



Joint press Release

Brussels, 10 July 2020

All football fans will soon receive all the goals and highlights during Jupiler Pro League matches with image and comments, live on their smartphone via KBC mobile.

Available for both KBC customers and non-customers.

Over the next 5 seasons, KBC has acquired the exclusive rights to offer mobile clips during the matches of the Jupiler Pro League ('near live clips'). In addition, KBC has also acquired non-exclusive rights to the online summaries of all matches.

From the end of August onwards all football fans, both KBC customers and non-customers, will be able to use KBC Mobile to view the goals and highlights during the match and all the summaries at the end of the football weekend. KBC Mobile is the only app in Belgium offering such "Goal Alert". Also football fans in Brussels and Wallonia will receive the same "Goals Alerts" on KBC Brussels Mobile and CBC Mobile.

All goals and highlights of your favorite team(s) will be pushed with image and comments directly to your phone during the match. Moreover, at the end of the football weekend you can review the summaries of all matches. So you won't miss a single important moment of your favourite club and you'll always keep abreast, wherever you are.

With "Goal Alert" KBC wants to offer a user-friendly solution for the large group of football fans who do not have the time to watch a full match, but would like to keep abreast with their favourite club and/or want an overview of the entire competition.

In doing so, KBC can offer all Belgian football fans, both KBC customers and non-customers, a unique and exclusive mobile football experience. If you are not yet a KBC customer, you can still use the KBC Mobile app without the need to have a KBC banking or insurance product.

For those who have a paying KBC-Plus account, "Goal Alert" is included in the price. If you do not have a KBC-Plus account or if you are not a KBC customer, you pay a very democratic price for "Goal Alert".

Why did a financial institution like KBC decide to bring Near-Live Clips?

Patrick Tans, Senior General Manager Banking Products and Transformation KBC Division Belgium explains: *"Consumer expectations are evolving rapidly. KBC wants its customers to benefit from the widest possible range of services, quickly and easily activated directly from one central app, without hassle and without having to download 10 different apps. We have been working on this for a long time and we intend to continue to do so in the coming years. More than 1,5 million KBC Mobile customers use their banking and insurance services today. More than 250,000 of them use the third-party non-banking services which we have been gradually offering in the app since mid-2018. They buy a single fare ticket or multiple journey tickets from De Lijn/ the SNCB/NMBS or STIB-MIVB, pay for a parking session with 4411 or at QPark, book a shared bike or a shared care, order service vouchers or consult their meal vouchers, refuel at Q8 without having to reach for their bank card, book a Fast Lane or Lounge Pass at Brussels Airport, or buy a film ticket at Kinepolis etc. In total, non-banking services have been used more than 2,700,000 times since their launch".*

Since December 2019, KBC has also been the first financial institution in Belgium to open its mobile applications to a wider audience than its own customers. Non-customers can now also make use of a number of non-banking services via KBC Mobile, even if they don't have KBC banking or insurance products. And they're making increasing use of it.

Patrick Tans continues: *"We are developing KBC Mobile into an open platform that is easily accessible to every consumer and offers real added value. Now we want to go one step further. It is common knowledge that football connects and brings people together, it is also the most popular sport in Belgium. Moreover, we see that people have less and less time. People expect it to be made easy for them, that they don't waste time but are kept abreast. This is exactly what we want to respond to. **We want to offer a customer-friendly solution for the large group of football fans who do not have the time to watch a full match, but would like to stay informed. All goals and highlights with image and comments, pushed directly and proactively to the smartphone of the football fan during the match. We believe that, with KBC Mobile, we can offer a unique and exclusive mobile football proposition to all Belgian football fans.**"*

Guillaume Collard, managing director Eleven Sports Belgium/Luxemburg is very enthusiastic about the unique partnership with KBC: *"We want to bring Belgian football to as many fans as possible. We know that today football is not only consumed in a linear way on TV, but that it is being watched more and more digitally, in a fragmented way, especially by young people who are very digital. That is why we are delighted to announce this partnership with KBC. Eleven also stands for innovation. The fact that a bancassurance company is launching a service in its app to bring Belgian football even closer to football fans fits in perfectly with our strategy in this area".*

For more information, please contact:

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About Eleven Sports

ELEVEN SPORTS provides top class sporting action. Eleven broadcasts the absolute top leagues in football, as well as in basketball, American football, and martial arts. Football fans enjoy national leagues such as Pro League, LaLiga, Serie A, Bundesliga, FA Cup, League Cup and MLS, while hockey fans can follow the Euro Hockey League. You can also watch the best national football teams in the UEFA Nations League, the EURO 2021 Qualifiers and the 2022 FIFA World Cup Qualifiers. Fans of American sports can enjoy the NBA and the NFL, as well as the UFC.

Eleven Sports is the only sports provider in Belgium and Luxembourg available in all households. Subscribers can watch the three Eleven Sports channels in Belgium and Luxembourg online in Dutch and French at www.elevensports.be and www.elevensports.lu.

Download the app via Google Play in the App Store.

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About KBC Group

KBC is one of the leading financial groups in Europe. It is a multi-channel bank-insurance group with a geographic focus on Europe, catering mainly to retail clients, SMEs and local midcaps. The group occupies significant, and in many cases leading positions in its core markets of Belgium, Czech Republic, Bulgaria, Hungary, Slovakia and Ireland. The KBC group has also selectively established a presence in a number of other countries and regions around the world. KBC employs around 42,000 staff and caters for more than 11 million customers in its core markets. KBC Group NV is listed on Euronext Brussels (ticker symbol 'KBC').

In recent years, KBC has taken enormous steps in the digital transformation of its business, both in the company itself and in the way it serves its customers and responds flexibly to their rapidly changing needs and expectations.

In recent years, more and more customers have become acquainted with KBC's mobile application. Also non-customers who have no banking or insurance product with KBC, can make use of KBC Mobile.

Previously, KBC only offered its own bank and insurance products and services in its mobile app. Meanwhile, Open Banking & Insurance (OBI) has become a fact. Besides offering traditional bank-insurance solutions (loans, insurance, investments, payments), KBC also provides less traditional but often-used solutions (go to <https://www.kbc.be/campaigns/mobile/en/index.html#/home> for an overview of all additional services in KBC Mobile). KBC will continue along this route.

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