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BASE and Facebook® launch New, Free Mobile Site 0.facebook.com

0.facebook.com is lightweight and optimized for speed; BASE's standard data charges do not apply for site

BRUSSELS, Belgium and PALO ALTO, Calif. – May 18, 2010 – BASE and Facebook, today announced that BASE is now offering their customers free mobile browsing on the new 0.facebook.com site. By providing 0.facebook.com BASE is enabling their customers to stay connected through Facebook with their friends and family from any mobile Web browser without incurring any data charges for one year.¹

Facebook's 0.facebook.com site is optimized for speed – it is a new faster, lightweight version of Facebook's mobile site m.facebook.com. The site does not have graphics or photos and 0.facebook.com's pages have been designed for performance on BASE's network. Photos posted on Facebook are only one click away from 0.facebook.com. To view a photo a person only needs to click on a link to the photo and they will be prompted that they are leaving 0.facebook.com. Standard data charges will apply when a person leaves 0.facebook.com to view photos and other content.

BASE promotes mobile Internet by providing very competitive tariffs and valuable services. By offering its subscriber's free access to 0.facebook.com during one year, the operator will enhance its approach and further develop the services related to the usage of the Internet via the mobile phones.

BASE will promote 0.facebook.com in its stores and through the BASE website.

"0.facebook.com perfectly fits our strategy to give our customers an optimal experience with innovative and user friendly services." says Bart Vandesompele, Head of Corporate Communication

"We are always looking to work with innovative companies to provide simple and fast mobile access to Facebook across the world," said Henri Moissinac, Head of Mobile Business, Facebook. "Thanks to our collaboration with BASE we can deliver 0.facebook.com together which gives a high quality and more affordable way to access Facebook for BASE customers.

¹ BASE is offering free access (no mobile Internet data charges) to the 0.facebook.com service to its subscribers for at least one full year. The length of the offer is at the discretion of the mobile operator.



About KPN Group Belgium

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 March 2010, KPN Group Belgium had 721 employees and a market share in number of mobile customers of ~26%. In 2009, KPN had a yearly turnover of 802 million euro in Belgium. 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.

About Facebook

Founded in February 2004, Facebook's mission is to give people the power to share and make the world more open and connected. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a privately held company and is headquartered in Palo Alto, Calif.

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