



Press release

Brussels, 29 June 2017

## Orange main sponsor of the Belgian Lions, Belgian Cats and the Pro Basketball League

Orange extends its cooperation and remains the proud main sponsor of the national basketball teams, the Belgian Lions, the Belgian Cats, and the Pro Basketball League, the Belgian professional basketball league.

In order to further establish the Orange brand in Belgium, the telecom operator partnered up last year with the governing bodies of basketball in Belgium. Since last summer, Orange has been sponsoring the highest level of basketball in this country through this collaboration, and will continue to do so next year:

- The 2 national teams, Belgian Lions (men) and Belgian Cats (women)
- The Pro Basketball League, the competition between Belgium's 10 best basketball teams

Cristina Zanchi, Chief Consumer Officer, reacts: "This collaboration helps us strengthen our brand awareness since basketball is the no. 1 indoor team sport with nearly 100,000 affiliated members. Basketball is played throughout the year, and inspires both men and women of all ages. Thanks to this partnership, Orange offers our residential and business customers an incredible opportunity to attend these unique games and to live this experience together with our basketball boys and girls."

### An exciting basketball season in Orange

And this will be an exciting year for the Belgian basketball world. The Belgian Cats, with WNBA stars Ann Wauters and Emma Meesseman made history last Sunday by winning the bronze medal at the European Championships, after losing the semi-finals against vice world champion and vice Olympic champion Spain. And soon the preparation matches of the Belgian Lions start with the EC 2017 coming up next. Proud sponsor Orange and its many basketball fans are looking forward to cheer the Belgian players all the way to the top.

Arthur Goethals, president of the Pro Basketball League, adds: "We are honoured that the collaboration with Orange was extended. It's nice to see both parties boosting each other's dynamics and the basketball world by partnering up with a brand like Orange, which guarantees quality and expertise."

More info on: [www.basketbelgium.be](http://www.basketbelgium.be), [www.euromillionsleague.be](http://www.euromillionsleague.be)

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

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