

Press release

Fnac Darty and Orange strengthen their strategic digital reader partnership

- **Fnac Darty launches its Kobo by Fnac audio books offer and partners with Orange to promote this new way of reading**
- **From May 17, 2018 until January 31, 2019, the audio books option will be included in Orange packages**

Paris, April 5, 2018 - Fnac Darty launches its audio books offer, and reaffirms its partnership with Orange to promote new ways of digital reading. Continuing the *izneo by Fnac* graphic novel offer, launched in 2017, Orange customers can now access 100,000 audio books and 3 million e-books¹.

Thanks to this partnership, Orange customers can now listen to a novel wherever they are, from their tablet or mobile, for € 9.99 per month without commitment. The *Kobo by Fnac* audio books option allows you to download one audio book per month, selected from the catalog. Orange customers also benefit from the first month offered free of charge in order to discover the service and this way of reading.

Like the discovery operation that benefited Orange subscribers for the graphic novels, holders of an Orange package (excluding Sosh and Pro) can, from May 17, 2018 until January 31, 2019, explore the use of audio books, since the option will be included in their Orange package.

Kobo by Fnac is the only application for mobiles and tablets that allows equal access to e-books and audio books in an intuitive and innovative way. With the development of e-books and audio books, the pleasure of reading adjusts to mobile and connected lifestyles. Fnac Darty and Orange wish to help accelerate the growth of digital reading, a promising and structural market for the future of publishing:

"Fnac Darty committed itself very early on to the development and promotion of these new methods of consumption of leisure products, by associating with innovative products like Kobo, Iznéo or, more recently, Deezer. Combining the pioneering character of Kobo with Orange's distributive power will enable us take a new step in the democratization of new ways of reading digitally. It is an agile and innovative strategy to accelerate the development of this sector", says Laurence Buisson, Fnac Darty's Cultural Division Director.

Christian Bombrun, Director of Entertainment and New Uses at Orange France, adds: *"In 2017, Orange and Fnac signed an exclusive agreement to offer the best of digital reading to Orange customers. A first step was taken last July with the launch of the izneo by Fnac graphic novel offer and Orange's range of products is now augmented with Fnac's digital reading offer. With this partnership, we hope to accelerate the development of digital reading by combining the discovery and the exploitation of these new uses with our customers".*

¹ The 3 million e-books are available à la carte on fnac.com and can be debited through your Orange bill.

About Fnac Darty

Operating in eleven countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. As of end of December 2017, the group, which has 26,000 employees, has a multi-format network of 728 stores, including 502 in France and is ranked second most visited e-commerce site (totaling nearly 20 million unique visitors per month) with its two retail sites, fnac.com and darty.com. A standard-setting omni-channel retailer, Fnac Darty posted pro-forma revenues of € 7.4 billion in 2017.

About Orange France

Orange is one of the world's leading telecommunications operators, with revenues of 41 billion euros in 2017 and 152,000 employees as of December 31, 2017, including 93,000 in France. Operating in 29 countries, the Group served 273 million customers worldwide as of December 31, 2017, including 211 million mobile customers and 20 million fixed broadband customers. Orange is also one of the world leaders in telecommunications services to multinational companies under the Orange Business Services brand. In March 2015, the Group unveiled its new "Essentials2020" strategic plan, which puts its customers' experience at the heart of its strategy, so that they can fully benefit from the digital world and the power of its very high speed networks.

Orange is listed on Euronext Paris (trading code ORA) and on the New York Stock Exchange (trading code ORAN).

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