



press release
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BSI entrusts mission-critical network to Orange Business Services for three additional years

scalable and secure network connects locations on three continents

BSI AG, one of the oldest banks in Switzerland, relies on the **unmatched network coverage** from Orange Business Services to provide mission-critical connectivity to its far-flung locations, especially in Asia where the bank is significantly boosting its presence.

Headquartered in Lugano, Switzerland, BSI specializes in private wealth management and requires a scalable, secure **IP VPN** in order to serve its customers in places such as Nassau, Bahamas, Singapore and Hong Kong. Through a 3-year contract extension, Orange will continue to provide BSI stable and reliable connections to all its sites allowing its employees to leverage the advantages of Multi-Protocol Label Switching technology. Key benefits of this solution are convergence, flexibility and cost effectiveness, which is especially important for upcoming banking software applications.

BSI's Chief Information Officer Alberto Mandelli said: "As we have been working with Orange Business Services for many years now, they became a trusted partner. They helped us in developing a new telecommunications strategy and have supported us as well in times of transition. Orange's global reach and experience are important for our international development."

The financial services sector is a dynamic global industry in which Orange Business Services has developed a wide range of technologies and solutions. Through many years of working with the **financial services industry**, Orange Business Services has become the communications provider of choice for many of the major players.

Dr. Helmut Reisinger, senior vice president, Europe, Orange Business Services, said: "We are happy with the renewed confidence of BSI. We offer customers like BSI unique local service proximity coupled with our ability to deliver solutions and services for our customers in up to 166 countries with our own staff. We look forward to helping BSI achieve its continued success. In addition, we are focused on innovative solutions and offer a wide range of services ranging from IP and mobile communications to value-added services such as **customer relationship management, unified communication** and **collaboration**."



About BSI

Established in Lugano in 1873, BSI AG is one of the oldest banks in Switzerland and specialises in private wealth management. In 1998, the Bank became part of the Generali Insurance Group, one of the world's most important international insurance and financial companies. The bank places great emphasis on establishing and maintaining ongoing personal relationships with clients, while at the same time offering global asset management services with world-class products. It is present in the major financial markets worldwide, in Europe, Latin America, the Middle East and Asia. www.bsibank.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 an additional 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 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

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With almost 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 (22.1 billion euros for the first half of 2010). At June 30, 2010, the Group had a total customer base of 182 million customers in 32 countries. These include 123.1 million mobile customers and 13.2 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number three provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

With its industrial project, "conquests 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, www.orange-business.com, www.orange-innovation.tv

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