



Nordea deploys Orange Business Services - Trading Solutions' BusinessConference and TradeVoice services to enhance trading communications across the bank

London and New York, 23 May 2011 - Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, today announced that Nordic based financial services group, Nordea Bank AB, has bought and implemented its BusinessConference and TradeVoice services, for international voice conferencing between Copenhagen, Oslo, Helsinki and Stockholm.

BusinessConference is a managed permanent voice conference service providing Hoot 'n' Holler voice meetings between trading systems users located on two or more remote sites. Users can access up to 40 simultaneous connections and do not need to dial before starting a conference, they simply press a single button and communication remains open and ready for traders using the service at any time.

TradeVoice delivers an interconnection service designed to provide reliable and quality voice support for trading telephony. It is a managed solution which operates between two remote traders through Trading Solutions' secure TCSnet.

Nordea spent significant time searching for a solution that could match the high specifications demanded by their traders and wanted to work with a provider that could offer a highly reliable system with excellent sound quality. Trading Solutions' BusinessConference and TradeVoice have fulfilled all the requirements set including 24/7 training and service support.

Guido Reynaerts, head of North East Europe at Orange Business Services - Trading Solutions said, "Our collaboration with Nordea is another example of our continued expansion into the Nordic region, a key market for us. Our offering fulfilled the needs of the bank and emphasises our unique product set to the market and ability to meet any convergent voice or electronic trading infrastructure requirement a financial institution has".



Trading Solutions were able to deploy this solution in just two weeks, a quick time to market bringing together global cities at the touch of a button.

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About Orange

Orange is the key brand of France Telecom (NYSE:FTE), one of the world's leading telecommunications operators. 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.

For more information visit: www.orange.com or www.orange-innovation.tv

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. Thousands of enterprise customers and 1.4 million users rely on Orange Business Services international platform for communicating and conducting business. Learn more at www.orange-business.com.

About Orange Business Services - Trading Solutions

a single source of innovation.

Orange Business Services - Trading Solutions is a leading provider of convergent voice and electronic trading infrastructure and services for the trading communities. It is an international subsidiary of the Orange Group, employing over 450 people in the major financial centres across the globe including Beijing, Frankfurt, Geneva, Hong Kong, London, Madrid, Milan, New York, Paris, Shanghai, Sydney, Singapore, Tokyo and Zurich. The company is supported by a global partner network of distributors in 50 countries offering customers 24/7 service.

Orange Business Services - Trading Solutions has more than 45 years experience of working with the financial services trading industry. With a focus on building long-term partnerships with customers, Orange Business Services - Trading Solutions brings innovative solutions and the highest quality services to the trading community. It provides optimised solutions over its dedicated trading network to a community of more than 2,000 network member organisations, encompassing buy-side and sell side institutions and trading venues.

Orange Business Services - Trading Solutions also offers flexible trading products and services including state of the art, unified voice trading solutions with over 40,000 turrets in play featuring user's programmable interfaces, touchscreens and voice/instant messaging recording solutions.

For more information please visit www.orange-business.com/trading-solutions.