

# 25 years of Telenet

## 1996

### Telenet Holding nv is founded

In 1994, the Flemish government under Minister-President Luc Van den Brande had a plan to expand a second telecommunications network alongside that of Belgacom. The existing television cable was to form the basis of the network. On Monday 23 September 1996, Telenet Holding nv is born. The groundwork for the building in Hoboken to house the first Telenet telephone exchange also starts this year. Telenet starts converting the existing television cable into a telecom cable network throughout Flanders.



## 1997

### New office and launch of Pandora cable

In January 1997, construction work begins on a brand-new office complex at the old barracks site on the Liersesteenweg in Mechelen. In August, the commercial launch of the "Pandora cable", which will facilitate lightning-fast internet in the Antwerp region, follows.



## 1998

### Year of liberalisation and commercialisation

1 January 1998 marks the liberalisation of the telephony market. Belgacom and Telenet sign the important interconnection agreement that will allow everyone to call one another, regardless of which operator they use. Telenet launches its first telephony products and puts three packages on the market: the 'Thuis' line, the 'Doe' line and the 'Jong' line.

In the spring of 1998, Telenet commercialises traditional Internet dial-up access under the Pandora brand, in addition to Internet access via cable. This allows you to connect to another computer via the telephone line and a modem.

Telenet starts the 'Telenet Thuis Tour' and travels through 30 cities and municipalities in Flanders, with a big yellow tent, to introduce itself to the residents. It marks the start of sales in those areas.



## 2002

### Focus on cable television

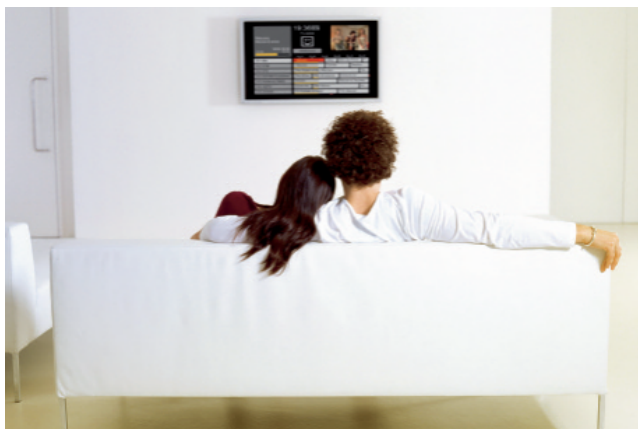
In August 2002, Telenet takes over the cable network of the mixed intermunicipal companies. Thanks to this acquisition, Telenet can offer analogue television. The focus therefore shifts from the internet and telephony to cable television. Later that same year, Telenet introduces its own house style for the first time: a quirky look that still characterises Telenet today. In 2002, Telenet Business also goes public for the first time with its own identity and logo. By the end of the year, the company has around 60,000 large, medium and small professional customers.



# 2003

## Digital TV on the horizon

In October 2003, digital television emerges for the first time. Telenet starts a pilot project with 300 families under the name 'Vlaanderen Interactive', an initiative together with all major TV broadcasters and with the support of the Flemish government. A digital programme guide, a chat application and Video-On-Demand: what seems fairly standard now was a huge evolution in the sector at the time. Finally, 'Expedition Robinson' on VT4 (now Play4) can call itself the first 'Interactive Digital Television Programme in Flanders'.



# 2005

## Digital TV and Internet services at cruising speed

2005 is a reference year for Telenet Holding NV. On 3 September, digital TV is officially launched for all Belgians. In just one night the entire Telenet range switches from analogue to digital. It is a huge achievement. In the same month, Telenet transforms the defunct Canal+ into 'Prime'. A pay-TV service where customers can watch American blockbusters or live sports action. Internet services also reach cruising speed in 2005. The number of wireless Internet users triples in one year. In October, Telenet is listed on the Euronext stock exchange.



# 2009

## Heading for BEL20

In March 2009, the stock market bells ring out: Telenet is included in the Bel20 index. Telenet thus belongs to the list of twenty star shares listed on Euronext Brussels. At the same time, trading in options on shares of Telenet Group Holding NV begins in Brussels



# 2004

## New shareholder & breakthrough wireless internet

In the autumn of 2004, there are the first movements within the equity portfolios. Liberty Media International, later renamed Liberty Global, partially buys out shareholder Callahan and joins Telenet Holding NV. Also in 2004, the development of wireless internet continues. Telenet customers can opt for their own wireless network, 'WiFi Home'. In total, Telenet deploys 250 hotspots under the name Telenet Hotspot.



# 2006

## Telenet Mobile is born

In August 2006, "Telenet Mobile" sees the light of day. Telenet provides this service as a mobile virtual network operator (MVNO) using the Mobistar (now Orange) network.

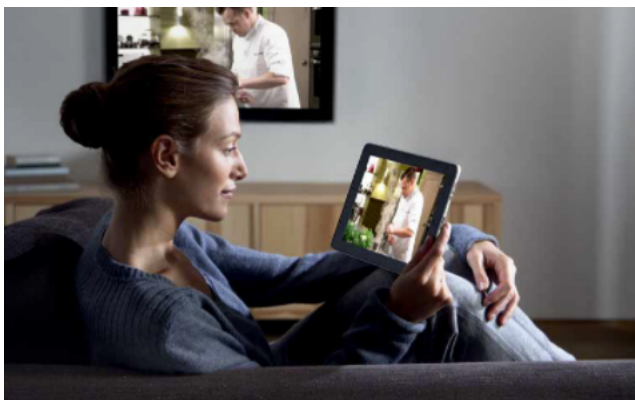
In November this year, Telenet celebrates its tenth anniversary and the first Telenet Shop opens its doors.



# 2010

## Digital revolution continues

This is a crucial year for Telenet: in February 2010 'Telenet Fibernet' is launched. A new generation of internet that enables speeds of up to 100 Mbps. In December, Telenet takes a huge step forward in its digital transformation with 'Yelo'. Families can not only watch different channels live on any screen in the house, they can also watch recordings on TV, smartphone, tablet or computer. It is a revolution in the TV sector and an important step towards watching TV in the future. Telenet also acquires the internet security specialist C-CURE from Mechelen. This acquisition allows it to integrate security solutions into its Internet services for businesses.





# 2011

## Sporting Telenet is created

In 2011, Telenet wins the exclusive pay-TV rights to the Belgian football league following a bidding process. This allows Telenet to put the three best matches per match day on the screen. To add a little extra emphasis to everything, Prime Sport is renamed Sporting Telenet.



# 2013

## New CEO and Rex & Rio

On 5 March the CEO, Duco Sickinghe, announces his departure from Telenet. He is succeeded by John Porter. In September, Telenet introduces Rex & Rio: two new unlimited channel packages that give customers access to an extensive library with a wide selection of films, popular series, TV programmes and documentaries, complemented by a range of themed channels.



# 2015

## Helemaal Mee Tour, Base & Play Sports

Helemaal Mee Tour: Around 250 technicians are trained to carry out the work on the coax network. Another hundred or so follow specific training so they can support customers during a check-up of their indoor installation. With the Helemaal Mee Tour and its presence on the streets and in customers' homes, Telenet wants to ensure that customers can continue to enjoy their services in the future.

In April, Telenet announces that it has entered into an agreement to acquire BASE Company from KPN. Telenet thus acquires its own mobile network. In early 2016, the European Commission gives the green light and from then on the Telenet brand is present in Flanders and 7 municipalities in Brussels. Through the BASE brand, Telenet is present in Flanders, Brussels and Wallonia.

Sporting Telenet makes way for Play Sports as of 20 July. With a renewed offer and an intense total experience, Play Sports aims to bring athletes and supporters closer together. Sports fans now have a front row seat not only to the best football matches, but also to hockey, volleyball, basketball, motor sports, golf and cyclocross.



# 2012

## Turmoil in the telecom sector

In July, Telenet shakes up the Belgian mobile telecom market with the launch of two new mobile tariff plans. The operator simplifies its offer to two subscriptions: KING and KONG. In so doing, it resolutely opts for simplicity and transparency. Both subscriptions contain more data, text messages and call minutes than the average consumer use and are competitively priced. The slogan is therefore 'Mobile internet, texts and calls without counting the cost'.



# 2014

## 'De Grote Netwerf', emergence of Play and participation De Vijver Media

Under the banner of 'De Grote Netwerf', Telenet invests no less than 500 million euros between 2014 and 2019 to be the first operator in Europe to expand the cable network in Flanders into a Giga network. For five years, 10 teams of 30 people will be on the road every day to replace more than 2 million network components. They visit every street in Flanders and Brussels where the cable network is located. It is the most radical network adjustment in Telenet's history

Telenet is working hard in the TV world too. With Play and Play More, the successor of Rex & Rio, Telenet is the only operator in Belgium to bundle content from local channels, an extensive collection of international films and series and the best television functionalities, such as Retrospective TV, in one simple and smart product.

In mid-June 2014, Telenet announces that it has reached an agreement with the shareholders of De Vijver Media. It will give SBS and Woestijnvis the space and support they need to further develop their strategy and continue to produce top local creative programmes. In 2015, the European Commission approves Telenet's planned 50% stake in De Vijver Media.





# 2016

## Own series and takeover of SFR

In May, Telenet launches its own series Chaussée d'Amour. It is a double first for the Low Countries: the fact that an operator is providing such substantial financing for a series and the fact that all episodes of the series will be available at the same time. This is Telenet's response to changing viewing habits and the expectations of the modern television viewer.

In December, Telenet announces the acquisition of SFR BeLux. With this move, Telenet is expanding its cable presence in a large part of Wallonia and parts of the Grand Duchy of Luxembourg and covers about two-thirds of Brussels. This supports the strategy of being a leading player in telecom and entertainment across the country.



# 2018

## Focus on technological progress

Telenet and Solutions 30, Europe's leading provider of solutions for new technologies, announce the creation of the joint venture 'Unit-T' which will offer 'field services' in Belgium. Unit-T specialises in the installation and maintenance of smart appliances in businesses and private homes.

Telenet continues to innovate. In May 2018, 'The Park' sees the light of day: a brand new concept in which visitors are immersed in the world of virtual reality. The Park is the location for an entertaining experience with friends, family or colleagues. Players walk into a lifelike setting with VR goggles and a backpack with sensors, and play the leading role. Telenet receives approval for the acquisition of ICT Integrator NEXTEL. Telenet Business thus gains additional expertise to design, build and manage total solutions for small, medium-sized and large companies.



# 2017

## BASE subscription

BASE launches the very first subscription that automatically adapts to the customer's usage. From now on, call minutes are automatically converted into mobile data (and vice versa) according to the needs of the user. Thanks to this, nothing is lost and the user has the maximum benefits of what is included in his subscription.



# 2019

## Watching TV without a decoder and remote control

In mid-February, Telenet launches the first television offer without decoder and remote control with YUGO. With this, Telenet is responding to millennials and digital savvy individuals who are constantly switching between screens and platforms for their entertainment. The YUGO app bundles as much relevant content as possible and is the starting point for the entire TV experience. The customer watches his favourite channels, international top hits or local must-see programmes whenever and wherever he wants.

At the end of September Telenet brings GIGA internet to all of Flanders, Brussels and the province of Hainaut. 5 years after 'De Grote Netwerf', Telenet launches the promised speeds of 1 gigabit per second. More than 1.2 million customers and companies are provided with considerably faster internet for the same price. Customers with a speed boost option automatically have 1 gigabit per second. They can surf the internet as much as two and a half times faster than before. By extending the network to all of the more than 3 million connectable homes and businesses in Flanders and Brussels, Telenet creates the largest GIGA internet region in Europe

In 2019, Telenet establishes TADAAM. A kind of 'spin-in' that offers an internet and television solution without cable, but through mobile technology (4G). TADAAM also offers these services in Wallonia. Telenet does not have a cable network everywhere in Wallonia, but it does have a 4G network there. .



# 2020

## Corona, Streamz and focus on vulnerable groups

Under the heading '#samenerdoor', Telenet supports both customers and non-customers during the corona crisis: from extra relaxation and data volume during the lockdown, through Telenet Wi-Fi vouchers for opportunity-seeking youngsters who have no internet connection at home, to 500 smartphones with BASE SIM cards for vulnerable children and adolescents in psychiatric hospitals and special youth care institutions. The head office in Mechelen is also overhauled due to the new way of working.

On 14 September Streamz, the new and local streaming platform of DPG Media and Telenet, officially kicks off. For the first time, Streamz bundles the best series of DPG Media, SBS/Woestijvis and VRT and makes sure that the viewer is given first access to masses of new series. It also invests in its own series via Streamz Originals. This offering is complemented by films and exclusive international series, including everything from HBO.

In mid-October, Telenet starts a pilot project with basic internet for vulnerable families. The Telenet Essential Internet solution consists of basic internet at a fixed rate of 5 euros per month for vulnerable groups who have no or very limited internet connection at home. To this end, Telenet enters into partnerships with social organisations.



# 2021

## 23 September: Telenet celebrates its 25th anniversary



# 2021

## New channel and additional investment

At the end of January, Telenet launches Play Sports Open, a new free sports channel for all Telenet TV customers and aimed at the occasional sports fan. It includes coverage of some football matches, tennis, hockey, basketball, cyclocross and motor sports. The offer of live sports is supplemented by its own sports programmes and documentaries.

Telenet acquires a 49% stake in Caviar Group, a Flemish production house that has grown into an international content studio producing TV content, fiction and advertising campaigns. Telenet and Caviar aim to play a pioneering role in the development of structural cooperation in the Flemish media sector around the creation of a strong portfolio and international distribution.

