



press release
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Orange Business Services achieves strong growth in the Middle East in 2011 and prioritises smart cities and cloud computing services in 2012

Global CEO emphasises success of conquests 2015 strategy at Orange Business Services EEMEA regional conference in Abu Dhabi

Orange Business Services, the business services arm of France Telecom and one of the Middle East's major ICT employers, has outlined its strategy for the Middle East region at a conference held in Abu Dhabi, following a strong performance in 2011 in which the regional business registered high double-digit revenue growth.

Strong network contract renewals, an increasingly diversified customer base with 10 new customers, and a focus on core services and strategic markets all contributed to the 2011 success. According to Vivek Badrinath, CEO, Orange Business Services, the organisation is on track to achieve the stated global objectives through its conquests 2015 strategy launched last year, specifically generating 1 billion euros in revenues in emerging markets.

Addressing the Orange Business Services regional conference in Abu Dhabi, Badrinath emphasised the exciting energy in the region: "The Middle East business produced fantastic results in 2011, especially considering the challenging economic conditions. Our customer loyalty and customer satisfaction ratings remain very high and this is reflected in the successful network contract renewals in 2011. These, together with the new customer wins in 2011, mean we now have high expectations for 2012 with a clear focus on network connectivity and increasingly managed services, cloud-based services through our own cloud VPN, and smart cities."

Orange Business Services has 2,000 people working on the B2B market in Middle East and Africa to support its 2012 ambitions. Smart Cities – a segment of business that is distinctive to the Middle East – will continue to be an area of focus and especially in Saudi Arabia, which has been identified as a key strategic market. "The Middle East team is at the forefront of Orange Business Services' work in Smart Cities worldwide, and we are already winning consultancy assignments and project management contracts for some of the largest and most prestigious new developments in the Kingdom," added Badrinath.

Orange Business Services continued to diversify its Middle East business in 2011 with the first wins in the media sector (OSN in Dubai) and the first cloud computing contract in Saudi Arabia, during 2011.

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Notes to editors

About Orange Business Services

Orange Business Services, the France Telecom-Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in 166. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services is a four-time winner of Best Global Operator at the World Communication Awards. Learn more at www.orange-business.com

France Telecom-Orange is one of the world's leading telecommunications operators with 170,000 employees worldwide and sales of 22.6 billion euros in the first semester 2011. Orange is the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

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