



Press Release

Paris, 28th February 2025

## Orange: The Future of Connectivity Unveiled at Mobile World Congress

This year, Orange highlights its role as a leader in networks. With its slogan "Connectivity and beyond," Orange illustrates the power of its network, which aims to be intelligent, responsible, open, software-driven, and increasingly predictive. At MWC, Orange will demonstrate its ability to innovate and transform its network to offer new services to businesses and consumers, thereby generating value and flexibility.

### AI, An Asset for Safer and More Efficient Networks

At the heart of the MWC, Orange will emphasize artificial intelligence and networks. With over 150 use cases deployed, 800 experts, and strategic partnerships, Orange positions itself as a major player in Artificial Intelligence, advocating for the development of responsible, ethical, and inclusive AI. The Group will present its latest advancements from its research and innovation efforts, including the integration of AI into its networks, thereby improving the quality, reliability, and predictability of infrastructures for the benefit of its customers. AI also plays a crucial role in enhancing cybersecurity and protecting customer data, two strategic areas for Orange, which commits as a trusted operator to integrate the latest technologies to build a safer digital world.

### Orange LiveNet: A New Business Unit to Market Network APIs

Orange accelerates access to advanced network capabilities with the launch of its API Business Unit, Orange LiveNet. The new business unit will focus on creating attractive offers for developers and businesses to gain secure access to advanced network functionalities, using network APIs. As Orange increasingly opens up its networks, functioning as commercial platforms, network APIs will be the gateway for the development of new customer experiences across many industries, allowing real-time and secure access to personalized connectivity. With this business unit, Orange aims to support the acceleration of its CAMARA API catalog, an open-source project of the Linux Foundation and the GSMA OpenGateway initiative, supported by 69 operator groups worldwide. Orange's network APIs will be available through the portal [developer.orange.com](https://developer.orange.com) and several partner channels for developers, starting with [Aduna](#), the new joint venture created by Ericsson and more than 10 international operators, including Orange, in September 2024.

The first commercial APIs in this new approach are identity and anti-fraud APIs, followed by geolocation and quality-on-demand APIs, demonstrated at MWC.

## Meet Orange Leaders

### **Christel Heydemann, CEO of Orange**

*“Driving Europe’s Digital Future: Leadership in Action “*

Monday, March 3 | 15:15 - 15:45 | Main Stage, Hall 4

### **Jérôme Berger, Strategy Director of Orange and CEO of Orange Ventures**

*“Swipe Right! Let’s Match: What Telcos & VCs are Looking for “*

Monday, March 3 | 15:00 - 16:00 | Agora Stage, Hall 8

### **Mari-Noëlle Jégo-Laveissière, CEO of Orange Europe**

*“New Digital Economy: Connecting the Dots “*

Tuesday, March 4 | 11:45 - 13:00 | Ministerial Stage, CC5

### **Michaël Trabbia, CEO of Orange Wholesale**

*“AI vs. Human Ingenuity: Who Will Design the Networks of the Future? “*

Tuesday, March 4 | 13:15 - 14:15 | Marconi Stage, Hall 6

### **Elizabeth Tchoungui, Executive Vice President of CSR at Orange**

*“Diversity4Tech: The Synergy of DE&I and Corporate Social Responsibility “*

Wednesday, March 5 | 09:45 - 10:30 | Johnson Stage, Hall 6

Find all of Orange's demonstrations at MWC [HERE](#)

## About Orange

Orange is one of the world’s leading telecommunications operators with revenues of 40.3 billion euros in 2024 and 127,000 employees worldwide at 31 December 2024, including 71,000 employees in France. The Group has a total customer base of 291 million customers worldwide at 31 December 2024, including 253 million mobile customers and 22 million fixed broadband customers. These figures account for the deconsolidation of certain activities in Spain following the creation of MASORANGE. The Group is present in 26 countries (including non-consolidated 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).

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