

Orange Belgium first operator to launch buyback service for business customers so they can easily renew their mobile fleet in a responsible way and at the best price



Business customers generally renew the smartphones and tablets of their fleet on a regular basis so their employees can benefit from the latest functionalities and technologies. Therefore, they are looking for responsible and advantageous ways to give a second life to their old devices and finance more recent ones. To meet this need, Orange Belgium is launching Business Buyback: Orange buys back old phones and tablets at the best market value and business customers receive an immediate budget or reduction upon purchase of a new device at Orange. There are no limits regarding number, age, type or origin of the mobile devices.

Advantageous and responsible replacement of devices

Thanks to a partnership with CompaRecycle, a high-tech device buy-back platform, Orange ensures a unique and environmentally responsible buy-back solution to give older mobile devices a second life. This service allows companies to valorize their old devices and therefore facilitate access to new ones at the best price on the market. Once bought back, the device passes several quality controls and all information of its previous owner is permanently erased. If the device is not suitable for a second life, it is dismantled according to the applicable EU rules and regulations (WEEE).

Business Buyback is available in all Orange shops and retailers for companies willing to sell up to 9 devices or via their Orange account managers as from 10 devices (free pick-up). Companies can sell as many devices as they want no matter age, state or type.

Ingrid Gonnissen, Chief Enterprise Officer, reacts: "We are launching a unique and innovative service for companies. By using the Business Buyback service, companies have a sustainable solution to renew their device fleet and to value it at the best price on the market. This helps them to always equip their employees with the latest devices."

Since the launch of the Buyback programme for residential customers in August 2015, Orange has bought back over 30,000 devices. Thanks to this success, Orange is now the first operator in Belgium to extend this service to its business customers.

Business customers who want to discover Business Buyback can find all info on business.orange.be/buyback

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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