



International career ahead for Telenet talent

Inge Smidts, Senior Vice President residential marketing, is to become Chief Marketing Officer at Liberty Global.

Mechelen, 30 July 2015 - **Inge Smidts, Senior Vice President residential marketing of Telenet, takes over as Chief Marketing Officer at Liberty Global as of 1st September. Jeroen Bronselaer, the current Vice President Product Entertainment, will become the new Senior Vice President Residential Marketing of Telenet and member of the Senior Leadership Team. Smidts' appointment once again proves that Telenet talent is well respected in the international cable and telecommunications world.**

Inge Smidts, who currently heads the Residential Marketing Department at Telenet, will take up the role of Chief Marketing Officer (CMO) at Liberty Global. In this role, Inge Smidts will be responsible for translating “the voice of the customer” into relevant customer propositions and will help Liberty Global affiliates to deliver the best connectivity and entertainment products and services in their markets.

John Porter, CEO of Telenet commented: *“The promotion of Inge Smidts is a tribute to all the Telenet talent and recognition of the successful implementation of our strategy. The advantage of being closely linked to an international group like Liberty Global creates tremendous opportunities for our people. Together with her very experienced team, she has managed to introduce such brilliantly successful products as King and Kong, Whop and Whoppa, Play and Play More and – this month - Play Sports. I'd like to thank Inge for her strenuous efforts in helping build Telenet as an innovative, customer-focused company.”*

Jeroen Bronselaer, currently Vice President Product Entertainment of Telenet, will succeed Inge Smidts and will be named Senior Vice President Residential Marketing. Jeroen Bronselaer will become a member of the SLT and will report to John Porter.

John Porter: *“I'm delighted to announce that Jeroen Bronselaer will take over as Senior Vice President Residential Marketing of Telenet. Jeroen is an outstanding manager, with a proven track record in the media business, and a strong personality that will take Telenet to the next level of connected entertainment. I wish Jeroen every success with his new challenge”.*

These appointments will be effective 1 September 2015. Inge Smidts will continue to operate from Mechelen.



Inge Smidts - Senior Vice President Residential Marketing (°1977)

Inge Smidts joined the Telenet Group in November 2009 and was responsible for Go-to-Market reporting to the Executive Vice President – Residential Marketing until she joined the Executive Team in October 2010. Prior to joining the Telenet Group, Inge Smidts had over ten years of experience at Procter & Gamble, where she started as Assistant Brand Manager and was regularly promoted up to Business Leader for the Benelux Paper business. Inge Smidts holds a Master of Economics degree from UFSIA in Antwerp and an MBA in Marketing from the IAE in Aix-en-Provence.

Jeroen Bronselaer - Senior Vice President Residential Marketing (°1978)

Jeroen Bronselaer joined the Telenet Group in September 2010 and was first responsible for the negotiations and relations with broadcasters and content suppliers. He was regularly promoted within the entertainment business up to Vice President Product Entertainment, reporting into the Senior Vice President – Residential Marketing (Inge Smidts). Prior to joining the Telenet Group, Jeroen Bronselaer worked for 7 years at the Flemish public broadcaster VRT, where he started out as a TV producer but quickly evolved into more business driven roles within the Media department of VRT. Jeroen Bronselaer holds a Master degree as Commercial Engineer and Post-graduate degree in Communication from the KU Leuven.

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About Telenet

Telenet is a leading provider of media and telecommunication services. The company's core business is to provide cable television, high-speed Internet, and landline and mobile telephone services to mainly residential clients in Flanders and Brussels. Telenet also supplies services to companies in Belgium and Luxembourg. Telenet is listed on the Brussels Euronext stock exchange under the TNET symbol. For more information, visit www.telenet.be.