



Press Release
1 January 2010

KPN Group Belgium reports record SMS traffic
on New Year's Eve: +19%

2010 a particularly good year with 22.268.096 million SMS (+19%)

Brussels, 1 January 2010 – This year, mobile phone operator KPN Group Belgium handled 22.268.096 SMS text messages between 8 p.m. on 31 December 2009 and 8 a.m. on 1 January 2010, which is 19% more than last year. Since it has a very high quality network, the operator was not anticipating any major problems during the night, and had taken all the measures necessary to allow optimal traffic even during the peak time, which is usually between midnight and 01.00 am.

With 3,560,000* (Q3 2009) clients spread on its different brands, KPN Group Belgium increased considerably its customer base during 2009 and was expecting as usual a huge SMS traffic on its network during the last night of the year.

KPN Group Belgium therefore took the necessary measures to ensure the best possible traffic on its network. Additional precautions have been taken on the infrastructure to avoid any outage and to ensure the stability of the network. Pre-tests have also realised made during the month of December and a back up of all systems has been made on 29th December. A special team has been foreseen to monitor the systems during the night with a special focus between 10.00 pm and 01.00 am.

"Once more KPN Group Belgium confirms the good quality of its network. Even the traditional slow downs were reduced to a minimum and customers from all our brands were able to send their wishes via SMS without problem. The recent commercial actions (Incredible but BASE, Member gets Member, launch of JIM Mobile Music Platform, new Allo RTL campaign,...) have an impact on the number of clients and the expectations are important especially for new customers. A lot of people have access to free sms's in their contracts", said Bart Vandesompele, Head of Corporate Communication KPN Group Belgium.

| From | to | 8 p.m. - 8 a.m. | Difference |
|------------|------------|-----------------|------------|
| 31/12/2005 | 01/01/2006 | 6,051,000 | + 28% |
| 31/12/2006 | 01/01/2007 | 8,893,200 | + 47% |
| 31/12/2007 | 01/01/2008 | 12,982,568 | + 46% |
| 31/12/2008 | 01/01/2009 | 18.715.235 | + 44% |
| 31/12/2009 | 01/01/2010 | 22.268.096 | + 19% |



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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