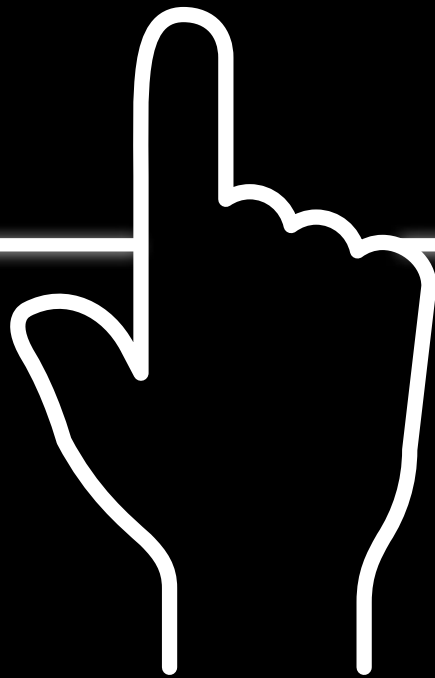


Orange
at the heart of the
mobile applications ecosystem

For a richer digital life

LeWeb'11 - social local mobile



editorial

More than 600,000 apps are available today worldwide and according to Flurry, App Store and Android Market alone, smartphone and tablet users downloaded nearly 10 billion applications in 2011. In Europe, smartphones today account for 30% of the Orange devices base, compared to 7% in 2009, and is expected to reach 45% by 2013. The applications market is booming, and going from strength to strength as customers have embraced this new phenomenon, because it satisfies demand from mobile customers.

In the face of this explosion in applications and all of the choice this brings the challenge for customers to find the best application when there are lots of similar ones available, and developers who are finding it hard to make their apps stand out from the crowd. *«Where can I find the best apps for me and my mobile?», «Who can I turn to for reliable advice?»*

Orange is the digital coach for all its customers, consumers, professionals and enterprises, and helps them in the discovery, downloading and regular use of their preferred applications. *«At Orange, we want to guide all our customers to ensure they have the best possible experience, whatever their choice of handset. We advise first time smartphone users, guiding each user through the jungle of applications and helping them choose the products and services that are really suited to their needs, and enabling them to make their purchases by a simple click, straight to their Orange bill. Finally, offering everyone a richer digital life in all its dimensions - social, local and mobile»* Paul-François Fournier, Executive Vice President of Orange Technocentre.

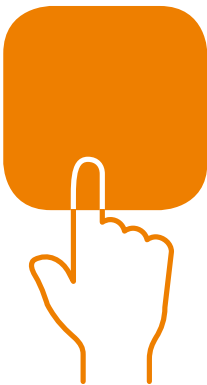
To facilitate access to its services, Orange offers a rich and varied choice of applications and adopts an innovative

marketing approach by designing them with its customers. This was the case for one of its leading applications, Your Orange, designed to enable users to manage their accounts with peace of mind while offering easier access to the world of Orange.

In general terms, Orange seeks to make its customers' discovery and purchase of the best apps on the market easier. In each country, Orange offers them a local selection of high quality applications accessible from its mobile portals, Orange App Shop, but also through exclusive spaces in Microsoft Marketplace and Nokia Store.

The abundance of applications makes it more difficult for developers, who are now competing in a very crowded marketplace. *«How can I promote my application and make it stand out?», «What is the best way to reach the right people who will use my app regularly?»*... Through its Orange Partner programme, Orange gives all mobile app developers the opportunity to market their applications to all the Group's customers.

Orange has created the best experience for its customers so they can enjoy a different, easy and practical applications experience, by setting up special links with all businesses involved.



contents

Today Orange is a leading world telecommunications operator backed by over 216 million customers, 158 million of them for mobile services, in 36 countries worldwide.

Eager to serve everybody, Orange helps all its customers to adopt the best

possible use of their smartphone or tablet. It has a complete approach so that its customers can maximise benefit from their applications, giving them a richer local and mobile daily digital life. Creator of both content and services, Orange also guides its customers in trying out the best applications edited by its partners.

Discover, communicate, amuse yourself... and work more effectively –
A stroll through the heart of some of Orange's leading apps

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Discover the Orange applications

A stroll through the heart of some of Orange's leading apps

Orange is the no. 1 operator in developing its own applications for use in a wide range of circumstances, so that its customers can get the most out of their devices and can:

- Connect more easily
- Communicate and socialise
- Amuse themselves any time
- Take advantage of their Orange services while on the move and at home
- Be rewarded for loyalty
- Work more effectively when travelling

key figures

- A range of over **60** applications spread among fifteen countries
- **Already installed** in the majority of Orange mobiles or downloadable from all applications stores
- Almost **20 million** downloads
- **80%** growth in the number of downloads over the **first 9 months of 2011**

Focus on some of these applications

Orange closer to its customers with Your Orange, an example of co-creation

Faced with a huge choice of applications Orange can help customers by being their personal digital coach, involving them fully in the co-creation of new services with a view to improving the experience of their Orange world. This underpins Your Orange. An Orange application, created for its customers and with its customers.

Orange invited several customers, who were members of the Lab'Orange community with more or less IT experience, to take part in the adventure. For several months starting in November 2010, a number of co-creation sessions and workshops were organised.



Lab'Orange, a dialogue and exchange programme between Orange and its customers, is supported by a community of more than 35,000 customers who have volunteered to co-innovate with Orange. They enable Orange to interact directly with users at all stages of the innovation process: from exploration of needs and expectations to generating ideas, practical testing and sales launch.

Instructions for use



Stage 1: what do Orange's customers really want?

Firstly Orange needed to understand its customers' needs, what they really wanted from the interaction with their operator: a clearer view of the services they wanted to access via their mobile phone, including some which they often do not know, but

also the need for a human contact for more important issues, how they would like to be rewarded for their loyalty and be guided to find out about relevant applications which are not always easy to find...

Stage 2: and what content in practice?

The next phase consisted in developing the details of the concept, imagining what customers would want to include in their new Your Orange application. All

participants worked together, sharing their ideas and developing very simple prototypes on paper so as to identify and prioritise whatever was most important for them.

Stage 3: what were the results?

The project's participants, Orange staff and customers all praised this co-creation

approach, which led to results tailored to the actual desires of future users.

→ Here is the result of this joint effort.



Your Orange

A free application enabling Orange customers to understand and manage all their account details directly from their mobile in an efficient and easy manner. Customers can track their consumption, top up their account, take out options, find out about special offers, access Orange help, and also discovering all the applications published by Orange with

just one click. The resulting improvement to their patterns of use and their Orange experience leads to a closer and more fruitful relationship with their operator.

The application is already launched in Spain, France, Switzerland, the Dominican Republic, Romania and UK for iPhone, Android, Windows Phone 7 and BlackBerry.



→ Already used by over 2.5 million customers in 6 countries

→ Progressively available in each country on all platforms

But also...



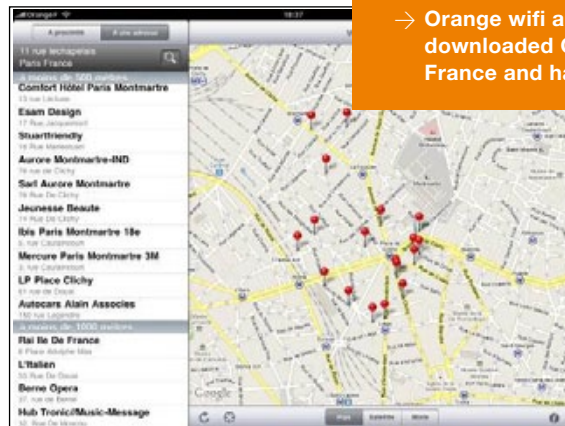
Orange wifi application

An application that facilitates WiFi Internet access both at home and when travelling, on their smartphone or tablet (iPhone, iPad, Android, Windows Phone 7). The application will locate neighbouring

WiFi hotspots hosted by Orange and its partners, see them on a map, enable click to connect to any Orange hotspot, and provide a simplified connection to Wi-Fi boxes at home, in the office or with friends.

→ Currently available in France and UK.

→ Orange wifi application is the 5th most downloaded Orange application in France and has the most active users.



Orange TV

The first Orange application, was first published in 2007 and enables a simple and intuitive TV experience but also includes some additional services such as TV guide

catch-up TV, all available on smartphone (iPhone, Android, Bada, Symbian, BlackBerry and Windows Phone 7) or tablet.

→ Available in Belgium, Spain, France, Réunion, Moldavia, Poland, Portugal, Romania and Switzerland.

→ The leading Orange application in France on App Store and no.2 on Android Market, with over 2.5 million downloads.



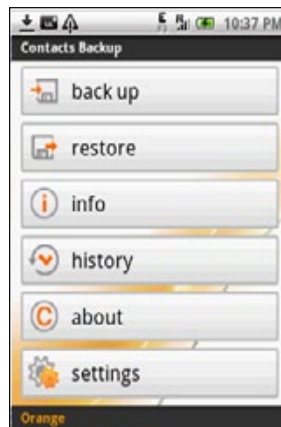
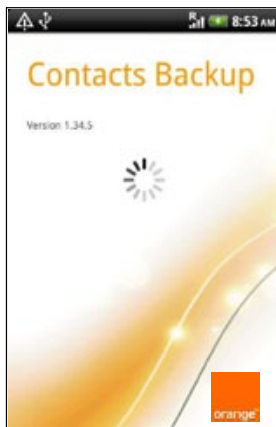
But also...



Contacts Backup

A must-have free application that enables users to easily save their phone contacts in complete security, and to retrieve them when they change their mobile phone or replace a lost or stolen phone. This service is

compatible with most smartphones: iPhone, Android, Nokia, BlackBerry, Windows Phone 7, Java. The application can also backup calendar and SMS messages, depending on the device compatibility.



→ More than 200,000 contact backups performed every month.

→ Available in France, Poland and UK.



Orange Wednesdays

After the success of Orange Wednesdays in the UK, Orange has launched Orange Cinéday this year in France. This means that Orange customers can take a friend to see a free movie every wednesday.

Orange has developed a special app to read film critics reviews, choose films, select the showing and obtain a personal special code for 2 for 1 cinema tickets.



→ Launched in France, Luxembourg, Dominican Republic, Romania and UK

→ On Android, BlackBerry, iOS, Symbian and Windows Phone 7

→ Nearly 2 million downloads on Android and iOS in the UK

But also...



Do Some Good

The Do Some Good application is an original initiative that allows anyone, whether or not an Orange customer, to do small charitable acts from anywhere, using their mobile, and to be rewarded for it. Waiting for the bus, before the start of a TV programme, in a waiting room... even 5 minutes can make a difference.

After 4 hours of total assistance, participants receive a free concert ticket supplied by Orange RockCorps.

Currently distributed in the UK, this app is an example of Orange's desire to make a real difference in its Corporate Social Responsibility, and to get as many people as possible involved.

Have you got 5 minutes to do some good?

Instructions:

- Users browse the day's list of actions offered by charities
- They complete one of them in 5 minutes such as responding to a health survey or taking photos of areas needing renovation etc
- They can track the beneficial impact under the section «My profile»
- They can send their favourite actions to others via Facebook, Twitter or email
- Having completed 4 hours of charitable actions, participants receive their free concert ticket via Orange RockCorps



- Available in UK via Android, BlackBerry, iOS and Symbian.
- A weeks after launch, the app had already been downloaded over 20,000 times.
- 27,500 actions have already been completed representing more than 2,000 hours of charitable work performed by 16,400 people.
- The app recently won the bronze prize for Best Green Cross Platform Digital Media Solution at the International Green Awards

But also...



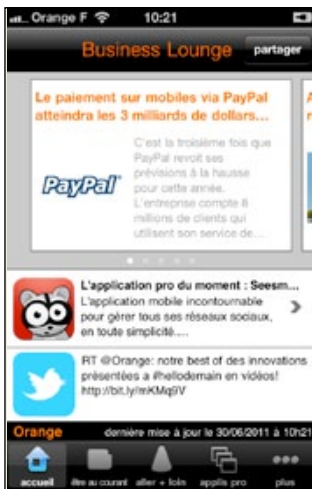
Business Lounge

This is a new entirely mobile and business application, which supports professionals helping them to stay up to date on the latest mobile technologies.

Via a simple and intuitive interface, this information channel has three sections as follows:

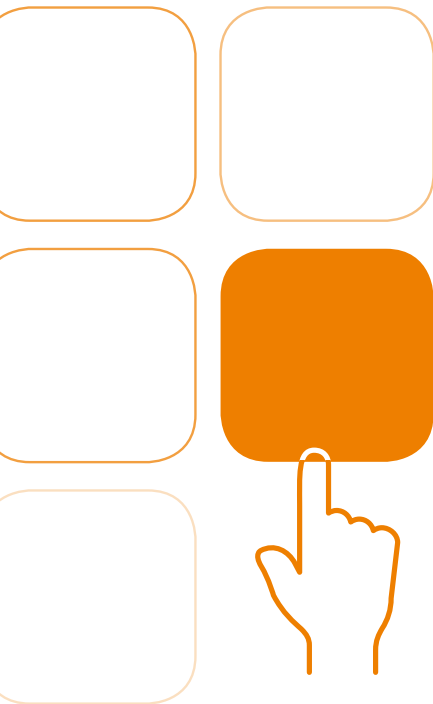
- «*Etre au courant*» (stay tuned) which covers a selection of key news from partner media aimed for professionals,
- «*Aller plus loin*» (go further): this gives details of the latest IT, telecoms and social media technologies on the market,
- «*Pratique*» (practical): this is to find out about the latest professional services available for mobiles and tips to boost efficiency,

Launched in France in November 2011, this app can be downloaded free of charge from App Store and Android Market.



→ A few days after its App Store launch, Business Lounge was 17th in the overall top 25 free apps, and 2nd in the «économie et entreprise» (business and finance) category.

Discover and download easily via Orange Selection



In addition to its role as content aggregator and distributor, Orange also guides its customers in finding out about the best of its partners' mobile applications.

Don't go waste time searching for an app, find them easily with Orange Selection

Orange offers a choice of around 100 relevant and high quality applications per country, via its mobile portals, Orange App Shop or a selection from partner stores.

Every Orange customer thus has access to high quality content via various channels as well as Orange customer service:

- **Orange App Shop**, pre-installed and directly accessible from the home page of more than 4 million mobiles for over 40 Orange references under Android, Java and Symbian in France, UK and Romania.
- On **Windows Phone Marketplace**, in France and UK.
- On **Nokia Store** for Symbian 3 mobiles, in France, UK and Austria, and soon in Egypt.
- And on the **Orange Mobile Portal**, in many countries since 2004.

Backed by partnerships with Microsoft and Nokia, Orange customers can purchase any content currently available in Microsoft's Marketplace (France and UK) and Nokia Store (Austria, France and UK) directly from their mobile invoice. Orange customers have exclusive access to Orange Selection, which has a choice of local apps chosen and promoted by a Shop Manager in each country.

This simple experience also ensures that developers have better visibility because they are brought to the attention of millions of Orange customers and presented in a dedicated channel.

In 2012, Orange will continue to help its customers to discover new applications with web and mobile recommendation services combining editorial, social and personal recommendations. Selected for each country, relevant for each profile, these applications will be adapted to the tastes and needs of each user.

With Orange, customers won't waste more time searching, they will find the most appropriate applications.

Imagine, design, test, distribute, promote...

Orange is close to app developers and publishers at every stage, with Orange Partner

Orange Partner is the Group's program for application developers and partners who want to work with Orange and want a route to offer customers a rich and different experience of digital life.

Working with businesses of various sizes, ranging from independent developers, IT services firms, digital agencies, major brands and internet providers, and even other telecoms operators, Orange Partner also leverages the Group's strategic and industrial partnerships.

Orange Partner shares Orange's market knowledge at events, workshops and webinars and via its website, to enable its partners to target their distribution more effectively.

In its role as digital coach for its customers, Orange is actively involved in the ecosystem and has built strong relationships with developers and partners. Orange Partner offers to distribute and promote their services to Orange customers, to integrate APIs to differentiate their applications, anticipate new technologies and innovate with Orange.



key figures

- Launched in 2004, Orange Partner brings together **over 12,000 contacts** who occupy an essential position at the heart of the mobile ecosystem.
- **400 already referenced partners** to distribute their applications via Orange.

- **An international presence** through the Orange Partner Centres where developers can meet, be helped or test their apps. This is already the case in Canada, China, the United States, Israel, UK and Tunisia.
- **A priority link** with the Orange Technocentre for open innovation with its partners.

Orange Partner teams do everything to ensure the success of any project aimed at offering Orange customers a richer digital life. Orange is thus the favourite meeting place for a large range of contacts including high-tech or services partners, developers and content suppliers (companies, organisations or start-ups), and students, universities etc.

How to distribute your mobile applications via Orange

With the support of Orange Partner, producers of apps who want to work with Orange have a complete range of services at their disposal. All they have to do is to register on www.orangepartner.com where they can submit their applications, choose their target markets, take advantage of recommendations and quality tests from experts, monitor the commercial launch of their application, its sales and number of downloads, and receive the resulting payments. In this way they can keep up to date on their project as it advances step by step.

Sharing Orange expertise and experience with its business partners

Exchanging knowledge and experience

Orange Partner provides both commercial and technical support for application developers by giving them market knowledge and customer expectations in all relevant countries. Orange Partner regularly meets them during events where it gives them all information they need to succeed.

As a leading innovative player, Orange also gives its application developers in-depth details about specific technical smartphone features or useful information received from its various business partners including software producers and suppliers.

Lastly, Orange assists them in all submission and approval steps of their projects.

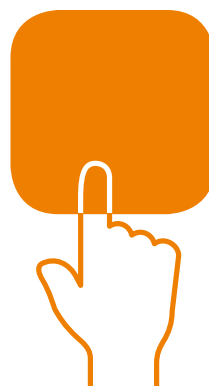
Orange Partner also represents an opportunity for business partners to share Orange's technological expertise and to participate in the company's innovative projects. Orange helps them to understand new technologies and to imagine new uses via NFC, LTE, HTML5 and above all other devices such as tablets, PCs and TV of-course!

Orange Partner relies on Orange's entire innovation chain

Working closely with R&D staff and its technology partners, Orange Partner puts the partners in contact with local Orange staff even letting them test their applications under real conditions on Orange networks and mobiles.

Via Orange Partner, Orange offers content providers the opportunity to distribute their apps on the various platforms and, as and when they become available, to distribute them in Orange's countries.





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