

## Telenet launches Whop and Whoppa

### Two simple, transparent all-in-one formulas

Mechelen, 24 June 2013 – Telenet wants to offer its customers maximal digital fun and that's why today, based on the KING and KONG philosophy, they are launching two simple and transparent formulas that will take the place of the Shakes: Whop and Whoppa. The new concepts will provide a total Telenet experience, at home and beyond. Customers will automatically be switched over to the new product and they will see their Internet speed doubled in the process. In the future, Telenet plans to make the Whop and Whoppa experience even richer. Or, as the campaign slogan puts it: **Sharper, Faster, Finer, Broader**

### Whop and Whoppa: built on the four pillars of the Telenet philosophy

Today, Telenet is launching two simple, new all-in-one formulas: Whop and Whoppa. With the launch, the telecom provider is further extending the philosophy behind KING and KONG, according to four central values: simplicity, transparency, focus on loyal customers and the constant improvement of the customer's experience.

### Simple, transparent formulas

From now on, customers can choose from 2 simple and transparent formulas. Whop and Whoppa will replace the Shakes for digital TV, Internet and telephony. Basic Shake customers who have a EuroDOCSIS 3.0 modem will be migrated to Whop, and customers with a Fibernet Shake will be switched to Whoppa.

Whop offers customers a basic formula that allows them to make phone calls, watch TV and surf at 60 Mbps download speed and with 100 GB Internet volume. With Whoppa, customers get the maximum digital experience, with:

- 120 Mbps download speed, 4 Mbps upload speed and unlimited download capacity
- Wi-Free: wireless surfing at over 800,000 homespots and 1,200 hotspots
- Yelo TV: watch TV via the app for smartphone or tablet and with the HD Digicorder
- Triiiing app: make telephone calls via Wi-Fi at the same rates as landline calls

When it comes to price, transparency is the rule. From now on, the cable subscription is always included in the price. What's more, customers can choose to either rent the HD Digicorder (for € 8.20 a month) or purchase the decoder (€ 249 for the HD Digicorder, € 99



for the HD Digibox).

Inge Smidts, Sr. VP Residential Marketing: *“The boundaries between the digital applications are truly beginning to blur. We surf via our smartphone, make calls via the Internet and watch TV on the tablet, both at home and out of doors. 400,000 Telenet customers are already watching Yelo TV via tablets, smartphones and PCs. The Triiing app has already been downloaded 29,000 times and the use of Wi-Free has increased by over 50 % since the beginning of the year. If we look at these figures, there are three crucial elements. First of all, our products need to be simple and transparent for the customer. That's why, with Whop and Whoppa, we are reproducing the philosophy behind KING and KONG and doing away with the jungle of packages, just like we did in July 2012 with the mobile services. Plus, we want our customers to be able to enjoy their Telenet experience worry-free, now and in the future. Therefore, we will continue to improve the formulas, so that our customers can always keep up with the latest digital trends. Finally, we are also focusing on our loyal customer base. They will be automatically switched over to Whop or Whoppa, and will see their Internet speed double in the process.”*

### **Focus on loyal customers**

All the current customers with a Basic Shake (with Eurodocsis 3.0 modem) or Fibernet Shake will be automatically switched over in phases starting from 26 June through mid-October. What's more, their download speed will be doubled, from 30 to 60 Mbps and from 60Mbps to 120 Mbps respectively. All of the affected customers will be informed well on time and do not need to take any action.

### **Whop and Whoppa in the future, even “Faster, Stronger, Broader, Better”.**

Telenet will always see to it that Whop and Whoppa customers are provided with the best product upgrades and specifications. With Whoppa, for example, more Yelo TV options will become available in 2014. What's more, Whoppa customers will ultimately be able to surf the Web even faster and they will be able to use the Triiing app on more than two devices. In other words, with Whop and Whoppa, new and existing Telenet customers will be taking a giant leap forward into the digital world.

### **Telenet helps customers find their way**

Telenet aims to help its customers to get the best digital experience via diverse channels. On the television Channel 444 and on the Telenet YouTube channel, there are video clips which give customers extra info. There are tips on getting the best digital experience on Snap ([www.telenet.be/snap](http://www.telenet.be/snap)) and on the revamped Telenet website as well. Moreover, in order to guarantee the best Wi-Fi signal, customers can use the *Wi-Fi Fixer* (<http://www.telenet-wifi.be>), a free online tool for optimising connectivity. And finally, customers can also make use of the FunCheck ([www.telenet.be/FunCheck](http://www.telenet.be/FunCheck)), a complete check-up of the Internet

connectivity in the customer's home, including help with using the Yelo TV app and the Triiing app. The FunCheck ensures that users will be able to enjoy an optimal digital experience.

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## Annex 1. Product specifications

	<b>Surf</b>	<b>Watch TV</b>	<b>Make calls</b>
	- 120 Mbps download - 4 Mbps upload - unlimited download*	- Yelo TV	- Freephone Europe - Triiing
	<b>Subscription price</b>	<b>Rental HD Digicorder</b>	<b>Total Price</b>
	€ 63.50 / month (cable subscription included)	€ 8.20 euro / month	€ 71.70 / month **

	<b>Surf</b>	<b>Watch TV</b>	<b>Make calls</b>
	- 60 Mbps download - 3 Mbps upload - 100 GB volume	- Yelo TV	- Freephone Europe - Triiing
	<b>Subscription price</b>	<b>Rental HD Digicorder</b>	<b>Total Price</b>
	€ 53.25 / month (cable subscription included)	€ 8.20 euro / month	€ 61.45 / month *

\*For the general conditions, please visit [www.telenet.be](http://www.telenet.be)

\*\*This is the maximum price for Whop or Whoppa. The prices for the cable subscription included will differ depending on the customer's place of residence. Surf to [telenet.be/tarieven](http://telenet.be/tarieven) for more information.

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### About Telenet

Telenet is a leading provider of media and telecommunications services. The company is focused on providing cable television, high-speed Internet and fixed and mobile telephony services chiefly to residential customers in Flanders and Brussels. Telenet also supplies corporate services in Belgium and Luxembourg. Telenet is quoted on the Brussels Euronext under ticker symbol TNET. For more information, surf to [www.telenet.be](http://www.telenet.be)