

Media release

Zurich, March 24, 2011

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Sunrise successfully brings 2010 fiscal year to a close

- Increase of 2.9% in turnover and 8.9% in profits (EBITDA)
- Total number of customers reaches a record level with 2.94 million subscribers
- Impressive customer growth in the mobile segment, unbundling continues to make rapid progress

Sunrise brought the eventful 2010 fiscal year to a successful end. Compared to the previous year, turnover increased by 2.9% to CHF 2.052 bn. At the same time, the company's operating result (EBITDA) increased by 8.9% to CHF 542 m. Sunrise also posted impressive customer growth: as of December 31, 2010, the total number of customers was 2.94 million, which can be especially attributed to a significant increase in the number of subscribers in the mobile segment. In 2010, Sunrise saw the mobile customer segment grow by 152,000 customers, 57,300 of whom became new Sunrise subscribers in the fourth quarter of 2010 alone.

Steady growth in turnover and earnings

As early as the first half of 2010, Sunrise was able to demonstrate positive developments in business figures. Growth continued into the second half of 2010, which had a very positive impact on the overall results: with an increase in turnover by 2.9% to CHF 2.052 bn, an increase in the EBITDA by 8.9% to CHF 542 and an EBITDA margin totaling 26.4%, Sunrise achieved its high goals.

Significant customer growth and increased market share

Last fiscal year Sunrise posted impressive customer growth. Compared to the previous year, the customer base as of the end of the year had grown from 2.85 million to 2.94 million subscribers. The customer growth can be primarily attributed to the increase in the number of subscribers in the mobile segment (152,000 new customers, 57,300 in the fourth quarter of 2010 alone) and the consistent investment policy in the ULL segment. While the launch of the iPhone 4 at attractive terms in July 2010 as well as the general increase in demand for smartphones accounted for growth in the mobile market, the considerable increase in the number of new customers in the ULL segment is a clear indication of the continuous infrastructure investments that Sunrise has been making for years. As of December 31, 2010, Sunrise had a mobile phone market share of 23.8%.

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Investments of CHF 1 bn in products, services and infrastructure

Last year Sunrise launched comprehensive investment measures. The company will continue to make significant investments up until 2014. During this period, Sunrise is planning to invest CHF 1 bn in the expansion and modernization of the mobile network, in DSL technology (unbundling of the last mile) as well as in fiber optic solutions. Sunrise is also giving increasing attention to constantly improving the customer experience. In this context, Sunrise will devote itself to further optimizing its service quality on the one hand and will significantly invest in the expansion of the Sunrise center network on the other. Over the next four years, another 60 retail outlets are to be added to the 81 existing shops so as to achieve a nationwide presence and be close to customers. Until the end of the year, Sunrise will create 40 new jobs in this area.

Business Sunrise: a new sub-brand for business customers

With the launch of the new Business Sunrise sub-brand, Sunrise repositioned itself in the business customer segment at the end of last year. The offer has been even better tailored to the various sizes and structures of companies so that Sunrise can offer its business customers ideal solutions to meet all of their business communication needs, regardless of their company's size. As of the end of 2010, over 60,000 customers were already relying on the services of Business Sunrise.

Oliver Steil, CEO of Sunrise, was pleased with the 2010 fiscal year: "2010 was a year of upheaval for Sunrise, from which we emerged with greater strength. We can be very pleased with the annual result. Particularly in the second half of 2010, we managed to play upon our strengths with fresh vigor. We convinced our customers with attractive offers and heralded in a new era in terms of the customer experience. We have taken off in a new direction and want to continue on this course. Backed by our new owners, we are ideally equipped for the challenges that we must face. The infrastructure investments that we will make in the years to come represent a milestone for Sunrise."

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Period from January 1 – December 31	2010 ¹	2009 ²	Q4 2010	Q4 2009
Total revenue (in millions CHF)	2,052	1,994	525	510
Mobile network services	1,233	1,151	324	294
Landline network services	643	660	156	170
Internet services	176	183	45	46
EBITDA (in millions CHF)	542	498	121	136
EBITDA margin	26.4%	25.0%	23.0%	26.6%
Total number of customers (in millions)	2.94	2.85	2.94	2.85
Mobile network	2.015	1.863	2.015	1.863
Landline network	0.571	0.635	0.571	0.635
Internet	0.358	0.356	0.358	0.356

Sunrise

Sunrise is the largest privately held telecommunications provider in Switzerland, with offices in Zurich, Bern, Biel and Renens. 2.94 million customers use its services in the areas of mobile telephony, fixed network and the Internet. For business customers, Business Sunrise offers customized communication solutions. Its mobile network, which is based on GSM, EDGE, UMTS and HSDPA technologies, covers over 99% of the population with state-of-the art mobile network services with transfer rates of up to 7.2 Mbps. A high-performance fiber optic network, with a total length of 10,000 km, enables high-quality voice and data services to be offered throughout the country. Thanks to unbundling, Sunrise reaches 85% of all households with its own broadband infrastructure and operates more than 80 Sunrise centers throughout Switzerland. Sunrise is a brand of Sunrise Communications AG.

¹ Financial figures of Sunrise Communications Holdings S.A.

² Information according to IFRS Financial Statement