



Press release  
Paris, October 24, 2016

## Orange Business Services provides reassurance for pet owners with IoT connectivity for Tractive's pet wearables and tracking devices

### ■ Seamless location tracking in multiple countries with global connectivity

Tractive, an Austria-based developer of hardware, apps and gadgets for pet owners, has signed an IoT connectivity services contract with Orange Business Services. The deal provides connectivity for Tractive products and supports the company's growing business around the world.

Orange Business Services will provide Tractive with SIM cards for IoT connectivity in the Tractive GPS product which helps pet owners locate their pets. With 10 million pets going missing worldwide each year, there is a big demand for these type of services.

Founded in 2012, Tractive has grown to cover more than 80 countries worldwide. To offer a borderless service for pet owners, Tractive chose Orange Business Services for seamless global connectivity. Pet owners are able to locate their cats and dogs in real-time via their mobile devices and without fear of connectivity loss, wherever the animals might wander.

"For the services we provide to loving pet owners, seamless and interruption-resistant connectivity on a global scale is absolutely key. The Orange Business Services solution caters to our customers' needs and requirements. We are especially impressed with the global approach from Orange and the close teamwork with our own experts. They are not just a provider, but a trusted partner for us with our future expansion," said Michael Hurnaus, CEO, Tractive.

"Tractive's intention to leverage IoT technology for the benefit of millions of pets and their owners worldwide clearly demands a reliable and trustworthy global provider, such as Orange. With our proven expertise across the full spectrum of IoT services, we are very happy to have been selected as their provider of choice and to help enable their global growth ambitions," said Anne-Sophie Lotgering, senior vice president, Europe, Russia and CIS, Orange Business Services.

The Orange Business Services IoT connectivity service is part of Datavenue, a modular IoT and Analytics solution. To enable advanced analysis and decision-making, the Datavenue solution encompasses the selection of relevant data and objects, their reliable and secure connection, and their management in the customer information system environment. A global team of more than 700 Orange data-scientists and engineers design and develop these innovative services. Orange already supports over 10 million active objects across a variety of sectors, including Smart Cities, Healthcare, Automotive and Industry. The launch of Datavenue reaffirms the Orange commitment to supporting businesses with their digital transformation.

#### About Tractive

[Tractive®](#) engaged in the development of hardware, gadgets and apps for pet owners. In addition to the Tractive® GPS device for animals and the Tractive® MOTION Activity Tracker, the company developed the animal photo platform Tractive® Photos, which allows users to upload animal photos via free apps and share them with other animal lovers. Since its launch hundreds

of thousands of photos have been uploaded and shared with the community. Other apps in the portfolio are Tractive® Dog Walk, Pet BlaBla, Pet Battle and Petnames.

Tractive® was founded in 2012 in Pasching, Austria, currently employs more than 30 people and operates several websites.

#### About Orange Business Services

Orange Business Services, the Orange branch dedicated to B2B services, is not only a telecom operator, but also an IT solutions integrator and applications developer in France and around the world. Its 20,000 employees support companies in all areas of their digital transformation: mobile and collaborative workspaces; IT/cloud infrastructure; fixed and mobile connectivity; private and hybrid networks; applications for Internet of Things, 360° customer experience and Big Data analytics; and cybersecurity thanks to dedicated experts and infrastructure to protect information systems. More than 3,000 multinational organizations and 2 million SOHOs, enterprises and local authorities in France rely on Orange Business Services as their trusted partner.

Learn more at [www.orange-business.com](http://www.orange-business.com) or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world's leading telecommunications operators with annual sales of 40 billion euros in 2015 and has 154,000 employees worldwide at 30 June 2016. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

*Orange and any other Orange product or service names included in this material are trademarks of Orange or Orange Brand Services Limited.*

#### Orange Press Contact:

Elizabeth Mayeri, Orange Business Services, [elizabeth.mayeri@orange.com](mailto:elizabeth.mayeri@orange.com), +1 212 251 2086