



**Press release**  
**17 September 2009**

**BASE brand replaces TELE2 brand as of 1 October 2009**  
**Portfolio receives new look and feel**

**Wommel/Brussels, 17 September 2009 – As of 1 October 2009 the TELE2 brand will disappear from the Belgian market and will be replaced by the BASE brand. The customers will continue to enjoy the products under the same conditions. The change to BASE is automatic. In October 2007, KPN decided to take over TELE2 Belgium to offer fix lines services on the Belgian market. KPN Belgium, situated in Wommel, offers consumer focussed products and services under the brand name of TELE2, and B-to-b services under the name of KPN Belgium. This communication has no effect for the rest of KPN Belgium (B-to-B).**

BASE and TELE2 had already engaged in a close co-operation since TELE2's take-over by KPN. BASE offered fixed services (e.g. "BASE Freedom"), and TELE2 offered mobile solutions to end-users. This co-operation will now be intensified. Mobile, fixed and ADSL products will be offered to the consumer market under the BASE brand and this will further intensify the convergence between the product portfolio of both companies. The new name will also open new opportunities to renew the existing product offers. BASE is a challenger in the Belgian market.

As from 1<sup>st</sup> October 2009, the TELE2 brand will completely disappear from the Belgian market and will be replaced by BASE. Under the conditions of the take-over in October 2007, the TELE2 brand had to be removed from the Belgium market by October 2010. The change into BASE as a brand offering the services is good news for the TELE2 customers: they can enjoy their services under the protection of the well-known and fastest growing telecom brand of BASE in Belgium.

TELE2 clients will be informed personally via letter during the next days about this change of name.

KPN Group Belgium nv/sa is a 100% subsidiary of Koninklijke KPN NV. KPN offers mobile voice and data services in Germany (E-Plus), Belgium (BASE and its sister brands) and the Netherlands (KPN, Hi and Telfort). At the end of 2008, KPN Group Belgium had 573 employees and a market share in number of mobile customers of ca. 24%. In 2008, KPN Group Belgium 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, multibranded approach. KPN Group Belgium commercialises the brands BASE, Ortel, Ay Yildiz, BASE business and Zoniq.

**For more information:**

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