

Cultivating Impact

Orange Middle East & Africa

2024 Corporate **Social Responsibility** Report



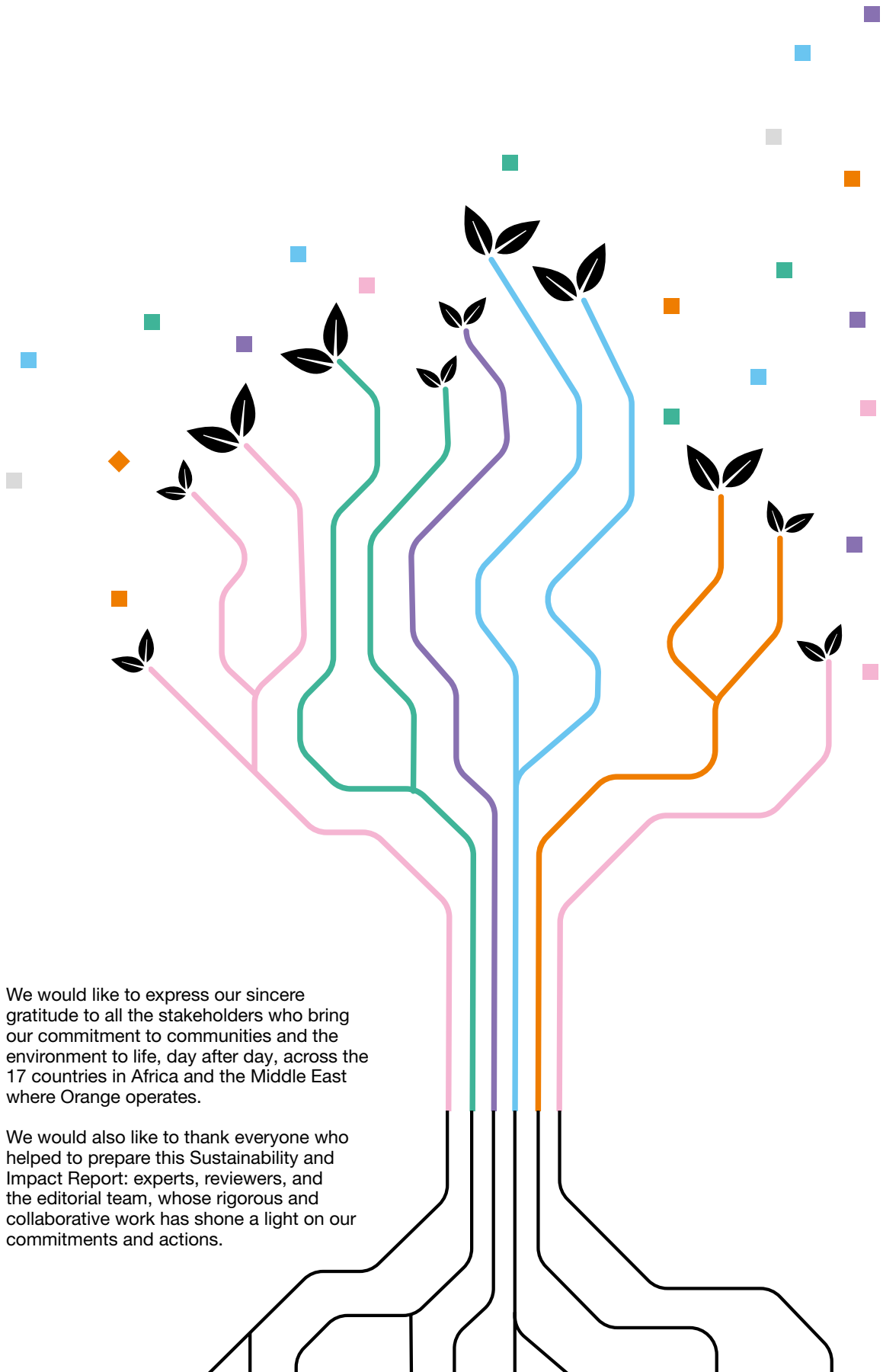
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Cultivating Impact

Orange Middle East & Africa

We would like to express our sincere gratitude to all the stakeholders who bring our commitment to communities and the environment to life, day after day, across the 17 countries in Africa and the Middle East where Orange operates.

We would also like to thank everyone who helped to prepare this Sustainability and Impact Report: experts, reviewers, and the editorial team, whose rigorous and collaborative work has shone a light on our commitments and actions.



Supporting innovation to build an inclusive and sustainable future for all

Last year, our Seeds of Change report outlined the main pillars of our commitment and the impact our activities have on the lives of the communities and people around us. Our 2024 report, Cultivating Impact, marks a new milestone, and reflects how we have strengthened our commitment and impact in terms of digital, energy, financial, and social inclusion and development for millions of people.

Orange is here

This report was prepared using the ISO 26000 standard methodology.

Deeper roots, connections, and transformations

A year dedicated to doing more to make a difference



Alioune Ndiaye,
Chairman of the Board
of Directors of Orange
Africa and Middle East
(OMEA)



Jérôme Hénique,
Chief Executive
Officer (CEO) of
Orange Africa and
Middle East (OMEA)



A few words about Orange MEA in 2024...



Alioune Ndiaye : Orange Middle East and Africa has an ambitious goal: to build a robust digital ecosystem that meets the specific needs of our markets, while supporting local innovation and job creation. Through targeted investments and strategic partnerships, we have extended connectivity and digital services to millions of new users and stepped up our energy transition to help the Group achieve its Net Zero Carbon commitment by 2040 — 35.6% of the energy we used in 2024 came from renewable sources.

We have also furthered financial and energy inclusion and supported the upskilling of women and young talent across the continent.

We have equipped 1,400 digital schools with educational kits, giving thousands of children access to knowledge, and provided free digital training to 1.2 million people and supported over 300 startups in 16 countries through our Orange Digital Centers.

Finally, in 2024, Orange — a Group where 35% of senior executives are women, with a target of parity — has helped over 11,000 women in Africa and the Middle East to achieve economic and digital autonomy through its Digital Centers.



Jérôme Hénique : In 2024, we increased our impact and deepened our roots in Africa and the Middle East. The dedication of our 18,000 employees, who supported and served 161 million customers, is the driving force behind our performance and regional presence.

Thank you to the teams for everything they have achieved, often in challenging contexts in many countries.

In June 2024, with the involvement of nearly 5,000 employees, we launched our employee engagement platform “Orange Engage for Change” to empower each of us to act as brand ambassadors in our communities. We will continue to leverage its full potential.

In the 17 countries where we operate, we continue to contribute to financial inclusion through mobile financial services, with 100 million accounts and over 40 million active Orange Money customers, and through Orange Bank, which now serves 1.7 million customers.

Our Women’s Digital Centers, Orange Digital Centers, and our super app Max it — launched in 14 countries and adopted by 17.3 million active users — support our digital inclusion ambitions.

Finally, our commitment to energy inclusion is reflected in the provision of solar solutions to 600,000 households through Orange Energies.

These achievements are not the result of our actions alone; they are the result of a collective effort involving our employees, partners, customers, and all stakeholders.

Our goal is to take full social and environmental responsibility, ensuring that technological progress benefits people and the planet first and foremost.

Table of contents

Putting inclusion at the core of who we are

01 Maximizing the impact of our actions and services

We tailor our connectivity, financial inclusion, and energy inclusion services to the real needs of local populations to improve their daily lives. By expanding access to these services, we help reduce digital and social divides while laying a strong foundation for sustainable and inclusive development.

02 Unleashing talent for a digital world that drives development

We don't just provide services, we are also a catalyst for training, innovation, and entrepreneurship. Through our programs, such as the Orange Digital Center, we empower women, youth, and startups by giving them the tools they need to develop their skills and bring their projects to life. By nurturing this talent, we strengthen collective momentum and build a more inclusive and prosperous digital future together.

An ethical, sustainable framework aligned with our stakeholders' expectations

03 Strengthening the trust that binds us

Trust is the essential foundation of lasting action. We are building a strong framework by upholding ethical, transparent, and responsible governance, actively engaging in dialogue with our stakeholders, and fostering an inclusive work environment. This framework ensures the long-term sustainability of our commitment and maximizes our impact on the communities and regions we serve.

Strong roots

Year after year, the seeds of change sown by our collective commitment grow into concrete projects that sustainably transform our ecosystems. Every day, we cultivate a more inclusive and more responsible digital world, driven by a clear purpose and vision:

"As a trusted partner, Orange gives everyone the keys to a responsible digital world."



Cultivating impact means ensuring that our economic growth directly benefits the people and regions within our footprint. Our initiatives in connectivity, financial inclusion, and access to energy address fundamental needs and create opportunities for all.

Brelotte Ba,
Deputy CEO, Orange MEA



Our networks: the foundation of our commitment

Our networks are the foundation that underpins our development and strengthens our impact. This essential infrastructure allows us to pursue four strategic commitments:

- **Digital Inclusion:** Ensuring universal access and education on digital tools to make them a lever for social, economic, and professional inclusion.
- **Financial inclusion:** Providing fair and affordable access to financial services for all.
- **Energy inclusion:** Ensuring that everyone has access to modern, clean, and affordable energy to meet basic needs.
- **Environmental transition:** Reducing the environmental footprint of our activities while supporting sustainable economic and social development.



A vital network

In 2024, we strengthened our infrastructure to meet the growing demand for connectivity, stimulate innovation, and support the region's digital transformation.

Our infrastructure ensures reliable, multidimensional connectivity.

◆ Access networks

Connecting every home and business

◆ Fixed networks

1.4 million households with fiber connections in 10 countries, 1.6 million with 4G or 5G fixed wireless access, and almost a million with ADSL.

◆ Mobile networks

With 100 million data users and over 83 million 4G customers, we are seeing strong momentum in mobile broadband acceleration.

Our goal: 85% coverage by 2025, up from 77 % in 2024.

◆ Transmission & control

Streamlining connections

◆ Delivering efficient digital services

Telephony, television, cloud, data, Internet.

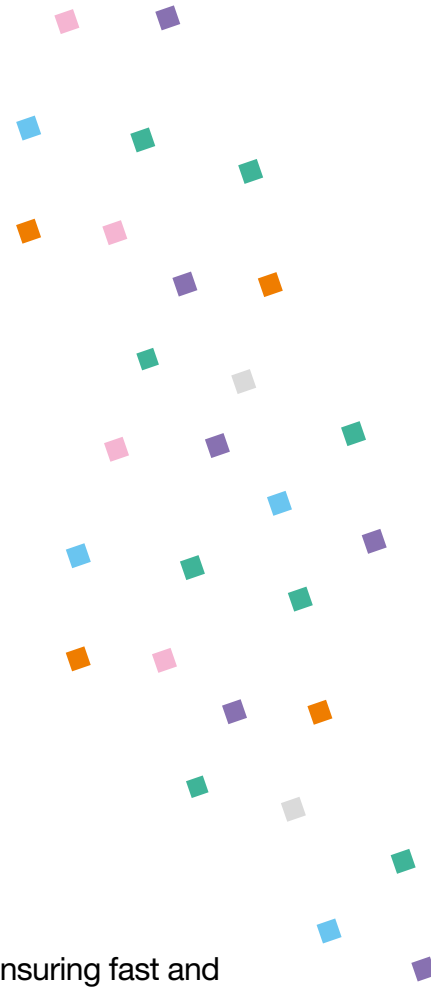
◆ Smart management

Strengthening infrastructure for greater resilience and energy efficiency.

◆ International connectivity

Connecting to the world

- 40 Tier 1 PoPs across Africa, ensuring fast and reliable global connectivity.
- Djoliba, our flagship network, serving West Africa.
- 2Africa, our co-investment in a 37,000 km undersea cable that is nearing completion and will provide hundreds of millions of people with access to 4G, 5G, and high-speed Internet.





A leadership team and a workforce committed to a sustainable future

At Orange Middle East and Africa, our Executive Committee is not just a governance body it is a **driving force**, a catalyst for change that drives and coordinates our commitment to an inclusive and sustainable digital future.

Operating from Casablanca, it sets an ambitious vision and plays the role of conductor, ensuring that each initiative is aligned with our values and impact goals.

But change does not come from headquarters alone.

Our strength lies in our local presence —the 17 subsidiaries that bring this strategy to life by adapting it to the economic, regulatory, and social realities of each country.

These subsidiaries, closest to the field, translate our ambitions into concrete actions and implement solutions that make a difference on the ground.

Far from a rigid model, **our governance is agile, connected, and forward-looking.**

By relying on the expertise and commitment of our local teams, we are furthering digital, financial, and energy inclusion, while using innovation as a powerful lever for responsible and sustainable development.

Discover the structure of our governance and the faces of the people who are leading this dynamic.



Country Management

Our 17 subsidiaries are united in their commitment to fulfilling the group's ambitions while adapting to the economic, regulatory, and social realities of their regions. Excluding Mauritius, which does not operate under the Orange brand.

¹ Excl. Maurice, qui n'exerce pas sous la marque Orange



Jérôme HÉNIQUE
CEO, OMEA



Sékou DRAME
CEO, SONATEL Group



Mamadou BAMBA
CEO, Orange Côte d'Ivoire Group



Yasser SHAKER
CEO, Orange Egypt



Nogaye Therese TOUNKARA
CEO, Orange Guinea-Bissau



Nafy SILUE
CEO, Orange Burkina Faso



Néné MAÏGA
CEO, Orange Botswana



Hendrik KASTEEL
CEO, Orange Morocco



Frédéric DEBORD
CEO, Orange Madagascar



Sekou Amadou BAH
CEO, Orange Sierra Leone



Ousmane Boly TRAORE
CEO, Orange Guinea



Thierry MILLET
CEO, Orange Tunisia



Max FRANCISCO
CEO, Orange Central African Republic



Ben-Cheick HAIDARA
CEO, Orange Democratic Republic of Congo



Jean Marius YAO
CEO, Orange Liberia



Aboubacar Sadikh DIOP
CEO, Orange Mali



Patrick BENON
CEO, Orange Cameroon



Philippe MANSOUR
CEO, Orange Jordan





Our sustainable impact

3 out of 10 Africans are Orange customer

161 million customers

Over 100 million data users

100 millions Orange Money accounts, with **over 40 million** active users

600,000 households have access to clean and reliable energy

...a driver of local economies

Over 17 % of revenue reinvested in taxes, duties, and social contributions

\$1.4 billion invested to support digital transformation

18,000 employees and hundreds of thousands of indirect jobs created

1.2 million beneficiaries of the Orange Digital Center program

Over 600,000 children supported each year through Digital Schools

Nearly 60,000 women supported by Women's Digital Centers since their creation

Our footprint

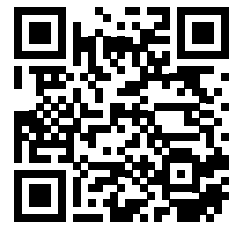


2 continents

17 countries in Africa and the Middle East

5 official languages

984 local languages



#OrangeEngageforChange

Our goal: working together for a better world.

With Orange Engage for Change, every employee gets three days a year to participate in projects with a strong social impact.

Orange Engage for Change

On June 5, 2024, World Environment Day, Orange Engage for Change was officially launched in Africa and the Middle East. This initiative exemplifies the values of our brand and our collective. The program enables each of our employees to spend three days a year participating in social and environmental initiatives, allowing them to directly contribute to projects with meaningful social impact.

Nearly 5,000 employees have signed up since the official launch of the platform in our 17 home countries.

How does it work?

Through an interactive platform, anyone can get involved in concrete social or environmental actions that support our communities. Everyone's contribution counts, no matter how big or small.



Orange: a catalyst for digital and sustainable development

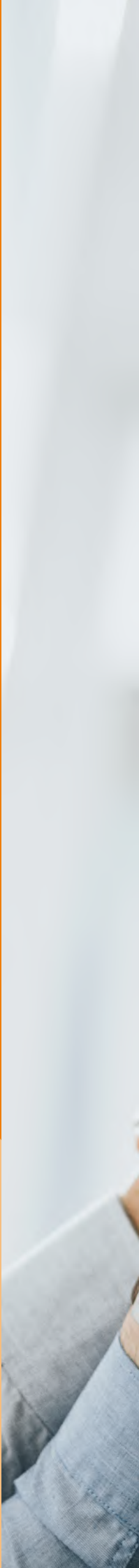


Orange Africa and Middle East's approach is fully aligned with the United Nations agenda, and actively contributes to the Sustainable Development Goals (SDGs). Our initiatives support all of the SDGs, with a particular focus on seven of them.





**Putting inclusion
at the core of
who we are**







Maximizing the impact of our actions and services



At Orange MEA, our mission goes beyond connectivity. Our efforts to support the energy, digital, and social transitions help create the conditions for sustainable and inclusive development in the regions where we operate. We make a real difference in communities by aligning our actions with local needs.

Stéphane Varret,
Director of Strategy and
Development, Orange MEA





Connecting for change

Sustainable and resilient infrastructure

Our fixed access networks

ADSL, fiber (FTTH), as well as **radio and satellite** networks enable each of our customers to stay connected with others and with the wider world.

■ **Fixed connections (Fiber, ADSL and Fixed Wireless Access):** 1.4 million households and businesses are now connected to Fiber in 10 countries (Senegal, Mali, Guinea, Côte d'Ivoire, Burkina Faso, Liberia, Egypt, Morocco, Jordan, Democratic Republic of Congo), which is a 28% increase compared to 2023. 1.6 million households benefit from 4G or 5G fixed wireless access. Nearly a million households are also connected to ADSL.

■ **Connecting remote areas through satellite internet:** A lack of connectivity restricts access to education, healthcare, and economic opportunities in remote regions. To overcome this barrier, we partnered with Eutelsat to provide satellite internet in underserved areas. Benefits of this initiative include:

- High-speed internet access in remote villages, providing access to online education, digital banking services, and telemedicine.
- Tailored digital solutions for schools, health centers, and small businesses to support their digital inclusion.
- Quick installation and use of solar power for areas without electricity.



With satellite internet, we finally have access to digital information and services. Children can attend online classes, and merchants can more easily use Orange Money.

Mamadou,
resident of a connected village in Senegal





Our mobile access networks

With **100 million data users**, an 11% increase, and more than 83 million 4G customers, up 35 % from 2023, we are accelerating the rollout of high-speed mobile broadband. Our goal is to reach 85% coverage by 2025, up from 77% in 2024.

Our transmission and control networks

These networks support and manage access and transmission systems, enabling communication and overseeing services.

Our international terrestrial and submarine networks provide global connectivity for all services on every continent. We have deployed 40 Points of Presence (PoPs) across Africa, interconnecting all African operators and eliminating the need for traffic to transit through Europe, which is a common source of latency and disruptions.



In 2024 we strengthened our long-distance networks and their resilience:

- **Djoliba**, our flagship network, named after the Niger River, reflects our commitment to providing West Africa with long-lasting connectivity. It combines terrestrial fiber optics and submarine cables. The official launch of Djoliba in Liberia on May 22, 2024, marked a major milestone. Liberia is now part of the regional network alongside countries such as Senegal, Côte d'Ivoire, and Mali, benefiting from secure, high-speed, 24/7 connectivity. Djoliba breaks away from the traditional model of isolated networks by establishing a unified technological foundation that facilitates cross-border interconnection. Designed for operators, businesses, NGOs, and institutions, Djoliba supports a wide range of uses, from internet access to international data center interconnection.

- **2Africa**, We also participate in multi-operator initiatives, such as the 2Africa submarine cable consortium, launched by Facebook. The nearly 37,000 km cable will eventually extend around the entire African continent.

An AI-optimized network

We are leveraging artificial intelligence to optimize our network in real time. Through our "Smart Capex" solution, which is already deployed in Côte d'Ivoire, Senegal, and Mali, we can adjust network capacity based on demand and use.

Impact:

- 25% reduction in fuel consumption in certain areas
- Faster and more accurate network investment planning
- Significant improvements in service quality and energy stability

This project demonstrates how AI can improve network performance, reduce carbon emissions and control costs when applied to energy optimization. We plan to extend this model to other countries in Africa and the Middle East.

We have also implemented predictive maintenance. Our algorithms detect potential failures before they occur, preventing outages and unplanned interventions, and reducing our logistical footprint.



Integrating AI into our operations creates tangible value for our customers, employees, and our network. We do this through a three-pillar approach: networks for AI, AI for networks, and AI for employees, all while remaining mindful of the associated risks.

Brelotte Ba,
Deputy Chief Executive Officer
(Deputy CEO) and Chief Operating
Officer (COO)



Making maximum use of solar energy for a more environmentally friendly network

At OMEA, we are committed to developing a responsible, inclusive and sustainable digital world by using as much renewable energy as possible to meet our needs and encouraging our suppliers to do the same.

more than 12,000

solar-powered sites in 2024, up 50% from 2023, meaning 25% of our installations in the region are now solar powered.

more than 35

million liters of fuel saved, and more than 80,000 tons of CO₂ avoided [2.68 kg of CO per liter of diesel burned (source: IPCC, GHG Protocol, ADEME)].

35.6%

renewable energy in our energy mix (up 4 points from 2023).



Net Zero Carbon goal
by 2040 through massive investments in renewable energy and the circular economy.





Building a sustainable network is about combining performance and responsibility. Our investments in renewable energy strengthen our resilience and net zero carbon commitment.

Jean Michel Canto,
Director of OMEA Network Operations

Concrete actions in our countries

- We have partnered with **ESCOs** (Energy Service Companies) in 10 countries: Burkina Faso, Cameroon, Central African Republic, Côte d'Ivoire, Guinea-Bissau, Guinea, Liberia, Madagascar, Senegal, and Sierra Leone.

By working with these companies, we benefit from specialized expertise to modernize and efficiently manage our energy systems, helping us to reduce our fuel consumption and CO₂ emissions while improving the reliability of our energy supply.

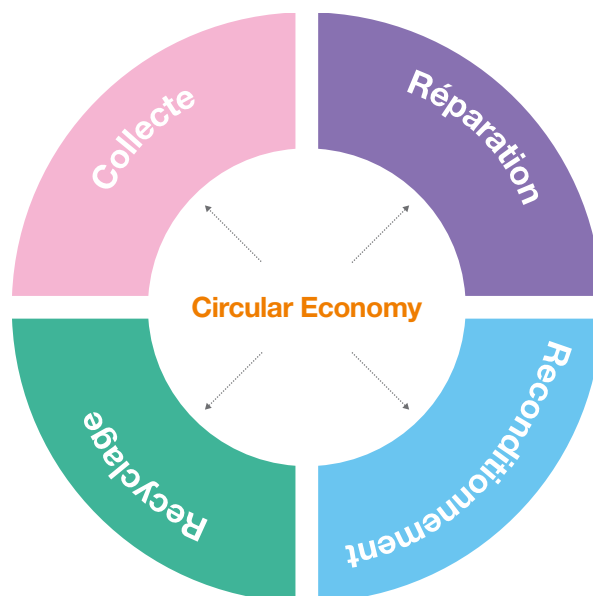
- Three solar farms in **Jordan** (36.7 MWp), covering 65% of Orange Jordan's energy needs.

At the end of 2024, all countries had made significant progress in deploying solar energy:

- **In Madagascar**, nearly 60% of technical sites are now powered by energy from renewable sources.
- **In Burkina Faso**, 77.4% of technical sites are now solar-powered, and the country is rolling out an ambitious solarization program that currently covers over 50% of its branches.
- **In Côte d'Ivoire** has solarized all of its regional data centers and is continuing the rollout to commercial branches.
- The 13 other countries have also continued to make progress.

The **circular economy** is essential to our commitment

At OMEA, we reduce our environmental footprint by extending the lifespan of electronic equipment and optimizing the management of our resources.



Mobiles phones and boxes

Since 2010, we have collected over **21 million** used mobile phones to be refurbished or recycled.

Our impact in 2024

■ **We collected the equivalent of 28.5% of the mobile phones we sold, for a total of 284,000 devices and 43.5 tons** of equipment collected across five countries:

- In Côte d'Ivoire, Burkina Faso, and Cameroon, with our partner Les Ateliers du Bocage
- In Jordan and Egypt, through the Re program

■ **Sale of refurbished phones**

- Launch of refurbished phone sales in Egypt (over 10% of devices sold), Senegal, and Morocco

■ The **“Re” program** is our flagship initiative that gives electronic equipment a second life. It is built on four key pillars:

- **Collect:** Collection points have been deployed in several countries to recover used phones and devices
- **Repair :** Specialized workshops extend the lifespan of functioning devices
- **Refurbish:** Devices are restored and reintroduced to the market at affordable prices
- **Recycle:** End-of-life electronic components are dismantled and repurposed

■ **Collection, refurbishment, and sale of internet boxes**

- **7 countries** involved, including **2 new ones** in 2024

- **172,000 Internet boxes** collected and **115,000 refurbished**. These efforts resulted in the avoidance of **2,800 tons of CO₂** equivalent, which is equivalent to **150 car** trips around Africa

- They also increased awareness among customers and employees about the importance of recycling electronics

- New collection points were deployed in Côte d'Ivoire, Egypt, and Jordan to maximize recovery.



"One Circle" Initiative in Egypt: A circular economy serving ICT

In partnership with the United Nations Industrial Development Organization (UNIDO), the "One Circle" initiative aims to transform the electronics and ICT value chain in Egypt.

Objectives

- Encourage consumer **adoption of repaired and refurbished device**
- **Step up the collection and recycling of electronic waste** to reduce its environmental impact
- Strengthen **local skills** by **providing training for jobs in refurbishing, repairing, and recycling.**



One Circle not only helps reduce electronic waste but also creates new job opportunities related to the responsible management of ICT equipment.



Jeanne Schied,
Environmental
Manager,
OMEA



The O'GREEN program: A Low-Carbon Supply Chain

The carbon footprint of our sector is largely determined by our supply chain. Through the O'GREEN program, we work closely with our suppliers and industrial partners to help them transition to a low-carbon model more quickly.



Objectives

- **Assess the carbon impact** of our suppliers and support them to adopt more sustainable practices
- **Reduce our greenhouse gas emissions**
- **Optimize logistics** by promoting **low-emission transportation.**



Thanks to O'GREEN, we have integrated circular economy practices throughout our value chain. This allows us to limit our environmental impact and encourage our partners to do the same.

Aida Amrane,
Supply Chain Director, Morocco

Circular economy and carbon footprint reduction with Camusat

To make our infrastructure sustainable, we have signed a strategic agreement with Camusat to help us integrate circular economy practices and reduce our carbon footprint.

Objectives

■ Infrastructure optimization:

Modernize our equipment to optimize our infrastructure and reduce energy consumption at our sites.

■ **Circular economy:** Reuse and recycle our equipment to limit waste and extend the lifespan of our installations.

■ **Set up monitoring systems** to assess and reduce the environmental impact of our operations.



Thanks to our partnership with Camusat, we are reducing our carbon footprint while making our network more resilient and powerful.

Anicet Kemayou,
Network and Services
Deployment Project Manager



Essential services for communities

Digital technology is a powerful tool for reducing inequalities and improving daily life. In collaboration with governments and strategic partners, we have improved our impact in several areas.

A digitized customer experience that improves access to our services through a single platform

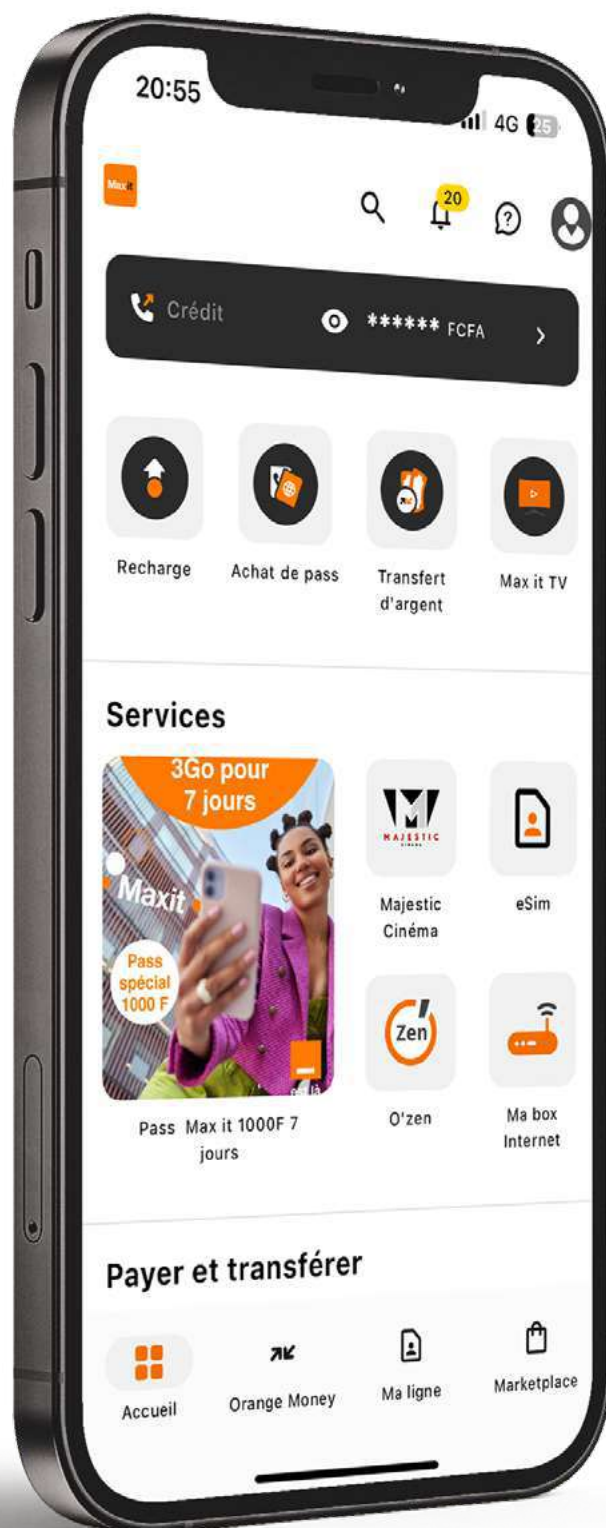
Max it: the platform driving digital transformation

As the spearhead of our digital strategy, Max It, our mobile “super-app”, launched in November 2023 in the first five countries (**Cameroon, Senegal, Mali, Burkina Faso, and Botswana**), is a perfect example of our strategy to diversify our services to meet the needs of local populations.

In an increasingly connected world, **Max It** is the go-to solution, integrating **telecom, fintech, and e-commerce** into a single application available to everyone. By the end of 2024, the super-app had been launched in 14 countries and had amassed over 17.3 million monthly active users, thereby improving digital and financial inclusion in Africa and the Middle East.

“With Max It, we have redesigned the user experience to provide simple, intuitive access to essential services: communication, financial transactions, and online shopping.

Brutus Diakité,
Director of Digital Platforms



Digital finance, a driver of economic inclusion

Orange Money: a financial revolution serving the people



We empower people excluded from the traditional banking system to cope with unexpected events, access social assistance more easily, and invest in their future. We must ensure that our significant investments in digitalization and international connectivity go hand in hand with a constant commitment to financial inclusion. We must ensure free access to quality essential services, such as USSD, and continuously improve the user experience, particularly through customer service and the integration of local languages.

Aminata Kane,
CEO of Orange Money Group

Strategic partnerships for greater impact

At the end of 2024, we signed a partnership with MasterCard to boost the financial independence of disadvantaged communities by improving access to digital payments in 7 countries starting in 2025: Cameroon, the Central African Republic, Guinea-Bissau, Liberia, Mali, Senegal, and Sierra Leone.

Customers can instantly obtain a virtual and physical debit card at dedicated Orange Money Mastercard points of sale, which are directly linked to their Orange Money accounts. These cards can be used for both national and international payments, with local merchants and online platforms that accept Mastercard.

In 2024, the impact of existing services rose to new levels

- **100 million** accounts created since Orange Money launched
- **40 million** active customers each month
- **14 million** new accounts opened in 2024
- **9 billion** transactions in 2024, totaling €164 billion
- **€6 billion** in international transfers
- **600,000 points** of sale, including **66,000** that opened in 2024

A significant share of our active users are women.

In Madagascar, 50% of active customers are women, thanks to our awareness and financial education initiatives.

Each of our 600,000 points of sale is much more than just a counter: it is an economic opportunity and a social hub.

They generate income for distributors and agents, support micro-enterprises, and actively contribute to the development of local networks.

Rooted at the heart of communities, these points of sale promote employment for young people and women and strengthen the local fabric.

Our agents are often well-known figures in their neighborhoods. They play a crucial role as trusted intermediaries, contributing to social cohesion, inclusion, and local development.

In 2024, we achieved significant progress, forming many strategic partnerships and implementing high-impact solutions for communities and merchants.

Digitalizations of merchant payment

We have enabled major retail chains, local shops, and even the informal economy to accept payments via Orange Money. In 2024, we provided hundreds of thousands of informal merchants with QR codes and Orange Money accounts, improving transaction security and traceability.

Access to loans and micro-insurance

Orange Money provides credit and savings services through Orange Bank Africa, including Tik Tak loans. It partners with other banks in countries where Orange Bank Africa does not operate, such as in Botswana and Madagascar. Mobile micro-insurance solutions are also available in Sierra Leone, Côte d'Ivoire, Senegal, DRC, Senegal, and Mali.

Deployment of mass payment solutions

Our partnerships with organizations such as the Danish Refugee Council, FAO, and WFP have enabled funds to be distributed to vulnerable households in several countries, ensuring fast and efficient assistance.

Support for government financial inclusion programs:

■ **In Liberia**, we are involved in the government's payment digitization program designed to help all economic sectors transition to digital technology. Orange Money Liberia has also formed a strategic partnership with the Central Bank of Liberia to contribute to its financial inclusion strategy.

■ **In Côte d'Ivoire**, in collaboration with Orange Bank Africa, we have contributed to the productive social safety nets initiative, enabling over 400,000 households to receive semi-annual government aid.

“At first, we were skeptical when we were told we would receive 36,000 FCFA in aid via Orange Money every quarter. When the first payment arrived, everyone rushed to withdraw the money. Now, we trust the process.”

President of the AVEC association,
Agboville, Côte d'Ivoire



Orange Money, at the heart of the economy of our countries

In 2024, Orange Money continued to grow in Africa and the Middle East, **establishing a dense and strategic network of active points** of sale that improve financial inclusion.

The following 5 countries perfectly illustrate the dynamism of the network

■ **Democratic Republic of Congo (DRC):** 128,400 points of sale

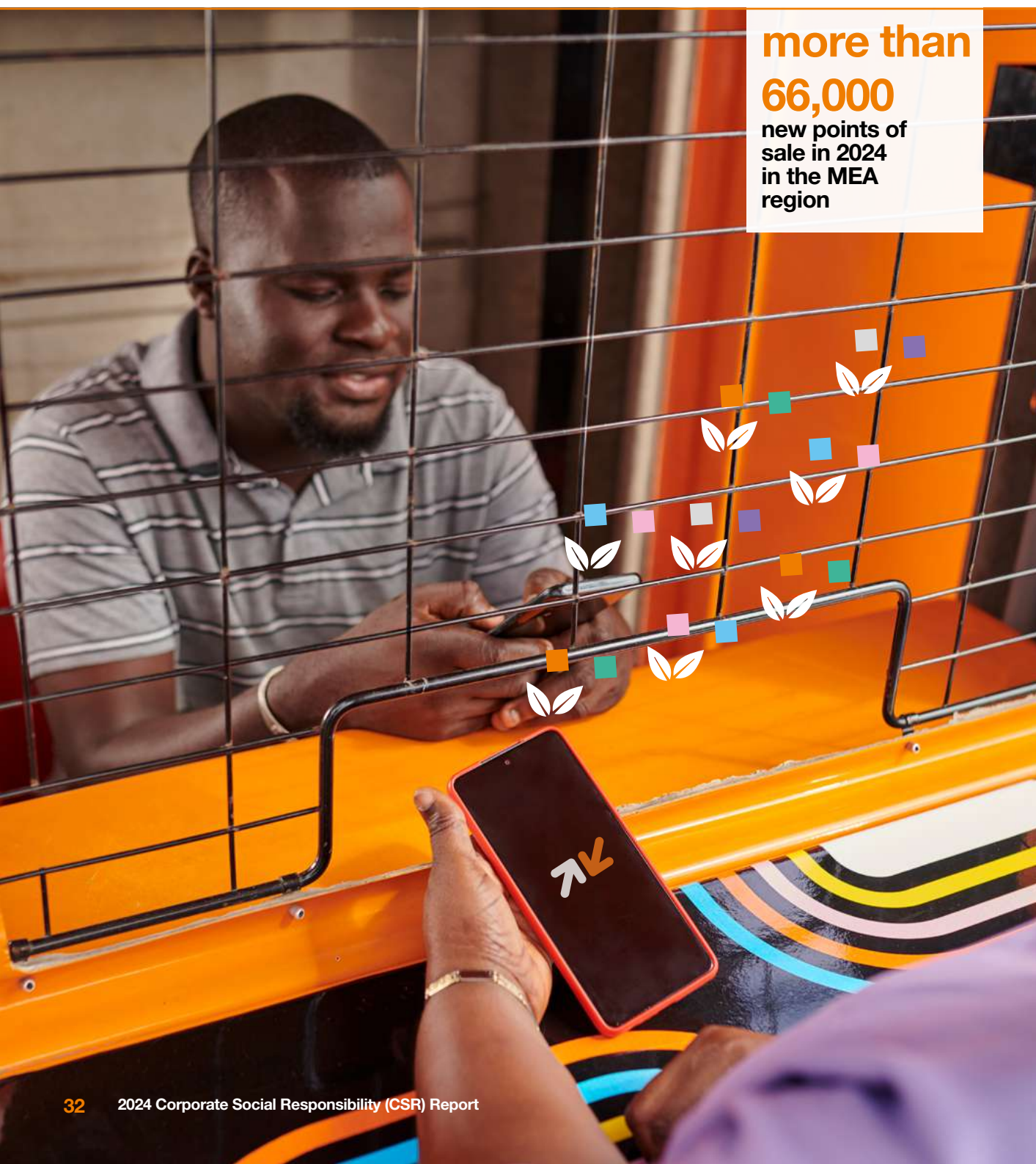
■ **Cameroon:** 92,400 points of sale

■ **Mali:** 71,500 points of sale

■ **Côte d'Ivoire:** 66,400 points of sale

■ **Guinea:** 64,400 points of sale

There is also a notable increase in the number and diversity of user profiles, as well as in transaction volumes.





Orange Bank Africa: financing the future and serving unbanked populations

1.7 million customers

In 2024, up more than 25% from 2023

360 billion CFA francs in savings

collected since the launch

420 billion CFA francs in loans granted

Up more than 20% from 2023

Instant access to credit for everyone

In 2024, more than 340,000 customers were granted a Tik Tak loan, enabling them to finance their business, expand their premises, or invest in equipment.



Max it and prescoring: a revolution in credit access

Artificial intelligence and Orange Money data now allow users to instantly determine their borrowing capacity before applying for a loan.

- **35%** of beneficiaries are **merchants**
- **22%** of customers work in specialized fields (**healthcare, crafts, services, etc.**)
- **22%** are **public servants** and **teachers**
- **9 %** are **farmers** and **fishermen**, highlighting the impact on rural populations

Solutions adapted to local realities

■ **Tik Tak loans:** instant credit designed to help entrepreneurs and merchants grow their businesses.

■ **Automated savings solutions** via Orange Money that enable people to easily and regularly save money without hassle.

■ **Prescoring through the Max It app** provides customers with an instant estimate of their borrowing capacity, facilitating access to credit.

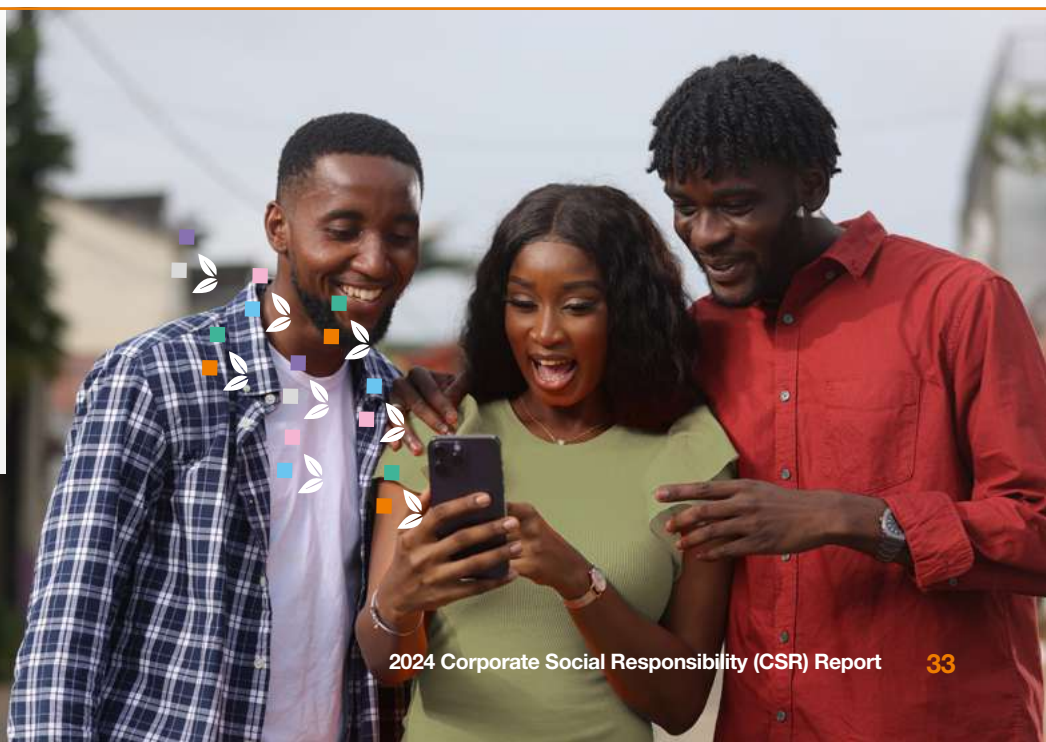
2024 Orange Bank was launched in Senegal

The **4 million active Orange Money customers in Senegal** now benefit from Orange Bank services.



With Orange Bank Africa, I was able to buy inventory and grow my business. Before, getting a loan was a real struggle.

Clarisse,
merchant in
Yopougon



A direct impact on the daily lives of merchants and entrepreneurs

- Reduced risks of theft and fraud by limiting the circulation of cash.
- Access to a wide network of customers, including those without bank accounts.
- Instant payments, shortening payment delays and improving cash flow management.
- Automated savings through Orange Money, making it easier to set aside funds for future projects.
- Simplified supplier payments without the need to visit a bank branch.
- Partnerships with local institutions, such as the Youth Employment Agency and the Ministry of Tourism, to finance young creators and entrepreneurs.

“ Tik Tak allowed me to pay the setup costs for my store gradually. Without this solution, I would never have been able to invest so much in such a short time.

Made Brigitte,
Entrepreneur in
Côte d'Ivoire

“ The automatic transfers to my Tik Tak savings account allow me to save effortlessly. I was able to buy a new freezer for my grocery store.

Aïssata,
merchant in Côte d'Ivoire

“ Before, my customers had to withdraw cash before buying anything. With Orange Money, they pay using their phones, which makes my sales easier.

Mariam,
textile vendor in
Senegal

“ I can send money to my suppliers with just one click. Before, we had to wait for a bank transfer; now everything is instant.

Kamal,
wholesaler in Senegal

“ Thanks to a Tik Tak loan of 300,000 FCFA, I was able to buy my inventory and restart my business after a difficult period.

Aubin,
merchant in Côte d'Ivoire



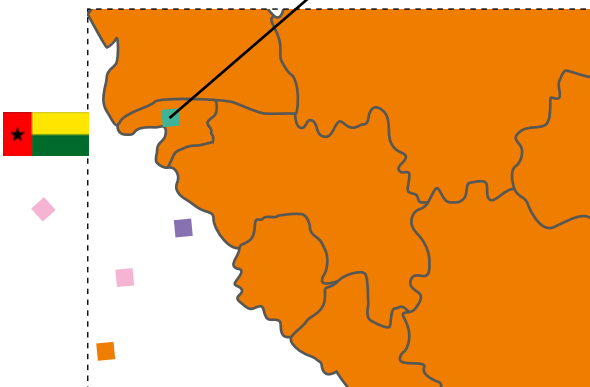


Energy inclusion: a major challenge

In Africa and the Middle East, **more than 600 million people** lack access to a reliable energy source, significantly limiting economic opportunities and improvements in living conditions. **At OMEA, through Orange Energies, we are committed to addressing this challenge by offering innovative, affordable energy solutions tailored to the needs of the populations (SDG 7).**

- **Over 600,000 households** are connected to **Orange Energies** (up more than 100% from 2023)
- **Nearly 4 million people** have access to energy thanks to **Orange Energies**
- **Present in 13 countries** within the OMEA footprint.

Start of operations in 2024 in Guinea-Bissau



“Energy inclusion is a strategic challenge. It enables the economic development of households and communities.

We firmly believe that business and social impact can and must now coexist. Our activity addresses a fundamental need of African populations: simple access to clean, reliable, and affordable energy.

Joanne Stacy Eyango,
Head of Institutional Communication at Orange Energies MEA

Sustainable energy solutions to power rural areas

Nous travaillons avec nos partenaires pour proposer des équipements solaires :

- **High-performance solar panels** to capture maximum energy. .
- **Smart batteries** to store electricity and optimize consumption.
- **LED lamps, USB outlets, and accessories** tailored to the needs of rural households, with a wide range of equipment available, including freezers.
- Easy access through installment payments **paiement échelonné** via **Orange Money (Buy Now, Pay Later)**, allowing families to acquire these devices without financial strain.



“Thanks to the solar kit, we finally have light in the evening and my children can study. It's a huge change for us.

Aissatou,
customer from Côte d'Ivoire

“We no longer live in the dark. Thanks to Orange Energies' solutions, our children can study and we can grow our small businesses.

Moussa,
new customer in Guinea-Bissau,
Orange Africa and Middle East



Since getting my solar freezer from Orange Energies, I can relax more. [...] I nicknamed it "Moses."

Clarisse,
entrepreneur in the Democratic Republic of Congo



His solar freezer has changed his life and his business.

Launched at the end of 2023, the **solar freezer** was added to **Orange Energies'** offering to support local entrepreneurship, especially in **rural areas**.

- Designed for small traders and agricultural cooperatives, it preserves perishable goods (fish, fruits, dairy products) without relying on the electrical grid.
- Available as an optional feature in certain extended solar kits, with installment payment plans.

Strategic partnerships with key players to improve the lives of the people we serve and strengthen our impact.

Orange Energies, a trusted partner for energy producers with Orange Smart Energies (OSE)

Orange Energies partners with international and local organizations to accelerate sustainable rural electrification.

- In June 2024, Orange Energies won a €150,000 tender from the AFD (French Development Agency) to further rural electrification in over 400 communities in Côte d'Ivoire, as part of the MAX project, which is funded by the European Union and implemented by Expertise France.
- In September 2024, Orange Energies won a \$360,000 tender from the World Bank and GIZ to equip 8,000 off-grid households in priority areas identified by the World Bank with standalone solar solutions by June 2025.
- Partenariat public-privé entre l'État Guinéen (Agence Guinéenne d'Électrification rurale - AGER), IPT PowerTech et Orange Energies pour alimenter six localités en électricité : Kalenko, Siguir, Yèndè Milimou, Nongoa, Ouendé Kènèma et Fangamandou. Le projet est financé par la Banque Mondiale.

Orange acts as a trusted intermediary between energy producers and consumers: securing revenues for the former through mobile prepayment, while offering the latter a flexible solution tailored to their means.



Orange Smart Energies, an IoT platform, is at the core of our value proposition. It enables a 'buy now, pay later' model, which allows customers to gradually pay for equipment that they can start using immediately. We have developed a solar-powered freezer offer. Thanks to solar energy, our customers, often in off-grid rural areas, can preserve food, start businesses, and generate income.

Natogoma Coulibaly,
Project Manager, Orange Energies Côte d'Ivoire



Helping address the priority needs of local populations

Digital technology is a powerful tool for reducing inequalities and improving daily life. Recognizing our role in transforming the 17 countries in which we operate through digital innovation, we support the implementation of development projects by taking a collaborative approach involving all stakeholders.

By doing so, we help improve living conditions for communities, raise business performance, and boost state productivity.



In collaboration with governments and strategic partners, we have increased our impact in several key sectors across the 17 countries in which we operate.



Health: improving access to care through mobile technology

■ **2 million users of the m-Diabetes service in Egypt** a mobile initiative launched with the support of the Ministry of Health, which raises awareness among people with diabetes through personalized prevention and follow-up messages.

■ **In Madagascar**, support for mobile clinics serving remote areas, with patients able to schedule medical appointments via text message.



Women's Empowerment: independence and financial inclusion

■ Access to **microcredit solutions**, notably via Orange Money, allows many women, particularly those in rural areas, to launch and develop a business. In Côte d'Ivoire, Orange Bank Africa reinforces this dynamic with a dedicated envelope of 500 million, facilitating the financial inclusion of thousands of women excluded from traditional banking channels.



Agriculture: digital tools serving producers

■ **In Senegal**, in partnership with the Ministries of Agriculture and the Environment, AgriTech by Orange supports farmers by providing weather data, tailored agronomic advice, and microfinance solutions to facilitate access to agricultural equipment.

■ **In Botswana**, over 180,000 farmers used mAgri in 2024 an innovative USSD-based mobile application developed in partnership with local startup Brastorne. This solution helps rural producers better integrate into the agricultural ecosystem by promoting their products, providing access to information services, and connecting them with other stakeholders in the sector. Brastorne is now also active in the DRC, Cameroon, and Guinea.

■ **In Guinea**, more than 250,000 users rely on m-Makity, an agricultural platform that makes it easier to track market prices, purchase farming inputs, and sell harvests directly online.

■ **In Burkina Faso, Mali, Côte d'Ivoire, and most of the countries in our footprint**, we have developed and implemented high-impact m-Agri solutions for farmers and livestock breeders, in collaboration with our partners.



E-Government: improving access to public services

■ **In Jordan**, implementation of digital authentication services to access public service platforms.

■ **IN Côte d'Ivoire**, digitization of administrative procedures through digital kiosks and SMS services (civil status extracts, certificates).

■ **Mobile payment platforms** for taxes and fees in partnership with public treasuries in several countries (Senegal, Guinea, Cameroon).





Unleashing talent for a digital world that drives development



At Orange MEA, we strive to provide everyone with the resources necessary to train, grow, and succeed. Our programs open up new opportunities.

Asma Ennaifer,
Executive Director, CSR,
Orange Digital Center and
Communication OMEA





Supporting current and future talent through the Orange Digital Centers network

At Orange MEA, skills development is a strategic driver of inclusion, innovation, and social impact.

In 2024, we continued to uphold our commitments to training, employability, and entrepreneurship for youth and women by strengthening our regional network and partnerships.

16

Orange Digital Centers in Africa and the Middle East

32

ODC Clubs in Africa and the Middle East

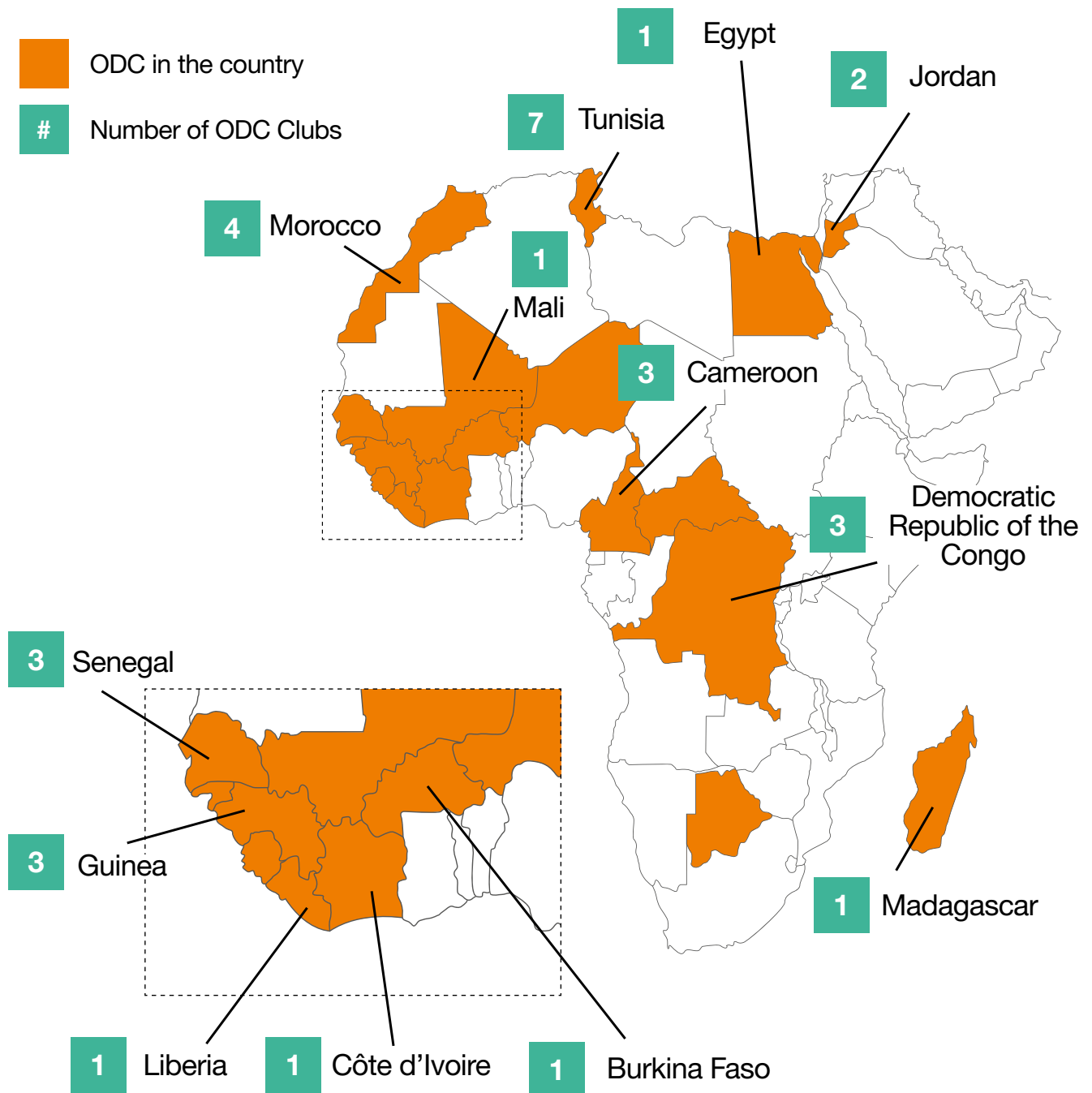
313

Total startups supported as of the end of 2024

1.2 M

beneficiaries of the Orange Digital Center program





ODC Clubs: expanding access to digital skills and innovation in the regions

Through the ODC Clubs, we are increasing access to digital skills and innovation throughout the region. Located in universities, schools, or local institutions, these spaces enable young people to receive training in coding, digital fabrication, and entrepreneurship, helping to reduce regional inequalities.

10 new ODC Clubs inaugurated in 6 countries

Mali (Segou), Senegal (Ziguinchor), Cameroon (Ngaoundéré, Buéa, Dschang), Madagascar (Fianarantsoa), Egypt (Aswan), DR Congo (Lubumbashi, Matadi, Kananga)

Orange Digital Center 2.0: scaling up

Following the launch of ODC 2.0 in 2024, we will enter a new phase in 2025, with the ambition of doubling our activity and impact by 2030.

Three clear priorities

■ Support training in digital skills and impact-driven tech entrepreneurship, aligned with the sustainable development priorities of the countries (Agriculture, Energy, Health, etc.) and within the framework of key national and international partnerships:

At the local level

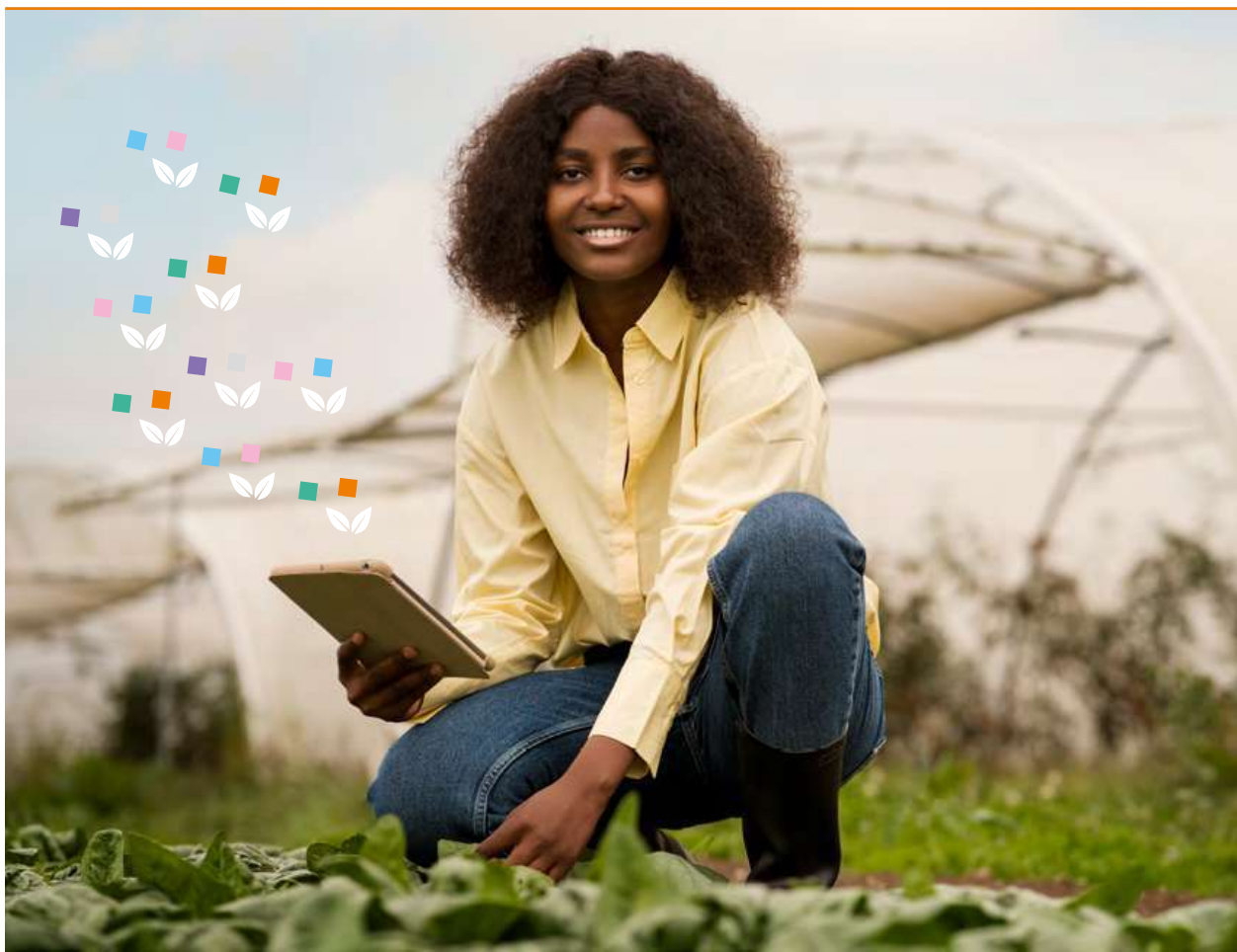
42 training partners
16 local NGO partners
129 university partners
15 employment partners

At the international level



- Provide better coverage in remote areas to reduce digital inequality
- Strengthen female leadership and the inclusion of marginalized groups





High-impact strategic partnerships signed in 2024

DigiGreen & Agri – Côte d'Ivoire

In partnership with the EU and GIZ –

Budget: €7.6 million

This program illustrates our commitment to sustainable growth and supports national development priorities. It promotes digitalization in the agricultural sector, particularly in the cocoa industry, to improve their sustainability.

At the intersection of agricultural, digital, and energy challenges, it aims to:

- Train and help develop new talents in AgriTech, smart crop management, and sustainable entrepreneurship.
- Digitalize agricultural cooperatives (traceability, crop monitoring, payments via Orange Money).
- Strengthen partnerships with authorities and industry stakeholders for greater local impact.

Challenges: employment, digital inclusion, and building resilient communities.

Master Repairer – Morocco, Tunisia, Senegal, Egypt

In partnership with GIZ –

Budget: €2.85 million

This program provides young people with training in mobile repair trades, which are at the heart of the circular economy. Through certified, hands-on training, participants acquire skills that they can immediately apply.

- Training programs already operational in several countries.
- Hundreds of young people trained and integrated into the job market or entrepreneurship.

Challenges: professional integration, skills development, transition to a circular economy.

Training in digital skills and through digital means with complete confidence



Our training programs are essential for preparing young people for the jobs of tomorrow and to stimulating local innovation.

Asma Ennaifer,
Executive Director, CSR,
Orange Digital Center and
Communication OMEA

Digital education and training lie at the heart of our mission. In 2024, we continued to expand our program of digital schools and training centers to prepare young people and adults for the jobs of tomorrow.

Training and supporting the youngest to grow with confidence

Digital Schools

The Digital Schools, a flagship program of the Orange Foundation, provide offline access to educational and teaching content designed to reduce the digital divide in schools located in the most isolated areas.

- 1,400 schools already connected to digital technology in the MEA region
- 17 active projects in 17 countries
- More than 1,700 digital educational kits distributed
- 200 newly equipped schools in Africa

Supercoders



Through the Supercoders program, we encourage children to learn about coding and digital technology in a fun way, all while nurturing their critical thinking, creativity, and social awareness.

To mark COP29, we held special sessions in our ODCs to spark young people's curiosity about tomorrow's technological and climate challenges.

#ForGoodConnections

This is an Orange initiative to strengthen the protection of young people and continue to promote responsible digital use, with a particular focus on screen time, cyberbullying, and inappropriate content.

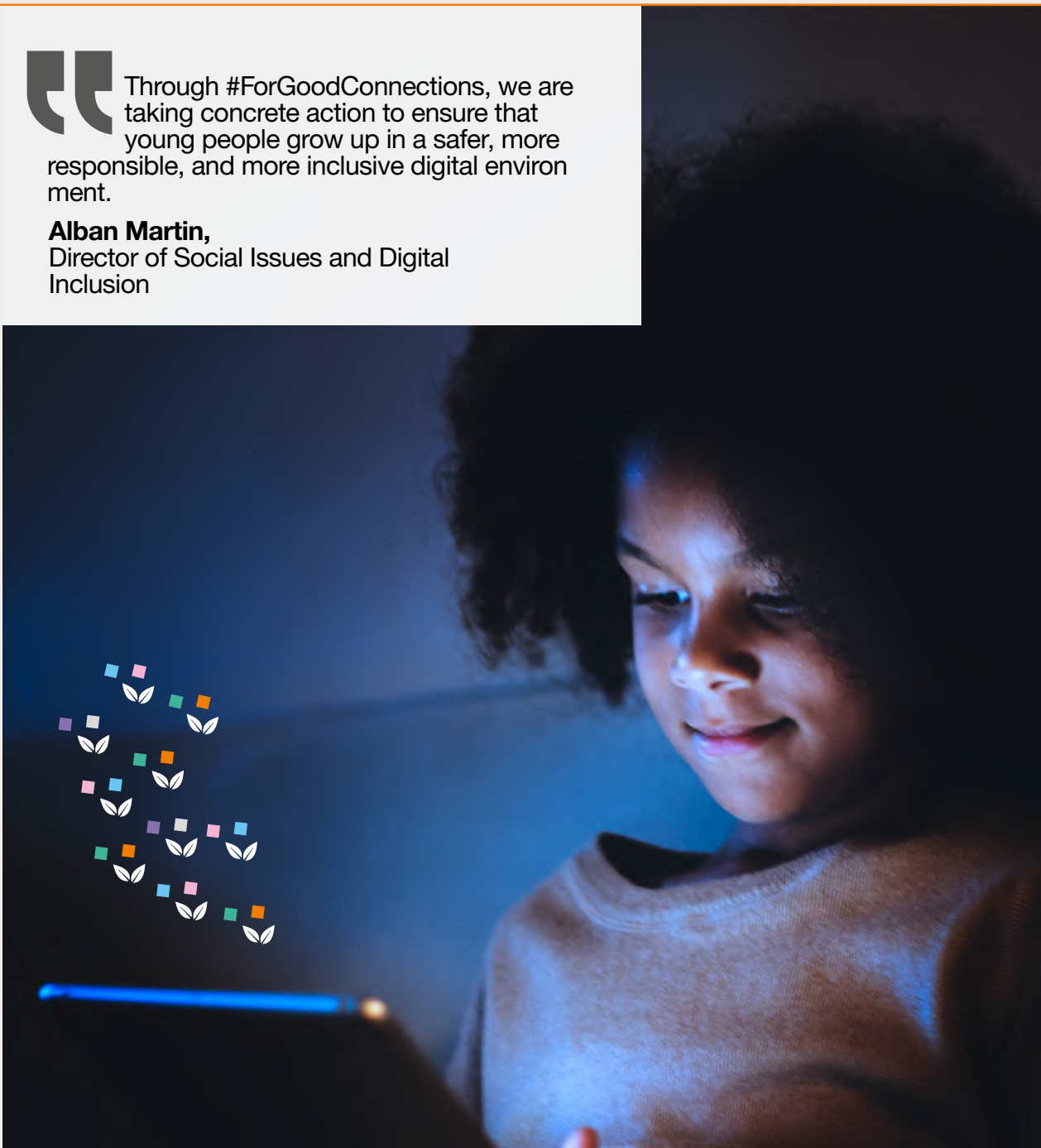
Throughout 2024, we organized training sessions and actions to get ready to deploy the program in 2025 (Responsible Digital Workshops, For Good Connections Day, Serious Games, etc.) and other concrete initiatives in all 17 OMEA countries..

In Morocco, as part of our commitment to a safer digital world through the #ForGoodConnections initiative, we partnered with a program launched under the patronage of Her Royal Highness Princess Lalla Meryem to combat bullying and cyberbullying in schools. The goal is to train over 6,500 teachers and raise awareness in 2,200 middle schools by 2026.



Through #ForGoodConnections, we are taking concrete action to ensure that young people grow up in a safer, more responsible, and more inclusive digital environment.

Alban Martin,
Director of Social Issues and Digital Inclusion



Training young people for the jobs of the future



We offer training programs tailored to the market's needs through the Orange Digital Centers and our strategic partnerships:

- More than 11,000 young people certified in 2024 in new digital professions (artificial intelligence, cloud computing, cybersecurity, etc.) in partnership with AWS, Google, Coursera, etc.
- We launched training programs in artificial intelligence, cybersecurity, and sustainable electronics repair (Master Repair program with GIZ in 4 countries: Morocco, Tunisia, Senegal, and Egypt).

11,000 Young people certified in digital professions in 2024

2 distinctions majeures en 2024

- ODC Maximizing Impact Award (Coursera): Recognizes our ability to provide large-scale training through our ODCs and to transform lives through digital skills.
- ODI Trophy (Observatory of International Development) 2024: Acknowledges a sustainable partnership dedicated to inclusion, employment, and entrepreneurship in our regions.

Hello Women: driving gender diversity in technical and digital professions

Supported by Orange in over 20 countries, Hello Women aims to increase the number of women in digital professions. The program has a clear objective: to increase the percentage of women in these positions to 25% by 2025.

In Africa and the Middle East, the program uses four strategies: inspiring, recruiting, retraining and retaining.

Concrete actions have already been taken in 2024:

- "Women in Tech" events organized in several locations with female role models.
- Nearly 2,000 girls and women in the Middle East have been introduced to and trained in digital professions.

- **In Madagascar**, nearly 1,000 high school and university students have received training or mentoring.
- **In Liberia**, 250 girls received training.
- **In Sierra Leone**, nearly 100 girls and young women received training.
- **In Morocco**, in partnership with the Wagon Casablanca, we have strengthened the program through:

- 100% female tech bootcamps in data science.
- Inspiring tech talks with passionate speakers.
- Workshops and mentorships to help young women pursue careers in tech.



Supporting innovative entrepreneurs



At Orange Digital Centers, we believe that a single idea has the power to change everything when it is supported, nurtured, and connected to the right ecosystem. For the past 15 years, we have uncovered talent, funded bold initiatives, and opened doors to strategic markets for entrepreneurs across the continent. Thanks to our extensive network of partners, we help entrepreneurs structure their businesses, innovate, and develop solutions that create lasting change in our societies. Entrepreneurship is not only a driver of innovation, it is also a catalyst for inclusion and sustainable impact in Africa and the Middle East.

Alia Sahaly, Director of Deployment and Strategic Partnerships

We provide consistent and effective support for entrepreneurial development and foster innovation at every stage of maturity through several complementary programs.

The Orange Summer Challenge (OSC) fosters entrepreneurship among students through digital technology

Launched in 2011, the Orange Summer Challenge (OSC) is the Orange Digital Centers network's flagship event.

In 2024, 282 young people from 14 countries received 3 months of intensive support (training, mentoring, and coaching) thanks to Orange, AWS, EY, and Nokia.

57 startups created focusing on the Tech4Impact theme

Winners of the 2025 edition, selected from the 2024 national competitions (Casablanca):

- Plastikoo (Madagascar) – transforming plastic waste into construction materials
- MEPS (Tunisia) – converting organic waste into biogas and fertilizer
- Leevlong (Cameroon) – Remote patient monitoring

Financial and technical support:

- € 40,000 granted by Nokia for incubation
- € 20,000 awarded by Orange to support dedicated young entrepreneurs



OSVP: rewarding social entrepreneurship and accelerating startups that have a positive social and environmental impact

Since 2011, the Orange Social Venture Prize in Africa and the Middle East (OSVP) has been an integral part of Orange's strategy to stimulate the development of entrepreneurial ecosystems and inclusive growth in the countries where the group operates in Africa and the Middle East.

Each year, it rewards projects that have a strong social and environmental impact. The proposed solutions mainly focus on areas of community development that are considered priorities.

Since its creation:

- over **15,000** applications have been received,
- over **100** entrepreneurs have been supported
- over **50** entrepreneurs have been rewarded

Winners of the 14th International Edition (Casablanca, November 2024):

■ **1st Prize Winner** of the International Grand Prize: SAVEY (Morocco) – A solution to combat food waste – **€25,000**

■ **2nd Prize Winner:** WeFix (Tunisia) – Repair and refurbishment of electronic devices – **€15,000**

■ **3rd Prize Winner:** Cocoa Shield (Côte d'Ivoire) – An AI and IoT-based solution to protect cocoa from diseases – **€10,000**

■ **International Women's Award:** MyTindy (Morocco) – An e-commerce platform that connects artisans with customers worldwide. – **€20,000**

■ **Jury's Favorite Award:** Intella (Egypt) – AI solutions for businesses featuring the world's most accurate multi-dialect Arabic speech-to-text transcription engine – **€10,000**

Through OSVP, we support entrepreneurs working to address the critical needs of communities. It is a powerful driver of transformation and an accelerator of positive impact, facilitating inclusion, resilience, and regional development.

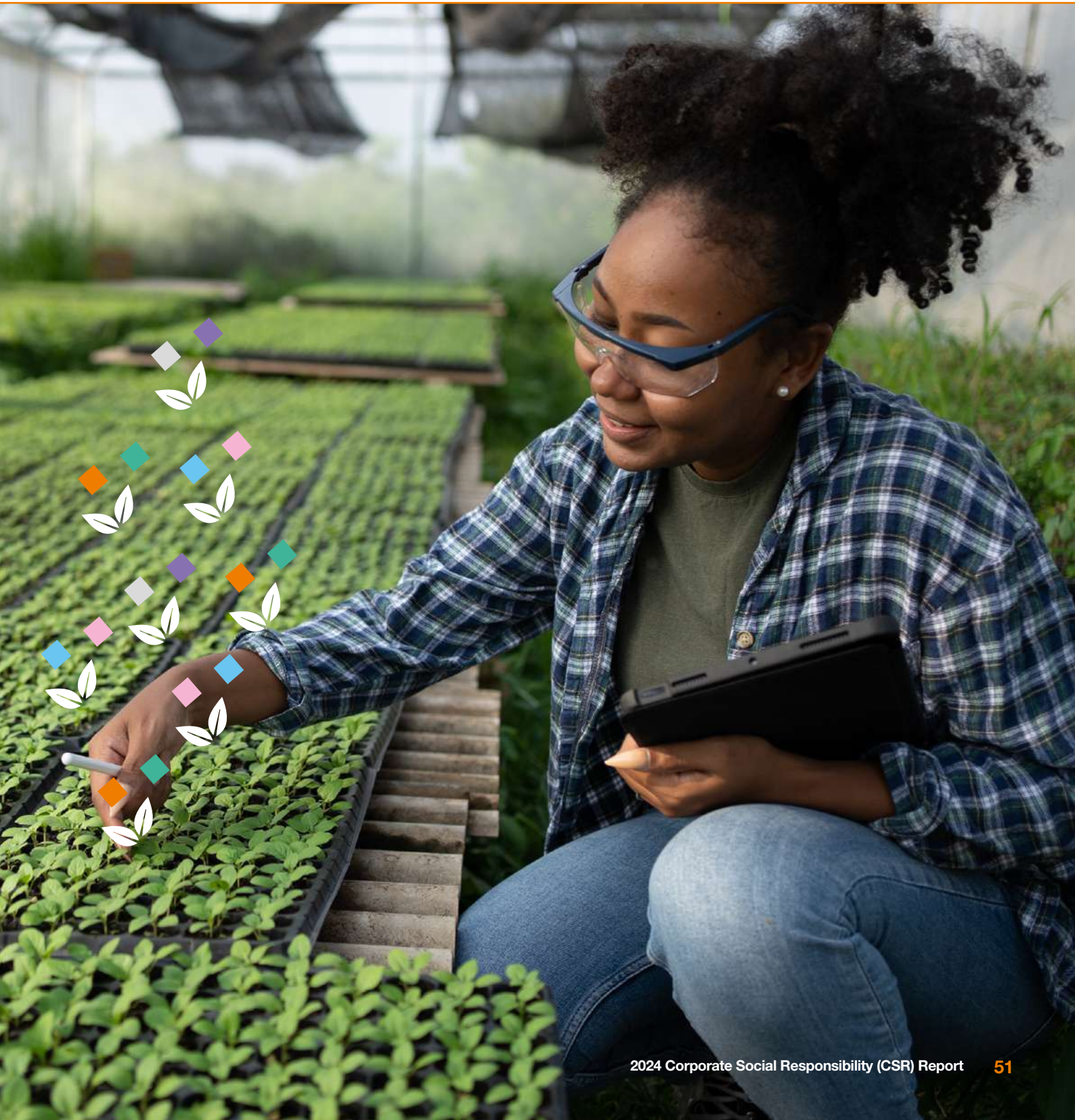
Franck Wodié,
CSR Director



Accelerating startup growth through business partnerships via the Orange Fab Network

Orange Fab is our startup acceleration program within the ODCs, established in 16 countries across Africa and the Middle East. It supports local startups by helping them structure their operations, connect with partners, and access markets, particularly through Proofs of Concept (PoCs) with Orange entities.

To date, over 300 startups in the MEA region have been accelerated through Orange Fab, including more than 80 in 2024. These startups operate across a wide range of sectors including health, education, fintech, and AgriTech.



Financing startups at every stage of development



Facilitating seed funding with Digital Africa

Our partnership with **Digital Africa** allows us to help startups from our **Orange Digital Centers** access initial funding. This allows them to develop their first prototypes, structure their business model, and test their market.

In 2024, 7 startups supported by Orange received direct funding from Digital Africa, strengthening their chances of success.

Digital Africa provides seed funding (€10,000 to €50,000) through initiatives such as the Fuze program to help young companies get off the ground.



Supporting growth with Orange Ventures

22 startups have received funding

Orange Ventures, Orange's investment fund, supports more mature startups in strategic sectors including fintech, health, energy, cybersecurity, and AI. The fund invests in these startups through equity stakes, providing them with the

means to accelerate their regional or international growth. By investing in innovative emerging companies, **Orange Ventures supports their development while contributing to the digital transformation of our regions.**



Promoting women's economic empowerment

Promoting women's training and empowerment

At Orange Africa and Middle East, we prioritize women's economic inclusion across all our programs.

■ **ODC:** In 2023 and 2024, nearly 50% of our program participants were women, reflecting our strong commitment

■ **Master Repair Program:** In Rabat, an all-female class received training in 2024 in partnership with the Womenpreneur-Initiative. In a sector that is still largely male-dominated, this initiative is a concrete example of **our commitment to improving female representation in technical professions and promoting women's economic empowerment.**



Feedback from some of the entrepreneurs we've supported

“ Thanks to Orange Money, I can finally save without depending on anyone. Even with small amounts, I'm building something.

Fatoumata,
Fruit seller in
Conakry

“ I used a microcredit from OBA to buy more inventory. It helped me double my sales during Ramadan.

Mame Diarra,
Shop manager,
Kaolack

“ I was able to open a small shop at home powered by solar energy. I provide lighting, phone charging services, and earn a living without depending on anyone.

Rokhaya,
Rural entrepreneur,
Ziguinchor

Women's Digital Centers: spaces dedicated to vulnerable women

Supporting local women's entrepreneurship

These learning spaces, established within local structures (community centers, training institutions, associations, etc.), provide vulnerable women with access to training in digital literacy, financial education, and many other areas.

226

Digital Centers

■ **In Côte d'Ivoire**, the Orange Foundation and Orange Bank Africa launched the Women's Digital Centers Fund, a financial empowerment program. Backed by a 100 million FCFA guarantee deposit, the fund allows beneficiaries to access loans ranging from 1 to 20 million FCFA, for a total of 500 million FCFA, repayable over 6 to 24 months.

■ **In Guinea**, the Orange Foundation launched the "Coup de pouce" program to empower vulnerable women. After training 400 women through the "Act for Women" program, 14 projects were selected to receive 5 million GNF each.

■ **In Tunisia**, UNDP and the Orange Foundation renewed their partnership in 2024 to promote digital inclusion, innovative

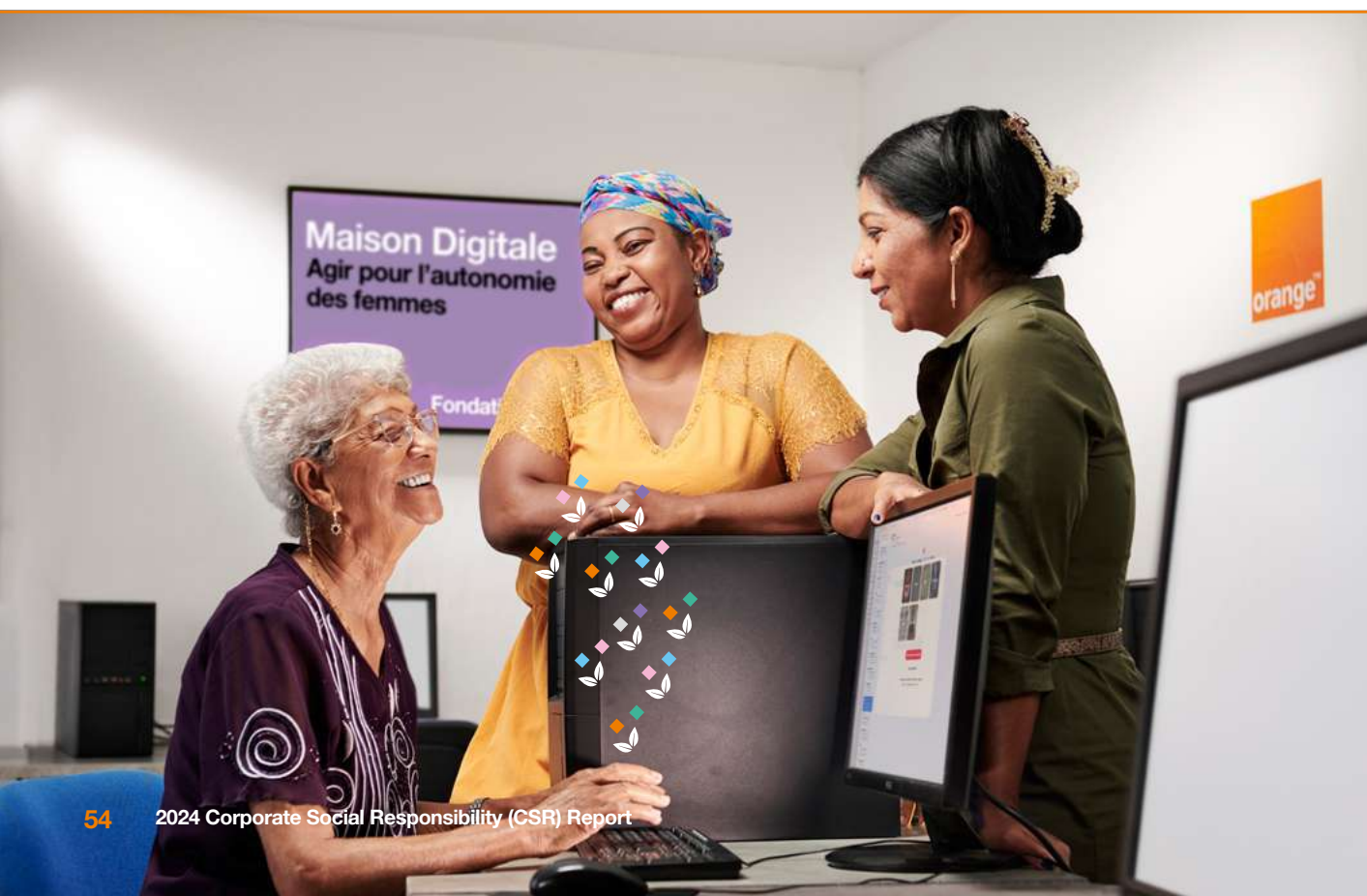
58,144

Women supported, including 11,409 in 2024

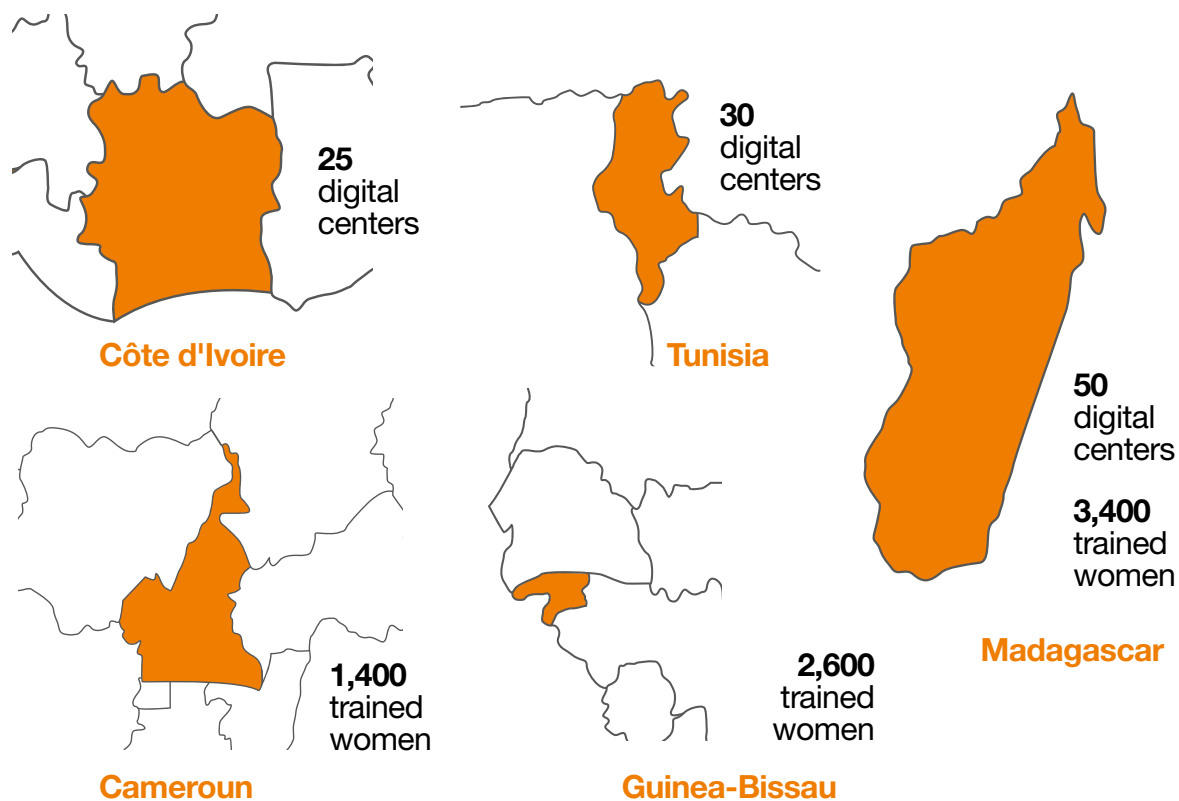
entrepreneurship, and the socio-economic empowerment of youth and women in 7 regions of southern Tunisia. This partnership also supports the green economy and the fight against climate change.

■ **In Madagascar**, on March 26, 108 women graduated from the Digital Centers in Antananarivo, where they received training in digital skills, entrepreneurship, sewing, languages, and more. These women are now ready to transform their futures.

■ **In Burkina Faso**, over 40 women and girls from the Western region have taken a decisive step toward independence. In Bobo-Dioulasso, they received training in personal development, digital marketing, artificial intelligence, graphic design, and community management.



To improve digital inclusion among women, Orange MEA relies on a growing network of Digital Centers. In 2024, certain subsidiaries stood out for the scale of their deployments and the number of beneficiaries they trained.



Contributing to the inclusion of people with disabilities

Towards 100% inclusive learning spaces

At Orange MEA, digital inclusion means ensuring that our training programs are accessible to everyone, including people with disabilities.

In 2024, we strengthened concrete actions to ensure equal opportunities:

- Adapted training within Orange Digital Centers, with modified spaces, simplified content, and physical or digital accessibility.
- Partnerships with local associations to raise awareness, train, and support young people with disabilities for careers in digital fields.
- Pilot accessibility projects, notably within the Solidarity FabLabs, to develop practical solutions for people with disabilities.

Here are some notable initiatives from 2024:

- **Liberia:** Digital Schools equipped for hearing-impaired students to facilitate access to educational content.
- **Jordan:** Intensive training for 40 young people with disabilities on digital transformation and AI tools.
- **Côte d'Ivoire:** Webinars and workshops to promote digital accessibility on Orange applications.
- **Senegal:** Organization of a fair for entrepreneurs with disabilities and launch of a dedicated web platform for inclusive employment.



“Digital accessibility of products and services is a priority for Orange. To achieve this, we promote the development of inclusive innovations at every stage—from prototype to market launch and large-scale deployment—in order to maximize their impact.”

Elizabeth Tchoungui,
Executive Director
CSR Orange Group

“ It has really boosted their confidence. Thanks to the dedication and determination of this young team, the children have achieved extraordinary things. It's wonderful to see my son interacting with a game, taking the initiative, and always striving to go further. It's incredible! Hats off to you all !

Mother of a child in the Midweek program, Tunisia

The Midweek Program: a springboard for children's inclusion

In Tunisia, the **Midweek program** provided training to more than **20 children in 2024 including 4 children with disabilities** in digital skills through a fun and tailored approach.

Making our services accessible for all

Digital accessibility

As part of our inclusion strategy, we have rolled out the Confort+ solution across most of our subsidiaries. It allows us to adapt our digital interfaces to the needs of people with disabilities (text size, contrast, simplified navigation, voice assistance, keyboard navigation).

■ **Tunisia:** We worked with associations to make our website accessible to visually-impaired users.

■ **Côte d'Ivoire:** Webinars and workshops on the accessibility of Orange apps.

Physical accessibility

Significant progress in several countries: Jordan, Egypt, Guinea, Liberia, Tunisia: gradual rollout of ramps, dedicated parking, and adapted access in our stores.

Interaction inclusive

We train our teams to better welcome people with disabilities:

■ **Burkina Faso:** Training for sales staff to improve in-store customer service.

■ **Egypt:** 20 customer advisors trained in sign language, located near specialized NGOs.

■ **Jordan:** implementation of the Signbook app and accessible web content.



Contributing to social and environmental impact beyond digital technology

In a world facing major health, social, and environmental challenges, we cannot limit our role to merely being a key player in digital, energy, and financial inclusion, even though that is essential. For a dedicated company like Orange in Africa and the Middle East, supporting access to healthcare for the most vulnerable, promoting culture as a catalyst for social cohesion, and protecting the environment for future generations are imperative, not optional.



Health: Improving access to healthcare for the most vulnerable

Access to healthcare remains a strategic priority for the countries in our footprint, and therefore, for OMEA. It is a key pillar of our social commitment.

Through our Foundations and partnerships with health authorities and NGOs, we take concrete action to improve prevention, provide access to essential medical equipment, and ensure that everyone has access to healthcare.

Vital infrastructure and equipment

■ **In Cameroon**, we donated 8 solar incubators and 500 health vouchers to the Ministry of Public Health, helping to save the lives of many premature newborns in the North-West and South-West regions.

■ **In Liberia**, we inaugurated the country's first oncology laboratory at the JFK Medical Center, enabling cancer to be diagnosed and treated locally for the first time.

■ **In Côte d'Ivoire**, the Foundation built a new maternity ward in Foula, renovated the gynecology department at Treichville University Hospital, and conducted cardiovascular screening campaigns in the underserved neighborhoods of Abidjan.

■ **In Senegal**, the Sonatel Foundation rehabilitated the maternity ward in Ndiébel, donated an ambulance to Tivaouane, and provided specialization scholarships to medical staff to sustainably improve the quality of care.

Acting for women's Health

In order to improve prevention and access to healthcare, we are expanding our initiatives dedicated to women's health.

■ **In the Democratic Republic of Congo**, for Breast Cancer Awareness Month, we organized three days of **free screenings** (breast and cervical cancer) at two clinics in Kinshasa, in partnership with our insurer.

■ **The 5K Run "Breast Cancer Awareness"**, Run held in October in Kinshasa, brought together employees and partners to raise awareness about early detection.

■ **In Senegal, 1,000 women** received consultations and **250 mammograms** during a free screening day at the Sonatel Foundation.

Caring for children from the earliest age

Children are among the most vulnerable groups when it comes to unequal access to healthcare. Our actions aim to provide them with appropriate care from birth and support pediatric facilities in several countries.

In Mali, thanks to our partnership with the NGO La Chaîne de l'Espoir, 10 children with serious heart conditions (stenosis, congenital heart defects) underwent free surgery, giving them a real chance at survival and a future.

In Guinea, nearly 55,000 women and children have received care as part of our efforts to combat infant mortality. Extensive awareness campaigns have been launched,

with nearly 7 million text messages sent on key topics such as malaria and cervical cancer.

In Senegal, medical specialization scholarships have been launched to train healthcare workers in critical pediatric disciplines, and local health facilities have been rehabilitated to better accommodate children.

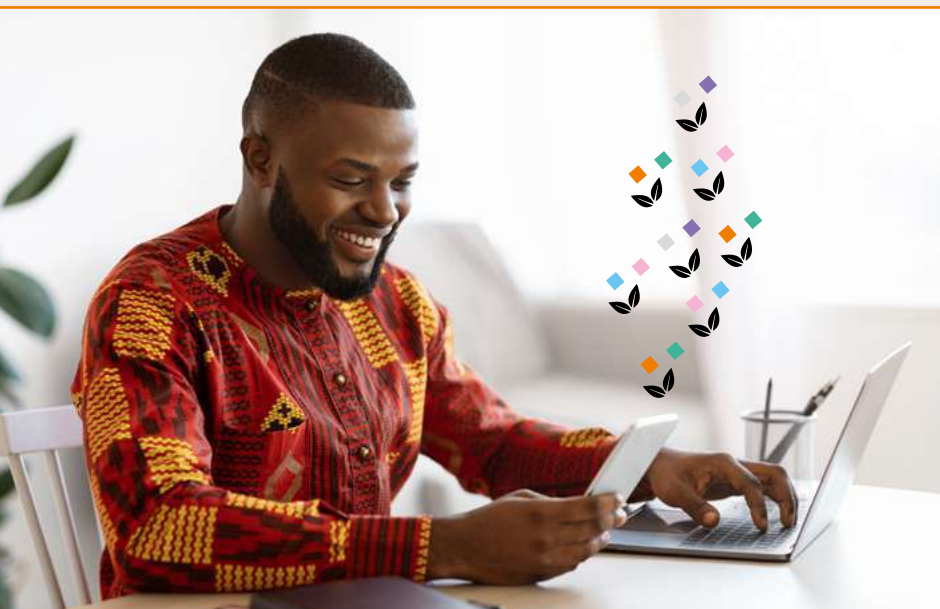
In Sierra Leone, we supported the deployment of the malaria vaccine for children under 5 years old. This free vaccination complements existing prevention measures and helps reduce infant mortality caused by malaria.





Culture

For over 25 years, we have supported culture in the OMEA countries through lasting partnerships and concrete actions. We support artists, young talents, local creations, and oral and written expression, with a focus on inclusion, transmission, and outreach.



Culture is a vital driver of development and social cohesion. At Orange, we believe that digital technology can increase access to culture and strengthen local identities.

Alioune Ndiaye,
Chairman of the Board
of Directors of Orange
Middle East and Africa

Supporting cultural creation and heritage

■ **Dakar Biennale of Contemporary African Art (Dak'Art).** We have been a longstanding partner since 2002 and support this premier artistic event which is dedicated exclusively to African and diaspora artists. Dak'Art embodies our commitment to promoting Senegal's cultural influence and preserving African heritage.

■ **Protected Cultural Rights**
In 2024, we paid SODAV (Senegalese Society of Authors' Rights) over 251 million FCFA so that we could legally use cultural works in our activities (ringback tones, TV content, events, etc.).

WikiChallenge 2024: promoting local knowledge and youth expression

In 2024, the WikiChallenge African Schools once again enabled hundreds of schoolchildren to express their creativity and contribute to online educational content in their local languages. Supported by the Orange Foundation, this digital writing contest aims to encourage children in rural areas, especially those in digital schools, to publish cultural content.

- 9 participating countries (Cameroon, Côte d'Ivoire, Guinea Conakry, Madagascar, Mali, DR Congo, Senegal, Sierra Leone, and Tunisia).
- 337 registered schools
- 151 texts submitted by students
- 12 winning schools

Orange Book Prize in Africa 2024: celebrating contemporary African literature

For its 6th edition, the Orange Book Prize in Africa once again celebrated the richness, diversity, and vitality of the continent's literature. Organized by the Orange Foundation, this prize supports Francophone African authors by providing them with increased visibility and international recognition.

Following on the heels of last year's winner, Michèle Rakotoson, author Dibakana Mankessi won this new edition with his novel *Le Psychanalyste de Brazzaville*, published by Les Lettres Mouchetées. In this work, the author

blends fictional characters and historical figures in a story that brings to life the early years of Congo's independence.

He will receive €10,000 in prize money and benefit from a significant promotional campaign for his book. Since its inception in 2019, the Prize has been committed to revealing and honoring African writers, as well as local publishing initiatives. For the 6th edition of the Prize, the submissions included 39 novels from 27 publishers across 15 Francophone African countries.

Orange Music Talents

This competition reveals new talents on the music scene

The Orange Music Talents program, initiated in Morocco, was rolled out in the second half of 2024 in three other countries: Mali, Burkina Faso, and Tunisia.

The program allowed Orange to select young, talented artists and provide them with the opportunity to improve their skills and gain recognition.

Launched in spring 2024 in Morocco, Orange Music Talents has already allowed 10 young artists, selected from 1,000 candidates, to record their first single

with the support of 5 music industry professionals, which was then released on Spotify. The singles received up to 300,000 listens per track before being released on other streaming platforms. This was before a national tour and the production of a documentary broadcast on Shahid.

Orange Music Talents will expand to 7 new countries in the MEA region for its 2025 edition, promising an even more dynamic and enriching season.





Environment

In addition to our internal efforts to reduce our environmental footprint, we actively support projects that protect ecosystems, promote reforestation, and raise awareness in the countries where we operate. We contribute to the environmental resilience of these regions through three main levers:

- Support for environmental education initiatives, particularly in rural schools, via the Orange Digital Centers or our Foundations.
- Employee engagement through reforestation or cleanup campaigns.
- The gradual integration of environmental criteria into our responsible purchasing policy to create a more sustainable value chain.

Reforestation and restoring ecosystems

More than 350 employees in **Madagascar** took part in nine reforestation campaigns, planting over 10,000 trees across various regions, including Antsirabe, Antananarivo, and Nosy Be.

In Mali, on World Environment Day, over 300 employees and partners came together to plant 1,000 trees across 10 hectares. A standalone solar-powered borehole was installed to ensure proper irrigation, along with a maintenance program for ongoing care.

In Burkina Faso, efforts continued around the preservation of the Zongo Grove in Ouagadougou, an iconic urban biodiversity site.



Raising awareness and educating younger generations

In Senegal, the Médina Gounass retention basin development project trained more than 1,000 young people from the outskirts of Dakar in nursery preparation and micro-gardening. The initiative provided a hands-on learning environment that promoted environmental education and the development of practical skills.



Promoting the circular economy and waste management

In Côte d'Ivoire, the Africa Cup of Nations (AFCON) served as an opportunity to showcase our environmental commitment. 600 volunteers were mobilized to ensure a cleaner AFCON by collecting waste, installing sorting bins, and raising awareness. Some of the waste collected was turned into unique works of art by artists Mounou Désiré Koffi and IBN Cheick Sallah, highlighting our support for cultural and creative industries.

In Liberia, we mobilized our employees for community clean-up operations and tree planting activities in Paynesville, in collaboration with local authorities. Plastic waste collection campaigns were also reinforced through the "Love Your City, Clean Your City" initiative, which was carried out in partnership with recycling organizations

Recognition for our commitment

In Guinea-Bissau, our contribution to sustainable development was recognized by the regulatory authorities, who awarded us an honorary diploma for our environmental actions on the ground.



**An ethical,
sustainable
framework
aligned with the
expectations of our
stakeholders**





Strengthening our foundation for long-term commitment



To achieve a lasting impact,
you need transparent
governance and the collective
commitment of your employees.

Alban Lo Gatto,
Corporate Affairs and
Compliance Director, OMEA





Strong, ethical, and responsible governance

At Orange Middle East and Africa, ethics, transparency, and accountability are the cornerstones of our governance to ensure an inclusive and high-performing work environment.

Our governance model is based on a structure that ensures transparency and the integration of the highest standards of ethics and compliance.

**New
vigilance
mechanisms**

**More effective
control and training
systems**

**Enhanced dialogue
with regulators
and stakeholders**



A stronger ethical framework

“ OMEA, we do not view ethics and compliance as obligations, but as essential levers for performance and trust. In 2024, we strengthened our systems to ensure a transparent and responsible framework that meets the highest international standards. Our commitment is clear: to instill a culture of integrity at every level of the company.

Habib Seck,
Compliance Program Director, OMEA



Our **Ethics and Compliance program** is based on six strategic pillars that provide a solid and adaptable framework for all our subsidiaries :

1

Zero tolerance for corruption and influence peddling

2

Operational policies and procedures

3

Leadership involvement

4

Training and awareness

5

Structured risk analysis

6

Controls and performance reviews

Every year, we assess the maturity of our Ethics and Compliance programs in our 17 subsidiaries. Since 2020, all countries have made progress, consolidating our achievements and optimizing our systems.

- 89 % of our employees have been trained in compliance and business integrity.
- Anti-corruption systems introduced: internal controls and anonymous whistleblowing channels have been deployed in all our subsidiaries.
- A dedicated body ensures the application of ethical principles and alignment with sustainable development goals.



Certifying our practices, building trust

Achieving certified excellence across the MEA region

Orange's commitment to operational excellence and sustainable performance in Africa and the Middle East is also reflected in the range of certifications achieved by its subsidiaries. They demonstrate our commitment to ensuring that our practices meet the highest international standards.

The SONATEL Group's approach, which has been awarded the **"Engagé RSE – Level 4 Exemplary"** label, illustrates OMEA's comprehensive CSR strategy.

The "Engagé RSE" label, awarded by AFNOR, assesses an organization's maturity in terms of social responsibility based on the ISO 26000 standard. It covers governance, human rights, the environment, fair practices, customer relations, local development, and working conditions.



These certifications are not an end in themselves. They reflect our desire to structure quality, secure our processes, and make compliance a lever of trust for both our customers and our partners. They also recognize the daily efforts of our teams on the ground.

Franck Wodie, CSR Director



Our quality, environmental, energy, health and safety, and information security certifications



■ Management Quality and Organizational Management: **ISO 9001 and EFQM Certification**

We are constantly improving our services and processes.

- ISO 9001 certified: Orange Côte d'Ivoire, Orange Guinea, Orange Guinea-Bissau, Orange Mali, Orange DRC, SONATEL, and Orange Sierra Leone.
- Orange Jordan has received the EFQM "5-Star Recognition of Excellence".



■ Environmental Management: **ISO 14001**

We are committed to reducing the environmental impact of our activities.

- Certified: Orange Côte d'Ivoire, Orange Egypt, Orange Guinea, Orange Jordan, Orange Mali, SONATEL, Orange RDC and Orange Tunisia.



■ Energy Management: **ISO 50001**

We are working to optimize our energy consumption.

- Certified: Orange Côte d'Ivoire, Orange Egypt, Orange Jordan, SONATEL.



■ Occupational Health and Safety Management: **ISO 45001**

We are dedicated to preventing workplace hazards.

- Certified: Orange Egypt, Orange Guinea, Orange Jordan, Orange Mali, SONATEL.



■ Information Security Management: **ISO 27001**

We are committed to the protection and confidentiality of your data.

- Certified : Orange Côte d'Ivoire, Orange Jordan, SONATEL, Orange Tunisia, and Orange Morocco (for the Digital Data Center-Cloud scope).



■ Customer Excellence Label: **COPC**

We provide efficient, responsive and satisfaction-oriented customer service.

- Orange Jordan, Orange Mali and SONATEL are certified, with special distinction for Orange Mali, winner of the CX Performance Transformation award for the EMEA region.



■ Orange Customer Excellence Label – **Orange MEA internal label**

This label recognizes subsidiaries that prioritize customer satisfaction, process optimization, and rigorous performance management. In 2024, Orange Guinea, Orange Côte d'Ivoire, and Orange Cameroon were awarded the label.



Duty of Vigilance : prevent and protect

In accordance with the French law of March 27, 2017, our subsidiaries implement action plans and control mechanisms to prevent any violations of:



Human rights



Health and safety



The environment

In 2024, a new coordinator was appointed to lead a working group made up of CSR, climate, legal, compliance, procurement, and health and safety managers. Their mission: to consolidate progress, co-create the necessary policies, and ensure implementation.



The Middle East and Africa region offers significant growth opportunities for the Group, but is also seen as one of the most risk-exposed regions. The issues identified under the Duty of Vigilance are particularly relevant and explain our increased focus.

Léon Charles Ciss,
Mission Director, Duty of Vigilance, OMEA

Transparency and accountability

Strengthened stakeholder dialogue

We have stepped up consultations with public institutions, financial partners, and civil society to jointly develop sustainable solutions.





Working with our stakeholders to make a positive impact

An effective CSR policy is based on active and continuous listening to stakeholders. We work with a broad ecosystem of stakeholders to maximize our impact.



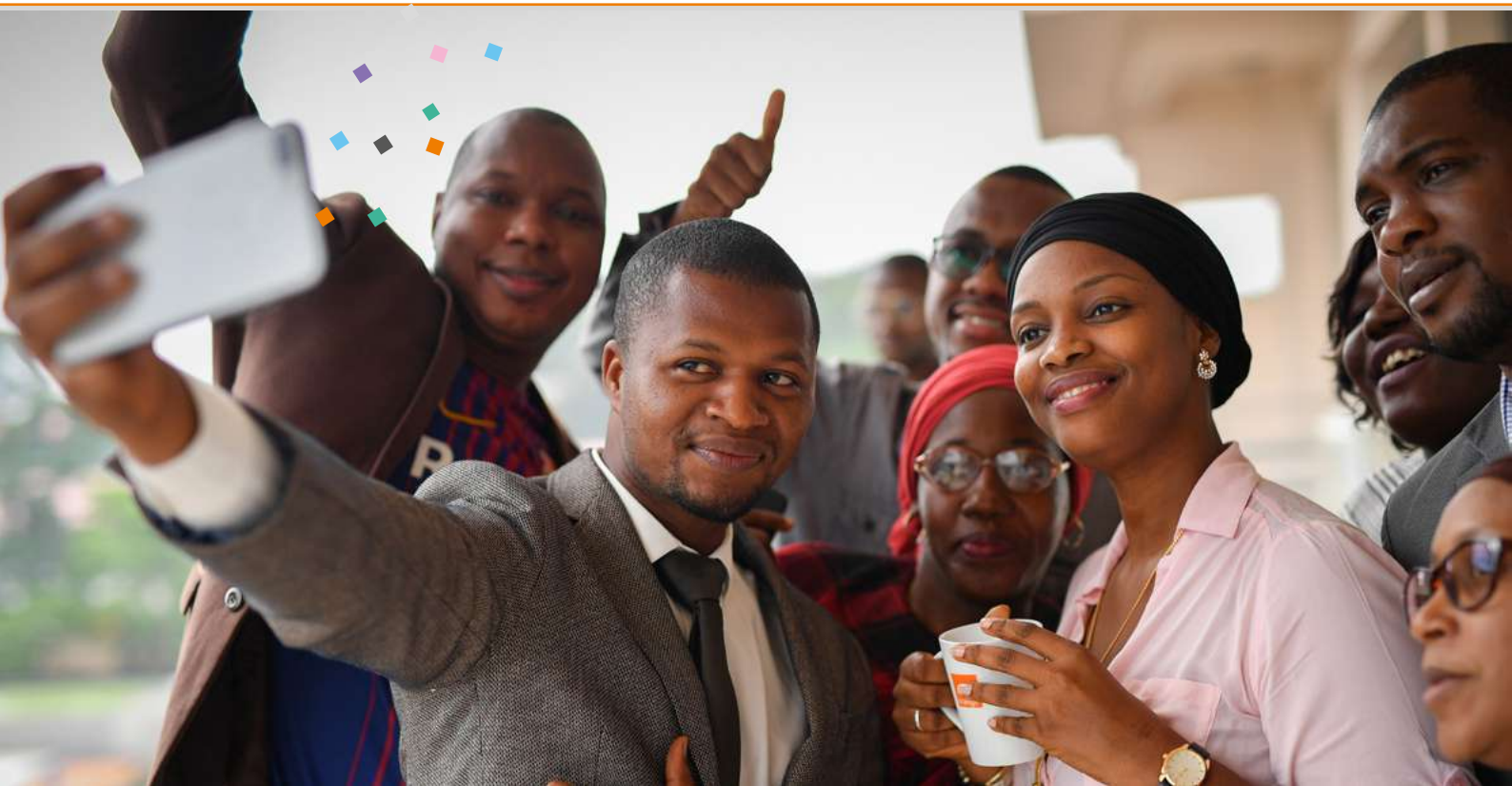
We incorporate their expectations, tailor our actions to the specificities of each ecosystem, and collaborate with a wide range of stakeholders to maximize our impact.

Structured dialogue is key to our commitment

Since 2023, our “ESG by Design Stakeholder Dialogue” program has strengthened this dynamic by integrating stakeholder feedback from the design stage of our projects and policies. This proactive approach includes:

- **Stakeholder Dialogues:** workshops, interviews, and collaborative forums involving governments, NGOs, associations, companies, individuals, civil society, and local communities. These dialogues were organized in Guinea, Madagascar, and Jordan in early 2024 and involved nearly 1,000 stakeholders. Additional dialogues are planned for other countries through early 2025.

- **Continuous assessment:** regularly adjusting our initiatives to ensure their relevance and strengthen our commitment to ESG by Design.



A fair, inclusive, and attractive work environment

**18,000
employees**

Our employees are the foremost ambassadors of our transformation. At OMEA, we are committed to promoting **diversity, equal opportunity, and well-being** to provide them with a motivating and inclusive work environment.



Our actions are structured around four priorities: ensuring well-being, fairness and equality for all, developing skills - especially in response to technological changes such as generative AI, strengthening a shared culture across all our regions, and improving the agility of our organizations through digitalization for both our employees and our customers.

Elisabeth Medou Badang,
Human Resources Director, OMEA

A living wage for all

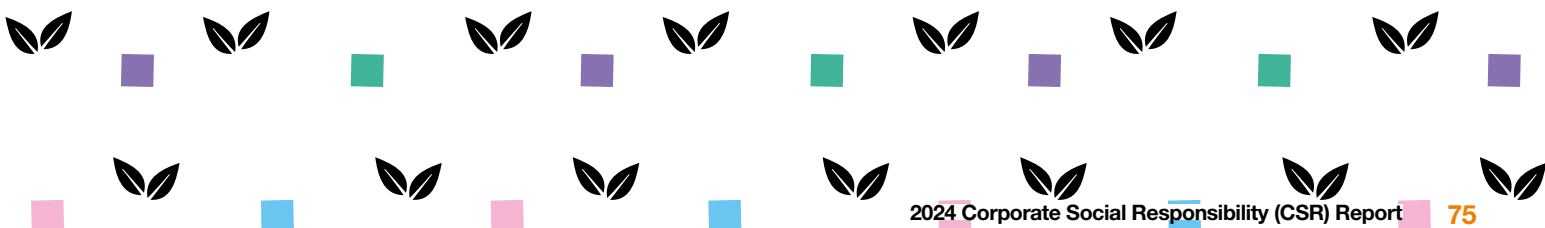
At Orange, the living wage is one of the core commitments of our CSR approach to human rights and decent working conditions. Orange is committed to ensuring that every employee, in every country where the Group operates, receives a living wage - a wage that allows them to live in dignity with a decent standard of living, above and beyond the legal minimum wage.

This commitment fits in with Sustainable Development Goal (SDG) 8.5, which aims to ensure decent work and a fair income for all.

In 2024, the Orange Group was awarded the Global Living Wage Employer certification by the Fair Wage Network for 100% of its workforce.

In 2019, Orange signed a global agreement with the international trade union federation UNI Global Union on professional equality between women and men, the fight against discrimination and violence, and the balance between work and personal life.

The agreement covers 16 of our 17 footprint countries. Its implementation is overseen by local diversity/professional equality committees composed of employee representatives, HR departments, and management. An annual review is presented to international trade union organizations.



A fair, inclusive, and attractive work environment

6

Orange MEA entities are GEEIS (Gender Equality & Diversity European & International Standard) certified

The GEEIS (Gender Equality European & International Standard) certification demonstrates a company's structured commitment to professional equality, diversity, and inclusion, through responsible management practices and international governance of its actions.



Orange is a truly inclusive company and strives to reduce unemployment in the country by offering equal job opportunities to both men and women.

Lina Al-Khatib,
Employee, Jordan



We are committed to increasing the representation of

33 %

of leadership positions are held by women.

32 %

of our total workforce is made up of women (up more than 3 points from 2023).



In 2024, we scaled up our efforts to facilitate the inclusion of employees with disabilities through several concrete initiatives.



In Côte d'Ivoire,

we provided workplace adaptations and digital accessibility training to facilitate the integration of employees with disabilities.



In Senegal,

we held awareness-raising sessions and stepped up personalized support for affected employees.



In Mali,

we launched an internal campaign to dispel stereotypes related to disability and improve workplace accessibility.

These actions reflect our commitment to creating a more inclusive work environment where everyone can thrive and contribute fully to our collective performance



Well-being and quality of work life

"Zero Tolerance" for harassment, sexism, and violence in the workplace

The HSVW program is part of a regional effort, guided by a clear roadmap and supported by dedicated country teams. It is currently being rolled out in several subsidiaries, with the aim of gradually extending its coverage to all Orange MEA countries.

Better working conditions :

adoption of a new Quality of Work Life (QWL) policy and initiatives to support parenthood.

Flexibility and remote work:

in several subsidiaries, we have enhanced our hybrid work policy to enable a better work-life balance.

Health and prevention:

In Senegal and Cameroon, psychological support and workplace well-being initiatives have been implemented to support our employees.



Developing our employees' skills and engagement

Preparing for the future

- **12,815** employees trained
- **150,796** training hours delivered
- **53,982** training actions carried out
- **11,8 hours** of training per employee

A stronger commitment to employee shareholding

The Group's performance is driven by the commitment of its employees, which is further strengthened by a growing employee shareholding policy.

- **Sonatel** (Senegal, Mali, Sierra Leone, Guinea, Guinea-Bissau): 8% employee participation
- **Orange Côte d'Ivoire** (Côte d'Ivoire, Burkina Faso, Liberia): 1.5% employee participation
- **Orange Jordan & Cameroun** : A growing employee shareholding model

We invest in developing our teams' skills through strategic planning and by listening to their aspirations. Through certification programs and mobility opportunities, we prepare them for the jobs of tomorrow and empower them to play a role in the transformation of the sector.

Our employees’ strong social commitment

Orange Engage for Change

In 2024, we strengthened our “Orange Engage for Change” program, which enables employees to get involved in solidarity initiatives through volunteering, civic service, and skills-based sponsorship. Each employee can spend three days a

year on projects that have a positive social and environmental impact.

Nearly **5,000** employees have got involved since the official launch of the platform on June 5, 2024, on World Environment Day.



En Côte d'Ivoire,
150 volunteers worked with a local organization to reforest 30 hectares in the Azaguié forest.



Au Cameroun,
134 volunteers helped clean up the banks of the Wouri River, which runs through several neighborhoods in Douala.



Au Mali,
350 volunteers planted 1,000 trees and helped to create an urban park for children.



A Madagascar,
240 volunteers led a climate awareness campaign that reached 1,200 students in each of the country’s 24 regions.



Helping to reforest an area was a unique experience. It brought the team closer together and deepened our commitment to the environment.

Omar Al-Majali,
Employee, Jordan

Throughout 2024, our employees participated in many community-oriented activities and supported the beneficiaries of our CSR programs. These efforts were made possible by the more than 250 volunteer opportunities available on the platform in areas such as education, the environment, health, solidarity, and digital inclusion.



Engagement Day : honoring our dedicated employees

On December 5th, all **17 Orange MEA countries** celebrated their employees involved in solidarity initiatives. Throughout the day, conferences, debates, and booth visits offered an opportunity to explore the many facets of our solidarity initiatives.



Training Change Makers

With the “**Leaders of Sustainable Change in Africa & Middle-East**” program

Starting in April 2024, **50 CSR directors and managers** from **17 countries** took part in a 7-month certification program led by Sciences Po Paris and the consulting firm “Des Enjeux et des Hommes,” with contributions from Orange experts.

This program culminated in a final presentation in front of a panel, focusing on strategic projects to implement in each country. It illustrates our ambition to equip Orange’s key CSR actors with the tools they need to put our strategy into practice and effectively address the challenges in their respective countries and across the region.

The “My Customer My Boss” program: a direct approach to customers

In Tunisia, **400 employees** went out to meet customers face-to-face in **73 districts**. This initiative is part of Orange Tunisia’s ongoing approach of proximity and active listening to strengthen customer relationships and better understand their needs. It was a truly human and enriching experience for the employees!





Conclusion

2024 was a pivotal year for us, as we deepened our local roots, expanded our connections and services, and above all, accelerated our transformation. This transformation is the result of the collective commitment of our stakeholders, partners, and employees, both in their daily work and through the Orange Engage for Change program. The initiatives presented in this report illustrate our ongoing commitment to action for sustainable, inclusive, and fair development.

Inclusion, in all its forms, remained a core priority. Digital inclusion was driven by resilient, energy-efficient infrastructure optimized by AI that connects communities, even in the most remote areas. Our Max it super-app, used by over 17 million people, brings together telecom, financial, and e-commerce services to meet essential needs through digital solutions. Through our circular economy approach, we collected the equivalent of 28.5% of the devices we sold so they could be refurbished, repaired, or recycled.

We also improved financial inclusion, with over 40 million active Orange Money users and 1.7 million Orange Bank Africa customers. At the same time, Orange Energies provided nearly 4 million people with access to clean, affordable energy in a region where 600 million still lack a reliable source of electricity. Empowerment through digital technology continues to be a key driver of development. Through the Orange Digital Centers and ODC Clubs, we provided training and support to more than 1.2 million people and backed numerous startups. We also strengthened our social impact through initiatives such as the OSVP, Digital Centers, Women's Digital Centers, the SuperCoders program, and the #ForGoodConnections program for young people.

In addition to all things digital, we work with our subsidiaries, employees, and the Orange Foundation to improve access to healthcare and culture, protect ecosystems, and educate future generations.

Our entire approach is built on a foundation of trust and supported by ethical, transparent governance that aligns with stakeholder expectations. It also relies on the engagement of our 18,000 employees, which we cultivate by respecting their diversity, providing them with training, listening to their feedback, and empowering them to serve the communities where they live and work. This framework guides our actions, creating a lasting positive impact on the populations and regions we serve.

In 2025, we will continue our progress by pushing forward with our transformation, strengthening our partnerships, and maximizing the potential of digital technology to drive collective progress towards a fairer, more inclusive, and more sustainable future.

Orange Africa and Middle East

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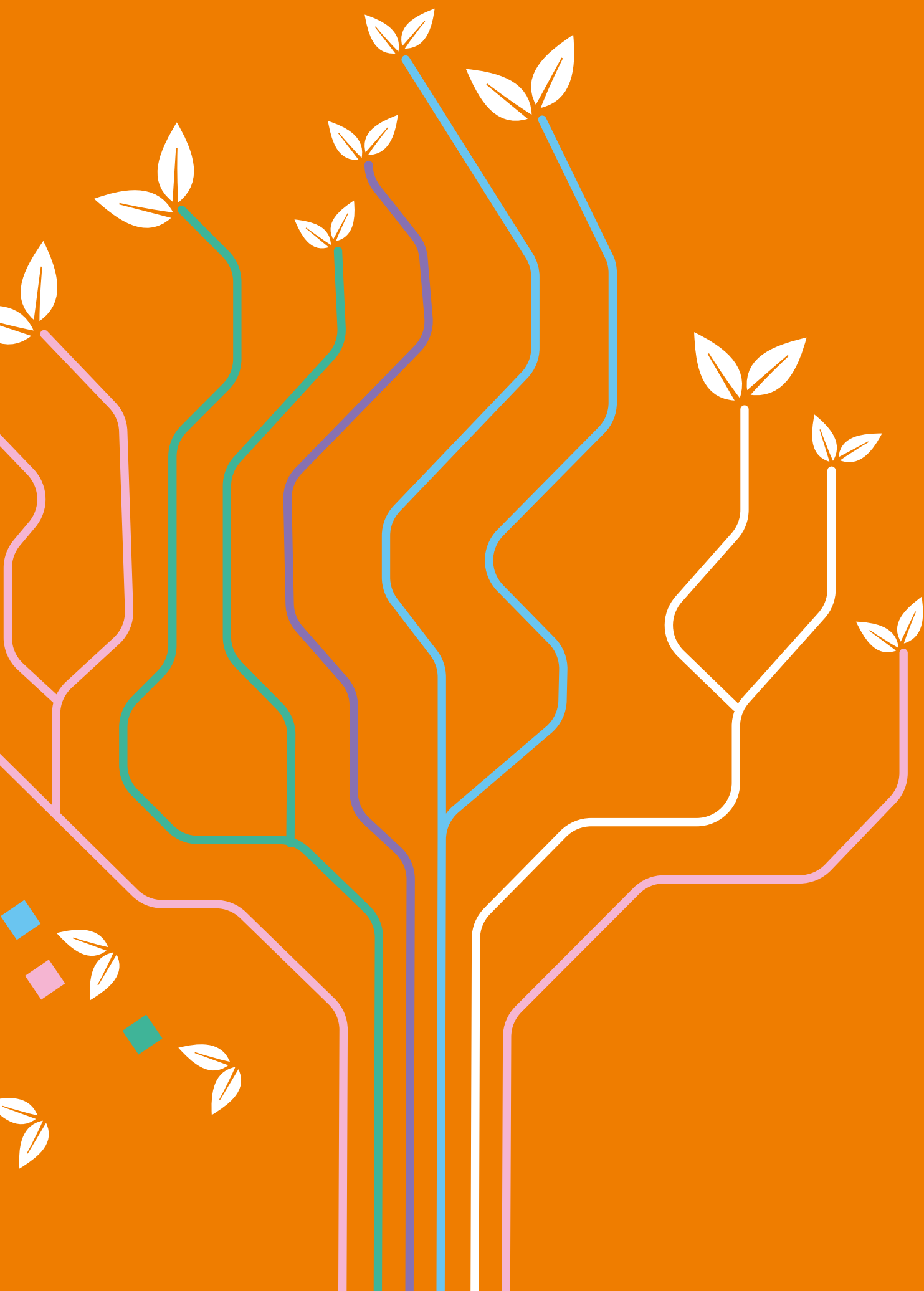
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