

Orange development strategy in Africa

Bernard Yvetot 07 December 2010



Agenda:

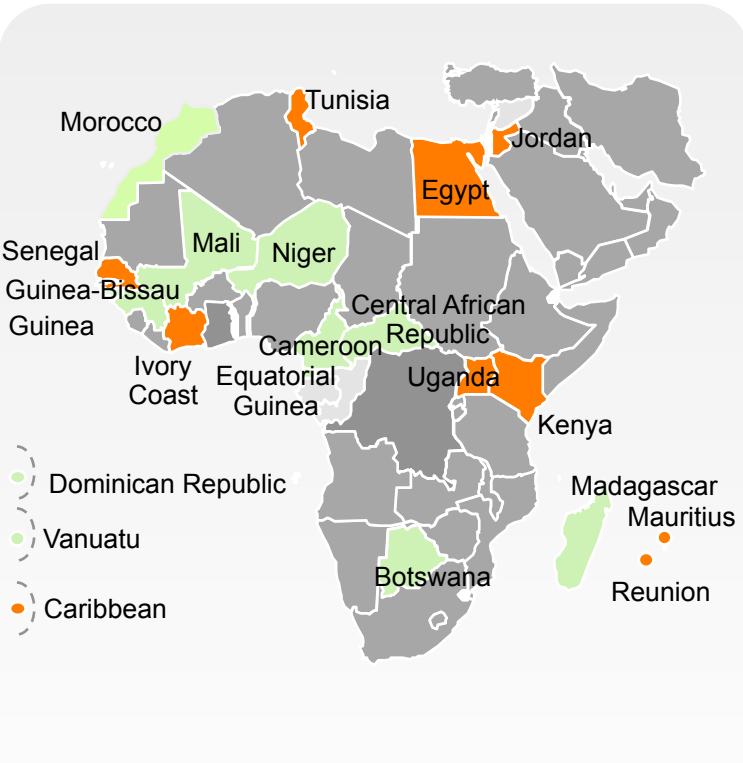
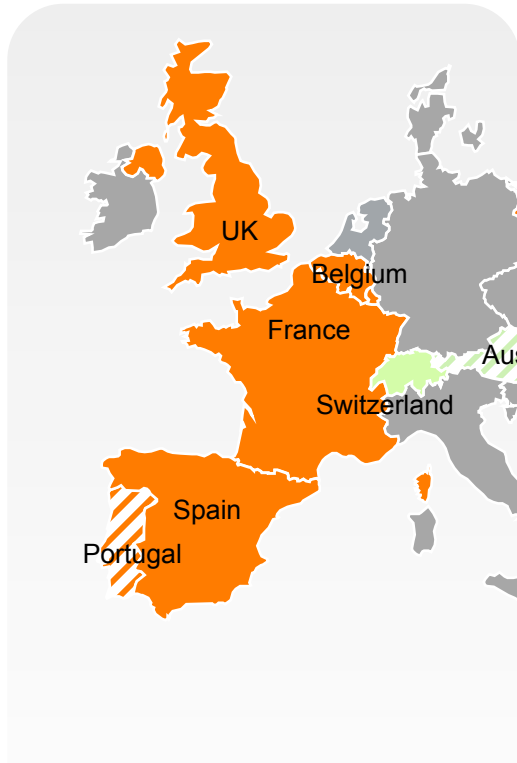
1. France Telecom /Orange development strategy in Africa
2. Public-Private Partnership

Orange international footprint: mobile, fixed line and internet services

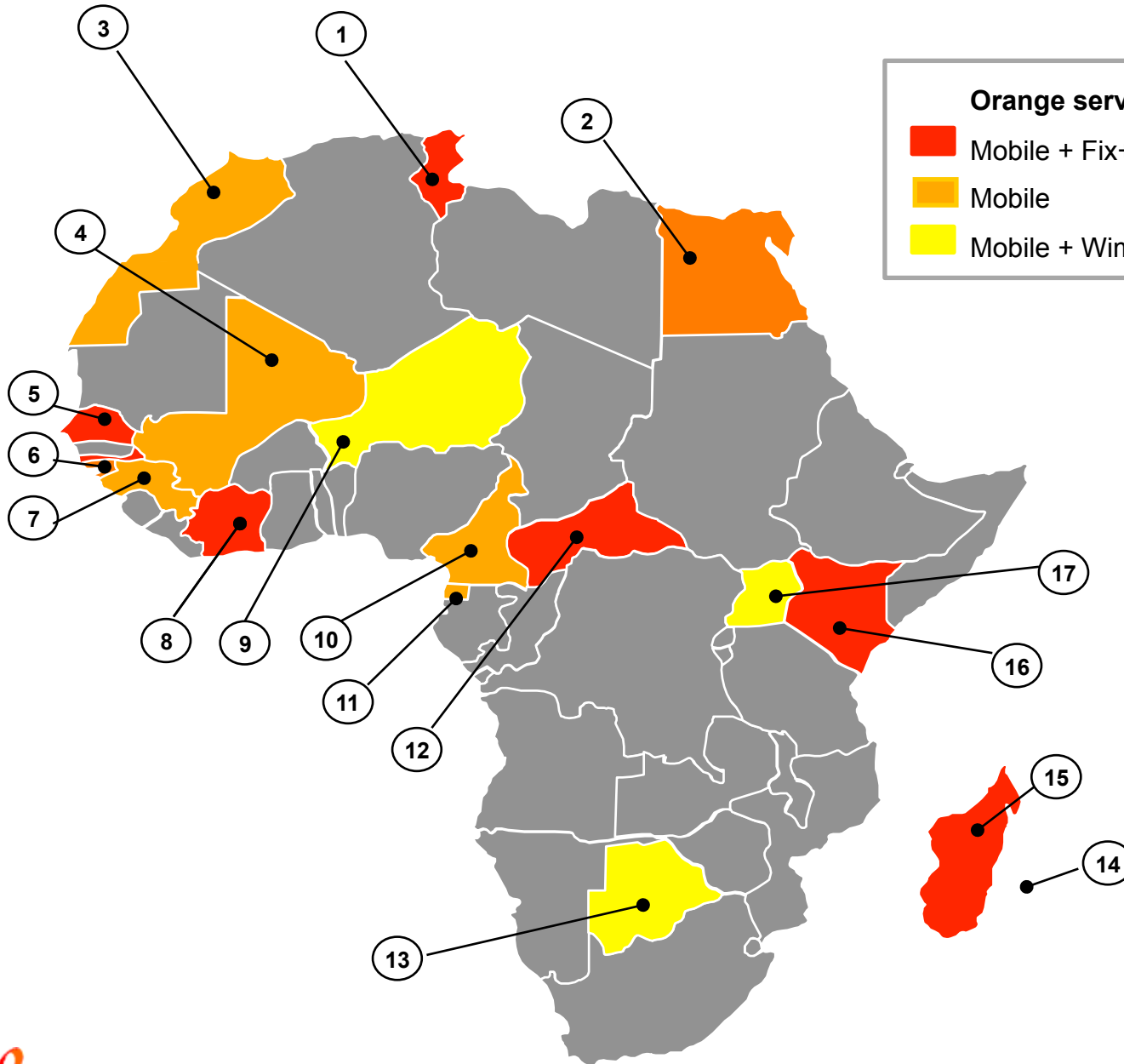
Western Europe

Central and Eastern Europe

Africa, Middle East



Orange footprint in Africa: 55 mil subscribers



1. Tunisia
2. Egypt
3. Morocco
4. Mali
5. Senegal
6. Bissau Guinea
7. Conakry Guinea
8. Ivory Coast
9. Niger
10. Cameroon
11. Equatorial Guinea
12. Centre Africa Republic
13. Botswana
14. Mauritius
15. Madagascars
16. Kenya
17. Uganda

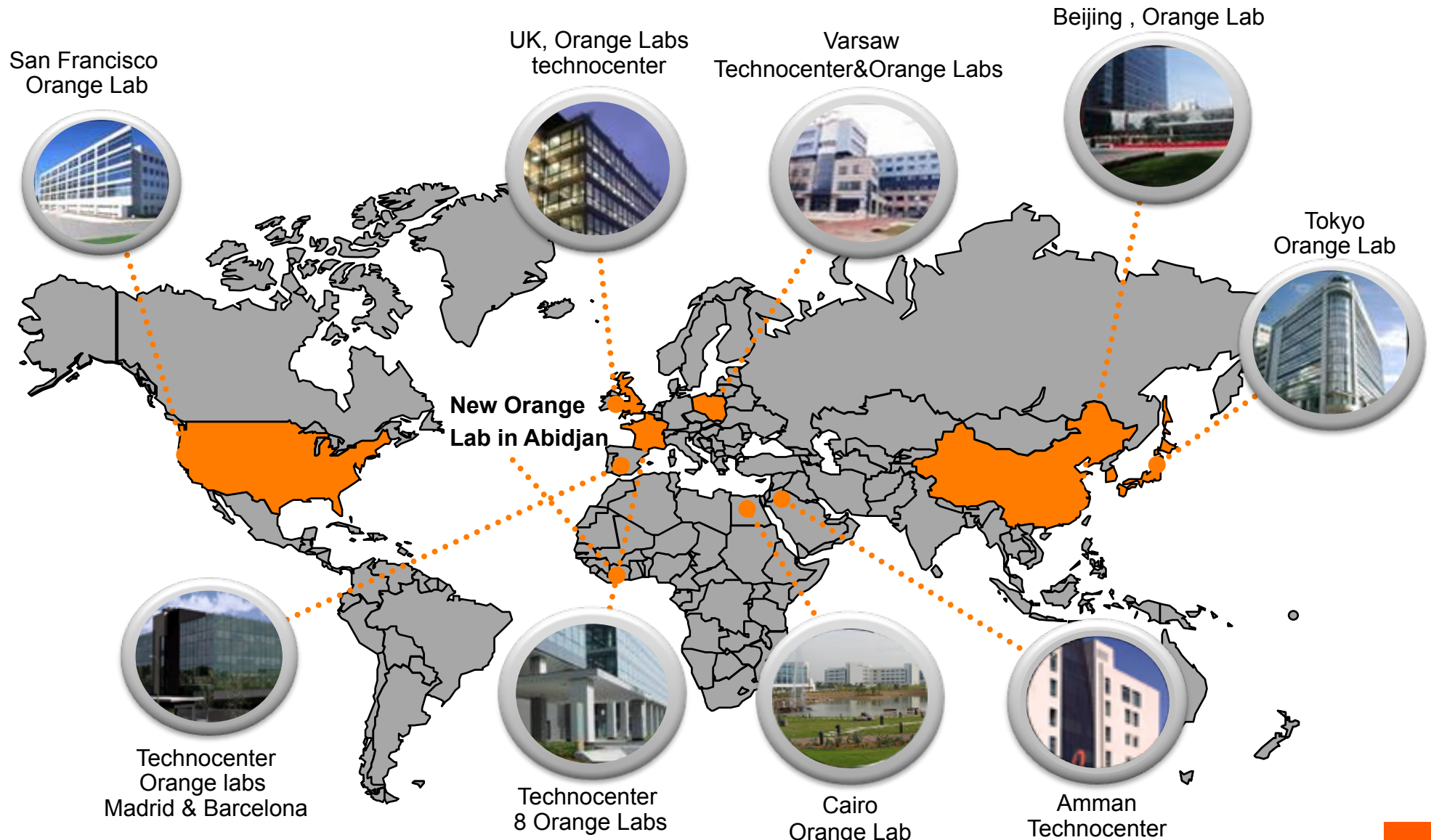
Orange Business Services: a footprint supporting large businesses around the world

support centers in 166 countries

a network covering 220 countries & territories



Orange Labs - A multicultural R&D present on 4 continents, innovating for all Orange markets



Objective: be a strong contributor to the development of telecommunication services in Africa

- **Develop Internet access and Broadband**
 - Build a panafrican infrastructure: sub-marine câbles and terrestrial backbone
 - 3G deployment in most of footprint countries (Internet Everywhere, Flybox) 2010/2011
 - Strong focus on the B2B market
- **Launch innovative projects** for new VAservices with partners
 - Orange Money
 - E-Health/M-health, e-education, e-agriculture, etc
 - Rural telephony (Community Phone)
 - www.StarAfrica.com
 - Emerginov platform: partnering with students & local sme's entrepreneurs
- **Build environmental friendly solutions:**
 - Solar energy for base stations (Oryx)
- **Corporate Social Responsibility**
- **Orange Foundation**
 - Education, women, disability, culture



Contribute and build a pan-African back-bone infrastructure internet access to African customers on economical terms

SAT3WS → upgraded Oct 09
to France, Portugal
Senegal (Sonatel), Ivory
Coast (CIT), Mauritius (MT)

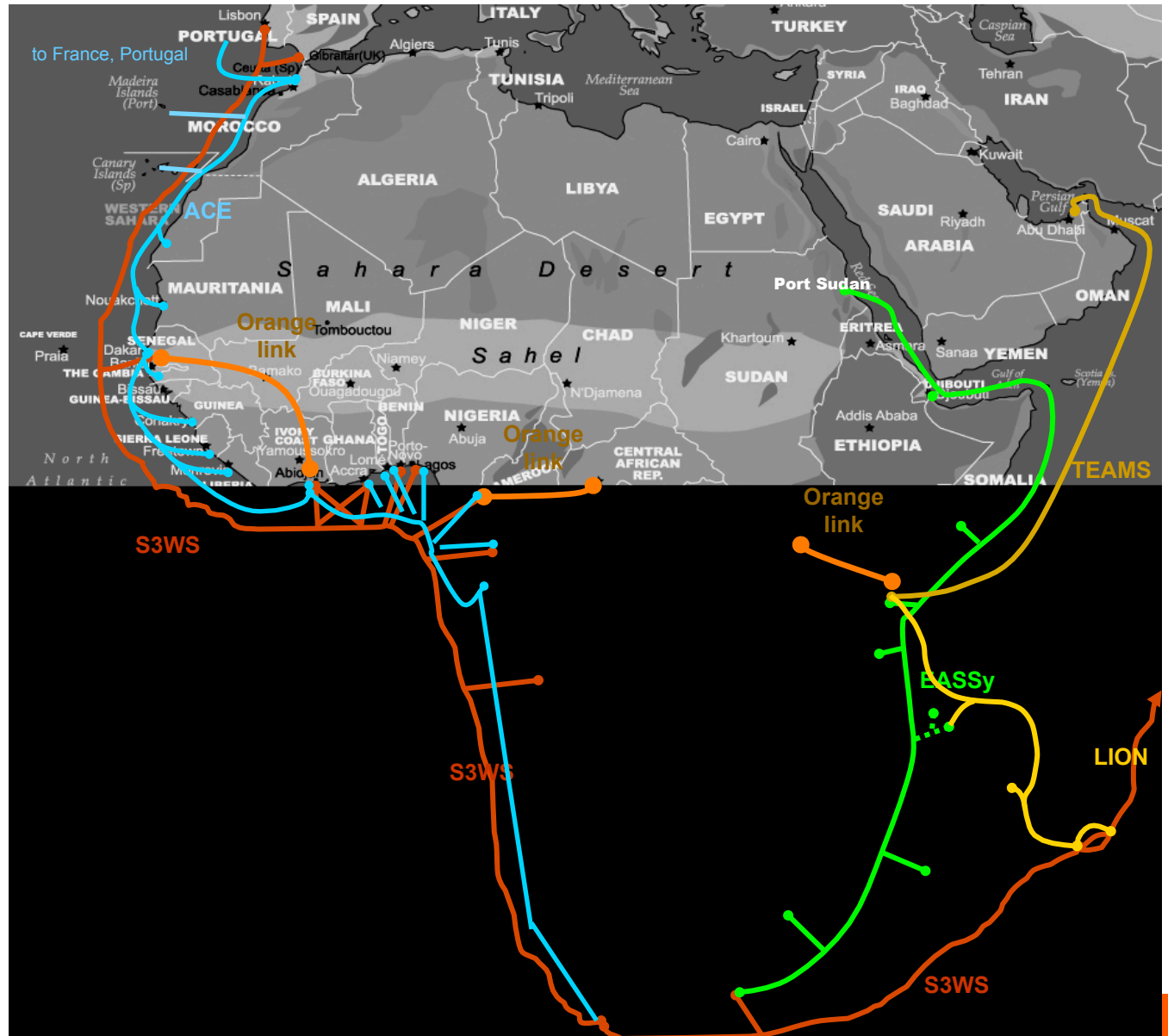
LION → open Nov 2009
France Telecom, Orange
Madagascar, Mauritius (MT)

TEAMS → open end 2009
Kenya (TKL), France Telecom

LION 2 → (Mombasa) 2011

EASSy → to open mid-2011
France Telecom, Kenya (TKL)
Madagascar (Telma)

ACE → Consortium signed on
June 2010, to open mid-2012



Terrestrial Backbones

Orange owns a fiber network connecting several West African countries and a second fiber network connecting Kenya and Uganda

Orange key priorities for new fiber network development:

- Access to sub-marine cable for Niger and Botswana

- Build the central Africa cluster including Cameroon, RCA and Equatorial Guinea

- fiber network Interconnection linking Kenya & Ouganda with their 7 neighbour countries



Orange new services: Orange money

Launched in Ivory Coast
end 2008, then in
Senegal, Mali,
Madagascar, Niger
Over 800 000 clients. Adding
new financial services
(salaries, subvention,
microcredit, international
transfer)
Launch due in other footprint
countries in the coming
months

- Kenya, Uganda, Egypt,
Botswana, Cameroon, etc

Orange Money

plus besoin de s'en faire
pour faire un transfert



Transférez de l'argent à partir de votre mobile,
en composant le #144# et suivez les
instructions du serveur.

Service Clients : 444 ou 700 - 21 23 90 00 • www.orange.ci

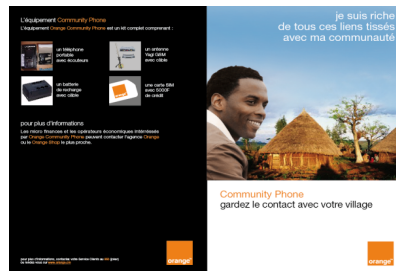


Rural telephony: Community Phone in Mali (Djamaa phone) 200 stations and other footprint countries

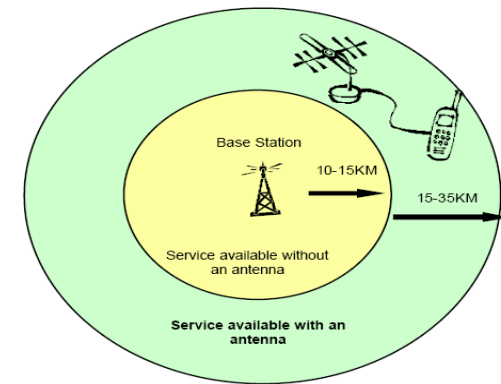
Village Phone Kit



- + Handset
- + SIM
- + Airtime
- + Antenna
- + Manual
- + Power system



Coverage extension



Village Phones deployed with an external antenna extending out to 35km from a base station. It is sometimes technically possible to extend the range to 70km. In general, terrain, weather and air quality, and other obstacles are factors that affect the strength of the signal.

E-Health : m-health solutions for emerging countries

- **e-health:** use ICT in health services and information
 - Improve **health centers logistic**: ensure uninterrupted supply of medicines (electronic report system...)
 - **Digitalization of patient records**: electronic medical folders for hospitals
 - **Advanced services** for patients at the hospital
 - **Automation of interactions**, provide solutions against counterfeit drugs
- **m-health:** a sub-segment of e-health services
 - **Health awareness and donation campaigns**: outbound SMS campaigns
 - Mobile applications to **collect data** from remote areas: epidemiology
 - **Telediagnosis**: Possibility to send data (about symptoms) to doctors...
 - **Remote monitoring**: follow-up patients, remind them to take their medicines
 - **Telemedicine services & learning initiatives**: ask for, and receive medical advice from doctors

Orange develops solar energy solution for base stations

More than 900 solar-powered stations (Oryx) already up and running in Africa.

100% solar power plants, truly low-cost operating systems for rural off-grid areas.

Already rolled-out in **Senegal, Madagascar, Guinea, Niger, Botswana and Ivory Coast.**

Positive impact for all stakeholders:

- **Lower energy consumption (1300 litres of fuel saved per year per station)** and better quality of service thanks to innovative design (maintenance cost)
- **Environmentally-friendly.**
- Each station produces on average 25% more energy than it needs. Orange is studying specific projects to use this surplus to **help surrounding communities.**

Different solutions are being experimented:

Oryx solution, hybrid solution using solar/fuel

Altobridge experimentation in Niger



Which PPP Partnership model to develop more projects across Africa?

- Internet access: develop cross-countries infrastructure to connect all countries and regions to BBinternet at affordable economic conditions.
 - Sub-marine câbles
 - terrestrial backbones
- Create the tools at country/Regional/continent level with EU Commission to facilitate project financing and build partnerships of all kinds/across sectors using ICT
- Value-added services: Orange looking for partnerships to build projects. Partnerships with private local companies or NGO which may also imply Government or Regional/Local Gvts participation

Thanks!