



press release  
Paris, Jan. 20, 2011

## Orange Business Services leads growth in European M2M telecom services market

**Frost & Sullivan award and Berg Insight report recognize company for strongest market penetration**

Frost & Sullivan and Berg Insight have recognized Orange Business Services as the growth leader in the European M2M telecom services market. Orange Business Services won the Market Penetration Leadership Award for M2M Telecom Services in Europe 2010 from Frost & Sullivan. This position is confirmed by the new research report, [The Global Wireless M2M Market – 3<sup>rd</sup> Edition](#), from the analyst firm [Berg Insight](#).

The [Frost & Sullivan](#) award recognizes how quickly a company increases its market penetration in terms of revenue or units sold. Frost & Sullivan selected Orange Business Services for this award because it centralized its vertical market expertise, exploited its enterprise-focused network capabilities in both mobile and fixed connectivity, and leveraged its [International M2M Center](#) to tap into [global M2M opportunities](#). In addition, Frost & Sullivan recognized that Orange Business Services has adopted an open approach toward R&D related to applications for M2M service offerings.

The last 18 months have been a strong period of focus and investment in M2M for Orange Business Services. This is underlined by the latest M2M research report from Berg Insight. This report shows that Orange Business Services had the highest percentage of growth in active SIMs between 2009 and 2010 among the top five European M2M communication players and doubled its net adds between 2009 and 2010 achieving the second highest number of net adds. These figures confirm Frost & Sullivan's choice of Orange Business Services for the [Market Penetration Leadership Award for M2M Telecom Services](#).

“The Frost & Sullivan award and Berg Insight report recompense our focused strategy and strong capabilities to answer the growing needs of our enterprise customers in the M2M field,” said Rodolphe Frugès, vice president, Internet of Things and M2M, Orange Business Services. “We want to be the partner of choice for companies looking to industrialize their M2M solutions. With a target ambition of 10 million active SIM cards in 2015 and many projects, we plan to continue making a difference in the European market by helping our customers benefit from the opportunities it can bring.”



### 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 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](http://www.orange-business.com)

### About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With more than 131 million customers, the Orange brand covers internet, television and mobile services in the majority of countries where the Group operates. At the end of 2009, France Telecom had sales of 44.8 billion euros (33.7 billion euros for the first nine months of 2010). At Sept. 30, 2010, the Group had a total customer base of 203 million customers in 32 countries. These include 144.5 million mobile customers and 13.3 million broadband Internet (ADSL, FTTH) customers worldwide. Orange is one of the main European operators for mobile and broadband Internet services and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

With its industrial project, "conquest 2015", Orange is simultaneously addressing its employees, customers and shareholders, as well as the society in which the company operates, through a concrete set of action plans. These commitments are expressed through a new vision of human resources for employees; through the deployment of a network infrastructure upon which the Group will build its future growth; through the Group's ambition to offer a superior customer experience thanks in particular to improved quality of service; and through the acceleration of international development.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

*For more information (on the Internet and on your mobile): [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com), [www.orange-innovation.tv](http://www.orange-innovation.tv)*

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