



Renens, 17 August 2010

# Orange Me: the fully personalised à la carte subscription

**Swiss premiere: Orange is ending the age of pre-defined mobile phone subscriptions as of 22 August 2010. In future, the new offer entitled “Orange Me” will allow customers to pick and choose their subscription features ‘à la carte’ according to their own personal requirements. Customers will thus only pay for the services they really want and use. By introducing Orange Me, Orange is setting new standards in the Swiss mobile phone market in terms of simplicity, transparency and flexibility. Orange is also reducing its tariffs significantly with this new offer.**

“Imagine doing your weekly shop and finding just pre-filled baskets with only some of the things you need rather than a wide range of items on the shelves to choose from – it’s unthinkable. Yet to date, this has been exactly the situation with mobile phone subscriptions in the Swiss market. With all providers, mobile phone customers often pay for things they don’t really want. We are changing that. We are the first mobile phone provider in Switzerland to offer an ‘à la carte’ choice for mobile communications, something that is a matter of course in many other consumer areas”, says Yves Martin, Consumer Vice President of Orange, explaining this paradigm change.

Orange is replacing all existing postpay subscriptions with Orange Me ([click here](#) for pricing details). Capped offers (Prima) as well as PrePay offers will remain available. Of course, existing Orange customers with another mobile phone subscription can keep their subscription. Nevertheless, as of 22 August 2010 they can also get advice at any time about the advantages of the Orange Me offer at any Orange point of sale or evaluate the best offer online with an intuitive and user-friendly tool (see [www.orange.ch/orangeme](http://www.orange.ch/orangeme)).

Orange Me is aimed at private customers as well as small businesses, such as freelancers and the self-employed, whose private and business communications needs very often overlap.

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### Analysis by comparis.ch

**Ralf Beyeler, telecoms expert at the Internet comparison service comparis.ch, gives the following evaluating of Orange Me: “Orange Me is an attractive offer for customers with medium to high phone usage. Orange is now clearly setting itself apart from Swisscom’s high prices and is closing the gap on the least expensive Sunrise offers. Orange Me is the cheapest option for users who talk on the phone for more than three hours per month. This still holds true if users additionally send text messages and surf the Internet.”**

*Basis for calculation: average call duration: 1.9 minutes (according to 2007 telecommunications statistics provided by the Swiss Federal Office of Communications). Call distribution: 40% fixed line, 30% Swisscom mobile network, 10% Sunrise mobile network, 10% Orange mobile network and an additional 10% in own mobile network.*

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Basic mobile phone services – such as making calls, texting and data transfer – will be available in a dedicated selection of à la carte offers, as well as various additional options such as automatic tariff optimisation and the free calls to three preferred numbers option.

Furthermore, Orange will be introducing special offers with Orange Me. For example, customers will be able to watch Orange TV for free on their mobile phone, benefit from a discount on the newly launched online PC games, or get e-mail access with the free BlackBerry Internet Service. Such special offers with Orange Me are also available to business customers.

### **Even more attractive for young people and students**

Combined with the Young option, Orange Me is especially attractive for young people under 27 as well as for students. Orange Young can be freely combined with any Orange Me subscription to benefit from the following added services:

- calls for free to the Swiss fixed network and the Orange network at anytime
- 50 text messages per month for free
- Orange Messenger for free

Special offer: young customers and students will keep the benefits of Orange Young as long as they keep their Orange Me subscription even beyond the age of 27.

### **Orange Me – more personal, more reasonable**

With Orange Me, Orange is not only launching a completely new model for personal and individual mobile phone contracts, it is also significantly cutting its prices. For example, Orange Me offers phone calls to all networks in Switzerland (3000 minutes), Europe and the US (and many more countries), including free calls to the Orange Box, text messages (3000) and data transfer (1GB) for only CHF 120/month. Comparable offers from competitors are much more expensive (e.g. Swisscom: BeFree subscription is 40% dearer at CHF 169/month) or include far fewer services (e.g. Sunrise: Flat relax surf is CHF 125/month but with calls limited to Switzerland and no text messages included).

Customers will decide how much calling, texting and Internet surfing they require, which will then determine their monthly fee. Those who wish to make calls for a flat rate, for example, but don't send any texts or use the Internet, can select the flat rate voice offer with no text messages and no data volume included and will then only pay CHF 90, including free calls to the Orange Box and calls to all networks in Switzerland, plus to all networks in Europe, the US and many other countries.

The basic services (making calls, texting, data transfer) can then be supplemented with various cheap options. Thus, Orange Me can also be adapted to meet personal requirements by including the popular free calls to three preferred numbers option, automatic tariff optimisation for calls (in case of higher usage), Orange Travel or other options. For example, those who know their data usage well can tailor their subscriptions exactly in line with their needs with the Mobile Internet Plus option (CHF 10/month for 100 MB data volume).

As of 22 August 2010, you will find further information at [www.orange.ch/orangeme](http://www.orange.ch/orangeme).

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