



## Orange Belgium opens brand-new flagship store in Brussels

Yesterday 100 VIP guests were invited to the festive opening of Orange Belgium's brand-new Flagship Store on the prestigious Place Louise in Brussels. They were treated to a live performance by 'City Lights' singer Blanche. Urban expressionist CAZN' wowed the guests with his live art as they discovered the new store. As from today, the new store is open to the public.

Cristina Zanchi, Chief Consumer Officer of Orange Belgium, is proud: "The Orange Flagship Store highlights the investments Orange makes in Brussels within the scope of a special #UnlimitedBrussels campaign to delight and wow the customers. We also want to listen and respond to our customers' needs and that is exactly what our nine experts are eager to do in this new store. They look forward to introducing them to Orange's unlimited mobile and convergent offers, making sure they can stay connected to enjoy Brussels city life to the fullest."

With a surface area of 150m<sup>2</sup> the new Orange Flagship Store is one of the largest Orange shops in Belgium. Dedicated corners such as the Device Care corner allow Orange experts to fully assist the customers in their telecom adventures, whether it implies data transfers from an old smartphone to a new one, or private coaching lessons, seminars on mobile safety for kids, training for kids on coding and much more. SMEs and independents are also more than welcome as a dedicated Orange Business Center will be happy to address their needs.

### Part of the international Smart Store family

The Orange Smart Store is a new concept developed within the Orange group so international customers will recognize their favorite shop wherever they are and know they can expect the same unrivalled customer experience they are used to at home. After all, customer experience is at the heart of Orange's operations.

The Smart Store concept is organized around the thematic needs of the customer. It creates its own atmosphere and its own universe: On the Go, Home, Fun, Work... to guide customers through its range of innovations. In addition to this thematic universe, staff will handle all customer questions. Visitors can purchase products and call on services such as phone repair, subscription management, etc.

Orange Belgium has 137 Orange Shops including 10 Smart Stores.  
The Orange Group has more than 1,000 Smart Stores throughout the various Orange countries.

#### About Orange Belgium

Orange Belgium is one of the leading telecommunication operators on the Belgian market, with over 4 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](https://corporate.orange.be), [www.orange.be](https://www.orange.be) or follow us on Twitter : [@pressOrangeBe](https://twitter.com/pressOrangeBe).

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