

## Proximus NXT facing the digital revolution

**Luxembourg, October 29, 2024** - With this name change, the ICT and telecommunications service provider strengthens its position as the unique partner for professional entities in Luxembourg. It can now capitalize on the strength of a diverse international group to better serve clients. This new brand, common to the group, will also enable Luxembourg teams to showcase their expertise internationally.

G rard Hoffmann, CEO of Proximus in Luxembourg, and Christian Haux, Chief Enterprise Market Officer, discuss the background of this rebranding.

### What is the context for the rebranding as Proximus NXT?

**Christian Haux:** Since 1979, Telindus has established itself as a historical player in ICT and telecommunication services for businesses. Our growth, particularly since 2006, has been envisioned with Proximus, Belgium’s leading telecommunications provider. The Proximus NXT brand, under which the group gathers its business services, was introduced to the Belgian market in 2023. The Telindus name, widely recognized by clients in Luxembourg and the Netherlands with a continuously growing Net Promoter Score, has been maintained in these two markets. Although the intention to evolve the brand toward greater international coherence was present from the start, there was no urgent or immediate need to rush this change. We took our time to carefully study and prepare, progressing step by step, consolidating our offerings, and supporting our teams and clients. Today, we’re ready, and we see real opportunity in positioning ourselves under the Proximus NXT banner.

### Why now? And what message do you hope to convey with this rebranding?

**G rard Hoffmann:** The teams at Telindus and Tango have already been employed by Proximus Luxembourg SA, which has been our employer brand for years. The primary change today is aimed at our clients, both private and public. The Proximus NXT brand allows us to enhance our approach to the professional market, consolidate our ICT services—where we enjoy an excellent reputation—and further strengthen our telecommunications focus.

We aim to simplify client relationships and clarify our offerings. Additionally, we intend to present ourselves as an international entity with strong local roots. For us, the Proximus NXT brand strengthens our position with Luxembourg clients and opens new opportunities. The various entities of the group, spread across the Benelux, now share common clients. By working together under a single banner, we can better support them. From a commercial perspective, sharing the same brand internationally also has strategic advantages.

### How so?

**Christian Haux:** Internationally, a unified brand for professional services should enhance our visibility. Together, we're stronger. We can better showcase our expertise, services, solutions, and the various competence centers within the group. For instance, our Clarence solution, a sovereign cloud disconnected from Google and operated by our teams in Luxembourg, aims to meet the needs of clients in our three domestic markets and beyond, across Europe.

**G rard Hoffmann:** This new brand, identifiable by the "NXT" designation, is primarily forward-looking. Today, we are ready for the coming technological revolution.

### **What are the drivers of this technological revolution?**

**G rard Hoffmann:** The adoption of generative AI tools represents a revolution comparable to the advent of the internet. Across all fields, this will significantly transform how we work, conceive solutions, and deliver services. Other advances worth mentioning include the emergence of quantum computing and new use cases based on current and future mobile connectivity capabilities. With this new brand, we position ourselves as a pioneering force ready to support these transformations.

### **Can you remind us of the various activities grouped under the Proximus NXT brand?**

**Christian Haux:** Our activities are organized into different business lines, including cloud in all its forms and telecommunications with fixed and mobile connectivity solutions. Security and cybersecurity form a critical part of our operations, from prevention to incident detection and from post-attack interventions to investigation and awareness training. Let's not forget our core business as an ICT integrator, allowing us to meet all IT needs for companies and public administrations. We're also known for our managed services, enabling market players to outsource the management of various aspects, from security to network and IT infrastructure. We bring specialized expertise to the financial sector. Proximus NXT is also a solutions provider, with products like APSALL and GESALL supporting accounting and payroll management in Luxembourg.

### **What sets you apart from other market players?**

**Christian Haux:** Our extensive offering allows us to meet a wide range of needs. Under a single company and a unified brand, we combine ICT and Telecom services, security, and support for transformation or migration projects, such as cloud solutions. We can serve multinationals, public administrations, and SMEs alike. For this, we rely on the commitment of 800 employees based in Luxembourg.

### **We mentioned the revolution represented by AI and other emerging technologies. How does your organization plan to address the challenges related to adopting these solutions?**

**G rard Hoffmann:** Each individual has witnessed the power of these tools and started imagining how AI might support daily tasks. However, integrating these solutions into

organizations presents significant challenges, especially in terms of data control and governance. The pace is fast, as evidenced by how AI is now embedded in numerous solutions.

To support these changes, we must constantly stay ahead, remain curious, and continue training our teams.

**Christian Haux:** For example, we have a dedicated team that has been working in the AI domain from the start. We are now prepared for everything to come. We're signing our first contracts to assist companies in deploying AI for their employees, offering guidance, helping identify use cases, and analyzing available data.

## Why Proximus NXT?

This transformation embodies our dual DNA in IT and Telecom and reaffirms our commitment to collaboration within an open ecosystem. We join forces with the best technology partners and the various companies within the Proximus group to offer our clients sovereign and secure solutions, enabling them to achieve their ambitions efficiently. Together, we turn opportunities into reality to build a sustainable future.

**Proximus NXT, inspired by tech, driven by people.**

For more information, please do not hesitate to contact us or visit our new website at [www.proximusnxt.lu](http://www.proximusnxt.lu)

## *About Proximus NXT*

Proximus NXT Luxembourg supports all organizations in their digital transformation, by providing holistic ICT & Telecommunication solutions, as well as tailored managed services. With our partners and customers, we co-create opportunities and enable growth in a secure and sustainable manner. As a result of our unique expertise in next-gen IT services, mobile and advanced connectivity, we help our customers achieve their ambitions and realize their vision. Together with them and our partners we implement sovereign and trusted solutions that make people work smarter. [www.proximusnxt.lu](http://www.proximusnxt.lu)

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