



Orange Jordan signs lease agreement with Abdali Boulevard Company

Orange Jordan recently signed an agreement with Abdali Boulevard Company to lease their new office space within the New Abdali, precluding the move of its headquarters to The Boulevard next year. The lease agreement came during a signing ceremony attended by Orange Jordan's CEO Jérôme Hénique and Chief Officer of the Enterprise Business Unit Sami Smeirat, and was attended by Omar Agha, the Abdali Group CEO, which includes The Boulevard. .

Orange Jordan will complete the move of its headquarters in 2017, effectively transferring 820 of its employees to the new building, which spans a total of 10,870 sq. meters. The move is built on the leading telecommunications company's internal culture of team collaboration, openness, and friendly atmosphere to inspire intellectual openness and enhanced work methods. The new space offers Orange Jordan employees a new workplace that redefines boundaries with interconnected and shared offices. Additionally, the space will be immensely digitalized, utilizing the same technology that the company offers to its customers, and will optimize operational costs, contributing to more work efficiency and effectiveness.

Commenting on the occasion, CEO of Orange Jordan Jérôme Hénique said: "Our ambition in undertaking this project in agreement with Abdali Boulevard Company is to contribute to a new mindset at Orange Jordan that is aligned with our unique internal company culture, which values open, cross-collaborative work as a method to enhance productivity and effectiveness. In addition, our new headquarters, closely mirroring the technologically superior, modern Boulevard, will be more lively, interactive, architecturally appealing, and match our ongoing aspirations to remain a class-A employer as per the "Top Employer Global 2016" certification awarded to the company by the Top Employers Institute."

Hénique went on to say that the change in the company's headquarters is closely aligned with its five-year corporate strategy Essentials 2020, of which a key driver is building a people-oriented and digital employer model . The move will further enhance Orange Jordan's image and more closely match its short- and long-term objectives. The new headquarters will provide employees with an unrivaled daily work environment, which directly reflects Orange Jordan's efforts toward giving its customers an unmatched experience.

Commenting on the occasion, the Abdali Group CEO Omar Agha said: "We value Orange Jordan's move to The Boulevard, as it is a reflection of the great efforts we have made to provide companies such as Orange Jordan with modern offices in one prestigious address in Amman. At the New Abdali, we also seek to attract high-level investments that elevate the Jordanian economy and make Amman a unique destination locally and internationally by housing various head offices of companies and banks, world class international hotels and entertainment facilities."

Strategically situated in the heart of the New Abdali, The Boulevard is a mixed-use complex that consists of a pedestrian promenade, surrounded by 12 mid-rise buildings which consist of avant- garde offices, commercial stores, rooftops, and hotel serviced apartments managed by The Boulevard by Arjaan Rotana. The eastern side of the New Abdali, which is accessible through The Boulevard, consists of Abdali Mall, the medical district, and various residential and commercial towers. On the western side, Abdali consists of five-star hotels, including the Amman Rotana and the W Amman, as well as a number of other towers.