



ORANGE PARTNERS WITH KIRUSA TO LAUNCH ORANGE CÉLÉBRITÉ IN BURKINA FASO

- *Orange subscribers in Burkina Faso to have direct access to their favorite celebrities on the Orange Célébrité Platform*
- *Regular updates from popular celebs like Aristide Bancé, Souke, Imilo Lechanceux, Daouda, Fleur*

Ouagadougou, September 26, 2019: Orange, one of the world's leading telecommunications operators, in partnership with Kirusa, a global leader in messaging and voice solutions over data networks, today announced the launch of its Orange Célébrité service in Burkina Faso. An exclusive celebrity-fan engagement service, Orange Célébrité brings celebrities and fans together, intensifying and deepening celebrity-fan interactions by leveraging the power of voice.

Orange Célébrité, running on the Kirusa Channels platform, enables celebrities to share their special moments, tips, motivational messages and updates with their fans in their own voice and through videos every day. The celebrity updates are delivered instantly to the mobile phones of subscribing fans of the mobile operator, who can listen, like and respond to these messages. Orange Célébrité is available to smartphone and non-smartphone users.

With the launch of this service, Orange Burkina Faso subscribers can receive updates from a diverse set of Burkinabe celebrities like Aristide Bancé, Souke, Imilo Lechanceux, Daouda and Fleur. Each celebrity has their own channel which their fans can subscribe to. Subscribing fans also get opportunities to meet their favorite celebrities at various events - over dinner, during their shows, enjoy backstage access as well as participate in contest and games sponsored by the celebrities.

Sharing his enthusiasm, footballer Aristide Bancé said, "Orange Célébrité platform provides a great opportunity to stay connected with fans, and I'm glad to be on the platform. Engaging with my fans is important to me, and this platform enables me to share exclusive and personal content with them."

"We are happy to announce the launch of Orange Célébrité in Burkina Faso in partnership with Kirusa. The platform provides an opportunity to bridge the gap between fans and celebrities. With our commitment to deliver innovative services to our subscribers, Orange Célébrité is an ideal offering," said Kondombo Benjamin, Valued Added Service Product Manager, Orange Burkina Faso.

On a similar note, Barinderpal Singh Mumick, VP, Operations at Kirusa said, "We are excited for the launch of Orange Célébrité in Burkina Faso. The platform has been well-embraced by several markets in Africa, and we are hopeful that Orange Célébrité will provide immense value to Orange subscribers in Burkina Faso."

Orange Célébrité service is currently available to Orange subscribers in Ivory Coast, Senegal, Niger, DRC, Cameroon and Madagascar. More than 1.5 million people are engaging with celebrities via the Orange Célébrité service.



About Orange

Orange is one of the world's leading telecommunications operators with sales of 41 billion euros in 2018 and 148,000 employees worldwide at 30 June 2019, including 89,000 employees in France. The Group has a total customer base of 266 million customers worldwide at 30 June 2018, including 207 million mobile customers and 20 million fixed broadband customers. The Group is present in 27 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In March 2015, the Group presented its new strategic plan "Essentials2020" which places customer experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN). For more information on the internet and on your mobile: www.orange.com, www.orange-business.com or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr) and [@orange](https://twitter.com/orange).

About Kirusa

Kirusa is reimagining messaging and voice in the data era. Embracing the paradigm shift in enterprise messaging, we are helping enterprises plan and implement IP messaging strategies that create exciting possibilities for customer engagement. Kirusa's technology and connectivity to OTT messaging platforms and RCS providers and carriers, including Google, enables enterprises to build and deploy chatbots. Enterprises can use these chatbots to have conversations with their audience with rich media, natural language processing, and machine learning, over OTT messaging apps, and the built-in Android messages app using RCS. Our solutions include **Kirusa Konnect™**, an omnichannel Communications Platform as a Service (CPaaS) for enterprises that helps bolster brand-customer engagement with chatbots, IP messaging, SMS and voice; **InstaVoice®**, a unique call completion solution that provides visual voicemail, missed calls, availability and ring, and helps mobile carriers monetize missed calls in their networks; **InstaVoice ReachMe**, a smartphone app using voice over data to provide inexpensive voice roaming and virtual numbers; and **Kirusa Channels**, a platform that allows fans to connect with their favorite celebrities. Thousands of enterprises and over a hundred million users benefit from our solutions. We have partnerships with over fifty mobile carriers. Kirusa's solutions are built on its patented technology and highly reliable, scalable multimodal and cloud platforms, which manage over 3 billion transactions and over 100 million active users every month. Headquartered in New Jersey and led by an experienced team of mobile technologists, Kirusa has offices in three continents. For more information, visit www.kirusa.com.

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