

IDEMIA selected by Orange to provide prepaid connectivity kit for major international sporting event in France

IDEMIA is ready to support the French mobile operator's brand visibility strategy with an eye-catching connectivity solution.



Orange, a telecommunications giant in France, has forged a partnership with IDEMIA to craft an exclusive prepaid connectivity kit for a major international sporting event in France.

Available from November 2023, this **uniquely designed connectivity kit**, includes a one-of-a-kind SIM ejector resembling the iconic Eiffel Tower and the Orange Holiday offer, a prepaid SIM bundle packed with 50GB of 5G data, local and international calling, and texting options. It is **accessible at various convenient locations** throughout France such as Orange retail stores, national French newsstands, and all airport kiosks. It is **also available online** at travel.orange.com, providing easy access for international travelers.

This collaboration is more than a product—it is a bridge connecting the world to the heart of the major international sporting event. Whether consumers are attending the event or simply passing through, the Orange prepaid connectivity kit will ensure that those coming from afar can seamlessly plug into Orange's high-powered network during their stay in France and **fully experience the spirit of the event**.

Demonstrating a strong working relationship between the two companies, **IDEMIA is the exclusive supplier chosen by Orange to introduce the prepaid connectivity kit**. IDEMIA assumes full ownership of the production process, overseeing everything from design and printing to packaging and SIM production in a holistic approach that ensures seamless and efficient creation of the kit.

In addition, IDEMIA's commitment to **align with Orange's environmental objectives** is evident in the kit's design—it boasts a sustainable composition, made from paperboard sourced from sustainably managed forests; is printed with vegetable-based ink; and is coated with a water-based varnish to minimize its ecological footprint. Even the enclosed information leaflet is made from paperboard sourced from sustainably managed forests.

We are proud to support Orange meet its environmental commitments with this kit specifically designed for foreign tourists to stay connected during their visit. This unique approach to personalization reinforces our position as a trusted partner and strengthens our market leadership in connectivity services. These original brand activations create a strong emotional impact with the target audience and help mobile operators differentiate and create customized kits and marketing collaterals to serve the Brand. This is a 360° approach

to designing and implementing eco-friendly connectivity solutions.

Hans Thijssen, SVP Europe Connectivity Services, IDEMIA Secure Transactions