

Press Release, 28 November 2007

## Belgacom enriches its ADSL offering

**Belgium is one of the world leaders in broadband penetration. ADSL coverage has now reached 99.7%, perhaps a world record. The wide range of rate plans is now being further expanded with ADSL Budget. The few remaining narrowband subscribers can now choose between the various ADSL packages, which means that Belgacom can stop its dial-up service.**

### Increase in ADSL coverage

During November, Belgacom boosted the coverage of ADSL technology in Belgium. Coverage has now reached 99.7% of the population, thanks to the application of a new technology, "reach extended ADSL," in the network. This is surely a world record.

### ADSL Budget for €20 per month

On 1 December 2007, Belgacom is launching **ADSL Budget**, a new entry-level package, for €20 per month. This product is ideal for customers who are just starting out on the Internet and mainly want to use it for e-mailing, online banking and looking up information.

With ADSL Budget, the customer is always online, can surf at a speed of 512 kbps, and has a monthly volume of 400 MB. ADSL Budget is only available in combination with a telephone line (Classic, Twin or ISDN).

Product details of ADSL Budget:

- price: €20 per month (minus €1 if paying by direct debit)
- surfing – download speed: 512 kbps
- surfing – upload speed: 128 kbps
- monthly volume: 400 MB
- extra volume: €3 per 500 MB (incl. VAT)
- 1 mailbox with antivirus/antispam (5 alias addresses possible)
- 50 MB Web space
- free helpdesk
- 1 day of free training for each new customer

### Two new Packs can be combined with ADSL Budget

ADSL Budget can be combined with the "**Internet + TV**" Pack: the customer has ADSL Budget (plus a Classic, Twin or ISDN telephone line – not included in the Pack), Belgacom TV Classic+ and the rental of the decoder for a total price of €30 per month (or €5.95 per month cheaper than the cost of purchasing each service separately).

The customer can also combine this pack with the Proximus Smile Freetime offer (10, 20 or 35). An "**Internet + TV + Mobile**" Pack is already available from €38.50 per month (plus a Classic, Twin or ISDN telephone line – not included in the Pack). Customers who purchase this pack pay €7.45 per month less than they would if they had purchased each service separately.

Belgacom has an attractive promotional offer for customers who opt for ADSL in December: "try out ADSL Budget for 3 months, free of charge + 1 day of free Internet training."

### Cancellation of the dial-up connection

Three years ago, less than five years after the launch of **ADSL**, one million customers in Belgium were connected to this broadband solution. Today Belgacom has more than 1.5 million ADSL connections.

It is no secret that the number of narrowband subscribers is falling rapidly while the number of broadband users continues to rise. More and more customers are switching to one of the many ADSL packages. With the launch of Belgacom TV two-and-a-half years ago, this trend was accelerated. After all, broadband is the future for people who want to surf the Net easily and at high speed, and at the same time be able to take calls and above all watch TV. According to the ISPA (Internet Service Providers Association Belgium), dial-up connections now make up only 7% of the total Internet market.

Given the almost complete coverage of Belgacom ADSL, Belgacom will stop marketing its Internet dial-up service on **31 January 2008**. All dial-up customers will be personally informed about this and other alternatives will be proposed to them. With Belgacom **ADSL Time**, those customers can surf for two hours at a speed of 512 kbps, for just €5.95 per month (minus €1 if paying by direct debit). After the first two hours, customers pay €0.043 per minute, plus a connection charge of €0.25.

Moreover, with the launch of **ADSL Budget**, Belgacom offers an attractive, entry-level product, which allow customers to be always online for €20 per month (minus €1 if paying by direct debit).

*The above rates include VAT.*

**More info:** <http://www.belgacom.be/adsl>.

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Journalists requiring more information should contact Belgacom's Press Relations department:

Haroun Fenaux: +32 2 202 48 67 or +32 476 60 03 33

Jan Margot: +32 2 202 85 01 or +32 475 58 50 37