



New Web Presence for KPN International

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Web initiative brings KPN International even closer to its customers

KPN International has launched its new web presence. The quality of communication with customers is a cornerstone of business at KPN International, and the new site is a key component in the company communications strategy. The site provides an easily accessible and common sense guide to data and IP network services for both corporate and wholesale customers. In addition the site offers interactive network maps, comprehensive company news, conference participation details and direct contact with the KPN International team.

For Vice President of Product Management & Marketing, Rutger Gerritz, the new site is a strong complement to KPN International's business ethos: 'Personal and direct communication with our customers is of paramount importance for us. Our new website is a valuable resource for our customers and partners, keeping them right up to date with developments as they happen.'

The approach and design mirror KPN International: it is clean, uncluttered and to the point. The site also offers a gateway to the KPNCare service, which allows existing customers to monitor and analyse their own network performance and usage.

KPN International developed the new site in cooperation with the Amsterdam-based agency TAXI. TAXI impressed KPN International with their strategic and practical approach to collaborative project implementation. They paid particular attention to the clarity of design and content which is so essential to web success. The operating philosophy of TAXI is to work with a small, autonomous team of experts for each client engagement- as many as can fit into a cab – and this worked well for KPN International.

To see the new site and learn more about KPN International network services, visit www.kpn.com/international

About KPN

KPN is the leading telecommunications and ICT service provider in the Netherlands, offering wireline and wireless telephony, internet and TV to consumers and end-to-end telecom and ICT services to business customers. The international KPN data and IP services are made possible by an extensive, high-capacity fibre-optic network that extends to 22 European countries, plus worldwide connections to 180 countries including the US. KPN's subsidiary Getronics operates a global ICT services company with a market leading position in the Benelux, offering end-to-end solutions in infrastructure and network-related IT. In Germany and Belgium, KPN pursues a multi-brand strategy in its wireless operations and holds number three market positions through E-Plus and BASE. KPN provides wholesale network services to third parties and operates an efficient IP-based infrastructure with global scale in international wholesale through iBasis.

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At June 30, 2009, KPN served over 40.2 million customers, of which 31.9 million were in wireless services, 4.9 million in wireline voice, 2.5 million in broadband Internet and 0.9 million in TV. With 22,280 FTEs in the Netherlands (35,502 FTEs for the whole group), KPN reported revenues of EUR 3.4bn and an EBITDA of EUR 1.3bn in the period April – June 2009. KPN was incorporated in 1989 and is listed on the Amsterdam Stock Exchange.

About TAXI

TAXI Canada Inc., TAXI Inc. and TAXI Europe BV are companies with core expertise in Strategic Planning, Advertising, Design, Interactive, Relationship Marketing and Content. Founded in Montreal (1992), the agency's offices include Toronto and TAXI 2 (1992, 2006), New York (2004), Calgary (2005), Vancouver (2007) and Amsterdam (2009). TAXI was named Canadian Agency of the Year by Marketing Magazine in 2001 and 2005, and Strategy Magazine's Agency of the Year award in 2002, 2003, 2004, 2005 and 2008. TAXI New York in 2007 and 2008 won the O'Toole Award for Creative Excellence from the American Association of Advertising Agencies. Client assignments in Canada include TELUS Consumer Solutions, Pfizer's VIAGRA, Burger King, Heineken, Canadian Tire, Reitmans Group, Bombardier and Dairy Farmers of Canada. On the US roster are: General Mills, Johnson & Johnson, New York Life, Blue Shield of California, CBS Interactive, and Rail Europe Group. TAXI Europe clients include KPN Royal Dutch Telecom, Heineken, TNT Post, Foot Locker, ING, and the Hi and Telfort telecommunications brands.

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