



PRESS RELEASE  
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## Orange and Mondial Assistance launch *mobile teleassistance*, the first teleassistance and personal services offer accessible from a mobile phone in France.

- a unique offer that enables the customer to take advantage of immediate assistance and numerous comfort services on a daily basis
- accessible by holding down the designated button on the mobile phone
- for €10 a month (on top of the Orange subscription with no monthly contractual commitment), contact with the assistance platform is included and unlimited
- *mobile teleassistance* is available from 30 June 2008 in Orange shops with an "autonomy services corner" <sup>(1)</sup> or by contacting the toll free number 0800 11 22 33 <sup>(2)</sup>

### mobile teleassistance: peace of mind for the customer and their family

#### ▪ Need immediate Healthcare assistance?

Simply press the orange button on the side of a compatible mobile for 3 seconds to be connected to Mondial Assistance 24 hours a day, 7 days a week. A representative will identify the needs of the caller and direct them to the most relevant service(s). If necessary, they will call the emergency services on the customer's behalf. For greater effectiveness, the Mondial Assistance teams may access the account information previously completed by the subscriber: details, close relatives to be contacted in case of emergency, as well as information relating to their state of health if they so desire. This new service complements the public emergency system; it does not try to replace it.

#### ▪ More Lifecare services on a daily basis

*Mobile teleassistance* also offers a range of 'Lifecare' comfort services specially chosen by Orange, such as **daily life** services (home help, gardening, DIY, shopping delivery, etc.) **services for dependent people** (assistance to the elderly or people with disabilities, help with mobility and transport, etc.), **family services** (babysitting, tutoring, etc.), **property assistance services** (plumbing or electrical assistance, etc.), **roadside assistance services** (breakdown and towing service when necessary). The cost of the service will be charged to the Orange user.

Mondial Assistance France runs a network of 7,000 service providers chosen for their professionalism and their expertise. Respecting commitments and service quality provided are at the core of this assistance service.

To subscribe:

- Visit one of the Orange shops with an "autonomy services corner" <sup>(1)</sup> or by contacting the toll free number 0 800 11 22 33 <sup>(2)</sup>
- Subscription to the mobile teleassistance option requires subscription to an Orange mobile plan (not compatible with pay as you go) and having a Sagem my312T mobile sold by Orange
- The service is valid in metropolitan France under the condition of network coverage Orange France

## Independence and comfort, legitimate expectations

In France there are almost 13 million senior citizens and it is anticipated that there will be more than 20 million by the year 2035. Among these citizens, more than two million are dependent and this number will rise in years to come. Health is a central issue for our society and one of the major preoccupations of the French population.

Mobile telephony is one of the preferred means of communication for nearly 50 million French people. Considered essential by the majority of French, mobile phones give access to a plethora of innovative services. In the field of e-health, they enable the user to keep in contact with their friends and family, their doctor and public emergency services.

<sup>(1)</sup> see the list of autonomous offer agencies on the site <http://teleassistance.orange.fr>

<sup>(2)</sup> free from a France Telecom landline, if the call is made via another operator, see the rates sheet

## Orange Healthcare, new Orange technology for healthcare services

*For more than a decade, Orange has gained substantial experience in providing integrated and customer-centred technology solutions for health professionals, health providers and patients. This has been done through close collaboration with health professionals and providers – ensuring that the technology brings improved quality and efficiency for all. In 2007 Orange signalled its commitment to the health sector with the creation of Orange Healthcare, its new Health Division.*

*On the strength of its position as an integrated services operator, Orange has technological know-how to be able to develop solutions which are not only simple, reliable and effective for medical and personal care services, but which also contribute to bringing innovation to patients and an enhanced experience in managing their health and illnesses.*

*New technologies will play an essential role in the modernisation and improvement of health care; in the hospital, local clinics and surgeries and in the home. Orange can provide the technology to meet the needs of all stakeholders in the health sector – professionals, managers and IT administrators, patients and public and private health providers. Orange has unrivalled access to the resources of the France Telecom group with leading edge R&D as well as unparalleled commitment to wellness, e-health and improving efficiency and return on e-health technology investment.*

## Mondial Assistance

*The Mondial Assistance group: providing an intervention every 3 seconds throughout the world. International leader in assistance, travel insurance and services to individuals, Mondial Assistance today has more than 9,350 employees who speak almost 40 different languages and work across the world with a network of 400,000 service providers and 180 correspondents. 250 million people benefit from these services, or 4% of the world's population.*

*Healthcare & Lifecare Assistance is at the core of the Mondial Assistance development strategy. The market is rapidly evolving due to the ageing population and growing consumer preoccupations in terms of health and the evolution of public health policies.*

*The Mondial Assistance healthcare offer surrounds the detection of risk factors for Alzheimer's disease, nutritional summaries and advice, treatment of dependency, assistance and therapeutic observation. These new offers have been commercialised with Mondial Assistance's traditional partners (insurers, non profit health insurance funds and banks) but also in collaboration with pharmaceutical laboratories and telecom operators.*

Find out more on:

- Orange web health: [www.orange.com/healthcare](http://www.orange.com/healthcare)
- Orange innovation in the health field in pictures – Orange TV innovation: [www.orange-innovation.tv](http://www.orange-innovation.tv), e-health heading
- mobile assistance: <http://teleassistance.orange.fr>
- Mondial Assistance: [www.mondial-assistance.com](http://www.mondial-assistance.com)

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