



## Market

Though the communications industry is new and still experiencing its ups and downs, the world of mobile telephony is again showing growth potential based on new and innovative solutions. The Romanian mobile telecommunications market, though young, is following this trend. The main players in this market, Orange Romania (formerly known as Mobil Rom, Dialog) and Vodafone (formerly known as Mobifon, Connex) share the majority of customers. Orange Romania is one of the market leaders, boasting 7.2 million customers in the first half of 2006.

In the Romanian market, Orange has clearly made a difference, offering Customer Service 24 hours a day, seven days a week, a new flexible service plan, known as the Personal plan, for monthly contract customers, and new tariff plans for pay-as-you-go customers. In Romania, Orange was the first operator to reward the loyalty of its monthly contract customers through the Orange, Thank You program. Three years after the brand launch, Orange became one of the market leaders and retains this position to this day.

## Achievements

On June 6<sup>th</sup> 1997, France Telecom launched its Romanian mobile subsidiary as Mobil Rom. In September 2000, Mobil Rom announced its millionth customer, positioning itself as an important player on the young Romanian mobile telephony market. Only two years later, on April 5<sup>th</sup> 2002, Mobil Rom was rebranded as Orange, introducing a splash of colour and a new mobile telephony concept onto the Romanian market.

Today, Orange operates as a single, integrated company with a consistent global strategy, executed locally. Today, France Telecom's Orange is developing significant operations in various countries including Botswana, Cameroon, the Caribbean, the Dominican Republic, France, the Ivory Coast, Madagascar, the Netherlands, Poland, Romania, Slovakia, Spain, Switzerland and the UK.

In April 2004, Orange Romania recorded 3.61 million customers at the end of first quarter. By the end of the same year, in October 2004,

Orange Romania launched its EDGE technology, a first for Romania and South Eastern Europe.

Another important milestone in the brand's business development history on the Romanian market was recorded in less than a year, on August 15<sup>th</sup> 2005, when Orange announced it had broken the six million customer barrier, thus taking over the leadership of the market both in terms of revenues and the number of customers. In February 2006, the company announced seven million customers in Romania, a figure of real significance for the company's business on the Romanian market.

One of the company's achievements was celebrated on June 6<sup>th</sup> 2006, namely the launch of Orange 3G services for its customers, exactly nine years after the first launch of the France Telecom subsidiary on the Romanian market in 1997.

## History

Orange is a hugely successful brand in all the markets on which it is present. Its history dates back to 1994, in the UK. At the time of its launch, in April 1994, Orange was the fourth entrant into an already crowded UK mobile phone market, with an ambitious aim: to become the mobile provider of choice by making communications an intuitive and easily accessible part of daily life for everyone. To succeed, it had to establish itself as radically different. Orange began building a fresh new identity and approach to how it talked to and treated its customers. It's an approach that would bring with it both a rational and emotional appeal. Colour was used simply and confidently, complemented by simple language, short sentences and an easy to read typeface. Words were used to spell out customer benefit rather than the technical specifications of a product.

Overnight, the brand caught people's imagination and took on real personality. Within two weeks of its launch it had achieved 45% awareness. After two years this had reached 70%, 20% higher than its leading mobile competitors at the time.

By July 1997, Orange had gained one million customers. It also had the lowest churn rate and top ratings in terms of customer satisfaction.

Having established a strong presence in the UK as the country's fastest growing mobile communications company, Orange began its international expansion. Orange may have changed size as it expanded into new markets, but its ideas didn't. It



continued with the same commitment to making people's daily lives easier.

In August 2000, France Telecom acquired Orange plc for 39.7 billion euros. Most of France Telecom's mobile businesses were brought under the Orange brand.

France Telecom's ambition is to be the first integrated telecoms operator in Europe and leader for convergence, delivering a 'New Experience of Telecoms' for its customers.

This includes the rebranding of Equant and Wanadoo on June 1<sup>st</sup> 2006 - forming part of an international strategy to use the Orange brand commercially for mobile, fixed-line, broadband, multi-play and business offerings. This means a simple, single-company experience for customers as well as an exciting new generation of enhanced communications and converged services.

In Romania, in April 2002, Mobil Rom, the first mobile subsidiary of France Telecom on the Romanian market, was rebranded as Orange. Today, Orange Romania serves more than 7.1 million customers, and its networks offer EDGE national coverage starting October 2006 and 3G services in twenty major cities in Romania.

## Product

From simple and flexible tariffs for voice services, to multimedia messaging, internet and e-mail access, Orange is developing the products and services its customers need to make their lives easier. The company aims at creating and networking a true Orange World, a world of information and entertainment services, where customers can download the latest ringtones and games, read up to the minute news and sports results, and even browse mobile internet sites. Orange was the first to launch pay-as-you-go services in Romania, developing the most diverse top-up solution for users. It has introduced new concepts onto the market, such as the Personal service plan, which allows



monthly contract customers to customise their service plans to better suit their communication needs. Rechargeable subscription combines the advantages of a subscription with the simplicity of a rechargeable pay-as-you-go account. With Flexible subscription, customers can use the entire value of their monthly fee as they need, for calls, messages or to access WAP and the internet.

In 2006, Orange Romania developed a dedicated business offer for small and medium sized enterprises, including service plans and business options designed to offer them flexibility and better control in terms of communicating with employees and business partners. Also, with EDGE technology and the newly launched 3G network, Orange Romania aims at offering its customers faster mobile data services through the widest wireless broadband network in Romania.

## Recent Developments

Having started out as a mobile voice operator, Orange Romania is now able to offer complete mobile communication solutions: fixed and mobile voice communication, and fixed and mobile data transmission through EDGE technology and its recently launched 3G network. New solutions were developed to meet the needs of small businesses, a growing market segment. The Business Plus program was designed to offer a set of rewards for business customers, including reduced tariffs to favourite numbers, phones at special prices, dedicated Customer Service, free testing of an option for two months a year, and so on. Business mobility is available with services operating over 3G/EDGE/GPRS technology, either on laptop with the Business Everywhere EDGE/3G data card or on the phone, with Orange Mail Enterprise or BlackBerry from Orange real-time emailing solutions, allowing customers to send/receive office emails straight to their phones.

The Orange World portal was developed to offer access to a wide range of information and entertainment content. The recently launched Orange World Video portal means customers can have access to thirteen live TV channels, recorded TV shows and series, and other video content. In Music Store, more than 230,000 songs are available to customers for download, both to phone and desktop.

## Promotion

From its launch, Orange enjoyed a brand identity that succeeded in distinguishing it from all other

operators present on the market at that time. Orange's advertising style is simple, optimistic, creative, uncluttered; it avoids pushing technologies and mobile terminals to the front. Orange's many branches have supported the promotion of a global brand respecting local cultures, though not affecting the coherence of its unique elements.

A coherent and distinct picture of Orange was similarly promoted in the Romanian market. Orange has rapidly built up a powerful brand presence, enjoying a strong awareness. The market has a positive perception of the brand, which is considered as customer-oriented, a deliverer of promises and trustworthy. Whether through commercial campaigns, event organisation or supporting local communities, Orange always conveys its brand values and philosophy.

Orange Romania sponsors events from the worlds of music, film and sports, many of them having already become a strong tradition, such as the Summer Music Festival, Ad Eaters' Night, The Mission and the Romanian Rugby Federation. Other events, like Orange film, the See Orange photography contest, Orange music concerts and the Orange winter games, were created by Orange.

Orange has a global corporate responsibility strategy aimed at promoting responsible management in all markets in which it operates and into all aspects of its business.

Orange Romania is cooperating honestly and transparently with its partners, has adopted a code of ethics, is contributing to increasing access to communication in rural areas by opening telecentres as part of the Universal Service project initiated by the National Regulatory Authority for Communications.

In 2005, Orange contributed over 220,000 euros through a number of actions in support of flood victims and built twenty homes for elderly families in the county of Galați. Orange continued its involvement in the education and social integration of hearing-and-sight-impaired children and developed a volunteering programme for its employees. At the same time, together with the ADEPT Transilvania foundation, Orange Romania initiated a new partnership dedicated to a new, innovative project for the conservation of biodiversity and for the development of rural communities in Saxon villages.

## Brand Values

Orange's passion and personality have always nurtured real understanding of its customers. This is at the heart of the brand's international success and the reason why many Orange initiatives have today become industry standards.

Orange recognises that people care less about technology and more about the benefits it can bring them - either as a business or in their daily life.



Orange believes that technology should be used to bring everything closer, so that whatever people want or whatever they need is always within reach.

Orange believes that life is better without walls between the places, people, information and entertainment that everyone loves.

Orange believes that life should be open for us to enjoy, whenever, wherever.

Orange. open.

Orange has eight values at the heart of its new, integrated group.

Five of these values determine the way the brand behaves with its customers and each other: Orange is refreshing, dynamic, straightforward, friendly and honest.

Three of these values represent the company's commitment to its stakeholders and the reputation it wants to maintain. Orange is trusted, responsible and innovative.

Orange has always understood that technology is only useful when it opens up real benefits. It will continue to innovate, to bring individuals closer to other people, information and the entertainment they value.

There is only one Orange. One brand. A brand trusted to deliver consistency and clarity and which puts its customers at the heart of all it does.

Everyone who comes to Orange should feel part of a company with a rich history, a dynamic present and an exciting future.

## www.orange.ro

### THINGS YOU DIDN'T KNOW ABOUT

#### orange

- > The Orange brand could have been called Pecan, Amber or Yellow. Orange turned out to be the perfect name, warm and optimistic, yet to avoid confusion with the fruit, a square logo was adopted
- > In May 2002, Orange Romania made the first video call demonstration at CERF, the Romanian Computer and Electronics Fair, supported by 3G technology
- > For the first time in Romania, Orange made a live mobile phone broadcast of a concert by the music group Voltaj, on Valentines Day 2006