

Press release
22 January 2010

BASE becomes chief sponsor of Flanders Classics

Brussels, 22 January 2010 - KPN Group Belgium has signed a contract with Woestijnvis (De Vijver) to be the chief sponsor of the Flanders Classics. This two-year partnership is a further step down the road already travelled over the last few years by the parent company of the BASE brand. The BASE strategy is focused on supporting new creative projects with a bright future.

Flanders Classics is the new name for the unique set of classic spring cycle races that have been held in Belgium for years. This sponsorship deal is a continuation of the BASE policy to consciously choose target groups that are not yet familiar with the brand. The spring races are:

27/02 Omloop Het Nieuwsblad (Ghent - Ghent)
24/03 Dwars door Vlaanderen (Roeselare - Flemish Ardennes - Waregem)
28/03 Gent - Wevelgem
04/04 Ronde van Vlaanderen (Bruges - Ninove)
07/04 Scheldeprijs (Schoten)
14/04 Brabantse Pijl (around Overijse)

"Cycle racing is the Belgian sport *par excellence*. And Woestijnvis guarantees a creative approach and professionalism, along with humour where possible, with the aim of raising awareness of the 6 spring classics," says Bart Vandesompele, Head of Corporate Communication and Sponsorship at KPN Group Belgium/BASE.

"Since 2005, the BASE brand has decided to differentiate itself from its 2 main competitors by making specific choices; one of these was to have a presence at events where individuals and families get together to have fun. In 2009, the year of the financial crisis, both customers and prospects were extremely appreciative of this. It shows that, as a company, you have to make bold choices, and innovate, and this also applies to sponsorship. The company is also going to be using cycle racing in specific projects for its staff. There are plenty of cycling fans among BASE's staff and (business) customers. There's loads of enthusiasm," Bart Vandesompele adds.

BASE is looking forward to working with the other parties involved, such as KBC, the other sponsors, and of course the cycling teams themselves.

Since 2004 the number of BASE customers has risen from 1.8 to 3.6 million. One reason for this is the company's well-reasoned choice of new sports partners, including: Standard de Liège, Sporting Lokeren and Sporting Charleroi (football); BASE Oostende and Okapi Aalstar (basketball); and Noliko Maaseik (volleyball). In the cultural sphere, BASE is actively involved in events like the Flanders Festival and various summer festivals (such as Lokerse Feesten, Suikerrock and Cactus).

KPN Group Belgium nv/sa is a 100% subsidiary of Koninklijke KPN N.V. KPN offers mobile voice and data services in Germany (E-Plus and its sister brands), Belgium (BASE and its sister brands) and the Netherlands (KPN, Hi and Telfort). At the end of September 2009, KPN Group Belgium had 718 employees. In 2008, KPN Group Belgium had a yearly turnover of 647 million euro and a market share in number of mobile customers of ca. 24%. The company's headquarters are in Brussels; it positions itself as an innovator in products and services via a segmented, multibranded approach. KPN Group Belgium commercializes the brands BASE, Ay Yildiz, Simyo, Zoniq and BASE business.

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