

Proximus Art Collection will place a selection of artworks on the market and use the proceeds for new acquisitions

Proximus Art Collection vzw/asbl, the non-profit organization that manages the Proximus Group's art collection, will offer around 70 works of art at auction this fall, in cooperation with auction house Christie's. The proceeds will be used to further enhance the Proximus Art Collection.

New works to create a new momentum for the Proximus Art Collection

As one of Belgium's largest corporate art collections, the Proximus Art Collection adorned the spaces of the Proximus headquarters in Brussels for many years. Due to ongoing building renovation works, most of the collection has been placed in a special warehouse to ensure optimal conservation. Some of the monumental works in the collection have been temporarily relocated.

Going forward, the art collection will continue to play a prominent role in Proximus' daily working environment. In addition to the existing pieces, new works will continue to be integrated. To finance their acquisition, a selection of works for sale – with limited impact on the overall quality of the collection – has been made. Some of these works will be sold via auction at Christie's. Ahead of the auction, a separate selection of works from the collection will be made available for purchase to Proximus employees exclusively.

Practical information on the auction

The online auction will run from Sept. 11 through to Sept. 25 organized auction house Christie's. The sale will include pieces by Andy Warhol, Roy Liechtenstein, Robert Longo, Sol LeWitt, Thomas Ruff and Dirk Braeckman to name only a few artists. In total, approximately 70 works will be presented at auction.

As of today, a selection of works from the online sale will be exhibited at Christie's on Avenue Louise 418, 1050 Brussels. Until 24 April, visits are by appointment only. From April 25 to 28, during Art Brussels, the doors will be open to the public each day from 11.00 am to 5.00 pm, making it possible to walk in and enjoy the art without prior arrangements. A second, more comprehensive exhibition will be organized closer to the auction.

Stefaan De Clerck, Chairman of the Proximus Board of Directors and Proximus Art Collection:

"For nearly three decades, the Proximus Art Collection has been inseparable from our corporate culture. The unique collection shows that heritage and technological innovation go hand in hand and that art can play a stimulating role to keep evolving and innovating as a company. We want to adopt the same philosophy in the collection, selecting new works that are a refreshing addition to the existing pieces."

Astrid Centner, Director Christie's Belgium and Luxembourg:

"Christie's would like to thank Proximus Group for entrusting this important selection of works to us for a dedicated online sale taking place this September. Coming from one of Belgium's most prominent corporate art collections, we expect this prestigious provenance to attract interest from a wide range of collectors."

About the Proximus Art Collection

The Proximus Art Collection includes a total of approximately 600 works by Belgian and internationally renowned artists. The focus is on contemporary painting and sculpture, photography and video art, with the aim of offering Proximus employees a source of inspiration and a refreshing view on the world within their daily working environment. In 2021, on the occasion of the 25th anniversary, some 200 works were brought together for the unique public exhibition 'Art with a View'.



Further information at: www.proximus.com/press

Press team: +32 2 202 44 44

Haroun Fenaux
+32 476 60 03 33

Fabrice Gansbeke
+32 472 050 702



E-mail: press@proximus.com

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.

About Christie's

Founded in 1766, Christie's is a world-leading art and luxury business with a physical presence in 46 countries throughout the Americas, Europe, Middle East, and Asia Pacific, and flagship international sales hubs in New York, London, Hong Kong, Paris and Geneva. Renowned and trusted for our expert live and online-only auctions, as well as bespoke Private Sales, Christie's unparalleled network of specialists offers our clients a full portfolio of global services, including art appraisal, art financing, international real estate and education. Christie's auctions span more than 80 art and luxury categories, at price points ranging from \$500 to over \$100 million. Christie's has sold 7 of the 10 most important single-owner collections in history, achieved the world record price for an artwork at auction, launched the first fully on-chain auction platform dedicated to exceptional NFT art and manages an investment fund to support innovative startups in the art market. Christie's is also committed to advancing responsible culture throughout its business and communities worldwide. To learn more, browse, bid, discover, and join us for the best of art and luxury at christies.com or by downloading Christie's apps.