



Press Release
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Orange Belgium celebrates successful launch of online platform Orange Tribe with special Q&A session with CEO Michaël Trabbia

Tomorrow CEO Michaël Trabbia and two other members of the executive committee of Orange Belgium will answer customer questions during the live #AskOrange session on the recently launched online platform Orange Tribe, where customers can exchange information, ask questions or discuss Orange products and services, new technologies and other telecom news.

On May 3 at 2pm CEO Michaël Trabbia, Chief Consumer Officer Cristina Zanchi and Chief Customer Experience Officer Stéphane Janssens will answer questions during a one-hour live session with the Orange Tribe community. They are eager to talk to Orange customers via the recently launched Orange Tribe platform.

Since the launch of Orange Tribe 2 months ago, 2,500 people have joined the Orange community and shared their experiences and questions. Orange Belgium has recorded almost 71,000 unique visitors since the launch with an average of 1,000 visitors per day. Questions and discussions are divided into different categories such as Mobile, Internet, Television and Orange Thank You to make a clear overview.

#AskOrange CEO and executive committee

Cristina Zanchi is looking forward to the session: "We are constantly enhancing our customer experience. It is very important for us to understand our customers and what they expect from us. Through Orange Tribe we aim to capture insights that will enable us to anticipate evolving customer needs. What is key for Orange Belgium is enabling our customers' digital life, by understanding their data, TV and telecom needs and desires and catering to them with first-rate products and services that meet or even exceed their expectations and always at an affordable price."

Stéphane Janssens adds: "Orange customers are at the heart of Orange Belgium's strategy. By launching the Tribe community, Orange is giving its customers a platform where they can talk to each other, help each other and share tips and tricks. Also over 100 enthusiastic Orange employees have subscribed. They are answering questions and animating conversations."

Michaël Trabbia, CEO of Orange Belgium, explains why Orange Tribe matters: "We decided to adopt a bold challenger positioning, focusing on what's essential for our customers. Therefore we actively listen and respond to them. More and more customers are willing to engage with Orange the same way they are experiencing their digital life, that is to say by sharing experiences and questions via social networks. By launching Orange Tribe, customers receive technical support, they can follow the evolutions of our products and services, how they can choose the best offer for their needs, Their input will ensure we can offer our customers worry-free connectivity and wow them with disruptive offers that allow them to stay connected anytime anywhere. So I'm very excited to participate in this live session with my colleagues."

Tune in to community.orange.be on May 3 before 2pm and follow the live session.

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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