



Press release
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Orange Business Services reaffirms its brand positioning through a new communication campaign

- This positioning focuses around data, which is at the core of Orange Business Services' expertise
- The campaign illustrates Orange Business Services' commitment to creating a positive impact on its ecosystem and being a responsible stakeholder in society and for the environment
- The advertising film – breaking from usual B2B practices -- will be broadcast starting today on television in France and digitally throughout the world

Orange Business Services is committed to accelerating its transformation, as part of the Orange Group's Engage 2025 strategic plan. As a global network-native digital services company, Orange Business Services leverages its dual expertise to hold a unique position in the telecom and digital sectors across all geographies.

Through this new communication campaign, Orange Business Services emphasizes the inherent importance of data at the core of its expertise, in the challenges faced by its enterprise customers and more broadly at the heart of society. This campaign is backed by the slogan "**We turn data into ta-da!**" — a play on words that inverts the syllables of the word "data" to express its benefits.

With this campaign, Orange Business Services demonstrates its commitment to transform and utilize the potential of data in a secure way. Highlighting the goal to create a positive impact for companies, as well as on society and the environment, the campaign cements Orange Business Services' role as a trusted partner for businesses.

Directed by Havas Paris, the campaign film features people whose daily or professional lives benefit in a concrete way from the progress made by the digital services developed by Orange Business Services and its customers. The common thread for each scene is the characters' wonder and surprise – voiced as "*ta-daaa*" – when they discover the benefits of data.

The campaign was launched on April 16, 2021, with the publication of a [manifesto](#), made available to the press and via social media in France and abroad.

Wassila Zitoune Dumontet, Chief Marketing and Digital Officer of Orange Business Services commented on the film's release: *"As a global network-native digital services company, we leverage our dual expertise to harness the full potential of data. Our teams are working closely with our ecosystem to rethink our customers' activities and to collaborate with them to create a positive impact. This new global campaign highlights our new promise and the*

added value we bring to our customers by securely unlocking the power of data. We wanted to convey these messages in a simple yet bold way, in connection with Orange's brand practices."

Watch the campaign film [here](#).

About Orange Business Services

Orange Business Services is a network-native digital services company and the global enterprise division of the Orange Group. It connects, protects and innovates for enterprises around the world to support sustainable business growth. Leveraging its connectivity and system integration expertise throughout the digital value chain, Orange Business Services is well placed to support global businesses in areas such as software-defined networks, multi-cloud services, Data and AI, smart mobility services, and cybersecurity. It securely accompanies enterprises across every stage of the data lifecycle end-to-end, from collection, transport, storage and processing to analysis and sharing.

With companies thriving on innovation, Orange Business Services places its customers at the heart of an open collaborative ecosystem. This includes its 28,500 employees, the assets and expertise of the Orange Group, its technology and business partners, and a pool of finely selected start-ups. More than 3,000 multinational enterprises, as well as two million professionals, companies and local communities in France, put their trust in Orange Business Services.

For more information, visit www.orange-business.com or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world's leading telecommunications operators with revenues of 42.3 billion euros in 2020 and 259 million customers worldwide at 31 December 2020. Orange is listed on the Euronext Paris (ORA) and on the New York Stock Exchange (ORAN). In December 2019, Orange presented its new "Engage 2025" strategic plan, guided by social and environmental accountability. While accelerating in growth areas, such as B-to-B services and placing data and AI at the heart of innovation, the entire Orange Group will be an attractive and responsible employer.

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Press Contact:

Elizabeth Mayeri, elizabeth.mayeri@orange.com, +1.212.251.2086