

Paris, 31 may 2023,

ORANGE AND LA MONNAIE DE PARIS UNVEIL RECYCLED MEDALS FOR A RESPONSIBLE RUGBY WORLD CUP 2023

With 100 days to go until the opening match between France and New Zealand, the medals for the Rugby World Cup 2023 have been officially unveiled at La Monnaie de Paris, where they were designed, engraved and struck. Thanks to Orange, Official Sponsor of the event, more than 200,000 mobile phones were collected and recycled to make the medals.

The Rugby World Cup 2023 is more than just a sporting event and has the ambition to reduce its environmental impact.

That's why France 2023, together with Orange and with the support of La Monnaie de Paris, are proud to offer the Rugby World Cup 2023 competitors medals made from recycled mobile phones.

Symbol of sport, the gold, silver and bronze medals will be awarded to the teams finishing in the top three places at the Rugby World Cup 2023: the winner of the Webb Ellis Trophy, the runner-up and the winner of the bronze final. Participation medals will also be awarded to all players taking part in the 2023 Rugby World Cup.

A FRENCH MANUFACTURING PROCESS

In order to collect the medals for the Rugby World Cup 2023 and following the principles of its RE programme that encourages the return and purchase of reconditioned mobile phones, Orange collected used mobiles from Campus 2023 apprentices, FFR-affiliated clubs, partner companies and in its shops in France.

Once the collection was complete, the mobiles were sent to Ateliers du Bocage for sorting. Those in good condition were repaired and reconditioned, while the others were recycled and sent to a centre specialising in electronic waste for metal extraction. The raw material was then prepared by a company specialising in the production of semi-finished and finished products in technical alloys.

Working closely with the France 2023 teams, all the medals were then designed, engraved and struck in the Paris workshop of La Monnaie de Paris, France's oldest and most illustrious institution.

The medals will be presented to the Rugby World Cup 2023 competitors in an eco-friendly case, surrounded by a ribbon made from recycled material.

Key figures:

- 1,491 medals (finalists & participation)
- 206,000 mobiles collected
- 2,953 kilos of metal recovered from the 31 tonnes of mobiles collected
- 138 mobile used to make a medal
- 220 participating clubs and organisations



"Over and above the challenge of providing connectivity for the Rugby World Cup 2023, Orange must respond to the greatest challenge of our time: the environmental challenge. More than ever, we must support our customers, our partners and, more broadly, the general public in their responsible approach. These medals represent the symbol of this creativity, this commitment and the Group's ever-growing initiatives in terms of the circular economy, particularly at major sporting events."

Caroline GUILLAUMIN, Executive Vice President of Communication, Orange Group

"More than just magnificent collector items that will reward great champions, the medals we are unveiling today embody our ambition: to reduce our impact on the environment as much as possible, and to place the territories at the heart of the Rugby World Cup 2023. From the collection of used telephones to the final minting, via the design of these medals which will honour the history of rugby, I would like to thank all the teams from France 2023, Orange and La Monnaie de Paris who have been mobilised on this project which means so much to us."

Jacques RIVOAL, President of France 2023

"Monnaie de Paris is proud of its tradition of celebrating major sporting events and honouring athletes. Designing responsible medals from recycled telephones was a real challenge, which our workshops met brilliantly. These medals will enable the competitors of the Rugby World Cup, which will be held in France in 2023, to shine long after the competition is over!"

Marc SCHWARTZ, President, La Monnaie de Paris

MEDALS COMBINING BOLDNESS AND TRADITION

The Möbius strip will be represented around the Rugby World Cup 2023 logo, as a unique and infinite link that will connect the players to the fans, rugby to society, France and the world. And because the Rugby World Cup 2023 draws its strength from the French territories, their uniqueness and their specificities, the ten host cities are represented by their dedicated signature.

The reverse side features the ultimate prize for any rugby player: the iconic Webb Ellis Trophy, awarded since 1987 to the Rugby World Cup winning team. It is named after William Webb Ellis, an English student of the Rugby School, who made history in the autumn of 1823 by taking the ball by hand and crossing the field with it, in defiance of all the rules in force at the time. A disruptive gesture, "outside the codes", whose bicentenary is being celebrated in 2023.

Between audacity and tradition, between references to its history and its avant-garde spirit, this medal embodies France and rugby at their strongest. It is topped by a representation of the Arc de Triomphe, a symbol of the greatest celebrations and unforgettable moments of popular jubilation.

ABOUT THE RUGBY WORLD CUP FRANCE 2023

The Rugby World Cup 2023 will take place in France from 8 September to 28 October. The matches will be played in nine stadiums across ten host cities. This will be the 10th men's Rugby World Cup in history, and the second to be staged in France after a memorable edition in 2007.



The 2023 Rugby World Cup will be held in the bicentenary year of rugby, which was invented in 1823 by William Webb Ellis, an English student of the Rugby School, who demonstrated an "unconventional" gesture by catching the ball in his hand and running with it.

France 2023 aims to be a competition with a positive impact, setting new standards in terms of social responsibility, inclusion and sustainable development for a major international sporting event. Four strong commitments have been made: to act for a sustainable and circular economy, to commit to education, training and employment, to limit the impact on the environment, and to support inclusion and accessibility.

The Rugby World Cup 2023 will be a flagship rugby event, pitting 20 teams against each other. 48 matches will be played over 51 days.

ABOUT ORANGE

Orange is one of the world's leading telecommunications operators with revenues of 43.5 billion euros in 2022 and 136,000 employees worldwide at 31 March 2023, including 74,000 employees in France. The Group has a total customer base of 288 million customers worldwide at 31 March 2023, including 243 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. In February 2023, the Group presented its strategic plan "Lead the Future", built on a new business model and guided by responsibility and efficiency. "Lead the Future" capitalizes on network excellence to reinforce Orange's leadership in service quality. Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN). For more information on the internet and on your mobile: www.orange.com, www.orange-business.com and the Orange News app or to follow us on Twitter: @orangegrouppr. Orange and any other Orange product or service names included in this material are trademarks of Orange or Orange Brand Services Limited.

ABOUT LA MONNAIE DE PARIS

Located in the heart of Paris, La Monnaie de Paris pursues its original mission, entrusted to it in 864: to mint coins for the State. It is the oldest French institution and one of the oldest companies in the world. Behind the doors of an 18th-century palace, La Monnaie de Paris is home to the last remaining Parisian factory in operation, supporting the arts and crafts by producing exceptional products (medals, coins, decorations, works of art) in its historic workshops on the Quai de Conti.

La Monnaie de Paris is also based in Pessac (Gironde), where its high-level industrial skills are used to produce current and foreign coins as well as collector items.

With its museum, the Paris site offers a remarkable and sensory journey through heritage collections and views of the art workshops. This unique identity and exceptional heritage make La Monnaie de Paris a key cultural player.

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