

# Innovate, dare, reinvent yourself

Orange Belgium aims for excellence. Nothing more, nothing less. An audacious positioning which matches the profile of a bold challenger that dares to invest in and innovate the future. A bold challenger which is, above all, constantly breaking the existing conventions of the telecom market and plays the digital card to the max.



Orange Belgium is a bold challenger in its hiring processes as well.

The sector's rapid evolution hasn't stopped Orange Belgium from keeping a step ahead. That's the key to the positioning of a bold challenger. Major tool: digital, which permeates every aspect of the company's strategy.

### At the cutting edge of its core business

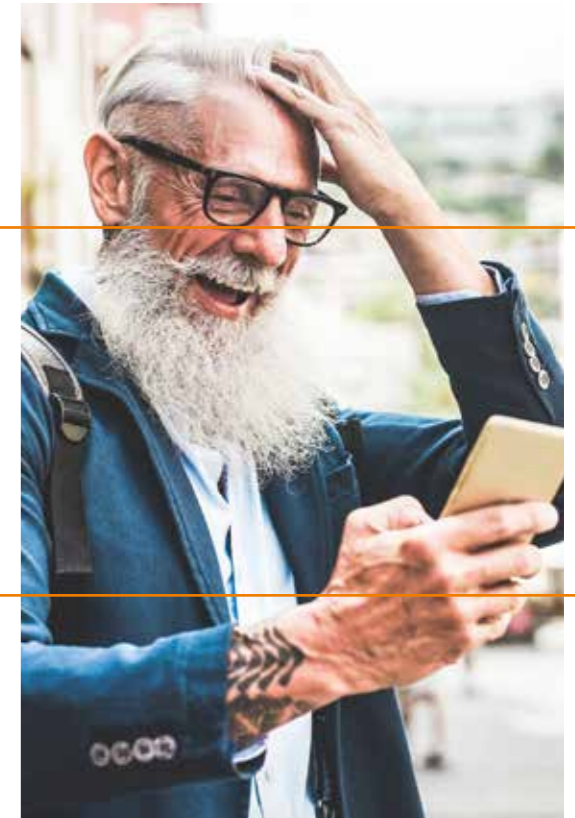
#### An optimal network experience

A telecom operator has to be beyond reproach in its core business: the quality of the communications and the reliability of its infrastructures. A priority respected by Orange Belgium in 2019, the company having chosen a new development model for its network, shifting from a single supplier to several specialised partners. From the technological perspective as well, Orange Belgium is making choices and actively preparing for the deployment

of 5G, as attested by the inauguration, at the end of the year, of a 5G test hub for companies in the Port of Antwerp (see boxed text). Orange Belgium was also the first to launch itself into the adventure of voice on 4G/LTE: today, and it's a first, this technology has become dominant for assuring voice calls over the traditional 2G and 3G. Nearly 40% of traffic on the Orange Belgium network takes place by voice on 4G/LTE, which offers customers (both residential and business) a better service quality that is immediately perceptible. Something that also allows the network to record the country's fastest mobile connections, according to the latest statistics of the BIPT.

Nor does Orange Belgium spare any efforts when it comes to the provision of fixed services, notably taking 2019 as an occasion to update the user interface and

All calls made from one Orange number to another are 100% CO<sub>2</sub>-neutral.



improve the functioning of its decoders for the Love customers.

#### A new ultra-secure and eco-designed data centre

Determined to rationalise its resources and optimise both its processes and its energy performances, Orange Belgium also inaugurated an entirely new and innovative data centre located in Hoboken (Antwerp) in 2019. These 1,000 m<sup>2</sup> of state-of-the-art equipment are intended to meet the growing demand from customers for mobile use by processing the billions of daily connections established for surfing, calling and sending text messages. Orange Belgium didn't hesitate to spend over 14 million euros in this project, which is state-of-the-art in terms of sustainability, effectiveness and security.

#### Teams that know digitalisation inside out

The importance given to digital is also reflected in the internal functioning and the tools provided to employees. 2019 thus saw the introduction of an ambitious Flex Income Plan, a platform on which each employee can manage his or her internal profile and the advantages they wish to enjoy. A budget is allocated to each employee, who can spend it according to his or her needs amongst the various remuneration opportunities that are supplemental to the salary (public transport, multimedia equipment, external training courses, additional leave

days, etc.). To make things easier, many human resources-related procedures were digitalised as well. For example, it is no longer necessary to deliver a medical certificate in person or by post - digital transmission suffices. Moreover, Orange Belgium is a bold challenger in its hiring processes as well. The proof? A recruiting campaign disseminated via the social network Tinder. Several users were intrigued by this particular profile, that of Orange Belgium looking for digital natives. By clicking, those who were curious could begin a discussion with the company, consult the job offer and discover whether there was a match.

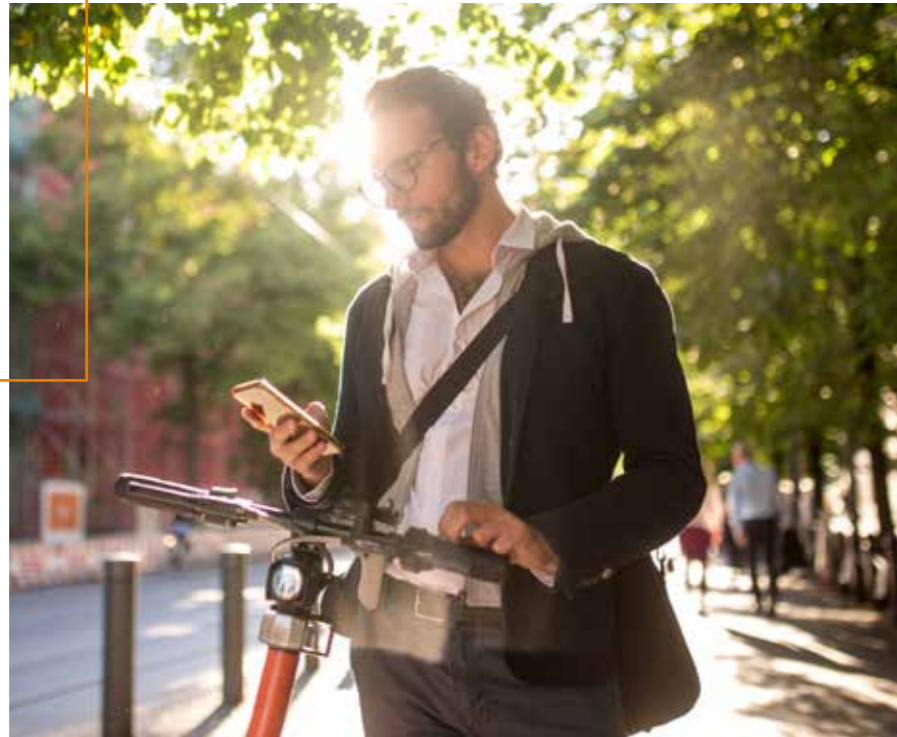
The audacious approach corresponds to Orange Belgium's recruitment philosophy: attract new talents in a digital and innovative manner, and offer them a unique and original experience in a constantly-evolving telecom sector. In just a few days, over 650,000 clicks were registered.

This importance given to digitalisation was also translated by a clear evolution in the channels for marketing Orange Belgium's products and services, with a notable jump in sales done remotely, online and even via the customer service.





1.4 million professional devices are connected to the Orange Belgium network.



**Investing in the future of the sector**

**A new turning point for optical fibre**

It was a pilot project that Orange Belgium believed in immediately. In 2018, the company was the first Belgian telecom operator to partner with Fluvius, a public enterprise created to manage the energy networks in Flanders. Joined by other small operators, the three partners inaugurated the first local switch for optical fibre in Genk in 2019, a ‘socket’ that all providers can now connect to. The objective? Give the region’s inhabitants direct access to optical fibre. In all, there are no fewer than 4,500 homes in Genk that can demand a connection. Thanks to this open model, Orange Belgium is accelerating the investments and sees in this project the stimulation of competition, because each operator can use its own active network equipment to distinguish itself in terms of services and technological innovations of the network. Started in Genk, the project is slated to expand to a series of other Flemish cities in 2020.

**Bye-bye SMS, welcome Chat Messages**

Is the SMS a has been? Orange Belgium took the lead by being the first Belgian operator to launch Chat Messages for eligible Android smartphone users. Based on RCS (Rich Communication Services), the new telecom standard for messaging services, the service offers much more than a traditional SMS. Photos, videos, documents, localisations or creation of groups are all possibilities, without the customer having to download a specific app. For the summer of 2020 Orange Belgium is envisaging a total deployment to all of its eligible users.

**Even further into IoT**

Leader in the Internet of Things (IoT), and possessing extensive experience in Machine-to-Machine communication, Orange Belgium continued to deploy the NB-IoT and LTE-M networks intended specifically for connected objects and recorded its first business cases. A reality that gave it the opportunity to launch Live Objects, a secure platform for objects and data, intended first and foremost for the business market. Via this tool, Orange Belgium allows its customers to manage a fleet of connected devices, to collect and store their data in total security. Based in the cloud, this interface proposes a complete services environment that evolves as a function of the needs to make it possible to exploit the data, transform them into useful and exploitable information in order to optimise a professional activity.

**Reinventing yourself**

**More professional services**

It’s signed... Upsize S.A. and its subsidiaries BKM S.A. and CC@PS now constitute an integral part of Orange Belgium. Price of the transaction: 52.4 million euros. Enough to enable Orange Belgium to bolster its B2B offer, for its customers and those of BKM, thanks to the company’s unified collaboration and communications solutions and ICT. Orange Belgium wanted to meet the growing demand of its business customers for a one-stop-shop for ICT services and connectivity. As an ICT integrator, BKM has recognised expertise in four key areas: unified collaboration and communications (UCC) solutions, IT and security solutions, documentary and visual solutions as well as connectivity solutions. The Orange family thus grew by 230 employees and just as many talents. Newcomers whose entrepreneurial spirit perfectly matches Orange Belgium’s positioning as a bold challenger on the business market.

Determined to offer ever more to its business customers, Orange Belgium added - free of charge - a cybersecurity service to its Shape offers.



**The 2020 objectives**

- Maintaining the quality of mobile traffic by making the most relevant investments.
- Deploying 5G technology once the regulations allow it.
- Making sure to have strong internal profiles for developing new technologies.
- Continuing the digital transformation of HR processes.
- Accelerating the performance and collaboration with BKM > becoming a full ICT player.
- Developing the fixed offer even further, notably via the optical fibre with Fluvius.

**A 5G test hub in the Port of Antwerp for industrial applications**



It’s certainly one of the most important milestones of 2019: at the end of the year, Orange Belgium inaugurated a 5G test hub in the zone of the Port of Antwerp, the Orange Industry 4.0 Campus. Objective: innovate together with industrial partners on the possibilities offered by 5G technology for the companies segment.

To do so, Orange Belgium installed several antenna sites to create Belgium’s first stand-alone 5G network, i.e. a network on which 5G capacities are not simply added to elements of 3G or 4G technologies, but an entirely 5G infrastructure, making it possible to exploit this technology’s full potential. Only this type of network can permit network slicing, i.e. the creation of sub-networks specifically allocated to one type of uses. An essential functionality for 5G business applications, since that allows indispensable connectivity guarantees for the critical services of companies, while maximising the other advantages of 5G: extremely high speeds, very low latency and better energy consumption performances.

A first wave of several major industrial players have already joined the test hub, such as Covestro, Borealis and the Port of Antwerp, while the Deloitte group is helping the stakeholders to define projects and their economic potential.

Amongst the applications already being envisaged:

- The process of towing ships by connected tug boats will be optimised thanks to the transmission in real time of high-definition images from on-board cameras and images from mobile radars to the control room as well as the real-time remote control of these cameras.
- Smart Field Operators, for cases where critical communications require a guaranteed pre-emption priority in order to increase the safety of workers in case of an alert. These field operators will also obtain enriched technical information in real time on the equipment to be used or maintained, permitting them to visualise a veritable digital twin of the infrastructure they are working on. The remote assistance of the control centre will also be facilitated by the real-time transfer of field images to increase the safety of the worker.

Another use case is the automated system for detecting contamination which uses the cloud to send images of suspicious production samples in complete security via a 5G connection to a specific user for a more in-depth analysis.

Several other industrial partners should be joining the test hub in 2020 - including the Katoen Natie group, which has already confirmed its interest.