



press release

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HEINEKEN chooses Orange Business Services as its global communications provider

Orange supports HEINEKEN in its ambition to expand in high-growth markets and enhance communications for 60,000 employees globally

Heineken NV ("HEINEKEN"), the world's most international brewer, has chosen Orange Business Services to unify the majority of its global communications infrastructure connecting 60,000 employees across 1,100-plus sites in 53 countries, under a 5-year, multimillion euro contract.

a secured, flexible network to support HEINEKEN's global operations and expansion

Relying on its direct presence in 166 countries, Orange Business Services will deploy a highly secured and scalable private network to HEINEKEN's existing locations around the world including a wide range of countries such as: Belarus, Brazil, Ethiopia, La Réunion, Poland, Russia, St. Lucia, and South Korea.

The network solution has been designed to support HEINEKEN's international expansion and will enable rapid deployment to new locations especially in high-growth regions such as Africa, Asia Pacific and Latin America where the global brewer has a strong presence.

advanced communication and collaboration services to optimize user experience

The network connectivity will provide a robust platform for Orange Business Services to integrate:

- remote access solutions to allow HEINEKEN's employees to securely access their work environment;
- application and network optimization solutions to ensure communication fluidity and prioritization of business critical applications; and
- audio conferencing and global voice services to enable reliable, enterprise-class call quality for more productive meetings.

Plans are underway to deliver video conferencing and telepresence services in the near future.

"We are constantly looking for ways to better leverage our global scale and to support growth in developing markets," said Frans Eusman, chief business services officer, HEINEKEN. "Optimizing our communication infrastructure is a key enabler for this. We turned to Orange Business Services to help us achieve some key business goals in this area, such as network consolidation, lower total cost of ownership and enhanced governance, with the flexibility to cater to sustainable top-line growth and improved employee collaboration across the Heineken organization. As a key to



HEINEKEN business continuity, Orange Business Services provides end-to-end application and network performance monitoring and stringent service level commitments.”

“We are very proud to have one of the world’s leading brewing companies as our new client,” said Helmut Reisinger, senior vice president, Orange Business Services Europe, Russia & CIS.

“By offering access to world-class innovation and new collaborative technologies, Orange brings real business value to Heineken as it looks for ways to leverage the scale of its global organization. With a direct presence in 166 countries around the world, Orange can effectively deliver global solutions to Heineken.”

About Heineken

HEINEKEN is a proud, independent global brewer committed to surprise and excite consumers with its brands and products everywhere. The brand that bears the founder’s family name – Heineken® - is available in almost every country on the globe and is the world’s most valuable international premium beer brand. The Company’s aim is to be a leading brewer in each of the markets in which it operates and to have the world’s most valuable brand portfolio. HEINEKEN wants to win in all markets with Heineken® and with a full brand portfolio in markets of choice. The Company is present in over 70 countries and operates more than 165 breweries with volume of 221 million hectoliters of group beer sold. HEINEKEN is Europe’s largest brewer and the world’s third largest by volume. HEINEKEN is committed to the responsible marketing and consumption of its more than 250 international premium, regional, local and specialty beers and ciders. These include Heineken®, Amstel, Anchor, Biere Larue, Bintang, Birra Moretti, Cruzcampo, Desperados, Dos Equis, Foster’s, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger and Zywiec. Our leading joint venture brands include Cristal and Kingfisher. Pro forma 2012 revenue totaled €19,765 million and EBIT (beia) €3,151 million. The number of people employed is over 85,000. Heineken N.V. and Heineken Holding N.V. shares are listed on the Amsterdam stock exchange. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on the Reuter Equities 2000 Service under HEIN.AS and HEIO.AS. Most recent information is available on HEINEKEN’s website: www.theHEINEKENcompany.com.

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 was awarded three of the telecom industry’s highest accolades at the annual World Communication Awards 2012 – Best Global Operator, Best Cloud Service and the User’s Choice Award. Orange Business Services is a five-time winner of Best Global Operator. Learn more at www.orange-business.com

France Telecom-Orange is one of the world’s leading telecommunications operators with annual sales of 43.5 billion euros and has 170,000 employees worldwide at March 31, 2013. 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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