



**Press Release**  
**1 January 2009**

**BASE reports record SMS traffic**  
**on New Year's Eve: + 44%**

2009 a particularly good year with almost 19 million SMS (+44%)

**Brussels, 1 January 2009 – This year, mobile phone operator BASE handled 18.715.235 SMS text messages between 8 p.m. on 31 December 2008 and 8 a.m. on 1 January 2009, which is 44% 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 11 p.m. and midnight.**

During the year, the number of BASE customers increased considerably. With some 386,000 extra customers during the first three quarters, bringing the current total to over 3.2 million customers, BASE could but expect the text message traffic to increase on New Year's Eve. Moreover, this year, BASE was offering all its customers the possibility of sending MMS messages free of charge to all networks in Belgium and to any mail addresses between 24 December and 1 January. With the possibility of sending longer messages, photos, videos and sound files, it was to be expected that customers would be keen to use this means of communication too. 138.000 MMS have been sent during the night between 8 p.m. last night and 8 a.m. this morning.

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%

Besides having some of the lowest SMS/MMS tariffs on the market, BASE also has the best network in the most areas of Belgium. "A peak period like New Year's Eve is ideal to test the actual quality of the network. BASE passed the test with flying colours. Even the traditional slow downs were reduced to a minimum", said BASE spokesman Bart Vandesompele.

BASE n.v./s.a. is a wholly-owned subsidiary of KPN Mobile N.V., the mobile division of Koninklijke KPN N.V. KPN provides mobile voice and data services in Germany (E-Plus), Belgium (BASE) and the Netherlands (KPN, Hi and



Telfort). At the end of September 2008, BASE had 535 employees, and its market share was approximately 24%. In 2007, BASE had annual turnover of 613 million euro. The company has its headquarters in Brussels, and positions itself as an innovator in products and services via a segmented approach.

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