

Proximus NXT and Mistral AI: European artificial intelligence deployed at scale

Luxembourg, November 27, 2025 – Proximus NXT is taking the next step in the rollout of artificial intelligence by partnering with Mistral AI, France's first "decacorn", to launch a comprehensive AI offering targeting not only the Benelux region but also other European countries.

This partnership gives organizations access to solutions such as I Studio, Le Chat and Mistral Code, developed by Mistral AI, while allowing them to leverage Proximus NXT's AI expertise and secure infrastructure.

The Power of Mistral AI

Offered as a turnkey solution, it is hosted by Proximus NXT. The solution is designed for organizations wishing to harness the power of Mistral AI's suite of artificial intelligence products while relying on a sovereign infrastructure.

The aim of this offering remains unchanged: to make AI "Made in & for Europe" accessible – high-performing, scalable, secure and truly sovereign.

Tangible Benefits for Organizations

With this solution, organizations can manage the deployment of their AI use cases – such as internal assistants, document automation, customer support, data analysis, decision support, workflow optimization, etc. – without compromising confidentiality, flexibility or performance.

Proximus NXT provides guidance for the deployment and end-to-end management of the technical environment, including supervision, security, backup, updates and performance monitoring. This allows organizations to focus on applying AI solutions to optimize productivity and improve customer satisfaction.

The approach is built on sovereign, secure data and cloud infrastructures that meet the highest standards in terms of performance, cybersecurity and data protection.

"We are delighted to work with Proximus NXT to make our products available within a sovereign, high-performance framework that meets the requirements of the European market," says **Marjorie Janiewicz, Global Head of Revenue of Mistral AI**.

"Artificial intelligence is a powerful driver of competitiveness, but it must remain controlled, secure, and accessible. Together with Mistral AI, we offer organizations a high-performance, sovereign solution that can adapt to their needs, whether they operate in the Benelux or in other European countries," explains **Fabrice De Windt, Interim Enterprise Market Lead at Proximus**.

European AI for a global world

By making Mistral AI's solutions available as managed services, Proximus NXT strengthens its position as a key player in Europe's digital transformation.

"Launched in Luxembourg, this alliance paves the way for responsible and pragmatic adoption of generative AI for all organizations," emphasizes **Gérard Hoffmann, CEO of Proximus Luxembourg**.

This initiative illustrates a strong vision: that of an AI that is high-performing, controlled and tailored to local needs, yet global in its reach.

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

About Mistral AI

Mistral AI is a pioneer company in generative artificial intelligence, empowering the world with the tools to build and benefit from the most transformative technology of our time. The company democratizes AI through high-performance, optimized, and cutting-edge open-source models, products and solutions as well as end-to-end infrastructure with Mistral Compute. Headquartered in France and independent, Mistral AI defends a decentralized and transparent approach to technology, with a strong global presence in the United States, United Kingdom, and Singapore.www.mistral.ai

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2 / 2

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