



## Orange Business launches Circular Mobility offer in France to reduce carbon footprint of mobile fleets, with AFNOR-certified calculation method

- **Circular Mobility offer, based on circular economy principles, enables businesses to limit the carbon footprint of mobile fleets**
- **This comprehensive solution provides a full set of elements, including equipment, connectivity, as well as financing and Orange Reprise services**
- **The method and data employed for carbon footprint calculations have been validated by AFNOR Certification**

Orange Business is committed to reducing the ecological impact of its operations by mobilizing partners and supporting customers in their sustainable digital transformation. The introduction of "Circular Mobility" aligns with this commitment, aiming to curtail the carbon footprint associated with telecom usage and respond to the evolving expectations of consumers and citizens. This innovation is part of the "Re" : Recyclage, Reconditionné, Reprise program, which supports the circular, social and solidarity economy, as well as the Orange Group's CSR commitment<sup>1</sup>.

The offer integrates equipment, connectivity, and a multitude of services, including a carbon footprint assessment of the mobile fleet. This assessment is carried out by Orange Business and based on a calculation method and data validated by AFNOR Certification, the French leader in third-party certification auditing.

### **A complete, tailor-made offer for committed companies**

Circular Mobility, an offer that covers all stages of the equipment lifecycle, spanning manufacturing, logistics, usage, and return for a second life.

The Circular Mobility offer includes:

- A selection of sustainable mobile phones, composed of refurbished and new terminals with a reduced carbon footprint -- less than 50 kg carbon equivalent in manufacturing. The offer of new terminals currently includes 30 models from various brands, such as Apple, Crosscall, and Samsung.
- Mobile fleet leasing (Mobile Leasing): Using a circular economy approach, this service allows customers to lease a fleet that will be returned after 24 or 36 months, depending on the chosen package;
- Old Mobile Fleet Collection and Recovery: Through the Orange Reprise service, a systematic process is in place to guarantee the reconditioning or recycling of terminals, in compliance with the social and environmental criteria set by Orange Business;
- The Orange Business Performance Major Customers Package offers flexibility in adapting the data plan to match the actual consumption of businesses, promoting efficient usage;

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<sup>1</sup> Orange is committed to collecting 30% of mobiles sold in each European country (Reprise). In addition, Orange has set up the 'Collecte citoyenne et solidaire', in partnership with Emmaüs International. <https://www.orange.com/fr/engagements/orange-s-engage/pour-l-environnement>

- **Carbon Footprint Assessment:** An evaluation of the mobile solution's carbon footprint, with the calculation method and data validated by AFNOR Certification, aligning with ISO and international standards.

By incorporating Circular Mobility, businesses and organizations can spread their investments over time and preserve their cash flow, while benefiting from the latest, most efficient technologies and adopting a more eco-responsible approach to consumption.

### Reducing the carbon impact of telecoms use by up to 40%

Circular Mobility facilitates an annual reduction of the carbon footprint of mobile phones, by 26 to 40%. Orange Business has evaluated this by assessing the carbon footprint based on several use cases<sup>2</sup>. The first, considered the reference scenario, has a carbon footprint of 26.5 kg per year and per handset. This includes the use of a new handset purchased outright and used for 24 months, with a consumption of 8GB of data per month, without the handset being taken back at the end of use.

Two alternative use cases are:

- **The Classic scenario (24 months)**, with a combination of new and leased refurbished terminals, consuming 8GB of data per month and collected at the end of use. The carbon footprint is estimated at 19.43kg per year and per terminal.
- **The Serenity scenario (36 months)**, with the same usage characteristics as the 24-month Classic scenario, but with a longer holding period. The carbon footprint is estimated at 15.83 kg per year and per terminal.

"Circular Mobility aligns with the ecological transition of organizations, necessitating robust guarantees by validating the calculation method, supporting databases, and the output data format. This validation is based on reference standards and other key texts related to life cycle analysis, carbon footprint calculation, communication, etc.," explained Béatrice Poirier, Head of the Ecological Transition Division at AFNOR Certification.

"Today more than ever, sustainable production and consumption have become strategic imperatives for everyone. The CSR policy at Orange is at the core of this issue. Orange Business is working with the entire Orange Group toward the goal of collecting 30% of mobile phones for reuse or recycling by 2025. Our overarching objective is to champion the circular economy through eco-design, collection, refurbishing, repair, recycling, and increasing the overall lifespan of our products," concluded Alette Mousnier-Lompré, CEO, Orange Business.

To find out more, consult the Circular Mobility study report validated by AFNOR Certification: <https://showroom-mobile.orange.fr/circular-mobility/>

### 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.

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<sup>2</sup> The figures for the reduction in the carbon impact of the Circular Mobility offer are based on the results of the study conducted by Orange Innovation, with a confidence index of 1.84, i.e. a "good" confidence index. These figures will be reassessed in the future to reflect the reality of the market.

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

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