

Orange Belgium reaches milestone of 50.000 LOVE customers in less than 1 year

At the beginning of April 2017 50.000 customers have subscribed for Orange's mobile, internet + TV offer LOVE, since the launch of its convergent offer at national level in May 2016 and after a large communication campaign that only started in September 2016. This important milestone confirms the successful entry of Orange as a real competitive alternative convergent player on the Belgian market. Orange progressively expands its convergence customer base as more and more Belgians find the way to Orange internet + TV and combine it with an attractive mobile subscription that meets their needs.

Michaël Trabbia, CEO of Orange Belgium, reacts: "50.000 Orange mobile, Internet + TV customers in just few months, that really confirms the interest of Belgians for an alternative, convergent offer that gives them great quality at the best price. At Orange we are proud to finally offer Belgians a strong and qualitative alternative offer: LOVE, combining an abundance of mobile data, up to 70 TV channels and very high speed unlimited internet for a very fair price. We are also proud to have added premium content such as sports, thematic and kids channels to our main TV offer without having the customer pay extra. And we will continue to enrich our LOVE package in functionalities and content as we invest where it counts for our customers. The growing number of LOVE customers is confirming the quality of our offer and we are eager to expand our LOVE family as we aim to double that number of LOVE customers to 100.000 by the end of the year. We are confident that we can reach our ambition of 10% market share mid-term."

Orange celebrates its 50.000th LOVE customer by offering him a unique meet & greet with Belgian Red Devil Yannick Ferreira Carrasco



Jan Janssens from Wijnegem is Orange's 50.000th LOVE customer. To celebrate this joyous event, Orange set up a meet & greet with Belgian football player Yannick Ferreira Carrasco in Madrid in collaboration with Eleven Sports.

Jan Janssens reacts: "I was super excited that I could meet Carrasco, he's one of my favorite Red Devils. Thank you Orange! I'm a real sports addict and I often watch Eleven Sports to follow our Belgian players during their international matches."

Cristina Zanchi: "At Orange we invest where it counts for our customers. As Jan is our 50.000th LOVE customer, we really wanted to surprise him with something that matters to him. This way he would feel welcome in the Orange family. From now on he will, just like our other customers, often receive gifts and

surprises via our loyalty program Orange Thank You. Since the launch in 2014 we offered over 1.5 million gifts and 85.000 cinema tickets to our customers and we will continue to delight them in any way we can. With Jan we celebrate a milestone since the launch of our convergent offer. I am pleased to see that Orange LOVE is highly appreciated by our customers: 8 out of 10 new customers would strongly recommend our offer to their friends and family!”

Orange LOVE

Orange nationally launched its Internet + TV offer in May 2016 and enriched its offer gradually by adding more channels and introducing the Orange TV app by the end of 2016. Customers can opt for a LOVE bundle as from 57€ per month (Hummingbird subscription + internet + TV). Eleven Sports is included in LOVE.

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).

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