

bienvenidos



Didier Lombard

Chairman and Chief Executive Officer
France Telecom Group





orange™

agenda

- where do we come from?
- why do we believe in convergence?
- benefiting from one of the most admired brands: Orange
- at the forefront of convergence in Spain

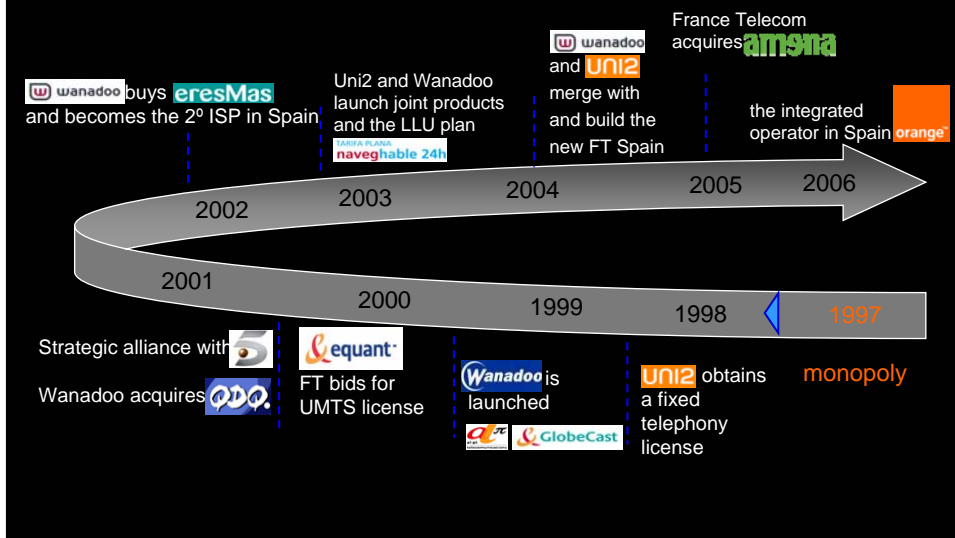


orange

where do we come from?

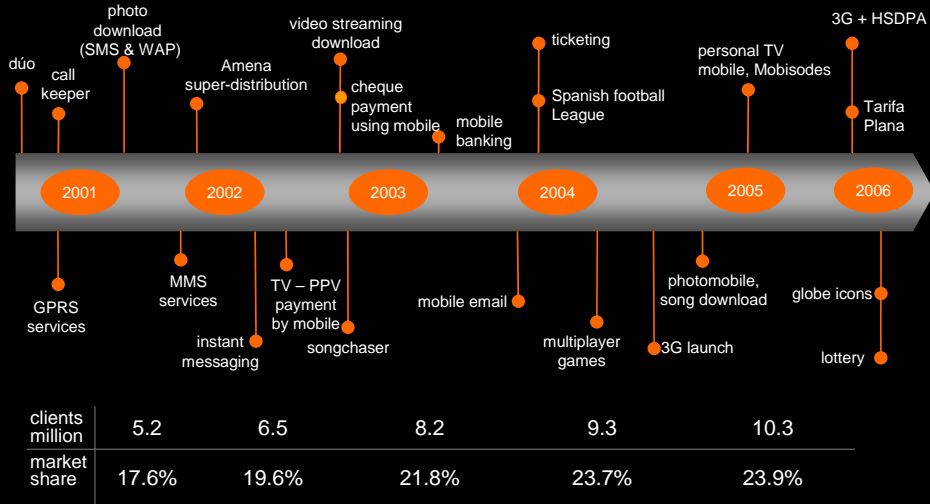


France Telecom in Spain 1998 to 2006

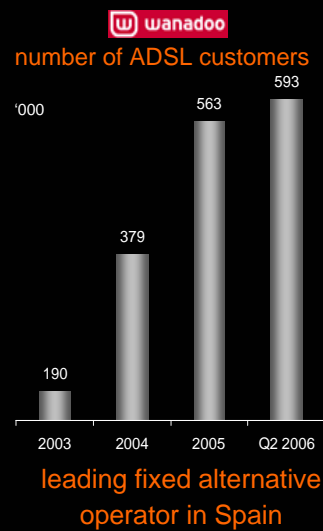
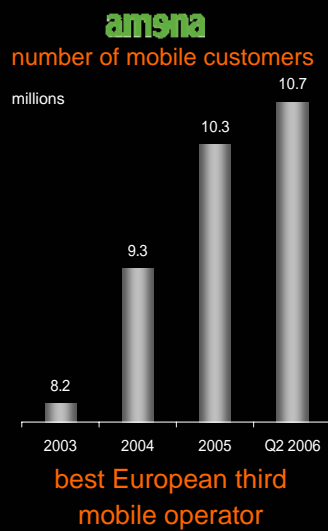


Amena's success story

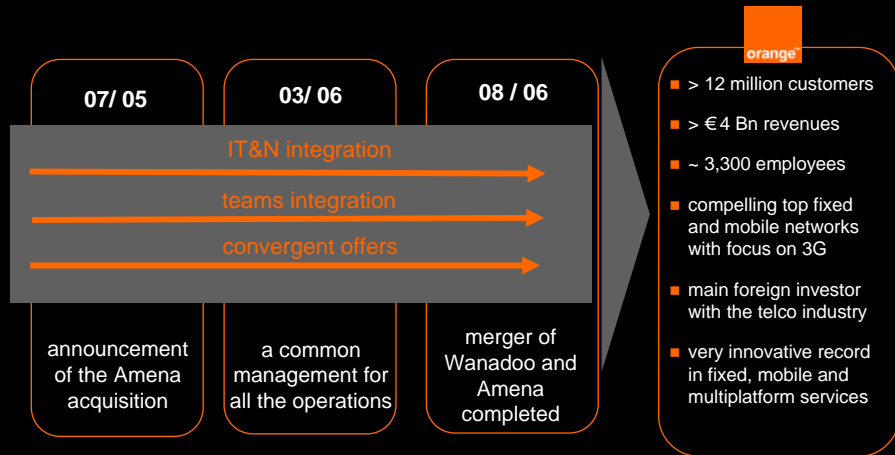
innovation leadership



building on two success stories in Spain



creating an integrated operator in Spain



unique integrated operator with a single brand in Spain

why do we believe in convergence?



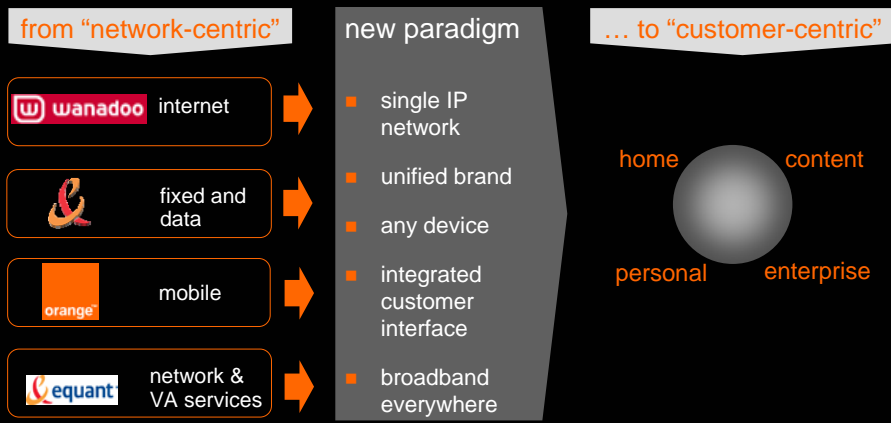
while others are still reviewing their options...

- «pure player» model's viability?
- voice over IP on PC's future?
- broadening its services portfolio?



France Telecom at the forefront of convergence

focused on the customer, with convergent services under a single brand



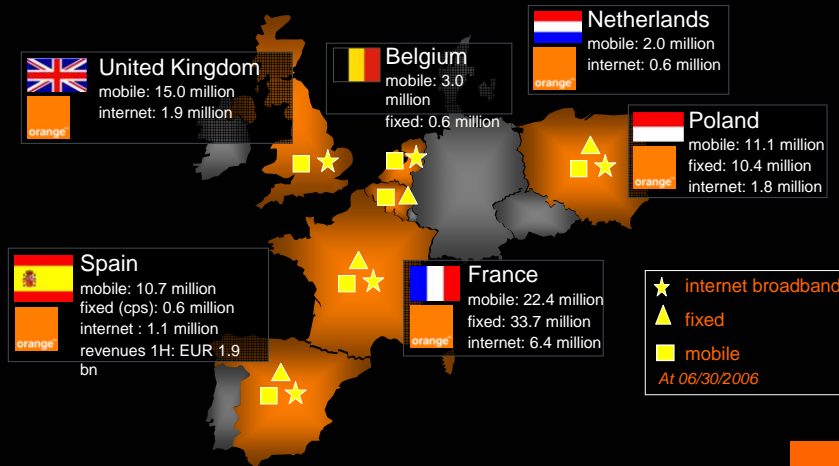
meeting customers' expectations requires being integrated

customers' expectation: a ubiquitous telecom universe	business implication : a ubiquitous service
everything	fixed & mobile broadband with all content: voice, TV, music, email, etc
everywhere	fixed and mobile connections
anytime	own platforms and networks for quality of service & security
seamlessly	integrated systems, processes & customer experience

convergence is about all communication needs



consumer market: we lead the convergence in Europe



→ Spain: a new platform for the launch of convergent offers



convergence is also critical to business market

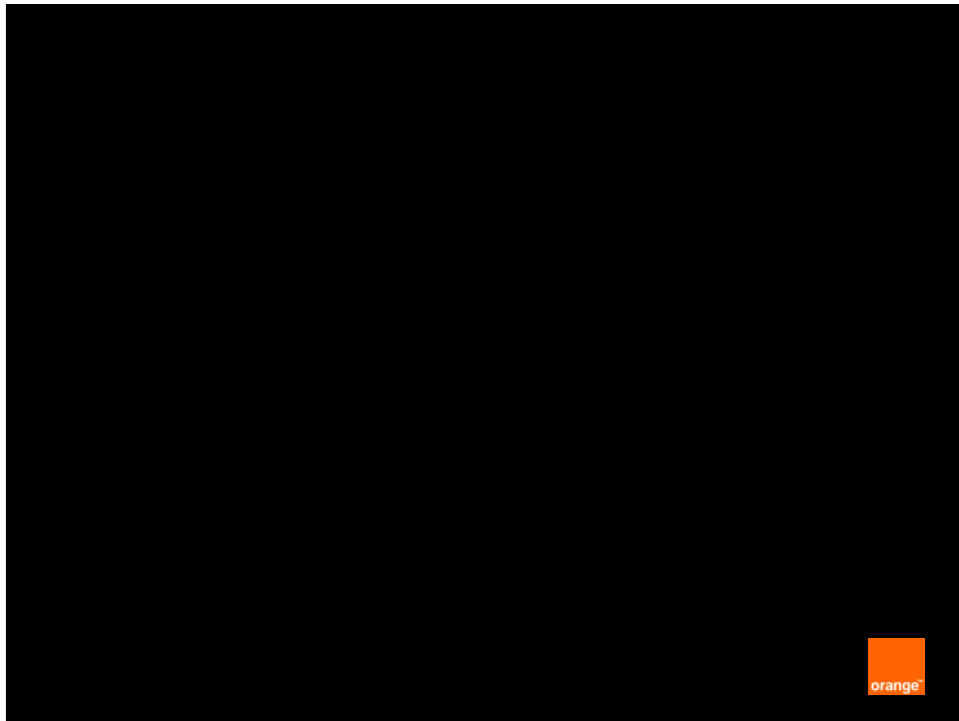
- business customers want to remove boundaries and create new opportunities with convergent services
- Orange Business Services is a leading convergent enabler for enterprises, thanks to its unmatched capabilities:
 - 28 500 people in 166 countries
 - 3 750 multinational customers and 400,000 domestic business customers
 - the world's largest IP VPN, covering 220 countries and territories
 - one of the industry's broadest communications portfolio

- communications
- mobility
- telephony
- security
- collaboration
- applications
- customer experience
- outsourcing



convergence demands a single brand

- delivering the simple and clear experience customers want:
 - one-stop shop for a complete range of services
 - seamless, unified customer offer: mobile, fixed, broadband...



Sanjiv Ahuja

Chief Executive Officer
Orange



hello

- a new chapter in the Orange story
 - welcoming more than 12 million new customers in Spain
 - bringing to life France Telecom's vision for convergence



who we are

- one of the world's 100 most powerful and valuable brands
- keeping 149 million people in touch with the people and places that matter to them
- one-stop-shop for all communication needs



the number one choice

- being Orange helped us gain / maintain the number one position:
 - UK
 - France
 - Slovakia
 - Romania and...



Poland: one year on

- number 1 choice within a year
- 11.1 million customers
- 34% market share

transforming possibilities
for our customers



making a difference

- a compelling vision for the customer
- a powerful brand
- the infrastructure to deliver

transforming telecoms
for our customers



great customer experiences

- Orange is about people not technology
- focus on the customer experience
- for example: end-to-end music packages
 - partnership with Sony Ericsson on devices
 - exclusive content
 - first with innovation like full track downloads
 - wide choice (500,000 music tracks in UK)



with Orange, the future's open

- focus on the customer experience is the key to our success
- France Telecom's convergence strategy - opening up even more possibilities for our customers
- today is the first step of the journey

welcome to the open future

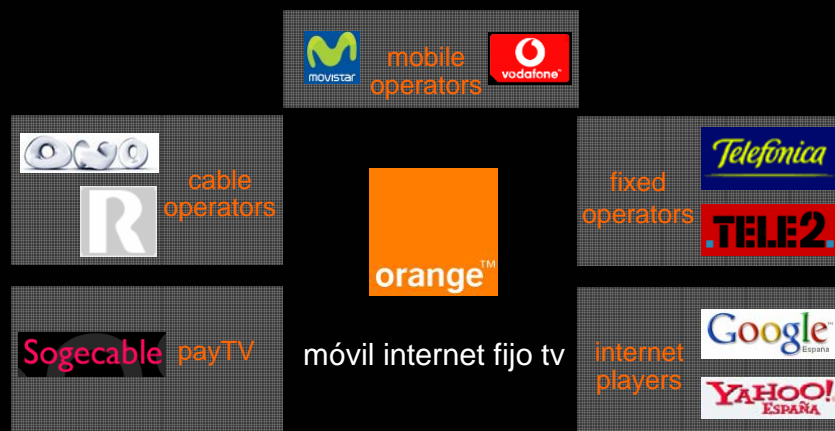


Orange launch in Spain

Belarmino García
Chief Executive Officer
France Telecom Spain



1st integrated operator in Spain



our goal: to be the best communication services provider in Spain

support elements of our vision

investment

- main foreign investor in the Spanish telco industry
- 68% UMTS coverage (74% by year end)
- 64% ULL coverage (#1 LLU player)

innovation

- 1st to launch convergent offers on leading product innovation heritage (fixed: dual-play / mobile: UMTS)
- R&D centers in Spain (Madrid and Barcelona)
- skill center of multiplatform services within the FT Group

customer focus

- leadership in overall customer satisfaction (source: internal survey)
- dramatically improved network coverage: best average of successful mobile calls in Spain (source: Ministry of Industry)

unique brand

- building on Amena and Wanadoo 'positive and high recognition'
- Orange launch as 'fijo_mobile_internet_tv' brand



our values

trusted

honest
straightforward
dynamic
friendly
refreshing

innovative

responsible



what are the benefits for the customers?

simplicity

- all services by a unique provider
- easy and ubiquity access
- simple tariffs schemes and abundance (ie.roaming)
- único de orange (2007)

proximity

- common contact number 1414
- unified portal, b2c orange.es b2borange-business.es
- single distribution channel
- integrated loyalty program on mobile, fixed and internet (2007)

innovation

- customer experience:
 - communication
 - infotainment
 - live service
- importing from the FT group:
 - sim plus
 - hd-iptv
- exporting to the FT Group
 - multiplatform services

simplicity

new products: convergent

Números Plus	Domingos Orange
1st integrated fixed-mobile service in Spain	1st weekly promotions on Orange fixed and mobile
<ul style="list-style-type: none"> ■ ADSL + national fixed calls + calls to 5 Orange mobile and vice versa ■ no extra costs, no worries on monthly bill ■ available for residential and business markets (Números Plus Enterprise) 	<ul style="list-style-type: none"> ■ Voice & Data weekly promotions to be enjoyed on Sunday ■ for fixed and mobile customers ■ new releases each week
october	november



simplicity

new products: mobile/fixed

mobile: Disfruta	fixed: Orange TV
<p>Orange</p> <p>3 different tariffs designed to enjoy what you value</p> <ul style="list-style-type: none"> enjoy your moments: free calls to fixed and mobile numbers 2 hours a day enjoy your weekends: free calls to fixed and mobile numbers during the weekends enjoy your hobbies: music 	<p>key element to provide quadruple-play services</p> <ul style="list-style-type: none"> more than 4 million households covered more than 50 channels VoD service included
<p>november</p>	<p>october</p>



simplicity

new products: enterprise

Números Plus Enterprise	Broadband with Business	other
<p>1st convergent service for the business market</p> <ul style="list-style-type: none"> ADSL + fixed calls... + calls to 5 Orange mobile and viceversa multiline capabilities no extra costs, no worries on monthly bill 	<p>Everywhere</p> <p>a step ahead in broadband connectivity</p> <ul style="list-style-type: none"> wireless broadband access proprietary software. No configuration required easy automatic access with one click flexible tariffs for heavy and sporadic users 	<p>new services to be added to current portfolio</p> <ul style="list-style-type: none"> new mobile flat rates: <ul style="list-style-type: none"> to frequent numbers to fixed numbers mobile 'per second billing' tariff prepaid card for Enterprise
<p>november</p>	<p>october</p>	



simplicity único de Orange

create a new category in telephony: one single phone,
fixed and mobile

customer proposition

- unlimited calls to fixed and Orange mobile phones from home 24/7
- only one handset
- a single number, the mobile number
- a unique voice mail
- a unique contact book
- handover for call started at home (the call automatically switches to the Orange mobile network)

december



proximity point of sale

- over 4,000 point of sales in Spain
 - over 2,000 specialized shops
 - all major big retailers such as El Corte Inglés, Media Markt, Carrefour, Alcampo, The Phone House, etc.
- new Orange shop concept
 - nearly 3,000 tomorrow. All of them will be changed by year end
 - open and friendly and inviting to touch and try Orange offer
 - integrated offer in most of them: fixed-mobile-internet-TV



proximity

Orange in internet

- www.orange.es the leading Spanish portal network
 - more than 37 million monthly unique users (7M in Spain)
 - largest offer of content and services, totally rebranded
 - e-mail users will keep its former accounts and could migrate to Orange e-mail address when they want
 - development of converged services: e-mail, address book, bajacanciones
 - e-care zone (customer care)
 - e-shop to be developed as key distribution channel for communication product and services



innovation

at the cutting edge of services

SIM Plus	Orange World	other
1st SIM card with memory storage	the exclusive wap portal for the best content	full range of new services
<ul style="list-style-type: none"> ■ special SIM card with extra memory capacity ■ it allows mp3, photo, video... storage ■ memory can be extended ■ in an attractive bundle: <ul style="list-style-type: none"> - SIM Plus card - handset with photo, video and mp3 - multimedia contents 	<ul style="list-style-type: none"> ■ available for Orange clients exclusively ■ largest content offer from Orange..: <ul style="list-style-type: none"> - info: news, sports... - content: music, games... - services: chat, photo... ■ and third media partners: <ul style="list-style-type: none"> - Prisa Group - MTV... 	<ul style="list-style-type: none"> ■ HD-IPTV: launching trials ■ Livebox ■ unique address book ■ new music services (pc-mobile)
december	october	





Business Services

new products

IP Telephony + Mobile	international VPN & Roaming for Business
1st ToIP service pricing by extension + mobile traffic	leveraging on our global footprint to create value
<ul style="list-style-type: none"> ■ 1st convergent tariff in the market that will become total service convergent soon (integrated address book, unified voice mail...) ■ it joins ToIP with VPN service for mobiles ■ quote by fixed extension including national fixed traffic and to company's mobiles ■ quote by mobile extension including all calls to company's fixed and mobile numbers 	<ul style="list-style-type: none"> ■ international VPN: special tariffs for multinationals with workforce in different countries ■ roaming for Business: preferred tariffs for international calls and roaming ■ Freemove International Connect

november

november



conclusion: build the best communication services provider for the Residential and Enterprise market

- 1st integrated operator of the market leveraging on existing Amena and Wanadoo solid assets and fundamentals
- building on key four pillars by:
 - being the main investor in alternative infrastructure
 - leading innovation within the sector in a multiplatform environment as in the last 5 years
 - improving customer satisfaction as 'best-in-class'
 - developing Orange brand positioning and awareness on our values
- creating value for the customer through; 'simplicity', 'proximity' and 'innovation' as the axis of our strategy
- Orange will be the best and main alternative player in all markets and segments of the industry



orange

spot release

'life is better when the world is open to
you being closer to the things you really
value'



