

Dutch Telecoms leader KPN opens door to lucrative international networking contracts for UK channel

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UK channel to benefit from rising tide of international opportunities as KPN International launches Business Partner Programme

KPN International, the business unit of Netherlands based and multinational telecoms leader KPN, is launching a new way for UK channel partners to extend their international offering. KPN International is launching its Business Partner Programme as the demand for cross-border networking solutions and the number of lucrative international contracts steeply increases. The move will give partners access to KPN's wholly-owned fibre network across Europe which, complemented with global reach, covers 85% of the world economy and services over 26 million customers.

KPN International has discovered that many VNOs, Network Integrators and VARs are missing valuable international networking business worth £billions. Channel partners want to rely on a flexible telecoms partner who has international expertise, is flexible and easy in doing business with. With the launch of the new KPN International Partner Programme the channel can now take advantage of KPN's international network and experience in working with multinational companies.

The Partner Programme gives partners a chance to benefit from KPN International's wholly-owned European fibre network which features 50 PoPs across 22 European countries. In addition KPN reaches 180 countries worldwide via 100,000 km of cables, plus partnerships with 30 regional carriers. Partners will be able to add KPN International's data services to their own portfolio of products and services. For many partners, this will be the first time they are in a position to offer international network solutions like VPN, Ethernet, SDH, Wavelength and fibre services to their customers.

Says Owen Raisborough, UK Channel Director at KPN International: "We've encountered many channel partners in the UK who are keen to expand their international business so they can maximise lucrative opportunities. That's why KPN offers partners our extensive network reach, innovative product portfolio, and flexible 'Dutch' approach, which we know partners will find refreshing and valuable. It will support them in differentiating themselves from competition and thus in generating additional business."

Benefits of the KPN International Business Partner Programme

The Partner Programme offers a wide range of support services to partners including:

- Consulting & sales support
 - Allocated account manager
 - Allocated sales engineer
 - Allocated service manager
 - Simple escalation and access to senior management
 - Local personnel to support you in other countries

- Pricing and tools
 - Pricing tool that lets you build a price and a quote
 - Competitive price book
 - Pricing tool that also generates order paperwork to ensure easy manageability of accounts
- Commercial support
 - Simple reseller relationship
 - Framework Master Services Agreement
- Support and tools
 - Partner portal
 - Access to KPNcare monitoring – reporting etc
 - Excellent 24/7 customer service
- Marketing
 - Customizable collateral
 - Logo usage
 - Joint marketing programs and initiatives
- Network and product
 - Ability to sell a truly international service
 - Award-winning next-generation network
 - Product portfolio driven by innovation and high-quality
- Product and Sales Training Programme

About KPN

KPN is a leading provider of telecommunications services, serving customers with wireline and wireless telephony, internet and TV services. To business customers, KPN delivers voice-, internet- and data services as well as fully-managed, outsourced ICT solutions. Both in the Netherlands and internationally, KPN provides network services to third parties, including operators and service providers. In Germany and Belgium, KPN serves consumer as well as business markets with its mobile operations.

The international KPN data and IP services are provided through an extensive, high-capacity fibre-optic network connecting 22 European countries. In addition worldwide connections to more than 180 countries via oversea cables and partnerships are offered. The product portfolio covers a full range of corporate and carrier networking and bandwidth solutions.

At June 30, 2007, KPN served 5.8 million wireline voice subscribers, 8.8 million mobile customers, 2.5 million Internet customers and 0.3 million TV customers in the Netherlands as well as 16.1 million mobile customers in Germany and Belgium. With 27, 096 individuals (24,881 FTEs), KPN posted revenues of EUR 5.9bn, with an EBITDA of EUR 2.5bn in the first half year of 2007. KPN was incorporated in 1989 and is listed on the Amsterdam, New York, London and Frankfurt stock exchanges.

For additional information about KPN, see www.kpn.com and www.kpn-international.com



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