



press release
London, 2nd April, 2007

Orange Business Services experiences phenomenal growth in the UK market

New sales director appointed

2nd April 2007, London: Orange Business Services, leader in unified communications solutions dedicated to the trading community, today announced a phenomenal 55% increase in the number of clients and a 100% increase in revenue and staff of its UK operation. Orange Business Services is continuing to extend its market share in the international banking, brokerage and fund management institutions in the UK. The successful implementation strategy of its IP products and the comprehensive range of services it offers have necessitated additional recruitment and expansion of the UK sales organisation to meet growing demand.

Today it was also announced that Steve Pinkney is to join the management team in London as the UK sales director. Steve has a wealth of experience in the finance markets. For the last five years he was sales manager at IPC, and for three years prior to that he was the UK director of Align Communications, a leading New York technology consultancy firm.

Says Guido Reynaerts, managing director at Orange Business Services UK: *"We have established a successful track record as the leading suppliers in the market; we are increasingly involved in larger projects and are working with major financial institutions both in London and across the world. The increased demand for our services has led to yet another expansion of the London team. Steve Pinkney has extensive market knowledge and will help us greatly with further growth. The strength of our team and our innovative products are key to the long and successful business relationship that we enjoy with our clients."*

Says Pinkney: *"I am delighted to join such a dynamic team and am very excited about working in an innovative and fast growing company."*

Tony Batten, sales director Trading Systems at Orange Business Services UK, says: *"I am very pleased that Steve is joining us, and am greatly looking forward to working with him. Our success and growth relies on experienced and talented individuals such as Steve, and his joining us will further enhance our ability to grow our business and continue to provide a first class service to our clients."*

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About Orange Business Services

Orange Business Services represents the business communications solutions and services provided by the France Telecom Group as of June 1st, 2006. They were previously sold under the France Telecom, Orange, Equant, Etrali, Almerys, EGT, Expertel Consulting, France Telecom Intelmatique, SETIB and Solicia brands. The offers include converged voice, data and mobile services as well as IT expertise and managed services, all designed to transform business processes and improve productivity. Orange Business Services is present in 166 countries and territories and serves customers in 220.





Orange Business Services - Trading Solutions unit is the leading provider of unified communications solutions to the trading community. Celebrating more than 40 years in business, we provide our customers with choice and control over their technology, including the Etrali Trading System, our open-voice trading platform, a range of terminals - the Etrali Mach and Vision families, and interworking solutions for recording and PBX telephony. All our platforms are powered by a suite of management software - the JadeSuite - and a suite of computer telephony integration solutions, the CTI Suite. We also offer international connectivity services tailored for secure transmission and free-seating and support the lifecycle management of systems and connectivity with a full range of customisable services designed to fit client requirements - whatever their size.

Our systems, connectivity and services are recognised throughout the industry for their technical superiority, reliability and functionality. In an independent report, Orange Business Services - Trading Solutions was confirmed as providing the best customer support in its field. We have also won an award for the most successful innovation and implementation of VoIP. We are the prime partners for more than 1,600 trading rooms in more than 48 countries.

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