



press release  
Paris, Oct.6, 2011

## **Orange appoints Nathalie Leboucher head of Smart Cities strategic program**

**Leboucher brings 20-year expertise in utilities and transport, business development, partnership agreements and project financing**

Orange has appointed Nathalie Leboucher to lead the company's new [Smart Cities](#) strategic program, effective since Sept. 15. The Smart Cities program is one of six strategic programs defined by the executive committee of France Telecom Orange, and is under Orange Business Services sponsorship. Based in Paris, Leboucher reports to Vivek Badrinath, senior executive vice president of France Telecom Orange and CEO of Orange Business Services.

Orange, through its B2B division Orange Business Services, is a Smart City pioneer, delivering telecommunications infrastructure solutions to cities that provide ubiquitous IP-based infrastructure and connectivity, backed by innovative ICT services, including Machine-to-Machine, smart metering, business and on-demand connectivity, public Wi-Fi and state-of-the-art security.

The Smart Cities program defines, coordinates and implements the strategy for the France Telecom-Orange Group in the Smart Cities vertical, more specifically the utilities sector (electricity, water and gas distribution) and transportation (connected car and public transportation). Orange Business Services has been designing, implementing and operating Smart Cities ICT solutions and networks since 2006.

"With Nathalie we look forward to accelerating our success in this strategic growth area," said Vivek Badrinath, CEO, Orange Business Services. "Nathalie brings deep expertise in key elements of Smart Cities projects and we are proud and happy to welcome her."

Orange Business Services, a member of the [New Cities Foundation](#), has achieved a range of high-profile Smart City projects, such as:

- [m2o city](#) launched in 2010 with Veolia Water as an operator specialized in remote environmental data and water meter reading services;
- major real estate telecoms consultancy contracts in the Middle East; and
- pilot projects with major players in the intelligent transportation and smart grid sectors.

Prior to joining Orange, Leboucher was founder and president of Kapsch TrafficCom France. The Kapsch TrafficCom group is specialist for the development, implementation and operation of electronic tolling and smart traffic telematics solutions. Prior to that, she was Vice President Development and Partnerships of Paris Rhin Rhône Highways. Leboucher, 45, graduated from Ecole Polytechnique, ENSAE and HEC.



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### About Orange

France Telecom-Orange is one of the world's leading telecommunications operators with 170,000 employees worldwide, including 102,000 employees in France, and sales of 22.6 billion euros in the first semester 2011. Present in 35 countries, the Group had a customer base of 217.3 million customers at June 30, 2011, including 143 million customers under the Orange brand, the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates. At June 30, 2011, the Group had 158.3 million mobile customers and 14 million broadband internet (ADSL, fiber) 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, "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](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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