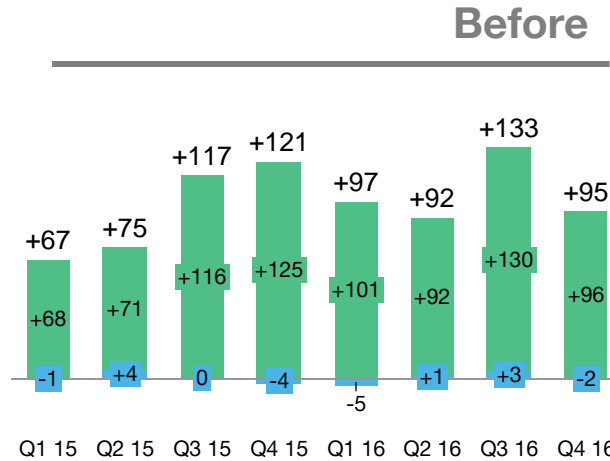


**Mobile ARPU**  
12 months rolling,  
€/month



# Impact on France broadband KPIs

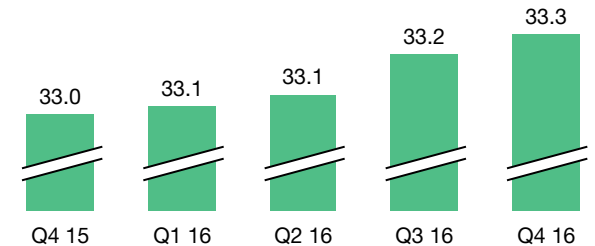
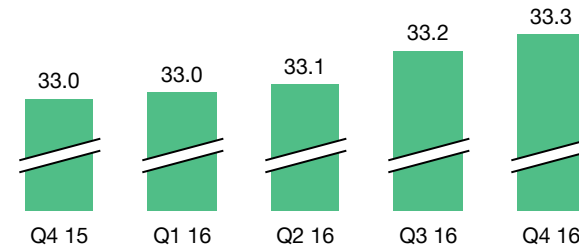
**BB contract net adds (excl. M2M)**  
in '000s



reallocated companies to Enterprise segment

companies kept in France segment

**BB ARPU**  
12 months rolling,  
€/month



# Impact on France and Enterprise financials

		Old		New		Change	
		2015cb	2016	2015cb	2016	2015cb	2016
Revenues	France	19,154	18,969	18,117	17,945	(1,037)	(1,024)
	Enterprise	6,351	6,398	7,325	7,353	974	955
	Elimination	(2,087)	(2,047)	(2,024)	(1,978)	63	69
OPEX	France	(12,057)	(11,835)	(11,357)	(11,139)	700	696
	Enterprise	(5,412)	(5,384)	(6,049)	(6,011)	(637)	(627)
	Elimination	2,087	2,047	2,024	1,978	(63)	(69)
Adjusted EBITDA	France	7,097	7,134	6,760	6,806	(337)	(328)
	Enterprise	939	1,014	1,276	1,342	337	328



## **Additional KPIs will be provided for the French market as a whole**

**We will keep on providing each quarter for the French market as a whole (B2C + B2B):**

- Mobile contract net adds excl.M2M with estimated volume market share
- ADSL and FTTH net adds with estimated broadband market share and share of net adds

# Q&A

