

International

Trusted partner

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Wholesale

What trust means

Whether it be roaming, IP, bandwidth, hubbing, messaging... Orange Wholesale is not merely selling connectivity products. Or solutions. Or services. What we're actually selling is trust. The trust our customers have in our capacity to reward the trust that their own users have placed in them.

For us, delivering trusted services means our customers can vouch on the reliability, performance, security of our solutions and on the dependability of our teams in terms of delivery. Trust is about our tech as much as it is about our people.

Take Roaming, a perfect example of the importance of trust in telecommunications. Our customers need to trust our ability to provide them with performance on our side. They also need to trust us to connect them through trustworthy partners down the whole connectivity chain. Growing capacity needs led us to further expand our **IPX footprint** and implement local breakout. Our roaming networks are simple, flexible, secure and reliable – don't simply take our word for it: an independent analyst, Kaleido, has named us Champion Roaming Vendor.

Trusted partner, trusted peer

Another reason why customers should trust our roaming offers is that leading peers in the wholesale market trust us themselves, like e& Carrier Unit. They have joined forces with us to boost IPX and 5G SA connectivity, bringing to global

and regional customers the power of a combined IPX network with the benefits of major innovations for **improved customer experience**.

We know trust should never be blind however, so we make sure the performance of our **Roaming Sponsor** comes at a reduced cost. That's because we can leverage our position as a major, respected global telco in negotiating the best interconnection rates.

The service we most frequently label as "trusted" is our CDN – Content Delivery Boost. The terminology is not about marketing. Our trusted CDN offers robust infrastructure backed by stringent security procedures and data storage protection. Why? Because we have **200 PoPs in strategic locations**, because we own the network, because we are a European company, as are our technological partners. The data of our customers and their users is safe with us.

Concerning voice and messaging, **Orange Wholesale joined i3Forum's One Consortium initiative** to fight illegal or unwanted voice calls and messages. We know that "Restoring Trust in

International Communications" can only be achieved collectively – among trusted partners.

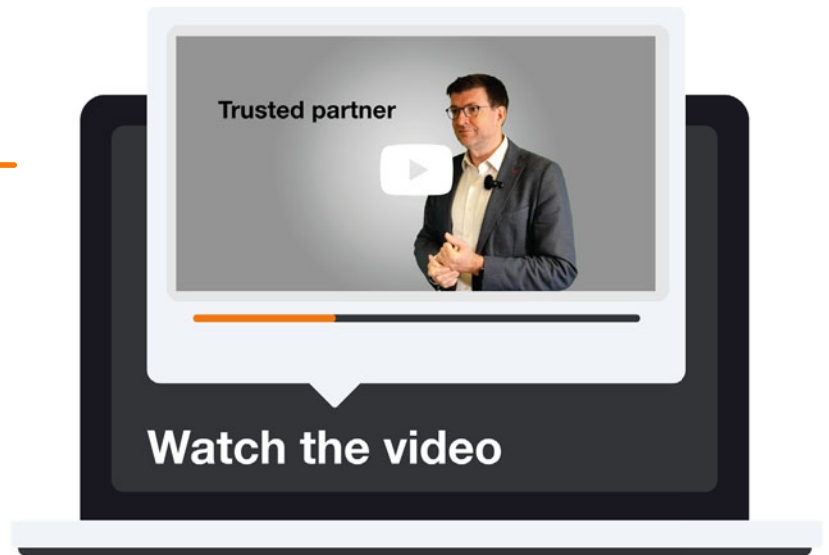
Face-to-face, side-by-side

Even where telecommunication solutions are concerned, what fosters trust more than direct, human contact? You can meet our experts in the flesh in no less than **50 industry events per year**, all around the world.

And one reason why we can be present and relevant in so many events is because we can also rely on local resources. Our teams, like the Americas and Large Project teams, are on the spot the whole time. That's how we care for you on a daily basis.

Finally, we believe that representatives of a business only inspire as much trust externally, as the trust that they receive themselves within their organization. That's one reason why we care so much about Corporate Social Responsibility matters at Orange Wholesale, like equal opportunities. So that we all know the meaning of trust.

Emmanuel Rochas
CEO
Orange Wholesale International



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How promoting diversity makes us stronger together

Diversity is a foundation of **Orange Wholesale's commitment for tomorrow**. The diversity of our teams reflects that of our customers. It brings us closer to them, and more effective as partners. On a daily basis, we're taking concrete action so that this diversity exists not only at a global scale, but also within each of our departments, in each of our 33 global offices – as we are many, in one.



Véronique Bacques
Gender Equality Director
Orange

“ Providing talented women with a fulfilling on-the-job experience helps them deliver a solid professional performance ”

What do you think justifies this link between diversity policies and HR functions and why is it still important?

It's in the HR teams that we have the strongest levers for action. When we talk about gender diversity, we're inevitably talking about recruitment and all stages of employee experience. When we talk about career development, HR can support women. Regarding equal pay, all the elements are in the hands of HR managers. So it makes sense for this diversity issue to be handled by HR. At Orange, we also work closely with our CSR colleagues on all aspects of governance. Because we are committed to providing them with a fulfilling on-the-job experience throughout their career, the talented women who join us can deliver a solid professional performance.

What are our current targets in terms of professional equality, and what have we achieved to date?

We're committed to achieving a 25% feminization rate in our technical, technological and innovation teams and 35% within management by 2025. We're now standing at 21.9% and 34.1% respectively. Equal pay for men and women in comparable situations is also a target. These indicators give rise to an annual assessment shared with trade unions as part of our global social agreement. All these reports and indicators are audited and certified by Bureau Veritas as part of their GEEIS matrix - Gender Equality European & International Standard. To date, Orange has audited 24 countries and 20 entities.

Can you give us some examples of concrete measures taken to help women develop professionally at Orange?

Our Hello Women program is one of the concrete actions implemented by Orange to achieve our goal. This is a major initiative to support some twenty international projects to develop the feminization of technical and digital professions throughout the career: from raising the awareness of the youngest to encouraging the loyalty of women engaged in a technical role, through the identification of female talents and career change. Orange offers programs for women to facilitate work-life balance, including personal development, coaching, networking and inspiring women's meetings, in many countries.

Tools and solutions



Agnès Boussion
Diversity and Inclusion Director
Orange Wholesale

“ Without diversity, there’s no room for curiosity, creativity or questioning ”

Why does diversity matter, from a business point of view?

Academics suggest a 30% to 40% increase in **performance in teams** where the diversity of profiles is evident. This diversity also enables us to reflect the image of society, and therefore that of our customers. Finally, diversity also improves quality of life at work. In a diverse team, it’s easier to be yourself - you don’t feel like a clone. Without diversity, there’s no room for curiosity, creativity or questioning. At Orange Wholesale, our diverse teams bring varied mindsets, enabling everyone to contemplate how a colleague might approach a problem differently, for example.

What’s the magic formula for making a team’s diversity an asset rather than an obstacle?

There’s no magic formula that makes it effortless. It requires all the qualities of a manager: flexibility, creativity and a real sense of leadership, giving meaning to all and translating it to fit each individual. There’s also the responsibility of all team members. They must know themselves well to be able to express what’s important, and there’s much dialogue needed, with an awareness of what each brings to the other, with a shared sense of motivation.



The Tandem program

- A mentoring and professional equality development program launched in 2015
- 365 Orange staff have joined, of whom 75% women
- Including 109 Orange Wholesale staff



The Professional Equality visa

- An e-learning training course designed for managers and made available to all staff in 2018
- Initial goal of 25% staff and 50% managers successfully trained within Orange Wholesale
- At year-end, 2023, validated by 43% staff and 53% managers
- Year-end 2024 goal update: completed by 50% staff and 60% managers



The Inclusive Manager Self-Diagnosis

- Serious game helping managers understand the breadth of all diversity issues, based on practical case studies with different possible answers
- Assesses managerial posture, sense of fairness, exemplarity, managerial courage and leadership
- Exists in 8 languages

Increase your roaming revenues with IPX

In the dynamic landscape of roaming, you can trust Orange Wholesale to answer your growing capacity needs. This is why we are now offering **IPX upgrades**, ensuring simplicity, flexibility, security and reliability in order to manage your customer requirements.



Aymeric Castelain
Head of Mobile & Messaging
Orange Wholesale International

“ Empowering connectivity worldwide, Orange Wholesale IPX service and local breakout offerings pave the way for global roaming communication, meeting the evolving needs of today's interconnected world ”

Our premium customer-centric **IP connectivity solution** provides you with a simple, single point of access for all your roaming traffic including multiple benefits for you and your customers. Furthermore, our dynamic bandwidth allocation offers a flexible configuration, **providing a reliable connectivity**. This is supported by an extensive IPX footprint spanning 200+ countries through 270+ PoPs and supported by additional transit value-added services. This ability to offer a growing footprint and an unparalleled quality of service establishes Orange Wholesale at the forefront of roaming worldwide.

Enhancing your customers' roaming experience

In anticipation of the roaming traffic boom and to take your IPX traffic to the next level, we enhanced the capacity of our IPX offer by 10 to 20 times, boasting over 100 Gbps. This allows you to offer your roaming end users the best roaming user experience whatever the type of traffic: VOIP, 3G/4G/5G data, SS7 and LTE signaling, 5G NSA and 5G SA. Moreover, in order to provide a high-quality service, traffic is prioritized according to service management levels (Gold, Silver, Bronze).

Recognized IPX services you can trust

With the rollout of commercial roaming agreements expected in 2024, our IPX upgrade is one step closer to **5G roaming**. As proof of our involvement, **our network** has been recognized by our expanding customer base and **we have been named Champion Roaming Vendor by Kaleido**, an industry analyst. Notably, this analyst praised us for “providing wholesale services, backed by solid IPX and signaling offering”. At the center of this service lies the upgrade of local breakout points and our objectives are to continue to introduce new products to the market as part of IPX service evolution.

Orange Wholesale and e& Carrier unit have joined forces

This exciting initiative to boost IPX and 5G SA connectivity is undertaken in anticipation of the arrival of 5G standalone Roaming. It is set to vastly enhance roaming experience, specifically in the Middle East and Africa regions.

Orange Wholesale, in collaboration with e& Carrier, have mutually upgraded their Middle East IPX networks to accommodate the rapid growth of data roaming demand and provide a better roaming experience.

Hear from e&

Nabil Baccouche, Group Chief Carrier & Wholesale Officer, e& said, "This partnership with Orange Wholesale marks a turning point in the connectivity journey, harnessing the power of IPX and **5G SA** to create a brand new era of growth opportunities. By joining our forces with industry leaders we empower our ecosystem globally to adopt cutting edge technologies, drive innovation and

accelerate the exchange of data among various networks in a fully secured and efficient manner."

Orange Wholesale celebrates collaboration

Emmanuel Rochas, CEO Orange Wholesale International, commented "Cooperation between Orange Wholesale and e& Carrier has been going back many years now. This new joint project brings to our global and regional customers the power of a combined IPX network with the benefits of major innovations related to 5G SA for **improved customer experience.**"

This strategic move was performed in e&'s SmartHub IPX Data Centre, boosting roaming capacity by 10 times, thus enabling a larger number of regional MNOs to access low latency routes. International roamers can now enjoy a seamless 'roam like home' experience using Orange Wholesale premium, inter-Middle East routes, cutting out the high round trip delays passing through Europe legacy PoPs.

Moreover, being at the forefront of technological development, Orange Wholesale and e& Carrier are working hand in hand to perform a full 5G standalone roaming test between Orange and e& footprints, so stay tuned.



Emmanuel Rochas

CEO

Orange Wholesale International

Nabil Baccouche

**Group Chief Carrier and
Wholesale Officer**

e&

Unlock revenue growth: Roaming Sponsor's secure, fast deployment

As a MVNO or an MNO, you always want to offer the best roaming solution to your customers. With Orange Wholesale **Roaming Sponsor**, you can provide high-quality roaming coverage for travelers and IoT customers, rely on our 700+ roaming agreements and get best-in-class service.



Zigor Gaubeca
Chief Technology Officer
Grupo Aire

One of the key assets of the solution notably lies in the competitive prices, thanks to the best tariffs negotiated by Orange Wholesale. For J r my P an, Product Marketing Manager at Orange Wholesale France, "this solution delivers the best roaming quality at a lower price with no platform investment or resource allocated to roaming". On top of this, with the resurgence of pre-pandemic travel levels in 2024 as predicted by all analysts, security concerns are more crucial than ever. Therefore, Elise Le Lann, Offers Manager at Orange Wholesale International warns that the traffic booming "leads to a growing demand for **anti-fraud solutions**. That's why our portfolio provides a wide range of services that protect voice signaling and voice messaging traffic".

A solution included in a wider range of roaming services

Orange Wholesale IPX and signaling solutions are necessary when using Roaming Sponsor. Regarding the roaming coverage, Roaming Sponsor and **Open Roaming Hub** have a worldwide reach. Besides MNOs and MVNOs, we address private networks for roaming purposes between private and public networks with international needs. Whereas **5G is penetrating all areas of mobile connectivity**, Orange Wholesale's Roaming Sponsor solution includes Local Breakout of the traffic by region, VoLTE, 5G NSA or LPWA delivering maximized revenues with a higher security level.

Customer testimonial

" We are a Spain-based Content Service Provider. In our MVNO service we chose Orange Wholesale Roaming Sponsor solution notably for its worldwide coverage, extended roaming agreements and the low latency of the service. Orange Wholesale was also able to swap and deploy the new solution with narrow deadlines. Contrary to traditional bilateral agreements that could take years to implement, our solution is very fast to put into service, without any impact for our customers. "

Zigor Gaubeca, Chief Technology Officer | Grupo Aire

Fostering trust: our trademark as a secure CDN

A CDN provider must deliver reliable solutions but also ensure data confidentiality, security, low latency and a worldwide footprint. Today, Orange Wholesale is the telco CDN that meets all these requirements.

At Orange Wholesale, we aim to be a reference for Content Delivery Network (CDN) in Europe, the Middle East and Africa. To achieve this, we launched our new **Content Delivery Boost solution**, which benefits from our unique market position with buffered contents already present in our core network. For Laurent Hervé, Content Delivery Boost Product Manager at Orange Wholesale, "this means that broadcasters, OTTs and platforms can benefit from the fastest possible delivery for their end-users".

A reliable alternative to other CDN providers

As Orange Wholesale is subject to European regulations, it guarantees the privacy of its customers' data. This is one of the reasons why we signed a partnership with GCore,

a Luxembourg based editor, to enhance our already extensive footprint. This move accelerated the deployment of our CDN solution within our subsidiaries as a first step. For **Laurent Talibert**, CDN Business Development Director at Orange Wholesale, "so far we have **200 CDNs strategically located**. In Africa, we deployed PoPs in Morocco, South Africa and Côte d'Ivoire with others currently being scheduled". In Côte d'Ivoire for example, "where other major CDN operators have higher latency times, Orange Wholesale can deliver content faster. Where we have no presence in a region, we rely on our partner's CDN infrastructures to meet our customer needs". This is in line with our aim to be a global CDN partner offering an always expanding and reliable footprint.

Addressing global broadcasters' expectations

Until very recently, the industry was focused on delivery. With the explosion of traffic and fraud, security has become one of the key components of our Content Delivery Boost solution.

We offer an extensive suite of features to ensure that OTTs and content providers remain safe and accessible for their end-users. A robust infrastructure backed by stringent security procedures and data storage protection form the cornerstone of **a trusted solution**. Today, Orange Wholesale is the telco CDN that meets all these requirements.



Accelerate your connectivity: ultra-fast connection from Marseille to the World

At Orange Wholesale we bring together our technical skills and sales force to support our customers and always provide them with the highest standard of service. In this growing business, collaborating with datacenter providers is necessary to anticipate our customers' future needs in terms of location, bandwidth and diversity.

Orange Wholesale and Telehouse, one of the leading international data center players with a major position in France, have been working hand-in-hand for years to leverage resources and capabilities to provide the best-in-class level of service. Partnering with Telehouse helps us to expand our footprint in order to offer more competitive and innovative solutions.

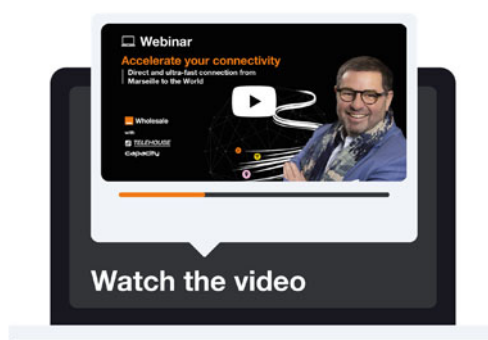
A cornerstone in the worldwide connectivity

We offer robust infrastructures to reach Telehouse data centers everywhere in the world and notably in key connectivity hubs. For Sami Slim, Managing Director France at Telehouse, "Telehouse relies on 45 data centers in more than 20 cities around the globe. Our data centers serve as vital hubs, connecting clients to a diverse range of carriers, ISPs, internet exchanges, cloud service providers and fellow data center operators. Beyond serving as data centers, we function as a global connectivity hub, facilitating international business operations and positioning our customers at the core of a dynamic network driving the digital future".

Fulfilling our customers' bandwidth needs

As capacity needs continue to grow, the Marseille hub is expected to become the 5th largest connectivity spot thanks to additional submarine cables in the near future. As Franck Morales, VP Marketing & Business Development at Orange Wholesale International, explains "Marseille benefits from a strategic position in connecting submarine cables coming from Africa, Middle-East and Asia to the main connectivity hubs in Europe located in FLAP (Frankfurt, London, Amsterdam, Paris). Today, we can count at least 14 subsea cables landing in **Marseille** and Orange Wholesale has a leading position in

the services delivered to submarine cable operators. In order to do so, **we rely on our connectivity** network providing our **customers resiliency**, reliability and scalability, thanks to our team's expertise." For Younès Stouky, Head of Product Marketing at Orange Wholesale International, "with such extensive **networks and services across the world**, Orange Wholesale meets all connectivity requirements with the highest quality of service. We continue to invest in new infrastructure in order to provide the most reliable, future-proof and flexible solutions that submarine cable operators can expect."



Franck Morales
VP Marketing & Business Development
Orange Wholesale International

Orange Wholesale sparking connection around the world

At the heart of **Orange Wholesale** lies connections, both technical and personal. **Meeting us at regional and global events** offers the perfect opportunity to experience our top-quality services, connect with familiar faces and forge new business relationships.

A perfect business relationship requires more than emails and phone calls, especially when it comes to global business. That's why Orange Wholesale takes part in major industry events, from Dubai to London, from Singapore to Washington, in order to meet you in all corners of the globe.

Building face to face valuable connections

This is the perfect opportunity to meet formally and informally to build trust, transparency and credibility but also to lay the foundation for enduring business relationships. For Erik Sherman, Sales Manager at Orange Wholesale International, the value of face-to-face meetings is essential. "It is more than just being a

salesperson. As so many people are wrapped up in emailing, it is essential to build a rapport with all our partners to form long-lasting relationships".

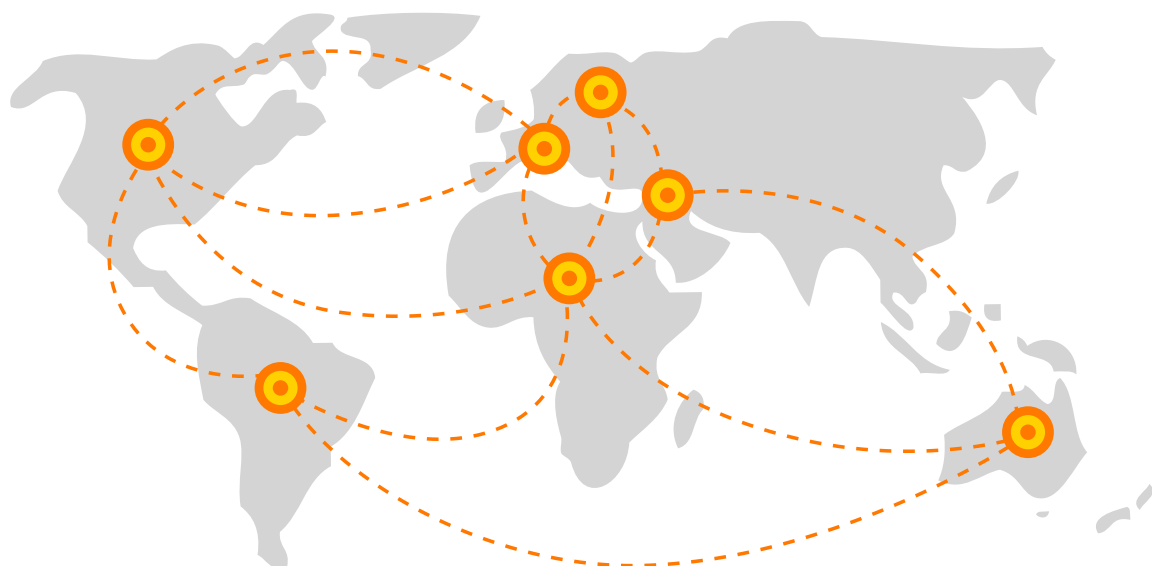
A space to provide personalized solutions

These meetings help provide a personalized touch and enhance the level of service we provide, from **IP transit, Voice, Roaming** and **Messaging** to name few. As expressed by Florentina Prida, Senior Account Manager at Orange Wholesale International, "continuous contact can be maintained digitally but attending events allows us to personally connect and offer tailored solutions". The importance of face-to-face meetings is an opportunity to listen, collaborate

on challenges, collectively provide solutions and bespoke services in anticipation of the evolving industry.

Learn about our unique market insight

In addition to forming connections, conferences serve as a space for learning and collaboration. In the dynamic industry of telecoms, the sharing of ideas has always been paramount and a good way to improve business. We pride ourselves in being closer to you to provide regional market expertise, industry insights and analysis of emerging trends, ensuring you get the best support and information tailored to your needs.



“ Customers trust us to deliver on our promises ”

There's a paradox in telecoms: sometimes, selling large bandwidth, ultra-fast connectivity solutions may take years of negotiations. Not a problem for the experts of our Americas' team as they have been working with Orange Wholesale and building connections with our customers for even longer. As their skillset and footprint has expanded to cover evolving needs, they now make Orange Wholesale as American as baseball and hot dogs.



David Pugin
Regional Sales VP
Americas - Herndon, VA
Orange Wholesale International

How has the team enlarged its footprint to better accommodate customer needs in the Americas?

Our team manages sales across North America, the Caribbean, and Latin America. Most of our account managers are based on the East Coast, from New York to Miami; but we also have an account manager on the West Coast. Also, we've recently expanded into Mexico City to support our efforts in the region. Additionally, as many American companies now have teams in Europe and Africa, especially OTTs, we've hired staff in London and Brussels to interface more effectively. Currently, data services contribute more than half of our revenue and margin for the region. This marks a substantial shift from the past when **voice services** dominated.

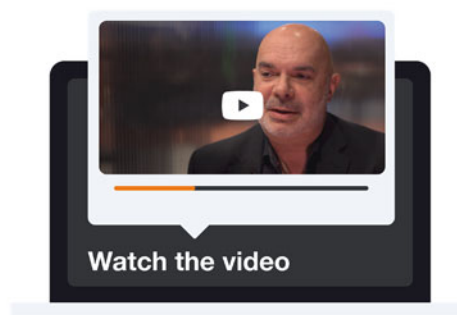
“ Understanding the challenges and processes of each customer is crucial ”

Why do customers choose us as their preferred partner?

Customers choose our team primarily because of the quality we deliver. They often start small with us, and over time, their needs grow. And once you experience what we offer, you stick with us. This is especially evident in the gaming industry, where our early partnerships have flourished. We own our network and provide end-to-end service, making us one of the **wholesale telecom market leaders**. We're known for being extremely serious, with an excellent reputation. Customers trust us to deliver on our promises: whether it's roaming, subsea cables or data services, we offer reliability and competence.

How did the team adapt to new, non-telco native players?

It's largely about listening. I'd attribute a lot of that to the shows and events we attend. It's about speaking their language and showing empathy from a business perspective. We had to adapt from a cultural standpoint and understand the challenges and processes of each customer regarding server quality for example, whether it's for gaming, caching, e-commerce, video, or other verticals. Our team is highly interested and open, always learning and meeting customers face to face whenever possible. And we know that building relationships takes time and patience.





Florentina Prida
Senior New Business Manager
LATAM and Caribbean - Miami, FL
Orange Wholesale International

“ We’ve transitioned into a multidisciplinary team ”

Our offerings now extend to data centers and managing carriers with an integrated portfolio. We’ve transitioned into a multidisciplinary team, requiring us to approach customers as integrated partners. They seek a deeper, integrated relationship. In addition, our interaction with clients has evolved; we do more contacts through virtual communication tools and try to attend key regional conferences to strengthen the close relationship with clients.

“ Over the past 20 years, we’ve grown the business from the ground up ”

We have a long-standing relationship with OTTs and content providers. Over the past 20 years, we’ve grown the business from the ground up. Our relationship with many customers is evolving into more of a partnership, allowing us to monetize those assets more effectively. It’s a challenging time, especially with the commoditization of IP, but we’re adapting and finding ways to thrive. To effectively engage smaller players who aren’t in regular contact with us, we need to be flexible, creative, and patient.



Brian Grady
Director Data & IP Services - Fairfield, CT
Orange Wholesale International



Heather Olson
Senior Account Manager
- New York, NY
Orange Wholesale International

“ We can target a broader market now ”

We’re currently focusing on roaming and connectivity solutions, as well as **messaging services for brands** in our region. Historically, we’ve catered to full MVNOs with their own mobile core and GSMA memberships. We can target a broader market now, including light MVNOs and other players needing roaming connectivity.

“ This sales team is similar to a baseball team I might have played on ”

Sales is all about numbers, and you can easily make comparisons with baseball. The highest revenue could be the highest batting average; the most new logos the most home runs etc. The competitive aspect is similar. Baseball is an individual sport played by teams, and Brian’s team is similar to one I might have played on.

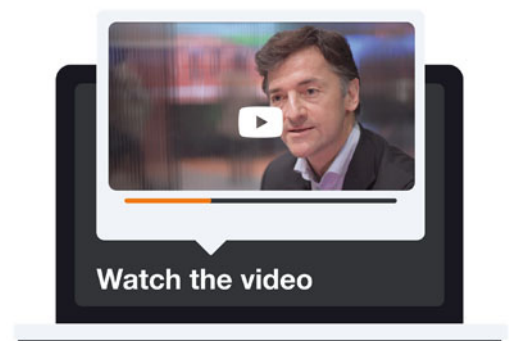


Erik Sherman
Sales Manager - New Rochelle, NY
Orange Wholesale International

“ When no one knows for sure what the standard is, we’re the ones who find a match ”

Orange Wholesale’s “Large Projects” team introduced a unique concept: effectively marketing the impossible. When it’s never been done before, when it’s cross-border cable or satellite, or both, involving unorthodox engineering choices, they’re the ones who know exactly where to tap into Orange’s wealth of expertise and resources. Let’s meet those who make it happen.

“ The magic of Large Projects is all about identifying resources and finding out how we can use them for specific, non-standard requirements ”



François-Xavier Schaecken-Willemaers
VP Large Projects
Orange Wholesale International

Can you tell us how we define a "Large Project" at Orange Wholesale?

It's mostly about large and/or complex commercial projects which are not available in our core portfolio. These are **tailor-made solutions** that need to be developed and implemented with Orange Wholesale and other Orange entities to meet a specific requirement. There are also projects that we'd rather label incubation, regarding the product of market segment addressed, which we don't have in our portfolio yet.

Do you have concrete examples?

As far as **submarine cables** are concerned, we're currently offering end-to-end solutions for several

new projects globally throughout their lifecycle. Additionally, for connectivity, we're deploying tailor-made secured network design for a major sporting event broadcasted internationally. We have also set up ground networks for satellite providers.

How is it possible to identify what we are actually able to produce when the customers' needs don't correspond to an off-the-shelf offer?

That's what the magic of Large Projects is all about, or more precisely, the skills of our resources in terms of project management. Actually, we have a few differentiators and enablers to do so. A global network coverage with a wholesale

organization leveraging the retail one. We also have the resources, assets and expertise in many different fields such as submarine cables, ships, satellite networks and ground stations. We then apply transversal project management across the organization and find out how we can use them for a specific, non-standard project.

“ Local resources are involved right from the pre-sales phase if needed ”

We build up customized ground infrastructure solutions for players of the satellite industry leveraging on Orange’s global network and expertise to better fit our customer needs. This combination allows us to work as a team in a transversal and agile mode with local resources involved right from the pre-sales

phase. Additionally, the sales processes for these projects are very long and non-standard, which gives us the time to bring together all the relevant skillsets. Given the complexity of these projects, the team is constantly in support right up to the end of the effective delivery.

Sophie Lacoue
Large Projects Director - Satellites/Distribution
Orange Wholesale International

“ Our cable recycling services generate a profit for cable owners relative to decommissioning costs ”

Regarding submarine cable projects, we provide end to end services for customers with a turnkey approach, from the design phase to the construction and marine operations, all this leveraged by our internal expertise and capabilities. We also oversee the commercial relationship with consortiums and

cable owners when it comes to landing submarine cables in our facilities in Marseille, one of the biggest connectivity hub worldwide, or elsewhere on our EMEA footprint.

Ludovic Baue
Large Projects Director - Submarine cables
Orange Wholesale International



François-Xavier Schaecken-Willemaers, Ludovic Baue, Sophie Lacoue

Our cable recycling business

20 cables recovered
representing:

24,000
kilometers

35,000
tons in weight

150,000
tons of CO² emissions

Source: Subsea Environmental Services

 **1,000**

multi-service
PoPs



2,500

satellite antennas using
25 ground segment
locations

450,000

kilometers of
submarine
cables

45,000

kilometers
of terrestrial
cables

49,1

million connections
(FFTH) deployed
worldwide

7



cable ships



Orange Wholesale