





Orange launches ZEN: a fixed budget mobile subscription that guarantees 100% budget control

Today Orange Belgium is launching ZEN. With a ZEN mobile subscription customers enjoy a fixed bundle of mobile data, call minutes and unlimited texts and remain in full control of their budget.

The 2 ZEN subscriptions Hummingbird and Dolphin contain a generous amount of call minutes, unlimited texts and a good amount of mobile data volume. Thanks to ZEN, the customer has full control of his monthly budget as overspend (out-of-bundle expenses with regard to call minutes and mobile data) is not possible.

 Hummingbird Zen	 Dolphin Zen
0,1 GB	1,5 GB
1h30 of calls	2h30 of calls
Unlimited SMS	Unlimited SMS
Orange Circle	Orange Circle
Fix budget of 8 €/month	Fix budget of 15 €/month

If the customer needs extra call minutes or mobile data volume, he can easily buy extra credit (5€-10€-15€-20€-50€) via the My Orange app, online or in shops (Orange shops or supermarkets). Credit bought is valid for 1 year and can be used for any kind of usage (calling, surfing, ...).

ZEN = comfort + budget control

With a ZEN tariff plan customers enjoy the comfort of a postpaid subscription (more call minutes and mobile data than in prepaid offers and no constant reload) with the advantage of a prepaid formula: he has 100% control of his budget as he can only use the call minutes and mobile data foreseen in his predefined bundle. If he wants or needs more, he can buy some extra credit. This way, the customer remains in full control of his spending.

Hummingbird ZEN Smartphone and Dolphin ZEN Smartphone are 2 additional ZEN tariff plans that include a higher data volume as they are combined with great smartphone deals:

 <p>15 € /mois</p>	<p>Hummingbird Zen Smartphone</p> <p>1 GB 1h30 of calls Unlimited SMS 24 month loyalty</p> <p>Bonus +Orange Cloud : 16 GB included</p>	 <p>25 € /mois</p>	<p>Dolphin Zen Smartphone</p> <p>2,5 GB 2h30 of calls Unlimited SMS 24 month loyalty</p> <p>Bonus +Orange Cloud : 32 GB included</p>
--	--	---	--

The ZEN tariff plans can also be combined with Orange Internet + TV into a LOVE bundle.

100% budget control, but always connected via Orange Circle

Cristina Zanchi, Chief Consumer Officer, reacts: “With ZEN, customers can get more value for money while controlling a limited budget. Young adults often want to have a new smartphone and enough mobile data to stay connected anywhere anytime, but they have a limited budget. For example, for only 15€ with an Orange Hummingbird ZEN Smartphone subscription they have access to great smartphone deals and 1GB of mobile data while always being sure to stay within their limited budget. Our studies also show parents like to take out a subscription for their teens because it’s more convenient (no reload), it offers the mobile data the kids want, as well as an attractive smartphone. With a ZEN tariff plan parents keep full control of the expenses while kids learn to manage their budget. Moreover, ZEN provides the convenience and reassurance for families to always stay connected even when the volumes are used up thanks to unlimited texts and Orange Circle, providing unlimited calls between numbers on the same invoice. At Orange, we invest where it counts for our customers.”

More info on ZEN on: www.orange.be/ZEN

About Orange Belgium

Orange Belgium is one of the leading telecommunication operators on the Belgian market, with over 3 million customers, and in Luxembourg through its subsidiary Orange Communications Luxembourg.

As a convergent actor, we provide mobile telecommunication services, internet and TV to private clients, as well as innovative mobile and fixed line services to businesses. Our high-performance mobile network supports 2G, 3G, 4G and 4G+ technology and is the subject of ongoing investments.

Orange Belgium is a subsidiary of the Orange Group, one of the leading European and African operators for mobile telephony and internet access, as well as one of the world leaders for telecommunication services to enterprises.

Orange Belgium is listed on the Brussels Stock Exchange (OBEL).

More information on: corporate.orange.be, www.orange.be or follow us on Twitter : [@pressOrangeBe](https://twitter.com/pressOrangeBe).

Press contact

Annelore Marynissen – annelore.marynissen@orange.com - +32 (0) 479 01 60 58

Jean-Pascal Bouillon – jean-pascal.bouillon@orange.com - +32 (0) 473 94 87 31
press@orange.be

Contact investors

Siddy Jobe – ir@orange.be - +32(0)2 745 80 92