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Orange steps up the digitalization of its offers in Africa and the Middle East

Orange wanted to meet its customers' expectations by picking up speed on its digital offers in several countries in Africa and the Middle East. Many customers are more interested in digital, a trend that has gained momentum due to the Covid crisis. For example, Orange mobile data traffic increased 30% between 2020 and 2021.

People want to see and hear each other when they are apart, stay in contact with their communities through social media, share and express themselves, trade, access online knowledge, make their lives easier and be entertained.

In this context, Orange is adapting and transforming its organization to create a "Digital Factory" that will develop and extend its digital offer in several countries.

- **The "My Orange" multi-service mobile app to easily manage mobile and landline contracts**

Launched in 2016, this free application is available on iOS, Android and as a web app in 17 countries and allows you to subscribe to voice and data offers, transfer money, view your balance, etc.

Since 2021, it has been enhanced with the "My Place" service, available in 8 countries, which provides entertainment content (films and series, games, music, news, etc.).

This practical and customizable app now has over 13.5 million users.

- **E-shops to buy your mobile online**

In 12 countries, customers can order their mobile and various telecoms and internet accessories online. And in March 2022, Orange Cameroon created a Business space that professional customers can use to access a catalog of dedicated offers.

- **100% digital offers to meet users' growing needs**

In Côte d'Ivoire, in June 2021 Orange launched a fiber offer exclusively for online subscriptions. This convergent fiber offer, for households and professionals, enables you to place an order without going to a branch or contacting a sales representative. The customer gets their installation in under 72 hours with just one visit from the Orange technical team for the delivery and installation.

In Jordan, Orange launched "Jood" in June 2022, which is a new offer providing more data, with a 100% digital customer journey, from ordering to delivery, including all assistance.

Similar offers are planned soon in Egypt, Côte d'Ivoire, and Senegal.

- **Chatbots: from assistance during a purchase to ID validation**

To enhance its customer relations channels, Orange has developed 21 bots available in 11 countries in Africa and the Middle East: Morocco, Jordan, Senegal, Guinea Conakry, Guinea Bissau, Côte d'Ivoire, Cameroon, Burkina Faso, Egypt, Tunisia, Mali.

These bots can be accessed via the web portal, WhatsApp, Facebook Messenger, Twitter and the My Orange app. Initially designed for information purposes (viewing your offer, voice and data balance, etc.), chatbots are now moving towards transactional services (money transfers, top-ups, etc.). In Guinea, Cameroon and Jordan you can now buy products and services via the chatbot in addition to receiving customer assistance.

Orange also plans to develop voicebots in local languages to address the needs of all populations.

Finally, in Cameroon there is a WhatsApp chatbot that makes it easier to collect customers' ID documents by taking a photo using their smartphone.

This digitalization of offers has also been applied to the B2B segment to develop "self-care" tools for professional customers.

Orange is present in 18 countries in Africa and the Middle East, and has 139 million customers as at June 30, 2022. With €6.4 billion in turnover in 2021, Orange MEA is the Group's main growth region. Orange Money, with its mobile-based money transfer and financial services offer is available in 17 countries and has over 70 million customers. Orange, a multi-service operator, benchmark partner of the digital transformation, provides its expertise to support the development of new digital services in Africa and the Middle East.

About Orange

Orange is one of the world's leading telecommunications operators with sales of 42.5 billion euros in 2021 and 137,000 employees worldwide at 30 June 2022, including 76,000 employees in France. The Group has a total customer base of 282 million customers worldwide at 30 June 2022, including 236 million mobile customers and 24 million fixed broadband customers. The Group is present in 26 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies under the brand Orange Business Services. In December 2019, the Group presented its "Engage 2025" strategic plan, which, guided by social and environmental accountability, aims to reinvent its operator model. While accelerating in growth areas and placing data and AI at the heart of its innovation model, the Group will be an attractive and responsible employer, adapted to emerging professions.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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