CAPITAL MARKETS DAY 2018

28 November 2018 Rotterdam



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



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



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



15:40 - 17:30 Q&A



14:15 **BUSINESS** Maximo Ibarra CEO and

a.i. Chief Business Market



14:30 BREAK







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 EBITDA are adjusted for the impact of revenues and other income unless. 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", "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.

GROUP STRATEGY

Maximo Ibarra Chief Executive Officer

Amsterdam



ORGANIC SUSTAINABLE GROWTH





Value over volume. Lean operating model.

ORGANIC SUSTAINABLE GROWTH

Consumer

Converged customer base growth

Business

Stabilize EBITDA and service revenues

New multi-year opex reduction program

Lean





The best **converged smart infrastructure.**

Focus on **profitable growth** segments.

Acceleration of **simplification** and **digitalization**.



The Netherlands. Ecosystem. Telecom market.

The Netherlands: strong external environment



Strong economy

High GDP growth 2.8% Low unemployment rate 3.9%



Excellent infrastructure

Dense and small geography Well connected to core Internet

Ranked



on The Global Competitiveness Index in 2018 Home of

#1

largest Internet exchange hub in Europe

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



Tech savvy

Country of early adopters

Highest smartphone and Internet penetration in Europe



mobile data usage growth (2015 - 2017)

The ecosystem is evolving: integrated converged propositions









Business



Security



Cloud



The ecosystem is evolving: key enabling technologies



Fiber

HYBRID NETWORKS & PLATFORMS



4G/5G

Virtualization & Cloud

NfV

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





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

One of the most competitive markets

Revenue growth: **Europe: +0.3%** Netherlands: -2.0%

KPN today: stronger and more flexible



Q3 2018

- 1 Mobile based on Q4 2017, broadband based on Q3 2018
- 2 Source: Kantar TNS (NPS)

Innovative & skilled workforce



High employee engagement

Customer satisfaction

+12NL NPS²

FMC leadership in Consumer & Business



KPN today: solid financial performance

Adjusted EBITDA Inline

Adjusted EBITDA, Capex and FCF (excl. TEFD dividend) based on 2018 outlook

Capex

Free Cash Flow growth driven by Capex & interest

~£1.1bn

+10%

Doing business in a sustainable manner



Leading position in benchmarks



MEMBER OF **Dow Jones Sustainability Indices** In Collaboration with PobosoSAM

In Collaboration with RobecoSAM 🧆

1 Compared to 2010



Reputation ranking



RepTrak Pulse 2017



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

modernization

100% 5G ready by end 2021

- Full mobile network

- Moving to All-IP
- 100% by end 2021

Stable Capex envelope: substantial shift in mix

Focus on profitable growth segments Business Consumer SME base **+300k** 100% converged households by end 2021 on KPN EEN¹ by mid 2020 70% **Stabilized** postpaid base end-to-end Adjusted EBITDA² converged in 2021 mid 2020

1 Traditional fixed voice and legacy broadband

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

LE & Corporate

Value over volume



Acceleration of simplification & digitalization

From **20 to 2** converged IT stacks

2019-2021 new net ~£350 million opex savings program¹

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

From 5 core networks to 1

Simplified end-to-end organization



Premium. Innovative Value. operating model. Focus. commercial approach. Lean.

ORGANIC SUSTAINABLE GROWTH

NETWORK OPERATIONS & IT

Joost Farwerck Chief Operating Officer

Utrecht



THE BEST CONVERGED SMART INFRASTRUCTURE



Strong network, IT integration on track



Best customer experience on mobile network¹

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



Finalize FttC roll-out

+1 million FttH households



Technically possible speeds

>40% of households by end 2021

Improving average access speeds



Higher utilization rate and lower roll-out costs

Higher network utilization rate in fiber areas

Automated planning & design...







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



1 Comparison with DSL, Q3 2018

...contributing to lower average roll-out costs



Significantly lower roll-out costs per home passed



Regional hybrid access approach



Fixed access roll-out

Regional accessto-activation

Finalize FttC

Accelerate FttH

Roll-out hybrid fixed-mobile solutions Communication

Marketing & sales

Optimize current areas

In-home WiFi coverage

In-home equipment



In-home

Do-it-yourself tooling



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



30

...requires mobile equipment upgrade...

100%



...to enable latest technologies

Massive Massive 56G ready





Field Labs



Rationalize networks

Shutting down legacy networks

PSTN SDH ISDN 3G 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



~50% Virtualized network functions by end 2021 (<5% in 2018)



Perceived infinite bandwidth



Personalized and adjustable



Predictive and automated recovery



Lower TCO

Through flexible, scalable and automated networks

Accelerate simplification of operating model



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

Concentrating data centers

Significantly contributing to



2019 - 2021 new net opex savings program¹

~45% of households
at >1Gbps

~70% of households at >200Mbps

~50% virtualized network functions
CONSUMER -

Jean-Pascal van Overbeke Chief Consumer Market

Haarlem



CONVERGED HOUSEHOLDS TODRIVE GROWTH



Strong market positions with leadership in convergence



- 1 Mobile based on Q4 2017, broadband based on Q3 2018; based on Telecompaper & management estimates
- 2 Q3 2018; Sources: Kantar TNS
- 3 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



Q3 2018, >200Mbps households vs. <200Mbps households 1 KPN brand, source: Kantar TNS

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 households¹...

...and SIMs per household...

>10%

1 Q3 2018: 1,325k converged households

...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...

Focused direct marketing Regional abbroact

75% Mobile acquisitions from existing households¹ Successful up-and cross-sell **5%** Postpaid inflow ARPU (Sep '18 vs. Jan '18)¹

1 KPN brand, Q3 2018

...driving high value inflow



Clear value focus to drive sustainable service revenue growth

High-value broadband household growth





Churn

Best household access and customer experience.

Growing converged base and product penetration.

Focus on delivering value.

BUSINESS

Maximo Ibarra CEO and a.i. Chief Business Market

The Hague



SUSTAINABLE EBITDA GROWTH

Progress made, but still work to do



portfolio

- 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



products by end 2021

Core IT services & pricing discipline

Prioritize deal profitability & incentives on value



Fiber upgrade business parks to drive uptake of converged services

Example Euregio business park Enschede

Increased bandwidth following upgrade...





...driving commercial success within 3 months of upgrade

29% of all customers moved to converged portfolio



Transformation of operating platform KPN EEN



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

Example Improved customer lifetime value

Repricing at migration Reduced cost to serve Up and cross-sell services

Reduced churn



Lean and digital operations

Cost to serve **KPN EEN**



lowers complexity



KPN EEN significantly



Simplified end-to-end organization



New management structure & accelerate integration of recent acquisitions

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









EINANCIALS

In In

Jan Kees de Jager Chief Financial Officer

Eindhoven



ORGANIC SUSTAINABLE EBITDA & FCF GROWTH





Financial performance

-2.2% Revenues In line Adj. EBITDA ~£1.1bn Capex +10% FCF

Financial profile

2.7X Leverage

Revenues YTD Q3 '18 y-on-y growth, Financial profile Q3 2018, EBITDA, Capex, FCF (excl. TEFD dividend) and shareholder remuneration based on 2018 outlook

Shareholder remuneration

€6.2bn Net debt

E 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

Realized ~€ 190m run-rate savings 2nd wave Simplification¹



1 Realized: end Q3 '18 vs. end Q4 '16

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

New opex reduction program

~ € 350m 2019 - 2021 net savings²

Acceleration of simplification Digitalization & virtualization

Rationalization and simplification of portfolio.

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

IT landscape rationalization.

Organizational effectiveness.

opex reductions

All-IP network and virtualization.

Portfolio rationalization and end-to-end digitalization





Migrate to target portfolio platforms









Automate back-end tasks

AII-IP network and virtualization

Migrate customers to all-IP network



Decommission legacy networks and systems



Virtualized and software defined networks

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 IP-VPN	New SD-WAN
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 benefits¹



- 1 Q3 2018, >200Mbps households vs. <200Mbps households
- 2 KPN brand, source: Kantar TNS
- 3 2019 2021 vs. 2012

Payback period reduced by ~50%³

Stable Capex envelope € 1.1bn per annum in 2019-2021

|T/T|

Substantial shift in the mix enabling higher investments in access

Commercial



Committed to solid financial profile

Solid investment grade credit profile

Optimized balance sheet position

Moody's	Baa3 / Stable	Interest paymer
S&P Global Ratings	BBB- / Positive	
Fitch Ratings	BBB / Stable	2014

Medium-term leverage



Net debt / EBITDA

<2.5x

Organic and sustainable Adj. EBITDA & FCF growth



2019 - 2021 ambitions

Organic growth

Stable at € 1.1bn annually

Sustainable growth, driven by EBITDA

Progressive dividend, supported by FCF



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**.

EBRARE SECOND

Maximo Ibarra Chief Executive Officer

Rotterdam



ORGANIC SUSTAINABLE GROWTH





Value over volume. Lean operating model.



The best **converged smart infrastructure.**

Focus on **profitable growth** segments.

Acceleration of **simplification** and **digitalization**.



Solid & Attractive. Maximizing Value.





Organic growth of Adjusted EBITDA





Sustainable FCF growth







THANK YOU

Duco Sickinghe Chairman Supervisory Board

Breda

