

Orange acquires Liberia's Cellcom

Orange announced this week that it has completed the acquisition of 100% of Cellcom, Liberia's leading mobile operator, through its subsidiary Orange Côte d'Ivoire. Cellcom Liberia has 1.4 million customers.



Liberia will now become the 20th country in Africa and the Middle East to join the Orange group. With a population of 4.3 million people and a relatively low mobile penetration rate (66% of the population), the country has a high-growth potential for Orange.

Over the next few months Orange will provide its marketing expertise and technical capability to further strengthen the operator's established network and enhance customer service.

This acquisition is part of the international development strategy of Orange, which aims to accelerate growth by entering new emerging markets with high potential. This will enable Orange to strengthen its positions in Africa, where almost one in 10 people are already customers.

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