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Swiss Premiere: no business too small to be a mobile phone provider

Orange has chosen Transatel as a partner to launch new mobile virtual network operators (MVNO) on its mobile network. For the first time in Switzerland, companies will be able to offer MVNO services in a quick, easy and cost-effective manner through this deal with Transatel. The offer enables companies regardless of size or sector to become a mobile phone provider. As a result of this deal companies can offer customers a tailored mobile communications range in addition to their core products and services. The partnership with Transatel is an important step for Orange in establishing itself as the partner of choice for virtual network operators.

“We want to be the MVNO’s preferred network partner, and our collaboration with Transatel is an important step in this. Together, we offer businesses of all sizes and in all sectors the opportunity to become an MVNO partner and enter the fascinating world of mobile telecommunications. By doing so, we are able to meet the strongly growing need of many companies, who recognise that providing mobile telecoms services offers profitable growth, as well as increasing customer loyalty”, explains Tom Sieber, CEO of Orange Switzerland.

“We have already introduced our business model in France, Belgium and the UK, and have launched more than 50 MVNOs. We are very happy with our partnership with Orange, through which we can also provide our services in Switzerland. We are exactly the right partner for businesses that want to launch their own mobile phone range cost-efficiently and under their own brand name”, states Jacques Bonifay, CEO of Transatel.

As a result of their collaboration, Orange and Transatel will enable all interested businesses, traders and service providers to launch their own services on the Swiss telecoms market with almost no upfront investment and in very short time. Transatel will assume the role of virtual network aggregator (MVNA), which ensures that companies have access to the Orange network and Orange mobile phone services. Due to the high level of efficiency that Transatel offers MVNOs with its platform, it is theoretically possible to connect up to 20 MVNO providers per year on the Orange network.

If a business enters into an MVNO contract with Transatel, it will be able to enter the mobile market within a short time, including offering subscriptions and pre-pay services. The MVNO is responsible for operation and is free to design and market its services, customer relations, etc., as it pleases. It will decide whether it wants to concentrate on specific market niches, for example regional mobile broadband services, or whether it wants to aim for a range of national and international mobile phone services.

The modern and efficient Orange mobile phone network offers MVNOs all sorts of possibilities. It reaches over 99% of the Swiss population and offers fast mobile Internet connections





with transfer rates of up to 7.2 Mbit/s, in addition to mobile telephony services. Thanks to more than 445 international roaming agreements, mobile communication services can be used in more than 197 countries.

More information is available at www.orange.ch/mvno and www.transatel-solutions.com

About Orange Switzerland

Orange Communications SA became the third mobile phone provider on the Swiss telecoms market in June 1999. The Orange mobile phone network reaches over 99% of the Swiss population and also offers fast mobile Internet connections in addition to mobile telephony. Since June 2007, Orange has also provided fixed network services.

In 2008, Orange generated a total turnover of 1.308 billion francs. Around 1151 employees are there to help 1,566,183 customers every day (as of end of September 2009).

Orange Switzerland is 100% owned by the France Telecom Group. On 30 September 2009, France Telecom had more than 126 million mobile network customers and more than 13.4 million Internet customers. In 2008, France Telecom achieved a consolidated turnover of 53.5 billion euros.

For more information about Orange Switzerland, please visit www.orange.ch

About Transatel

Transatel is a "Mobile Enabler" (or MVNE – MVNO Enabler) dedicated to delivering value to mobile users, mobile service providers (MVNO) and GSM operators (MNO). Transatel offers: turn-key solutions & methodology for economic players wishing to deploy and market mobile services under their own brand name; infrastructure & services for GSM operators to easily integrate new mobile service providers (or MVNO) or launch different co-marketing offers; an innovative approach to mobile service differentiation. Transatel tools & processes can be integrated into the existing environment from the MVNO and the MNO.

Depending on the MVNO's needs, Transatel services cover: order entry management, provisioning, billing (post-paid & prepaid), CRM, SIM card and value added services. Transatel's solution operates on a mutualised MVNE platform, ensuring scalability and cost optimisation. Transatel's MVNE platform is currently deployed and is live on 7 European GSM networks, with more in the works.

For more information, please visit: www.transatel.com and www.transatel-solutions.com

Media Contact

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

