

press release  
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## Orange confirms its leadership in the sustainable telecoms market, says independent research firm

Orange, through [Orange Business Services](#) -- its division for enterprise customers, confirms its leadership in the sustainable telecoms market, according to the 2010 ground-breaking report published by Verdantix, an independent analyst firm that provides commercial analysis of climate change, sustainability and energy issues. Orange already lead the market in the 2009 issue of the [Verdantix](#) report, confirming its [strong commitment to sustainable development](#) both as solutions for customers and as corporate responsibility at the Group's level.

"Orange stands out as the telecoms operator that has been most successful in creating, marketing and delivering telecoms solutions which offer sustainability benefits to business customers," said David Metcalfe, the Verdantix director who led the research. "Over the last 12 months, stronger organizational capabilities focused on sustainability have enabled Orange to make significant strides in implementing its sustainable business strategy. This positions Orange to succeed in winning new sustainable telecoms contracts as more and more business customers seek suppliers with top quality sustainability credentials."

To clarify the alternatives in the emerging market for sustainable telecoms, Verdantix compared 17 telecoms operators with significant European operations on 31 criteria using its proprietary [Green Quadrant®](#) methodology. As part of its research, Verdantix conducted in-depth interviews with a focus group of 15 senior telecoms and IT buyers who also have responsibility for sustainability.

Orange was recognized for maintaining its overall leadership position on customer sustainability propositions and for closing the gap on market momentum. Verdantix found that Orange's internal sustainability performance satisfies customers' environmental procurement criteria that is now a standard requirement across the market.

"We are very proud to be again a Leader in the Green Quadrant® published in the latest Verdantix report," said Marc Fossier, Executive Vice President, Chief [Corporate Social Responsibility](#) Officer, Orange Group. "We have a strong momentum within Orange to reduce our carbon footprint and adopt an aggressive sustainability policy. Technology has a huge role to play in making sustainability initiatives happen and the green agenda presents an opportunity to demonstrate the strategic value of IT. Orange Business Services already offers to multinational companies a wide array of sustainable telecoms solutions enabling them to reduce their own carbon footprint. These



include for example our market-leading sustainability consulting practice, as well as our global videoconferencing services and flexible workplace solutions. We expect a lot of growth from our sustainable M2M solutions and from emerging cloud computing services. All these solutions are smart for companies both from a social corporate responsibility and a financial standpoint. We are fully invested in helping our customers find new ways to use technology to create innovative and greener ways to do business."

## About Verdantix

Verdantix is an independent analyst firm that helps P&L owners and change leaders with unique commercial analysis of climate change, sustainability and energy issues. For more information please visit [www.verdantix.com](http://www.verdantix.com)

## About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With almost 131 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 2009, France Telecom had consolidated sales of 45.9 billion euros (10.9 billion euros for the first quarter 2010) and at March 31, 2010, the Group had a customer base of 183.3 million customers in 32 countries. These include 123.7 million mobile customers and 13.5 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 (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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