

Lausanne, 19 October 1998

Orange Communications SA appoints Andreas Wetter as Chief Executive Officer

Orange Communications SA has appointed Andreas S. Wetter as Chief Executive Officer. Mr. Wetter, 49, joins Orange Communications from the COOP group in Switzerland where he is currently President and CEO of Radio TV Steiner AG and Member of the Executive Management Board of Simeco Holding AG. Mr. Wetter is expected to commence his new responsibilities with Orange Communications early in 1999 and will be based at the company's headquarters in Lausanne.

The appointment of Andreas Wetter as CEO of Orange Communications marks a further decisive step in the build-up towards the launch of the company's GSM 1800 mobile telephone network in Switzerland planned for April 1999.

Welcoming the appointment, Georges Muller, Chairman of the Board of Orange Communications, said 'Andreas Wetter brings to Orange Communications a thorough knowledge of the consumer electronics market in Switzerland as well as a deep understanding of the retail and distribution chain. This allied to his managerial skills, drive and enthusiasm will be vital assets in ensuring the success of our company in a competitive environment.'

Andreas Wetter is no stranger to the telecommunications market having previously been engaged in senior management positions at the Ascom Group prior to joining COOP in 1996. As such, Mr. Wetter had managerial responsibility for the start-up of Ascom in the Cellular-Terminal Market (GSM phones). Previous managerial positions held by Andreas Wetter include Ascom Audiosys AG and Prime Computer/Computervision AG. Mr. Wetter studied in Switzerland and Canada and holds an MBA from the Graduate School of Business Administration, Zurich/Boston.

Commenting on his nomination, Andreas Wetter said 'Joining Orange Communications is a fascinating challenge. Few positions in Switzerland offer the possibility to be in at the start of a new venture in a fast-growing market. I look forward to being part of a successful team aimed at making Orange the mobile telephone company of choice.'

Frithjof Frederiksen, General Manager External Relations at Orange Communications, added 'This is excellent news for Orange. I have known Andreas Wetter personally for a number of years and he will be a considerable asset to the management team.'

Orange Communications SA was awarded its mobile telephone licence in Switzerland by the Communications Commission (COMCOM) in May 1998. The consortium is composed of Orange plc, VIAG Aktiengesellschaft, Swissphone Engineering AG and the Cantonal Bank of Vaud (BCV).

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