



Orange shows corporate responsibility with its new eco-citizen offers

- “Les Occasions” (Pre-owned Bargains): a range of pre-owned telephones with prices starting at €25*
- “Seconde Vie Mobile” (Mobile Second Life): a collection program that exchanges a gift voucher of up to €70 for a working mobile phone

“Les Occasions”, a range of pre-owned mobiles available from Orange stores

Orange has been selling pre-owned mobile telephones in all its French stores since 18 June 2009, after trialling the offer in 70 stores in western France.

There is a large selection of simple to upper range mobiles available at attractive prices (without contract) across three categories of handset:

- voice/sms at €25
- 2G multimedia at €45
- 3G multimedia at €95.

To accompany Orange’s special RSA special tariff plan (the rate for those receiving income support), pre-owned phones will also be available at €10*.

All these reconditioned handsets will be supplied with charger, battery and earpiece, and will carry a 6 month guarantee.

“Seconde Vie Mobile” saves money and the environment

Orange has also set up the “Seconde Vie Mobile” program which in the long run will act as supplier to the pre-owned mobile market. Any mobile phone owner, whether an Orange customer or not, will be able to bring their used mobile to an Orange store in France. Customers are invited to log on to www.agir-reflexesverts.orange.fr in order to establish the value of their phone. If the phone is acceptable, the owner will receive a gift voucher¹ worth €30 to €70 for use in Orange stores. For each gift voucher issued, Orange will also make a €5 payment to the Emmaüs International association, contributing to the collection and recycling of old mobile phones in Africa. If the mobile is not suitable for the program, Orange will recycle it.

This offer complements the system Orange set up on 5 March 2009 to encourage customers to keep their current mobile and so limit their environmental impact, whereby a €40 voucher is given to customers who keep their mobile when renewing. Here too Orange makes an additional €5 payment, this time to the WWF.

Three new offers to empower the French consumer

Click

Orange’s Click offer is available exclusively through the Orange.fr portal, with a range of three mobile tariffs that start at €18 a month and very advantageous voice and SMS rates. Orange will apply a 20% discount² to these tariffs for “familles nombreuses” (large families) and job-seekers.

RSA special tariff plan

Since 12 May recipients of income support can sign up to the RSA special tariff plan that is available throughout France. This open tariff includes 40 minutes of call time to French mobiles and landlines and 40 SMS messages within France for €10 per month³.

Offers for younger and older customers

Orange also makes access to a mobile easier by regularly offering bonus benefits to younger and older customers:

- Bonus for the under 26s on the Origami Star tariff: unlimited SMS messages in France, 24/7.
- Bonus for the over 60s on the Initial tariff: 10% reduction on the monthly bill

1 the amount will depend on the model of phone and its condition; the gift voucher will be issued at France Télécom branch service desks

2 the discount is not available on a 24 month contract

3 valid for 12 months (renewable once if eligible)

* Maximum recommended price





A propos d'Orange

Orange est la marque phare de France Télécom, un des principaux opérateurs de télécommunications dans le monde. Elle compte 123 millions de clients, pour l'internet, la télévision et le mobile dans la majorité des pays où le Groupe est présent. En 2008, le Groupe a réalisé un chiffre d'affaires de 53,5 milliards d'euros (12,7 milliards d'euros au premier trimestre 2009). Au 29 avril 2009, le Groupe comptait près de 184 millions de clients dans 30 pays, dont 123 millions de clients du mobile et 13 millions de clients ADSL en Europe. Orange est le troisième opérateur mobile et le premier fournisseur d'accès Internet ADSL en Europe et l'un des leaders mondiaux des services de télécommunications aux entreprises multinationales, sous la marque Orange Business Services.

La stratégie du Groupe est fondée sur la convergence et l'innovation. Elle se caractérise par la maîtrise des coûts et vise à faire d'Orange l'opérateur intégré de référence pour les services de télécommunications en Europe. Aujourd'hui, le Groupe reste concentré sur son cœur de métier d'opérateur de réseau, tout en développant ses positions sur des nouvelles activités de croissance. Afin de répondre aux attentes des clients, le Groupe s'efforce de fournir des produits et des services simples et conviviaux, grâce à son modèle de performance durable et responsable qui peut s'adapter aux conditions d'un éco-système en pleine mutation.

France Télécom (NYSE:FTE) est cotée sur Euronext Paris (compartiment A) et sur le New York Stock Exchange.

Pour plus d'informations : www.orange.com, www.francetelecom.com, www.orange-business.com

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