



Press release

Brussels, 11 Mai 2016

Orange, being an official partner of UEFA EURO 2016, teams up with Kevin De Bruyne to thank its customers and offer them the real UEFA EURO 2016 experience

- As official partner of UEFA EURO 2016 Orange offers > 1.000 football tickets to its fans
- Exclusive events organised only for customers thanks to the partnership with national player Kevin De Bruyne
- 'Orange Thank You' loyalty program rewards Orange customers with an increasing number of surprises and gifts

As Orange is an official partner of UEFA EURO 2016 , it is a global sponsor with exclusive worldwide rights as well as being the official Telecommunications Service Provider for the tournament. To offer its customer an unrivalled experience, Orange has developed several exclusive activities which are focused on the fans because Orange believes the fans are the real stars whose support and passion make events like the UEFA EURO 2016 unique.

Exclusive partnership with Kevin De Bruyne

Thanks to an exclusive partnership with Belgian proud midfielder Kevin De Bruyne, Orange will kick off the tournament with an unforgettable experience for its football fans.

- As from 11th May, fans can list their favourite questions to their hero on Twitter via #AskKevin. On 13th May, Kevin will devote almost an hour to address his fans during a unique Twitter session. He will also announce special events and will take his fans behind the scenes in Manchester.
- On 18th May, Kevin De Bruyne will meet and greet his fans at Orange's new Smart Shop in Evere (Bourgetlaan 3). Fans will have the opportunity to meet Kevin and can even practice their football skills with him. More info will follow later.

Orange thanks every customer and offers > 1.000 free UEFA EURO 2016™ tickets

In order to reward its customers and football fans, Orange will be offering duo tickets via **Orange Thank You** loyalty program as well as different contests in all our in points of sales and online. The lucky winners will be offered real VIP experiences: free tickets for

various matches in France, including transport and accommodation during the entire tournament, up until the grand finale in Paris , which will be reserved for Orange most loyal customers.

And there is more: Through the **Orange Thank You** loyalty program, Orange customers will receive extras gifts such as mobile data up to 500MB, Adidas discounts to buy your favourite football outfit, subscriptions to football magazines... to experience football at its best. Orange wants to ensure that its customers have something to celebrate, whatever the result of the game.

As from 13th June, Orange will launch the 'Fan of the Day' contest : using social media to choose the fan who has stood out most from the crowd and shown incredible Belgian football and/or Orange. One fan a day will be singled out as 'Fan of the Day' and their fan ship will be officially celebrated.

Connecting to what is essential during UEFA EURO 2016

Cristina Zanchi, Chief Consumer Officer of Orange, comments: "We will empower our customers with more mobile data to allow them to view matches on their mobile and tablets so they don't miss out on all the fun and they can stay connected to what is essential to them. Our special roaming campaign 'GO Europe' will also allow our postpaid customers when they are in other European countries to call, text and use mobile data from their national bundle, so without paying extra fees, from 1st June until 31st August 2016."

Orange Sponsors You – global campaign & unique platform

Starring in a global TV campaign and launching from 29th May across 28 countries, Orange has signed up famous French footballer, Zinedine Zidane, to send his scouts to scour the globe to help Orange to find the world's biggest fans. This global advertising campaign will help Orange to recruit from all across its footprint over 20 of the ultimate fans and bring them on a trip to watch the final at the Stade de France.

(Discover the making of the new campaign for UEFA EURO 2016™ starring Zinedine Zidane:

<https://youtu.be/3MmqjB5RznA>)

More information: www.OrangeSponsorsYou.com (available as from May 29)

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 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 ADSL 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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