



## The E-Plus Group We live mobile communications

The E-Plus Group is reinventing mobile communications. The company constantly provides new impulses with simple and customer-friendly business models that are copied by the entire industry. Innovations, such as the multi-brand strategy, discount tariffs, mobile flat rates or partnerships with popular third-party brands, are down to the initiative of the third-largest network operator.

Today the brand family of the E-Plus Group encompasses a wide

range of services tailored to meet the needs of very different target groups. It includes own brands, such as the flat rate provider BASE, the online discounter simyo and the ethnic brand AY YILDIZ, and strong partners, such as Medion-Mobile (Aldi Talk), MTV, the ADAC and the WAZ Media Group.

Our reward for being a challenger is above-average success. The E-Plus Group is growing faster and more profitably than the market.

### THE E-PLUS GROUP IN FIGURES

Service revenue (2009):

**3.021bn euros**

Total turnover (2009):

**3.181bn euros**

EBITDA (2009):

**1.333bn euros**

EBITDA margin (2009):

**41.9 per cent**

Customers (end of 2009):

**19.6m**



## Smart management

At the E-Plus Group we focus on our core business: mobile communications at low prices combined with great user experience. We design our services to perfectly match our customers' wishes. As part of this commitment we make constant improvements to our mobile network to meet the growing demands of our customers.

We also place great emphasis on lean structures within the E-Plus Group. We are strengthening our own sales channels and cooperate with around 30 partner brands, which contribute through their own sales structures and marketing activities.

Everyone benefits: our customers through low prices, our shareholders through high profitability, our partners through great efficiency and our employees through job security.

## The network: Perfect connections

Positive user experience of mobile calls or mobile Internet access is a crucial factor in the success of the E-Plus Group. That's why we see network maintenance and expansion as an ongoing task. The basic network of the E-Plus Group now covers 99 per cent of the population; and some 90 per cent can already use their mobiles to access the Internet at broadband speeds. The E-Plus Group invests several hundred million euros in network expansion every year and right now we are focusing on further improving the speed of our data network.



## Thinking about tomorrow today

At the E-Plus Group we take our environmental and social responsibilities seriously. We are strongly committed to active environmental management and as a member of the 'Voluntary Self-Monitoring of Multimedia' (FSM) initiative we have put effective measures in place to protect minors in the mobile communications sector. We also take an active role in various projects, such as El ele and the Bundesverband Alphabetisierung und Grundbildung e.V., which aim to remove obstacles to education in Germany.

### The E-Plus Group at a glance

Shareholder: Royal KPN N.V., The Hague  
 Foundation of company: 1993  
 Network launch: 1994  
 Corporate head office: Düsseldorf  
 E-Plus Group employees (June 2010): 2,500 FTE  
 Sales network: 700 own and partner shops

### Shareholdings include:

E-Plus Service GmbH & Co. KG, Potsdam  
 E-Plus Shop GmbH, Düsseldorf  
 simyo GmbH, Düsseldorf  
 AY YILDIZ Communications GmbH, Düsseldorf  
 Gettings GmbH, Düsseldorf  
 through KPN: blau Mobilfunk GmbH, Hamburg

Further information and contact details for the E-Plus Group are available at [www.eplus-gruppe.de](http://www.eplus-gruppe.de)