



press release

Riyadh, Saudi Arabia and Paris, April 23, 2012

Orange Business Services targets Middle East growth with new office in Saudi Arabia

focus on accelerated development and expansion in this strategic market

Orange Business Services, the business services arm of France Telecom-Orange and one of the Middle East's major ICT employers, has opened an office in Riyadh, Saudi Arabia through the establishment of Orange Business Arabia, a new local company.

Vivek Badrinath, CEO, Orange Business Services, said: "The opening of our new office in Saudi Arabia comes as Orange is accelerating its growth strategy in the Middle East, following a strong performance in 2011 in which the regional business achieved high double-digit revenue growth. This office opening is a clear sign of our commitment to the Saudi market and to working more closely with our customers there."

Philippe Koebel, Senior VP Sales Marketing, Emerging Markets and Indirect said "personnel based at the new office will address the specific and significant ICT market opportunity in Saudi Arabia and strengthen its position within the domestic market through closer proximity to customers. Comprising sales professionals, consultants and field service delivery engineers the latest dedicated Saudi Arabia operation of Orange Business Services will focus on the key areas of Smart Cities, telecom operator transformation, and large infrastructure projects, in addition to serving the multinational companies that operate in the Kingdom."

Orange won its first cloud computing contract in Saudi Arabia last year and continues to focus on its Smart Cities activity – a segment of business that is distinctive to the Middle East and is especially active in Saudi Arabia. Orange Business Services works in Smart Cities worldwide and is a member of the [New Cities Foundation](#). The team in Saudi Arabia, led by Lionel Reina, General Delegate Saudi Arabia and Mohamad Hesham, Country Manager, is at the cutting edge of this area of global business where Orange Business Services is already winning consultancy assignments and project management contracts for some of the largest and most prestigious new developments in the Kingdom.

With 2,000 people working on the business-to-business market in the Middle East and Africa, Orange Business Services will continue to support customers across the strategically important Gulf Cooperation Council (GCC) states from the Eastern Europe, Middle East and Africa regional headquarters in Dubai, United Arab Emirates.

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 172,000 employees worldwide and sales of 45.3 billion euros in 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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