

Orange launches a '€2 for 2MB' Travel Data Daily roaming tariff to give customers peace of mind using mobile Internet services anywhere in the European Union

A €5 for 10MB for smartphones users is also being launched first in France

- Orange to offer a daily data roaming tariff standardised^[1] across the European Union (EU), enabling more customers to stay connected with friends and family, all for approximately the price of a cup of coffee
- Easy to understand, opt-in tariff for customers keeps costs to a minimum in the monthly bill
- New daily roaming tariff will be rolled out across Orange's European footprint from February 2010 and is part of a multi-tiered roaming pricing strategy from Orange Travel to unlock mobile Internet use for Orange customers

Orange today reinforced its commitment to enable more customers to get access to mobile multimedia services with the launch of a daily data roaming tariff across the European Union (EU). The €2 for 2MB daily data bundle is designed to offer Orange customers peace of mind when accessing mobile data services anywhere in the EU. It is designed to give customers the confidence to check their mail, surf the web and access social networking sites abroad, safe in the knowledge that they know exactly what the cost will be when they return home. Specifically for iPhone customers and launching in France first with some other countries to follow, Orange is also offering a €5 for 10MB daily data roaming.

The €2 for 2MB Travel Data Daily roaming bundle, which launched in Spain and Romania in 2009, is now being rolled out to the UK, Poland, France, Slovakia, Switzerland, Austria, Luxembourg, Belgium and Moldova. Across the Orange footprint, these bundles will be offered to existing customers on an opt-in basis.

Putting the 2MBs into context, this equates to approximately thousands of Twitter messages, 80 to 100 emails (not attachments), 80 to 100 web pages (text) or approximately 15 to 20 images. While attractive to smartphone customers – for whom accessing mobile internet services is second nature – the plan will appeal to the broader base of customers using feature phones with internet, email and social networking capabilities.

Olaf Swantee, senior executive vice president for Orange's global mobile business, commented: "Our customers shouldn't be constrained by national boundaries or worries over their bill when they're abroad. For many of our customers, who are just starting out on their mobile internet journey, we want to give them peace of mind and create a simple platform to be able to experience and experiment with mobile multimedia services wherever they are, whenever they want.

"For roughly the price of a cup of coffee, we are helping our customers keep doing what they're doing – it's not designed for heavier users who use the mobile internet to download music or games but for everyday customers who want to be able to check their emails, tweet or upload their pictures to social networking sites, anywhere they may be within the EU."

The Travel Data Daily roaming bundle forms part of a suite of products from Orange Travel giving customers total flexibility over their voice and data roaming needs. Orange Travel offers are designed to provide affordable, simple and transparent pricing tailored to our business and our consumer customers' needs. For more information on Orange Travel offers, go to www.orange.com/travel.

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For more information: www.orange.com, www.francetelecom.com, www.orange-business.com