



#belgacom4G



Geert Standaert

*Executive Vice President Service Delivery Engine & Wholesale*

# Belgacom has a track record of mobile experience superiority



97%

coverage  
for 3G

99.98%

coverage  
for 2G

BEST

in  
coverage  
and  
speed

4G

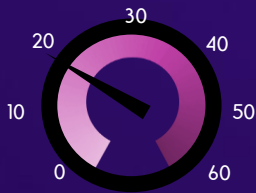
test  
launch in  
June 2011

# 4G, an unmatched high speed mobile internet experience

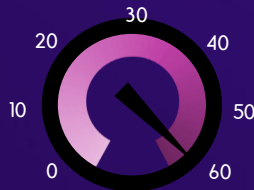


Our strategy is to keep mobile network leadership

4G will deliver substantially improved speed experience for mobile data across our footprint

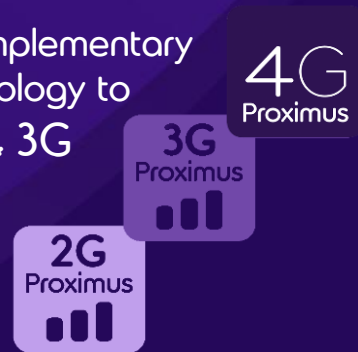


Average speed of  
10-20 Mbps



Peak speed of  
50-60 Mbps  
at low latency

A complementary  
technology to  
2G & 3G

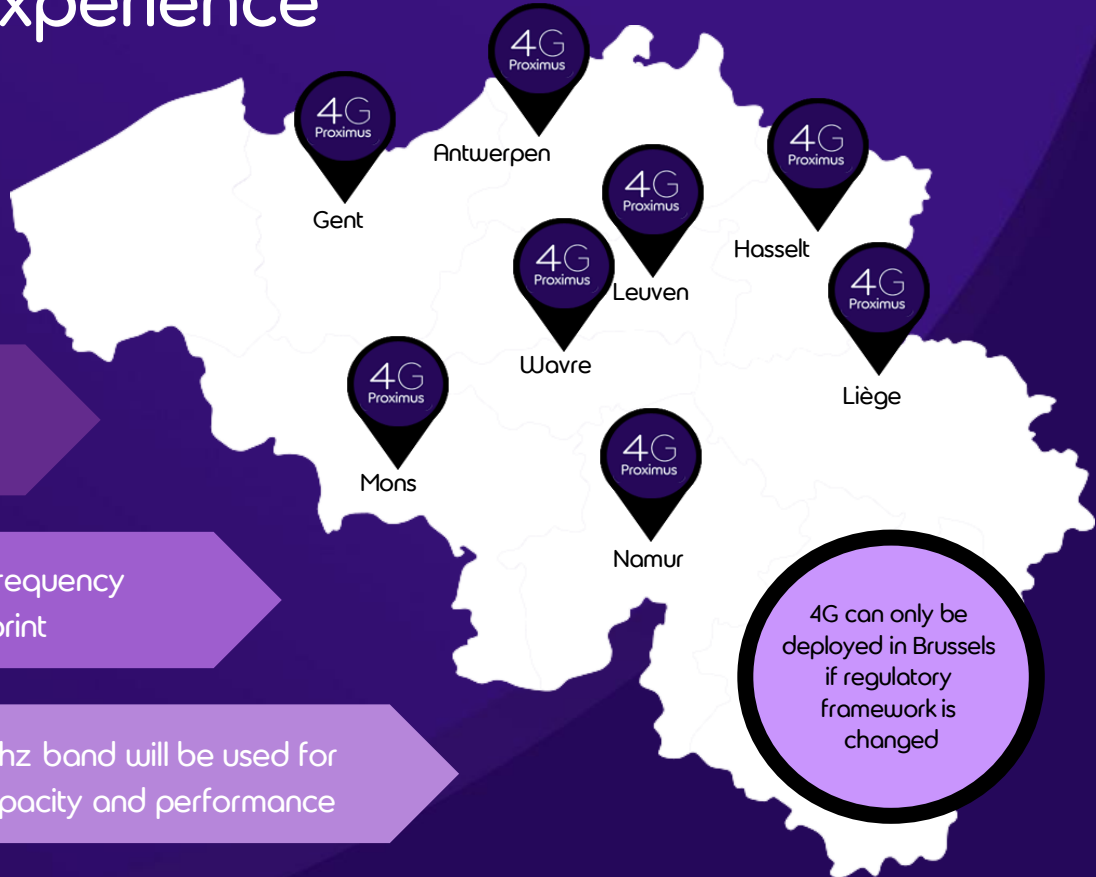


# The road to a high speed mobile internet experience

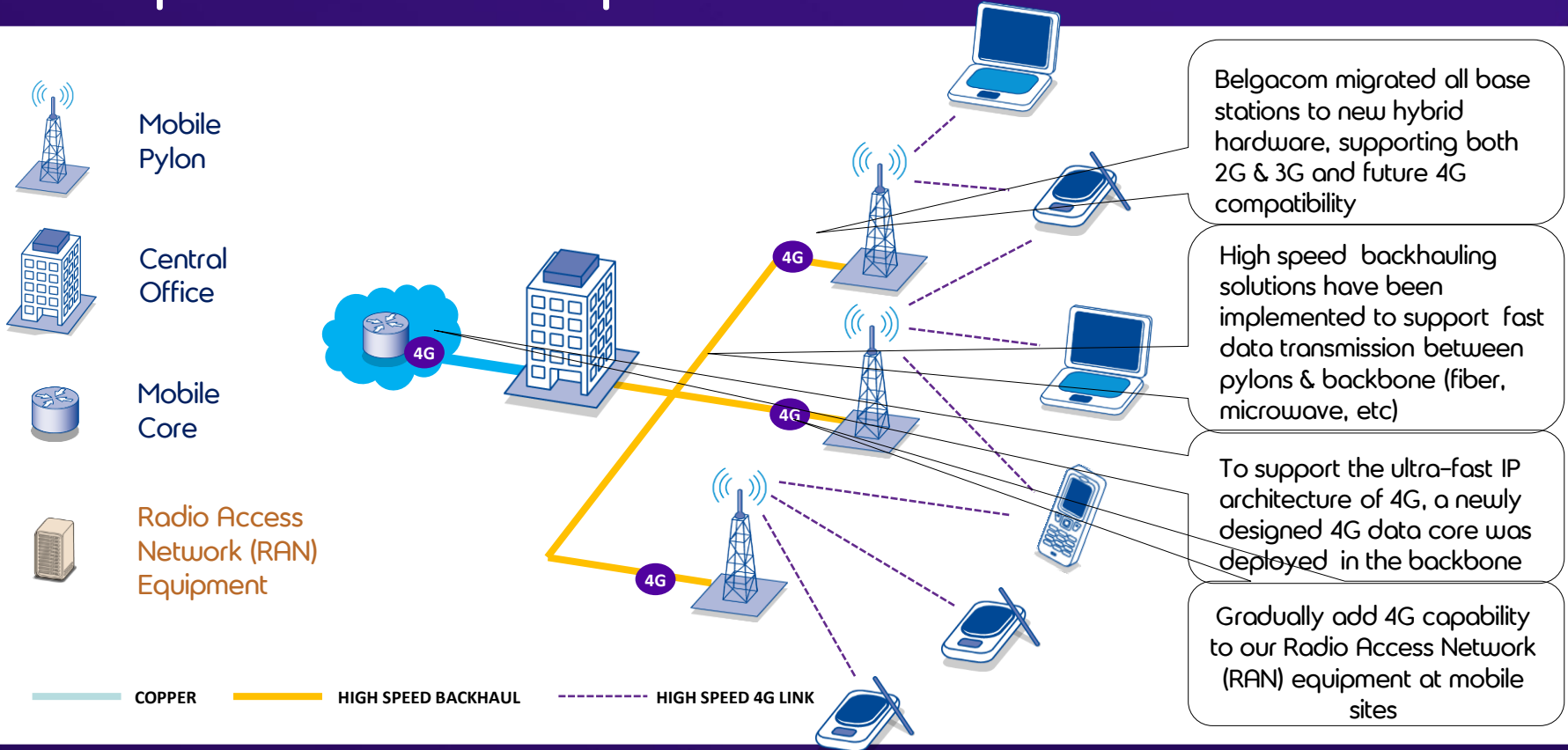
In March 2011, BIPT allowed usage of existing frequency bands to offer 4G services (1800Mhz)

Belgacom deploys 4G in the 1800Mhz frequency band to increase speed across its footprint

New 2600Mhz band will be used for targeted capacity and performance



# Transformation steps to a high speed mobile experience network



## High Speed



Much faster  
and richer  
web browsing

## High Reactivity

Ultra-fast  
network, ideal  
for real-time  
applications



## High Capacity



Watch videos  
faster and with  
high quality





Bart Van Den Meersche  
*Executive Vice President Enterprise Business Unit*



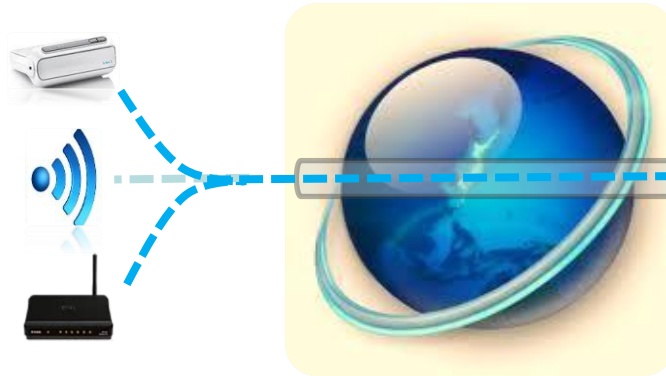


We are rapidly evolving into an interconnected world :  
any service/application/content anytime, anywhere and on any device

Wide variety of devices



Belgacom convergent  
networks and data centers  
*(backbone for our cloud solutions)*



Thousands of apps



Access your applications from  
ANYWHERE, ANYTIME, and on ANY DEVICE

# Mobilize your ICT services

Remote  
access



Video  
Telephony



Collaboration





# What do you need to benefit from 4G ?

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4G

4G Mobile  
Device



4G Coverage



4G  
Proximus

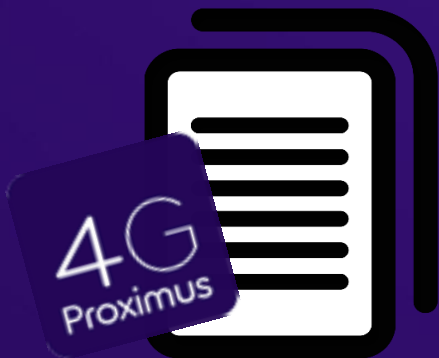
4G enabled Subscription





# Which subscriptions are enabled for 4G ?

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- Subscriptions meant for extensive data usage.
- Subscriptions with enough data volume included (more than 1GB monthly volume)
- Subscriptions meant for use on 4G devices such as smartphone, laptop /tablet and modems.

Those subscriptions are enabled for 4G as of TODAY!

Is your subscription enabled for 4G?  
Find out at [www.belgacom.be/4G](http://www.belgacom.be/4G)



4G is a new step in our Mobile Broadband strategy, to offer the best Mobile Data experience in Belgium : the highest speed, the broadest coverage and the highest reliability, in order to support the mobile usage of our customers

TRUE CONVERGENCE

ACCESS YOUR CLOUD

SEAMLESS EXPERIENCE

HIGH SPEED

HD VIDEO



Dominique Leroy  
*Executive Vice President Consumer Business Unit*





I fully enjoy my internet  
and my TV/videos at  
home as well as on the  
move



4G  
Proximus

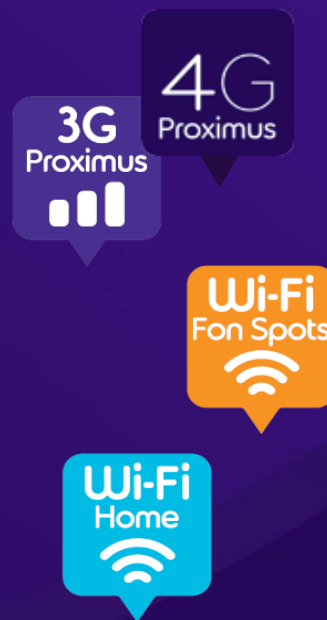
# Anything, anytime, anywhere ... especially on the move

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Anything ...

anytime,  
anywhere

... on any device



# What do you need to benefit from 4G ?

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4G

4G Mobile  
Device



4G Coverage



4G  
Proximus

4G enabled Subscription





**4G USB modem**  
€ 149 VAT incl.



**Mobile Wi-Fi 4G**  
€ 199 VAT incl.



**Samsung Galaxy S3 4G**  
€ 699 – 100€ cashback  
€599 VAT incl.

Apple iPhone5, iPad mini/4

Belgacom OK ☒

Apple to "activate" 4G ☒

# Which subscriptions are enabled for 4G ?



Included in:

- Smart 75 (5GB)
- Generation Connect (2GB)

As option:  
Internet on GSM as  
from 2GB



Included in:

Mobile Internet  
Subscription as from  
1GB

Those subscriptions are enabled  
for 4G as of TODAY!

Is your subscription enabled for 4G?  
Find out at [www.proximus.be/4G](http://www.proximus.be/4G)



#belgacom4G