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## **Dufry signs 4-year global agreement for Wide Area Network services with Orange Business Services**

**will improve efficiencies and cut costs with global data center consolidation and standardized platform**

Dufry, a leading global travel retailer with headquarters in Basel, Switzerland, and with operations in 41 countries, has signed a 4-year global agreement for Wide Area Network (WAN) services. The global WAN will support Dufry in its efforts to consolidate data centers in order to improve efficiencies and cut costs.

With more than 11,200 employees, Dufry operates worldwide more than 1,000 shops located at airports, cruise liners, seaports, and other tourist locations. With the services agreement signed with Orange Business Services, Dufry can consolidate its ICT and benefits from one global data center in Switzerland.

Given the 41 countries in which Dufry operates, it is imperative to have a reliable and stable global WAN at a fair price.

Dufry CIO Peter Östling said: "With the MPLS WAN provided by Orange Business Services, we really can save money and profit from not only a stable network but also from the global know-how, coverage and experience Orange has."

Peter Moebius, vice president and country manager, Orange Business Services Switzerland is pleased to have Dufry as customer: "We showcased an in-depth understanding of Dufry's most critical needs and provided with our solution not only a global data centre consolidation, but also a standardized platform."

### **About Dufry**

Dufry Ltd (SWX: DUFN) is a leading global travel retailer operating more than 1,000 duty-free and duty-paid shops in airports, cruise lines, seaports, railway stations and downtown tourist areas.

Dufry South America Ltd. (BOVESPA: DUFB11) is a subsidiary of Dufry AG and is listed on the Brazilian and Luxemburg stock exchanges.

Dufry employs around 11,200 people. The company, headquartered in Basel, Switzerland, operates in 41 countries in Europe, North America, Central America & Caribbean, South America, Asia and Africa.





## About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 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 2008, France Telecom had consolidated sales of 53.5 billion euros (12.7 billion euros for the first quarter of 2009) and at March 31, 2009, the Group had a customer base of almost 184 million customers in 30 countries. These include 123 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one 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: [www.orange.com](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

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