

### Program



13:00
WELCOME, GROUP STRATEGY
Maximo Ibarra
CEO



**13:30**NETWORK, OPERATIONS & IT
Joost Farwerck
COO



14:00 CONSUMER Jean-Pascal van Overbeke Chief Consumer Market



14:15
BUSINESS
Maximo Ibarra
CEO and
a.i. Chief Business Market



**14:30** BREAK



**15:00**FINANCIALS
Jan Kees de Jager
CFO



**15:30**FINAL REMARKS
Maximo Ibarra
CEO



**15:40 - 17:30** Q&A





### Safe harbor

### Alternative performance measures and management estimates

This financial report contains a number of alternative performance measures (non-GAAP figures) to provide readers with additional financial information that is regularly reviewed by management, such as EBITDA and Free Cash Flow ('FCF'). These non-GAAP figures should not be viewed as a substitute for KPN's GAAP figures and are not uniformly defined by all companies including KPN's peers. Numerical reconciliations are included in KPN's quarterly factsheets and in the Integrated Annual Report 2017. KPN's management considers these non-GAAP figures, combined with GAAP performance measures and in conjunction with each other, most appropriate to measure the performance of the Group and its segments. The non-GAAP figures are used by management for planning, reporting (internal and external) and incentive purposes. KPN's main alternative performance measures are listed below. The figures shown in this financial report were rounded in accordance with standard business principles. As a result, totals indicated may not be equal to the precise sum of the individual figures.

Financial information is based on KPN's interpretation of IFRS as adopted by the European Union as disclosed in the Integrated Annual Report 2017 and do not take into account the impact of future IFRS standards or interpretations. KPN defines EBITDA as operating result before depreciation (including impairments) of PP&E and amortization (including impairments) of intangible assets. Note that KPN's 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 as adopted by the European Union. In the Net Debt / EBITDA ratio, KPN defines Net Debt as the nominal value of interest bearing financial liabilities excluding derivatives and related collateral, representing the net repayment obligations in Euro, taking into account 50% of the nominal value of the hybrid capital instruments, less net cash and short-term investments, and defines EBITDA as a 12 month rolling total excluding restructuring costs, incidentals and major changes in the composition of the Group (acquisitions and disposals).

Free Cash Flow is defined as cash flow from continuing operating activities plus proceeds from real estate, minus capital expenditures (Capex), being expenditures on PP&E and software. Operating free cash flow is defined as adjusted EBITDA minus Capex. Revenues are defined as the total of revenues and other income unless indicated otherwise. Adjusted revenues and adjusted EBITDA are adjusted for the impact of restructuring costs and incidentals. The term service revenues refers to wireless service revenues.

All market share information in this financial report is based on management estimates based on externally available information, unless indicated otherwise. For a full overview on KPN's non-financial information, reference is made to KPN's quarterly factsheets available on ir.kpn.com

### **Forward-looking statements**

Certain statements contained in this financial report constitute forward-looking statements. These statements may include, without limitation, statements concerning future results of operations, the impact of regulatory initiatives on KPN's operations, KPN's and its joint ventures' share of new and existing markets, general industry and macro-economic trends and KPN's performance relative thereto and statements preceded by, followed by or including the words "believes", "expects", "anticipates", "will", "may", "could", "should", "intends", "estimate", "plan", "goal", "target", "aim" or similar expressions.

These forward-looking statements rely on a number of assumptions concerning future events and are subject to uncertainties and other factors, many of which are outside KPN's control that could cause actual results to differ materially from such statements. A number of these factors are described (not exhaustively) in the Integrated Annual Report 2017. Forward-looking financial information do not take into account the impact of new IFRS standards or interpretations effective for future reporting periods (such as IFRS 16 Leasing). All forward-looking statements and ambitions stated in this financial report that refer to a growth or decline, refer to such growth or decline relative to the situation per 31 December 2018, unless stated otherwise.



### ORGANIC SUSTAINABLE GROWTH

# Value OVET VOLUME. Lean operating model.

### ORGANIC SUSTAINABLE GROWTH

### Consumer

Converged customer base growth

### Business

Stabilize EBITDA and service revenues

### Lean

New multi-year opex reduction program

The best converged smart infrastructure.

Focus on profitable growth segments.

Acceleration of simplification and digitalization.



# The Netherlands: strong external environment



### **Strong economy**

High GDP growth 2.8% Low unemployment rate 3.9%

Ranked

#6

on The Global Competitiveness Index in 2018



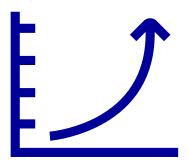
### **Excellent infrastructure**

Dense and small geography
Well connected to core Internet

Home of

#1

largest Internet exchange hub in Europe



### **Tech savvy**

Country of early adopters

Highest smartphone and Internet penetration in Europe

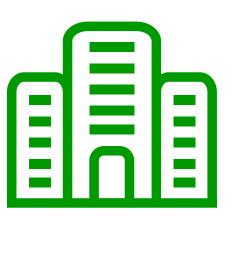


mobile data usage growth (2015 - 2017)

Sources: CBP, September 2018 - World Economic Forum, Global Competitiveness Report 2018 - Digital Gateway to Europe, 2017 Report - Deloitte, GMCS 2017 - CBS, February 2018 - ACM, May 2018

The ecosystem is evolving: integrated converged propositions









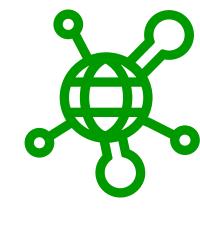
Business

Cloud



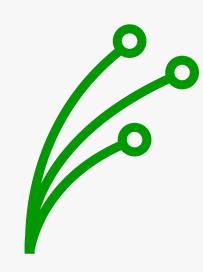


Security



### ONE STOP SHOP

# The ecosystem is evolving: key enabling technologies



Fiber



4G/5G



### HYBRID NETWORKS & PLATFORMS

### The Dutch telecom market: mature and dynamic

### Leading broadband performance in Europe

Average 4G throughput of 42Mbps

>98% of population has at least 100Mbps capable broadband connection

### Highly regulated market



Fixed access regulation

### One of the most competitive markets

Revenue growth:

**Europe:** +0.3%

Netherlands: -2.0%

Sources: Digital Economy and Society Index 2018 - OpenSignal The state of LTE (February 2018) - EC Broadband coverage in Europe report - Company data YTD Q3 '18 y-on-y

# KPN today: stronger and more flexible

Broadband footprint

~80%

FttH/FttC penetration

Market position

>40%

Market share in mobile & broadband<sup>1</sup>

Innovative & skilled workforce

High employee engagement

Customer satisfaction

TONE SERVICE OF THE S

FMC leadership in Consumer & Business

Q3 2018

2 Source: Kantar TNS (NPS)

<sup>1</sup> Mobile based on Q4 2017, broadband based on Q3 2018

# KPN today: solid financial performance

Adjusted EBITDA

Inline

Capex

~£1.1bn

Free Cash Flow growth driven by

Capex & interest

+10%

### Doing business in a sustainable manner





25%

Energy reduction<sup>1</sup>
2020



### Leading position in benchmarks



Dow Jones
Sustainability Indices
In Collaboration with RobecoSAM

Reputation ranking

TOP 3 European Telcos

RepTrak Pulse 2017

1 Compared to 2010

### ORGANIC SUSTAINABLE GROWTH

### The best converged smart infrastructure.

Focus on profitable growth segments.

Acceleration of simplification and digitalization.

# The best converged smart infrastructure digital highway of the Netherlands

Fiber roll-out acceleration

+1 million

FttH households by end 2021 Full mobile network modernization

100% 5G ready by end 2021 Moving to All-IP

100% by end 2021

Stable Capex envelope: substantial shift in mix

### Focus on profitable growth segments

### Consumer

+300k

converged households by end 2021

70%

postpaid base converged in 2021

### Business

SME base

100%

on KPN EEN<sup>1</sup> by mid 2020

LE & Corporate

Value over volume

### Stabilized

end-to-end Adjusted EBITDA<sup>2</sup> mid 2020

<sup>1</sup> Traditional fixed voice and legacy broadband

<sup>2</sup> End-to-end Adjusted EBITDA refers to the new segment reporting after the change in the organizational structure per 1 January 2019

### Acceleration of simplification & digitalization

From 20 to 2 converged IT stacks

From 5 core networks to 1

Simplified end-to-end organization

~€350 million

2019 - 2021 new net opex savings program<sup>1</sup>

1 Indirect opex adjusted for the impact of restructuring costs and incidentals

### Premium.

Value.

Focus.

Lean.

Innovative operating model.

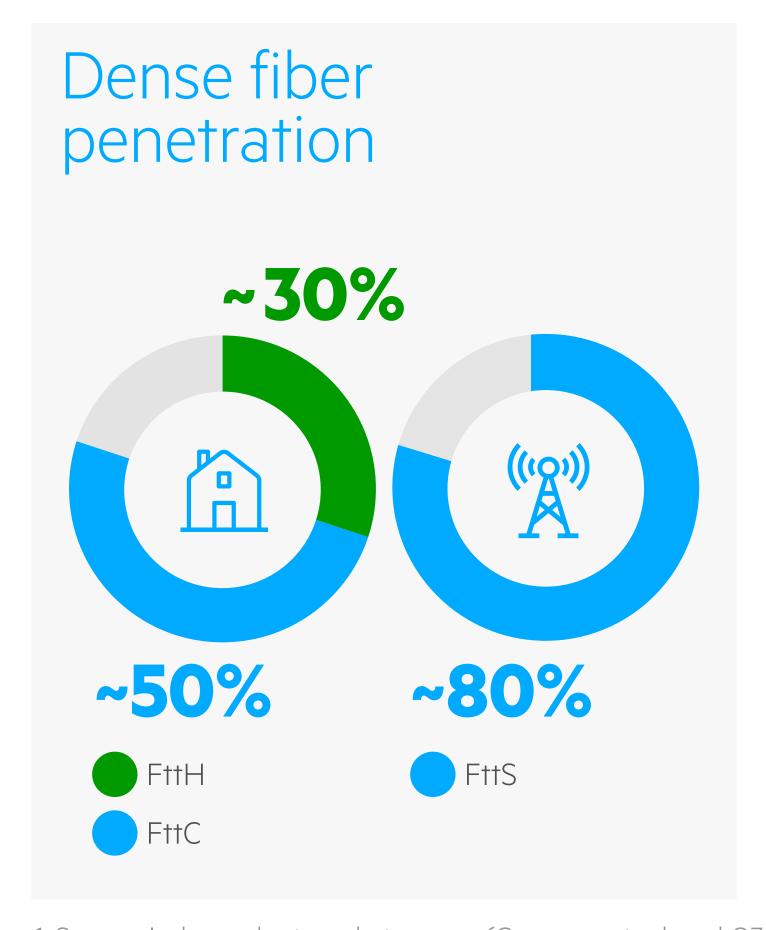
commercial approach.

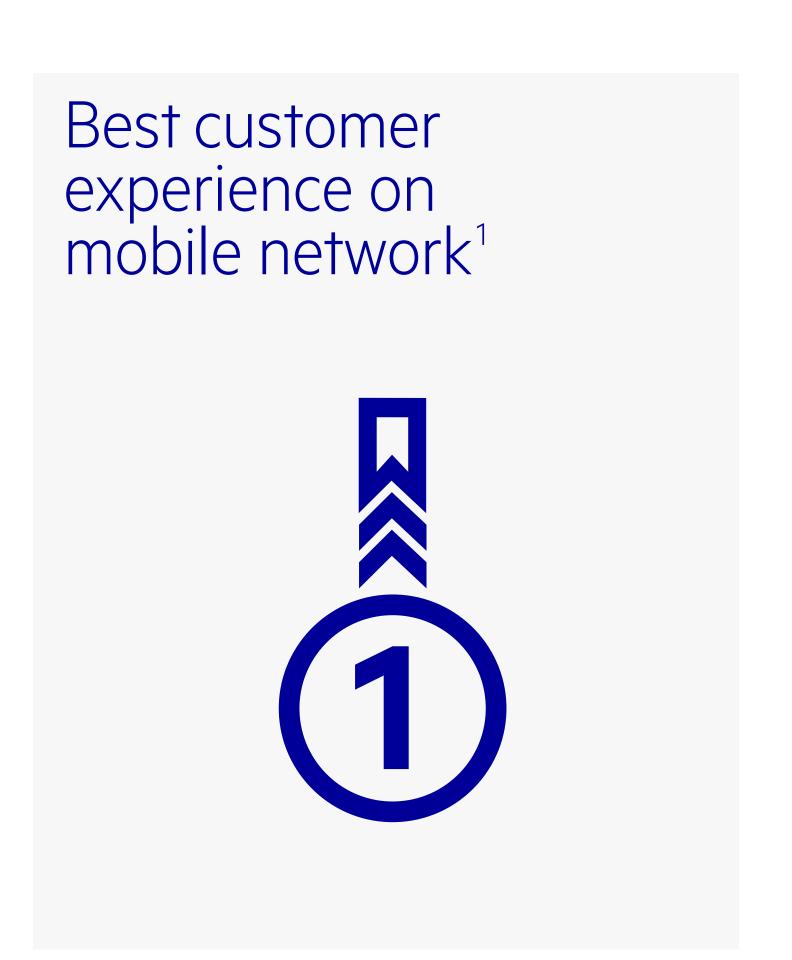
### ORGANIC SUSTAINABLE GROWTH

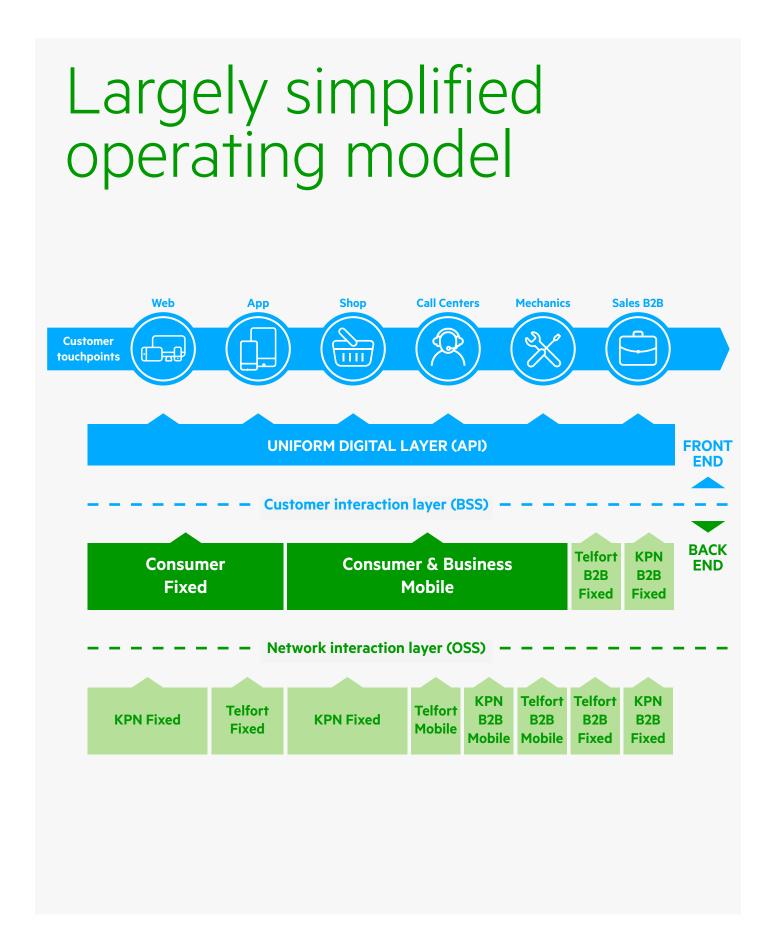


# THE BEST CONVERGED SMART INFRASTRUCTURE

### Strong network, IT integration on track







1 Source: Independent market survey (Consumentenbond Q3 2018)

The best converged smart infrastructure.

Enable innovative technologies.

Accelerate simplification of operating model.

### The best converged smart infrastructure

digital highway of the Netherlands



Fiber roll-out acceleration

+1 million FttH households

by end 2021



Full mobile network modernization

**100% 5G ready** 

by end 2021

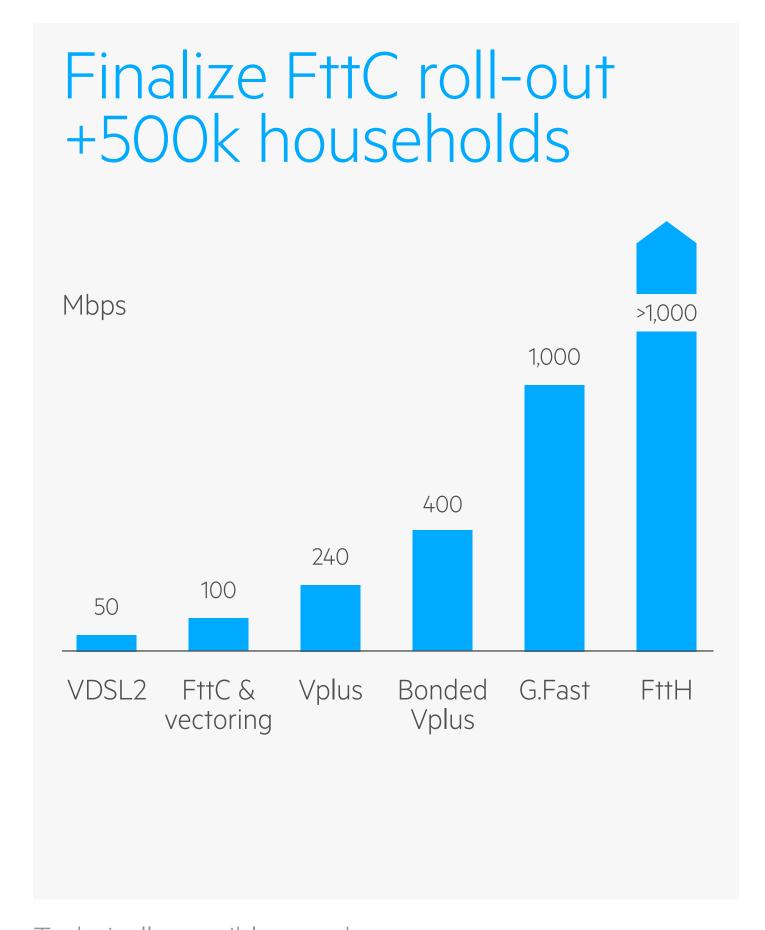


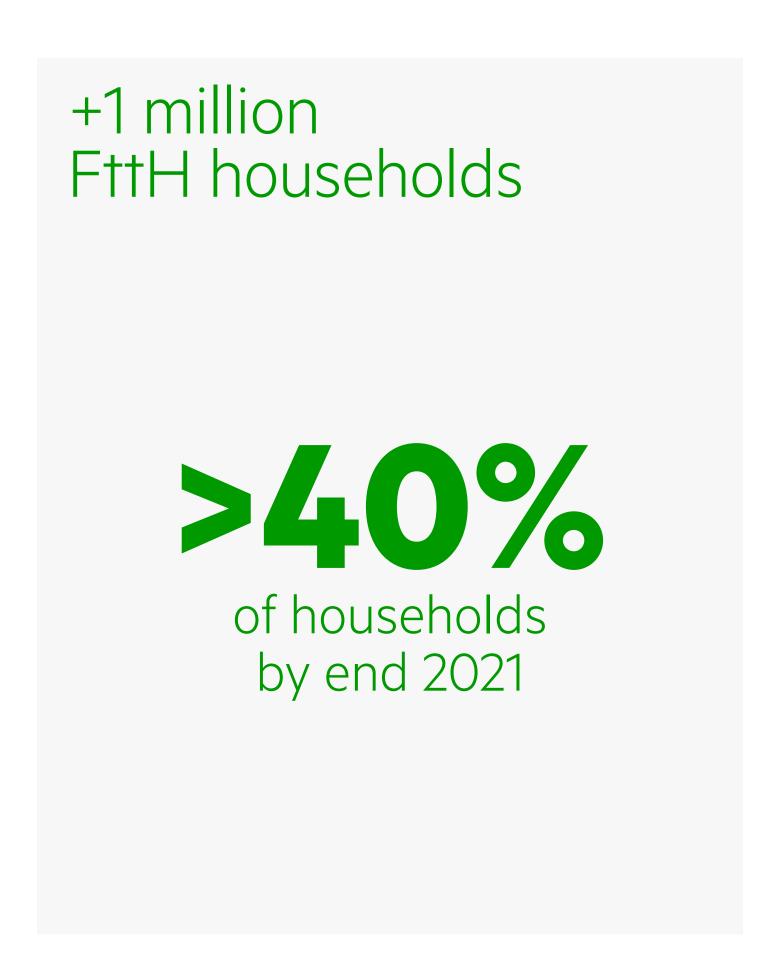
Moving to All-IP

100%

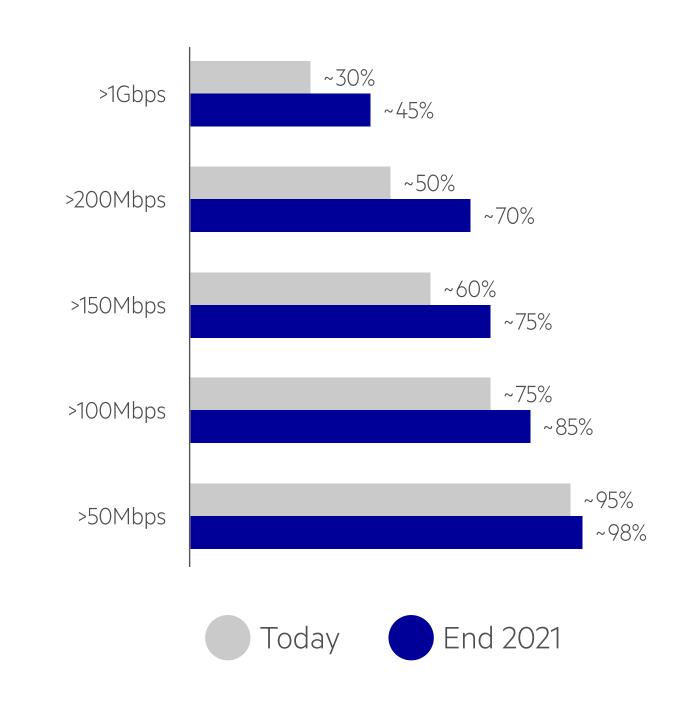
by end 2021

### Increase availability 1Gbps access speeds FttH as natural evolution of FttC





### Improving average access speeds



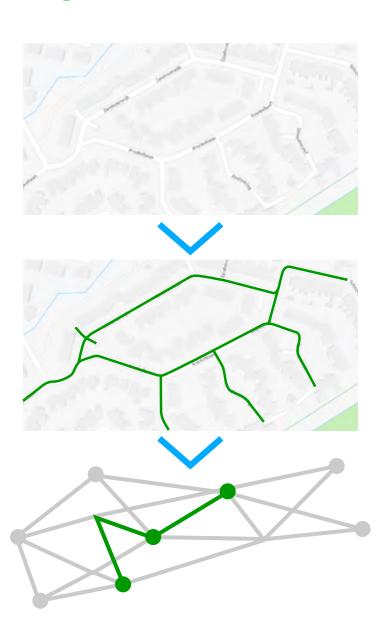
Technically possible speeds

### Higher utilization rate and lower roll-out costs

Higher network utilization rate in fiber areas

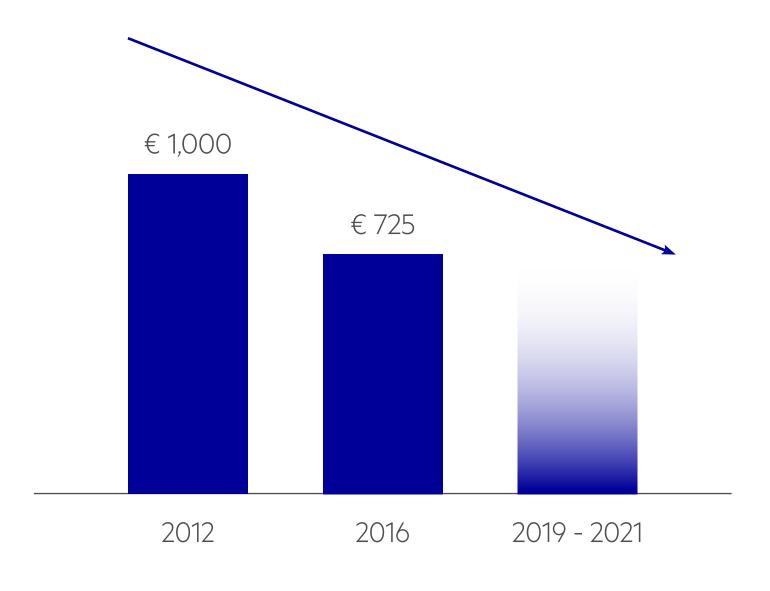
+8% DT utilization rate<sup>1</sup>

Automated planning & design...



Time to design all NL non-fiber areas from 2 years to 20 hours

...contributing to lower average roll-out costs



**Significantly** lower roll-out costs per home passed

1 Comparison with DSL, Q3 2018

### Regional hybrid access approach



Fixed access roll-out

Finalize FttC

Accelerate FttH

Roll-out hybrid fixed-mobile solutions



Regional accessto-activation

Communication

Marketing & sales

Optimize current areas



In-home

In-home WiFi coverage

Do-it-yourself tooling

In-home equipment



Copper phase-out

Migrate copper base to fiber

Switch-off copper



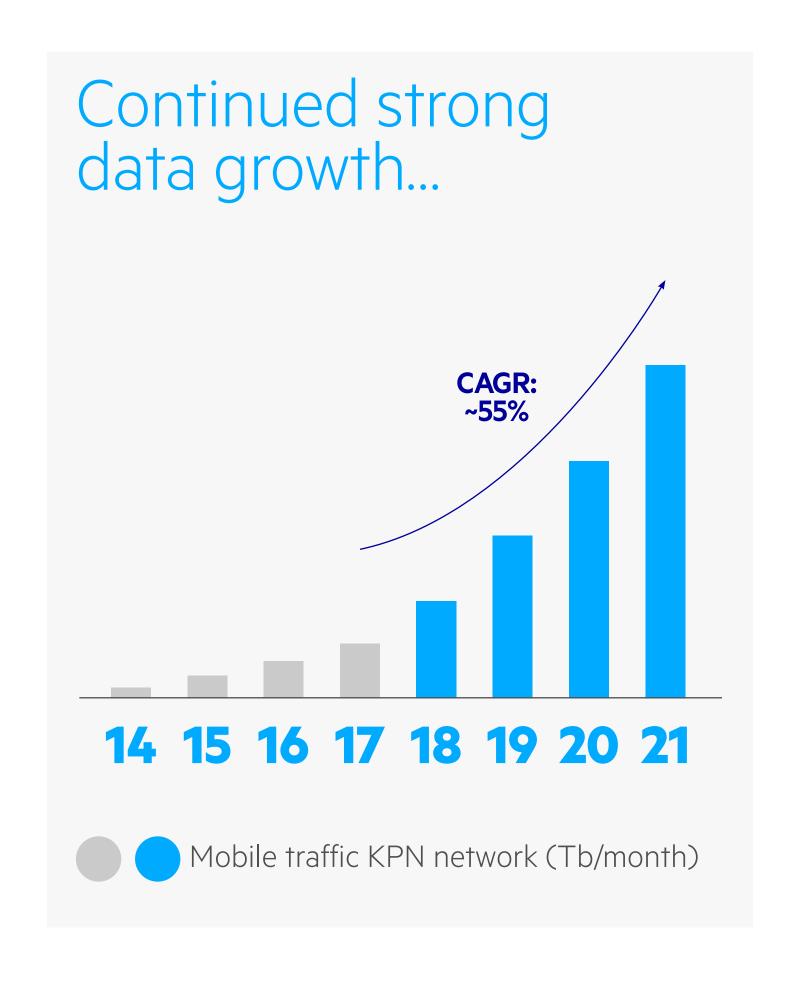
Technology

Network topology (FttB / PON / G.Fast)

In-home

Hybrid solutions

### Full mobile network modernization by 2021



...requires mobile equipment upgrade...

100%



...to enable latest technologies

Massive MIMO

5G ready



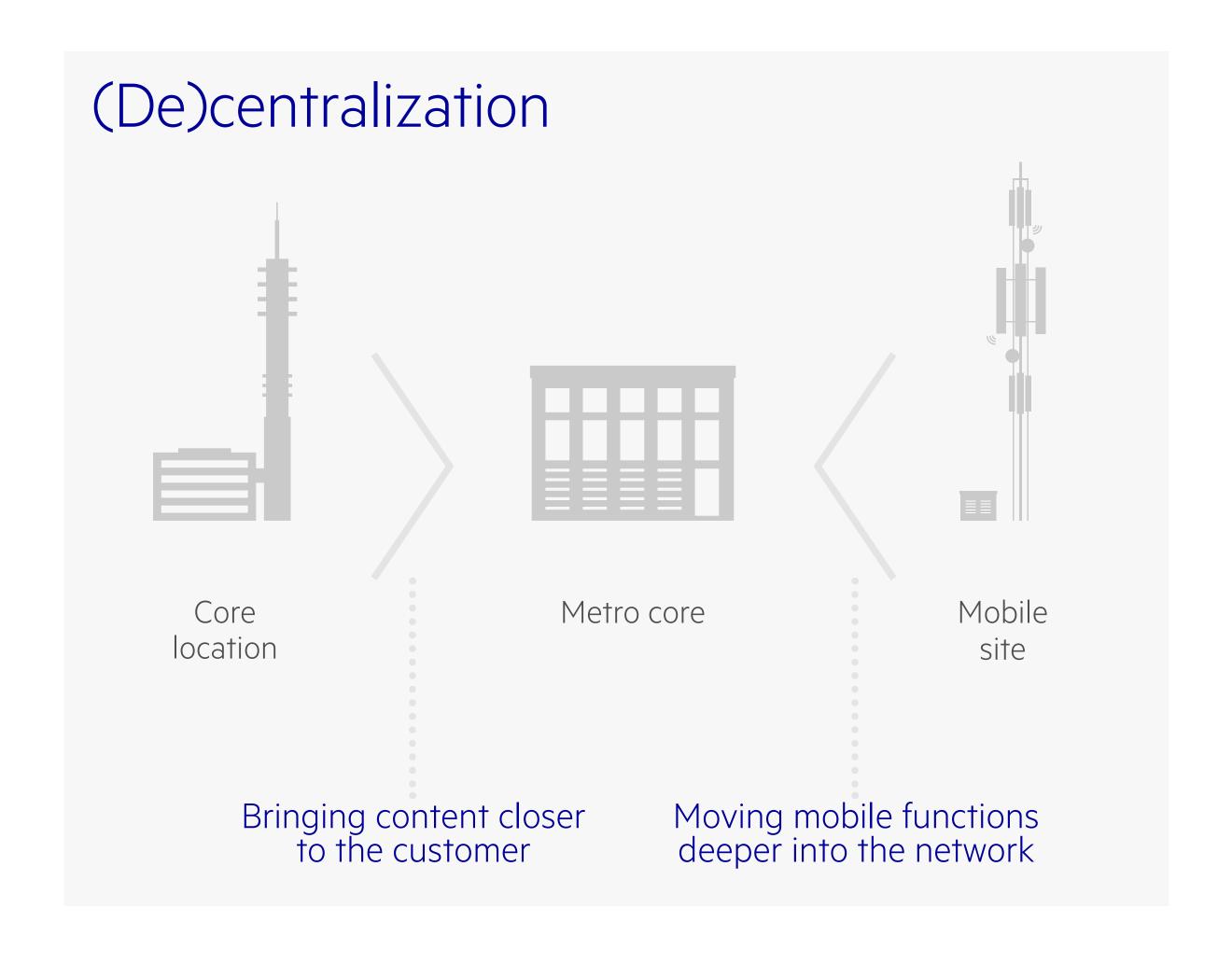
### Rationalize networks

Shutting down legacy networks

PSTNSDH ISDN3G Copper in fiber areas Moving to single core network

28 GWh power savings (2019-2021)

### Decentralize networks





Improved customer experience

70% Offload core traffic network

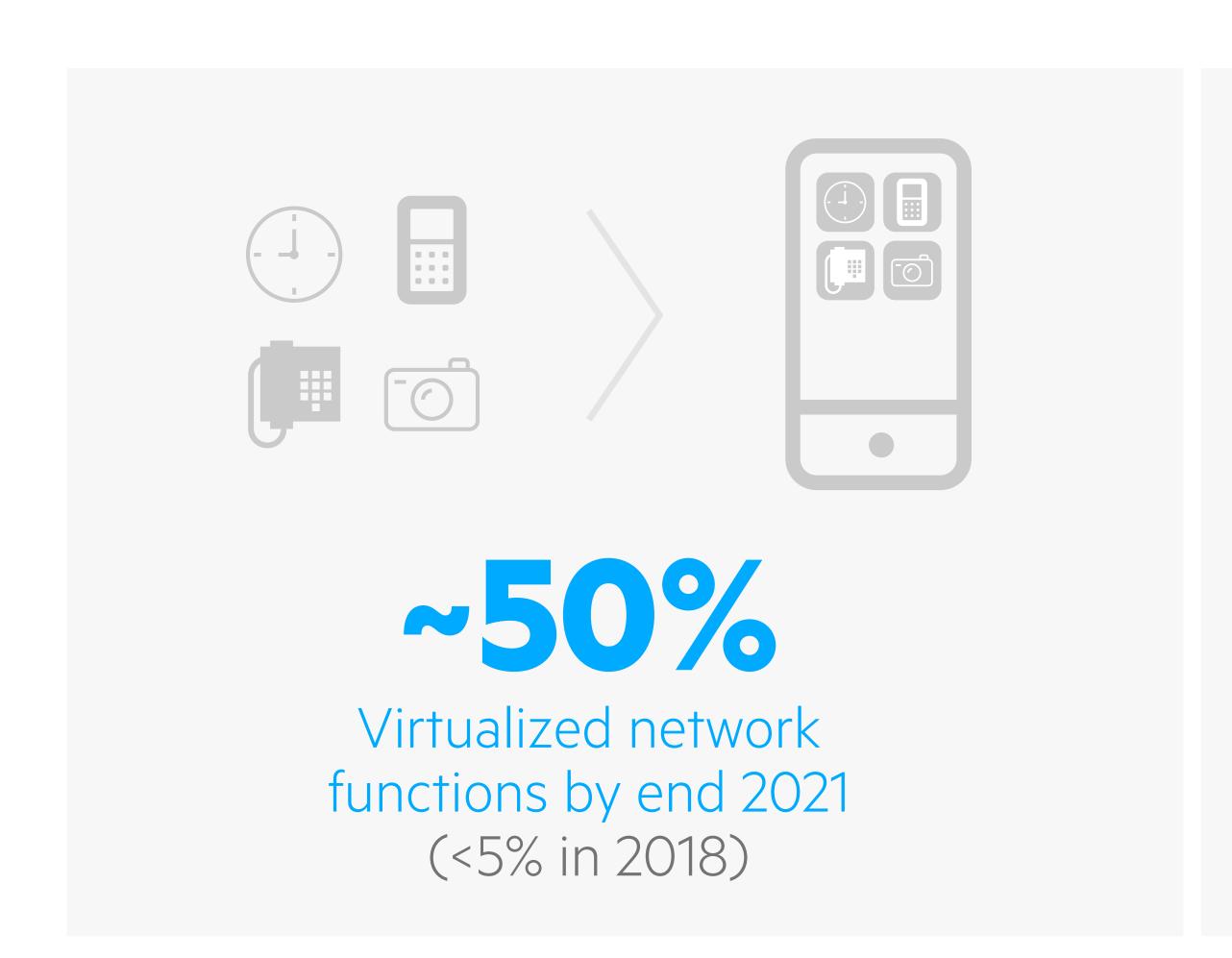


Low latency services



Regional network upgrades at lower spend

### Virtualize networks





Perceived infinite bandwidth



Personalized and adjustable



Predictive and automated recovery



Lower TCO

Through flexible, scalable and automated networks

### Accelerate simplification of operating model

### Finalize IT integration

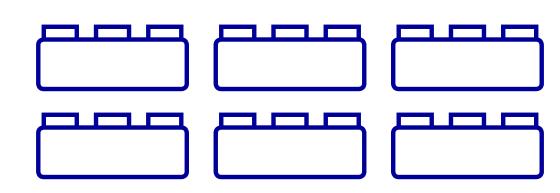
**End 2021** 



From 20 to 2 converged IT stacks

Moving to standard cloud building blocks

**End 2021** 



**Concentrating** data centers

Significantly contributing to



2019 - 2021 new net opex savings program<sup>1</sup>

1 Indirect opex adjusted for the impact of restructuring costs and incidentals

~45% of households at >1Gbps

~70% of households at >200Mbps

~50% virtualized network functions



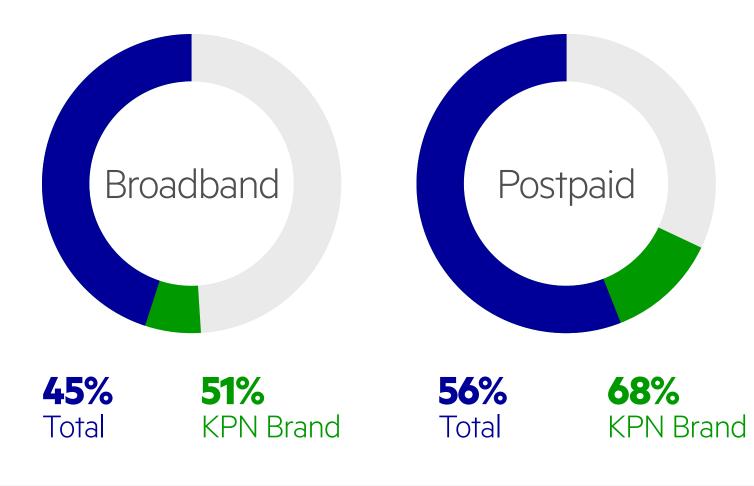
### CONWERGED HOUSEHOLDS TO DRIVE GROWE

### Strong market positions with leadership in convergence

Broadband and mobile market share<sup>1</sup>

>40%

Converged base



Best-in-class NPS<sup>2</sup>





Best all-in-one fixed provider Best mobile provider<sup>3</sup>

<sup>1</sup> Mobile based on Q4 2017, broadband based on Q3 2018; based on Telecompaper & management estimates

<sup>2</sup> Q3 2018; Sources: Kantar TNS

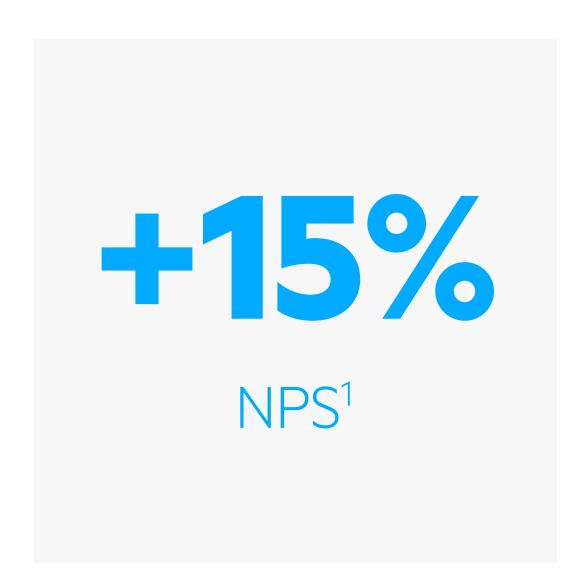
<sup>3</sup> Independent market survey (Consumentenbond)

Best household access and customer experience.

Growing converged base and product penetration.

Focus on delivering value.

### FttH access investments driving higher returns









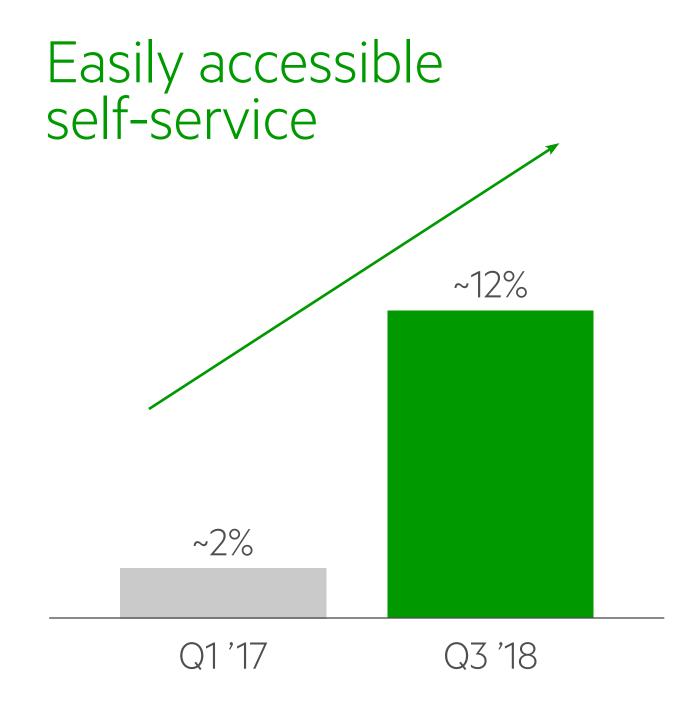
### Best household access and customer experience

Household-centric propositions and organization



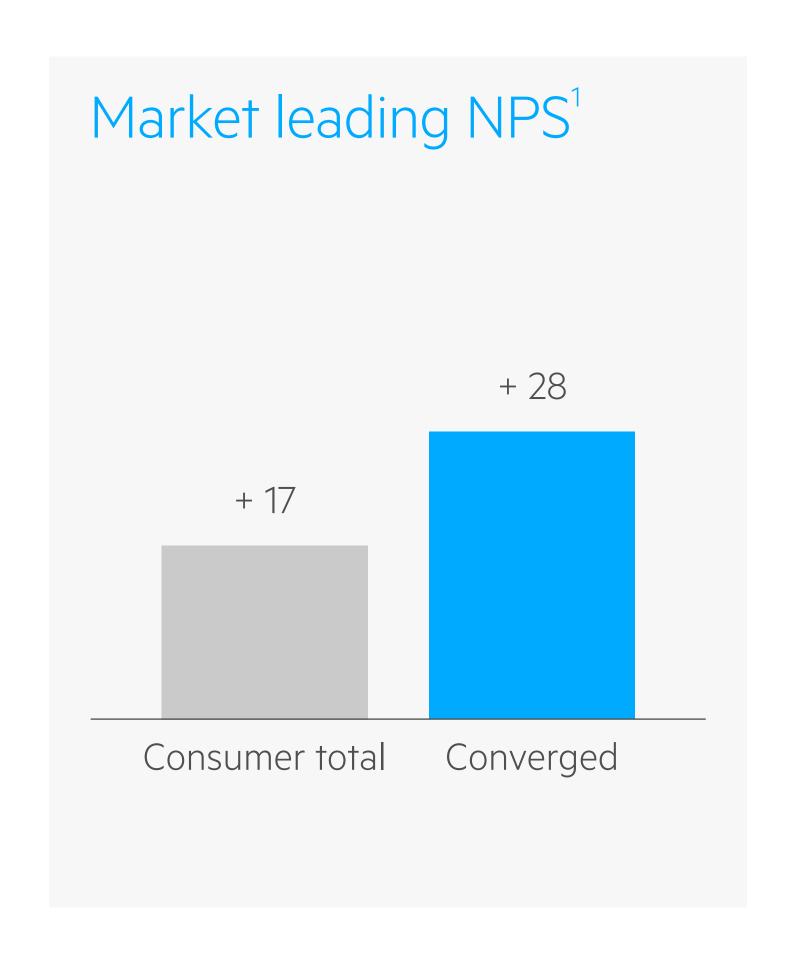
Best in-home experience

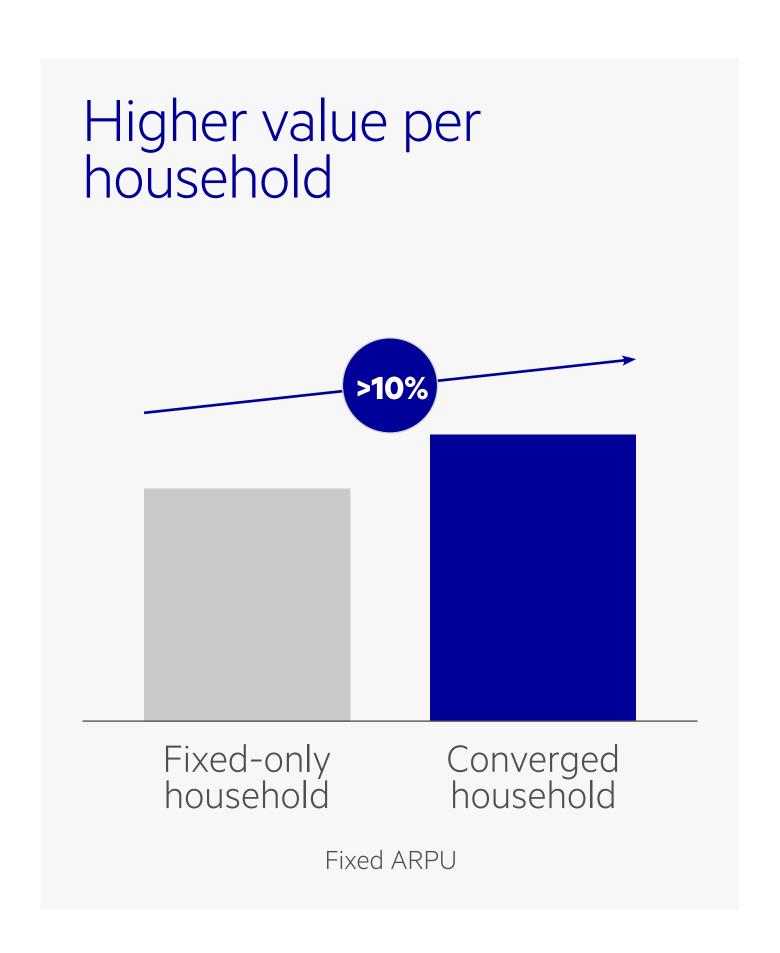


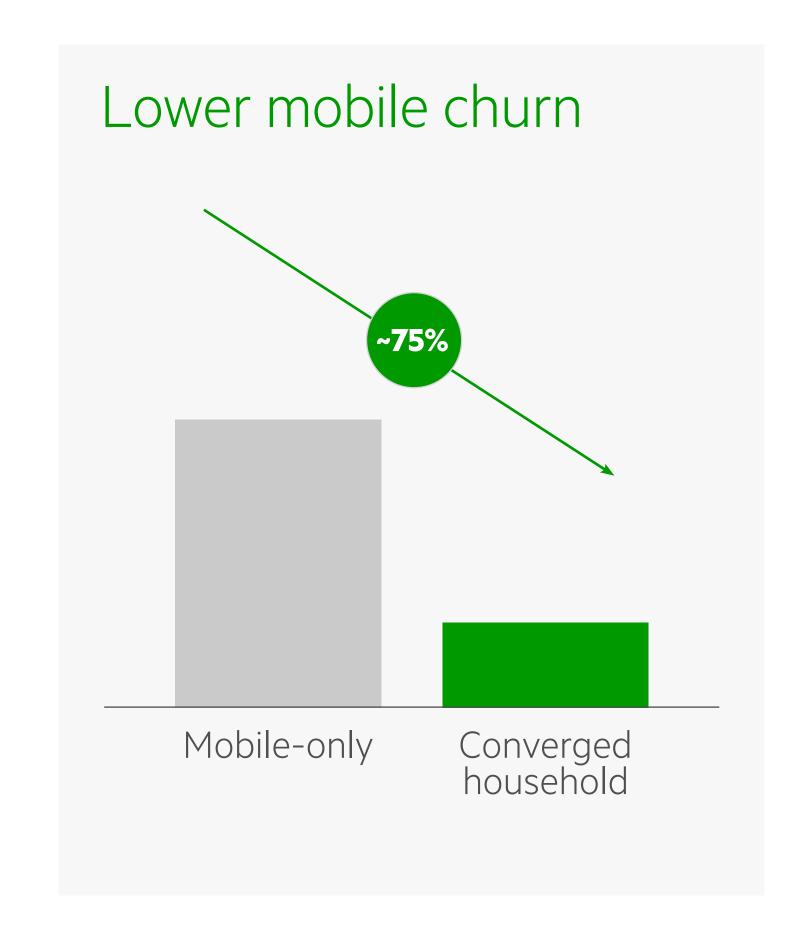


Customer contact without human intervention

#### Convergence offers clear benefits







KPN brand

1 Source: Kantar TNS

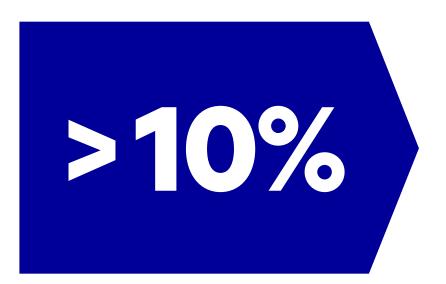
### Targeted household approach to increase converged base by end 2021

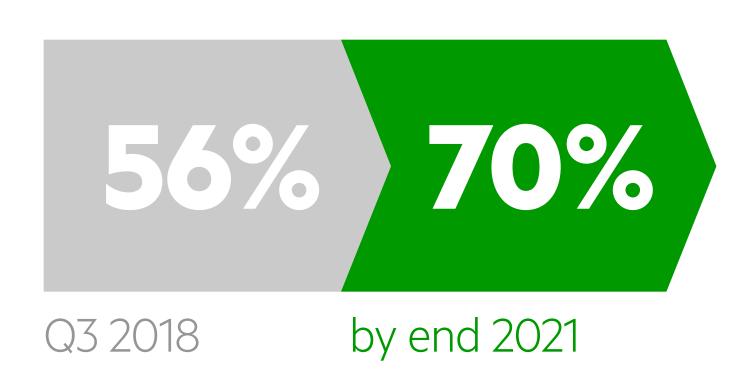
Grow converged households<sup>1</sup>...

...and SIMs per household...

...to drive higher converged postpaid base







### Data driven personalized campaigning to increase up- and cross-sell

Offering tailored product and services advice...

...to further increase product penetration...

...driving high value inflow

Focused direct marketing

Regional approach

Successful up-and cross-sell

Mobile acquisitions from existing households<sup>1</sup>

Postpaid inflow ARPU (Sep '18 vs. Jan '18)<sup>1</sup>

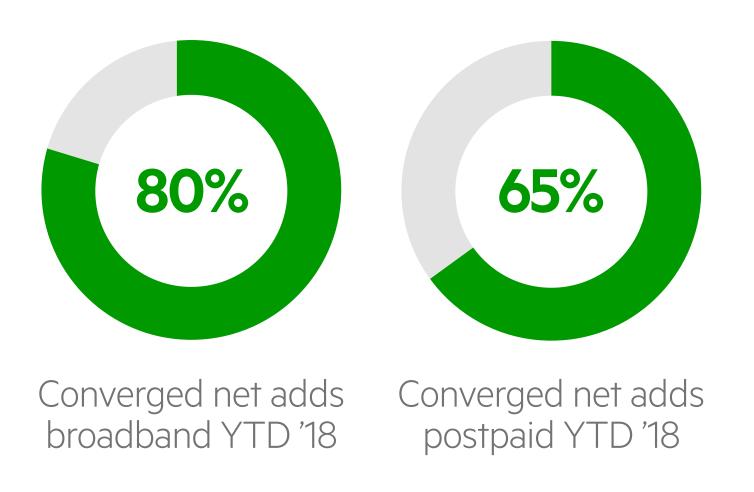
1 KPN brand, Q3 2018

### Clear value focus to drive sustainable service revenue growth

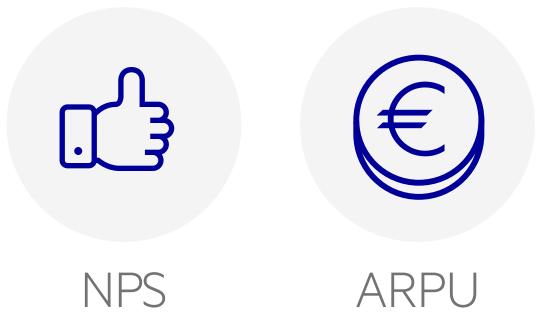
High-value broadband household growth

Supported by fiber roll-out

Growing converged KPN brand base



Clear benefits





### CONVERGED HOUSE HOLDS TO DRIVE GROWTH

Best household access and customer experience.

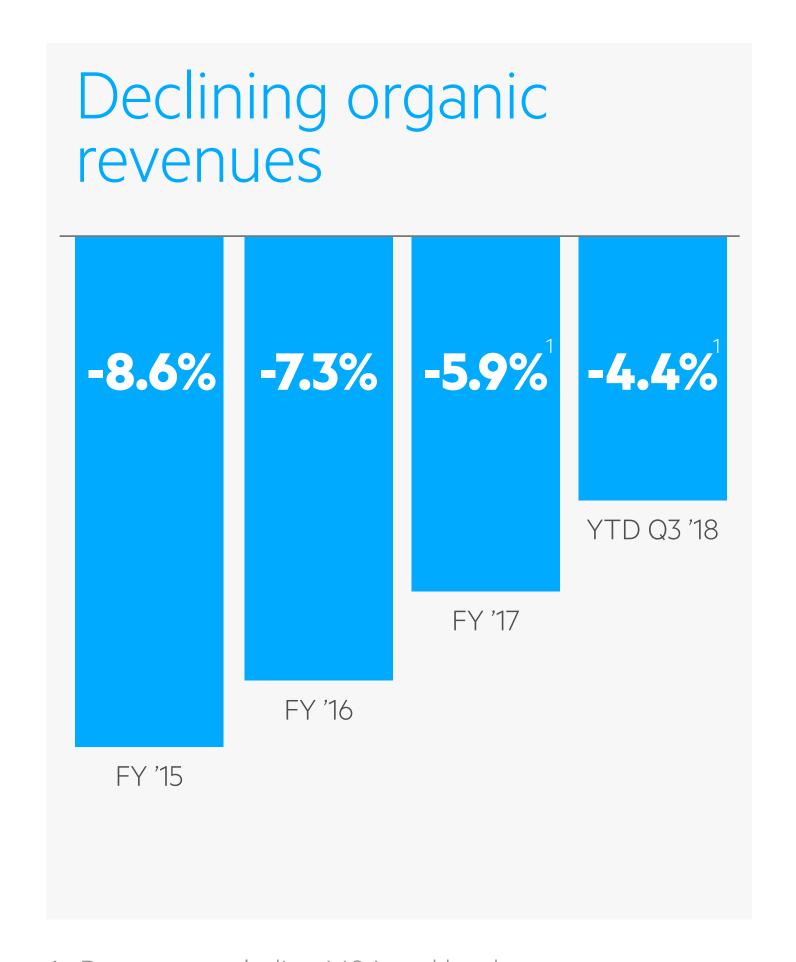
Growing converged base and product penetration.

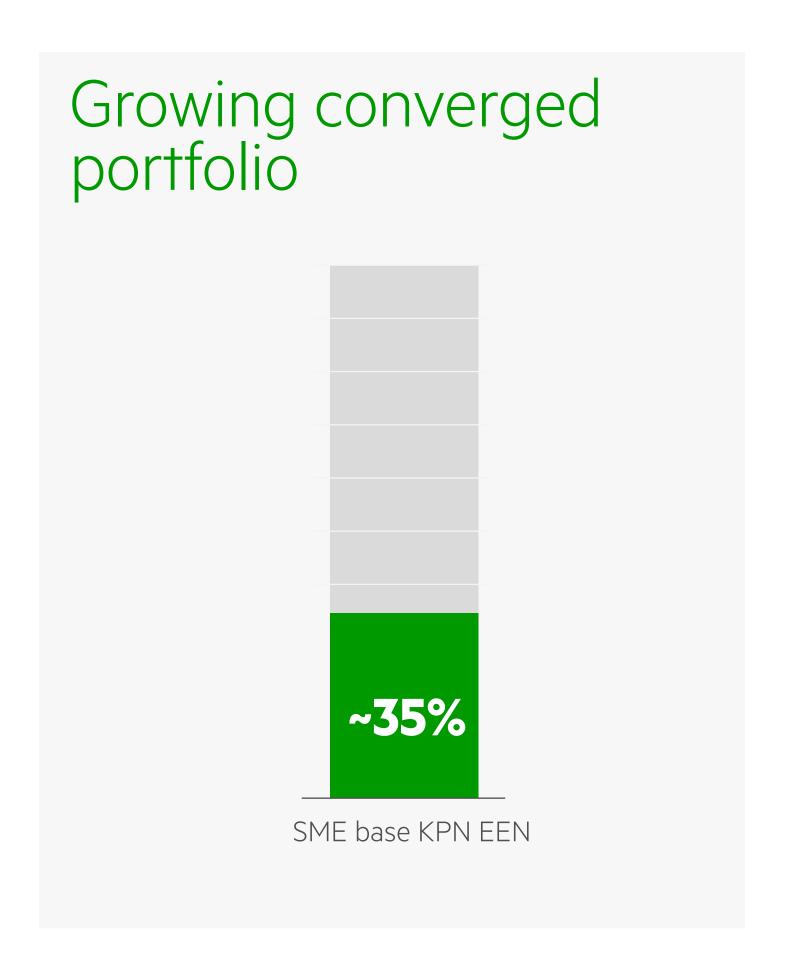
Focus on delivering value.

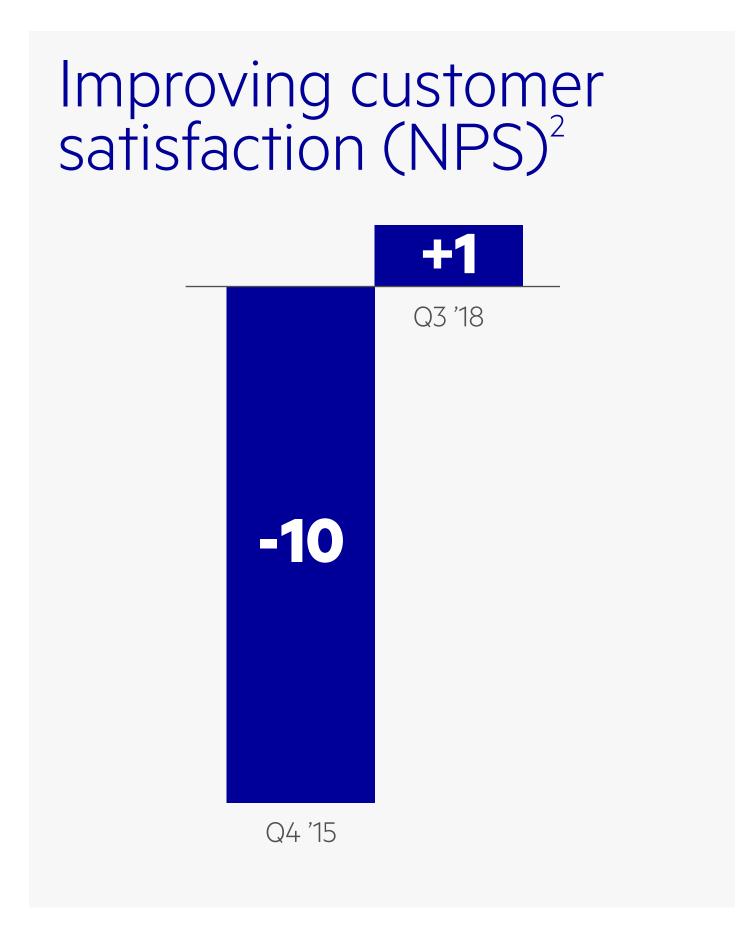


### SUSTAINABLE EBITDA GROWTH

#### Progress made, but still work to do







- 1 Revenues excluding M&A and hardware
- 2 Source: Kantar TNS

Converged simplified product portfolio.

Transformation of operating platform.

Lean and digital operations.

#### Converged simplified product portfolio

Improved delivery chain & NPS

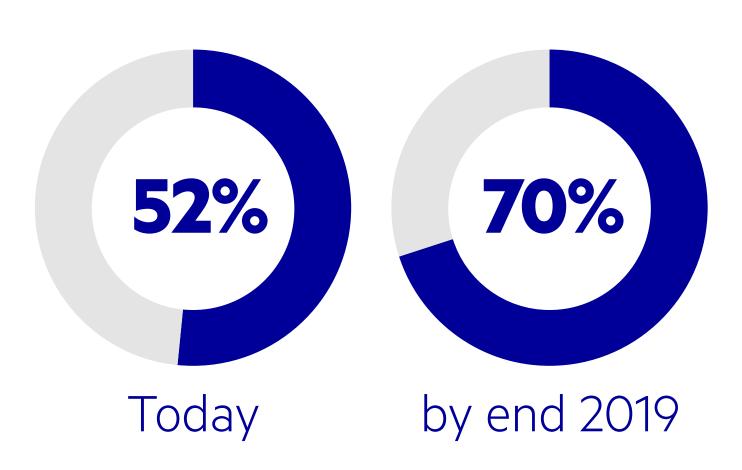
-50%
products
by end 2021

Core IT services & pricing discipline



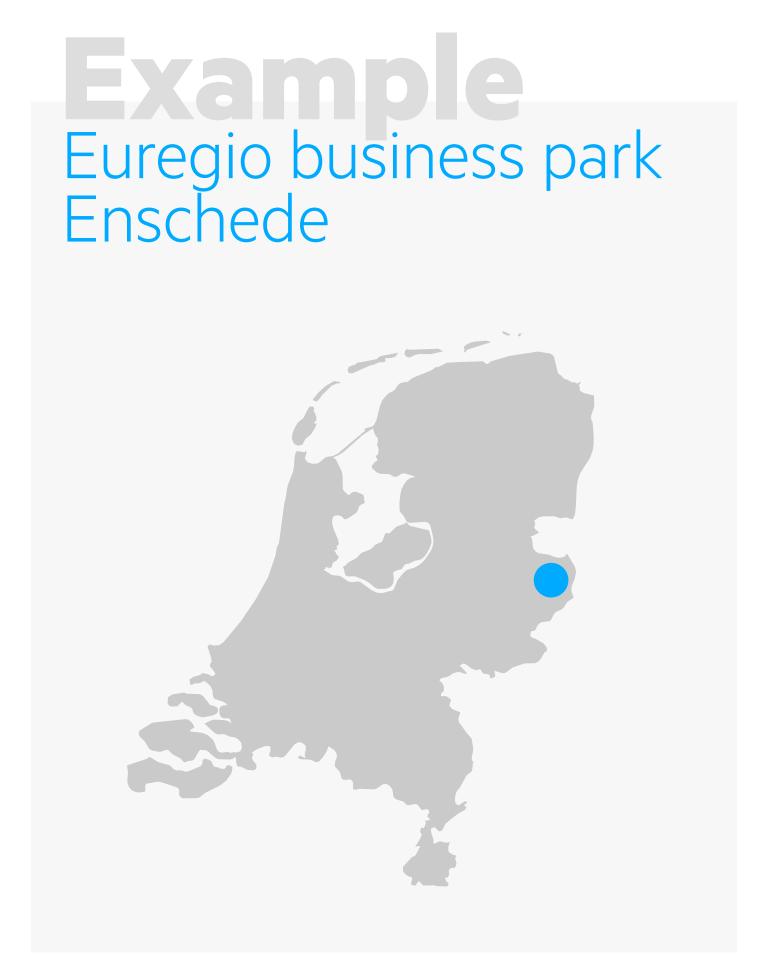
Prioritize deal profitability & incentives on value

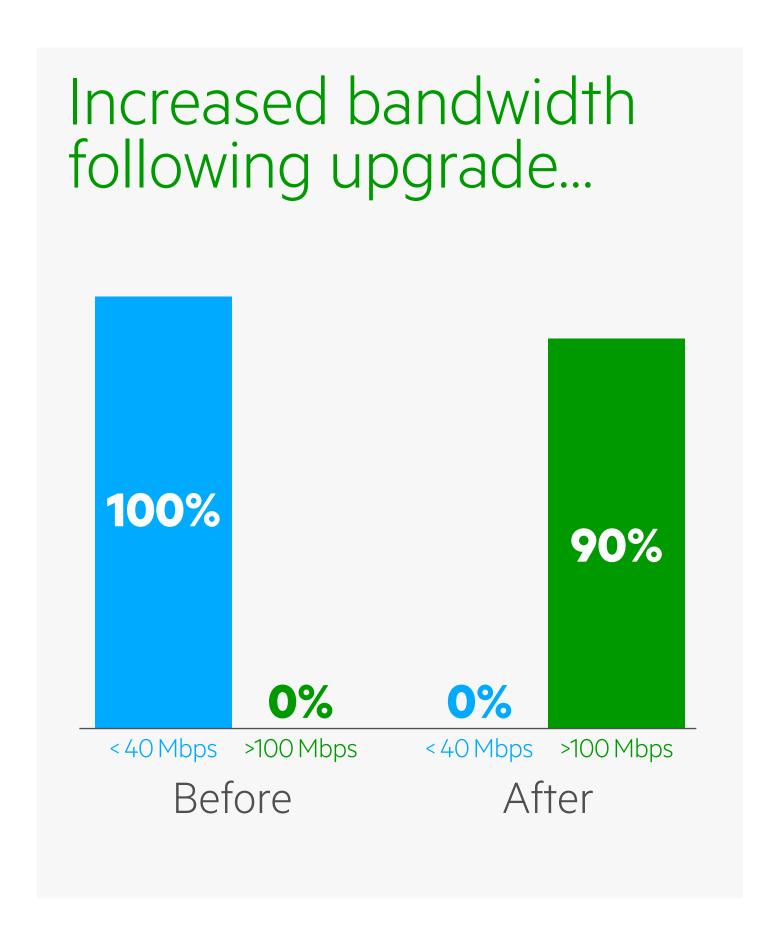
Fiber upgrade business parks



>100Mbps coverage

### Fiber upgrade business parks to drive uptake of converged services







### Transformation of operating platform

KPN EEN

Migrations to KPN EEN1 100% SME mid 2020 LE in 2020

Clear operational benefits post migration

**410**NPS<sup>2</sup>

2X faster Time-to-market

~5%
Churn

Example

Improved customer lifetime value

Repricing at migration

Reduced cost to serve

**Up and cross-sell** services

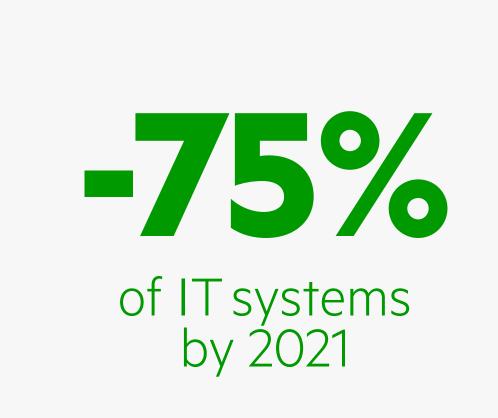
**Reduced churn** 

- 1 Traditional fixed voice and legacy broadband
- 2 Management estimate

#### Lean and digital operations

Cost to serve KPN EEN

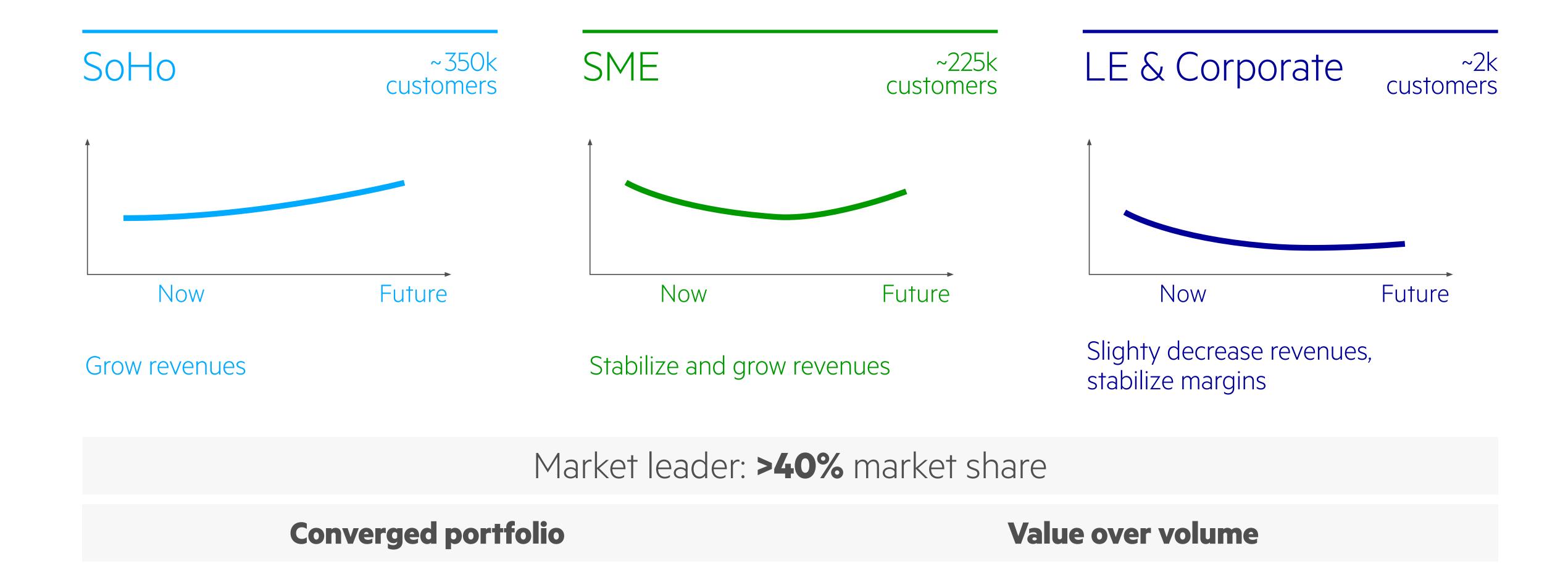
>25% lower by 2021 KPN EEN significantly lowers complexity



Simplified end-to-end organization



#### Stabilizing service revenues



### Strategic priorities to deliver organic sustainable growth

# Stabilized end-to-end Adj. EBITDA mid 2020

Grow profitable revenues by leveraging leading market positions

Stabilizing service revenues





### ORGANIC SUSTAINABLE EBITDA & FCF GROWIH

#### KPN today

Financial performance

-2.2% Revenues

In line Adj. EBITDA

~€1.1bn Capex

+10% FCF

Financial profile

€6.2bn Net debt

2.7x Leverage

Shareholder remuneration

€ 12Ct Regular DPS

Convergence & value focus driving revenue stabilization.

New multi-year sustainable opex reduction supports organic Adj. EBITDA growth.

Stable Capex envelope: substantial shift in the mix.

FCF growth drives
progressive dividend and a solid financial profile.

### Convergence & value focus driving revenue stabilization



#### Consumer

Grow base and value of converged households



#### Business

Accelerate growth in convergence

Selective growth in IT Value over volume

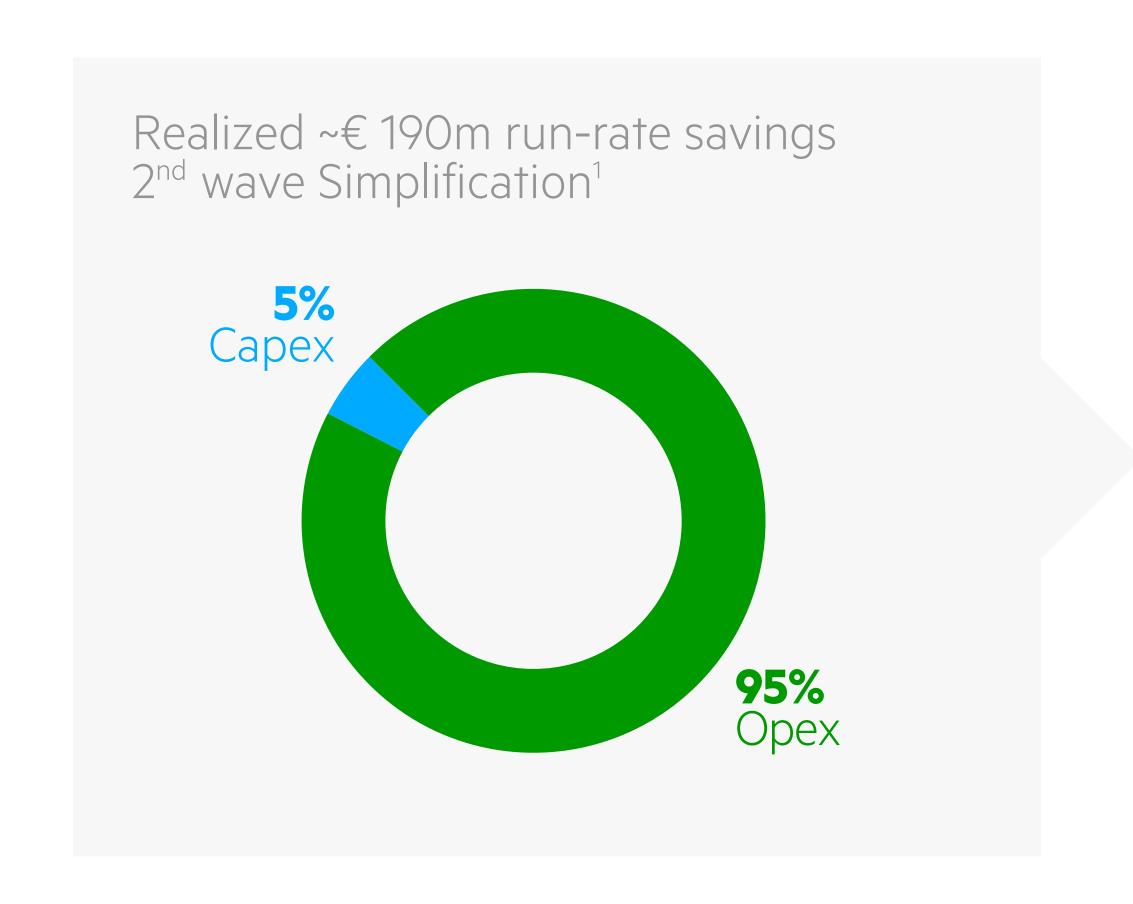


#### Wholesale

Grow WBA/VULA

Maintain disciplined strategy

### Accelerate multi-year sustainable opex reductions



New opex reduction program



2019 - 2021 net savings<sup>2</sup>

<sup>1</sup> Realized: end Q3 '18 vs. end Q4 '16

<sup>2</sup> Indirect opex adjusted for the impact of restructuring costs and incidentals

### Acceleration of simplification Digitalization & virtualization

#### opex reductions

Rationalization and simplification of portfolio.

End-to-end digitalization and automation front-end and back-end.

All-IP network and virtualization.

IT landscape rationalization.

Organizational effectiveness.

### Portfolio rationalization and end-to-end digitalization







Lean operating model



Migrate to target portfolio platforms



Digital customer journeys



Reduce complexity



**Automate back-end tasks** 

#### All-IP network and virtualization

5



Migrate customers to all-IP network



Decommission legacy networks and systems



Virtualized and software defined networks

#### Example

Customer: Delivery of one new location

Current IP-VPN	New SD-WAN
Physical delivery	OTT delivery
>12 weeks	<1 day
21 manual actions	1 manual action (shipping)

Customer: 100 routers need updating

Current	New SD-WAN	
IP-VPN		
50 hours (~30 min per router)	4 hours	
100 on-premise actions	1 remote action	

Improved customer satisfaction
Improved flexibility
Substantially lower roll-out cost
Serve more customers in less time

### IT rationalization and organizational effectiveness



Consolidate IT platforms and decommission legacy



Standardized solutions and hardware



Vendor optimalization





Clear end-to-end responsibilities

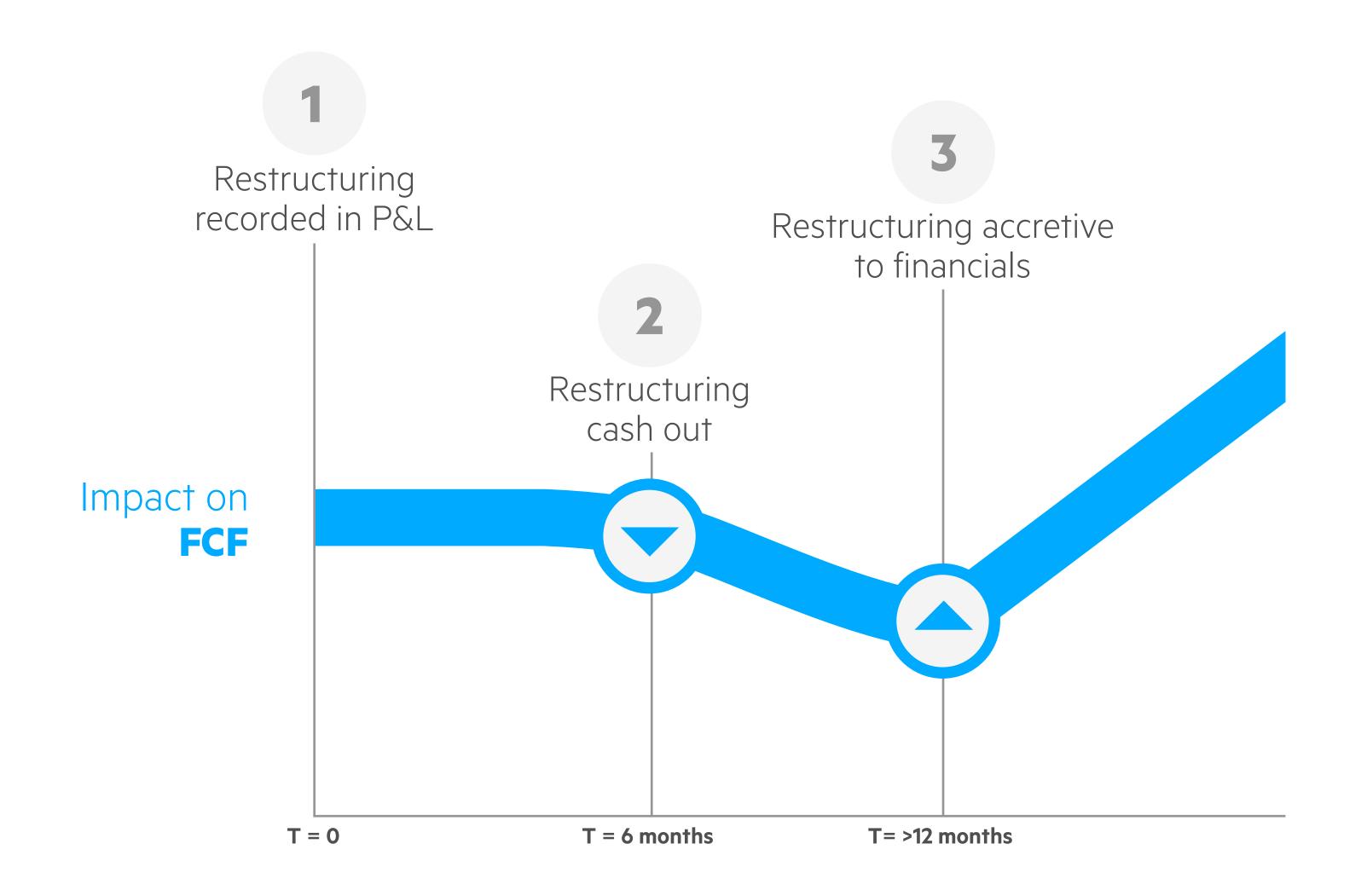


Delayer management and organizational simplification



**Automate processes** 

### Restructuring accretive benefits back-end loaded



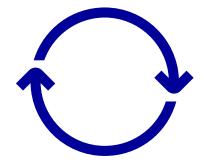
### Capex planning supported by data and zero-based budgeting



Smarter investments supported by data-driven decision making process



Stacked ranking based on ROCE and NPV of proposed investments



Reallocation of investments enabling step-up in access investments

#### Strong improvement FttH return profile

Lower roll-out spend due to reduced average costs per home passed

Better utilization rate supported by data driven smart regional approach

#### Strong commercial benefits<sup>1</sup>









Payback period reduced by ~50%<sup>3</sup>

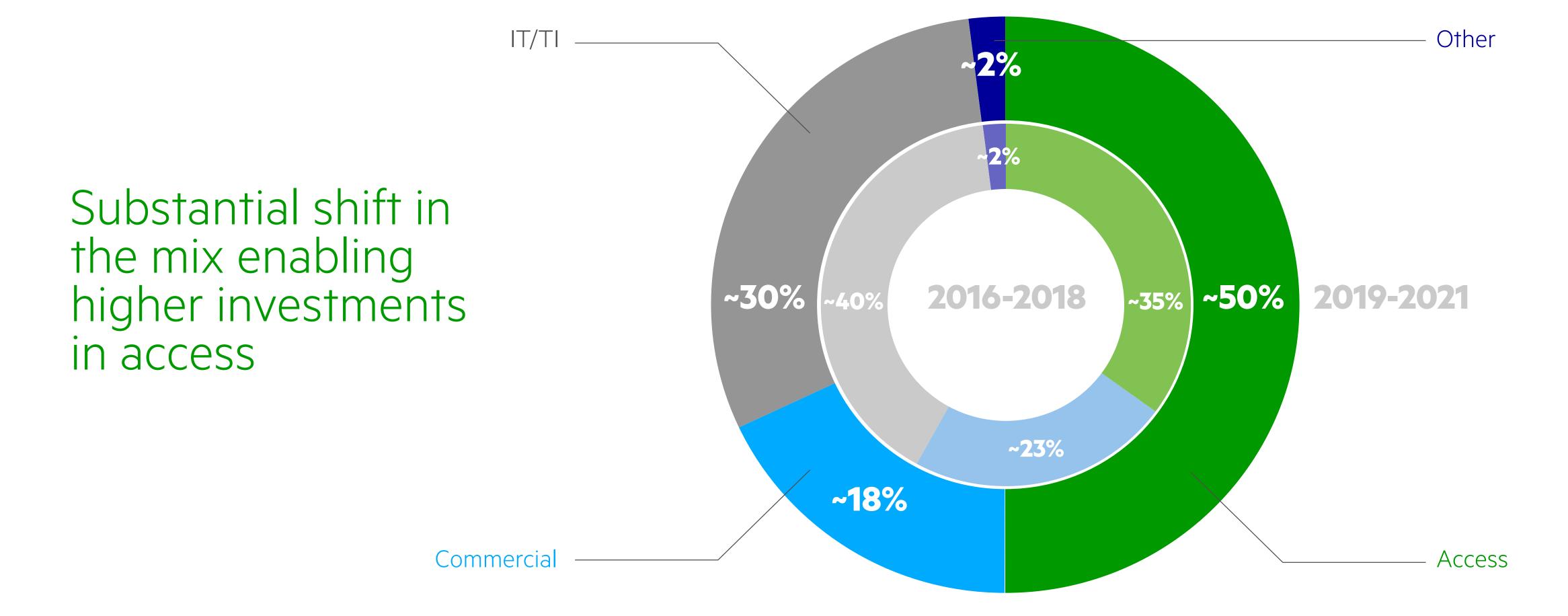
<sup>1</sup> Q3 2018, >200Mbps households vs. <200Mbps households

<sup>2</sup> KPN brand, source: Kantar TNS

<sup>3 2019 - 2021</sup> vs. 2012

#### Stable Capex envelope

€ 1.1bn per annum in 2019-2021

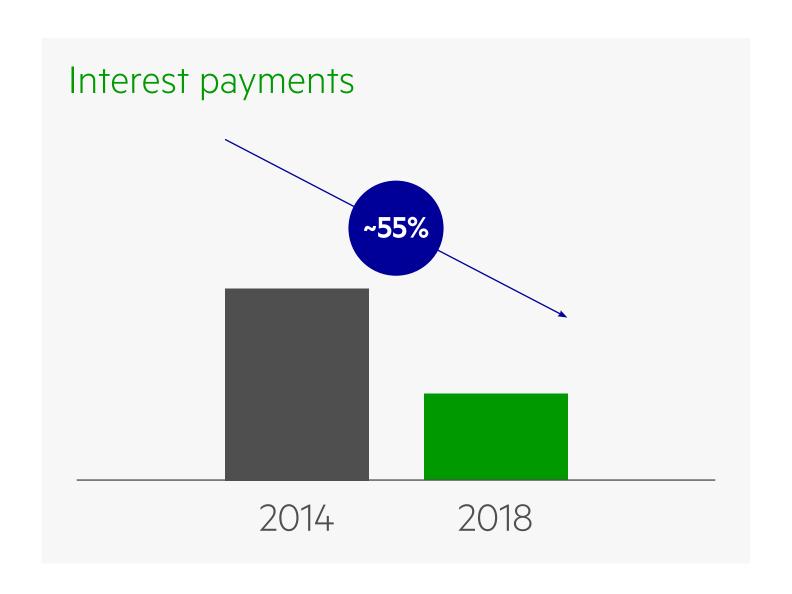


#### Committed to solid financial profile

### Solid investment grade credit profile

# Moody's Baa3 / Stable S&P Global Ratings BBB - / Positive BBB / Stable

### Optimized balance sheet position



### Medium-term leverage



#### Organic and sustainable Adj. EBITDA & FCF growth

	2018 outlook	2019 - 2021 ambitions
Adjusted EBITDA	In line with 2017	Organic growth
Capex	~€ 1.1bn	Stable at € 1.1bn annually
FCF (excl. TEFD dividend)	~€ 800m	Sustainable growth, driven by EBITDA
Dividend	€ 12ct per share	Progressive dividend, supported by FCF

### ORGANIC SUSTAINABLE GROWTH

Convergence & value focus driving revenue stabilization.

Accelerate multi-year sustainable opex reduction.

Stable Capex envelope: substantial shift in the mix.

Organic sustainable Adj. EBITDA and FCF growth contributing to progressive dividend and deleveraging.



### ORGANIC SUSTAINABLE GROWTH

## Value OVET VOLUME. Lean operating model.

### ORGANIC SUSTAINABLE GROWTH

### The best converged smart infrastructure.

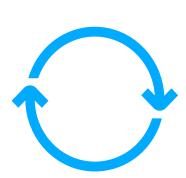
Focus on profitable growth segments.

Acceleration of simplification and digitalization.

# Solid & Attractive. Maximizing Value.



Organic growth of Adjusted EBITDA



Stable Capex envelope



**Sustainable** FCF growth



