



Orange Business Services - Trading Solutions installs new turnkey trading floors in China

Trading floors created for CMBC and Evergrowing Bank to manage increasing business and expanding presence in Shanghai

London and China, March 21, 2011 – Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, announced today that both China Minsheng Banking Corporation (CMBC) and Evergrowing Bank (Hengfeng Bank) have used Trading Solutions to design and deploy entirely new trading floors in their respective Shanghai offices. Trading Solutions was tasked with creating the trading floors from scratch. They developed the entire trading floor layout and design to ensure the most effective trading process provided and sourced all other technology and furniture, managing the projects from start to finish and were the single point of contact for the client.

The banks required new, modern and most importantly fast and up-to-date technology. Both customers bought a turnkey trading room project through Trading Solutions including the original interior design, its dealing platforms, voice recording systems, power and data cabling along with all necessary furniture such as dealing desks, chairs, dealing keyboards, tailor made cabinets, lighting system, oil paintings and clocks. Evergrowing also enhanced its new trading floor with the addition of a Cisco network system, HP blade servers and CCTV.

The CMBC trading room is now equipped for 50 traders whilst Evergrowing's can handle 45. Having Trading Solutions manage the whole project was more cost effective than sourcing the materials individually. They were able to deal with the suppliers in the local language and will provide onsite maintenance, accountability and service support should it be required. The project's turnaround was just 12 weeks from the contract being signed and went live in October 2010.

"Orange Business Services - Trading Solutions handled external suppliers on our behalf saving us a huge amount of time so our staff could focus on business rather than setting up the trading room and managing the logistics," said Mr Chi Dexian, general manager of financial marketing, Evergrowing Bank. "We approached other providers but none could offer the turnkey solution for a trading floor that



Orange Business Services - Trading Solutions does and the quick turnaround on its part was very impressive,” added Mr Yang Yue, vice president of financial marketing, CMBC.

“Delivering this project couldn’t have gone better. China has seen real growth over the last year and we expect to see more customers coming to us for a similar solution in this region,” said David Guérineau, vice president for Asia Pacific, Orange Business Services - Trading Solutions. “Trading is our area of expertise and no other provider could deliver such a comprehensive service for CMBC and Evergrowing in such a short space of time and within budget.”

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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