



press release  
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## Orange launches mobile telecommunications services in Uganda

Orange has launched mobile telecommunications services in Uganda today entering a fast-paced and highly competitive business environment. The launch of Orange's brand new GSM network will provide Ugandans across the country with the quality of service and innovative offers that have become the hallmark of Orange's reputation worldwide. With this launch, Uganda becomes the 15<sup>th</sup> African country in Orange's international footprint and joins a worldwide community of 123 million Orange customers.

Increasing demand for mobile and internet services across Uganda has led to high expectations in the run-up to the launch of operations by Orange, which is already well-known for its refreshing, dynamic and straightforward appeal. With a rapidly growing population of around 30 million people and a mobile penetration rate of less than 27%, Uganda offers major prospects for growth.

The launch of operations by Orange Uganda Ltd. follows the acquisition by France Telecom of a 53% stake in the Ugandan mobile phone operator, HITS Telecom Uganda Ltd. In line with its international development strategy, the Group will provide the expertise and investment necessary to ensure the development of a superior network offering nation-wide coverage. The Orange network will be further expanded, not only in terms of coverage but also in terms of services and technologies. 3G broadband services will also be offered in the next few months, following the planned upgrade of the network to provide 3G coverage.

Commenting on the launch of operations, Orange Uganda Ltd. CEO, Philippe Luxcey said: "We are very excited to be able to enrich the lives of Ugandans by providing simple, innovative communications products and services, with unrivalled value and a clear focus on customer care. We are also proud to contribute to the economic development of Uganda".

For its launch, Orange has already positioned itself as a strong challenger on the market with a series of innovative and attractive offers. These include a unique national flat rate per second or per minute, an attractive range of international tariffs and an exclusive call-back service.

Orange Customer Service will be available 24/7 to help to answer any queries, provide information or give technical assistance during the roll out of services and beyond. People will be able to contact our dedicated customer service team toll-free simply by dialling 100.

### **About Orange**

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros and a customer base of more than 182 million customers in 30 countries. These include 122 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.





The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

*For more information: [www.orange.com](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)  
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