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Leadership changes prepare Orange Switzerland for second decade of its success story

Andreas S. Wetter, current CEO of Orange Switzerland, steps back from the operational lead on 1st August 2009 and takes over the position as Chairman of the company's board as well as other international board memberships for Orange France Telecom group. At the same time Thomas Sieber will become the new CEO of Orange Switzerland.

Andreas Wetter led Orange Switzerland over ten years. He was the company's first CEO and took it from birth since 1999 to becoming the country's number two mobile telecoms company with 1.6 million customers. Over this time he expanded the Orange Switzerland offer from voice-only mobile into data, enterprise and home broadband services.

While Andreas has decided to step back from the CEO role, he continues to be involved in the business of Orange Switzerland. As well as his role as chairman, where he replaces Dr. Hans Jurg Schurmann, Andreas will support the new CEO and take up further board member roles as well as other international strategic leadership positions within the Orange FT group.

Thomas Sieber joins Orange from Fujitsu Siemens Computers, where he has held leadership roles since 2001. Most recently he headed up the European region and the company's commercial activities as EVP and sat on the boards of directors and administration of Fujitsu Siemens companies in Germany, Switzerland and Russia. As VP Commercial and Channel, his previous role, Thomas was responsible for the company's entire volume business across all customer segments and channels. Prior to joining Fujitsu Siemens Thomas held a variety of senior roles in Switzerland and abroad.

Olaf Swantee, SEVP, responsible for Orange mobile business worldwide, said: "Orange Switzerland was the first Orange company to set up outside the UK. Andreas showed how the brand and values could become an international success and, against a very strong incumbent, he built one of Switzerland's leading telecoms brands. I am delighted that Andreas will stay with the company – and that the wider Orange group can benefit from his expertise."

Commenting on Thomas Sieber, Olaf Swantee said: "Thomas comes to us from the world of IT where he has gained 20 years of experience, both locally and internationally. In today's converging world, and with data central to our business, Thomas's international IT background is a major advantage for Orange Switzerland. In a complex multi-channel environment his expertise in channel management and partnering is another key strength. Thomas is a worthy successor to Andreas and I know he will drive Orange Switzerland into the next decade of success."

Medienkontakt:

Orange: 078 787 10 16 – Therese Wenger, therese.wenger@orange.ch

