

## John Porter in De Tijd: 'I will stay here until the work is finished'

Over the weekend of June 24 and 25, the newspapers De Tijd and L'Echo published an interview with our CEO John Porter. John talked about Liberty Global's takeover bid, the new network company Wyre, our strategy in the south of the country, customer service issues and a fourth telecom operator.

### Liberty's bid

John expresses optimism in the interview about the chances of Liberty Global's bid succeeding. The circumstances are different from 11 years ago, when Liberty also made a bid.

John does not take into account the rumors of a merger with Vodafone Ziggo. The prospectus states that Telenet remains a Belgian company. John sees Liberty more as a partner than an owner.

Whether a 100% American Telenet will be less inclined to support the Flemish ecosystem? With the acquisition of Play Media and Woestijnvis and investments in Caviar, for example, we have demonstrated our commitment to Flanders on several occasions, John said. Telenet also has every interest in ensuring that Flemish media continues to do well. We want to continue to offer the right content to our customers, and that content is primarily local.

### Wyre

John is also positive about the launch of Wyre and the continued rollout of our fiber network. We have one big advantage over the competition: we have time. Where the competition is mostly catching up today, we can already offer speeds of up to 1 Gbps to 99.5% of our customers on our current network. For customers, the user experience counts, and that's where Telenet wants to make a difference as Wyre builds out the connectivity of the future.

### Issues with our customer service

John emphasizes that press coverage around our customer service issues lagged behind reality. The situation is better under control now than it was at the beginning of the year. John also provided additional context on the transition to Origin. Telenet is evolving from a network company to a digital services company. We have to adapt our software to that: a platform that brings together different channels and analyzes real-time data to propose solutions. Such a transition is difficult, John explains.

### Wallonia

John does not yet go into detail about our strategy in the south of the country. Whether or not we are moving into the Walloon market with a new brand is not clear. We want to offer the south of the country an attractive product that is competitive with that of Orange. In any case, we are not starting from scratch. Thanks to BASE, we are already well represented in the region, and in Brussels our current Telenet offering is largely aimed at the French-speaking audience. Our ambitions are high: 10% market share.

### Fourth player

The Belgian market already has 3 good mobile operators, and there are flanking brands, each serving a specific target group. So for a newcomer (collaboration between Citymesh and Romanian Digi) John believes it will be difficult. In any case, Telenet is ready for the challenge on the mobile market, just as we already had a challenger with Orange on the fixed network.

### Retirement?

When asked if John will retire, he is clear. 'I'm still enjoying this job too much for that.' Telenet is also fully evolving from a network company to digital service provider. He has no intention of passing the torch now, while that process is far from complete.