



## **Orange Signs C Mobile - A New Eco MVNO - On The Orange Partner Platform**

Orange has today announced that it has signed C Mobile, a new environmentally focussed Mobile Virtual Network Operator (MVNO) on the Orange Partner Platform via Transatel, Orange's mobile virtual network aggregator (MVNA).

C Mobile, the ethically accredited\* online mobile reseller, will launch its Prepay MVNO nationally across the UK later this year with both SIM only and handset deals targeting the ethical and eco market. C Mobile gives consumers the opportunity to fund ecologically sustainable energy projects via profit based grants. More details of the proposition will be revealed by C Mobile nearer the launch.

**Stephen Harris, Director of Business Development at Orange UK** said: "It is great to see how many different companies are waking up to the potential of the MVNO market and with our Partner Platform it's so easy and quick to get going. We are excited about the potential opportunities available for C Mobile in the eco-mobile space and look forward to working with them over the coming months."

**Jon Lobb, MD at C Mobile** added: "We are extremely pleased to sign up to the Orange Partner Platform with Transatel for our UK MVNO operations. The ease of access to market which this opportunity represents is the first step in our growth strategy and we look forward to working with both Orange and Transatel as we move towards our UK launch."

**-Ends-**

### **Footnote**

\* C-Mobile is accredited with The Ethical Company Organisation.

### **About Orange**

Orange is the key brand of the France Telecom Group, one of the world's leading telecommunications operators. With 131.8 million customers, the Orange brand now covers internet, television and mobile services in the majority of countries where the Group operates.

In the UK, Orange provides high quality GSM coverage to 99% of the UK population, and 3G coverage to more than 93%. At the end of December 2009, Orange had more than 17.4 million customers in the UK – 16.5 million active mobile customers and approximately 900,000 fixed line internet customers.

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For more information please call the Orange Press Office 0870 3731500, or visit [www.orange.co.uk/newsroom](http://www.orange.co.uk/newsroom)

### **About Transatel**

Transatel is a "Mobile Enabler" (or MVNE – MVNO Enabler) dedicated to deliver value to Mobile Users, Mobile Service Providers (MVNO) and GSM operators (MNO). Transatel offers: Turn-key solution & methodology for economic players wishing to deploy and market mobile services under their own brand; Infrastructure & services for GSM operators to easily integrate new Mobile Service Providers (or MVNO) or launch a differentiated co-marketing offers; An innovative approach to mobile service differentiation. Transatel tools & processes integrate into the existing environment from the MVNO and the MNO. Depending on the MVNO's needs, Transatel services cover: order entry management, provisioning, billing (post-paid & prepaid), CRM, SIM card and value added services. Transatel's solution runs on a mutualised MVNE platform, ensuring scalability and cost optimisation. Transatel's MVNE platform is currently deployed and is live on 7 European GSM networks with more in the works.

For more information, please visit: [www.transatel.com](http://www.transatel.com) and [www.transatel-solutions.com](http://www.transatel-solutions.com)

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## **About C Mobile**

C Mobile is the choice operator for mobile phone users who wish to protect the world they love in an eco and ethical way. C Mobile was founded in 2008 and launched its on-line reseller service in 2009, focusing on the UK consumer contract market. For more information please visit [www.cmobile.co.uk](http://www.cmobile.co.uk)