



press release  
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## Benoit Scheen appointed Executive Vice President of Europe for France Telecom-Orange

Benoit Scheen, currently Chief Executive Officer of Mobistar in Belgium, has been appointed Executive Vice President of Europe (excluding France) of France Telecom-Orange as from 1 September 2011. In this role, he will be directly responsible for the Group's operations in Armenia, Austria, Belgium, Dominican Republic, Luxembourg, Moldova, Poland, Romania, Slovakia, Spain and Switzerland, which at the end of 2010, represented over 60 million customers and had revenues of 12.5 billion euros.

He will report directly to the Chairman and CEO of France Telecom-Orange, Stéphane Richard, and will become a member of the Group's Executive Committee. He will replace Olaf Swantee, who was recently appointed CEO of Everything Everywhere in the UK as from 1 September.

Benoit Scheen brings with him considerable experience in the telecommunications and IT industries across both consumer and business markets. Prior to working at Mobistar, he worked across Europe for Hewlett-Packard, Compaq, IBM and Siemens-Nixdorf.

Stéphane Richard, Chairman and CEO of France Telecom-Orange, says of the appointment: *"I am delighted that Benoit has agreed to join our Executive Committee and to take on this key role managing our European footprint outside of France. Benoit has achieved a great deal during his time at Mobistar and, having been part of the current Europe leadership team, is fully aware of the opportunities and potential that exists across these countries. With his broad-ranging experience across all segments and in all aspects of the business, I am convinced that Benoit is the right person to drive forward the Group's key strategies across Europe."*

Benoit Scheen, 45 years old and a Belgian national, attended the University of Namur and holds a master's degree in computer science as well as a bachelor's degree in economic and social science. He has been Chief Executive Officer of Mobistar since January 2008 and prior to that was its Chief Commercial Officer, having joined the Group in 2005.

### About Orange

France Telecom-Orange is one of the world's leading telecommunications operators with 170,000 employees worldwide, including 102,000 employees in France, and sales of 11.2 billion euros in the first quarter 2011. Present in 35 countries, the Group had a customer base of 215.9 million customers at 31 March 2011, including 141.6 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 2011, the Group had 156.7 million mobile customers and 13.9 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.

With its industrial project, "conquests 2015", Orange is simultaneously addressing its employees, customers and shareholders, as well as the society in which the company operates, through a concrete set of action plans. These commitments are expressed through a new vision of human resources for employees; through the deployment of a network infrastructure upon which the Group will build its future growth; through the Group's ambition to offer a superior customer experience thanks in particular to improved quality of service; and through the acceleration of international development

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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