

Media Release

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Sunrise maintains its growth momentum in third quarter of 2011

- **Carried by new rate plans and successful smartphone offerings, Sunrise achieved double digit growth in terms of its mobile postpaid customer base (+14.1%), outperforming the market**
- **Customer growth results in significant increase in operating result (EBITDA+10.6%)**
- **Business Sunrise becomes a full service provider for business customers after acquisition of NextiraOne Switzerland**

The third quarter of 2011 again maintains the positive business trend of Sunrise. The largest private telecommunications provider in Switzerland continues its significant growth momentum. Sunrise increased its customer base to 2,97 million (+2.7%). As in the previous quarters, the mobile postpaid segment showed an impressive double-digit growth (+14.1%). Sunrise outperformed the market in the 3rd quarter, in particular in this segment. This positive development was mainly ascribed to the attractive smartphone offerings and the new rate plans Sunrise sunflat and Sunrise flex which opened up new customer segments. Thus, EBITDA increased by 10.6% to CHF 465.7 million compared to the corresponding period in the previous year. Again development was supported by Business Sunrise, the business customer segment. Thanks to the successful acquisition of NextiraOne Switzerland concluded on November 10, Business Sunrise is now the second largest full service provider for business customers in Switzerland.

In the third quarter of 2011, Sunrise confirmed its leading position among the privately owned telecommunication providers. In particular in the mobile postpaid segment, Sunrise again gained a large number of new customers (+14.1%) and outperformed the market significantly. The mobile postpaid customer base totalled 1.07 million by September 30, 2011, the overall customer base amounted to 2.97 million. Thus, the operating result (EBITDA) reached CHF 465.7 million (+10.6%) by the end of September. The revenue of Sunrise, adjusted for hubbing, increased by 1.2% and amounts to CHF 1,392 million. The EBITDA margin, adjusted for hubbing, also experienced a clear rise – from 30.6% to 33.5%.

Integration of NextiraOne Switzerland under the Business Sunrise brand

On November 10, Business Sunrise and NextiraOne Switzerland signed the acquisition contracts. NextiraOne Switzerland will be fully integrated into the business customer segment of Sunrise. The consolidation of both companies will create a full service provider for small, medium and large enterprises in all industries, enabling services such as cloud computing. All 180 employees of NextiraOne will be integrated in Business Sunrise totalling nearly 400 people. The acquisition of NextiraOne Switzerland by Sunrise was a logical step for the two companies who have worked closely together for a number of years.

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Attractive rate plans, new iPhone 4S, 100 Sunrise centers and IPTV in the pipeline

The new rate plans Sunrise sunflat and Sunrise flex launched in summer opened up new customer segments. The continuous demand showed that the new portfolio matches customer needs very well. At the beginning of November, the independent online portal comparis.ch stated that Sunrise has the most consumer friendly offering for light and average users of the new iPhone 4S. In order to further improve our customer experience, we are also well advanced in our plans to deploy a new nation-wide HSPA+ UMTS 900 mobile network to increase our data speed to up to 21 Mbps. Meanwhile, Sunrise has continued its shop expansion and opened its 100th Sunrise center in Geneva one week ago, thus demonstrating customer proximity in both rural and urban areas all over Switzerland. By the beginning of 2012, Sunrise will launch its IPTV product. The internal friendly user tests started in October and the product is being finalized in the upcoming weeks. The IPTV product will help Sunrise to position itself as a quadruple play provider for residential customers. With its currently more than 600 unbundled locations and growing unbundled customer base, Sunrise is well positioned for future quadruple play offers.

Oliver Steil, CEO of Sunrise, comments, "In Q3 2011, Sunrise has seamlessly picked up the pace of the previous quarters. Our development is continuous, stable and sustainable. With Business Sunrise in an even stronger position than before, the Christmas trade ahead and our new IPTV product to be launched at the beginning of 2012, we are facing interesting and promising months."

	1/1-9/30/2011	1/1-9/30/2010	Change
Total sales excluding hubbing (in CHF m)	1,392	1,375	1.2%
Mobile services	964	909	6.1%
Landline network services	296	334	(11.5%)
Internet services	132	132	(0.2%)
EBITDA (in CHF m)	466	421	10.6%
EBITDA margin excl. hubbing	33.5%	30.6%	2.9ppt
Total customer number (in m)	2.97	2.89	2.7%

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Sunrise is the largest private telecommunications provider in Switzerland, with offices in Zurich, Kloten, Lucerne, Basel, Bern, Biel/Bienne, Renens, Geneva and Lugano. Sunrise has 2.97 million customers, who use its services in the areas of mobile telephony, landline network, and the Internet. Business Sunrise offers customized communication solutions for business customers. The mobile network, which is based on GSM, EDGE, UMTS, and HSPA+ technologies, provides over 99% of the population with state-of-the-art mobile network services and permits transfer rates of up to 21 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 can reach 85% of all households with its own broadband structure. The company operates more than 100 Sunrise centers across Switzerland. Sunrise is a brand of Sunrise Communications AG.