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Date: June 27, 2024

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release

Please find enclosed Press Release Titled “**Microsoft and Proximus Group sign a new strategic partnership for collaboration on digital communications and cloud**”, issued today by Proximus S.A. (“Proximus”). Proximus is the holding company of Proximus Opal S.A./ N.V. (“Opal”), the holding company of Route Mobile Limited.

The same is also uploaded on the Company’s website at www.routemobile.com

Thanking you,
Yours truly,
For Route Mobile Limited

Rathindra Das
Group Head- Legal, Company Secretary & Compliance Officer
M. No F12663

Encl: as above



Microsoft and Proximus Group sign a new strategic partnership for collaboration on digital communications and cloud

Brussels, 27 June 2024 – Today, Microsoft and Proximus Group have formally signed a 5-year strategic partnership, allowing both companies to strengthen their digital lead and accelerate their innovative offerings to business and residential customers in Belgium and abroad. Both Proximus and Microsoft will reinforce their leadership positions thanks to this partnership. Microsoft will strengthen its use of the best-in-class products of Proximus' international affiliates BICS, Telesign and Route Mobile, while Proximus will benefit from Microsoft's Azure Cloud, leveraging all innovative AI & Data evolutions.

The newly formed strategic partnership between Microsoft and Proximus, will allow both parties to leverage their respective expertise and product leadership, accelerated by the power and potential of AI-applications and solutions. It focuses on three key areas:

- **Communication Platform as a Service (CPaaS) and Digital Identity (DI) Collaboration:** The partnership will focus on advancing communication platform services, enabling seamless customer engagement across multiple channels. Proximus Group's expertise in CPaaS and DI, with Telesign and Route Mobile enabled by BICS global networks and coverage will drive innovation in customer communication and security services even further thanks to this partnership. Both organizations will increase their collaboration to make the digital world a safer place, by ensuring trusted communication through Digital Identity and anti-fraud solutions.
- **Proximus joining forces with Microsoft for a strategic cloud transformation.** Key platforms will be migrated to Azure cloud services, ensuring enhanced scalability, quicker market delivery, and strengthened security. The transformation will accelerate the integration of the newest generative AI technologies in customer service and operations. Additionally, it will provide Proximus engineers with a best-in-class development environment to build innovative products and experiences.
- **Enhanced Go-to-Market for Proximus:** Microsoft will work closely with Proximus to optimize its go-to-market strategy, empowering Proximus to optimize its reseller role for Microsoft products and services in Belgium. This collaboration will strengthen Proximus' position as a top-tier Microsoft reseller in the region and will benefit all Proximus customers who are also users of Microsoft products and services. Another concrete example of this collaboration:



the two partners are already working hand in hand to bring some particularly innovative sovereign cloud solutions to market.

The collaboration between Microsoft and Proximus underscores their shared commitment to drive technological advancement and deliver unparalleled value to customers across Belgium and abroad. Both companies are excited about the opportunities ahead and look forward to shaping the future of technology together.

Marijke Schroos, general manager of Microsoft Belux: “This strategic partnership is a confirmation of the shared vision of Microsoft and Proximus when it comes to leveraging the power of innovation through cloud applications and AI innovation. Our combined strengths will create a true powerhouse of technological innovation to the benefit of our partners, customers and society as a whole.”

Guillaume Boutin, CEO of Proximus: “I'm particularly enthusiastic about this partnership, because when two leading companies join forces, the results are bound to be positive. Our international expansion strategy is bearing fruit, as it now puts us in the right position to sign relevant partnerships with the biggest players in the IT and digital sector, such as Microsoft. This strategic partnership represents excellent news for our business and residential customers, which will continue to benefit from cutting-edge technology and seamless connectivity. It's also good news for Proximus as a group, because it will lead Microsoft to strengthen its use of our best-in-class products suites of CPaaS & DI. This new strategic partnership with Microsoft, which will open up new frontiers in communication services, shows how Proximus Group is on track to further redefine customer experiences in Belgium and abroad thanks to the combined efforts of our international affiliates BICS, Telesign and Route Mobile.”

Further information at: www.proximus.com/press

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About Microsoft

Microsoft (Nasdaq: "MSFT" | @microsoft) creates platforms and tools powered by AI to deliver innovative solutions that meet the evolving needs of our customers. The technology company is committed to making AI available broadly and doing so responsibly, with a mission to empower every person and every organization on the planet to achieve more.

In Belgium and Luxembourg, Microsoft employs over 500 people and has a powerful network of more than 6,000 partners. With them, Microsoft Belux helps build solutions for corporations of all sizes, government institutions, and NGOs. Microsoft Belux aims to accompany its customers on the journey towards a digital society, overcoming the challenges it brings and seizing the opportunities it offers.

About Proximus

Proximus Group (Euronext Brussels: PROX), headquartered in Brussels, is a provider of future-proof connectivity, IT and digital services, operating in the Benelux and global markets. The Group is actively engaged in building a connected world and in ensuring the trustworthiness, security and sovereignty of digital services, to the benefit of society.

Proximus has the ambition to build the #1 gigabit network for Belgium and plays a central role in creating inspiring digital ecosystems, while fostering an engaging culture and empowering ways of working. Building upon these strengths, Proximus aims to contribute to an inclusive and sustainable digital society, delight customers with an unrivalled experience and achieve profitable growth both locally and internationally to deliver long-term value for stakeholders.

In Belgium, Proximus' core products and services are offered under the Proximus, Mobile Vikings, Scarlet and Proximus NXT brands. The Group is also active in Luxembourg (Tango and Telindus Luxembourg) and in the Netherlands (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 11,654 employees, imbued with Proximus' Think Possible mindset and all engaged to offer a superior customer experience, the Group realized an underlying Group revenue of EUR 6,042 million end-2023.

For more information, visit www.proximus.com & www.proximus.be.