



Press release  
Paris, January 10, 2024

## **“Orange is here” becomes the new Orange brand signature**

The Orange Group is launching a new brand signature and revamping its communication concept to better reflect its commitment to be a trusted operator, there for its customers at each step of their journey and in any circumstances. This new initiative underlines the Group’s emphasis on the quality of customer relations and meeting their needs. It also highlights the commitment of the women and men of Orange.

### **A new brand expression to tackle the challenges of the telecommunications industry and support the deployment of the plan “Lead the Future”**

In a fast-changing telecommunications industry, Orange faces various challenges including better promoting the excellence of its networks and services, further strengthening customer satisfaction and thus standing out from new entrants. In this context, branding plays a crucial role. It helps Orange products and services to stand out from the competition. It defines the company’s identity and pledge towards its customers and collaborators, transcending borders and activities.

### **A new brand expression, devised with our partner Publicis**

During 2023, Orange has opened a discussion on his brand expression. Mindful of the importance of this project, the Group has implemented a meticulous tendering process, with several agencies invited to take part. Following a careful evaluation of the proposals, Publicis Conseil was chosen to support Orange in this project to evolve the signature and the communication territory for the Orange brand. They were revealed to Group employees on January 8, 2024.

### **A new brand signature: Orange is here**

This signature sends a clear message regarding Orange’s commitment to be a trusted operator, there for its customers, at each step of their journey and in any circumstances. It reflects the quality of the network and customer experience at Orange, as well as the complete dedication shown by Orange’s men and women towards its customers. It also demonstrates the Group's determination to offer solutions to its customers that are increasingly adapted and innovative, offering real added value - and at the best price. This signature is simple, friendly and informal, in keeping with our customers’ everyday lives.

### **A new communication concept**

The new brand signature is part of an innovative communication concept, which supports: all our offers and services, whether aimed at individuals, professionals or businesses; all our markets, both in France and abroad. This new communication concept stands out for its tangible style rooted in reality. It showcases the solutions proposed by Orange, as well as Group employees, who work hard every day to offer the best service. It also aims to give specific examples of our commitment and the value offered to our customers.

Caroline Guillaumin, Executive Director of Group Communications at Orange, said: *“Orange is here. These three words reflect the brand identity that we want to portray at Orange. Three words that support the Group’s bold and dedicated approach to be closer, more accessible and simpler. Three words that will be embodied by all employees. Three words that symbolize Orange’s desire to remain close to its customers whilst continuing to stand out. Orange, with 30 years of existence, is looking to the future with confidence and determination”*

#### About Orange

Orange is one of the world’s leading telecommunications operators with sales of €43.5 billion in 2022 and 136,000 employees worldwide as at June 30, 2023, including 74,000 in France. The Group had a total customer base of more than 291 million customers on June 30, 2023, including 246 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 “Lead the future” strategic plan, 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).

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