



KPN reporting format 2009

March 2009



Safe harbor & disclaimer

All figures in this presentation are unaudited and based on IFRS. This presentation contains a number of non-GAAP figures, such as EBITDA. These non-GAAP figures should not be viewed as a substitute for KPN's GAAP figures.

We define EBITDA as operating result before depreciation and impairments of PP&E and amortization and impairments of intangible assets. Note that our definition of EBITDA deviates from the literal definition of earnings before interest, taxes, depreciation and amortization and should not be considered in isolation or as a substitute for analyses of the results as reported under IFRS. In all cases, a reconciliation of EBITDA and the nearest GAAP measure (operating result) is provided.

Introduction

New reporting format per Q1 '09

- Adopting new reporting format for 2009, following organizational changes per January 2009
 - Integration of parts of Business segment into Getronics
 - Migration of Mobile Wholesale NL to Consumer segment
 - Operations in Belgium reported as one entity
 - Migration of SNT from Consumer to Other
 - Some other migrations

- New reporting format published ahead of Q1 results
 - Consensus and Q1 '09 results based on new reporting format
 - Restated numbers per quarter provided for 2008
 - No change in Group numbers, only on divisional basis
 - See separate Excel sheet with factsheets in new format

- Maintaining high level of disclosure, in line with previous format, both in financials and KPIs, e.g.:
 - Revenue breakdown for Getronics and underlying trend excluding disposals in 2008 and 2009 (Business Solutions)
 - Separate reporting for Mobile Wholesale NL

Main changes¹

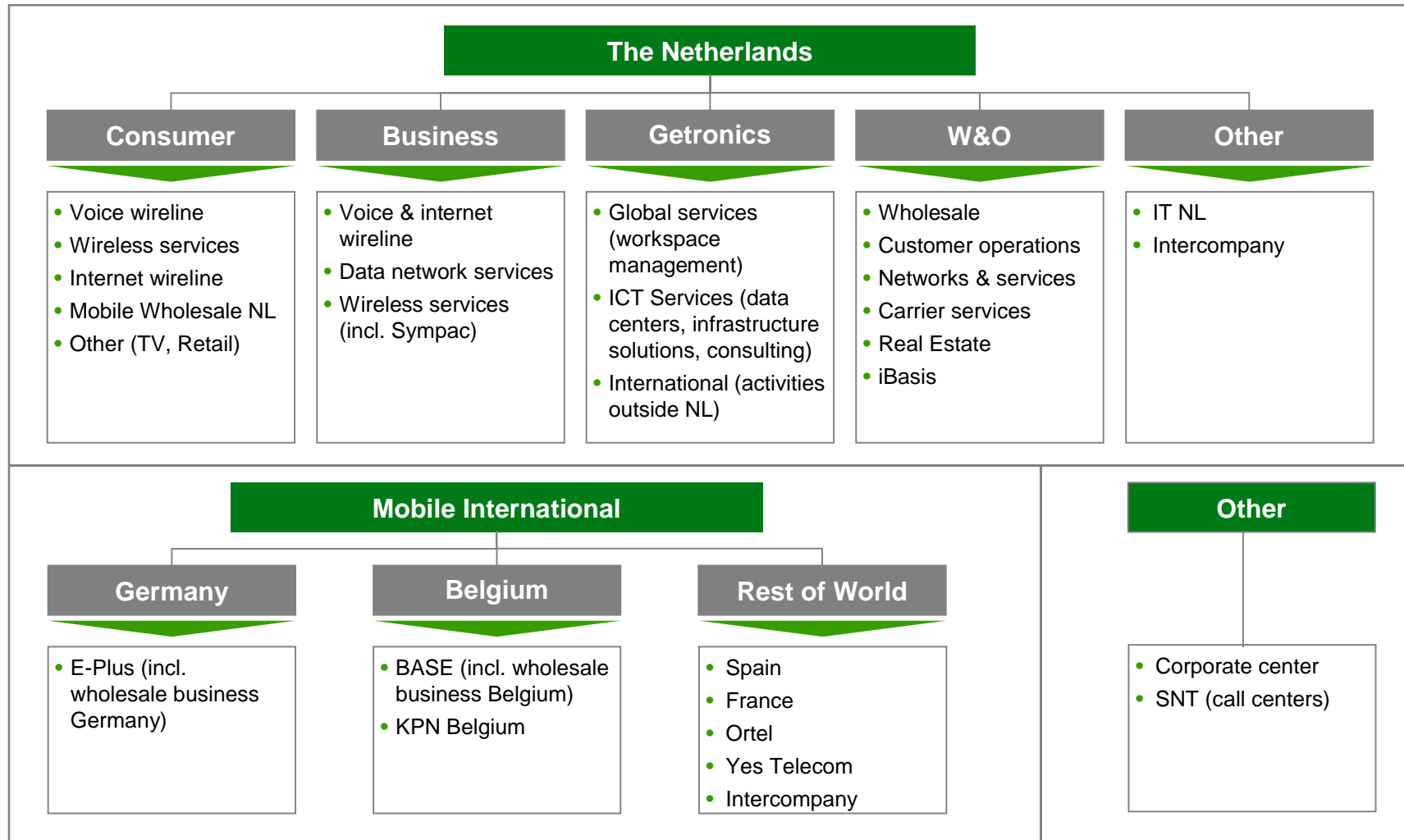
Main organizational changes impacting reporting format

Segment	From (Revenues and Other income)	To	Rationale for change
Corporate Solutions	Business market (€ 558 mn)	Getronics (€ 909 mn)	<ul style="list-style-type: none"> • Almost entirely integrated into Getronics
ICT Services	Business market (€ 493 mn)		<ul style="list-style-type: none"> • Almost entirely integrated into Getronics
Mobile Wholesale NL	Mobile International (€ 348 mn)	Consumer (€ 327 mn)	<ul style="list-style-type: none"> • Debitel customers being migrated to KPN brands • Remainder of Mobile Wholesale NL also migrated, but reported as separate entity
SNT (call centers)	Consumer (€ 254 mn)	Other (€ 150 mn)	<ul style="list-style-type: none"> • SNT provides call center services for other parties too, not just for Consumer
Sympac	Mobile Int'l – Other (€ 49 mn)	Business market (€ 49 mn)	<ul style="list-style-type: none"> • Better fit with Business segment because of specific market focus
KPN Belgium (former Tele2 Belgium)	Mobile Int'l – Other (€ 129 mn)	Belgium (€ 126 mn)	<ul style="list-style-type: none"> • Operations in Belgium reported as one entity (BASE, KPN Belgium, Allo Telecom)

¹ Some financials deviate after migration due to intercompany eliminations

Organizational structure 2009

New organizational structure and key activities per segment



Reporting format

Overall impact on revenues, EBITDA and EBITDA margin

Old FY2008			
€ mn	Revenues ¹	EBITDA ²	Margin ³
E-Plus	3,218	1,245	38.7%
BASE	647	240	37.1%
Mobile Wholesale NL	348	145	41.7%
Other	183	-32	-
Mobile International	4,396	1,598	36.4%
Consumer	4,029	753	18.7%
Business	3,255	776	23.8%
Getronics	1,933	79	4.1%
Wholesale & Operations	3,904	1923	49.3%
Other ⁵	-2,621	24	-
The Netherlands	10,500	3,555	33.9%
Other	23	-95	>-100%
Intercompany	-317	-	-
KPN Group	14,602	5,058	34.6%

New FY2008			
€ mn	Revenues ¹	EBITDA ²	Margin ³
Germany	3,218	1,245	38.7%
Belgium	773	251	32.5%
Rest of World ⁴	73	-23	-
Mobile International	4,064	1,473	36,2%
Consumer	4,128	882	21.4%
Business	2,546	713	28.0%
Getronics (existing)	2,216	74	3.3%
Getronics (disposed)	592	47	7.9%
Wholesale & Operations	3,870	1,934	50.0%
Other ⁵	-2,813	24	-
The Netherlands	10,539	3,674	34.9%
Other	173	-89	-51.4%
Intercompany	-174	-	-
KPN Group	14,602	5,058	34.6%

1 Revenues and other income

2 Defined as Operating result plus depreciation, amortization & impairments

3 Defined as EBITDA divided by revenues and other income

4 Including intercompany

5 Including IT NL and intercompany

Reporting format (cont'd)

Overall impact on EBIT and EBIT margin

Old FY2008			
€ mn	Revenues ¹	EBIT	Margin ²
E-Plus	3,218	577	17.9%
BASE	647	133	20.6%
Mobile Wholesale NL	348	118	33.9%
Other	183	-58	-
Mobile International	4,396	770	17.5%
Consumer	4,029	478	11.9%
Business	3,255	655	20.1%
Getronics	1,933	-67	-3.5%
Wholesale & Operations	3,904	868	22.2%
Other ⁴	-2,621	-10	
The Netherlands	10,500	1,924	18.3%
Other	23	-97	-421.7%
Intercompany	-317	-	-
KPN Group	14,602	2,597	17.8%

New FY2008			
€ mn	Revenues ¹	EBIT	Margin ²
Germany	3,218	577	17.9%
Belgium	773	124	16.0%
Rest of World ³	73	-27	-
Mobile International	4,064	674	16.6%
Consumer	4,128	587	14.2%
Business	2,546	638	25.1%
Getronics	2,808	-74	-2.6%
Wholesale & Operations	3,870	880	22.7%
Other ⁴	-2,813	-9	
The Netherlands	10,539	2,022	19.2%
Other	173	-99	-57.2%
Intercompany	-174	-	-
KPN Group	14,602	2,597	17.8%

1 Revenues and other income

2 Defined as EBIT divided by revenues and other income

3 Including intercompany

4 Including IT NL and intercompany

Reporting format (cont'd)

Overall impact on Capex

Old FY2008	
€ mn	Capex
E-Plus	514
BASE	109
Mobile Wholesale NL	2
Other	31
Mobile International	656
Consumer	227
Business	224
Getronics	47
Wholesale & Operations	723
Other ²	46
The Netherlands	1,267
Other	2
Intercompany	-
KPN Group	1,925

New FY2008	
€ mn	Capex
Germany	514
Belgium	130
Rest of World ¹	9
Mobile International	653
Consumer	221
Business	115
Getronics	156
Wholesale & Operations	723
Other ²	47
The Netherlands	1,262
Other	10
Intercompany	-
KPN Group	1,925

1 Including intercompany

2 Including IT NL and intercompany



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