

Orange Communications SA is celebrating its third birthday on 29th June 2002

24 hours of free calls

Three years ago, on 29th June 1999, Orange Communications SA entered the Swiss market as the third mobile communication provider. Since then Orange has convinced almost a million customers to choose its services and products and has established itself as a quality mobile provider with a market share of 18%. Reason enough to be celebrating this coming Saturday, such as with advertising campaigns in which local and regional sales teams will be supported by Orange employees from all fields. Or with free gifts for existing and new customers.

Nobody is better placed to embody a company and its vision and to convey what it stands for than its employees. That's why this Saturday on the 29th June about 400 Orange employees have volunteered to support the local and regional sales teams on the ground in the advertising campaigns that will be taking place throughout the whole country. Through this initiative employees will be experiencing the mobile provider's philosophy, which involves making people the centre of attention, by getting to know their customers up close.

Gifts for existing customers...

Orange rewards loyal customers. On the 29th June 2002 for 24 hours, all customers who make calls with an Orange price plan will be able to phone other Orange customers free of charge with the Orange network all day long. This offer does not apply to SMS and other services or to customers with an Orange PrePay price plan.

... and for new Orange customers

Anyone who chooses an Orange Personal or an Orange Advanced price plan from 29th June – 6th July 2002 – thus gaining access to excellent network quality, transparent tariffs and excellent service – will get 3 hours free standard calls.

Three successful years

Orange has every reason to be celebrating. Only three years after entering the market, Orange has, with almost a million customers and a market share of 18%, established itself as a quality mobile provider in Switzerland. In these three years Orange has created 1,600 new jobs and is currently training no less than 24 apprentices in the fields of IT, media and sales. In 2001 Orange increased its turnover by 19% to 887 million francs and after only 30 months in business achieved earnings before interest, tax, depreciation and amortisation (EBITDA) of 10.5 million Swiss francs.

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