

# From bold challenger...



## ... to bold disruptor on mobile on the Belgian market

Listening carefully to what is essential to the customer, Orange launched the first fully unlimited offer in Belgium – including the first fully unlimited convergent offer, the Love Unlimited proposition. It is clear that Orange Belgium disrupted the Belgian mobile market in 2018. Last year, the new decision concerning cable regulation establishes the foundation towards a future, similar shaking up of the fixed market.

**“We listen to our customers to discover – and fulfil – unmet needs on the Belgian market.”**

**Michaël Trabbia,  
CEO of Orange Belgium**

## Orange Belgium leading the way

Orange Belgium prides itself on being resolutely customer-centric, responding to unmet customer needs with bold propositions. Over the course of 2018, while the company’s convergent customer base grew substantially, the mobile unlimited offers reshaped the market in Belgium.

2018 was a year of unlimited possibilities: starting with the February launch of the first fully unlimited offer in Belgium – including the first fully unlimited convergent offer, the Love Unlimited proposition.

**The solid commercial achievements of Orange Belgium in 2018 confirm the relevance of its convergent and mobile-data strategy.**

The company also continuously expanded its convergent offer with new features – including new TV channels and a mobile TV application to allow customers to watch TV on their smartphone or tablet.

In June, the Koala mobile subscription gave customers unlimited voice calls with a substantial amount of data. Orange's commitment to providing powerful, worry-free services at attractive price points was rewarded with a record commercial success by year-end.

How has the competition reacted to the Orange innovations? By essentially following in the same direction. Ever the bold challenger, Orange has established itself as a bold disruptor on the mobile Belgian market and is gearing up to do the same on the fixed markets.

**Sustainable cable regulation provides a breakthrough**

Convergence was a strategic focus in 2018. Over the last years, Orange has been requesting the application of a fair wholesale price model (preferably, a cost-plus model based on efficient operator costs) to allow more competition on the fixed market and to allow lower tariffs for consumers.

Since 2014, Orange has invested over 70 million euros in this effort, creating more than 200 direct and indirect jobs. However, the regulatory conditions implied that the company's convergent offer was economically unsustainable. In 2017, Orange pushed the regulators to improve the financial and operational conditions for cable access so that Belgian customers could benefit from effective competition on the fixed internet and TV market.

In 2018, Orange Belgium welcomed the improvement of the foundation for cable wholesale access – the framework outlining the key operational and financial remedies that are required to ensure more efficient competition.

**Mobile Vikings and JIM Mobile customers will soon use Orange's unstoppable network**

In May, Orange Belgium and MEDIALAAN announced their wholesale partnership for 5 years for the mobile branch of MEDIALAAN – 'Unleashed' – which provides mobile services to residential customers under the Mobile Vikings and JIM Mobile brand.

As from Spring 2019, Unleashed will migrate the approximately 365,000 Mobile Vikings and JIM Mobile customers, currently hosted on the Base network, to surf, call and text via Orange Belgium's leading 4G network.

**Open infrastructures with passive access are in the best interest of consumers**

In 2018, Orange Belgium became the first Belgian telecom operator to partner up with Fluvius – a public company created to manage energy networks in Flanders – on their fibre-optic pilot project. The project fits within the framework of the Flemish Government's superfast network goals for the future.

Looking ahead, a pilot will start in 5 cities and municipalities, aiming to connect 15,000 households in 2019. The city of Genk will be first in line to be connected.

**2019 promises to be exciting**

**New spectrum allocation and renewal of existing spectrum attributions**

The draft Royal Decrees regarding the allocation of the 700, 1400 and 3400-3800 MHz bands and the renewal/reallocation conditions of the 900, 1800 and 2100 MHz bands were published in 2018.

While there is still substantial uncertainty regarding the final timeline and evolution of this crucial file, the renewal and new allocation of the spectrum is needed for the roll-out of 5G. Orange Belgium has committed to launching 5G in the capital of Europe first – making Brussels the first Belgian city to welcome the innovative 5G technology.

Accelerating digital transformation, 5G will bring improvements that include greater speed and reliability, more flexibility and coverage, and higher security. Orange Belgium strongly believes that 5G will enable a wide range of new services – from IoT and big data, to AI and connected cars, to eHealth – for the benefit of individuals and enterprises.

For 2019 Orange Belgium makes 3 promises: it will launch an unlimited broadband-only offer at a correct price to boost the competition on the Belgian fixed market. Orange Belgium will offer unlimited connectivity at home and on the go thanks to the latest technologies and last but not least... it will not increase its prices!

