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## Orange France enables money transfers in Africa

Orange Money is now available in metropolitan France. This service is offered to Orange mobile subscribers in France and enables them to transfer money via their mobile to other Orange Money customers in Côte d'Ivoire, Mali, Senegal, and within Metropolitan France.



"We are delighted to offer the Orange Money solution to our customers living in Metropolitan France and particularly to those with a link to Africa – this is a simple, secure and instant money transfer service between family and friends via mobile," states Patrick Roussel, Orange France consumer sales director.

By launching the service in France, Orange is responding to strong demand from its customers with family or friends in Africa.

## **Money transfers**

Orange Money provides a money transfer service from France to Côte d'Ivoire, Mali, and Senegal through a simple mobile transaction. Orange also makes it easier for recipients to withdraw money from over 30,000 Orange Money points in the three recipient countries, an unrivalled number of points of sale in these countries.

This service will develop gradually and Orange intends to increase the number of points of sale in France. An Orange Money app will be available soon in France and Orange will look to expand the money transfer offer from France to other countries over time.

Amongst the stores offering the secure Orange Money service in Metropolitan France, Orange already has 41 points of sale: newsagents, call shops, local grocery stores and tobacconists across the country, as well as an Orange Money store in Paris.

## **Mobile money**

Orange Money is a mobile account linked to an Orange telephone number, and it is designed to meet the needs of customers in Africa, where most transactions are made in cash. The Orange Money service, launched in Côte d'Ivoire in 2008, has been a success for the Group. Over 18 million customers already use it in 14 countries in Africa to carry out transactions such as payments and money transfers.

In 2013 Orange launched the first international money transfer service for its Orange Money customers between Senegal, Mali and Côte d'Ivoire. In March 2015, this service was expanded to transfers to and from Airtel Money customers in Burkina Faso, Côte d'Ivoire and Senegal.

Rates for recipients in Africa are explained in the terms and conditions of Orange Money packages in the recipient country.

For more, visit: https://www.bizcommunity.com