



Press release
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BASE further simplifies complete tariff portfolio
In times of crisis, BASE adapts its offer to customer needs

Brussels, 20 April 2009 – Today, mobile operator BASE, announces a complete new portfolio of products, with adapted tariffs. In the jungle of mobile solutions, BASE confirms to be the operator of simplicity and clarity. To come more closely to its customers, BASE has adapted its existing portfolio. The announcement aims at making mobile communications and invoicing in Belgium more transparent and affordable for everyone.

One step further towards the end of confusion

Two million customers, two million stories and just as much individual interpretations of what tariffs should be. That is the conclusion of BASE talking to its customers (www.basenation.be). BASE as a company has always been willing to propose innovating tariffs, and to offer mobile telephony to everyone, at a reasonable price and corresponding to the clients' needs. In times of crisis, BASE listens to the market and offers solutions.

BASE takes the initiative to start replacing the unclear situation of tariff plans in Belgium by a simplified and transparent portfolio. The best performing, existing tariff plans have been remodelled (more minutes, more SMS's, better price) in order to bring them to perfection, and to replace them with new and flexible models, that are more complete.

This little revolution comes at the same time as the tariff simulator that was launched online by the government, unifying the views of operator and clients, who are more and more willing to opt for tariffs that correspond better with their needs.

Crisis creates opportunities to simplify products and services

Firstly, the new gamma is characterized by its **simplicity**. A limited gamma, counting 5 tariff plans. It comprises a prepaid solution, "prepaid", and 4 postpaid solutions, "postpaid 0", "postpaid 1", "postpaid 3" and "postpaid 5".

Second characteristic of the gamma: **flexibility**. The client is not being snowed under by services that he does not use, but that are automatically in the tariff formula, and that he automatically pays for.

Finally, the third innovation: **transparency and honesty**. BASE proposes comparative tables. The prices appear in a clear way, in relation with the prices of the competitors, to limit all confusion and to allow clients to generate their own idea. The prices are real tariffs and not only temporary promotions spreading confusion among the customers.

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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