

**News release**

November 8th, 2004

**Orange selects SANYO as a major 3G handset partner for European launch**

**SANYO has been selected to provide 3G-enabled handsets to the Orange Group, one of the world's largest mobile communications companies and the mobile arm of the France Telecom Group. Orange currently has over 52 million subscribers across Europe and the rest of the world.**

SANYO will target to ship up to 1.0 million units in 2005, following the launch of Orange's 3G services in France and the UK.

The collaboration with Orange is part of SANYO's continuing expansion of its mobile phone business in Europe. The company is already the key supplier of handsets to Japan's leading 3G operator, KDDI, and has established itself in the US (through its collaboration with Sprint PCS), as well as Asia thanks to its development of CDMA technology.

Orange's decision to partner with SANYO is based on the successful recent launch of SANYO's two W-CDMA models in Japan - a UMTS/GSM dual-mode phone with international roaming function included that can be used on international GSM networks.

According to research from mobile marketing firm Enpocket, there has been a significant uplift in the penetration of 3G services in the UK since the beginning of 2004, with penetration of 3G now approaching in excess of 3% of the population. Moreover, usage of the more complex services found on 3G handsets is growing towards 40%.

“Mobile take-up in Europe is one of the highest in the world,” said Takenori Ugari, President of SANYO Telecom Company, a division covering the mobile phone business within the SANYO Group, as well as a member of the board of SANYO Electric Co. Ltd. “Not just that - these users are also some of the most sophisticated. Mobile use has progressed far beyond traditional voice calls to form the heart of people’s communication needs. As such we are well placed to take the mobile market to the next stage.”

“We are delighted to be partnering with SANYO as one of our first 3G handset partners,” added Florian Seiche, Director of Devices for Orange SA. “Not only is it a globally recognised brand in the business and consumer tech space but the company’s leadership and innovation in the mobile market is second to none. SANYO was one of the first manufacturers to develop the dual mode handset for the 3G market and already has years of experience in the CDMA market across the US, Japan and Asia.”

#### **Notes to editors**

##### **About SANYO Mobile**

SANYO entered the mobile phone market over a decade ago with the inception of its PHS (Personal Handy System), an initiative which pushed the rapid growth of the mobile phone sector in Japan. Since then, SANYO has been one of the early adaptors of new technologies in this field. In Japan, SANYO quickly gained ground in the CDMA technology-based mobile phone market and began its global expansion in 1998 with its partnership with Sprint PCS, the North American operator. SANYO was the first to launch the colour LCD screen handset and camera equipped handset in the US market.

In 2001, SANYO launched Japan’s first UMTS single mode mobile phone and continued its enhancement of its UMTS/GSM dual mode mobile phones. SANYO’s ownership of key devices, such as batteries, LCD modules and camera modules, ensures that SANYO is strongly placed to drive the 3G market. SANYO is a truly multinational company, comprising 83 production sites, 40 sales organisations and 37 other companies making it one of the largest electronic companies in the world with over 80,000 employees.

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