Tech Mahindra to build a technology platform for Proximus

Technology

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Partnership to help Proximus generate revenue beyond connectivity, revolutionise customer experience and offer next-gen digital services

Pune, February 22, 2024: Tech Mahindra, a leading provider of digital transformation, consulting, and business re-engineering services and solutions, today announced that it has signed a strategic partnership with Proximus, Belgium's leading digital services and communications solutions provider. Together, the organisations will design and build a technology platform, 'Tech Hub' that will provide next-generation connectivity offerings for business-to-consumer (B2C), business-to-business (B2B), and business-to-business-to-any (B2B2X) segments.

With the new 'Tech Hub' platform, consumers and businesses will be able to explore, purchase, and activate the services from Proximus as well as their partner ecosystem with self-service options and take advantage of the range of next-generation digital offerings.

Vikram Nair, President, EMEA Business, Tech Mahindra, said, "As the telecom industry continues to evolve, telcos are finding new ways to reinvent themselves and adopt newer monetisation streams. Through this strategic partnership, Tech Mahindra will deliver a future-ready platform that will be instrumental in accelerating Proximus's 'Telco to Techco' journey. The partnership will leverage Tech Mahindra's extensive telecom expertise, 5G capabilities, AI proficiency, and cutting-edge IT services to revolutionise customer experience and drive business growth."

The 'Tech Hub' platform to be built by Tech Mahindra is powered by Comviva BlueMarble. This is a secure, robust, and scalable platform that employs an architecture that is ready to be deployed on cloud.

Antonietta Mastroianni, CDIO, Proximus, said, "We are pleased to partner with Tech Mahindra to build this new innovative platform. At Proximus, we are leading with our superior fiber/ 5G network, that is becoming more software-based and can deliver innovative features 'as a Service', e.g., 5G Slicing. Additionally, we are building strong software assets across the Group. This new platform, the 'Tech Hub' will be able to blend these unique assets in new value propositions for our customers, in B2C, B2B and B2B2X. The onboarding, purchasing, and activation will be digital-first and offer a similar experience as the world's leading cloud platforms."

Tech Mahindra is a leading provider for communication customers in Europe and is actively engaged with 40+ telcos in the region. In Belgium, Tech

Mahindra has established a robust presence since its operations began in the region and is serving customers in the communication, banking, manufacturing, and pharma segments.

About Proximus

Proximus Group (Euronext Brussels: PROX) is a provider of digital services, communication and ICT solutions operating in the Belgian and international markets. Our purpose, 'Boldly building a connected world that people trust so society blooms', is our guiding star in delivering delightful communication and entertainment experiences for residential consumers and in enabling next generation digital innovations tailored to businesses.

Proximus aims to build the #1 gigabit network for Belgium, combined with technology assets that enable digital ecosystems, while fostering an engaging culture and empowering ways of working. These exceptional strengths pave the way to deliver long-term value for stakeholders; they allow Proximus to contribute to an inclusive and sustainable digital society, delight customers with an unrivalled experience and achieve profitable growth both locally and internationally.

In Belgium, Proximus' core products and services are offered under the Proximus, Mobile Vikings and Scarlet brands. The Group is also active in Luxembourg, under the brand names Tango and Telindus Luxembourg, and in the Netherlands through Telindus Netherlands. The Group's international carrier activities are managed by BICS, a leading international

communications enabler, one of the key global voice carriers and the leading provider of mobile data services worldwide. With Telesign, the Group also encompasses a fast-growing leader in authentication and digital identity services, serving the world's largest internet brands, digital champions and cloud native businesses.

With 11,634 employees, imbued with Proximus' think possible mindset and all engaged to offer a superior customer experience, the Group realised an underlying Group revenue of EUR 5,909 million end-2022. For more information, visit www.proximus.com & www.proximus.be.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and society to Rise for a more equal world, future readiness, and value creation. It is a USD 6.5+ Billion organisation with 146000+ professionals across 90 countries helping 1250+ global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive future. It is the fastest growing brand globally in 'brand value rank' and among the top 7 IT brands globally in brand

strength with AA+ rating. With its NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. It aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federations of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology, and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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