



Telenet breaks down traditional telecom barriers and launches its first all-in package

- Telenet responds to changing customer behaviour and removes traditional barriers between fixed and mobile services.
- Launch of the first genuine all-in package for families and businesses.
- Unlimited national calls for the entire family or company and a generous, easy to distribute, mobile data bundle.
- More than benefits in terms of content: 1 in 2 Whop & Whoppa customers will be able to make savings on their telecom bills.
- First stage in commercial merger of Telenet and BASE: also available from BASE sales outlets.

Mechelen, 9 June 2016 - **On 20 June Telenet will launch WIGO, the first Belgian ‘all-in’ telecom formula for families and businesses. Telenet is responding to changes in behaviour amongst its customers, who are permanently connected wherever they are and no longer tend to differentiate between fixed and mobile services. WIGO allows every family member or employee to make unlimited national mobile and landline calls, watch TV on any screen, and surf the net via the most powerful network in Flanders. They will also have access to a single generous ‘bundle’ of mobile data to be tailored to the requirements of, and shared by, family members or company employees.**

WIGO responds to changing customer behaviour patterns

The 'telecom behaviour' of consumers has changed considerably in recent years. Data use is doubling every 18 months and the boundaries between fixed and mobile services are becoming increasingly indistinguishable. Customers are continually communicating with each other and watching video en masse without differentiating between the technology or equipment supporting these services. In order to respond to this development Telenet is launching WIGO: the first genuine all-in package targeted at families and businesses.

“We have noticed that more and more customers and companies are no longer interested in which technology is used to connect them. Customers want to move on and it is up to us to facilitate this requirement using the easiest possible method. We already introduced KING & KONG, Whop & Whoppa and FLUO to simplify what we have to offer and to enable the customer to select the most suitable product for their needs. WIGO makes it even easier: we are removing the barrier between fixed and mobile services in terms of both usage and charges/invoicing, because WIGO allows every family member or everyone in the company to make unlimited calls in Belgium, watch TV on any screen, surf the most powerful internet in Flanders and use a generous ‘bundle’ of mobile data – at a fixed price. Customers only need to ask themselves: ‘how much data does my family or business use?’” Sr Vice-President Residential Marketing Jeroen Bronselaer explains.



Data sharing tailored to the requirements of your family or business

Research¹ has demonstrated that data usage can vary considerably between customers and age groups. Large families use more data than small ones. The average mobile data use of a Telenet customer currently amounts to 700MB per month and is rising. Teenagers use up to 3 times more mobile data than their parents. Moreover, when customers are given the opportunity for unlimited surfing the company has noticed an increase by on average 80 %.

That is why customers can select a WIGO option tailored to their needs: WIGO is available with 3 different mobile 'data bundles', which can be shared in line with the requirements of individual family members or company employees. An online tool will be available to help customers choose the best WIGO package for their purpose.

Families can choose between WIGO packages that provide:

- 10 GB of mobile data, unlimited internet access, unlimited fixed and mobile calls in Belgium, up to five Sim cards for mobile equipment, digital television: 140 euro/month
- 5 GB of mobile data, unlimited internet access, unlimited fixed and mobile calls in Belgium, up to five Sim cards for mobile equipment, digital television: 120 euro/month
- 2 GB of mobile data, 200 GB internet access, unlimited fixed and mobile calls in Belgium, up to two Sim cards for mobile equipment, digital television: 100 euro/month

Businesses can choose between WIGO Business packages that provide:

- 15 GB of mobile data, unlimited internet access, unlimited fixed and mobile calls in Belgium, up to five Sim cards for mobile equipment, digital television: 155.5 euro/month²
- 10 GB of mobile data, unlimited internet access, unlimited fixed and mobile calls in Belgium, up to five Sim cards for mobile equipment, digital television: 135.5 euro/month
- 4 GB of mobile data, 3TB internet access, unlimited fixed and mobile calls in Belgium, up to two Sim cards for mobile equipment, digital television: 100 euro/month

WIGO Business includes a dedicated business helpdesk, super fast repairs, security pack and individual .be domain name.

1 in 2 Whop & Whoppa customers can cut the cost of their telecom expenditure with WIGO

¹ Independent survey of Telenet customers, carried out by Ipsos, 2016

² Telenet Business Prices excluding VAT but including Telenet Business services



With its extensive mobile data bundles and unlimited calls for all family members WIGO doesn't just offer benefits in terms of content. Families often have several subscriptions with different providers for their fixed and mobile services. Many customers will be able to cut their telecom expenditure by choosing a single all-in telecom formula. An independent GfK survey of more than 1900 Flemish consumers³, has demonstrated that 51% of Whop or Whoppa customers would be able to reduce their telecom bill by choosing WIGO. More than 72,000 families that are already obtaining their fixed and mobile telecom products from Telenet will be proactively approached and mailed a savings proposal in the coming days.

First stage in commercial merger of Telenet and BASE

WIGO is a first significant step in the amalgamation of Telenet and BASE, which focuses on providing outstanding product experiences and customer service. Telenet and BASE are jointly introducing WIGO. Not only will Telenet and BASE customers be offered a personal package based on their current services, from 20 June WIGO will also be available from BASE stores in Flanders and Brussels.

Comprehensive information on WIGO and WIGO Business can be found at telenet.be/wigo or telenet.be/wigobusiness

Appendix

Summary detailed product specs WIGO

	WIGO 2GB	WIGO 5GB	WIGO 10GB
FIX AND MOBILE TELEPHONY	unlimited fixed and mobile calls in Belgium unlimited text free additional services (call forwarding, signal second call, ...)		
	2GB mobile data to be shared over max. 2 SIM-kaarten	5GB mobile data to be shared over max. 5 SIM-kaarten	10GB mobile data to be shared over max. 5 SIM-kaarten
FIX INTERNET	200 Mbps download 20 Mbps upload 200 GB volume	200 Mbps download 20 Mbps upload unlimited	200 Mbps download 20 Mbps upload unlimited
TELEVISION	Inclusive cable subscription decoder rent Yelo Play app on max. 5 devices 74 SD channels, 13 HD channels		

³ Independent survey of 1994 Flemish consumers with respect to their total telecom bill, carried out by GfK, 2015. Only costs for services that are also provided as part of WIGO were used in the comparison.



	WIGO Business 4GB	WIGO Business 10GB	WIGO Business 15GB
FIX AND MOBILE TELEPHONY	unlimited fixed and mobile calls in Belgium unlimited text free additional services (call forwarding, signal second call, ...)		
	4GB mobile data to be shared over max. 2 SIM-kaarten	10GB mobile data to be shared over max. 5 SIM-kaarten	15GB mobile data to be shared over max. 5 SIM-kaarten
FIX INTERNET	240 Mbps download 30 Mbps upload 3 TB volume	240 Mbps download 30 Mbps upload Unlimited	240 Mbps download 30 Mbps upload Unlimited
TELEVISION	Inclusive cable subscription decoder rent Yelo Play app on max. 5 devices 74 SD channels, 13 HD channels		
PERSONAL BUSINESS HELPDESK	Choose your own advisor. Online or through the free A-desk app You can count on our superfast recovery team Within 1 minute your business adviser on the line		
BE. DOMAIN NAME	.be Domain name for your website or mailboxes: so you can manage your own website and send emails from yourname@yourcompanyname.be. including webspace		

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About Telenet – Telenet is a leading provider of media and telecommunication services. Telenet focuses on delivering cable television, high-speed internet and fixed and mobile telephony services primarily to residential customers in Flanders and Brussels. Telenet also delivers services to businesses in Belgium and Luxembourg. Telenet is listed on Euronext Brussels under the ticker symbol TNET. For more information visit www.telenet.be