



BNP PARIBAS
PERSONAL FINANCE



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PRESS RELEASE

ORANGE SIGNS AN EXCLUSIVE PARTNERSHIP WITH BNP PARIBAS PERSONAL FINANCE FRANCE TO STRENGTHEN ITS MOBILE HANDSET FINANCING OFFER

BNP Paribas Personal Finance, under its commercial brand Cetelem, will offer a simple and fast amortizable credit solution to Orange's 21.8 million customers in France, making the acquisition of mobile handsets more accessible to customers both online and in Orange stores.

The "**Tailored Financing**" ("Financement sur Mesure") offer will be marketed to Orange customers in over 500 Orange stores. It will also be available online on the orange.fr and sosh.fr websites, as it covers both brands.

The offer will allow customers to fully customize their mobile handset financing plan with:

- Loan value ranging from €200 to €3,000,
- Loan duration from 4 to 48 months,
- With or without upfront customer contribution.

The offer is available to all current or future Orange customers, whether or not they have a monthly plan.

"We are delighted with this partnership, which demonstrates BNP Paribas' ability, as an integrated group, to mobilize its different sources of expertise and offer our partners the best of our businesses. We share with Orange the same requirement for quality and service, and our teams are committed to offering financing solutions tailored to the different needs of Orange's 21.8 million customers in France," said **François-Xavier Coyras**, Commercial Director of BNP Paribas Personal Finance France.

"In a world where access to mobile connectivity and mobile devices has become essential, and in a context where the cost of living continues to put pressure on households, we are delighted to partner with BNP Paribas Personal Finance to launch a fully adjustable handset financing solution, accessible both online and in stores. This offer has been specifically designed for its flexibility and its ability to meet everyone's needs," added **Laetitia Orsini-Sharp**, Director of Retail Markets at Orange France.



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About BNP Paribas Personal Finance

BNP Paribas Personal Finance is a major consumer finance player in France and Europe, offering a wide range of consumer credit products. A wholly-owned subsidiary of the BNP Paribas Group, the company offers, via its brands Cetelem, Findomestic and Alpha Credit, a full range of personal loans in stores, at car dealerships or directly to customers through its customer contact centres and online.

Over a number of years, BNP Paribas Personal Finance has developed an active partnership strategy with retail chains, car manufacturers and distributors, e-commerce websites and other financial institutions (banking and insurance) based on its experience in the credit market and on its ability to offer integrated services tailored to the business activities and commercial strategy of its partners.

To support its customers and partners, BNP Paribas Personal Finance is committed to promoting access to more responsible and sustainable consumption.

For more information

www.bnpparibas-pf.com

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www.linkedin.com/company/bnp-paribas-personal-finance

About Orange

Orange is one of the world's leading telecommunications operators with revenues of 39.7 billion euros in 2023 and 129,500 employees worldwide at 31 March 2024, including 72,500 employees in France. The Group has a total customer base of 282 million customers worldwide at 31 March 2024, including 243 million mobile customers and 21 million fixed broadband customers. 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) 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 X: [@orangegrouppr](https://twitter.com/orangegrouppr).

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