



Orange Business Services and Genesis Analytics partner to support digital banking transformation in Africa and the Middle East

- Strategic consultancy enables institutions to launch new digital services
- Partners combine digital, cloud, network, regulatory and industry expertise

Orange Business Services and Genesis Analytics have signed a partnership agreement to jointly serve the financial services industry in Africa and the Middle East. The partnership is focused on providing strategy consultancy to prepare financial institutions to launch new digital ecosystem banking services. It will also help these financial institutions address the increasing disruption of innovative mobile payment and digital banking business models with a full portfolio of digital capabilities.

The partnership combines Genesis Analytics' African and Middle Eastern expertise in regulatory economics, strategy and market research with the Orange capabilities in digital, cloud and network services. Together the two companies have already delivered digital banking strategy consultancy engagements for leading institutions, including leading banks in Africa and the Bill & Melinda Gates Foundation, with its focus on financial inclusion.

"Banks and regulators in Africa and the Middle East are looking for digital partners to support them in their digital transformation journey, from strategic regulatory advice and building co-innovation sandboxes to hosting banking solutions in the cloud. Together with Orange Business Services we are now able to offer these new digital services to our large established customer base in the region," said Richard Ketley, Managing Partner of the Financial Services Strategy practice at Genesis Analytics.

"The financial services sector worldwide is disrupted by rapid consumer adoption of new technologies and changing regulatory frameworks on payments, privacy and cloud computing. These changes require banks to alter their operating models, especially in Africa and the Middle East. Combining digital banking solutions from Orange with Genesis Analytics' deep regulatory understanding of the African and Middle East financial sector provides our customers with a better service to address financial inclusion challenges ahead," added Pieter Zylstra, Regional Director Digital Transformation and Financial Sector Lead for Middle East, Africa and Turkey at Orange Business Services.

Orange Business Services, which is active in 220 countries and territories, is a leading global digital transformation partner for over 3,000 enterprises. It helps financial institutions fully embrace digital transformation and shift toward an efficient digital operating model. In Africa and the Middle East, Orange already offers digital and mobile banking services and solutions to numerous banks and related financial services businesses.

Genesis Analytics was established in 1998 and is the largest economics-based consultancy firm in Africa, with offices in Johannesburg, Nairobi and Lagos. With more than 20 years of experience working with banks and related financial service businesses in over 50 African and Middle East countries, Genesis Analytics has delivered dozens of mobile money, mobile payment and digital banking regulatory strategy consultancy projects over the last two decades, including for various African financial regulators.

About Genesis Analytics

Genesis Analytics was established in 1998 and is the largest economics-based consultancy firm in Africa, with offices in Johannesburg, Nairobi and Dubai. With more than 20 years of experience working with banks and related financial service businesses in over 50 African and Middle East countries, Genesis Analytics has delivered dozens of mobile money, mobile payment and digital banking regulatory strategy consultancy projects over the last two decades, including for various African financial regulators.

For more information, visit www.genesis-analytics.com or follow us on [LinkedIn](#) or [Twitter](#).

About Orange Business Services

As the B-to-B division of the Orange Group, Orange Business Services focuses exclusively on serving enterprises around the world. Both a network operator and a digital services integrator, Orange Business Services leverages expertise in the areas of IoT, Cloud, Data and AI, application development and cybersecurity. It supports and protects companies at every stage of their data lifecycle, from collection, transport, storage and processing to analysis and sharing.

With companies thriving on innovation, Orange Business Services places its customers at the heart of an open collaborative ecosystem. This includes its 25,000 employees, the assets and expertise of the Orange Group, its technology and business partners and a pool of finely selected start-ups. More than 3,000 multinational enterprises, as well as two million professionals, companies and local communities in France, rely on Orange Business Services.

For more information, visit www.orange-business.com or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world's leading telecommunications operators with revenues of 41 billion euros in 2018 and 264 million customers worldwide at 31 March 2019. Orange is listed on the Euronext Paris (ORA) and on the New York Stock Exchange (ORAN).

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

Press contact:

Jonathan Walsh, WPR Dubai for Orange Business Services: jon@wprme.com | +971 50 4588610
Gia Costella for Orange Business Services: gia@lwbc.co.za | +27 11 888 9816 | +27 84 954 0707
Bavani Naidoo: bavanin@genesis-analytics.com | +27 11 944 7064 | +27 84 353 5332