



Press release

Casablanca, 20th November 2023

Orange Middle East and Africa and Spotify join hands to promote African talents and offer a wide mobile music experience to Orange customers

- From today, in the Democratic Republic of Congo, Madagascar, and Mali and very soon in Guinea, millions of mobile users will enjoy music for free on Spotify platform when subscribing to an Orange mobile offer
- The new partnership between Orange Middle East & Africa and Spotify will bring a new music journey to mobile users, thanks to a vast music catalog and a user-friendly interface

Orange, operating in 18 countries across Africa and the Middle East, has recently partnered with Spotify, the world's leading music streaming platform, to offer all mobile customers an exciting music experience. By offering complimentary data bonuses to access to Spotify's service, Orange strengthens its position as an all-in-one entertainment service provider.

With a worldwide community of over 551 million monthly active listeners, including 220 million subscribers, Spotify provides a wide range of African and international artists with a library including over 82 million tracks. Orange customers can now enjoy this personalized and enriching musical experience by creating for instance their own playlists.

Jocelyne Muhutu-Remy, Managing Director for Spotify in Sub-Saharan Africa, said *"We are excited to partner with Orange Middle East & Africa to offer data bonuses to our customers in Democratic Republic of Congo, Guinea, Madagascar, and Mali, allowing them to enjoy our vast music library of over 100 million songs, without worrying about data. We are aware that data costs continue to be a hindrance for people who would like to stream music, that's why we are actively working at Spotify SSA on partnerships like this one."*

Brelotte Ba, Deputy CEO of Orange Middle East and Africa, said: *"We are pleased to partner with Spotify to bring a new experience to our customers in Africa and the Middle East. As a multi-service operator on the continent, we want to provide our customers with easier access to the rich musical culture in Africa and to the promotion of local talents. The deployment of this service in the countries where we are present will greatly facilitate access to an incomparable musical experience for all communities and thus contribute to the acceleration of digital inclusion on the continent."*



Music stands as the primary source of entertainment across the African continent. The vast community of Orange mobile users in several countries will enable Spotify to promote local talents and introduce them to a larger audience. This strategic partnership will constitute for Orange a substantial progression towards enhancing the musical experience across the African landscape, fostering a deeper connection to cultural and entertainment elements. Orange is exploring opportunities to expand the offer in other countries.

About Spotify

Spotify transformed music listening forever when we launched in 2008. Our mission is to unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators. Everything we do is driven by our love for music and podcasts. Discover, manage, and share over 100 million tracks, including more than 5 million podcast titles, for free, or upgrade to Spotify Premium to access exclusive features for music including improved sound quality and an on-demand, offline, and ad-free music listening experience. Today, we are the world's most popular audio streaming subscription service with a community of 551 million users, including 220 million Spotify Premium subscribers, in over 180 markets.

Facebook: @SpotifyAfrica | Twitter: @SpotifyAfrica | Instagram: @spotifyafrica | #SpotifyAfrica
Download the Spotify app via the Android or iOS app store or by heading to www.spotify.com

About Orange Middle East and Africa (OMEA)

Orange is present in 18 countries in Africa and the Middle East and has 148 million customers at 30 September 2023. With 6.9 billion euros of revenues in 2022, Orange MEA is the first growth area in the Orange group. Orange Money, its flagship mobile-based money transfer and financial services offer is available in 17 countries and has more than 80 million customers. Orange, multi-services operator, key 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 revenues of 43.5 billion euros in 2022 and 137,000 employees worldwide at 30 September 2023, including 73,000 employees in France. The Group has a total customer base of 296 million customers worldwide at 30 September 2023, including 251 million mobile customers and 25 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).

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