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De Telegraaf in mobile telecom and Internet services

N.V. Holdingmaatschappij De Telegraaf will start the new millennium with the establishment of an enterprise wholly dedicated to developing and operating mobile telecom and internet services. The new enterprise, called Mobillion B.V., is a joint venture of De Telegraaf subsidiary Media Groep West B.V. (70%) and the management of Mobillion (30%).

With Mobillion, De Telegraaf group aims to cover the full range of the rapidly developing electronic media. Mobillion expects that Internet traffic through GSM telephones or new generation mobile computers and organisers, besides fixed telephone lines or cable TV connections, will really take off in the years ahead. In addition, Mobillion sees a big market for other kinds of communication and infotainment services specially tailored to the soaring number of mobile telephone users.

Currently, Mobillion already operates a number of successful GSM services in collaboration with such parties as SBS Broadcasting, De Telegraaf daily newspaper and mobile telecom operators including KPN Mobiel and Libertel. This involves services based on interactive voice response, SMS communication and the new WAP (wireless application protocol) mobile Internet technology.

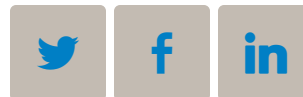
As a result of mergers and takeovers, the mobile telecom market is taking on an increasingly international character. Accordingly, Mobillion will expand its services to include other European countries besides the Netherlands as well. The enterprise expects to open its first foreign branch in the United Kingdom shortly.

Member of the Managing Board of N.V. Holdingmaatschappij De Telegraaf Ad Swartjes: "The word 'Internet' is heard more and more within the field of telephony, while the Internet world is becoming increasingly aware of the possibilities of mobile telephone. In combination with our own publications and in collaboration with strategic partners, we expect to realise

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great things within Mobillion."

Media Groep West B.V. is a joint venture of N.V. Holdingmaatschappij De Telegraaf (90%) and UPC Nederland (10%). Media Groep West B.V. is engaged in the production and operation of electronic information services through such media as television, teletext, the Internet, telephone and GSM.

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