

Press release

Brussels, 23 March 2008

Belgacom innovates: new applications for mobile payments

*New partnerships with Accor Services, Coca Cola, Delhaize and others
New brand: PingPing*

After Belgacom announced last week that it is acquiring a 40% stake in Tunz, a mobile payments specialist, the Group explained its innovation strategy on mobile payments during a press conference. Building on the success of mobile parking services, among others, the Belgacom Group considers mobile payments to be an important field in the development of innovative services. Together with Tunz and other partners, Belgacom aims to achieve a rapid breakthrough in mobile micro-payments in other fields. During the press conference, new partnerships and pilot projects were announced with Accor Services, Coca Cola and Delhaize. Demos of new applications were also given, and a new brand called PingPing was launched.

Belgacom Group already active for some time in growing mobile payment business

In 2007, Proximus, in cooperation with **De Lijn** (the Flemish public transport company), started the SMS ticketing system with which Proximus customers in Antwerp and Ghent can pay for their transport tickets via their mobile phone. In 2008, 226,000 SMS tickets were sold. Today, 1,000 purchases are made per day. In July 2008, in order to further reinforce this line of business, Belgacom took over **Mobile-for**, a company specialized in mobile payments for parking. Together with Proximus, Mobile-for also introduced SMS parking in Antwerp, Bruges, Hasselt, Tienen, Leuven, Schaarbeek, Lokeren, Wetteren, Turnhout and Diest. In 2008, 1.3 million parking transactions were registered. In 2009, this figure is expected to exceed 2 million, an increase of more than 50%.

40% stake in TUNZ

Last week Belgacom acquired a 40% stake in Tunz, a Belgian company which holds a European e-money license. This participation fits in with Belgacom's innovation strategy to invest even more in the growing mobile micro-payments market. Tunz is a unique open payment platform which offers a wide choice of innovative mobile payment solutions and applications, such as contactless (NFC) payments, national and international person-to-person payments, Internet payments, loyalty, couponing, mobile ticketing, dematerialization of paper bank-transfer forms, etc.

More information: www.tunz.be

New partnerships and innovative applications

Partnerships and applications are conceivable in all business sectors. Today Belgacom launched partnerships with the following companies:

- Accor Services: electronic Ticket Restaurant® via mobile payments
- Delhaize: pilot project with micro-payments and payment with electronic Ticket Restaurant®
- Coca-Cola: mobile payments at automatic drink dispensers

More info can be found on www.accorservices.be et www.delhaize.be et www.cocacolabelgium.be.

New brand

Today, Belgacom, together with its partners, also launched a new brand for micro-payments which stands as a symbol for mobile payments: **PingPing**. This brand and its related logo will indicate where customers can make mobile payments, with all its advantages. Fast, user-friendly, interactive, requiring no small change, etc., the system can be accessed by all mobile phone users, regardless of their operator.



More information: www.belgacom.com and www.pingping.be

International news: Belgacom ICS and eServGlobal successfully test Homesend

During the Mobile World Congress in Barcelona, the GSM Association announced that it had chosen **Belgacom International Carrier Services (Belgacom ICS)** as one of its partners in its Mobile Money Transfer program

Press release

(MMT). **Belgacom ICS** and **eServGlobal** meanwhile successfully tested their joint **HomeSend** service between Belgium and North Africa. This innovative hubbing service enables international money transfers to be made by mobile phone. Further tests will follow to guarantee coverage, both from Europe and the Middle East to South East Asia, and within Africa and South East Asia.

More information is available on www.belgacom-ics.com and www.eservglobal.com.

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