



press release  
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## **Vivek Badrinath named CEO of Orange Business Services**

Following the February 25 unveiling of the France Telecom Group's new management team, Vivek Badrinath, 40 years old, an Ecole Polytechnique –Télécom (Paris) graduate, assumes today his new responsibilities as executive vice president in charge of Enterprise Communication Services, grouping Orange Business Services and the Enterprise Line of Business. Based in Paris, Vivek Badrinath will report to Stéphane Richard, chief executive officer of France Telecom-Orange, and will be a member of the Group's Executive Committee.

Most recently Vivek Badrinath was executive vice president in charge of the Networks and Operators division of France Telecom. In this position, he led, among others, the enhancement of the Orange Business Services network, particularly in Asia Pacific, Latin America and Middle East. As a result of those significant upgrades, the network is now cloud-ready, capable of handling in-the-cloud "as a service" applications and security as well as converged voice, video and telepresence services.

"I look forward to drive further the rich tradition at Orange Business Services of superior customer service, network strength, and services and solutions innovation," said Vivek Badrinath, chief executive officer, Orange Business Services. "Leveraging its customer centric model, Orange Business Services has understood the evolving business needs of global enterprises. Orange aims to provide businesses with simpler, safer and more flexible services at an international scale, in areas such as real-time applications, collaboration, security, infrastructure, and vertical solutions."

Building on a 17 years experience in the telecom industry, Badrinath brings strong international, innovation and customer service expertise. After beginning his career at the French Ministry of Industry in 1992, Vivek joined the Group's Long Distance Networks Department in 1996 before moving to be CEO of Thomson India in 2000. He returned to the Group as chief technical officer of Orange in 2004.

With services available in 220 countries & territories and a local presence in 166, Orange Business Services is the global market leader for communication solutions to businesses, awarded in 2010 for the fourth consecutive year "Best Global Operator" by the World Communication Awards. The Enterprise Line of Business strengthens Orange's offers to businesses by coordinating the deployment of the enterprise portfolio in the 32 countries where the Group has a strong domestic presence.





## About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 131.8 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2009, France Telecom had consolidated sales of 50.9 billion euros, including its activities in the United Kingdom, and at Dec. 31, 2009, the Group had a customer base of almost 193 million customers in 32 countries. These include 132.6 million mobile customers and 13.5 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

*For more information (on the Internet and on your mobile): [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com), [www.orange-innovation.tv](http://www.orange-innovation.tv)*

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