

Press release
24 June 2009

Allo RTL: the world of RTL at your fingertips
on your mobile phone

The best mobile and content offering for all RTL fans

Brussels, 24 June 2009 – The leading TV and radio broadcasting station in the French Community, RTL Belgium is today launching its mobile offering in partnership with KPN Group Belgium. An exceptional offering which comes in 3 rates formulas, each bringing exclusive benefits that make up the perfect convergence between the world of media and telecommunications. News buffs, devotees of series and fans of competitions will find much to delight in with the Allo RTL offering that is aimed at all fans of the channel. As of now, RTL fans can go out, taking their favourite programmes with them wherever they go, available at their fingertips at any time of night or day on their mobile phone sets. An unprecedented offering at an unrivalled price.

The 3 'Allo RTL' formulas: Studio, Plateau and Duplex

Studio, the pay-as-you-go formula starting from 5 euros makes up the basic offering with 27 minutes or 41 text messages, without any long-term contract obligation. The Studio pack is followed by Plateau and Duplex, two account deals.

Each of these 3 formulas comes complete with the 'valise Allo RTL' (*Allo RTL suitcase*) which doubles the pay-as-you-go allowance for calls to all Allo RTL customers and with a set of options enabling users to personalise the formula of their choice, as inspired by the model developed for the BASE product range.

But there is more.

The world of RTL is open free of charge to the entire RTL TVi and BEL RTL community

Allo RTL is using the slogan 'Partout avec vous' (*Everywhere you go*) which is explained by the wide range of exclusive services available to listeners and viewers. Which means the offering is not just confined to mobile phone services. Its raison d'être and originality come to the fore in a range of unique benefits made available to users à la carte and directly on their mobile phone. Keeping users informed of the latest competitions, TV programme castings, being the first to receive full details of TV events, access to ringtones, logos, goodies as well as breaking news and the latest topical affairs, traffic information, ... all available free of charge over the www.allortl.be website, by completing a form that is available from all BASE shops and ALLO telecom outlets in Wallonia and in Brussels where the product is sold, and via the number 1943. This number enables users to receive all relevant information by text message or to hear all content of Allo RTL by simply calling freephone number 1943, 24 hours a day, 7 days a week.

Promotional campaign



Over the summer months ahead, RTL Belgium is set to devise the first phase of a spectacular promotional campaign spearheaded by famous RTLTVi and Bel RTL faces extolling the virtues of the new offering. Julie Taton, Jean-Michel Zecca, Sandrine Corman and Alain Simons are the brand's ambassadors. Two original mobile phone packs are also available for sale under the auspices of Julie Taton and Jean-Michel Zecca.

With Allo RTL, the famous media group and mobile operator are teaming up to bring users a superior quality product at a very competitive rate. In doing so, RTL Belgium is further bolstering its policy of proximity with audiences across the country by calling on the services of a provider who has managed to keep growing and developing thanks to its multi-brand strategy involving meaningful and constructive partnerships that are driving the business forward, evolving from a telecommunications company to a communication content provider.

Under annexe: product brochure

BASE n.v./s.a. is a wholly-owned subsidiary of KPN Mobiel N.V., the mobile telephony division of Koninklijke KPN N.V. KPN provides speech and data services in Germany (E-Plus), Belgium (BASE) and The Netherlands (KPN, Hi and Telfort). Late March 2009, BASE employed 573 staff whilst holding down a mobile telephony customer market share of ca. 24%. In 2008, BASE effected a 647 million euro turnover. The company has its head office in Brussels and has positioned itself as a product and service innovator by adopting a segmented multi-brand approach. KPN Group Belgium markets the brands BASE, Ortel, Ay Yildiz, Chiamel, Zoniq and Tele2.

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