



press release
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Orange Tunisia launches mobile, fixed and internet operations in Tunisia

Orange and Investec, a Tunisian subsidiary of the Mabrouk group, today announced the launch of Orange Tunisia in the presence of Didier Lombard, Chairman of France Telecom, and Marwan Mabrouk, Chairman and CEO of Investec. The new operator, which will officially open its doors to customers on 5 May, will offer customers mobile, fixed and internet services, becoming the first genuine convergent telecommunications operator in the country.

This partnership represents an important step forward for France Telecom-Orange – which holds 49% of the company – and its development in the Mediterranean and North Africa. Indeed, the start-up of Orange's activities in Tunisia, a country that offers considerable growth potential, marks the Group's first steps into Maghreb (North Africa).

Commenting on the launch, Didier Lombard said: "Today, Orange is proud to associate itself with Marwan Mabrouk to build Tunisia's first genuine convergent telecoms operator. I have full confidence in this kind of partnership, which brings together a strong local actor with a global operator. Together we are committed to a project that will transform the Tunisian telecommunications market, and which in turn will help the country on its way to joining the world's most competitive economies. Our commitment to this partnership also enjoys a particular intensity thanks to the historic, cultural and economic ties that traditionally exist between France and Tunisia."

The launch of Orange Tunisia has been eagerly awaited ever since the attribution the licence in June 2009. Despite the high penetration rate in the country (90%), there is strong demand for the wide-ranging, innovative services that have forged the reputation of the Orange brand across the world. To stand out from the competition, Orange Tunisia is placing a particular focus right from the outset on mobile broadband offers and attractive international tariffs.

Orange Tunisia will invest one billion dinars (around 500 million euros) to launch operations and install the country's first 3G network. This network, which will be operational from day one, already covers the majority of Tunisia's major cities. Overall coverage will be doubled by the end of the year. In line with its strategy, the Group will provide the technical expertise and investment necessary to ensure the development of a high-quality 2G and 3G+ network offering nation-wide coverage.

Orange Tunisia is also fully conscious of the fact that Tunisia is one of the world's leading tourist destinations. This is why the operator has already set-up the necessary international roaming agreements and has optimized its network in order to allow travellers to enjoy uninterrupted service.

From its launch, Orange Tunisia will benefit from a network of nine shops and 400 distribution outlets. In addition, the operator will employ 1,500 people by the end of the year. Customers will be able to stay informed about the latest offers from Orange on the website: www.orange.tn

Orange is now present in 18 countries in Africa and the Middle East. With this launch, Tunisian customers will join a worldwide community of 130 million people who enjoy the benefits of the Orange brand.





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

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