



## Orange Business rebrands Business & Decision Europe, strengthening its global capabilities as a digital services integrator

- **Business & Decision talent and experience provides strong proof of Orange Business digital services expertise**

Orange Business has rebranded its digital and data services subsidiary Business & Decision (B&D) in Belgium, Luxembourg, the Netherlands, Spain, and Switzerland.

Orange acquired B&D in 2018. Under the Orange Business brand, the company will continue to serve large national accounts in those markets. Its customers will benefit from the expanded digital and integration capabilities that Orange Business provides.

Further to this rebranding, B&D teams join the newly created Digital Services business line in Orange Business. This move is part of the Lead the Future strategy, which sets a clear double-digit growth ambition on digital services for Orange Business. The Digital Services business line is designed to help customers innovate and drive their business strategies in key digital domains, including Data & AI, Customer Experience, Cloud Services, and Digital Workspace. It will assist enterprises on their digital journeys by providing advisory services, end-to-end solutions, and managed and professional services.

The Digital Services business line comprises over 1,500 advisors, data consultants, AI experts, cloud engineers, business analysts, and technical professionals operating in eight countries in Europe, including the B&D teams. This expertise is instrumental in helping customers innovate, drive business strategies, and deliver business value in full compliance with European regulations and local laws.

“Rebranding Business & Decision into the Orange Business brand represents our commitment to enable our customers to increase productivity, efficiencies, and security through the dynamic use of data. At the same time, it helps us to establish ourselves as a leader in the entire digital services value chain under one single banner,” explains Nemo Verbist, President, Europe, Orange Business.

### About Orange Business

Orange Business, the enterprise division of Orange, is a leading network and digital integrator, supporting customers to create positive impact and digital business. The combined strength of its next-generation connectivity, cloud, and cybersecurity expertise, platforms, and partners provides the foundation for enterprises around the world. With 30,000 employees across 65 countries, Orange Business enables its customers' transformations by orchestrating end-to-end secured digital infrastructure and focusing on the employee, customer, and operational experience. More than 3,000 multinational enterprises, as well as two million professionals, companies and local communities in France, put their trust in Orange Business.

Orange is one of the world's leading telecommunications operators with sales of 43.5 billion euros in 2022 and 296 million customers worldwide at 30 September 2023. In February 2023, the Group presented its strategic plan “Lead the Future”, built on a new business model and guided by responsibility and efficiency. “Lead the Future” capitalizes on network excellence to reinforce Orange's leadership in service quality.

Orange is listed on the Euronext Paris (ORA) and on the New York Stock Exchange (ORAN).

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