



PRESS RELEASE

Riyadh, Kingdom of Saudi Arabia, April 22, 2012

Orange Business Services launches new local company in Saudi Arabia to drive Middle East growth

Orange Business Arabia to focus on accelerated development and expansion in this strategic market

Orange Business Services, the business services arm of France Telecom-Orange and one of the Middle East's major ICT employers, has announced the opening of a new, dedicated office in Riyadh, Saudi Arabia, through the establishment of Orange Business Arabia, a new local company. This is the latest local company established by Orange Business Services in the Middle East and Africa under the continuing development of the business.

The new Orange Business Services office will help address the specific and significant ICT market opportunity in Saudi Arabia and strengthen its position within the domestic market through closer proximity to customers. Comprising sales professionals, consultants and local field engineers the new, dedicated Saudi Arabia operation of Orange Business Services will focus on the key areas of Smart Cities, telecom operator transformation, and large infrastructure projects, in addition to serving the multinational companies that operate in the Kingdom.

Orange Business Services has also announced the appointment of a new, dedicated senior management team for Saudi Arabia. Mr Lionel Reina is appointed as General Delegate Arabia for Orange Business Services and Chairman of the Board of Orange Business Arabia. Mr Mohamad Hesham has been appointed as Managing Director of the new Saudi entity and Country Manager, Saudi Arabia for Orange Business Services.

Commenting on the new Saudi Arabia operation, Lionel Reina said: "This new Orange Business Services office is a very significant step that brings us much closer to our growing customer base in the Kingdom and the timing is absolutely right. Saudi Arabia is the driving force of the regional economy and a rapidly evolving ICT market. We have already established Orange Business Services as a highly trusted partner to some of the largest infrastructure projects and developments in the country, and we are working in close partnerships with a range of major public and private sector organisations in the Kingdom. Basing a team of expert consultants in the Kingdom reinforces our commitment to customer focus, customer service and to effective project management delivery. It will simplify the way we do business and will underpin the rapid growth of our business in Saudi Arabia."



The official launch of Orange Business Arabia took place at the French Embassy in Riyadh, Saudi Arabia, on April 17th 2012, at a reception hosted by the French Ambassador to Saudi Arabia, HE Bertrand Besancenot, and attended by senior diplomats and representatives of the Saudi Arabian and French business communities, partners and customers.

Speaking at the launch event, Mr Jean-Luc Lasnier, Vice President and General Manager Middle East and Africa, Orange Business Services, added: "We are delighted to be able to hold our launch here at the French Embassy with endorsement from HE Bertrand Besancenot. The opening of our new office in Saudi Arabia comes as Orange is accelerating its growth strategy in the Middle East, following a strong performance in 2011 in which the regional business achieved high double-digit revenue growth. This office opening is a clear sign of our commitment to the Saudi market and to working more closely with our customers here."

Orange won its first cloud computing contract in Saudi Arabia in 2011 and continues to focus on its Smart Cities activity – a segment of business that is distinctive to the Middle East and is especially active in Saudi Arabia. Orange Business Services works in Smart Cities worldwide and is a member of the [New Cities Foundation](#). The team in Saudi Arabia is at the cutting edge of this area of global business, where Orange Business Services is already winning consultancy assignments and project management contracts for some of the largest and most prestigious new developments in the Kingdom.

With 2,000 people working on the business-to-business market in the Middle East and Africa, Orange Business Services will continue to support customers across the strategically important Gulf Cooperation Council (GCC) states from the Eastern Europe, Middle East and Africa regional headquarters in Dubai, United Arab Emirates.

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 is a four-time winner of Best Global Operator at the World Communication Awards. Learn more at www.orange-business.com

France Telecom-Orange is one of the world's leading telecommunications operators with 172,000 employees worldwide and sales of 45.3 billion euros in 2011. 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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