



Press release
25 March 2009

BASE sets the benchmarks for the coming ten years

Back to basics: Freedom of Speech

Brussels, 25 March 2009 - During a press conference held yesterday in Tour & Taxis, mobile operator BASE presented its future projects, after briefly reviewing the successes and challenges encountered during its first ten years of existence. BASE will continue its efforts to offer users reasonable prices and the freedom to choose their own operator. It is moving further along the path towards becoming the supplier of freedom of connectivity and being a brand which is close to individuals. To achieve this, BASE is re-embracing its original objective, embodied in the slogan Freedom of Speech, and developing a new marketing campaign.

The customer as the focus of attention

Two million customers or two million lives, histories, expectations. The customer returns to the centre of the BASE strategy. The user isn't just an anonymous prospect at whom impersonal sales campaigns are directed. The user is regarded as a privileged customer endowed with his or her own identity and a real history with whom BASE forges a relationship of trust in order to propose the solutions adapted to their needs.

This philosophy serves as the inspiration for the new BASE campaign and its website www.BASENATION.be

BASE Nation

The « BASE Nation » is not constituted of actors and fictional personalities. It is based on each of us. It is composed of real persons and represented by existing customers, possessing authentic stories and bearing familiar faces.

It is on this foundation that BASE is launching the first benchmark of its new marketing strategy, which will be unveiled to the public during March 2009. TV, cinema, radio and on-line campaigns will be conducted starting March 25th under the aegis of famous directors Jul and Mat, who will be reproducing exclusively for BASE their award-winning Panasonic'Art 2008 video concept: « 100 and one faces ».

This campaign announces the launching by BASE of an original and unprecedented national casting. Starting in April, a travelling photo studio - the BASE Mobile Studio - will be travelling throughout the country in order to draw and gather portraits of all customers who volunteer to participate in the action. The photos will be placed on-line and a viral on-line campaign will begin on May 6th. 25 BASE customers will be selected to become the new faces of future campaigns of the operator, and their portraits will be taken by the renowned photographer Achim Lippoth.



« The return of the Jedi »

Over the past ten years BASE was at the origin of major innovations in the mobile telephony market. Its action as Challenger has been to contribute simplicity, transparency and honesty in the jungle of tariff plans and continuous promotions in order to guarantee customers the best quality-price ratio.

BASE begins its new decade with the goal of continuing its fight for a competitive environment. The crisis period is precisely the moment when choice becomes essential for customers. It is by no means an excuse to be invoked in order to increase tariffs, rather it is a stimulus for finding solutions. And only a situation of competition can guarantee affordable prices.

BASE s.a./n.v. is a 100% subsidiary of KPN Mobile N.V., the mobile division of Koninklijke KPN N.V. KPN provides voice and data services in Germany (E-Plus), Belgium (BASE) and the Netherlands (KPN, Hi and Telfort). At the end of 2008, BASE had 573 employees and held a market share of around 24%. In 2008, BASE achieved a turnover of 647 million euros. The company, whose headquarters is established in Brussels, positions itself as an innovative operator with regard to products and services following a segmented approach to the market.

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