



Carmignac Gestion deploys Orange Business Services - Trading Solutions' **Open Trade**

***Open Trade** offers leading asset management house simplicity, resilience and flexibility to
communicate quickly with counterparties*

London, 13th September 2010 - Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, today announced that leading asset management house, Carmignac Gestion, has deployed **Open Trade**, the first intelligent trading communication platform across its Paris trading floor.

An innovative, touch screen, multimedia system, **Open Trade** was designed as a personal trading assistant to provide financial firms with an easy to use, secure platform that meets all their current and future communication needs. Carmignac Gestion has installed the solution across its business, offering its asset managers reliable, secure and fast contact management as they connect to their counterparties.

With a flexible approach to unified communications, **Open Trade** enables communication channels to converge at a single point for information and conversations, seamlessly integrating voice, video, email, instant messaging and web-based applications. Familiar intuitive, touch screen functionality is replicated in the turret for an enhanced user experience in the office environment. For the IT department, Open Trade is secure and easy to integrate. It is cloud-ready and built on a fully distributed architecture, ensuring straightforward maintenance with minimal onsite hardware required.

“As a forward-thinking buy-side organisation, we chose Open Trade as our next trading communications platform, as it is much more than just a terminal - it’s an essential part of our operations. Intuitive and easy to use, the platform gives us greater flexibility, speed to communicate with the market”, said Nicolas Courbon, Head of Trading Desk, Carmignac Gestion. “We were drawn to Orange Business Services - Trading Solutions’ fully distributed architecture as it puts our brokers at the centre of trading communications.”



“As the first to market with a SIP-based next generation communications platform we are very pleased with the positive response we have received for **Open Trade**”, said Lionel Grosclaude, CEO, Orange Business Services - Trading Solutions. “We designed the award winning **Open Trade** precisely because we wanted to meet the growing needs of traders and brokers for faster and more effective communication channels and have worked hard to create a mission critical platform that gives companies such as Carmignac Gestion a competitive advantage and enhanced user experience.”

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Note to editor: Product photography available on request.

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About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 126 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros (38.1 billion euros for the first nine months of 2009) and at 30 September 2009, the Group had a customer base of almost 190 million customers in 32 countries. These include 128.8 million mobile customers and 13.4 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two 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.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information: www.orange.com, www.francetelecom.com, www.orange-business.com

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About Orange Business Services

Orange Business Services has more than 40 years of experience in Brazil supporting customers from a range of different sectors. With 500 employees and several PoPs spread across all regions of the country, Orange Business Services is well positioned to provide full network redundancy and diversity.

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 15 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 40 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, touch screens and voice/instant messaging recording solutions. For more information about Orange Business Services - Trading Solutions please visit <http://www.orange-business.com/trading-solutions>