



## PRESS RELEASE

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### **ROULARTA expands its mobile Telecom activities via MEDIALAAN**

MEDIALAAN, the 50/50 JV from Roularta Media Group quoted on the Brussels Stockmarket and De Persgroep and the parent company of television- and radio-stations VTM and Qmusic among others, is further expanding its mobile activities.

With JIM Mobile, MEDIALAAN already has a mobile brand in its portfolio – and this is now being augmented by the acquisition of the virtual network operator Mobile Vikings. MEDIALAAN is thus becoming a full-fledged mobile service provider and will use the BASE network. This expansion of its mobile business fits perfectly into MEDIALAAN's plans for the future, in which the development of a direct relationship with the end-user is becoming increasingly important.

Peter Bossaert, CEO MEDIALAAN: *“Up to now, JIM Mobile has perhaps appeared to be a misfit in MEDIALAAN. Yet it has been a source of strength for many years. We’ve been following Mobile Vikings even longer from our mobile activities. With Mobile Vikings, we’re bringing a lot of knowledge in-house about maintaining a strong relationship with the end-user – which is becoming one of MEDIALAAN’s pet topics. Our vtm.be, Qmusic, VTMKZOOM and Stievie brands are working very hard at building a direct relationship with their viewers or listeners. As an audiovisual company, it’s a logical step to be active in this mobile market.”*

MEDIALAAN's mobile activities will be known as MEDIALAAN Mobile. Herbert Vanhove, currently Director of Innovation and Exploitation, will take the lead as Director Mobile.

Herbert Vanhove: *“The Mobile Vikings story is impressive. It’s an innovative mobile service provider with a special focus on mobile data users. The power of the model is in the community model in which the link between the members is very strong – a key factor in developing an excellent and continually growing membership base in just six years’ time. It goes without saying that MEDIALAAN aims to develop this community model further – and, in that context, we are delighted that we’ve also assured our future collaboration with CityLife.”*

The transaction described above is subject to the approval of the European and Belgian competition authorities.

Additional information:

### **Mobile Vikings**

MEDIALAAN will be 100% owner of Mobile Vikings, a mobile service provider that uses the BASE network. Founded in 2009, Mobile Vikings has 240.000 members and 60 employees, and operates from Hasselt. An innovative company, it has grown rapidly in a short time via a smart community model. CityLife – one of Mobile Vikings' innovations, through which people with a digital loyalty card can receive discounts or extras – will go forward independently of Mobile Vikings, although an important collaboration between Mobile Vikings and CityLife will continue.

### **JIM Mobile now fully operated by MEDIALAAN**

The JIM Mobile brand, with more than 200,000 customers, was developed by MEDIALAAN, although the customer contacts occurred through BASE. Those customers will be taken up in their entirety by MEDIALAAN when the transaction has been approved.

### **Continuity for customers and employees**

JIM Mobile and Mobile Vikings will continue to exist as independent brands, each with its own products and customer-focus. Following approval, MEDIALAAN – together with the current JIM Mobile and Mobile Vikings teams – will work on integrating the mobile operations of the two brands. Herbert Vanhove will lead the JIM Mobile and Mobile Vikings mobile brands as Director Mobile.

### **MEDIALAAN becomes a full MVNO**

Thus, MEDIALAAN will be a full MVNO (Mobile Virtual Network Operator), leveraging the BASE network. Through the acquisitions of Mobile Vikings and JIM Mobile, MEDIALAAN will become a large mobile service provider in Belgium, after Proximus, Mobistar, Telenet and BASE. This is based on a full MVNO agreement between MEDIALAAN and BASE, which will ultimately be effective for the Mobile Vikings customers as well as the JIM Mobile customers.

All of this stems from the possible acquisition of BASE by Telenet, which is now being reviewed by the European Commission. In that context, Telenet has made preparations such that, once Telenet owns BASE, it will sell the JIM Mobile customers and its share in Mobile Vikings so that a strong new mobile service provider can be created to keep sufficient competition on the mobile market.

The above transactions are part of the agreements that Telenet has submitted to the European Commission with the aim of acquiring BASE and are therefore subject to the European Commission's approval of Telenet's acquisition of BASE. The transactions are subject to the approval of the European and Belgian competition authorities

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