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Belgacom launches a completely revamped Internet offer

**Belgacom takes the customer along to the Internet of the future
Unlimited surfing with Internet Intense**

As from the 1st of March, Belgacom will carry out major changes in order to meet customer needs even better: a radically updated and future-oriented Internet offer with more speed, more volume and a package without volume limits.

Multimedia applications, the way they are used and the needs of customers are constantly changing. Internet use has radically evolved in recent years with, for example, high-speed surfing, teleworking, the possibility to send photos, videos or heavy e-mails, download videos, gaming, etc.

To adapt to the Internet usage of today and tomorrow, Belgacom will radically change its Internet offer as from 1st of March.

Belgacom increases volume and speed.

Although Belgacom made changes to volume and speed in the past, it is now going a big step further. The new offer provides customers with a perfect combination of **volume** and comfortable **speed**.

There's no point in only increasing the speed if customers still use up their volume too quickly, or in just increasing the volume without also adapting the speed.

With the new offer, customers can send photos, download music albums or watch videos, as well as telework to their heart content. And all for prices below the European average.

New Internet offer with new names and a strong entry-level product: Internet Start

Until now, Belgacom had four popular Internet packages: Internet **Budget, Light, Go and Plus**.

From 1 March, these packages will be replaced by a totally updated offer:

- The entry package is now called Internet **Start**
- The standard offer is now called Internet **Comfort**
- Experienced surfers, independent workers, as well as families can opt for Internet **Favorite**
- For "heavy" surfers or SMEs Internet **Intense** is the ideal package.

It is not just the names that are different: the new products are nothing like their predecessors. The choice of name also makes things **easier** for customers: **Comfort, Favorite** and **Intense** are also the names of the Belgacom TV packages.

With **Internet Start**, **beginners** get a **lower-price** product (€18.90) with **twice the speed** and **twice the volume** as the actual Internet Budget.

With **Internet Intense**, Belgacom customers even get **unlimited surfing**, without data limits.

Volumes will increase spectacularly, even up to totally unlimited volume (i.e. without data limits)

On 1 March, the included volume will **drastically increase**:

- Internet **Start**: **2 GB** (i.e. twice the 1 GB of *Budget*)
- Internet **Comfort**: **8 GB** (i.e. twice the 4 GB of *Light*)
- Internet **Favorite**: **75 GB** (i.e. three times the 25 GB of *Go*)
- Internet **Intense**: **UNLIMITED, i.e. no data limits** (compared with the 60 GB of *Plus*)

For example: from 1 March, a customer with Internet Favorite can send and receive 10,000 digital photos, or download up to 1,000 music albums.

For each of the packages, starting May, Belgacom is also drastically increasing the **mailbox volume** from 50 MB to 1 GB or 20 times more e-mail capacity. Moreover as from May mail will also be accessibly from a mobile phone.

Speeds will increase spectacularly, even triple

On 1 March, the speeds will be **drastically increased**:

- Internet **Start**: up to **2 MBps** (down)/**256 kbps** (up) (or: twice the speed of *Budget*)
- Internet **Comfort**: up to **12 MBps** (down)/**1 MBps** (up) (or: three times the speed of *Light*)
- Internet **Favorite**: up to **20 MBps** (down)/**1.5 MBps** (up) (compared with 12 MBps/1 MBps for *Go*)
- Internet **Intense**: up to **20 MBps** (down)/**2 MBps** (up) (compared with 18 MBps/1.2 MBps for *Plus*)

For example: a customer with Internet Favorite can download a music album on his PC within 30 seconds.

The real speed depends on the distance between the switch and the client's connection and computer installation.

Value for money

The monthly prices (starting 1 April) for the new products:

- Internet **Start**: **€18.90** (compared with €20 for *Budget*)
- Internet **Comfort**: **€32.50** (compared with €31.55 for *Light*)
- Internet **Favorite**: **€42.90** (compared with €41.75 for *Go*)
- Internet **Intense**: **€56** (compared with €57.05 for *Plus*)

Customers can surf comfortably with every package, without worrying about data limits and receive (thanks to higher speed and volume) more value for their money. With these rates, Belgacom falls in any case below the European average.

Ten years ago customers paid **61.94** euro per month (for **Turbo Line Go**) for a speed up to **300 kbps** (down)/**64 kbps** (up) and **3 GB** volume. Today with **Internet Intense** the customer will get speed up to **20 MBps** (down)/**2 MBps** (up) and a **unlimited** volume for **56 euro**.

To compare: 10 years ago the price for a loaf of bread was 1,40 euro, today 1,90 euro.

Volume Packs

Customers who **exceed their datalimit** will be able to buy additional volume at a much lower tariff :

- 1 euro/1 GB for **Start** and **Comfort** customers, or 6 times cheaper than the actual tariff (*3 euro/500 MB for the **Budget** and **Light** customers*)
- 5 euro/20 GB for the **Favorite** customers, or 4 times cheaper than the actual tariff (*5 euro/5 GB for the **Go** customers*)

Intense customers, who benefit from unlimited surfing don't have to pay anymore for volume Packs (today **Plus** customers pay *5 euro/5 GB*). The unlimited offer is restricted to personal normal usage only. Belgacom reserves the right to inform the customers whose usage often exceeds the average usage of the Internet Intense customers by a considerable amount. In line with its general conditions, Belgacom will ask those customers to lower their usage.

For current and new customers

The changes are not just aimed at new customers; as from 1st of March, they will also apply automatically to all current Internet customers. Each customer will receive a personal letter this month containing an explanation. The new rates apply as from 1 April. Customers who notice that their usage doesn't match with their package can switch without extra cost to another offer till the end of April.

The bundled packages (**Packs**) and the offering **Internet for Employees** will be adapted as from the 1st of March. Customers who call and surf with Belgacom and opt for a Pack with TV continue to save €18.50 per month, and therefore watch **digital TV for free**.

In order to give the wholesale partners the opportunity to position themselves in a highly competitive broadband market, Belgacom also enhances their product portfolio with speed and volume and with an offer with unlimited volume.

All rates include VAT.

More info: www.belgacom.be

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