



Orange Business Services - Trading Solutions and Bloomberg Deliver First Cloud-Based Voice Record Archiving Service

Strategic partnership delivers cost-effective cloud solution for voice archiving

London, New York, Paris -- 26 February 2013 -- In order to help global customers manage their voice recording and archiving, Orange Business Services - Trading Solutions today announced an integrated voice offering in partnership with Bloomberg Vault.

The collaboration integrates Bloomberg Vault, Bloomberg's leading cloud-based information management service for enterprise communications, with voice services from Orange Business Services - Trading Solutions to manage data stored by customer-site voice recording systems. Under the partnership, Orange Business Services - Trading Solutions, a leader in voice recording and electronic trading infrastructure in more than 50 countries across 1,300 trading floors, enables the integration of voice data into Bloomberg Vault to produce electronic records in near real-time.

"This partnership will deliver a shrink-wrapped service to financial institutions that solves major voice-recording headaches without incurring huge costs," said Robert Powell, Global Head of Compliance at Orange Business Services - Trading Solutions. "Bloomberg is the de facto communications platform for traders. Combining this together with our voice recording expertise presents a unique offering to the market."

Financial services firms need to meet expanded record-keeping and analytics demands globally. Market participants face reporting and record-keeping requirements for transactions, including pre- and post-trade communications relating to a swap transaction such as calls, emails, and instant messages. The increasing breadth and complexity of record-keeping and record-delivery guidelines has created market demand for a cost-effective cloud platform with analytics, search, policy management, and archiving of all data formats - including voice data.

"There have been significant global changes to regulatory reporting requirements for financial institutions in the past few years," said Harald Collet, Global Business Manager, Bloomberg Vault. "Combining the notable voice-recording expertise of Orange Business Services - Trading Solutions' with Bloomberg Vault's leading information management capabilities has enabled us to deliver a first-to-market archiving service, which we expect will help clients meet regulatory requirements."

The integrated cloud service from Orange Business Services - Trading Solutions and Bloomberg Vault will be available to regulated industries that can leverage new or existing voice recording infrastructures. Orange Business Services - Trading Solutions' voice capability will feed Bloomberg Vault with data from phone calls stored in the voice recording systems. Once Bloomberg Vault has archived this data, compliance personnel will be able to execute a single search across all data formats such as email, instant messages, Bloomberg messaging, mobile, social media, proprietary messaging formats, and now voice records, to produce a consolidated transaction-record mapped to counter-parties.



This integrated voice recording service is supported by Bloomberg and Orange Business Services - Trading Solutions for clients globally.

-Ends-

For press information please contact:

Metia for Orange Business Services - Trading Solutions
Caroline Beer, caroline.beer@metia.com, + 44 (0)20 3100 3796

Bloomberg Corporate Communications
US - Vera Newhouse, vnewhouse@bloomberg.net, +1 212 617 6420
EMEA - Natalie Harland, nharland1@bloomberg.net, +44 20 3525 8820
APAC - Debbie Liew, dliew2@bloomberg.net, +65 6212 1166

About Orange

France Telecom-Orange is one of the world's leading telecommunications operators with 171,000 employees worldwide, including 105,000 employees in France, and sales of 10.9 billion euros in the first three months of 2012. Present in 33 countries, the Group had a customer base of 225 million customers at 31 March 2012, including 181 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 31 March 2012, the Group had 166 million mobile customers and 15 million broadband internet (ADSL, fibre) 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. 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 166. Thousands of enterprise customers and 1.4 million mobile data users rely on an 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 (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.

Trading Solutions has more than 45 years' experience of working with the financial services trading industry. Focusing on building long-term partnerships with customers, the company 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.

Trading Solutions also offers flexible trading products and services including state of the art, unified voice trading solutions. Its next generation Open Trade turrets feature programmable user interfaces, touchscreens and voice/instant messaging recording solutions. Open Trade was named 'best innovation by an IT or software

firm' in the trading and execution category in the FOW Awards 2011 and Trading Solutions was recognised as a Financial-i 'leader in innovation' two years running in 2010 and 2011, for its IP network offering.

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, www.orange-business.com, www.orange-innovation.tv

Orange and any other Orange product or service names included in this material are trademarks of Orange Brand Services Limited, Orange France or France Telecom.

To find out more about Orange Business Services - Trading Solutions' voice services please contact the sales team: Steve Fulton (London), stephen.fulton@orange.com or Eric Barret (New York), eric.barret@orange.com

About Bloomberg

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Professional service, which provides real time financial information to more than 310,000 subscribers globally. Bloomberg's enterprise solutions – including Bloomberg Vault -- build on the company's core strength, leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively.

To find out more about Bloomberg Vault, please visit www.bloomberg.com/vault, or contact Amy Wilson with Bloomberg Vault's sales team at +1-212-617-6580.

BLOOMBERG, BLOOMBERG PROFESSIONAL, BLOOMBERG MARKETS, BLOOMBERG NEWS, BLOOMBERG ANYWHERE, BLOOMBERG TRADEBOOK, BLOOMBERG TELEVISION, BLOOMBERG RADIO, BLOOMBERG PRESS and BLOOMBERG.COM are trademarks and service marks of Bloomberg Finance L.P., a Delaware limited partnership, or its subsidiaries.