

Media release

Zurich, August 23, 2012

Page 1/2

Sunrise increases sales and profit in the first half of 2012

- Sales grew by 7.0% to CHF 1.023 billion
- Operational earnings (EBITDA) increased by 8.5% to CHF 311.9 million
- Continuous customer growth in the mobile postpaid area (+9.3%)

Growth in sales of CHF 67 million (+7%) and EBITDA increased by CHF 24.5 million (+8.5%)

Organic growth in sales amounted to 2.6%, with the mobile phone segment growing by 5.0% to CHF 639.4 million. Business Sunrise Enterprise Solutions GmbH, which Sunrise acquired in November 2011, contributed CHF 42.5 million to the growth in sales. One of the main drivers of the EBITDA growth was the increase in the mobile postpaid area with 97.700 customers (+9.3%) compared to the same period in the previous year.

Sunrise TV completes the portfolio

With the launch of Sunrise TV in the first quarter of 2012, Sunrise has since been the only private full-service provider in the Swiss telecommunications industry that can offer its customers landline network, Internet, TV and mobile phone services from one source. Several ten thousands of customers have already decided in favor of the digital television offers from Sunrise.

TQ Net (Top Quality Net) as a new label for the Sunrise network quality program

In February 2012, Sunrise successfully acquired all necessary mobile phone frequency licenses until 2028 in the mobile license auction. Thus and with the selection of the globally leading technology partner Huawei, which is responsible for the expansion, operation and maintenance of the mobile and landline network of Sunrise from September 1, 2012, Sunrise clearly displayed its determination to invest heavily in network expansion. On the basis of the network quality program TQ Net (Top Quality Net), the company is expanding its mobile network to the UMTS 900 standard for data connections at up to 42 Mbit/s and is thus creating the best network experience for its customers, independent of the rate plan used. The aim is to offer customers a comprehensive UMTS network for fast data connections from spring 2013.

Oliver Steil, CEO of Sunrise, is satisfied with the results from the first half of 2012: "After the strong year 2011, the current business figures show that our development is sustainable and continuous in the current market environment. We are gradually developing the company and have successfully enhanced our offering in the landline network and mobile segment in the first six months."

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Page 2/2

Time period 1.1.2012 – 30.6.2012	First half of 2012	First half of 2011	Change
Total sales (in CHF million)	1,023	956	7.0%
Mobile network services	639	609	5.0%
Landline network services	295	260	13.7%
<i>Landline network services (without hubbing)</i>	228	197	15.7%
Internet services	89	87	2.3%
EBITDA (in CHF million)	312	287	8.5%
EBITDA margin	30.5%	30.1%	
EBITDA margin (without hubbing)	32.6%	32.2%	
Total customer number (in million)	2.98	2.95	1.0%

Sunrise

Sunrise is the largest private telecommunications provider in Switzerland, with offices in Zurich, Kloten, Lucerne, Basel, Berne, Biel/Bienne, Renens, Geneva and Lugano. Around 3 million customers use Sunrise products and services in the areas of mobile telecommunications, landline network, the Internet and IPTV. Sunrise TV, the latest generation in entertainment, is distinguished by the largest selection of HD broadcasters in the basic package, the ComeBack TV and Live Pause functions and a unique variety of TV and radio channels. The Business Sunrise business customer division offers individual communications solutions for business customers. The Sunrise mobile network, which is based on GSM, EDGE, UMTS and HSPA+ technologies, provides 99% of the population with modern mobile network services at transfer speeds up to 42 Mbit/sec. A high-performance fiber-optic network with a total length of 10,000 km enables provision of high-quality voice and data services throughout the country. Thanks to unbundling, Sunrise can reach approximately 85% of all households with its broadband services. Sunrise operates more than 100 Sunrise centers throughout Switzerland. Sunrise is a brand of Sunrise Communications AG.