

KPN and Novasys announce the launch of 'SMS MapConfirmation'

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Den Haag and LAUSANNE - March 11, 2008 - KPN, the Netherlands leader of Telephonic Directory Assistance, owning the well known brand 1888, and NOVASYs, the Swiss based leading provider of Geocentric Information Services for Internet and Mobile devices, announce the launch of a new service of confirmation in the Netherlands, including a geographic map via SMS WapPush, named SMS MapConfirmation'.

All mobile users in the Netherlands having a Wap configured mobile handset, can receive on their mobile phone a confirmation with a dynamic map of any queried business address.

This new service, SMS MapConfirmation', is the first SMS application using WAP Push in relation with Mapping. When the mobile users ask for a business address or phone number to the 1888 agent, MapConfirmation sends a map to their mobile handset. Maps are not only accurate; they are also dynamic and well readable at different zoom levels. This service is one of the very first mapping applications offered to the mobile users, available over this new channel.

NOVASYS has developed the MapConfirmation service on the basis of its geocentric platform Maponair®. The service supports almost any mobile handset available on the market. It allows delivering maps on the fly for each directory query, in just a few seconds. With the introduction of the confirmation service including the map, the call centre operators will not only supply the requested phone number and address, but also a map corresponding to the end-user's query. This will make the user's experience easier, allowing him to receive the exact location of his query, anytime, anywhere by a simple call to 1888. He doesn't need anymore to print a map in advance at home or in the office.

Hans Wester, KPN product manager for the 1888 service: "With the new map service we intent to increase the added value of our 1888 service, leading to higher customer satisfaction and customer loyalty. The service is available for all our mobile users at no additional charge."

Ali Hussein, VP Sales & Marketing for NOVASYs comments: "...We are very pleased to introduce this new service on the Dutch Directory Assistance market with KPN. It enhances their offering aimed at clients in mobility logic and with increased expectations. This innovation in the area of mobile services is a good example of new and easy to use services for the mobile community...."

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. 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 mobile 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.

At December 31, 2007, KPN served over 35 million customers, of which 27 million in wireless services, 5.4 million in wireline voice, 2.4 million in broadband Internet and 0.5 million in TV. With 25,500 FTEs (43,531 FTEs including Getronics), KPN posted revenues of EUR 12.6bn in 2007, with



an EBITDA of EUR 4.9bn. KPN was incorporated in 1989 and is listed on the Amsterdam, New York, London and Frankfurt stock exchanges.
About NOVASYS

NOVASYS is a leading company in the area of Geocentric Services It offers a complete range of products and solutions in the fields of geo localization and mapping applications for Internet and mobile users as well as innovative services for Directory Assistance and Yellow Page companies. It launched a range of new WEB Geo Services at the beginning of 2008. The company is based in Lausanne Switzerland and has offices in Bern, Zurich and Paris.

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