



**Press release**  
**October 20<sup>th</sup>, 2009**

### **BASE brand offers the iPhone to its clients, for free**

Brussels, Octobre 20, 2009 – KPN Group Belgium, that operates the mobile BASE brand in Belgium, confirms that it will make the iPhone available in its shops. As of 30 October (next week on Friday), BASE will offer the iPhone to its customers as part of a new “member-gets-member” campaign (MGM 10). By launching a unique MGM (Member gets Member) action, BASE will reward its customers by offering them the successful iPhone 3G. Customers inviting 1 friend to become BASE postpaid will receive a Samsung GSM, 2 friends will be rewarded a Netbook.

**But convincing 5 friends to become BASE, will be paid back by an incredible surprise: the iPhone 3G.**

KPN Group Belgium, the company managing the BASE brand in Belgium, announced in August this year that it would increase its activities from EDGE (3G) to HSPA and that it would take initiatives to support that approach. Offering an iPhone 3G and a netbook in the same “member-gets-member” action (the 10<sup>th</sup> edition) fits in that strategy.

These handsets are unlocked and completely usable for all European operators. As of 30<sup>th</sup> October, a 1000 handsets will be made available for early birds. KPN Group Belgium will evaluate a further availability of new sets of iPhones in Belgium.

The demand for a freely available iPhone is so high that KPN Group Belgium has decided to offer the iPhone in a legal way, despite existing exclusivity contracts. The iPhone is not for sale at the BASE and ALLO telecom shops but is only linked to the MGM 10. The MGM 10 is only available in the BASE shops and ALLO telecom shops. Other MGM actions will be implemented for the indirect dealer channels.

[www.BASE.be](http://www.BASE.be)

[www.allotelecom.be](http://www.allotelecom.be)

KPN Group Belgium 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 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, Ay Yildiz, Simyo, Zoniq and BASE business.

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