



**Press release
19 March 2009**

RTL Belgium and BASE sign strategic and commercial partnership agreement

Brussels 19 March 2009 - Within the context of the converging media and telecommunication worlds, RTL Belgium and mobile telephony operator BASE n.v. have signed a strategic and commercial partnership agreement.

Benefiting from its leader position in television and radio in the French Community, RTL Belgium highlights its determination to strengthen its policy of closeness to its public by developing a mobile content strategy. Philippe Delusinne, Managing Director of RTL Belgium, observes : « we will propose a completely new and innovative telephone card under the RTL brand at a very competitive tariff which will make it possible to access - at all times, no matter where one is - the content of RTL TVI and Bel RTL on one's GSM. ».

As a veritable challenger, BASE has repeatedly demonstrated its ability to conclude fruitful partnerships on the Belgian market. This agreement with RTL Belgium fits within KPN's strategy of international mobile activities which is aimed at evolving from telecommunications to communication. Stan Miller, CEO KPN International, explains : « This contract is very important for both BASE and KPN International. It will prove to be a new stage of our multi-brand strategy which has been developed over the past five years. Once again BASE shows that it is the market leader with regard to partnerships with « branded resellers » and MVNO's in Belgium. This strategy is being increasingly adopted by our shareholder KPN, not only in Belgium but also in other European countries such as France and Spain ».

BASE and RTL Belgium have signed a contract for the Belgian market, and for the French Community in particular. New commercial activities will be communicated later.

BASE n.v./s.a. is a 100% subsidiary of Koninklijke KPN N.V. KPN offers mobile 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 a market share in number of customers of ca. 24%. In 2008, BASE had a yearly turnover of 647 million euro. The company's headquarters are in Brussels; it positions itself as an innovator in products and services via a segmented approach.

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