



Press release
Casablanca, 12 December 2017

Sofrecom inaugurates its new premises in Casablanca on 12 December

The Orange Group subsidiary helps accelerate Morocco's digital transformation and pursues its development policy, relying on the highly qualified skills of its teams in Casablanca and Rabat.

Casablanca, Morocco. Sofrecom, an international consulting and company specialised in telecommunications and new information technologies and an Orange subsidiary, today inaugurated its new premises at Casanearshore Park, Casablanca. The on-site event took place in the presence of Moulay Hafid Elalamy, Minister of Industry, Trade, Investment and Digital Economy; Marc Rennard, Sofrecom President and Orange Deputy CEO responsible for Customer Experience and Mobile Banking and VIPs; and Guillaume Boudin, Sofrecom CEO.

A year after announcing the creation of its 2nd service centre in Morocco - a project which would see 180 new highly skilled jobs created, including 89% telecom and IT engineers and 40% female engineers - Sofrecom reaffirms its ambition in Morocco to support the digital transformation projects of its customers in Morocco, in France and on the African continent as a whole.

"We are pleased to meet you here today in Casablanca to share the progress of our Casablanca services centre project. 180 jobs have so far been created in Casablanca. The highly qualified skills of our engineers and developers recruited through Moroccan grandes écoles and universities are making an active contribution towards Orange projects. We are proud to be able to play a role in Morocco's economic development," said Marc Rennard, Sofrecom President and Orange Deputy CEO.

"I am particularly pleased to reconfirm our commitment made just one year ago to create 400 highly qualified jobs by 2020. With these new positions, we hope to participate alongside Orange in Morocco's digital transformation projects and also in the co-construction of digital Africa. Morocco, rich with multiple skills in the field of new technologies, is a lever for Sofrecom to help guide its customers' development challenges," added Guillaume Boudin, Sofrecom CEO.

To date, 180 new highly skilled jobs have been created: 89% of these positions are IT and telecom engineer posts.

The new Sofrecom centre in fact marks the company's desire to strengthen its activities in Morocco and contribute towards employment development.

To fill these new technical and managerial positions, Sofrecom drew upon a pool of Moroccan skills from the Kingdom's Grandes Écoles and Universities, with which it has forged partnerships over several years. Thus, there are now over 180 highly skilled designers, developers, consultants, architects, and managers who design, develop, and deliver several different projects relating to Orange's digital transformation.

The first Orange Group entity to receive the diversity label, this new centre demonstrates Sofrecom's commitment to diversity and inclusion: **40% of its engineers are women**. Sofrecom has also obtained the professional equality certificate in Morocco.

Sofrecom plays an active role in the Kingdom's strategic project, Morocco Digital Plan 2020

In the speeches that followed these announcements, Kingdom officials spoke of the digital transformation challenges for the country. They highlighted that in helping to establish Morocco as a regional platform for digital services and ITN (IT systems and networks), Sofrecom has played an active role in the success of the National Strategic Plan Morocco Digital 2020, and thereby in the economic development of the country.

We thus heard from, in consecutive order:

- Mr Moulay Hafid Elamay, Minister of Industry, Trade, Investment and Digital Economy.

- Ms Marie-Cécile Tardieu, Head of Rabat's Regional Economic Service, representing Mr Jean-François Girault, French Ambassador to Morocco.

- Mr Marc Rennard, Sofrecom President and Orange Deputy CEO

To mark the occasion, Sofrecom engineers and developers also presented several of their achievements.

This Sofrecom services centre in Casablanca, and more generally Sofrecom Services Morocco, contributes towards Orange's digital transformation projects

Orange, which has made Africa and the Middle East a priority of its "Essentials2020" Strategic Plan, has entrusted Sofrecom with the creation of a second service centre in Casablanca, for high added value activities in the field of digital and IT for its different entities and subsidiaries in France and the MEA region.

This Sofrecom services centre implements agile development methods for its IT projects and digital projects. In one year, Sofrecom services Morocco engineers and developers have been involved in over 30 projects Orange Group projects and have contributed towards several Group strategic programmes. Among these:

1. The Re-internalisation Programme, which aims to regain control in the development of strategic IT applications.
2. The implementation of Agile Methods and short development cycles.
3. The Orange customer experience improvement programme through the development of mobile apps and the digitalisation of the Orange customer journey.
4. The "Smart Cities" programme to support the digital transformation of cities and contribute to the modernisation of infrastructure and heritage through developing intelligent services.

Orange in this way marks its desire to play a part in Morocco's economic development, by means of its two subsidiaries, Orange Morocco and Sofrecom.

Communication methods and regular training to foster the spirit of creativity and innovation

As part of the inauguration, Sofrecom organised a tour of the centre and the new premises, enabling guests to discover a place of co-creation and co-development, in which multi-profile teams challenge themselves to generate new ideas and bring them to life.

To encourage this spirit of innovation and creativity, Sofrecom has invested heavily in employee resources:

- A code room to stimulate the spirit of innovation and creativity among new technology experts (IoT, developments, etc.). This code room concept also aims to foster partnerships and agreements with schools and universities, in order to prepare the experts and skills of tomorrow.
- High-level audiovisual communication tools to ensure improved proximity between France and Morocco.

Sofrecom, an international leader in consulting and engineering specialised in telecommunications and new information technologies, supports the transformation and development of operators, governments, and institutions around the world by bringing them operational advice and solutions and putting the expertise of its 1,750 consultants and engineers, as well as the innovation of the Orange Group, at their disposal.

About Sofrecom, The Know-How Network

Sofrecom is one of the world leaders in consulting and engineering in the field of telecommunications, NICT, and digital transformation. An Orange Group subsidiary, over the last 50 years the company has developed unique knowhow in the business of operators. Its experience of mature markets and emerging market economies, combined with sound knowledge of structural transformations within the sector, make it the strategic partner of operators, governments, and international investors.

Sofrecom has 11 locations throughout the world: France, Morocco, Algeria, Tunisia, Ivory Coast, the Middle East (Dubai), Indonesia, Thailand, Malaysia, Argentina, Georgia.

Since its creation, it has led the transformation of more than 200 operators, governments, and institutions in around 100 countries in Africa, the Middle East, Asia, Europe and Latin America.

With its 1,750 consultants, engineers and analysts from more than 30 different nationalities, Sofrecom is rich in diversity. With the support of its industrial partners and Orange innovation experts, it offers a global knowhow and expertise network - The Know-How Network - to organisations to further their transformation and development.

Sofrecom is ISO 9001, CMMI and Ethic Intelligence certified.

For more information: www.sofrecom.com

About Sofrecom in Morocco

Present in Morocco for 30 years, Sofrecom created Sofrecom Services Morocco (SSM) in Rabat in 2004. This offshore software engineering and services center relies on the high level of expertise of 380 French-speaking Moroccan colleagues and its proximity to Europe to be able to respond in a flexible and reactive manner to its clients' requests: development, maintenance and evolution of information systems.

SSM is also Sofrecom's regional hub for addressing its clients in Africa and the Middle East, where it offers technological and competitive intelligence services, network engineering and consultancy services as well as IS solution deployment.

Press Contacts

Sofrecom SA

Claire Khoury

Director of Communications and CSR

claire.khoury@sofrecom.com

+33(0) 1 57 36 45 22

MCN PR, affiliate of Weber Shandwick MENA

Merieme Nouchkioui

PR and Media Relations Manager

merieme.nouchkioui@ws-mena.com

+212 (0) 661 97 95 78