



NEW PHASE OF THE ORANGE EXPERIENCE TO ANSWER INDIVIDUAL CUSTOMER NEEDS AND DELIVER CONTINUED BUSINESS GROWTH

a personal, simple, compelling experience for Orange customers worldwide

- New and relevant personalised services – Orange World™
- New easy-to-understand tariffs – Orange World™ Bundles
- Simple access to services – Orange Signature phones
- Orange phone trainers to be deployed across Europe
- Global advertising campaign goes live next week

London, Paris, Zurich. Wednesday 29 October 2003. Orange today unveiled the next stage of the global strategy which started in March and was articulated by CEO Sol Trujillo in June this year, giving customers a personal, simple and compelling Orange Experience across Europe.

Sol Trujillo said: “Earlier today we announced very impressive revenue and customer numbers for Q3. These have been achieved through our differentiated strategy, which truly focuses on the individual customer. But it doesn’t stop there, and today we are also announcing this next phase of the Orange Experience, which will continue to drive our growth into 2004 and beyond. By making it simple, compelling and above all personal, both our customers and our business will continue to thrive.”

Orange is launching a series of initiatives in the UK, France and Switzerland next week and across other Orange countries in Q1 2004, intended to make it easy to access compelling Orange services, increase adoption and continue to drive the impressive revenue growth Orange announced earlier today. The initiatives include a new portal known as Orange World™; new simple tariffs – Orange World™ Bundles; continued development of the Signature phone series; and rollout of Orange Phone Trainers beyond the UK; all communicated to customers through a new global advertising campaign.

Personalisation – Orange World™

Everyone is different. To ensure a truly relevant experience for its customers, Orange has created the Orange World™ portal, allowing customers to personalise their phone. Also within Orange World™ are a series of services, making it easy to personalise and share content. “*Add this to your page*” makes personalisation easy; “*Send to a Friend*” enables customers to share their favourite content with friends; and “*Get a Map*” allows customers to find out exactly where they need to go, using the Orange intelligent network. All of these services appear below the relevant content and are accessible with just one click. The content and services are all available through the Orange World icon which, from next week will be accessible on all WAP and GPRS handsets – not just new phones – in the UK and France, with Switzerland and other Group countries intending to launch in Q1 next year. This personalisation initiative is being rolled out across the Group following the success of Orange UK’s Your Page which, in just six months, has seen over half-a-million customers personalise their content on their Orange phone.

New easy to understand tariffs – Orange World™ Bundles

Orange is introducing a set of easy-to-understand promotional tariffs offering access to a broad range of services. The tariffs are designed to give customers the opportunity to try new services that they may not have previously accessed and subsequently drive service adoption. The new tariffs will initially be launched in the UK (Orange World™ Access), France (Forfait Orange World™) and Switzerland (Orange World™ Option) before being rolled out across other Orange countries next year (see appendix for more information).

Simplicity – Orange Signature phones

Working with hardware and software manufacturers, Orange has developed a range of Signature phones, offering customers unrivalled choice, simplicity and personalisation and designed to give customers the best possible Orange World™ experience on their phone. Orange Signature phones are targeted at specific customer segments, and offer a range of functionality, operating systems, manufacturers and price-points, but all promise a consistent experience of one-touch access to key services and exclusive Orange services. Orange Signature phones have proved to be the most successful in driving use of non-voice services (see appendix for more information). Orange believes that this is due to the successful marriage of compelling services with easy, one-touch access to those services.

Orange Phone Trainers programme

The Orange Phone Trainers programme is focused on driving both new and existing customers in-store to ensure they get the most out of their phone and build a deeper relationship with Orange. In the UK, the programme turned a 5% year-on-year decline of footfall in Orange Shops into a 20% year-on-year increase. Following this success, Orange Phone Trainers are now being rolled out across other Orange territories. France will introduce mobile coaches as of next week with Switzerland and other Orange countries intending to launch similar programmes early in 2004.

Global advertising campaign

Orange's first global broadcast and print advertising campaign is being launched across the UK and France next week. Orange companies in Switzerland, Denmark, Slovakia, Romania, Belgium, The Netherlands and Thailand will also be launching the campaign in 2004. The campaign was developed following focused customer research and highlights Orange solutions to the various needs our customers have. It supports the company approach of building a personal relationship with customers and answering their individual needs.

Richard Brennan, Executive Vice-President of Global Brand Marketing and Products for the Orange Group, added: "We have listened to our customers and this campaign and the key pillars of making it personal, simple and compelling, address the issues they have told us are important to them.

"We don't believe in pushing products at our customers – that just adds confusion. We are differentiating ourselves through our deeper understanding of customers' needs and providing them with the services and solutions to meet those needs. We are not offering a one-size fits all solution for customers who buy a new phone. We are offering a truly relevant and personalised Orange Experience that treats each of our customers as individuals."

He added: "This is the next phase of a deeper customer-driven approach. It will evolve, but the foundations of the Orange Experience – our focus on personal, simple and compelling - will remain consistent."

The future's bright, the future's Orange.

ends

NOTES TO EDITORS

Orange and wirefree are trademarks of Orange PCS. The Orange group is one of the world’s largest mobile communications companies, with operations in 19 countries across Europe and beyond. It provides a broad range of personal communications services, including Orange GSM1800 services and other digital cellular telephone services. The Orange brand operates in the UK, France, Switzerland, Romania, Denmark, Slovakia, Luxembourg, Thailand, the Ivory Coast, the Dominican Republic, Cameroon, the Netherlands, Botswana and Madagascar. The Orange group also has controlled operations in Belgium (Mobistar). The Orange group has a joint controlling interest in Egypt (MobiNil) and minority interests in Portugal (Optimus), Austria (Connect Austria), and Mumbai/India (BPL Mobile). As at the end of October 2003, Orange was the largest mobile operator in both the UK with over 13 million active customers, and France with over 19 million registered customers. As at the end of October 2003, Orange controlled companies had 46.9 million customers worldwide. Further information about Orange can be found on the Orange website at www.orange.com.

APPENDIX

1. New easy to understand tariffs – Orange World™ Bundles

	UK	FRANCE	SWITZERLAND
	ORANGE WORLD™ ACCESS	FORFAIT ORANGE WORLD™	ORANGE WORLD™ OPTION
LEVEL ONE	Monthly cost: £4 <ul style="list-style-type: none"> • 10 text messages • 20 photo messages • browsing: 3MB / 4hours <i>(Out of bundle: £2 per MB)</i>	Monthly cost: €6 <ul style="list-style-type: none"> • 15 text messages or 5 photo messages • browsing: 5MB / 5hours <i>(Out of bundle: €0.05 10KB)</i>	Monthly cost: CHF 9.- <ul style="list-style-type: none"> • 20 photo messages • 20 text messages • Orange Express (use of Orange Mail and surfing on the Orange Portal for free) <i>(Out of bundle: CHF 0.10 for 10KB)</i>
LEVEL TWO	Monthly cost: £6 <ul style="list-style-type: none"> • 5 video messages • 10 text messages • 20 photo messages • 5MB browsing <i>(Out of bundle £2MB)</i>	Monthly cost: €10 <ul style="list-style-type: none"> • 30 text messages or 10 photo messages • 10MB / 10 hours <i>(Out of bundle: €0.15 10KB)</i>	n/a

2. Simplicity – Orange Signature phones

The SPV and SPV E100 phones have proved to be the most successful Orange phones in terms of non-voice revenue.

By 2005, Orange expects 25 per cent of revenues to come from non-voice services - about 10 euros per customer. The SPV already generates an average of 15 euros per customer from non-voice usage alone. Orange customers on average access the Internet five times a day from their SPV and over 80% of customers have synchronised the phone with their desktop computer. New research conducted by Edge Strategies in Europe* and Asia has shown that Windows Mobile -based Smartphone customers deliver an average revenue per users (ARPU) uplift of +25% (from €53 to €67⁺). The majority of this uplift is accounted for by an increase in non-voice usage driven through increased Internet browsing, wireless email and downloading applications. The study also found an increase in voice ARPU. Edge Strategies suggest that this could be related to incoming emails generating outgoing calls and that the seamless synchronisation of Outlook contacts helps users to have all their numbers accessible and easier to call.

Edge Strategies Inc. (a leading IT and Telecommunications focused consulting firm) surveyed 1020 Windows Mobile-based smartphone users in September 2003 in Europe and Asia. ARPU uplift is computed by comparing bills of current Windows Mobile-based smartphone users with their bills before using this device. *Exchange Rate used: 1 euro = \$1.16

For more information, please call the Orange Group Media Centre on +44 7973 201 911 or +44 207 984 2000